

A LOOK AT PET PRIDE — SINCE 1961

Celia Heriot

Life in any form is our perpetual responsibility. Its abuse degrades those who practice it. Its rightful usage is a signal token of genuine manhood. —S. Parker Cadman

Pet Pride's history began long ago it seems now, one Sunday afternoon, July 23rd, 1961. The first meeting of the Board of Directors of Pet Pride was held at our home in the Pacific Palisades, California. The meeting was invitational from the Co-Founders, Grace Over and I. There were 17 people present.

Previously — an idea was born — a humane Foundation devoted particularly to purebred cats, and other dependent animals. The idea, unique and unprecedented, came to one of the Founders when she, who had been in the Fancy but a comparatively short number of years, realized there was no way of knowing in the Fancy who could be trusted and who could not be counted on to sell a clean, healthy, purebred cat of pet or show quality. How could one be sure of the right kitten when buying one from long distance? How many Cat People can afford to travel long distances to shows, possibly to determine the health and potential of a certain kitten? Was it true that many catteries are unbelievably crowded with cats, confined in small cages twenty-four hours a day with no individual



Author Heriot, one of the founders



Analie Comstock
Executive Field Director

attention or space for exercise? Was this not cruel and inhumane? Why couldn't there be a Seal of Approval List of Fanciers published in Cats' Magazine as Analie Comstock had done in Cat World? Why not ask Analie if we could go on with her idea and use the terms she used — Seal of Approval and Standards Necessary for earning such approval. Why should not there be developed among people with this common interest a feeling of Unity of Purpose in regard to the future welfare of the cat? Why should not a prospective Cat Person have a great deal of help from Experienced Fanciers in obtaining the right cats and of entering the Fancy with all the knowledge necessary to be happy and successful in this fascinating hobby? Why should not this Foundation be universally helpful to all fanciers and lovers of Cats regardless of their affiliates, their special breeds, and their distances from each other?

As these ideas were being contemplated in the minds of the Founders over a period of time, Bess Morse, an outstanding cat person, lover of cats, and leader in the Cat Fancy, graciously gave her time to help develop a list of people to represent this Foundation on the Board of Governors. This group included writers, veterinarians, attorneys, financiers, and judges. Each had made outstanding contributions in his own way. January 15, 1961, Bess Morse wrote, "I do thank you for your letter. Though it has been twenty-five years since I put on my first C.F.A. Show, two things have increased with time — my appreciation of understanding friends, and my abiding love of cats. You may be sure I am looking forward to the talk with you and Grace for the same two reasons and thank you again."



Marge Lenox runs the Pet Pride Kitten Reference Program

were all written to; it was explained that they were not expected to pay fees, nor hold meetings. They simply approved the Ideals and Objectives of the Foundation and lent their names to give Status to the dearest of animals, The Cat. The late Dr. Boren was one of the first to reply, "March 18, 1961. Dear Celia: The objectives of your projected Foundation are heartily endorsed and have our best wishes. Permission is hereby granted to use my name as a patron as suggested. It is a privilege to sanction such a long needed 'gap' in the Fancy. Pet Pride, Inc. seems to be an outstanding choice of name for the organization. I am very sure Mrs. Boren (Carlton M.) would be interested in becoming a charter member. If I can be of any assistance please advise. Sincerely yours, Ralph C. Boren M.D.

From Mrs. John Bloem on "April 20, 1961. Your most interesting letter arrived after my departure for our annual in Miami, thus the delay in answering. My husband and I went early and stayed over a few days after the annual, and since my return, I have been swamped. I believe there is much that needs to be done to raise standards in many catteries and while I know no pet shops in the area handling cats, I know that is the case in other places, and conditions could be improved upon. You have my permission to use my name as President of C.F.A. and I wish you all the success in your endeavor. Sincerely, Mrs. John Bloem."

Blanche W. Smith on May 15, 1961 wrote "Thanks for your contribution to the National Cat Fund and for your encouragement. I want to wish you the best of success too



Mrs. John Bloem, president of CFA for 8 years is one of Pet Pride's early supporters.

with your Pet Pride organization whose objectives I thoroughly agree with. With best wishes, Blanche W. Smith."

A letter from Analie Comstock came July 26, 1961. "Dear Celia: Thank you for sending me a copy of the Minutes of Pet Pride's first meeting. Please continue to keep me informed. After reading this paper, all I can say in the way of general reaction is, that if you continue as you have begun — Pet Pride is bound to succeed. The Pledge is noble indeed. When those "ideal living conditions for cats" are finally realized, we in the Fancy will be able to hold up our heads with Pride. As for "encouraging a spirit of cooperation, helpfulness,



Blanche Smith, of Cats Magazine, CFA judge, was an early endorser.

loyalty and honor among members of the Cat Fancy" — this is a large order! But it can be done. And in my humble opinion, there is only one way to do it. We must make it impossible for the undesirables to operate — whether it be Pet Shop Cattery Owner, Breeder, or Exhibitor. Before closing, may I say that I wish I could join you in person. But let me assure you — if assurance you need after reading this letter — that I am with you wholehearted."

After our first talks with Bess Morse, we began thinking of what to call this Foundation with its many high purposes. It should not be a series of letters which would be confusing to add to the many already in the Fancy. One morning right over the telephone came the two short words — PET PRIDE. The voice was Grace Over's. The listener, Celia Heriot. That was it. And there it was for all time — Pet Pride. This is the name that will have the greatest effect on the welfare of all cats forever. It will do more for the Fancy which in turn will be the savior of all cats everywhere.

The first Board of Directors was finally chosen. They included supposedly people who took good care of their own cats and were interested in other people's cats with a firm desire to help all cats by promoting the Foundation. The Board was appointed by the Founders, who are still in the process of organizing and developing it along the ideas previously conceived in the minds of the Founders. After the Board was selected we developed the Constitution and the Policy or What We Believe.

We heard from Evelyn King on November 2, 1961. "Thank you so very much for your letter of November 1st. I am honored to be asked to endorse Pet Pride. It is something we have needed for some time. I am always interested in any way I can help improve the conditions of cats



David O'Hern, charter member of the Pet Pride Board of Directors

and help the novice owner and breeder. I didn't realize until I started judging how many people can care so little for their animals. It breaks my heart to handle some of the emaciated sick cats that have been shown. I always stick my neck out to speak to the owner of cats after the class has been shown to see if I can't help the animals.

I've found most of the time, it is not the novice who shows cats in poor condition, but the larger breeder who seems to be in the Fancy for the winning the cats can do and not for the love of cats. I am happy to be one of the endorsers. I shall be glad to help this worthwhile organization in any way I can. Sincerely yours, Evelyn King."



Patti O'Hern

Our first Pilot, number 1 we called it, was published in September 1962. It contained a quote from Our Cats. The English magazine (since discontinued) "Details have just reached me of a nice idea which is being developed with considerable success in America. Pet Pride is the title given to a non-profit humane foundation, organized for the benefit of pedigreed cats. It seeks to encourage breeders to provide better housing conditions and to promote higher standards of care and management. It will help novices to get a good start and promote an informative program on the care of cats generally. The Directors are a group of dedicated cat breeders who seek no personal status in the common cause. Any movement that fights ignorance, dirt, disease, and neglect has the good wishes of this magazine."

The new Pilot satisfied a felt need for better communications among Members who were now increasing in number as fast as it was possible to accept them. The first Pilot was a mimeographed sheet. It explained that the newsletter was for all members, Directors and Governors. In it were to be included ideas on diet, shows, care, health, wins, kittens, tips, prices, goings on at shows and catteries.

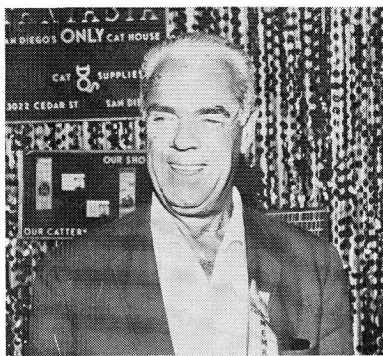
In June, 1962 the Policy or What We Believe was thought through, statement by statement, by one of the Founders and brought before the official meeting of the Board on July 15, 1962. It was unanimously approved. Members are expected to read over these statements occasionally and make its precepts a part of their everyday thinking or Cat Philosophy. A letter from Analie Comstock on August 4, 1962 expressed her thoughts on the Policy. "The Pet Pride Statement of Policy is excellent and one which you and I, and probably all current member of Pet Pride have been practicing right along. However, putting it in words



Geraldine Schwaderer, President

and down on paper is important since it crystalizes our thoughts and motives for the benefit of those who are inclined to be careless even though their intentions are good. And most of all, it will serve as an inspiration and valuable guide to a great many novice cat fanciers who otherwise might form bad habits and blunder into sad and expensive mistakes. The entire document is outstanding!"

The Board met frequently during the early years. Geraldine Schwaderer was elected President August 11, 1963 and I became Past President. Patti O'Hern, who has been Executive Secretary since the beginning was re-elected. Patti is presented by our organization as the Ideal Cat Owner. She has helped to answer the many hundreds of letters that come to us monthly. Patti approves and signs our monthly messages in Cats' Magazine. These have been running since 1961. Because of these messages in Cats' Magazine our Membership grows steadily and is widely scattered in these United States and other countries. There are twenty Members on the Board as there were when we started. Our first Seal of Approval ribbons were sent out in December 1963. Since then a new dated ribbon given to every member every year.



CFA Attorney Robert W. Winn, who has done a great deal for Pet Pride as an organization.

An interesting letter was received from Robert W. Winn on September 26, 1963 concerning Pet Pride. As always, Mr. Winn hit upon a problem that we have had to deal with and think we have solved. "Pet Pride has, of course, been known to me since its inception, and its purposes are beyond criticism. Such organization cannot but be beneficial not only to cats, but also to cat owners and cat lovers. Such an organization results also in intangible benefits as a result



Artist Joan Peeples in Pet Pride office with the beginning of our new Hall of Fame she is doing in oils.

of the more understanding and friendly interest which it generates on an international level. The only aspect of Pet Pride which has disturbed me is its Seal of Approval. I know how difficult it is to maintain daily standards and how quickly infectious problems can strike an area, and the continuing recommendation of a place to me represents dangers as where, a recommendation valid when made becomes no longer sound, without knowledge by the issuer of the Seal, and the Seal is then relied upon by

an innocent member of the purchasing public to his manifest detriment. Such a situation might rebound against the issuer of the Seal, and having put itself in the position of vulnerability by issuing

the Seal in the first place, the issuer would have no real defense."

We have found over the years that the true Pet Pride Member will alert his Field Director of any infectious problem or reason why his cattery is not up to standard. In the cases of some few others, we have regretfully dropped their Memberships, and refrained from sending them the new Seal of Approval.

Many Cat People who are interested in us are interested, naturally, in our financing and fund raising activities. During the first five years and until we were finally completely incorporated (February 1965) the financing came from the Founders and Directors themselves. This they were willing to do for the sake of Cats and the Foundation. By 1965, when we sent out our first Stamps, greater donations were forthcoming from interested friends and Members. In September 1966 we gave our first Pet Pride Benefit Show under the sponsorship of the Santa Monica Cat Club. This Club, organized for the purpose of promoting Cats in the Western area of Los Angeles, became so large and so popular and put on such a successful Show that it was able to make a substantial contribution to Pet Pride. Since 1961 to 1968 we have turned over (that is, spent) an estimated \$87,000. No salaries have been paid and there has been no overhead (except a small rental on a work room office during the last two years). The money has been spent on educational materials, cat charity to needy cats, neutering and spaying costs to veterinarians, and cat popularity promotion. We feel that the latter is important because if people don't love cats they will not give to improve their daily lives. The more people we can interest in Cats, people who can afford to keep them in a pleasant environment, the quicker will we be able to overcome the Seven Serious Sins.

At our 23rd Meeting of the Board of Directors on October 30, 1966 some new Members were voted on to serve on the Board. They were Lou Jean Nelson, Revelle Nelson, Will Thompson, Daphne Negus, Richard Negus, and Gene Mace. At that time also, I was given the title of Managing Director for an indefinite period (without salary). At some future time this office must be held by a capable Cat Person who (with an adequate salary) will devote full time to the affairs and business of the organization.

A Board of twenty people, all interested and dedicated as they are, can only give so much. They themselves are holding full time posi-



Dr. Revelle Nelson
First M.C. at Santa Monica
Pet Pride Benefit Show

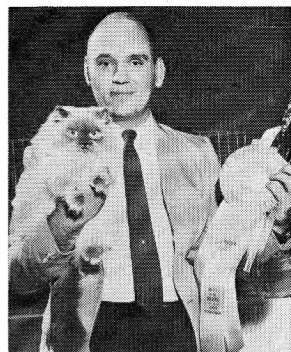


Lou Jean Nelson, Director of Awards

tions. The running of a large humane society is a full time job.

In January 1967 two new Statements were added to the Policy. The thinking that prompted these were discussed, and reflected in our writings some two years before. No. 25 "It should be understood by the layman that as Pet Pride Members of an internationally recognized cat charity we are deeply concerned with the welfare of ALL CATS, not only purebred Cats." At this time we dropped the slogan "and other dependent animals". This was only a natural development. We must concentrate on our Cats only. We do not have the resources or know enough about other animals to do very much for them. The forgotten animal needs all of our attention.

With the carrying on of our vast correspondence, many visitations, and much conversation we learned that SUFFERING CATS can easily fall into several well defined groups, such as (1) Cats At The Auction. Here pitiful groups of farm cats are gathered up and sold to "dealers". Many are sick, malnourished, frightened, dirty, and covered with parasites. They are stacked in unclean chicken crates and trucked off to various laboratories. They have no food, water, or litter tray and travel great distances in all kinds of weather. Nursing kittens are crowded in with adults. Many die on the way. Our tax money, given to the Department of Health, Education and Welfare, then turned over to the laboratories in grants, pay for these poor, sickly animals.



**Director Will Thompson
receives Second Best Cat
at the Santa Monica Show**



**Director Daphne Nequs elected
to Board 1966**

Then there are (2) Cats in Certain Laboratories. Notice we make no generalizations. These cats are suffering in their crowded, small cages with their metal open flooring. They suffer in repeated, unnecessary experiments (note electric shock experiment, Cleveland Amory, June 1968 Cosmopolitan). No anesthesia is used in some experiments. Little post operative care is given some. Because we grieve with our cats over the inhumane treatment given some cats in some laboratories, don't tell us we don't love mankind. We love mankind more than the person who may make such a statement. If we didn't we wouldn't try to make people feel for all living things, not just humans. The number of laboratory cats runs into millions. The number of registered cats during the last ten years is less than a quarter of one million.

Homeless Stray Cats (3) are with us year after year. They also can be numbered in the millions. The large humane societies put

them to sleep for us. This is costly and uses up much of their budget. None of them is doing much about the problem at its source — neutering and spaying. Many stray cats, the ones who have become half-wild and cannot be caught die of exposure, starvation, poison, or accident.



Dr. Clarence F. Wohlrahe is executive Field Director for Minn. has acted as guide and counselor on problems of care diet & health.

The millions of homeless stray cats are the progeny of the (4) Roaming Household Pets — un-neutered and un-spayed. These, of all cats, are the most vulnerable. They are picked up as lost cats and taken to a public shelter. From here they may be sent to the laboratory where they are most acceptable and manageable since they are pets, not half-wild. The kittens of the household pet are often abandoned by careless families. They then become the half-wild stray cats. The roaming household pet is often poisoned, killed in traffic, or attacked by other animals.

Sorry as we are to say it, there are (5) Cats in Certain Catteries who are suffering purebred cats. Here we find the exploiter of cats. There is no good reason for a cattery to have too many cats — more cats than an owner can afford to take care of properly — that is house, give a good diet to, keep clean, exercised, comfortable, with each cat getting his share of human companionship. The exploiters of cats know who they are and we do, too. Many are seeing the light and improving their cats' housing with walk-in cages, outside runs and more windows. Others are growing old and incapable of doing the hard labor necessary in taking care of the cats. We hope these cat owners will soon retire — better to put their cats to sleep than to let them live all their days in dark, small cages without the fun and comfort a normal cat should have. The more Pet Pride Members we have the fewer of these unpleasant catteries.



Dr. Mac and Lee Dunbar, dedicated cat people, serve as Pet Pride promoters.

By the time of the 25th meeting, July 2, 1967 we had established the plan for definite expansion by means of the Executive Field Director. Here we sought the dedicated Cat Person who understands and appreciates the whole picture of Cats — ALL CATS. This person should have the Humane Attitude, be familiar with The Fancy and its promotional aims and be a good companionable Pet Owner. We should be able to inspire Cat People to hold our aims and standards and help us seek the Benefactor of Cats, without whom we cannot function in the cause of Cats or rescue them from their various unwholesome situations. The second new statement No. 27, added to our Policy reads, "Our organization must rank alongside the largest

and most worthwhile of the humane societies in order to be truly effective in solving Cat Problems; therefore it is imperative that Members, when possible, acquaint and inform potential benefactors of our Cats' needs." We now August 11, 1968 have 38 Executive Field Directors of various States and Countries.

All are familiar names in the Cat Fancy. Sam Scheer of Florida was the first to be appointed. This was a definite tribute to the Siamese Cat, probably the most popular of the breeds in these United States. Many are officials, editors, or judges in our Cat world. Betty O'Brien, President of the largest Judges' Association in the world, has recently been appointed Executive Field Director of California. With the help of the Executive Field Directors Pet Pride can keep in close touch with Members, who should always be ready to show their Seal of Approval with pride.

Just last year, 1967, we established our Kitten Reference Bureau. Member Marge Lenox keeps a complete file of Members'



Vaughn Barber, Executive Field Director for Louisiana.

available kittens of all breeds and colors. This is an invaluable service to the prospective owner who wishes to own a good, healthy, purebred cat or who wishes to join the Cat Fancy and enter into its many fascinating activities.

We have looked but briefly at PET PRIDE since 1961. At our Board of Directors Meeting, the 26th, meeting on March 24, 1966 we mentioned that we have 10,000 Friends who do-

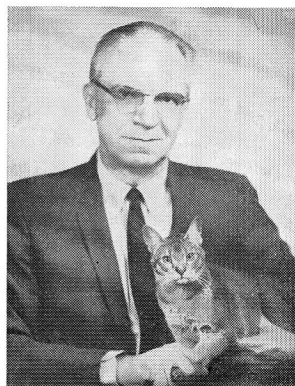


Betty O'Brien, Executive Field Director for California.

nate to our cause regularly and the number is growing rapidly. Donations in 1967 were \$20,836.63. Expenditures were \$17,368.42 in 1967. Starting with the first \$5.00 that Lillias Bloem handed me in December 1961 we have done well and are deeply grateful to all the people who so love their cats that they are willing to support us with en-



Richard Gebhardt, Exec. Field Director, N. J. (CFA President.)



Roy Smith, publisher of CATS Magazine and member of P.P.

thusiasm. Our big drive which took place in October 1968 with the introduction of our 50,000 mailings of colored Stamps with appropriate slogans, has put us well on the way to the accomplishments of the biggest reform and promotion of CATS that has ever taken place.



Betty and Leslie Smith of
International Cat Fancy.

In November 1968 it came to our attention that Cat Care Inc., a local cat shelter 18 years old in West Los Angeles was ready to merge with another humane society. Myrtle Ring, its guiding light and President Emeritus, was willing to share responsibilities for the running of the Shelter with our organization. The merging has been completed with the help of our attorney, Shelton Vidibor, and we are now ready to develop a model shelter for 100 homeless cats whom we hope will enjoy a real home with simulated home conditions.

1968 drew to a close and our total donation figure began to approach the goal we had been working for all year.

It was a figure including the value of the new property assets and individual donations from Clubs, Members and Friends. With this nucleus sum we can begin to think of unlimited promotion of the Cat. This will undoubtedly lead to the development of our first Pet Pride Park of twenty acres of land on which will be built a permanently set up Show Hall, Shelter, Clinic, Library, Museum and Education Center. Around the Park will develop a small Cat Town. Although this is in the future it is being thought about, plans being made and the necessary fund-raising activities projected. And it will be through the efforts of the organized Cat Fancy people who will bring this about. They must reach out the hand of friendship to the Pet Owner and the Humane Worker and encircle them in their group. They must be inspired with the great possibilities of unity of effort of all Cat People. Pet Pride as an organization, accepts the challenge and is ready both to lead and push Our Cats right up to Universal Acceptance.

OUR PROPOSED PET PRIDE PARK

Our proposed Pet Pride Park is located on a tract of land of from twenty to forty acres. Built around the Park will develop a true Cat Town with its hotels, apartment houses, shopping centers, and residential areas. The Park itself will include a Show Hall to accommodate 500 cats, a Clinic with modern grooming and bathing facilities, a Lobby with our Museum and Hall of Fame and of course a Cat Bar and Gift Shop.

Adjoining and connected with the Show Hall is being planned the most beautiful Shelter ever conceived. The Shelter will include a

series of chalets for colony living with hundreds of feet of continuous runs. These should be enjoyed by all shelter cats. Visitors may view the cats through the glass wall surrounding the chalets. The very decorative concept of the Shelter is unique, glamorous and inspiring. It gives us hope for the future of cats. It will add great interest to an already developing wholesome American hobby.

We feel that this whole Cat Town will be an inspiration to the Cat People of the freeworld and be a great step in the right direction toward improving the lives of All Cats.

A Land Development Company will give Pet Pride the forty acres because of our program of promoting cats and the great need for a modern city where people can live with their pets in peace and enjoyment. Although this Cat Town will be located in California, somewhere between San Diego and Santa Maria near the coast, our State Executive Field Directors will be promoting cat centers in other parts of the United States, Canada, and abroad. The acreage that we will develop will be large enough for surrounding expansion. It is possible that some of our food corporations will want to have permanent display centers. One of the national registering bodies might want to relocate. We will have room to carry on our own Feline Research. And of course the manufacturers of Cat Things won't want to miss this great opportunity.

Actually there are so many possibilities here that it staggers the imagination. Pet Pride sees a great future for Cats. We think all our Members and Friends will want to help in every way possible with this Greatest Promotion of Cats in the history of our Country.

Mrs. Heriot is Managing Director of Pet Pride and Managing Director of the Cat Care Club Shelter, Inc., A Pet Pride Shelter. (this long name of the Shelter they took over and inherited is set this way on purpose to take advantage of the old members and our new members, so they can all feel a part of it. It is a great challenge with over 150 cats to take care of, get clean, healthy, in a clean environment and ready for adoption. This is not connected in any way with the proposed Pet Pride which is thought of as the center of a new Cat Town, around which "we can promote our cats to our heart's content with no cat haters around to interfere.") She is Co-Founder of Pet Pride, a Humane Foundation for Cats and President of the Santa Monica Cat Club. As Show manager of the Santa Monica Cat Club, she puts on one of the top shows in the country. As Editor of the Pet Pride Pilot she tries to give credit to others to break them in at times for certain issues. Recently with the founding of the C.F.A. Showman's Club, she was elected secretary. She is also Editor of Show Biz, the newsletter for the Showman's Club. She was a former C.F.A. Judge. Mrs. Heriot says her "only idea in getting into all this is to make it possible to do something for the CAT, because I feel sorry for these little animals who are so neglected by people as a whole. To see them grieve away for their former owners and finally die within three weeks at the Shelter is the final straw in my experience with cats. This is why I am so anxious to get Money into the Fancy so we can go to town on a big reformation binge for cats."