

# DOGS

## in Canada

OCTOBER, 1960  
50 CENTS

GOLDEN SCEPTRE



FOOLISH NOTION



CORONET



BREEZE



THE BEST MAN



CORDON ROUGE

STARS OF

"Macksons Corgis Reg'd."

Mrs. Pamela B. Mack,  
6450 Cote de Liesse Rd.,  
Dorval, Que.

From the makers of famous Purina Kibbled Meal...

# New dog food discovery makes dogs Eager Eaters

(and gives them BETTER daily nutrition than most humans get)



Not meal... not a kibble... not a biscuit...  
a completely different "pressure processed" dog food!

★ **NEW FORM!** Heat-treated under pressure, then exploded into crisp, light-textured nuggets with thousands of tiny flavor cells.

★ **NEW FLAVOR!** Deep-down satisfying flavor and fresh, wholesome aroma. Dog owners report new flavor makes dogs eat like they've never eaten before!

★ **NEW NUTRITION!** Contains all 43 nutrients dogs need to maintain all 'round peak condition. Gives well-balanced diet for growth, reproduction and lactation.

★ **NEW CONVENIENCE!** Feed dry or moist. Absorbs liquids instantly, is easy to mix. Moistened nuggets won't gum up or glue to pan.

ON SALE NOW AT GROCERS AND PURINA FEED STORES.  
Available in 2½, 5, 10, 25, 50 lb. sizes



**IMPORTANT!** We formerly called our Kibbled Meal Purina Dog Chow. This New Purina Dog Chow is a completely different product which you will want to try.



# SAVE \$1.50 on every 100 lbs of Gaines

## Enroll Now in GAINES PROFESSIONAL SERVICE PLAN



This is all you have to do. 1) Fill out and mail the application below. 2) We send you "professional feeder" coupons. 3) You start saving weight identification markers from 25 lb. bags of Gaines Dog Meal. When your markers total 500 lbs., send them in together with 1 coupon, and you'll receive a check for \$7.50 by return mail.

This can save you a lot of money—one kennel owner has saved \$270.00 in one year! In addition, you receive helpful literature for yourself and your clients, authoritative information from the Gaines Dog Research Center, and other useful kennel aids... all without charge. Send your application in today—there's no limit to the amount of money you can save!

## Gaines DOG MEAL

A product of General Foods, Limited

To: **Gaines Professional Service Dept.**  
**General Foods, Limited**  
**Box 4019, Terminal "A"**  
**Toronto, Ontario**

Please enroll me in the Gaines Professional Service Plan and send me Service Plan coupons, plus the free kennel aids available to me.

NAME

ADDRESS

NAME OF KENNEL

CITY  PROVINCE

Breed(s) of dogs  Average number fed

Approximate pounds of dog food used per month

I am a veterinarian ☐ I board dogs ☐

I train, handle dogs professionally ☐

I sell dogs and/or puppies ☐

I exhibit dogs in dog shows ☐ Obedience trials ☐ Field trials ☐

(Please answer all questions that pertain to your activity)

(D.C.)