

SEA & SKI

positively prevents sunburn

(OR YOUR MONEY BACK)



THE ALL YEAR AROUND PRODUCT

AMERICA'S LARGEST-SELLING SUNTAN LOTION



Having a wonderful tan!

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DIETARY CONSTIPATION

—bane of the middle years

Kellogg's All-Bran with milk brings relief to millions who suffer from irregularity due to lack of bulk

In these days when so many adults are plagued with irregularity there are some who accept it as "normal". But millions of others fight it and win with Kellogg's All-Bran and milk.

And there's a reason why Kellogg's All-Bran works, even when harsh laxative drugs can't.

For as you may know, a common cause of dietary constipation is lack of bulk in the diet. And laxative drugs which contain no bulk can do nothing to correct this problem.

But Kellogg's All-Bran, on the other hand, is a whole

bran cereal. And bran is nature's best bulk-forming food. So just half a cup of Kellogg's All-Bran with milk provides all of the bulk needed for gentle, natural regularity.

If you'd like to try the common-sense way to natural regularity—

without the use of laxative drugs—try Kellogg's All-Bran. It tastes so good it's America's favorite whole bran cereal by 3 to 1!



I WAS JUST THINKING...

THE FOURTH OF JULY is when some people shoot off firecrackers and other people stay in bed because they don't have to go to work.

That makes it a day like Saturday, which it is this year, and so a lot of us are going to be cross because we don't work Saturdays anyway.

It's a big gyp. Isn't it?

There used to be something about the Fourth of July that made it different from the 12th of October or the 20th of April. It had to do with quill pens and a place like Philadelphia and some old bell.

That's old-fashioned. Isn't it?

What happened to the Fourth of July? Where did it go? It must have left the calendar like a Roman candle and we missed the explosion.

It must have disappeared among the problems in Washington and the high cost of living and who's going to pave Fourth Street. It must have got lost in the statistics on holiday traffic fatalities and the overtime pay for hospital personnel and the highway patrol.

If a fellow got up on the Fourth of July and made a speech that sounded like something George Washington or Benjamin Franklin or Thomas Jefferson might say, he wouldn't draw enough college students to fill a telephone booth. And if anybody read a report of the speech by mistake while looking for the funny papers, he'd think the fellow was a radical and might sit down and write a long letter to the editor about the kind of trash he was using to fill newspaper space.

Maybe the Fourth of July was engulfed in the nationwide yawn of millions of people who have never even removed their hats to honor a flag whose red was once the blood of men who died for this day.

And this is a sad commentary on the complacent amnesia of America. Isn't it?

Henry Johnson