

IOLA FREE PUBLIC
LIBRARY
IOLA, KANSAS

April 22, 1939

5¢ A COPY

Collier's

THE NATION



RONALD
McLEOD

Should You Let Your Children
ELEANOR ROOSEVELT GIVES HER

JUNE E THOMPSON
412 EAST ST
IOLA KANS
1J40

April, 22, 1939

© THE CROWELL PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S—THE AMERICAN MAGAZINE—WOMAN'S HOME COMPANION—THE COUNTRY HOME

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

FIRST BITE TO LAST...

CRISP-CRISP-CRISP!

**Delicious! Utterly
different from
mushy cereals!**

Make this simple test:

2 HOURS IN MILK-

*Still
Floating!*

**WON'T MUSH DOWN IN THE
BOTTOM OF YOUR DISH!**



**SNAP!
CRACKLE!
POP!**



● With a whoop and a holler, youngsters go for them! Kellogg's Rice Krispies do away with coaxing and pleading and breakfast "scenes." They get children to take lots more of the nourishing milk they need, too.

The reason is that Rice Krispies are so *completely* different. There's no mushiness, no flat taste. Every spoonful is wonderfully crisp and crackling—full of rich, satisfying flavor.

Rice Krispies look different, too. *Not* flaked . . . *not* shredded. They are "oven-popped" by Kellogg's *patented* process, then toasted to a delicious golden-brown.

Only premium quality, American-grown "Blue Rose" rice is used in making Rice Krispies. Their inviting crispness is protected by Kellogg's new KEL-LINER Inner-Wrap, the only cereal carton completely "Waxtite" heat-sealed at both top and bottom. Choose Kellogg's Rice Krispies at your grocer's today . . . and hear the family sing out for second-helpings at breakfast!

NOT FLAKED  **NOT SHREDDED** 
THEY'RE "OVEN-POPPED" BY KELLOGG'S PATENTED PROCESS

Rice Krispies are absolutely unique in form . . . utterly distinct from every other breakfast cereal. Product and process are protected by United States Letters **PATENT NOS. 1,925,267; 1,832,813**

