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"The Self- Starter Breakfast"

keeps me on my toes!"



"AS A PROFESSIONAL SWIMMER AND A HOUSEWIFE," says Esther Williams, now Mrs. Leonard Kover, "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."

Says **ESTHER WILLIAMS**
Star of the "Aquacade" at the
San Francisco Fair



Busy, active people of all ages find that changing to a breakfast of crisp, appetizing Kellogg's Corn Flakes with fruit and milk helps them start every day feeling on top of the world!

ARCHITECT

"When I've got a busy morning's work ahead of me," says **FRANK POLITO**, well-known architect, "I like a breakfast that's satisfying, but not too heavy. A big bowl of Kellogg's Corn Flakes with lots of milk and some fruit hits me right... gets me off to a good start."



MODEL

JOAN HOFF, well-known photographers' model says: "I can't look my best unless I feel my best. That's why I eat this delicious Self- Starter Breakfast,* especially on the mornings when I pose for photographs. I love the flavor and crispness of Kellogg's Corn Flakes, too."



Take a tip from these busy, active people who have to be alert and on their toes the minute they get on their jobs. Many say that this Self- Starter Breakfast* keeps them feeling their best!

Kellogg's toasted Corn Flakes taste so good they wake up your appetite, make you want to eat. Their famous FLAVOR has made them America's largest-selling ready-to-eat cereal for more than thirty years.

But while you're enjoying this breakfast, it's doing you a good turn, too. It gives you food energy! protective vitamins! important minerals! that everyone needs every day. Get on top of the world tomorrow. Eat the Self- Starter Breakfast!*

Also ask for Kellogg's Corn Flakes in Restaurants, Hotels, Dining Cars

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* THE "Self- Starter BREAKFAST"

A bowl 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 CEREALS
MADE IN BATTLE CREEK

- * CORN FLAKES
- * RICE CRISPIES
- * ALL-BRAN
- * WHEAT CRISPEYS
- * PEZ
- * WHEAT BRAN FLAKES
- * RISPIMITES
- * KELLOGG'S SHREDDED WHEAT

DELICIOUS—FOR BREAKFAST, LUNCH, SUPPER, BEDTIME