

COPY TO MR. NORMAN ROEPER AND STUART FARRAR.

RE: CRUFT'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 stuffs, etc.

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5th February, 1959.

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

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 exports 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.

With kind regards,

Yours sincerely,

Encls.

DIRECTORS: H. L. COLLINS J. M. GIBSON

H.L. Collins
(H.L. Collins)

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.

<u>TOP EXPORT COUNTRIES</u>			<u>TOP EXPORT DOGS</u>		
U.S.A.	...	2214	Poodles (Miniature)	..	1191
Canada	...	398	Pekingese	...	260
France	...	199	Poodles (Toy)	...	243
Germany	...	161	Spaniels (Cocker)	...	181
Sweden	...	152	Yorkshire Terriers	...	165
Switzerland	...	134	Alsations	...	120
Italy	...	122	Welsh Corgis (Pembroke)	...	116
Holland	...	86	Retrievers (Labrador)	...	125
South Africa	...	82	Dachshunds (Smooth)	..	90
Australia	...	77	Dachshunds (Min)Smooth	...	86
Belgium	...	72	Collies (Rough)	...	86
B.W.I	...	48	Boxers	...	84
India	...	47	Bulldogs	...	82
Kenya	...	46	Fox Terriers (Wire)	...	69
New Zealand	...	41	Spaniels (Springer, Eng)	...	63
Denmark	...	37	Scottish Terriers	...	62
Southern Rhodesia	...	34	Pugs	...	59
Malaya	...	32	Cairn Terriers	...	58
Spain	...	32	Retrievers (Golden)	..	50
Norway	...	29	Shotland Sheepdogs	..	46

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PEDIGREE DOGS

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.

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

<u>Hounds</u>		Skye Terriers	20
Afghan Hounds	64	West Highland White Terriers	70
Rhodesian Ridgebacks	15	Dandie Dinmont Terriers	26
Irish Wolfhounds	20	Sealyham Terriers	44
Greyhounds	28	<u>Non-Sporting</u>	
Finnish Spitz	31	Alsations	266
Deerhounds	16	Mastiffs	17
Basset Hounds	38	Newfoundlands	25
Beagles	43	Great Danes	75
Bloodhounds	25	Pyrenean Mountain Dogs	31
Borzoi	33	St. Bernards	33
Salukis	68	Old English Sheepdogs	37
Elkhounds	60	Bullmastiffs	44
Dachshunds Miniature (Long)	85	Bulldogs	80
Dachshunds (Long)	47	Dobermann Pinschers	58
Dachshunds (Smooth)	134	Bearded Collies	22
Dachshunds Miniature (Smooth)	121	Collies (Smooth)	12
Dachshunds Miniature (Wire)	36	Collies (Rough)	137
Dachshunds (Wire)	35	Chow Chows	59
Basenjis	36	Boxers	198
Whippets	83	Dalmatians	78
		Samoyeds	52
<u>Toys</u>		Boston Terriers	57
Italian Greyhounds	30	French Bulldogs	31
Chihuahuas	121	Shetland Sheepdogs	103
Griffons Bruxellois	57	Schnauzers	14
Black & Tan Terriers (Min.)	20	Miniature Schnauzers	35
King Charles Spaniels	27	Schipperkes	29
Papillons	56	Keeshonds	55
Pekingese	229	Welsh Corgis (Cardigan)	56
Maltese	33	Welsh Corgis (Pembroke)	157
Cavalier King Chas. Spaniels	72	Shih Tzus	26
Japanese	14	Tibetan Spaniels	13
Pugs	83	Tibetan Apsos	6
Miniature Pinschers	27	Maremmas (Italian Sheepdogs)	8
Pomeranians	41	Tibetan Terriers	7
Yorkshire Terriers	69	Norwegian Buhunds	2
		Any Other Variety	22
<u>Terriers</u>		Poodles	38
Australian Terriers	15	Poodles (Miniature)	341
Airedale Terriers	65	Toy Poodles	233
Irish Terriers	29	<u>Gundogs</u>	
Welsh Terriers	21	Spaniels (Cocker)	289
Kerry Blue Terriers	39	Spaniels (Springer English)	118
Soft Coated Wheaten Terriers	8	Spaniels (Springer Welsh)	20
Lakeland Terriers	30	Spaniels (Field)	9
Border Terriers	55	Spaniels (Irish Water)	6
Bedlington Terriers	63	Spaniels (Sussex)	9
Norwich Terriers	40	Spaniels (Clumber)	19
Scottish Terriers	80	Pointers	43
Cairn Terriers	111	English Setters	70
Staffordshire Bull Terriers	68	Gordon Setters	33
Manchester Terriers	14	Irish Setters (Red)	80
Bull Terriers (Miniature)	12	German Shorthaired Pointers	30
Bull Terriers	38	Weimaraners	15
Fox Terriers (Smooth)	56	Retrievers (Curly)	22
Fox Terriers (Wire)	106	Retrievers (Flat)	42
		Retrievers (Golden)	169
		Retrievers (Labrador)	225

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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 of five shillings. He was so successful as a traveller that he was sent to the Continent to obtain orders from dog breeders there. Within a few years the dog breeders of France asked 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 patronised 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 century. The Prince of Wales, later Edward VII, also took a great interest and showed his dogs. He was the first Patron 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.

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KENNEL CLUB REGISTRATION FIGURES

During 1958, 115,678 dogs of all breeds were registered with the Kennel Club. 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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Figures for 1957 issued in 1958

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.

Cruft's Show is the Mecca of the world's dog breeders and the ~~shop 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. *La sd.*

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, ^{to 4,131} ~~One dog out of every twenty-five dogs registered last year was exported.~~ ^{The} ~~(registration total 100,982)~~ ^{is} ~~The~~

~~export trade in dogs since 1947 is shown by the following figures:-~~

1947 ...	577	dogs	exported
1948 ...	1,280	"	"
1949 ...	1,546	"	"
1950 ...	1,877	"	"
1951 ...	2,210	"	"
1952 ...	2,365	"	"
1953 ...	2,812	"	"
1954 ...	3,218	"	"
1955 ...	3,524	"	"
1956 ...	4,131	"	"

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. U.S.A.	2,235	dogs
2. Canada	389	"
3. France	217	"
4. Switzerland	133	"
5. Germany	121	"

1. Poodles (Miniature)	1,589	dogs	exported
2. Pekingese	243	"	"
3. Spaniels (Cocker)	196	"	"
4. Yorkshire Terriers	148	"	"
5. Boxers	114	"	"

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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:-

Surrey	516
Yorkshire	413
London	396
Sussex	395
Kent	374
Hampshire	372
Essex	310
Hertfordshire	265
Scotland	253
Warwickshire	245
Lancashire	243
Berkshire	215
Wales	214
Middlesex	214
Buckinghamshire	206
Oxfordshire	151
Devon	149
Somerset	142
Staffordshire	140
Cheshire	139
Norfolk	115
Suffolk	106
Durham	103
Nottinghamshire	101
Lincolnshire	97
Derbyshire	97
Northamptonshire	96
Dorset	95
Gloucestershire	78
Shropshire	77
Leicestershire	76
Worcestershire	75
Wiltshire	74
Bedfordshire	64
Northumberland	53
Cambridgeshire	46
Eire	42
Cornwall	40
Cumberland	40
Huntingdonshire	21
Northern Ireland	16
Westmorland	14
Herefordshire	13
Channel Islands	11
Rutland	11
Canada	1
Japan	1
Peru	1

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.

1947	577	dogs exported
*1948	1,280	" "
1949	1,546	" "
1950	1,877	" "
1951	2,210	" "
1952	2,365	" "
1953	2,812	" "
1954	3,218	" "
1955	3,524	" "
1956	4,131	" "
1957	3,976	" "

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

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.

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February 3rd 1958.