

CATS MAGAZINE AND THE CAT FANCY

by Raymond D. Smith



Graphic House

Why should one want to publish a magazine? In my own case I think that the biggest reward is the size of my address book. The fact that in it there are nearly 30,000 names and addresses of people I can call my friends. Not that we are necessarily always friendly—we have our differences from time to time—but on most things we understand and make allowances for each other, and that is the true basis for friendship.

CATS is the present representative of a long line of publications which have served the Cat Fancy since its very beginning. It's hard to say which came first, the Fancy or the magazines, but there was a national cat magazine—**The Cat Journal**—in existence in 1901—some years before the first of the national cat Associations was founded.

Since that date there has always been at least one cat magazine in America, and at times there have been as many as five. In 1912, the **Cat Courier** was founded by Elizabeth Brace of Rochester, and it continued until 1938 under her and her successor in 1918, Gertrude Taylor. No other cat magazine has approached its twenty-six-year life. Among more recent cat publications has been the **Cat Digest** founded by Dorothy Grubler of Circinnati in 1940. **All-Pets** carried a cat section from 1939 until its demise last year. **Meow**, a pocket-size publication, existed for a few issues in the middle fifties, **International Cat Fancy** is a beautiful and elaborate undertaking, which has published four issues in the past two years.

The world of cat journalism, thus has a long tradition of service to the Cat Fancy, and when he founded **CATS Magazine** in 1945, Charles A. Kenny was carrying on this tradition. It was he who with



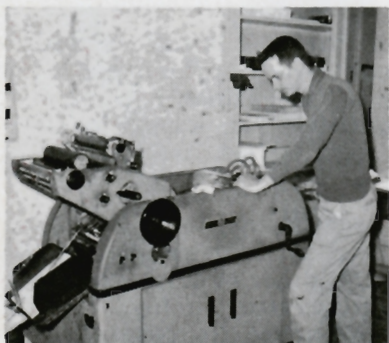
Ray and Nikki Shuttleworth at Washington office.



Ruth Copeland and Irene Nelan at Addressing Machine and Subscription files.



Mike Brim, Correspondence and Billing.



Copeland runs All American Certificates through his offset press.



Charles and Ruth Copeland operate Varitypers and Headliner, putting pages of CATS in type.



Editor Jean Laux surveys a day's accumulation of manuscripts at her office in Pittsburgh.



Jo Ann Nelan, Club Correspondence and Show Schedules.



Blanch Smith handles Blue Slip Processing in her office at home.

Rita Swenson devised the All-American cats which have played such a tremendous part in the development of the Fancy and the cat show world. It was he, too, who created National Cat Week which gained such favorable publicity for all cats during the 1950's under the direction of its president, the late Guy Bogart.

Nevertheless, when by 1951 CATS' circulation had failed to climb above the 2,000 mark, Mr. Kenny made the decision to concentrate on his other business interests and turned CATS over to a frustrated ex-newspaper man who had just spent seventeen years with Esso Standard Oil (now Humble) in New York, and whose only previous connection with the magazine was that he had written a review of **Bell, Book and Candle** for CATS in February 1951.

What happened to bring about CATS Magazine's growth from that unpromising beginning to a circulation of 30,000? Only one thing that I can recognize: that a mutuality of trust and respect each for the other somehow came into effect between the Cat Fancy and CATS Magazine and has existed ever since. So many individuals, clubs, and associations, have gone far out of their way to help us, that we would have been short-sighted indeed had we not contributed our full efforts toward the Cat Fancy.



Ida Jane Hillman and her assistant, Marilyn D'Agostino, work on A-A Scoring in Ida Jane's study while their two dogs(!) look on.

At Washington, the two Copeland and two Nelan youngsters pose in the storage playroom.



Needless to say, the results have been spectacularly successful for all of us in the cat world, and from every indication, cats and cat people have even more spectacular years ahead of them.

About **CATS Magazine** today. We've included a few photos so you may see who we are, where we work, and what we do. Since 1949 we have had an office at 4 Smithfield Street in Pittsburgh, and that still remains as the editorial and subscription office under the guidance of editor Jean Laux. All other operations are in a century-old brick farm house five miles from Washington, Pennsylvania; all operations, that is, except for All-American scoring which has recently been moved to the home of Ida Jane Hillman, the All-American scorer.

Only the actual printing, binding, and mailing of **CATS** is done elsewhere—at Lincoln, Nebraska, by the Nebraska Farmer Company.

CATS Magazine sees its function to CFA and to the balance of the Cat Fancy as consisting of two separate duties. The first is to serve as a communication medium inside the Fancy. Our Show Calendar, Show Reports, Fanciers Forum and many of our articles and other features let you know what is going on from one end of the country to the other. But that is only part of our duty—perhaps the smallest part, as only about a third of our circulation goes to active members of the Fancy. The balance goes to individual cat owners, to veterinarians, and to libraries, and it is these copies which make us the Cat Fancy's "Apostle to the Gentiles". Through us, ordinary cat owners everywhere are learning about the Cat Fancy, and an amazingly large number of today's active members, first heard of the Fancy through **CATS**. It is because of this duality of function that you will find sometimes a divergence of editorial direction in **CATS Magazine**. Half of it we direct to you already in the Fancy; the other half to the pet owner and to the novice with the expectation of guiding them also into the Fancy.

Whatever the outcome of our present differences on All-American scoring and scheduling, the aims of the Cat Fanciers' Association and of **CATS Magazine** remain identical: that the purebred cat continue to grow in favor both as a pet in the home and as an object of beauty and pride at the shows. We will always work together with you for all of the cats and all of the humans in the Cat Fancy.