



ARK
ANIMAL REFUGE KANSAI
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The Editor
The Japan Times
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Dear Editor,

The reason why the fur industry is dying is because people are nowadays much more informed about its production and have turned their backs on these symbols of animal cruelty. Unfortunately, the Japanese, as yet unaware of the real facts of fur, still associate it with fashion and glamour.

As Linda McCartney once said, "If slaughterhouses had glass walls people would stop eating meat". Once you know the facts it's difficult to eat, wear or buy any product of torture. We who speak up for the millions of creatures who suffer unseen, linger in agony, die in terror, whether in slaughterhouse, mountain or laboratory, are not trying to assume a 'holier than thou' posture as K.F. (7 March 1993) seems to facetiously imply.

It is up to the individual according to his conscience to stop eating meat, avoid animal by-products (like leather and wool) and refrain from using medicines or cosmetics known to be tested on animals.

There are many substitutes to help us make this choice. Consumer power is the strongest instrument for change. Witness most major cosmetics companies in America and Europe which have had to abandon animal testing simply because people have boycotted their products. 'Cruelty-free' is the sign which sells.

The important point of all the anti-fur letters over the past weeks is that the fur industry kills and exploits animals for profit and vanity. It is an unnecessary industry based on the commercial exploitation of living and feeling beings. None of us need it, least of all the animals who die for it.

Yours sincerely,

Elizabeth Oliver

Elizabeth Oliver
Director
Animal Refuge Kansai