



BILL HOLMAN

Cluett, Peabody & Co., Shirts  
Young & Rubicam, Inc.  
Gene Davis

## THE BOY HERO OF HAARLEM AS TOLD BY Kellogg's ADVENTURER



There lives in the town of Haarlem in Holland, a little boy named Peter. Haarlem is the land of the dikes. The whole country is below sea level, and only great banks of earth keep the sea from flooding in. Peter lived at home with his loving mother and his father, who tended the dikes.



He was a hard-hearted boy and one day he took some little rocks to his friend, the blind man, promising his mother that he would be back by dark. It was late in the afternoon when he started for home.



Shouting to get his mother's attention, he saw a shadow of white. It came from a tiny hole in the dike. He knew how quickly the sea would swallow the opening and make the whole wall crumble.



He opened his eyes and found the sandy path where the old woman was in sight. Quick as lightning he hurried up the steep bank and made his way into the hole. It appeared the dike had given way. All night long the water ran down on the sand. The thought of his promise had he knew that he was alone the dike.



At last the rescue came. Peter's father was wading and he called out to his friend. A stranger on his way to the beach saw the little boy's predicament, opened the dike and came to rescue the little boy. Haarlem was saved and Peter's courage is still a legend to the young people of Holland.



**FREE** Other tales told by Kellogg's Adventurer on the backs of Kellogg's Corn Flakes packages!

Do you like stories of action and romance? Then listen to that! On every large-size package of Kellogg's Corn Flakes there's a complete story, told by Kellogg's Adventurer, and illustrated in color. At your grocery's NOW!

Get a package of Kellogg's and enjoy the story on the back. Then enjoy the most popular ready-to-eat cereal in the world.

No other corn flakes have Kellogg's flavor. No others are so crunchy and crisp. Good for breakfast, lunch or supper. Don't forget! See your grocery tomorrow!

Now, for a book of King Arthur stories, send to the coupon below with the tops from two large packages of Kellogg's Corn Flakes, and be in stamp to cover postage and handling.

Send other adventure stories to the back of large-size Kellogg's Corn Flakes packages for a complete set. The stories of the King: "The Battle of the Beach," "The Wolf's Den," "The Last Fight," "The Search for the Treasure," "The Wizard's Spell of Love," and "The Fall of Art." Each package has white, red, and blue stamps. Kellogg's is the world's best cereal and strongest.



KELOGG'S CO., Battle Creek, Mich., Dept. 1000  
I am enclosing the tops from two large size packages of Kellogg's Corn Flakes, and \$1.00 in stamps to cover postage and handling. Please send me the book of King Arthur stories.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

34



M c K E N Z I E

Kellogg Co., Food  
N. W. Ayer & Son, Inc.  
Wallace Elton

PATTERSON & SULLIVAN

Southern Pacific  
Lord & Thomas  
Fred Ludkens