

FACE BRANDING COULD SOON BE HISTORY...

BUT ONLY IF *YOU* INSIST.

In response to your protests, the USDA has abandoned plans to expand its face branding of Mexican cattle. *And, in fact, they are proposing to end it altogether.* But a proposal is only a proposal. To make it happen, we must speak out immediately! Each day of delay means another 2,700 steers will be branded, one blistered, mutilated face at a time.

Don't assume anything. Don't leave it for someone else to do! The USDA has given us until October 24th to comment on their proposal to end face branding. To ensure that the USDA acts swiftly, pressure must be overwhelming and immediate.

FACE BRANDING IS COMPLETELY UNNECESSARY!

In face branding, the terrorized steer is first trapped between bars. Then his head is immobilized with steel pincers painfully clamped to his nostrils and pulled to one side. As the red hot branding iron is pressed into his face, the steer bellows, his eyes bulge and he disappears into a cloud of his own burning flesh.

Face-branding is not only barbaric,—experts say it's simply unnecessary. For now, the USDA is proposing to move the brand from the face to a less sensitive area near the tail.

HERE'S WHAT TO DO

Your comments must be received before October 24, 1994. Tell the USDA you want them to stop face branding *immediately*. Tell them you support their proposal to move the brand off the face. And that you expect the USDA to play a leadership role in reducing the pain and distress of farm animals.

Send your comments to:

USDA, Room 804
Chief, RAD, APHIS,
6505 Belcrest Road
Hyattsville, MD 20782
(refer to Docket #93-006-2)

In the time it took to read this ad, as many as eight steers had their faces torched. Don't wait another moment! Send in your comment today and make history!