PETA NEWS

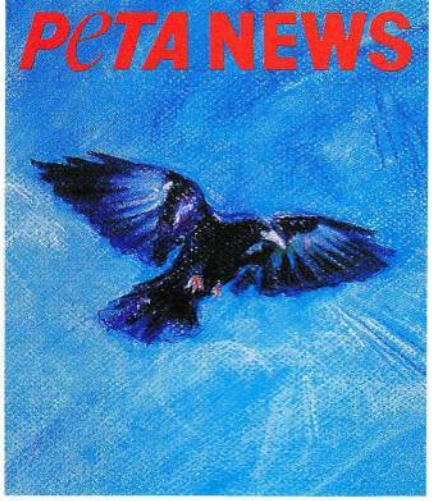
REACHING OUT FOR RATS
UNDERCOVER EXPOSÉ AT PENN



LOVE FOR SALE
4-H TEACHING KIDS MONEY BEATS LOVE

JULY/ AUGUST 1990
Vol.5 No.4
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

SPECIAL PULL-OUT AMEX ACTION PACK



Dear PETA Supporter,

I'd like to call your attention to page 8 of this issue, the story called "Congressional Bananas." As many of you are aware, PETA's fight to gain custody of the Silver Spring monkeys has been lingering on now for over 10 years. Seven monkeys are still alive, being kept in tiny cages at the Delta Regional Primate Research Center in New Orleans, Louisiana. The last animal to die, Billy, was killed after a four-hour experiment involving the implanting of electrodes into his brain.

PETA's lawyers have worked diligently on this case, but our appeals to reinstate the temporary restraining order preventing the monkeys' slaughter have been denied, court by court. Although there appears to be nothing preventing the remaining monkeys from being killed, we have centered our hopes around someone who we feel can and WILL make a difference: First Lady Barbara Bush!

Please respond to the "What You Can Do"s listed on page 8; a similar request recently ran in the ***National Enquirer,*** *and Mrs. Bush was immediately swamped with letters – 13,000 in one day!*

On a more positive note, orangutan abuser Bobby Berosini has had his permit to possess orangutans suspended by the U.S. Department of the Interior, and his orangutans are now another step closer to being rescued! This case is proof that ALL of our supporters everywhere do make a huge difference in how quickly we reach our goals.

Keep up the pressure on Gillette and L'Oréal and be sure to take advantage of our special American Express Action Pack in this issue. Thanks from all of us for your support.

Alex Pacheco

Alex Pacheco
Chairperson



CONTENTS

3

UNDERCOVER AT PENN

PETA discovers that the University of Pennsylvania is continuing its old tricks as Investigator Mike Winikoff goes undercover in a Penn laboratory. Mike's diary tells a story of pain, suffering and cruel experimentation.

6

PETA'S UPDATES & ACTIONS

Berosini's suspension and Ringling Brothers Circus protests are featured as we highlight all the happenings as compiled by PETA's departments.

15

SAY HELLO TO A CROW

Being among the most intelligent of birds can have its drawbacks, especially if you're a crow. Meet a special bird and learn why Yuba City, California, is planning to poison an entire population and what you can do to stop it.

20

ROCK AGAINST FUR

Major international rock bands the Psychedelic Furs and Sugarcubes, along with a host of others, gathered together to throw a new "rock" at the fur industry at PETA's 2nd Rock Against Fur Concert in New York City.

23

LOVE FOR SALE

The bond developed between a child and a young animal raised from birth can be very special, but some 4-H programs teach children to ignore their natural feelings and send their friends to their deaths.

SPECIAL PULL-OUT ISSUE

American Express Action-Pack

Cover photograph of rat by David Emerick

Printed on recycled paper

PETA NEWS

Published bi-monthly by
People for the Ethical Treatment of Animals
P.O. Box 42516, Washington, DC 20015
(301) 770-7444

Edited by **Ingrid E. Newkirk** and **Kim Stallwood**
Coordinated by **Daniel Mason**
Designed by **Lawrence & Beavan**
Printed by **Nahan Printing Inc.**
Contributors to this issue: **Dr Neal Barnard & Reader's Digest.**

PETA is a national nonprofit animal protection organization with more than 300,000 members dedicated to establishing the rights of all animals.

ISSN: 0899-9708

ACTION LINE

Call now for up-to-date news on PETA's local and national campaigns.

(301) 770-8980

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 are literally what make our work possible and effective.



UNDERCOVER AT PENN

The University of Pennsylvania has, during the last decade, compiled a sickeningly long list of animal abuses. Despite losing $1 million a year in government grants, being fined by the U.S. Department of Agriculture and receiving extensive criticism for its programs such as head injury studies on baboons, Penn continues to resist change, using and destroying more than 69,000 animals a year, often in crude psychology and "show and tell" experiments.



Mike Winikoff

Recently, PETA investigator Mike Winikoff took a job inside Penn's psychology labs. As he quickly discovered, conditions there are deplorable for the animals. No amount of planning could have prepared Mike for the sadness of the daily routine. Mike noted in his diary:

When the rats first arrive, they are kept in groups of eight per cage for the first month. They remain bunched together, sleeping on top of each other, with no human contact.

When Rescorla [Mike's boss and the professor conducting the experiments] *decides to use the rats, they are separated . . . a rat is weighed and then dumped into his own tiny cage. From that moment on, he never has contact with another rat. In isolation, they develop a rocking motion where they just rock back and forth for hours; no warmth or love from their fellow rats to comfort them.*

Mike saw how fear and panic quickly overcomes the tiny creatures in the lonely confinement of their steel enclosures:

For the first week or so in isolation, each simply cowers in the back of his cage. Animals who were comfortable in group cages are now terrified in isolation.

Rats aren't the only animals treated badly in Penn's labs; pigeons

were seen as nothing more than disposable and bothersome. Mike was taught his very first day how to catch birds who escaped from their cages:

Rescorla taught me to grab onto any part of them I could, even if I crushed a claw or wing. He told me, "It's OK if you hurt them. They'll be dead in a few weeks anyway."

Mike was instructed to get the pigeons from their cages by reaching in with a blue plastic water pitcher and forcing it down over their heads. Not only did the birds develop knowledge of what the pitcher meant, they also developed strong attachments to each other.

There are two birds in each cage and often one will try to physically prevent me from scooping out the other. I scoop one up, turn the pitcher upright and place it on a cart, with the scared pigeon squashed down on her beak. I get ten at a time like this and then wheel the cart into the testing room.

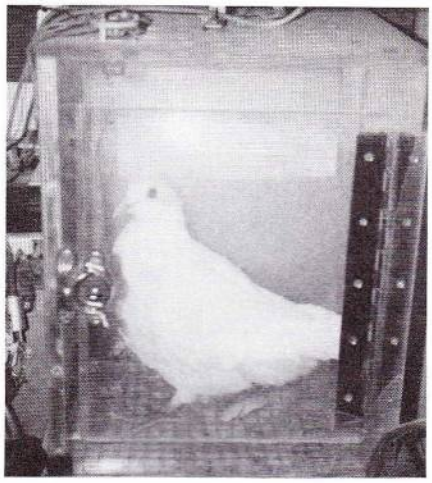
To get the animals to respond to the food rewards, they are starved down to "target weights" when they come to the lab:

Today I fully understand what "starving down to 80 percent body weight" means. I handled my first shipment of healthy rats. I was shocked – the 80 percent ones I've been handling all week are like concentration camp victims compared to the healthy ones.

I can't imagine what it will be like to handle the healthy pigeons; I think I'm going to be really depressed. If I haven't mentioned it yet, all of the rats are male and all of the pigeons are female.

PETA's 1985 videotape, "Unnecessary Fuss," reveals laughing Penn staff members posing with injured baboons and describing one primate with a long skull incision as having "the punk look."





The lab used Skinner boxes, devices used for the crude study of animals' responses. Locked in the box, starving animals who perform a desired task are given food as a "reward."

"It's OK if you hurt them. They'll be dead in a few weeks anyway".
Dr. Rescorla.

A pigeon over her target weight got no food. Mike was often forced to feed some pigeons in front of starving pigeons who got nothing at all. The hungry birds would desperately tap on the cage bars, begging for food. Mike fed the animals more when Rescorla was out of town, but the animals' weight had to be gradually reduced again so he wouldn't notice when he returned.

There were monkeys down the hall from the lab where Mike worked; Rescorla told Mike that Dr. Sparks (another researcher) was very worried that he would be next to be hit by the "fanatics." Kept behind locked doors, these experiments remained a secret. What wasn't a secret was Rescorla's attitude towards the rats.

Rescorla spins rats, one after the other. He likes to take them by the tail and swing them around, yelling "Wheeeee . . . " Then he holds them up, shakes them and looks them in the eye and says, "Now you'll be an obedient little rat, won't you?" They are petrified.

It's no wonder that the rats often bite; Mike described one rat who refused to accept his fate:

Whenever my hand goes near him he rolls on his side, gets his claws ready, bares his teeth and hisses. As scared as it makes me feel that he's about to bite me, I can imagine how petrified he must be.

Every day, Mike was forced to keep his feelings to himself and to keep working without comment as the animals suffered.

One of Rescorla's students seems to be doing rat poisoning experiments, the purpose being to see if rats can tell when they're slowly being poisoned to death. She gives the rats two liquids. One, I think, tastes better but is poisonous. She wants to see how long they'll keep choosing it before realizing . . .

After three full weeks in the lab, constant exposure to daily cruelties was clearly beginning to take its toll on Mike.

I've been thinking a lot lately about this assignment. I've learned that even rat labs, which are probably the most ignored labs because of the inability to arouse public outrage in favor of rats, are incredibly hideous and sick places which torture animals in appalling ways with absolutely no beneficial results for humans. Rescorla has probably tortured thousands of rats in his long and "distinguished" career.

Today was the worst day since I've been here. I found one of Dr. Grill's (another researcher in the lab) rats in horrible shape; his head looked as if he were the victim of some botched surgery. The top of his head was exposed, stitches were coming out and there was dried blood all over and his eyes were swollen almost completely shut. He was lying on his side twitching and jabbing his paws out in the air. Even on his side, the rat was rocking back and forth as if trying to get up.

When I saw this, I got sick. Rescorla, noticing that I looked pale, answered my question about the rat. Dr. Grill was "cutting their spines," he told me. My knees almost buckled as I imagined my own spine being cut. I told him that this animal was



Pigeons are left upside down in the pitchers for up to one hour, all their weight forced down on their beaks.

obviously suffering and should be put out of his misery. Rescorla was mad at me for even discussing the situation.

PETA's investigators routinely witness horrible suffering. It takes a lot to keep on recording abuses in the hope that one day what you have captured in word or on film will save future animals. Sometimes, something inside says "Act now for these animals."

Unable to interest Dr. Rescorla in the rat's suffering, Mike Winikoff informed three of Rescorla's students, the head animal caretaker and his assistant. Nothing was done. Three days later, Mike walked out of the building with this rat and one other dying rat and took them for veterinary care. He will soon stand trial for this act of conscience.

Mike's prepared statement read, in part:

The two rats I am charged with having taken were supposed to be under Professor Harvey Grill's care, but in fact they were under nobody's care. I discovered them in horrible shape, yet left unattended. They lay on the bare metal cage floor and had neither eaten nor had water for three days. They were clearly dying in pain. I informed Rescorla, yet no action was taken. The little creatures were considered so unimportant that no one cared even to put them out of their misery.

Later, as I watched the rats being revived, I knew I had been obligated to do this simple deed only because no white-coated high-priced "scientist" had had the decency to act. If they had done what the law requires of them, I would not be on trial. ■

–WHAT– YOU CAN DO

■ **Write your congressional representatives and ask them to hold an oversight hearing on NIH's attempts to whitewash animal abuse in federally funded labs like the University of Pennsylvania and on its own campus.**

■ **Polite letters can be sent to Drs. Grill, Rescorla and Morrison c/o The University of Pennsylvania School of Veterinary Medicine 3800 Spruce St. Philadelphia, PA 19104-6045**

■ **You can contribute to PETA's legal defense fund by marking your check "LEGAL DEFENSE" and enclosing it in the prepaid envelope inside this PETA News.**

CHRONOLOGY

1984



The Animal Liberation Front rescues animals from Penn's School of Veterinary Medicine. One dog, Jasmine (right), is found with her right eye sewn shut (a result of one of the many cruel experiments performed on her), pus draining from her throat and her inner ear removed.

1985



Penn's head injury laboratory, which scrambles baboons' brains, has its funding revoked by the National Institutes of Health, is fined by the U.S.D.A. and is shut down. Despite 16 years and millions of taxpayers' dollars, no results are produced from the animals applicable to human health.

1986

A university supporter donates $1,250,000 to Penn to establish an endowed professorship in Human Ethics and Animal Welfare. Four years later, the position remains unfilled, despite a number of applications from qualified, suitable candidates.

1989



Documents removed by the ALF from the office of Adrian Morrison, vice president of the Penn vet school, reveal outlines of plans to defeat animal protective legislation, including bills to combat the theft of companion animals.

UNNECESSARY FUSS

The PETA video, "Unnecessary Fuss," is available for $18, postage paid. Send check or money order to: PETA Video Department P.O. Box 42516 Washington, DC 20015





BEROSINI: SUSPENDED!

Most animals used in the entertainment industry are "horribly abused," says anthropologist Dr. Jane Goodall.

Las Vegas entertainer Bobby Berosini, who came into the national spotlight last July after dancers secretly videotaped him repeatedly beating, punching and kicking orangutans, has had his captive-bred wildlife permit suspended by the U.S. Department of the Interior! It is believed that this is the first action of its kind since the passage of the Endangered Species Act in 1973.

The videotape was widely distributed by PETA, which filed a series of complaints with government agencies including eyewitness affidavits and expert statements collected by our Research and Investigations Department. The suspension is a direct result of these complaints.

For years Berosini had been telling the USDI that his nightclub act at the Stardust Hotel and visits to area schools served to educate the public about orangutans. PETA has called this and his claims of breeding the orangutans "a fraud." The USDI agreed and told Berosini that "suspension of your captive-bred wildlife permit is justified based on the fact that you have not carried out your stated intent to enhance the propagation of the orangutans through captive breeding and apparently never intended to." Although Berosini still holds a captive-bred wildlife permit, his program has produced no offspring.

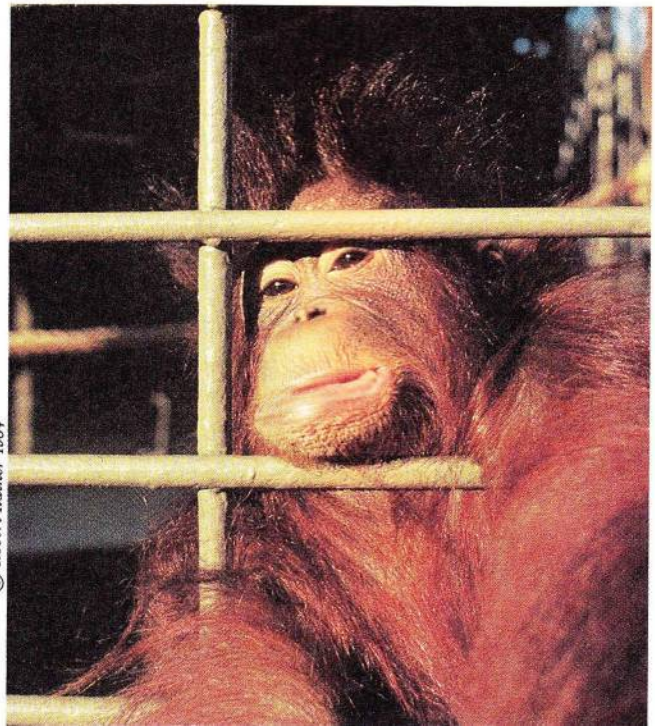
At PETA's request, respected humane educators reviewed the "educational" content of Berosini's show. Sam Chattin, Middle/Junior High School Division Director of the National Science Teachers Association and multiple award winner for his educational programs, comments: "Mr. Berosini's visits to classrooms are not just ineffective – they are potentially counter-productive to the creation of positive values concerning animals . . . Either consciously or by ignorance, Mr. Berosini makes a mockery of education by claiming that his purpose is educational." The USDI told Berosini, ". . . the impact of your educational activities on survival and propagation of the species is virtually nil."

Author and zoologist Gerald Durrell, Honorary Director of the Jersey Wildlife Preservation Trust, said, "Berosini's unprovoked acts of violence and beatings of some of the animals prior to going on stage were most sickening and appalling . . . making them perform a series of such demeaning acts represents, in my opinion, a total prostitution of this endangered species of anthropoid ape."

Representative Tom Lantos (D-CA) told the USDI, "For years it appears that Mr. Berosini has made a mockery of both the Endangered Species Act and the Animal Welfare Act."

Although Berosini's show is one step closer to being shut down, his act continues. We now need to let the USDI know that the public supports the revocation of Berosini's permit and moving the orangutans to a sanctuary. PETA deeply appreciates the help we have received from our members and especially the Las Vegas area activists who continue the protests and work on this case every day! ■

The Berosinis have told reporters that they intend to continue using orangutans even if the USDI revokes their permit!



© Robert Rattner 1984

–WHAT– YOU CAN DO

■ Write a thank-you letter to:

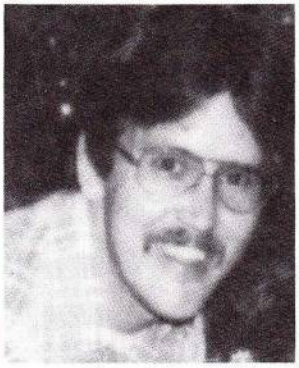
R.K. Robinson, Chief
Branch of Permits
Office of Management Authority
Dept. of the Interior
4401 N. Fairfax Drive
Room 432
Arlington, VA 22201.
Thank Mr. Robinson for suspending Berosini's permit and ask that, in view of Berosini's past history of abuse and intentional failure to comply with the requirements of his captive-bred wildlife permit, the permit now be revoked.

■ Contact your congressional representatives. Ask them to write or call the USDI to request full enforcement of the Endangered Species Act, in this case, including revocation.

■ Call the Stardust Hotel at 1-800-824-6033. Ask why the hotel continues to employ someone who has been videotaped beating animals and whose captive-bred wildlife permit has been suspended.

HOLLANDER — THE SEQUEL

In March, Rick Smith, a law student at a private university in Ada, Ohio, walked into a dormitory lounge during a "Drug Awareness Demonstration" conducted by the school's pharmacology department. He was too late to keep one rat from being injected with alcohol and another with phenobarbital, but he stood his ground as the third animal was prepared to receive an injection of a controlled dangerous substance. "I won't allow you to do that," Rick said as he placed a protective hand over the rat's cage opening.



Rick Smith

Rick, who placed his law school career on the line and opened himself up to peer criticism, has received much support from people who admire his courage – one of them being his law professor who will be representing Rick as he faces five counts of violating university regulations stemming from his compassionate action.

The Research and Investigations Department at PETA has given the dean of the university a recap of the Philip Hollander story, hoping that he can see that such demonstrations are desensitizing and counterproductive. Hollander, a pharmacologist at Ohio State University, injected live guinea pigs with uppers, downers and hallucinogens at elementary schools to teach about drug abuse. The U.S. Department of Education pulled its support of his program and video after reviewing expert testimony compiled by PETA. ■

-WHAT- YOU CAN DO ■ Please send compassionate letters in support of Rick to Dr. Debow Freed, President, Ohio Northern University, Ada, OH 45810.

ALI CARES



"Testing on animals is completely outrageous," says caring consumer Ali MacGraw. "If a product is not safe to test on humans because it's so loaded with chemicals, then why put it on your face?" MacGraw believes that the decision to use cruelty-free makeup is a moral choice. "The way we treat animals is really symptomatic of the way we treat the human race," she said.



MTV's Julie Brown prepares to send her special package to L'Oréal.

HAIR TODAY, GONE TOMORROW

Many people are sickened when they first discover that the products they purchase are used to torture animals in cruel tests, but one woman took it a step further. After discovering the truth behind the L'Oréal product she had just used to perm her hair, she shaved her head completely bald – and mailed the hair to L'Oréal in one of our barf bags! ■





CONGRESSIONAL BANANAS

People Protecting Primates, an international organization consisting of more than three million members, recently presented each member of Congress with a banana and a copy of an advertisement in *Roll Call* to urge them to support legislation that would release seven abused primates, the Silver Spring monkeys, to a sanctuary. The primates are now in the custody of the National Institutes of Health (NIH), wasting away in tiny cages and subsisting on a bland diet of monkey chow.

The Silver Spring monkeys were rescued from



Edward Taub's laboratory in 1981 by Alex Pacheco, co-founder of PETA. Taub, who was crippling the monkeys and then burning and shocking them into using their crippled limbs, was the first animal experimenter in U.S. history to be charged and convicted of cruelty to animals. The NIH, which funded Taub's experiments, agreed years ago to release the monkeys if a primate sanctuary would accept them but reneged on its promise after two sanctuaries were located. PETA has led the battle for their custody ever since. ■

-WHAT- YOU CAN DO

■ Send a letter, with a dime attached, to our First Lady, Mrs. Barbara Bush. She has proved to be caring and dynamic and we believe that she can help us to provide for these helpless animals. Explain that you are including a cent for every year of horror they have endured and that your dime is to be used to help pay for the monkeys' transfer to a sanctuary; PETA will provide every other dime needed for their care for the rest of their lives. Please write to Mrs. Bush at 1600 Pennsylvania Ave., Washington, DC 20500.

■ You can also call the White House Comments Office at (202) 456-7639 and let them know your feelings concerning this important issue.

PETA LAUNCHES CRUELTY-FREE LOGO

With your help, it could soon be easy to shop for items that are guaranteed to be cruelty-free. PETA is launching a new logo which will only be offered to companies whose products we know use neither animal ingredients nor animal tests. Please help us by contacting those companies you would like to see use it. For a complete list of cruelty-free companies, send a SASE to PETA. ■

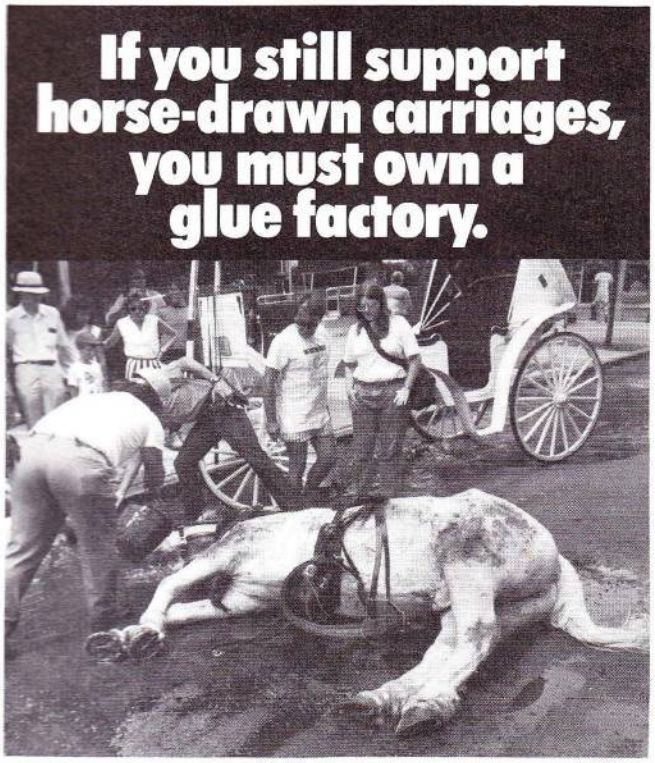


It's becoming easier to become a PETA Caring Consumer.

The artwork for this poster is available for reproduction in print media, subways and buses; call PETA's Outreach Department for details.

IFAW JOINS CAMPAIGN

The International Fund for Animal Welfare has joined forces with PETA to fight cruel product tests on animals. We welcome IFAW's Kathy Sanborn to our headquarters in this first-of-its-kind collaboration to carry our message of compassion to even more consumers. ■

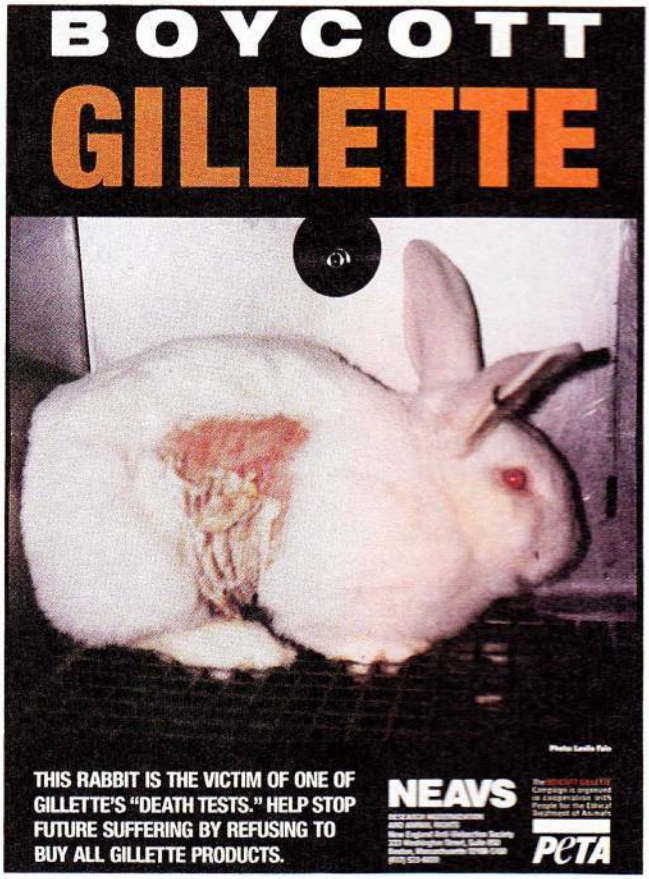


MAIL CARRIERS ALERT

Attention postal workers: Be on the lookout for live animals being shipped via the U.S. Postal Service. Baby chicks and ducklings have been found in partially crushed cardboard boxes. Some have been found dead after days of travel in extreme temperatures without food or water. ■



–WHAT– YOU CAN DO ■ **Please call us immediately if you see such distressed animals. PETA's Research and Investigations Department needs your documentation (good-quality photographs and a log of dates, times and places), too. Be sure to include your name, home address and a phone number. (Confidentiality is guaranteed if requested.)**



Forced to drag a buggy twelve hours a day in temperatures up to 90 degrees while inhaling car and bus fumes isn't our idea of a walk in the park. These activists took their argument to the streets.



SEND IN YOUR GILLETTE PRODUCTS

If you can still find any Gillette products in your home, neighborhood or office, the Boycott Gillette Coalition, of which PETA is a participant, needs them for a special package to be delivered to the company's headquarters. Please send these items (including razors, Bic pens, etc.) to the Coalition c/o NEAVS, 333 Washington St., Suite 850, Boston, MA 02108-5100. ■



AR 101 TEACHES VALUABLE LESSON

PETA's workshop, "Animal Rights 101," continues to travel around the country, introducing newcomers to animal rights and activism with information on vegetarianism, cruelty-free products, tabling, leafleting and dealing with media.

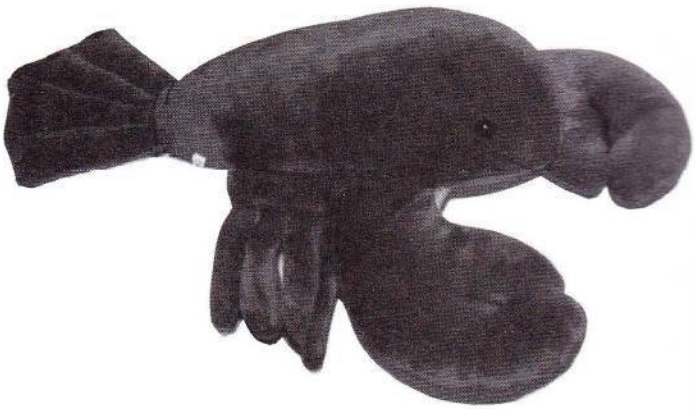
Participants always find AR 101 valuable. Comments include the following:

"The seminar was inexpensive, informative and moving; now I'll help in a much more active way than before."

"I cannot tell you how happy I am to have been a participant in your seminar. I will be a voice for all those animals in need!"

For more information, contact Seminar Coordinator Becky Robinson at PETA: (301) 770-7444. ■

UPCOMING AR 101's
Anchorage, Alaska
Aug. 18, 1990
Johnson City, Tenn.
Sept. 8, 1990
Washington, D.C.
Sept. 22, 1990
Arlington, Tex.
Oct. 6, 1990
Mandeville, La.
Oct. 20, 1990
Greenville, S.C.
Nov. 10, 1990
Memphis, Tenn.
Dec. 8, 1990



CLAWS UP TO DAN QUAYLE

Vice President Dan Quayle received a special gift from PETA: a 30-inch cloth lobster flown specially from Maine. The present was a "thank you" for his having turned over a live lobster he had received as a gift to the National Aquarium at the Commerce Department rather than condemning the 30-year-old, 13-pound lobster to a steaming pot. Said Mr. Quayle's aide, "The Vice President identifies with any living being heading for hot water."

In the last year, PETA's Cam MacQueen has popularized the idea of rescuing lobsters from restaurants and releasing them into the waters of Maine, where creatures over five inches are protected.

One of MacQueen's rescues included "Lobzilla," a giant 21-pound lobster liberated from a Charlotte, N.C., restaurant last summer. Quayle's lobster, named Dan, joined a lonely lobster, Marilyn, already in residence at the National Aquarium. MacQueen thanked the Vice President for recognizing one of the most misunderstood and exploited animals in this country. According to MacQueen, "Lobsters display altruistic qualities such as joining claws and leading each other to warmer water. Some lobsters live as long as 150 years, so Dan and Marilyn should have a long and happy life together."■

The Vice President is receiving high marks from certain animals.

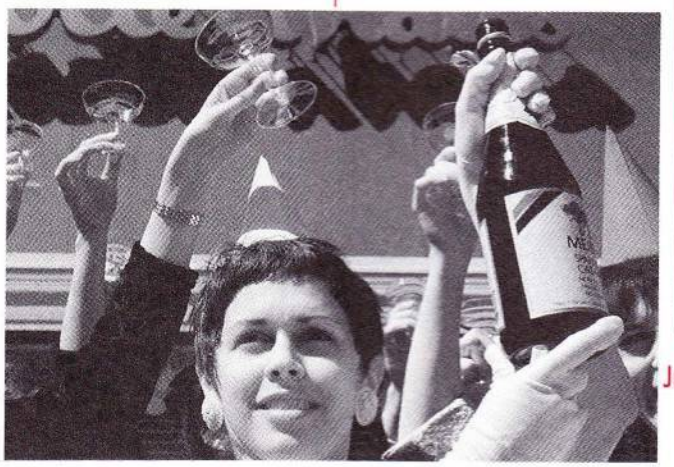
HE LIKES JAGUARS, TOO

Two 10-week-old jaguar cubs, who were offered to Mr. Quayle as a gift from the president of Paraguay during the Vice President's recent trip there, are now in the Paraguayan rain forests instead of living in the confinement of the National Zoo. Upon learning of the gift, PETA's Cam MacQueen quickly informed Mr. Quayle's office of a United Nations treaty forbidding the exchange of an endangered species as a gift, and the Vice President politely declined the offer. ■

LEGENDARY WASHINGTON FURRIER GOES BUST

For more than half a century, Washington, D.C.'s Gartenhaus Furs had been the leading furrier to top political wives, including Pat Nixon, and eventually opened several stores. After years of protest, business became as bad for people as it has always been for the animals and Gartenhaus closed, sending PETA members dancing in the street outside the flagship store. Donning party hats, popping champagne corks and dancing to tunes such as Lene Lovich's "Don't Kill The Animals" and Jane Wiedlin's "I Don't Wear Fur," activists informed passersby and the media that Gartenhaus' loss is the animals' gain. Who will close next? ■

Activists everywhere are celebrating as furriers around the country continue to close their doors - forever!





STOP LSU CAT KILLERS

More than 700 cats have been shot in the head as part of a $2.1 million ballistics experiment at Louisiana State University despite experts' criticism of the scientific and humane aspects of the project. Last year, Congress temporarily halted the experiments while the General Accounting Office (GAO) investigated the Army contract which funds the project. ■

–WHAT– YOU CAN DO

■ Write these members of Congress and urge them to permanently cancel funds for this cruel and useless cat-shooting experiment.

The Honorable John Murtha
Chair
Defense Appropriations Subcommittee
U.S. House of Representatives
Washington, DC 20515

The Honorable Daniel K. Inouye
Chair
Defense Appropriations Subcommittee
U.S. Senate
Washington, DC 20510

■ Also write to your congressional representatives and urge them to contact the Appropriations Subcommittee regarding this matter.

What L'Oréal does to animals makes your hair stand on end!



DAWN OF THE DEAD

Members of the Animal Rights Alliance of Fairfield County and Susan Rich, PETA's international Caring Consumer Campaign coordinator, delivered a message to the front door of L'Oréal Vice President James Nixon's Greenwich, Connecticut, home one Saturday morning this Spring. Marched to Nixon's front door were coffins containing a bloody "rabbit" and petitions protesting L'Oréal's crude and cruel animal tests.

Nixon publicly defends L'Oréal's use of animals but, in private, has called the animal tests "crazy." Said PETA's Susan Rich, "We wanted Nixon and his neighbors to remember that Saturday is just another miserable day for the animals at L'Oréal. They ache in their barren steel cages while Nixon is lounging around or playing golf."

Susan and the other protesters were arrested following the coffin delivery but were back on the streets in time for a scheduled noon protest march through downtown Greenwich. The demonstrations are part of international activities aimed at stopping L'Oréal's poisoning tests on animals. ■

–WHAT– YOU CAN DO

■ Take up a collection of L'Oréal products in your neighborhood, office or school and return them to the company, explaining the reasons behind your action.

■ Write L'Oréal at 575 5th Avenue, New York, NY 10017 and tell them what you think of their animal tests.

■ Send a SASE to PETA for free "Warning: Cruelly Tested on Animals" stickers.

Why did the chickens cross the road? To be with the vegetarians! These six-foot-tall chickens ran for their lives from these bloody-aproned, knife-wielding "slaughterhouse" workers as part of PETA's Meat-Out Day activities.



Art Friedman



Psychological case studies confirm that youths who see acts of cruelty to animals go unchecked can "graduate" to violence against humans.

NO CONTEST FOR PIGS

PETA has received a videotape of Florida's Martin County Fair greased pig contest. The piglet is tackled, fallen on and swung around by one leg like "a live baseball bat," one spectator reported.

"A greased pig contest is a clear case of cruelty," says PETA Investigator Donna Ramsey. "Bear baiting, dog fighting and other cruel public spectacles went out with the Dark Ages, and this event should join them in the Entertainment Hall of Shame."

Veterinarian Robert Potter of Rockville, Maryland, confirms that "stress, pain and possible injury to the animals" are likely in greased pig contests, which he calls "senseless events which promote cruelty."

The PETA contact group Animal Rights Foundation of Florida convinced the Martin County Fair Commission to ban greased pig contests permanently. These contests are already banned by law on city property in Hollywood, Florida. Last year, PETA urged the cancellation of contests in Arlington, Virginia, and Columbia, Maryland, where the events were replaced with "greasy pole" contests which provided harmless fun for participants. ■

–WHAT– YOU CAN DO

■ Tell the fair manager or promoter about the abuses that can occur and attempt to have the event canceled.

■ If unsuccessful, be there when the animals arrive; check the food and water availability and cleanliness. Report any violations to the local humane society.

■ Organize a demonstration in advance. Notify the local media; chances are, they will cover the story.

■ Plan ahead to prevent the event from ever occurring again. Contact the chamber of commerce, county or city council, etc.



PETA's Caring Consumer Campaign staff.

LEOPARD LOSES SPOT WITH JANET JACKSON

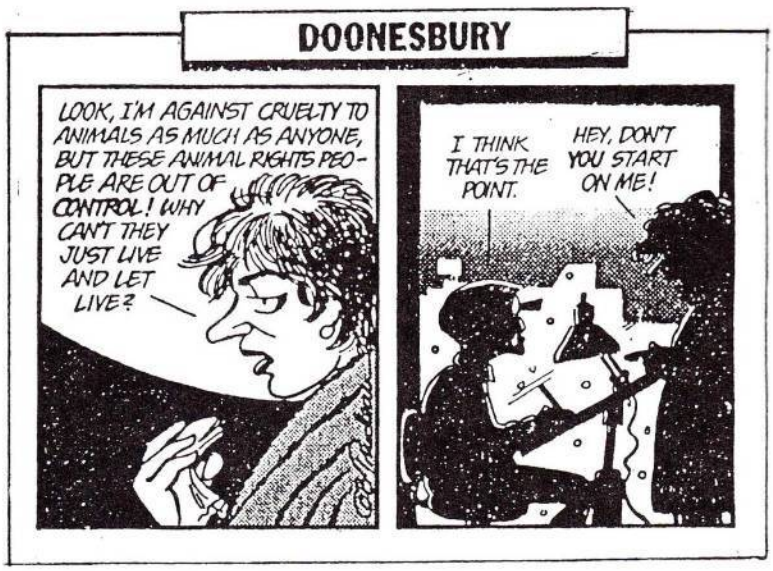
A black leopard who went on tour with Janet Jackson earlier this year was given a reprieve after some audience members expressed concerns that the animal might be harmed while being carted from city to city.

"If it caused even a few people to worry about the safety of the cat, it's not worth it," Jackson said. "I love animals and would never do any harm, or allow anyone to do any harm, to one." ■



Solters/Roskin/Friedman

Janet Jackson





Pei-Lin Yu

MARY (PINOCCHIO) KAY?

Mary Kay's nose is growing as she tries to fool consumers with her latest public relations tactics. Mary Kay, Merle Norman, Noxell, Fabergé, Armour-Dial and BeautiControl have capitalized on positive press by announcing a moratorium on animal tests but have refused PETA requests that they ban these cruel tests permanently.

Mary Kay President Richard Bartlett told NBC Nightly News that his company has stopped using animals. Then, in a letter to *Chemical & Engineering News*, he told his cronies in the cosmetics industry that he "specifically did not say that Mary Kay Cosmetics, Inc., would stop all animal testing forever — just the reverse." ■

–WHAT– YOU CAN DO

■ Write Mr. Bartlett at Mary Kay Cosmetics, 8787 Stemmons Freeway, Dallas, CT 06856, and tell him you will not buy Mary Kay until he declares a permanent ban on all animal tests.

■ Call Mary Kay representatives nearest you (check the phone book) and let them know that a word from them to Mr. Bartlett could go a long way and increase their sales!

BLITZ THE BEACH

Sunning and funning on the beach this summer? It's the perfect place to let consumers know that some companies (like L'Oréal and Gillette) torture animals in painful tests of sunscreens, shampoos and cosmetics. ■



–WHAT– YOU CAN DO

■ Distribute leaflets (available from PETA) to beach-goers.

■ If you are staying in a condo or hotel, display a large, simple banner from your window denouncing animal testing.

■ Have a vegan cookout with barbecued veggie kebabs and Tofu Pups.

■ Visit beach-side shops and request that they carry cruelty-free products (complete list available from PETA).

■ Post cruelty-free information on public bulletin boards.

MILITARY JETTISONS FUR

U.S. Air Force Major General Jeffery D. Kahla has advised PETA that the Army & Air Force Exchange Service (AAFES) Catalog, distributed to all branches of the military worldwide, has discontinued fur sales.

The decision came within two months of a letter-writing campaign initiated by PETA after Coast Guard Reservist and PETA member Marguerite A. DeMartino alerted us to the military catalog's fur sales. "'Be all that you can be' should include being kind to animals," said DeMartino. "General Kahla and the AAFES staff prove that the military has a heart by being responsive to the concerns of fellow servicepeople and compassionate citizens who abhor cruelty to animals." ■



AMERICAN EXPRESS: LEAVE HOME WITHOUT IT!

Membership has its privileges – but not for animals, as American Express ignores thousands of cardholders' requests that it stop merchandising furs through its catalogs.

Early this year PETA was enabled by Nebraska member and AmEx stockholder Haldane Cleminson III to bring this issue to a vote before shareholders at the company's annual meeting. AmEx lawyers convinced the Securities and Exchange Commission that the proposal was "inappropriate" – but that didn't keep us away. Outside the corporate gathering PETA members demonstrated while inside we displayed a giant popcorn string with hundreds of sliced-up American Express cards, among them the cards of Oakland A's Manager Tony La Russa and his wife Elaine.



Tony La Russa



The easy alternative is Visa which has assured us it does not merchandise fur (though it can not control individual banks who issue Visa cards – choose your Visa card carefully). ■

-WHAT- YOU CAN DO

■ Copy and distribute the leaflets on the Amex Action Sheet enclosed in this issue. (We've heard from activists who put them in AmEx application holders, sending in the pre-addressed/postpaid applications with "FUR IS DEAD" scrawled across the form.)

■ Please cancel your American Express account and tell them why, then cut your card in two and send it to PETA for our actions against AmEx.

■ Write and call Chairman of the Board James Robinson III, American Express, World Financial Center, American Express Tower, New York, NY 10285 (212) 640-3504.

■ Call AmEx toll-free at 1-800-528-8000 and politely urge the operators to pass on the message that you want fur out of AmEx catalogs.

ANIMAL HOUSE

When local activists discovered that the University of Pennsylvania's Theta Xi fraternity was including a live chicken in its hazing activities, they moved in and put a stop to it. They were determined to give this animal a happier ending than the chicken involved in a fraternity stunt last year. That chicken died after being thrown from a dormitory window, her wings taped to her body.

We are happy to report that this year's chicken, who had been restrained and then carted around campus on a skateboard, is now living happily at the Farm Sanctuary! ■

RABBITS RESCUED!

Workers at the Dawson Research Corporation received a sunrise surprise when they arrived at work one morning recently. The Animal Liberation Front's nighttime visit had rescued eight albino rabbits scheduled to be blinded in Draize eye irritancy testing.

An ALF member who contacted PETA said they chose their target because "animals continue to suffer because corporations like Dawson Research are dragging their feet instead of switching to sophisticated, non-animal testing methods."

U.S. Department of Agriculture reports show that Dawson killed more than 2,000 animals in 1988 and that reports from 1984, 1986 and 1987 reveal that rabbits (typically non-vocal animals who vocalize only when in unbearable pain) were subjected to such intense pain that they screamed.

Our thanks go to local activist Stan Moore, who quickly made himself available for television and newspaper interviews. ■



THE CRUELEST SHOW ON EARTH

The Ringling Brothers and Barnum & Bailey Circus made its way into the nation's capital recently, and it was a week they won't soon forget. PETA employees, members and supporters created a hullabaloo in the form of protests — with a few surprises.

The message came early to Ringling Bros. when a gruesome ensemble of protestors rained on Gunther Gebel-Williams' farewell parade as circus hands prodded the animals from their railway cars through the streets of Washington, D.C. "The grim reaper" on stilts, "harbingers of death" in black robes and "lions," "bears" and "elephants" dragging balls-and-chains, all provided by PETA, haunted the circus' publicity stunt.

But there was more: before a peaceful Easter Sunday afternoon performance, activists — some dressed as clowns, one on a unicycle – cheerfully greeted circusgoers with fliers denouncing the circus' cruel treatment of animals. And although Ringling Bros. was visibly disturbed, they received an even larger shock when a PETA banner, which read, "Ringling Bros. Circus: Scars, Bars and Tortured Animal 'Stars,'" was dropped from the roof of the auditorium by fearless repellers Kyle Owens and Lee Dessaux!

And it wasn't over yet! Two days later, nine activists chained themselves together and blocked the animal entrance to the arena before a performance, forcing the circus to cancel the bear and dog acts and shuffle the remaining schedule for more than an hour.

Protests certainly are not new to Ringling Bros. Last year, unidentified animal rights activists delivered two tons of manure to its national headquarters in Washington, D.C. A sign in the pile read, "Dump Cruelty!"

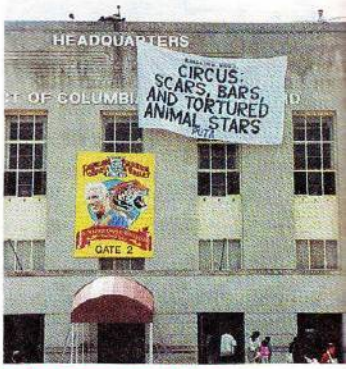
"Wild animals belong in jungles and forests, not in the circus being tormented in training and ridiculed in the ring," says PETA Outreach Coordinator Cam MacQueen. "Ringling Brothers has more problems to look forward to as long as it continues promoting cruel 'entertainment.'"

Physical punishment has long been the standard training method for animals in circuses. The whips, tight collars, muzzles, electric prods, bullhooks and other tools used during circus acts are reminders that the animals are being forced to perform. A Luxembourg trainer who has been with Ringling Bros. for 21 years told PETA that when elephants get "out of control," the only way to stop them is to shoot them. He said that you can stop a tiger with a pitchfork, but "a pitchfork doesn't phase an elephant."

The tricks that the animals are forced to perform — tigers jumping through flaming hoops, bears riding motorcycles, elephants standing on two legs — are physically uncomfortable, psychologically traumatic and behaviorally unnatural. These superficial "performances" demean the animals' dignity and teach audiences nothing about animals. Animals in circuses are often falsely portrayed as being ferocious or stupid compared to "brave" or "commanding" handlers.

Climatically, the circus environment is quite different from the animals' natural habitats; the hot summer months can be especially hard on bears, while other animals like lions suffer most from the cold. During the winter off-season, the animals may be kept in barn stalls, crates or even trucks. Few circuses have the funds or the desire to put much money into comfortable winter shelters, and such confinement can have harmful physical and psychological effects on the animals. ■

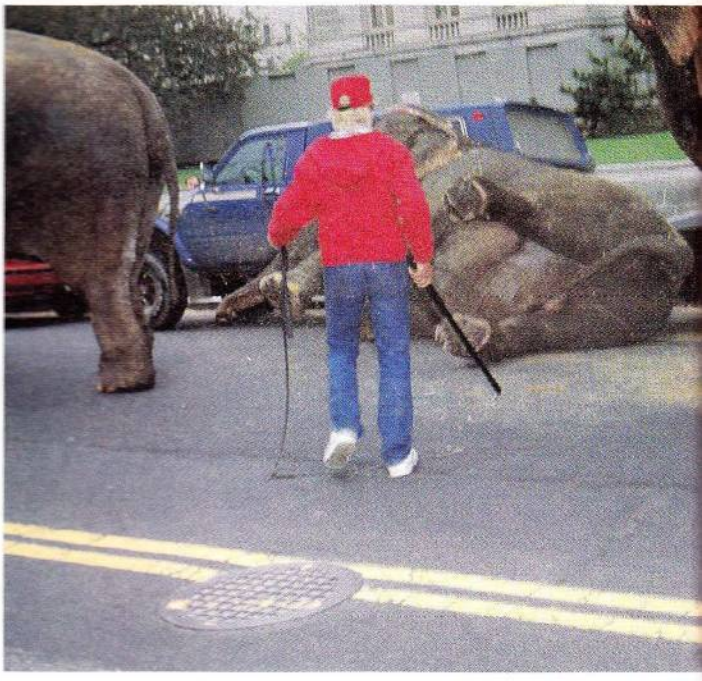
Gunther Gebel-Williams watches – bullhook in hand – as this elephant falls to the pavement while attempting to stand on her front legs.



Kyle Owens and Lee Dessaux unfurl the PETA banner.

–WHAT– YOU CAN DO ■ If an animal circus is coming to your town, attempt to have the event canceled by explaining to the promoter, arena manager, etc., the pain, torment and exploitation which is involved in circuses.

■ Organize a demonstration; obtain a permit if required. Notify the media. Five people distributing fliers will educate the public; twenty people picketing with signs will be a huge success. Letters to the editor can educate thousands about circus atrocities.





SAY HELLO TO A CROW!

by Bil Gilbert
Taken from Reader's Digest

THE BIRD had apparently fallen from the nest near a runway of Washington's National Airport. An old friend came upon him, and knowing that I have had crows for more than 50 years, brought him to me in Pennsylvania on a late May morning.

Young crows are bold, noisy creatures with enormous appetites. This one immediately started squawking for food. I mixed up a batch of crow chow — hard-boiled eggs, dog food and oatmeal — put a gob of it on my finger (which approximates the beak of a parent bird) and shoved it down the bird's more or less perpetually gaping gullet. While feeding young birds in

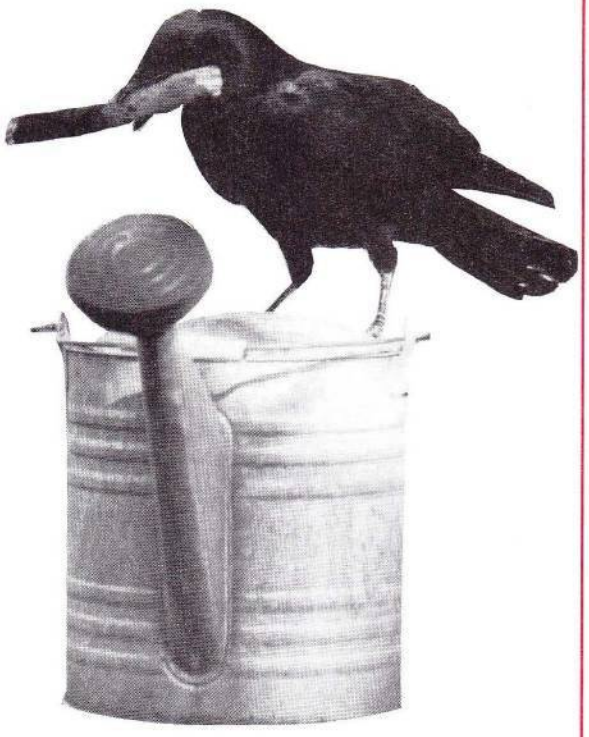


this fashion, my custom is to yell "Hello!" at them. If cackled a bit, this word has a crowish ring to it. In a day or two they respond to "Hello," which has therefore been the working name of most of my crows.

During Hello's first few days with me and my family, he increased his strength by hopping and flapping around my workshop, picking up and throwing down nails, small screwdrivers and anything else he could lift. He would have been doing about the same had he been leading an ordinary crow's life.

We can only guess at the motives of other creatures; it is thus impossible to say with certainty why a crow will lie flat on his back and juggle a pine cone or toss and retrieve stones or perform acrobatics. It certainly looks as if he is playing.

In the 1970s, authorities in Moscow imported crows from Siberia, hoping to push back the pigeon population. As of 1987, *Pravda* reported, Muscovites had new problems: crows "have taken to sliding down the gilded cupolas in the Kremlin's historic churches" and were "bombing the glass roof of the GUM department store in Red Square." The ammunition? "Heavy stones," *Pravda* reported.



Crows who have shared my property often occupy themselves by picking up stones and dropping them into the creek. They probably do this for the same reason we sometimes idly toss stones into the water – for entertainment. Perhaps the Moscow crows at first mistook the GUM roof for a pond, but unable to create splashes, they continued to drop stones on it because the bounces and thuds were amusing.

At six weeks, Hello could fly but was uneasy about landings. He would get himself into the upper branches of a 40-foot spruce, then open his mouth and squall pitifully, demanding that someone fly up with food. None of us did, of course, and Hello would finally attempt to come down to the shoulder of a potential feeder. Sometimes he hit the mark, but just as often he did not and we'd get smacked in the face by a flailing crow.

Even after he became a competent flier, Hello remained a willing and able walker. If he chose to follow somebody into the woods, he did so by flying from tree to tree. In a clearing, however, he went on foot at a brisk waddle. If the crow fell behind his companion, he would take a few flaps to catch up or would land on a head or shoulder and ride along for awhile.

I have a large German shepherd, Zenas, who seldom is more than a few paces away from me. Thus, Hello often walked with Zenas or – after they became well acquainted – rode on him. A crow and a 100-pound dog strolling side by side are attention-getters; even more so is a dog walking along with an anxious expression on his face and a crow balanced between his ears. Zenas is a good, loyal dog, and he tolerated the crow simply because it was another of my unfathomable idiosyncrasies.

Hello had come to accept us and, to an extent, Zenas, as odd crows (he had been imprinted, behaviorists would say). Besides using him as a mount, Hello pulled Zenas' tail and ears with his beak, fiddled with his collar and sometimes groomed him.

Crows employ dozens of meaningful expressions and gestures, but individual birds will creatively expand their working vocabularies. Many crows are talented mimics. I have known crows who used phrases they have picked up from ducks, dogs and humans. I am persuaded that crows don't know or much care what they are saying in such cases, but that they shout things like "Hello, Jake," mostly for the gaudy effect.

When things were quiet, Hello would fly down to a convenient shoulder and make gurgling, clucking, even cooing sounds. He kept at this longer and seemed more interested if the person responded by murmuring things like "Where have you been, Hello? Say it again, Hello." Eventually he began to experiment with, but never quite mastered, the magic sound of his own name.

This voluntary, purposeful behavior is a wonder, made possible, in part, because crows have big brains, larger in proportion to their size than any other avian species. Behavioral investigators in laboratories have often commented on how well crows solve puzzles, manipulate locks and keys and learn to do simple counting exercises. Natural historian David

Quammen has written in his book, *Natural Acts,* that crows may be overqualified for their evolutionary station in life, and thus boredom accounts for some of their odd behavior.

Crows often snatch bright, shiny objects, including, in my experience, spoons, spark plugs, coins and even eyeglasses. Students of animal behavior say this is simply an example of misguided foraging activity. But all the crows I have known can clearly tell, after a few experiments, the difference between, say, a small pair of pliers and a crawfish. Yet they will go on messing with the inedible pliers.

Actually, crows are omnivorous, able to eat more or less anything that does not eat them first. Some English crows have taken to hanging around ice fishermen. When the anglers go off to warm up, the birds come down, haul up the lines, beak over claw, and take whatever bait or fish they find on the end.

Early on, Hello discovered my cigarettes. He would sit casually on my shoulder, drive his beak into my shirt pocket, spear a cigarette and fly off with it dangling from his beak. I took to turning the package upside down, but he soon became strong enough to grab and fly off with the whole pack, scattering cigarettes as he went. I began carrying the cigarettes in my pants, which curtailed the loss but taught him that these pockets contained even better objects, such as car keys.

By the middle of August, Hello was usually around the house for only a couple of hours each evening and morning. When he was with us he was chatty and affectionate, as always, but clearly our activities were no longer enough to hold his undivided attention.

The breaking-away process is hard on those being left behind. It's like watching the last days of a youngster's childhood. Still, it sharpens the appreciation of things as they once were. One morning, Hello began to greet us with a grand entrance. We first saw him half a mile or so up in the air, as a small black spot against the mountain. Maintaining his altitude, he swung directly overhead and then descended, turning tight spirals, back and side slips, until he dropped lightly beside us.

There was no practical need for these acrobatics or, for that matter, for him to join us at all. Perhaps doing so was simply his pleasure. Certainly it was ours. Having a crow dive out of a high sky to sit beside you creates a powerful feeling of connection, a sense that there has been a natural mingling of naturally alien essences.

There are risks inherent in these relationships, especially the fear that they will end tragically. But the end of Hello came about as it should have. He dropped down one morning and went hiking with our son and grand-daughter, returned with them to the house, had a bite to eat and flew off again. None of us has seen him since.

I know that the urge to have compassionate relationships with other animals is characteristic of our species. And crows are so bright and brassy that they have often made me laugh and feel good. But they also make me wonder — about them, about myself and, if I keep at it, about the world in general.

For a few weeks after Hello left, I would shout "Hello!" — not so much hopefully but reflexively — at passing crows, none of which acknowledged me. The strong sense of loss eventually passed, of course. What remains are memories of one fine crow and gratitude for the marvelous time we had. ■

CROW FACTS

■ Crows are intensely playful — often rolling on their backs and juggling objects with their feet, playing tug-of-war, teasing other animals or dancing on the ground for no apparent reason other than for the pure joy of it. They also do great voice impressions of other animals — including humans.

■ Crows are monogamous, staying together until death. A couple is often found sitting together, caressing and preening each other. When a crow's mate dies, the remaining crow often dies soon after — of grief.

■ Crows gather in large flocks during winter months, when vegetation is scarce and exposure to predators is great; most of a crow's life is spent in a group of about eight birds.

■ The varied diet of crows includes seeds, berries, carrion, etc., but the most appreciated delicacy is that of insects from large animals. Sows and piglets will solicit crows' attention and rest as the birds groom them.



PETA SAYS: POISONING OF CROWS NOT SO SWEET

For as long as can be remembered, the crow has roosted in what were once the safe confines of Yuba City, California. Many local residents still thrill to see these beautiful birds gathering for their annual social gala, picking their mates and building nests in preparation for raising their young. Now, due to the suburbanization of Yuba City, the Sutter County Department of Agriculture (SCDA) is preparing to poison about 200,000 crows.

The intended poison, Starlicide, would devastate the crows, causing thousands to suffer and die, with family groups torn apart. The poison is not even approved for crows. Purina Mills, the manufacturer, claims that the amount of poison necessary



to produce the "desired kill ratio" would have to be used in such large amounts that secondary poisonings to other species could be catastrophical.

The crows are attracted to a single acre walnut grove next to Sunsweet Growers, Inc. This year, the SCDA planned to place the poison on Sunsweet Growers' roof. Under pressure from PETA, Sun Diamond Growers, Inc., Sunsweet's parent company, has told us it will not permit any poison to be placed on its properties, but it refuses to put this promise in writing.

Although the SCDA has access to a list of non-lethal, readily available and cost-effective alternatives to poisoning, the department firmly defends poison. As a result, PETA is exploring legal action.

Safeguarding the environment and protecting wildlife go hand in hand. The current "quick fix" trend of killing off individuals of a species, just because of the human lust for shopping malls and luxury housing on dwindling natural habitat, must be stopped. Learning to peacefully coexist is a goal all government agencies, private industries and individual citizens must share. To the crows in Yuba City, it is a goal that must be reached now. ■



–WHAT– YOU CAN DO

■ Write Sun Diamond Growers, Inc. at 1050 S. Diamond, Stockton, CA 95201 and let them know that you strongly oppose allowing poison to be placed on their property to kill crows.

■ Write Mayor Dennis Nelson at the Yuba City Hall, 2040 C St., Yuba City, CA 95991 or call him at (916) 741-4609 and tell him that if he absolutely must attempt to remove the crows, he should seek safe, alternative methods.

■ Also write Stacy Carlsen, Sutter County Agricultural Commissioner, 142 Garden Hwy., Yuba City, CA 95991.

ASK CARLA



Got a question? PETA's Carla Bennett has the answers and she'll share them with 300,000 of her closest friends in every *PETA News!*

Q **There are so many flea sprays and shampoos on the market. What do you recommend?**

Linda — Cincinnati, Ohio

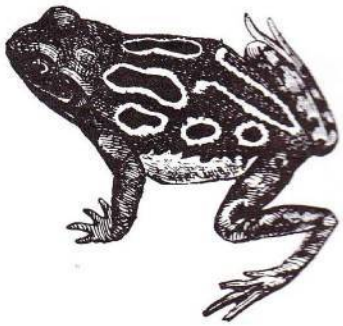
A Chemical warfare is bad for the Earth and the animals, but manufacturers keep churning out these money-makers. In the summer, poison control centers get hundreds of reports of insecticide poisoning of cats and dogs.

Try daily combing with a flea comb, frequent vacuuming and changing of the vacuum bag, a tablespoon of nutritional yeast and a chopped clove of garlic added to food daily, and occasional cruelty-free shampoo if Fluffy has no open sores and no reaction to the shampoo.



Q **I'll be taking biology this fall and I don't want to dissect anybody. I feel that even frogs treasure their little frog lives.**

Marianne — Austin, Texas



A Help is available! Call Pat Graham at the anti-dissection hotline, 1-800-922-FROG, for support and information.

Q **A friend of ours claims that the National Wildlife Federation actually supports hunting and trapping. Say it isn't so!**

Sue and Don — Pawtucket, R.I.

A It's true. Many "conservation" or "wildlife" organizations, including the National Wildlife Federation, support hunting and trapping. Although their names and literature suggest that they protect animals and/or habitats, they often regard animals as resources to be "harvested." Other such groups include the National Audubon Society, the Sierra Club, the Izaak Walton League, the World Wildlife Fund and Ducks Unlimited.

Q **My son and I have combed the stores for a non-leather baseball glove, with no luck. Can you help?**

Jason – Memphis, Tennessee

A I'm out in left field with you on a glove, but I did hit on a non-leather softball called "Tournament Plus." It comes in both white and fluorescent yellow — great for night games! Call Spalding at 1-800-642-5004 for the store nearest you, and urge them to make a non-leather glove, too.

Q **Some members of our subdivision property owners association want to hire a trapper to kill the beavers who've built a dam in our lake and damaged some ornamental trees. Can you provide a better solution?**

Sick at Heart — Janesville, Wisc.

A Sure. Wild beavers are unbelievably gentle, friendly and trusting. Here's a beaver expert and lecturer Sherry Tippi cuddling a wide-awake 47-pound armful she live-trapped just that day. Doesn't this make you wonder how anyone could condone buying a beaver — or any fur — coat?



These magnificent creatures mate for life. Their young stay with them for two years and maintain a lifelong relationship with their parents. Beavers are also extremely beneficial to the environment.

We've included more details from Sherry about beavers and relocating or peacefully coexisting with them in our free PETA fact sheet.

If you need more details on a specific subject, please write PETA for a free fact sheet.

ROCK against FUR 1990 PROGRAM

NEW "ROCK" THROWN AT FUR INDUSTRY

PETA's 1990 Rock Against Fur Concert at the Palladium shook up New York on the eve of Manhattan's International Fur Fair.

As furriers from around the world arrived in New York, major international rock bands such as Britain's Psychedelic Furs and Iceland's Sugarcubes blasted their own message: FUR IS DEAD!



Major label folk artists Sara Hickman, from Texas and Phranc, from L.A., enthralled the crowds with their unique acoustic songs.

It gets mighty cold in The Sugarcubes' native Iceland but you'd never find them in fur.

Hosting the event was Los Angeles club smash El Vez — "The Mexican Elvis," with the stunning Elvettes, premiering their anti-fur version of "Don't Be Cruel." Thousands of fans also cheered folk singers Sara Hickman and Phranc, Lene Lovich, Raw Youth and a group of dazzling HV Models (an agency refusing all fur ads) who took the stage in flesh-colored body suits with a banner reading, "We'd Rather Go Naked Than Wear Fur."





Supermodel Paulina Porizkova, accompanied by Ric Ocasek (of the Cars), enticed the media by saying, "I think fur is wonderful." She quickly added, "As long as it's on the animals!"

New York Newsday called it a "high-profile night out with a built-in theme." We expect that, by the end of the 1990 s, there will be no need for Rock Against Fur.■



Elvis' "Don't Be Cruel" took on a whole new meaning at 1990's Rock Against Fur.

Ric Ocasek & Supermodel Paulina.

Sugarcubes vocalist Bjork joined Natalie Merchant of 10,000 Maniacs to help show the crowd What Disgraces A Legend Most.



Richard Butler & The Psychedelic Furs cast a musical spell over the packed house.

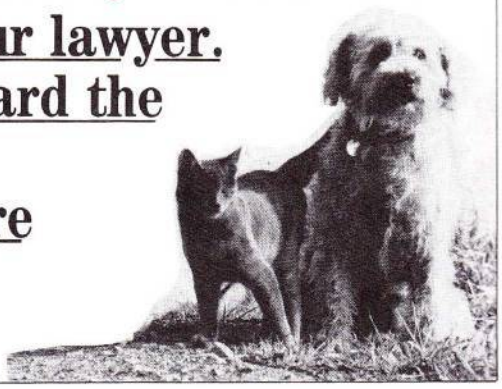


YOU DO WHAT YOU CAN, NOW

And, make sure that when you've gone, the work continues.

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

See your lawyer. Safeguard the things you care about, today.



SAVE THIS DATE!

The 10th Anniversary Humanitarian Awards Gala
to benefit
People for the Ethical Treatment of Animals

Saturday, September 15, 1990
The Willard
Inter-Continental Hotel
Washington, D.C.

Please join celebrities, political leaders and other distinguished guests to celebrate PETA's 10th Anniversary.

For more information, call Ilene Cohn at (301) 770-7444.

A Very Special Offer for PETA Members

Subscribe to **VEGETARIAN TIMES** magazine. You'll save $$ and get a copy of *Gourmet Vegetarian Feasts Cookbook* (retail value $9.95) free. PLUS we will give PETA $8.00 with every paid offer. Total retail value: $53.35. You pay only $19.95—a saving of 63%!

VEGETARIAN TIMES

Each issue of **VEGETARIAN TIMES** is packed with dozens of vegan and vegetarian recipes, plus information on health and humane living. This is our absolutely best offer ever and it's only for PETA members. Please act today.

❑ **YES,** Send me the next 12 issues of **VEGETARIAN TIMES** plus a free cookbook *and* make an $8 donation to PETA in my name. I enclose $19.95.

NAME ADDRESS

CITY STATE ZIP

MAIL TO: **VEGETARIAN TIMES,**
Dept. PETA, Box 446, Mt. Morris, IL 61054

TX28

POSITIONS AVAILABLE

PETA is currently recruiting staff with specific experience in organizing effective and successful animal rights programs. Necessary skills include:

- **Effective recruiting and motivating of volunteers.**
- **Leadership experience including public speaking, events organizing, etc.**
- **Proven experience in successful educational and activist campaigns.**

All vacancies are for our office which is located just outside of Washington, D.C. We offer an excellent benefit package. If qualified, please send résumé and cover letter to

Mike Rodman
PETA, P.O. Box 42516, Washington, DC 20015

AMERICAN EXPRESS: LEAVE HOME WITHOUT IT!

Do you want to support a company that condones cruelty? That's the question that thousands of American Express cardholders are asking themselves – and the answer is a resounding "no." By featuring fur in its catalogs, American Express' actions are – in the words of Oakland A's Manager Tony La Russa – "an implicit acceptance of all the abuses of animals that are represented by the fur industry."

The fur industry is built on animal cruelty – from the stifling, cramped cages that represent "life" for Arctic foxes, to the devastating leg-hold trap in which cats, minks and raccoons can slowly bleed to death. The world is waking up to these cruelties, and fur is now becoming an embarrassment, not a status symbol.

It is important that we all speak out loudly and clearly to companies such as American Express that are still creating a market for cruelty. To help stop the suffering, please take these actions now:

1 **CANCEL** your American Express account and tell the company why; then cut your card in two and send it to PETA to be used in our demonstrations.

2 **CALL** AmEx toll-free at 1-800-528-8000 and *politely* tell the operators to pass on the message that you want fur out of AmEx catalogs.

3 **WRITE AND CALL** Chairman of the Board James Robinson III, American Express, World Financial Center, American Express Tower, New York, NY 10285; (212) 640-3504.

4 **COPY** and distribute the leaflets on the back of this flier. (We've heard that activists are putting them into AmEx application holders, then sending in the postpaid, pre-addressed applications with "DROP FUR" scrawled across the form.)

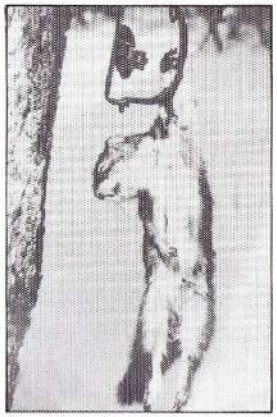
5 **TELL** everyone you know who has an AmEx card that they can help stop animal suffering by joining this international action.



As Tony La Russa wrote to American Express:

"Hopefully, you will change your policies and begin to care for and protect animals. . ."

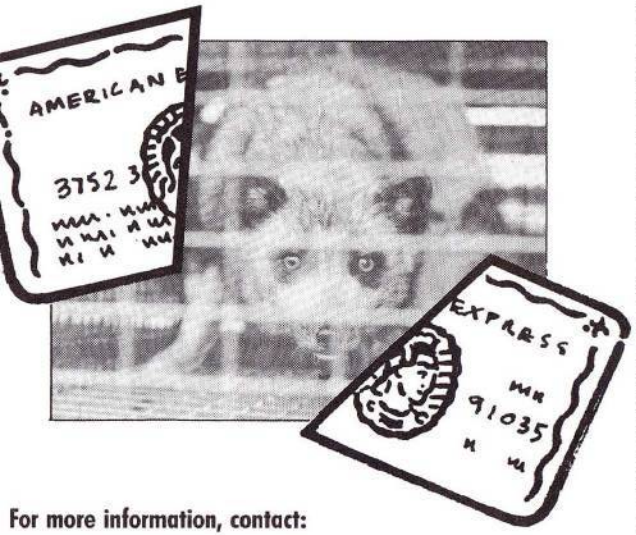
AMERICAN EXPRESS: LEAVE HOME WITHOUT IT!



Membership may have its privileges, but not for animals. American Express, ignoring the complaints of thousands of cardholders, continues to merchandise fur through its own catalogs.

Each year, millions of minks, foxes, raccoons, rabbits and other animals are trapped, drowned or beaten to death in the wild or electrocuted, gassed or injected with weed killer on fur farms, all in the name of vanity. Cruelty is one fashion statement we can do without.

Please consider these facts before acquiring or using an American Express card. Share your views with the company by calling 1-800-528-8000.

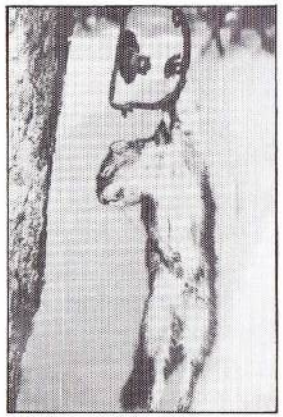


For more information, contact:

PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS,
P.O. Box 42516, Washington, DC 20015
(301) 770-7444

AMERICAN EXPRESS: LEAVE HOME WITHOUT IT!



Membership may have its privileges, but not for animals. American Express, ignoring the complaints of thousands of cardholders, continues to merchandise fur through its own catalogs.

Each year, millions of minks, foxes, raccoons, rabbits and other animals are trapped, drowned or beaten to death in the wild or electrocuted, gassed or injected with weed killer on fur farms, all in the name of vanity. Cruelty is one fashion statement we can do without.

Please consider these facts before acquiring or using an American Express card. Share your views with the company by calling 1-800-528-8000.

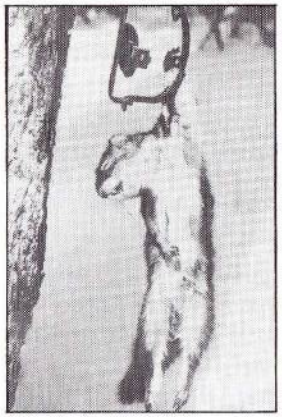


For more information, contact:

PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS,
P.O. Box 42516, Washington, DC 20015
(301) 770-7444

AMERICAN EXPRESS: LEAVE HOME WITHOUT IT!



Membership may have its privileges, but not for animals. American Express, ignoring the complaints of thousands of cardholders, continues to merchandise fur through its own catalogs.

Each year, millions of minks, foxes, raccoons, rabbits and other animals are trapped, drowned or beaten to death in the wild or electrocuted, gassed or injected with weed killer on fur farms, all in the name of vanity. Cruelty is one fashion statement we can do without.

Please consider these facts before acquiring or using an American Express card. Share your views with the company by calling 1-800-528-8000.



For more information, contact:

PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS,
P.O. Box 42516, Washington, DC 20015
(301) 770-7444

"These kids put such tender, loving care in these animals, they just taste so good."

Robert Littell, bidder at 4-H auction

LOVE FOR SALE

Every year children raise animals from birth in agricultural projects. The love and compassion that go into each calf, piglet or sheep is natural, and often a special bond is developed between the child and the young animal. Then the realization hits: this special friend is going to be killed, cut up and eaten. Although the natural reaction is one of extreme sadness and guilt, this feeling is quickly stifled as the children are initiated into the world of meat production.

Thanks to animal rights activists, a few children who sell their animals at auctions have had the opportunity to witness an unexpected but happy outcome for their animal friends. At the Montgomery County Fair in Maryland last August, PETA activists purchased a lamb as a sign of protest. The lamb is now living at PETA's eight-acre animal sanctuary at the Aspin Hill Memorial Park along with many other animals, including five sheep purchased at a previous auction. The lamb is a living symbol of goodwill toward the more than six billion animals killed and eaten by Americans every year.

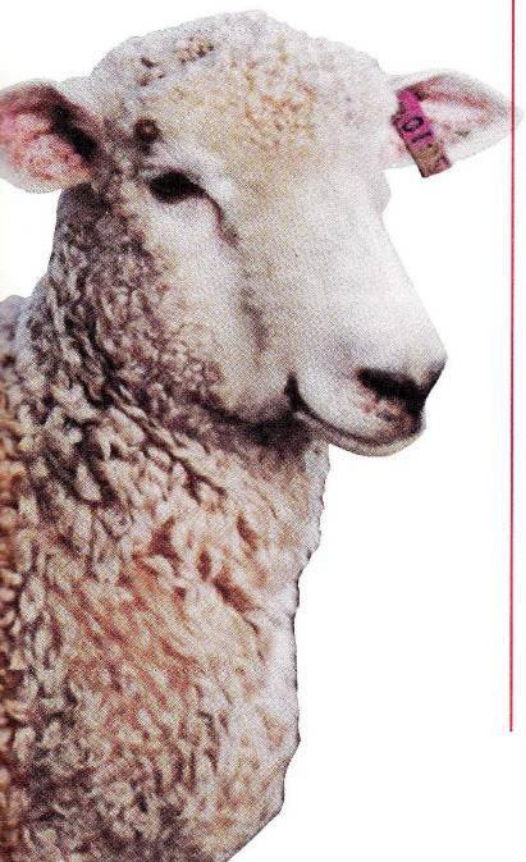
Friends of the Pig, an activist group of vegetarians in Maryland, also saved a life at an auction when they purchased Clover, a beautiful white pig. They dressed Clover in a "coat of compassion" sectioned into "Compassion," "Love" and "Thanks for Not Eating Me," to parody the practice of marking live pigs with the "cuts" of meat they will be made into at the slaughterhouse.

PETA's Vegetarian Campaign Coordinator Robin Walker said of the auctions, "4-H has some great programs, but this isn't one of them. Teaching children contradictory values about the treatment of animals steels their hearts. Every year, some kids break down when they obey the order to send their friends to their deaths. We want them to know they have every right to feel attached and loyal to these animals and that there are alternatives to smothering their feelings."

Murry Cohen, M.D., a New York psychiatrist, says, "What we are seeing is the repression of compassion. The ultimate outcome is an insensitivity to the suffering of others. It appears that there is no way to involve children in the selling of farm animals that does not do some damage to the child's capacity for empathy." ■



4-H's guidelines for children: "family farm," not factory farm; "health products," not drugs; and "process," not kill or slaughter.



–WHAT– YOU CAN DO

■ Call PETA's Outreach Department to obtain the phone number of the 4-H office in your state. Call them to find out which upcoming fairs are having live animal auctions.

■ PETA will supply you with all the materials you need (including fliers) to set up an information booth at the fair nearest you. The money you collect could save an animal's life – the minds you change could, too!

■ Remember, buying and selling animals for profit is bad for the environment, the animals and your health. Let your feelings travel – write letters to the editor and educate others.

What famous vegetarians have to say about animal slaughter:

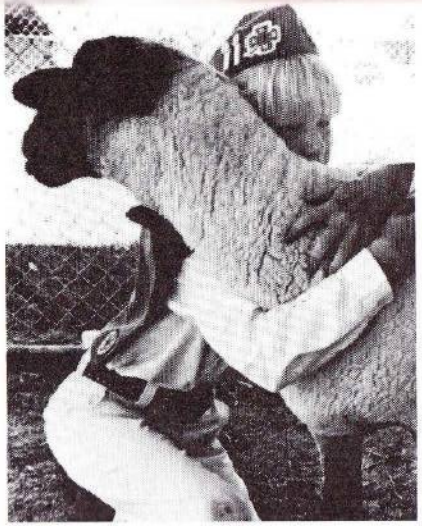
"As soon as I realized that I didn't need meat to survive or to be in good health, I began to see how forlorn it all is. Their hysteria and panic was something I shall never forget for the rest of my life."
– Cloris Leachman



"We don't eat anything that has to be killed for us. We've reached a stage where we really value life."
– Paul McCartney



"When -ever 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."
– Rue McClanahan



ISN'T IT TIME TO

STOP teaching young people to betray animals who trust and depend on them.

REMEMBER that animals are beings with feelings and individual personalities.

STOP supporting industries that think of animals as dinners on legs.

LEARN about vegetarianism, which is far more life-enhancing than meat-eating.

STOP putting greed before compassion.

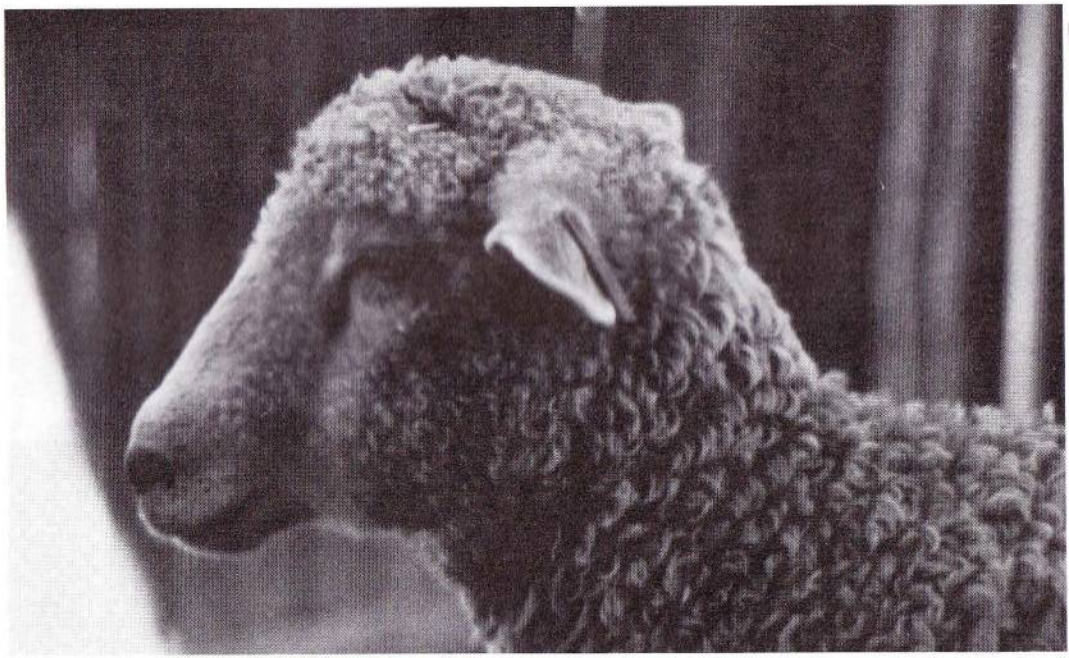
-WHAT- YOU CAN DO

- Help us stop the slaughter by speaking out against cruelty to animals in all its ugly forms.
- Donate a copy of *Diet for a New America* by John Robbins to your local library and put it on your own bookshelf to read and lend to friends.
- Write or call us today for more information and for a week's supply of easy, tasty vegetarian recipes, or to order a vegetarian cookbook.

For more information please contact

PETA
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
P O BOX 42516
WASHINGTON DC 20015
(301) 770-7444

WOULD YOU KILL YOUR BUDDY?



"This is Buddy. He plays with dogs and children, comes when called and will eat out of your hand. He has changed my life."

"I bought him at the San Fernando Valley fair in 1980 to save him from slaughter. There I met a girl whose lamb had gone to auction the day before. She couldn't stop crying. It was then 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 has raised, loved and cared for had been sold and knowingly sent to a frightening slaughterhouse that very night.

"I stopped eating meat. I could no longer eat my friends."

Carol Ann Magid, Canoga Park, Calif.

THE MEDICAL VERDICT ON DAIRY PRODUCTS:

Unhealthful

Osteoporosis – the loss of bone tissue – is comon in Western countries, particularly in women after menopause. The fear of osteoporosis has led many women to consume large quantities of milk and other dairy products. Increasing evidence shows, however, that it just doesn't work – milk drinkers get just as much osteoporosis as others do, perhaps even more. *Science* magazine of August 1, 1986, noted "the large body of evidence indicating no relationship between calcium intake and bone density." It turns out that too much protein in the diet is a big part of the problem. It actually causes calcium to be drawn out of the bones. Exercise and avoiding smoking and alcohol are also important.

But the problems with dairy products go far beyond their failure to prevent osteoporosis. There is evidence that dairy products may contribute to many health problems. A recent study linked dairy products to cancer of the ovary, which occurs in 1.5% of American women. The galactose sugar, which comes from the lactose in milk products, is also implicated in cataracts. Although there are other factors, such as excessive exposure to sunlight, which contribute to opacities of the lens, it has been suggested that exposure to galactose year after year causes damage to the lens as well. A detailed review of the subject published in 1982 showed that populations which consume large amounts of dairy products tend to have a much higher incidence of cataracts than populations which avoid dairy products.

There is yet another reason to avoid dairy products: milk proteins often elicit allergic responses. This is a separate problem from lactose intolerance, the inability to digest the milk sugar, which causes digestive disturbances in many blacks and Asians. Dairy allergy is a sensitivity to milk proteins, and is often manifested in a variety of ways, from respiratory problems, to canker sores, digestive disturbances and skin conditions. Pediatric allergists are alert to dairy allergy as one of the most common sensitivities in children. Adults with asthma or other respiratory problems often report improvement when they cut out dairy products.

Dairy products also contribute fat and cholesterol. Even vegetarians who include dairy products in their diets tend to have significantly higher cholesterol levels than do those who omit all animal products (vegans), and they subject themselves to more chemical contaminants in the process. As most consumers are aware, dairy cows are routinely given a variety of drugs, including antibiotics and hormones.

So quit the dairy habit. Have some soy milk on your breakfast cereal, and Tofutti instead of ice cream. Instead of looking to dairy products to supply calcium, include green leafy vegetables and beans in your regular menu (both are rich in calcium), or try calcium-fortified orange juice. Not only will the dairy cows and the veal calves (who are by-products of the dairy industry) thank you, your body will thank you, too.■

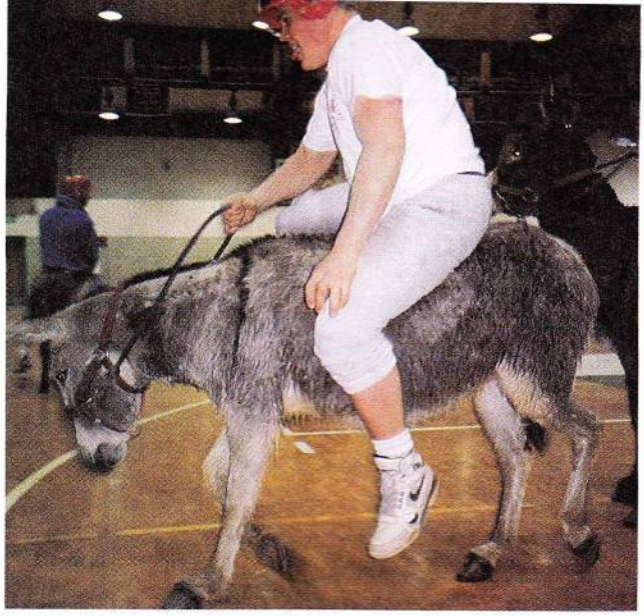
Did you know that heart attacks are almost unheard of at cholesterol levels below 150? Or that eighty percent of cancers are potentially preventable by factors you can control? Or that losing weight depends more on changing what you eat than how much you eat? Or that certain kinds of breakfast foods increase alertness during the day?

Dr. Neal Barnard, chair of the Physicians Committee for Responsible Medicine has published a new book, The Power of Your Plate, which examines the role of nutrition in health and illness. It is a fascinating yet concise guide to permanent weight control, preventing heart problems and cancer, the role of foods in mental acuity and other aspects of brain function, the evolution of the human diet and other timely topics.

In each chapter, Dr. Barnard draws on interviews with leading experts and the latest research to make a convincing case for the need to change our diet. Also included are tips to make changing one's diet easy and fun.



The Power of Your Plate **is available from the Physicians Committee for Responsible Medicine, P.O. Box 6322, Washington, DC 20015, for $11.90, postage paid.**



GETTING DONKEY BASKETBALL OFF THE COURT

EARLIER this year in Armonk, New York, a banner waved one day over Byram Hills High School that read, "Don't Be An ASS, Boycott Donkey Basketball!" James Hayes, student and PETA activist, had spearheaded a campaign that successfully stopped the senior class from hosting a donkey basketball game.

Each year, schools across the country use donkey basketball fund-raisers. The donkeys used for this purpose are commonly subjected to a variety of abuses. Inexperienced riders often push, pull, punch and kick the "uncooperative" animals, and the donkeys are often hit by poorly thrown basketballs. There are many "hidden" abuses as well. The donkeys spend much of their lives being shipped nationwide in cramped trailers, and food and water are often withheld from the animals during transit to prevent "accidents" from occurring in public places. Stress from frequent travel can weaken the donkeys' immune systems leaving them susceptible to a common and sometimes fatal respiratory disease known as "shipping fever pneumonia."

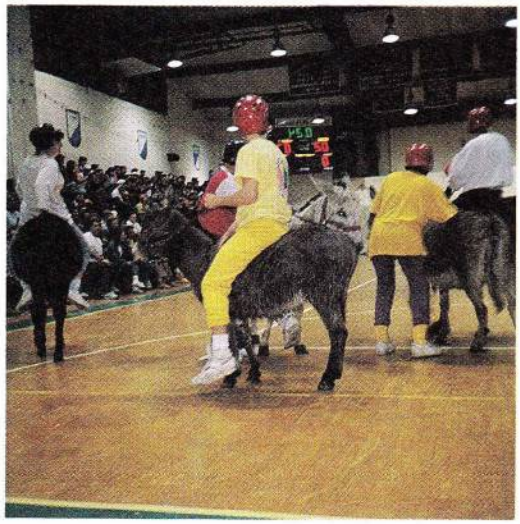
Humans can be and often are injured during these games. Riders may fall from donkeys' backs or pull the donkeys down on top of them. Both players and spectators may be kicked by frightened animals. Broken legs, arms and wrists and concussions have occurred.

Some states have passed or updated laws regarding donkey basketball. Recently, after hearing testimony from the Maine Animal Coalition (a PETA contact group), the Maine State Animal Welfare Board voted that donkey basketball is illegal under that state's anti-cruelty statute.

As the abuses in donkey basketball become better known, more and more "games" have been shut down. Recently, a donkey basketball game was prevented from occurring in Bedford, Ohio, and PETA helped to cancel a scheduled game in Litity, Penn.

Nothing comes without opposition, however. In a letter to PETA the Oakland, Maryland, chapter of Future Farmers of America stated, "We see no problem with the events you described...After all, Joseph and Mary rode into Bethlehem on a donkey, and no harm came to that donkey." In addition, the FFA chapter requested that we ride along with a donkey basketball business for 30 days to "see just how the donkeys are treated." PETA Investigator Mary Healey immediately contacted Buckeye Donkey Basketball, the contractor, but her request to travel with the group went unanswered.

By pointing out the cruelty the donkeys endure and the potential for human injury, we can successfully put an end to this mockery of a "sport." ■



(Above) Can you find the ass in this picture?



"Sports should be played with balls and bats, or basketballs, as I play with, but not animals. I would never recognize the exploitation of animals as sport."

James Donaldson, Dallas Mavericks spokesperson of Society for Texas Animal Rights.

-WHAT- YOU CAN DO

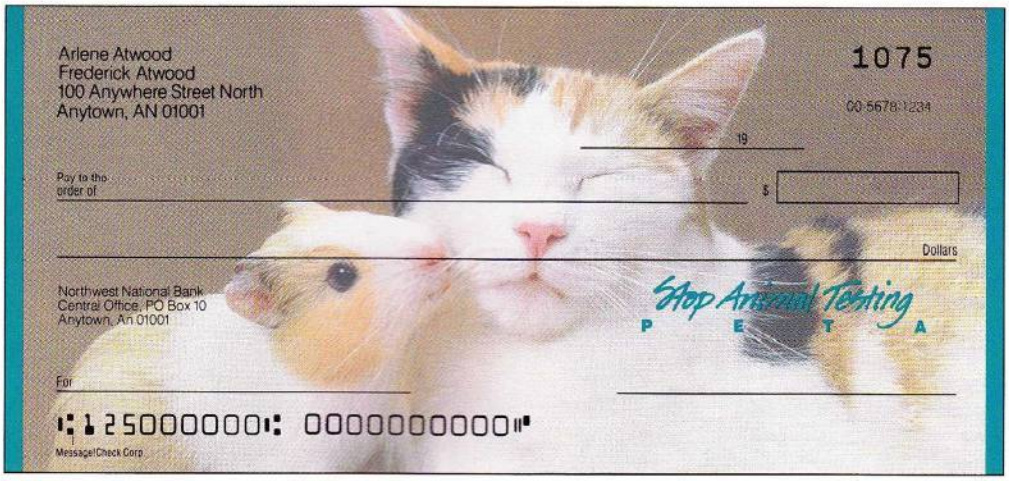
■ **If donkey basketball, or a variation (such as donkey softball) is scheduled for your area, meet with the organizers and, using this information, attempt to persuade them to cancel the event. Suggest an alternative such as a basketball or softball game between local celebrities or public officials.**

■ **Write to the editors of your local papers, informing the public of the abuses involved.**

Announcing the end of the *silent* check.

"Here's another way to give animals a voice. Every time you use your PETA Message!Checks you'll increase awareness of our critical work and also help us fund our programs to save animal lives."

Alex Pacheco
PETA Chairperson



A special offer for PETA members.
Now you can speak out with every check you write. You can tell those you do business with that you want ANIMAL TESTING STOPPED. You can show you are saying "NO" to products that cause pain and suffering. And "YES" to a compassionate and cruelty free society.

The startling facts.
If you're like the average PETA supporter, you wrote about 300 checks last year. And every last one of them was silent. Now, your checks can make a bold statement about where you stand. Your PETA checks will start discussions. And allow you to help others understand what PETA is all about.

Do they work?
Absolutely. Your PETA checks carry the same banking and personal information that's on your present checks. In fact, there's only one difference between these checks and the checks you're using now. The message.

PETA makes a buck.
Every time you order a supply of PETA checks, PETA makes $1.00. That may not seem like much, but remember all the other PETA supporters. Together, you are making a very big difference for PETA.

So get the word out.
Don't write another silent check. Not when you could be showing your support for PETA's actions.

To order the PETA check shown above, complete and return this form:

1. Select a check style: (single or duplicate) ☐ SINGLE $14.00 per 200 checks ..... ☐ DUPLICATE $14.95 per 150 checks (Carbonless copy)

2. Indicate shipping preference: ☐ FIRST CLASS Add $ 2.50 (Allow 2 weeks) ..... ☐ BULK MAIL No additional charge (Allow up to 4 weeks)

3. Attach all 3 of the following to this form:

- Re-order form from present check supply OR voided check with a starting number indicated for your new order.
- Deposit ticket from the same account.
- Payment check payable to Message!Check Corp.

4. Daytime phone where you can be reached: ( ) .....
Area Code Number

5. Mail to: Message!Check® Corp., 911 East Pike, PO Box 3206 PETA-2, Seattle, WA 98114

Sorry, Canadian and stub style checks are not available. WA residents add 8.1% sales tax. Questions? Call (206) 324-7792. © Message!Check Corporation, 1990

GOOD INTENTIONS ARE NOT GOOD ENOUGH – ACT NOW



FREE THE SILVER SPRING MONKEYS

■ **Send a dime to First Lady Barbara Bush to help free these poor primates, who have now been in captivity for ten years; NIH is again preparing to experiment on them.**

■ **Contact your U.S. Senators and Congresspeople and ask them to speak to Mrs. Bush concerning these animals.**

See page 8 for full details about what you can do.

NOT A PRETTY SIGHT

■ **If you see animal cruelty on TV or in films – make your voice heard. Companies *do* take notice of viewers' protests. Please send us details about what you saw, too.**

CRUELTY-FREE PRODUCTS

■ **Make sure your cosmetics and household products are cruelty-free – write or call for PETA's list of companies that *do* test their products on animals and those that *don't*.**



SAY HELLO TO A CROW

■ **Write Mayor Dennis Nelson at the Yuba City Hall, 2040 C St., Yuba City, CA 95991 or call him at (916) 741-4609 and tell him that if he absolutely must attempt to remove the crows, he should seek safe, alternative methods.**

See page 18 for full details about what you can do.

AMEX ACTION PACK

Pull out the AMEX Action Pack, and take action now!

ONCE A DAY

■ **Make a call for the animals! Send an s.a.s.e. for PETA's 'Once a Day, Once a Week' brochure, packed with suggestions for local action.**

MEAT-FREE AMERICA

■ **A vegetable-based diet benefits animals, the environment and your health! Write or call for PETA's free recipe cards, cookbook list and nutritional information.**

LOVE FOR SALE

■ **Copy and distribute the 4-H fliers enclosed in this issue.**

See page 23 for full details about what you can do.



PETA

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

Postage required unless mailed by PETA

Address correction requested

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

Spread the news: please pass extra and finished copies to a friend.