

THE LITTLE GOLD BOX

# How it helps you balance your diet every day without a single chart



If you have been working too hard and not eating right—

If you are cutting down on calories—

If you want to get back to the simple essentials of good  
nourishment—

Then by all means join the thousands who are keeping on  
the safe side with the unique new kind of cereal that helps  
balance your diet every day.

These crisp, golden flakes bring you the  
greatest concentration of protein, vitamins and minerals ever  
offered in a single all-purpose food—and are 99% fat-free.

The time to start is tomorrow morning. See if you don't  
feel a lot better for it.

Get the little gold Box  
of Concentrate  
in your grocer's cereal section



*Kellogg's* of Battle Creek

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