

WESTERN Kennel World

JANUARY

35 CENTS

1952

The West's Leading Bullterrier Bitch, Ch. Trixie's Tocsin and her daughter Kelley's Colleen, with their handler John Davidson, owned by Maurice and Olive Shanahan.



Samoyeds

By Vera Lawrence

610 Colusa Avenue, Berkeley, Calif.

A HAPPY NEW YEAR—1952—to all of you, our readers!

Christmas issue it just off the press! We hope that all who helped to make our Sammy section possible have received your copies ere now.

Christmas has not yet arrived but still that January dead-line has to be met, and we must admit it is rather satisfactory to have some too late news (that is, too late to make our Christmas annual) in order to go ahead in 1952. At present we're just a little too "bogged down" to give a resume of the years' happenings in our Sammy circles — but in an early issue we hope to give you such a record. So, folks, if each of you whose Sam or Sams have won honors or special merit during the year will send us the record, we shall be happy to publish it.

It was good to hear from Lucile Miller of Altai Kennels, Albuquerque, New Mexico, after a long silence due to pressure of many things. Mrs. Miller has sold or placed in excellent care, all the Altai Sams except Ch. Zantok of Breezewood (Mr. Miller's favorite) Stara's Cathy of Las Huertas (daughter of Niarivik by Ch. Snowland Stara, and a six months old female puppy by Dayomas of Ibur out of Cathy. We shall look forward to meeting Mrs. Miller and this pup at some of our coming Pacific Coast spring shows. She is called Deyriba.

Stara is at present staying with Mr. and Mrs. Clifford Chamberlain in the east. We are grateful to Mrs. Miller for a copy of the magazine "New Mexico" which carries a delightful article about Mrs. Edna McKinnon's "dream" place in Placitas. Mrs. McKinnon, it will be remembered, is owner of the splendid Sammy bitch, Niarivik of Inara — and also owns a young son of Niarivik and Snowland Stara. (Later on we shall give you some of the highlights from this article). Niarivik unfortunately had a leg broken last spring by some boys — and for a while she was very poorly — and in such pain it was pathetic to see her. She has now improved so that one would never guess her age. Her favorite place in Mrs. McKinnon's "pick-up" truck.

She always goes wherever her beloved owner goes—and now the young fellow—Chi-Chi goes along also. They are Mrs. McKinnon's constant companions. Niarivik's name goes down in our breed as dam of the now famous sons, Ch. Snomish of Oceanside and Sooltan (out of the famous Nikita of Snowland, son of the imported Ch. Siberian Nansen of Farningham of Snowland).

Ch. Snow Dawn (Ch. Prince Kofski out of Zem Zem of Breezewood) who became a champion at 9 months of age — has been sold to Mr. and Mrs. C. McDonnell of Austin, Texas. She had been bred to Zanrik of Altai — her puppies arriving November 23.

Dawn made herself right at home with her news owners—and is the pet and "shadow" of the children. Mrs. Miller tells of Niarivik — "she does not care to be mauled over—keeps a reserved distance — when visitors who want to pet her sit down to one of Mrs. McKinnon's delicious meals. But she waits and bides her time. As soon as she thinks the meal is over — then she goes to the dining room door begging for steak bones, knowing she will be remembered.

The dog sled which Mrs. Miller had used at times — has been sold to a young boy in Albuquerque, New Mexico, named Bill Engels. He is about 16 — and is undertaking the breeding of Samoyeds in a serious way. He owns a male by Ch. Stara out of Ch. Snow Dawn — and a bitch out of Niarivik by Laika — bred by Mrs. McKinnon. There is good snow up in the mountains, so Bill will be having some good sledding. It is possible that Cathy will join the team for the experience.

Since reading of the flood which burst upon the town of Tucumcari, New Mexico a few

weeks ago, we have been concerned for the welfare of our Sammy-owning friends—Mr. and Mrs. Wilbur Jones and young son of Tucumcari.

Another "too late" for our Christmas issue story comes from Mr. and Mrs. Leo Poirior of Highland Park, Detroit, Michigan.

The newspaper item, written by Dan Gilmarin was titled "Champ Dogs Don't Annoy Mailman" and was illustrated with a picture similar to the one shown in this issue. We reproduce the story in part.

"Most dogs are content to run around the yard, bark at the neighbor's children, make a big fuss at meal time and annoy the mailman, but Highland Park boasts some 'four-footed friends' that lead a far different type of life.

"Mr. and Mrs. Leo Poirior of Cortland Avenue are the owners of three prize Samoyeds that have garnered dozens of titles and championships in dog shows all over the United States and Canada. The Samoyed is an Arctic dog of a basic breed originating in Western Siberia.

Has Herded Reindeer

"It has long been used by Siberian Mongolian people for herding reindeer and pulling sleds. It is regarded as one of the oldest of domestic dogs.

"It has moderately long legs, medium length body, a deep chest and well-sprung ribs, powerful loins and head, a sickle tail and a glittering white or cream coat of long outer hair and soft under hair.

"The Samoyed people are hunters and fishermen scattered along the Ural area and the eastern Siberian region from the White Sea to the Khatanaga River.

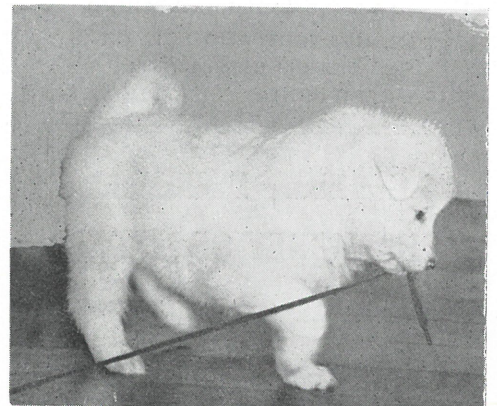
"Mrs. Laura Poirior's trio of champions are Int. Ch. Parkcliffe Kiska Snow Frost, who was never defeated in Michigan; Int. Ch. Kola Snow Cloud of Lorelee, who won 19 out of 23 Bests of Breed; and Int. Ch. Snow Blizzard of Lew Claire, C. D., who generally outclasses his company winning in 3 point shows.

"On the Poirior's recent 4,000 mile trip through Canada and the United States all their dogs were consistent winners. While vacationing at Camp Breton Island, Nova Scotia, Snow Blizzard, Kola Snow Cloud and Pola Princess III, all won on a two week circuit of four shows.

"After the show, the dogs are treated to a rest at the Poirior's home in D. Escouse, Cape Breton—and are off to the shows again.

"This time Snow Blizzard conquered the Best

Samoyeds of Snow Shoe Hill



Puppies Occasionally — Selected Breeding
Correspondence Invited

JULIET T. GOODRICH

Land O'Lakes

Wisconsin

Wynchwood Kennels

*The Samoyeds with the
Winning Ways*



English and American Champion
Princess Silvertips of Kobe

BERNICE B. ASHDOWN
Wynchwood

North Hills

Manhasset, N. Y.

I'M LENSEN'S SNOW CHIEF

Now 12 Years Old



"SNOWY"

Out of "Lensen of Snowland"
Daughter of Ch. Moscow of
Farningham of Snowland
ex Ch. Ice Crystal of the Arctic
I Live With

INA M. LAWRENCE

610 COLUSA AVE. BERKELEY, CALIF.

in Canada and went on to win 'best of breed' in that country.

"All the dogs have a great string of wins. The breed is called Siberian reindeer herders. They have no dog odor and their fur combings are used to make clothing such as mittens, caps and stockings."

We might add here that Mrs. Dorothy Larson, owner of the Valiki Samoland kennels in Santa Rosa, California, owns a young stud in her kennels called Vahnka of Lew Claire, a son of Ch. Snow Blizzard of Lew Claire, from Mrs. Poirier's Kennels.

There are Puppies Ready for delivery in Northern California.

Quite the newest litter of Sam pups to arrive was whelped in San Francisco by Mr. and Mrs. John Poletti's Belinka of Encino (and sired by her young stud Ch. Samoyland's Sergei, C. D.

These pups may be seen by contacting the Polettis at the "Pet Palace" shop in San Francisco.

Another fine litter is at the home of the T. W. Dunaways — also in San Francisco. These pups are out of Princess Alakiska, granddaughter of Ch. Snowland Stara, sired by the Dunaway's Frost Cloud, son of Ch. Chinde of Caspar.

In Cupertino that young lady pup, Dawna of Lucky Dee is growing in size and beauty, and we shall expect to see her at our coming spring shows.

Ch. Faustina Fauna (mother of champions Vrai of Lucky Dee and Bunky of Lucky Dee) has a litter of puppies born December 8th—3 males—by, we believe, the Longden's Ch. Gay Boy of Sammar.

The following is taken from articles in the very interesting Canadian magazine, The Musher, which is devoted to sled dog activities. It was sent to us, for the bulletin, by Agnes Mason whose ad appears on the back cover of the magazine. The names and addresses of 9 other Samoyed breeders are also included in the "Musher's Guide." This magazine is edited by B. E. Lavalley, R. R. I., Port Severn, Ontario, Canada. It is published in spring and fall of each year and is 25c per copy. (Taken from Ed Adams Pac. Coast Bulletin.

"Dog Team Training Tips by Howard Travis." Travis.

The lead dog is a special animal and is responsible for about 60 per cent of the whole team. Here are some of the necessary qualifications: (1) A male animal. (2) Powerful but not clumsy. (3) Aggressive but discreet. This cuts out the born fighters. (4) Above average intelligence but with good training temperament.

A good pair of "point dogs," just behind the leader, are of great help to the leader and should be potential leaders themselves. They



Raicer Suraine, Mr. and Mrs. Edwin C. Adam's promising two-year-old son of Ch. Rainier and Ch. Suzanne of White Way.

should be a little smaller than the spans working behind them; of a fair gait; and well trained in straight trail pulling. Bitches make good pointers if they have the weight and training and stamina to go along with the big dogs.

They are less apt to hinder the lead dog; they furnish incentive for the big dogs behind; they come in handy to settle feuds between the males; the dogs like to have a bitch or two on the team.

The middle two pair or "swing dogs" can be any well matched, properly gaited, first rate workers. These spans must take up the slack and load which the wheel dogs get moving. They get more steady pull on the load than any other pairs. They shouldn't be as large as the "wheel dogs" nor as light as the "points." Litter mate brothers make the best swing dogs because they are more apt to have identical gaits. This is important since misgaited pairs only succeed in tiring each other.

Good "wheel dogs" are almost as hard to find as good leaders. They have to have power and yet be nimble enough to stay free of the sled. The heaviest dogs are put in the rear with the faster up front where maneuverability is needed more than rugged power.

Don't change dogs around too much. Teach them how to work with an idea in mind of where they will work. Each spot on the team has little quirks to it that a dog only learns by filling this particular spot.

From "How we train our dogs" by Mike Agaba and daughter Mary. Mr. Agaba is called the "Iron Man of Fairbanks," has raised and raced dogs for 30 years.

When the pups are four months old I tie them to a dog house to break them to a chain, but turn them loose every day for exercise. Beginning the first of January, at about six

months of age or older, start working them in harness. By the first of March they are ready to be placed in their respective working positions. The fastest dog will be placed in the lead.

During the summer and fall all dogs are turned loose daily for an hour or two. Make friends of them, but not pets.

At the beginning of the fall training period, start them with workouts of not more than 3 times a week consisting of 5 to 8 miles a trip. After that work them every day weather permitting.

To make a lead dog mind and obey his position he must be trained not to attack or fight other teams when passing on the trail. Many people train lead dogs to pass on the right side of a team, but I teach my lead dog to pass to the best advantage of the trail. He passes either "gee" or "haw" right or left, which ever I command.

I do not speak in a high tone of voice in training my dogs to race, nor are there any whips, chains, clubs or rocks used on my dogs.

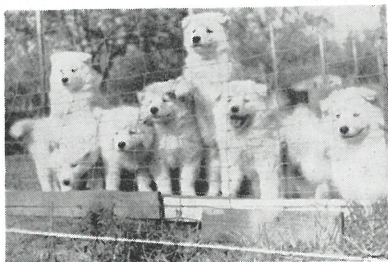
There is such a thing as one or two dogs in a team requiring less training than the rest. These are dropped out every third training period. This is also true in feedings. They must be watched carefully and fed according to their individual requirements. If a dog is overfed or underfed he will not stand up as well as the other dogs during the next days training.

All of the dogs on a team should be as nearly the same age as possible. Age makes a difference in the spirit and action of dogs. Also, the man who mushes dogs is the man who must feed them. If someone else drives them, he must handle them as told, otherwise the dogs will not work for him.

The following is an interesting clipping from the Adams' scrapbook. It was published in Dogdom in 1930 and was written by H. N. Pinkham of the Laika Kennels, Ipswich, Massachusetts.

"Not the least of the year's achievements by the Samoyed Club of America has been the building up of a live membership list in California, where the breed is constantly becoming more prominent through the real sporting interest of a number of fanciers. When a complaint comes from that quarter, then, it is certainly worth hearing. I feel, therefore, like airing the following observation by a Los Angeles member of the club. 'Our greatest trouble here on the coast is to secure a judge that has at least seen Samoyeds. Our show superintendents tell us out here that there are so few of the breed ever exhibited on the coast that it does

SAMOYEDS OF ENCINO

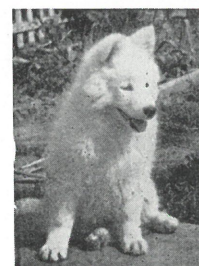


KOBE-KOF-KA'S PUPS by CH. RAINIER
Whelped December 16

4 Males, 3 Females All Spoken For
For Sale 2 Stud Pups by Ch. Kunto

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Young and Mature
PUPPIES FOR SALE
Best Lines in American and English Stock
20 Champions Have Been Bred in These Kennels
Specialize in the Work Dog Type for Stamina and Good Disposition

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LENSEN OF SNOWLAND



The White Christmas Sams

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VERA LAWRENCE
610 Colusa Avenue Berkeley, Calif.
Member Pacific Coast Division
Samoyed Club of America

not pay to get a special judge. As I see it, our only recourse is to hold back and not show unless we are sure of the judge. As a rule the judges single out one dog regardless of whether he is true to type and carries away the ribbon. Let them adhere to the scale of points which everyone should abide by. We all know the difficulty mentioned by this California exhibitor. It is true that some judges, even very capable all rounders, have little interest in the Samoyed and appear sometimes to pick the wrong type, basing their decisions on some one showy point without examining the dozen other important points. They have had hardly any opportunity to study the breed, and they themselves would be the last to claim that they were especially qualified to pass upon it. But there are a number of working dog judges who are capable of picking the best Samoyed even without having made a special study of the breed. They succeed because they judge the Sam as a working dog — a speed dog and a draught dog. They may not have in mind the relative importance of minor points, but they are able to single out the dog best built for work. The writer has seen some pretty shrewd judging of the breed by judges who made no pretense of knowing the Samoyed. They were simply good working dog judges, and they could see working points. They knew that a dog with good black was better than a dog with a poor back. They knew that stout, muscular legs were better than pipe-stem legs. They knew that hard, heavy shoulders were better than narrow shoulders. They could see that a fairly long, speedy body was better than a short, chunky body. There was no mystery in it for them. At the smaller shows it is practically impossible to have special judges for any one breed. My suggestion is that the all-rounder or the working dog judge be given a chance. He will do his best. Stay away from the shows which are so badly managed that one or two men are required to do all the judging, without sufficient time to really judge any one breed. But let's not pass up a show just because the judge of our breed isn't a recognized authority.—H. N. Pinkham.

The following is a list of people who card and spin Samoy hair—Mrs. Mabel O'Delli, Cerrillos, New Mexico; Mrs. Jessie Man Horn, Box 111, Eureka, Montana; Mr. Peter Marone, P. O. Box 1335, Paterson, New Jersey; Mrs. S. M. Lybyer, 1245 Van Dorn St., Lincoln 2, N. Minn.; Mrs. Florence Dennis, 11608 40th Ave., South Seattle 88, Washington; D. E. Coate, 140 Arlington Ave., Toronto 10, Ontario, Canada; Mrs. Margaret Hettling, Loraine, Wisconsin; Mr. Wm. Henry, 993 Union Ave., Apt. 3B, Bronx, New York; Helen Ebersole, R. R. 1, Huntington, Indiana; Mrs. Peter Sneddon, 6336 South Bishop St., Chicago 36, Illinois and Mr. Ray Koier, Homespun House, Route 107, Gaysville, Vermont.

While on the subject of yarn made from dog hair, it maybe of interest to note that this yarn was first offered commercially in the form of hand knitted scarfs by the Laika Kennels of Ipswich, Mass., and South Poland, Me., over twenty years ago. The soft undercoat dropped in summer, was sent to Scotland for spinning into a camel hair type yarn a very small percentage of wool was added to improve felting qualities and after several washings it took on the appearance of fur. Mrs. Gertrude Adams has a scarf made from this original yarn which contained the combings from the famous Ch. Donerna's Barin—credited with bringing the gor-

geous coats to America, Ch. Donerna's Ilinishna and Ch. Laika Natiya—later owned by the Adams'. Mr. Adams owns, probably, the only motion pictures of Ch. Barin which were taken in the last year of his life.

The following list shows the National ranking of Pacific Coast all-breed shows held between January 1 and April 30, 1951. This was taken from the tabulation, in the August issue of Dog World, of 101 shows held in the United States during this period.

National Ranking	Show	Total No. Benched	Samoyeds Benched
3	Anaheim, Cal.	1116	24
4	San Francisco	1079	22
6	Los Angeles	937	10
8	Oakland	908	25
12	San Bernardino	822	19
16	San Jose	742	13
24	Glendale	646	13
31	Bakersfield	539	20
34	San Diego	533	9
43	Fairfax, Cal.	484	12
55	Portland, Ore.	408	8
57	Yakima, Wn.	404	11
63	Olympia, Wn.	379	11
75	Bremerton, Wn.	314	11
82	Yuba City, Cal.	278	5

The following is taken from a compilation of shows for the first six months of the year 1951, from AKC Gazette records—as published in Ed and Gertrude Adams August News Bulletin: For our record here, we mention only Pacific Coast shows and wins.

- | PLACE | NO. BEST OF BREED & OWNER | JUDGE |
|-----------------------------|---|-------|
| San Bernardino, Calif., 19, | Ch. Lucky Labon Nahum—B. P. Dawes, E. C. Kruger. | |
| San Francisco, Calif., 22, | Ch. Petrof's Nick of White Way, Mrs. A. E. Mason, J. W. Twillinger. | |
| San Diego, Calif., 9, | Ch. Chinde of Caspar—L. Rayner, J. F. Dupon. | |
| Seattle, Wash., 13, | Ch. Chimi of Betty Blue—D. J. Schmitt, W. H. Pym. | |
| Fairfax, Calif., 12, | Ch. Lucky Nahum—B. P. Dawes, Mrs. Holland. | |
| | (Placed 3rd in Group under W. M. Jones) | |
| Bakersfield, Calif., 20, | Ch. Lucky Labon Nahum—B. P. Dawes, Mr. Korshin. | |
| Puyallup, Wash., 10, | Ch. Chimi of Betty Blue—Schmitt, C. Shuttleworth. | |
| Oakland, Calif., 25, | Ch. Gay Boy of Sammar—Mrs. R. L. Longden, Dr. A. A. Mitten. | |
| Portland, Oregon, 8, | Ch. Chimi of Betty Blue—Schmitt, R. A. Cross. | |
| Bremerton, Wash., 11, | Ch. Chimi of Betty Blue—Schmitt, R. A. Cross. | |
| | (Placed 2nd in Group under W. M. Jones) | |
| San Jose, Calif., 13, | Ch. Samoyland's Sergei—J. E. Poletti, Mrs. F. Crane. | |
| Glendale, Calif., 13, | Ch. Verla's Prince Comet—Shirley Ann Hill, A. B. Korbel. | |
| Anaheim, Calif., 24, | Ch. Verla's Prince Comet—Hill, A. E. Van Court. | |
| | (Placed 4th in Group under M. Rosenbaum) | |
| Los Angeles, Calif., 10, | Bunky of Lucky Dee—Dawes, S. W. Tyler. | |
| Yuba City, Calif., 11, | Starchak's Sparkle—M. R. Rhodes, D. Suttleworth. | |
| Yakima, Wash., 11, | Stormy Weather of Betty Blue—Mrs. G. Gleason, A. M. Forbes. | |
| Santa Cruz, Calif., 10, | Vrai of Lucky Dee—Dawes, S. W. Tyler. | |
| Santa Monica, Calif., 29, | Ch. Verla's Prince Comet—Hill, A. Riddle. | |
| Richland, Wash., 11, | Ch. Chimi of Betty Blue—Schmitt, R. W. Mills. | |
| Salinas, Calif., 8, | Bunky of Lucky Dee—Dawes, R. A. Cross. | |
| Tacoma, Wash., 5, | Ch. Chimi of Betty Blue—Schmitt, R. A. Cross. | |
| N. Portland, Ore., 4, | Ch. Chimi of Betty Blue—B. A. Arneson, Mrs. M. M. Nolan. | |
| Great Falls, Mont., 10, | Ch. Frost King II—Mrs. J. Alger, A. W. Forbes. | |
| | (Placed 3rd in Group under M. V. Hocker) | |
| Pasadena, Calif., 24, | Ch. Verla's Prince Comet—Hill, D. G. Rayne. | |
| | (Placed 4th in Group under F. P. Miller) | |
| Pebble Beach, Calif., 5, | Bunky of Lucky Dee—Dawes, G. S. Thomas. | |
| Pittsburg, Calif., 10, | Ladmielchek of the Valley—Mr. and Mrs. Hampton, Mrs. M. M. Nolan. | |
| Long Beach, Calif., 31, | Ch. Verla's Prince Comet—Hill, A. A. LePine. | |



A Trio of American and Canadian champions: Parkcliffe Kola Snow Frost; Kola Snow Cloud of Lorealee and Snow Blizzard of Lewclaire. C. D. Owned by Mr. and Mrs. Leo M. Poirier of Milwaukee, Wisconsin

SAMOYEDS OF LUCKY DEE

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SAMOYEDS

Greetings from Altai Kennels for the
New Year — 1952

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NAME AND ADDRESS TAG ON COLLARS

5/8 inch wide... 60c
3/4 inch (for large hounds)... 75c
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Puppies and Studs
Champion Prospects from Champion Blood lines. Puppies: Inoculated, Registered Reasonable

PARK - CLIFFE KENNELS

(Reg. in A.K.C. Since 1920)
MOUNT SINAI, LONG ISLAND, N. Y.
Owner: Mildred Sheridan Davis
Phone: Port Jefferson 1128-W

Fresno Show, November 18, 1951.

The following is a condensed report on the Sun Maid Kennel Club show at Fresno—30 entries, Judge J. Dupon sent us by Mrs. Mason of Sacramento.

Best of Breed—Ch. Maxine's Snow Boots (Int. Ch. Snohomish of Oceanside out of Morozko's Pola) owners, Mr. and Mrs. Fred Shapiro; by Pamela Rhanor and Elmer Ebersol.

Winners Dog and Best of Winners—White Way's Silver Streak—owners and breeders Mrs. A. E. Mason Aljean Mason Larson—by Toby of White Way ex Starchak's Warnistura.

Reserve Winner—Rex of White Way—owners and breeders Mrs. A. E. Mason and Aljean Mason Larson (Ch. White Way of Kobe ex Ch. Herdsman's Faith) (Note: It will be remembered that Rex has been the lead dog of the Mason sled team for several years). Eleven dogs—4 points.

Best Opposite Sex—Ch. Trooperine of White Way (Tobi of White Way ex Champion Nianya of Snowland) owners-breeders; Mrs. A. E. Mason and Aljean Mason Larson.

Winners Bitch — Princess Tasha of White Frost (Sonolad of the Valley ex Princess Tanya of Hale Cooper—owners Mary and Edmund Braetchel.

Reserve-Dee-Dinka of Encino; owners Chas. M. and Margaret Tucker, breeders Mr. and Mrs. K. N. Rawlings (Eng. Ch. Raff of Kobe ex Suretta of Kobe). Ten Bitches—4 points. Six specials.

The annual meeting of the Pacific Coast Division with election of officers took place at Fresno with Charles Hurley of Santa Ana, President and Donna M. Croft, Secretary.

Do not have any further news of the meeting which I was unfortunately unable to attend.

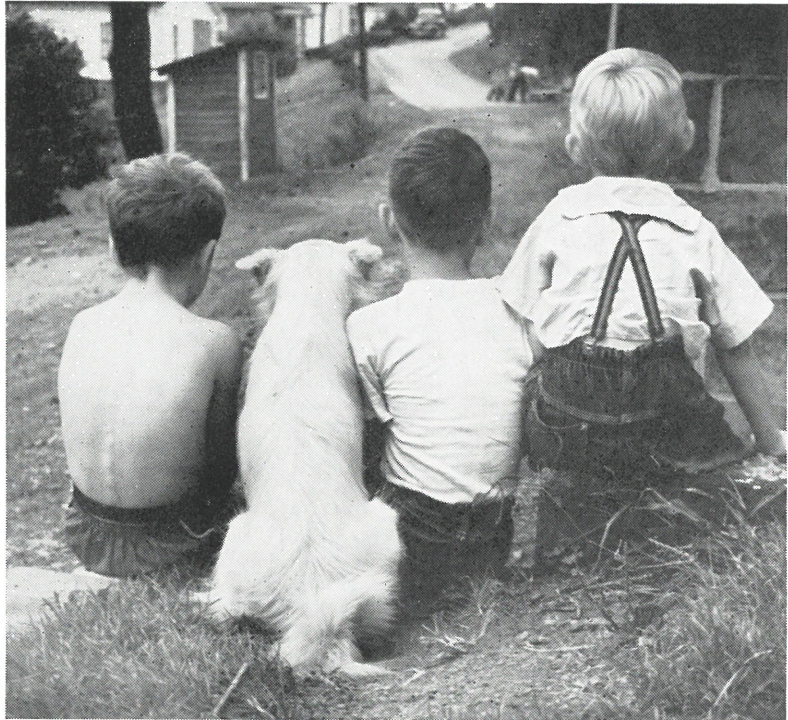
Golden Gate Show in San Francisco, January 26 and 27 starts the show year for Northern California, with Bakersfield following in February, and then March 1 and 2 our friendly Oakland All-Breed show—a show where the Exhibitor gets a break. It's a one-day show for each breed — to date there is no way of knowing which day will be for our Sammy fanciers.

Let's have this a Samoyed supported show—that is, supported by our entire Pacific Coast Division of the Samoyed Club of America, and any of our Samoyed Club of America friends who will come. But do please remember, you Sammy owners, we want you to enter your Sams whether you are a member of our Club or not. We are interested in your Sams—and urge you to bring them out to Oakland—there will be

something new added for Oakland's Golden Anniversary Show — March 1 and 2.

Our judge, as suggested by our Club, will

—The gold watch given by the Oakland Show is for the handler (whether owner or not)—not the owner of the dog necessarily.



probably come from the east. We'll be seeing you at San Francisco, we hope. Until then—Happy New Year to you ALL—V. L.

Third Prize in Gaines National Photo Contest

WHAT ABOUT THIS CHLOROPHYLL?!

How effective will it be for kennel odor—the old D. O.? That is all very well for the one dog owner and will no doubt be a blessing for the bitch owners—that is, those who do not care to breed the gals—or who want to skip a season. But how far could you rely upon it? Don't you think if it is really effective in that respect that breeders are going to face a new problem? How many stud dogs are going to be blamed for a de-odorized bitch!? After all, the male is brought down to business on smell alone—leave that in the feeding dish and what will be the result? Personally, I think I would not rely too much on its effectiveness for a gal in season—but after all, I am no scientist—have YOU had any experience for me to pass along to the readers—Please? Thanks!—H2.

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Copy May Be Changed Monthly If Desired
Reach the Prospective Dog Buyer at the
Lowest Cost and Most Effective Means

The base size for Display Ads (ads which run in the various breed news columns) is a one inch space (1 inch deep and one column—2½ inches wide). The two sample ads shown above are the basic size—a one inch ad (1 inch deep, a column wide).

Insertions	Cost per Issue
1 to 5 times per column inch	\$2.00
6 to 11 times (per column inch).....	\$1.75
12 or more times (per column inch).....	\$1.50

For a two inch space double the amount, and so on. For instance, 2 inches deep would be \$4 for 1 issue or \$3.50 per issue if for 6 months, or \$3 per issue on a year or more, etc. Ads for stud dogs bring more results if run steadily, due to the uncertainty of the situation involved. Owners of bitches are also more inclined use the advertised stud, because it "steps up" the sale of his bitch's pups—and th advertising of his pups help you.

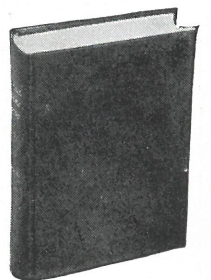
If you do not already subscribe an issue of each month in which you carry an ad is sent to you free—so that a steady ad gives you continuous delivery of the Western Kennel World. All copy must be in this office by the 5th of the month preceding date of issue you wish your ad to run, for instance copy for December issue must reach us before November 5th. (Earlier if possible).

Address ALL Communications to
20 Sycamore Street — San Francisco 10

Successful Kennel Management
By MARK TAYNTON

Foreword by Arthur Frederick Jones
Editor, American Kennel Gazette

Here are all the important facts on breeding, boarding, handling, and selling dogs—with emphasis on profit and efficiency. Treats methods of kennel construction, choice of breeds, food requirements, mating procedure, delivery of puppies, disease prevention, grooming, showing and judging dogs. Pricing, advertising and selling are covered, with attention to registration papers, records, and accounting techniques.



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