

President's Office
217 Pine Road
EDGEWORTH, SEWICKLEY, PA.



IRISH TERRIER CLUB OF AMERICA

Now in its 53d year

OFFICERS, 1949

MARCUS BOYD, President (Deceased) MRS. M. CARTER HALL, Vice-President
THOMAS H. MULLINS, Delegate to A. K. C.
HOWARD C. RICE, Secretary and Treasurer

Secretary-Treasurer's Office
BRATTLEBORO, VT.



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BULLETIN NO. 34 — NOVEMBER 1949

NOTE:—This is the 34th in a series of bulletins your officers will issue from time to time on activities of interest to the membership. If you have bulletin material send it to the secretary.

SPECIAL NOTICE

To Members of the Irish Terrier Club of America

The Club has plans in the making to get our breed some much-needed publicity—but more about those general plans in a future bulletin. This notice is to take up one matter of publicity which cannot wait.

In making preparations for our Specialty Show in February it has been observed that many of the other terrier breeds, which join with us at that time under the auspices of the Associated Terrier Clubs, make very effective use of their space in the catalog to promote their breeds by means of running pictures of their outstanding contemporary show specimens and stud dogs in kennel announcements.

The latest Specialty Show catalog shows that Airedales, Bedlingtons, Bullterriers, Foxterriers, Welsh, West Highland and Skye Terriers each had from six to 12 breeder advertisements. If you happen to have a copy of this catalog, take a look at it. See how effective and impressive a breed section can be when the class information is interspersed with attractive pictures of the breed. Then look at the Irish section and see how drab and unimportant it looks with no such display of pride and interest in the breed.

We want to make the Irish section of the catalog at our next Specialty Show a credit

to the breed. We particularly want breeder and kennel announcements containing pictures of outstanding Irish. However, because it is realized that the unique nature of this particular show causes its catalogs to be preserved for a long time, thus furnishing an unusually attractive medium for kennel and stud dog advertising, announcements will be accepted even though not accompanied by photographs or cuts. They will all help to make the Irish section look more important and convince the public that the Irish breeders believe in themselves and their stock.

If you think this idea is worthwhile, let us know what part you want to play in it. Advertising rates are \$25 for a full page, \$15 for a half-page, and \$10 for a quarter-page. All receipts, of course, apply exclusively to our part of the expense of the show. Please make up your copy at once and mail it, with photographs or cuts, to the Secretary without delay. December first is the deadline—and that is almost upon us.

LET'S MAKE THE 1950 SPECIALTY
THE TURNING POINT FOR BIGGER AND
BETTER THINGS FOR THE IRISH.

HOWARD C. RICE, Secretary,
Brattleboro, Vermont.

November, 1949.