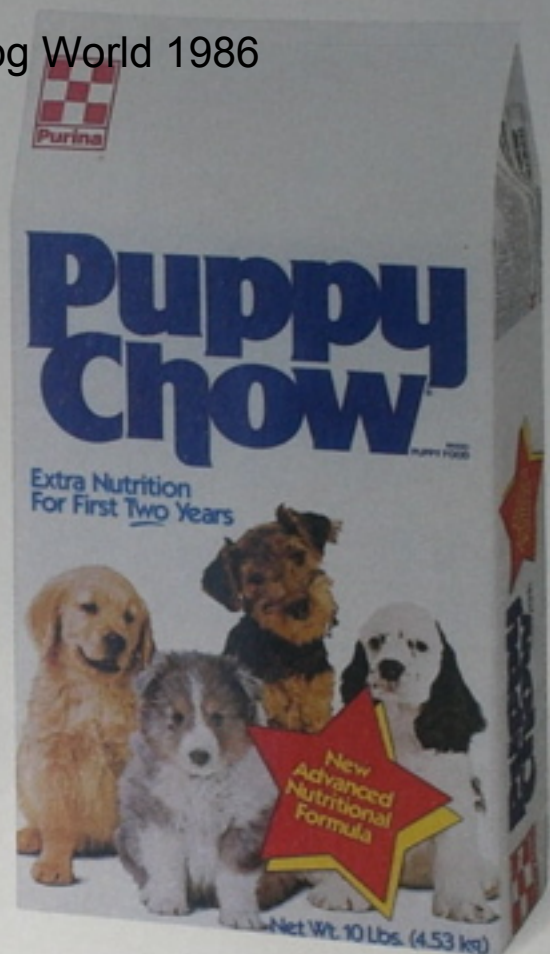


Compared
to other
dry puppy foods...

IT TESTED BEST



New, Improved Purina® Puppy Chow® Brand PUPPY FOOD

• Highest in Total Digestibility

When compared with Alpo Puppy Food, Hill's Canine Growth, Iams Puppy Food, ANF Puppy Food and Cycle 1, Puppy Chow scored **highest** in Total Digestibility and Protein Digestibility.

Now you can feed less and get more!

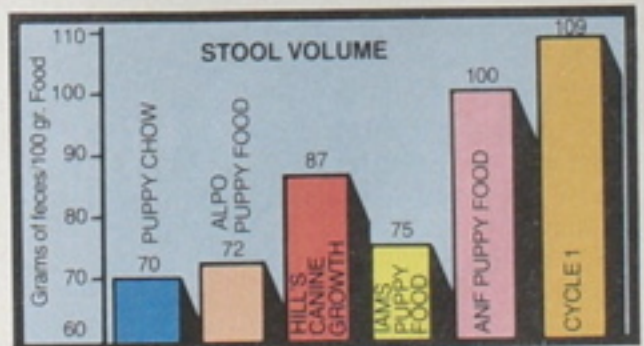
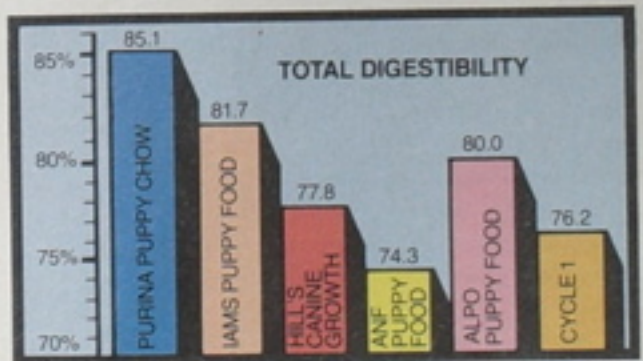
• Lowest Stool Volume

In digestibility tests, the Puppy Chow diet resulted in lower stool volume than any of the puppy foods compared—significantly lower than Hill's Canine Growth, ANF Puppy Food and Cycle 1. Low stool volume and firm condition mean faster, easier kennel clean-up, and a more hygienic environment for your puppies!

PLUS

Only Puppy Chow is specially formulated to reduce hip joint laxity which can lessen the severity of Canine Hip Dysplasia.

More reasons to use and recommend Puppy Chow.



Helping pets live longer, healthier lives™

A SCIENTIFIC BREAKTHROUGH IN CANINE NUTRITION

NEW PURINA® PUPPY CHOW®

Brand Puppy Food

**It's the puppy food formulated to improve
hip joint development**

- Reduces hip joint laxity during the growth period, which—
- Decreases degenerative joint disease in hereditary Canine Hip Dysplasia

AND Puppy Chow:

- Is readily digestible, with high quality protein and nutritious grains,
- Is available in two highly palatable forms—dry and new soft-moist.



Helping pets live
longer, healthier lives™

© Ralston Purina Company, 1985



New Puppy Chow is recommended for
the entire growth period—up to two years.

<http://www.answers.com/topic/false-advertising>

Alpo Pet Foods v. Ralston Purina Co., 913 F.2d 958 (D.C. Cir. 1990), shows how basing advertising claims on statistically insignificant test results provides sufficient grounds for a false advertising claim. In this case, the Ralston Purina Company claimed that its dog food was beneficial for dogs with canine hip dysplasia, demonstrating the claims with studies and tests. Alpo Pet Foods brought a claim of false advertising against Purina, saying that the test results could not support the claims made in the advertisements. Upon looking at the evidence and the way the tests were conducted by Purina, the court ruled not only that the test results were insignificant but also that the methods used to conduct the tests were inadequate and the results could therefore not support Purina's claims.