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OM THE BOOK

Dietary Constipation - the bane of the middle years

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



weary vigil dragged on
of blubber for cooking
alarmingly that Shackleton
the ration reduced to
beverage a day—a serving
powdered milk at breakfast
Providence never failed them
gether. They always managed
enough seals to maintain a bare
sistence ration. And on February
thousands of migrating Albatross
guins suddenly appeared on
frolicking in the water and
a frightful racket generally
the next three days the men
able to kill some 600 of them
the camp larder.

The search for food sometimes
to strange dangers. One day
Lees, the storekeeper and a
ent hunter, was skiing across
rotting surface of the ice,
ing from a seal hunt. Suddenly
evil, knoblike head burst out
water just in front of him
turned and fled, pushing as
he could with his ski poles
shouting for Frank Wild to
his rifle.

The huge animal—a seal
—sprang out of the water and
after him, bounding across
with the peculiar rocking-horse
of a seal on land. The beast
like a dinosaur, with a long
tine neck. After a half-dozen
had almost caught up with
when it unaccountably wheeled
plunged again into the water.

By then, Orde-Lees had
reached the opposite side of
and he was about to cross to

...e days when so many adults
...gued with irregularity there
...me who accept it as "nor-
...But millions of others fight
...it and win with Kellogg's
...an and milk.

...there's a reason why Kel-
...All-Bran works, even when
...ve drugs can't.

...as you may know, a com-
...ause of dietary constipation
...k of bulk in the diet. And
...ve drugs which contain no
...re no help in cases like this.

...Kellogg's All-Bran, on the
...hand, is a whole bran cereal.
...bran is nature's best bulk-
...ng food. So just a half-cup



of Kellogg's All-Bran with milk
provides all of the bulk needed for
gentle, natural regularity.

So if you'd like to try the com-
mon-sense way to natural regular-
ity—without the use of laxative
drugs—try delicious Kellogg's All-
Bran. It's America's favorite
whole bran cereal, now by 3 to 1!

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