

1950 Travelers Insurance advertisement with chow

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CIRCA
1950

chowtales.com





The
Travelers
Insurance

BEWARE
OF THE
MAN!

This rare
ad, while
depicting
a not so
friendly
chow, is
a nicely
executed
piece of
artwork!



Beware of the man!

-  Beware of the man who gets bitten by your dog . . .
The man who falls on your icy walk . . .
-  The man who gets hit on the head by a limb that falls
off your tree . . .
- The man who gets knocked down by junior's bike . . .
-  The man who didn't hear you yell "Fore" on the
fairway . . .
- The man whose home is damaged by your bonfire.
-  Beware of any man, woman or child who comes to
grief in hundreds of different, easy-to-happen ways like these.

You can be sued for every sou you've saved!

Not because folks are mean. But because they've suffered a costly injury—and have a moral and legal right to financial balm.

So *protect* yourself against Bodily Injury or Property Damage claims with Comprehensive Personal Liability Insurance.

REMEMBER: An awful lot of people who have paid out an awful lot of money once said, "It can't happen to me." See your Travelers agent *before* it happens—and it *can* happen today!

For only \$25 you can get \$10,000 worth of protection for three years.

MORAL: INSURE IN

The Travelers

ALL FORMS OF INSURANCE AND SURETY BONDS

The Travelers Insurance Company, The Travelers Indemnity Company, The Travelers Fire Insurance Company, The Charter Oak Fire Insurance Company, Hartford 15, Connecticut. Serving the insurance public in the United States since 1864 and in Canada since 1865.

(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](#)
