

# 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



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## BULLETIN NO. 36—JANUARY, 1950

NOTE: This is the 36th in a series of bulletins your officers issue from time to time on matters of interest to the membership. If you have bulletin material please send it to the secretary.

### LONG-RANGE PUBLICITY PLANS

In the November bulletin (No. 34) mention was made of the fact that plans for publicizing the Irish Terrier were in the making. Here they are.

**THE NEED**—It's hardly necessary to call the attention of members of this club to the fact that Irish Terrier show entries are dwindling. Terriers in general seem to be suffering in popularity and giving more ground than any of the five groups that are suffering because of the current popularity of the working breeds. . . . As regards registrations, in the last two years all registrations have increased some 2 per cent while Irish registrations have decreased more than 20 per cent. Of this decrease in Irish registrations 17 per cent took place in 1948 and another 3 per cent in 1949. The trend is continuing in the wrong direction and something must be done about it. . . . We are all familiar with the fact that all puppies in a litter are not show specimens, hence no breed can prosper to an extent greater than the public demand for its puppies. It seems clear, therefore, that our first task is to create a broader public popularity for the Irish Terrier.

**WHAT HAVE WE TO SELL?**—The history of our breed contains no period of unusual popularity. Over the years Irish fanciers characteristically have been thoroughly satisfied with their breed and content to see it maintain an even course. They have known its sterling qualities as an ideal dog for the

average American household but they have been complacent in the enjoyment of their own terriers. Now they have arrived at a point where complacency must end. . . . We who have bred and owned Irish know what they possess—a unique quality of adaptation, developed to such a degree that they can become almost the equivalent of human members of the family. We know this, but the general public does not. Yet isn't that quality the one most desired by a family looking for a household pet? We think it is. But here we sit with a breed outstanding in the one characteristic sought by the puppy-consuming public and do nothing to let the fact be known!

**HOW TO PUT THE STORY ACROSS**—Publicity to be effective must be subtle and must stress but a single theme. Our theme is clear and sound. The Irish Terrier has unusual adaptability to an honored spot in the family circle. The subtlety must come through letting the public see how this unusual quality expresses itself and by avoiding any dogmatic statement that the breed has it. . . . As an example, look at Mrs. Bunker's story of Rusty on page 10 of your 1948 Breed Book. Put yourself in position of an uninformed person wondering what sort of a dog to get for his family and read that story. It will take only a few minutes. When you finish don't you feel that an Irish Terrier is just the kind of a dog you want? Don't you realize that

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Irish have a rare ability of adaptation to family life, and yet no statement has been made to that effect. That is the way the breed must be sold to the public.

However, before stories of this kind can be told we must have the stories, and many of them. Each one of us must have one or more such tales based on personal experience. We propose to collect all of them from our members, edit them, and then prepare a leaflet containing the best of the lot—a leaflet to all intents and purposes to be a club publication for member consumption, an exchange of experiences, so to speak. But copies will be furnished to members in such quantities that they may be spread around liberally. Each member will be requested to see to it that some of the leaflets find their way quietly and naturally into the hands of feature writers for local papers. As you know, such writers have to grind out material day after day, and a ready supply of cute little dog stories to fall back upon is not an unwelcome asset.

**KEY TO SUCCESS**—The amount of general breed publicity that can be secured under this plan will depend entirely on the degree of interest we can pack into our collection of stories. Without the stories the whole plan fails. Since the ability to write is not given to all of us we are asking each and every member to tell us in his own words the unusually interesting things that have been done by Irish in his experience. Make no attempt to write a finished story for publication; just tell us the story and give us permission to rewrite the facts you send in. We will take care of the polishing and publishing if you'll supply the plot. . . . Please do this now, while you are thinking about it because we're anxious to get this much-needed campaign under way.

**CATCH PHRASE**—While we have been talking about this close-to-human ability of the Irish to make a place for himself as a member of the family, as yet we have discovered no clever way to describe this quality to the public. We who have lived with the breed know what we mean, but how do we get the idea over to those who have never observed a Mick in the process of undermining the resistance of an entire household? A clever catch phrase is needed. Can you express what we are talking about in a short-catchy manner? Give it a try and send in your suggestions. From all of them we should develop something good—something that points out the truth that the Irish Terrier is the “dog that joins the family circle.” This is one club effort in which each member can and must participate if we are to be successful in lifting our breed out of the current downward trend. Won't you get your stories and catch phrases to the secretary promptly so that we can proceed?

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## **TWO LAST-MINUTE REMINDERS**

Final closing date for entries for the club's annual Specialty Show in New York Sunday, February 12, is Monday, January 30, at 6 p.m. Send them to the Foley Dog Show Organization, Inc., 2009 Ranstead St., Philadelphia, 3.

The club's annual meeting will be held in Room 88 on the mezzanine floor of Hotel Taft Sunday evening, February 12, at 8 p.m.

H. C. RICE, Secretary.