

STAR-KIST



*Terry's taster
is beguiled
only by tuna
firm and mild*

Kids either like something like mad or they can't
Don't ask why. We guess they like Star-Kist
because it's firmest and freshest and *most of all mild*.
Give them nourishing Star-Kist tuna often.
Chunk or solid, light or white . . . any tuna
will hit the spot as long as its name is Star-Kist.



—Always fresh, never "fishy"

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