

FROM KELLOGG'S OF BATTLE CREEK

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

*For constipation due to
insufficient bulk*

Try Kellogg's All-Bran with Milk—
nature's great food combination

Delicious, appetizing—solid nutritional benefits

Every time someone new "discovers" Kellogg's All-Bran (and there are thousands more every year) he seems more than mildly amazed that such a good food can actually break the laxative drug habit.

Even folks who thought laxative

drugs were a permanent part of their lives find that Kellogg's All-Bran, enjoyed daily, can do for them what laxative drugs never could... bring them consistent, natural regularity.

The reason Kellogg's All-Bran is so effective is simple. It corrects a common cause of irregularity—lack of bulk in the diet. It can do this because Kellogg's All-Bran is a whole bran cereal. And bran is nature's best bulk-forming food.

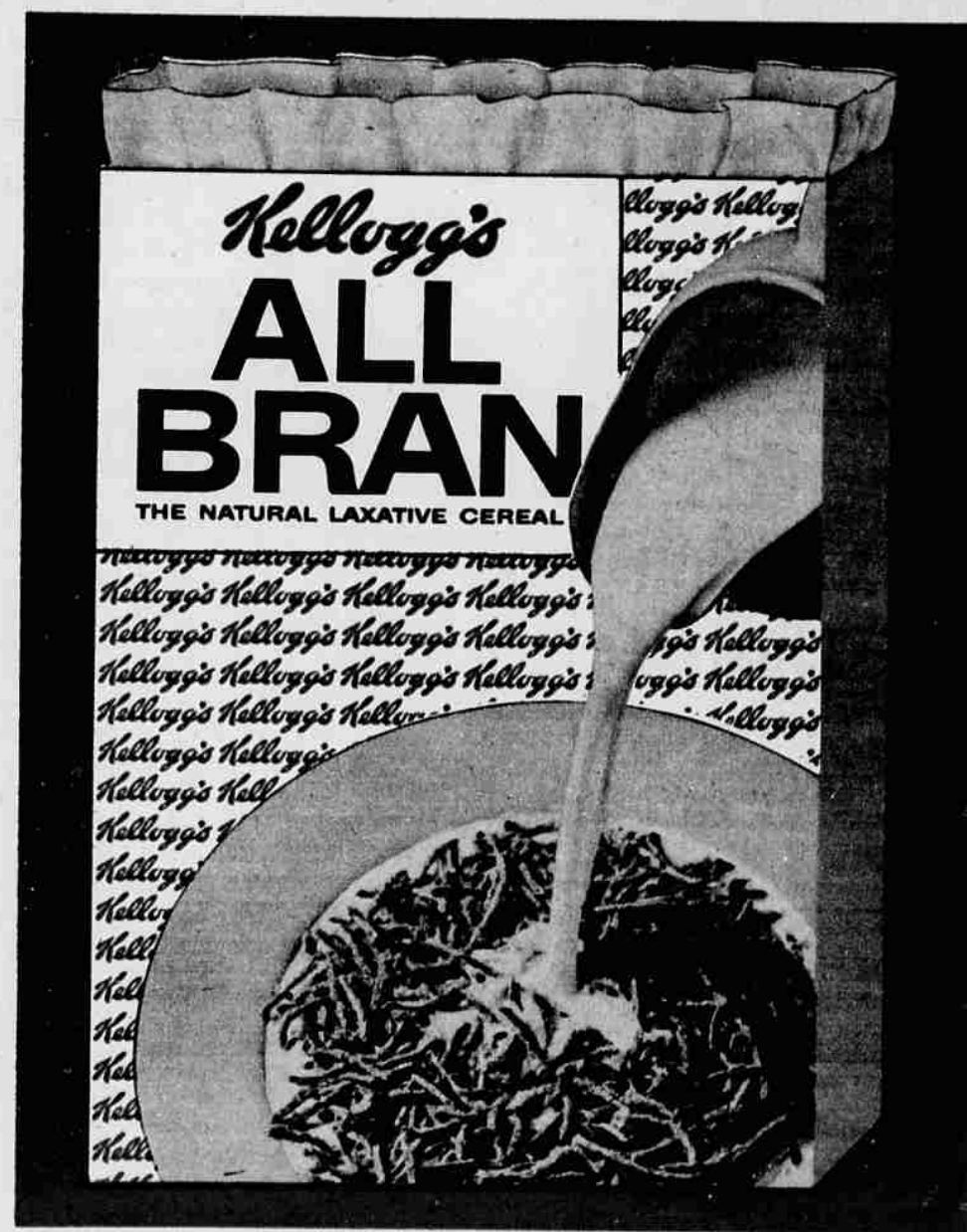
Most laxatives contain no bulk. They really can't be expected to bring more than temporary relief.

Tastes good—good for you

And it's nice to know that effective as Kellogg's All-Bran is, it tastes good and is good for you, too.

For an idea of the taste, you have only to think of those old-fashioned bran muffins you've always liked so well. You'll find much the same flavor in Kellogg's All-Bran. And it stays crisp in milk, too, right down to the bottom of the bowl.

When you enjoy this delicious, convenient way to regularity you know you're getting plenty of wholesome food values, too. Actually, when eaten with milk, a single bowl of Kellogg's All-Bran supplies 8 important nutritive ele-



ments as well as high-quality protein.

Just enjoy an ounce a day (about half a cup) with milk for the next ten days. (To get the full benefit from Kellogg's All-Bran, you ought to give it at least a 10-day trial.) Enjoy it at breakfast or at bedtime. (Some folks enjoy it most with hot milk—and this in no way hinders the effectiveness.)

Must satisfy or double your money back

If after your 10-day trial you're not completely satisfied, and we mean satisfied in every way, we'll give you double your money back. You just return the empty carton and we'll promptly refund twice what you paid. That's a promise from Kellogg's of Battle Creek.



Formula to help keep you 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.