

new compact food

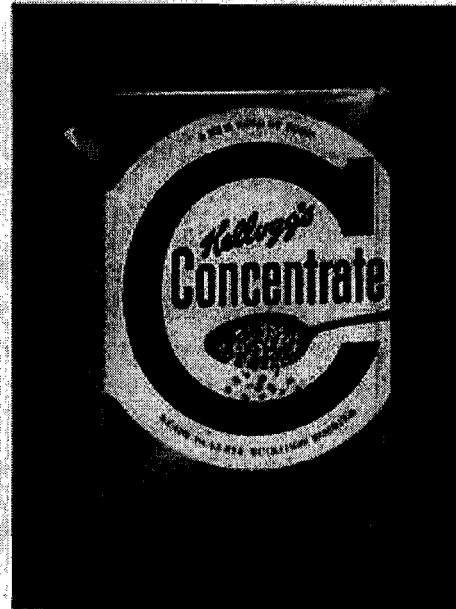
*supplies the nutritional "boost"
so many people need*

Looks and eats like a cereal—but contains more essential nutrients than any other all-purpose food.

A nutrition "booster" that allows you to balance your diet every day without a single chart.

40% high-quality protein. 99% free of the fat found in other high-protein foods.

Enjoy it as a cereal, or on other cereals; in meat loaves or patties; on casseroles, soups, salads, fruits and desserts.



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Kellogg's Concentrate

ONE OUNCE GIVES YOU THE NUTRITIVE VALUES INDICATED. IN ALL THE FINE FOODS YOU SEE BELOW

<p>PROTEIN: more than an egg and two strips of bacon.</p>	<p>VITAMIN B₁ (thiamine): as much as three ounces of ham.</p>	<p>VITAMIN B₂: more than five carrots.</p>	<p>VITAMIN C: about as much as a four-ounce glass of tomato juice.</p>	<p>NIACIN: more than three ounces of beefsteak.</p>
<p>IRON: as much as two ounces of beef liver.</p>	<p>VITAMIN D: as much as two glasses of vitamin D milk.</p>	<p>VITAMIN B₁₂: as much as an ounce of meat or fish.</p>	<p>RIBOFLAVIN: more than four ounces of Cheddar cheese.</p>	

Kellogg's OF BATTLE CREEK



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