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**HUNTING DOG** magazine's  
See what Cam Rodgers says---

**A New Idea  
For  
Problem Dogs**



**The Dogmaster  
System**

**By  
Cam Rodgers**

If you are looking for something different in the way of dog training techniques you might take a look at the Dog Master system of training. The Dog Master system is a training regimen that includes the use of a mechanical transducer that produces a 34,200-cycle sound. The sound is what gives your dog the response command. The developers of the system claim that it is the fastest and most effective means of teaching a dog and that it is particularly effective as a means of curing behavior problems.

The complete system includes a unique, psychological "dog-sound" instrument which emits an amazingly effective subliminal learning stimulus and very probably the only true dog psychology book of its kind. It should be, it was written by the inventor and patent

holder of the system, a Ph.D., psychologist who grew up hunting with his own dog on the plains and in the mountains near the Jackson Hole country of Wyoming. The book is small, full of practical illustrations, easy to read and understand. There are many surprises though. In reading these directions it would seem that we hunters and dog fanciers have been overlooking a lot of practical scientific information concerning the "better way" to teach a dog. The book reeks of a near spiritual insight into both dog and master. It's a must for professionals and amateurs alike.

It's a little scary at first as one reads this book and realizes why and where he has gone wrong with his own dog, but within a few pages he finds that even past mistakes can be corrected—if he can change himself.

The whole Dog-Master System is amazingly speedy, down to earth and practical. The reason it works so well, is because of the psychological method that goes with the use of the instrument. The instrument gives the method its substance. It is entirely mechanical not electronic. Sound engineers call it a mechanical transducer, because the exact "dog-sound" (34,200 HZ) comes from the mechanical engineering alone. The instrument's linkage is made of a special sonic-metal alloy, incorporating a small precision tuning fork and off-set dimensional triangle-actuator. It is used from the hand only, and is never worn by the dog. It somewhat resembles a piece of expensive jewelry—a small, sturdy bracelet, which of course, it is not.

Whenever desired the instrument can be made to emit an instant, painless, near hypnotic, dog-sound which is so amazingly effective that it quickly allows a person to become the dog's master, to get inside his dog's head, so to speak. Control rapidly becomes excellent at most any distance simply because the herd instinct communication, between dog and master, develops to such a degree that the dog wants to understand and please his mas-

ter. A dog starts working closer in, rather than off for himself, for example. You simply get more from your dog, using the instrument less and less.

The small (2 oz.) sound instrument can be described as maybe the nearest thing to Pavlov's famous bell. In fact, both the patented method and the instrument are based on Dr. Ivan P. Pavlov's experiments with dogs.

There is a veterinary version (Sound Rx For Dog Behavior) of this same system. American Veterinary Publications has given about two pages of documentation on the advantages of the system in their new book, Behavior Problems in Dogs, by William E. Campbell.

Extensive information and case history-like testimonials are available upon request direct from the manufacturer, Dog Master Systems, 606 Wilshire Boulevard, Suite 113, Santa Monica, California 90401—a division of Environmental Research Labs.

The Dog-Master System works with such speed, ease and freedom that anyone viewing it, even for the first time, must readily acknowledge that it's right for dogs. You find yourself thinking that it's just what we've all been waiting for.

This system should do more than anything for the total dog and master relationship, if for no other reason than, because it is faster. It reaches the dog's mind in a more direct, logical and scientific manner. That is, through the keenest and therefore quickest of the dog's five senses—his amazing hearing. All other training methods use pain, in some form or other, to the slower body reactions of the dog, causing a reflex detour before learning can take place or get to his brain. It is the same effect that you get when you touch a hot stove or get shocked; all thinking stops. You jerk away, not forward. It has become pretty well accepted that force and pain can turn-off that needed closeness between hunter and dog. Now we can see why.