

CITY OF LOS ANGELES
DEPARTMENT OF ANIMAL REGULATION
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IMMEDIATE RELEASE

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Suggested Editorial Copy
Be Kind To Animals Week
May 3 - 9, 1970

Be Kind To Animals Week, May 3 - 9, represents something more than an occasion for an extra food ration for the family pet.

For one thing, the Animal Week is not new in concept. It was originated by people interested in kindness to animals and humane treatment, fifty-six years ago.

More important, it's a week that sharpens the focus on an attribute, not always found in man's relations to either man or beast. That quality is kindness, an ethereal but earthy characteristic reflected unobtrusively in words and deeds that make the day a little brighter.

Be Kind To Animals Week might inspire a Be Kind To Humans Week.

Kindness and affection shared by a boy with his dog is always refreshing in a world rife with contention. The bond on this level is pretty well documented by the time-honored classified ad which reads:

"Will the party who picked up the black puppy on Friday on Lindsay Road either return him--or come back and get the four-year-old boy he belongs to."

Somewhere in that message, one detects a note of kindness.