



I Dare You

William H. Danforth

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From Wikipedia: William H. Danforth (September 10, 1870 - December 24, 1955) founded Ralston-Purina in St. Louis, Missouri in 1894. He was a co-founder of the American Youth Foundation (AYF) and the author of the book, I Dare You!. Ralston's checkerboard logo evolved from a personal development concept Danforth put forth in his book I Dare You (ISBN 0-7661-2786-9) in which he used a checkerboard to explain it. Danforth proposed that four key components in life need to be in balance. In the illustration, "Physical" was on the left, "Mental" on top, "Social" on right and "Religious" on the bottom. To be healthy, you needed the four squares to stay in balance and one area was not to develop at expense of the other. [1] The concept became intertwined with the company in 1921 when it began selling feed that was pressed in cubes called "checkers." 1^ Nestle Purina Founder's page retrieved July 8, 2011

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