

Pre 1960's Chows featured in dog food and grooming advertisements

"There is nothing to compare with Creolin"

chowtales.com



Ching Yik Toi—Reg. No. 852211. Owned by Mr. T. Robertson, 9328 Annette Avenue, Southgate, Calif.

MERCK & CO. Inc.
Manufacturing Chemists
RAHWAY, N. J.
In Canada: Merck & Co. Ltd. Montreal

... Thomas Robertson,
Toi Chow Kennel
Southgate, Calif.

In the following letter, Mr. Robertson confirms the opinion of successful dog breeders — that there is nothing to compare with Creolin. He says

"I use Creolin all the time and I don't think I could get anything to take its place. It is one of the main things of my kennel and I see that we always have a supply on hand. We use it constantly for disinfecting our kennel and for any cuts and bites, or if any odor should arise Creolin is used."

Creolin is valuable in so many ways—to kill fleas, to heal skin infections, to destroy odors, and to stimulate healthy growth of hair.

On sale at all drug stores. Write for Booklet and Pedigree Forms, sent free on request.



Chows were a popular breed to be chosen as "spokes models" for ads aimed at the breeder, exhibitor, kennel manager and were most often found in all breed publications tailored to the dog show crowd. Dog World and Dog News were among the most respected pre 1960's publications. I will be adding many more ads to this page as I get them scanned in. Click on each ad if you wish to read them larger.

CIRCA 1940s

CHAMPION SON

chowtales.com

of a Famous Sire!

CH. LU TANG'S HI-FLYER
—owned by Brockway
Crouch, Kway Kennels,
Knoxville, Tenn. Hi Flyer—
last son of the illustrious
CH. LU TANG'S SKI HI—
finished his championship
in less than 2 months.



Raised on
**SECURITY
DOG MEAL**

Hi-Flyer has the spirited flash, gorgeous coat and heavy bone of a champion. And, like so many of Kway Kennels' famous chows, Hi-Flyer has been raised on top-quality Security.

Mr. Crouch, one of America's foremost chow breeders, has found in years of feeding experience that Security's extra nourishment produces top show condition and sturdy chows.

Do as so many experts—feed Security and see the superior feeding results.

SECURITY MILLS, INC.

100 C Street

Knoxville 5, Tenn.

SECURITY...Today's Top-Quality Dog Food

circa 1951

chowtales.com



Champion Chow Fed Only Vitality Dog Foods

Mr. and Mrs. Albert Todter's sensational chow Al-Edi's Supreme, BIS winner at 5 months of age and Winners male and best of winners at Madison Square Garden, is another Vitality-fed champion. Mr. Todter says, "This dog was started and fed solely on Vitality Dog Foods. For coats, quality and finish, Vitality can't be beat."

***Vitality's
Specialized Diets
better meals for better dogs***



"Plus nutrition" — that's what your dogs get in each Vitality meal . . . all of the accepted nutritional requirements and more. "Plus nutrition" — for growth, health, show condition and reproduction. And there's a Vitality diet to fit every feeding need.

VITALITY BREEDERS' DOG FOOD

Has the extra nourishment it takes for breeding matrons building their litters, for pups in the critical stage of development, and for dogs in run-down condition. Instant mix — soaking isn't necessary. Completely new — not like any other dog food.

VITALITY BODY BUILDER

The complete diet for sound development and maintenance of bone, muscle, coat and temperament. Made in granular and nugget form.

VITALITY BAKED FOODS

In kibbled or whole biscuit form. A rich golden taste-treat to promote growth, build bones and whet appetites. An excellent supplement for horse meat.

Champion Krakerjack of Sirrah Crest — the only living male Boxer with the perfect line of breeding of the Double Lustig v Dom of Tulgey Wood—Double Dorian v Marienhof of Mazelaine Bloodline. His owner, Mrs. James Mahan, Joliet, Illinois, uses Vitality exclusively. She says, "Vitality Body Builder builds better dogs. Our Boxers are all muscular, outstanding in appearance and vigorous. Breeders' Dog Food is excellent for both matron and puppies."

At your Feed, Seed, Food or
Pet Supply Dealer.

VITALITY

DOG FOODS



VITALITY MILLS INC., Board of Trade Bldg., Chicago 4

circa 1949

chowtales.com

This
Westminster
Champion

Champion Linnchow Ming Loo Yet
Owned by Mr. & Mrs. Wm. D. Ross



gets his extra
Vitamins and
Minerals from

PERVINAL

full, glossy coat

good digestion
and elimination

sound teeth and bones

clean skin, clear eyes

normal growth and
reproductive function

better nerve and
muscular coordination

better development

are often the rewards of good nutrition
in the dog, when impairment is due to
prolonged nutritional deficiencies.

VITAMINS: A, B₁, B₂, B₆, D, E,
Niacin, natural B complex.

MINERALS: Calcium, Phosphorus,
Iron, Sodium, Manganese, Cobalt,
Potassium, Iodine, Copper, Zinc.

PERVINAL POWDER: bottles of
200 Grams, 400 Grams and 4½ lbs.

PERVINAL SYRUP: bottles of 10 oz.,
19 oz., quarts and gallons.

Ch. Linnchow Ming Loo Yet—one of many champions fed PERVINAL.
Not a dog food! Not just plain cod liver oil (vitamins A and D), or yeast
(vitamin B complex). Not just wheat germ oil (vitamin E) or bone meal
(minerals), but a

complete all-in-one formula...specially balanced-for-dogs

Samples and literature upon request

U. S. VITAMIN CORPORATION

Veterinary Products Division

250 E. 43rd St. • New York 17, N. Y.

THE BEST SHOW RECORD OF ANY LIVING CHOW!

Circa 1946

chowtales.com

CHAMPION
LAO TANG of
CHUNG-KUO



His Basic Diet is
HUNT CLUB
DOG FOOD

His owner, W. A. McIlwaine, Box 208, Vienna, Va., writes: "I know of no breed where coat and general all 'round condition are as important as in a Chow, and I realize that proper feeding has a most essential part in building and maintaining this perfect coat and condition.

"Champion Lao Tang of Chung-Kuo has, I believe, the best show record of any living Chow. His wins include 54 Best of Breed, 46 placements in the Non-Sporting Group, winning it 12 times, and several Best in Show at both Chow Chow Specialty Shows and All-Breed Shows. His basic diet is Hunt Club Dog Food and naturally I feel well qualified to recommend Hunt Club as a complete builder of buoyant health, splendid vigor and magnificent coat."

Thus another experienced user proves to his entire satisfaction that Hunt Club fills every nutritive need, including the exacting job of keeping a champion chow-chow in winning coat and condition. Important, too, Hunt Club has a rich, meaty flavor that dogs really go for! At feed stores and grocers in 2½-lb. to 100-lb. bags. Maritime Milling Co., Buffalo 2, N. Y.



CHOW and HOW!

THAT'S what your dog would say after eating Man-Kind, if he could. It's so pure, clean, fresh and good that you can eat it yourself. That's what the U. S. Government inspectors mean when they place their stamp of approval upon it. Look for their mark, "Establishment E-77." on every can.

AT YOUR DEALER

So good you can eat it yourself!

MAN-KIND

fit for humans!

DOG and CAT

FOOD

CIRCA 1934

FOUR GENERATIONS OF PARD-FED DOGS ... AND NEVER A DIGESTIVE UPSET!



New facts from 4½-year feeding tests in Swift's Research Kennels: 230 dogs maintained in glowing health on exclusive diet of a proven feeding formula!

● More than four years ago a tiny Chow Chow puppy was weaned from her mother's milk direct to Pard. Since that time she has lived exclusively on Pard and water. Today she is a great-grandmother—the founder of a family of Chow Chows all of whom have thrived on Pard alone.

Nor is this an unusual instance. At Swift's Research Kennels where a 4½-year feeding test has already been conducted on 230 dogs, representing four consecutive generations, *not one dog in the 4½-year test has ever had a sick day due to digestive disturbances!* All have enjoyed vigorous, glowing health.

Start your dog on Pard! An exclusive diet of Pard and water will keep him in thriving health!



MANY LEADING VETERINARIANS RECOMMEND PARD
Dr. J. R. R., of Illinois, says: "In 9 out of 10 of the less serious cases brought to my attention, the real basic trouble is *improper feeding*." Dr. R. recommends Pard to correct cases of malnutrition due to improper feeding.

A PRODUCT OF SWIFT & COMPANY

PARD ... SWIFT'S SCIENTIFICALLY BALANCED DOG FOOD



Jacoma Tribune - 12-40



Mary Counihan Collection

chowtales.com

**WE HAVEN'T A WORRY
ABOUT MEAT RATIONING**



We get
contentment,
coat and
condition
from

HUNT CLUB
DOG FOOD

Plenty of Meat
(IN MEAL FORM)
Vitamin-Rich
Lots of Flavor

Sandra Miller Collection



1944 PARD Dog Food Ad featuring a chow. Artwork by Morgan Dennis
from the ©Sandra Miller Collection

I'm a **CHOW**
and proud of it!

chowtale.^{com}

CIRCA
1935

I SUPPOSE I AM
SNOOTY, BUT
WHAT OF
IT?



I'M CHOOSY IN
EVERYTHING, EVEN
MY HUMAN
FRIENDS



BUT WITH RED HEART'S
3 FLAVORS, IT'S
DIFFERENT.
I LIKE THEM
ALL



FREE DOG BOOK . . .

Dr. J. W. Patton, leading authority on canine nutrition, and Bob Becker, sportsman, give expert advice on the care, training and feeding of dogs from infancy to old age. Like *Red Heart's* 3 appetizing flavors, this little book has a wide following among real dog lovers. We will gladly send you a Free Copy if you address our Ottumwa, Iowa, office. John Morrell & Co., Ottumwa, Iowa; Sioux Falls, So. Dak.; Topeka, Kansas.

Tune in Bob Becker's "Chats about Dogs" every Sunday at 5:45 p.m. E.D.S.T. over WJZ and the NBC Blue Network.

RED HEART
The Diversified Diet **DOG FOOD**



Circa 1960's dog/cat food label RARE RARE RARE



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



COCKER SPANIEL—Ch. Stockdale Startler, A.K.C. No. A-103891. Owned by Stockdale Kennels, Mr. C. B. Van Meter.



DACHSHUND—Ch. Victoria von Ascherhof, A.K.C. No. A-97214. Owned by Ascherhof Kennels, Mrs. W. F. Ascher.

*These
Champions
ARE FED AS
THEY WERE BRED
—by a Plan!*

CHOW CHOW—Ch. West's Sun of East, A.K.C. No. A-108297. Owned by Mr. & Mrs. Otto H. West.



THE LIFESPAN FEEDING PLAN WORKS!

● Chances for champions are increased when dogs are fed scientifically, given the proper kind of food needed at each age. That's exactly what the Lifespan Feeding Plan does—on a generation-to-generation basis. In fact, this plan not only helps keep dogs in the best of health at all times, but, according to the reports of many breeders, increases the size of litters on an average of one and one-half pups!

See how simple it is:

FEED STUD DOGS AND BROOD MATRONS Ken-L-Lac as a supplement to a regular diet of Ken-L-Biskits and Maro-Meat.

FEED NURSING PUPPIES Ken-L-Lac as a supplementary diet.

WEAN PUPPIES on Ken-L-Biskit (kibbled fine) and Ken-L-Lac.

FEED ADVANCED PUPPIES the Ken-L-Biskit and Maro-Meat mixture, using half Ken-L-Lac and half warm water instead of all water to make mixture moist. If it is desired, the puppies may lap undiluted Ken-L-Lac from a pan, as well.

FEED ADULT DOGS the Ken-L-Biskit and Maro-Meat mixture. Ken-L-Lac may be fed as often as desired, just as it comes from the can. Use generously for sick and convalescent dogs.

FEED OLD DOGS a reduced amount of Ken-L-Biskit and Maro-Meat mixture with larger quantities of Ken-L-Lac just as it comes from the can.



HOW TO MIX

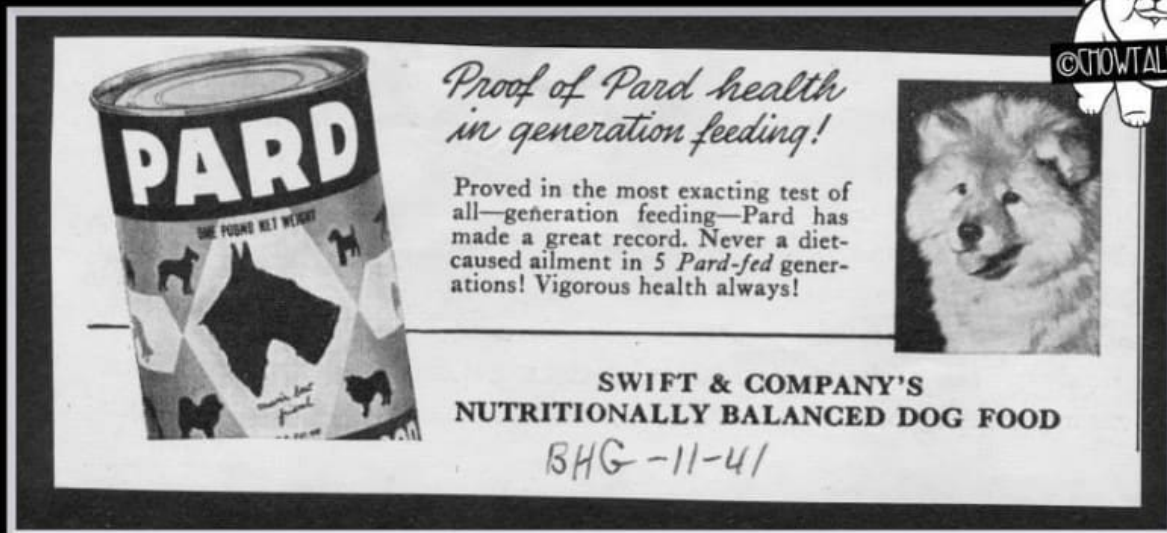
Mix 1 lb. of Maro-Meat to 2 lbs. of Ken-L-Biskits (or, if you prefer, Ken-L-Worth). Mix thoroughly with 2 pints of water. Allow mixture to soak 15 to 30 minutes before feeding. Specific directions for feeding Ken-L-Lac will be found on the label.

**CHAPPEL
FOODS
CONTAIN
EARLYNE!**

CHAPPEL BROS. INC.

405 PEOPLES AVENUE • ROCKFORD, ILLINOIS

LOUIS TIFFANY - 12-1438-AKC Rev



PARD
ONE POUND NET WEIGHT

*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 5 *Pard-fed* gener-
ations! Vigorous health always!

**SWIFT & COMPANY'S
NUTRITIONALLY BALANCED DOG FOOD**

BHG-11-41

©TOWTALES.COM

Mary Counihan Collection



HEY, WONDER WHAT'S WRONG WITH KING?



SEEMS TO BE TIRED OUT—NO PEP, LET'S HAVE THE DOCTOR CHECK HIM THIS AFTERNOON

WHAT KING NEEDS IS A GOOD DIET. ONE RICH IN MEAT 'PROTEINS AND MINERALS LIKE **PARD**



BOY, LOOK AT HIM GO! SUCH ENERGY

HE'S REALLY THE OLD KING SINCE WE SWITCHED TO **PARD**



Pard made a pard of my dog...



Dog owners, breeders and veterinarians acclaim Pard, the "one-dish dinner" that's got everything! That's because Pard's nutritionally correct formula is based on feeding studies, conducted by experts in Swift's research laboratories—no additional meat is ever needed. Get a supply of Pard now!



***SWIFT MAKES PARD
rich in meat proteins!***

NERVOUSNESS IN DOGS

easily prevented!



Chow Chow, representing 4th consecutive generation fed Pard and water exclusively.

4-generation feeding study shows way

230 pedigree dogs have thrived on exclusive Pard-and-water ration! Not one case of nervousness, listlessness, excess shedding, dietary skin irritation.

● You've seen "jittery" dogs—dogs that are excitable, or given to barking spells.

Such victims of "nerves" occur frequently in the dog world. And you know that they are not the companions they should be.

Now, from a 4½-year feeding study at Swift's Research Kennels, comes a clue as to how you can prevent your dog from becoming nervous. 230 dogs, representing 4 consecutive generations, have participated in this study. All of them have been fed exclusively on Pard and water. And in not one instance has a dog been

troubled with such common ailments as nervousness, excessive shedding, listlessness, or dietary skin irritation! In every case weight and growth have been in accord with the standard for the breed.

For robust health and growth, take advantage of these scientific findings. Put your dog on an exclusive diet of Pard!

A PRODUCT OF SWIFT & COMPANY



Uniform quality in Pard, as well as sufficiency of minerals and vitamins, is guaranteed by regular functional and chemical analysis. In Swift's Research Kennels the case history of each Pard-fed dog is recorded with scientific precision.



NOT ON ANY FEEDING CONDENSED BY MANY LEADING VETERINARIANS. RECOMMEND PARD. Dr. F. M. H. ... of Illinois, says: "Nervousness, excessive shedding, and skin irritations are, in 9 cases out of 10, caused by malnutrition due to false-meat feeding." In such cases, Dr. H. ... recommends Pard exclusively.

PARD

... SWIFT'S
SCIENTIFICALLY
BALANCED
DOG FOOD



1939 Pard Dog Food Ad

LIFE 1947



"I get a
'Sunday
dinner'
every
day"



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 Biscuit contains nutrients your dog needs: Vitamins A, B₁, B₂, D and E . . . Meat Meal . . . Fish Liver Oil . . . Whole Wheat Flour . . . Minerals . . . Milk

NATIONAL BISCUIT COMPANY



Apply on
One Spot Only
and kill all the fleas
on the dog or cat
**SAFE . . . SURE
GUARANTEED**
ONE-SPOT does not repeat; it
KILLS Fleas, Lice, Bedbugs
25c and 50c

THEY LAUGHED (the fleas did) when they saw me dust only one little spot on the big dog. THEY DID NOT KNOW I was using ONE-SPOT Flea Killer.

KENNEL GARDENS, INC.
ELKRIDGE, MARYLAND

NATURE 30



SUNSET 7-10-29

WE WON OUR LETTERS IN HOUSEBREAKING!



I guess the Master didn't know anything about housebreaking us. Anyway, we got a lot of "This hurts me more than it hurts you!" from him — and we thought we'd never make 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, B.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.

Sergeant's DOG MEDICINES



POLK MILLER PRODUCTS CORP.
Dept. GW-10, Richmond, Va.

Please send a free Sergeant's DOG BOOK to:

Name _____

Address _____

City _____

State _____



Mrs. Sowards at her Ky-Lin Chow Chow Kennel, Spencerville, Ind.

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

says Betty Mae Sowards, "Chow Breeder of the Year" for 1961.



4 generations of champions raised on Gaines Meal—no wonder Mrs. Sowards' chows are in demand. And to make sure her pups stay healthy—and her customers happy—Mrs. Sowards recommends New Gaines Meal to her puppy buyers. Experience has convinced her that starting and staying on New Gaines Meal is the surest way to give her dogs complete nutrition—and prevent them from going off feed.

Use and recommend New Gaines Meal—developed and tested for professional use in the Gaines Research Kennels. Now flavor-basted for higher palatability. (See coupon for money-saving offer.)



Box F20
Gaines Professional Services Dept.
General Foods Corporation
White Plains, New York

Gentlemen: Please send me complete information on how qualified professional feeders can save \$1.50 on every 100 lbs. of Gravy Train or Gaines Meal—simply by joining the Gaines Kennel Plan.

Name _____
Address _____
City _____ Zone _____
State _____

(Offer not good in State of Kansas)

HEY, WONDER WHAT'S WRONG WITH KING?

©KOWTALC.COM

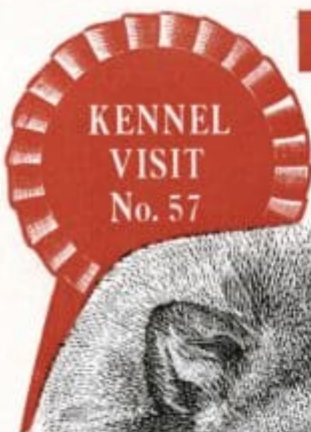
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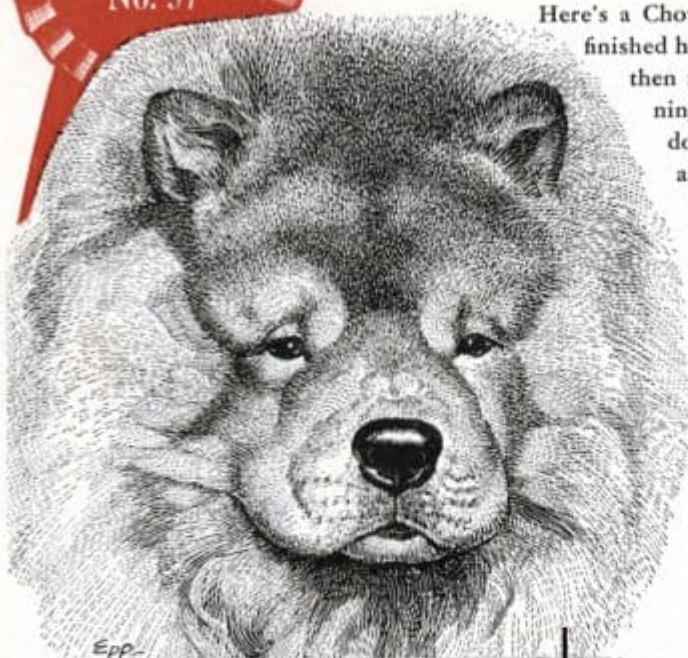
HE'S REALLY
THE OLD KING
SINCE WE
SWITCHED
TO **PARD**

Pard made a pard of my dog...



NOR-TON KENNELS

feeds *Purina* to Ch. Nor-Ton's Silver Moon...



Here's a Chow that's a double champion! Silver Moon finished his AKC championship in April of 1952. He then made his Canadian championship by winning three groups. Outstanding traits of this dog are his marvelous head, massive body, and a weight of 76 lbs.

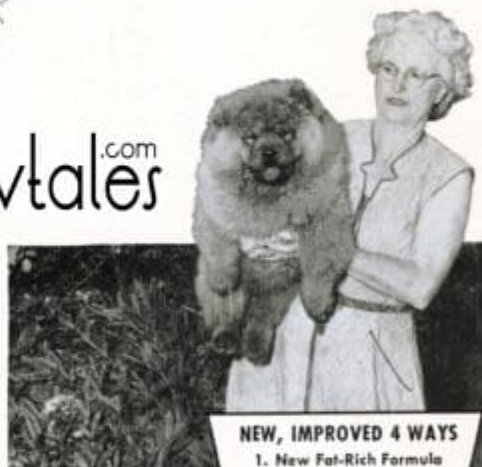
Mrs. Bessie Van Dusen, owner of Nor-Ton Kennels, has five other home-produced champions. She believes you get out of your dogs only what you put in them. That's why she gives them the best of care and feeds Purina Dog Chow.

Call on your local Purina Dealer. Make Purina Dog Chow your choice, too!



Ch. Nor-Ton's Silver Moon has balance and style along with his massive size.

chowtales.com



Mrs. Van Dusen, of North Tonawanda, N. Y., has been raising outstanding Chows for thirteen years. She knows and loves working with dogs.

NEW, IMPROVED 4 WAYS

1. New Fat-Rich Formula
2. New Form
3. Antibiotics and Vitamin B₁₂ Added
4. Micro-Mixed



RALSTON PURINA COMPANY
St. Louis 2, Missouri

Purina IS THEIR CHOICE

Circa 1952

In the private collection of Vanessa Nicolau

Registered at the G.P.O. as a Newspaper.

South African Kennel Union Gazette

The Official Organ of the Federal Council, the Governing Body

Vol. 9. No. 10.

NOVEMBER 1946

Price Six Pence



THE CHANGED ATTITUDE of POTENTIAL DOG-OWNER . . .

It is interesting and encouraging to recognise the change in outlook of the vast majority of today's would-be purchasers of dogs. Thirty years ago or less, most people who sought to buy a dog had no idea of buying a particular breed and were content with an animal bred from unknown antecedents. Today, all this is vastly changed and the credit must go in the first place to the Breeders. The average dog-buyer of the present day knows what breed he wants, and is usually willing to pay a fair price for a good example of his chosen type.

In all modesty, SPRATT'S can claim to share a measure of the

credit for this changed and better state of public opinion. Solidly backing the breeder in countless ways, the Company has always recognised the interdependence of its own interests with those who Breed to uphold the highest standards of Dogdom. We are proud of the fact that the merits of our products are recognised by Breeders all over the world.

SPRATT'S PATENT LIMITED
41-47 BOW ROAD, LONDON, E3, ENGLAND