

# PARD

## BEEF RATION

### For Dogs and Cats

**PARD** is the new, scientific food for dogs and cats . . . the result of many years' experimenting and testing by Swift scientists in search of a complete, balanced ration, high in digestibility and appetite appeal.

#### Balanced Food Essential for Health

Veterinarians have long recognized that the ideal pet food must combine all the essentials necessary to keep the dog or cat in proper health. It must contain elements to promote proper growth; to provide proper strength and bone-building material; to produce and maintain good teeth; to develop a healthy coat, and to aid the digestive functions. While table scraps are relished by some dogs and cats, they do not supply all the food elements your pet requires.

Pard contains all essential elements in a scientifically balanced food—basically beef—55% beef, from cattle that have passed the rigid health and sanitary re-

quirements of Federal Government Inspectors. To this are added wholesome cereals, fresh vegetables, sterilized bone, dry skim milk, minerals and cod liver oil, in proper proportions. Each feeding of Pard is complete in itself.



Pard is packed daily by the Swift Canadian Co. Limited, under Government supervision. Each one-pound tin is hermetically sealed, sterilized and ready to serve, and may be stored safely in the household refrigerator along with other edibles.

#### How to Feed Pard

Pard is equally good for all breeds of dogs, pups and cats. It gives your pet that finished and sleek appearance often seen in champions.

We recommend feeding adult dogs twice daily — morning and late afternoon — from  $\frac{1}{4}$  tin up at each feeding, depending on the size of the dog. After pups are weaned, they should be fed four or five times daily. About one teaspoon to a tablespoonful of Pard, mixed with milk, is sufficient at



King, Rt. Hon. William Lyon Mackenzie (MG  
v 26 J 7 volume 26) Dogs - Miscellaneous  
n.d., 1930-1943

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