In a recent issue of Gun World magazine, in an article entitled "They're After Your Guns and Game," several animal welfare organizations were examined. HSUS and KIND received special attention:

"But this one (HSUS) poses a more subtle threat. Through a program called KIN D (Kindness in Nature's Defense), this group is supplying professionally prepared teaching kits and audio-visual aids to public school teachers, all anti-hunting propaganda! These kits are being used by some 5,000 teachers, in schools!

In the past year, the membership of KIND has more than doubled. A number of local humane societies have adopted the KIND periodical for use with their youth groups instead of going to the expense of producing their own newsletters. Children from all 50 states belong to KIND. And they've all adopted the BE KIND pledge as their standard mode of behavior.

Schoolteachers are turning to the KIND magazine in preference to some of the commercially prepared school newspapers and magazines. They are finding that the KIND Teaching Tips help them use KIND for meaningful discussions of values and ethics. Some teachers are employing the KIND magazine as a recreational reading vehicle while others are using the magazine for formal reading instruction and social studies programs.

The many KIND pamphlets and the new careers manual are finding their way into the classroom and the public library. In a recent issue of Seventeen magazine HSUS's Roger Caras gave brief mention to the Careers: Working with Animals manual, and, as a result, we've been flooded with requests for the book.

In May of this year, KIND abandoned its three newsletters and its teacher's guide and launched a new magazine. The name is still the same and our colloquial "talk talk" writing approach remains. Without exception, every letter we've received about the new magazine has been complimentary.

The new KIND incorporates some of the successful elements of the former newsletters and teacher's guide, as well as bright new ideas. There are still plenty of short easy-to-read pieces for the younger readers, as well as in-depth articles for the older readers. But it's all under one cover. There are projects, puzzles, a mini pull-out poster in the center, editorials, book reviews, fiction stories, and letters to the editor—all with the humane flavor we know and love.

In recognition of our nation's bicentennial celebration, KIN D has launched America's Bicentennial Animal Election. The youth of America are being asked to vote for the one animal they contributed most to the development of our nation. Fourteen animal candidates were presented to the young people. They include whales, buffalos, beaver, salmon, wild turkeys, horses, beef and dairy cattle, and other animals that have played a significant role in the saga of America. Other children's magazines, local humane societies, and some adult publications are helping KIND publicize the election. And the ballots are beginning to come in by the boxful. In some schools all the students are voting. We even had a vote from an 80-year-old admirer of animals. The write-in votes are very interesting. We have received ballots for hares, chickens, and the white dove of peace, among others.

This election was designed to focus attention on the contributions of animals and help young people recognize that we "couldn't have done it without them."

In addition, our raccoon mascot (Arahkun) appears throughout the magazine as a vehicle to introduce articles, projects, and puzzles. KIND is also more visual now. We've borrowed the "picture is worth a thousand words" concept from the old Life magazine to make about 50% of the magazine strict­ly visual. It's our opinion that the TV generation needs visual support for the written word. And, of course, the photos and drawings make the articles more interesting.

This year, KIND initiated The KIND Awards Program that allows KIND mem­bers to nominate children or adults to receive an award for acts of kindness to people or animals. So far, more than 40 children and adults have received KIND Awards from KIND members in many different parts of the country. It's this kind of recognition that we believe will help young and old alike recognize the need to respect all living things.

The directors of HSUS have long recog­nized that our primary emphasis must be to reach out to America's youth. When others make a point of publicly discussing their "fear" of our efforts, we know that the expense has been worth it. But KIND has a long way to go before it pays for itself. We've pur­posely scaled our membership dues and prices for materials below the break­even point in order to compete with publishing houses and other special interest groups that don't recognize the need to protect animals.

KIND is making an impact. But we need your help. We need the "word of mouth" kind of support that can spread the message about KIND. We'd like to see local humane societies purchase subscriptions to the KIND magazine to place in public and school libraries. We'd like every member of The Humane Society of the United States and other animal welfare groups to enroll their children and grandchildren in the KIND club. We'd like to receive information about acts of kindness, especially those performed by children, in order that we may report them to the members of KIND. We believe that personal exam­ples of kindness will help others "see the light."

As an additional feature, we need your contributions. The many KIND publica­tions and activities are expensive. For example, to run an individual membership in KIND is $3.00 a year, but our actual costs are closer to $5.00 a year for each member.

Our primary objective is to get the humane message into the hands of as many young people as possible. In the near future, KIND will reach a member­ship level that will allow the program to pay its own way. But until we reach that level, additional support is necessary. Won't you take a moment to consider helping KIND become a success? It's an investment in our future for a future generation of humanitarianists?

Write to KIND, c/o HSUS head­quarters, for a sample copy of the KIND magazine.