DOGS
in Canada

DECEMBER, 1950

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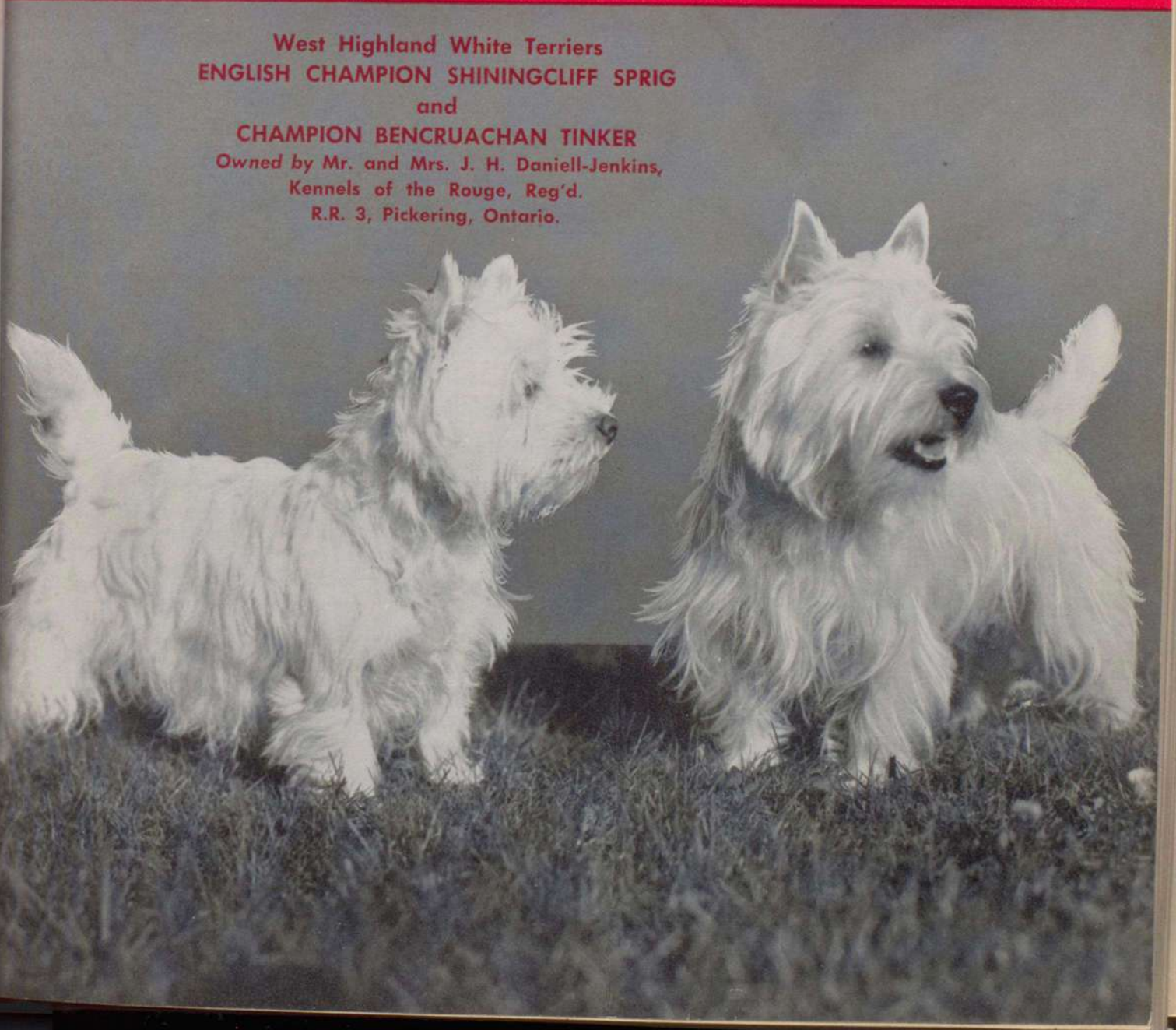
CANADIAN KENNEL CLUB



West Highland White Terriers
ENGLISH CHAMPION SHININGCLIFF SPRIG
and
CHAMPION BENCRUACHAN TINKER
Owned by Mr. and Mrs. J. H. Daniell-Jenkins,
Kennels of the Rouge, Reg'd.
R.R. 3, Pickering, Ontario.

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The world's standard dog food for 75 years. Appetizing aroma. Contain no artificial flavourings or preservatives of any kind.

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The sure way to "build up" a dog

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TORONTO *Sole Canadian Distributor* ONTARIO

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CH. GLENARBUCK AMBITION
C.K.C. 257562—A.K.C. 48678

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We have produced other Champions and have won five Best in Shows All Breeds in three years with three different dogs.

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Announces with pride five famous Kerries at stud

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Reservations taken now for puppies from a fine litter expected November 21st

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***out of* CAN. CH. MIMICO MARIONETTE**

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Sire: Int. Ch. Robin of the Rouge
Dam: Can. Ch. Mimico Marionette

Placed 3rd in Group at Central New York Show, Utica, N.Y.

☆

AM. CH. ROUGE OF ELDONA

Sire: Int. Ch. Robin of the Rouge
Dam: Belle Lady Daphne of Polira

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Best of Breed at Greenwich Kennel Club, Armonk, N.Y.
(First Canadian-bred Bull-Mastiff to complete U.S. Championship)

AM. AND CAN. CH. ROBIN OF THE ROUGE

NORTH AMERICA'S LEADING BULL-MASTIFF SIRE

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(Record breed entry)

Kennels of the Rouge, Reg'd.

(Mrs. J. H. Daniell-Jenkins)

R.R. 3, PICKERING, ONTARIO

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Member of the Bull-Mastiff Club of America

The Merriest of Christmasses and The Happiest of All New Years

to all Exhibitors and Friends who made our 1950 shows so successful. It is our earnest wish that you will enjoy Prosperity, and join us again for our 1951 shows.

The Progressive Kennel Club
of Canada, Inc.
Toronto Ontario

A Merry Christmas
A Happy New Year
to all our friends
and a sincere Thank You
for your Kind Wishes
during Mrs. Bell's recent illness

Mr. and Mrs. Mac Bell
R.R. 1 Millgrove, Ontario

Wishing the members a
Very Merry Christmas
and a
Prosperous New Year

PAT RANDALL
Saskatoon - Saskatchewan

CHRISTMAS GREETINGS
and a
Very Happy New Doggie Year
to C.K.C. and A.K.C. friends
from
CH. MAHARAJAH, INT. CH. PATMER'S CZAR
CH. KENWAL'S DOLLI MERMIN,
CH. SHIRLENE'S KANDI and
CLYDE RITCHIE
Wyndhaven, Kelowna, B.C.

Merry Christmas
and best wishes for 1951
PACIFIC NATIONAL EXHIBITION
Vancouver, Canada
Canada's Show Window on the Pacific

A Very Happy Xmas and a Bright & Prosperous New Year to everybody.

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DOGS IN CANADA

667 YONGE STREET, TORONTO, ONT.
Managing Editor—ALVA McCOLL

Cover Design and Illustrations by Walter Ferrier

Telephone: Dogs in Canada, PRincess 2656
Canadian Kennel Club—PRincess 3355

DECEMBER, 1950 Vol. 41, No. 3

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The Official organ of The Canadian Kennel Club, Incorporated, published monthly at 667 Yonge Street, Toronto, Canada. As the official organ this magazine carries authoritative notices issued by the Canadian Kennel Club. Otherwise no responsibility is assumed for statements contained therein. Any use of fictional names corresponding to actual persons is coincidental. Full rights are reserved to refuse copy either for reading matter or advertisements without stating reasons.

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Reprints must be ordered in advance.

Please send prompt notice of change of address, giving both new and old.

CLOSING DATES: ADVERTISING, 5th PRECEDING; READING MATTER, 5th PRECEDING.

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OUR COVER

This month's cover dogs are West Highland White Terriers, owned by Mr. and Mrs. J. H. Daniell-Jenkins, Kennels of the Rouge, Reg'd., R.R. 3, Pickering, Ontario.

At the left is English Champion Shiningcliff Sprig, a three-year-old son of the famous English Champion Shiningcliff Simon (only Westie to capture a Best in Show at an All Breed Show in England) out of Freshney Folly. Both father and son were bred by Mrs. J. Finch, of the Shiningcliff Kennels. Sprig completed his title at the Bournemouth Show in mid-September, and was flown out to Kennels of the Rouge shortly afterwards. He is considered to be one of the finest Westies seen in England for some years.

At the right is Ch. Bencruachan Tinker, sired by Rowmore Rabbie, out of Rowmore Reo, and bred by Victor Blochin. At nine months of age Tinker went Reserve Winners at the Westminster Kennel Club Show at Madison Square Garden in 1949. He had not been shown in Canada this year until the Canadian National Exhibition show in September, when he completed his title, gaining Best of Winners and Best of Breed.

Kennels of the Rouge also feature some of the leading Bull-Mastiffs in North America. International Champions Robin of the Rouge and Tasmar Bridget of Le Tasyll, American Champion Rouge of Eldona (first Canadian-bred Bull-Mastiff to gain the American title) sired by Robin of the Rouge, and Champion Mimico Marionette, are amongst the Kennel stock which have gained recent awards.

These Kennels are situated on No. 2 Highway, 17 miles east of Toronto and 1 mile east of the Lansing cut-off. Visitors are always welcome.

Printed Salesmanship

A short treatise on Kennel Advertising . . . Its Plan, Execution and follow-up.

ALTHOUGH still a comparative youngster among the accoutrements of modern business, advertising has become one of the prime essentials of success. Millions of dollars are spent annually in an effort to stimulate business and its repetition from year to year is the solid and sufficient proof of the soundness of the principle. And yet, there are those instances where advertising has killed business, where firms have failed and the blame is laid at the door of their advertising departments. Advertising men, when confronted with these cases, will blame the execution of the plan rather than its principle and say the campaign was "poor", leaving the belief that advertising is something subtle and intangible, a mystery to the layman mind. And the layman has every right to ask, "What, then, is good advertising?"

Good advertising is, first of all, a *planned* effort to stimulate business. Planned a full year in advance and arranged in a schedule of insertions in carefully selected media. With that thought in mind, let us analyze the preparation of a campaign and from the analysis derive some small knowledge of the principles upon which advertising success is built.

The basis of a planned advertising schedule must, of course, be the appropriation. Without a definite knowledge of the amount of money to be spent on advertising during the year, a certain schedule is impossible. But to set an appropriation in the dog business and keep that amount consistent with sound business principles is not an easy matter. We cannot, as in other businesses, take four per cent of the anticipated volume of business for the year or six per cent of the past year's gross revenue, because the uncertainty of production volume and quality makes an estimate of next year's business impossible and the inconsistency of one year's business with the next year's volume makes last year's revenue an unsound basis for next year's appropriation.

Our only solution, then, to the appropriation problem is that amount of money which the individual owner feels he can afford for advertising taking into consideration certain factors peculiar to the dog business. First of these considerations is the fact that many kennels are operated as a hobby with no expectation that revenue will balance with expenditure at the end of the year unless the pleasure received from a kennel and the pride of ownership of good dogs is valuated in dollars and cents and written into the balance sheet—a practice no accountant would recognize. In that case, the appropriation should be higher than sound advertising principles allow. Where the kennels are operated as a business, where the budget must balance every year, this increased appropriation is not available. Managers of these kennels must take no more than four per cent of the total revenue they have a right to expect during the next year. That, and no more, is the appropriation which, if properly spent, will show a reasonable profit on the investment. A hobby kennel can afford the luxury and prestige of advertising beyond a sound economic proportion. A professional kennel must stay within the bounds of advertising principles.

The appropriation for a new kennel or for a new breed must be treated a little differently. A new kennel must make itself known, and while introducing itself to the business, its advertising must be greater than that of an established kennel of the same size A new breed, or any breed that has not yet achieved its greatest popularity, requires a great deal of promotion, the cost of which is greater than a kennel advertising a popular breed. The added cost, in both these cases, must be written off as an investment. Immediate returns, or even an early return, on the investment cannot logically be expected. During quite a considerable length of time, this money will serve its own useful purpose in creating a demand for the advertised breed. Once this demand has been created, and only then, can returns be expected from the investment. Hence, an appropriation for a new breed or a new kennel must be larger than usual—possibly a fifty per cent increase over that of an established kennel or breed.

Once the appropriation has been set, the real advertising problem arises—distribution, or where to spend the appropriation so that it will bring the most returns. If a kennel owner does not select his advertising media well in advance and plan his schedule for each medium beforehand, he will probably find his entire appropriation spent around the end of June and for the rest of the year he must either spend more money than he can afford to keep his kennel name before his prospective customers or he must cease advertising altogether. The first recourse is economically unsound; the other is suicide for the business. Hence the necessity of selecting media in advance and planning the schedule for each medium.

Kennels have four common media open to them—all of them excellent if properly used. Each will serve its own purpose and none duplicates the service of the other. They are dog magazines, general magazines, newspapers and, what we will call for the moment, direct media.

Dog magazines are, of course, the first medium for kennel advertisers because they serve that specialized field in which lies the dog breeder's greatest market. For stud advertising they represent the only logical medium. They are the only sales medium for highly priced show dogs and for puppy sales they will invariably bring higher prices than other media.

One caution is advisable, however, in spite of the obvious advantages of dog magazines. National magazines will sometimes have a concentrated circulation in one or two sections of the country and a very sparse coverage in others. Most magazines are glad to supply circulation breakdowns showing their circulation volume in the various provinces or states and a prospective advertiser would do well to study them before selecting his media. Stud advertising for any other than an exceptionally fine dog will be ineffective in magazines whose greatest circulation is hundreds of miles from the advertised kennel. The same principle applies to puppy advertisements. Hence the media that will be most effective for the average kennel will be those dog magazines with the greatest circulation within two or three hundred miles of the kennel, provided the quality of the magazine itself earns it a strong and consistent reader interest.

Some dog magazines make an effort through their general editorial policy and circulation campaign to place their magazines in the homes of pet owners, in addition to their circulation among breeders. Such publications represent an excellent medium for puppy advertising and, in most cases, they bring a better price than newspaper or other puppy sales media.

The classified sections of daily and weekly newspapers are to be recommended for the sale of lower priced puppies. Some breeders have had success in selling higher priced dogs through newspapers, but usually the enquiries from this source are for pets at from five to fifteen dollars. Display newspaper advertisements have proved too costly for the average kennl, except in those few cases where an investment is being made to popularize a new breed with the public.

Some of the better general magazines carry sections devoted to dogs and have thus created an interest in dogs in the minds of their readers. A small advertisement in these sections will often cash in on this reader interest, although the medium is not recommended for anything but small space and, if they are to be successful at all, the insertions must be regular and consistent. For stud advertising, of course, they are useless and they have not been

found valuable for the sale of expensive show stock.

Under the heading of "direct media" we must classify dog shows, stud cards, letter heads, kennel folders and other printed matter without which no advertising campaign is complete or balanced. Dog shows are absolutely necessary as an advertising medium. The breeders who have made any measure of success without consistent exhibition at all the leading shows are very few. Regardless of whether the ribbons come your way or not, shows provide an opportunity to display your stock and, even if the judge does not like it, there will be many spectators who do. Necessary complements to show entries are stud cards and kennel folders to give to breeders and spectators who make enquiries about your dogs. They are something to carry home as a reminder for the time when those people require a service or a puppy.

Stud cards are most effective when they carry simply a picture of the dog, his pedigree, his show record, a few words (not more than seventy-five) of description and the kennel address. I have seen stud cards with four or five hundred words of copy devoted to a glorious description of the dog. They may be read and they may not, but, certainly, the reader takes them with a grain of salt and forms his own opinion from the picture. A short description is necessary—a long description serves no useful purpose.

If the appropriation is large enough to allow the use of all the above media, then the advertiser can be sure of a well-rounded-out campaign. If, however, the cost of all these media is more than the business will stand, certain of them will have to be omitted. Dog shows and stud cards are essential. So is a certain amount of dog magazine advertising to keep the kennel name prominent. But the others can be left out without too great a loss.

Once the media has been selected and we are ready to divide the appropriation among them, it is well to set a small amount of our money aside and forget about it. From time to time during the year new publicity schemes and advertising opportunities present themselves and if our money is all allocated we will either have to miss the opportunity or disrupt our other schedules by taking money from them. To allow for such contingencies, take ten per cent of the total appropriation and set it aside. Then divide the remainder among the selected media.

With a definite knowledge of the amount to be spent during the next twelve months, it is a simple matter to arrange a schedule of advertisements for each magazine or newspaper selected. Consistency must be the keynote of our campaign. It is far better to have a very small advertisement in every issue of a magazine throughout the entire year than to have one or two very large ones in one or two issues and nothing for the remainder of the year. "It is the steady rain that soaks". If we hammer away, month after month, steadily impressing the readers of the magazine with our kennel name, when the time comes for those people to buy a dog, ours will be the name that comes to their mind first. Advertising is easily forgotten—don't give your prospects a chance to forget you.

Copy for every advertisement should be different from the copy that precedes it. There is much to be said for "standing" copy—copy that is repeated every month without change. But its principal purpose is to sell an idea rather than to sell dogs or stud services. Only one part of an advertisement must be constant and that is the signature. Design a distinctive signature combining the kennel name and the address and insist that it be reproduced exactly the same every month. After a few months this signature will become as familiar as a trade mark to your prospects and they will associate your name with your breed more easily.

Once the schedule is arranged and the advertisements are running smoothly, the job is only half done. All a magazine or a newspaper can do is find prospects for you and produce enquiries. Not once in a thousand times will they produce an immediate and definite order for a dog or a service. They will produce enquiries, ready-made prospects and then it is your job to sell them a dog. Answer all enquiries immediately. It is more than likely that your prospect has sent out several other enquiries at the same time, and unless you answer his letter right away he may have bought a dog before your letter arrives. Make your letter personal and forceful and enclose all the kennel folders and literature you have. A cheap print of a good picture of a typical dog from your kennels will often help the sale along, too.

After having answered the enquiry, many kennel managers make the mistake of believing that the next move is up to the prospect. Some cases must be treated differently, of course; but the average puppy prospect must be followed up. Allow him two days to answer your letter—that is two days more than the time it takes for your letter to reach him and his to get back to you. If you have not heard from him in that time, write his again. Keep following him until you have either sold him a puppy or know definitely that he has bought one from someone else.

If you are a new advertiser, don't expect immediate results. You may get them and you may not; but usually a new advertiser using small space must wait for a few months for the consistency of his advertising to build a prestige for him before he can count on a return from his investment. When results do start to appear, you probably will not be able to trace them to the magazine responsible for them, because they crop up in the most unexpected ways from sources that may have no connection whatever with the magazine. As a case in point, I would quote an instance where a breeder of Irish Setters in Western Ontario was lamenting the lack of results from his advertising in a certain magazine, saying that from all the advertisements he had run he had not had a single sale. The man to whom he was talking, also a well-known breeder and consistent advertiser, took issue with him and told him of a time several years before when an uncle had asked him where he could procure a good Irish Setter. The magazine in question was brought out and opened at the advertisement of the Western Ontario breeder. A purchase followed, and since that time three other dogs have been sold as a result of that first contact. The advertiser never knew what brought him and his client together for the first time, and not until years later did he associate the meeting with his advertising.

If your medium is worth while and your advertising well planned, results will come. But don't look for too close an association between cause and effect. Some businesses have been killed by faulty, poorly planned advertising, but a well balanced campaign of consistent, clear-cut advertisements has never failed to pay for itself.

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Championship Shows

(*Indicates dates applies for).

March 14th-15th-16th-17th (two two-day shows)—Canadian National Sportsmen's Show, at Toronto, Ont. H. V. P. Lewis, 25 King St. W., Toronto, Ont.

*March 23rd — Cocker Spaniel Club of Central Ontario, at Toronto. Mrs. John Devlin Jr., 160 Kenwood Avenue, Toronto, Ont. (Specialty show for all Cocker Spaniels).

*April 15th — Windsor Kennel Club, at Windsor, Ont. Mrs. Agnes Napier, 3774 Walker Rd., Windsor, Ont.

May 4th-5th (two shows)—Ottawa Kennel Club, at Ottawa, Ont. David Adamson, 14 Kippewa Drive, Ottawa, Ont.

*May 6th—Hull and District Kennel Club, at Hull, Que. J. A. Cryderman, 18 Wilton Crescent, Ottawa, Ont.

May 12th — Guelph Kennel Club, at Guelph, Ont. Mrs. V. A. Pigeon, 18 Dodds Ave., Guelph, Ont.

May 19th—London Canine Association, at London, Ont. Robert Whitehead, 7 Antrim St., St. Thomas, Ont.

June 2nd—Barrie Kennel Club, at Barrie, Ont. Roy N. Black, 70 Innisfil St., Barrie, Ont.

*June 9th—Progressive Kennel Club of Canada. Mrs. C. M. Stevens, 1698 Gerrard St. E.,Toronto, Ont.

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Sanction Shows

(*Indicates dates applies for).

Dec. 1st—Ontario County Kennel Club, at Oshawa, Ont. Mrs. V. Porter, 213 Roxborough Ave., Oshawa, Ont.

*Dec. 13th—Hamilton Kennel Club, at Hamilton, Ont. G. D. Lawless, 86 Harmony Ave., Hamilton, Ont.

*January 19th—Toy Dog Breeders' Association of Canada, at Toronto. Miss I. Robertson, 94 Ashburnham Rd., Toronto, Ont.

A Happier Life for Your Dog..

when Gaines nourishes every inch of him

KEEP your dog feeling fit! — give him *every* type of nourishment he needs. That means feed Gaines Dog Meal — the balanced diet! Gaines is kennel-tested—biologically proven to be *nutritionally complete*. Start feeding Gaines today!

A Product of General Foods

HOW GAINES SAVES YOU MONEY EVERY FEEDING!

Gaines is ALL FOOD. With some canned foods you buy up to 70% moisture. Why pay for water? With Gaines, *you* add the water. Result: a 5 lb. bag of Gaines makes 10 to 12 lbs. of ready-to-eat food.

This diet makes life better for your dog

EACH POUND CONTAINS

for strength — *proteins* as in 1½ lbs. beef.

for strong bones and teeth — *minerals* as in 1¾ lbs. cheese.

for energy — *carbohydrates* as in 1½ quarts cooked oatmeal.

for vitality — *iron* as in ¾ lbs. beef liver.

for appearance —*fats* as in 1 oz. butter.

Plenty of the MEAT MEAL dogs love!

For variety, give your dog GAINES KRUNCH-ON, which is Gaines Meal compressed into tasty bite-sized pellets.

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