

A FEW WORDS ABOUT OUR EDUCATED BIRDS—

These birds are never punished. They are carefully fed and cared for. They are cleaner, healthier and happier than most of their Country Cousins. Of course they live longer, too!

They were raised and trained on the Breland Animal Research and Training Farm near Hot Springs, Arkansas, where more than 5,000 chickens, rabbits, pigs, goats, dogs, cats and hamsters have been taught to do interesting educational acts—without punishment, ever.

Keller Breland and his wife Marian are graduate psychologists working together in the scientific study of animal behavior. They are members of the American Humane Assn. They have written several articles for the "National Humane Review," the official publication of the Association.

An editorial about their humane methods, in the March 1954 issue of The Review, says in part "... we think the animal training methods being used by the Brelands are a gratifying development. Wide application of the Breland theories and techniques could eliminate many vicious training methods. What Mr. and Mrs. Breland preach and practice is this: to train an animal, make the animal enjoy what you want it to do. In a single word: Kindness."

Breland Acts are Educational — and good clean fun for all the family, and for the Birds, too.