

**Stop
the Wink
and Think**

**Eat
Toasted Corn
Every Morn**

The wink has resulted in much good natured fun and in satisfying thousands of the genuine goodness of Kellogg's Toasted Corn Flakes. But now it's time to stop the wink and think. Think of its delicious flavor and dainty crispness. Think how surprisingly different and better it is than any other breakfast food you ever ate. Then think of the package, the name, and the signature when you buy. Because this is your absolute guide in avoiding worthless imitations. Your grocer has it in large packages 10 cents.

Ask for and insist on getting the Genuine — Kellogg's

TOASTED CORN FLAKES

*This Signature
H. H. Kellogg
identifies the
genuine*

*Made by
Toasted Corn
Flake Co.,
Battle Creek,
Mich.*