The Fashion World’s Split Over Fur

- Death of the Fur Industry
- Good Samaritan Rescues
- Investing with Care
I
of Dog Ownership

Responding to the Challenges of Dog Ownership

IN THIS COLUMN I USUALLY speak to you of issues and programs of far-reaching import and global scope, and I often engage you in discussions that explore the realm of the philosophical and ideological. But today the matter at hand is both closer to home and more immediately practical: caring for dogs. Specifically, I wish to bring your attention to our new book, *The Humane Society of the United States Complete Guide to Dog Care*, and ask you to take advantage of the gift-giving season and a very special offer to make this important book available to friends and family.

This book goes directly to the heart of our charitable purpose—the protection of animals—by empowering dog owners and potential dog owners to respond humanely to the challenges of dog ownership and to develop a lifelong partnership with their dogs.

The *Humane Society of the United States Complete Guide to Dog Care* is an impressive collaboration between a talented writer, Marion S. Lane, and HSUS staff from many disciplines. Our approach is unique. Unlike other "complete" dog books, ours does not tell the reader about the challenges of dog ownership, but rather gives the reader the tools to understand, prevent, and help solve these challenges. The book is designed to be a practical guide to caring for dogs, providing advice on how to handle common problems and to make the best decisions for both dogs and their owners.

This book is unique. Its approach is different from many other books on the market today, which often focus on the emotional aspects of dog ownership. Instead, the book provides a wealth of practical information on how to care for dogs, including advice on selecting the right dog, feeding, grooming, and training. It also covers important topics such as the legal responsibilities of dog ownership and the importance of providing a safe and healthy environment for dogs.

The *Humane Society of the United States Complete Guide to Dog Care* is an invaluable resource for anyone interested in dog ownership. It is written in an engaging and accessible style, making it easy to understand and apply in daily life. The book is filled with real-life examples and practical tips, making it a must-read for any dog owner or potential dog owner.

This is a book of which we at The HSUS are understandably proud. But we aren't alone in this assessment of its merits. Roger A. Caras, president of the American Society for the Prevention of Cruelty to Animals, says, "Loving concern for your pet is evident on every page of this book. It is the bible for dog owners—clear, concise, indispensable." One who is considering sharing a home with a dog, I am announcing a special offer to you. From October 1, 1998, through December 31, 1998, we are offering The *Humane Society of the United States Complete Guide to Dog Care* at a special price: $17.00 including shipping and handling (see the inside back cover). This represents a significant discount from the suggested retail price of $24.95 and our usual price to HSUS members of $19.95 plus $3.00 shipping and handling.

This is a book of which we at The HSUS are understandably proud. But we aren't alone in that assessment of its merits. Roger A. Caras, president of the American Society for the Prevention of Cruelty to Animals, says, "Loving concern for your pet is evident on every page of this book. It is the bible for dog owners—clear, concise, indispensable." Once you've had an opportunity to read *The Humane Society of the United States Complete Guide to Dog Care*, we believe you'll agree.

I urge you to give copies of the book as gifts this holiday season. As an HSUS member, you will be directly assisting The HSUS in the performance of its mission.

More important, however, is the help you will give to others. I believe that every one of us knows someone—friend, neighbor, or relative—who could benefit from the caring advice in this book. And our canine companions will benefit most of all.

Thank you, and have a happy holiday.
T HOSE OF YOU W H O are regular readers of the HSUS News will notice significant changes in this issue.

We’ve opened our pages to accomplished writers from outside The HSUS in an effort to bring you a wider range of views and voices on accomplished writers from outside the industry. We’ve also asked our new art director, Paula Jaworski, to redesign the publication to create a sleek look and feel. Matthew Scully was a industry apologists, who are whistling in the wind when they claim, “Fur-Free 2000™, just launched Fur-Free 2000™, is just what we’ve been looking for.” Matthew also learns from the Samaritan’s most valuable piece of equipment may be the car phone.

We’ve made other changes, too. Because we want to give you an opportunity to comment on the News, you’ll see letters to the editor appearing regularly. We also want to speak to you, editor to reader (we’re doing that right here), and learn more about you and what you want from the HSUS News.

To accomplish these goals, we’ve asked our new art director, Paula Jaworski, to redesign the News inside and out. One glance at the issue’s front cover of Oleg Cassini, however, may have already telegraphed those intentions.

After seventeen years as editor of the HSUS News, I’ve been challenged—and rewarded—in putting together this issue. HSUS President Paul G. Irwin, Senior Vice President Wayne Pacelle, and I are eager to hear what you think of it. Write us at the HSUS address at right, or you can e-mail me at hwsusdbs@erols.com.

Deborah J. Salem, Editor

Paula Jaworski (left) and Deborah J. Salem consider photographs to appear in the newly redesigned HSUS News.

The HUMAN SOCIETY OF THE UNITED STATES

OFFICERS

G. Irwin, Senior Vice President
Paula Jaworski, Editor

2

3

An Activist in the Making

I’D LIKE TO THANK THE HSUS News for providing the names and addresses of people I can write to on behalf of so many causes for the good of animals and the planet. It makes me feel like I’m doing something on a large scale—and that really matters to me. If there are other ways to prevent suffering, I would like to know what a low budget person could contribute!

Kimberly D. Farrar
Phoenix, AZ

You sound like a potential member of the HSUS Action Alert Team! Any current member of The HSUS (with an annual membership contribution of $10 or more) can join, free of charge. You’ll receive our quarterly publication Animal Activist Alert. Each issue is filled with information on how you can make a difference for animals, right from home. Write Animal Activist Alert, The Humane Society of the United States, 2100 L St., NW, Washington, DC 20037. You can also access our electronic newsletter, Humane Lines (humaneln@hsus.net.com), for even more timely information.—Ed.

Lauren Slightom
San Rafael, CA

I WANT TO COMMENT ON THE Noah’s Ark story. I had an extremely hard time reading this article. I feel for the cats who suffered and for the cats who must have been scared watching their feline friends be beaten to death by coldhearted “humans.” To the people who believe “Boys will be boys,” I say, “Boys will be mass murderers, too.” At least 50 percent of mass murderers admit to animal abuse. This fact should soften peoples cold hearts when it comes to animal abuse. Unfortunately, it doesn’t.

My deepest sympathy goes to [Noah’s Ark owners] David and Laura Sykes, and also to anyone who has lost a companion animal to the senseless acts of those who think they have the right to abuse and kill innocent animals. My heart is with you.

Keri LaShelle
via e-mail

A FREE WEEKLY ELECTRONIC ALERT ABOUT THE HOTTEST ANIMAL ISSUES

• The Humane Society of the United States creates and distributes HUMANElines so you can MAKE A DIFFERENCE instantly!

Each issue includes names, addresses, phone and fax numbers, and e-mail addresses, making your efforts on behalf of animals both efficient AND effective.

To subscribe, send an e-mail to humaneln@hsusnet.com with your name and e-mail address.

One Day, at Least • At Noah’s Ark

One Sicken, One Touched

I HAVE BEEN A MEMBER OF THE HSUS News for many years now.

The one thing that I loved about your publication is that I could learn about animal and animal welfare issues without being disgusted, upset,
A Tree Grows in Washington

ON JUNE 3 REP. SONNY CALLAHAN of Alabama joined Fawzi Al-Sultan, president of the International Fund for Agriculture Development (IFAD), and Jan A. Harries, Esq., executive director of EarthVoice, for a tree-planting ceremony on Capitol Hill in Washington, D.C. The event symbolized the shared promise to improve the lives of the rural poor throughout the world in ways that are self-sustaining and respectful of animals and Earth.

Representative Callahan serves as chairman of the Foreign Operations Appropriations Subcommittee of the House of Representatives. He plays a key leadership role in funding global development and environmental institutions.

IFAD has taken a leading role in addressing desertification, a process of erosion that affects one billion people worldwide and threatens vast numbers of animal species with extinction.

As part of the effort to stabilize goose populations in densely inhabited areas (above), HSUS Great Lakes Regional Program Coordinator Michelle Kids, right, and HSUS member Lisa Cotter place a plastic egg in a goose nest (left) in Michigan.

Hated of the gray wolf runs deep in the upper Midwest. Even with ESA protection, wolves have been illegally shot and trapped.

This sounds like good news for the wolves, for it recognizes that gray wolf populations in the upper Midwest have grown and spread steadily since first receiving ESA protection in 1974.

The State at the Door

ALTHOUGH MUCH MEDIA attention has focused on the legal troubles of the wolves of Yellowstone National Park, a more serious threat to the life and health of wolves in the upper Midwest may be brewing.

In June Secretary of the Interior Bruce Babbitt announced that the U.S. Fish and Wildlife Service would propose to remove the gray wolf population that occupies Minnesota, Wisconsin, and Michigan from the list of animals protected by the Endangered Species Act (ESA). Responsibility for managing the wolves would return to the states in which the wolves live.

This sounds like good news for the wolves, for it recognizes that gray wolf populations in the upper Midwest have grown and spread steadily since first receiving ESA protection in 1974.

However, a return to state control could imperil these populations. Before the ESA made killing wolves illegal, Minnesota hunters, trappers, and state "predator control" agents killed about 230 wolves a year—out of the remaining 450–700 wolves in the lower forty-eight states. Little has changed in Minnesota since then. The state legislature is already exerting intense pressure on the Minnesota Department of Natural Resources to plan seasons for hunting and trapping wolves if ESA protection is lifted.

Hated of the wolf runs deep. Even with ESA protection, wolves have been illegally shot, trapped, and deliberately run over with snowmobiles. In Yellowstone an American Farm Bureau lawsuit provoked a federal court to order the removal of all the parks reintroduced wolves. This order is being appealed, but such extreme anti-wolf actions show that the future of the gray wolf is not secure in Yellowstone, the Midwest, or anywhere else in the lower forty-eight states.

Please write the Honorable Bruce Babbitt, Secretary of the Interior, 1849 C St., NW, Washington, DC 20240, and tell him that the gray wolf still needs the protection of the ESA. Yielding responsibility for wolf conservation to the hunters and trappers that dominate state wildlife management will cause the needless and cruel deaths of hundreds of wolves and will reverse the gains that wolf populations have made under ESA protection.

A Better Way

THIS SPRING THE HSUS AND THE MICHIGAN DEPARTMENT OF Natural Resources (MDNR) embarked on a new nonlethal approach to managing urban Canada geese in the Detroit metropolitan area. HSUS members and volunteers were trained in techniques to assist landowners with problems related to geese. Graduates of the training program returned to their communities to help educate neighbors about ways to alleviate problems with Canada geese and to foster respect for all wild neighbors.

In previous years Michigan trapped urban geese and sent them to slaughter. The HSUS began working with MDNR to find humane alternatives. The new program averts divisiveness in the community over the issue of killing geese and instead brings neighbors together to address conflicts over how to handle local populations of geese.

The new program includes the collection of goose eggs in areas designated by MDNR. Working under a permit from the U.S. Fish and Wildlife Service, teams of HSUS volunteers locate goose nests and remove incubated eggs at early stages of their development. The eggs are replaced with plastic eggs that are removed after the nesting period has ended. The removal of eggs from nests in areas densely inhabited by geese will help to stabilize populations over time. Teams also collect data that MDNR can use to better understand the habits of the geese.

The program’s present and future success relies on this com­mitted HSUS volunteer corps. “This program has been a won­derful experience for us,” said Belle Isle Park naturalist Susan Campbell. “The HSUS volunteers are helping us humanely manage our geese. That may protect the biological integrity of the park. We couldn’t have done it without them.”

Rep. Sonny Callahan, left; Fawzi Al-Sultan, middle; and Jan A. Harries, Esq., plant a Chinese chestnut tree on Capitol Hill.
Irwin's New Role

Paul G. Irwin, president and chief executive officer of The HSUS, was elected president of the World Society for the Protection of Animals (WSPA) in June. Mr. Irwin, whose term will end in June 2000, succeeds Hans Peter Haering of Switzerland.

Mr. Irwin was elected a vice president of WSPA in 1998 and has served on its Executive Committee for the past ten years. He will work closely with WSPA chief executive Andrew Dickson and WSPs seventy-person staff.

WSPA, headquartered in London, comprises more than three hundred animal protection organizations representing seventy countries. Its U.S. office is in Boston.

For the past several years, WSPA and Humane Society International have collaborated on a number of international animal protection projects in Central and South America.

As one of the major supporters of WSPA since its founding in 1981, The HSUS can take great pride in Mr. Irwin's presidency of this prestigious international body.

Hail the Safe Haven

Animal shelters across the country provide safe haven to millions of lost pets every year, but they also provide other services to their communities, including controlling stray animals, rescuing injured animals, and offering homeless cats, dogs, and other animals for adoption into loving, responsible, and permanent homes.

November 1-7, 1998, marks the third annual National Animal Shelter Appreciation Week, an event sponsored by The HSUS to recognize the nation's animal shelters. This year The HSUS also sponsored a master's thesis project by an intern from the Johns Hopkins School of Public Health and Hygiene.

Intern Ian Spiegel recognized that although many programs and videotapes have been developed to teach children about how to act safely around dogs, little is known about whether children really understand this advice and are able to use it when most needed. To find out, Mr. Spiegel designed a pilot program on dog bite prevention aimed specifically at children in the second through fourth grades.

Using a pre- and post-program evaluation, he was able to show that dog bite prevention education can make primary school children more knowledgeable about dog behavior and body language and can teach them ways to avoid situations in which they may be bitten or injured by a dog. While more work is necessary to determine whether such education actually changes a child's behavior when he or she encounters a dangerous dog, the results of this study are encouraging and support the inclusion of dog bite prevention programs in public and private school systems.

Spotlight

Is It Sinking In?

Millions of children are bitten and injured by dogs each year in the United States—as many as twenty children suffer fatal injuries. With the U.S. Postal Service, The HSUS cooperates National Dog Bite Prevention Week every June to try to reduce the number of dog bite victims. This year The HSUS also sponsored a master's thesis project by an intern from the Johns Hopkins School of Public Health and Hygiene.

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Snow Geese in Peril?

Agency proposal could lead to massive killing

The HSUS's Leslie Sinclair, DVM, at podium; letter carriers; and others kick off National Dog Bite Prevention Week in Washington, D.C.

The HSUS's Leslie Sinclair, DVM, at podium; letter carriers; and others kick off National Dog Bite Prevention Week in Washington, D.C.

Greater snow geese display courting behavior and (inset) fill the skies during their winter migration. The FWS's plan could threaten up to three-quarters of the midcontinent population of the lesser snow goose.

Scientists, waterfowl hunting organizations, and state wildlife agencies now claim that snow geese are destroying the arctic and subarctic habitats where they breed. A study committee concluded that damage is occurring at specific sites along the western shore of Canada's Hudson Bay and James Bay and recommended that U.S. recreational hunters be enlisted to reduce the population to 1.5 million from its current 4-6 million.

In July HSUS staff traveled to Churchill, Manitoba, accompanied by Vernon Thomas, Ph.D., University of Guelph zoology professor and snow goose researcher, and naturalist Barry Hagood, HSUS wildlife issues specialist.

F the plans of several state wildlife agencies and the U.S. Fish and Wildlife Service (FWS) are implemented, up to three-quarters of the midcontinent population of the lesser snow goose will be killed by sport hunters during the next few years.

International treaty law has already been amended, and proposals call for lifting historic protections of migratory waterfowl and for encouraging hunters to kill all the geese they can. The scale of destruction would exceed any seen since the nineteenth century, when market hunting to supply urban centers with meat decimated many wildlife populations.

This population of geese breeds in the Canadian arctic and winters in the United States. The geese used to rely on the extensive salt marshes of the Texas and Louisiana Gulf coasts for winter sustenance, but the destruction of these and other wetland habitats has forced the geese to switch to agricultural waste grain to survive. The abundance of rice, corn, and wheat left over from fall harvests in wintering habitats and along migratory routes has allowed the goose population to increase.

Scientists have warned that harvesting geese could cause waterfowl populations to plummet. Scientists fear the wildlife, including ducks, geese, and swans, could be killed during the spring migration and along the entire route of the geese from spring harvests in wintering habitats and along migratory routes has allowed the goose population to increase.

Kent MacKay, international program director of the Animal Protection Institute. We found an ecosystem changed in terms of plant structure but neither imperiled nor destroyed—to the contrary, it is vibrantly alive.

In August the FWS prepared a draft environmental assessment of the plan to decimate this population. The plan proposes extending the snow goose hunting season so that the birds can be killed along the entire route of the spring migration. It proposes lifting the historic prohibition on the use of electronic calls and baiting to lure as many geese as possible to hunters' guns. It will almost certainly allow for unlimited killing of geese and may even permit the use of live decoys to lure the wary birds from the sky.

Greater snow geese are motivated more by the prospect of increasing hunting license sales and shooting up declining hunter numbers than by the desire to protect Canadian habitats. Let the FWS know you don't support their plan. Write the Honorable Donald J. Barry, Assistant Secretary for Fish, Wildlife, and Parks, Room 3156, U.S. Department of the Interior, 18th and C Streets, NW, Washington, DC 20240.

For more information about how you can help to stop the proposed slaughter, check out The HSUS's Web site (www.hsus.org) or contact The HSUS at our Washington address—Susan Hagood, HSUS wildlife issues specialist.

Lesser snow geese display courting behavior and (inset) fill the skies during their winter migration. The FWS's plan could threaten up to three-quarters of the midcontinent population of the lesser snow goose.

The HSUS's Leslie Sinclair, DVM, at podium; letter carriers; and others kick off National Dog Bite Prevention Week in Washington, D.C.
Check Out Our Library!
Models, videos prove popular alternatives to dissection

Pet owners in “no-pets” housing may have to find other housing for their pets or face eviction—a tragedy for the pet owner, the animal, and the community.

In housing units where pets are not allowed, many landlords have well-established policies that do not permit pets, and it is not uncommon for residents to keep pets despite “no-pet” policies. As one manager told The HSUS, “Even if I don’t allow pets, I’ve still got them.” Nonetheless, residents are often forced to either find a pet-friendly housing for their pets or face eviction.

Landlords and housing managers have legitimate concerns about allowing companion animals to their units. An informal survey conducted by The HSUS revealed that landlords are most worried about chewing, damage, odor, waste disposal, noise, and fleas. However, they recognize that pet policies have a big impact on rentals. “Anytime we open up our rental market by allowing pets, we open up our rental market by 40 percent,” say landlords.

The HSUS is committed to ensuring that responsible pet owners are not denied the companionship of pet family members, and to developing educational resources to help landlords and administrators recognize that pet policies have a big impact on rentals. At meetings of the Texas Apartment Association, landlords and housing managers were forced to admit that they could benefit from a “pets-welcome” policy. Our publication Pet Policies in Housing Guidelines, adapted from the Hawaiian Humane Society’s guidelines, contains useful tips to help residents, landlords, and pets live together successfully.

To promote responsible pet owners as responsible residents, HSUS staff members have been attending annual meetings of apartment associations to present the case for allowing pets in rental housing. Meetings of the National Apartment Association and Texas Apartment Association, thousands of which are attended by business developers, have been eager to learn about creating better housing solutions for pets. Pamela Weiss, director of business development for allapart.com, an online resource that lists millions of apartment rentals in thousands of cities, plans to include the HSUS in the company’s Web site. “This will be an excellent opportunity to broaden the scope and reach of the information to the on-line community,” Ms. Weiss says.

The HSUS is committed to promoting responsible pet ownership, improving landlords’ opinions and policies on pets, and showing animal shelters how to do the same.

Summer Success in South Africa
Immunocoeptation slows elephant population growth

In 1996 THE HSUS SIGNED A FAR-teaching agreement with the South African government’s National Parks Board to provide a $1 million grant over five years to support its spectacular parks system and the progressive management policies it has adopted. We are achieving stunning results in this exciting program. The HSUS grant supports and promotes the experimental immunocaecption of elephants in Kruger National Park as a way of humanely limiting population expansion, supports habitat acquisition and management in national parks, and promotes the development of a comprehensive ecotourism program by South Africa’s national parks and HSUS members.

In July an HSUS team led by President Paul G. Irwin and Senior Vice President of Wildlife Programs John W. Grandy, Ph.D., and directed by HSUS immunocoecption consultant Jay F. Kirkpatrick, Ph.D., replaced or attached radio collars and administered the immunocoecptive vaccine to twenty-four elephants, not only preventing pregnancies but also gaining information that will be useful in limiting population growth in small confined herds.

The HSUS also visited Addo Elephant Park and Tsitikaama Coastal Park to review land conservation programs for which we have pledged support. Addo is a small but growing park near Port Elizabeth. Its 600 elephants are reproducing at an accelerating rate because of the availability of new habitat. Our PZP vaccine may prove to be a valuable tool for reducing the reproductive rate of this population.

The HSUS has also pledged support for expanding and maintaining Tsitikaama’s beautiful Otter Trail, an example of a site that has the potential to attract ecotourists from throughout the world.

The HSUS also met with Ian Player, D.M.S., to discuss his decades of work in the KwaZulu-Natal region and its opportunity to broaden the scope and reach of the information to the on-line community,” Ms. Weiss says.
upfront

The Year of the Irish Proposal

IWC ponders de facto resumption of commercial whaling

T hose who study the history of the International Whaling Commission (IWC) since its founding in 1946 may be surprised to learn that the commercial whaling moratorium never became fully effective (see the Spring 1998 HSUS News). Shortly after the IWC’s moratorium on whaling, Norway, Japan, and Iceland began “scientific whaling” programs. A few years later, Iceland halted its scientific whaling program in response to an international boycott of Icelandic fish products. Norway ceased scientific whaling briefly, only to resume commercial whaling in earnest in 1993. Since 1993 Norway has increased its self-assigned kill quota each year. In the first year, Norwegian whalers slaughtered 293 whales. This year Norway unilaterally increased its quota to 671 whales—the highest quota since the country resumed commercial whaling in defiance of the IWC. Japan has killed minke whales in the Southern Ocean Sanctuary and last year began a new program in the North Pacific, where plans to kill one hundred minke whales a year.

Whaling countries are not the only ones pushing for a resumption of commercial whaling. This year’s new IWC chairman, Michael Canny of Ireland, is pushing for the IWC to allow a resumption of commercial whaling. This Irish proposal would permit commercial whaling within a country’s two-hundred-mile coastal zone in return for the creation of a “whale sanctuary” on the high seas.

Although Mr. Canny calls the Irish proposal an effort to establish a global sanctuary, it is in fact a reauthorization of commercial whaling. Clothed in language he hopes is acceptable to the international public, Mr. Canny’s argument is that any area outside the two-hundred-mile zones where whaling was authorized would constitute a “de facto global sanctuary.”

With the exception of the World Wide Fund for Nature, conservation organizations and animal protection nongovernmental organizations (NGOs) are adamantly opposed to the Irish proposal. Several countries—including Australia, Italy, New Zealand, the United Kingdom, and the United States—oppose its reauthorization of commercial whaling. Mr. Canny candidly admits that if the IWC authorizes the resumption of commercial whaling, quotas will probably be sought by many countries including Indonesia, Japan, Korea, Norway, Russia, Taiwan, Thailand, and even some Caribbean and Latin American countries. Mr. Canny’s initial suggestion was to limit quotas to Japan and Norway, but he has since been advised that doing so would not be consistent with international legal and jurisprudential principles.

Fortunately, the Irish proposal has so far failed to garner the 75-percent support required for passage. Many point to Mr. Canny’s failure to explain how adequate enforcement of commercial whaling would take place. Even with the present ban on commercial whaling, whale meat regularly appears in supermarkets in Japan and Korea. Species that have been protected for many years, such as the byrdes whale, have been found in Japanese markets. Some of the illegal whale meat is undoubtedly coming from Norway, where illegal shipments of whale meat have been intercepted at airports. Japan claims that it has stockpiles of whale meat dating from before the moratorium, but it has refused to quantify those stockpiles or the ground upon which they are based.

The Irish proposal was center stage at the IWC’s meeting in Oman this May, but whaling nations also took the fiftieth anniversary of the IWC as an opportuity to mount an attack on the organization’s structure. The Japanese pushed strenuously for secret ballot voting and for excluding targeted NGOs from IWC meetings. Further, in a united effort, delegates from Japan and the Caribbean harangued anti-whaling delegates, stalled meetings, and threatened to leave the IWC unless commercial whaling was allowed to resume.

The IWC did agree to begin monitoring environmental threats to whales caused by world climate change, increased pollutants, and habitat degradation. This IWC meeting made clear that the best way to protect whales is to create a real global sanctuary for them.
YOU'RE IN YOUR CAR, heading somewhere or other, a long list of things to accomplish and already running late. Suddenly, you see him—a dog, there, by the side of the road. With a sinking feeling, you realize he's alone. Your car is coming alongside him now. You have only seconds in which to act. But what should you do? This is a wrenching scenario for all who care about animals.

Once you've seen the dog (or cat), it's too late to avert your eyes and drive on, even if you wanted to. After all, what if your own dog or cat were standing there? So, before you pull over, good Samaritan that you are, here are some guidelines for assisting animals safely and effectively.

**Safety First**

Experts point out that you obviously cannot help an animal if you become injured yourself in the process. Would-be rescuers as well as animals have been hit and even killed by oncoming traffic. Neither do you want to endanger other motorists by your actions. So, begin by following the same safe driving procedures that you would in any other emergency situations. Look in your rearview mirror before braking, signal your intentions, pull your car completely off the road, turn off the ignition, set the parking brake, and put on your hazard lights. If you have emergency flares, prepare to use them.

Next, consider the safety of the animal. A strange, frightened, and possibly sick or injured animal may behave unpredictably. A sudden move on your part, even the opening of your car door, may spook him, causing him to bolt—possibly right onto the highway. Resist the impulse to rush to the rescue. Instead, take a moment to size up the situation. If the animal looks or acts threatening, or if for any reason you feel uneasy about the situation, remain in your car. If you have a phone in your car, call the local animal care and control agency and report the situation. Leave your phone or beeper number with the dispatcher and try to get an estimate of how long it may take someone to respond. If possible, stay on the scene to keep an eye on the dog or cat until help arrives.

While you are waiting, you can step out of your car to help restrain the animal by creating a barrier (such as a piece of cardboard propped against your car) or using a carrier, leash, piece of cloth, or length of rope to keep the animal from leaving the area; signal approaching vehicles to slow down if you cannot confine him; or divert traffic around him if he appears to be injured and is still on the roadway. According to Leslie Sinclair, D.V.M., HSUS director of Companion Animal Care, "It may be possible to lure a dog into your car with food, close the door, and wait for help. Do this only if you are certain someone will come to get the dog very soon. In most cases it is not a good idea to attempt to drive somewhere with a strange dog unrestrained in your car; he may become frantic or aggressive once you're in the car with him. Cats may do the same, as well as lodge themselves under the car seat, from which extracting them can be dangerous."

These recommendations also apply when you travel farther afield. "Look for a safe place to stop," advises Jerry Cheske, spokesman for the American Automobile Association (AAA), an organization that has been offering guidelines for safe travel for almost one hundred years. "Then call the local police to find out what the correct procedure is for that par-
If you know in your heart that you're a rescuer, why not equip yourself to do the best possible job? Here are some things you have in your car at all times.

- Phone
- Phone numbers of local animal control, a shelter, and a twenty-four-hour emergency veterinary clinic
- Cat carrier or cardboard box
- Collars and strong leashes for dogs
- Heavy blanket
- Water bowls and water
- Strong-smelling foods, such as canned tuna or dried liver
- Animal first-aid list (described in Pet First Aid, available from The HSUS for $10.95 plus $3.00 shipping and handling)

Experts point out that you obviously cannot help an animal if you become injured yourself in the process.

**Experts point out that you obviously cannot help an animal if you become injured yourself in the process.**

**Experts point out that you obviously cannot help an animal if you become injured yourself in the process.**

Even so, according to Ms. Armstrong, "the person finding the stray dog or cat does not automatically become the owner or keeper—as in 'finders-keepers'—until he or she has satisfied certain state and/or local requirements." In some areas this means registering the animal with local animal control. In others it may mean posting signs around the neighborhood or advertising the animal in the paper. "In almost every state," Ms. Armstrong points out, "the animal is not 'owned' by the finder until the holding period for strays (as specified by state or local laws) has expired and the finder has made an attempt to reunite the animal with its original owner or, if that is not possible, to keep the animal for a reasonable period of time. The finder has the legal right to keep the animal if the owner does not appear within a reasonable time. If the finder removes the animal from the premises of an animal control facility because the owner has not come to pick it up, the finder is legally entitled to keep the animal."
FT IS HARD ENOUGH READING THE DETAILS involved in trapping or raising animals for the fur industry. Even more difficult to bear is the recent flurry of magazine articles, industry "fact sheets," and such-like aimed at allaying public concerns about the animals and proving that "Fur is back!

Listen, for example, to one Dr. Robert Speth of something called the National Animal Interest Alliance, a group devoted to debunking the "false rumors and misleading propaganda" put about by the fur industry's critics. On the group's Web site (www.naiaonline.org), Dr. Speth is identified as president-elect of the Society for Veterinary Medical Ethics, so it would seem he is in a good position to set us all straight as to the facts.

The anti-fur crowd, he begins, is intent on "the destruction of the fur industry." But "it is clear that the truth takes a back seat to zealotry." Having recently visited several mink farms and studied the fur industry, there is little doubt in my mind that the criminal actions and dishonesty that characterize anti-fur activists dwarf any shortcomings of the fur industry. Contrary to exaggerated complaints of the anti-fur extremists, today's domestic mink live a life of luxury compared to their cousins in the wild. They live in clean, comfortable cages with nesting boxes, greentish in the company of one or more of their siblings. They are protected from disease by immunization and receive an abundant supply of food. Many euphemisms have been found for death and suffering, human and animal, but surely "exploitation" is a prizewinner. Same, but surely "exploitation" is a prizewinner. Dr. Speth conclude, in his second thought, with "the introduction of unconsciousness with the use of agents such as nitrogen or carbon monoxide is far more humane than any death that would occur in the wild. It is the industry's critics, Dr. Speth concludes, who lack compassion: "Exploiting the deaths of mink when they are harvested, animal rights activists make wildly irresponsible claims of torture and cruelty."

Many euphemisms have been found for death and suffering, human and animal, but surely "exploitation" is a prizewinner. But the really notable thing about this report by Dr. Speth is that little slip of the word "exploiting." "To defend the mink and the fox and all the other creatures in question is to "exploit" them. To find fault with the industry is "irresponsible." By contrast, to introduce unconsciousness to 30 million such animals (last year's worldwide total) is a mark of compassion, ecological awareness, and indeed democratic duty: "When you go shopping on the Friday after Thanksgiving," Dr. Speth urges—writing just before "Fur-Free Friday"—"think about all the wonderful opportunities you have to shop and purchase as you wish. . . . [Fur] is a choice we must all make for ourselves."

IN CASE YOU HAVEN'T NOTICED, America has a new pro-choice movement, this one issuing from the offices of the fur industry as it seeks to prove that fur is back in style. "The fur industry," declares the Fur Information Council of America (FICA) on its Web site (www.fur.org), "believes that the decision to wear fur is a matter of individual choice: Freedom of choice is one of the fundamental rights on which this country was founded. It is up to the individual to decide what he or she will or will not wear." This isn't just about fashion anymore; we're talking constitutional liberties here. And it certainly isn't about anything so crass as money. Fur is about personal identity, gender equality, and feminine self-assertion, as Julia Emberley theorizes in her recent book, The Cultural Politics of Fur: "The fur clad white woman fetishizes the fear of a masculine loss of power and authority. The anti-fur cause, Ms. Emberley told the New York Times last October, 'had its moment and did sort of spend itself. . . . Many consumers feel that it is effectively an issue of consumer rights.'

On the other hand, it would be hard to think of any collection of human beings less independent than the stylists, designers, fashion writers, and salon managers who make up the fashion industry. Their professions are based upon following the herd in search of the latest trends, But with the Times piece came the official go-ahead, a validation, and at last a marketing theme beyond mere profit and self-indulgence. The industry was trying to turn its very un-fashionability into a fashion selling point. Wearing fur was an act of daring, the empowered victim rising up against the materialistic, the inevitable backlash had come. Vogue followed up in October with a sixteen-page spread featuring snuggly warm enchantees wrapped in fur. Then Elle, then Harper's Bazaar, then an Associated Press (AP) story breathlessly reporting "the fashion worlds return to the bygone days of glamour and elegance." Even a few models featured in those "traditional-fur-fashions" ads back in the early nineties had undergone a conversion, notably Naomi Campbell, who

Vogue, Elle, and Harper's Bazaar touted fur last fall. Naomi Campbell seems to have renounced her former anti-fur stance; (above) she models a mohair dress and fur coat for Fendi's fall/winter 1998 collection. "Fur has an image problem," says Fur World.
L TAP ANDERSON
RANCHERS, and merchants, have trapped 
all sorts of trade groups and Web sites 
dedicated to thwarting attempts to 
preserve some semblance of respectability. 
The National Trappers Association (NTA), 
for instance, carries on its Web site a little 
table more revealing than any of the broad 
economic statistics. It is a eulogy to a man 
identified as Charles R. Dobbin, 
Ohio, who at age seventy-two had laid his 
last trap. Known as "The Father of Modern 
Trapping" and author of nine books on the 
subject, his passing in September 1997 in 
spired many fond memories: "Charlie was 
more than the Father of Modern Trapping. 
He was a Master of the Art of Trapping. 
Charlie wrote the book and set a standard 
on the adjustment of leg hold traps. . . . 
Yes, Charlie was our forerunners as well 
as young trappers, but, Charlie would have 
wanted the sport to live on. . . . He 
has passed the torch and it is up to the 
rest of us to keep the sport alive. The 
family has requested that a memorial fund 
be established to fight trapping issues 
through the Fur Talies of America and the 
National Trappers Association."

Now, trying hard here to contain our 
grief, "furbuyers" and "fur dealers" 
Curiously enough, the industry insist 
its decline since the mid-eighties has noth 
ingthing to do with the moral campaign against 
fur (in a run of bad luck, furriers faced 
"general economic distress," a decade's 
worth of unseasonably "warm weather," etc.), 
we now learn the Fur Revival is a 
backlash against that very campaign. 
Consumers are rising up en masse to 
assert their freedom of choice. They 
are rising up to assert their freedom of 
victimization, victims no more. There is 
nothing mighty suspicious about the whole 
thang. It has the ring of desperation, 
of people trying to convince themselves 
more than the rest of us.

There are three angles to the issue: the 
fur trade, from trapping to farming, 
the fashion industry, and the global economic 
picture. Production. Supply Demand. Let's 
begin with the trappers.

FEWER AND FEWER people have the least interest in trapping 
animals either for sport or profit. How many teenagers across 
modern America dream of a career in trapping?

The truth about fur: A coyote caught in a steel-jaw leghold trap 
has ripped most of the bark from a nearby tree limb in a desperate— 
and futile—attempt to escape.

A trapper collects his grisly catch. Two generations ago there were 
some 500,000 commercial and 
recreational trappers in America. Today there are just 150,000. 

Fur traders have looked to foreign markets. An estimated two million animals 
are trapped and killed annually in the United States, not counting incidental 
catch like squirrels, hawks, cats, dogs. Of that GNC—let's call it our national 
catch—60 to 70 percent is exported. But there is no market abroad, too. At last count, 
forty-eight countries had enacted bans on the steel-jaw leghold trap. The 
measurement of the European Union took it a step further, banning imports of 
fur pelts from any countries still using the trap. Only by a frenzied lobbying cam­ 
paign were U.S., Canadian, and Russian trappers able to aver this catastrophe," 
gaining a compromise brokered by the Clinton administration under which traps 
A generation ago there were 
some 500,000 commercial and 
recreational trappers in America. Today there are just 150,000.
footlights shining on Designer and Model but never on Producer. The moments they are brought back together in the public mind, as in simple pictures showing the animals caught in traps and cages, the audience begins to unravel. The consumer sees the connection. In time, the entire industry is done for. Listen to an admiring Italian designer: “When you see an admiring British designer, you're seeing the dreamed steel-jaw leghold trap and the measure bans the use of cruel and indiscriminate body-gripping traps including the dreaded steel-jaw leghold trap. The measure bans the sale of fur from any fur-bearing animal caught with a body-gripping trap.

Celebrities have jumped on the Fur-Free 2000 bandwagon—including television talk show host Bill Maher, cartoonist Berkeley Breathed, and actors Angelina Jolie, Betty White, Jack Lemmon, and Diane Keaton. The language is worth quoting in full: “It is a caged fox's anxiety that is palpable (top); tiny barren cages, not natural territories, are the homes of ranched foxes (middle); a rancher unceremoniously removes a fox from a cage. It is a caged fox's anxiety that is palpable (top); tiny barren cages, not natural territories, are the homes of ranched foxes (middle); a rancher unceremoniously removes a fox from a cage. It is a caged fox's anxiety that is palpable (top); tiny barren cages, not natural territories, are the homes of ranched foxes (middle); a rancher unceremoniously removes a fox from a cage. It is a caged fox's anxiety that is palpable (top); tiny barren cages, not natural territories, are the homes of ranched foxes (middle); a rancher unceremoniously removes a fox from a cage.

Oh, for life on the *ranch*! A caged fox's anxiety is palpable (top); tiny barren cages, not natural territories, are the homes of ranched foxes (middle); a rancher unceremoniously removes a fox from a cage.
J ust this once, look away from the profit margins and mirrors and catwalks and fashion glossies, and give a little thought to the animals.

B ut the key right now is the economics of fur. Last year, 2.29 million mink and 4.45 million fox were farmed worldwide (Scandinavia accounting for 55 and 72 percent respectively). A lot of mink and fox, except by comparison with production in 1988: 41.7 million mink and 5.6 million fox. True, in-between production fell to an even lower 22.8 million total. But its 7 million pelt rebound since 1993 is still a third of its 21 million pelt collapse from 1988 to 1993.

The FICA trumps a 1.6 percent rise in sales last year. Yet even these gains are il­­lusory. The retail price of fur coats last year rose 1 percent, thus a reflection of falling worldwide production. That leaves a net gain of 6 percent. The industry sold fewer goods at higher prices.

In the fur industry that’s called a comeback. Outside the industry it’s called a recession. It fell to the folks at Fur World, the New York–based trade journal, to put a damper on the big revival. “Fur sales for the year failed to generate a full head of steam,” it warned last March—five months after the bold “reintroduc­tion” of fur in Vogue and the New York Times. “The consumer isn’t breaking down any doors to buy a new fur, even if they have more money than usual because of a burgeoning economy.” That same month Fur World ventured an explanation: “Let’s face it, fur has an image prob­lem. It’s no longer the ‘must-have’ item in the home. It's no longer the ‘must-have’ item in the home. It's no longer the ‘must-have’ item in the home. It's no longer the ‘must-have’ item in the home. It's no longer the ‘must-have’ item in the home. It's no longer the ‘must-have’ item in the home.

To translate this tautology: People aren’t buying furs because people aren’t buying furs. To translate further: The money isn’t there anymore. We, as an industry, are drowning.

Even on its own purely monetary terms, the industry has no other explanation available to it. “People forget the basics,” explained industry analyst Rob Southwick to the Boston Globe in April 1994. “When the economy rebounds, the fur business will rebound.” That was four and a half years ago, and the economy has rebounded beyond all expectations. The number of U.S. millionaires has more than doubled since 1992. Taxpayers reporting incomes of $200,000 or more have increased by 90 percent. Four million Americans have hit the $100,000 annual income mark.

Right on schedule, in every luxury in­­dustry, Mr. Southwick’s prediction might come to pass—and then some. Retail sales in luxury items have increased by 21 per­­cent a year since 1995. Every last luxury industry, that is, except the makers of the classic “must-have” luxury item. Never has Supply been maior for Demand. Yet here is the fur trade, even by its own manipulat­­ed numbers, even as it subsidizes designers to study fur cutting in Denmark because it’s a dying art here, and even as designers dis­­guise fur in less conspicuous trims and ac­­cessories, posting an illusory gain of 1.6 percent in new sales in 1997.

Illustrative was the case of Chicago re­­tailer Andritta Furs, which boosted $22 million in sales in 1996, $10 million in 1997, still maintaining a Web site full of indig­­nantly rebuttal to “fur myths” but, as of May 1998, was mostly busy with bankruptcy proceedings. Somehow Andritta missed out on the revival.

How much simpler a little honesty would be. For example: They have no money to sell. There is beauty and quality in cost-effective alternatives, as Mr. Cassini will soon demonstrate. There’s money in fur alternatives, too—far more in the long term—as there always is when people use their creative energies.

But if that’s not incentive enough then forget the money. Just this once, look away from the profit margins and mirrors and catwalks and fashion glossies, and give a little thought to the animals. The world is bigger than New York, Paris, and Milan. And today’s world is the industrialized world. And today’s world is the endangered species world. And today’s fur industry is no longer the fashion industry. And today’s fur industry is the dead-end fashion industry. And today’s fur industry is the endangered species industry. And today’s fur industry is the dead-end industry. And today’s fur industry is the endangered species industry.

The fur industry, Mr. Cassini be­­lieves, will eventually die. As more al­­ternatives are developed and the profit incentives shift away from animal fur, “it’s just pure money. The god of today is money; it probably has always been. And today we see the demise of the industrialized mode. And today we see the industrialized mode. And today we see the industrialized mode. And today we see the industrialized mode.

The fur industry has many like Mr. Cassini’s view, a milestone in the fashion world. “People use their creative energies. They are selling a product they would not call th...
HE SOUTHEAST HAS SEEN ITS SHARE of disasters in 1998. Widespread flooding and devastating tornadoes plagued the area during the first part of the year. Then in July a severe drought triggered raging wildfires in Florida.

Ever since Hurricane Andrew hit Florida in 1992, The HSUS Southeast Regional Office has been promoting disaster plans for animals in the region. We have sponsored disaster animal-relief teams (DART) training and have worked with several states to develop local and state animal disaster plans. All that planning was put to the test in the July fires on Florida’s east coast.

Working with the Florida Department of Agriculture and the state’s Division of Emergency Management, Southeast Regional Director Laura Beam and Program Coordinator Kim Stanton helped develop response efforts for the fires. They directed DART teams to the fires, arranged for pet supplies to be delivered to fire-ravaged counties where animal shelters took in evacuated animals, and assisted in reuniting evacuated animals with their owners once the fires were under control.

Although wildfires broke out in sixty-six of Florida’s sixty-seven counties, the counties of Flagler, Volusia, and Brevard bore the brunt of the fires. Fires consumed eighty thousand acres in Volusia County alone. Flagler County underwent a mandatory evacuation of thirty-five thousand residents over a four-day period. Many animals were left stranded in fire areas.

On Saturday, July 4, Ms. Stanton and DART members from Santa Rosa County arrived in Bunnell, Florida, where the Flagler County Emergency Operations Center (EOC) was in full operation. The reports of animal disaster coordinator Shelby Wolfe asked our team to begin damage assessment in areas that had already been consumed by fire. We spent the first day canvassing the once-bushy geography of Palm Coast, which had been completely flattened, in search of any living creature that may have survived the raging fires. After several unsuccessful patrols down smoke-filled streets, we heard from Jacksonville firefighters about a man who had chained his dogs to trees in areas that had been totally devastated by fire and that were riddled with rubble. We were able to locate the dogs and rescue them.

Wildfires of this magnitude were not expected in Florida, and it was sad to see the devastation that caused untold damage to people and animals. The impact on Florida’s forests has been irreparable, and it will take decades for the once thickly wooded ecosystem to again harbor an abundance of wildlife.

It is clear that our work promoting disaster planning is far from complete. We have to remain vigilant and educate animal owners. In the midst of this disaster, many of these animals were left to fend for themselves. We must be prepared for the next.[end of text]
WOULD YOU LIKE TO INVEST IN helping animals? Your retirement plan—whether it’s a pension plan, a 401K, or an Individual Retirement Account (IRA)—and stocks, bonds, or mutual funds all give you the opportunity to make humane investments. Without giving you specific investment advice, The HSUS offers some answers to questions you may have about making your investments more humane.

**What is a humane investment?**

Just as you can shop for products that have been produced without harming animals, you can shop for investments in companies that do not harm animals. If you want to make your investments more humane, there are several approaches available. For instance, the Cruelty-Free Investment News, operating out of Reston, Virginia, identifies three major types of humane investors: those who boycott companies that harm animals, those who actively pursue stock in companies that make a positive contribution toward animal welfare, and those who invest in companies that harm animals and then vote on shareholder resolutions to change company policies. Generally, these humane shareholder resolutions do not get voted in by the other shareholders, but at least a point has been made.

To some extent the definition of “humane investment” is open to individual interpretation. You will find that investors and investment advisors have many opinions about what constitutes a humane company. A basic benchmark is often whether the company engages in animal testing, but there are those who make a distinction between testing by cosmetic companies and testing by pharmaceutical companies. Some investors also take into account whether a company participates in habitat destruction or pollution. Some investors look at whether the company makes products such as cruel traps or guns used for hunting. Others find endorsements of exploitative entertainment such as circuses or rodeos unacceptable.

**How do I get started?**

The first step is to come up with a set of criteria—a list of “musts”—for possible investments (see the sidebar for two examples of screens). Determine what business practices you feel comfortable with. Do you want to avoid putting money into a business that engages in animal testing, but there are those who make a distinction between testing by cosmetic companies and testing by pharmaceutical companies. Some investors also take into account whether a company participates in habitat destruction or pollution. Some investors look at whether the company makes products such as cruel traps or guns used for hunting. Others find endorsements of exploitative entertainment such as circuses or rodeos unacceptable.

**How do I find out whether a company has humane practices?**

Call the company and ask to be sent an annual report. Dig further by talking to customer service representatives and finding the company’s Web site on the Internet. Go to the library and look for articles on that company in business magazines and newspapers. Many animal protection and environmental groups have done a lot of the research for you. You can call them and ask if they have guides for humane investing. Look also in animal and environmental protection magazines, newsletters, and Web sites. If you use the Internet to search for acceptable companies, try using keywords such as “cruelty-free,” “sustainable,” “socially responsible,” and “environment,” along with “investing.”

**Does it take time to find humane companies?**

It can. But then any responsible investor will take time to choose his or her investments. And if you are trying to find individual stocks that have good investment potential and also meet your humane criteria, you will probably have to spend a considerable amount of time and energy at first. However, the financial and emotional returns will be worth the effort.

Even companies whose policies seem to present nothing objectionable require closer examination. Samantha Mullen, a member of Washington, D.C.’s Animal Friendly Investment Club of the Capital Area, reports, “Probably the least time-consuming route is to invest in mutual funds whose holdings are limited to specific industry sectors that have nothing to do with animals. But you have to be careful. Sometimes companies that seem to meet your criteria can turn out to be unacceptable because of the financial or promotional support they give to certain activities, like rodeos, that people who care about animals would find abhorrent.”

**You can cut down on your research time by working with an investment advisor. Some brokers who are interested in humane issues advertise in animal protection magazines and on the Internet. They may call themselves ‘socially responsible’ or ‘cruelty-free’ brokers. Be sure to be very specific about the criteria of your screen for purchasing stocks, and don’t be afraid to ask for additional information if one of his or her suggestions makes you uncomfortable.**

**Also bear in mind that you will be paying for the advisor’s services. If you want to avoid paying for advice but want help...**

By Bob Brennan and Tanya Mulford
with research, you might want to consider joining a humane investment club and splitting the research with other like-minded investors.

How do I find a humane investment club? Because humane investing is a relatively new idea, it is not always easy to find a humane investment club. Start by looking for notices in vegetarian, animal protection, or environmental newsletters or on bulletin boards at your local health food store or co-op. Talk to friends and acquaintances. If you use the Internet, try posting a message on an animal-oriented news group. If you cannot find a club, then start your own.

How do humane investment clubs work? They are all different. Usually the group brainstorm to come up with an investment screen that is acceptable to all members. Then the group determines how much money each member will contribute each month—$25 is a typical amount for a group of moderate investors. Members divvy up the research responsibilities, meeting regularly to share information and make decisions. For convenience, some clubs do not even meet in person; the Animal Friendly Investment Club of the Capital Area holds telephone conference meetings at midday on the last Thursday of the month.

Won't humane investing limit my investment options? Yes. But the same is true if you exercise any discrimination regarding the companies you invest in. As soon as you apply any criteria to your investment strategy, you begin to reduce the number of options available to you. Whether a company is humane becomes one of your various criteria for investing, no less valid than any other. You would never invest in a company that has historically lost money or in a poorly performing mutual fund, so if you care about animals, why would you invest in a company that is inhumane to animals? Will I lose money if I switch to humane investments? It depends on how much you limit yourself—there is no reason that you must lose money as long as you are a prudent investor. When investing, there are never any guarantees that you will lose or make money, even in the most traditional of investments. Are there humane mutual funds? There are a number of funds out there that call themselves “cruelty-free.” “Cruelty-free” is often a limited concept in the investment community: it generally refers only to an absence of animal testing of cosmetics and pharmaceutical products that tests on animals or a company that uses animals in entertainment. What can I do to make my 401K or IRA more humane? Check with the brokerage firm that manages your employers’ 401K or IRA.

Ask for a list of the individual stocks or the stocks that make up the mutual funds involved, and then research those companies. You may run into roadblocks with your 401K; many employers do not give you the option of controlling the stocks that are part of a 401K. At best, you may be given a limited number of options within the framework of your employer’s plan. An IRA will give you much more control over the way your funds are invested.

How will my humane investments help animals? Humane investing offers you a way of helping animals that is different from your other animal-related activities. When you adopt an animal from a shelter or write a letter to your senator or representative in support of a bill that will help animals, your effort is directed toward an individual animal or a particular group of animals. When you invest in the financial world, the most immediate beneficiary will not be any individual animal or group of animals—it will be yourself. Nonetheless, you will have cleaned your financial house; you will have the satisfaction that your investment dollars will not be directed toward animal suffering and that you are not taking part in an industry that conflicts with your humane values.

But in a larger sense, you will be helping animals over the long term by becoming part of the growing movement of humane investing and by joining, with a growing number of other people engaged in socially responsible investing. According to a report on U.S. investments from the Social Investment Forum, in 1997 more than $1.2 trillion was invested on the basis of socially responsible criteria. As of 1997 there were 144 mutual funds that included social and/or environmental criteria as part of their publicly stated investment policy, while 710 major investing institutions (including pension funds, mutual fund families, community development funds, and foundations) were involved in socially responsible investing.

As more people seek out humane investing, the number of humane investment options will grow. It will become good business to do business more humanely. The end result will be a doubled return on your investment, your own monetary profits as well as tangible profits for animals in how they are treated and how their habitat is managed.

Bob Brennan is HSUS director, Development.
Janyja Mulder is HSUS associate editor.
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