WHAT DO YOU THINK WOULD HAPPEN IF, EVERY TIME a woman wore a fur coat in public, no one thought she looked beautiful? What if, whenever she walked down the street, she got disapproving glances instead of admiring looks? What if, whenever this woman asked acquaintances how they liked her new fur, they averted their eyes, shook their heads, and said nothing? What if someone finally said, “How can a coat made of animals who suffered and died be beautiful?”

Do you think this woman would wear her fur coat in public again? Would she ever buy another fur coat?

Scenarios similar to these are being played out across the country as more and more people hear about the HSUS “Shame of Fur” campaign.

You Should Be Ashamed to Wear Fur. This is the message The HSUS continues to send consumers in the second year of our wildly successful “Shame of Fur” campaign, our most ambitious public outreach effort.

Last year, The HSUS made headlines and rallied hundreds of thousands of people to the anti-fur cause. “Again this year, those of us who care about animal suffering will be making every effort, within the boundaries of the law, to make those who wear fur consider the consequences of doing so,” said HSUS presi-
in any manner that is most economical and convenient for the rancher and that will not damage the pelts.

- Ranchers often kill small animals, such as minks and chinchillas, by breaking their necks manually or mechanically.
- Another killing method involves gassing the animals with carbon monoxide or carbon dioxide. The cheapest way for a rancher to do this is to channel exhaust fumes from a running motor vehicle into the animals' enclosures. Such unfiltered and uncooled gas burns the animals' eyes and lungs.
- Poisons, including strychnine, cyanide, or even paralytic drugs, are sometimes used.
- Electrocution is a preferred method of execution for larger animals such as foxes. An electrical cable is clamped in the fox's mouth while another is inserted into the animal's rectum. Animals scream horribly during electrocution and experience extreme pain.
- Other methods of killing ranched animals include drowning, daubing chloroform on each animal's nose and imprisoning him in a coffee can, or tying an animal upside down and hitting him on the head.

**TRAPPED BY GREED**

An additional 17 million wild animals—including foxes, wolves, coyotes, raccoons, bobcats, beavers, muskrats, otters, opossums, and minks—have been trapped for their fur each year in the United States.

Contrary to what fur industry public-relations materials would like you to believe, trapping animals for their fur does not ensure the continued existence or health of species. Trapping is not needed—nor was it ever intended—to "save animals from overpopulation and consequent starvation," as the fur industry maintains. The truth is wild-animal populations are regulated naturally in accordance with available food resources and habitat.

Trappers kill animals indiscriminately; most are motivated not by the desire to "preserve" or "manage" wildlife but by the top dollars paid by
Paralyzed with claustrophobia and fright, a ranch-raised fox peers out from his prison. When his fur is full, he will be electrocuted, gassed, or poisoned.

the fur-fashion industry for the pelts in vogue at the moment. When the whims of fashion dictate raccoon, trappers kill raccoons; when mink is "in," minks suffer and die in large numbers. So much for "preservation of species" and "wildlife management!"

Did you know that:
• Most trapped animals are caught with the infamous leghold trap, an instrument so torturous it has been banned in more than 65 countries. The tremendous force with which the trap snaps down on the paw or limb of an animal can be likened to having one's hand crushed in a car door—and left there indefinitely.
• In frantic attempts to escape, animals frequently bite off their own trapped limbs.
• Several other popular traps are also extremely cruel. Studies of the Conibear trap, a whole-body trap, show that it causes prolonged, agonizing pain to 40 percent of the animals it catches. The neck snare, a thin wire trap, inflicts prolonged agony by slowly strangling its victims over a period of hours or days.
• Those states that have laws regarding the placement and handling of traps vary widely in how often they require traps to be checked. Some states have no checking requirement. Trapped animals left for long periods are likely to suffer and die from exhaustion, dehydration, predation, freezing, or starvation. Many animals have been found alive after having been left in traps for as long as two weeks.
• There are no laws or regulations regarding how trapped animals may be killed. Consequently, they are killed in whatever way is easiest for the trapper and does not damage the pelt.
• Popular killing methods include beheading an animal with a blunt instrument or holding on to an animal's rear legs while slamming his head against a tree or rock.
• Another method is to stomp on the animal's chest, thus slowly suffocating the creature or crushing his heart.
• Animals who are trapped in or near water, such as beavers and muskrats, are drowned. This is quite an ordeal since beavers can hold their breath for as long as 20 minutes.
• Commercial trapping of animals for their fur is encouraged and widely practiced in our national wildlife "refuges" and parks.
• An estimated 5 million so-called "trash animals"—including domestic animals and unwanted wild species—are accidentally caught in traps and suffer agonizing deaths each year.

Don't keep your outrage to yourself. Tell others why they should be ashamed to wear fur. Ask your friends and family not to buy fur—no fur coats, fur-lined gloves, mink teddy bears.
• Help destroy the myth that furs are glamorous. Write letters and Op-Ed pieces for your local newspaper. Ask the media to expose the fur trade. Write or call the producers of TV shows and movies that glorize furs. Let department stores know that you oppose the selling of fur garments.
• Use the enclosed reply card to order: reprints of this Close-Up Report (send them to all who need enlightening);
• "Fur Shame" buttons (wear one on the lapel of your winter coat; carry extras to hand out);
• "Fur Shame" stickers (paste them on the envelopes of all your correspondence; stick them on fur ads you see in magazines and newspapers and mail them back to the publications they appeared in).

Finally, help The HSUS defeat the fur industry's war on animals by helping us spread the word about this brutal trade. Your tax-deductible contribution will enable us to place more anti-fur ads and billboards and create more anti-fur media events. Use the enclosed postage-paid envelope to send your contribution today.

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