

# W. K. Kellogg Dies in Battle Creek at 91

## World-Renowned Cereal King Succumbs After Long Illness

BATTLE CREEK — (AP) — Will Keith Kellogg, who took the lowly corn flake from obscurity to a place of prominence on the American breakfast table and amassed a fortune of \$50,000,000 while doing it, died in Leila Hospital at 3 p. m. Saturday.

The pioneer cereal manufacturer, known to millions by his breakfast food trade mark initials—W. K.—died at the age of 91 following a prolonged circulatory illness.

He had been virtually blind since 1937 although he continued to maintain an active interest in the multimillion-dollar Kellogg foundation.

A native of Battle Creek, Kellogg's name has become a byword in his home town because of his many philanthropies.

Although he was retiring and shunned publicity, he could not avoid the headlines in view of his hobby of helping others.

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BATTLE CREEK and Southwestern Michigan are dotted with charitable, recreational, educational and medical institutions endowed by the breakfast food king.

He had reached middle age before he quit a routine job and became one of the nation's richest men.

After rising to the top in the food manufacturing industry, he spent his later years turning his fortune into public benefactions.

Born on April 7, 1860, Kellogg was one of 11 children of John P. and Anne Kellogg.

He attended school in Battle Creek, and as a young man he went to work in the Battle Creek Sanitarium.

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HIS OLDER brother, Dr. John Harvey Kellogg, was medical director and surgeon at the institution at the time.

Just before the turn of the century Kellogg became vitally interested in the value of health foods.

In 1899 he established what was the forerunner of a worldwide manufacturing enterprise when he began making food for sanitarium patients.

When the wheat-flake craze swept the country, Kellogg decided to go into business for himself.

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THE CEREAL industry was skeptical, however, when in 1906 Kellogg introduced the toasted corn flake to the food market. They were convinced it would never attain the popularity of wheat flakes.

The new product soon captured the imagination of the public and the little Battle Creek plant blossomed into a full-fledged industry.

Kellogg began with a payroll of only 25 employes.

Now the Kellogg products are manufactured throughout the English-speaking world, with factories in Canada, Australia and South Africa as well as throughout the United States.

The Battle Creek plant alone employs more than 2,000 and the company has grown into an \$80,000,000 concern.

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KELLOGG RETIRED as president of the company in 1939 when he was 79. He remained as

chairman of the board, but for several years has not participated actively in the company's affairs.

One of his principal philanthropic outlets was the Kellogg Foundation, organized in 1930.

To it he gave 52 per cent of the Kellogg company's stock, 1,105,000 shares. The stock has produced \$47,200,000 of income, of which \$32,230,000 has been spent on the huge program of child welfare, public health and education.

During World War II the Foundation's work was expanded to the national and international fields.

To Battle Creek he gave a municipal auditorium seating 2,500, two schools, a youth-center building and the city's first airport.