

Finally

You've heard the AKC Breed Standard mentioned several times. We've stated that it's what keeps Newfoundlands looking like Newfoundlands and Labrador Retrievers looking like Labrador Retrievers. It is a written description of the ideal Newfoundland and contains what the dog will look like, how its coat feels, its temperament. You may not think that this is important to you but it is. It is what has drawn you to the Newfoundland in the first place. You've researched the breed, read about their history and their temperament and seen pictures of what they look like. It is the guideline that all reputable breeders follow when breeding a litter — striving to produce the ideal dog — one sound in mind and body and able to do the work it was originally intended to do.

Please understand that purchasing from a reputable breeder will certainly increase your chances of purchasing a healthy puppy but it is no guarantee. Even the most carefully thought-out, planned breeding can result in health problems. The difference is that the reputable breeder will be there to help you throughout the lifetime of your dog. The time spent searching for your Newfoundland breeder will be time well spent.

To obtain additional information on the Newfoundland please send \$5.00 to:

Newfoundland Club of America
General Education
PO Box 2614
Cheyenne, WY 82003

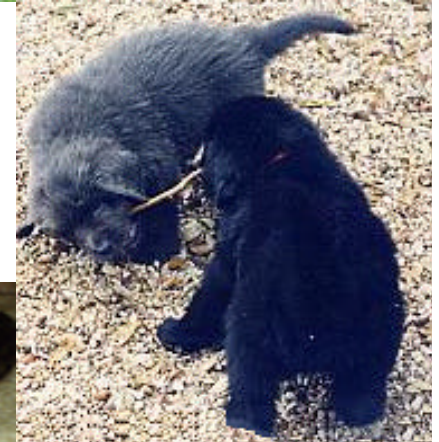
or visit our website at: www.newfdogclub.org



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Adorable,



huh?



It's so easy to fall in love with an adorable puppy.
Stop and think before you buy a puppy.
Consider the source.

The Newfoundland Club of America recommends that you take your time when searching for a puppy and urges you to purchase a puppy from a reputable breeder. We offer the following brochures to aid you in your search: *The Newfoundland and You, Introducing the Newfoundland, and The Most Commonly Asked Questions* (please see page 4 for the address).

As with all dogs, Newfoundlands may have health problems. The most common are subvalvular aortic stenosis, hip and/or elbow dysplasia, cystinuria, skin problems and ear infections. To increase your chances of getting a healthy, happy puppy, buy from a reputable breeder who:

- breeds to the AKC Breed Standard. The Standard is a written guideline for the ideal dog. A reputable breeder strives to produce this ideal dog. The standard is what keeps Newfoundlands looking like Newfoundlands.
- breeds only healthy specimens. Breedings are not done until necessary health checks have been performed. A reputable breeder will have proof available.
- uses contracts and limited registration when selling puppies. Use of these items protect the puppy and the buyer.
- is a member of his/her national and regional breed club and/or local all breed club. These memberships help to keep the breeder up-to-date on all issues concerning the breed.
- does not produce puppies simply to make money. A reputable breeder breeds in an attempt to improve the breed.
- will demand that you follow exacting instructions for feeding, grooming and raising a puppy and will provide you with written instructions.
- will provide you with references.
- will demand that the puppy be returned to them should you no longer be able to care for the puppy at any time during its life.
- requires interviews and visits before selling you a puppy.
- has spotless kennels.
- will introduce you to their dogs and allow you to interact with them.
- will help you pick a puppy that will best suit your family.
- will return your phone calls and be willing to help you for the lifetime of your Newf.

Contrary to popular belief

Please let us dispel several myths about Newfoundlands:

Champagne (cream), white and brown, white and gray and black and tan are not desirable colors. They are a matter of genetics. They are NOT approved Newfoundland colors. They do not meet the AKC Breed Standard.

"Bigger is better." The Newfoundland standard states that while a large size is desirable it is never to be at the expense of structure and soundness.

"I breed for Newfs that don't drool." Newfoundlands have a deep muzzle which can make them prone to drooling. A reputable breeder cannot guarantee that a Newfoundland will not drool.

"We don't x-ray because the dogs run around the yard just fine." It is impossible to determine the health of a dog unless you look inside!

"If the hips are fine the elbows are too." NOT TRUE!!! A dog's front end carries most of the weight. It's the first thing that hits the ground when a dog jumps.

"The dog has been shown and has first place ribbons to prove it." This does not guarantee good quality. Dogs may get first place ribbons at practice sessions or at a dog show where there is only one dog entered. A breeder needs to participate in dog shows on a regular basis. This is how they prove their dogs are of excellent conformation (structural) quality.

"The mother was bred young because it was an accidental breeding." Reputable breeders DO NOT allow this to happen.

"I can have puppies and make my money back." Making money breeding dogs is a contradiction in terms. A routine cesarean section can cost \$2000.00. Routine puppy shots, food and laundry costs will eat up any potential profit. Most breeders work to support their dogs.

"I'm going to breed her because I want another one just like her." Genetics doesn't work this way. If it did children would all look the same. Your chances of getting a dog identical to your first are impossible.

"Championship lines." Several champions out of 30 dogs in 4 generations does not constitute championship lines. Championship lines means that nearly all the 30 dogs in the 4 generations are champions. This demonstrates a commitment to breeding dogs of excellent quality and health.