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★ **"WE'RE SLIGHTLY GOOFY ABOUT THIS DELICIOUS BRAN!"**

"And you will be too, when you discover the pleasant, easy way Nabisco 100% Bran helps relieve constipation caused by too little bulk. For it's a new form of bran—improved in two ways..."



★ **"...AND WILD ABOUT THAT FLAVOR!"**

"So tempting...so delicious—one spoonful of Nabisco 100% Bran and you'll be a fan for keeps. And for a new thrill in muffins—try the recipe on the Nabisco 100% Bran package."

★ **"GENTLE AS A BUTTERFLY'S TOUCH!"**

"Yes, and how you'll appreciate that mild, gentle action! For an improved process of Double-Milling makes the fibers of Nabisco 100% Bran smaller—less likely to be irritating. Nabisco 100% Bran contains iron, phosphorus, Vitamin B<sub>1</sub>, too. Try a package today!"



**"YOU'RE BOUND TO LIKE THIS BRAN—IT'S MADE BY NABISCO, BAKERS OF YOUR FAVORITE CRACKERS AND COOKIES!"**



**NABISCO 100% BRAN** is accepted by the Council on Foods of the American Medical Association



Nabisco 100% Bran comes in both pound and half-pound packages. Eat it regularly. If your constipation is not helped in this simple manner, consult a competent physician.