OWN A CAT WITH SOCKS APPEAL?

A new cat has taken the country by storm. His name is Socks. He's rocketing to the top of the pet world with a little help from the Humane Society of the United States' (HSUS) newest promotion, "Socks Appeal.""Socktopus" currently leads the pack of companion cats and dogs in the HSUS/CompuServe Pet Registry (see page 2); they are being judged in two stages. The competition's winners will receive prizes such as a trip to Washington, D.C., in mid-June, where the winning cat and owner will receive a trip to Washington, D.C., in mid-June and enjoy a weekend as guests of the HSUS. You will receive a kit and receive infor-

One of the seven charities that serve the environment, people, and animals is the HSUS. Stock up now! For more information about Sebastian, call 1-800-829-7322.

SHOP "SMART" AT PETSMART

With seventy stores in sixteen states and forty stores scheduled to open this year, PETSMART is on its way to becoming the nation's largest pet-supply retailer. More important than its size, however, is PETSMART's corporate philosophy of caring for animals. The chain does not sell dogs or cats. It offers store discounts to owners who obtain pets from shelters and provides grooming for shelter animals so they will be more attractive and adoptable. It even takes shelter animals into its stores to display for adoption.

The HSUS has been selected by PETSMART to receive a portion of the proceeds from sales of its Authority premium pet formulas. For the duration of the promotion "Two Paws and a Cause," PETSMART will make a donation to The HSUS for each Authority product sold. PETSMART will also provide a page in its store magazine for pet-care tips from The HSUS. The magazine is given to more than 800,000 PETSMART customers each month.

This year PETSMART will be a major supporter of the National Association for Humane and Environmental Education's "Adopt-A-Teacher" program. For more information about PETSMART, call (602)-944-7070.

MAKE IT HAPPEN

A Cleaner Earth: A better world for animals. Today's kids will be making tomorrow's decisions. Help them learn about kindness to animals, people, and the environment with KIND News. For just $18 a year, you can sponsor an entire classroom of students to receive KIND News each month of the school year. Many classes are waiting to be adopted through the HSUS "Adopt-A-Teacher" program. You can adopt one of them or pick one of your choice. Tomorrow's decision-makers should be reading KIND News today. For more information, write to the HSUS Adopt-A-Teacher Program, 67 Salem Rd., East Haddam, CT 06423.