

The little girl who wouldn't eat...
JUST SEE HER NOW!



YESTERDAY at both breakfast and lunch, she only toyed with her food—so no wonder Mother was just a little concerned. But today, it's another story. Mother has found just the treat to tempt a young appetite. It's a bowl of Rice Krispies and milk. And just watch her dip right in with her spoon and eat every mouthful of that good, nourishing cereal.

It gives you great satisfaction to see your children enjoying their food. Well, just give them Kellogg's Rice Krispies. This different cereal fascinates youngsters. Crisp, delicious rice bubbles that actually snap, crackle and pop in milk or cream!

And Rice Krispies are one of the *best* of cereals for children. So tempting, nourishing, and easy to digest. Splendid for the evening meal—they do not overtax like many heavy foods, and so they encourage restful sleep.

You'll enjoy Rice Krispies for your own lunch—perhaps with fruits or honey added. Great for brightening breakfast.

Kellogg's Rice Krispies are made with scrupulous care. Spotless ovens. Gleaming machinery. Sunlit kitchens. Never touched by hands. And Rice Krispies are *sealed* in a protective waxtite bag which keeps them oven-fresh. Made by Kellogg in Battle Creek. *Quality guaranteed!*



Fine for recipes!

Rice Krispies make delicious macarons, candies, desserts, etc. Sprinkle into soups. Butter them like popcorn. Put them on ice cream for a "nut" sundae. Recipes on the package.

FOR THE CHILDREN: Tune in Kellogg's SINGING LADY every afternoon except Saturdays and Sundays at 5:30 Eastern Time, over WJZ, WLW, WBAL, EDKA, WBZ, WBZA, WUAB, WJZ. At 5:15 Central Time, KOIL, WRNH, KWK; at 6:00, WGR. Songs and stories children love.