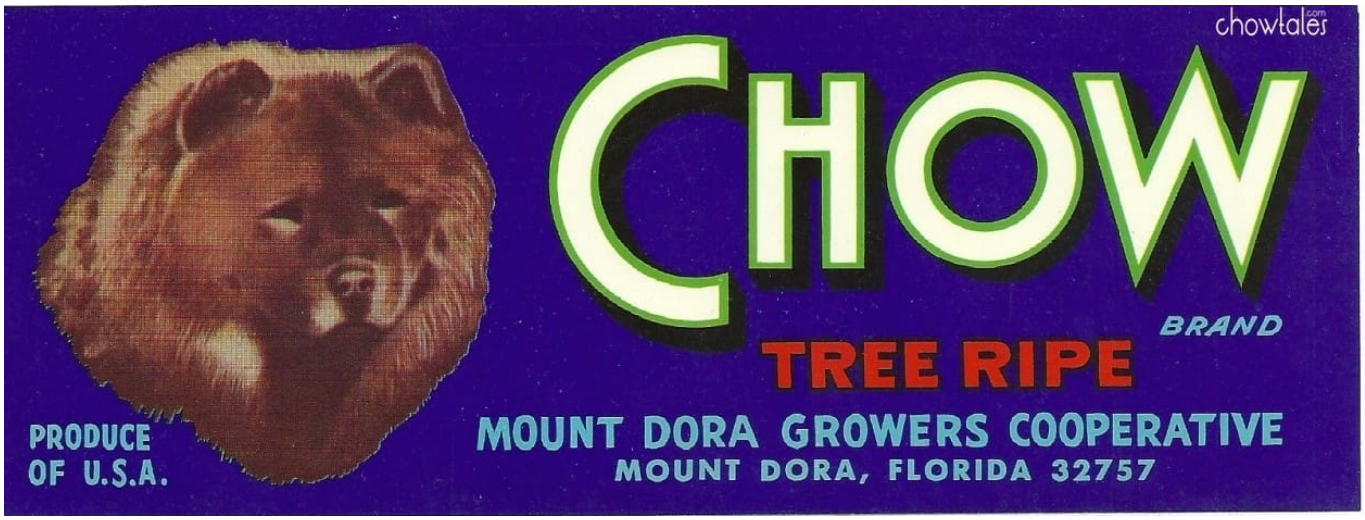
GALLERY – Chows in Vintage Advertising



From beer to oranges to toothpaste…..Chows were used extensively in product advertising and promotion from the early 1900's through the 1950's. These canines with such an exotic appearance were viewed as the breed of socialites and movie stars, so they made the obvious choice for a warm and fuzzy soft sell. Some stars were pictured with their own Chow companions in ads, and many graced American and European MAGAZINE COVERS.

I have a large collection to scan in yet, and welcome any additions from the ChowTales readers. As always, your name credited for the scan or donation to the archives .

CLICK THUMBNAILS IMAGES BELOW TO VIEW EACH AD LARGER


Circa July 1919
chowtales
HOOD
Leisure
SHOES


CIRCA
1950
chowtales.com
The Travelers Insurance
BEWARE OF THE MANE
Beware of the rain!
The Travelers


spirited NEW
Vanity-Fair
HOSIERY
COLOR
4 Thread $1.25
3 Thread $1.35


ARIS
First in Comfort
All Elastic Free-Swing Suspenders



Circa 1940 Gordon Bread Company recipe card from the dog series by artist Jack Murray

CRISPY CRUMB SCRAMBLED EGGS

Cut bacon into small pieces and heat in frying pan. As soon as bacon is heated through, add breadcrumbs, cook until bacon and crumbs are crisp and brown, stirring frequently. Beat eggs, add milk and seasonings. Remove bacon crumb mixture from frying pan and keep warm. Melt butter in pan, add beaten eggs and cook slowly, stirring eggs up from bottom of pan as they cook. When eggs are nearly done, add crumb mixture, mix well and serve at once. Serves 4.

• Every day a different RECIPE PICTURE is wrapped with each loaf of GORDON'S BREAD. Send us your name and address and we will forward you a beautiful ALBUM in which to paste your pictures. Send for your album NOW. The supply is limited.

THIS SERIES CONSISTS OF 24 DIFFERENT RECIPES

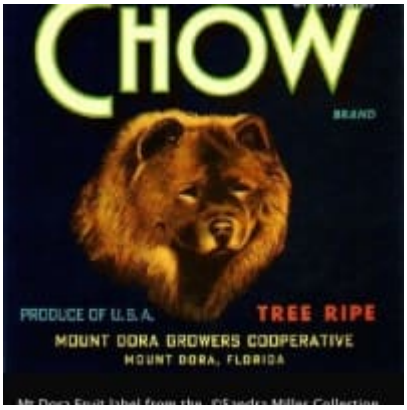
GORDON BREAD COMPANY



1937 Calendar Ad featuring a beautiful photo of Red Cross...one of the top foundation shows in the breed



ONE SPOT FLEA KILLER advertisement in Elkridge Maryland. Circa 1930-40's



Mt Dora Fruit label from the "Sandra Miller Collection"


CHO
TREE
MOUNT DORA GROWE
MOUNT DORA, FLO


CHOW brand - Mt Dora Citrus Growers
Buy these NOW!
ChowTales.com
Guaranteed FULL JUICE
Valencias
CHOW
CHOW
CHOW
Above is a rare store sign circa 1940's and two orange crate labels, all in my private collection


Florida's Finest —
Heavy with Juice
CHOW
CHOW
ORANGES
YOU CAN KNOW CHOW —
STAMPED ON EACH FRUIT
chowtales.com


"NEW GAINES MEAL KEEPS MY DOGS HEALTHY—
AND MY PUPPY BUYERS HAPPY"


THEY WERE RAISED
-by a Plan!
THE LIFESPAN FEEDING PLAN WORKS!
HOW TO MIX
CHAPPEL FOODS CONTAIN EARLYNE!


4-generation feeding study shows way


Pard
SWIFT MAKES PARD
rich in meat proteins!


GOING TO BE TIRED OUT— NO PEP. LET'S HAVE THE DOCTOR CHECK HIM THIS AFTERNOON
WHAT KIND BREED IS A GOOD DIET, ONE RICH IN MEAT PROTEINS AND MINERALS LIKE PARD
BOY, LOOK AT HIM GO! BUCK ENERGY!
HE'S REALLY THE OLD KIND SINCE WE SWITCHED TO PARD!


Some words fool you
chowlates
CHOW
means
CHOW
means
... but BALLANTINE
always means: PURITY
FLAVOR
America's largest selling ALE


Lucky dog – Milk-Bone is on his menu! This scientifically balanced dog food contains vital food elements, vitamins and minerals. It's hard and crunchy—gives a dog the chewing exercise he needs to help keep teeth and gums sound. Order Milk-Bone from your dealer now.
MILK-BONE
Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B1, B2, D and E . . . Meat Meal . . . Fish Liver Oil . . . Whole Wheat Flour . . . Minerals . . . Milk


Proof of Pard health in generation feeding!
Proved in the most exacting test of all—generation feeding—Pard has made a great record. Never a diet-caused ailment in 3 Pard-fed generations! Vigorous health always!
SWIFT & COMPANY'S
NUTRITIONALLY BALANCED DOG FO
SHG-11-41
Mary Counihan Collection


MERLE OBERON,


We get contentment, coat and condition from
HUNT CLUB DOG FOOD
Plenty of Meat
Vitamin-Rich


I guess the Master didn't know anything about housebreaking as. Anyway, we got a lot of "This hurts me more than it hurts you!" from him — and we thought we'd never train house dogs.
But one day the Master comes home with the new Sergeant's DOG BOOK. "Say," he says, "here's a real housebreaking system! You're starting now." And it worked like a charm!
The Master says we've earned our diploma, D.A. (Barring Accidents). And he's learned plenty from the DOG BOOK — all the facts a dog wants his master to know. Get your free copy at a drug or pet store — or with this coupon.


...AND NEVER A DIGESTIVE UPSET!
GREAT GRANDMOTHER
GRANDMOTHER
MOTHER
PARD
...SWIFT'S SCIENTIFICALLY BALANCED DOG FOOD
PARD


HEY... WHAT'S OUT SOMETHING THERE?
it's the same fine PARD!
Your dog could tell you ...
it's the same fine PARD!
PARD
PARD


DO THESE DOGS
TALK ?
Cod Liver Oil Concentrate


FREE DOG BOOK . . .


Circa 1960's dog/cat food label
RARE RARE RARE
IT'S CHOW TIME
DOG FOOD
CAT FOOD
GROUND AND COOKED HORSE MEAT
This unique find is in my private collection. The seller said, "I know it sounds awful but have you EVER seen this label?" They used to have a packing plant in her town and when they closed down, her husband bought a bunch of the labels


chowlabs.com
CIRCA 1934
MAN-KIND
DOG & CAT FOOD
ADVERTISEMENT
In the 1920's and 1930's chows were popular subjects for ads as they were the chosen breed of the social set and celebrities.
Everything from pet food to nylon stockings was marketed with the chow image and name attached to them.
CHOW and HOW!
AT YOUR DEALER
MAN-KIND
DOG and CAT
FOOD

Circa October 1933 Ad in Dog News



Ch. Hong Kong King was a top winner of the day