

NEW
Just Out -
Kellogg's
ALL-STARs

New sugar-toasted oat cereal

STARS AT BREAKFAST

Glowing with oat nourishment, All-Star sparkle up the whole family's morning appetites with easy-to-get energy

STARS AT SNACKTIME

All-Star are zesty oats pick-me-up right out of the box

The sweetest thing that's happened to oats in many a moon.

New Kellogg's All-Star—star-shaped, sparkling with sugar and made of oats, traditional breakfast of robust Americans. They've got a texture wonderful to munch on, a flavor good to linger on and energy great to go on!

Reach for new Kellogg's All-Star—on your grocer's shelf now.



"WHOO",
 the wonderful
 Wizard of Oatz, says:
 "I put the holes
 in All-Star!"



SPECIAL 25¢ REFUND OFFER!
 To acquaint you with New ALL-STARs

About all it takes to enjoy your first package of new sugar-toasted All-Star is a few minutes of happy eating time! Because Kellogg's is so proud of new All-Star, we want to share this good, nourishing fun with you right away—so we'll send you a star-bright 25¢ piece just for the fun of eating them. Read the details on the side of an All-Star package next time you shop.