In January 1982, I launched a drive to build a municipally funded, low-cost spay/neuter clinic in Fort Wayne, Ind., as an alternative to the city's collection and euthanasia of stray, unwanted animals. The clinic became a reality in 1983 after many dollars and hours of hard work contributed by dedicated citizens. It established in Indiana, for the first time, an approach to animal control that deals directly with the cause of surplus animals, not the tragic consequences.

Although Fort Wayne veterinarians established their own spay/neuter clinic in 1978 -- the result of mass public pressure through various neighborhood associations -- it failed, after five years, to meet an established goal of 20 sterilizations per day. There were hardships, especially for poor or elderly pet owners, because citizens were required to deliver their pets to the clinic after 6:00 p.m. and pick them up after 8:00 a.m. the next day. Meanwhile, the community was paying for the care and feeding of approximately 8,000 sheltered animals, and nearly 99 percent not adopted or reclaimed had to be killed. Continued on next page
As a concerned citizen, my first step was to establish community support for a municipal spay/neuter clinic. I contacted many community leaders, including the director of Catholic Social Services, a Protestant minister, the vice president of a local advertising agency, a labor leader, the president of the National Association for the Advancement of Colored People serving Fort Wayne and Allen County, the president of the Allen County SPCA, the vice president of the Neighborhood Association Council. Meeting with each person individually, at his or her convenience, I explained what I wanted to accomplish, making it a point to be brief.

During this first meeting, I gave each person a copy of the HSUS' publication, How to Establish Spay and Neuter Programs and Clinics, as well as a copy of a 1980 feasibility report by the City of Charlotte, N. Car., which evaluated results of a nationwide survey of various spay/neuter programs and revealed that municipally operated clinics sterilize the most animals at the lowest cost to taxpayers. I asked the community leaders to read these materials and promised to contact them within a couple of weeks.

At our second meeting, each person told me the clinic seemed necessary and worthwhile. Without hesitation, I requested two favors from them: to use their names as members of a community committee in favor of the clinic in my correspondence with the animal control association and other local groups; second, to count on their testimony at a public hearing before the city council should a clinic-related ordinance be introduced. When all agreed, my committee began to take shape, and my personal effort became a community effort. I immediately began to organize workers to raise funds for the clinic.

By spring 1982, the Committee for a Municipally Funded Low-Cost Spay/Neuter Clinic was fully established, representing a cross section of the community including minority groups and those from recognized professions and labor, and politically bipartisan. The Committee was unique because it drew its strength from citizen effort, not only from an established animal organization. The Committee helped raise approximately $1,800 to finance the clinic project. The money was used to produce and supply educational material for city council members and for mailings. It also paid for long-distance telephone calls and traveling expenses for national and international animal-control experts who

Continued on page 11

SHELTER SENSE (ISSN 0734-3078) is published by The National Humane Education Center, a division of The Humane Society of the United States, 2010 L St. N.W., Washington, DC 20037, (202) 452-1100.

Subscription rates:
* ten issues—$5.00 (US currency); renewals—$5.00 (US)
* additional subscriptions to the same address—$4.00 each (US)

HSUS Vice President, Companion Animals ................. Phyllis Wright
Editor, SHELTER SENSE ............................................ Deborah L. Reed
Production Assistant ............................................. Lee Manary

©1984, The Humane Society of the United States, all rights reserved.

PHOTO CREDITS:
Cover and page 11, Gabriel R. Delobbe; Page 8, George Whiting/Norfolk Division of Animal Protection

© The Inside Track
Advice on ways to inform and influence local officials
by Ann Church

A regular column about organizations' experiences setting up and using a computer system

Animal-welfare laws can be enacted at various levels of government: city, state, county, or federal. The first step is to decide which level is most appropriate for your issue of concern.

Some subjects -- community animal control, for example -- may only be pertinent to city or county government. Other issues that could be addressed at the state or federal level may be more easily dealt with at the local level. A large number of small, local legislative victories can lead to easier legislative change at the state or federal level.

Before you actually begin lobbying, find out some basic, but important, facts about the particular legislative body you plan to approach:

* How is it structured?
* How often does it meet? How long is its legislative session?
* Does it use a committee system? If so, which committee would consider your bill?
* How many members are there, and how are they elected? Where do they represent?
* How is the legislative agenda set?
* Has the issue been considered before? What were the results?
* What is the procedure for getting bills introduced?
* How does a bill become a law?
* Are hearings always open to the public? Who can testify?
* Which political party controls the body?

The following information about each adoption is entered:

* Adoption date
* Date by which spay/neuter surgery must be performed
* Adopted animal's sex and species
* How was the deposit for the spay/neuter deposit

The Jefferson SPCA (207 N. Meadow, Metairie, LA 70003) is using a computer to file information from each of its animal adoption contracts on a monthly basis. The group uses an Apple IIe computer, printer, two disk drives, and a Visifile program. The following information about each adoption is entered:

* Adoption's name and telephone number
* Adoption date
* Adoption contract number
* Adopted animal's sex and species
* Date by which spay/neuter surgery must be performed
* How many deposits to be used toward spay/neuter surgeries or spay/neuter deposit

A monthly printout lists owners in alphabetical order, making it easier to retrieve related information if the new owner later telephones with a question or concern.

Most of this information can be directly obtained from the legislative body through its literature or by telephoning its offices. To get the most out of your legislative victories can lead to easier legislative change at the state or federal level.

The following information about each adoption is entered:

* Adoption date
* Adoption contract number
* Adopted animal's sex and species
* Date by which spay/neuter surgery must be performed
* How many deposits to be used toward spay/neuter surgeries or spay/neuter deposit

A permanent computer printout containing this information provides the SPCA with an overview of its animal adoptions, returns, sterilizations, kennel population, etc. The Visifile program operates easily. (The only process the SPCA finds to be time-consuming is setting up the fields.)

The Jefferson SPCA (207 N. Meadow, Metairie, LA 70003) is using a computer to file information from each of its animal adoption contracts on a monthly basis. The group uses an Apple IIe computer, printer, two disk drives, and a Visifile program. The following information about each adoption is entered:

* Adoption's name and telephone number
* Adoption date
* Adoption contract number
* Adopted animal's sex and species
* Date by which spay/neuter surgery must be performed
* How many deposits to be used toward spay/neuter surgeries or spay/neuter deposit

A monthly printout lists owners in alphabetical order, making it easier to retrieve related information if the new owner later telephones with a question or concern.

The following information about each adoption is entered:

* Adoption's name and telephone number
* Adoption date
* Adoption contract number
* Adopted animal's sex and species
* Date by which spay/neuter surgery must be performed
* How many deposits to be used toward spay/neuter surgeries or spay/neuter deposit

A permanent computer printout containing this information provides the SPCA with an overview of its animal adoptions, returns, sterilizations, kennel population, etc. The Visifile program operates easily. (The only process the SPCA finds to be time-consuming is setting up the fields.)
You Can Prevent Animal Fund-Raisers

Every year, various local organizations and schools sponsor fund-raisers such as donkey basketball games, greased-pig contests, animal-trophy auctions, fishing contests, and more. These types of events foster public misunderstanding of animal life and needs, and some include stressful handling or deliberate mistreatment of the animals involved.

Director of The Humane Society of the United States’ Gulf States Regional Office William R. Meade III suggested the following ways to monitor and prevent animal contests and events:

* Find out about animal events as early as possible, when there is a greater opportunity to oppose them and have them canceled. Note animal-event listings in local magazines and newspapers as well as related radio and TV announcements.

* Record complete, accurate information about an event through phone calls to sponsors, local officials, or the local chamber of commerce. This information should include:
  1. The sponsor's name and address
  2. Other participants' names and addresses
  3. Event dates and times
  4. Location of the event and the name of the property owner
  5. Types and number of animals involved
  6. The name and address of the place from which the animals will be obtained
  7. The purpose for which the animals will be used
  8. The disposition of the animals once the event has ended (for example, sold, humanely or inhumanely killed, abandoned, etc.)

* Before protesting an animal fund-raiser, research local and state anti-cruelty laws. Telephone the local state fish and wildlife agency to determine whether the animals used are protected by specific laws. In cases of exotic cats and mammals, contact the nearest United States Department of Agriculture (USDA) office (call the state capitol for assistance).

* Send two humane-society representatives, who will speak tactfully and pleasantly, to visit the event's sponsor to persuade him or her to cancel the program. If the sponsor won't agree to cancel it, send a letter of protest to him or her with the following information:
  1. The date, time, location, and type of event
  2. A statement of your organization's opposition to the event, based upon possible law violations, danger to human participants, and animal stress or abuse
  3. A firm request that the sponsor cancel the event or present an alternative, but acceptable, activity
  4. A specific request for a prompt reply

* Suggest several alternate non-animal events:
  1. Car wash
  2. Bake sale
  3. Bike race
  4. Frisbee throwing contest
  5. Marathon
  6. Walk-a-thon
  7. Sack race

* Send copies of your letter of protest to local news media, government officials (for example, the mayor and chairman of the city council), and law enforcement authorities such as the animal-control superintendent or game warden. Send a copy to the presidents of local community organizations such as the heart and lung associations, Kiwanis club, 4-H club, etc.

* If the sponsor does not cancel the event at this point, personally contact TV and newspaper reporters to ask them to write stories about the controversial nature of such animal fund-raisers. Supply clear black and white photographs of this type of program, if possible. Clearly explain to the reporters your opposition so that they understand how animal contests and fund-raisers can needlessly cause animal suffering for no other purpose than to entertain people.

* If the program takes place, organize area humane groups and other animal welfarists to picket the event in protest. Pickets tend to attract the news media, perhaps lowering the number of event spectators. Carefully check all local ordinances related to public demonstrations to be certain no laws are broken.

* Be prepared to bring cruelty charges if there are definite instances of animal abuse, injury, or death related to the program. Document the event, particularly these instances, with photographs and at least two witnesses.

* Following the event, write again and ask the sponsor to not repeat it or a similar activity in the future. If bad publicity has been strong enough, the sponsor may concede.
One volunteer at the Helping Hands Humane Society in Topeka, Kan., is matching pets with people who have difficulty visiting the shelter, and she will share her programs and experiences with others who share her similar dream. Kathleen A. Wheeler posts her home number at the humane society, where employees share it with callers inquiring about pet adoption. Wheeler lives close to the humane society and visits the shelter once or twice weekly to survey the animals. Many people call her for adoption assistance because they live far from Topeka, in rural Kansas. When she locates a cat or dog that matches their description of an animal they'd like to adopt, she notifies them. They may make a special trip to the shelter to see it and, perhaps, arrange for adoption. Wheeler's convenient service prevents many prospective adopters from having to travel back and forth to the shelter, for several days, in search of an ideal pet.

Wheeler recently expanded her activities to help locate new homes for altered pets whose owners can no longer keep them. "I feel a deep satisfaction when a pet's life is saved and it has a happy, new owner," she said. Call her at (913) 232-9769 to discuss organizing a similar service.

Plan now to attend the World Congress on Animal Protection at the Boston Park Plaza Hotel in Boston, Mass., May 27 to June 1, 1984. The World Congress will be hosted by the World Society for the Protection of Animals (WSPA). HSUS President John Hoyt and Vice President and General Counsel Nuraugh Madden are vice presidents of WSPA. It will bring together representatives from many nations throughout the world to discuss critical issues affecting animals in their countries, including stray animal/rabies control, international animal-disaster-relief programs, animals in the food industry, juvenile animal abuse and neglect, tort law, animal spectacle such as the American-style rodeo, animal transportation, the fur controvery, intensive factory farming, animal in research, and sealing. For information about conference fees and hotel rates, write Congress Coordinator, WSPA, 29 Perkins St., P.O. Box 190, Boston, MA 02130. (See the advertisement in this section.)

A North Carolina couple recently agreed to pay $1,000 and consent to a cease-and-desist order against future Animal Welfare Act (AWA) violations after the USDA's Animal and Plant Health Inspection Service (APHIS) charged them with improper cat transportation, handling, and record keeping. According to an APHIS report, Alman and Kirby Wise, who operate the Tarheel Cattery in Benson, N. C., set up the APHIS charge and consented to the civil penalty imposed by an administrative law judge without admitting or denying that they transported cats in a truck with a faulty exhaust system, causing approximately 21 to die. They also neither admitted nor denied transporting 145 cats in four shipping crates that were too small to allow the cats to move. Further, APHIS inspections revealed numerous cats were not held for the required five days and were improperly identified, and record keeping was inadequate — another charge the couple neither admitted nor denied. The judge ordered the couple to post a visible notice near all animals they acquire, leaving it in place for at least five days. He also ordered the Wises to comply with every AWA standard and regulation, and, particularly, to cease and desist from violating holding, identification, and record-keeping requirements for all animals handled during ordinary business. This order is a permanent injunction, and failure to obey it can result in additional fines of up to $500 for each violation, the report said.

The National Electrical Contractors Association (NECA) and the International Brotherhood of Electrical Workers (IBEW) recently contributed a new electrical system to The Capital Area Humane Society (2770 Groveport Road, Columbus, OH 43207).

The Central Ohio Chapter of NECA donated approximately $7,500 worth of materials, and members of IBEW Local 683 contributed approximately 400 man-hours of labor. For a combined savings to the humane society of approximately $12,000. This cost far exceeded what the Society could have paid to replace the system.

The old system, located in the humane society's basement, threatened to cause electrical outages or fires when water seepage occurred. The main service was rusted, corroded, and water-soaked, according to a recent humane-society report. The new system is located in a drier area, which will place it in the center of the facility once planned expansion has been completed.

The humane society advertised its need for the new electrical system in its "Christmas Wish List" in the December 1983 Capital Area Humane Society News. Herman Jeschke, manager of NECA's Central Ohio Chapter and a humane society contributor, was alerted to the group's plea by his former employee, Marian Miller. Jeschke consulted IBEW Local 683 Business Manager Joe Hover about developing a plan to replace the worn system. Service poles, donated by American Line Construction, were installed by the High Voltage Systems Division of L.B. Myers Co. Superior Electrical Company, a union electrical contractor and NECA member, supervised the job at cost.
**Rabies Requires Prevention, Not Panic**

by Guy Hodge

Humans and animal-control agencies should develop policies to protect their employees against rabies exposure, because despite development of stable, high-potency dog and cat vaccines, rabies is a chronic problem in the United States. Rabies is usually transmitted by the bite of an infected animal or, less frequently, by means of saliva from an infected animal contacting an open wound. A recent study of a cave inhabited by rabid bats suggested that airborne transmission of rabies is also possible. Another recent study, conducted in Ethiopia, indicated a dog can harbor and transmit rabies virus without contracting the disease itself. Thus, people working with animals may be unknowingly exposed to rabies.

During 1981, the federal Centers for Disease Control (CDC) recorded 7,011 documented animal rabies cases. Since 1974, more than 250,000 doses of the anti-rabies vaccine for humans have been administered in this country, while the incidence of rabies in animals has doubled since 1978.

Pet owners remain complacent about vaccinating their dogs and cats. The threshold level for a rabies outbreak is 70 percent of the animal population: If this percentage of the population is vaccinated, it is believed rabies will not spread within a community. Yet, CDC reports that only 4 percent of cats are ever vaccinated against rabies. The domestic cat has surpassed the dog as a vector for rabies. In 1981, for the first time, the incidence of rabies in cats was higher (by 32 percent) than in dogs. In 1982, 209 cats were confirmed rabid in this country as opposed to 153 dogs, according to CDC.

Another factor affecting the increase in rabid animals is the popularity of exotic pets: A recent study conducted in connection with the Mid-Atlantic rabies outbreak found that of the wild animals diagnosed by laboratories as positive for rabies, three-quarters were kept as pets.

Rabies outbreaks follow predictable patterns and are related to environmental conditions such as topography, climate, and vegetation. For example, skunk rabies is concentrated in the Midwest. Yet, no locality is impervious to rabies. Dogs, cats, and exotic pets may carry the disease into an area that has been historically rabies-free. The current raccoon rabies prevalence, for example, probably resulted from hunters shipping rabid raccoons into the Mid-Atlantic states.

Animal-welfare and control agency administrators should be cautioned against overreacting to the rabies prevalence and recent revelations about its causes and control. The Humane Society of the United States (HSUS) is not aware of any shelter employee who has ever contracted rabies. Yet, The HSUS urges people working in high-risk occupations — veterinarians, zoo keepers, animal-control officers, and shelter employees — to undergo pre-exposure rabies prophylaxis. The CDC also strongly advocates this precaution.

Recent advances in production of anti-rabies biologics for humans have resulted in a vaccine that is safe, effective, and inexpensive. Until 1980, a duck embryo vaccine (DEV) was used to treat people presumed to have been exposed to rabies virus. Treatment involved injection with rabies immune globulin followed by 14 to 21 DEV injections.

In June 1980, the Merieux Institute of Miami, Fla., began marketing a human diploid cell vaccine (HDCV), "Imovax," that can be used as a pre-exposure rabies prophylaxis for people in high-risk occupations. The standard treatment regimen has been three doses of 1.0 ml administered intramuscularly (IM) on days 0, 7, and 21 or 28.

Studies indicate that complete protection against rabies can also be obtained by administering HDCV in a three-dose regimen at 0.1 ml given intradermally (ID). Cost of treatment is substantially reduced by this method, since as many as six people can be vaccinated using a single 1.0 ml vial of "Imovax." The same vial only contains enough vaccine for a single IM injection. Thus, the cost per patient is reduced from approximately $45 for an IM injection to $6 to $10 for each ID treatment, making "Imovax" affordable for animal-welfare agencies and their employees. The U.S. Food and Drug Administration has not yet formally approved the ID vaccination. The CDC's Immunization Practices Advisory Committee, however, accepts this method for pre-exposure vaccinations, and physicians now administer "Imovax" this way.

Once the HDCV has been reconstituted for administration, the vial must be used within three hours or it will no longer be effective and must be discarded. Municipal health departments that vaccinate their own employees and treat people exposed to rabid animals do not always use the full contents of a vial. Rather than waste the remaining doses of HDCV, some public health agencies volunteer to vaccinate local animal-shelter employees and wildlife rehabilitators without charge to their organizations. No one should ever receive less than 0.1 ml (ID), which is the minimum effective dosage, according to the CDC.

The pre-exposure rabies prophylaxis is intended to protect a shelter worker against undetected exposures to rabies virus. As an additional safeguard against infection, post-exposure treatment is advised for any shelter worker who is bitten by an animal clinically diagnosed as rabid. The post-exposure treatment of a patient who was previously vaccinated does not include rabies immune globulin, and fewer injections are required.

*Continued on next page*
If HDCV is not available through a municipal health department, "Imovax" can be obtained directly from the Merieux Institute by calling (800) 327-2842 or (305) 593-9577. The vaccinations can then be administered by any person properly licensed and trained.

Of course, pre-exposure vaccination of employees should only be one element of a rabies-control program. All employees should be familiar with rabies and its clinical symptoms. The American Veterinary Medical Association (AVMA) produced an excellent training film, Rabies, which may be borrowed, without charge, from the AVMA Audiovisual Library, c/o the Modern Talking Picture Service Scheduling Center, 5000 Park St. N., St. Petersburg, FL 33709; telephone, (813) 541-5763. The Service also offers a CDC film, Animal Bites and Rabies.

The AVMA also produced a pamphlet, What You Should Know About Rabies. A sample copy and order information is available from the Division of Public Information, American Veterinary Medical Association, 930 N. Meacham Road, Schaumburg, IL 60196; telephone, (312) 885-8070.

Workers must learn correct procedures for handling a suspected rabid animal. Techniques for handling wild animals during a rabies outbreak were featured in the May 1983 Shelter Sense.

A policy that protects employees against rabies exposure will enable them to perform their jobs safely and more confidently.

Wyeth Laboratories (P.O. Box 8299, Philadelphia, PA 19101) also produces a reliable rabies vaccine, but it is only approved for IM injection. For further information, call (215) 383-0600.

Guy Hodge is the director of Data and Information Services for The Humane Society of the United States.

WANTED - Animal-control officer. One year of experience or HSUS Animal Control Academy graduate preferred. Duties include animal control for the City of Beckley, W. Va. Salary, $950 per month. Retirement plan. Fully paid medical insurance, education plan, two weeks vacation after first year, and sick leave. Annual raises. Please submit resume to the Humane Society of Raleigh County, P.O. Box 115, Beckley, WV 25801; attn: Paul Knot, manager.

WANTED - Animal-control manager. Nine-month contract. Need immediately. Minimum five-years paid experience with two years as manager of an animal shelter, 25,000 area population. College degree; must have relevant experience desired. Call EAC, Darryl Logan at (907) 562-2812, or write EAC at 341 W. Tudor Rd., Anchorage, AK 99503.

WANTED - Supervisor for City of Farmington, N. Mex., animal-shelter activities and personnel. Develop and implement community animal programs, maintain accurate records system, monitor shelter conditions, and coordinate activities with law enforcement agencies and community groups. Need combined supervisory and shelter experience, specialized training and education in animal field, and effective oral and written communication skills. Submit resume no later than April 20 to Personnel Director, City of Farmington, P.O. Box 906, Farmington, NM 87409. For more information, call (505) 327-7701, ext. 1132.

"Spay/Neuter Clinics," continued from page 2 tested in favor of the clinic at a public hearing. The Committee also mailed to all Neighborhood Association Council members a copy of a testimony that explained the proposed spay/neuter program. Eighty percent of them endorsed the project. It is a perfect example of the value of the democratic process. Members devoted their energies and time to build community support and push for passage of an ordinance to clear the way for the new spay/neuter facility.

After Fourth District Councilman Ben Eisbart introduced the spay/neuter ordinance in July 1982, the initial group of community leaders with whom I'd met and animal-control experts like HSUS Vice President Phyllis Wright testified in favor of the clinic at an August public hearing. An enabling ordinance passed, and Councilman Eisbart established an advisory committee to implement the project. Its members included the local veterinarians, the AVMA, The HSUS, Fort Wayne Humane Society, Allen County SPCA, Animal Control Commission, the Committee, Councilman Eisbart, and Councilwoman-at-Large Janet Bradbury, who also favored the clinic. The advisory committee met twice monthly for five months, with many opposing viewpoints and much conflict. Nonetheless, a compromise was reached, and a proposal for a cooperative spay/neuter program was presented to the city controller in early 1983. The final ordinance, including the proposal, passed unanimously that March and was signed by the mayor several days later.

During the advisory committee meetings, I insisted that since public money would be used for the new clinic, the facility must report weekly to the manager of the city's animal-control department the number of animals sterilized and their sex. The department, in turn, was asked to provide a monthly report to the Animal Control Commission. Last January, by an 8-0 vote, I became one of the two city council-appointed members of the Animal Control Commission. Three others are appointed by the mayor. I will serve for approximately three years, and I am free to inspect the clinic and its records at any time.

The new clinic is providing quality service. It's open to anyone who wishes to use it. Animals can be spayed for $20 or neutered for $15. County residents can also use the clinic for an additional $5 charge. The Port Wayne Humane Society will pay $5 toward sterilization of the mother of any kitten or puppy litter brought to the municipal shelter. An animal must be inoculated at the time of surgery, and the clinic will inoculate it for a small charge if the pet owner will sign a waiver. The money is given to the county controller, who pays the clinic veterinarians.

I believe that many local humane societies are "sleeping giants," which, despite much hard work and care, are neglecting to fully channel their efforts into the community power base. Humane societies must do more than be humane. They must do more than educate. Societies, as well as individual taxpayers, must be heard by their local and state governments.

I proved that the community wanted a low-cost, municipally funded spay/neuter clinic. I am very proud of Port Wayne and all we have accomplished.

Information on selected Spay-Neuter Clinics and Programs is available free by writing The HSUS Companion Animals Department. For a copy of How to Establish Spay and Neuter Programs and Clinics (AC4009), send a $2 check or money order to The HSUS, 2100 L St. N.W., Washington, DC 20037.
Improve the telephone skills of humane-society or animal-control workers with the help of a twice monthly publication, Your Telephone Personality.

Each biweekly issue provides practical hints and techniques for creating the best impression in every telephone situation, whether an inquiry, a complaint, or other business. The publication is pleasant, readable and is written by an experienced telephone operator. Topics include ways to

* improve the quality of your phone voice;
* learn to keep phone conversations short and to the point;
* please "waiting" callers;
* screen calls without offending callers;
* reduce telephone expenses;
* turn an irate caller into a business "friend," and
* take and deliver meaningful messages.

Your Telephone Personality is available for quantity prices. Three copies, the minimum order, cost 69 cents each. Four to nine copies per issue cost 63 cents each, 10 to 19 copies cost 59 cents, etc. There is a small postage/handling charge. Subscriptions will be billed annually and can be stopped anytime by writing the publisher and asking for a refund of any unused portion. Write The Economics Press Inc., 12 Daniel Road, Fairfield, NJ 07006-9987. For faster service, call toll free, 1 (800) 526-2554. In New Jersey, call 1 (800) 526-1128. Ask for Dept. PO.

A Gaines Dog Care Center plan to provide financial support to animal shelters, humane societies, and animal-rescue leagues nationwide has been extended to March 31, 1985.

The Gaines Shelter Cash-In Plan, originally scheduled to end last March, is continuing to provide monetary support to animal organizations by allowing them to collect and redeem the starred price markers from Gaines dog food packages. An entire community can participate if dog owners save the markers and the local shelter mails them to Gaines for cash. With 500 markers, a shelter can receive five cents for each or $25 total. One thousand markers will bring a shelter 10 cents each or $100 total. If 5,000 markers are sent in, Gaines will mail 15 cents for each or $750 total. Redemptions can be made as often as possible.

Shelters, humane societies, and animal-rescue leagues are not charged for participating in the plan. In addition, Gaines supplies participating organizations free direct-mail literature, posters, press releases, and dog care booklets to help promote the plan. Gaines suggested organizations set up a box in their front offices or reception areas to collect the markers and/or Gaines dog food products.

For further information, write Gaines Dog Care Center, 250 North St., White Plains, NY 10625.
Real Easter Bunnies
Are Not Toys...

Just as they do with toys, some children stop caring about a live Easter chick, bunny, or duckling when it is no longer cute and new.

Thoughtless parents and children neglect their need for warmth and food. Others cruelly abandon them in local woods or ponds—unable to fend for themselves—where they die.

It is illegal to buy these animals in some states and cities because they may carry salmonellosis, a severe intestinal disease that can infect people.

This Easter, surprise your child with a stuffed toy, or visit your local animal shelter to learn about the puppies and kittens waiting there to become a lasting member of your family.

[This space for your organization's name and address]

Provided by The Humane Society of the United States

This message can be clipped out and reproduced in quantity by your local printer for distribution at schools, shopping centers, libraries and other community locations. Credit must be given to The Humane Society of the U.S. Remember to add your organization's name, address, and telephone number in the space by typing, typesetting or affixing your group's letterhead. You can also purchase advertising space for it in your local newspaper or use it in your organization's newsletter.

April '84/SHELTER SENSE/13