

Kellogg's Classic Vintage



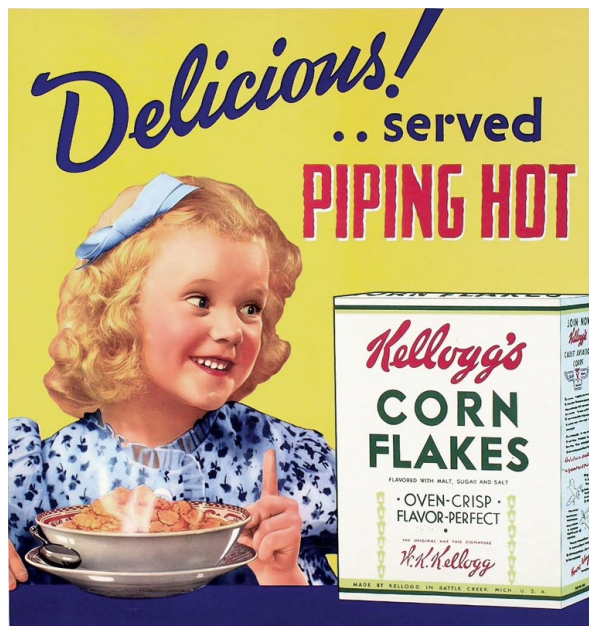
Kellogg's Kids



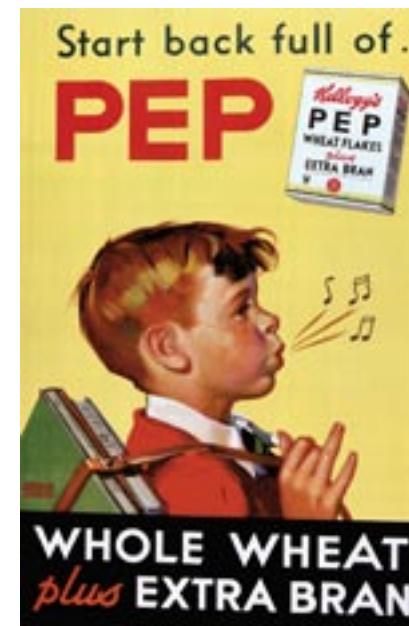
Kellogg's Archive Images



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kelloggskids02.jpg



kelloggskids03.jpg

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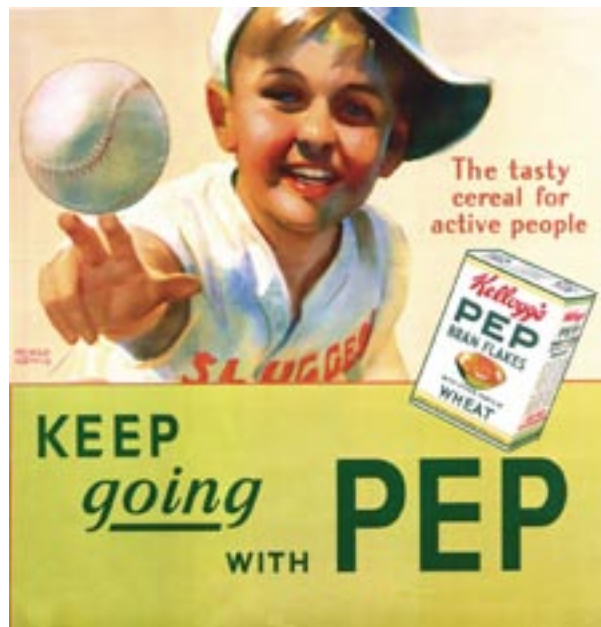


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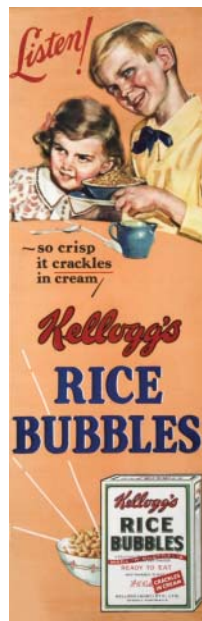
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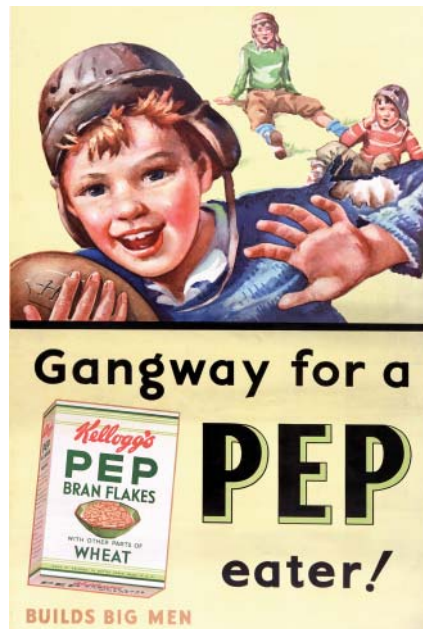


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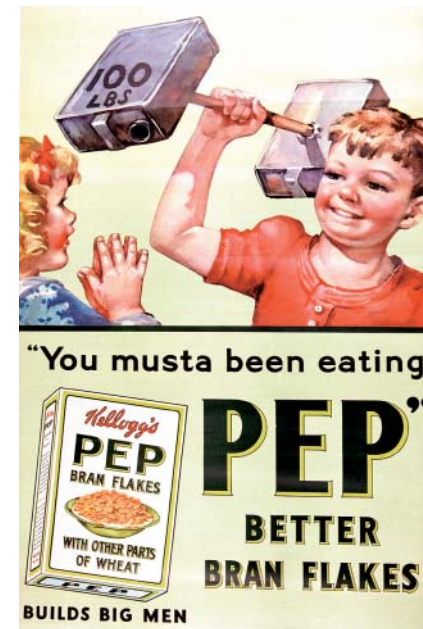
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kelloggskids11.jpg



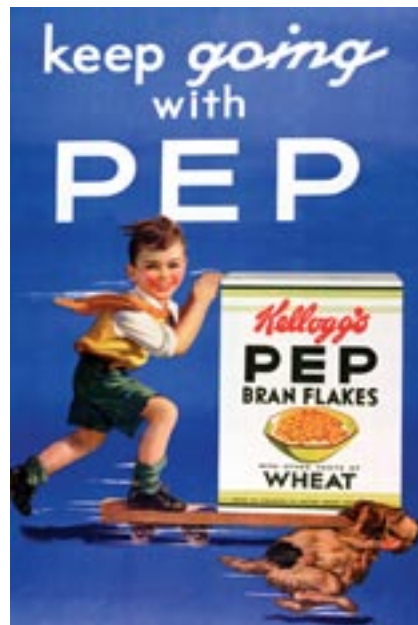
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kelloggskids14.jpg



kelloggskids15.jpg

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kelloggskids16.jpg

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kelloggskids17.jpg

Color Palette

Vintage Red
C0 M90 Y65 K20

Royal Blue
C100 M60 Y0 K0

Sky Blue
C30 M10 Y0 K0

Yellow
C0 M15 Y100 K0

Warm Beige
C0 M15 Y25 K10

Retro Green
C50 M0 Y70 K10

Retro Cream
C2 M3 Y8 K0

Kellogg Illustrations between 1954 - 1956



Kellogg's Archive Images



kelloggskids18.jpg



kelloggskids19.jpg



kelloggskids20.jpg

Kellogg's Archive Images

This pig-tailed young lady is a small neighbor friend of Norman Rockwell up in Arlington, Vermont.

Mr. Rockwell has painted her many times before, but never eating Kellogg's Corn Flakes.

She sees them all the time, however, and this is how she looks. She likes them, as you can plainly see, so does Mr. Rockwell. So do most people.

These are the friendly flakes that get a real hold on your appetite. Small snippets have been storing them away and spilling a few in their buttonhole pockets for over 50 years. They're the cereal that's most often back at home's newspaper.

the cereal mother likes, too, when she has time to eat... the cereal that millions have grown up with and never said goodbye to.

The problem, of course, is that people are always running out of Kellogg's Corn Flakes—and that's a very good way to make someone yawn at breakfast. How is it with you? Need another package?




kelloggskids21.jpg

Norman Rockwell, who considers himself something of a specialist on babies, has caught somebody here with a whole trail of them right across the nose.

But what we really want you to notice is what this buckled young man is doing. He's going through a motion that's over 50 years old. He's leading in the Kellogg's Corn Flakes.

Observe, if you will, that light in the eyes, that purposeful grip of the hand. This is characteristic when these delicious, golden flakes are in the spoon and on the way up.

We like to keep pictures like this in mind. It keeps us thinking out the way.

Corn Flakes for the way most should be there—and always here.

Wastefully crisp, treated to the golden moments of harvest. And so fresh, when you open the package it's like opening out over dawn.

How are you fixed for Kellogg's Corn Flakes right now?

If you don't pay to be fresh out, somebody always seems to get up with his spoon all set for them.




kelloggskids22.jpg

Kellogg's Archive Images


Here's a single-minded young man who's eating Kellogg's Corn Flakes with his hat on. Is this allowed? Where's mother? Mother's there someplace, but she's letting well enough alone. Small boy is happy. He's dipping up that milk and spooning in those golden flakes.

They sound good to him—they rustle. They feel good in his mouth—they're crisp and thin. They taste good—a coaxing kind of flavor that keeps him lifting up that spoon.

Kellogg's Corn Flakes have been having this appetizing power over people for more than 50 years.

little people and big people.

When Norman Rockwell painted this small boy for us, this was the spirit he was trying to capture. Maybe it will give you the idea to check up on your supply of Kellogg's Corn Flakes. You know how it is—one minute you have a big full package, then next thing you know, you're down to the last Corn Flake.



Now on Kellogg's Corn Flakes packages, the Kellogg's logo is Norman Rockwell. Pick one for every one-cent price (12,000 per price). Details on packages.

kelloggskids23.jpg

Little pink and white girls like this one, painted for us by Norman Rockwell, are one of the endearing things about this world.

And in their own way, the Kellogg's Corn Flakes this little girl is eating are very nice, too. A lot of people have always thought us, all kinds of people. No other cereal has ever matched the American taste in quite the same way.

They're sunny, yet hearty; fresh, but friendly. Thin, crisp, golden flakes with a flavor that's never been copied and that we'll never change. It's still our secret recipe.

All this has been going on for over 50 years, longer than you can remember, no doubt. Something of a record for affection in this fickle world. If somebody of your breed got up tomorrow morning with his mind on Kellogg's Corn Flakes, would you be ready for him? How are you fixed?



Norman Rockwell

kelloggskids24.jpg

Kellogg's Archive Images



PISTAILS

PRECKLES

Some of our best customers look like this

... With freckles and hair ribbons and beanies and 150-watt lights in the eyes, as captured here by Norman Russell. Kid! The little people who've had us toasting the mark now for nearly 50 years.

It all started back in 1906. That's when Mr. W. K. Kellogg got fired up with the idea of bringing people the good and wholesome grains in a new and most appetizing form.

Kids liked what they tasted and they've never laid down their spoons. Today and every day, Kellogg's feeds more kids (and of course, more mamas and papas, too) than any other ready-to-eat cereal company in the country.

It's a wonderful responsibility, that keeps us hopping.

We know that little appetites need to be coaxed, so Kellogg's makes everything to coax them with -- cereals in flakes, in puffs, in shreds. Some that go "Snap, Crackle, Pop." Some that are even sugar-coated. And all toasted in our radiant ovens to the last twinkle of freshness. All made to our still secret recipes with flavor that's never been duplicated. All rich in the stuff that makes little bodies shoot up and blossom and thrive.

If there are any little spooner-uppers at your house, you might remember that this is what's waiting for you in those quonking, sparkling Kellogg's packages -- the ones with Mr. Kellogg's original signature in big red script. Don't ever settle for less, now, will you? Kellogg's, that's the name to reach for.

K for Kellogg's. K for kids.

Kellogg's
OF BATTLE CREEK

Haven't you seen these little faces someplace before? Of course you have... right on the front of the Kellogg's Corn Flakes packages. You've probably had breakfast with them many times, because Kellogg's Corn Flakes taste better to more people than any other cereal. In fact, more people ran out of Kellogg's Corn Flakes this morning than any other cereal of any kind. How are you fixed for Kellogg's Corn Flakes right now? It just doesn't pay to be fresh out.

BEANIE

SIS

CORN FLAKES • RICE KRISPIES • PEP WHEAT FLAKES
ALL-BRAN • 40% BRAN FLAKES • RAISIN BRAN • SUGAR CORN POPS
SHREDDED WHEAT • SUGAR SNACKS • SUGAR FROSTED FLAKES
CORN SOYA • KRUMBLE • VARIETY • SNACK-PAK • HANDI-PAK

kelloggskids25.jpg

Kellogg's Archive Images



kelloggskids26.jpg

Kellogg's Archive Images



kelloggskids27.jpg



kelloggskids28.jpg

Color Palette

Vintage Red
C0 M90 Y65 K20

Retro Yellow
C0 M5 Y50 K0

Retro Green
C25 M0 Y40 K5

Retro Blue
C30 M15 Y10 K0

Retro Beige
C5 M3 Y10 K0

Retro Navy
C70 M50 Y25 K25

Kellogg's Illustrations between 1915 - 1917



Kellogg's Archive Images



kelloggskids29.jpg



kelloggskids30.jpg



kelloggskids31.jpg

Kellogg's Archive Images



kelloggskids32.jpg



kelloggskids33.jpg



kelloggskids34.jpg

Kellogg's Archive Images



kelloggskids35.jpg



kelloggskids36.jpg



kelloggskids37.jpg

Color Palette

Vintage Cream
C2 M3 Y8 K0

Warm Beige
C0 M15 Y35 K10

Dusty Pink
C0 M15 Y3 K0

Powder Blue
C15 M3 Y0 K0

Ink
C35 M0 Y0 K100

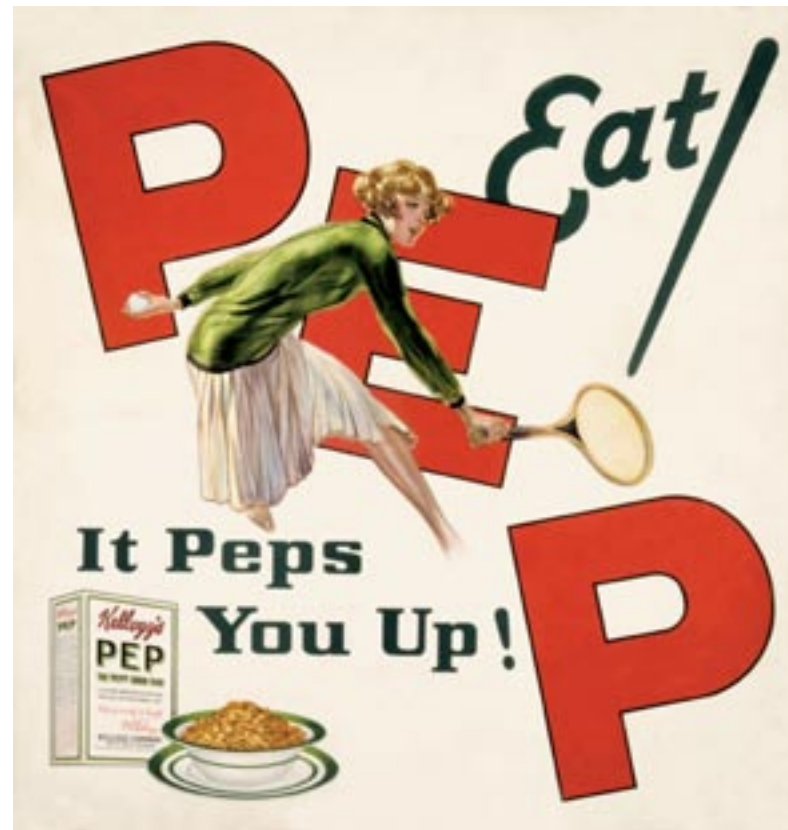
Retro Red
C10 M100 Y80 K0

Vintage Red
C0 M90 Y65 K20

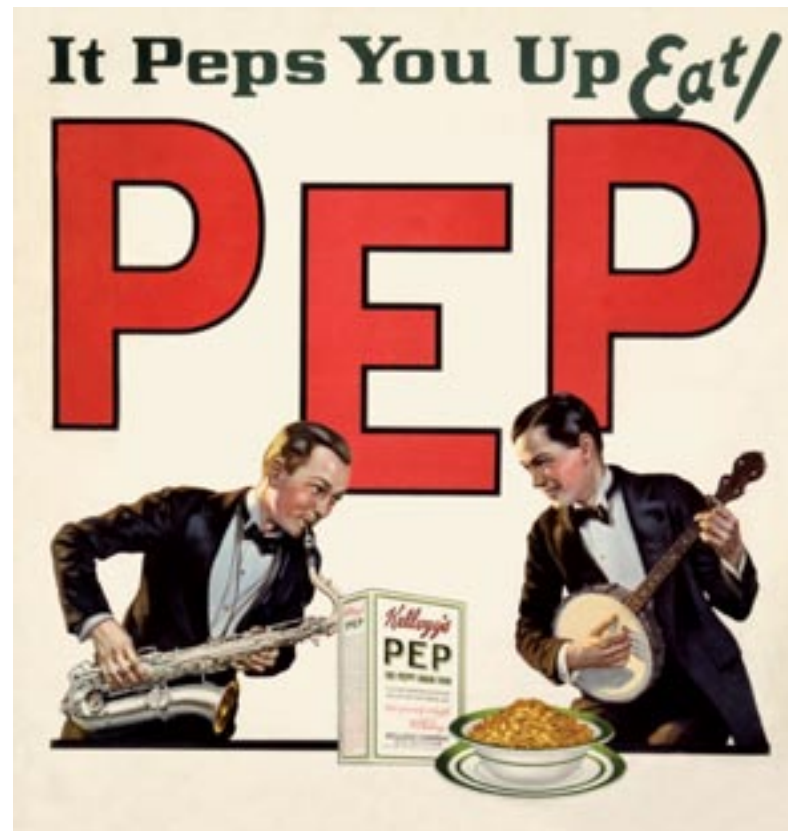
Kellogg's PEP Collection



Kellogg's Archive Images



Pep01.jpg



Pep02.jpg

Kellogg's Archive Images



Pep03.jpg



Pep04.jpg



Pep05.jpgf

Kellogg's Archive Images



Pep06.jpg

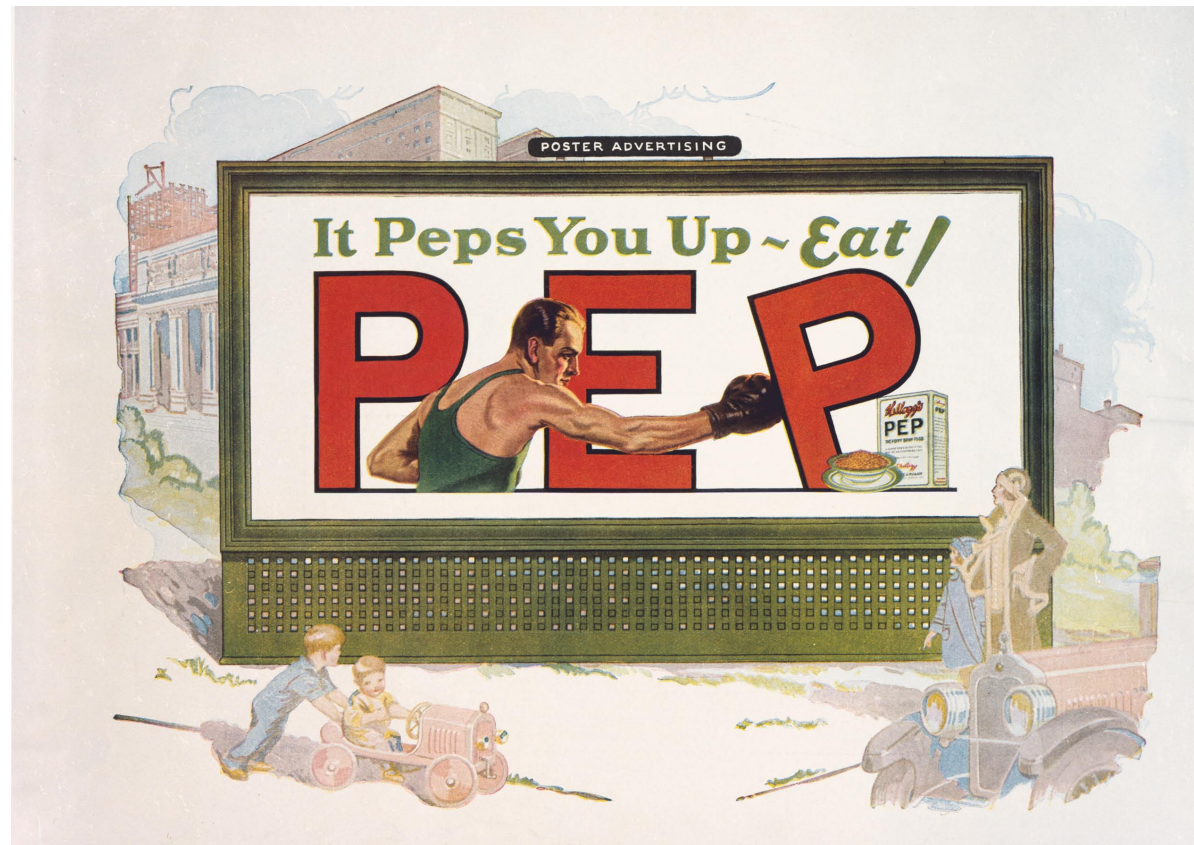


Pep07.jpg



Pep08.jpgf

Kellogg's Archive Images



Pep09.jpg

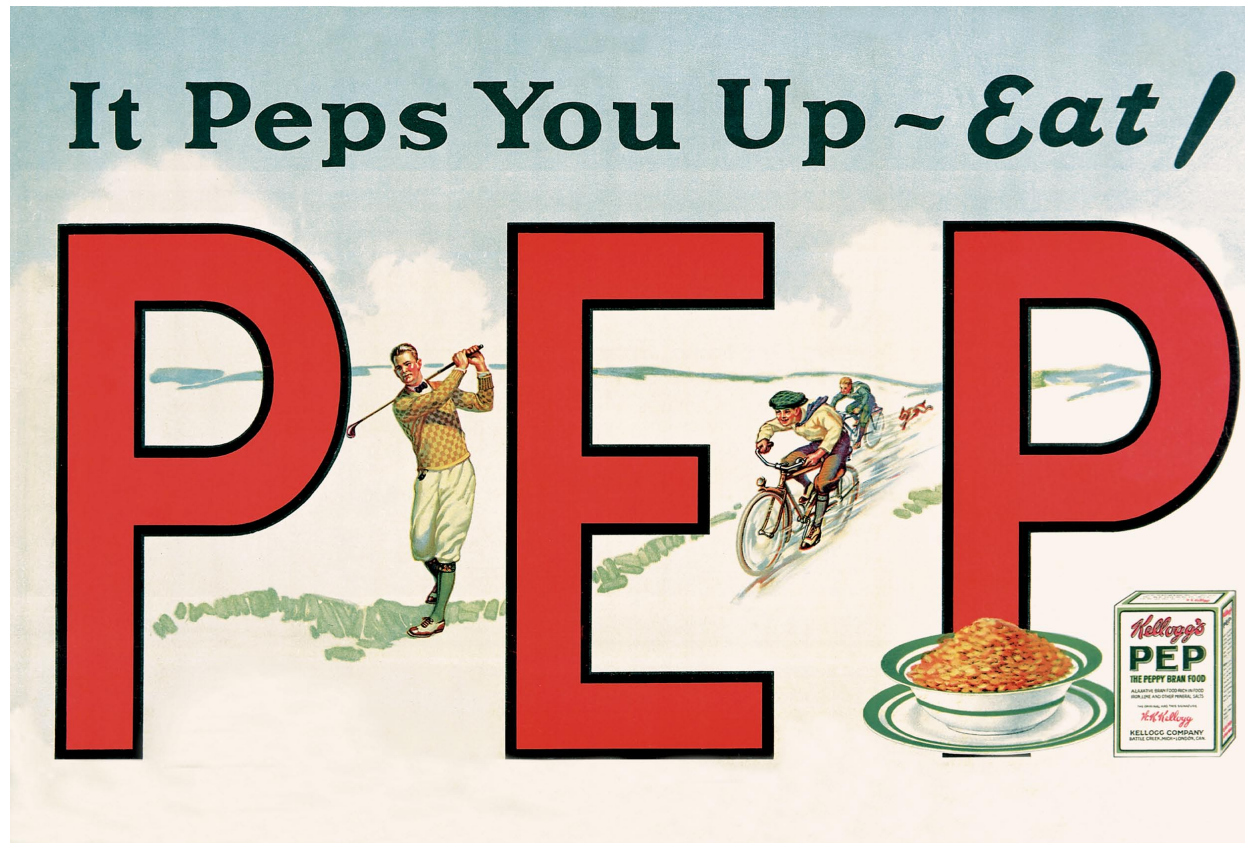
Kellogg's Archive Images



Pep10.jpg



Pep11.jpg



Pep12.jpg

Color Palette

Vintage Red
C0 M90 Y65 K20

Retro Cream
C2 M3 Y8 K0

Warm Beige
C0 M15 Y35 K10

Vintage Green
C50 M0 Y70 K5

Steel Grey
C10 M3 Y5 K0