

PURINA DOG CHOW...AND HOW!

More than 3 million Eager Eaters have made Purina Dog Chow America's largest-selling dog food! Dogs love Purina's exclusive Eager Eater flavor ...and they thrive on its complete nourishment! Why not have your dog join the Eager Eaters? **USE THE MONEY-SAVING COUPON BELOW!**



TAKE THIS COUPON TO YOUR GROCER
OR PURINA DEALER

10¢ OFF

on the purchase of 2½ lb., 5 lb., 10 lb.,
25 lb. or 50 lb. size of Purina Dog Chow

Mr. Grocer, Mr. Purina Dealer: To redeem this coupon mail it to Purina Dog Chow, 15 Checkerboard Square, St. Louis 2, Mo. You will be paid the face value of this coupon plus 2¢ for handling. Your Ralston Purina Salesman will also be glad to redeem this coupon when he calls. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown upon request. Cash redemption value, 1/20 of one cent. Offer void where prohibited, taxed or restricted. Offer expires 6/30/60.



CUT ON DOTTED LINE

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