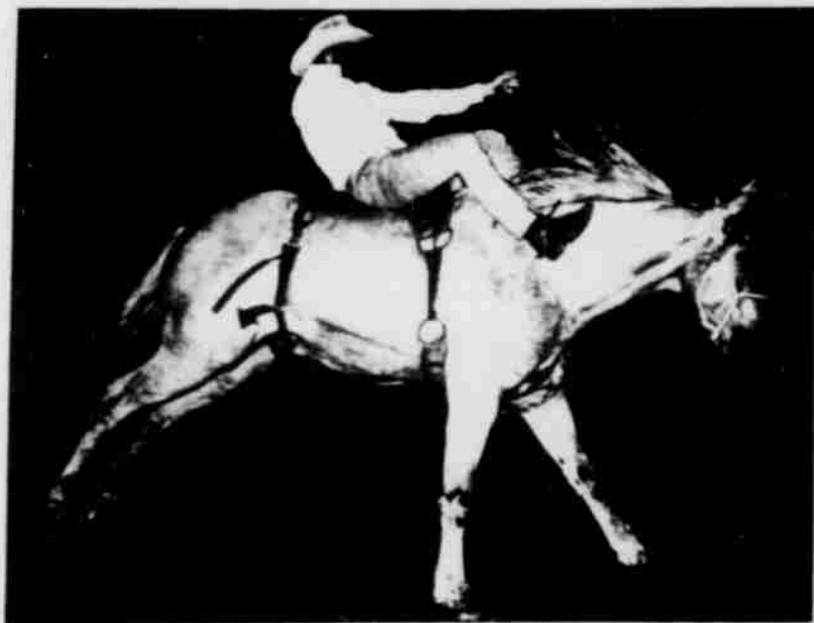


Lowell L. Turner, son of Lois Winchester and Jimmy Prock on "V" on Ditch Creek Meadows Aug. 1942. Lowell is now a pilot for American Air-lines and lives in Santa Rosa, Ca. Jimmy is employed by R.E.A. and lives in Heppner.



RODEO—the word creates an instantaneous image of heroes in the saddle . . . of brave cowboys risking their necks to "break" a wild horse . . . of "Home on the Range" sung sweetly to the twang of guitars. The true facts behind that dreamy vision can and should be spelled out in a very different manner. Read them like they are:

R O D E O

is for the **RAPACIOUSNESS** of Rodeo entrepreneurs who repay the livestock that gives them a livelihood with vicious and inhumane treatment.

is for the **OUTRAGEOUS** cruelty of the "bucking" strap (shown above), placed in the area of the small intestines and kidneys, then tightened unbearably to provoke tame horses to go "loco" in excruciating agony.

is for the **DESTRUCTIVE DISREGARD** with which "bronco busters" rake their horses with steel spurs on each jump out of the chute—returning the same tortured and injured animals for more of the same day after day.

is for **ELECTRIC PRODS.** used to agitate horses to a crazed state of pain and fear so they put on a "good show."

is for **OTHER** atrocities like Calf-roping, Steer-busting and Team-tying visited on all the pain-racked, horror-ridden animals unfortunate enough to be Rodeo "stars."

PUT THEM ALL TOGETHER . . . THEY SPELL R-O-D-E-O

Don't be roped in by it! Help get the animals out of it! Keep your children clear of it! Send a tax-deductible contribution to Friends of Animals, Inc. — the arch-enemies of all men who cruelly exploit helpless animals everywhere.

FRIENDS OF ANIMALS, INC. 11 West 60th St., N.Y., N.Y. 10023