

Won  
its  
favor

PURE, CRISP, DELICIOUS, APPETIZING  
**BATTLE CREEK  
TOASTED CORN FLAKE CO.**  
BATTLE CREEK, MICH.  
WINS ITS FAVOR--THROUGH ITS FLAVOR

USED AND RECOMMENDED BY THE  
BATTLE CREEK SANITARIUM.

# *Sanitas* TOASTED CORN FLAKES

through  
its  
flavor

## Battle Creek Toasted Corn Flake Co.

Battle Creek, Michigan

This is an apology to the housewives of America who have asked their grocers for Toasted Corn Flakes--the delicious new breakfast cereal--but have not been able to get it.

It was not the grocer's fault. It was not our fault.

Toasted Corn Flakes is so good that we could not make it fast enough to fill orders.

We've been working night and day, adding new mills, doing everything we can to fill orders.

But we couldn't make it fast enough. We've had orders for over a million packages more than we could supply.

NOW--we think we'll be able to supply everybody.

The new mills are running. Carloads are being shipped to the principal cities daily. Every grocer should be able to get at least a small supply.

If your grocer hasn't got it, there's something wrong. He ought to have it--there's no excuse now.

If you can't get Toasted Corn Flakes, send us the name of your grocer and we will send you a sample box absolutely free and tell you where to get a further supply.

Toasted Corn Flakes was originated by the food experts of the Battle Creek Sanitarium. It has a delicious flavor which everyone pronounces far superior to all breakfast foods on the market. It is this flavor that won the favor.

Write to-day for the sample box if your grocer can't supply you.

BATTLE CREEK TOASTED CORN FLAKE CO.,

Originators of  
Toasted Corn Flakes

*Will. K. Kellogg*

President.