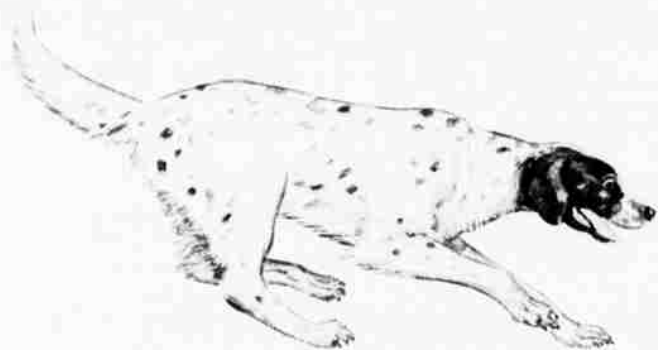


New from the makers of
Ken-L-Ration



Instant dog food mix

sends out strong "meat signals"

dogs can't resist

...the instant you add water!



Meaty texture the instant you add liquid! Quick Ken-L-Meal turns into a crumbly-moist, hamburgerlike texture, with delicious meaty flavor and meaty aroma dogs just can't resist!



No messy leftovers to clean up! New Quick Ken-L-Meal never turns mushy, never cakes, never sticks to the dish (or to your dog's mouth). An entirely *new* kind of dry dog food!



More nourishing than fresh, raw meat—at much lower cost! Contains all vitamins, minerals and other nutritious ingredients known to be essential to dog health, including *real meat meal!*



New Jumbo Box with carrying handle makes it easy—and economical—to take home a long-lasting supply! Box *stays* rigid, easy to pour. Also in the 1-lb. 14 oz. box and the 5-lb. bag.