

Business History Review

A U T U M N 1 9 9 2



Cover: Activities for the Growth of Leisure:
The Kellogg's Company Band

W. K. Kellogg was one of several business leaders in the 1930s who thought that the answer to unemployment lay in shorter hours. Indeed, the company's management in that period believed that technological advances would make increasing leisure inevitable, and Kellogg himself devoted a good deal of his fortune to providing recreational sites and programs for his workers, anticipating the growth of free time generated, in part, by the company's six-hour day. The company band, shown on our front cover assembled on the steps of the Kellogg's plant in Battle Creek, Michigan, was one of the dozens of employee activities that W. K. Kellogg encouraged.

Back Cover: "The Original Bears This Signature"

The paternalistic bent evident in W. K. Kellogg's programs meshed with a clever advertising initiative when he determined to distinguish his cereal—originally called Sanitas Toasted Corn Flakes—from those of its many imitators by creating a logo of his written name and the phrase "The Original Bears This Signature." An early version of the statement appears in the advertisement for Kellogg's Toasted Corn Flakes on our back cover.

(Illustrations reproduced courtesy of Kellogg's, Battle Creek, Mich.)

For an article on Kellogg's six-hour day and the shorter-hours movement in the United States, see pp. 475–522.

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