Ideal -- supercharged with real food value and vitamins

Wilson's IDEAL is good, plain, wholesome food, scientifically prepared. Meat food products—with carrots, salmon, bone meal, cereals and cod liver oil in every tin. Wilson's IDEAL Dog Food does not contain cheap, useless fillers or meat substitutes. Every ounce of Wilson's IDEAL is supercharged with real food value. That is why it takes less to satisfy—why dogs eat Wilson's IDEAL day after day with keen appetites—why they thrive on it—why many veterinarians favor Wilson's IDEAL for exclusive feeding. Feed your dog Wilson's IDEAL—the "supercharged" meal. Note the keenness of his appetite for IDEAL and his general well-being. Buy it from your favorite dealer.