



Everybody's
hungry for

CRISPNESS



You don't need birdsongs or budding leaves to tell you it's spring. There's a craving for crisp, tempting foods that comes at this season—your appetite tells you it's time to change to crispness!

Why not leave the monotony of heavy winter meals behind? Enjoy the delicious crispness of Kellogg's Corn Flakes.

For breakfast tomorrow give your family this springtime thrill. Fill the bowls with crunchy golden flakes of corn and red-ripe strawberries. Pour on milk or cream. Then taste that matchless Kellogg flavor! See how much keener, fitter everybody feels after such a meal. Kellogg's Corn Flakes are nourishing. Rich in energy and easy to digest. Splendid for beach or children's supper. Ready to serve.

*Remember,
when you buy*

There's just one reason why Kellogg's Corn Flakes lead the world in sales. *Outstanding value!* No imitation can equal their delicious flavor. No other corn flakes have that extra Kellogg crispness, kept even-fresh by the patented WAXTITE inner bag. And no other corn flakes are made in the great spotless Kellogg factory in Battle Creek, where quality and purity have been guaranteed for 29 years.

Don't accept substitutes. Insist on Kellogg's, in the red-and-green package, and give your family the best.

Kellogg's for **CRISPNESS**