COFT TO MR. NORMAN ROPER AND STUART FARRAR.

RE: CHUFT'S DOG SHOW

Mr. Cummins does not wish this to be treated as a

dog show but rather on the lines of

"At a recent Cruft's Dog Show in London, it came to light the enormous amount of export business going on in connection with British dogs".

Shot of American woman, Germans, etc., etc. Establish the fact that dogs are exported for breeding and export of food stufs, etc.

Norman, and Su

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5th February, 1959.

- Cummins Esq., News Editor, Pathe News, Pathe News, 133 Oxford Street, London, W.1.

BDITOR :

H. L. COLLENS

Dear Mr. Cummins,

I was very pleased indeed to meet you to-day, and both I and Mr. Russell were most grateful for your co-operative assistance.

On the dog story, enclosed are the notes from the Kennel Club about which I spoke.

They show the numbers exported last year to various countries, and the numbers in each breed exported. You will notice that nearly eight times the number of pedigree dogs were exported last year than were exported just over ten years ago - in 1947.

With the sheets giving figures for 1958, I also enclose the Kennel Club notes on experts for 1957. If you compare these with the equivalent notes for 1958 you will see the interesting fact that, while there has been a slight fall in exports to the U.S.A., Canada, France and Switzerland, there has been a notable increase, to 161, of exports of dogs to Germany - 40 more in 1958 than in 1957.

Mr. Binney, Assistant Secretary of the Kennel Club, from whom I obtained this material, has a strong news sense and is most helpful and imaginative in giving information, and I know would be only too glad to amplify my notes on the growth of the dog trade in Germany, and would give you any additional facts and figures about the export of pedigree dogs, if the story is one that you would like to develop.

I shall be most grateful if, as you kindly suggested, you can let me have a note of the various countries and places (ships, etc.) where the German Visitors newsreel was exhibited, and I think such information would be useful from many points of view.

H. L. COLLINS

With kind regards,

DERECTORS :

Yours sincerely,

L'alins

Encls.

Figures for 1958 issued 1959

CRUFT'S AND THE EXPORT MARKET

From the date of the first post-war Cruft's Show in 1948, the figures for the export of pedigree dogs have steadily increased. In 1947 only 577 dogs were sold overseas, but since then there has been good progress each year up to a record figure of 4,313 in 1958.

The awards by the breed judges at Cruft's are studied by enthusiasts all over the world and apart from overseas buyers who attend the Show, the awards published after the Show have a considerable selling value.

We are often asked to assess the money value of the dogs which are sold overseas, but, unfortunately, we have no official figures as the Kennel Club is concerned only with the export pedigrees and not with the details of the sales. We know that the price range is a very wide one, probably between £50 and £1,000. From information we have been able to collect we think that the average price is about £100 per dog, which adds up to a very satisfactory figure of over £400,000.

More than half the dogs exported go to U.S.A. buyers; they buy dogs of the highest quality and therefore pay the highest prices; and out of the total of £400,000 our estimate is that £300,000 would come from the U.S.A.

The following are some figures:-The number of dogs exported in 1958 was 4,315.

TOP EXPORT COUNTRIES

TOP EXPORT DOGS

U.S.A.		 2214
Canada		
		 398
France		 199
Germany		 161
Sweden		 152
Switzerland		 134
Italy		 122
Holland		 86
South Africa		 82
Australia		 77
Belgium		 72
B.W.I		 48
India		 47
Konya		 46
Now Zealand		 41
Donmark		 37
Southern Rho	dosia	 34
Malaya		 32
Spain		 32
Norway		 29

Poodles (Miniature) :	1191
Pokingese	260
Poodles (Toy)	243
Spaniels (Cocker)	181
Yorkshire Terriers	165
Alsatians	120
Welsh Corgis (Pembroke)	116
Retrievers (Labrador)	125
Dachshunds (Smooth)	90
Dachshunds (Min) Smooth	86
Collies (Rough)	86
Boxers	84
Bulldogs	82
Fox Terriers (Wire)	69
Spaniels (Springer, Eng.)	63
Scottish Terriers	62
Pugs	59
Cairn Terriers	58
Retrievers (Golden)	50
Shetland Sheepdogs	46

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PEDIGREE DOGS

1951

It has always been difficult to find a short description which expresses adequately the activities of the many people who breed, show and work pedigree dogs and these have at different times been referred to as the dog fancy, industry, business, hobby and, finally, the dog game. Perhaps the description "the dog game" sums it up best, as for those who engage in it it is indeed a fascinating game, sometimes profitable; for a few a living and for many a considerable expense, but call it what you will it has certainly reached very large proportions.

The Kennel Club does not register kennels, but a breeder can register a single word which is reserved for his sole use for the registration of dogs and there are over 20,000 of these prefixes recorded.

In each of the last three years over 100,000 dogs have been registered with the Kennel Club.

There are 2,000 dog shows of varying sizes each year in Great Britain, all held under Kennel Club Regulations. There are also some 1,500 other minor events known as Matches and Exemption Shows all over the country. Most of the shows include Obedience Tests as part of their activities.

There are Field Trials for Gundogs almost every day of the week during the shooting season. In fewer numbers, but growing steadily, there are Working Trials, which include the practical training of dogs for police work, and the different constabularies compete in these with their police dogs.

There are over 1,000 clubs and societies registered with the Kennel Club and it is these clubs which organise the shows, Obedience Tests, Field Trials and Working Trials, all under the Kennel Club Rules and Regulations for each.

The Kennel Club, founded in 1873, was the original body to be set up with the object of forming a code of rules governing the breeding and showing of dogs, but today it has reciprocal agreements with similar organisations in 33 different countries. In most cases, the Rules and Regulations of these overseas clubs were based upon those of the Kennel Club.

Apart from the registration of dogs, transfers of ownership, export pedigrees and many other routine matters which reach the Kennel Club every day, it also has to deal with the problems which arise from the events held by the registered clubs and societies and for this the Kennel Club maintains an office staff of 70. These activities involve a considerable amount of Committee work, which is dealt with by the General Committee of the Kennel Club, with the assistance of seven permanent sub-committees.

In addition to the Committees, the registered clubs and societies elect four Councils, one for each of the different activities and, while these have no executive powers, they meet at regular intervals for the purpose of making recommendations to the Kennel Club. All the work in connection with three of these Councils is dealt with in the Kennel Club office.

Issued by the Kennel Club, 1-4, Clarges Street, W.l., the organisers of Cruft's Dog Show. Telephone: Grosvenor 2981 (four lines.)

THE DOGS AT CRUFT'S - FEBRUARY 6TH & 7TH, 1959.

1959

Although the Show occupies the whole area of the Grand and National Halls at Olympia, it is still necessary to hold it in two entirely separate sections. Hounds, Terriers, Toys and Alsatians are exhibited on Friday, February 6th, and there are 3,173 dogs entered from these groups. On Saturday, February 7th, Gundogs and Non-Sporting dogs are present and have produced another 3,390 dogs, making 6,563 dogs for the complete Show. There are 118 different breeds represented at the Show and below are the figures for each breed.

Afghan Hounds64West Highland White TerriersRhodesian Ridgebacks15Dannont TerriersIrish Wolfhounds20Sealyham TerriersGreyhounds20Sealyham TerriersFinnish Spitz31AlsatiansDeerhounds16MastiffsBasset Hounds38NewfoundlandsBeagles43Great DanesBloodhounds25Pyrenean Mountain DogsBorzois33St. BernardsSalukis68Old English SheepdogsBloodhounds26DullmastiffsDachshunds (Long)85BulldogsDachshunds (Long)134Bearded ColliesDachshunds (Smooth)134Bearded ColliesDachshunds (Wire)35Chow ChowsBasenjis36Boston TerriersWhippets83Delorman PinschersBasenjis30Boston TerriersKing Charles Spaniels27Miniature SchnauzersSalukas121French BulldogsGriffons Bruxellois57Shetland SheepdogsBlack & Ten Terriers (Min.)20SchnauzersKing Charles Spaniels27Miniature SchnauzersPapillons56SchipperkesJapanese29KeeshondsMiniature Pinschers27Tibetan SpanielsJapanese29KeeshondsMiniature Pinschers27Tibetan SpanielsJapanese27Tibetan SpanielsMiniature Pinschers27Tibetan	20 70
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Kerry Blue Terriers 39 <u>Gundogs</u> Soft Coated Wheaten Terriers 8 Spaniels (Cocker)	341
Soft Coated Wheaten Terriers 8 Spaniels (Cocker)	233
Lakeland Terriers 30 Spaniels (Springer English)	289
	118
Border Terriers 55 Spaniels (Springer Welsh)	20
Bedlington Terriers 63 Spaniels (Field)	9
Norwich Terriers 40 Spaniels (Irish Water)	6
Scottish Terriers 80 Spaniels (Sussex)	9
Cairn Terriers 111 Spaniels (Clumber)	19
Staffordshire Bull Terriers 68 Pointers	43
Manchester Terriers 14 English Setters	70
Bull Terriers (Miniature) 12 Gordon Setters	33
Bull Terriers 38 Irish Setters (Red)	80
	30
	15
	22
Retrievers (Curly)	42
Issued by the Kennel Club, Retrievers (Flat)	
1-4, Clarges Street, Piccadilly, W.1., Retrievers (Golden)	169
the organisers of Cruft's Dog Show. Retrievers (Labrador)	225
Telephone: Grosvenor 2981 (four lines)	

THE HISTORY OF CRUFT'S DOG SHOW

Charles Cruft, the founder of the most famous dog show. was born in the year following the Great Exhibition. His father, a Bloomsbury jeweller, hoped that his son would follow in his footsteps, but at fourteen Charles joined James Spratt as shop-boy in Spratt's new venture, selling dog cakes from the newly acquired premises in High Holborn. It was not long before young Cruft was promoted traveller - one of the reasons for his promotion being that the newly founded business was not sufficiently prosperous to pay his salary He was so successful as a traveller that of five shillings. he was sent to the Continent to obtain orders from dog breeders Within a few years the dog breeders of France asked there. him to organise the canine section of the Paris Exhibition (1878).

His experience convinced him that there was a great future in well organised dog shows and in 1886 he staged his first show in London - a small affair of 600 dogs, but the excellent organisation and his flair for showmanship established. him as a coming man. This show was held at the old Royal Aquarium. In 1891 he organised the first of the long series of shows at the Royal Agricultural Hall at Islington and this show was patropised by Queen Victoria, an ardent dog fancier. Her Majesty sent a Collie and three Pomeranians of her breeding and she continued to enter dogs each year until the end of the The Prince of Wales, later Edward VII, also took century. He was the first Patron a great interest and showed his dogs. of the Kennel Club and ever since members of the Royal Family have taken a great interest in dogs and have often exhibited at Cruft's Show. At the turn of the century Cruft's Show was established as a national event and to gamekeepers all over the country, an annual holiday.

Charles Cruft died in 1938 at the age of 86. His widow continued with the organisation he had built up and ran one Show in 1939. The war put a stop to all dog shows and it was during the war period that Mrs.Cruft decided to retire and to pass the show over to the Kennel Club so that it should be preserved.

The Show to be held on February 6th and 7th at Olympia is the 63rd and the 10th under Kennel Club direction.

> Issued by the Kennel Club, 1-4 Clarges St., Piccadilly, London, W.1., the organisers of CRUFT'S DOG SHOW. Tel. GR0.2981 (4 lines).

KENNEL CLUB REGISTRATION FIGURES

x-063601

During 1958, 115,678 dogs of all breeds were registered with the Kennel Coub. The first twenty breeds in registration order for 1958 are given below.

1.	POODLES (Miniature)	21, 239
2.	WELSH CORGIS (Pembroke)	8,580
3.	ALSATIANS	7,797
4.	BOXERS	6,979
5.	SPANIELS (Cocker)	6,515
6.	PEKINGESE	5,195
7.	RETRIEVERS (Labrador)	4,672
8.	POODLES (Toy)	4,590
. 9.	DACHSHUNDS (Smooth Haired)	3,399
10.	YORKSHIRE TERRIERS	2,824
11.	CAIRN TERRIERS	2,759
12.	SHETLAND SHEEPDOGS	2,335
13.	FOX TERRIERS (Wire)	2,223
14.	RETRIEVERS (Golden)	2,222
15.	COLLIES (Rough)	2,131
16.	DACHSHUNDS MINIATURE (Smooth-Haired)	2,051
17.	SCOTTISH TERRIERS	1,483
18.	SPANIELS (Springer, English)	1,477
19.	WEST HIGHLAND WHITE TERRIERS	1,448
20.	WHIPPETS	1,166

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COPY

EXPORT OF PEDIGREE DOGS

Although the quarantine regulations prevent overseas breeders from exhibiting at Cruft's Dog Show, many foreign buyers attend the Show, and the awards, which have a marked effect on the export trade, are followed with interest all over the world. A win at the Show will increase the value of a dog considerably.

Figures bon 1954 issued in 1958

Cruft's Show is the Mecca of the world's dog breeders and the abop window of British dog breeders. The first post war Cruft's was held in 1948 and it had an immediate and tremendous effect on the number of dogs exported by British dog breeders each year." A ... "In 1947 577 dogs only were exported and the effect of the Show in 1948 was such that the number of dogs exported in that year was more than doubled. In each successive year since 1948 the total number of dogs exported has grown by approximately 300 until 1956 when it grew by 600, "One dog out of every twenty-five dogs registered last year was exported fregistration total 100,982)" The export trade in dogs since 1947 is shown by the following figures:-

1947		577	dogs	exported
		1,280	11	
1949		1,546	11	11
		1,877	H.	**
1951		2,210	11	11
1952		2,365	11	H
1953		2,812	11	-11
1954		3,218	11	
1955		3,524	11	11
	0.000.000	4,131	11	Ħ

The number of dogs exported to the United States now accounts for more than half the total (2,235 dogs in 1956). The Miniature Poodle is the most popular dog for export, nearly one in every three exported is a Miniature Poodle.

1. II.S.A.

		U e U e du e	ニュニノノ	and?			
	2.	Canada	389	11			
	3.	France	217	11			,
	4.	Switzerland	133	-			
		Germany	121				
1.	Poodl	es (Miniature)	1.	.589	dogs	exported	
	Pekin			243	11	- 11	
		els (Cocker)		196	11	- 11	
		hire Terriers		148	11	11	
	Boxer			114	11	11	
-							

2.235 dogs

Issued by the Kennel Club, 1 - 4 Clarges St., Piccadilly, London, W.1., the organisers of CRUFT'S DOG SHOW. Tel. GR0.2981 (4 lines).

HARK! HARK! THE DOGS DO BARK

Towards the end of this week on February 7th and 8th the best of Britain's pedigree dogs will be coming to Olympia for the 62nd Cruft's Dog Show. The Show has attracted a world record breaking entry of 6,916 dogs.

The following list shows where the dogs are coming from: -

H H	*1946 1,260
Surrey	dad 516
	TT8. L 413
	015.5 396
Sussex	206.5 395
Kent	518.5 374
Hampshire	819.6 372
Essex	452.2 310
	181.4 265
Scotland	253
Warwickshire	245
Lancashire	fund new-te 243 en 19*
Berkshire	215
Wales	
'Middlesex	214
Buckingshire	accounts for more 302 half the to
Oxfordshire	151 .(7201
Devon	149
Somerset	142
Staffordshire	140
theshire to the the	
Norfolk	nearly one of ever 20 needs exp
Suffolk	100
Durham Cel ai	
Nottinghamshir	e 101
Lincolnshire	97
Derbyshire	Of every 25 50 a registered
Northamptonshi	re 90
Dorset	95 .betroqxe 8ca ano
Gloucestershir	
Shropshire	
Leicèstershire	
Worcestershire	Langed 75 board
Wiltshire	W. aobaod . v 74 heopit
Bedfordshire	WORE DO 64 MED DO
Northumberland	
Cambridgeshire	
Eire	. 42
Cornwall	40
Cumberland	40
Huntingdonshir	
Northern Irela	
Westmorland	14
Herefordshire	. 13
Channel Island	
Rutland	11
Seel bar yran Canada	1
Japan	1
Peru	-

The entries from Canada, Japan and Peru are made by overseas owners with dogs they have kenneled in this country and which will be exported after the Show.

Many overseas dog-breeders visit the Show and many of the dogs exhibited are exported. The effect of the Show on the export market is shown below.

ce coming from: -

Towards the and of this week on February 7th and 8th

HAPHI THIEL THELDOS DO BARK

1947	 577	dogs	exported
	1,280	11	II and the second
1949	 1,546	11	II
1950	 1,877	11.2	. Yorkshire
1951	 2,210	11	Londoll
1952	 2,365	11	Sussel
1953	 2,812	-	Want "
1954	 3,218	11	Hamehire
1955	 3,524	-	Essex
1956	 4,131	Brin	Reput ordel
1957	 3.976	11	and transport

*First post-war Cruft's was held in 1948.

Borkshire

Nottinghanshire Lindelashire

Cloucestershire Shropshire

Northunberland Cubridgeshire

Brie Friedrico.

Huntingdonshire Northern Ireland Westnorland

Harofordshire

Etre Cornwell

The number of dogs sent to the United States now accounts for more than half the total exported (2,214 dogs in 1957).

The Miniature Poodle is the most popular dog for export, nearly one of every three dogs exported is a Miniature Poodle (1,532 Miniature Poodles exported in 1957).

Of every 25 dogs registered at the Kennel Club in 1957 one was exported.

SA

21

3.4

Issued by the Kennel Club, 1-4 Clarges St., Piccadilly, London, W.I., the organisers of CRUFT'S DOG SHOW. Tel. GRO. 2981 (4 lines)

February 3rd 1958.

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