

Now for the first time . . . together
in one new cat food discovery . . .

FLAVOR'S GONE WILD! AROMA'S GONE MILD!

NEW Purina Cat Chow

Exciting New Blend of Flavors Cats Crave

FLAVOR RUNS RAMPANT in new Purina Cat Chow. The exclusive Purina formula blends together the fish, meat and milk tastes that tantalize cats most. Then Purina's own special process explodes the flavor, shapes it into neat little cat-size morsels.



Test after test proved cats really enjoy this new flavor blend. *Flavor's gone wild!* In new Purina Cat Chow.

BUT, AH, THE AROMA! MILD! Think of it. No more high odor invading your kitchen, lingering in your refrigerator. No more mess and fuss to get flavor cats crave.

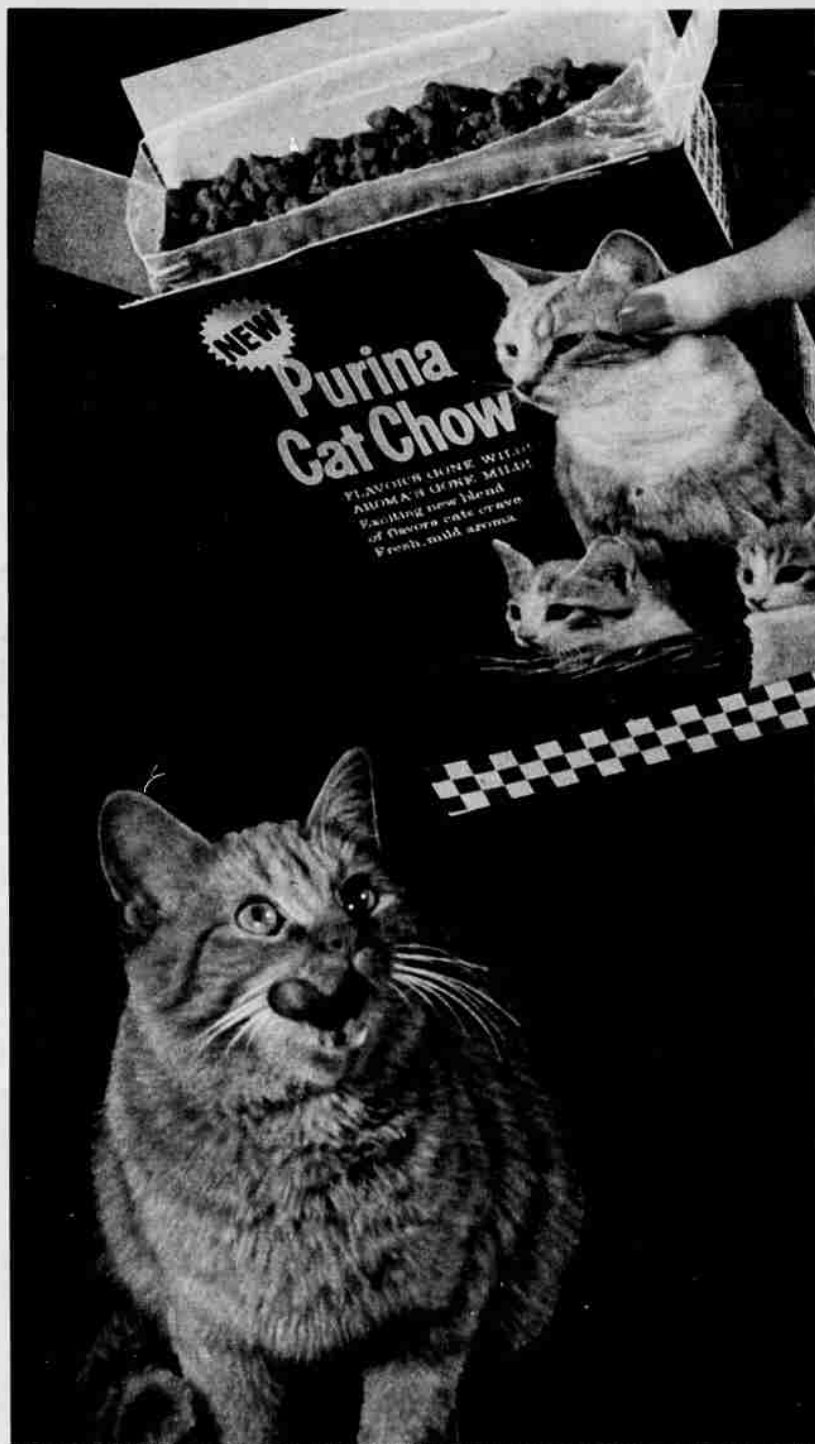
Tests showed that most cat owners preferred new mild-aroma Purina Cat Chow over the cat's regular brand, whether canned or dry. *Aroma's gone mild!* In new Purina Cat Chow.

Full nutrition guaranteed. High-quality protein, plus needed vitamins and minerals, provide a complete, well-balanced diet formulated especially to help cats have good health, alertness and glossy coats.

Serve moistened with warm water or milk. Or, if served dry, leave out in bowl while you're away. Won't spoil or smell. Lets cats eat when and how much they choose.

BUY NOW AND SAVE 10¢

Another pet food discovery from Reiston Purina, the makers of famous "Eager Eaters" Purina Dog Chow.



10¢

STORE COUPON

10¢

TAKE THIS COUPON TO YOUR GROCER OR PURINA DEALER

**SAVE
10¢**

WHEN YOU BUY
PURINA CAT CHOW
*Flavor's Gone Wild!
Aroma's Gone Mild!*



**MR. GROCER,
MR. PURINA DEALER:**

To redeem this coupon, mail it to Purina Cat Chow, 15 Checkerboard Square, St. Louis 2, Mo. You will be paid the face value of this coupon plus 2¢ for handling. Your Reiston Purina Salesman will also be glad to redeem this coupon when he calls. Invoices proving purchases 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.

(PLEASE DO NOT EMBARRASS YOUR GROCER BY ASKING HIM TO SUBSTITUTE OTHER PRODUCTS.)

10¢

10¢