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The new "Special K Breakfast" and common sense weight control

It starts your day with important, complete protein—yet supplies fewer than 250 calories. It's quick as instant coffee—and tastes so good you can live with it month after month



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The temptation is great, when you are conscientiously counting calories, to skimp on breakfast—or skip it altogether.

According to the best information on common sense weight control, this is perhaps the worst thing you can do.

A breakfast of only juice and coffee can sabotage your whole reducing program. It gives you too few calories to carry you through the morning—and shortchanges you completely on protein.

The result is all but inevitable. You are empty and droopy before noon that there is usually the compulsion to overeat the rest of the day.

Why Breakfast Is Vital

When you wake up in the morning your body is run down. If breakfast is a "minus meal," your body simply has no fuel to help it get going.

No matter how low a calorie quota you have set for the day, the leading nutritionists agree that you should get 20 per cent or more of those calories at breakfast. Your need for protein, vitamins and minerals is also great. Body cells and tissues must be supported, even though excess fat is being torn down.

Eating sensibly at breakfast helps you eat sensibly at lunch and dinner.

New Special K Breakfast

control has been worked out by ranking nutritionists at an outstanding university and diet specialists at Kellogg's of Battle Creek.

This breakfast is built around a unique cereal food—Kellogg's Special K.

Special K, a good-tasting, high-protein cereal, was "invented" by this same team several years ago. When served with milk, Special K provides a significant amount of complete protein—as well as other dietary essentials—first thing in the morning.

The Special K Menu

Half a medium-size grapefruit—or 4 ounces of orange or tomato juice

1 ounce (1½ cups) Special K with 1 teaspoon sugar

4 ounces skim milk

Black coffee or tea

This complete protein breakfast adds up to 240 calories.

A Bonus in Well-Being

The Special K Breakfast is an easy-to-get breakfast. (It's ready before your coffee is cool enough to drink.) And most folks agree that it is quite delicious, too. It is

one that can be enjoyed week after week month after month.

And because Special K with milk gives you complete high-quality protein, it gives you a feeling of well-being. Your body has been pleasantly nourished—you aren't plagued by hunger an hour or two later.

Moderation Is the Answer

With sensible watching of the foods you eat at other meals—cutting down instead of cutting out—there is no reason why the Special K Breakfast can't help you reach the weight you want—and keep it.

Isn't that important enough to make you want to give the new Special K Breakfast a good try? If you have any questions about weight control, your doctor, of course,

