

THE BRAN THAT'S BREAKING AMERICA'S LAXATIVE DRUG HABIT

*News from Kellogg's of
Battle Creek about irregularity
due to insufficient bulk*

Kellogg's All-Bran and milk—
nature's great food combination

Delicious, appetizing—solid nutritional benefits

Every year thousands of folks are discovering why Kellogg's All-Bran is "the bran that's breaking America's laxative drug habit."

There's no secret about it. Kellogg's All-Bran simply corrects a common cause of irregularity—lack of natural food bulk in the diet.



Formula for keeping in the "prime"—One ounce (half a cup) of Kellogg's All-Bran with milk daily gives you natural food bulk plus 5 vitamins, 3 minerals and high-quality protein.

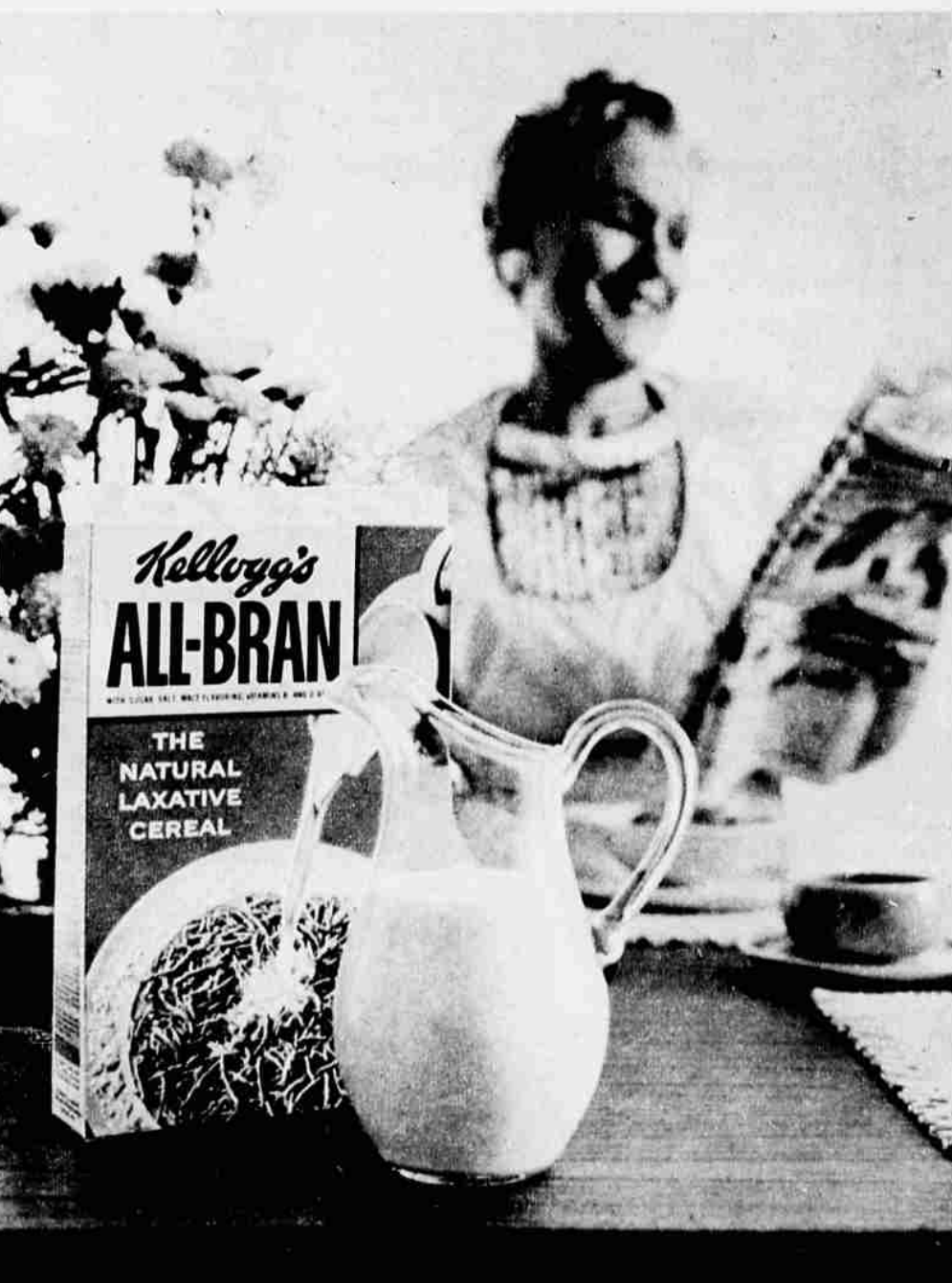
(Most laxatives are meant for temporary relief only, and contain no bulk. Hence they cannot be expected to overcome irregularity caused by lack of bulk.)

More folks reach for Kellogg's All-Bran than all other whole bran cereals combined—for several other reasons. Not only has it helped millions, it is enjoyed for its good taste and eating qualities. It stays crisp in milk and has the inviting flavor of old-time bran muffins.

This famous bran cereal, originated over 40 years ago by W. K. Kellogg is still the most delicious and inexpensive aid to regularity ever developed. While we have improved its flavor and form, nothing has ever been done that would lessen the effectiveness of Kellogg's All-Bran.

Solid Nutritional Benefits

Kellogg's All-Bran is a wholesome, nutritious food. It is made from the vitamin and mineral rich outer layers of whole wheat. Eaten with milk, a single bowl supplies 8 important nutritive elements as well



as high-quality protein.

We suggest that you try Kellogg's All-Bran for 10 days. Then, you be the judge. Eat a one ounce serving (about half a cup) with milk—either for breakfast or before bed. A serving with hot milk will in no way decrease its effectiveness if you prefer this way of enjoying All-Bran.

Must satisfy you or double your money back

If, after 10 days, Kellogg's All-Bran does not satisfy you in every way—all you need do is return the empty All-Bran carton and we will promptly return twice what you paid. This is a promise from Kellogg's of Battle Creek, Mich.