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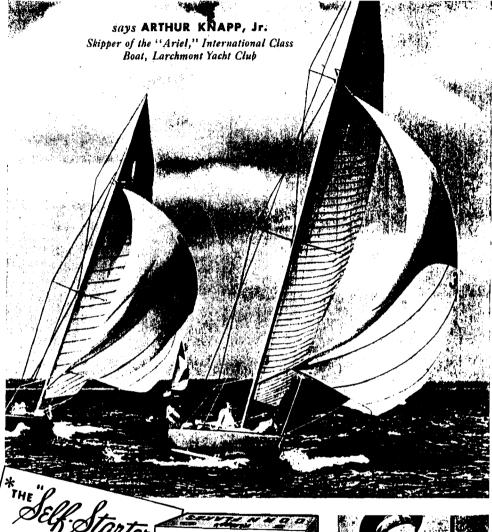
"WHEN THE THERMOMETER HITS THE HIGH SPOTS," says Arthur Knapp, Jr., "the breakfast for me is a big bowl of Kellogg's Corn Flakes with some fruit and plenty of milk. It's as cooling and crisp as a fresh morning breeze—and it keeps me feeling on top."

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"BIG-CITY NEWSPAPER REPORTERS have to be constantly alert and 'on the go'," says BEVERLY HEPBURN, reporter. "I've found that eating a breakfast of Kellogg's Corn Flakes with fruit and milk helps a lot to keep me feeling that way right through to lunchtime."

GOOD AND GOOD FOR YOU... MORNING, NOON AND NIGHT