

Case files - Kellogg's from Chicago Office Microfilm

"The

Self-Starter Breakfast*

helps keep me on my toes!"

says **ESTHER WILLIAMS**, star of the "Aquacade" at the San Francisco Fair. "As a professional swimmer and as a housewife," says Esther Williams, now Mrs. Leonard Kovner, "I've discovered that the breakfast that keeps me feeling my best all morning long is a big bowlful of Kellogg's Corn Flakes with some fruit and lots of milk. It tastes wonderful . . . it's not too heavy . . . and it helps keep me on my toes."



SERVICE STATION MANAGER, FRED RIVETT says: "Service with a smile is our rule, and I have to step lively right from the minute I report for duty. A big bowl of Kellogg's Corn Flakes with fruit and milk *tastes* so swell it starts me off in high, and helps keep me going strong right through till lunch-time, even on our busiest days."

★ THE "Self-Starter
BREAKFAST"
A big bowlful of Kellogg's Corn Flakes with
some fruit and lots of milk and sugar.

It gives you —

- FOOD ENERGY!
- VITAMINS!
- MINERALS!
- PROTEINS!

plus the famous FLAVOR of Kellogg's Corn
Flakes that tastes so good it sharpens your
appetite, makes you want to eat.

Kellogg's
**CORN
FLAKES**

FLAKEN ROLLED CORN WITH SUGAR, SALT AND WHEAT FLOURING

THE ORIGINAL

K.H. Kellogg

MADE BY KELLOGG COMPANY, BATTLE CREEK, MICHIGAN

THE ALL-AMERICAN
READY-TO-EAT
CEREAL—DELICIOUS
MORNING, NOON
AND NIGHT!

Kellogg's CEREALS
MADE IN BATTLE CREEK

• KELLOGG'S CORN FLAKES • WHEAT FLAKES • MILK-BRAND • WHEAT KISSELS • FIP
• KELLOGG'S FOUR-BRAN FLAKES • ROUNDELTS • KELLOGG'S UNFROSTED WHEAT

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