

ABOUT THE "EVERYMAN'S TAIL-WAGGER" DOG SHOW - SATURDAY, JULY 26th, 1952.

Nearly 200 Tail-Waggers with their Owners, from all over the Home Counties and beyond, have entered in to-day's Show to compete for the Prizes to be awarded this evening at the hands of The Countess of Northesk. A good number of these owners have travelled from considerable distances to be here to-day, from homes in North Essex, Hertfordshire, Buckinghamshire and Middlesex (as well, of course, as London, Surrey and Kent). Perhaps the long-distance record though is held jointly by Miss Withers of Wellington, Somerset, and Miss Worthington, M.B.E. of Congleton, Cheshire. Both these enthusiastic owners are here to-day with their famous Tail-Waggers.

The programme (attached) gives a list of the Novelty and other Classes being held. Good entries have been received for each of these Classes, but there is obviously going to be a titanic struggle for the Tail-Waggers' Club Challenge Cup which is to be awarded to the Winner of Class 10 - "The Dog in the best Condition". Nearly 50 entries have been received for this Class. Any dog entering for any of these Classes must be a Tail-Wagger (five shillings for Life Membership) but that is the only qualification needed. Practically every breed and type of dog is represented here to-day - dogs with proud pedigrees and equally friendly "mixtures" and cross-breeds. All are welcome here, for the Tail-Waggers' Club is not concerned with a dog's ancestry but only how well he is cared for by his owner so that the pet is enabled adequately to give his life of service and comradeship.

The function for which the Club was primarily formed in 1928 is in fact to help dog owners to care for their pets efficiently and without difficulty. Over 930,000 owners of Tail-Waggers are now entitled to use the Tail-Waggers' Club Advisory Service to help them with any problems they may have on the training, care and management etc. of their pets. Their queries, which may be submitted by letter or telephone, are given the closest attention by a staff of Experts, and a helpful reply is sent to each Tail-Wagger owner by this service.

The Tail-Waggers' Club by virtue of its constitution, keeps at a minimum the management expenses of running its many services, and devotes all possible from its funds to giving financial assistance to Animal Welfare Causes. During the past 24 years, a total of £26,392 has been donated by the Tail-Waggers' Club to Animal Hospitals, Clinics, Dogs' Homes and other Canine Welfare Organizations.

You will have seen to-day the number of Tail-Waggers at this Show wearing another Collar Medallion besides the Club's Medallion which each dog receives on enrolment. These Tail-Waggers are wearing Tail-Wagger Promotion Medallions, which are in the form of Medallions for the pet's collar, which they have won as a reward for enrolling new members in our ranks. On the next page is a list of the numbers which must be enrolled by a Tail-Wagger before he can qualify for the FREE award of one of the Tail-Wagger Club's beautiful Rank-Badges.

Tail-Wagger Corporal..... recruit 8 new Tail-wagger members
 Tail-Wagger Sergeant..... recruit 24 new Tail-Wagger members
 Tail-Wagger Sergeant-Major recruit 50 new Tail-Wagger members
 Tail-Wagger Centurion recruit 100 new Tail-Wagger members

One of the Tail-Waggers here today, "Gavin", owned by Miss Worthington of Congleton, Cheshire, is the only Tail-Wagger in the Club's history to be awarded the rank of Double Centurion. "Gavin" has enrolled over 200 members in our ranks!

You will also notice some owners wearing a "Master Corporal", "Master Sergeant", "Master Sergeant-Major" or "Master Centurion" Badge. Owners whose Tail-Waggers have been promoted earn the right to procure from us one of these Badges of the appropriate rank. Young owners especially work hard and enthusiastically to earn one of these lapel badges.

We have attached separate biographies of all the Famous Tail-Waggers here to-day. Amongst those with outstanding achievements are "Ben" the Police Dog with over 100 arrests to his credit, "Rex" the R.A.F. Patrol Dog who has been used several times by the 'Civilian Police, and who assisted in the rescue of 20 miners from the Whitehaven Pit Disaster in 1947, and "Sandy" The Southern Railway Servants' Orphanage Collecting Dog. "Sandy" at Exeter Station, has collected over £9,000 for that "non-Nationalised" Charity.

One of the Tail-Waggers' Club services, used by many dog owners all over the country (open even to non-Tailwaggers) which receives very little publicity is our Dog Licence Stamp Scheme. Under our Scheme, dog owners purchase their Dog Licence by weekly instalments. Special twopenny Tail-Wagger Stamps, purchased from us or one of our good-hearted Shopkeeper-Agents, are affixed by owners to one of our Cards. When 45 Stamps are on the cards we obtain the Licence for the owner without further cost. From time to time we also provide Dog Licences free of all charge for Old-age Pensioners, whose incomes will not allow them to meet the cost; we are helped to find the deserving cases by both the Salvation Army and the W.V.S.

Although most of our members are naturally canine, we have many other pets among our membership (including over 4,000 Cats.) From time to time we enrol Ponies, Budgerigars, Canaries, White Mice, Hamsters, Goldfish and even a Hive of Bees, also the other day a colony of Stick-Insects.

If this short resumé of our activities does not contain the information about this Show or about the Tail-Waggers' Club which you require, please do not hesitate to contact us.

ISSUED BY.....The Secretary (S.W.Clayden)
 The Tail-Waggers' Club,
 356-360, Grays Inn Road,
 London, W.C.2.

EVERYMAN'S TAILWAGGER DOG SHOW - JULY 26th.

SOME FAMOUS TAILWAGGERS WHO WILL ATTEND.

To be seen in the Parade at 4.40 p.m.

Name of Dog.	T.W.No.	Breed.	Name & Address of owner.	Biography.
"Ben"	Centurion 929684.	Labrador Retriever	Metropolitan Police	The only Honorary Tailwagger Centurion. Has well over 100 arrests to his credit.
"Brian"	939224	Bloodhound	Mrs. K. E. Kent, East Molesey.	One of the few bloodhounds still remaining who has been trained in tracking criminals. Has won numerous prizes at Shows, including successes at Crufts.
"Gavin"	Double Centurion 848116	Cairn	Miss G. Worthington, M. B. E., Congleton, Cheshire.	The only double Centurion of the Tail-Waggers' Club. Has recruited over 200 members.
"Juno"	931641	Great Dane	Mrs. B. Wood- house, Croxley Green, Rickmansworth.	Television Road Safety Star, and is to appear in new Clark Gable film. Has won 31 beauty awards and 11 obedience awards.

Name of Dog.	T.W.No.	Breed.	Name & Address of owner.	Biography.
"Neville"	Centurion 856835	Alsatian	Miss M.G. Withers, Wellington, Somerset.	Centurion Tail- Wagger. Has recruited over 100 members.
Champion "Noways Chuckles"	939864	Bulldog	Mrs. Barnard, Berkhamstead.	Best Dog in Show, Crufts 1952.
"Rex"	Sergeant 940378	Alsatian	R.A.F.	Senior Instructor dog of the R.A.F. Took part in rescue of twenty miners in Whitehaven Pit Disaster in 1947. Star of Royal Tournaments.
"Savio"	Sergeant 871741	Maremma Italian Sheepdog	Mrs. W. Alexandre- Coudrey, Burnham on Crouch.	A rare and beautiful all white breed of dog. Has collected for several charitable organisations, including the Tail-Waggers' Club.
"Sandy"	Sergeant 929372	Black Labrador Retriever	Southern Rail- Ways' Servants' Orphanage.	Has collected over £9,000 for the Orphanage since 1945. Collects at Exeter Station.