dmbb15510.mov / General Foods: Gaines Rally Dog Food, 1950s / Duke Digital Repository

- Oh, you're hungry. Where's the can of dog food, Tommy? Oh, thank you. Rally moist tender chunks. Hmm, must be new.
- Mom doesn't do it that way, grandma.

- Go ahead, boy, take it to grandma.

- What dear?
- No can opener. It's a zip open can.
- Clever. Zip and it's open.
- Just fill the cap, grandma.
- No spoon. No bad odor either. Hmm. It is moist and tender, but is that enough? Oh, I see. One capful of Rally is as much of a meal as a regular one pound can. Six capfuls in here. As many meals as six regular cans.
- Not in there, grandma. Mom just keeps it on the shelf.
- Oh. Look at him go after that Rally. Tommy, you ought to eat like that dog.
- Mom says I eat like a horse. [Announcer] Rally. Moist tender chunks in a zip open can. New from General Foods. Rally.