



Eager to play, energy to burn
He's had his FRISKIES!



No mistaking a Friskies dog! He's got that extra liveliness ... that look of health that comes with balanced nourishment, with food that's *fun* to eat! Friskies Cubes - an entirely new kind of dog food with 6 delicious flavors, 6 gay colors - actually, it's many foods in one. A main meal, treat or reward. Serve dry, or if you're a mixer - with canned Friskies, Friskies Meal, gravy, milk or water. Fully nourishing, too, with a crunchy texture good for teeth and gums. Treat your dog to Friskies Cubes - made to the highest quality standard of **Carnation**

MEAT
 LIVER
 MILK
 FISH
 VEGETABLE
 CHICKEN
flavors



Keep your dog frisky with FRISKIES!



*boundless energy that
 needs expression...*