

**Llewellyn George in 1920's -
astrology author with a chow**



Restored 1920's image of Llewellyn George- leading edge astrology author and founder of Llewellyn Worldwide

This is one of those fun unexpected surprises that came a few weeks ago as I was scanning in a few new images from my personal collection. This little 2×3" photo from the 1920's packed a lot of information in a very small space.



THIS IS HOW THE PHOTO LOOKED AS IT
ARRIVED...BEFORE RESTORATION

This was just a random estate sale photo from California that I purchased because...of course it had a chow in it! It was faded and yellow so I worked on restoring the details and the wording on the building piqued my curiosity. The researcher

came out in me and I was off and running!!

To make a long story short, I am quite sure this is Llewellyn George, Founder and author of today's Llewellyn Worldwide.

Author Information



Llewellyn George

Llewellyn George self-published a number of small astrological pamphlets before he published his first bestseller, *The Llewellyn Moon Sign Book and Gardening Guide*, in 1906.

In 1910 Llewellyn George published his astrology text, *The A to Z Horoscope Maker and Delineator*, which became a classic and is constantly revised and updated, firmly establishing Llewellyn Publications in the astrology community. George Llewellyn died in 1954.

Featured Title by this Author



Llewellyn's New A to Z Horoscope Maker and Interpreter *A Comprehensive Self-Study Course*

Trade Paperback | \$24.95 US, \$28.95 CAN | 9780738703220 | November 2003

New A to Z Horoscope Maker and Interpreter For nearly 100 years, astrologers the world over have trusted the A to Z as their primary textbook and reference for all facets of astrology. Now this... [Read more](#)

SOURCE: LLEWELLEN WORLDWIDE WEBSITE

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"Llewellyn George started his publishing company in Portland, Oregon in 1901. At first, the company concentrated exclusively on Astrology, in the form of both books and annuals.

Later, Llewellyn began to branch out into other New Age

topics, such as alternative health and healing, psychic development, and earth-centered religions, among others. Llewellyn Publications grew steadily and was moved from Portland to Los Angeles, California in 1920. Owner and founder Llewellyn George passed away in 1954.

A new era at Llewellyn Publications commenced in 1961, the year Carl L. Weschcke of St. Paul, Minnesota purchased the company and relocated it to the Midwest.

SANDRAS NOTE: Ironical that I lived the longest spans of time in the states mentioned...Minnesota, Oregon , and California.



THE PHOTOS ABOVE AND BELOW ARE FROM A HISTORY TRIBUTE TO
GEORGE LLEWELLYN

The photo below is most certainly the same building my estate sale photo was taken in front of. You can even see the arched door at the corner that the two men and chow are standing in front of with the signs in the background. ...what a find!!

Llewellyn's Second Home

Santa Monica, CA



AND LAST BUT NOT LEAST..THE RESTORED IMAGE CROPPED TO SHOW A
NICE CLOSEUP OF THE CHOW AND LLEWELLYN GEORGE



1920s Llewellyn George and chow close up.
from the ©Sandra Miller Collection