

NOW, A SEVEN-COURSE MEAL FOR YOUR DOG

In One Convenient Package

ONE POUND NET
Ideal DOG FOOD
SUPERCHARGED WITH FOOD VALUE
WILSON & CO.

- COD LIVER OIL**
Vitamins "A" and "D"
- RICE and BARLEY CEREAL**
Carbohydrates—energy
- SALMON**
Flavor and minerals
- WHEAT CEREAL**
Carbohydrates and Vitamin B
- CARROTS**
Minerals—roughage
- COOKED BONE**
Calcium—to build bone and teeth
- MEAT**—for protein to maintain tissues and vitamin values



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.

4100 So. Ashland Ave.



Chicago

The Cory Regal Coffee Brewer
8 cup capacity—modern design—roomier neck easier to clean. Fitted with black bakelite handle, funnel holder and measuring cup.

Eastman Baby Brownie Camera
Smart, new, modern design. Makes photos 1 1/2" x 2 1/4".

Congress Playing Cards
Single and double deck packages. Finest quality new Cel-U-Tone finish. Full color scenic backs. Plenty of snap.

G. E. Kitchen Mixer
Mixes, beats everything—extracts juices. Double beater, large and small Pyrex bowls, porcelain reamer, oil dripper for salad oil—10 speed motor.

Famous Caliente Table Ware
Vivid colors, blue, yellow, green and orange. The smart hostess sets each place with a combination such as blue cup, yellow saucer, orange plate, green fruit dish.

Chicago Roller Skates
Everybody in the family can skate on these skates. Adjustable for boys, girls and grown-ups. High speed, ball bearing 2 1/2" wheels.

Cannon Towel Set
Luxurious, fluffy, heavy, double thread, top Cannon quality. Extra large size 24" x 46" Bath Towel, 16" x 28" Guest Towel, 12" x 12" Wash Cloth in solid colors: Gold, Rose, Jade or Blue.

SAVE IDEAL LABELS

You can exchange them for **GIFTS**

See your dealer for a gift catalog