

Wilson's Extra Choice with linseed oil for glossy coats : with extra crunch and meaty taste appeal : the natural choice / Wilson & Sons (Dundee) Ltd.

Contributors

Wilson & Sons (Dundee)

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with Wilson's Extra Choice and slightly reduce the amount of meat given. Then over the week reduce the meat further and slightly increase the amount of Wilson's Extra Choice until the changeover is complete. If you are already feeding a complete dry food, simply substitute the existing food with Wilson's Extra Choice straight away, and see how he'll enjoy the extra taste.

HOW MUCH SHOULD I FEED MY DOG?

The table below indicates the approximate daily quantity of Wilson's Extra Choice for a fully grown dog. Generally the figures quoted are maximum quantities but remember that appetites will vary with the amount of exercise or work. Watch your dog's condition, and make sure you are not under, or more likely, over-feeding him.

BREED	APPROX WEIGHT - KILOS	CUPS MAX
Toy Breeds - Yorkshire Terrier, Pekingese, Toy Poodle, Miniature Dachshund.	Up to 5kg	1
Pug, Shih Tzu, Tibetan Spaniel, Cavalier King Charles Spaniel, Cairn Terrier, Fox Terrier, Jack Russell.	5-8kg	1½
Miniature Poodle, Welsh Corgi, Basenji, Whippet, Scottish Terrier, Standard Dachshund, West Highland White Terrier.	8-11kg	2
Cocker Spaniel, Kerry Blue Terrier.	11-16kg	2½
Airedale Terrier, Samoyed, Springer Spaniel.	16-22kg	3½
Boxer, Rough Collie, Border Collie, Bearded Collie.	22-27kg	4
German Shepherd, Labrador, Golden Retriever, Greyhound, Pointer, Setter.	27-34kg	4½
Scottish Deerhound, Bull Mastiff, Doberman, Old English Sheepdog.	34-41kg	5½
Very Large Breeds - Irish Wolfhound, Great Dane, St. Bernard, Pyrenean Mountain Dog, Rottweiler.	41+ kg	Up to 9

- Complete food - nothing to add
- Filled with meaty chunks and vegetable variety
- Extra tasty - Extra crunchy
- High quality natural ingredients, no fillers, no additives
- Convenient to use and store
- Good value
- Right for all ages and breeds
- Dogs love it



Wilson's Extra Choice is available in 20kg, 10kg, 3kg and 1kg bags. Buy it today for extra taste appeal for your dog and added value for you.

WILSON'S & SONS (DUNDEE) LTD.
Caledonian Oil Mills, Stanmergate,
Dundee DD1 3NN.

PET 93227

WILSON'S
Extra Choice
WITH LANSSED OIL FOR GLOSSY COATS

WITH EXTRA CRUNCH AND MEATY TASTE APPEAL

THE NATURAL CHOICE

WHY INTRODUCE MY DOG TO WILSON'S EXTRA CHOICE

Because you will be feeding your dog in one of the healthiest and most convenient ways possible - he'll enjoy the taste of Wilson's Extra Choice and you'll enjoy the economy and ease-of-use of a complete food.

EXTRA TASTE APPEAL

Wilson's Extra Choice is a premium complete dog meal from the makers of the first complete dry dog food. Combining the care and experience of Wilson's with their know-how and reliability produces a top quality complete dog food with a meaty flavour that your dog will love.

MORE CHOICE

You can see the difference with Wilson's Extra Choice - there's more variety of ingredients for your dog to enjoy. Real meaty chunks, together with tasty fishmeal provide high quality protein, sufficient for even the most active of dogs. Many farmers and owners of working dogs have relied on the original Wilson's formula for generations of hard-working animals, to help ensure stamina and performance; now Wilson's Extra Choice has been developed to be even better.

WITH EXTRA CRUNCH

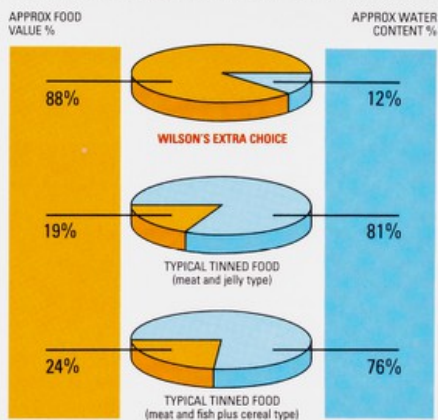
Dogs like to bite and crunch their food, but with many other flaked cereal meals the ingredients soften quickly after soaking. Wilson's Extra Choice has added crunchiness for dogs to enjoy with chunks that stay crunchy even after soaking. Dogs love the taste and they love the crunch too!

MORE VALUE

Compared to conventional tinned dog foods, Wilson's Extra Choice gives you MORE FOOD VALUE for your money, because it contains so little moisture. So, weight for weight you will use less Wilson's Extra Choice to give your dog all the tasty nourishment and energy he needs - adding up to a satisfying meal for your dog and more money staying in your pocket.



MORE FOOD VALUE WITH WILSON'S EXTRA CHOICE



VITAL VITAMINS AND MINERALS

Fitness and vitality depend on adequate intake of trace nutrients. Every appetising mouthful of Wilson's Extra Choice contains a comprehensive range of vitamins and minerals including:-

- Vitamin A
- Vitamin D
- Vitamin E
- Vitamin K
- Thiamine (B1)
- Riboflavin (B2)
- Nicotinic Acid
- Biotin
- Folic Acid
- Vitamin B12
- Pantothenic Acid
- Choline
- Calcium
- Phosphorus
- Iron
- Iodine
- Zinc
- Selenium
- Copper
- Manganese

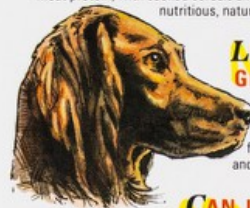
Zinc - increasingly recommended for a healthy skin and coat.

Selenium - to complement the effectiveness of Vitamin E.

Calcium and Phosphorus - to aid the development of healthy bones and teeth in growing puppies.

THE NATURAL CHOICE

Wilson's Extra Choice contains only natural high quality ingredients with no fillers and no additives (other than essential vitamins and minerals). Real meat protein, with cooked cereals and vegetable variety provide a healthy, nutritious, natural food for your dog.



LINSEED OIL FOR GLOSSY COATS

Wilson's Extra Choice contains the pure linseed oil that has given all Wilson's Dog meals the reputation for producing glossy coats with body and super condition.

CAN I FEED MY PUPPY WILSON'S EXTRA CHOICE?

Yes. Wilson's Extra Choice is ideal for puppies and can be introduced gradually from the age of four weeks. Once fully weaned onto solid food, puppies should be fed four times daily on a handful of Wilson's Extra Choice mixed with a little warm milk or gravy to make a crumbly mix. During the formative months, a little fine mince may be sprinkled on top.

Wilson's Extra Choice contains cooked and rolled cereals that are easily digestible and high quality protein to help your puppy grow and develop fully.

A bitch in whelp will also benefit from the complete range of nutrients available in Wilson's Extra Choice to help produce healthy puppies, so make sure she gets her full ration. Milk and a little meat may also be given without ill effect. When the puppies are born go on feeding her generously as Wilson's Extra Choice contains all the ingredients necessary for the production of milk.

The important thing to remember with whelping or lactating bitches is that their needs vary enormously at this time, so watch their condition closely and feed them accordingly.



HOW DO I INTRODUCE MY DOG TO WILSON'S EXTRA CHOICE?

If you are currently feeding meat (tinned or fresh) with a biscuit mixer, it is best to introduce Wilson's Extra Choice gradually over the course of about a week to avoid sudden change in diet. To start, replace the biscuit or mixer