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**Before you shop...**  
**CONSIDER YOUR  
ADOPTION OPTIONS!**

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Every year, millions of animals become homeless. They are strays or surrendered by their owners. They fill animal shelters, rescue groups and humane societies nationwide.

Most of these pets are homeless through no fault of their own.



Looking for a "pure bred"? They end up in shelters and rescue groups, too!

Before you buy, please consider adoption.

***They all deserve another chance...***



**Adopt a  
homeless pet!**  
Visit them all at...

**[www.Petfinder.com](http://www.Petfinder.com)**



When you shop for that new puppy for your family...



do you know where that puppy's family lives?



**Remember this...when you buy a puppy mill pup YOU are supporting the mill business and forcing the adult breeder dogs to life in a puppy mill. The parent dogs are prisoners of greed.**

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Are there quality, compassionate breeders who sell great puppies? YES! But it is up to you to do your homework before buying. You can find additional information for identifying a quality breeder here:

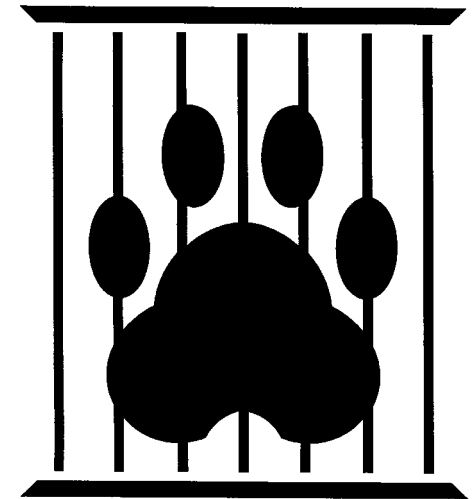
**[www.NoWisconsinPuppyMills.com/goodbreeders.html](http://www.NoWisconsinPuppyMills.com/goodbreeders.html)**

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**BEFORE you shop for that new puppy...**

**Learn  
the  
facts  
about**

**PUPPY MILLS**



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**The Wisconsin  
Puppy Mill Project**

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**[www.NoWisconsinPuppyMills.com](http://www.NoWisconsinPuppyMills.com)**



## SPOTTING A PUPPY MILL

*There are warning signs that you may be dealing with a less than reputable breeder or dealer...*

### ADVERTISING

Does the seller...

- advertise in classified newspaper ads, flyers in stores or with classified ad sites on the Internet?
- use hand painted "roadside" signs to advertise puppies or other pets for sale?
- advertise "Puppies always available" or that puppies are ready for Christmas, Easter, etc?
- advertise many different breeds for sale OR offer odd, hybrid or rare breeds?

### THE SALES PITCH

- Are you told that the "whole deal" can be completed with one phone call or email?
- Does the seller make excuses why you can't meet the parents of the pups?
- Are you told that the parents of the pups are at different location and he's just acting as an "agent" to sell the puppies?
- Does the seller offer stud service to the general public or sell "breeding pairs?"
- Are you told that there is no spaying/neutering requirement of "pet quality" pups?
- Are puppies being sold less than 8 weeks old?

### VISITING A BREEDER AT HOME

Do the adult or "parent animals"...

- appear dirty, poorly groomed or have poor coat quality?
- act aggressive, vicious, anti-social or overly fearful?
- spend their lives in stacked cages or poorly lit outbuildings, garages or basements?
- lack shelter protected from bad weather or kept from getting too hot or too cold?
- have no water available or water that is available is dirty or frozen?
- appear either too thin or too heavy or just seem generally unhealthy?
- seem to be more numerous than the breeder can properly care for, exercise and socialize?

### MEANS OF DELIVERY OFFERED?

- Are you told to meet the breeder and the puppy at a parking lot or public place to sell you the pup?
- Are the puppies being sold at a public place like a flea market, dog auction, yard sale, swap meet or pet store, or out of the back of a pickup truck, car, or van?

### THE "PAPERS" PITCH

Does the breeder...

- try to imply "quality" of the dog because the animal is "registered" or has "papers?" (See <http://www.NoWisconsinPuppyMills.com/akc.html>)
- have suspended AKC registration privileges? (See [www.barkbytes.com/suspend/suspindx.htm](http://www.barkbytes.com/suspend/suspindx.htm))
- tell you that "Papers" are not available at time of delivery of the pup? The AKC website explains why this is a "red flag" for American Kennel Club registry. (See [www.akc.org/reg/about.cfm](http://www.akc.org/reg/about.cfm)).
- use registries like Continental Kennel Club, American Canine Association or others that you have never heard of?

## Buyer BEWARE!

*You could be supporting the cruel puppy mill industry with your purchase of that cute, fuzzy little dog.*

### ARE YOU DEALING WITH A LEGITIMATE BUSINESS?

- Does the breeder request cash only?
- Do they inform you that you must pay sales tax?
- Do they have a Wisconsin Seller's Permit?
- Has the breeder been the subject of complaints registered with local humane societies, sheriff or police departments?
- Has the breeder been convicted of a Crime Against Animals? You can access WI court records at <http://wcca.wicourts.gov/index.xsl>

**Our organization is dedicated to ending the misery of dogs kept in puppy mills where their only purpose is to produce litter, after litter, after litter...**

**The Wisconsin Puppy Mill Project  
PO Box 516  
Elkhart Lake, WI 53020  
[Info@NoWisconsinPuppyMills.com](mailto:Info@NoWisconsinPuppyMills.com)**

**PLEASE HELP US END THE SUFFERING**

**Contact YOUR legislators and tell them how you feel about puppy mills. Learn more...**

**[www.NoWisconsinPuppyMills.com](http://www.NoWisconsinPuppyMills.com)**