

With a long day's ridin' ahead, a man needs a good breakfast.

Some mornings a man can't wait to saddle up and hit the trail. Maybe he'd just as soon skip breakfast... except breakfast tastes so good when it starts with Kellogg's Sugar Frosted Flakes cereal. Behind every cowboy there's a mother who's thankful for that good taste of cereals. It's a great way to tempt his uncertain appetite and be sure he starts his day with the good nutrition he needs. Without fuss or argument. Did you ever wonder what would happen to breakfast if we didn't have cereals?

Kellogg's

Morning. Let's face it together.™

NUTRITIONAL FACTS OF KELLOGG'S SUGAR FROSTED FLAKES®

(Note that one ounce provides one-third of the officially established minimum daily adult requirements of six essential vitamins!)

TYPICAL NUTRITIONAL COMPOSITION

Protein	4.6%	(1.3 gm)
Carbohydrates	89.6%	(25.4 gm)
Fat	0.3%	(0.1 gm)

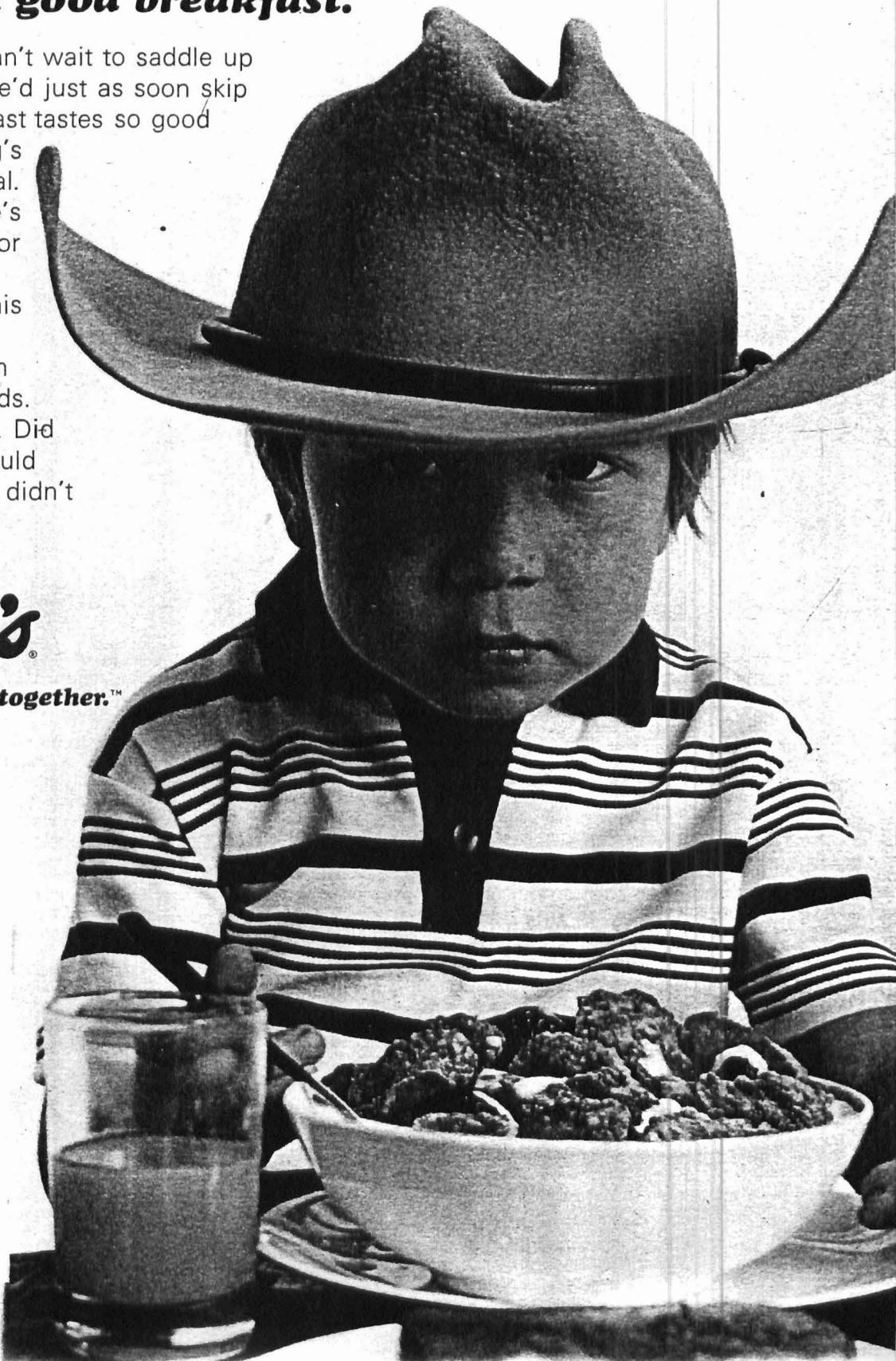
ONE OUNCE ALSO PROVIDES

the following percentages of officially established minimum daily adult requirements:

Vitamin A	33%
Vitamin D	33%
Vitamin C	33%
Niacin	33%
Thiamine (B ₁)	33%
Riboflavin (B ₂)	33%
Vitamin B ₆	0.6 mg
Vitamin B ₁₂	1.6 mcg
Iron	7%
Calories per oz.	107



Percentages daily requirements not established



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