The Zom Reader

TUNE 1993

VOLUME VIII, NUMBER THREE

BISA, BISS

ISA, BISS
- 92
- Ch. Southland's Mighty Impressive

On the Cover:

Ch. Southland's Mighty Impressive



OLIVE BRANCH KC: Judge Merrill Cohen, BOB & GRI; Beth Speich, BIS



SAN ANTONIO KC: Joan Alexander, BOB; Jack Russell, GRI; Ray McGinnis, BIS



BRAZOS VALLEY KC: Mrs Heywood Hartley, BOB & BIS; Mrs Dawn Vick Hansen, GRI

ighty is a gorgeous red sable with a clear head - he has what I think is the best head I've produced. He also possesses superb type, movement, showmanship, and soundness. I knew he was special as a young puppy. He is inbred on BISA, BISS CH. BEV-NOR'S

TOASTED FUDGE as he is a double grandson.

"SOUTHLAND" sends condolences to BEVERLY NOR-RIS on the loss of "Toasty." He has contributed so much to Poms throughout the country in the 80's and 90's and he will be remembered long into the next century. There would be no Southland without him...but he lives on in Southland and others.

Breeder/Co-Owner
CHARLOTTE CREED

Co-Owners

J.C. BAUMGARTNER, M.D. NANCY SPELKE

Agent:
JUDI HARTELL





Moonwalker (Wally) presents Windwalker (Wendy)

the windwalkin' girl...
WHO HAS STRUCTURE, TYPE AND PERSONALITY

CH. GOLDEN AIRES MOONWALKER X GOLD N ROCK OF OAKRIDGE

Judge: Sunny Dutton

Agent: Al Miniero

Windy just breezed in for a FOUR POINT MAJOR. Thank you judge Dutton! Watch for other Wally Kids to breeze in.

Congratulations to Rosemarie Schroeder and Chrysa Guggenheimer with their new offspring sired by Wally (6 females, 2 males).



GOLDEN AIRES

Breeder/Owner SHARON MASNICK 803-928-3511 "WALLY"
BABIES EXPECTED
INQUIRIES WELCOME

Agent: AL MINIERO 803-838-9050

The Pom

READER

JUNE 1993

VOLUME VIII, NUMBER FOUR

TABLE OF CONTENTS

2. ON THE COVER: CH. SOUTHLAND'S MIGH

CH. SOUTHLAND'S MIGHTY IMPRESSIVE Bred and owned by Charlotte Creed, co-owned by J. C. Baumgartner & Nancy Spelke.

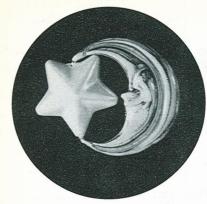
- 8. DID YOU KNOW by Sharon Masnick False pregnancy; Car seats for pets
- 10. KNOCK, KNOCK! WHO'S THERE?
 The Pom Reader visits Diane Finch of the FINCH'S POMS...
- 16. BREEDER REFERRAL SERVICE by Sharon Irons Strempski Serving your Club while educating the public.
- 22. SPECIAL ADDITION Top twenty Poms.
- 22. UPDATE
 Top ten exhibitors.
- 24. IN LOVING MEMORY: CH. BEV-NOR'S TOASTED FUDGE
- 30. OLDIES BUT GOODIES by Pam Guevara
 The debate over Veterans Classes.
- **33. PR VITAL STATISTICS**Advertising and subscription rates.
- 34. PR GENERAL INFO...

 Tips to help us serve you better.
- 38. PLAYMATES! Our popular candid photo department.

The Pom Reader is published eleven times per year since March 1985 by Doll-McGinnis Publications, a division of Doll-McGinnis Enterprises, Incorporated, 8840 thru 8848 Beverly Hills, Lakeland, FL 33809-1604, out of undying love for the Pomeranian breed. EDITOR: JOE MCGINNIS. BUSINESS MANAGER: DUANE DOLL. Postage paid at Lakeland, Florida. No part of this publication may be reproduced in any form without the express written permission of the editor. The opinions expressed in this publication either editorially or in advertising copy are those of the authors and do not necessarily constitute endorsement by the publishers. The editor reserves the right to THE POM READER / JUNE 1993

reasonably edit all copy submitted. All articles submitted become the property of the publishers. Subscription price for Third Class service in the continental United States: \$24.00 per year. Canadian and U.S. First Class: \$45.00 per year. Foreign prices upon request. ALL ISSUES OF THE POM READER ARE SENT AS A COURTESY TO ALL LICENSED POMERANIAN, TOY GROUP AND ALL-BREED JUDGES. Direct all inquiries to: Joe McGinnis, Editor, 8848 Beverly Hills, Lakeland, FL 33809-1604. Telephone: 813-858-3839. FAX: 813-853-3624. Office hours: 9-5 EST Monday through Friday.

INDEX TO ADVERTISERS
ADAMS, T35
ALLAN, M
ANDERSON, C14
BAKER, C35
BEGLEY, K
BERNEY, S
BERRY, N
BORDELON, J
CARSON, M. & B30
CATES, B. & C36
CILIBERTO, L. & B35
COLCASURE, S30
CREED, C
DAHLENBURG, D. & M31
DOMRASE, A. & J
FERGUSON, B27
FRENCH, D15
FIDDICK, R. & J30
FINCH, D35
FREIA, J36
GASAWAY, I35
GLASER, R
GRAF, H
GRIFFITH, K3
HARTZ, K30
HOVEY, J
JAVERNICK, J18,19
JONES, B,33
KLEIN, J34
LOVELY, V30
MACK, C35
MASNICK, S3,5,30
MASON, B
MARTIN, D36
MILLER, E36
NAGY, B14
NIMMO, U34,35
NORRID, S40
NORRIS, B. & B35
PHILBROOK, S3
PONTE-CORVO, S. & N
PRESSER, M. & M35
PURINA 20,21
RGS PEDIGREES & POMS30
RAY, B
RAYHOR, J.
REILLY, R. & J
RINEHART, M
ROGERS-RISTER, A3
ROSENBAUM, M30
SHERIDAN, C2
SMAIL, S14
SMITH, R26,30
STEENBOCK'S POMS13
TURNER, D
WELLS, M. & G35
YAP, B



We are all wrapped up in RAPPER

Judge: Melbourne Downing

Agent: Karen Fitzpatrick

Thank you judge Downing for this THREE POINT MAJOR!

Thank you Karen for expert handling. Watch for KAREN & RAPPER at the shows.

RAPPER is a joy to own and an asset to my breeding program. Thanks, Sharon, for allowing him to join us.



Golden Aires Rhapsody

Breeder: SHARON MASNICK GOLDEN AIRES 803-928-3511 Inquiries Welcome

Owner: GERALD KRIPAK EVANSPARK POMS 215-489-4957

So I'm celebrating...

And you should, too, for in the course of three short weeks my life has undergone a complete make-over. And you may note that, indeed, the change was overdue.

You will have already noticed a drastic change in the design of this magazine - and that's just for starters, as I have only had three days' time on my new equipment. Moving the old equipment out was more than a little traumatic for me, as I had spent, all told, nine-and-one-half years working, usually seven days a week, sometimes 14 hours a day, on the machines that pounded out your magazine each month. And all that time I was, as you probably know, a solo act.

There is a great deal to be said for working on a team of one. You can dress however you like, you can work crazy hours (I start at 4:00 a.m.), you can throw X-acto knives across the room if you're overcome with frustration, and - best of all - you can shriek all the words your mother forbade you to ever, ever utter. You also carry on entire conversations with yourself. Now, where in the H is the pica pole? I know I used it less than 3 minutes ago. Should this be in Helvetica Font? I hate Helvetica, only amateurs use it (my apologies to Helvetica fans). Oh No! She wrote on the back of her photo in ballpoint and it smeared on to the other picture! Where in the H is the ink-removing solution? I know I used it less than four minutes ago ... But as being by yourself has its upside, it has, in truth, a tremendous downside.

For now I can admit that it's been nine-and-one-half years of hell. There has been no one to turn to when everything goes wrong for no one would be able to fix it but me and there is no one to take up the slack

nor to take over if you're sick, or tired, or both.

And frankly, I got sick and tired of never getting everything done. Letters to people that I should have written,

photos that I should have returned, phone calls I intended to make that never got made and various and sundry areas that I would have liked to pursue, all went unaccomplished for lack of an extra pair of hands. (And perhaps an extra brain cell or two.)

But that's This is not all over how I and dress in done the office with as even now. PHOTO: CINDY CARPENTER KING. today.

of

At 8:00 a.m. this morning, barely three hours away, a woman will walk in the door, sit down at her desk, and help me to do the things I want to do for you. How I will get used to this luxury, I don't know, for becoming a team player at this late date is somewhat of a challenge. But it is a challenge that I welcome, and an opportunity that I embrace.

But that's not all, if you don't mind two buts in a row. I now have not one but two people working on production of this magazine - and the other four. "Four," you say, "I thought he did four total monthly magazines. " Well, you were right and now you're wrong, just like I was wrong and now I'm right.

We have launched our most ambi-

tious project to date, an all-breed publication geared, like the rest of our magazines, to the promotion and protection of purebred dogs, with an upbeat approach and a watchful eye towards legislation that endangers our

right to own and love companion animals of any breed. And the opportunity to be at the helm of this new venture is no more frightening to me than it has been to run this publication itself, for my goals are the same: I want the very, very best for you and your dog. And the team we have assembled assures you continued satisfaction and quality. I want to take this opportunity to wel-

come Rhonda Glass and

Cindy Ray to the team. Rhonda is on the day shift, Cindy on nights. (I am on both shifts for the time being - but we all believe that through teamwork that will change.) And I have made these two ladies a promise, and I also make it to you: I promise to dress presentably, behave rationally, and - hardest of all - to swear very little or not at all.

But there's probably no reason to ever curse again, for

now, for the first time in nine-and-onehalf years, in 391 glossy magazines...I'm not alone anymore.

I thank you for being with me all this time, and for being patient when my time was not my own. I extend special thanks to my best friend Duane **Doll** for handling all the other aspects of our publishing venture and holding up under a workload equal to mine. Duane has help now, too. And if you start to thinking that these other projects may take this magazine out of my first-priority category, you just remember...if there's a way to do things better, we'll find it, and as usual, Poms Away!

IMcG



AM. CH. JAN-SHAR'S IN LIVING COLOR

AM. CH. BLAKE'S DYNAMITE ROCK

AM. CH. JAN-SHAR'S HOME BREW

AM. CH. RHEA-NA'S COUNTRY DJ OF JAN-SHAR (who will no longer go back to the U.S.)

AM. CH. JAN-SHAR'S WHISTLIN DIXIE

AM. CH. JAN-SHAR'S JEANIE JOY

AM. CH. JAN-SHAR'S SAYDE

AM. CH. JAN-SHAR'S MOON STRUCK

AM. CH. JAN-SHAR'S PRETTY AS A PICTURE

AM. CH. JAN-SHAR'S PRETTY WOMAN

AM. CH. JAN-SHAR'S AMAZING GRACE

AM. CH. JAN-SHAR'S SKY HIGH

AND MAJORITY OF THE JAN-SHAR DOGS THAT WILL BE JOINING CANTON KENNEL. THANK YOU SHARON HAN-

SON FOR ENTRUSTING US WITH THE MAJORITY OF YOUR DOGS. WE ALSO THANK JERRIE FREIA FOR LETTING US HAVE AM. CH. JANESA STAR DUSTER (CH. BEV-NOR'S TOASTED FUDGE X CH. JANESA GLEN IRIS STAR STRUCK).

THESE DOGS JOIN US WHERE OUR FOUNDATION IS BASED ON CRUFT'S WINNER, ENG. CH. DERRONILL'S MAXAMILLION.

AT CANTON, RESIDE THE LAST TWO ENG. CH. DERRONILL'S MAXAMILLION SONS:

BISA PH CH. HADLEIGH MIGHTY STAR (Eng. Ch. Derronill's Maxamillion x Nordic Ch. Hadleigh Maystar;

DERRONILL'S DEAR

HEART (repeat breeding of Eng. Ch. Derronill's Heart Throb who is by Eng. Ch. Maxamillion x Paddockwood Domino. Domino's litter sister produced 1989 top-winning Pom, ENG. CH. PADDOCKWOOD PRETTY RISKY. Domino's brother, PADDOCKWOOD HUCKLBERRY was England's

CRUFTS WINNER, ENGLISH CHAMPION

DERRONILL'S MAXAMILLION

SKY. Domino's brother, PADDOCK-

...AND ENG. CH. DERRONILL'S MAXAMILLION GRANDSON...

PH CH DERRONILL'S BILLIONAIRE (Eng. Ch. Derronill's Maxamillion son Eng. Ch. Derronill's Millionaire x Paddockwood Domino).

BASILIO G. YAP
Pasay Central P.O. Box 453
Pasay City 1399
Philippines
Tel # (632) 828-0587 (6-7 No. 1632) 827-8571

top stud, producing ENG. CH. SABLEWAYS SILVER LINING and Crufts winner ENG. CH. SILVER STATESMAN.

Pi Pi Tel

Tel # (632) 828-0587 (6-7 New York time) (632) 827-8571



Did you know... Sharon Masnick

id you know... That false pregnancy is a common problem faced by serious breeders?

False pregnancy comes on about eight weeks after the start of estrus, when progesterone levels drop. The female may have all the physical signs of pregnancy such as enlarged abdomen, enlarged breasts and a milky fluid from the nipples.

The bitch will probably act like she's pregnant by making a nest, being loving or aggressive, and gathering toys to mother. "Morning sickness" may also occur as well as an increase in food intake.

The cause of false pregnancy is progesterone. Progesterone is necessary to maintain a pregnancy and until the level of the hormone decreases the dog will look and act like she is pregnant. There seems to be a greater frequency of false pregnancy in bitches who have been bred.

A complication associated with false pregnancy is mastitis. Repeated false pregnancies could indicate a more serious problem such as ovarian cyst.

False pregnancy can be controlled by use of drugs and hormones. A permanent solution is to spay the female, if she is not needed in a breeding program.

It is best to seek the advice of your veterinarian.

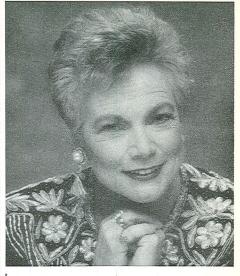
id you know... That besides a crate there is a safe way for your puppy to ride in the car?

Your pooch will sit in a plastic basket, just high enough to see out the window but not be free to move around. The basket is supported by two adjustable front legs and a shoulder-type harness fits over the back of the seat for rear support.

The unit has legs which go over the seat back and hold it firmly in place. To protect your pet from sudden stops, a safety harness attaches to two straps on the blanket. A washable carpet provides a slip proof bottom and provides a cushion support.

The dimensions are 14 1/2" long, 9" wide and 6 1/2" high. It will fit bucket bucket or standard seats.

This car seat for dogs costs



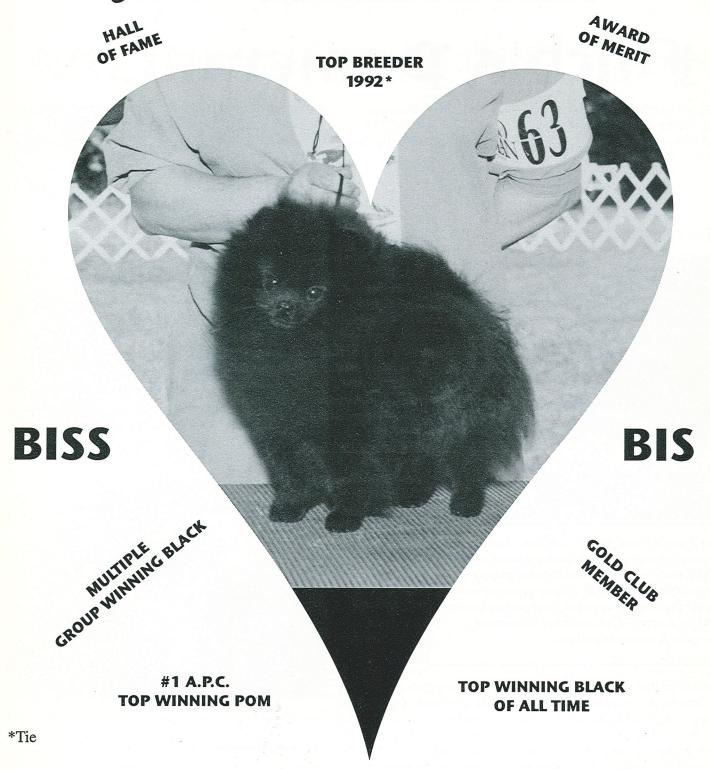
around \$40.00 plus shipping. For ordering information, write: **Pooch Perch Corporation** P.O. Box 2615 Boca Raton, FL 33427



Happy traveling with your pet! Sharon Masnick HCR 65 Box 745 Huger, SC 29450 803-928-3511

THE POM READER / JUNE 1993

Congratulations, Mom!!!



Ch. Finch's He Walks On Water

Love, Travis & Jackie

Knock, Knock! Who's There?

THE POM READER VISITS

Kinch's Pomeranians

urrounded by swaying cornfields and sweeping bluegrass acreage, the house fits serenely into the Iowa country landscape. Looks can be deceiving, however; it is a very active place. It is the home of the Finch Pomeranians.

Diane Finch, owner and breeder,

the family became involved with POA ponies. But it was her own involvement in horse shows that prompted her to become involved in dog shows.

In 1979, Diane

showed a 14-hand dark bay mare as a finalist in the 79 Quarter Horse World Championship and a 16-hand dark bay stallion to many allaround titles. When she replaced the placid, 'push-button" stallion with a new trainee, her heart stayed with the other horse and she couldn't "get

The Pom's front yard - terraces had to be "puppy proofed" with lattice board as well as the deck - one show prospect puppy jumped from the deck to the grassy area 3 weeks before he won his first points and a Best of Breed! The walkout basement opens to a whelping area.

has always had a tremendous love of animals. As a child, she never owned a doll, just pets, and her free time was spent showing Holstein cattle. In later years, Diane became involved in quarter horses and she bred, showed, and trained her own for 25 years, concentrating on halter (conformation), English and Western performance. As her children grew, their mother's love of animals was passed on to them and

the new horse. It was then she made the decision to devote full "spare"

time to the Poms so they could have their chance in the show ring. (By this time, she had had her fill of the show circuit *travel*, and decided if the Poms were to be actively campaigned, she would have to find handlers for them.)



Diane
Finch with an armful of the Finch Poms
(Photo by Sharon Rood, The Tri-County Times)

Diane originally became

fascinated with the Pomeranian breed by a houseful of Poms that lived across from her high school. Curiousity aroused, Diane did her research; when the <u>AKC</u> <u>Complete Dog Book</u> described the breeds' characteristics, she was cer-

tain the Pom was for her. Their personality perfectly matched her lifestyle: happy, energetic.

Diane purchased her first Pomeranian in 1962, an orange female "with a cute face but little else." She then searched for a female that more closely resembled the Champions she had seen. Even back then, she was faced with the tough choice between orange and black. The orange bitch puppy had a black sister which she really preferred, but she reasoned that the black would probably be too tiny so she chose the orange. She never could forget the black, however, and was lucky enough to acquire her a couple of years later (she really hadn't turned out too small). The littermates had 19 Champions in their pedigree, going back to English champions through their sire, VanHoozer's Happy Go Lucky. These two females became the foundation for the Finch Pomeranian breeding program.

Diane began her breeding career 31 years ago and the person who indirectly got her started was

Velva VanHoozer. Seeing Velva's International Champions established Diane's goal she wanted Poms that looked like that and she wanted some in black!

When she first got started, Diane most admired the Aristic Poms because she thought they had the prettiest faces, great coats, and overall balance. Of special note were two males of the time; Moor's Red Sparkle (sired by VanHoozer's Happy Go Lucky) and Ch. Corn's Duke Dragonfly. She linebred back to those VanHoozer males and Int. Ch. VanHoozer's Lucky Dandy Kitch. (Still

today, Diane is linebreeding back to Ch. Corn's Duke Dragonfly through daughters of two of her males, Ch. Tim Sue's Moon Rocket and Chesai Touch of Magic.)

Pedigrees are important to Diane from the standpoint of knowing what certain bloodlines possess or lack. She primarily chooses

breeding pairs as individuals, and | Pom linebreeding exhibitand outcrossing play a big part in the

A typical Finch puppy, ing the typiness and

pretty face for which the program strives

important to her. Diane breeds for typiness and cute

Finch program. All-around soundness, balance, movement, correct legs, structure and attitude are very little faces.

With regard to the breeding of blacks, Diane has a theory which

seems to be proving correct: she rarely breeds a black to a black, she breeds good quality blacks to reds and oranges. Her intention is to breed quality into the "other" colored Poms, not just to keep a color "pure." Diane still gets jet black Poms; her breeding practice does not "discolor" the blacks or the oranges.

Walking into the show ring with a Pom was "a piece of cake" compared to showing a 1200-pound, hightestosterone stallion, Diane felt. However, all the years of traveling the horse show circuit had taken their toll; Diane opted to send the Poms with trusted professional handlers.

Anna LaFortune finished Diane's first, Ch. Finch's Wee Heart Andy Gibb. He in turn sired Ch. Finch's Raydeeo Dee Jay. (Diane's



Diane in American All-Around competition, 1987

FINCH'S FIRE FEED JAKE



Look for Jake at upcoming shows with his new friend, Nancy Burnette. Thank you, Diane Finch, for letting Jake be a part of our family.

Breeder/Co-Owner Diane L. Finch Rural Route 1 Kelley, IA 50134 (515) 769-2444 Handler Nancy Burnette (501) 988-2532 Co-Owner
Sandra L. Smail
R.R. 3, Box 115
Maryville, MO 64468
(816) 937-2765

CONGRATULATIONS TO DIANE FINCH ON YOUR BREEDER VISIT

BIG CONGRATULATIONS TO DIANE AND TO JUANITA FIDDICK

ON THEIR BREEDER OF THE YEAR AWARDS FROM THE AMERICAN POMERANIAN CLUB FOR 1992!

You both have been a big help to me and also dear friends. I wish you continued success!

ROBERTA GLASER GRUNDY CENTER, IOWA

ILLINI POMERANIANS

sends congratulations and best wishes to

DIANE FINCH

1992 APC BREEDER OF THE YEAR

Thanks for all your help, encouragement, and my new show girl...

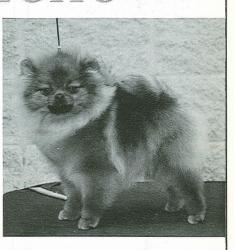
"ECHO"

FINCH'S
JUST A
LITTLE LOVE
Ch
Apolloette

Wildfire x Finch's

Be A

Sparkling Star



Your dedication to the breed is obvious...

CATHY ANDERSON

ILLINI POMERANIANS • 815-397-2463

Rhea-Na Poms

Deepest sympathy from Barb & Steve Nagy & all our "Toasty" kin to our good friends Bev & Bill Norris on your great loss. There will never be another "Toasty."

Congratulations to Diane Finch on your kennel visit! Look for Finch's Ima Awesome Traveler with Jackie Rayner. Good luck to our good friends Terry Morrow, Fred & Linda Lewis and Donna Lynn Wright, with Rhea-Na puppies.

THE NAGYS

713 Marlboro Road Stephens City, VA 22655 703-869-3749

Like Father...



BIS, BISS CH. FINCH'S HE WALKS ON WATER "TRAVIS"

Like Son...



Like Grandson...

A SON OF **FINCH'S DESIGN BY TRAVIS** "TAR"

FINCH'S DESIGN BY TRAVIS - "DESI"

A heartfelt "Thank You" to breeder Diane Finch for letting this beautiful, warm-natured Travis-son become a part of our family. Desi is a proven producer, throwing true-to-type with short backs, beautiful faces, small ears, big coats and outgoing temperaments. Currently being shown on the East Coast by Jackie Rayner, he is at stud to approved bitches.

Handler

Inquiries Welcome

JACKIE RAYNER (609) 890-2624"

(816) 582-3309

KELLY BEGLEY

RT. 4, BOX 438, MARYVILLE, MO 64468



OWNER **DEANNA FRENCH 2220 P. STREET, BEDFORD, IN 47421**

KEISMA

FINCH'S A CLASSIC CREATION

JUDGE: **MARGARET MATERNA**

"KEISHA" HAS 8 POINTS INCLUDING A MAJOR (PHOTO) AS A PUPPY - WATCH **FOR HER THIS SUMMER!**

KEISHA AND HER OWNER SEND BEST **WISHES TO DIANE FINCH AND THE** FINCH'S POMERANIANS.

HANDLER JIM LEHMAN SWANTON, OHIO · 419-825-3366

Breeder Referral Service

BY SHARON IRONS STREMPSKI

Serving your Club while Educating the Public

I think everyone active in purebred dogs should be involved with an all-breed kennel club. It gives you a much broader perspective on dogs than a breed specialty club can offer.

In order to put on shows, an allbreed club has a menu of activities from the AKC, several of which must be fulfilled. My Club has a match show, breed and obedience classes, an educational program for two days at the local mall and a breeder referral service.

Of all our activities the breeder

referral service is the most important. I know people would think of it as a way to sell puppies for club members. Actually, that's only a small portion of what the service does. More time is spent educating the public.

It takes a special person or persons to run this service effectively. Answerers need to be knowledgeable about dogs, patient and pleasant even at times when they'd like to wail the living daylights out of some jerk (more on that as I go on!).

A telephone person needs to be prepared for the types of calls

received. I must admit that I was originally selected as a telephone person because I was chatty, available and set high ethical standards for myself (i.e., I wouldn't try to sell my own dogs). I learned quite a bit as I fielded calls and my ever-increasing dog library served as a valuable resource. By trial and error I've developed a standard line of response for all the many questions I hear.

My favorite is, "I wanna get The Pom Reader / June 1993

my dog studded." It's difficult to stifle a laugh to this one. Usually well-meaning individuals think their dog "needs" a sex life or feel their precious dog is so wonderful that he should be out siring more like him. I try to determine their motives with gentle questions. Often the sex life bit



comes from the dog's tendency to ride a leg. I suggest how to correct the habit, recommend neutering and reassure the person that the dog can live a wonderful life without sex. The proud owner of the most perfect dog in the world is a bit more difficult. Most of them can be discouraged with tales of stud dogs marking in the house, becoming aggressive toward other dogs, or wandering. I love to tell the story of my husband's

childhood pet who was accidentally let out by the meter man and discovered sex at 4½ years of age. After that he dug himself out every time a bitch in season was within range. It got so bad that the local police recognized him and brought him home in a police car. That's usually enough! For

the more persistent ones I dig out my copy of MEDICAL AND GENETIC ASPECTS OF PUREBRED DOGS and rattle off a list of defects and ask if the dog has been checked for these since no one wants to breed to that. If all else fails I'll refer them to a breeder to evaluate their dog, explaining that people only want to breed to champions and if the dog is good enough it should be shown.

With the "studded dog" goes the people who want to breed their bitch. They want a puppy just like their "Lady." I explain that

their dog is a unique individual and even with the best breeding they may never get one as wonderful as "Lady." I throw in the genetics routine before I hit them with the bombshell that breeding risks the dog's life. Once they realize that there's always a possibility, not matter how remote, that their dear "Lady" could die, I find they suddenly lose interest in breeding their household pet.

Breeder referral continued...

Sometimes I get calls from people with puppies to sell. They expect me to send buyers to them. When I tell them that they have to be a member of the kennel club and the process takes several months they get a bit upset. Usually they call because they have 8 to 10-week-old puppies that aren't selling and panic has set in. I suggest different places to advertise, recommending getting help from the owner of the stud and if all else fails, placing them with the Northshore Animal League (a no-kill shelter). I try to throw in a pitch for spaying the bitch if they seem receptive.

Occasionally I receive calls checking out a breeder. Not everyone active in dogs belongs to an all-breed club. I try to give potential buyers a list of things to check for to help evaluate the nonmember breeder. Recently I had a call from a lady who said the breeder told her that she was a member of the kennel club. The puppy that she had for sale was four weeks old and it had a runny eye. My caller wanted to know my opinion. I have a responsibility not to leave the kennel club open for a lawsuit but I also have a responsibility to the public. I checked my directories (our club participates in two other breeder referral services which encompass several clubs) and didn't find this woman's name (no surprise to me!). I mentioned that the state law requires puppies to be eight weeks old to be sold and it would be wise if the puppy's eye were checked by a veterinarian prior to sale. It was just enough information to make the buyer decide that she didn't want a dog from the that particular breeder.

People want me to recommend breeds for them. I try to get them to borrow a dog book from the library and sit down and see which ones appeal to them. I ask them how much time they have for grooming and training and what size dog do they want. If people fall for heavily-coated breeds I also tell them that those beautiful coats require daily grooming. Some people want nonshedding dogs but are shocked to learn that they can mat if not combed and brushed regularly.

Every so often I get the jerk who wants a "mean" dog. I patiently explain a "mean" dog can

The hardest calls are from people whose dogs have died. They've had their pet 11 to 15 years and had to have it "put to sleep." They call to inquire about getting a new dog but mostly they want to talk about their pet and need someone to tell them they made the right choice. I spend time listening and encouraging the caller to share special memories. It helps to make them feel hetter.

turn on its owner; I tell them it's like giving a two-year-old a fully-loaded gun to play with; as it turns out, many just want a dog that will intimidate strangers since they're on the road a lot and want a dog that will be protection for the wife and children. I try to

steer them toward breeds that are protective by nature and recommend obedience training. I comment on how small dogs can be just as effective by their barking. Goodness knows, my UPS man stays on his side of the fence when mine are out and they've only barked at him!

The hardest calls are from people whose dogs have died. They've had their pet 11 to 15 years and had to have it "put to sleep." They call to inquire about getting a new dog but mostly they want to talk about their pet and need someone to tell them they made the right choice. I spend time listening and encouraging the caller to share special memories. It helps to make them feel better.

The calls that make me livid are from those people whose dog was just killed by a car. The usual story I hear is "We just let him out and he always stayed around the house." When I question the person further it turns out every single time that the dog was blocks - if not a mile - from home! "Dogs are dumb," I say, "They can't judge traffic speed and they're inclined to wander off to investigate things." I tell them they shouldn't get another dog until they've fenced in an area for their pet. They don't get any sympathy from me. I try to be polite yet at the same time make it clear they're responsible for their pet's death.

Of course, there are the calls from people who can't afford much for a dog and some who don't want to spend "a lot" of money for a pet. I always recommend local animal welfare groups as well as breed club rescue services. There are dogs out there in need and I'm not above promoting them over breeders' puppies if the situation warrants.

If your kennel club offers a breeder referral service, consider helping out. It's a great opportunity to serve your club and educate the average person about purebred dogs.

YAKIMA VALLEY KENNEL **CLUB**

BEST OF BREED

ENTRY: 21 **POMS**

THANK YOU **JUDGE CYRIL** BERNFELD



JJ's Lemurian Crystal
CH. PEDRON'S DRAGON THE CONQUEROR ex CH. ALEXSAND'S GOLDEN WISP
We are very proud of our homebred girl!

• Our condolences to Bev & Bill Norris on the loss of Ch. Bev-Nor's Toasted Fudge •

Breeder-Owner J.J. POMS JULIE JAVERNICK (505) 824-0434

WE FEED AND RECOMMEND SCIENCE DIET

Loved & Handled by **INGRIDA GASAWAY** AIJA POMERANIANS (206) 843-1543

Joshua!



IS BACK!

This richly-colored black & tan son of CH. BEV-NOR'S TOASTED FUDGE ROMX is almost recovered from his 1 year shed and is out to show what black & tan can do!

Nola's Joshua Fudge WATCH FOR HIM!

Owner: RAY MOONEY RAINTREE (206) 837-3681

WE FEED
AND RECOMMEND
SCIENCE DIET

Lovingly Cared For and Handled By INGRIDA GASAWAY AIJA POMERANIANS (206) 843-1543 REMIND ME AGAIN WHY
I'M OUT HERE.

WHY I'M DRIVING BETWEEN
NOWHERE AND NOTHING,
HEADING FOR SOMEPLACE
I'VE NEVER BEEN? AND WHY,
AFTER TWO CLUSTERS,
THREE WEEKS, COUNTLESS
MYSTERY BURGERS AND A
FEW TIME ZONES, I STILL
LOVE IT?

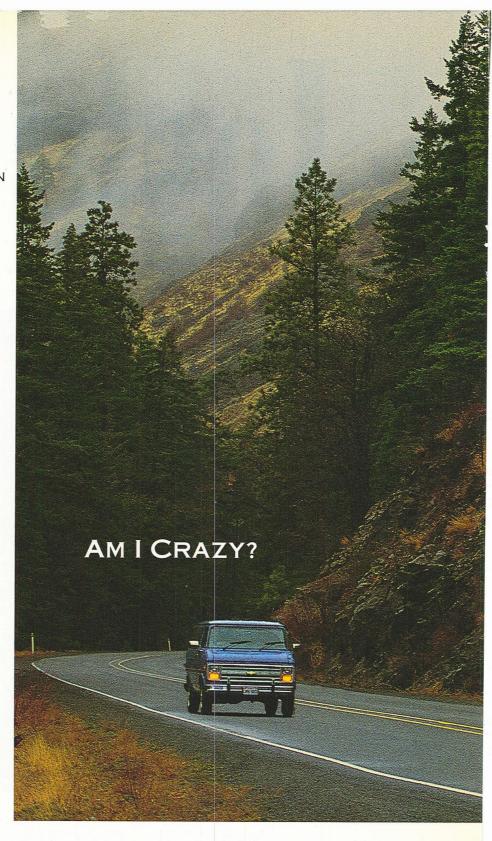
I KNOW IT'S CRAZY.

BUT LAST YEAR I STARTED

WINNING A FEW. AND IT FELT

REAL GOOD.

SO THIS YEAR, I'M GOING
A STEP FURTHER, A MILE
LONGER. I'M GIVING MYSELF
AND MY DOGS EVERY
OPPORTUNITY TO WIN AND
TAKING ADVANTAGE OF EVERY
OFFER TO HELP.

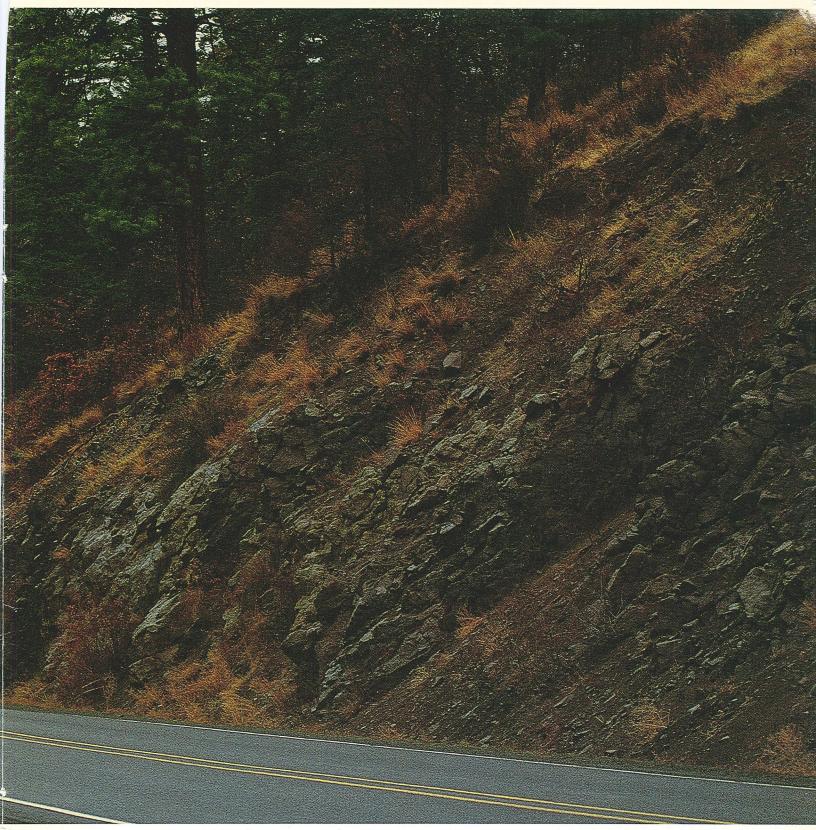


Today's Breeder™Association.
We're Here To Help You Succeed.



If you maintain three or more dogs or breed your dog at least once a year, Purina invites you to enjoy all the benefits of membership in Today's Breeder Association:

Puppy Starter Kits—Designed with the needs of your puppy's new owner in mind, each Puppy Starter Kit contains a Certificate of Pedigree, a booklet on feeding, training and proper veterinary care. Plus sample bags for you to fill with a first day's supply of Purina® Puppy Chow® or Pro Plan® Growth Formula puppy foods.





Today's Breeder Magazine—A publication created especially for breeders. Every issue offers information on the health and nutrition of your dogs as well as breeder perspectives on such areas as grooming, handling, stress and gestation. Plus

breeder profiles and kennel tips.

<u>Pro Club Rebates</u>—As a member you can earn rebates of up to \$4 per bag on Purina® or Pro Plan® brand dog foods

by saving and sending in weight circles from each bag. You'll receive Pro Club





rebate checks good towards your next purchase of Purina or Pro Plan dog foods.

your application, simply call <u>1-800-851-3148.</u>



IN LOVING MEMORY

CH. BEV-NOR'S TOASTED FUDGE

"TOASTY"



OASTY" is pictured above taking a Best in Show at 9 months of age. This was always my favorite photo. Toasty also acquired all the titles the American Pomeranian Club had to offer, Hall of Fame, Gold Club, Register of Merit Excellence. Toasty also had a fabulous show record of 24 Bests in Show and 5 Specialty Bests in Show to make him 1981's #1 Pom, #6 Toy; 1982's #1 Pom, #5 Toy; in 1983 he was only shown for 3 1/2 months, yet he was still #1 Pom and #7 Toy. He was also the winner of the first Purina Invitational Tournament of Champions held in THE POM READER / JUNE 1993

Chicago and was a finalist (top seven). Toasty's major contribution, however, was as a pro-

was as a producer. (See list of

Champions this issue.) He was the sire

of 27 Champions to date with sev-

eral more

nearing their titles...and we didn't even start using him at stud until he retired from the show ring. As you can see, he was a very special dog. Toasty was everything a breeder could hope for; besides having the

by

breeder-owner Beverly Norris

produced Best in Show, Group and

creden-

from a

career he

show

tials

Specialty winners and after he returned home he became one heck of a pet and my good buddy (that was my call name for him). After Toasty retired he became a won-



Toasty's most avid admirer through all these years was Charlotte Creed (SOUTHLAND), whose breeding program was based on him.

Toasty's dad "Fudge" produced 40 Champions. His son, Ch. Southland's Toasted Fudge (top producer 1988) produced 25 Champions; another son, Ch. Bev-Nor's Statesman, was awarded Top Producing Stud Dog by the APC in 1992 - this was quite a shock to me as the award came 1-1/2 years after his death on 9-6-91. He was the sire of 21 Champions. His loss was hard but he left a legacy in his champion offspring and promising pups. We were also honored to have his daughter, Ch.

Bev-Nor's; Tan-Ya's Crissy, win Best of Breed at the New York APC Specialty. Every time I think I've experienced it all in the dog world...they surprise me with something new.

Toasty had not been real well for the last year; he had his good days and his bad days - but thankfully the good days outweighed the bad. As much as he loved to be with the girls, the last month-and-a-half we had to move him upstairs to be away from them, as when one would come in season he would get so upset. He became the kitchen mouse, eating people food, watching TV and greeting me each morning with a bark and kicking his feet to say, "What's up today,

Toasty will be deeply missed here. He now sleeps peacefully, in our little graveyard, surrounded by a white picket fence, with his father and his son. He may be gone but his sons, grandsons, daughters and granddaughters are producing Best in Show and Specialty-winning Poms to carry on for him. We were honored to be the breederowners and caretakers of the one

CH. BEV-NOR'S TOASTED FUDGE

and only...

Gone, but never forgotten.

Beverly & Bill Norris Bev-Nor Poms 7747 Meadow Road Pasadena, MD 21122

PREMIER ISSUE AUGUST 1993 SHOWS GIFT WHERE YOU FIND THE FANCY'S FINEST

DEADLINE: JUNE 21st, 1993 Publication Date: July 15, 1993

Presenting the ShowSight team...

ames P.
Taylor,
ShowSight's
advertising
director. James'
unique background in dogs
includes being
the advertising
director at
KENNEL
REVIEW
MAGAZINE for six

MAGAZINE for six years, as well as being both the advertising director and gossip columnist at THE CANINE CHRONI-CLE for the past 2 1/2. This talented young man is finally getting the recognition he so richly deserves. Do not hesitate to call James for...

ADVERTISING
CUSTOMTAYLORED
TO YOUR
NEEDS

404-953-1940

uane Doll,
ShowSight's
Publisher and
Business
Manager.
Duane's 30
years as an
owner-breederexhibitor tell
you he understands your
desire for only
the best for your dog.

the best for your dog, and his background as operations manager for a large chain of men's clothing stores assures you customer satisfaction, reasonable rates and superior quality. Duane has been publishing monthly purebred dog publications for 10 years.

IMPECCABLE QUALITY

> GREAT RATES

oe McGinnis
Jr.,
ShowSight's
editor and art
director. Joe is
a multiple allbreed Best in
Show ownerhandler whose
20 years in the
ring made him

acutely aware of the needs of his fellow fanciers. His loyalty to the sport guarantees quality editorial content and his professional background as an entertainer promises he will provide all the glitz and glamour you demand in your highprofile ads. Joe's stellar lineup of writers will leave you calling for more. Joe has ten years' experience as editor/art director of purebred dog publications.

FASCINATING READING DYNAMITE

AD DESIGN

oll-McGinnis
Publications,
ShowSight's
proud parent
organization.
D-McG has
been publishing gorgeous
dog magazines
on a monthly
basis for ten

years. D-McG's recent transition to the latest high-tech equipment and its new staff of experts guarantees your satisfaction. The timing is perfect for the company's entry into the field of all-breed publications.

DOLL-MCGINNIS PUBLICATIONS

A DECADE
OF SUPERIOR
DOG MAGAZINES

8848 BEVERLY HILLS LAKELAND, FL 33809-1604

TEL: 813-858-3839 FAX: 813-853-DMCG

PREMIER ISSUE AUGUST 1993 SHOW SHOW FIND THE FANCY'S FINEST

WERE BURNING TO BE THE BEST ALL-BREED MAGAZINE

UPCOMING SPECIAL ISSUES AND DATES

ISSUE
AUGUST '93
SEPTEMBER '93
OCTOBER '93
NOVEMBER '93
DECEMBER '93
FEBRUARY '94
MARCH '94
APRIL '94
MAY '94
JUNE '94
JULY '94

SPECIAL SECTIONS
PREMIER ISSUE
WORKING BREEDS
TERRIER BREEDS
OWNER-HANDLERS
HANDLERS/ANNUAL
WESTMINSTER PREVIEW
SPORTING BREEDS
HOUND BREEDS
TOY BREEDS
NON-SPORTING BREEDS
HERDING BREEDS

DEADLINE
JUNE 15
JULY 15
AUGUST 15
SEPTEMBER 15
OCTOBER 15
DECEMBER 15
JANUARY 15
FEBRUARY 15
MARCH 15
APRIL 15
MAY 15

PUBLICATION DATE
JULY 15
AUGUST 15
SEPTEMBER 15
OCTOBER 15
DECEMBER 1
JANUARY 15
FEBRUARY 15
MARCH 15
APRIL 15
MAY 15
JUNE 15

Advertising information:

Call James P. Taylor 404-953-1940

11

ISSUES

PER

YEAR

\$90

FIRST

CLASS

POSTAGE

\$60

REGULAR

POSTAGE

PRPLAYMATES

Submit your cute photo for our popular Playmates
Department! Any clear photo will do, color, black & white, Polaroid or regular film. Mail to:

8848 BEVERLY HILLS LAKELAND, FL 33809-1604

PR PLAYMATES



"There's nothing like a dip on a hot summer's day!"
Rusty, courtesy Janet Sankey, Tyrone, Pennsylvania



"NOW let those little suckers try to get at me!"
Mitzi Baker & family, courtesy
Verna Baker, Roaring Spring, PA

Don't forget
our Playmate
of the Year
Contest!
\$100.00 First Place
\$50.00 Runner Up

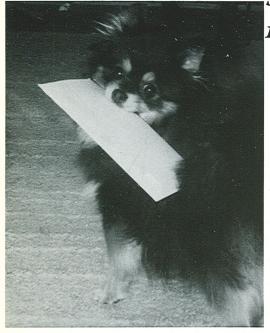
Send your Playmates today!

PRPLAYMATES

JUNE 1993

Submit your cute photo for our popular Playmates

Department! Any clear photo will do, color, black &



"An Invitation's here for you..."



"What we won't do to look pretty for a party!"

Don't forget
our Playmate
of the Year
Contest!

\$100.00

First Place

\$50.00

Runner Up

Send your

Playmate

Today!

Playmates on this page courtesy Susan Lucatorto, Floral Park, NY



"I'm finally ready - Let's boogie!"



"I always dread the morning after!"

THE POM READER / JUNE 1993

Lesa Rennels Proudly Introduces... LACHERI'S CAROLINA JASMINE

SIRE: CH. GREAT ELMS TIMMY TIMSTOPPER

DAM: LA CHERIE'S HAPPY DAZE

LUMBERTON KENNEL CLUB WINNERS BITCH BEST OF OPPOSITE SEX

3 POINT Major



THANK YOU ED & DOT MARTIN
FOR THE PRIVILEGE OF HAVING MISS JASMINE IN OUR LIVES
SHE IS VERY SPECIAL TO US.

LESA KENNELS - SARAH NORRID, OWNER

THE POM READER 8848 BEVERLY HILLS LAKELAND, FL 33809-1604 PR 2/94 LIVING WATER POMERANIANS 8182 WHITE RD BOX 11 PHELAN CA 92371 USA 3

News Publication - Do Not Delay - Address Correction Requested

BULK RATE U.S. POSTAGE PAID

PERMIT #395 LAKELAND FL