



## STRONG AND RESILIENT LINES OF COMMUNICATION

The magazine you are holding in your hands or reading online began as a newsletter. The California Thoroughbred Breeders Association, created in 1937 as the California Breeders Association (CBA), communicated with its membership via newsletter until July 1941, following the acquisition of the magazine *Thoroughbred Breeding*, which had been published in Los Angeles for five years.

Walter T. Wells, who followed Henry P. Russell and Charles E. Perkins as the third president of the CBA, wrote a letter to the members in that first issue. In it he called the new magazine “the realization of a dream of the members,” with a goal of establishing “a medium for the exchange of information among the members of our Association.” Wells also wrote that the magazine “will use its influence for the breeding and raising of better horses and the improvement of conditions among breeders upon whose efforts racing is dependent.”

Today, California racing is perhaps more dependent on its local breeders than ever before. The CTBA throughout its long history has sought to help its members and breeders produce good horses,

something that is always challenging, especially in these times of rising prices.

It is those rising prices, especially in printing and paper costs, that are leading to a tweak of the magazine’s frequency in order to keep it strong and resilient. The CTBA board has decided to combine its four summer issues into two. With the breeding season over, advertisers tend to drop out during the summer months, returning in the fall to drum up interest in their current stallions and new and exciting prospects for the coming year.

Thus, *California Thoroughbred* will now publish a June/July issue and an August/September issue before returning to its normal monthly production schedule.

What does this mean for members, readers, and advertisers? First, let me assure you that the same information will be available. You may find the combined issues a little larger than normal as we ensure that all California-bred exploits are covered fully. Coverage of California Thoroughbred sales will also continue.

As we plan for these changes, you may notice, for example, some enhanced information in this May issue. In addition to the regular May Calendar page, we are including a

June Calendar. Our May Stakes and Sales Dates pages, which in the past included the May and June stakes, now includes July so that you can see what racing opportunities are available well in advance.

Advertising deadlines for the combined issues will be as follows: For the June/July issue, advertising will close June 19, with all advertising materials due June 26. For the August/September issue, advertising will close Aug. 14, with all advertising materials due Aug. 21.

The CTBA board is mindful of using the organization’s resources cost-effectively as part of its service to the membership. Thus, this publication continues its mission outlined by Wells 82 years ago:

“The California (Thoroughbred) Breeders Association is composed of a great number of large and small breeders of Thoroughbreds in California. These members are widely separated geographically, in some cases by as much as 800 miles. This magazine will render as much aid and assistance to these members as is possible and, as the voice of The California (Thoroughbred) Breeders Association, will attempt to provide a market for the sale of their yearlings and other stock.” **CTB**