



The Kellogg Family: Breakfast Cereal Pioneers (Food Dudes Set 1 *2015)

Joanne Mattern

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In this title, unwrap the lives of talented Kellogg's cereal pioneer, Dr. John Harvey Kellogg and W.K. Kellogg! Readers will enjoy getting the scoop on these Food Dudes, beginning with their childhood in Battle Creek, Michigan. Students can follow their success story from John's education at Bellevue Hospital Medical College and W.K.'s career as a broom salesman to their work together at the Battle Creek Sanitarium that led to the first flaked cereal business, the Sanitas Food Company. John and W.K.'s family and retirement years are also highlighted. Engaging text familiarizes readers with topics of interest including Charles W. Post's corporate espionage and the W.K. Kellogg Foundation. An entertaining sidebar, a helpful timeline, a glossary, and an index, supplement the historical and color photos showcased in this inspiring biography. Checkerboard Library is an imprint of ABDO Publishing Company.

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