



LET'S GO!

Watch 'im swing into action when he hears that happy call, "Chow time!" He knows it's time to . . .



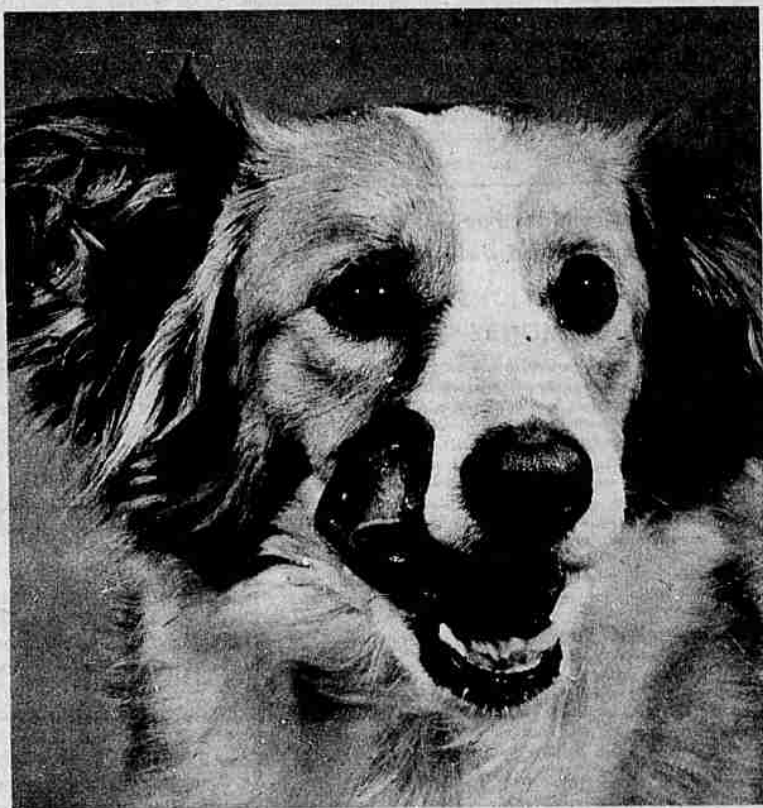
GET PURINA DOG CHOW!

This is the food more dogs like best. Outsell all others, and Purina Dog Chow has a . . .



TASTY MEATY FLAVOR

no other dog food has. Complete nutrition, too! Nothing to add. It's a real body-builder that . . .



MAKES DOGS EAGER EATERS

Easiest kind to fix, too. Serve dry or moistened . . . watch your dog come running. **AND HOW!**