

59/13.

DOGS BOOST EXPORT DRIVE.

Dogs for dollars and deutschmarks - yes, our not-so-dumb friends are a big export item. Mrs. Dexter from Connecticut is one of many foreign buyers studying form at the recent Cruft's dog show in London. America bought over 2,000 British dogs last year. And there's been a big increase in the German market. Here's a party of German buyers.

Rating seventh on the export pop list are the Royal favourites, Pembrokeshire corgis. These kennels at Ottershaw, owned by Mrs. Butler, do a rearing trade overseas. In case you're thinking of starting a business yourself, the top six are miniature poodles, pakes, toy poodles, cocker spaniels, Yorkshire terriers and alsations - but the corgis are only just behind the alsations, who are, after all, their first cousins. You didn't know that, did you? It's a fact, though.

£300,000 for pedigree dogs in one year, from America alone - that's quite a slice out of the dollar gap. But we can do with deutschmarks, too - and the German public's falling in a big way for our British breeds. For every three they bought in 1957, they bought four last year. There's only one snag - which might be overcome if the Kennel Club issued a dictionary with each pedigree.

It shouldn't happen to a Hund!