

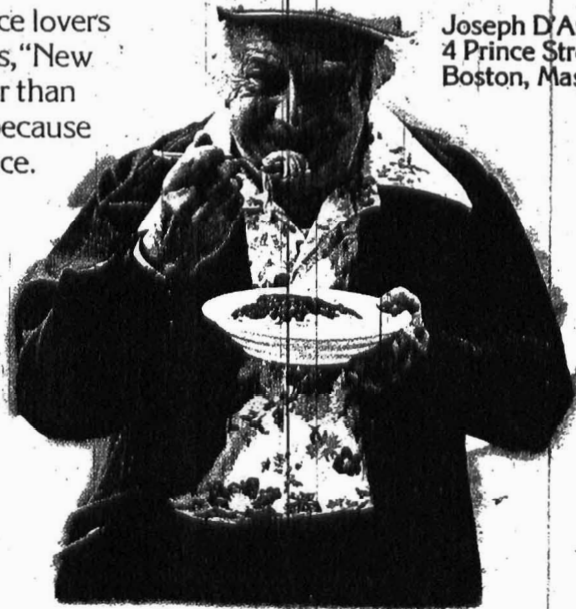
New Hunt's Prima Salsa.[®]

"It's thicker and zestier than Ragu."

We're delighted when spaghetti sauce lovers like Boston's Mr. Joseph D'Amelio tell us, "New Hunt's Prima Salsa[®] is thicker and zestier than regular Ragu[®] Spaghetti Sauce." That's because he's pretty fussy about his spaghetti sauce. If new Hunt's Prima Salsa pleases him, imagine how it will please you!

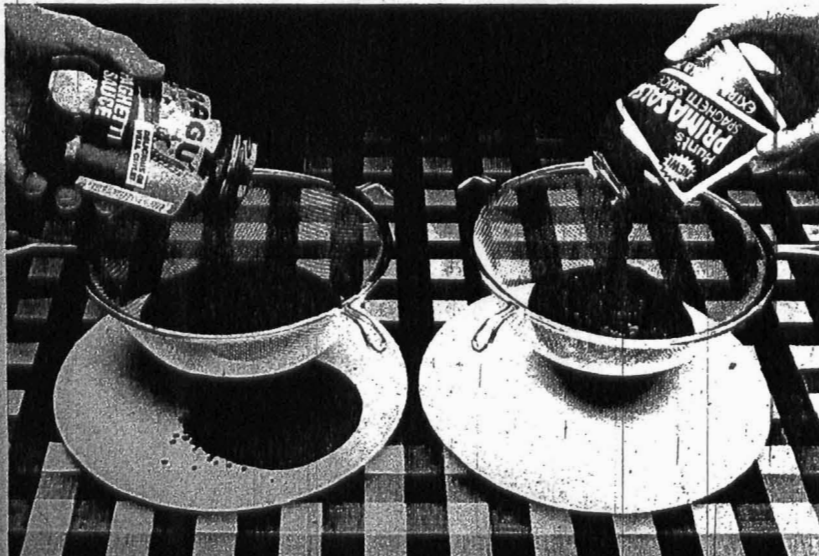
The fact is, among people who really like their spaghetti sauce, most preferred new Hunt's Prima Salsa to Ragu.

Next time you're looking for spaghetti sauce, try delicious new Hunt's Prima Salsa. You'll find it thicker and zestier than Ragu.



Joseph D'Amelio
4 Prince Street
Boston, Mass.

UNRETOUCHED PHOTO SHOWS THE DIFFERENCE.



RAGU—See how the regular Ragu Spaghetti Sauce begins to come through the strainer in a matter of a few seconds.

Ragu is a trademark of Ragu Foods, Inc.

HUNT'S PRIMA SALSA—It's thicker and zestier than Ragu. It even looks better—it stays in the strainer.

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Available in Three Flavors: Regular, With Mushrooms, and Meat Flavored



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