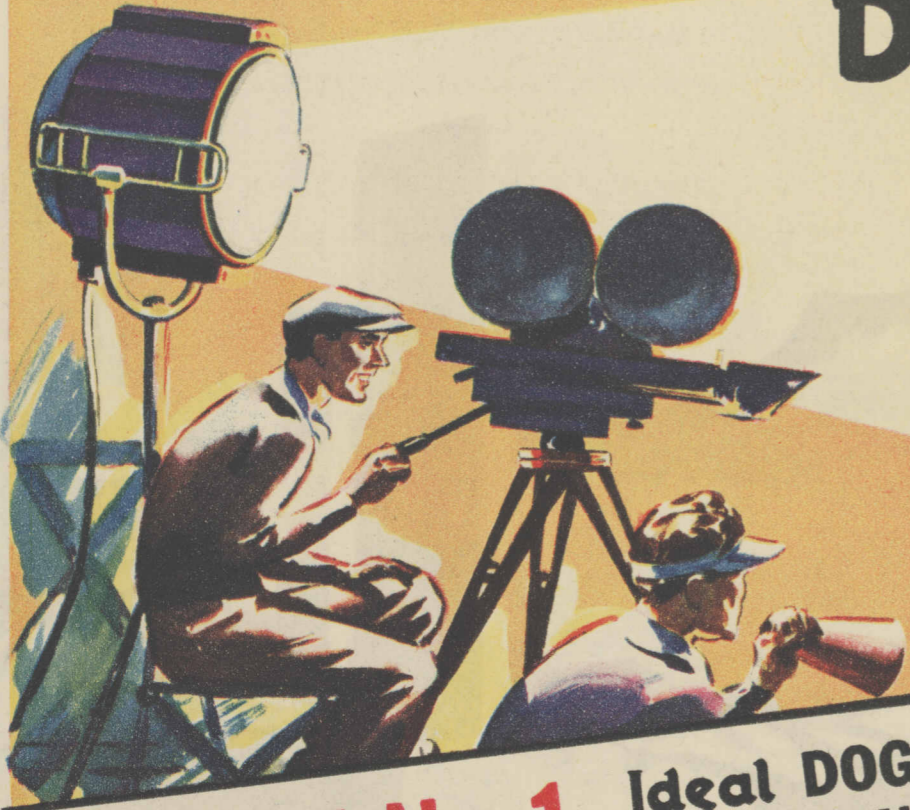


DOG OWNERS!

DON'T MISS THIS EXCLUSIVE

DOUBLE FEATURE!



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.



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 Spun 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.



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.

AT LEADING DEALERS EVERYWHERE

