

# 1928 Far East Kennels- rare article in Oil O Matic sponsored magazine



There is so much amazing information about the earliest chows packed into this short 2 page article , and it provides a vivid picture and window into what it must have been like to own a chow in the Roaring Twenties. I love the description of "the vanguard of the Lordly Chinese dogs peering through the windows of one hundred thousand motorcars today". The article is a must read about the FarEast Kennels of

Pennsylvania and many new facts that are not in the larger article in the archives located [HERE](#)

This was quite the find, from a non dog publication called "The Home of Today", put out by Oil O' Matic heating corporation. Each article in the magazine highlights how Oil O Matic oil burners can make life so much easier and more comfortable.

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## In This Pagoda...CHOWS

### Mandarins never saw *P*ennsylvania *K*ennels

*By George Peirce*

**N**O haughty slant-eyed Cantonese potentate inhabits this pagoda-like structure. Its corridors never have sounded with the swish of silken slippers.

Instead, the beautiful building, resplendent in its color scheme of white and red, shelters a hundred valuable Chow dogs, and the predominant sound in the glistening rooms and hallways is the yelp that comes from aristocratic, canine throats.

The Spanish-American war may have freed Cuba, but it also marked the subjugation of the United States by the vanguard of the lordly Chinese dogs which peer impassively through the windows of a hundred thousand motor cars today. American soldiers in the Philippines, returning by way of China,

found the black-tongued red or black-coated breed on the streets of the Occidental seaports.

The picturesque animals cost a few dimes then in China. Today they are easily among the most expensive canines in the world—the pets of children and the friends of adults everywhere.

As unbending as an airedale toward strangers and mere acquaintances, they are beloved of those in whose homes they condescend to reside. Determined watch dogs, trusted playmates, who begrudges the expensiveness of this rare but well liked breed?

When L. R. Zifferer prepared to build the kennels in which, appropriately enough, his dogs of Chinese origin make their home, he obtained from China the source of the buildings' architecture



In addition, he borrowed an idea from Florenz Ziegfeld, producer of the Ziegfeld Follies, but instead of "glorifying the American girl" he decided to accomplish a similar feat for the Chow dog.

Near Columbia, Pa., on the Lincoln Highway, he erected a building patterned closely after the structures of the land from which the Chow dog originally came. It contains offices, a perfectly appointed kitchen where the family pets' special food is prepared, glass-enclosed quarters for displaying pups, even a hospital ward.

Chow dogs are not delicate, but their rearing on a large scale demands unremitting attention, care in every detail, and the best facilities for handling the mothers and their families until the

little youngsters are big enough and strong enough to withstand the vicissitudes of railway travel to their new homes in every part of the country.

"Heating the building was the most difficult task facing the architect," said C. U. Williams, president of the Williams Oil-O-Matic Heating Corporation. "The structure is long and narrow, and filled with windows. The dogs are valuable, and must be safeguarded."

The problem was solved by installing a Williams Oil-O-Matic oil burner using fuel oil, so as to keep the heating cost low. An investment of \$150,000 is represented by the dogs and the building, all of which thus are kept in the best of condition.



chowtales.com

# *The* **H**OME *of* October **T**ODAY 1928



ABOVE IS THE MAGAZINE COVER OF THIS 14 PAGE PUBLICATION FROM  
1928

