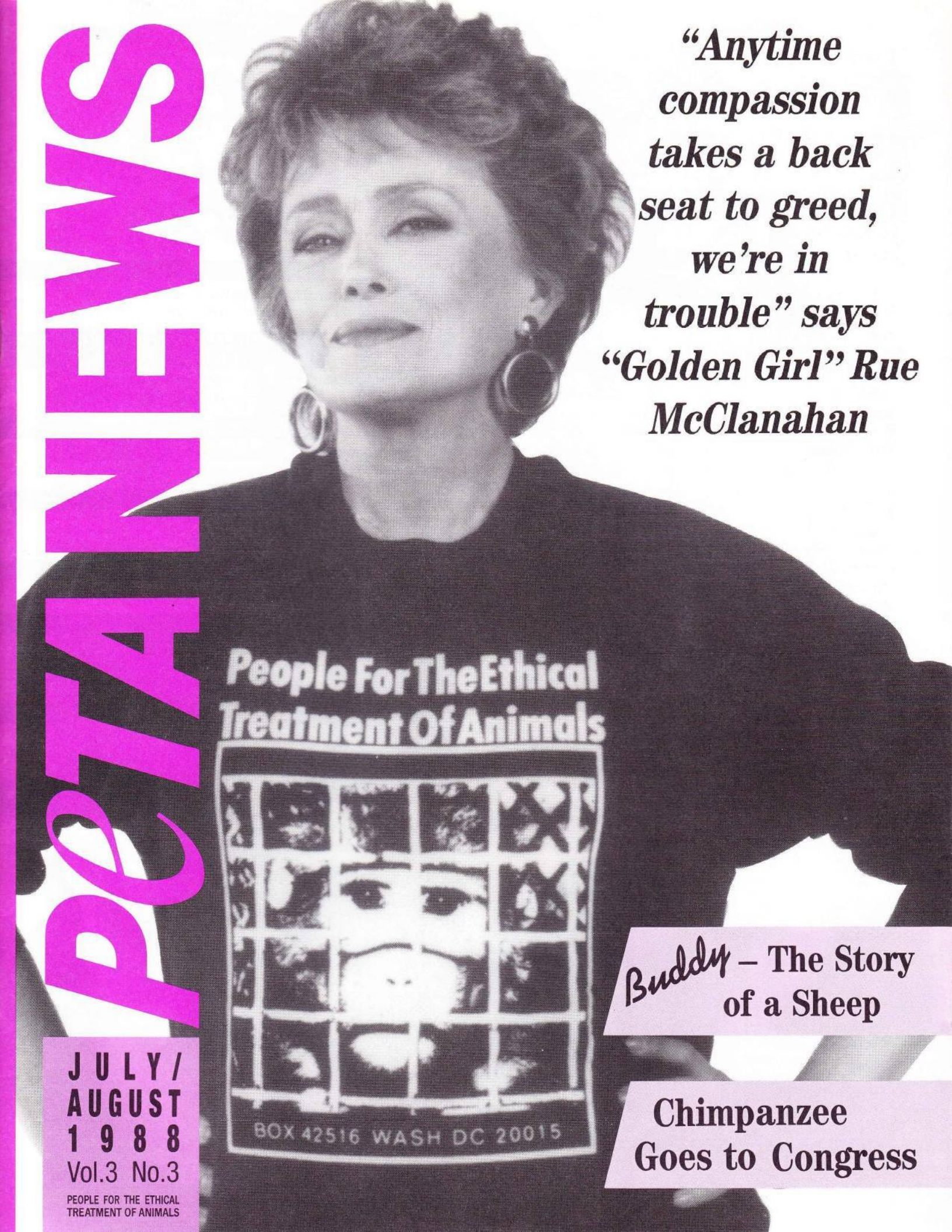
PETA NEWS



"Anytime compassion takes a back seat to greed, we're in trouble" says "Golden Girl" Rue McClanahan

Buddy – The Story of a Sheep

Chimpanzee Goes to Congress

JULY/
AUGUST
1988
Vol.3 No.3
PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

Dear PETA Supporter,

It's summer! The season to seize every opportunity to be seen and heard for Animal Rights. The cold weather and early nights that put a damper on public actions are gone. Please help make these months count – setting up tables and talks in communities, getting out there for the animals. We're here to help you with know-how, supplies, and encouragement. Let's not lose even a weekend – summer's gone again before you know it.

Sometimes, the brightness of summer helps us cope with the personal pain of knowing exactly how, and how many, animals suffer in the laboratories, in food production, on the traplines and so on. But coping with our empathy must never mean becoming complacent.

Our message is strong, but that mustn't make us hesitate to deliver it at every opportunity. Let's take our cue from the remarks that boosted the great women's rights agitator, Elizabeth Cady Stanton. At a dinner party in Dublin in 1840, the Irish freedom fighter Daniel O'Connell told Mrs. Stanton always to demand more than she expected to get and eventually the outrageous would seem reasonable. When the time came, Mrs. Stanton took his advice and asked that women be granted the right to vote.

Let's stand together and ask for Animal Rights – one day we'll achieve our goal!

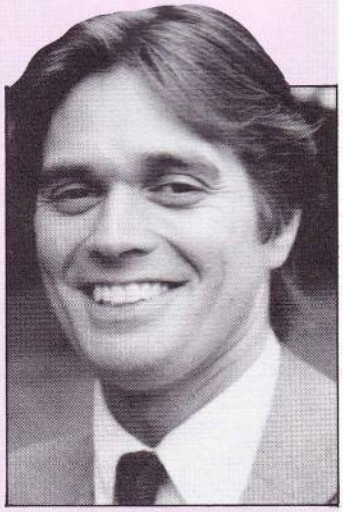
For a better world,

Alex Pacheco

Alex Pacheco
Chairperson

Thanks and Welcome

On behalf of PETA staff and all our animal friends I would like to express my sincere thanks to those of you who recently joined PETA. Your membership is deeply appreciated. Also, a warm thanks to all our members for your continued support. Your interest, concern, and financial support is literally what makes our work possible and effective.



PETA NEWS

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Rue McClanahan during the filming of PETA's PSA.

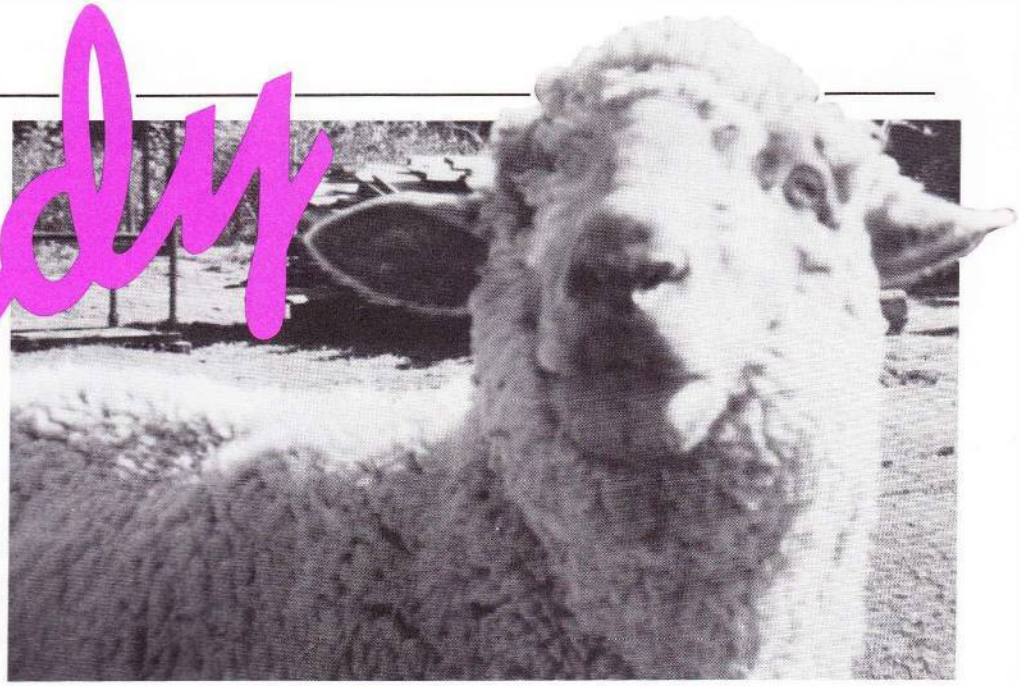
Contributors this issue:
Debbi Baer
Carla Bennett
Sue Brebner
Carol Ann Magid
Dan Mathews

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PETA is a national non-profit animal protection organization with over 200,000 members dedicated to establishing the rights of all animals.

Buddy



THE STORY OF A SHEEP EVERYONE SHOULD GET TO KNOW

Carol Ann Magid

Buddy is a dirty, woolly, fat old man, an 8-year-old, 225-pound, weathered sheep whom agriculturalists call "worthless" because he cannot breed and is too old to be eaten. Buddy was born at Canoga Park High School. He comes running at the sound of "Baa," will eat out of your hand, follow you, play with dogs and children, and greets the public on Columbus Street when they come to the fence to see him. He has a good life and will continue to have a good life until he dies of old age. Buddy is one of the lucky few, because I saved him from the slaughterhouse.

People ask me "what do you *do* with your sheep?" (They never ask what you *do* with your dog, cat, or child.) What I do with Buddy, if something has to be "done" to justify keeping a "worthless sheep," is to allow people to touch him and to let him eat out of their hands and nuzzle them. My hope is to quietly encourage people to stop buying lamb chops and sheepskin seat covers. Buddy is the antithesis of the Secondary School's agricultural program – my token rescue, my symbol of love, loyalty, compassion, consideration, and my respect for all the equally deserving animals who are raised for "food."

Buddy has changed my life drastically. He has enabled me to finally realize my potential for the sensitivity I've had all my life. It started when I was a "Kelly Girl" at the San Fernando Valley fair in 1980. On the last night of the fair, I roamed the pens, not realizing that a truck had come to take the animals to the slaughterhouse. A barker said: "Lady, buy this lamb, it'll be slaughtered tonight, in your freezer by Tuesday." I petted Buddy, who was then too small to go through auction. Then I asked that the young owner come meet me.

Shortly, Tricia Porer, a Canoga Park High School student, arrived with a friend. I committed my entire week's earnings to buy her lamb. Her friend said: "Mine went through auction yesterday." I said, "How do you feel?" She said she couldn't stop crying. *It was at that moment that I knew what the state-sponsored fair, the agricultural "education" in the secondary schools, and the 4-H were all about: a 16-year-old girl crying her eyes out because someone she had raised, loved, and cared for had been sold and knowingly sent to slaughter, probably to have his or her throat slit in some frightening slaughterhouse that very night.*

Luckily, Van Nuys High School said I could keep Buddy on their farm for 40 cents a day. Including purchase price, at this point, I've probably "invested" $900 in that "worthless sheep." (It's the best money I've ever spent, except for the $1 I paid to buy my German Shepherd, who died at the age of 14.)

The Governor entered the livestock ring at the State Fair when he saw the young girl, owner of the prize-winning market lamb, burst into tears. The lamb would soon be converted into premium chops and roasts.

"The Lamb is pardoned,"
The Governor proudly
Proclaimed.

"His crime? His crime?
Let me think,
Let me see . . .

"Who did he stab?
Who did he slay?
Forgive me, forgive me.
I've quite forgot . . .

"Whoever or
Whatever . . .
Just let him be,
For now sweet Angela's tears
Have set him free . . ."

Ann Cottrell Free, from
No Room, Save In the Heart
(available from PETA, $5.95 postpaid)



Buddy was at first a novelty – we had a welcoming party at the farm and he cried when we had to leave. I am a 1958 graduate of Van Nuys High and, all of a sudden, I got very interested in my alma mater. I visited Buddy frequently, took him out on walks to munch on lawns, telling people he was a "poodle." It was a lot of fun. But it became serious, and changed my life to a point where I have now dedicated it to protecting the sentient creatures of the earth against harm, to educate people that we have an obligation to recognize the rights, needs, interests, and desires of every creature to share in the sweetness of life which we claim for ourselves; that respect for life is religious in a way that is profound and elementary; that *if we ourselves are the living graves of murdered animals, how can we expect any ideal conditions on earth?;* that slaughter is a moral aberration; that the schools are training youth for atrocities they will later be taught to perform on defenseless animals in universities and the work world; that the subtle teaching of cruelty in schools must be replaced with values that far outreach the projects of slaughtering their pets, values that will stay with students in their lives, in relationships with society, family, friends, children, and other animals. I began to visit all the animals – the steer, the very dog-like pigs, and the ducks – and fell in love with them all. I learned from the animals. They taught me about themselves and, as a result, I got an education that the school never predicted.

Needless to say, *I stopped eating meat. I couldn't any longer eat my friends, and I soon lost over 10 unwanted pounds because there was no longer any animal fat in my diet.* I felt stronger, healthier, younger, and prettier. That was an unexpected bonus! Now, I avidly avoid eating, wearing, or using any product that is a result of animal slaughter or suffering. I'm not sure if this is the intent of the school system, but all I can say is "BAA, THANK YOU, BUDDY, I LOVE YOU."



Two lambs rescued from a 4-H fair by the N.J. Animal Rights Alliance

NEXT NEWS:
More about sheep and pigs on the factory farm.

WHAT YOU CAN DO:

- All animals slaughtered for human consumption have feelings like Buddy's. Write us today for a week's supply of easy, tasty vegetarian recipes, or to order a vegetarian cookbook.
- If you can, offer a home to a sheep, pig, calf, or chicken. It's a long but wonderful commitment. Animals at hatcheries, slaughterhouses, and livestock auctions have little hope.
- Donate a copy of *Diet for A New America* to your local library and put it on your own bookshelf to read and lend to friends.

A DIFFERENT ENDING

The young sheep lay dying in the stockyard pen, her broken body filthy with dust and urine, patches of wool torn from her side. A straw thrust painfully at the edge of her nostril, as she drew breath after struggling breath. Flies crawled industriously over her oozing wounds, and tickled her half-closed eyelid. Other sheep milled around by her side, dazed with exhaustion, yet restless with fear. The horror of her memories drifted through her mind: the harsh cries and painful thud of sticks driving her into the truck; the endless, thirsty ride on metal flooring, slippery with blood and dirt; the crush of panicking bodies as she stumbled down the ramp into the straw; the nightmare cycle of mounting fever, nausea and fear.

Two humans drew close, and her terror peaked. But the hands of the animal liberationists lifted her with gentleness. She felt a sharp pain in her leg, and the relief of death was hers.

Harriet Schleifer, from
In Defense of Animals

In Defense of Animals, *edited by Peter Singer. Chilling, inspiring, and thoughtful. Available from PETA $5.50 postpaid.*



DIET FOR A NEW AMERICA

by John Robbins

"A nationwide switch to a diet emphasizing whole grains, fresh fruits and vegetables – plus limits on export of nonessential fatty foods – would save enough money to cut our imported oil requirements by over 60 percent. And, the supply of renewable energy, such as wood and hydroelectric, would increase 120 to 150 percent.

A typical household of three could expect to save $4,000 a year in the short run. And, if they put aside 30% of those savings – and it is quite possible they could put aside up to half – the supply of lendable funds from personal savings would rise 50 percent.

Savings on health care alone could be expected to reach $100 billion within five years."

A REVOLUTIONARY NEW BOOK, NOW AVAILABLE FROM PETA: $10.95 postpaid.

"GOLDEN GIRL" RUE McCLANAHAN AT CHIPPENDALES

Emmy Award-winning actress RUE McCLANAHAN, star of NBC's top-rated "Golden Girls," has become an outspoken animal rights activist. The star of PETA's new television public service announcements (PSAs), now distributed to 1,000 stations across the country, Rue sets a fantastic example of how celebrities can speak up for animal rights.

The six animals used in Rue's PETA "commercials" were obtained from L.A. shelters. After adopting them *all,* Rue used her week off from filming to dash around New York with our Dan Mathews, appearing on shows like "CBS This Morning," and hosted the launch of her PSAs at a special Chippendales benefit performance.

Rue told millions of viewers about her vegetarianism ("meat just started tasting bad"), why vivisection should be abolished, and how she will not socialize with anyone who wears fur. Rue's TV commercials for the Chippendales event were turned down after fur industry representatives threatened action against the stations if they ran them, but Animal Rights prevailed as Rue took to the New York airwaves and spelled out how animals suffer and die for fur coats.

Hundreds of New York fans came to see Rue and the famous Chippendales dancers, all of whom donated their time and tips toward the costs of distributing the PSAs. Also there: star of "Another World" Linda Dano, who spoke from her heart on behalf of all animals. Bruce Willis, Christopher Reeve, Bea Arthur, Betty White, and other celebrities autographed PETA sweatshirts that were auctioned at the event. Howard Jones's New York restaurant "Nowhere" donated superb vegan *hors d'oeuvres,* Legume gave away mouth-watering tofu chocolate bars, and Paul Penders and John Paul Mitchell companies donated cruelty-free product samples. Compassionate living and wild dancing reigned!

Our thanks to Tom Lord, Chippendales N.Y., all the dancers, Rue (of course) and everyone who helped make these PSAs a reality.



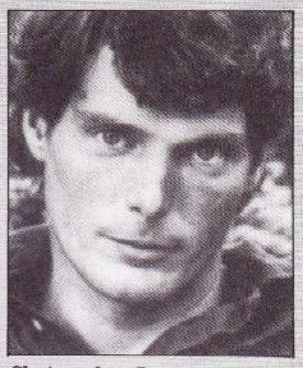
PSA Script:

"I'm Rue McClanahan with People for the Ethical Treatment of Animals, encouraging you to use your voice to stop animal suffering. Contact us today and find out how."

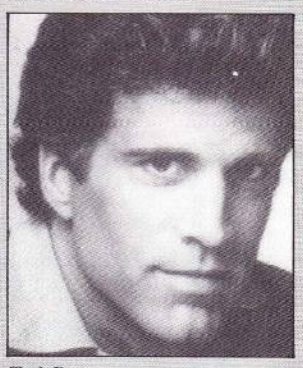
Special thanks to



Bruce Willis



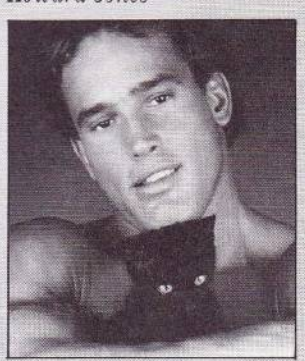
Christopher Reeve



Ted Danson



Howard Jones



Chippendale dancer Steve Guri: It takes a big heart to help a little animal.

SUMMER TABLING

Getting started in tabling is one of the most rewarding and easy-to-do Animal Rights education projects. You don't have to form a group to accomplish something; you can do a lot by yourself.

One of the most effective ways to reach large numbers of people is to set up information tables. Choose a spot with a lot of pedestrian traffic where people will see you. Find out where other groups in your community set up tables, and get a list of festivals or fairs from the Chamber of Commerce, Department of Parks and Recreation, or Tourist Department.

Kick the animal rights doldrums with a day or two of tabling. We guarantee it will give you a great sense of satisfaction to know that you have reached many new people and helped the animals.

ASKING PERMISSION

Once you've chosen a good location for a table, call the mayor's office or police station to find out what regulations you need to follow. Here are some questions to ask:

- Do I need a permit? These are usually easy to apply for, although they may take two or three weeks to process.
- How often can I use this spot?
- Are there any restrictions on what equipment can be set up?
- Are there any regulations on selling things at a table? If so, you can ask for donations instead of charging for the merchandise.

Ask for several copies of the application form to save time in the future.



SETTING THE TABLE

Here's what you need to set up your table:

- One or two card tables or a folding display table
- folding chair
- pamphlets
- posters – some mounted on board and covered with plastic
- an easel (or other support for the posters)
- clean sheets to cover the table, long enough to reach the ground
- a donation can
- sign-up sheets
- a cardboard or wooden sign with your group's name (if you have a group)
- a plastic drop cloth (in case of rain)
- lots of clear paperweights – small but heavy

You can order a Starter Table Pack including posters, bumper stickers, buttons and a display copy of the book Animal Liberation for $15.00 from PETA. Pay postage on literature refills only.

Arrange your table neatly and attractively. Remove rubber bands from pamphlets so people can pick them up easily. Keep an eye on your donation can – don't let someone walk off with it. Leave a dollar bill and some change in the can to encourage people to donate.

TABLE MANNERS

If people seem interested, get their phone numbers and ask them to sign a mailing list. Say, "Thank you, we'll keep you posted." Give them something to do, like calling their congressional representatives about a particular bill.

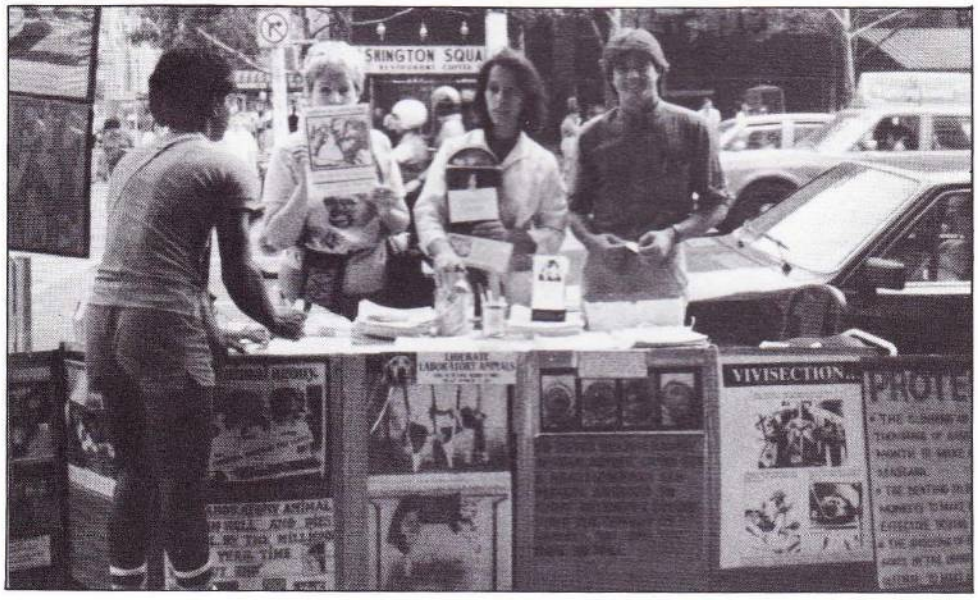
Don't spend so much time with one person that you miss contact with others who may be interested. Be especially sure not to waste time and attention on someone who disagrees with you; you may alienate people who overhear the argument. Instead, clarify your position briefly, express regret at your disagreement, and turn to someone else as quickly as possible. You may find it hard to let them go, but arguing at a table is a waste of time and can cause you to miss potential supporters.

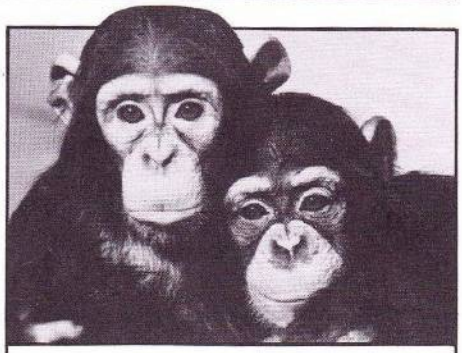
Above all, remember to smile, be friendly and be patient. You were once as unaware of animal abuses as the people taking to you now. Let others know that your background is much like theirs, but that once you learned about animals' suffering you decided to do something about it. If you changed your lifestyle and attitudes, so can they. That's why you're there.



Dutch activist Marian Bienes' cage draws attention to a table near the White House.

PETA Chairperson Alex Pacheco joins veteran tablers Severa Aguero and Teresa Rivezzo on a busy sidewalk in downtown New York.





AS A CARING PERSON YOU DO WHAT YOU CAN, NOW

Please, make sure that when you've gone, the work you believe in continues.

"I hereby give and bequeath to People for the Ethical Treatment of Animals . . ."

See your lawyer, or give us a call. Safeguard the things you care about.

OUR MISTAKE – WE APOLOGIZE

We recently named one of our rescue projects "Animal Care Fund," thereby unknowingly infringing on the good name of a wonderful organization in Pennsylvania. We apologize and want to be sure that our mistake causes no harm to the true ANIMAL CARE FUND, INC. Animal Care Fund, Inc. is the corporate name of the Animal Care Sanctuary, a non-killing shelter operated by Mrs. Lesley A. Sinclair and currently sheltering over 500 cats, 225 dogs, a pig, a goat and other animals.

In operation since 1968 (originally in Toms River, New Jersey), Animal Care is recognized as a charitable organization by the IRS and is so registered with New Jersey, New York, and Pennsylvania. People may, by so providing in their wills, leave their animals in the care of the Sanctuary when they die. Tax-deductible donations may be sent to Animal Care Fund, Inc., P.O. Box A, Smithfield, PA 18817 to help its good works. Visitors welcome.

Giving It Back To Gillette

"...Human skin differs biochemically from that of mice and rats, and the differences may explain why a drug that proved useful in tests against infections of animal skin may be useless for humans."

Harold M. Schenk, Jr.
New York Times
February 23, 1988

In the last 18 months, Gillette has felt consumer wrath in the wake of an expose of the heartless testing practices at its Rockville, Maryland, laboratory. Gillette has tried to evade public pressure by contracting out its blinding, inhalation and poisoning tests on animals. Under the weight of tons of returned products sent back by angry humanitarians, Gillette also has changed its "full refund policy" to require "product performance dissatisfaction."

Our message to Gillette: You can run, but you can't hide. Clever and compassionate consumers are returning their products for a *full* refund, saying "When I heard of your cruel testing methods, I re-evaluated your product's performance and found it unsatisfactory."

PETA delivered sacks of signed members' petitions to Gillette's Boston headquarters in April to coincide with our first-ever Gillette stockholders' resolution to demand an end to animal tests. Our resolutions have been described as a "new thrust to end antiquated animal tests" and have been covered by the **Washington Post**, the **New York Times, Good Money** magazine, **Dow Jones Professional Investor Report,** and the "Proxy Issues Report" in the **Investor Responsibility Research Center, Inc.**

PETA members full of other good ideas include:

- the owners of The Sunderland Insurance Services, who returned nine dozen Gillette Papermate pens and 25 bottles of Liquid Paper for a refund and offered a $50 bonus to their employees and commercial clients willing to sign a guarantee to boycott Gillette;
- Beverly Boynton, who withdrew the Johns Hopkins

As a consumer, a citizen, and/or a stockholder, you can speak out and save animals from cruel product tests.



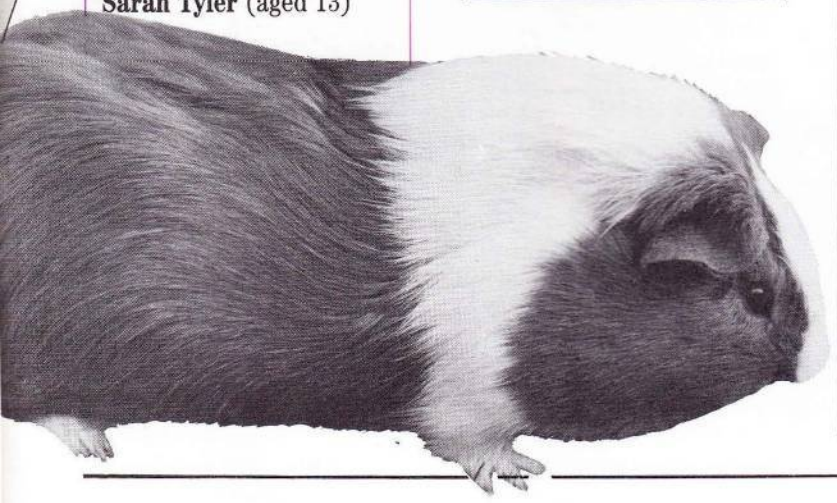
Center for Alternatives to Animal Experiments (CAAT) as a beneficiary in her Thrift Plus Insurance plan (she heard that CAAT helped Gillette defeat the '87 Maryland Humane Cosmetics bill);

• Dona Taylor, a grandmother of seven and user of Gillette's products for over 30 years, who wrote to Gillette, "I'm going to miss your products, but we're going cruelty-free in every area of our lives. Count me, until you change your ways, a *former* consumer."

The Guinea Pig

One white room, ultra
smart, ultra modern.
One white bench, polished
and gleaming.
One eye-dropper, filled
with azure blue.
One solitary albino
Cowering on the bench by
the "death files."
One naturally pink eye
bruised, red and
swollen
From the effects of some
vain woman's warpaint.
One tear.
No, animals can't cry, it
couldn't be,
They don't have feelings,
do they?

Sarah Tyler (aged 13)



WHAT YOU CAN DO:

If you are dissatisfied with the performance of these products, return them to Gillette (Prudential Tower Bldg., P.O. Box 61, Boston, MA 02199) for a full refund:

Soft & Dry
Right Guard
Dry Idea
Imagine Body Spray
Atra
Gillette Swival
Face Saver
Daisy
Trac II
Good News
Silkience
White Rain
Mink Difference
The Dry Look
Tame
Toni Home Perm
Gillette Foamy Shaving Cream
Aapri
Jafra
Liquid Paper
Paper Mate Pens
Flair Pens

• Buy only cruelty-free cosmetics, household goods, and toiletries. Our free list of the "good guy" companies and the "bad guy" companies is available upon request.

• Support PETA's Compassion Campaign. Ask for our Six Steps Toward An End To Cruel Cosmetics Tests.

MODERN TESTS DON'T HURT ANIMALS

Clonetics Corporation of San Diego has perfected a way to clone large quantities of human skin cells. Via overnight parcel delivery, the company sends researchers flasks of cloned skin cells in a solution similar to body fluids. "Epipack" is the first commerical product to contain live, normal cloned skin cells.

Health Designs, Inc., of Rochester, NY, markets computerized structure-activity models of the rabbit skin and eye irritation assays.

In 1985, scientists at the Los Alamos National Laboratory in New Mexico developed a computer program that simulates the complex systems of the human body. "HUMTRN" (short for human transport) provides simultaneous access to 10 million pieces of information about any chemically-identifiable substance taken into the human body. (Los Alamos is a national lab owned and operated by the U.S. Department of Energy, and its program is available to the public.)

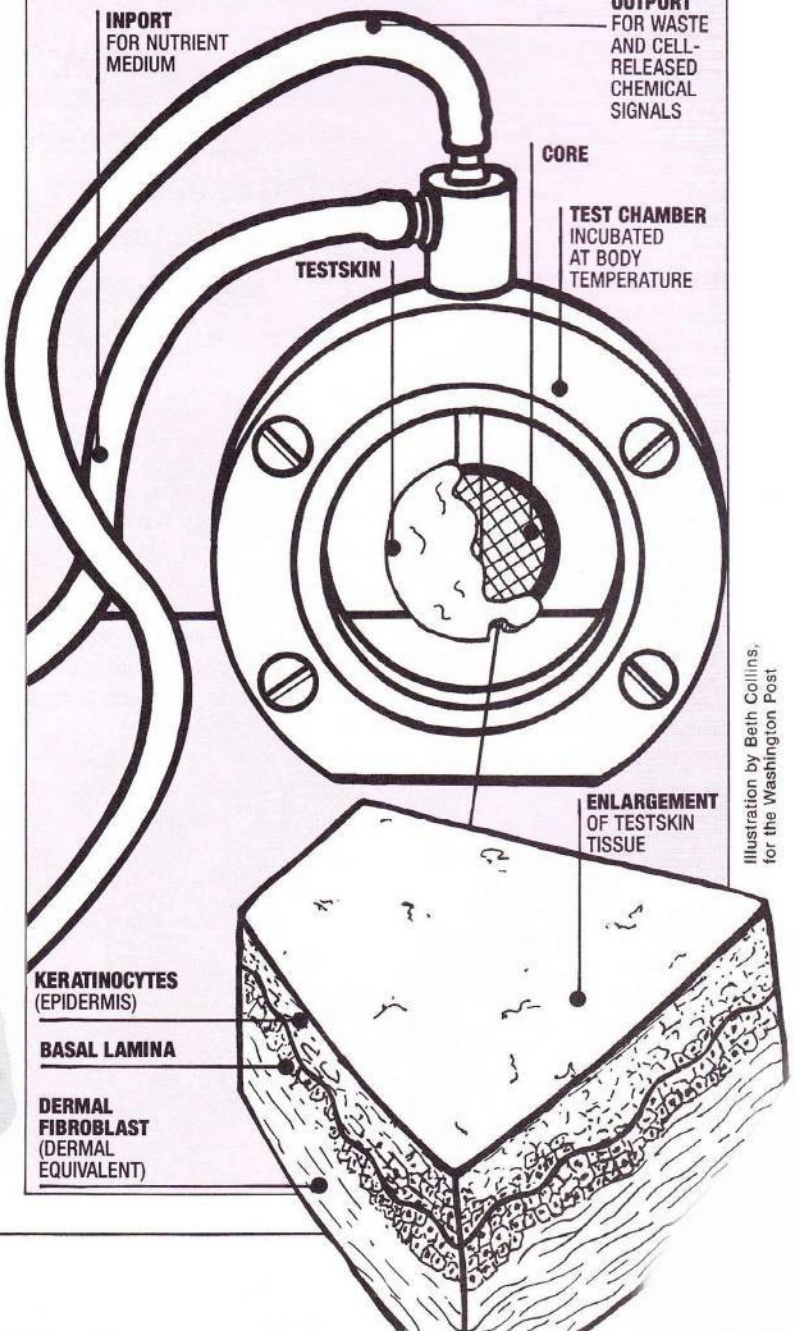
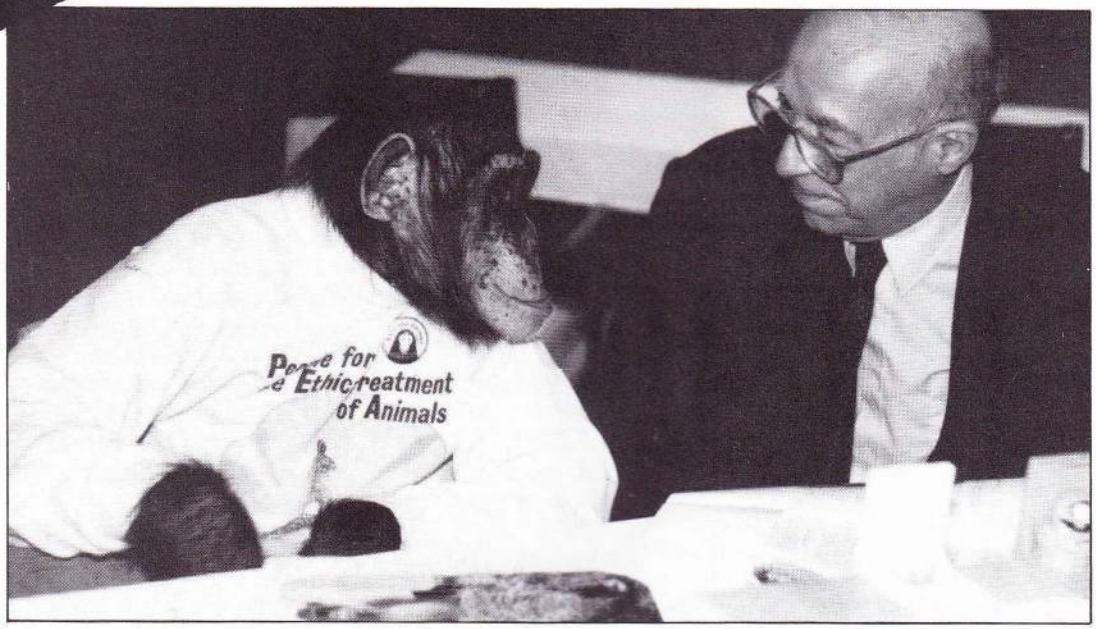


Illustration by Beth Collins, for the Washington Post

JADE GOES TO WASHINGTON



Jade with Doc Masters, First Vice President of the National Democratic Club.

On March 4th PETA hosted a very special vegan luncheon at the National Democratic Club in Washington, DC, two blocks from the Capitol. The luncheon was novel because it brought together two important species: Animal Issues Aides to members of Congress and an endangered chimpanzee.

We thought it was high time the aides met one of their nonhuman (by a hair and 1 percent of a DNA molecule!) constituents and met *each other*. After all, if you don't know your counterparts up and down the halls of the U.S. Congress, how can you network on animal protective legislation?

Our special guest was Jade, a young chimpanzee who, like the boy who grew up with wolves and thought he was one, grew up with humans and thinks she is one, too – although from her delighted reaction to photos of other chimps, it is clear that she finds them *very* attractive and interesting. She loves traveling, and on this trip she shared the mutual admiration of over 100 legislative aides who stopped talking shop to watch her eat spaghetti and help her play with her travel toys.

"Rethinking our relationship with animals is part of rethinking our place on earth."

Perry Phillips

The fate of the pitifully few chimpanzees remaining in the world – those living free in their homelands and those caged miserably in American and foreign laboratories – is in the hands of the U.S. Congress. These chimpanzees are the individuals who, because of their similarity to our own species, hold perhaps the best chance of helping us challenge the very premise upon which humans have declared all nonhumans available for exploitation and slaughter. Chimpanzees are the stepping-stone species to Animal Rights. We *must* save them.



WHAT YOU CAN DO:

- There may be only 100,000 chimpanzees left in all of Africa. Yet the Endangered Species Act lists the chimpanzee as a "threatened," not "endangered," species. Please write to *Mr. Ronald Lambertson, Assistant Director, U.S. Fish & Wildlife Service, 18th & C Streets, NW, Washington, DC 20240,* urging him to upgrade the status of chimpanzees, thus assuring them greater protection in the wild and in captivity.

- Please write to *The Honorable Richard Lyng, Secretary of Agriculture, Washington, DC 20250,* urging him to publish Parts 1 and 2 of the amendments to the Animal Welfare Act, *without weakening or changing them.* (These deal with Act definitions and terms and establishing Animal Care and Use Committees.) Please also urge that Part 3 (requiring exercise for dogs and the psychological well-being of primates) be published immediately so that they can take effect.

- Please also write to *The Honorable James C. Miller, III, Director, Office of Management and Budget, Old Executive Office Building, Room 252, 17th Street & Pennsylvania Avenue, NW, Washington, DC 20500,* urging him to approve proposed regulations for Animal Welfare Amendments Parts 1 and 2.

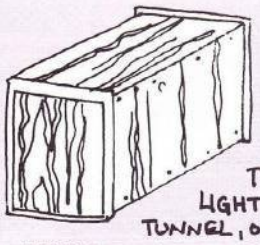
- Help involve others. Write to us today to obtain a free **SAVE THE CHIMPS** information pack.

· TOURISTS, UNITE · TOURISTS, UNITE · TOURISTS, UNITE ·

FIGHT THE BULLFIGHT



STRONG LAXATIVES ARE ADDED TO FEED TO FURTHER DEBILITATE BULL

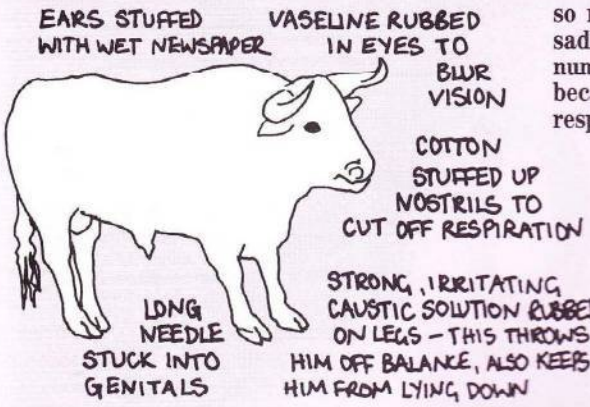


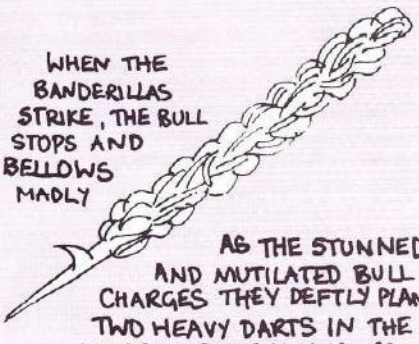
BULL KEPT IN DARK BOX. WHEN HE IS LET OUT HE RUNS FURIOUSLY TOWARD THE LIGHT AT END OF TUNNEL, ONLY TO HAVE A DOOR FALL A SPLIT SECOND BEFORE HIM, SENDING HIM CRASHING INTO THE DOOR.

DRUGS ADMINISTERED TO PEP BULL UP OR SLOW HIM DOWN



Going to Mexico, Spain, or Italy this year? If so, please join humanitarians everywhere in fighting the bullfights. There are so many beautiful customs to enjoy but, sadly, the bullfight is growing as the number of foreign visitors grows, only because tourists have not made their respectful feelings about animals known.



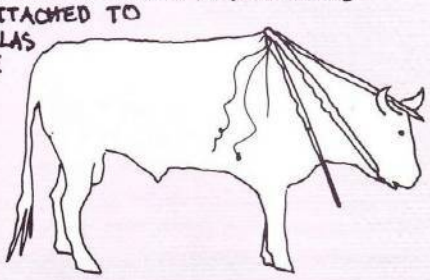


WHEN THE BANDERILLAS STRIKE, THE BULL STOPS AND BELLOWS MADLY

AS THE STUNNED AND MUTILATED BULL CHARGES THEY DEFTLY PLANT TWO HEAVY DARTS IN THE LACERATED NECK MUSCLES. THE SHARP FISH HOOK POINTS HOLD FIRM AND THE BERIBBONED DARTS JUMP AND TEAR EVERY TIME THE BULL TOSSES HIS HEAD... SOMETIMES FIRECRACKERS ARE ATTACHED TO BANDERILLAS TO AROUSE A TIRED AND FAILING BULL



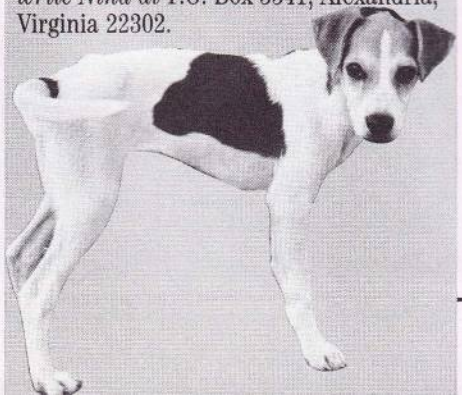
THE 'PICADOR' MADE A HOLE ABOUT 4 INCHES WIDE AND VERY DEEP WELL DOWN THE WITHERS ON THE BACKBONE.. ALTOGETHER 4 TIMES THE LANCE IS INSERTED AND ROTATED.

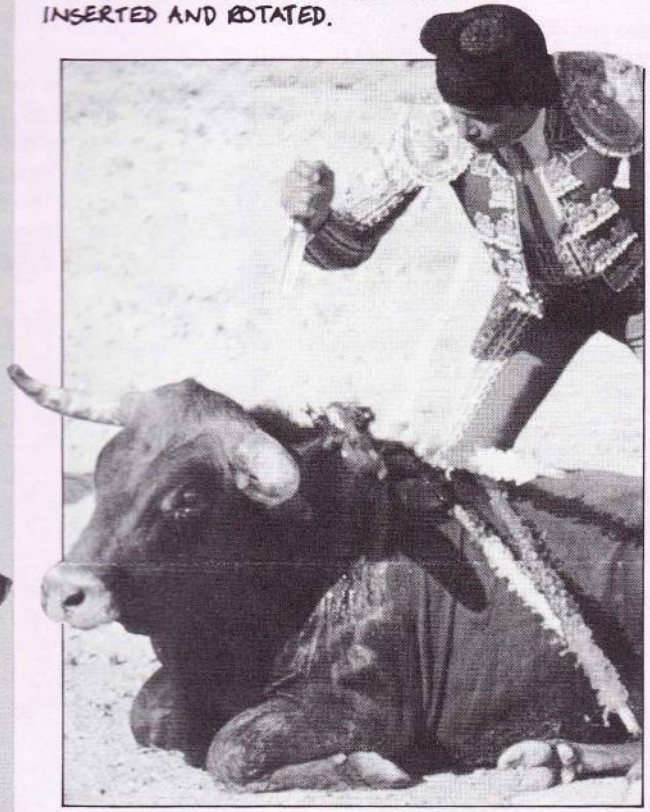


CONCERN FOR HELPING ANIMALS IN ISRAEL

If you are planning to visit Israel, Concern for Helping Animals in Israel (CHAI) has a "special mission" for you. Founded by longtime PETA member and super-activist Nina Natelson after a vacation to Israel in March 1984, CHAI is working hard to stop the use of strychnine poison to kill stray dogs and cats, and it is striving to build animal shelters where none exist. It has initiated the very first humane education programs in Israeli schools and has already stopped ritual animal sacrifices staged as a tourist spectacle.

To learn more about the plight of animals in Israel, to find out what tourists' "special mission" is, or to help CHAI in its critical mission, please write Nina at P.O. Box 3341, Alexandria, Virginia 22302.



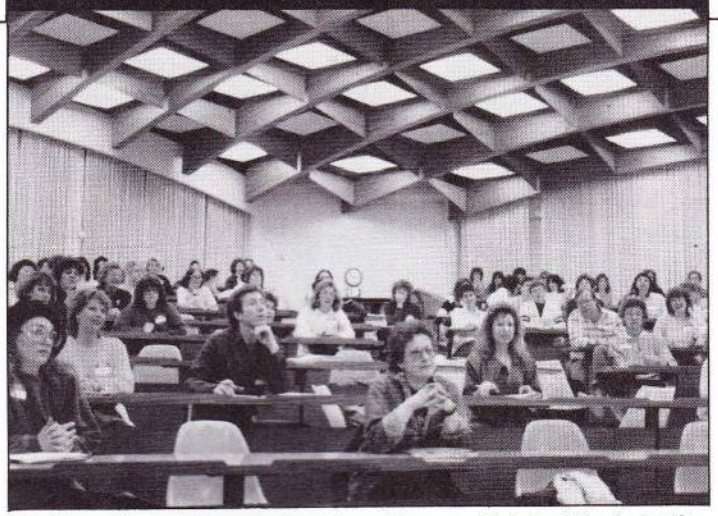


WHAT YOU CAN DO:

- Copy this article and take it with you (or write us for a flyer in Spanish) to distribute as you travel, in the airport, and at your hotel.
- Tell others what happens at the bullfight and ask them to help.
- Protest to travel agencies, tourist bureaus, and guides.
- Write: *Canal 41 Univision, Departamento de Programacion, 9200 Sunset Boulevard, Los Angeles, California 90069,* to protest their glorification of bullfighting and their encouragement of its introduction into the United States.



Jeanne Roush gives a "how-to" on dissecting your local lab.



"Ordinary" people learn to be extraordinary activists at the Animal Rights 101 workshops.



Sue Brebner: "Going vegetarian is easy with cookbooks like this."

ANIMAL RIGHTS 101

PETA goes on the road to bring people the Animal Rights basics

You've just learned how animals are treated in laboratories. Or one day you realized you wouldn't eat your dog, so why should you eat a cow or a chicken? Or you've been working in an animal shelter for many years and you think it's time to go to the source and change society's attitudes towards animals.

Maybe you're timid or you think you don't speak well in public. You've never been involved in any activist groups and you don't know the first thing about them. You may feel that you are all alone. But as an individual you *can* educate hundreds of people in your community and affect their often unwittingly exploitative attitudes and lifestyles.

Perhaps there are no animal rights groups in your area. But there's you.

PETA knows that there are lots of "you's" out there – willing, wanting and waiting. Willing to become active, wanting to help the animals, and waiting for some how-to's.

Our one-day activist training sessions so far have been, judging from your responses, just what you needed to get you into activism with confidence and determination. We wish we could tell the waiting animals how many people are learning how to help them, and how the Animal Rights movement is spreading like wildfire.

At least 100 people have attended each session so far. The eight-hour seminar begins with Jeanne Roush, our Director of Research & Investigations, telling how to check out possible animal abuse in local laboratories, in schools, or by individuals, explaining where to get government, state, and local information, and how to use the Freedom of Information Act.

Next, Communications Director Carol Burnett tells you all the basics about news releases, media relationships, literature development, radio and TV interviews, news conferences, and more.

After absorbing all this, supplemented with copious notes in your workbook, and after seeing several short films, it's time for the vegan lunch. It's also a chance to make contact with others who feel as you do, and to check out literature and merchandise tables.

Next, Outreach Coordinator Sue Brebner guides you through EVERYTHING else, from changing your lifestyle and purchasing habits to speaking in public, from fundraising to tabling to organizing a public meeting. Your head will be full of facts and ideas. Too much at once? Not to worry! At the end of the day you will receive a 64-page manual reinforcing all you have learned, along with a videotape and other literature.

Here are some of the comments on the evaluation sheets turned in by seminar participants:

"The speakers were all perfect! Give this seminar everywhere!"

"Fantastic workshop – it has changed my life! I now know how to begin."

"It was wonderful to be with so many others who feel as I do about animals."

WANT ONE?

Think your area needs an **ANIMAL RIGHTS 101 ACTIVIST WORKSHOP?** If you are willing to help us find a suitable space and organize the workshop locally, let our Sue Brebner know.

HOW TO BE AN ACTIVIST

All you ever wanted to know . . .

- How to research an issue
- How to organize in your area
- How to make your own publications
- How to write a news release
- How to manage money
- How to cope with media interviewers

. . . and much more! 64 pages packed with valuable information for the newcomer and seasoned campaigner alike, illustrated throughout with specially commissioned cartoons. Hundreds of ideas to make your voice heard.

Reserve your copy today! Send $5.00 (postage paid) to PETA, P.O. Box 42516, Washington DC 20015.

A RESEARCH & INVESTIGATIONS SPECIAL REPORT

Breaking Case . . . .

BEWARE

FLEA & TICK PRODUCTS

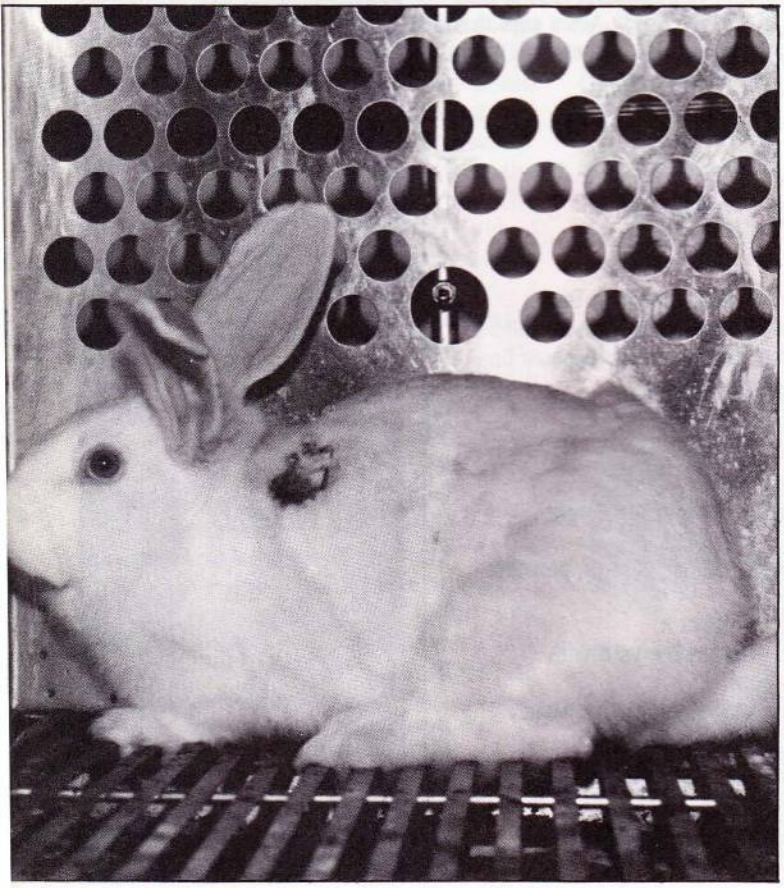
implicated in cancer and the poisonings of companion animals . . .

BEHIND THE SCENES

they kill and maim thousands of animals in laboratories.

PETA's Research and Investigations team is going public with an expose of a Pennsylvania testing lab where cats, rats, rabbits and other animals are exposed to flea and tick dips and sprays. Here's what we found:

An insecticide shampoo, applied to this rabbit's shaved skin, has burned through to her flesh.



Would you use ADAMS LAWN and KENNEL SPRAY CONCENTRATE if you knew that in tests conducted in a Pennsylvania laboratory in March, 1988, ten out of ten rats were dead within four hours after being dosed with it in acute oral toxicity tests?

How about SEVIN FLEA AND TICK POWDER? In May, 1987, A.H. Robins company, the makers of Sevin, paid the same laboratory $12,500 to dose 21 cats with a series of Sevin dustings, including two times the normal dose. The cats were killed and necropsied.

Or SERGEANT'S FLEA AND TICK POWDER? Six albino rabbits were sprayed in the eye with this product from a distance of four inches. The spray was not washed out of their eyes. Earlier, the same product and SERGEANT'S DURSBAN SPRAY CONCENTRATE were tested in acute inhalation toxicity studies (LD 50) on rats, as well as in guinea pig "sensitization" and acute dermal toxicity (LD 50) tests in rabbits.

NO PROTECTION OFFERED BY ANIMAL TESTS

The EPA requires animal poisonings and eye tests for insecticides, the tests, even when they harm and kill animals in the laboratory, do not stop the products from reaching the marketplace.

Videotape footage we obtained from inside the lab shows a young black-and-white cat reacting severely to an application of HARTZ MOUNTAIN'S BLOCKADE in a series of experiments conducted there in 1985. The cat becomes withdrawn, begins salivating, then goes into convulsions. Lab workers inject her with an antidote.

Two years later, HARTZ MOUNTAIN BLOCKADE was implicated in the deaths of 46 dogs and cats and became the subject of 560 complaints to the Illinois Animal Poison Information Center. Sixty-five percent of these calls involved consistent clinical signs which included vomiting, diarrhea, muscle tremors, increased salivation, incoordination, depression or hyperactivity, loss of appetite, breathing difficulty, skin irritation, seizures and sometimes death. Most of the cases involved young, female kittens, and there were six reports of human reactions to BLOCKADE.

According to an EPA entymologist, when Shell introduced a flea collar which was supposed to time release its chemical, all the pesticide was released at once and many young animals died.

Although the EPA often advises companies to mimic existing products so they can avoid costly tests, companies like to boast new "miracle" ingredients in their products. The companies often do more tests than EPA requires, not to protect animals and buyers, but *to protect themselves* from lawsuits filed by consumers.

CHEMICAL SOUP MIX

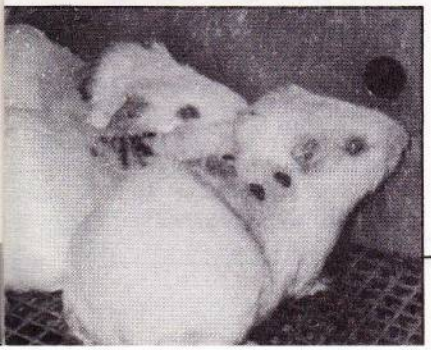
In the article "Natural Flea Control," Christine Makowski, D.V.M. notes that labels on the most common synthetic pesticides (organophosphates and carbamates) warn of hazards to humans yet tell you to soak a dog or cat thoroughly. The chemicals can penetrate the animal's skin and be taken up by the blood where they'd deliver the nerve-paralyzing agents intended for the fleas. She also points out that many of the pesticide-related poisonings reported each summer also affect the children who handle the involved animals.

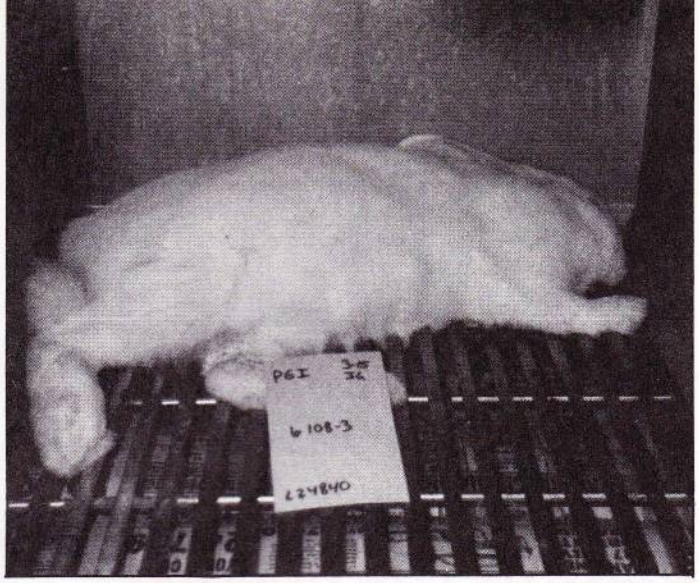
It is possible for children to absorb the flea killing chemicals dermally, through inhalation or ingestion.

"In addition to the potential for immediate poisoning, long term treatment with synthetic pesticides can eventually lead to kidney failure and other medical complications. I'm convinced," she says, ***"that some of the cancer seen in companion animals is related to the use of chemical pesticide used against fleas."*** Other articles report that chemical compounds we now have are proving ineffective against resistant strains of fleas and so are being applied in more concentrated doses which "irritate the dogs more than the fleas do."

• According to a pest control consultant: *Rotenone,* like pyrethrum, breaks down quickly into a harmless form. But its initial toxicity is fairly high. "You'd better be careful with rotenone when applying it, it's more toxic than diazinon," he said.

Guinea Pigs suffer acute dermal toxicity test at Biosearch.





DEAD: Thanks to Sergeant's Flea & Tick Spray.

• *Organophosphates* and *carbamates* are nerve-paralyzing agents capable of causing convulsions, nausea, and respiratory arrest. They are popular for their rapid action and potency. It is important not to multiply the effect of these compounds by inadvertently combining them in the use of two or more products (e.g. a dip AND a flea collar). This could result in an overdose, since label warnings normally do not relate the use of one product to others, particularly those of another brand.

• *DDVP dichlorvos vapone,* found in flea collars, is being reconsidered by the EPA as possibly causing cancer of the liver. Consumers Union urges the public to "avoid (this ingredient) at all costs," because of cancer risks. *Piperonyl butoxide* inhibits cell functioning in fleas and thus prolongs the activity of insecticidal compounds. A 1987 article in *Mother Earth News* says this chemical is associated with liver disorders.

CATCH AND KILL FLEAS *WITHOUT* TOXIC PESTICIDES

There are many nit combs on the market which catch fleas instantly without the use of poisonous sprays, powders or collars. With daily use, it is possible to completely control household flea infestations.

The use of a flea comb is:

- Inexpensive, lasts for years.
- Cats and dogs love the daily attention.
- No repeated baths and shampoos, no danger of allergic reactions.
- No need for warning labels required for toxic sprays, powders, dips, and collars.
- No danger of fleas developing immunity to it.
- No need to vacate the household or spray the yard with chemicals that harm the environment.
- No need to worry about flea eggs, larvae and pupae; simply catch the fleas.

PETA recommends the Fleamaster comb available at drug stores or from
Breeders Equipment Company, Box 177, Flourtown, PA 19031.

WHAT YOU CAN DO

Protect yourself, your nonhuman friends (indoors and out) and the environment, by using *harmless* flea and tick control. It takes time, but it's worth it:

• Hand examination and the use of a flea and tick comb gives you "quality time" with your pals and comes with *no* side effects.

• Keep animal bedding clean, using fennel, rue, eucalyptus in bedding areas. Vacuum rugs regularly, emptying vacuum dust bags to prevent larvae development. Sprinkle salt on your carpets and leave overnight to dehydrate the flea larvae – then vacuum the next day.

• Tell veterinarians and neighbors. Alert local reporters to this issue.

• Jan Wheeler, correspondent with Organic Gardening magazine, recommends diatomaceous earth, an organic powder sold by gardening supply companies. Sprinkle it on your lawn, the carpet, even your dog, to control fleas.

• Wheeler also recommends feeding dogs and cats brewers yeast (1 milligram daily for each 5lbs. of body weight) and garlic (1-2 freshly pulverized cloves mixed daily with food). Because this takes a few weeks to "kick in," start early in the season, if possible.

• As *part* of a summer care regime, we recommend shampoo by Nature's Gate (a blend of herbs and pennyroyal oil), or Dr. Bronner's Eucalyptus Soap, available in many health food stores.

PETA PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
PO Box 42516, Washington, DC 20015 (202) 726-0156

More animals rescued from U. of California



OLD MAN: Rescued in 1983.

In 1983, twelve "random source" dogs were removed from the vivarium at the University of California, Harbor Medical Center, by persons unknown. Seven of the dogs, including "Old Man," a 10-year-old German Shepherd mix, had been surgically mutilated and implanted with various plastic devices. Old Man, in fact, was wracked with the scars of many previous surgeries. The liberators theorize that at least eight of the dogs had been people's companions. Many were house-trained and "Sally," a spayed female, was very shy, but wanted to shake hands all the time. The mixed husky, whom rescuers called "White Christmas," carried his food dish everywhere for safekeeping. Some of the dogs, like "Bounce" and "Lucille," had open, running sores. The appalling condition of the rescued dogs was dismissed by UC personnel who told reporters, "These animals were scheduled to die anyway."

In the last five years, UC animal labs at Riverside, Berkeley, and Davis also have been entered by Animal Liberation Front (ALF) members. Hundreds of dogs, mice, rabbits, rats, birds, even opossums, and one lucky infant monkey, "Britches," have been taken out of their misery and into protective arms and safe homes.

This Spring, ALF members drove into the UC Irvine compound in the middle of the night and cut the kennel fences. They made off with 13 beagles who had suffered for years in tax-funded air pollution experiments. The beagles had been forced to run on treadmills wearing face masks that compelled them to inhale toxic pollutants, and wore surgical implants that registered physiological functions. Two of the beagles had throat implants.

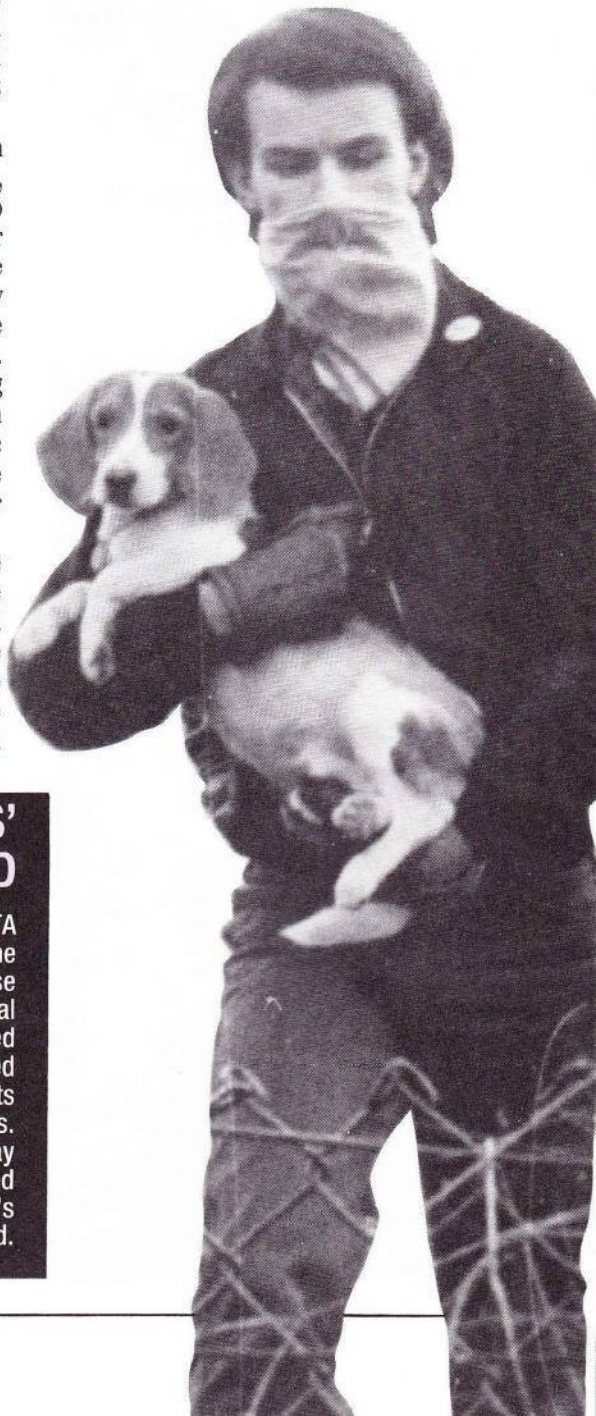
Air pollution is already a known problem for human beings, other animals, and the planet. Subjecting dogs to pollution will not clean our air or our lungs. Millions of us, particularly those who live in heavily polluted cities like New York, Mexico City, and Los Angeles, are living models of the effects of air pollution. Our hospitals are full of people, including industrial workers, who suffer from respiratory problems. And smog and toxic clouds are forever being analyzed, while bills to curb air pollution are stalled year after year.

A reward is being offered to anyone able to hunt down and prosecute the beagles' friends. How much better it would be to spend that reward hunting down the polluters and researchers who reap huge profits from spewing poisons into the atmosphere and re-creating pollution in the laboratories.



ACTIVISTS' DEFENSE FUND

In 1983 PETA established the Activist's Defense Fund for legal fees associated with accused animal rights activists. Contributions may be earmarked for the Activist's Defense Fund.



THE UNIVER

"They are doing unspeakable things to animals and the records show it. There's enough evidence to indict people and they *ought* to indict people."

Attorney Steve Houze

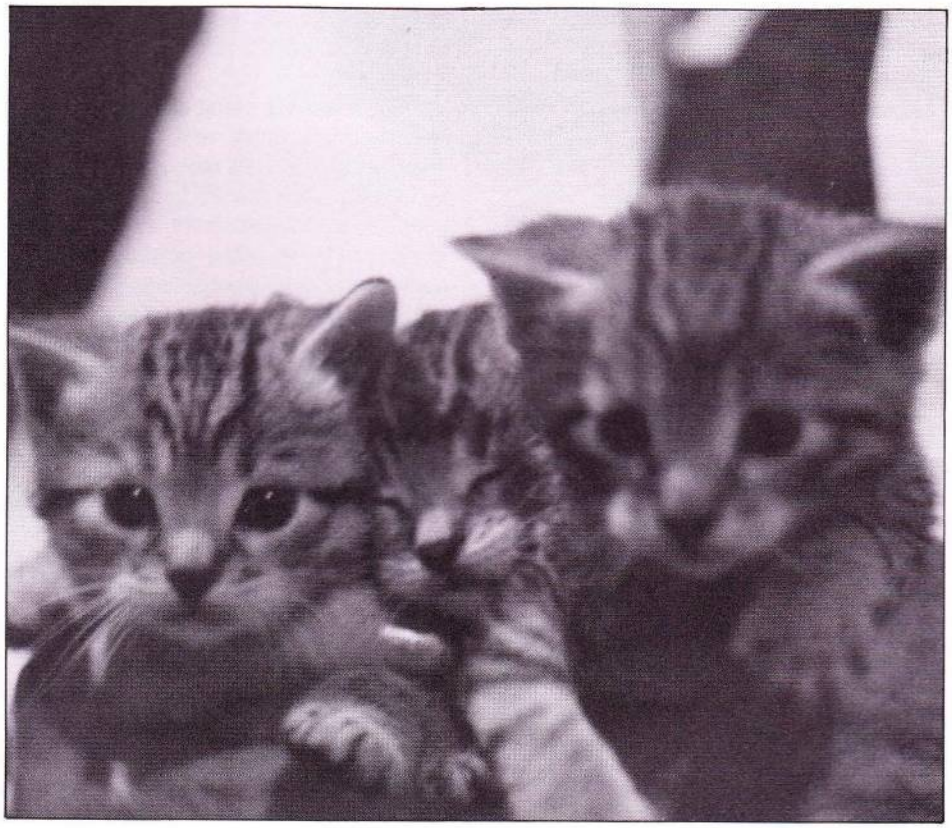
A raid on the University of Oregon resulted in the trial of Roger Troen, a local animal protectionist, early this year. During his trial, however, practices at the University of Oregon laboratories were made public. Some of them, including the University's failure to provide basic veterinary care for the 20,000 animals on its campus, raised the judge's hackles and shocked the community.

During the trial it emerged that two UO experimental psychologists, Barbara Gordon-Lickey and Richard Marrocco, neither of whom has medical or veterinary training, and their unsupervised students are performing complicated surgeries, including brain surgery, on improperly anesthetized animals. Gordon-Lickey rotates kittens' eyeballs, and Marrocco plays with the vision of brain-implanted macaques. Their work is in psychology and has no established link to human health. Their friend, Gregory Stickrod, who also has no medical or veterinary training, performs surgeries on pregnant rats and on other animals as part of his own psychology experiments. Stickrod is in charge of the care of all the animals at the UO.

The UO receives over $2 million in tax revenue each year to conduct experiments on animals. Under federal law it must have an Institutional Animal Care and Use Committee (IACUC), and that committee is required to have "a scientist, a certified veterinarian, and a person not otherwise affiliated with the institution."

"I hope no one will let this matter rest until there is a full and ongoing public disclosure."

Mowy Nielsen
Eugene Activist



These three kittens have escaped Dr. Gordon-Lickey's horrific eye experiments.

SITY OF OREGON Part II

Here's a first-hand account of how the University's IACUC functions, as presented to the court in testimony given by Lucinda Muniz, a community volunteer of 20 years who served on the University's IACUC. According to Muniz, "My colleagues on the committee had a great deal of vested interest in maintaining the status quo. There was no question. In two years I was the only one to call a meeting to discuss concerns. Their attitude was that whatever was presented was okay."

Before serving on the committee, Muniz had "held the University in high regard" and had looked forward to "academic openness," believing "that good science and asking questions go hand in hand." But Committee members treated her with "arrogance and resentment." Members admitted to Muniz that they "didn't want to take time and trouble" to fulfill their functions and admitted to not having read the protocols in which animals would be operated on and killed, yet they "were ready to just come in and vote 'yes' and just leave."

Federal regulations require committee members to tour the labs at least once a year. Muniz was given a pre-arranged, "certain areas only," guided tour. Even so, she found a kitten "who was clearly very ill. He couldn't walk and would stand up, then fall over."Muniz drew this to Greg Stickrod's attention. Stickrod picked the kitten up and said, "See. It's purring, it's happy, it's fine." Muniz took the problem to experimenter Gordon-Lickey, who reacted "as much as to say, 'you shouldn't have seen that," and did not even offer to look at the kitten. Said Muniz, "I was dismayed."

Muniz offered suggestions for improving things in the University's labs, seeing that as part of her duty as an IACUC board member. She suggested alternatives to the use of animals in certain protocols and asked that an ethics course be offered to students who use animals routinely. These suggestions and her concerns about the use of squeeze cages in which monkeys sat for long periods of time, isolated and staring at a brick wall, were "rejected out of hand." When Muniz found the properties of anesthetics and painkillers used in some of the experiments "unsuitable or extremely toxic," she suggested that a veterinarian be consulted, but met with no success.

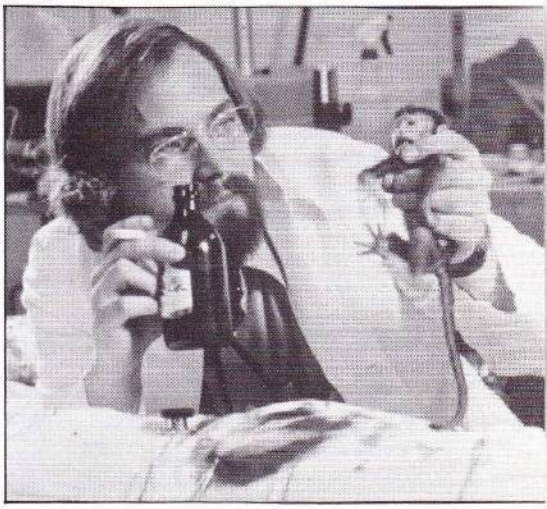
According to Muniz, Greg Stickrod "ran the show," telling her privately "I'd approve anything Rich (Richard Marrocco) did, even if he wrote it on a napkin." To Muniz, this statement "epitomized the mindset of my colleagues. Rather than expecting a certain quality of work, analyzing it, and making the kind of determinations our committee was charged with making under federal law, they too would approve anything submitted, even on a napkin." Muniz's term of office has expired. Her replacement is Ned Baher, *a retired industrial chemist.*

"For his own amusement, he terrorized a baby animal and is so proud of what he's done that he keeps this photo along with his training slides. A jury would want to put him in jail."

Attorney Steve Houze



Dr. NEAL BARNARD, PETA's chief medical advisor and head of the Physicians Committee for Responsible Medicine, pointed to the influence of instructors who themselves abuse animals and the importance of role models on ethical behaviour. Shown the photograph of Stickrod holding the screaming infant monkey in a mock caesarian operation, Barnard told the court "This goes far beyond gallows humor: in that, no one is hurt." He said that by using a camera, Stickrod had attempted "to relay this to other people. This is a role model of the worst kind for students."



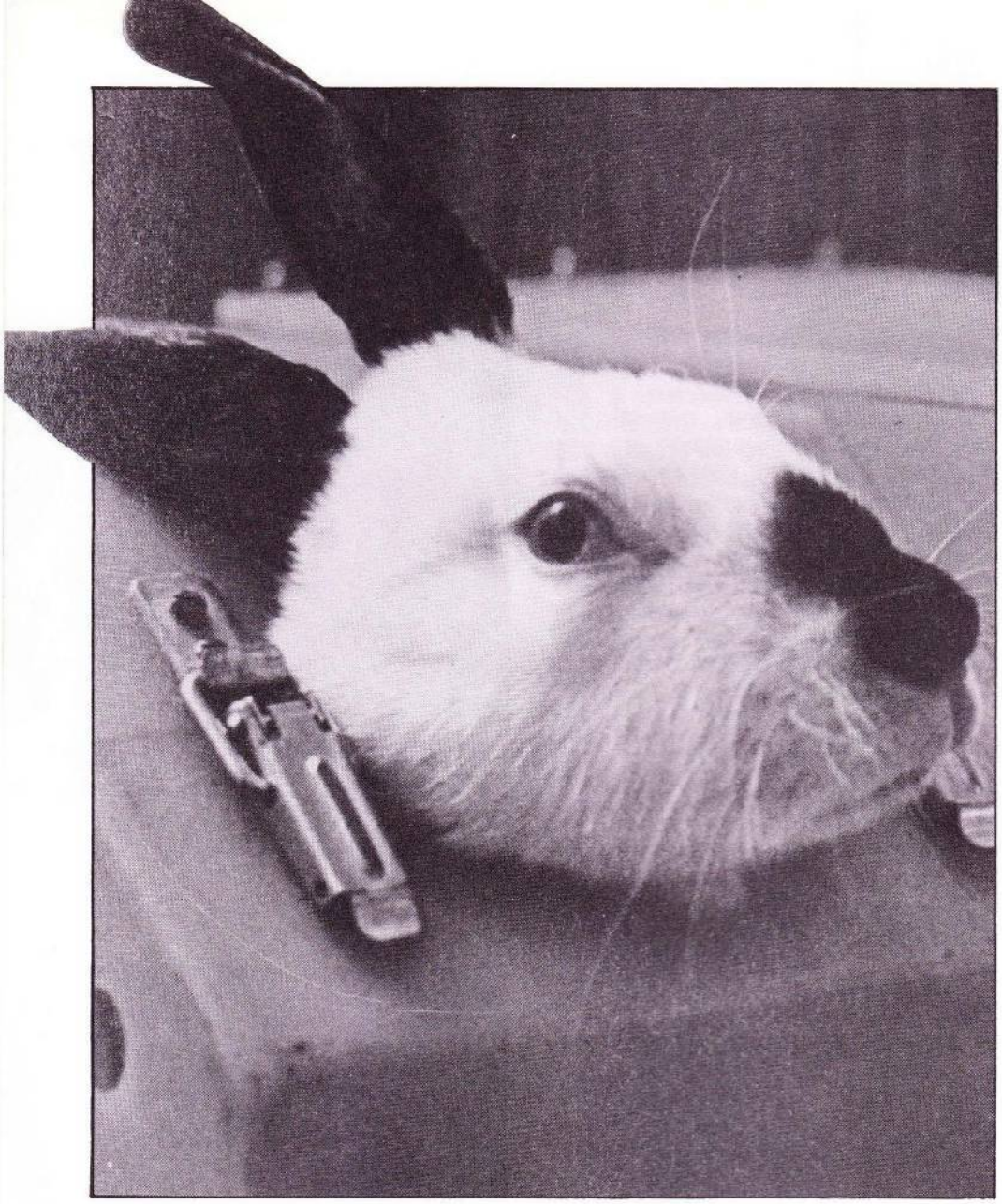
Greg Stickrod, UO's Director of Animal Care, holds a screaming baby monkey aloft in a "joke photo"

WHAT YOU CAN DO:

Join PETA's "Clean up the University of Oregon campaign."

Our goals to help end abuse at the University of Oregon are to see that Stickrod is dismissed; the University uses and kills progressively fewer animals; the animal care committee functions properly and publicly; and Gordon-Lickey's and Marrocco's experiments are terminated.

- **Oregonians:** Write to Governor Neil Goldschmidt, State Capitol Building, Salem, OR 97310, or call (503) 378-3100.
- **U.O. Alumnae:** Write President Paul Olum, 110 Johnson Hall, University of Oregon, Eugene, OR 97403, or call (503) 686-3111. Copy your letter to the Editor, Oregon Daily Emerald, University of Oregon, Eugene, OR 97403.
- **Everyone,** write to Congress c/o the U.S. House of Representatives, Washington, DC 20515, and ask that NIH funding for animal research be cut off from U.O. Please send us copies of your letters and replies.



Good Intentions Are Not Enough

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