PETA NEWS



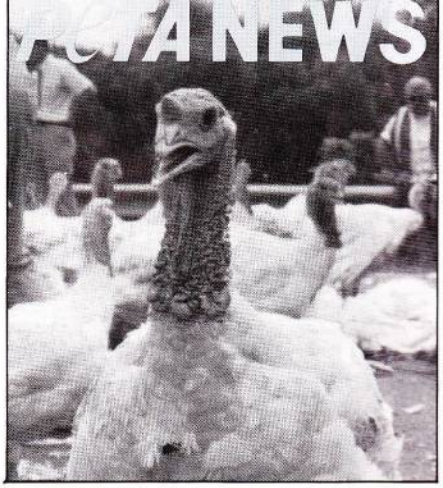
JANUARY/ FEBRUARY 1989

Vol.4 No.1

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

Benetton stops animal tests

See page 8.



Dear PETA Supporter,

The start of a new year provides us with a traditional opportunity to reflect on our work for the billions of animals who are cruelly mistreated throughout the United States and the world. In this PETA News, we review some of the wide-ranging activities PETA has organized over the last 12 months and which would not have been possible without your continued support and involvement.

When Ingrid Newkirk and I formed PETA in 1980, we created an organization that would fight hard for the rights of all animals. We wanted to draw attention to the feelings and needs of the forgotten animals such as the tens of millions of mice and rats in laboratories, the beavers and minks on the fur farms, and the chickens in battery cages.

Through the work of our Research and Investigations Department, we have thrown open the laboratory doors and revealed multiple examples of longstanding cruelty and neglect, violations of the law, and wasteful research. Our Outreach Department has introduced animal rights to millions of people through the "Animal Liberation" record album, stockholder resolutions, Animal Rights 101 training seminars, and much more. Our Communications Department has provided the literature and correspondence backbone of all our work, from fact sheets to anti-fur ads.

Although we're making progress, there is, of course, still a great deal to be done. Please join us in using the new year to make a greater commitment to helping the helpless – by refusing to purchase products that cause pain and by sensitizing your friends, neighbors, and colleagues, so the opportunity exists for them to join us in compassion for all.

MY DEEPEST THANKS FOR YOUR SUPPORT, AND BEST WISHES FOR THE NEW YEAR!

Alex Pacheco

Alex Pacheco
Chairperson

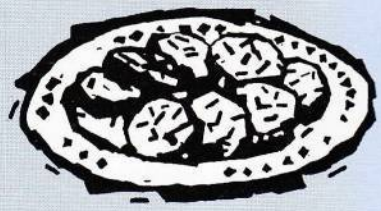
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PETA is a national non-profit animal protection organization with more than 250,000 members dedicated to establishing the rights of all animals.

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

EATEN ALIVE



André Ranieri

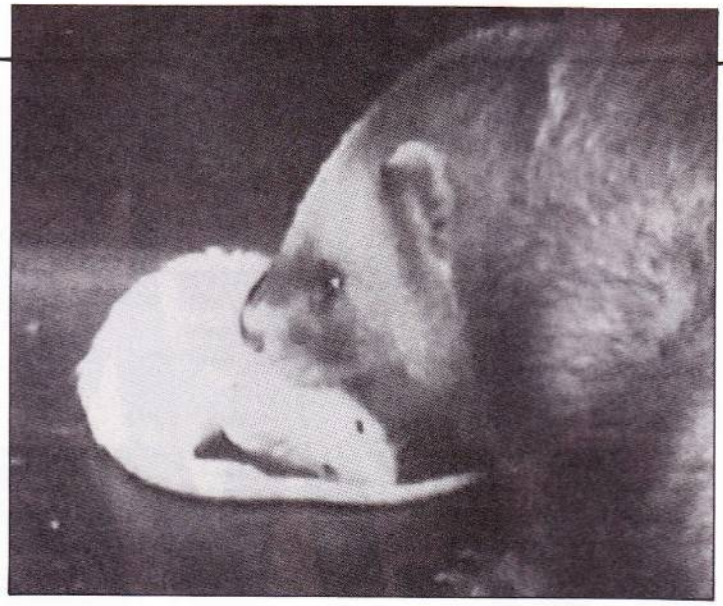
"Eaten Alive" should be the title of PETA's new video, perhaps our most graphic short film to date (which is saying a lot). It's really called "Getting Away With Murder," and it depicts a series of heartless, voyeuristic experiments conducted in 1985, but just discovered, at the State University of New York at Stony Brook. The original, uncut tape was brought to our attention in a rather odd way: It had been turned in to a police department videotape lending library by mistake. The police alerted Bide-A-Wee, a privately funded animal shelter in New York, and that organization asked PETA's Research and Investigations Department to investigate.

EATEN ALIVE

No one knew where the tape came from or where it had been shot, and the identity of the person who turned it in was not known. It took seven months to solve the mystery, but with the cooperation of New York activists, Dr. Randall Lockwood of the Humane Society of the United States (HSUS), and lots of legwork, PETA investigator Kyle Owens finally put all the pieces together. He tracked down the student who devised the cruel experiments and identified the professor who so casually watched the animals being mauled to death while the student recorded their screams. He even located the classroom where it took place. Kyle learned that the University's Institutional Animal Care and Use Committee (IACUC), mandated by federal law and responsible for overseeing and approving all experiments, had never even known of the experiments. This IACUC has refused to allow members of the public to attend and observe its meetings *despite* the New York State Committee on Open Government's opinion that the "sunshine laws" require open meetings.

Here is the script of the video, now available for activist use:

Narrator:
"The experiments you are about to see were taped in 1985 at the State University of New York at Stony Brook. They show a series of live animals being fed to domesticated ferrets in crude predator behavior experiments. The undergraduate student who arranged these 'kills' told us that 'personal enjoyment' was one of his motives. As you will see, this experiment in no way mimics a natural situation. No data of any value has been obtained from it."



"It is widely recognized by ferret experts that presenting live prey to 'pet' ferrets is a sure pathway to cruelty. Lacking many of the innate skills of their wild ancestors, such animals are likely to simply maim and mutilate the prey, resulting in a prolonged torture and slow death."

MOUSE KILL #1

Now a white mouse is thrown – hard – into the metal bathtub. He gets his bearings, using his whiskers to "feel out" the parameters of the tub corner where he has landed. The ferret sees him and approaches. Unable to get past the ferret towering over him, the mouse goes between the ferret's legs, but is trapped. The kill begins.

Narrator:
"Constant remarks about what is going to happen next demonstrate that this research is repetitive and unnecessary."

"The subject of prey killing has been studied thoroughly ... it was therefore needless to repeat them again."

Irenaus Eibi-Eibesfeldt Ph.D.
Professor of Behavioral Physiology
Max Planck Institute

MOUSE KILL #2

A second mouse is thrown into the metal tub. The scene is repeated.

"I was appalled by what can only be described as voyeuristic cruelty masquerading as science."

Dr. Randall Lockwood
Director of Higher Education
Humane Society of the United States

RAT KILL

A white, domesticated rat – much larger than the mice who preceeded him – is thrown into the tub. He seems to sense the danger instantly and to look desperately about for an escape route he cannot hope to find. The ferret attacks, but slips on the tub floor as the rat fights for his life, and the ferret seems unable to get a grip on his "prey." The screams of the rat make the comments of the human observers hard to hear.

Participant:
"He's slipping ... that is a problem I did not expect."

The animals struggle in life and death – cannot keep their footing on the slippery tub surface. Minutes later, the rat stops screaming and lies still.

"The 'prey' animals presented to these ferrets have been drastically modified by selective breeding for docility, lack of aggression, and easy handling. They simply do not try to avoid predation unless actually attacked."

Dr. Mark Lerman
Medical Director
Lifeline for Wildlife

"This exercise was without value as either a scientific study or educational exercise. The casual callous reaction of the faculty and graduate students to this demonstration indicates a deeper problem – a failure of the university to educate the academic community on its legal and ethical responsibilities to any animal used on campus."

Dr Randall Lockwood
Humane Society of the United States

RABBIT KILL

A rabbit almost as large as the ferret is tossed into the tub. A mat of some sort has been placed on the floor now to allow the ferret to keep his footing during the attacks. His instincts aroused, the ferret attacks the rabbit in a random fashion, digging his teeth into whatever part of the rabbit's head he can grasp. The rabbit is frantic, screaming loudly and pitifully, kicking his legs, trying to escape, but the ferret hangs on. The struggle is long and horrible, the rabbit screaming throughout. After some minutes, the ferret gets his tooth into the rabbit's eye and starts digging through his skull. The rabbit remains conscious.

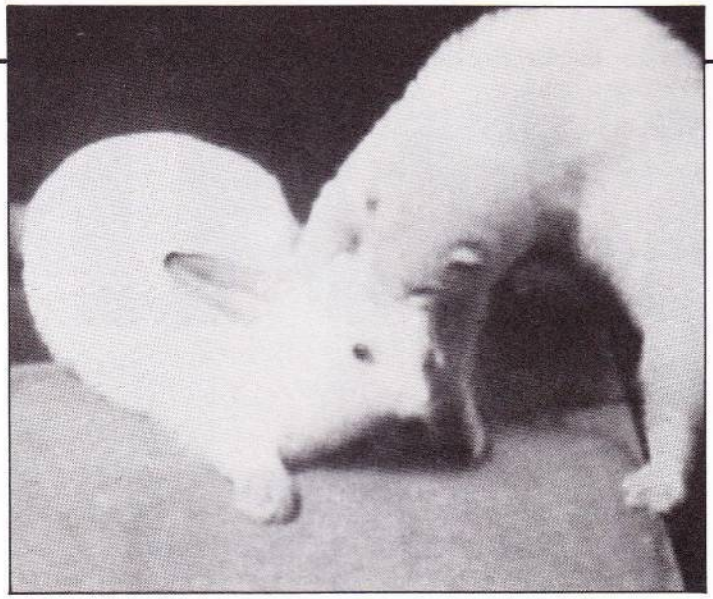
Participant:
"He bit through the skull. That is what normally happens."

Narrator:
According to Dr. Lerman, "The experiments serve no purpose whatsoever; these are living beings literally tossed into a 'fighting pit,' and forced to remain there until the random actions of a pseudo-predator result in their gruesome, painful, and often prolonged death."

Participant:
"Hope the animal rights people don't hear about this ... The animals' action is what happened every other time. Not even dead yet. Now he's trying to strangle him."

"When we take a semi-domesticated laboratory ferret and contrive encounters with other species also bred for laboratory use in a completely sterile closed environment, nothing of use can be learned."

Dr. Mark Lerman
Medical Director
Lifeline for Wildlife



"The behaviors shown by these domestic ferrets are often misinterpreted by the experiementer, and are unnatural for a species that for the last 2,000 years has been specifically bred to chase but not to kill."

Ms. Fara Shimbo
Colorado State Director, International Ferret Association

Mitchell Behm, the undergraduate student who devised the experiments, plus an onlooker and supervising SUNY faculty member Dr. George C. Williams, Professor of Ecology and Evolution, are seen in the room as the camera passes up from the tub. Dr. Williams smiles and waves "so long" to the students.

Mitchell Behm now throws two more ferrets into the tub with the rabbit, who is now lying on his side, his eye socket and part of his skull exposed.

Participant:
"It's amazing that rabbit is still alive ... breathing."

Repeated careful examination of the tape reveals that after nine minutes of suffering the rabbit was still alive and breathing.

We believe the research violated eight New York State laws and regulations, including a regulation requiring the review of all experiments by the Institutional Animal Care and Use Committee. It also violated a provision of the Federal Animal Welfare Act.

"I cannot accept a cavalier approach to such behavior in which animals are killed 'just to see what will happen.'"

Dr. Peter Borchelt
Animal Behaviorist
Animal Behavior Consultants Inc.

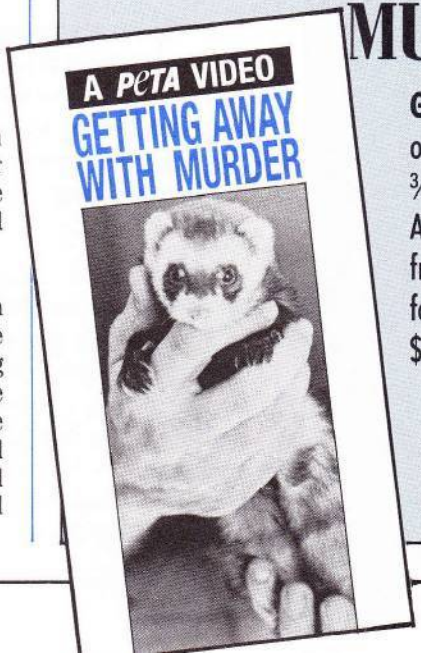
We are grateful to Mike Handley for his narration, to the Bide-A-Wee Home Association, and to all those who assisted in bringing this to the attention of the public.

-WHAT- YOU CAN DO

- We have asked various N.Y. state agencies, including the District Attorney, to act on this matter. We have also forwarded materials to Stony Brook administrators.
- Please write, asking for an open IACUC & disciplinary action to be taken against the faculty member who appointed these experiments, to

Dr. John H. Marburger
Office of the President
State University of New York
at Stony Brook
Stony Brook, NY 11794-0701

GETTING AWAY WITH MURDER



Getting Away With Murder on ½"" VHS or Beta, $15; ¾" U-matic or V-8, $25. Also available on loan from PETA for a $15 deposit for ½" VHS or Beta and $25 for ¾" U-Matic or V-8.

***WARNING:* This video contains graphic footage.**

SANCT

"Whenever people say, 'We mustn't be sentimental,' you can take it they are about to do something cruel. And if they add, 'We must be realistic,' they mean they are going to make money out of it."
Brigid Brophy

ASPIN HILL PARK

Thanks to the work and gifts of some very special PETA friends, Aspin Hill Memorial Park and Pet Cemetery in Maryland was saved from the bulldozers this year to become a part of PETA. Its beautiful grounds have provided a true and everlasting memorial to area residents' animal friends and companions since 1920.

A walk through the park's peaceful acreage finds love proclaimed everywhere – in such inscriptions as "A lifetime of love and devotion" – Bon Bon 1966; "Dear Old Friend" – Pedro Parrot, 1900-1974; "Felix, a cat, who created a quiet storm of love" – 1960-1977; and "Never just a dog, but a constant friend" – Patty, 1926-1937.

The love and compassion these treasured animals knew is what PETA wants for all animals: the hen in the factory farm, unable to stretch her wings; the lonely monkey caged in the laboratory; the veal calf chained in his crate; and all the innocent others who feel and respond to kindness from humans. It is for them that we work so hard.

We are not the only ones who cherish the park's natural areas – you can hear the hoot of an owl in the still of the night, listen to rabbits rustling in the grass, watch the noisy racing of squirrels through the leaves, and hear the songs of birds in this special place.

Aspin Hill has also become a sanctuary for some very special abused animals – each group representing vast numbers of forgotten individuals who were marked at birth as "food" and condemned. Please meet a few of Aspin Hill's happy residents who live under the protective eyes of manager Gary Baverstock and groundskeeper James Thompson.

To preserve this decades-old tribute to the love between dogs and their human companions, cemetery patrons gave PETA the Park for our educational mission.



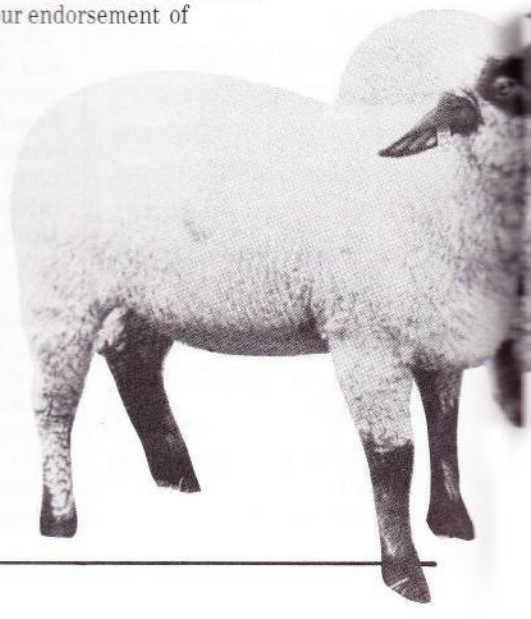
4-H Lambs Saved

Perhaps Ms. Brophy was talking about the 4-H Livestock Auction, because that's *exactly* what PETA demonstrators heard as the gavel fell and the barbecue pit and meat counter bidders secured yet another animal to reduce to "freezer parts."

Billy, Chloe, Cleo, Gregory, and Elliot were being herded around the livestock ring when we first saw them. We didn't know it then, but they were suffering from a respiratory disease caused by stress and all the upheaval associated with leaving the farm for the bright lights, loud noises, and manhandling that goes on at the fair. The first days were rough as our veterinarians medicated the lambs and Gary Baverstock kept them dry, warm, and nourished. Now their heels and heads are high in the air as they frolic about the grounds, nibbling leaves, investigating the chickens' activities, and running to greet visitors.

As they live out their natural lives at Aspin Hill, these gentle creatures represent PETA's promotion of a cruelty-free lifestyle, in which peple do not eat, wear, or experiment on animals or use animals in entertainment.

They also emphasize our endorsement of

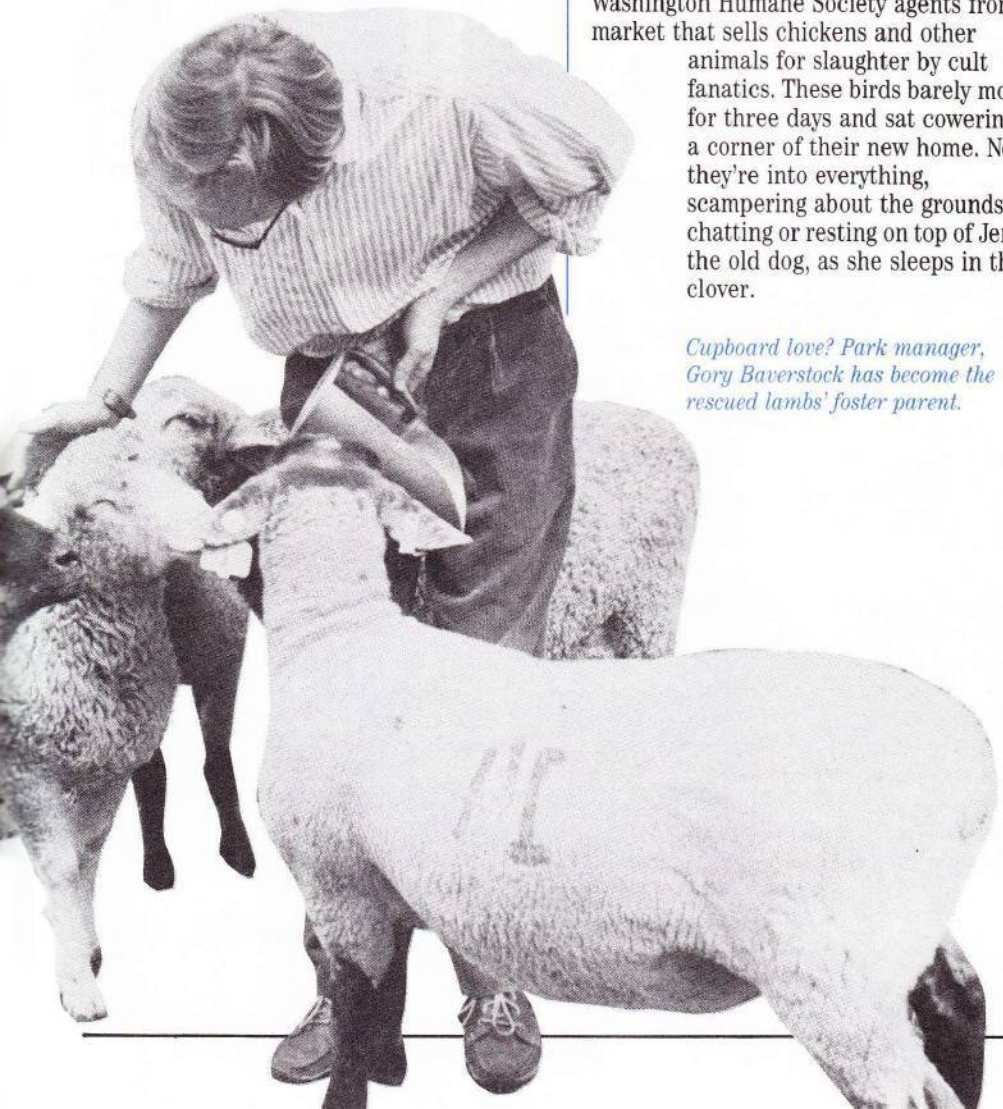


TUARY

vegetarianism, which is far healthier than meat-eating and is a great way to prevent America's top killers: heart disease, cancer, and stroke.

"The 4-H program has a lot to offer in the way of teaching young people about hard work and responsibility. I think they fail to instill a sense of ethics, however, when they tell the children that it is acceptable to send a trusting animal off to the slaughterhouse. I hope that we were able to spark some thought with our peaceful demonstration and rescue."

Mary Beth Sweetland



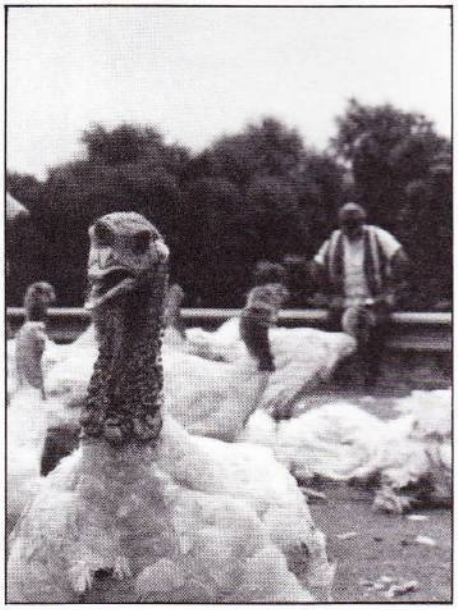
Two Happy Flocks



Blackjack is the kingpin rooster at Aspin Hill. He's ruled the place for years, perching atop the fences, looking after the hens, and waking up the caretaker at dawn. Now there is a second flock of chickens in residence, and these hens have been taken under the protective wing(s) of Blackjack's son, Junior.

The new chickens were rescued by Washington Humane Society agents from a market that sells chickens and other animals for slaughter by cult fanatics. These birds barely moved for three days and sat cowering in a corner of their new home. Now they're into everything, scampering about the grounds, chatting or resting on top of Jenny, the old dog, as she sleeps in the clover.

Cupboard love? Park manager, Gory Baverstock has become the rescued lambs' foster parent.

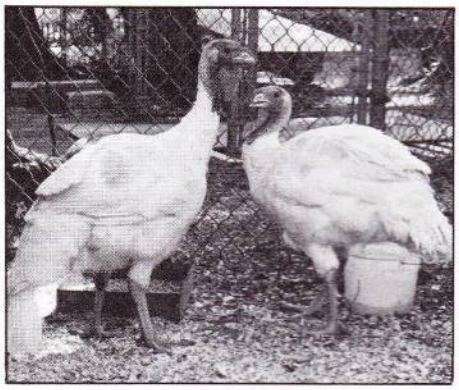


Bewildered and injured, these shed-raised turkeys were thrown into the road when their truck overturned en route to the slaughterhouse.

Turkey Disaster

"The scene was a ramp to the Leesburg bypass, where a flatbed truck carrying about 1,000 turkeys turned over, disrupting traffic, injuring the driver and killing at least one third of the birds," wrote Steve Bates of the *Washington Post.* The turkeys had been en route from a factory farm in North Carolina to a slaughterhouse in Pennsylvania when the accident occurred.

County animal control officers, humane society workers, and firefighters worked in the twisted wreckage to release trapped birds and to euthanize the mangled. The Round Hill Food Company quickly delivered a second truck to the scene, loading birds who had escaped noticeable injury (but not major trauma) for the trip to the "processing plant." PETA managed to secure some of the shocked survivors, calm them down, and spare them that second horror. They, too, now live at Aspin Hill.



Recuperation means lots of peace and quiet, understanding and rest.



INTERNATIONAL BENETTON BOYCOTT

International clothing company subjects animals to cruel tests

"EXPOSED! The horrifying secret of (Princess) Di's favorite firm – THE SHAME OF BENETTON" screamed the headline on the front page of one of England's national newspapers, the *Daily Mirror*. Inside, the center spread was devoted to a story on Benetton, the Italian-based multinational clothing company that now has stores all over the world. Photographs of rabbits and rats poisoned by Benetton's new "Colors" cosmetics and toiletries line told the story of suffering we had uncovered in their private testing lab. Other British national dailies had front-page stories, too.

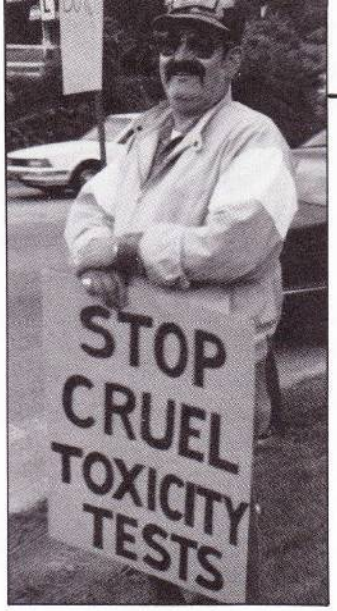
From Italy (where Paola Cavalieri's Coalition Against the Use of Animals in Cosmetics Tests organized news conferences in 10 cities, including Bologna, Rome, Venice, and Verona) to far away Cape Town, South Africa, and from Bermuda and Germany to Canada, and in 90 cities all over the United States, activists and PETA contact groups joined in a day of demonstrations to protest Benetton's cruel animal tests. In New York City, where the Blacker Group, Animal Activists of the Hudson Valley and others held successful rallies, Santa Cruz activist Lee Dessaux climbed the 60-foot flagpole outside Benetton's headquarters. Hundreds of passersby and motorists stopped to read his banner, while Compassion Campaign



Perched 60' above Benetton's New York offices, animal activist Lee Dessaux stops traffic for the cause.



We've Won!



Stop Press
Nov. 17
4:27 p.m.
Benetton agrees "no animal tests." International boycotts succeed.
Thanks to all who made this possible.

Benetton fragrance division president Leslie Grunberg, who has refused to meet to discuss alternatives to animal tests, was asleep in Los Angeles when London radio stations started phoning his hotel room at 4 a.m. for the first of many interviews. His excuses were no match for seasoned and skeptical reporters who, fully informed by Steve McIvor and activists from the British Union for the Abolition of Vivisection, wanted to know why Benetton couldn't follow the lead of *other* companies that see no need for animal tests.

Director Susan Rich leafletted and used a megaphone to tell the crowd about Benetton. One New York Benetton store manager offered PETA members Lori and Jim Sexton $300 to go away (they didn't), and in Westport, Conn. a Benetton store closed three hours early to avoid confrontation. More than a quarter of a million "Boycott Benetton" flyers were distributed in just a few hours.





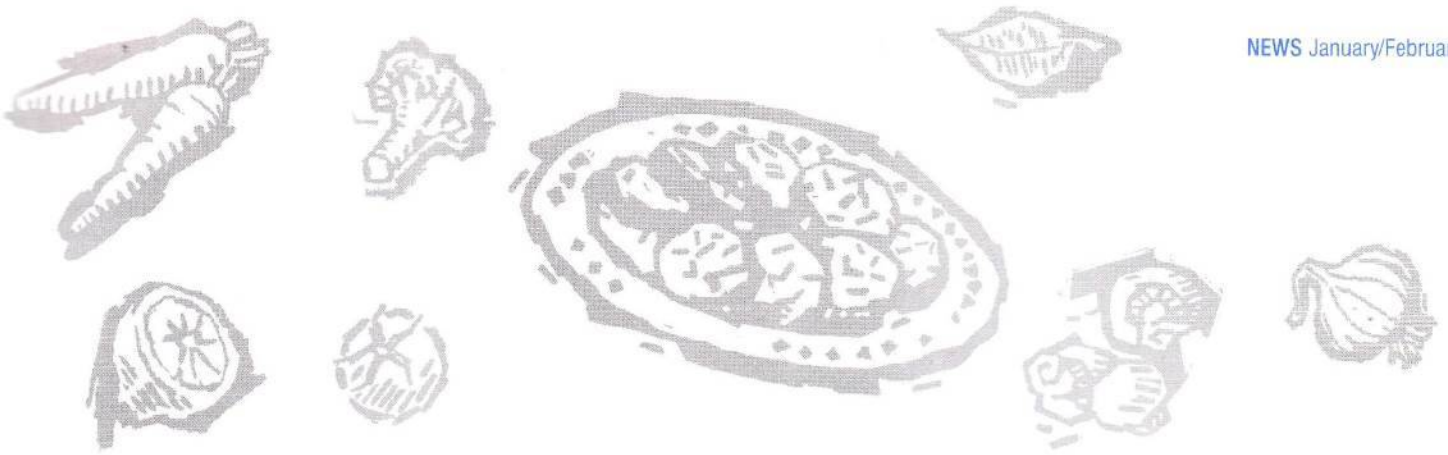
Company Chairman Luciano Benetton has also refused to meet with animal rights advocates. When tipped off to the fact that Benetton would be visiting Washington, Susan Rich personally delivered Biosearch videos to his Washington stores, while activists picketed outside. No word from Mr. Benetton yet.

Please call us to find out where upcoming Benetton Boycott events are scheduled in your area, and write to Mr. Leslie Grunberg at 540 Madison Avenue, 8th Floor, New York, New York 10022, or call him at (212) 832-6616.

Special thanks to international coordinators Tita Zierer, Betsy Swart, Marda DeWet, Sue Smith, Marcus Keller, Steve McIvor and the many other activists who are helping with this campaign.

PETA contact groups from Ohio, New York, California, Canada and Verona, Italy are among activists determined to make Benetton stop animal abuse.





VEGETARIANISM

THE BEST STRATEGY FOR WEIGHT CONTROL

By Neal D. Barnard, M.D.

Millions of people want to lose weight. Popular diets generally rely on restricting the amount of food one eats. But that can work only for so long. Soon, the natural desire for food brings weight back up to, and often beyond, the starting weight. The vast majority of overweight people will do much better by simply changing their food choices.

IT'S NOT HOW MUCH YOU EAT; IT'S WHAT YOU EAT

Fat: Fats are the most calorie-dense food we eat. Every gram of fat holds nine calories. In contrast, carbohydrates and proteins each have only four calories per gram, less than half the calories of the same amount of fat.

Where do we find all this fat? Fat permeates the meats, dairy products, and fried foods that are staples in the American diet. If one were to extract the fat from a cheeseburger and look at it all on a plate, one would be unpleasantly surprised. An average cheeseburger contains the amount of fat in 13 pats of butter.

MEAT IS MURDER ON YOUR WAISTLINE

Cheeseburgers are not the only offenders. Meats have fat marbled through the lean. Even the leanest meat, poultry, and fish have lots of inherent fat. An average American consumes nearly half his calories, about 45 percent, as fat. For a person eating 2000 calories per day, that means 900 calories each day just from fats and oils in our foods. To get rid of fat from the body, which is the body's place for calorie storage, one has to get the calorie-packed fat off one's plate. By cutting out meats and dairy products, we can cut out a tremendous number of calories.

FIBER:

The second part of the solution is to increase the amount of fiber in foods. Fiber is only found in plants. **There is no fiber in animal products.** Fiber makes meals hearty and satisfying but has almost no calories. Grains, such as brown rice, whole-wheat bread, whole-grain cereals, and whole-grain pastas are rich in fiber and are naturally low in calories.

CARBOHYDRATES:

Here is some good news: If you have been avoiding potatoes, rice, and pasta because you thought they were fattening, stop worrying. They are, in fact, low-calorie foods. It is only when spaghetti is topped with a ground beef sauce, or potatoes are topped with butter or sour cream, that calories are packed into them.

Carbohydrate has some additional benefits: It stimulates the secretion of insulin. And while insulin is known for its effect on blood sugar, it does many other things, as well. It causes the liver to produce T3, the active form of thyroid hormone, which, in turn, helps the body to burn more calories. In addition, insulin causes the brain to secrete norepinephrine, which also increases the body's metabolism, so calories are burned more rapidly. Again, carbohydrates are principally found in plant foods, not in meats.

"AVOID CRASH DIETS":

These slow your metabolism, so you will tend to rapidly **gain** weight when you come off the diet. It is best to allow yourself a **gradual** weight loss. As a rule of thumb, a weight-reduction diet should contain no less than ten calories per pound of body weight. Physical activity is essential, both to burn calories and to raise your metabolic rate. The key is to improve your **food choices.**

INTERNATIONAL FOODS

Meatless meals are common in the traditional foods of the Middle East, Asia, Latin America, and Africa. As a result, their cuisine is naturally low in fat and high in fiber and carbohydrate. Italian pastas, Mexican beans, rice, and tortillas, Indian curries, Oriental rice and vegetables – provided they are not topped with fatty sauces – are often excellent choices. While the more well-to-do people in these countries often adopt a Westernized, meat-based diet and pay the price in obesity, diabetes, heart disease, and other problems, those who remain on largely vegetarian, traditional diets tend to remain slim.



Dr. Barnard is chairman of the Physicians Committee for Responsible Medicine and PETA's Chief Medical Advisor.

The Dreaded Comparison

RACE AND ANIMAL SLAVERY

Hot off the press, Marjorie Spiegel's new book dares to compare society's enslavement of blacks to our current enslavement of nonhumans.

Enslaving blacks once seemed as inevitable and "natural" as systematically exploiting animals does today. The parallels in practice and rationalization are striking. *The Dreaded Comparison* explores the dynamics of cruelty and exploitation, illuminating the psychological processes by which we separate ourselves from the world, create enemies and inferiors, and justify oppression. It's a real eye-opener!

We first met Marjorie Spiegel years ago on board a bus to Canada. We were all bound for Toronto to protest the bloody seal slaughter, and Marjorie's jokes kept us going despite the sleet. She was 18 then and exploring vegetarianism.

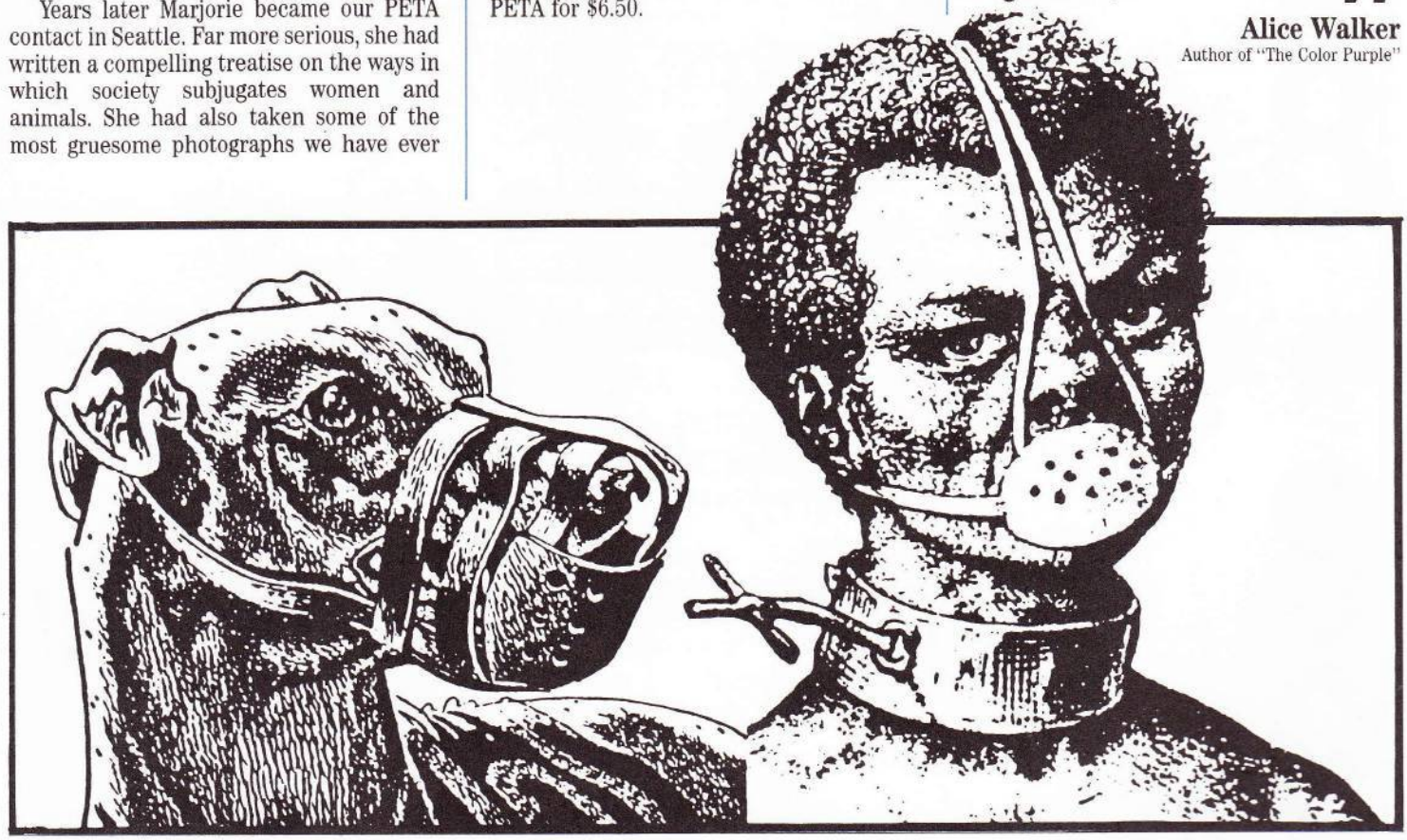
Years later Marjorie became our PETA contact in Seattle. Far more serious, she had written a compelling treatise on the ways in which society subjugates women and animals. She had also taken some of the most gruesome photographs we have ever seen inside a local slaughterhouse. Her diet had evolved to include no animal products at all.

We have impatiently awaited the publication of *The Dreaded Comparison,* and it is precisely the effective and courageous book we had expected. Using historical works as the loom on which to weave the theory of the existence of a single frightening mindset that compels those in power to behave barbarously to those "beneath them," Marjorie challenges the idea that our society has abolished slavery. She argues that while the *victims* may change as human morality evolves, the *act* remains as prevalent and ugly as ever.

We highly recommend this easy-to-read, thought-provoking book, now available from PETA for $6.50.

"The animals of the world exist for their own reasons. They were not made for humans any more than black people were made for whites or women for men. This is the gist of Ms. Spiegel's cogent, humane, and astute argument; and it is sound."

Alice Walker
Author of "The Color Purple"



FEB 18 89



ROCK against FUR

The B52's

Jane Wiedlin

Lene Lovich

and many special guests

BEACON THEATER

BROADWAY AT 74th 7.30pm

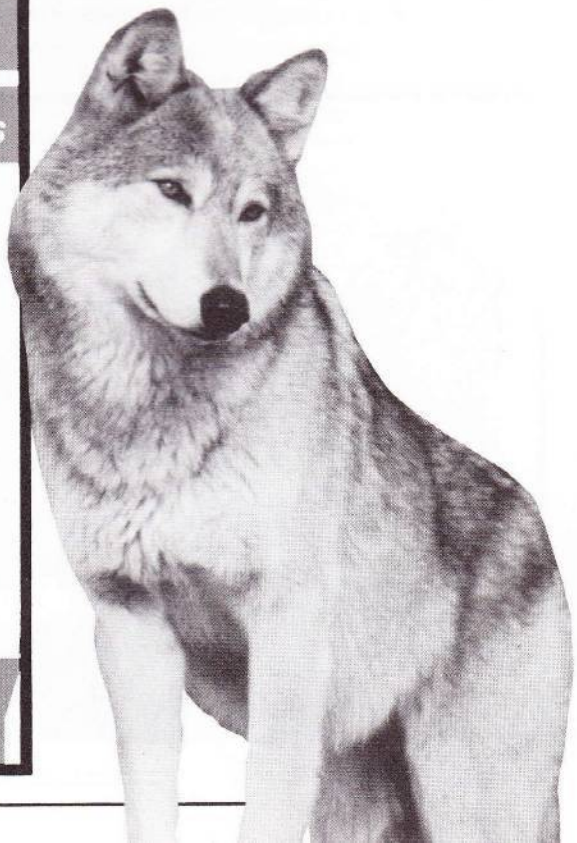
TICKETS AT TICKETRON
OR AT THE BEACON BOX OFFICE
$25.00 – LIMIT FOUR PER PERSON

PETA

Sponsored by People for the Ethical Treatment of Animals

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NEW YORK CITY



ANNUAL NEWS WRAP-UP



Dear PETA Supporter,

This is YOUR report. You allowed us to achieve the victories and expose the issues, WAKE up consumers and SHAKE up abusers, whether you were with us on the picket lines or your financial support helped keep us fighting fit.

Not listed are people who have "gone vegetarian" or "taken the cruelty-free pledge," the children who chose respect for life over dissection, teachers who abandoned the "animal model" and others who have changed – because of PETA. For every item we mention, space forces us to leave out many more.

Although we will never have the resources of our opposition, we hope you'll agree that the commitment and collective drive to succeed shown by our headquarters staff, our valued contacts, supporters and volunteers has put animal rights on the map.

RESEARCH AND INVESTIGATIONS

Hundreds, sometimes thousands, of hours of hard work and meticulous documentation go into PETA's cases. We know that realizing that something is cruel and unjust is not enough: all the arguments to continue that practice must be anticipated and defeated; defeated strongly enough to persuade even people who may feel very little empathy for animals, but who may be in a position to end the suffering through legislation or administrative procedures. That's why you'll find PETA investigators inside the worst labs or buried in the microfiche files at the National Library of Medicine. Here are brief synopses of a few of our last year's cases:



Angel, rescued from a Class B dealer sale and laboratory life.



RESEARCH & INVESTIGATIONS

QUAKER FARM

The Case: Stray and possibly stolen dogs were being shipped from dog auctions in the Midwest to east coast laboratories by Quaker Farm Kennels, owned by Samuel Esposito. Abuses were found both at the local dog "auctions" and at Esposito's kennels in Quakertown, Pa.

PETA's Action: One investigator went undercover for four months and another followed Esposito's trucks posing as a kennel worker, taking photographs and documenting hideous conditions that included filthy cages, contaminated food and water, cannibalism, improper transport, and lack of veterinary care. On the last day of the investigation, one of the PETA agents bought six dogs destined for Quaker Farm and subsequently found safe and loving homes for them.

The Results: After receiving PETA's investigative report, the U.S. and Pennsylvania state departments of agriculture inspected the kennel, forcing it to clean up its act and reduce its "inventory." Nationwide publicity from the case alerted citizens to the widespread dangers of animal theft, and to the urgent need to support state and federal legislation to ban the sale of "pound" animals to research laboratories.

RESEARCH & INVESTIGATIONS

ELECTROCUTION

The Case: A South Dakota veterinarian was reportedly electrocuting unwanted dogs by attaching an automobile battery cable to the animals' lips and flanks, and then plugging the cable into a wall socket. The crude, homemade device was sent to PETA's Research and Investigations department by an anonymous source. Many of the dogs were greyhounds from a nearby racetrack who were old or injured or weren't winning races and were no longer wanted by their owners.

PETA's Action: Having collected numerous statements from veterinarians condemning electrocution as "barbaric" and "absolutely unacceptable," PETA took its case to the Pennington County sheriff's department and the South Dakota Veterinary Medical Board.

The Result: During questioning by the sheriff's office the vet admitted to having electrocuted animals and said he saw nothing wrong with it. He did agree, however, to discontinue electrocution and no charges were filed. The Veterinary Medical Board still has our complaint under investigation. The story generated sympathetic media coverage, thereby alerting the public to this crude and inhumane practice. Because of the poor light this cast upon the greyhound racing industry, the attorney for the South Dakota Greyhound Racing Association asked us to retract our accusations against the vet. We, of course, took no such action.



RESEARCH & INVESTIGATIONS

MONTANA BEAVERS

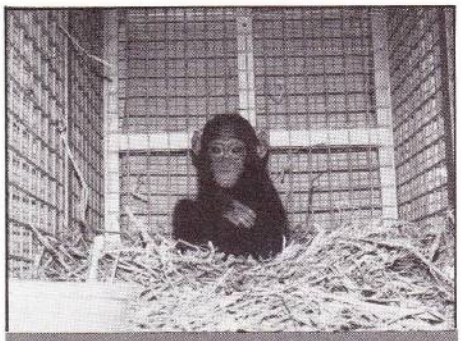
The Case: Hundreds of beavers confined in cement pens on a fur farm in Stevensville, Mont., were starving to death because the business owner, an out-of-state corporation, failed to provide for their care. With no funds provided for a caretaker, the beavers were totally abandoned and left to die. More than 1,000 had died at this site since 1985.

PETA's Action: Director of Investigations Jeanne Roush flew to Montana to assess the situation and found 50 pens with stagnant water full of dead and dying beavers. She immediately called in a veterinarian, a wildlife biologist, and compassionate workers to assist her in nursing the sick and putting the hopelessly ill out of their misery. Subsequently, when all the beavers disappeared (just as the fur operation

threatened to regain control of the farm) Jeanne was charged with felony theft and must face a trial for doing what local officials had failed to do: stop the suffering of innocent animals.

The Result: No beavers suffer in Stevensville anymore and the plight of millions of animals confined on fur farms has been highlighted as part of PETA's ongoing battle against the fur trade.

Pending: Jeanne Roush was found not guilty. A civil suit brought against PETA by part-owners of the fur farm is pending.



RESEARCH & INVESTIGATIONS

SAVE THE CHIMPS

The Case: Although the United States is no longer allowed to import chimpanzees from Africa, NIH has made numerous attempts to skirt international treaties protecting the chimpanzees' status.

PETA's Action: Each time NIH denied that they intended to carry out a chimpanzee importation plan, PETA uncovered and publicized memos, letters, and quotes from NIH administrators that proved otherwise and circulated them on Capitol Hill and to the President.

The Result: The Senate appropriations subcommittee that handles NIH funding has included a proviso that no money shall assist in obtaining chimpanzees from the wild. More than 54,000 letters poured into the U.S. Fish and Wildlife Service, urging that chimpanzees be granted endangered status and greater protection. Six letters (including two from NIH and two from its cronies) suggested the chimpanzees' status remain as is.

Pending: The U.S. Fish and Wildlife Service must make a decision regarding the upgrading of the chimpanzees' status. NIH is considering a $200,000 grant for a census of chimpanzees in Africa, and many research facilities are looking into setting up laboratories in Africa in order to use chimpanzees in AIDS research.

"I would put anyone who opposes our importation of these apes (20 chimpanzees) into a mental institution or a prison." – Robert Gallo, NIH AIDS researcher, December 1986.

What You Can Do: Write your Congressional representatives.

RESEARCH & INVESTIGATIONS

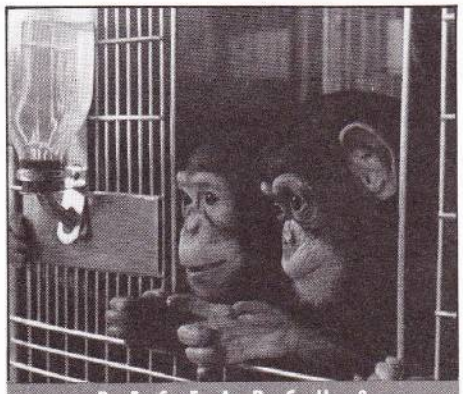
HUNTINGTON

The Case: Nurses reported that cats were being drowned in experiments at the Huntington Research Institute, supposedly to develop resuscitation techniques. The animals had their throats opened and water pumped into their lungs through a tube until they suffered heart attacks. Survivors lingered in severe pain for days.

PETA's Action: PETA broke the case to the Los Angeles media, sparking protests at the research center, and wrote to officials to demand an end to these experiments. PETA also enlisted the aid of Dr. Henry Heimlich, inventor of the life-saving Heimlich Maneuver, who stated publicly that the drowning experiments were cruel and unnecessary.

The Result: The drowning experiments were stopped, and the institute's executive director says that the experiments will not be continued.

"All scientists engaged in research are beholden to prevent unnecessary loss of life, both human and animal. The Heimlich Institute ... is developing a mechanical model to simulate human organs to study drowning." **Dr. Henry J. Heimlich**

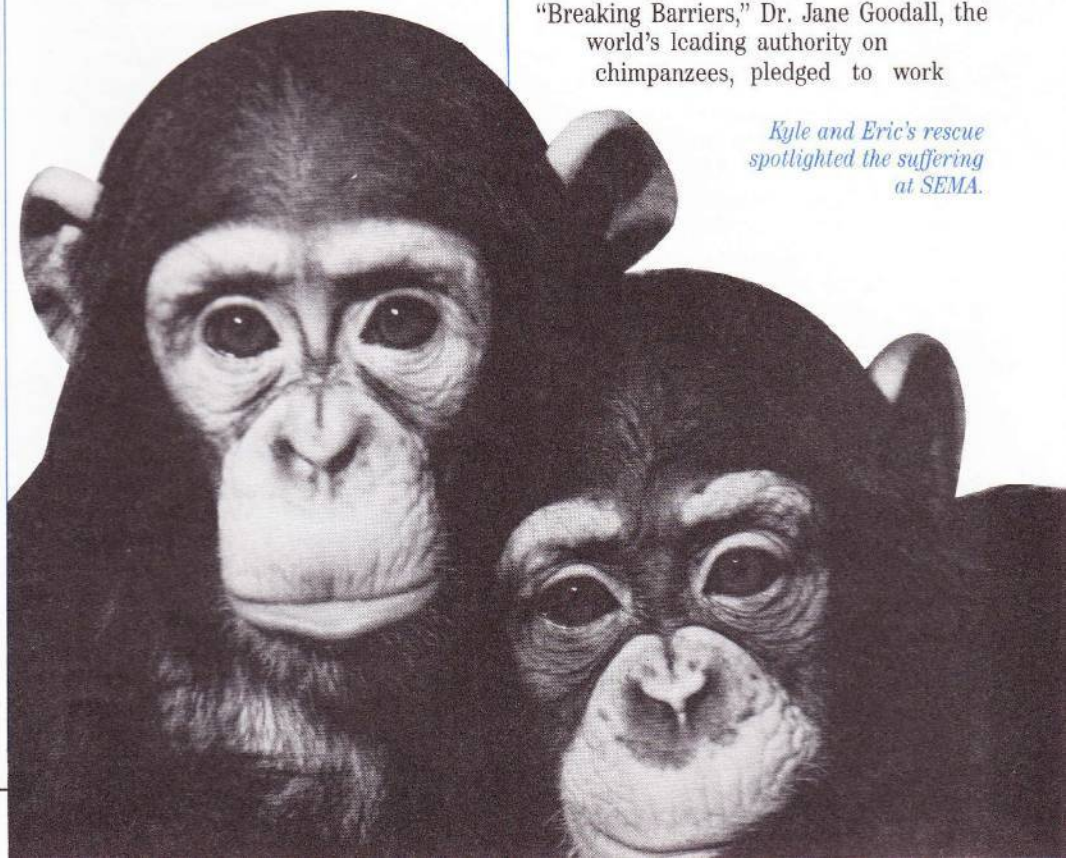


RESEARCH & INVESTIGATIONS

SEMA

The Case: Sensitive primates, including many chimpanzees, are being subjected to painful disease experiments (including AIDS and hepatitis) at the SEMA laboratory in Rockville, Md. Many of the 600 animals confined at SEMA are kept in total isolation units where they often go insane. USDA reports still cite serious housing and veterinary care deficiencies that remain uncorrected.

PETA's Action: Since evidence of gross neglect was uncovered at SEMA, PETA has held news conferences to release an in-depth investigative report, and has met with National Institutes of Health officials and members of Congress to push for massive reforms. After seeing PETA's film of SEMA, "Breaking Barriers," Dr. Jane Goodall, the world's leading authority on chimpanzees, pledged to work



Kyle and Eric's rescue spotlighted the suffering at SEMA.

tirelessly to improve conditions for confined chimpanzees in the United States.

The Result: Although SEMA refuses to allow the media, Members of Congress, or humane representatives to tour its lab, and has even disrupted and prevented required government inspections, PETA has brought the facts to thousands of citizens, legislators, and the media. Members of Congress agreed with us that NIH has "whitewashed" the SEMA situation, and have requested further investigations. SEMA was the focus of a "20/20" segment on ABC-TV, a BBC documentary blasting NIH, and a West German documentary, and is now to be featured in an Australian "60 Minutes"-type segment.

Pending: The pressure is coming from all fronts to stop NIH's whitewash of SEMA. Write your Congressional representatives and request that they call for an oversight hearing into NIH's conduct.

"Touring SEMA was the worst experience of my life." **Dr. Jane Goodall**

RESEARCH & INVESTIGATIONS

AIDS EXPERIMENTS

The Case: PETA is fighting the escalating use of "animal models" in AIDS experiments.

PETA's Action: PETA has proven that Level 3 confinement, the completely isolated housing of chimpanzees and other animals in AIDS research, is psychologically grueling and as needless as quarantining human AIDS patients. We have provided mountains of material concerning the futility of using animals in AIDS experiments to organizations and celebrities who fund AIDS research, members of AIDS action committees, and gay community publications. PETA researcher Carol Helstosky has assisted the Progressive Animal Welfare Society (PAWS) of Lynwood, in fighting a University of Washington proposal to study a simian AIDS-like virus in adult and infant macaques.

The Result: The necessity of isolation housing is being debated vigorously within the biomedical research community. The Department of Health and Human Services denied funding for the University of Washington experiment. Groups that we contacted expressed an interest in the plight of the chimpanzee and other animals used for AIDS experiments, and Congressional interest in curtailing AIDS "animal models" and the National Chimpanzee Management Plan looks promising.

Pending: The Department of Agriculture is to decide soon whether single housing or isolation of primates should be addressed in the 1985 amendments to the Animal Welfare Act. Experimenters at the University of Washington are revising their project and plan to resubmit the proposal.

What You Can Do: Write your Congressional representatives asking that federal money for AIDS research be used for human needs, clinical studies, prevention education and hospices, not to hurt animals. Ask for a ban on single and confinement housing. For an information pack on the PAWS case and on how to support positive AIDS programs, contact PAWS at P.O. Box 1037, Lynwood, WA. 98046.

"To assume that an epidemiological disease can be studied in isolation separated from the simplest of societies using an entirely different species is very naive ... Even if consistent and significant results were to be obtained ... it would be totally inapplicable to the human population."
Les Ichinose, Ph. D.
Physiology professor and former animal researcher

RESEARCH & INVESTIGATIONS

UNIVERSITY OF OREGON

The Case: We have gathered reams of evidence of the University of Oregon's gross abuse of animals in repetitive, cruel, and worthless experiments. Experimenters Richard Marrocco, Barbara Gordon-Lickey, and Greg Stickrod perform major surgery on animals without having any veterinary or other medical training. Experimenter Terry Takahashi wants to perform invasive experimental procedures on barn owls removed from a rehabilitation sanctuary. Gordon-Lickey's experiments have involved sewing kittens' eyes shut, rotating their eyeballs, and forcing them to jump off platforms onto planks in pans of water. Testimony from a former animal care committee member shows that the experimenter-dominated committee approves experiments without scrutiny.

PETA's Action: PETA provided all legal support for Roger Troen, the Oregon activist who helped place animals rescued from the UO lab. PETA has filed formal complaints with the University, with Congress, and with the National Institutes of Health, which spends thousands of tax dollars funding these atrocities. We have installed an area organizer and hired attorneys to challenge the University's noncompliance with public policy and have kept the media and the public informed of the University's attempts to sidestep its obligations.

The Results: The University has stopped using monkeys. Barbara Gordon-Lickey has switched from cats to ferrets (we're now fighting her use of ferrets), and the animal care and use committee has been opened up to the public. The sanctuary has agreed not to let the University have any owls. Meanwhile, NIH's "investigation" (described by a University official as a political exercise to appease Congress) found nothing wrong at the University.

Pending: Much more action is expected, including Congressional pressure to compel NIH to act. We are challenging the plan to use approximately 60 barn owls in anatomical and behavioral studies (approved by the animal care and use committee without sufficient discussion or review), demanding a bona fide community representative on the IACUC and the end of IACUC "executive closed-door sessions."

What You Can Do: Urgent letters are needed to Congressional representatives to ask for an oversight hearing into NIH's cover-up of wrongdoing at the University of Oregon.

"They are doing unspeakable things to animals and the records show it."
Attorney Steve Houze

University of Oregon's Stickrod shows his contempt for animal life.



RESEARCH & INVESTIGATIONS

BIOSEARCH

The Case: PETA's eight-month undercover investigation exposed more than 100 violations of law and showed blatant cruelty at Biosearch, a lab in Philadelphia where animals are blinded, gassed, and poisoned to test everything from suntan lotion to flea and tick powders to hair colorings.

PETA's Action: PETA issued a well-documented report to the district attorney and to members of Congress. We distributed video footage and photos taken inside the lab and worked with local activists to get the neighborhood involved. PETA's Susan Rich organized International Boycott Benetton Day in September. Activists in over 100 cities in six countries picketed Benetton stores to protest the company's use of animals at Biosearch. Susan also planned the Oct. 8 demonstration at Biosearch which drew a compassionate crowd of several hundred. PETA sent letters and information packets to 160 of Biosearch's clients telling them of the horrors they have been subsidizing. Information on alternatives to chemical flea and tick control were distributed across the U.S., and PETA was interviewed by over 4 dozen reporters who covered our revelations of pesticide poisoning dangers for people, wildlife, and companion animals.

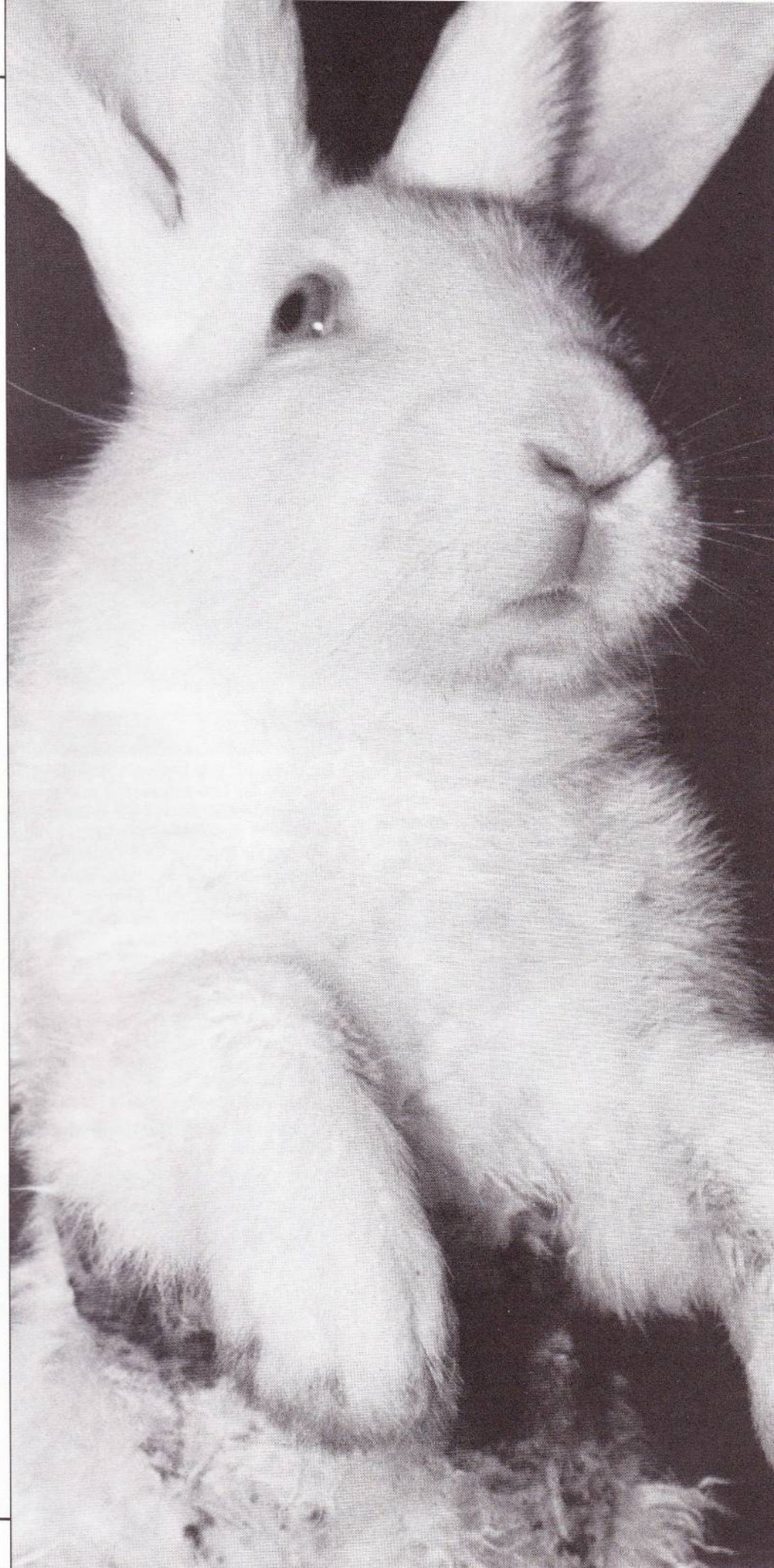
The Result: Biosearch has been advised by Philadelphia officials that there is ample evidence to prosecute. Meanwhile, Biosearch clients like ICI Americas are pulling out, and such companies as Bristol-Myers and Mobil have said they will reassess their dealings with Biosearch. Aveda, which produces hair care products through Biosearch client Tiro Industries, says it told Tiro not to use animals to test its products and was appalled to learn that its cruelty-free efforts had been compromised. The exposé has generated support for federal and Pennsylvania legislation aimed at stopping cruel industry tests.

What You Can Do: Boycott Avon, Gillette and other abusive companies by buying only from PETA's cruelty-free products list.

RESEARCH & INVESTIGATIONS

LSU

The Case: Cats are being shot in the head during experiments at the Louisiana State University ostensibly designed to see how quickly head injured soldiers can be returned



to the battlefield. The studies are scheduled to continue until 1991, and will cost more than $1.75 million. The only "result" experimenters have come up with thus far is that soldiers with head injuries who have stopped breathing should be given respiratory support – hardly a profound revelation. This use of cats violates a 1983 order by former Defense Secretary Caspar Weinberger that cats and dogs not be used in wound labs, an order prompted by a PETA protest.

PETA's Action: PETA did the background research to expose this abuse and is now working closely with animal rights activists from Louisiana's Legislation In Support of Animals (LISA) to stop the experiments.

The Result: Louisiana Congressmen W.J. (Billy) Tauzin and Bob Livingston have contacted the Department of the Army to demand an explanation for these tests.

What You Can Do: Write your Congressional representatives and ask them to direct the Department of Defense to terminate LSU's experiments.

"I can find nothing which supports applying any of this data to man."
Donald Doll, MD, *Chief of Hematology/ Oncology, Veterans' Administration Hospital*

"The inherent cruel and violent nature of these experiments are an embarrassment to science." **Robert Agramonte, Jr., DVM**

RESEARCH & INVESTIGATIONS

TURTLES

The Case: To promote the movie "Babette's Feast," Orion Pictures enlisted 35 restaurants to recreate the dinner portrayed in the film and serve turtle soup.

PETA's Action: PETA issued a news release and wrote to Orion and each of the restaurants to explain that the turtles killed to make soup suffer horribly from cruel capture and transport and crude conditions at markets. PETA also found that some restaurants were killing rare species of turtles, in violation of wildlife laws. PETA emphasized that the entire practice of killing turtles severely undermines efforts to protect these sensitive animals from exploitation and extinction, and adds another animal to the list of those already commonly slaughtered for human consumption.

The Result: Orion Pictures realized its mistake and sent letters to the participating restaurants asking them to discontinue turtle soup. All but seven did.

Pending: Publicized by the New York Turtle and Tortoise Society, the issue of turtle protection is gaining attention, and greater efforts are under way to protect turtle species and discourage their slaughter.

RESEARCH & INVESTIGATIONS

DOG LAB

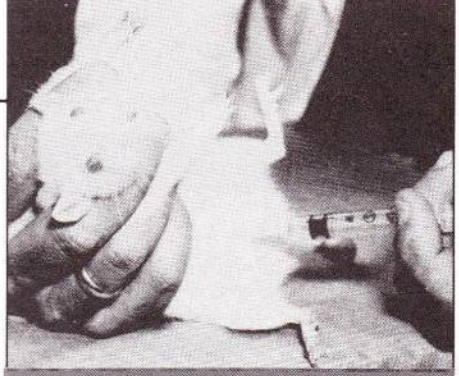
The Case: A videotape obtained from an insider at East Carolina State University showed an inadequately anesthetized dog subjected to lengthy, painful and unnecessary surgery during a standard classroom exercise called "dog lab." The tape showed the instructor joking as the dog cried out.

PETA's Action: PETA edited down and distributed copies of the tape to the press and government officials, obtained affadavits from veterinarians and physicians, who stated that dog labs teach insensitivity to medical students and are not necessary for medical education, and documented that the practices shown violated federal standards.

The Results: ECU declared a moratorium on the use of live animals in classroom exercises for first-and second-year medical students. Distribution of the videotape and documents compiled by the North Carolina Network for Animals were instrumental in showing the public how dogs obtained by labs from pounds and shelters are used, prompting anti-pound seizure efforts (and victories!) in many areas. It has also prompted other schools to replace dog labs with computer simulators.

"...the dog's last experience in life was likely a severely painful one."
Dr. Nedim Buyukmihci, DVM

Dog labs – one primitive teaching method now on its way out.



RESEARCH & INVESTIGATIONS

DEA

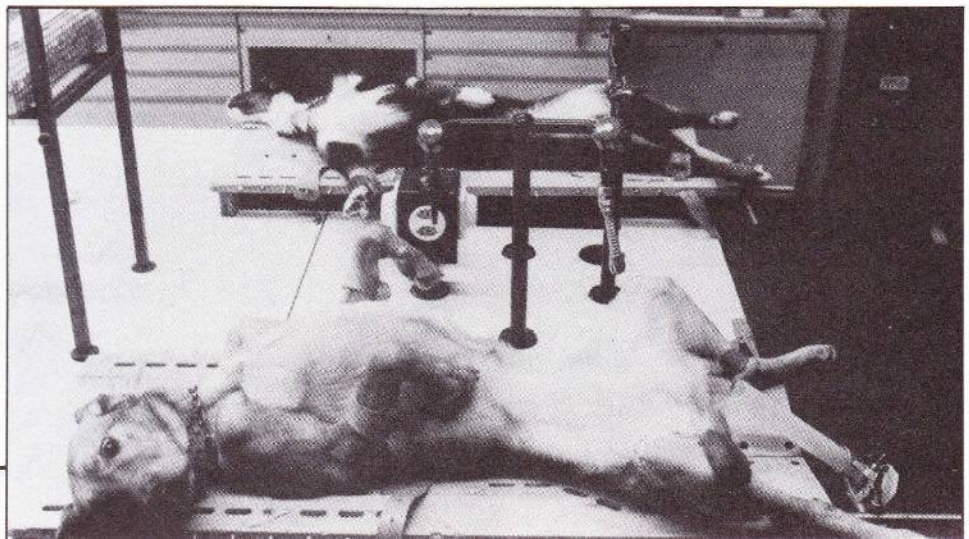
The Case: An anonymous police officer reported abuse to mice during a nationwide training course offered by the Drug Enforcement Agency to undercover narcotics officers. He reported that "when mice were injected with overdoses of street drugs such as PCP and cocaine, they went crazy, running around convulsing and crashing into walls. One animal appeared to have broken his leg."

PETA's Action: PETA applied pressure both to DEA and to local police jurisdictions who were attending the course, and we enlisted the support of drug counselors, psychiatrists, veterinarians, and humane law enforcement officials to push for the abolition of this cruel and unneccessary exercise.

The Result: The DEA agreed to cancel the mouse demonstration and the instructor has expressed his willingness to work with PETA in finding non-animal alternatives, such as the use of films or tours of emergency rooms where human addicts can be observed in a clinical setting.

"It is outrageously naive, cruel, unethical, and misleading for a program geared to train narcotics agents to use live animals subjected to the injection of drugs."
Emmanuel Bernstein, Ph.D., *Psychologist*

"Watching a mouse 'high' on drugs gives officers a false sense of security. Mice can't throw a piano across the room at you; someone on PCP can."
Neal Barnard, MD, *Psychiatrist*

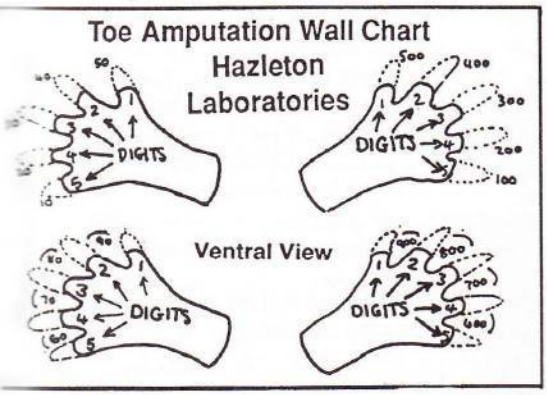


RESEARCH & INVESTIGATIONS

TOE AMPUTATIONS

The Case: Multinational Hazleton Laboratories and other facilities were found to be using a crude method of animal identification called "toe clipping" in which the toes of mice, guinea pigs, and other unanesthetized animals are cut off, resulting in severe pain and blood loss.

PETA's Action: PETA compiled statements from dozens of veterinarians who state unequivocally that severing the toes of unanesthetized animals is cruel and unnecessary. PETA also has collected precise data on such alternatives as harmless colored ink marking processes. Despite Hazleton's refusal to meet with PETA representatives, PETA turned over the evidence and facts on humane identification methods to federal officials and is pushing for a unilateral ban on toe amputations at all state and federal facilities. PETA also sent information packs to Secretary of Agriculture Richard Lyng and to all members of Congress asking them to contact the National Institutes of Health and call for an end to toe clipping in all federally funded laboratories.



Hazleton lab's "cut here" amputation chart.

The Results: Hazleton has stopped toe amputations. The Food and Drug Administration and NIH have issued a statement against the practice on guinea pigs. Meanwhile, PETA has uncovered toe clipping at the laboratories of the National Toxicology Program (part of NIH) and has met with government officials there to end the practice.

What You Can Do: Write your Congressional representatives and ask for an amendment to the federal Animal Welfare Act to strike "toe clipping" as a means of animal identification.



Chester, rehabilitated after a seven-year battle.

RESEARCH & INVESTIGATIONS

SILVER SPRING MONKEYS

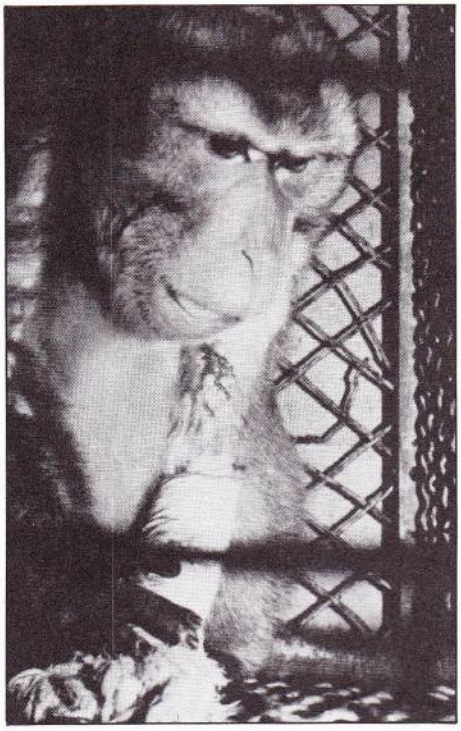
The Case: Eight years ago, the Animal Rights Movement emerged in its first show of strength when police seized 17 primates from a Silver Spring, Md., laboratory after PETA co-founder Alex Pacheco publicly exposed shocking cruelty there. The experimenter, Dr. Edward Taub, became the first U.S. researcher ever convicted of animal cruelty. PETA's efforts to transfer the surviving monkeys to a sanctuary have been fought all the way to the Supreme Court by the entire animal experimentation community and the National Institutes of Health. From 1981 to 1987, the monkeys were warehoused in laboratories in Maryland and Lousiana. Today, 13 remain alive.

PETA's Action and Results: The lab was closed and all federal funding was cut off in 1981. In 1988, PETA continued to meet with NIH officials, private facilities, and members of the U.S. Congress to resolve this tragic situation for the monkey victims. Now pending in Congress are H.R. 2883, which has 136 co-sponsors, and S. 2707, which counts Senator William Proxmire among its eight co-sponsors; passage of these bills would free the Silver Spring Monkeys. Alex Pacheco has finally been granted visitation rights and five of the monkeys have been moved out of Delta for rehabilitation.

Pending: Efforts to relocate the remaining eight monkeys, many of whom still suffer from experiment-related injuries, are progressing slowly. We will never forget or abandon the Silver Spring Monkeys.

What You Can Do: Ask your representatives to sign on to H.R. 2883 and S. 2707.

Paul; Will he ever get out alive?



RESEARCH & INVESTIGATIONS

TOYS

The Case: A whistleblower informed PETA that LJN Toys' "Gotcha Gun" was tested by shooting paint pellets into the eyes of conscious rabbits. PETA's undercover investigator found that Kenner (owner of Tonka Toys) force-fed animals Glo-Dó and Dress & Dazzle children's make-up.

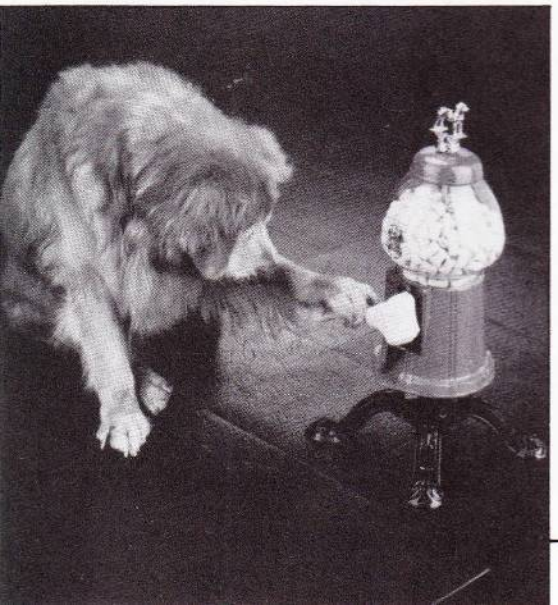
PETA's Action: PETA researcher Patrice Green surveyed more than 1,000 toy manufacturers to determine their testing practices and policies. Companies were asked whether animals were used to develop any part of any product they marketed. We challenged the Toy Manufacturing Association's position in favor of animal testing and contacted the Consumer Products Safety Commission for help.

The Result: PETA published the results of its survey and encouraged consumers to buy toys only from humane companies and to write to those who use animal testing and demand that non-animal alternatives be used. The CPSC has reprimanded the TMA for misstating the government's toy test policy and has pointed out that "prior human experience, literature sources, or limited human tests and expert opinion are recommended instead of animal tests." Many top companies have responded very positively.

"We support your cause and wish you success." **Creative Playthings, Ltd.**

"It is our opinion that there are better scientific alternatives available that will adequately protect the consumer." **Child World, Inc.**

What You Can Do: Buy only from PETA's "recommended toy company" list.





André Ranieri

RESEARCH & INVESTIGATIONS

GETTING AWAY WITH MURDER

The Case: Crude and cruel "predator behavior" ferret experiments were discovered when an unmarked videotape arrived at a N.Y. police station.

PETA's Action: PETA's Kyle Owens tracked down the student and professor at SUNY Stony Brook responsible for the miserable deaths of laboratory-raised mice, rats and rabbits. International experts on the behavior of ferrets were recruited to critique the slow kill experiments, and PETA's research showed that eight licensing and oversight laws had been broken. The case was released to the press and to N.Y. authorities.

Pending: The Long Island D.A.'s office, the N.Y. Department of Conservation, and the USDA are considering legal action.

The Result: The University professor has been disciplined, the University President has pledged to rectify all defects this investigation exposes in current Stony Brook procedures. Action is underway to open up the University's experimental committee meetings to the public and a campus animal rights group has been formed.

RESEARCH & INVESTIGATIONS

SMALL VICTORIES

Insects in Maryland: After learning from a Howard County, Md., elementary school teacher that one of her colleagues was planning to pull the wings and legs off of live insects during a science class, PETA contacted the school and protested. The science department supervisor had neither known of nor approved the exercise, and the lesson in wanton cruelty was stopped.

St. Vincent's Hospital in Alabama: PETA helped the Shelby County, Ala., humane society prompt a U.S. Department of Agriculture inspection of St. Vincent's Hospital, which was using live animals to train technicians without having the authority to do so. The USDA ordered the hospital to stop using animals until it registered its facility with proper authorities.

Docktor Pet Center in Maryland: A PETA supporter's concern for a macaw in a Docktor Pet Center in Wheaton, Md., led PETA to offer to buy the bird if the store manager would agree not to sell any more birds. The manager sold the bird to someone else and has agreed not to stock more birds.

Zoo in New York: Two lions who have spent the last decade in a pitifully small concrete cage at the Thompson Park Zoo in Watertown, N.Y., may soon have a new home, thanks to the efforts of New York PETA members and other concerned citizens. The Watertown mayor received postcards from as far away as Japan that demanded better living conditions for the zoo's captives. A planned $75 million renovation will include a larger and more natural enclosure for the lions.

Animal Shelter in West Virginia: The mayor of Charlestown, W.Va., a veterinarian, has been supplying strychnine to the Jefferson County pound for the last five years, although the poison has been outlawed as a means of euthanasia for 10 years. Stychnine causes an agonizing death and has been condemned by the American Veterinary Medical Association. After a local reporter exposed the practice, PETA offered to help local activists and to subsidize a training program to teach dog wardens to administer barbiturates, a humane form of euthanasia.

New York Box Turtles: Live box turtles, a protected species in New York, were being sold at the Chinatown Fish Market in New York City to be slaughtered for meat. PETA joined the New York Turtle and Tortoise Society in a complaint filed with the New York State Department of Environmental Conservation. The DEC investigated the market and confiscated a dozen box turtles. The rescued turtles are being kept at the Turtleback Zoo while state officials look into relocating them to their habitat in southeastern New York.

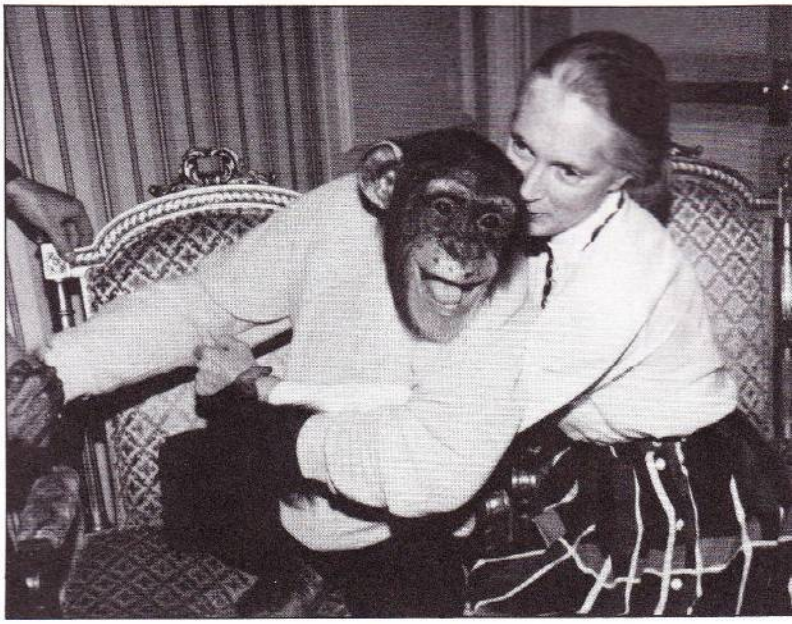
The names of your Congressional Representatives can be obtained by calling your local League of Women Voters. The addresses are: U.S. House of Representatives, Washington, D.C. 20515 and U.S. Senate, Washington, D.C. 20510.

PETA FUNCTIONS

PETA FUNCTIONS

CAPITOL HILL

In June, Rue McClanahan, Emmy Award winner and star of the TV series "The Golden Girls," met with members of Congress and their aides on behalf of PETA and animal rights. Jade, who also attended, and Rue had their photographs taken with many interested Hill staffers, and Jade applauded and hooted when Congressman Tom Lantos asked his colleagues to join the fight to "Save the Chimps."



Rescued entertainment chimpanzee Jade wins Dr. Jane Goodall's affection.

PETA FUNCTIONS

DEMOCRATIC CLUB

In March, PETA held a get-together at the National Democratic Club to help members of Congress and their aides learn our feelings about legislative issues affecting chimpanzees. Jade, a seven-year-old chimpanzee "ambassador" who lives with a family who rescued her from the entertainment industry, attended and helped bridge the species gap. More than 100 Capitol Hill staffers met Jade, listened to our briefing, and enjoyed a delicious vegan buffet.

Congressman Robert Smith receives PETA's Humanitarian Award for his legislative work for animals.

PETA FUNCTIONS

1987 GALA

PETA's Awards Gala delivered a big, black-tie "thank you" to selected members of Congress, the media, and celebrities who have worked vigorously to promote the compassionate treatment of animals. Although designed to be an intimate "night to remember," the Grand Ballroom at the Willard Intercontinental Hotel in Washington, D.C. was filled to capacity. Each of the recipients has promoted important animal protection bills within the past year or put the case for animal rights before the public in a major way. The Willard proudly presented an elegant vegan buffet and departing guests received personalized favor bags containing donated cruelty-free products.



PETA FUNCTIONS

JANE GOODALL

A PETA-sponsored vegan luncheon with two very special hostesses, Dr. Jane Goodall and actress/humanitarian Candice Bergen, was held at the Ritz-Carlton in New York in May. Dr. Goodall described the respect for our sibling species she gathered over 25 years spent observing chimpanzees in Africa, and Ms. Bergen spoke of her lifelong devotion to animals. More than $55,000 was generously donated to help fund a planned "Animal Communication Center" for chimpanzees. A black-tie dinner with Dr. Goodall and primatologist Dr. Roger Fouts, who gave a wonderful account of his life with signing chimpanzee Washoe, followed in Washington at the Willard Inter-Continental Hotel in June for the same purpose.

PETA FUNCTIONS

HURD HATFIELD

In September, PETA held a vegan dinner and reception for actor Hurd Hatfield at the Kennedy Center in Washington, D.C. following a screening of his classic movie "The Picture of Dorian Gray." In attendance was director Bruce Beresford, director of "Crimes of the Heart," who recently filmed "Her Alibi" with Tom Selleck and Mr. Hatfield. One hundred fans came to see Mr. Hatfield receive an award for his efforts on behalf of animals and to hear his speech in defense of animal rights.



Actor Hurd Hatfield signs autographs at our Kennedy Center dinner.

COMMUNICATIONS

COMMUNICATIONS

LETTERS TO THE EDITOR

PETA responds to news articles and editorials that both support and attack animal rights. More than 200 letters to the editor written by PETA staff told the animals' side of the story in such prominent periodicals as the *New York Times,* the *Wall Street Journal,* the *Christian Science Monitor,* and the *Washington Post,* as well as regional and local publications.

Every letter printed counts for thousands of voices heard.



The New York Times

NEW YORK, SATURDAY, APRIL 16, 1988

Letters

Wearing Furs Isn't a Right or a Feminist Issue

To the Editor:

As a writer and speaker on the principles of feminism, I found "Sisters Under the Skin" (Op-Ed, April 2) by Yona Zeldis McDonough an extraordinarily good model of double-think as well as an arrogant defense of fur wearing.

Precisely because we are all the same as nonhuman individuals in important ways, such as in the desire to live unexploited and to avoid pain and death, it is immoral for us to deprive them of their basic interest in living in order to satisfy our peripheral interest in dressing a certain way. As Jeremy Bentham put it: "The number of legs, the villosity of the skin, or the termination of the os sacrum are reasons equally insufficient for abandoning a sensitive being."

Ms. McDonough's reasoning is convenient but flawed and cannot rightly be used, as she attempts to use it, to plead a woman's right to anything, particularly the "right" to wear the skins other animals were born in and were killed for.

"Since I eat meat," she says, "I find the distinction between wearing and eating arbitrary." Meat eating is not a reason to engage in a second abusive practice. Historically, thinking feminists, like Susan B. Anthony and Lucy Stone, have been vegetarians. Indeed, people like Gandhi and Cesar Chavez, whose work for the liberation of humankind is all-consuming, are vegetarians (and antivivisectionists) because they have applied the principles of their cause to their own lives. If one continues to eat animals that is no justification for beating one's dog or killing rabbits or minks to make a pretty coat.

Ms. McDonough talks of women gaining more power. What sort of power does she find it necessary to achieve? Feminists are not struggling for the power to oppress, for the right to be hunters, animal experimenters, fur wearers and buyers, and butchers. We are fighting for an ethic that embraces the right to freedom from exploitation, for all. Human chauvinism is not an acceptable replacement for male chauvinism.

Ms. McDonough is lucky that all she gets on the street are head shakes, frowns and harsh words. Were the animals on her back alive, they would consider such treatment a luxury.

INGRID E. NEWKIRK
National Director, People for the Ethical Treatment of Animals
Washington, April 5, 1988

COMMUNICATIONS

CORRESPONDENCE

PETA's policy is to respond to all specific requests for help, which amounts to more than 200 letters each day. Our five full-time correspondents write more than 5,000 detailed letters a year regarding such topics as vivisection, cosmetics testing, vegetarianism, circuses, rodeos, fur, hunting, and companion animals.



PETA FACTSHEET

COSMETIC TESTING: TOXIC AND TRAGIC

Animal Experiments

The Draize Test

Alternatives To Animal Tests

Lethal But Legal

Companies In Action

Acute Toxicity Tests

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
P.O. BOX 42516
WASHINGTON DC 20015
(202) 726-2116

COMMUNICATIONS

FACT SHEETS

Approximately 40 fact sheets provide concise and detailed information about a wide range of topics in five basic categories – Animal Experiments, Vegetarianism, Animals in Entertainment, Wildlife, and Companion Animals – plus a catch-all Miscellaneous group. These explain the most common animal rights issues and give examples of the cruelties involved in each.

COMMUNICATIONS

MEDIA COVERAGE

To expose cruelties and educate the public about specific investigations and programs, PETA's media department issued more than 50 news releases and conducted nearly two dozen news conferences. Media representatives also answered approximately 1,500 inquiries from the media this year. PETA spokespersons appeared on many national news and talk shows, including the "Oprah Winfrey Show," "West 57th,"



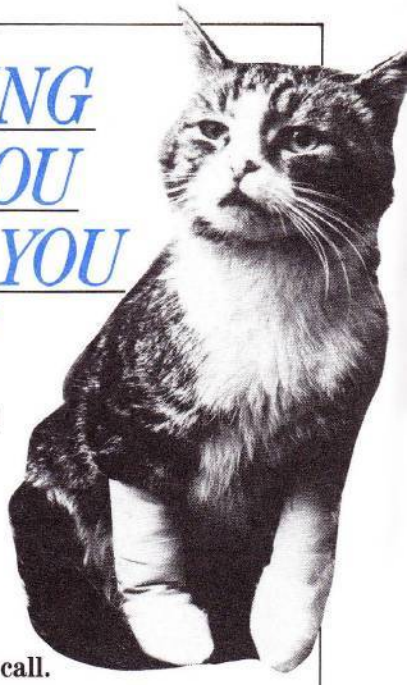
"People Are Talking," and "Crossfire," and hundreds of local television and radio programs. PETA and its programs were the subject of dozens of newspaper and magazine articles, and were prominently featured in such magazines as *Town & Country* and *Harper's.*

AS A CARING PERSON YOU DO WHAT YOU CAN, NOW

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

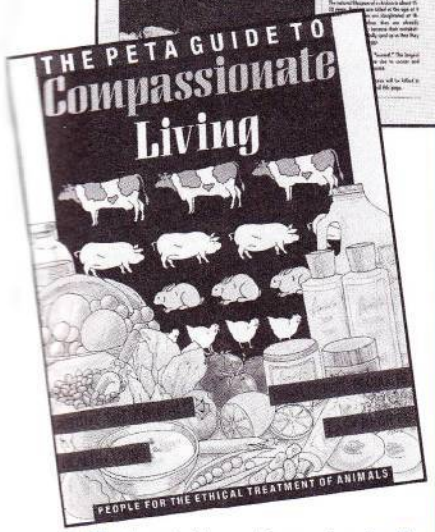
"I hereby give and bequeath to People for the Ethical Treatment of Animals . . ."

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

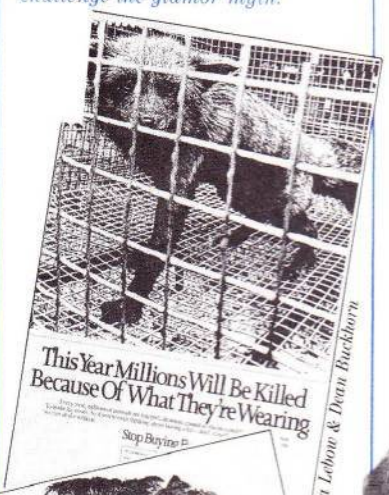




PETA's no-nonsense ad designs challenge the glamor myth.



The 'how-to' for getting animals off our backs and plates and out of our bathroom cabinets.



Barbara Lebow & Dean Buckhorn



COMMUNICATIONS

LITERATURE

The many brochures and flyers produced each year are meant both for basic education and for distribution at special events. They focus on a myriad of issues, and urge readers to take action against animal abuse by describing "What You Can Do."

COMMUNICATIONS

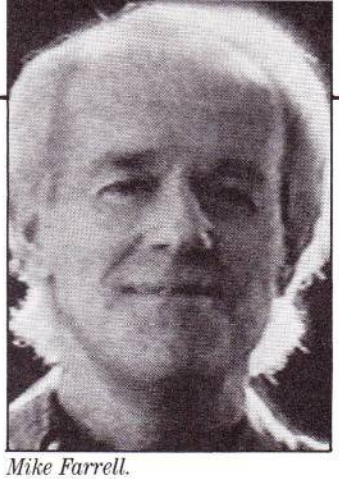
ACTION ALERT POSTCARDS

To help local activists throughout the country, PETA creates and mails Action Alert postcards to tell citizens how they can help with animal rights issues and events in their own communities. Seminars, demonstrations, and special events are common topics, and each postcard mailing reaches an average of 3,000 area PETA members; more than 100,000 Action Alerts were distributed during 1988.

COMMUNICATIONS

ADVERTISEMENTS

PETA often uses advertisements to tell the public the facts about animal abuse and exploitation. Last year, PETA produced approximately 30 ads for such newspapers and magazines as the *New York Times, Harper's, Changing Woman, Rocky Mountain News, Southline, Creative Loafing, Gentle World,* and *The Animal's Voice.*

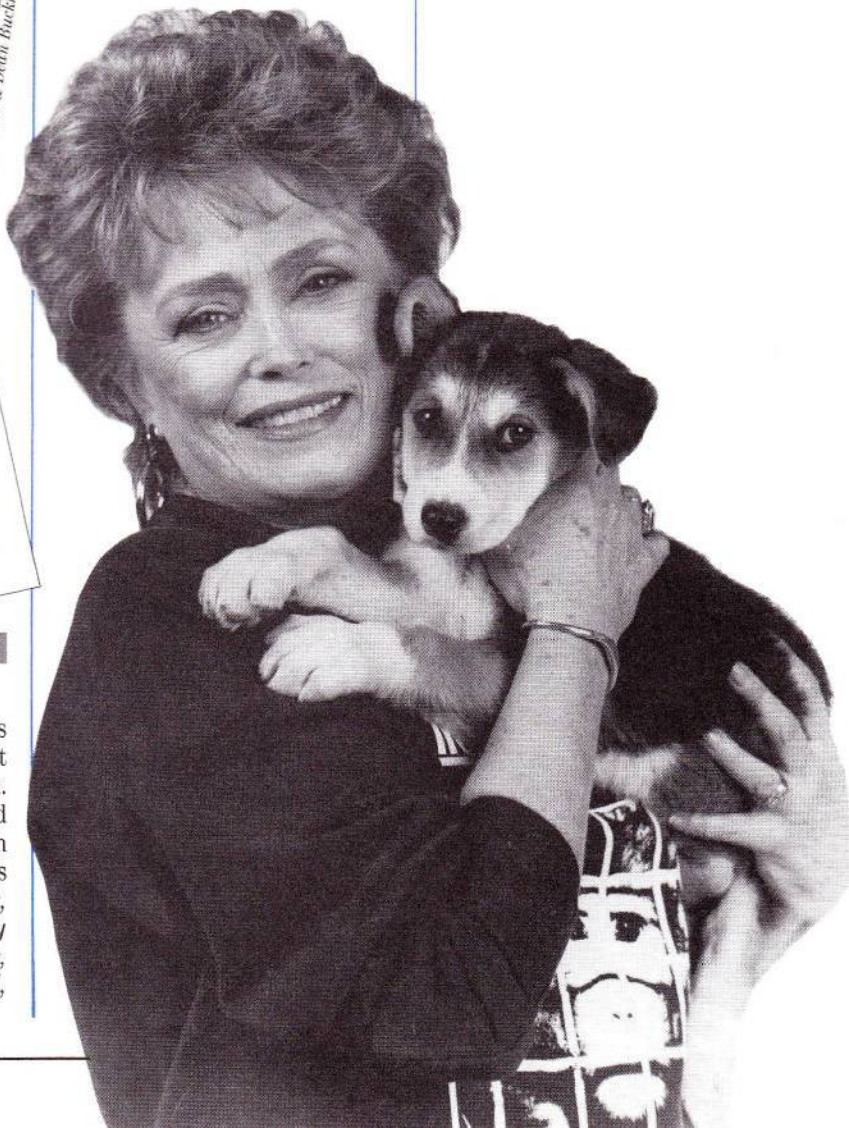


Mike Farrell.

COMMUNICATIONS

PUBLIC SERVICE ANNOUNCEMENTS

"Golden Girl" Rue McClanahan and pop singer Belinda Carlisle taped public service announcements for PETA that are running on national network and cable television. These spots join three earlier PSA s, one of which features "M*A*S*H's" Mike Farrell, in urging concerned individuals to contact PETA for information on compassionate living.



COMPASSION

COMPASSION

MARY KAY SEES RED

In August, PETA joined the Animal Connection of Texas and the Texas Humane Information Network in Dallas for the first-ever organized protest against Mary Kay's use of animals in product testing. In 100 degree heat, activists held signs and passed out literature at the entrance of the Dallas Convention Center, where Mary Kay was honoring her top level ("diamond") sales representatives.

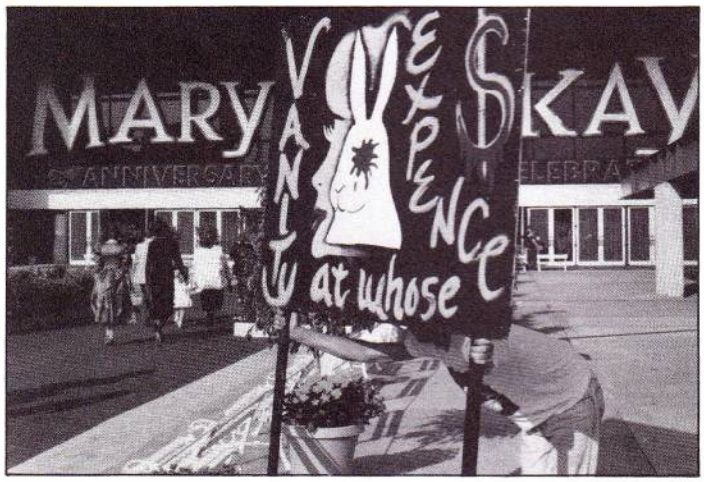
Many sales representatives stopped to take literature before entering the convention center up a long pink carpet, and chants of "Go PETA" were heard coming from people aboard the Mary Kay buses.

Compassion Campaign Coordinator Susan Rich traveled to Dallas to do advance interviews and to participate in the demonstrations, which appeared as the cover story of the *Dallas Observer*. The paper described the peaceful action as the beginning of "a new radicalism" in the Texas animal rights community. It was certainly the beginning of a series of activities targeting Mary Kay's cruel practices, with Dallas activists vowing to take on Mary Kay as a long-term project.

When we investigated practices at Biosearch (see September/October PETA News), we found Mary Kay's name on the list of Biosearch clients. Although Mary Kay insists that she is an "animal lover," she gives the go-ahead for needless and painful tests to be carried out and gives fur coats to her top sales people!

If you know anyone who buys or sells Mary Kay cosmetics, please tell them about the animal tests and write us today for a Cosmetics Action Pac.

Activists tell Mary Kay reps what happens behind their lab doors.



COMPASSION

BIOSEARCH

Three weeks after we broke the Biosearch case, more than 100 activists gathered ouside the Biosearch building in Philadelphia to leaflet employees, neighbors, and passersby. One neighbor, Kim Long, was so incensed by what she learned about the lab that she held her own demo two weeks later and has since gone door-to-door collecting signatures on a petition to close the lab.

During the event, Richard Hershmann, the Inhalation Study director whose license plate reads "INHALE," drove up. Spotting him trying to unchain the gates, people surged toward him, chanting "Inhale, Inhale," as police officers escorted him into the building.

Our thanks go to Bernie Unti and everyone at the American Anti-Vivisection Society, to Helen Jones and Nancy Peyton at the International Society for Animal Rights, and to the committed local activists who all helped coordinate projects related to this important case, and to ex-Biosearch employee Cheryl Baker, who has shared her experience inside the lab in countless interviews.

COMPASSION

STOCKHOLDERS

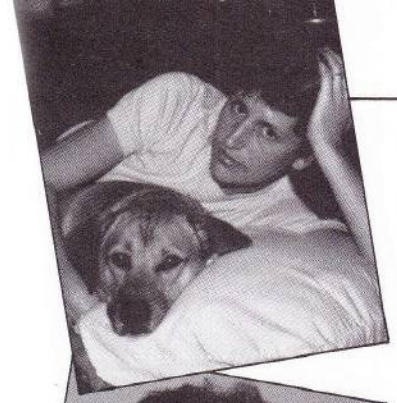
PETA's Corporate Responsibility Project seeks to influence companies to switch to non-animal test methods. Stockholder resolutions brought by PETA at the annual meetings of Bristol-Myers, American Home Products, Avon, Colgate, Greyhound (Armour-Dial), Schering-Plough, and Gillette require information on the companies' use of animals and their efforts (if any) to reduce and eliminate the use of animals in painful product tests. Last year, PETA proposals dominated the animal meetings of seven corporate giants and gleaned levels of support of up to 9.9 *million* shares. PETA welcomes stockholders in any major cosmetics or household product company to join with us in this exciting campaign.

COMPASSION

DEAR ABBY TESTIFIES FOR ANIMALS

Syndicated columnist Abigail Van Buren – "Dear Abby" – is fulfilling the promise she made in a 1987 column to support efforts to ban cruel cosmetics tests on animals. At PETA's request, Abby flew from California to Maryland to testify on behalf of legislation that would ban such product testing, and has printed two columns encouraging her readers to write to PETA to obtain lists of companies that do and don't test on animals. Abby's advice is to "Choose Cruelty-Free Products!" and her columns have created tremendous interest in consumer power.







COMPASSION

"WE QUIT"

Susan Buettner (Avon) and Regina Palmer (Mary Kay) have quit their jobs. Why? Because they were disgusted to learn that the companies they worked for and believed in still use animals instead of switching to modern testing techniques.

Susan, who not only sold Avon door-to-door, but used Avon products for more than 20 years, says "I was told by my manager that Avon did *not* test. Without PETA I never would have known the truth. I would have quit using Avon years ago had I known. I was lied to and that's what makes me so angry." Susan wrote to all her customers, telling them exactly why she will no longer sell Avon.

Regina, a one-year veteran of Mary Kay, turned her sales kit in for a refund. She will soon start selling cruelty-free products. "I quit Mary Kay because I could not live with myself knowing that thousands of animals are suffering and dying for cosmetics product testing. There are proven alternatives. Good intentions are *not* enough!"

Well done Susan and Regina! Are there any other representatives out there who would like to join them?

COMPASSION

NEW JERSEY COSMETICS BILL

PETA and thousands of compassionate consumers are awaiting the outcome of a bill pending in the New Jersey legislature that would ban all Draize eye and skin tests. The Senate passed the bill unanimously in December 1987, and a House committee passed it in September 1988 with an amendment that would allow Draize testing only if an *in vitro* test is done simultaneously. PETA's Compassion Campaign Coordinator, Susan Rich, testified on behalf of the bill, and was applauded after rebutting the cosmetics industry representatives' claims that animal tests are necessary.

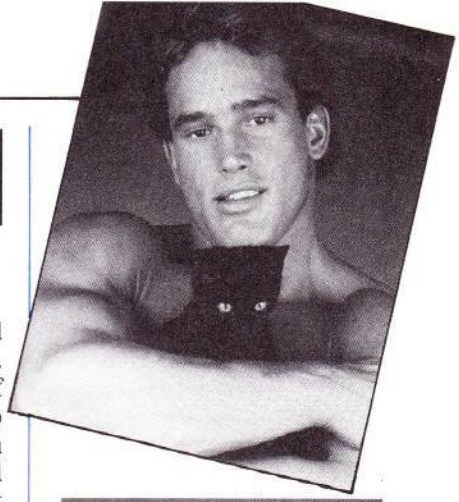
COMPASSION

CRUELTY-FREE AWARENESS DAY

This year PETA celebrated a "Cruelty-Free Awareness Day" in Washington, D.C., Maryland and Virginia. Residents and tourists were encouraged to "dump cruelty" and to adopt a compassionate lifestyle. The festivities began with a cruel products dump (with Gillette and other "products of pain" swapped for cruelty-free samples), and raffle tickets for such donated prizes as vegetarian dinners and cruelty-free makeover were sold. Vegan refreshments were provided by Gaia, cruelty-free makeup was offered by Basically Natural, and cruelty-free household products by Vegan Street. Miss District of Columbia, Elva Anderson, made a special inspiring appearance, showing attendees that true beauty means rejecting cruelty.

Boston activists demonstrate in support of Susan Rich's presentation at Gillette's stockholders meeting.

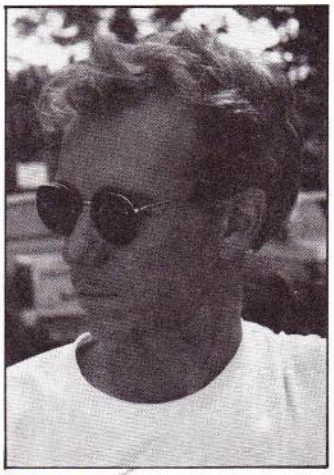
OUTREACH



OUTREACH

THE CAN

This summer in the shadow of the Capitol on the National Mall, PETA proudly unveiled our newest exhibit: "Dr. Destructo's Can of Pain," the latest imaginative creation of Dallas artist/humanitarian Greg Metz. It stands 17' tall and 10' wide and its unique, colorful design brings home the harsh reality behind cosmetics and household product testing, boldly targeting the companies that support such atrocities by displaying their logos on the back of the can. Our exhibit stayed up 24 hours a day (phew!), and beside it we erected information tents staffed by dedicated young activists. Hundreds of thousands of passersby were welcomed to view videos, pick up information about all aspects of animal rights, and talk with our staff. It was a great, exhausting success.



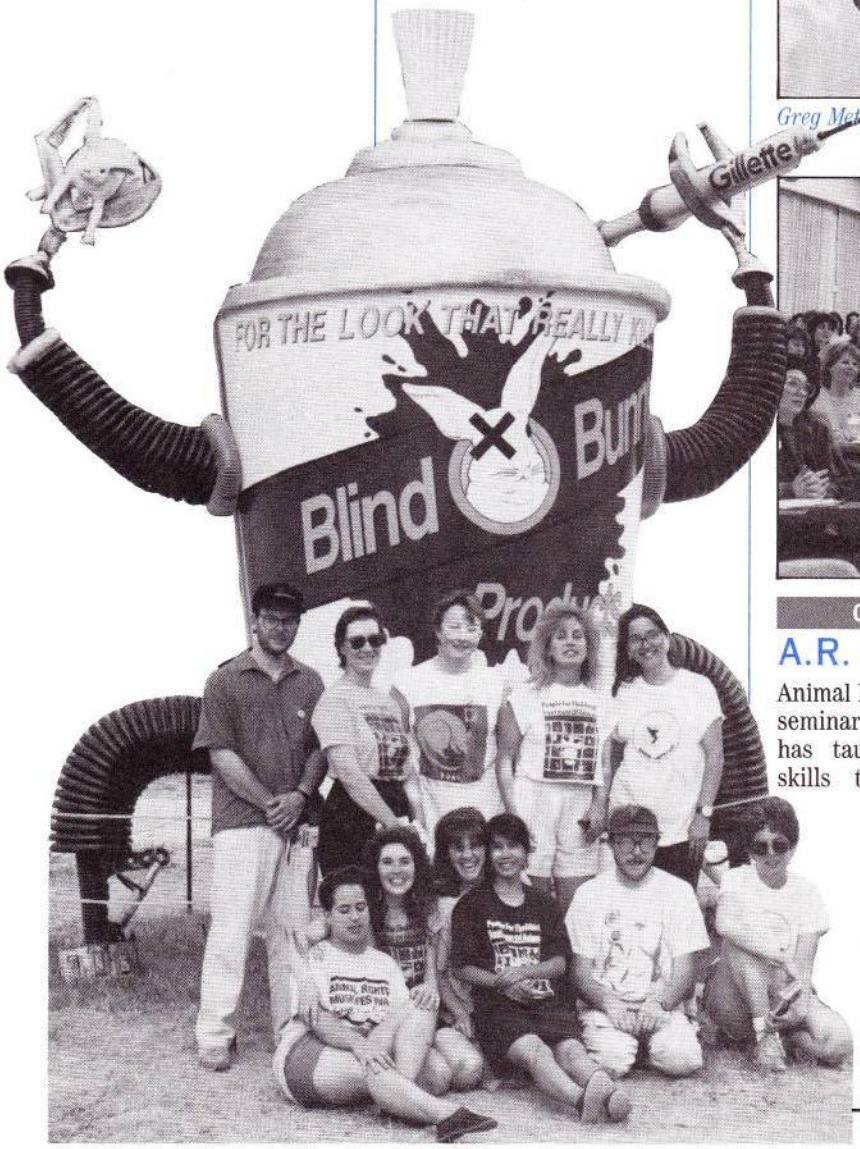
Greg Metz.

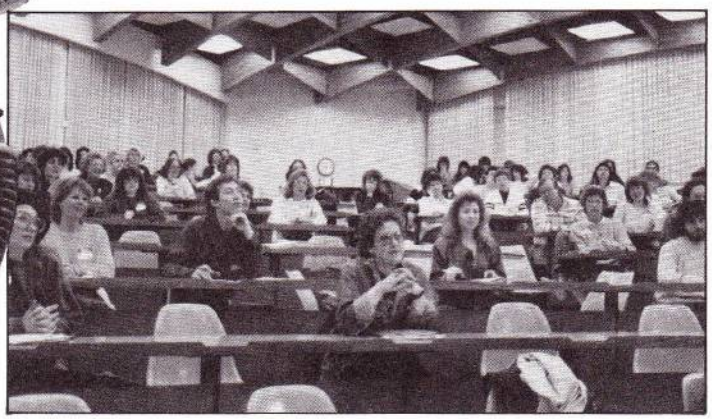
OUTREACH

CHIPPENDALES

"Anytime compassion takes a back seat to greed, we're in trouble," says Rue McClanahan, Emmy Award-winning star of "The Golden Girls" and spokesperson in PETA's highly touted 1988 public service announcements. Rue hosted the launch of her PSA at a special benefit at New York's Chippendales Club. After the show, Rue took to the New York airwaves and told millions of viewers to use their voices to stop the use of animals for fur and in experiments.

This powerful PETA sculpture got through to millions in the summer of '88.



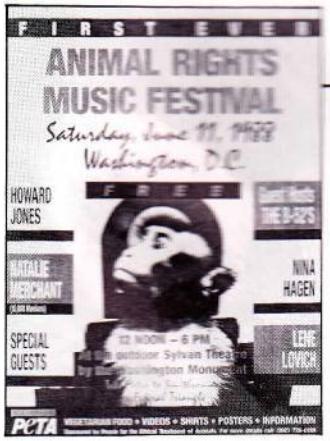


OUTREACH

A.R. 101 SEMINARS

Animal Rights 101, our training seminar for beginning activists, has taught basic organizing skills to more than 1,400 people. They've learned how to make the change to a cruelty-free vegan lifestyle, how to investigate animal abuse in their community, how to organize a demonstration, how to work with the media, and much more at the day-long seminar. Animal Rights 101 has been to 18 different cities in 1988, including New Orleans, Salt Lake City, Worcester, Massachusetts, Eugene, Oregon, Rapid City, South Dakota, and Macon, Georgia.

Here's a typical comment from an A.R. 101 graduate: "I no longer feel helpless about what happens to animals – now I know what I can do and where to begin! Thanks for giving me your time, your expertise and your support."



OUTREACH

MUSIC FESTIVAL

The largest event of the year – the first Animal Rights Music Festival – drew 35,000 people to the Washington Monument on June 11th. For six hours, the crowd was entertained by Howard Jones, Natalie Merchant and Robert Buck (10,000 Maniacs), Lene Lovich, and guest hosts The B52's. Speakers included Rue McClanahan ("The Golden Girls"), Mink Stole ("Hairspray"), and PETA's Ingrid Newkirk, Alex Pacheco and Dan Mathews. Between the acts, tens of thousands of people cheered for more, then packed the video, information and vegan food tents beyond capacity.

The grand finale was a live performance of the song "Don't Kill the Animals," the popular dance track from PETA's "Animal Liberation" album. The festival received outstanding media coverage both nationally and internationally, and portions were aired on MTV.

You were lucky to find standing room at PETA's "Don't Kill the Animals" summer concert.



Belinda Carlisle.

OUTREACH

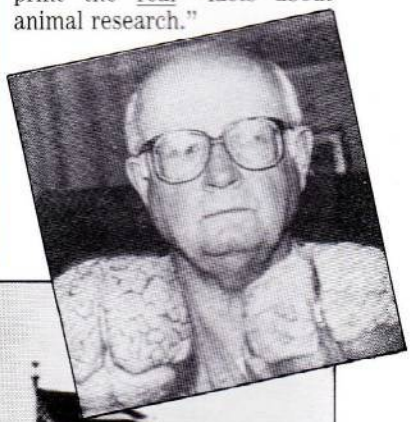
BELINDA CARLISLE

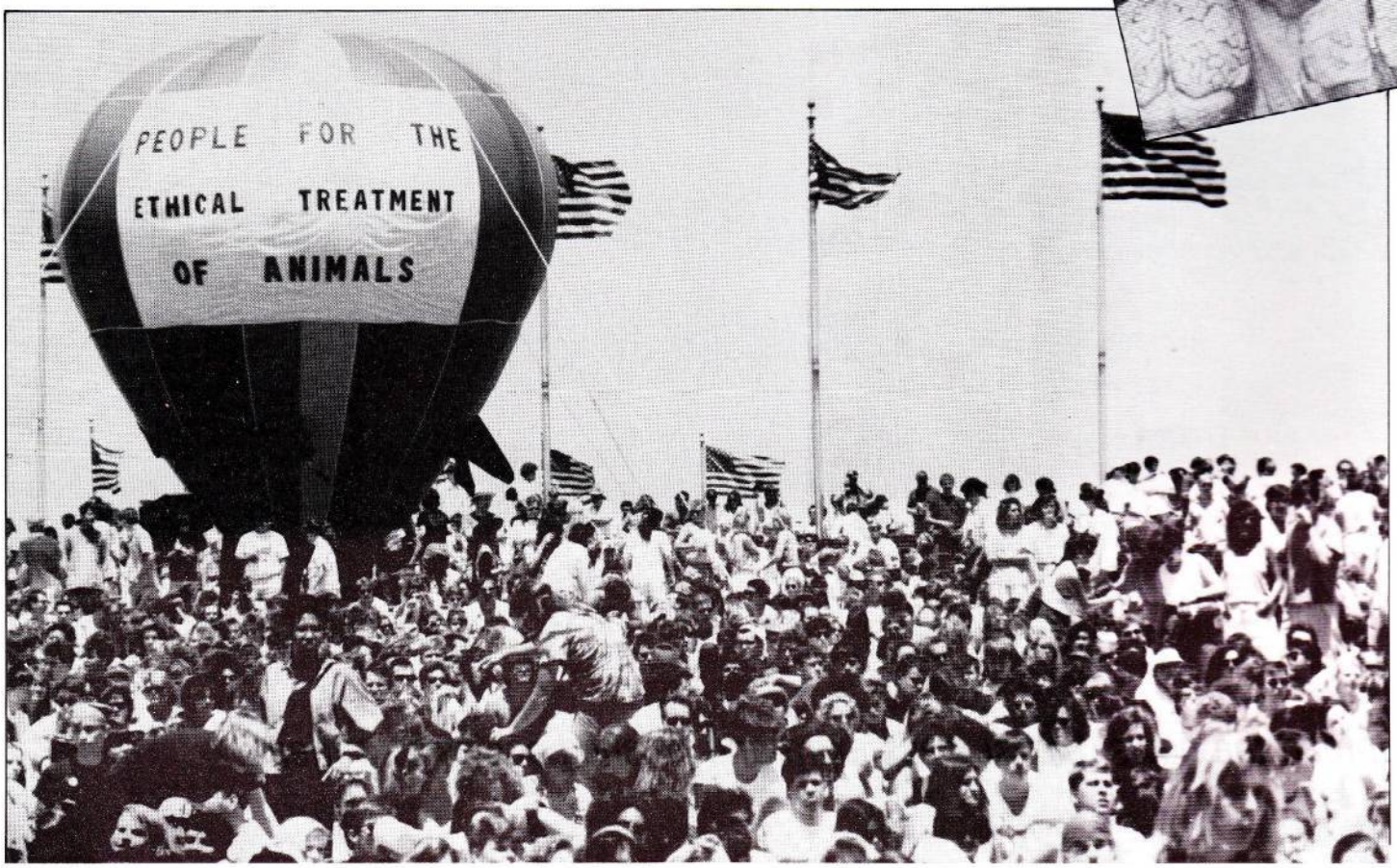
At her Washington, D.C., concert, pop star Belinda Carlisle appeared onstage in a PETA T-shirt and urged thousands of fans to join the fight against animal abuse. After the show, Belinda took time out to record radio public service announcements and television spots for PETA. Says Belinda, "We all love animals, we should do something about it. This new and exciting movement needs caring people like you and me to speak out for our voiceless friends, to become informed and to get involved."

OUTREACH

DR. WHITE

PETA received bagloads of mail after *Reader's Digest* published the pro-vivisection propaganda of Dr. Robert White, who is notorious for his monkey head transplant experiments. PETA correspondent Carla Bennett compiled and distributed a fact sheet about White's Frankenstein-like experiments. A PETA-produced NEAVS-funded ad against White appeared in *The New York Times*. Carla and fellow PETA staffer Jill Howard Church were guests on a Chicago radio show after White's appearance caused pro-animal listerners to demand equal time. Ingrid Newkirk, PETA's national director, spoke at the July rally at the *Reader's Digest* headquarters in New York, where more than 300 demonstrators gathered to protest the *Digest's* refusal to print the real "facts about animal research."





Good Intentions Are Not Enough



DON'T WEAR FUR

PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
PO Box 42516, Washington, DC 20015 (202) 726-0156/(301) 770-7444

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