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# PARD

Toronto 9, Ont.  
April, 1936.

Dear Pet Owner:

Do you know that the majority of dog ailments come from incorrect feeding? Humans must have a balanced diet to keep fit and healthy; it is just as necessary for your dog. Table scraps do not answer the purpose.

That's why Pard - the complete food for dogs - (55% BEEF) - is so great a boon to dog lovers. It is the result of 15 years of scientific research. Every ingredient is introduced for a purpose, in just the right proportion. And Pard is packed under government supervision.

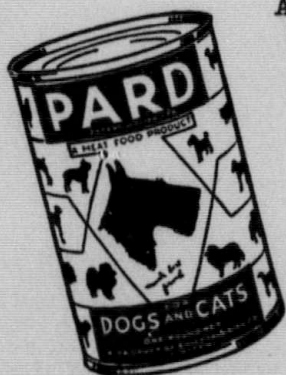
It's easy to use, too. Just open the tin, cut off the right ration, (see directions on label), and your dog's meal is ready. The balance goes back in your ice-box and keeps in perfect condition. Save yourself time, trouble, anxiety and even money - for Pard is inexpensive. Pard has been on the market for years and is now being fed to their dogs by thousands of dog owners, with complete satisfaction.

Be good to your dog, and obtain a supply of Pard from your grocer, butcher, druggist, pet shop, or department store, right now. Read the attractive booklet for further information.

Yours respectfully,  
SWIFT CANADIAN CO. Limited.

PARD FOOD DEPT.  
AVP:MB

P.S. You'll enjoy Old Doc Pard's daily broadcast of hints to animal lovers over C K O C, 1120 kilocycles daily at 10.00 A.M.



King, Rt. Hon. William Lyon Mackenzie (MG)  
26 J 7 volume 26) Dogs - Miscellaneous  
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