

A couple of flimsy reasons to
start eating *Special K* right now.



Not much to it, is there?
Precisely the reason you should
start dieting now, while there's still some
time left before summer.

And a great way to begin your diet
is with a *Kellogg's® Special K Breakfast™*.
It's low in fat. Low in calories. With big,
crispy flakes as rich in taste as they are
in protein.

Use the coupon below and get
into *Special K* right now. It'll help you get
into whatever you want this summer.

35¢

Save 35¢

"Can't pinch an inch!"

35¢

Kellogg's
Special



CONSUMER: Offer good on all sizes EXCEPT single serving size packages and is limited to one coupon per package purchased.
RETAILER: KELLOGG SALES COMPANY will redeem this coupon in accordance with our redemption policy; copies available upon request. Cash value: 1/100¢. Void where prohibited, taxed, or restricted by law. Mail coupon to: DEPT. K, P.O. Box 20020, EL PASO, TX 79904.



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35¢

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MANUFACTURER COUPON/NO EXPIRATION DATE