**FEATURE No. 1**

**Ideal DOG FOOD... THE 7-COURSE MEAL**

A dog food that actually lives up to its name—Ideal. Contains everything the modern dog needs to keep him well nourished—full of vitality—and with a glossy coat.

Ideal is supercharged with food elements and natural vitamins because its ingredients are scientifically selected. There are no useless fillers—no cheap scraps—no unnecessary flavors or medication.

Ideal is a clean, wholesome, scientifically proved food for healthy, normal dogs—with a flavor that all dogs instinctively like and of which they never tire, because it's a natural dog-food flavor.

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**FEATURE No. 2**

**VALUABLE GIFTS FOR IDEAL LABELS**

These handsome Gifts are an extra value given with Ideal Dog Food. It is an offer equaled by no other dog food. You get an ideal dog food. You save the labels otherwise thrown away. For them we give you the gifts you prefer and for which you save the labels.

We illustrate six popular items—genuine Pepperell Sheets; West Bend Span Aluminum Serving Oven; New Haven Electric Alarm Clock; National Cast Aluminum Ware; Health-O-Meter Bathroom Scale and Cory Coffee Brewer. Only a few of the complete list shown in the Ideal Gift Catalog—available at all dealers.

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**START FEEDING Ideal TODAY**

Quality assured by daily feeding tests and daily laboratory analyses at the Wilson Foundation for your protection

There is no question of the superiority of Ideal Dog Food. Its fine uniform quality—its meaty flavor and high food value—are scientifically controlled for your protection. Daily laboratory analyses and continuous feeding tests at the Wilson Foundation assure you that the high quality standard will not vary.

Ideal Dog Food—the 7-Course Meal—offers you the best and most logical "buy" in dog foods today—a Double Feature that means plus value for your dog and for you. Start feeding it for your dog’s sake. Save Ideal Labels for your own sake. See your dealer for a catalog of useful, valuable Ideal gifts available to you. If you do not find this Gift Catalog, write us. Wilson & Co., Union Stock Yards, Chicago.