

## PRESS RELEASE.

**THE TAIL-WAGGERS' CLUB LOST DOG SERVICE.** The Tail-Waggers' Club's Lost Dog Search Van is the realisation of a long standing ambition. One of the earliest services instituted by the Club, which celebrated its Silver Jubilee last year, was its Lost Dogs Service, which exists to aid people who have been unfortunate enough to lose their dogs.

Through the years this Service, working in close co-operation with the Police, has been responsible for returning over 12,000 Tail-Waggers to their owners at addresses all over the country.

The Honorary Directors of the Tail-Waggers' Club have always considered that the first essentials in the successful recovery of a lost dog are speed and mobility. If it is possible to arrive quickly in the area where the dog is lost, and, by the aid of a vehicle, make a thorough search, there is a real chance of the dog being thus found and he will not become a "stray".

**MEETING THE COSTS OF THE VAN AND ITS OPERATION.** The costs of supplying the Van, its equipment, and the funds necessary to keep it on the road, will, of course, be a problem to the Tail-Waggers' Club, which is a non-profit making Organisation. However, when it decided last year (to mark the Club's Silver Jubilee) to institute the Lost Dogs Search Van, our appeal for funds met with an immediate and enthusiastic response from Tail-Wagger owners.

To date, over £300.0.0. has been donated towards the Van, although this is still a long way from the estimated total of £800.0.0. which will be required to meet not only the original cost of the Van itself, but also Tax, Insurance, Petrol, Oil, Tyres etc.

The Van will be operated by the Club's Driver, who will be aided, whenever possible, by the voluntary part-time services of some of the Club's Honorary District Organisers in the London area.

The only contribution the owner of a lost Tail-Wagger will be called upon to make towards the Van's expenses will be a requested donation of 6d. per mile for the journey to and from the Tail-Wagger's owner's residence.

**THE NAMING OF "BELLA".** The name "Bella" with which the Lost Dogs Search Van is being christened, needs perhaps some explanation. On Monday, the 15th February, when the Lost Dogs Search Van first commenced operations, Sally Lane of "Mrs. Dale's Diary" lost her dog "Bella". So far as we can gather, this was the only dog lost on that day. This solved all our problems of naming the Van; "Bella" the little imaginary white dog (now happily returned to her owner) has given her name to a new Service which we feel sure will be the means of restoring many lost Tail-Waggers to their owners. Norman Wisdom will name the van at 3.30 p.m. on Thursday 25th February, outside the Empress Hall where he is starring in "Sinbad the Sailor on Ice".

**THE OPERATION OF THE LOST DOGS SEARCH VAN.** The Lost Dogs Search Van will operate in response to requests from Tail-Wagger owners residing, broadly, within the Metropolitan Police Area of London. On receipt of a request from a Tail-Wagger owner, the Van will proceed to the search area, and equipped with a full description of the lost Tail-Wagger (i.e. its breed, colour, markings, size, Tail-Wagger number etc.) will tour the area concerned making public announcements where local bye-laws

permit, by means of the Public Address system which is installed on the Van. Large "blackboards" on the sides and rear of the vehicle will also give details to the public of the lost Tail-Wagger. By this means, it is hoped that large numbers of people in the area concerned will be quickly made aware of the search which is proceeding, and will be able to assist as voluntary helpers. The Van is fully equipped for working at night; for this purpose a powerful searchlight has been mounted on the roof. In addition, a pair of field binoculars (kindly donated by a Tail-Wagger owner) will be carried on the Van for use when searching open commons, heathland etc. Amongst the other equipment on the Van is a comfortable dog kennel, a supply of dog biscuits for the recovered Tail-Wagger, also a First-Aid box. It is pointed out that this First Aid box is for use in emergency only; the Lost Dog Search Van will not be used as an "Animal Ambulance" as other facilities already exist.

**A HOPE FOR THE FUTURE.** The Tail-Waggers' Club Lost Dogs Search Van is, so far as we are aware, a unique event in Canine Welfare. It will not only meet with an enthusiastic welcome from Tail-Wagger owners, but will also be instrumental in helping the Police, and helping to reduce the number of lost and straying dogs. At present, the activities of the Van will be confined to the Metropolitan Police Area of London (although our usual Lost Dog Service will continue to function in the other parts of the country). It is hoped, however, that on some occasion in the not too distant future that the Tail-Waggers' Club may be in a position to institute further Lost Dogs Search Vans in other populous Provincial Centres of Britain.

---

Issued in the interest of Canine Welfare by:-

The Tail-Waggers' Club (Gt. Britain) Ltd.,  
356-360, Grays Inn Road,  
London, W.C.1.

Telephone: TERminus 1603.

---



APPLICATION FORM FOR MEMBERSHIP OF  
**THE TAIL-WAGGERS' CLUB**

(DOG MEMBERSHIP FEE - { 5/- Nickel Medallion  
ANNUAL RE-REGISTRATION FEE 2/- { 6/- Chromium Medallion)

FOR OFFICE USE ONLY	NUMBER
FEE PAID	RECRUITING MEMBER

Number of Recruiting Member

(Reverse of Medallion)

(Medallion, Standard Size)

PLEASE enrol my dog (name) .....  
as a member of the Tail-Waggers' Club.  
I enclose his/her membership fee of 5s. or 6s. which entitles him/her to receive a MEDALLION (for collar) COMPLETE WITH OWNER'S NAME AND ADDRESS AS REQUIRED BY "THE CONTROL OF DOGS ORDER, 1930," membership certificate, and other documents.

NAME.....  
Please use block letters and state whether Mr., Mrs., Miss, title or rank.

ADDRESS.....  
Please use block letters and give NUMBER of house rather than name.

Date.....19.....  
To the Registrar, Tail-Waggers' Club, 356-360 Gray's Inn Road, London, W.C.1.

Telephone No.....  
This form is not a receipt but must be sent to Club Headquarters before enrolment can be completed. The average time taken between receipt of application and dispatch of medallion, certificate, etc., is seven days.

**PARTICULARS REGARDING DOG**  
Breed.....  
Near Breed if a mongrel.  
Sex.....  
Colour.....  
Any distinguishing characteristics.....  
Standard (as illustrated).....  
Medium (size of sixpence).....  
Miniature (size of silver threepenny piece).....  
Size of Medallion.....  
Age.....  
Size of Medallion required.....

(These are useful to assist in tracing in the event of loss.)

T,W.C.1. (G.B.)

# The Tail-Waggers' Club

(GREAT BRITAIN) LTD.

356-360 GRAY'S INN ROAD, LONDON, W.C.1

Terminus 1603-1604

Membership distributed over 100 countries of the world.

## What it is and What it Stands For.

THE Tail-Waggers' Club (founded in 1928) is recognised to-day as the foremost agency in the world for the promotion of dog welfare. It is the most efficient and the simplest medium yet devised for giving practical expression to the widespread love of dogs by improving the conditions under which they are kept.

The aims of the Club are sane, practical and reasonable, and are essentially humanitarian. Wanton cruelty to animals is, fortunately, comparatively rare in these days, but the dog is still subjected to a good deal of unintentional cruelty, based not on ill-will but on ignorance; and whereas a dog may be a blessing in the home there are still far too many cases in which it is a nuisance to the community. The fault is not the dog's but the dog owner's, and again ignorance is the cause.

One of the primary aims of the Tail-Waggers' Club is to counteract that ignorance and to educate the dog-owning public so as to promote the general health and happiness of the canine race and the comfort and well-being of the general community.

Side by side with this educational objective the Club pursues a definitely philanthropic purpose; it is out to render financial assistance to approved institutions devoted to promoting the welfare of dogs.

## Its Amazing Growth.

That the principles and motives of the Tail-Waggers' Club are heartily approved by the dog lovers of Great Britain—and indeed of the whole world—has been amply demonstrated by the amazing measure of support

which the Club has attracted. Its success has been phenomenal and has far surpassed the most sanguine expectations of its promoters.

Founded in September, 1928, in connection with the First National Dog Week, its appeal to dog lovers was instantaneous, and within three months 10,000 members had been enrolled. This rate of recruiting was far exceeded in the years following, and it has shown no signs of slackening until the present time, when the membership of the Club is nearly 970,000. Many distinguished people in all walks of life have enrolled their dogs and, in practically every country in the world there are registered Tail-Waggers.

## Practical Results.

Many and notable have been the Club's contributions to charity. All proceeds surplus to bare management needs have, by the Club's constitution, to be disbursed upon dog welfare. The first cause to be assisted was the Royal Veterinary College Fund for the rebuilding and re-equipping of its canine department and the establishment and endowment of a professorship of canine medicine and surgery. Of the £20,000 required, the Tail-Waggers' Club raised approximately £15,000. At present various deserving institutions are being assisted in the conduct of clinics for dogs of the poor, ambulance services, and kennel accommodation for strays. The Club over a long period gave support to the Guide Dogs for the Blind Association, which exists for the scientific training of dogs as guides and companions for the sightless of our country. Each year thousands of dog licences are supplied to contributors to the Club's 2d. a week scheme of prepayment, and licences are given free to distressed dog owners. Each month hundreds of dog owners are helped in their difficulties by the Free Advice Bureau. Each day several lost dogs are sought and found by the Club's Lost Dog Recovery Service.

## Dogs Eligible for Membership.

All dogs are eligible for membership whose masters and mistresses take an intelligent interest in their welfare and recognise their right to "Fresh, clean water always, right food regularly, housing comfortably, exercise daily, kindness invariably," as these are the conditions which keep a dog's tail wagging. Other pets are equally welcome as members.

## Entrance Fee & Subscription, 5/- or 6/-

The entrance fee is a minimum of 5s., on enrolment, but as much more may be sent as desired, the higher the initial subscription, the greater will be the amount available for welfare purposes. The Club issues separate receipts for all amounts in excess of minimum membership fee.

ANNUAL RE-REGISTRATION FEE of 2/- is requested, to enable your pet to continue to receive the full benefits offered by this club.

### PRIVILEGES OF MEMBERSHIP.

To enrol your dog in the Tail-Waggers' Club, simply send to the Registrar, Tail-Waggers' Club, 356-360 Gray's Inn Road, London, W.C.1:

- (a) The name (or pet name) of your dog.
- (b) Your own name (stating whether Mr., Mrs., Miss, or rank or title) and your address, and
- (c) A remittance of 5s. or 6s.

Promptly on receipt of the membership fee there is dispatched—

#### FOR THE DOG

A handsome collar medallion, bearing on the reverse side the dog's distinctive membership number and the address and telephone number of The Tail-Waggers' Club headquarters, and specially engraved with the name and address of the dog owner as required by the Control of Dogs Order, 1930.

#### FOR THE OWNER

- (1) Certificate of the dog's membership, which also entitles the dog's owner to free postal advice on dog management, hygiene and kindred matters, during the life of the dog enrolled.
- (2) A copy of *The Tail-Wagger Magazine*, which is a monthly magazine entirely devoted to doggy interests, and containing numerous articles, stories and illustrations designed to appeal to the ordinary dog lover. It also includes a special supplement recording in detail the current activities of the Club.
- (3) Copy of "The Dog Owner's Guide."

The *Free Advice Bureau* has been very largely taken advantage of by thousands of owners of registered Tail-Waggers, and many have been saved a great deal of trouble, anxiety and expense through this Club service.

One of the Club's most valuable services has been the tracing and returning to their owners of *lost or strayed dogs*. The Police Forces, officials of dogs' homes and private individuals as well as the press have co-operated whole-heartedly and month by month the number of lost dogs returned to their owners through the medium of the Tail-Waggers' Club has steadily increased. Over 12,000 lost Tail-Waggers have been returned to their owners through the Club services. As an insurance against the risk of a dog being lost or straying, this feature of Tail-Waggers' Club service is alone worth many times the registration fee.

All dog lovers owe it to themselves and to their dogs to enrol their pets in the Tail-Waggers' Club. A system of awards has been inaugurated:—

8 new enrolments entitles the member to a special Corporal's Medallion					
16	"	"	"	"	Lance-Sergeant's Medallion
24	"	"	"	"	Sergeant's " "
36	"	"	"	"	Staff-Sergeant's " "
50	"	"	"	"	Sergeant-Major's " "
100	"	"	"	"	Centurion " "

The medallions are worn by the dogs. Why not let yours qualify for one of these attractive awards now? Do yourself and your dog, and the friend of man in general, a good turn by making your dog a Tail-Wagger and getting as many of your dog-owning friends as possible to do the same.

**And do it now! Please!**