



PROTEIN!



Active adults need plenty of protein. The kind in Kellogg's Special K is ready to eat, and easy to digest.

Kellogg's discovers a great new high-protein food in a delicious new ready-to-eat cereal form

K Most mothers these days seem to know that protein is one of the keys to family health.

Maybe this is why Kellogg's Special K has caught on so quickly. If you haven't heard about this new high-protein cereal yet, here's the story:

Special K with milk or cream has more high-quality protein (the kind everyone needs daily) than any other leading cereal—hot or cold. Twice the average of all cereals.

Mothers also like the way Special K gets eaten up. It has a special flavor and a new form all its own. More than a flake, more than a puff—it even feels good in your mouth.

You'll find the proof in the package with the big red K on it. We think your family will enjoy it, too.



Wow! Special K in Handi-Pak! Special K is now becoming available in the Kellogg's Handi-Pak—8 personal-portion "individuals" in one Handi-Pak. Look for it at your store.

Kellogg's OF BATTLE CREEK

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