Are you getting the best dog for your dollar when you buy from a pet shop?

by Edy Sammon

Dog breeders lobby against them. National breed clubs deny membership to anyone who sells puppies to them. Trainers and behaviorists warn unsuspecting buyers to avoid them at all costs. And the American Kennel Club (AKC), asked if they take an official stand on them, says, "We can't."

"They" are the growing number of pet shops throughout the country that sell puppies. The subject is so touchy that Docktor Pet Centers, one of the nation's largest retailers of purebred dogs, is reluctant even to be interviewed. From their Massachusetts headquarters, Public Relations Manager Pat Davis-Dance said, "Anything you would ask me, I would have to get back with you on." All I wanted to know at that point was how many dogs were sold at Docktor Pet Center outlets each year!

Davis-Dance's reluctance is understandable: The sale of puppies in pet shops is one of the most controversial topics among dog fanciers today.

Continued on next page
As you browse through your local shopping mall and pass by the pet store where adorable puppies frolic in window displays, you might be tempted to stop in for a look. A sales clerk will be glad to remove the puppy from its window crate and let you hold it. You might wonder as you cuddle this little ball of fur what the controversy is all about.

In a nutshell, the controversy concerns the health and well-being of the puppies before, during, and after their arrival at the pet shop. Professional dog breeders have several “bones” to pick with the pet shop industry.

SOURCES OF CONTROVERSY

* The source of the puppies - Since many, if not most, national breed clubs forbid their members to sell puppies to retailers, it follows that professional breeders do not sell puppies to such establishments. Who, then, does that leave? It leaves the novice breeder who may not know anything about proper care of the dam and puppy, or the breeder who cannot keep the AKC registerable dogs.

Most pet stores buy puppies through a broker system. Brokers buy puppies from breeders, then resell them to the pet shops. Milo and Margaret Pearsall, in their book Your Dog — Companion and Helper, describe the risk involved: “Beware of the big franchised chains with the high-pressure fancy guarantees (and fancy prices) that will not tell you the source of their supply. The health of puppies from many of these establishments has been questionable...this has too often resulted in early death....As a buyer, you will never know what conditions the puppy was born and raised in.”

One of the problems, perhaps, is that many buyers equate “AKC registered” with “quality.” The AKC, as a registry body, may not speak out on the subject of pet shop puppies, but they do have this to say on the subject of quality: “There is a widely held belief that ‘AKC’ or ‘AKC papers’ and quality are one and the same. This is not the case. A registration certificate indicates that the dog as the offspring of a known sire and dam, born on a known date. It in no way indicates the quality or state of health of the dog. There is, then, a wide range of quality among AKC-registerable dogs.”

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Billboard Advertisements:

Educate the Public without Spending a Fortune!
by Debbie Reed

Shelter Sense frequently emphasizes the value of using billboard advertisements to educate the public about animal sheltering and control and responsible pet ownership. Billboard campaigns can be developed at little or no cost to humane societies or animal-control agencies. One humane society, for example, recently established three or four billboards in Phoenix, using the donated talents of a local advertising agency.

“Sam found a home today, Amy didn’t” is the theme of the Arizona Humane Society’s advertising campaign, which features two sad-eyed basset hounds, one type of animal that is surrendered for adoption to the society (P.O. Box 9231, Phoenix, AZ 85068).

According to Marge Wright, director of education for the humane society, the “Sam and Amy” campaign began after society officials met with representatives of Moses, Klinca, and Long — now Moses Anshell Advertising of Phoenix — to “brainstorm” about ways to publicize the society’s community-related concerns and problems. The advertising agency offered its professional and creative services to the humane society for one year as a public service donation, and “Sam and Amy” was chosen from one of many themes suggested by the agency. The campaign was developed to create more awareness of the need for responsible pet adoptions — Wright said 75 percent of the animals that are sheltered at the humane society were surrendered by their owners — then it was continued as a membership promotion. The advertising agency also developed three “Sam and Amy” radio public service announcements (PSAs) and a newspaper advertisement. The newspaper ad has appeared in several local newspapers, which print the ad for no charge as free space becomes available.

During the planning of the membership drive, the society was approached by the Kal Kan pet food company, which offered to help it in some way. The company’s representatives liked the “Sam and Amy” theme so much that Kal Kan paid for eight or nine related grocery chain advertisements. Two grocery stores printed the society’s membership application on their paper bags. Sam and Amy also are featured on T-shirts, paid for by Kal Kan and given to new members who respond to the membership ads.

Prior to Moses Anshell Advertising’s offer, the humane society was contacted by other advertising agencies, which offered to donate their time but quoted charges of approximately $2,500 for production materials, and more. As a result, the humane society...
was less than enthusiastic when Moses Anshell Advertising first approached them. Nevertheless, the agency repeated its offer, and the rest is history! The agency critiqued the humane society's newsletter magazine and suggested a new design. It arranged for a local printer to print the magazine, saving the society $5,000. It contacted the radio stations to arrange for airing of the PSAs, and it secured talent, who made the PSAs for free. Finally, the agency sent the "Sam and Amy" advertisements to local newspapers and handled all the arrangements for the billboards.

"This relationship grew far beyond our wildest dreams," said Wright. "Moses Anshell Advertising has continued to help us for more than a year -- now almost two years -- yet the agency originally committed itself for only one year." The partnership also has benefitted the agency: Wright said it won four national and international awards for the campaign, including the advertising industry's coveted "Clio."

"I'm certain that in many towns there is an advertising agency that has someone on staff who loves animals," said Wright. "If people would only ask for help, they would discover many professional people who would be willing to respond if they knew more about the needs and concerns of humane organizations."

Salt Lake County Animal Services in Utah used transit advertising on area buses as part of a campaign to increase dog licensing.

Salt Lake County Animal Services (511 W. 3900 South, Salt Lake City, UT 84123) recently completed an advertising campaign to increase the rate of area dog licensing. The campaign was targeted at dog owners who never had licensed their pets, and played on some members of the public's erroneous perception that shelters are "jail houses for dogs."

Using the theme, "Without a License, Your Dog Is Just Another Stray," which has been copyrighted, the department arranged for production of a television commercial that depicted a "lineup" at the local sheriff's department and emphasizes that unidentifiable stray dogs can be impossible to return to owners. Transit boards on buses were produced, following the same theme, including drawings of a group of unlicensed dogs and one identifiable licensed dog.

"We wanted to relate to pet owners (since) many people think of the animal shelter as a jail, whether we want them to or not," said Kathi Prevost, information coordinator for the animal services department. "This campaign took their perception and used it in a positive way. We need to admit that public attitudes exist before we can begin to change them."

Prevost reported a positive public response to the licensing campaign and that dog license sales rose by 50 percent. Revenue totalled approximately $5,000.

The cost of the campaign was low because production fees of the transit advertising and space and the television commercial and placement were matched by public service funds. The TV commercial was distributed as a public service announcement (PSA) to other TV stations.

Copies of the copyrighted art and slogan are available to other animal-welfare organizations for $25. Copies of the PSA are available for a reasonable charge, depending on the size of the order. For further information, contact Kathi Prevost, Information Coordinator, Salt Lake County Animal Services, 511 W. 3900 South, Salt Lake City, UT 84123.

Another animal-control department uses a mobile message board, attached to the side of its animal-control vehicle, to display important humane messages to the community.

Mickey Champlin, animal-control supervisor for the Narragansett Police Department (40 Caswell St., Narragansett, RI 02882), designed an interchangeable message panel for the side of the department's animal-control vehicle. The 13-inch by 19-inch panel consists of two sheets of transparent plastic, held together by a metal frame, with posters and announcements containing humane messages sandwiched in between. The top sheet slides off for easy changing of the messages. Champlin has used the watertight message panel to display HSUS "Pets in Hot Cars" warning posters and animal-control announcements and events.

Champlin said that a volunteer for the animal-control department who is a window repair man donated his services and built and permanently mounted two panels, one for each side of the truck. The cost to the department for materials totalled approximately $40.

Champlin said that the community's animal-control officer has heard many positive comments about the message panel and its effectiveness in educating the public about responsible pet ownership.

Shelter director wanted immediately. Must be experienced in public relations, fund raising, newsletter publication, cruelty investigation, and daily operational procedures. Salary commensurate with experience. Please send resume to Elaine M. Perry, Secretary, P.O. Box 24, Dover, NH 03820.

Only Shelter Sense subscribers may advertise. Ads must be submitted on your organization's letterhead no later than six weeks before month of issue. Please limit to 35 words (including address). Sorry, we cannot print "position wanted" ads.
A city animal-control department has teamed with local Boy Scouts of America to teach area teenagers about careers in animal welfare and control.

In September 1985, The Fort Wayne Department of Animal Control (2225 Dwenger Ave., Ft. Wayne, IN 46803) started Animal Control Explorer's Post 2886 for young people, aged 14 to 21, to introduce them to different careers involving working with animals. Peggy Bender, humane education specialist for the department, explained that the Explorer's program is a division of the Boy Scouts of America that teaches young men and women about careers in which they may be interested.

Each year, the local branch of the Boy Scouts conducts a survey of Ft. Wayne-area high-school students to determine what careers or subjects most interest them. Bender obtained from the scouting office a list of 347 names and addresses of students who responded on the survey that they are interested in humane societies and animal care. She sent each individual a letter to explain the new post and to invite them to its first meeting in October 1985. Twenty-eight teenagers and their parents attended. Twenty-three paid a $4.50 registration fee which covered insurance and a subscription to Explorer Magazine.

Subsequent meetings were held every other week, featuring activities such as speeches by a dog obedience trainer and a naturalist, visits to the Fort Wayne Children's Zoo and a horse stable, and a day-long ride with an animal-control officer. Bender said that the participants' favorite activity was preparing shelter puppies for adoption. "The kids really felt like they were helping those puppies to find homes," she said. The post also undertook two projects: Project Pup Tent and Project Spay/Neuter. In Project Pup Tent, the explorer post advertised that it would refurbish unused doghouses in order to sell or give them to pet owners who can't provide shelter for their pets. Bender said that the students collected over 30 doghouses. Project Spay/Neuter involved raising money to be used for spay/neuter operations at the Low Cost Spay/Neuter Clinic for pets whose owners can't afford the operations. Bender sent each individual a letter to explain the new post and to invite them to its first meeting in October 1985.

The Explorers ranged in age from 13 to 18. They elected a post president, vice president, secretary, and treasurer. Although the post was supposed to meet throughout the year, Bender said that attendance had decreased by May, so in June the meetings ended. In June, the post was awarded "Best New Post" for 1986 by the Allen County division of the Boy Scouts of America. Bender said, "We were really excited about that! Next year, I'm going to give these kids more exposure to animal-welfare issues."

Several veterinarians are donating two free medical procedures each month to a local humane society, resulting in improved medical care for shelter animals and cost-savings for the society.

Robert Perry, M.D., and Jean Haar, M.D., of the Delaware Medical Group, donated their time and expertise to perform surgery on Angel, a German shepherd-mix whose neck was so badly scarred and constricted by an ingrown rope collar, her head had nearly twice its size. Angel couldn't bark and had difficulty breathing and eating when she was picked up by Agent Richard Travis of the SPCA serving Erie County (205 Ensminger Road, Tonawanda, NY 14150).

According to Kelly King, editor for the SPCA, Angel belonged to a woman who seemed unconcerned about Angel's deteriorating physical condition yet was so bothered by the bad smell coming from the animal's wounds, she asked the SPCA to remove the dog from her home. Travis brought Angel to the SPCA, where an animal health technician removed the ingrown collar. Angel then was examined by Dr. Geasling, a veterinarian, who removed dead tissue and bandaged the dog's neck. Her swollen head began to regain its normal size, and she eventually was sent to a foster home to recuperate.

After scar tissue over the dog's windpipe and jugular vein was removed during a second operation, Angel's head again began to swell. Dr. Geasling consulted with Dr. Perry, who performs plastic surgery on human beings. Perry agreed that Angel needed additional surgery and, in turn, consulted with head and neck surgeon Haar. Subsequently, Haar, assisted by his regular surgical nurse, removed hardened tissue under Angel's chin to further loosen the constricted area.

Angel has recuperated and has found a new home with a young veterinary technician. King said the SPCA filed a cruelty complaint against Angel's former owner, but that woman moved and failed to appear in court. A bench warrant for her arrest was issued by a judge, and the outcome of the case is pending.

Julia Bumpas, president of the society's board of directors, said the free medical service includes follow-up examinations for animals that have undergone major surgery. Nevertheless, the society pays for medication and supplies. Shelter Director Billie Weiss, who is a licensed veterinary technician, maintains contact with the veterinarians, according to Bumpas.
Raise Funds with Purposes.

Bumpas reported that several other veterinarians, located outside Pulaski County, also are offering their services to the society for free, although not on a regular basis.

A new recipe booklet for dog biscuits would be a perfect holiday fund-raiser for animal-welfare organizations.

Butch's Biscuit Book, created by Charlotte Anderson and Donna Thalheimer of Shar-Don & Associates Inc. of Flagstaff, Ariz., contains 16 pages of recipes for different types of dog biscuits. The biscuits have names such as "South of the Border," "Peanut Butter Chews," and "Veg-A-Biscs" and contain ingredients such as leftover refried beans, soy flour, tofu, and more.

According to Anderson, the retail price of each booklet is $3.95 plus $1 postage and handling, 75 cents of which is donated to an organization that helps homeless animals in the state where the purchaser resides. The purchaser can designate a recipient organization, or Shar-Don & Associates Inc. will choose one. In addition, organizations that help homeless animals can purchase the booklets for wholesale prices, then be placed on the list of donation recipients for their state. The wholesale prices are $2.65 each for 10-25 booklets, $2.55 each for 26-50 booklets, or $2.45 each for 51-75 booklets. Shar-Don & Associates Inc. is offering special prices for orders over 75 booklets. Organizations can resell the booklets at any price.

Organizations not directly involved with helping homeless animals may purchase the booklets for the following wholesale prices: $3.40 each for 10-25 booklets, $3.30 each for 26-50 booklets, and $3.20 each for 51-75 booklets. Again, 75 cents of each booklet purchased will be donated to a group that helps homeless animals in the purchaser's state. Shar-Don & Associates Inc. will not give donations to shelters that release animals for research purposes.

Anderson and Thalheimer received their veterinarians' approval of the recipes for most dogs. Dr. Michael W. Fox, HSUS scientific director, reviewed the booklet and suggested that, since salt generally is not good for animals, real chopped garlic or onion be substituted for the garlic or onion salt in the recipes. Anderson has agreed to insert a notice in each booklet either to consult with their veterinarians about salt restrictions for pets or to eliminate the salt from the recipes. She said the second edition of the booklet, available later this year, will not call for salt and will include two new recipes.

So far, Shar-Don & Associates Inc. has received orders from 20 states and from Canada. "We've heard such great things, people offer to send us so much good publicity. It's been really fun! We enjoy doing something to help the animals."

To order the booklets, send check or money order to Shar-Don & Associates Inc., 683 Kiowa, Flagstaff, AZ 86001. There is a minimum order of 10 booklets. Please include postage with all orders. For orders in excess of 30 booklets, postage will be billed. Ten booklets at the 1-pound/book rate cost 69 cents; 20 booklets at the 2-pound/book rate cost 94 cents; 30 booklets at the 3-pound/book rate cost $1.19.

Two directories that list animal organizations and services within the Washington, D.C., metropolitan area would be a useful resource for businesses, organizations, and individuals nationwide.

The Directory of Animal Organizations for Virginia and the District of Columbia and a companion directory for Maryland and the District of Columbia list private and municipal animal shelters, local and national animal organizations, wildlife rescue/rehabilitation assistance groups, and more. Each organization's address, telephone number, officers, membership information, objectives, services and activities, publications, fund raisers, and more are included. According to Shirley Weber, president of Network for Ani-Males & Females Inc., who researched and compiled the directories, this complete information is not available from another source book.

Weber believes the directories would be useful to schools, civic groups, service organizations, animal-control officers, animal-welfare volunteers, veterinarians, fire stations, law enforcement officials, breed rescue organizations, wildlife rescue/rehabilitation assistance groups, lobbyists, and many others, particularly those located along the East Coast. For example, breed rescue organizations for Washington, D.C., Maryland, and Virginia could provide assistance to organizations and individuals outside of these areas. Also included are sources for the rescue of orphaned, sick, or injured domestic and wild animals; reporting animal cruelty and neglect; identifying licensed animal-research facilities and dealers; and networking to locate lost and stolen pets.

Phyllis Wright, HSUS vice president of Companion Animals, highly recommends these directories, not only as a useful resource for others outside of the Washington, D.C., area but as a model for use in developing similar directories in communities across the nation.

Continued on next page
A 1985 graduate of The Humane Society of the United States' (HSUS) Animal Control Academy recently was promoted to acting manager of a municipal animal shelter, where she is working to make improvements based on what she learned.

In July 1986, Sue Vandiver-Thurmon became the acting manager for the Memphis Animal Shelter (3456 Tchulahoma Road, Memphis, TN 38118). She had been the shelter's housing supervisor for the past three years. The shelter handles nearly 20,000 animals annually from the city of Memphis and Shelby County.

Thurmon's new responsibilities include overseeing the animals' care, supervising 34 employees, controlling a $1 million budget, and managing the shelter's veterinary clinic. She also works with the shelter's advisory board, which meets once a month and suggests changes and improvements.

Thurmon said the Academy increased her knowledge about employee training programs, public education, animal health, cleaning and disinfecting the shelter, and the stress of shelter life on employees. Moreover, she said the Academy made her realize how much she still needed to learn about animal control.

In addition to the Academy, Thurmon attended an HSUS euthanasia workshop in April 1985. She convinced the city of Memphis to host the 1986 HSUS Animal Control Academy session which many of her staff members attended.

"My Academy training helped me to move to my current position," said Thurmon. "The Academy helped me pull a lot of information together in just two weeks. Anyone who has the opportunity should attend, whether they are kennel workers or managers."

An Aids and Tools in Selecting Hardware, Software, and Services column is by Kay Smart.
"Pet Shop Puppies"
Continued from page 2

Keep all brochures, backup materials, notes from research and/or disk space in the near future? 15. Notes - Indicate additional comments you wish to make.

A computer system is a substantial purchase! It often leads to future business for the sales company. Vendors will compete for your business, and they will provide you with useful information, as long as you can define your criteria. Stating the organization's objectives clearly and thoughtfully will improve your knowledge and will provide the information that sales personnel or consultants need to make a recommendation.

Good luck with your acquisitions!

Kay Smart is director of Data Processing for The Humane Society of the United States.

* The retail environment - Pups may be subjected to unsafe or traumatic long-distance travel en route to retail centers. Some may be in transit. Once in the pet store, the pups receive minimal human contact and little to no socialization at an age when experts say this is critical to their future development. The Monks of New Skete, in their book How To Be Your Dog's Best Friend, explain why this is such an issue: "Because of the conditions under which dogs live in pet shops, proper socialization often does not take place...our experience suggests that behavior disorders in later life can result from improper socialization and suggest that pet shops be avoided."

But Docktor Pet Centers' Executive Vice President Raymond Guyer cites a study done in 1982 by the National Animal Control Association (NACA) to help determine the cause of animals being turned in to shelters. The most common reason, the study found, was behavior problems. Thirty-four percent of the puppies turned in for that reason were from "breeders," while only 23 percent came from pet shops. "The charge of improper socializing," Guyer concludes, "has no basis in fact."

The problem with these statistics, however, is that the origin of all puppies turned in to animal shelters is not known. Further, the term "breeder" encompasses a very wide range of people and circumstances, from the true professional to the "puppy farmer" who turns them out assembly-line fashion.

* No screening of buyers - In most cases, pet shop salespeople cannot screen or educate a buyer as a breeder would. This is a problem, because there is no "perfect" breed of dog that is right for everyone and every home. Each breed has its drawbacks, such as grooming or exercise needs. Pet shop customers, however, are not screened beyond the basic ability to pay for the puppy, and this alone makes a lot of breeders cringe. The American Bloodhound Club publishes a handbook for prospective bloodhound owners that says, "We believe our hounds to be dear, special, super animals -- the ultimate for some and not suitable at all for others." It adds, "Please don't buy your bloodhound from a pet shop. Conscientious breeders don't sell their puppies to pet shops."

"Breeders tell me that they want to make sure that the pup has a 'good home,'" says Guyer. "How are the breeders able to do that when they advertise in a national publication and offer to ship worldwide? Most breeders argue that few, if any, puppies are shipped blindly off to distant points without the breeder having some knowledge or reference of the buyer. This is done through a network of other breeders or breed club members.

* No information on the health or temperament of the puppy's parents - In breeds where temperaments may be a problem, or hip dysplasia may cause crippling effects, knowledge of the parents is important before money is invested in the pup.

Most pet shops offer extensive warranties on their puppies, including limited warranties on such problems as hip dysplasia. Docktor Pet Centers, for example, offers a 2-year warranty against this disease, agreeing to replace the puppy if diagnosis is made by a qualified veterinarian (at the buyer's expense). Pass Pets, a Midwestern chain with over 25 outlets, offers a 1-year guarantee against hip dysplasia. The trouble is, hip dysplasia cannot be diagnosed until the dog is 2 years old (the Orthopedic Foundation for Animals (OFA) will not certify a younger dog). There have, however, been reports of warranties being difficult and expensive to enforce.

* Inflated prices - Keeshond puppies sell in Midwest pet stores for $350 to $450. Top breeders in the area sell their pups for $250. The reason for the difference may be obvious: Retailers have to pay overhead costs and, like dealers everywhere, are concerned with making a profit. But pet shops continue to thrive and make profits, in spite of great efforts on the part of professional breeders to stop them.

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from selling puppies. Docktor Pet Centers alone will sell almost 100,000 AKC-registerable dogs this year, according to Guyer. It's a simple case of supply and demand: Someone keeps the supply coming, and buyers who prefer the convenient hours, location, and selection of the retail pet shop maintain the demand. Says Guyer, "When breeders criticize a pet store's prices, they ignore the fact. It costs money to provide the customers with what they want."

What they want, in some cases, may be the opportunity to select from 30 to 40 puppies representing 15 or 20 different breeds. Or it may be the convenience of paying by major credit card, or of being able to get the puppy then and there rather than having to be put on a breeder's waiting list. But a puppy is not an off-the-rack purchase, like a new suit. It is a commitment of time, money, and caring for approximately 10 years, an investment in the life of a dog.

**GOING UNDERCOVER**

Finding someone to speak out in defense of the pet shop industry is more than a little difficult. Seeking an interview with a local representative of Docktor Pet Centers, I called one of the Indianapolis branches and asked to speak with the manager, identifying myself and the purpose of my call. The manager would not come to the phone but referred me instead to the owner, who never returned my many calls. A call to another branch finally gave me a chance to speak with a manager, who told me that a clause in their contracts forbids them to grant interviews or make comments. Pat Davis-Dance, public relations manager for Docktor Pet Centers Inc., would not confirm or refute that claim.

My husband and I then decided to go "undercover" at a local Pass Pets, posing as first-time puppy buyers. (We are both serious pet people, and weren't sure what breed we wanted. After much looking around, we only have a 3-foot fence. We are both serious pet shops...or in any way...aid or abet the sale of any puppy through a pet shop."

The husky puppy was equally misrepresented, according to The Complete Siberian Husky by Demidoff and Jennings. The authors recommend a 6-foot fence to keep these active dogs confined to the safety of their yards. The Tortora book ranked the Siberian "low" in obedience potential, although they are indeed in the top 20 most popular dogs. While there are some excellent obedience huskies, I'm sure no husky breeder would proclaim them "easy to train" or recommend one as a first obedience dog.

Accustomed to defending his territory, Guyer sees it this way: "We approach the consumer from the consumer's viewpoint, while the breeder often approaches the consumer from the breeder's point of view." While the breeder's goal is to improve the breed, the pet shop's goal is to provide the public with pet-quality puppies. He adds, "I believe that breed clubs make a serious error when they look upon the pet store as an adversary rather than an ally."

What he would like to see is breeders and pet shops working together to provide better-quality pets, rather than the current trend of breeders refusing to sell them puppies and then charging them with selling poor-quality pups.

Indiscriminate breeding and overpopulation of dogs cannot be blamed on the pet shop industry alone. But every pet shop sale that encourages the breeding of another litter of impulsive purchase hurts the dog fancy from tip to tail. That should be of concern to all of us who love dogs. Food for thought next time you see that "doggy in the window."

This article first appeared in the May 1986 issue of DOG FANCY magazine and is reprinted with the permission of DOG FANCY and the author, who owns the copyright.

**Editor's note:** DOG FANCY magazine believes that not all pet shops are guilty of selling poor quality puppies, providing poor care, or lacking appropriate information about the puppies they sell.
Your desire to increase your professionalism and to improve community animal control must never end! The Humane Society of the United States (HSUS) can help you achieve this success through its highly acclaimed Animal Control Academy. The 30th session of The Animal Control Academy will be held in Chesapeake, Va., November 10-21, and I urge you to make arrangements today to attend this important training certification program.

This program consists of a two-week course of basic training, including 90 hours of classroom study of topics such as animal behavior; field procedures; shelter management; arrest, search, and seizure; public relations; disease control; investigations; court procedures; and much more! Under the direction of Bill Smith, the Academy features experts in the fields of animal welfare, veterinary medicine, law enforcement, education, and government.

This session's classes will be held in the Chesapeake, Va., Civic Center's Public Safety Building (attendance at all classes is required). Tuition costs $275, with $100 due now as a deposit, payable to "The Animal Control Academy," and the balance due upon arrival at the Academy.

This is the only two-week course for animal-shelter workers. Since 1975, 847 students have graduated from the Academy. You, too, can take advantage of this opportunity to learn how to improve the image of your community's animal-shelter and -control program.

For further information, contact Bill Smith, Director, The Animal Control Academy, 2606 Eighth St., Suite 202, Tuscaloosa, AL 35401; telephone, (205) 752-0058. We look forward to seeing you this November in Chesapeake, Va.!