

Historical Marker - S131 - Cereal Bowl of America (Marker ID#:S131)



Front - Title/Description

Cereal Bowl of America

This is Battle Creek, where the leading producers of ready-to-eat cereals are located. Early attempts to process grains into appetizing new foods for Sanitarium guests revolutionized the eating habits of people everywhere." Made in Battle Creek" was the magic phrase used by over forty cereal manufacturers here in the early 1900s. Millions the world over enjoy the benefits and conveniences of packaged breakfast foods today. Cereals from "Foodtown, U. S. A." have made Battle Creek one of the best known cities of its size in the world.

Significant Date:

Industry and Invention (1875-1915)

Registry Year: 1957 **Erected Date:** 1958

Marker Location

Address: 11 Capital Avenue SW

City: Battle Creek

State: MI **ZipCode:**

County: Calhoun

Township: Battle Creek

Lat: 42.31865800 / **Long:** -85.18318500

Web URL:

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