NOW, A SEVEN-COURSE MEAL FOR YOUR DOG

In One Convenient Package

COD LIVER OIL
Vitamins "A" and "D"

SALMON
Flavor and minerals

CARROTS
Minerals — roughage

MEAT — for protein to maintain tissue and vitamin values

RICE and BARLEY CEREAL
Carbohydrates — energy

WHEAT CEREAL
Carbohydrates and Vitamin B

COOKED BONE
Calcium — to build bone and teeth

Ideal...supercharged with real food value and vitamins

Every tin of Wilson's Ideal contains seven basic food elements vital to the well-being of normal modern dogs. No scraps! No useless fillers! Just good, substantial nourishing dog food that any healthy dog will eat with pleasure and with benefit day after day. If your dog is a normal, healthy dog, take a tip from thousands of dog owners. Feed him this Ideal SEVEN COURSE MEAL every day. It's supercharged with appetizing flavor, food value, and natural vitamins. Ideal Dog Food costs no more and is sold by leading dealers everywhere.

NOTE: Through a Research Foundation maintained by Wilson & Co. at a leading mid-western University, the superiority of Ideal Dog Food, as an exclusive diet for healthy dogs, is proved year after year by feeding animals under scientific observation. Samples of each day's production of Ideal Dog Food are analyzed and used for feeding. Thus we scientifically maintain the high standard of food value for which Ideal has been recognized by dog owners and dietitians for years.