

"You're On!"

by Harry Mace



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Loyal, lovable, all set for Friskies... the prime grade dog food from Carnation

Be glad your dog is always hungry for Friskies—the complete dog food!
Every mouthful gives him a perfect balance of vitamins and minerals.

Every swallow gives him the proteins of lean red horse meat.

Every can bears this U.S. Government Seal



...your assurance that Friskies fully nourishes.

And because it's Friskies, it's *guaranteed*

for quality by **Carnation**

For variety, feed Friskies Meal and Cubes

FRISKIES MEAL—meaty taste, meaty aroma, balanced nourishment, mixes instantly

FRISKIES CUBES—6-flavor, 6-color nourishment in crunchy, bite-size morsels

