



Got a
COLD?



take **Alka-Seltzer**[®]
BRAND

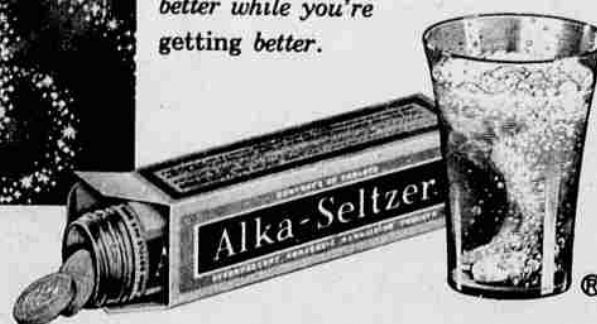
Relieve that feverish,
ache-all-over feeling

It's natural for you to feel bad all over when you have a cold. You need relief . . . not just for PART of you . . . but ALL of you . . . relief for that feverish, ache-all-over feeling that makes a cold so hard to bear. And this is just the kind of superior systemic relief ALKA-SELTZER gives. Try it. Discover how ALKA-SELTZER helps you feel better ALL OVER!

MILES LABORATORIES, INC., Elkhart, Indiana



*Through the stomach,
into the system,
around and around it
flows . . . to help you feel
better while you're
getting better.*



"Relief is just . . . a swallow away"