

FROM KELLOGG'S OF BATTLE CREEK

AMERICA'S FAVORITE WAY TO BREAK THE LAXATIVE DRUG HABIT

*For irregularity due to
insufficient bulk*

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

Delicious, appetizing—solid nutritional benefits

It's nice to know that America's favorite way to break the laxative drug habit is also nature's way to break the laxative drug habit.

You see Kellogg's All-Bran enjoyed daily, is a wholesome food that corrects a common cause of irregularity. Lack of bulk in the diet. Since Kellogg's All-Bran is a whole bran cereal—nature's best bulk-forming food—it provides that bulk in an easy, natural way.



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.

This, of course, leads to easy, natural regularity.

You can't get this bulk from laxative drugs. Most of them contain no bulk, they can't really be expected to bring anything more than temporary relief.

Tastes good—good for you

As a good food, Kellogg's All-Bran brings you important nutritional values and delicious flavor, too.

The flavor is just like that of old-time bran muffins. Remember what a hit that good bran flavor used to make at breakfast?

This flavor, plus its well-known effectiveness, has made Kellogg's All-Bran America's favorite bran cereal ever since W. K. Kellogg originated it more than 40 years ago. We've made a few improvements in form and flavor over the years, but no one has ever come up with a way to improve the effectiveness of nature's way to regularity... whole bran. So now, more than ever, Kellogg's All-Bran is the most delicious, convenient aid to regularity ever developed.

Kellogg's All-Bran scores well in nutrition, too. You see, it's made from the vitamin- and mineral-rich outer layers of wheat. Actually a single bowl, with milk, brings you 8 important elements plus high-quality protein.

To get the most from Kellogg's All-Bran you ought to try it for 10 days. Just enjoy an ounce a day (about half a cup) with milk either at breakfast or at bedtime. (Enjoy



it with hot milk, if you like—that 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.