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FAR EAST KENNELS ON LINCOLN HIGHWAY

Within the last year L. R. Zifferer's palatial establishment for the breeding and raising of chows has become one of the many sights to interest the tourist as he passes through Columbia, Pennsylvania

## In Far East's Temple of the Chow

*L. R. Zifferer Has America's Most Beautiful Kennels at Columbia, Pennsylvania*

By ARTHUR FREDERICK JONES

GOTAMA SIDDHARTHA is said never to have entertained a thought that his teaching of the truth would lead to a religion known as Buddhism. And it was still further from his thoughts that he should be the deified Buddha of whom countless images have been erected. For as Gotama sat under his pipul-tree and carefully worked out those philosophies of life which have proven to be among the greatest contributions of all times, Gotama was trying to explode the sacred idol theories of Brahminism.

A large portion of the Asiatic world has accepted Buddha, but the philosophies of Gotama Siddhartha have been more or less lost except to the keener intellects which have no great need of them. The people he tried to reach were not reached, yet many somehow recognized the surpassing brain which gave Gotama such a keen vision of life. Like so many other great teachers, Gotama failed because he succeeded.

Gotama, it seems, conquered himself, but he

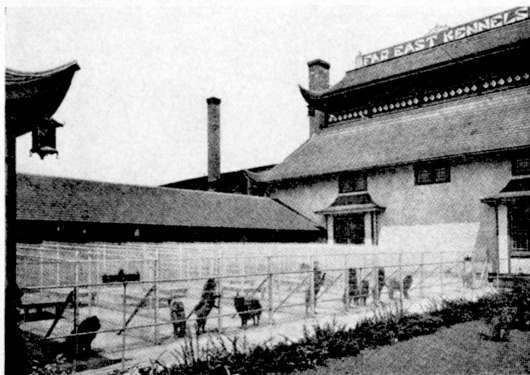
failed in his effort to disseminate his findings to the world he wished to save from itself. For that reason, even though Buddhism takes its ranking with Confucianism, Mohammedanism and Christianity, which were all developed in those great 1200 years from 600 B.C. to 600 A.D., Gotama lost his identity when he became Buddha.

The case of this early teacher is mentioned for a quite definite reason—the purpose of contrast. Whereas Go-

tama tried to bring his theories of life before people without the aid of glamor, certain successful men in the amazing 2500 years since Gotama's time have learned something even Gotama could not foresee. That something is known as showmanship, call it atmosphere if you wish, for it has many different and correct names.

IMAGINE yourself, then, in a Chinese temple of the time before Kong-fu-tse, or Confucius, as he later became known to an Occidental world.

Slim shafts of sun-



THE SNOW-WHITE RUNWAYS IN FRONT

Every afternoon the well-groomed dogs are placed in these show runs that have been hosed and soap-sudded meticulously. The runs of concrete, stoutly fenced, set off the dogs nicely.

DECEMBER, 1963

21

Mary Counihan Collection

light drift through shutters that may have been junkered along the sluggish length of the Hoang-ho. Slicing the dimness of the vast chamber, these fragments of light blaze anew as they dance from a pair of ruby eyes. They are the burning eyes of an idol that might have swayed old Yang-chow's masses with its mute implication of wisdom.

THE air seems filled with more than the pungency of burning incense and glowing joss sticks. Perhaps it is imagination, but the sweet, heavy aromas of blooming lotus and pale-tinted cherry blossoms seem to pervade the room. Perhaps it is imagination also that makes those sculptured dogs of bronze sway their lion heads from side to side and blink their great searching eyes as they seem to waddle forward to protest a sacrilegious presence.

You turn away, and in turning find that your sight has become accustomed to the dimness. You see the vast walls of the temple adorned with Oriental beauty and splendor. Surely these ancient, brilliant-colored tapestries, enriched with thin beaten gold, must have graced the palace of an emperor countless years before the Manchu wave inundated old China.

As you stand gazing at this transplanted impression of the Orient, some jinnee seems to have encircled the temple, leaving in his wake a line of old lanterns whose lights reveal to your astonished eyes more splendor than had been hinted at by the dimness. Old chairs, whose dragon-headed arms once might have peeked from beneath the silken robes of some mighty mandarin, await new occupants. Cloth of gold, intermingled with heavily hanging silk, shuts out the newer and preserves the ancient world. It seems like a dream, tinted with romance and mystery, sent to chide you on the inferiority of a present-day, madcap civilization. But it is not a dream. There is incense. And joss sticks do glow. And the perfume of the flowers is really true. But the old lanterns were merely snapped on from an ingenious electric switch in true modern style.

THE sacred dogs are there, even if they do not sway, and the idol still looks both old and wise. The ancient chairs and the rich draperies are still in their places. So you do not realize that the picture of old China really is a modern scene until another concealed switch has made this reproduction of an ancient temple resound with music from a super-volume radio am-

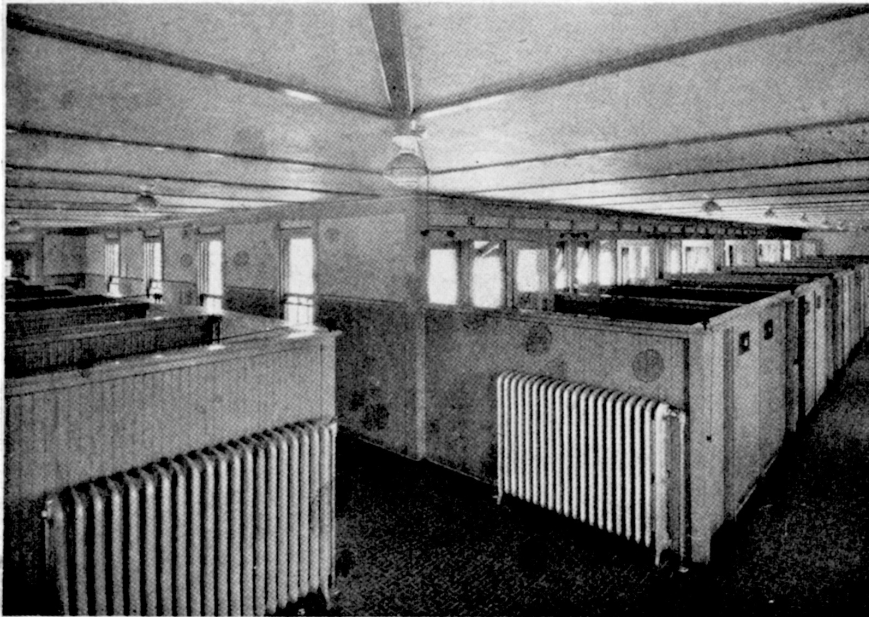
plifier high on the balcony. And then you notice that the black-and-white checkered marble floor might easily serve for a modern ballroom.

Yet this magnificent hall is neither a temple nor a ballroom. It is the show-room for the chow chows of the Far East Kennels of Lothar R. Zifferer, located in no more romantic a place than Columbia, Pennsylvania. With automobiles streaming eastward and westward along the Lincoln Highway which passes its gates and with the smoke of foundries and factories blackening the skyline not two miles distant, the Far East Kennels and their Chinese gardens are a welcome oasis to anyone jaded with the customary

Whereas Gotama worked out his philosophies of life sitting under the sacred pipplul-tree and waited for the world to acknowledge them, the more progressive owner of the Far East Kennels has applied true, modern methods to disseminate his theories on chow chow breeding. For L. R. Zifferer has attacked the old puzzle of how to make the right sort of dog with the same enthusiasm which he has applied to many other problems in his energetic lifetime. He is not solely a theorist, for he has that invaluable faculty of being able to see where theory must be converted quickly to realism with consequent practicability.

IT is said that all the world loves a lover, yet at least half of the world hates a sentimentalist. The dog game is no different. There are true lovers of the dog, and then there are the sentimentalists. So far as known, sentimentalists never have done a great amount of good for the advancement of the world. For sentiment is like a stimulant. A certain amount may achieve a miracle while an overdose takes the edge off a man's reasoning power.

L. R. Zifferer is a lover of the dog, but he is far from being a sentimentalist. He fancied the chow before he owned one. That is, he was intrigued by the appearance of the animal. When the opportunity came he bought



MORE LIKE A TURKISH BATH THAN A KENNEL ROOM

Only the occasional barking of the dogs makes the visitor realize that he is in a kennel and not a gymnasium or a Turkish-bath. Notice the light, the cleanliness, and also the ideal filing system on each pen

a chow, then another, and then several more. He was soon breeding them. His kennel was out of the house-pet class, yet it was not big enough to go under the name of a real establishment. He had to do one of two things. It was a question of disposing of the whole lot or of going into the game in a big way. He chose the second and more difficult alternative. It was characteristic, for it proved his readiness to try to solve a problem.

IT was then that he began to study breeding and bloodlines, and then that he really came to visualize what a proper chow should be like. Perhaps it did not take him years to accomplish these things, but then an active brain concentrated on any problem can recognize essentials very rapidly.

That is why Far East is a real, live kennel. Mr. Zifferer's kennels would be splendid even without all their splendor, for they have been founded on sound lines. The true principles of the dog and breeding game underlie all that can be seen on the surface. Everything that has been done in the past to make a great breeding plant has been investigated. Some of the theories were found to be antedated, and they have been discarded. But for every discarded axiom, every worn-out method, every obsolete device, there have been added more up-to-date rules, a better system, and some new devices.

The gorgeousness of the Far East Kennels—and they are a credit to the adjective gorgeous—is for a purpose. That purpose is the one thing that Gotama Siddhartha failed to think about while he sat under his sacred tree. Possibly they are the most beautifully planned and finished kennels in the world to-day, because the owner believes in himself and in the dogs he will produce.

L. R. Zifferer is not one of those people who believes in the silly statement that the world would beat a track to the door of a man if he made only such an insignificant thing as a mousetrap better than someone else. Perhaps it is well for some peo-



#### A SPLENDID TREATMENT OF THE CHINESE MOTIF

The attractive design of this room over the kennel gives an idea of the way Far East has been consistent in architecture. The owner planned practically all of the work and lent a hand in its perfection

ple to believe that sadly exaggerated remark. But it is not practical. Far East Kennels and practicality go hand in hand down the long canine trail. Its owner believes that it is advertising which really pays.

IT seems reasonable that a person spinning along the famous trans-continental "Trail No. 1" should take more notice of the Far East Kennels, sitting in full view, than of a kennel situated miles back in the hills or miles along some side road. If you are traveling by night between Lancaster and Columbia, Pennsylvania, you will notice the huge electric sign atop the Far East Kennels several miles before you arrive at the spot. Both facts indicate that there lies behind the Far East Kennels a modern advertising mind.

To see these kennels is to believe that they were laid out by a man who had spent his life evolving similar buildings. It is hardly conceivable that they grew with the ideas of the owner. Yet they were started as a very modest venture. But with the laying of foundations, the cutting of timbers, and the driving of nails, there came a mysterious motive force known as the urge of creation. It is a most difficult urge to quell. Once it has

been kindled in the soul of man, it demands fuel, and more fuel, to feed its crackling flame. It cannot be quenched until its blaze has spent itself.

So the plans of the Far East Kennels, proposed, were often changed. And before the owner knew what was happening, he had outlined a building that was more ambitious and more imposing than anything that ever has been designed solely for the purpose of housing dogs. And at that stage in its architecture the building had assumed definitely the Chinese basis and motif.

IN China it is more or less a simple matter to build houses of the prevailing mode. Roofs, for instance, are made of bamboo and thatch in most cases. But Zifferer's plan called for no such unstable materials. He used the customary American-made timbers and shingles. It is not hard to imagine the work required to contrive these things so that they would conform to the up-turned eaves as used in China. The Occidental materials made more weight than is customary in China, and this required specially cast iron braces to hold the open balconies and their roofs in proper position. The braces were designed with dragons as the decoration, and then these were painted by



Later it was discovered that Chinese lanterns would be required for the corners of the roof to conform to the style absolutely. It had been an easy matter to find lanterns for indoors, or at least to cast exact duplicates in brass of some ancient ones. But the lanterns required on the outside of the building needed to be in proportion. Finally they were designed and made, but each one weighed in excess of 200 pounds. The weight necessitated more special bracing of the roof and the making of special steel hooks from which to suspend the lanterns.

THESE are but a few of the problems that needed solving while the place was in the process of construction. And there were many other problems. There are bound to be in any building the size of the Far East Kennels. It is about 214 feet from end to end, two long wings of about 84 feet each extending from the main part. This main part is very deep, and if an extension in the rear is included, it is 129 feet from the front door to the back. Spacious kennels, capable of holding several dogs with comfort, are built in the two long wings, which are really "L" shaped, the short part of the "L" on the left being used for the office of the veterinarian, while that on the right is divided into kennels. Altogether there are 33 kennels, 13 in each straight wing, and 7 in the lower part of the "L" mentioned.

The place is flooded with sunshine. It faces the south, and each kennel or

pen has a full length, half glass door and a large window with a smaller sliding hatch for the entrance and exit of the dogs. Then there are about a dozen other windows in each complete "L" wing. Paneled ceilings in white are provided with large, white electric light fixtures. The walls are wainscoted in plain wooden sheathing to a depth of about 5 feet, and paneled above. Wooden floors are in all the kennels while the large passageways are covered with a linoleum of tiled pattern.

Radiators are located at strategic points where doors open, and where there are most likely to be drafts. The place has the most modern of heating plants.

WHILE a more simple motif has been maintained in the quarters for the dogs than in the remainder of the building, a view of the actual ken-



A CORNER OF THE BATHING ROOM

It is to this room that each chow goes every day to have his eyes washed, to be combed and brushed. When returning from shows they are disinfected and bathed

nels is interesting. There are few places more spotlessly clean in appearance or in actuality. The reason is apparent. Each kennel is cleaned thoroughly every day, and sometimes, when needed, it is gone over several times a day. The use of hot water and disinfectants keeps each in splendid shape.

One of the features of the Far East Kennels is the business-like way in which the records of the dogs are kept. This is mentioned in connection with the kennel rooms because the records are always there. Each kennel has a specially designed, bronze receptacle on the door where a card or cards may be filed. Also, there is a small space in the center of the plate where a name may be placed. The record card is similar to any taken from a filing cabinet in a business office, with the exception that its printed form is applicable only to dogs.

UPON each card is the history of the dog from the moment of whelping to any hour such card is consulted. Both sides are utilized for this purpose. A blue card is used for a dog and a pink card for a bitch. Whenever a dog is changed from



WHERE FAR EAST PUPPIES SEE THE LIGHT

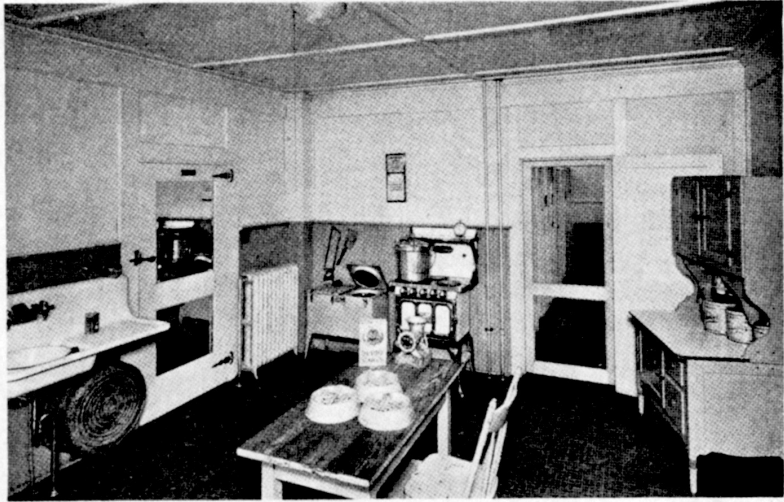
This might be a ward in a human hospital, it is so spotless and quiet. All puppies are whelped and nursed in this room until they are of a sufficient age to take care of themselves. Notice the baby scales



one kennel to another the card follows. The system is one which should be used at all kennels.

All of the kennels open into concrete runs. These are sloped down to a drainway on the outside of the fencing. The fencing is of heavy, crinkled, square mesh wire, and attached to galvanized iron stanchions. It is about 5 feet 6 inches in height. An iron pipe fence runs along in front, keeping visitors at a distance of about 3 feet so that they cannot touch the dogs. The owner is very careful not to get disease into his kennels. He is also very particular that the runs be absolutely clean at all times of the day. The dogs are not allowed in the front runs until they have romped in the large exercising yard in the rear

It is of note, also, that each run has a wooden platform, raised about 18 inches from the concrete. The dogs may rest under or on top of these platforms, their actions regulated as to whether the weather is damp or hot. Another unusual item in connection with the care of the dogs is the type of water pans used. Each kennel has an iron dish that has been rusted before put into use at the kennels. This is done, on scientific advice, to aid the dogs in acquiring the proper amount



#### LITTLE HAS BEEN FORGOTTEN IN THE KITCHEN

Try to think of something needed in a kitchen and no doubt you will find it in this most modern of kitchens at Far East. Electricity has been utilized to the best advantage. No germs here

of iron for their systems. It supplements, very well, the nicely arranged dietary methods.

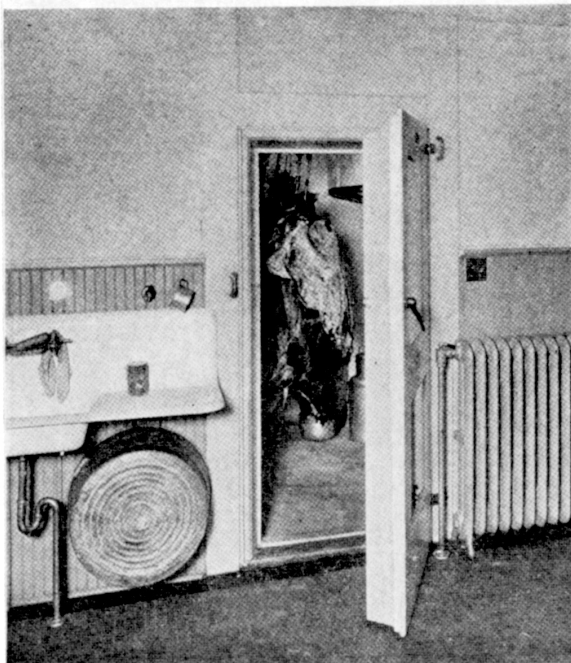
THE food, to be mentioned later, is all prepared in a kitchen that might be the pride of anyone's home. It is a large room, opening off the hallway that leads to the kennel wings and the show room. Briefly, it has nearly every convenience that has been designed and invented in recent years. Going a little into detail: there is an electric stove, an aluminum pressure boiler, a fireless cooker, an up-to-date cabinet, a large corner closet, a table upon which a meat grinder is fastened, a broad sink with drain board, and a Frigidaire refrigeration chamber

The kitchen is similar in design to other parts of the Far East Kennels, with linoleum on the floor and with the same kind of paneling. The refrigeration closet is

the size of a small room. It contains an overhead track with hooks from which four whole beefs may be hung. Steers are bought, inspected by the veterinarian, and killed on the place. The floor is concrete. In here is placed, also, the goat's milk used extensively at the kennels.

The hospital is adjacent to the kitchen. It is almost double the size of the former room. Giving the appearance of a nursery far more than a place for sick dogs, the hospital is thoroughly equipped in the most modern manner. There are ten almost fully enclosed stalls, ranging on both sides of the room. Then there is the medicine cabinet with a broad wooden apron upon which is placed the baby scale for weighing newly whelped pups.

THIS is a room of quiet and immaculateness. The partitions of the stalls are painted a shining white and extend within a few feet of the ceiling. The other details are practically the same as in the rest of the kennel, having paneled ceiling, linoleum floor, and special file cases on the doors. In some of the files may be noted several cards of blue and others of pink, for the hospital serves as the whelping room and the puppies are identified as soon as practicable. This is not very soon at the Far East Kennels, for the youngsters are not touched by any human hand until they are more than a week old. It is a strict rule of the kennel that visitors are restricted from handling the puppies.



#### AN IDEA FOR TIRED HOUSEWIVES

All of the meat used at Far East is killed on the place and preserved in the refrigeration room. Pure food is thus assured whenever needed, and quickly

The wash-room is entered from the hospital, and adjoins both that and the kitchen. This is another specialized room at Far East. It is made different from its counterparts in other kennels by having a full size bathtub for the use of the chows. They are made to stand in this, while the washing is accomplished with a special pressure spray. The tub also comes in handy for disinfecting the dogs after they return from shows, the spray being used in the same manner. After washing, they are dried with an electric dryer.

ONE girl is employed at Far East to do nothing but wash the dogs and clean out their eyes every day with boracic acid. This is no small task for there are more than a hundred of the big splendidly coated chows in addition to a great number of puppies. And a chow's coat is among the most difficult to wash and dry nicely. The eye wash is one of the most important things for eliminating infected eyes. Chows, with their long hair and small eyes, have to be watched very carefully.

Everything that is practical for the care of fine dogs has been done in such a way throughout the lower floor of the Far East Kennels that little is left to be desired. The place is beautifully laid out and completed. Yet the canine

part of the place is just a preparation for what remains above stairs. Here the owner has fashioned a charming little apartment for his use in the winter, when he does not care to take the trip from his office in Columbia to his home in the neighboring hills.

BECAUSE this is a kennel article and not really an architectural discourse, it will suffice to say that the tiny apartment is done in the Chinese motif and complete in every detail.



AMERICA'S ONLY LITTER OF WHITE CHOWS

Some people will say that there is no such thing as a white chow, but please, what do these look like? The owner of Far East intends to make a feature of this attractive and unusual type of dog.

Every move at Far East is conducive toward healthy dogs. The veterinarian constantly makes rounds of inspection, and advises the treatments to be given special cases. In this way disease has a hard time getting a foothold at the kennel. The diet is regulated very carefully in the same manner. All of the dogs do not receive the same food at the same time. But the regular meals are not very dif-

ferent to those given at other kennels.

The morning repast consists of shredded wheat and milk, while corn flakes and milk are given on some days. In the winter this is changed to oatmeal and milk, no serious objection having been found to oatmeal. The lunch is made up solely of buttermilk. This has been found to be a marvelous conditioner.

The principal food ration comes at 4:30 in the afternoon. On three days of the week the dogs have cooked beef, while they are fed raw beef on the remaining days. Vegetables, taken fresh from the 15-acre garden of the owner, are cooked with the meat. Tomatoes, lettuce, spinach, and celery are popular items used. The food is prepared in the pressure boiler, the bones being left in the meat so that they may dissolve and send their good qualities through the mixture. Approximately  $\frac{3}{4}$  to 1 lb. of meat is apportioned to each dog.

PUPPIES have a more complicated feeding régime. They have five meals a day, the first coming at 7 A.M. and the last at 8 P.M. The first meal is the same as that given to the large dogs. At 10 A.M. they receive generous portions of goat's milk. This milk comes from a herd which the owner

(Continued on page 104)



SHOWING THE FAR EAST KENNELS AS THEY APPEAR FROM THE HILLS TOWARD LANCASTER

When you have spent some time noting the details in this picture you will be able to imagine somewhat why the owner has spent nearly a quarter of a million dollars to date. One of the three big formal gardens is in the foreground, while the size of the building can be perceived easily. Many trees are due to appear on the grounds in the near future.



maintains especially for producing milk. At noontime the young chows get some meat broth. Late in the afternoon, between 4 and 5 P.M., the meal consists of puppy biscuit with vegetables, broth, and meat. The Old Trusty biscuits are used exclusively. The final meal at night is either of broth or buttermilk.

Milk for the puppies is mixed with calcium phosphate to help in the production of bone. In addition, they are given cod-liver oil, some powdered charcoal, and occasionally some sulphur. And at frequent intervals they are given large bones which help them to teethe and which strengthen their jaws.

Dogs being used for breeding purposes, both male and female, have specialized feeding. The stud dogs have an entirely meat diet on two days of the week. Bitches in whelp are given some calcium phosphate in their milk quite a time before the puppies are due to arrive. And just before whelping, the brood matrons are given a laxative and are kept very quiet. No one disturbs the mother and puppies immediately after whelping except to see if the bitch is in need of aid. The bitch is given a laxative as soon as it is convenient after whelping also.

The tomato has been found a splendid item for eliminating acid. The nursing mothers are given tomatoes, and sometimes a teaspoonful of tomato juice is fed to each puppy. If the puppy is anaemic, it gets some stimulant in

water. Tomato juice is used often.

It is the aim to have puppies whelped in the most natural manner possible, and for this reason the matter of quietness is the most important of all. The prospective mothers are placed in the hospital three or four days before they are due to whelp, and thus become quiet accustomed to their surroundings. Since the young stock at Far East look very promising, it seems that the system employed there is getting splendid results.

Good puppies are the principal aim of the owner, for he does not intend to make any great attempt to follow the bench shows until he has a considerable number of good home-breds. He does not believe in the practice of buying famous dogs either in this country or abroad and then campaigning them under his prefix. He thinks there would be no satisfaction in competing with grown dogs that had been bred and trained by someone else.

Zifferer has a remarkably good array of blood lines in his kennels at the present. He has bought some good dogs from various kennels, and from these he hopes to evolve his own particular strain. By combining the best qualities of the various bloods he hopes to produce chows that will be among the foremost in the world.

It is one of his ambitions to combine the extreme smartness and carriage of the lighter-boned English specimen with the good substance and real chow expression of some prominent dogs bred in the United States. No matings will be made without a thorough analysis of both individuals concerned in addition to a search of the pedigrees of the two specimens. Dogs of championship reputation will not be used as studs because of their individual quality unless their ancestors, as shown in the pedigree have carried that same quality down through a number of generations.

Practically the only dog in his kennel that has been sent out on the bench show circuit is Moosilauke Pao Yang, bought from Mrs. William Baer, and by her Moosilauke Pao Wing ex Aruma Kwhy. Pao Yang went to best of the breed at both Baltimore and Cleveland, both five point shows, in his only ap-

pearances.

There are now in the Far East Kennels some good-looking direct descendants of the great Ch. Lemning, and these will be prominent in future Far East pedigrees. Among the 105 grown chows at the kennel are all the major colors and four white ones, a dog and three bitches, the only complete family of their like in the country.

There is no doubt that L. R. Zifferer will be heard from in an outstanding way in the future. He has a kennel that can hardly be rivaled for completeness by any other in this country, and he has a splendid array of dogs with which to put his breeding ideas into practice. It would not be surprising to see the Far East Kennels making tremendous progress within the next few years.

Perhaps the old town of Columbia will find itself made famous again, but this time for an entirely different reason. For within the period of less than a year the daily book of visitors at the Far East Kennels has reached tremendous proportions. Many who speed along the Lincoln Highway pause in their mad rush for a look at the magnificent chows in their beautiful and picturesque kennels by the roadside. Since the kennel was started a year ago, several thousand people have visited it. Incidentally, the kennel is not finished, although Mr. Zifferer already has spent more than \$250,000 on a place where the chow is enshrined and glorified, and yet a kennel that is not a sham to catch the eye.

The Far East Kennels are striking in appearance, but back of all the outward splendor is common sense, efficiency, and practical knowledge of the proper methods of producing wonderful dogs. Lothar R. Zifferer has done something of which he may well be proud and which should stand as one of the greatest tributes to the dog that is visible anywhere in America.

To see the Far East Kennels is to become entranced with them, and to leave them is to wish for a return visit as soon as possible.—END