

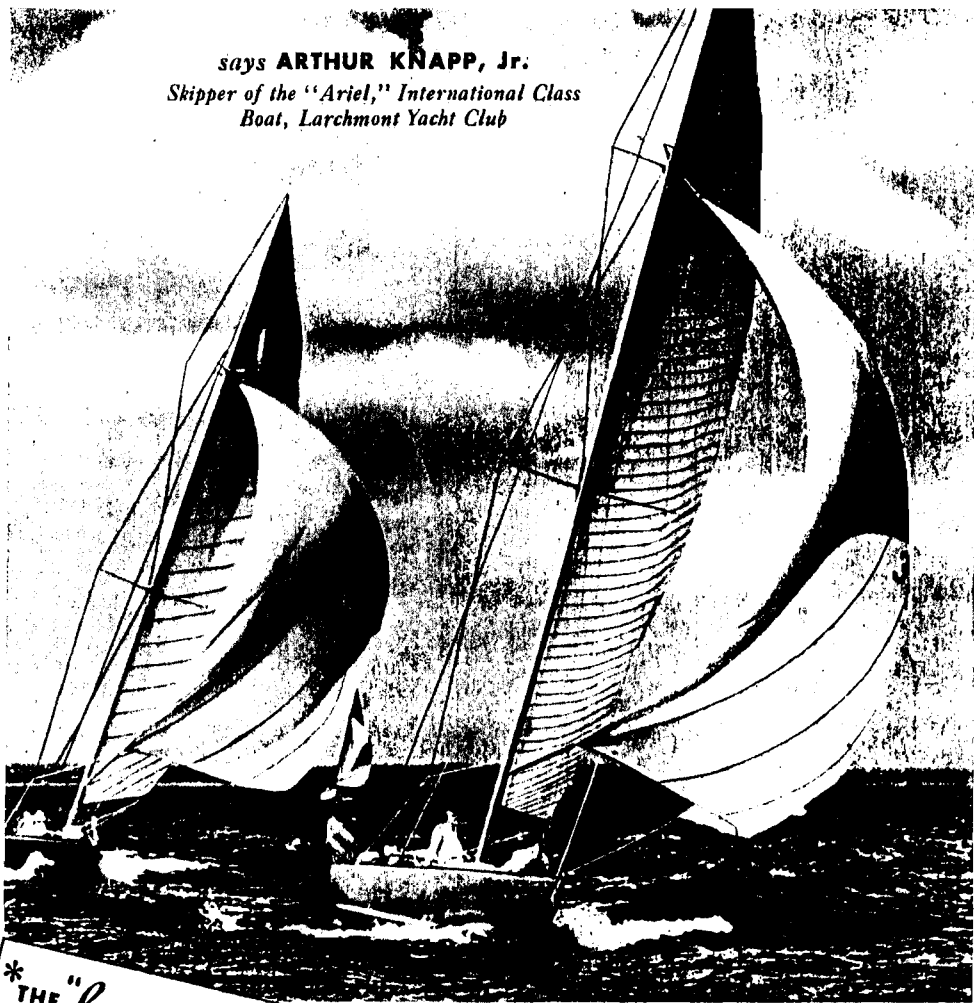
9/4/1

"I'm keeping cool
on the

Self-Starter Breakfast



says **ARTHUR KNAPP, Jr.**
Skipper of the "Ariel," International Class
Boat, Larchmont Yacht Club



"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."

Active, "heads up" people who have to be at their best even in the hottest weather say that this crisp, appetizing breakfast of Kellogg's Corn Flakes with fruit and milk gets them off to a perfect start!

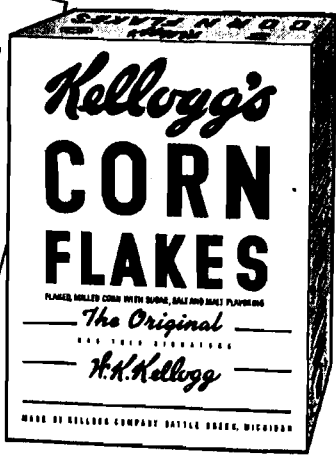
No wonder the Self-Starter Breakfast* is the favorite of so many busy people—people whose jobs call for plenty of "spark" the first thing every morning! The famous FLAVOR of Kellogg's Toasted Corn Flakes has made them America's best-liked ready-to-eat cereal for more than thirty years. Top these crisp, golden-brown flakes with your favorite fruit . . . add cool, creamy milk and you have a summertime breakfast that's good—and mighty good for you. Try the Self-Starter Breakfast* tomorrow! Also ask for Kellogg's Corn Flakes in Restaurants, Hotels, Dining Cars.

*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.



"BIG-CITY NEWSPAPER REPORTERS have to be constantly alert and 'on the go,'" says BEVERLY HEBURN, 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."

Now 6 CEREALS IN 1 PACKAGE!



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