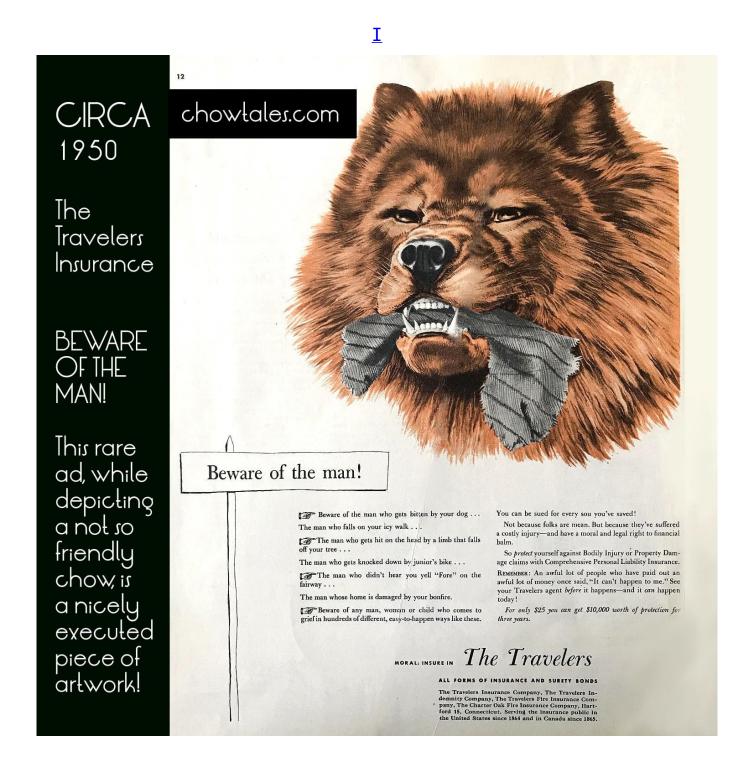
1950 Travelers Insurance advertisement with chow



(In the private collection of Sandra Miller)

What an unusual ad this is.....the 1940s-1950's public image of our chow breed, was certainly not the best, according to the many articles and newspaper reports of dog bites I keep

running into from these decades. Chows had quite the reputation as being unpredictable and aggressive, due in part, no doubt, to lack of attention to temperament during the the all time high popularity of the breed (1920's -1930's).

Thank goodness breeders finally recognized that "aloof" and "discerning with strangers" should NEVER be confused with aggressive or shy, and over time we made great strides in working toward restoring the correct temperament to the breed....there is always room for improvement!

CLICK HERE TO SEE MORE VINTAGE CHOW ADVERTISEMENTS