

*Don't be constipated.
Eat our bran every
morning as a cereal.
You'll like its looks,
enjoy its taste, and
value its benefits.
Each package is ident-
ified and guaranteed
by my signature.*

W.K. Kellogg

**Kellogg's
KRUMBLED
BRAN
for
Better
Health**



**You never tasted bran so good—
You never saw bran so different!**

Look at the picture of Kellogg's Krumbled Cooked Bran. See what a *real cereal food* Kelloggs have made of bran.

You may have been disappointed in bran—you may not have liked its looks or its lack of taste.

Now you have a real surprise and a real treat, if you will buy a package of Kellogg's Krumbled Cooked Bran from your grocer and try it.

It doesn't *look* like bran—it is shredded and toasted, like Kellogg's Krumbles.

It doesn't *taste* like bran—it has an appetizing, tempting flavor, like Kellogg's Toasted Corn Flakes.

It doesn't get stale and tasteless—it is protected by Kellogg's "Waxtite" package—like all Kellogg products.

It is endorsed enthusiastically by Alfred W. McCann, the famous food authority.

Don't be constipated. Don't let constipation even begin. Constipation fills your system with poisons. It often causes sick headaches; it slows you up mentally and physically.

It is a pleasure to overcome and avoid constipation and its evils in this *natural* way—by eating Kellogg's Krumbled Cooked Bran. You don't have to wait till baking day to get its benefits.

It is ready to eat with milk or cream at breakfast—just as you eat any cereal; for it is a cereal food. Children love it.

Or you can add it to any cereal you eat. The important thing is to eat some of it every day—and to be sure that you get Kellogg's Krumbled Cooked Bran.

You will know it by the familiar red and green "Waxtite" package, similar to that of Kellogg's Toasted Corn Flakes, bearing the signature of W. K. Kellogg.

Try Kellogg's Krumbled Cooked Bran now. Buy a package from your grocer. Eat it at breakfast as a cereal. Make Muffins, bread, pancakes, etc., with it. Recipes on each package. You will find them most delicious, too.

**Kellogg Toasted Corn Flake Co.
Battle Creek, Mich. Toronto, Can.**