dmbb14906.mov / General Foods: Gaines Rally Dog Food, 1950s / Duke Digital Repository

- Here's a new dog food. Rally, so rich in meat and bone meal, you don't have to doctor it up.

Dog Voiceover: Mm, what a dog food.

- Real beef flavor, beats beef for nourishment. Get your dog new Rally.

Dog Voiceover: I wonder if they'll pay for testimonials. (chuckling)