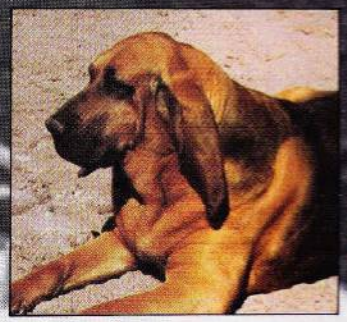
PETA NEWS



ALF Rescue Dog Passes Away

ONE POUND OF CHICKEN CONTAINS:

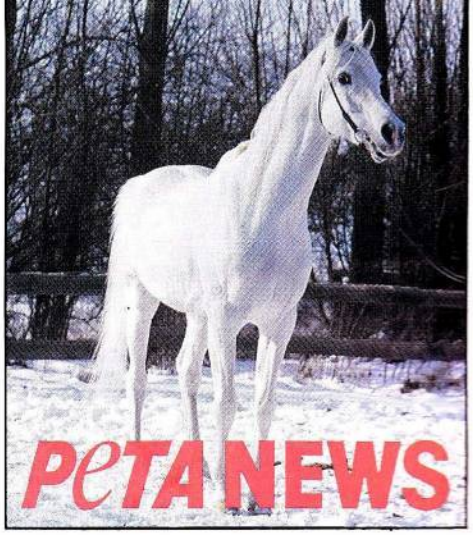
400 mg. of cholesterol

No fiber

More pain and suffering for animals than you can imagine

Inside: a Pull-out Guide to Healthy Eating

MARCH/ APRIL 1990
Vol.5 No.2
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS



Dear PETA Supporter,

Working at PETA you get used to battling against enormous odds, towering corporate giants, even the most arrogant of government agencies. Sometimes we yell the news of a victory down the corridors, as when Antonovich furriers filed for bankruptcy and Avon stopped animal tests.

There are also hard blows. The hardest this year has been NIH's disgusting treatment of Billy, the gentlest of the Silver Spring monkeys. After neglecting him to the point of death, NIH marched into court to demand permission to sink electrodes into Billy's brain and kill him. Billy, who used to lie happily in my arms and who DESERVED a few years of happiness in a sanctuary, was killed by NIH on January 14.

On the same day, the Animal Liberation Front broke into the University of Pennsylvania offices of Adrian Morrison. Morrison, who mutilates cats, has continued to fight to reinstate Silver Spring monkey experimenter Edward Taub and, as you'll read in this PETA NEWS, has helped NIH "exonerate" Texas experimenter John Orem. The ALF removed documents that will help establish the deep-seated corruption of the anti-animal-Nazis, when their history is written.

In the end, we WILL win. With PETA members actively working for animals, that time will come sooner. Thank you for your work and your support.

Alex Pacheco

Alex Pacheco
Chairperson

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How do we judge individuals who break laws to save lives? Renowned philosopher Peter Singer challenges us to recognize that socially sanctioned atrocity is still atrocity, and that the critical moral decisions that face each of us are clearer when compassion is our guide.

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A TRIBUTE TO GOOFY

Five years after her liberation from the notorious City of Hope laboratory by the Animal Liberation Front, a lucky dog is remembered by the humans who loved her.

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AM I BLUE?

A lonely equine neighbor reminds Alice Walker, the acclaimed author of *The Color Purple*, how we exaggerate the *otherness* of species, races and genders not our own, but how much the same we all are under the skin.



"Isn't this when we started giving tours of the plant?"

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STOPPING CRUELTY TO CHICKENS

No, chickens aren't vegetables – but we treat them worse than if they were. The ugly truth behind chicken factories, and what *you* can do to change it.

PETA NEWS

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SPECIAL INSERT

THE GUIDE TO HEALTHY EATING

It really isn't hard to change deadly habits into healthy ones. The Physicians Committee for Responsible Medicine walks you through the process, with nutritional and psychological tips, as well as delicious recipes.

PLUS updates on the Compassion Campaign, the Fur is Dead Campaign and Research and Investigations.

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.

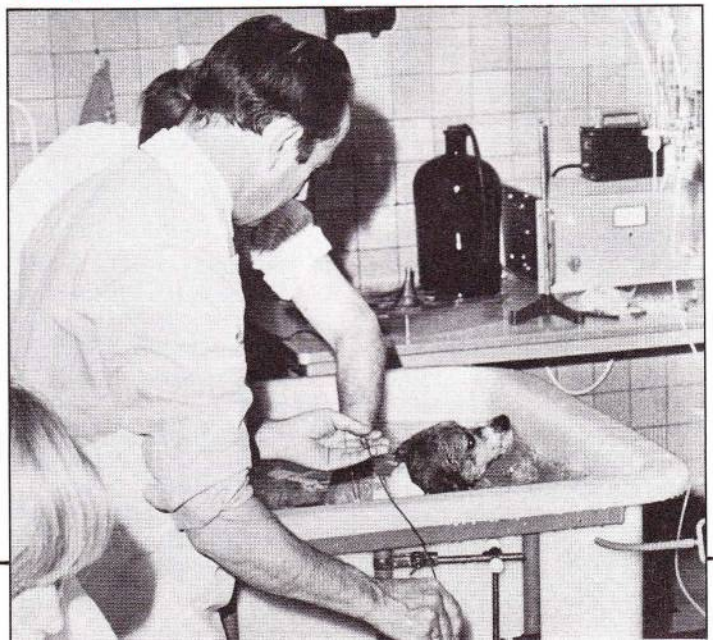


The Weiner Library

WHAT'S YOUR VERDICT?

By Peter Singer

The Nazis often moved from animal to human experiments, as in Dr. August Hirt's mustard gas tests, which began on dogs at the Reich University of Strasbourg and led directly to the gruesome deaths of prisoners at the Natzweiler concentration camp. Survival experiments in which animals and then Jewish prisoners were submerged in icy water (*above*) are now repeated in laboratories using dogs (*below*).



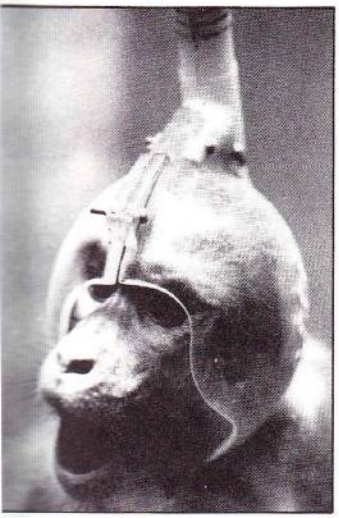
In 1939 Otto Schmidt was working as a laboratory assistant at a distinguished medical research institute in Germany. He learned, through chance remarks and his own observation, that another unit of the institute was receiving mentally retarded patients from a nearby asylum, and using them as research subjects. The patients were exposed to various poisonous gases, including nerve gas, and then forced to continue walking up and down an inclined ramp. They frequently vomited and showed other symptoms of illness; but if they stopped, they were beaten with sticks. After a few days, most patients died from the poisonous gases they had inhaled; the remainder were put to death.

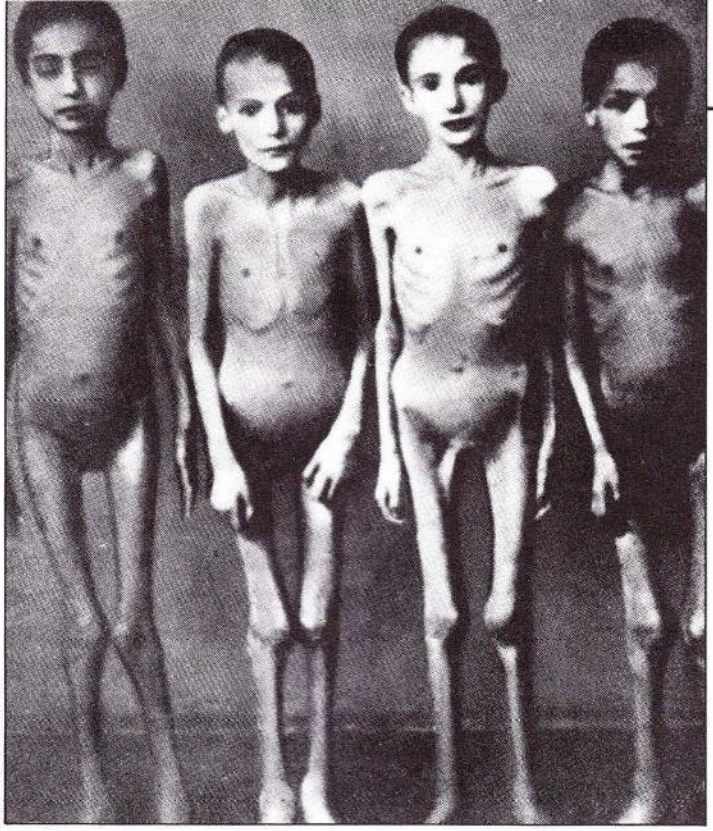
Schmidt was horrified by his discovery. At first he assumed that the scientists carrying out this research were doing so without authority, and that if the authorities were informed, it would be stopped. But his initial attempts to act on this assumption failed when the director of the institute made it clear that he had special permission from the highest levels to carry out this research "in the interests of the German soldier, who may again be exposed to chemical warfare." Schmidt attempted to contact these higher authorities, but he received no response. He also tried to alert the relatives of the patients, but his inquiries revealed that only patients who had no contact with relatives were selected for the experiments.

There was little more,

If you are neutral in situations of injustice, you have chosen the side of the oppressor. If an elephant has his foot on the tail of a mouse and you say that you are neutral, the mouse will not appreciate your neutrality.

BISHOP DESMOND TUTU





The Weiner Library

Joseph Mengele's unspeakable experiments on human twins. For the animals, Mengele still lives. Atrocities to nonhuman beings are atrocities no less.

legally, that Schmidt could do, but the experiments were continuing, and he could not simply forget about them. Therefore he decided on the only course of action he could think of that stood a chance of stopping the experiments. The unit conducting the experiments was housed in a separate, and specially equipped, building. Otto obtained a supply of petrol and set fire to the building. His plan was entirely successful; the building was destroyed, and, because of shortages of resources at the time, never rebuilt. No further experiments with poisonous gases were conducted at that research institute.

What attitude should we take toward what Otto Schmidt did? In criticism of his actions, it might be argued that he broke the law of his own country. Although he had certainly attempted to use legal channels to stop the research, it could not be said that he had exhausted all legal channels, since he had not received a definite and final response to his letters to higher authorities. It may also be said that Schmidt caused the destruction of a costly scientific research facility and stopped a scientific research project that was adding to our knowledge about the capacities of human beings to continue working after exposure to harmful chemicals. Schmidt was not qualified, it might plausibly be asserted, to assess the scientific value of this work, nor its importance to the German Army.

Yet I do not think many of us will find these criticisms convincing. Schmidt was witnessing an atrocity. While the subjects of the experiments were suffering every day, he could not be expected to wait indefinitely for an official response, especially since this response might well be that the project should continue. As for the claim that Schmidt was not qualified to judge the value of the project, in this particular situation it seems clear that the project was unjustifiable. Schmidt did indeed use his own moral judgment on this matter, but his judgment was sound. For this and also, of course, for his personal courage, he deserves not criticism, but the highest praise.

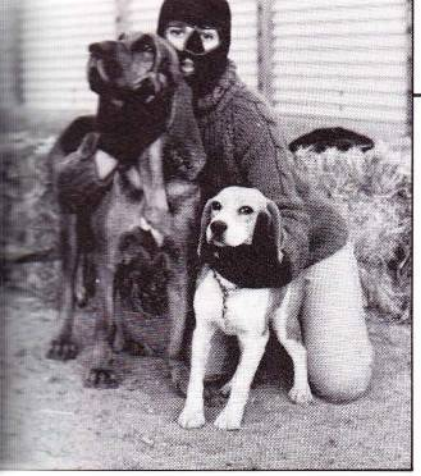
Now consider a more recent incident:

At a prestigious research institute in the United States, monkeys were trained to run in a cylindrical treadmill. The monkeys received electric shocks unless they kept the treadmill moving. Once the monkeys had completed initial training at keeping the treadmill in motion, they were subjected to varying doses of radiation. Monkeys receiving the higher doses vomited repeatedly. They were then put back into the treadmill to measure the effect of the radiation on their ability to keep it moving. During this period, if a monkey did not move the treadmill for one minute, shock intensity was increased to 10 mA. (This is an intense electric shock, causing severe pain.) Some monkeys continued to vomit while in the treadmill. The irradiated monkeys took up to five days to die.

Animal liberationists learned that the institute was conducting these experiments. For several years they protested against them through a variety of legal channels, without success. Then an animal activist – let us call her Olivia Smith – succeeded in entering the laboratory in which these experiments were carried out and caused such damage to the laboratory and its equipment that the experiments were stopped and were not resumed.

Otto Schmidt and Olivia Smith are imaginary, as are the German experiments I described. But I did not invent the experiments on monkeys. My account is drawn from a paper entitled "Effects of Mixed Neutrongamma Total-body Irradiation on Physical Activity Performance of Rhesus Monkeys," published in *Radiation Research* in 1985. The experiment took place at the Armed Forces Radiobiology Institute in Bethesda, Maryland. As far as I am aware, similar experiments are still continuing.

Peter Singer is director of the Centre for Human Bioethics, Melbourne, Australia, and is the author of **Animal Liberation.**



Who was that masked (wo)man who rescued Goofy? This ALF member told reporters, "I think I am a pretty normal person. I have a job, a house, a mortgage. I also have a personal responsibility for what society does to animals. It is as if I were living in Nazi Germany and in my town there was a Buchenwald and I knew it and I did nothing."

A TRIBUTE TO GOOFY

In 1984 members of the Animal Liberation Front (ALF) forced their way into the City of Hope's filthy laboratory on the outskirts of Duarte, California. Inside they found more than 30 dogs, all but two of them beagles, huddled in their own excrement on wet concrete; rabbits and mice with eye and skin infections; and cats in cages littered with hair and feces.

When the ALF left the building they took with them 115 animals and records showing that dozens of animals had suffocated in their own vomit or bled to death unattended after surgery – a discovery that allowed PETA to campaign successfully to cut off more than $5 million in funding to the lab.

This is what actually happened to one of the dogs the ALF found that night:



Always aware of her past, Goofy loved each moment of her life. The ALF removed the animals and the evidence, autopsy records, which proved gross neglect.

City of Hope Death Records:

Dog #56:
Suffocated in his own fecal matter

Dogs #34, 37, 193:
Died of exsanguination (bled to death)

Dog #173:
Plug inserted too far perforated his lung

Dog #188:
Plastic mass found in intestine

Dog #103:
Anesthesia overdose

Dog #101:
Died after a "routine injection"

Dog #70:
Died after a routine bronchial washing

Dogs #97, 176:
No known cause or noticed symptoms

Dogs #171, 189:
Died of overcrowding/bite wounds

To Whom It May Concern:

A few days ago a dog died a quiet death at the country home she shared for five years with her human and animal companions. We are writing to notify and thank those responsible for bringing her to us and to tell you a little about her and her last years, because our dog was rescued from a laboratory by the ALF. When she first arrived she was emaciated, was covered with large tumors and had just delivered a litter of puppies who had died. She would huddle in the corner and shake and was described by the vet as being "in a state of extreme depression." There was concern as to whether she would live, but we named her anyway… Helen, for Helen of Troy. Although she improved physically and emotionally, she remained terrified of certain gestures. For example, if someone raised a broom or rake too quickly, she would fall to the ground and cringe and even howl in fear. She was a little territorial about food, and if someone brought out a hose she would run away and hide. But she would also run three quarters of a mile down our country lane each afternoon to wait at the gate for her friend coming home from work.

She touched the hearts of everyone that ever met her and grew to be a trusting, gentle and protective member of our family. Gradually the clown in her personality surfaced and the nickname Goofy began to stick.

Her death was peaceful, and many people old and young will miss her and hold happy memories of Goofy.

We learned much from her courage, loyalty and loving ways. Thank you so much; our lives are much enriched for having known this exceptional and endearing creature.

Sincerely,

The family and friends of Goofy

GERALDINE

Recently we received a letter containing news about Geraldine, a grey cat rescued by the ALF from the University of Pennsylvania in 1984.



Geraldine's "cannula cap" was too badly implanted – removal would have been fatal.

Dear PETA,

My sister and I adopted Geraldine after a veterinarian removed the electrode in her head. She was left with a hole in her head that abscessed for several years causing constant infections that were treated with many different kinds of antibiotics. Also, as a result of the experimentation she still has wires throughout her body that could not be removed because her organs grew around them. She has violent nocturnal seizures and takes prescribed medication, phenobarbital, to help control the seizures. In the past year her head has healed over and she is not getting the infections. She still has seizures when sleeping and awakes in a confused state, but they are less frequent.

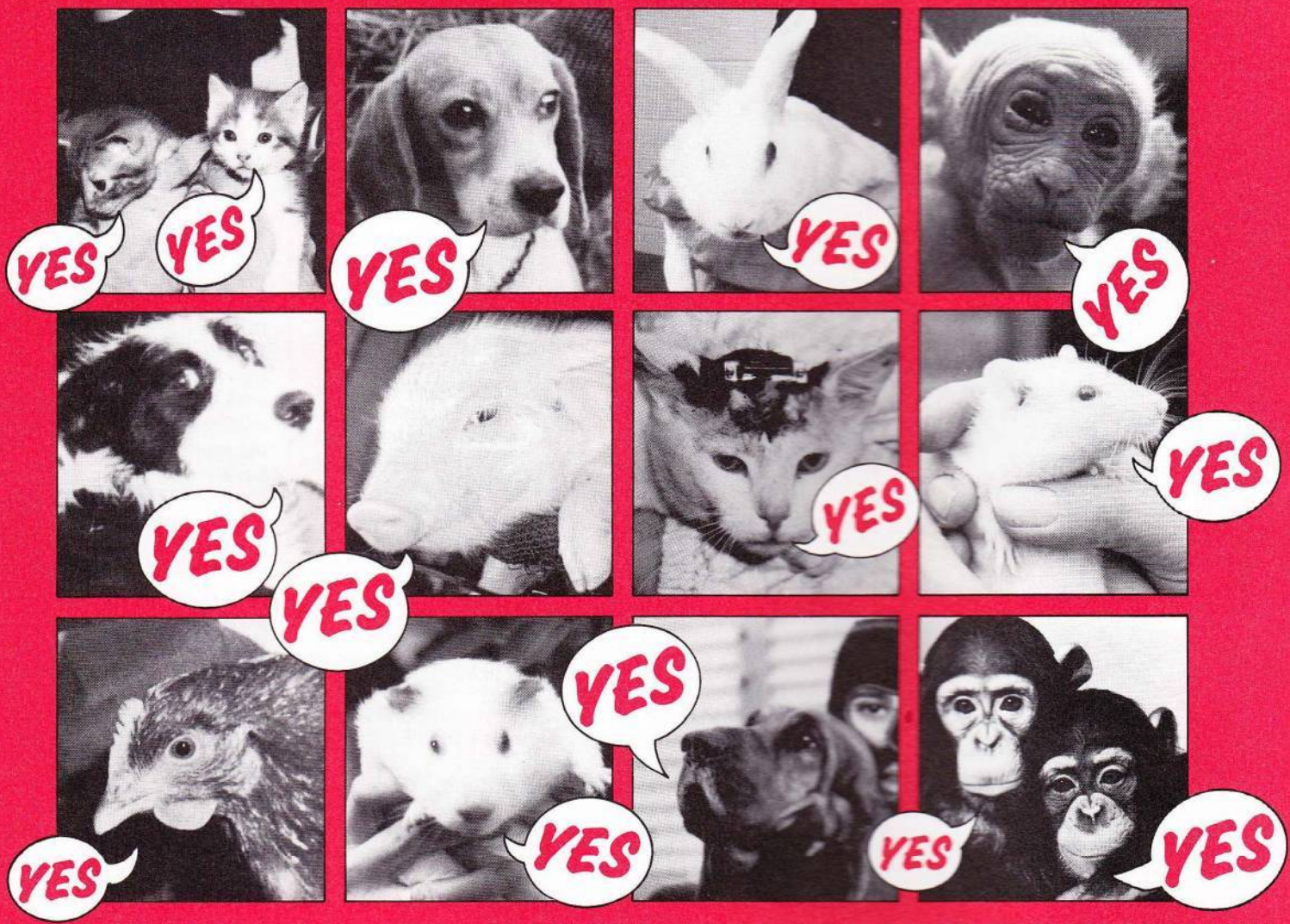
Geraldine is very happy with her new life. She is affectionate, smart and playful. She is strictly an indoor cat. She still has a fear of metal cages like those in a lab, so I try to avoid having her stay overnight at the veterinarian's and would never board her in a facility with cages.

I am a member of PETA and am against animal experimentation.

Anonymous

DO YOU SUPPORT THE ANIMAL LIBERATION FRONT?

YES OR NO

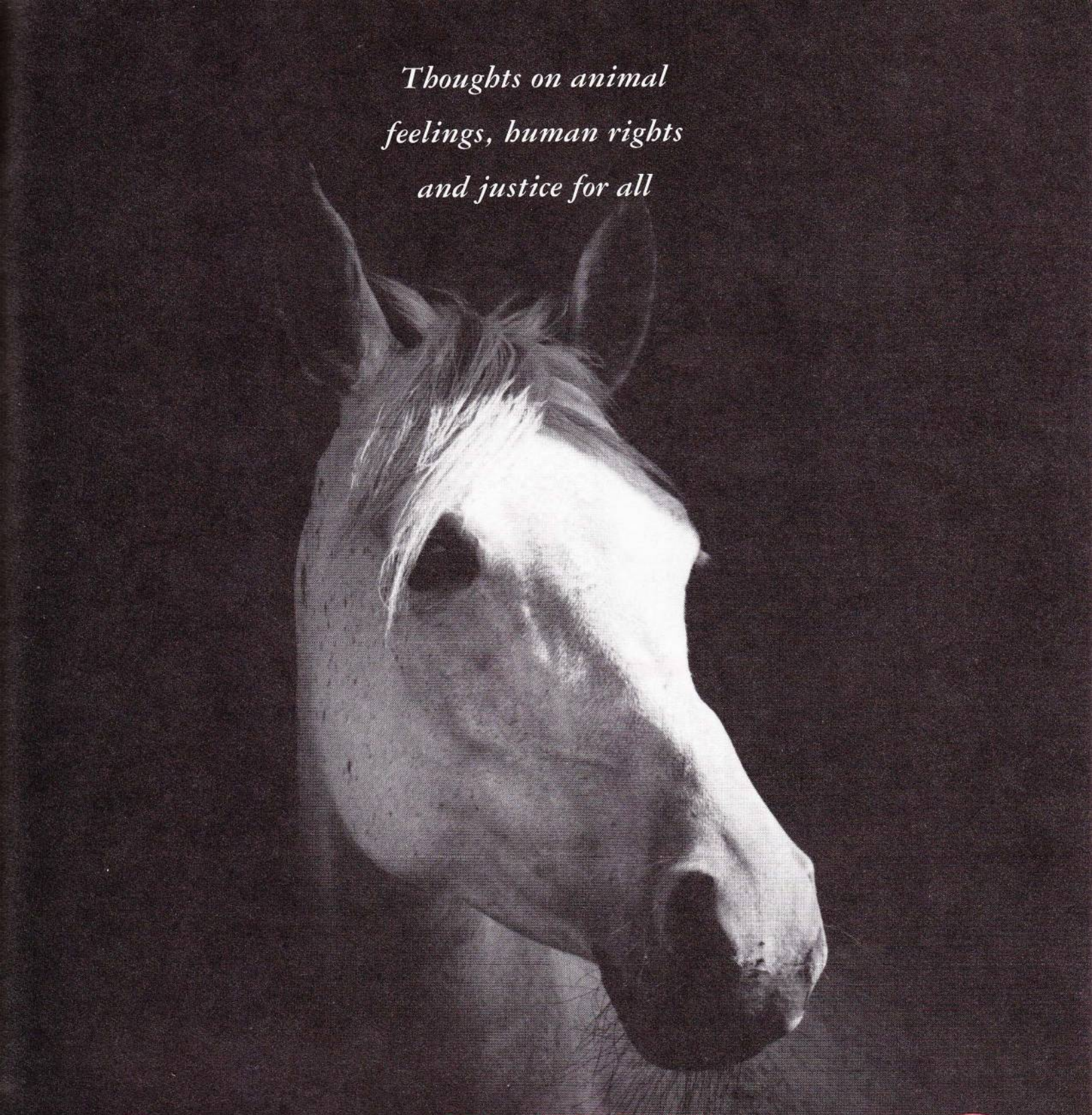


ALL THESE ANIMALS WERE RESCUED BY THE ANIMAL LIBERATION FRONT

ALF CREDO

- **To rescue animals from persecution by removing them from farms and laboratories, etc.**
- **To economically sabotage the industries of animal exploitation.**
- **No action should harm, or seek to harm, human or animal life.**

Thoughts on animal feelings, human rights and justice for all



Am I Blue?

Ain't these tears in these eyes tellin' you?

by Alice Walker

Gary Ness



Bruce Coleman

Am I Blue?...

For about three years my companion and I rented a small house in the country that stood on the edge of a large meadow that appeared to run from the end of our deck straight into the mountains. The mountains, however, were quite far away, and between us and them there was, in fact, a town. It was one of the many pleasant aspects of the house that you never really were aware of this. It was a house of many windows, low, wide, nearly floor to ceiling in the living room, which faced the meadow, and it was from one of these that I first saw our closest neighbor, a large white horse, cropping grass, flipping its mane, and ambling about – not over the entire meadow, which stretched well out of sight of the house, but over the five or so fenced-in acres that were next to the 20-odd that we had rented. I soon learned that the horse, whose name was Blue, belonged to a man who lived in another town, but was boarded by our neighbors next door. Occasionally, one of the children, usually a stocky teenager, but sometimes a much younger girl or boy, could be seen riding Blue. They would appear in the meadow, climb up on his back, ride furiously for 10 or 15 minutes, then get off, slap Blue on the flanks, and not be seen again for a month or more.

There were many apple trees in our yard, and one by the fence that Blue could almost reach. We were soon in the habit of feeding him apples, which he relished, especially because by the middle of summer the meadow grasses – so green and succulent since January – had dried out from lack of rain, and Blue stumbled about munching the dried stalks half-heartedly. Sometimes he would stand very still just by the apple tree, and when one of us came out he would whinny, snort loudly, or stamp the ground. This meant, of course, I want an apple.

It was quite wonderful to pick a few apples, or collect those that had fallen to the ground overnight, and patiently hold them, one by one, up to his large, toothy mouth. I remained as thrilled as a child by his flexible dark lips, huge, cube-like teeth that crunched the apples, core and all, with such finality, and his high, broad-breasted enormity; beside which I felt small indeed. When I was a child, I used to ride horses, and was especially friendly with one named Nan until one day I was riding and my brother deliberately spooked her and I was thrown, head first, against the trunk of a tree. When I came to, I was in bed and my mother was bending worriedly over me; we silently agreed that perhaps horseback riding was not the safest sport for me. Since then I have walked, and prefer walking to horseback riding – but I had forgotten the depth of feeling one could see in horses' eyes.

I was therefore unprepared for the expression in Blue's. Blue was lonely. Blue was horribly lonely and bored. I was not shocked that this should be the case; five acres to tramp by yourself, endlessly, even in the most beautiful of meadows, cannot provide many interesting events. No, I was shocked that I had forgotten that human animals and non-human animals can communicate quite well; if we are brought up around animals as children we take this for granted. By the time we are adults we no longer remember. However, the animals have not changed. It is their nature to express themselves. And they do. And, generally speaking, they are ignored.

> **"Animals can communicate quite well, and they do. And generally speaking they are ignored."**

After giving Blue the apples, I would wander to the back of the house, aware that he was observing me. Were more apples not forthcoming then? Was that to be his sole entertainment for the day? My partner's small son had decided he wanted to learn how to piece a quilt; we worked in silence on our respective squares as I thought ...

Well, about slavery: about white children, who were raised by black people, who knew their first all-accepting love from black women, and then, when they were 12 or so, were told that they must "forget" the deep levels of communication between themselves and "mammy" that they knew. Later they would be able to relate quite calmly, "My old mammy was sold to another good family." "My old mammy was ----- -----." Fill in the blank. Many more years later the same person would say: "I can't understand these Negroes, these blacks. What do they want? They're so different from us."

And about the Indians, considered to be "like animals" by the "settlers" (a very benign euphemism for what the settlers actually were), who did not understand their description as a compliment.

And about the thousands of American men who marry Japanese, Korean, Filipina, and other non-English-speaking women and of how happy they report they are, "blissfully," until their brides learn to speak English, at which point the marriages tend to fall apart. What then did the men see, when they looked into the eyes of the women they married, before they could speak English? Apparently only their own reflections.

I thought of society's impatience with the young. "Why are they playing the music so loud?" Perhaps the children have listened to much of the music of oppressed people their parents danced to before they were born, with its passionate but soft cries for acceptance and love, and they have wondered why their parents failed to hear.

I do not know how long Blue had inhabited his five beautiful, boring acres before we moved into our house; a year after we had arrived he was still there.

But then, in our second year at the house, something happened in Blue's life. One morning looking out the window at the fog that lay like a ribbon over the meadow, I saw another horse, a brown one, at the other end of Blue's field. Blue appeared to be afraid of it, and for several days made no attempt to go near. We went away for a week. When we returned, Blue had decided to make friends and the two horses ambled or galloped along together, and Blue did not come nearly as often to the fence underneath the apple tree.

When he did, bringing his new friend with him, there was a different look in his eyes. A look of independence, of self-possession, of inalienable horseness. His friend eventually became pregnant. For months and months there was, it seemed to me, a mutual feeling between me and the horses – of justice, of peace. I fed apples to them both. The look in Blue's eyes was one of unabashed "this is itness."



Bruce Coleman

It did not, however, last forever. One day, after a visit to the city, I went out to give Blue some apples. He stood waiting, or so I thought, though not beneath the tree. When I shook the tree and jumped back from the shower of apples, he made no move. I carried some over to him. He managed to half-crunch one. The rest he let fall to the ground. I dreaded looking into his eyes – because I had of course noticed that Brown, his partner, had gone – but I did look. If I had been born into slavery, and my partner had been sold or killed, my eyes would have looked like that. The children next door had explained that Blue's partner had been "put with him" (the same expression that old people in the South used when speaking of an ancestor during slavery who had been impregnated by her owner) so that they could mate and she conceive. Since that was accomplished, she had been taken back by her owner, who lived somewhere else.

Will she be back? I asked.
They didn't know.

> **"He looked at me, it was a look so piercing, so full of grief, a look so human."**

Blue was like a crazed person. Blue *was*, to me, a crazed person. He galloped furiously, as if he were being ridden, around and around his five beautiful acres. He whinnied until he couldn't. He tore at the ground with his hooves. He butted himself against his single shade tree. He looked always and always toward the road down which his partner had gone. And then, occasionally when he came up for apples, or I took apples to him, he looked at me. It was a look so piercing, so full of grief, a look so human, I almost laughed (I felt too sad to cry) to think there are people who do not know that animals suffer. People like me who have forgotten, and daily forget, all that animals try to tell us. "Everything you do to us will happen to you; we are your teachers, as you are ours." There are those who never once have even considered animals' rights: those who have been taught that animals actually want to be used and abused by us, just as small children "love" to be frightened, or women "love" to be mutilated and raped.... They are the great-grandchildren of those people who honestly thought, because someone taught them this: "Women can't think," and "niggers can't faint." But most disturbing of all, in Blue's large brown eyes was a new look, more painful than the look of despair: the look of disgust with human beings, with life; the look of hatred. And it was odd what the look of hatred did. It gave him, for the first time, the look of a beast. And what that meant was that he had put up a barrier within to protect himself from further violence; all the apples in the world wouldn't change that fact.

And so Blue remained, a beautiful part of our landscape, very peaceful to look at from the window, white against the grass. Once a friend came to visit and said, looking out on the soothing view: "And it *would* have to be a *white* horse; the very image of freedom." And I thought, yes, the animals are forced to become for us merely "images" of what they once so beautifully expressed. And we are used to drinking milk from containers showing "contented" cows, whose real lives we want to hear nothing about, eating eggs and drumsticks from "happy" hens, and munching hamburgers advertised by bulls of integrity who seem to command their fate.

As we talked of freedom and justice one day for all, we sat down to steaks. I am eating misery, I thought, as I took the first bite. And spit it out.

"Am I Blue?" from **Living By the Word,** *copyright 1988 by Alice Walker.*

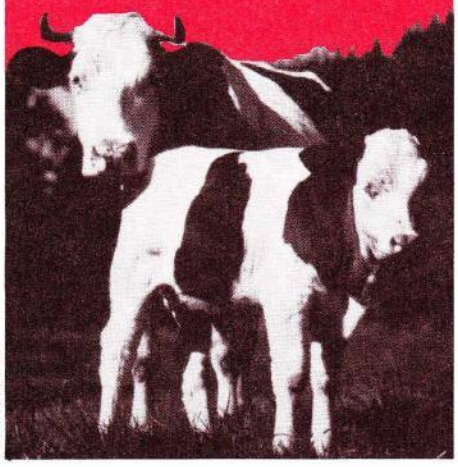


E. Loren Soderberg

Alice Walker is the best-selling author of *The Color Purple* and *In the Temple of My Familiar.*

MEAT IS MURDER

Heifer whines could be human cries
closer comes the screaming knife
this beautiful creature must die
a death for no reason
and death for no reason is MURDER
and the flesh you so fancifully fry
is not succulent, tasty or nice
it's death for no reason
and death for no reason is MURDER
Lyrics by The Smiths



Bruce Coleman

STOPPING CRUELTY TO CHICKENS



Compassion in World Farming



FROM SHELL TO HELL

Do you know what shams those smiling chicken pictures in supermarkets are? More than four billion chickens in America each year do not have a single happy moment in their lives. They go immediately from shell to hell.

I know chickens are capable of happiness because of a little tan and yellow hen named Butterscotch. When I visit her farm, she runs down the path to meet me and makes little hops up and down at my feet until I pick her up. Then she snuggles into my arms, contented as any cat I've ever held, and looks up at me as if to say, "Isn't this cozy?" Occasionally when I fill in on farm chores Butterscotch leads the way, a perky, knowing little guide.

She has taught me that chickens are sensitive individuals with their own special intelligence. She's one of the main reasons I'm a vegetarian.

Sadly, modern chickens today live not on farms but in factories. Worse, the Animal Welfare Act does not cover animals in meat factories.

Male hatchlings are thrown away – half a million each day peck and peep their way out of their shells into the world, only to be tossed into large plastic bags to suffocate in a pile of their dying brothers. Female chicks' sensitive upper beaks are seared off with a hot blade. Some also lose parts of their tiny faces or tongues in the process. No matter. No being on earth is more expendable than a factory chicken.



FACTORY FARMING

Today's egg factories hold from 25,000 to three million hens each. Four or five of them are crammed into each 12- by 18-inch wire battery cage. At the Hainsworth Farm in Mt. Morris, New York, four to five adult chickens live jammed into cages one foot square.

T*he Guide to Healthy Eating* **contains information about nutrition, tips on the psychology of changing long-standing eating habits, and the latest nutrition research news. Designed to teach readers practical and effective steps toward achieving optimal nutrition,** *The Guide* **focuses on a low-fat, high-fiber diet. Feature articles address timely topics including permanent weight control, cholesterol-lowering diet and the controversy over the calcium-osteoporosis connection.**

The Guide **highlights healthy foods. Each bi-monthly issue is packed with recipes for delicious low-fat cholesterol-free pasta entrees, meatless chilis, calcium-rich vegetables, bean dishes and healthy fare for special occasions.**

Guide to HEALTHY EATING

PUBLISHED BY THE PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE



TRANSITIONAL FOODS

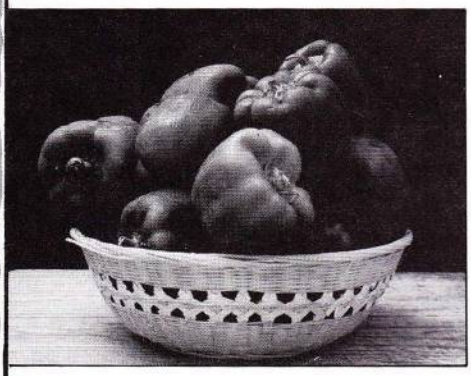
There is, in psychological theory, the concept of transitional objects. A transitional object is something that helps ease the pain of a major change. For children, for example, a teddy bear helps in the transition to independence. As children venture away from their parents, their teddy bears help them carry a semi-companion with them until they feel more secure.

There are what we might call transitional foods as well. These are foods that help us make the switch from high-fat meat and dairy products to healthier foods. They simulate the taste and texture of the offending foods, while actually containing none at all.

These products generally substitute vegetable protein for animal protein. Some contain more vegetable oil than is desirable over the long term; hence the term "transitional" foods. Their value is in

their ability to help us cut down on meat products and cholesterol. You will find that these foods allow a range of options and help you to think more broadly about the kinds of food available to you. Transitional foods provide a lot of help when you are leaving behind old favorites, confronting urges to compromise your resolve, or entertaining friends who are eating in particularly unhealthy ways.

Larger grocery and health-food stores carry many of these foods, ranging from soy hot dogs to mock chicken to non-meat "ground beef." It is intriguing to see the technologies that have been put to work to lure you away from unhealthy foods.



Dave Schaefer/Uniphoto

● Instead of ground beef in sauces, try texturized vegetable protein (TVP). TVP is a soy protein with the fat removed. It works very well in spaghetti sauces, chili, tacos, etc. Try frozen Tofu Pups or canned vegetarian hot dogs. Tempeh "burgers" are delicious improvements over meat patties. Plain tempeh (processed soybeans) is high in protein but unappetizing to many, so a number of companies make seasoned tempeh "burgers" that are very tasty. (They should be toasted or baked rather than fried.) Plain tempeh can be marinated in low-sodium soy sauce and baked for a few minutes to become a tasty sandwich filling.

Worthington and Loma Linda products feature a number of meat substitutes. These are usually canned and are found in the health or gourmet section of larger grocery stores.

If you can track down a Seventh Day Adventist food store in your community, you will find a gold mine with hundreds of transitional foods, ranging from non-meat hot dogs to simulated chicken and just about everything else. Check your phone book.

Progresso makes an Eggplant Appetizer that tastes very much like barbecued beef and works very well on a sandwich.

● **DAIRY SUBSTITUTES:** Soy milk has entered a new age. Edensoy and other brands are delicious, lower in fat than cow's milk and free of cholesterol. They come in a variety of flavors and go very well on cereal. Some people use non-dairy creamers, such as Coffee Rich. This should not be a permanent part of your diet, however, since it is high in fat, including tropical oils. Others enjoy orange or apple juice on their morning cereal. It sounds odd at first, but actually tastes rather nice.

TOFUTTI is an ice cream lover's dream: it tastes just like ice cream, maybe better, and contains no cream at all. Regular Tofutti is rich in fat and calories, so select the low-fat variety.

● **CHEESE SUBSTITUTES:** A sprinkle of nutritional yeast can lend a cheese-like taste to any food. Nutritional yeast can be found at any health-food store. It comes in powder or in flakes. The latter are a bit more versatile. In addition, more and more soy cheeses are found on the market. Many of them are delicious. They are, however, high-fat foods and not recommended for more than transitional use. Many of them also contain casein, a milk protein.

● **OTHER IDEAS:** Browse at health-food or natural-food stores. While such stores vary tremendously, most use distributors that carry a wide variety of interesting products. You will see many, many new foods to try. Fantastic Foods, for example, is a company that markets all sorts of tasty foods in boxed mixes, from pilaf to Mandarin Chow Mein, to refried beans, Tofu



Balthazar Korab

Scrambler, falafel and many others. They are carefully prepared and delicious.

Remember, those foods that contain substantial amounts of oil are only transitional foods. They simulate unhealthy foods as you adapt to new tastes. While they are generally better than the foods they simulate, some, such as simulated hot dogs, contain more fat than you should eat on a regular basis.

GOING VEGETARIAN?

By William Harris, M.D.

It's easy, for a variety of reasons. First, all but one of the essential nutrients are found in plants where they were synthesized or, in the case of minerals, absorbed from the soil. Animal foods simply pass along those essentials second-hand along with generous portions of saturated fat and cholesterol.

Second, it's easier to balance a vegetarian diet than an omnivorous one. You can tie yourself in knots juggling calories, nutrients, and cholesterol on an omnivorous diet. Plant foods are nutrient-dense and modest in calories, with zero cholesterol, so the diet takes care of itself.

Third, vegetarian food is cheaper than animal food. Energy losses occur in animal agriculture, and they're paid for at the meat counter. The simplest transition is from an omnivorous diet to a vegetarian diet to a lacto-vegetarian diet. If you're an average American, you already use dairy products, so the only switch is to cut the flesh, fish

and eggs. Make up the caloric differences by increasing the vegetables, grains, starches, nuts, legumes and fruits.

While you're cutting out the animal food, cut out the junk food, too. Candies, cakes, soft drinks, stimulant beverages and alcohol make lots of money for their manufacturers, but they also run up your medical and dental bills.

Take up exercise and stick with it on a daily basis. It's part of nutrition as far as your cells are concerned. No need to be a competitive athlete, or even a good one. Forget the magic formulas. Any exercise that raises your pulse and respiratory rate and makes you sweat is okay. The only secret is to find a few activities you can enjoy for at least 15 minutes every day for the rest of your life. Jogging, swimming, biking and weight lifting are all easy, and you can vary the program depending on how you feel. Saying you don't have time to exercise is like saying you don't have time to breathe.

MYTHS:

"Animal protein is better than plant protein."

Animal protein is just a polymer of amino acids, which the animals derived from the plants they ate. So take a shortcut and get what you need directly from the plants that made it.

"You can't get enough protein."

To meet the Food and Nutrition Board Recommended Daily Allowance for protein, you need about 10 percent of your daily calories from protein. Since few plant foods have less than 10 percent of their calories as protein (broccoli and kale, for example, are each about 45 percent protein), it's difficult not to get enough protein. You can do it if you live on junk food, but that's already out. You could also do it by eating nothing but fruit, which does go below 10 percent, but our advice is to center the diet on leafy greens, grains and the much-maligned starches like potatoes. Fresh fruit is then a nutritious dessert.

An American male meat-eater is 13 times more likely to die from a heart attack than a pure vegetarian.

"I can't give up meat, it tastes too good."

Human taste is conditioned by experience. What you eat you learn to like. Certain hunter-gatherer tribes consume grubs and beetles with gusto. It's no surprise that at the other extreme you'll find most vegetarians thoroughly satisfied with nothing but plant food.

"It's too monotonous."

In fact, all adequate dietary regimens are monotonous since they furnish the same list of nutrients day in, day out. The disguises vary but the nutrients remain the same. If gourmet dining is your style, however, be assured that there are vegetarian magazines and recipe books full of ingenious ways to camouflage carrots, confuse the cauliflower, and transform food from its unassuming self into the epicurean delights many have come to expect. Remember, though, it's what's inside that counts, and in 10 minutes you can put together a simple vegetarian meal every bit as nutritious and satisfying as one that takes two hours.



There are two caveats which apply to strict vegetarians (vegans) who use no dairy food. First, vitamin B-12 is not reliably found in plant foods. True, it is synthesized by plants, the single-celled variety called bacteria, and these live in the colon happily manufacturing B-12 for their own use. Most vegetarian animals can absorb enough B-12 to satisfy their daily requirements, but humans either lost that ability or have it in such modesty that if you go vegan you should probably have your serum B-12 level checked after three years. If your B-12 level drops, B-12 supplements are available at any drugstore or nutrition store.

Second, infants and small children have high caloric requirements for proper growth. The very properties of a vegan diet that guarantee adults will shed excess pounds comfortably may slow children's development unless parents are observant, pragmatic and well-informed.

William Harris, M.D., practices emergency medicine in Honolulu, Hawaii.



Scott Legear/Uniphoto

GOOD NUTRITION ON THE GO...

Rating Recipes for the Most Mileage

Most of us don't have the time to create new gourmet offerings every evening. Even people who love cooking are delighted when they can cook one dish and get more than one meal from it. Of course, cooking in large batches and freezing leftover portions is one idea. A more interesting approach is to choose recipes that can be used in several ways with some slight modifications.



For example, get the most from a big pot of hearty lentil soup. Serve it the first night with whole-grain bread and a salad. The next night, thicken a portion of the soup with flour, add curry powder to taste and serve it as a sauce over brown rice for an Indian dinner. On night three, add breadcrumbs, walnuts and onion to the remaining lentils until the mixture is stiff enough to form patties. Sauté or bake, and serve on rolls as lentil burgers.



Examine your favorite recipes for possibilities. Most dips and pâtés will serve double duty as sandwich stuffers and burrito fillers. Almost any soup can be thickened and used as a sauce over grains or pasta. And most grain, bean or vegetable dishes can enjoy second lives as burgers or loaves.

TRANSITIONAL RECIPES

PANCAKES

While fried foods should generally be avoided, it is far better to fry pancakes than eggs or sausage. In making pancakes, do not add eggs or milk to mixes. Use a non-stick cooking surface. Small amounts of spray-on vegetable oils are better than margarine or butter for cooking.

SCRAMBLED TOFU

Scrambled tofu can replace scrambled eggs. Since this is still too high in oil, we recommend it as a transitional food only. Some delicious mixes are available for this purpose, particularly those by Fantastic Foods.

1 lb. firm tofu
2 tbs. low-sodium soy sauce
1 tbs. Dijon mustard
3 tbs. nutritional yeast flakes (available at any health-food store)
1 tbs. vegetable oil

Heat oil in a skillet. Add tofu and mash with a fork. Then stir in the remaining ingredients and continue to heat for a few minutes. Delicious on whole-wheat toast.

SOUR CREAM

A friend of ours participated in Dr. John McDougall's fitness program in California and came back with this extraordinary recipe.

1 lb. firm tofu
1½ lemons, juiced
1 tsp. salt

Put all ingredients in a food processor and blend until very smooth and the graininess has gone. Silken tofu is particularly good for this. Keep refrigerated.

FRIED RICE

Like the other recipes on this page, this is a transitional food. Fried rice is an easily made, hearty meal. In a wok or skillet, using the minimal amount of oil to prevent sticking, combine cooked rice with onions and other vegetables of your choice. Season with low-sodium soy sauce. Like all fried foods, this should be used mainly as a transition toward low-oil cooking.

If you haven't subscribed to *The Guide to Healthy Eating*, you've missed Peter Wood's *Guide to Successful Weight Loss* and Michael Klaper's *Eating for Two*, a guide to nutrition in pregnancy. PCRM will send you both, free, if you subscribe now and take advantage of the special member's rate of ONLY $9.95 for a full year. *The Guide* is full of beautiful food photographs and each issue comes with ready-to-use recipe cards. Fill out the coupon below, or write to PCRM, P.O. Box 6322, Washington, DC 20015; (202) 686-2210.

DOCTORS AND NUTRITIONISTS

You can now order The Guide to Healthy Eating ***in quantity at a special reduced price. Every two months you will receive multiple copies of the current issue, which fit right in the display rack included at no extra charge. Your patients will appreciate your giving them the vital information they need.***

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Battery hens are so crowded that raw sores soon replace feathers. To add to their misery, since the thousands of cages are stacked in tiers, excrement from above splatters all hens except those in the top tier. Self-grooming for these naturally immaculate creatures is impossible. Rather, to combat disease, a cloud of antibiotic spray mixes with the odor of urine and ammonia fumes filling the air they breathe.

In constant frustration, they peck at each other with their half-beaks. Their wings, which they can never spread, atrophy. Feet not made to balance on slanted wire become deformed. Their legs become crippled. Those who lose the will to live huddle on the floor of the cage, usually at the lower front side, where the others must trample them to reach the food and water troughs. The tattered, dead bodies are pulled daily.

It takes 22 hours in this hell for a hen to lay one egg.

Although Butterscotch can expect to live 15 to 20 years, her factory sisters are "used up" in 16 to 18 months. Now they are pulled from cages and stuffed into crates for the terrifying ride to the slaughterhouse. Here their feet are attached to a conveyor belt and they travel upside-down, shrieking and flapping in terror, to have their throats slit.

Thirteen million Butterscotches exit earth this way *daily*, never having stretched their wings or felt the grass beneath their feet or the sun on their feathers.

Some European countries have outlawed the battery cage. Here, the power to change this abominable situation lies with individuals like you and me and Dr. Eldon Keinholz. After 25 years of teaching ways to breed poultry for profit, Dr. Keinholz, tenured professor of animal science at Colorado State University, says, "My decisions from the heart have turned me from a non-caring animal exploiter to a person who wants freedom for all animals. I have become a vegetarian in an animal science department."

I'll bet Butterscotch would snuggle up to him, too.



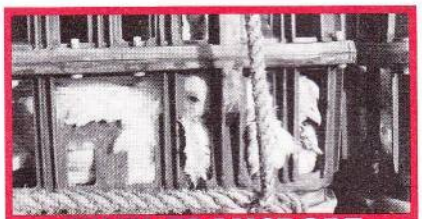
BEAK MUTILATIONS

In crowded sheds on factory farms, chickens have no room to move, and stress-aggression is common. A searing mechanical blade cuts into the birds' highly sensitive nerve tissue, severing roughly a third of their upper beaks.



SICKNESS IN EVERY POT

According to the Associated Press, "Chickens are slaughtered in conditions so filthy that bugs crawl on the walls, the floors are slick with blood and guts, and when carcasses fall in the muck, they are picked up and tossed back on the line, a former poultry worker has told a congressional panel." The U.S. poultry industry is under sharp attack for conditions that have led to worker injuries and widespread salmonella contamination of chickens, as much as 76 percent in one plant. Because birds hanging on conveyor belts whirl by government inspectors at such a fast speed, disease detection is considered almost impossible. Critics call it a "streamlined *infection* system." Salmonella poisoning, which has become common and is often mistaken for the flu, results in diarrhea and vomiting, and sometimes death. "It's no different from sticking the bird in your toilet before eating it," says one former USDA microbiologist.



CRUEL TRANSPORT

Although technically no federal laws exist to protect chickens, state anti-cruelty statutes govern how they are stuffed into crates and moved along the highways. These laws are rarely enforced by often overworked (and sometimes indifferent) animal-control and humane officers, yet there is no doubt that, in states where chickens are included under the definition of "animal," truckers could be found in violation of laws which prohibit "unnecessary suffering."



DELIBERATELY CRUSHED

Sorters toss male chicks born to laying hens into vats where they suffocate from the volume of chicks falling on top of them or are crushed by either manual or automatic mallets. Chick "pulp" is used as fertilizer and on mink farms as feed.

The bones of millions of laying hens, who are kept in cramped cages, disintegrate through disuse. When they are moved for slaughter, these crumbling bones – the consistency of potato chips – snap and break.



DEALING THE DEATH BLOW

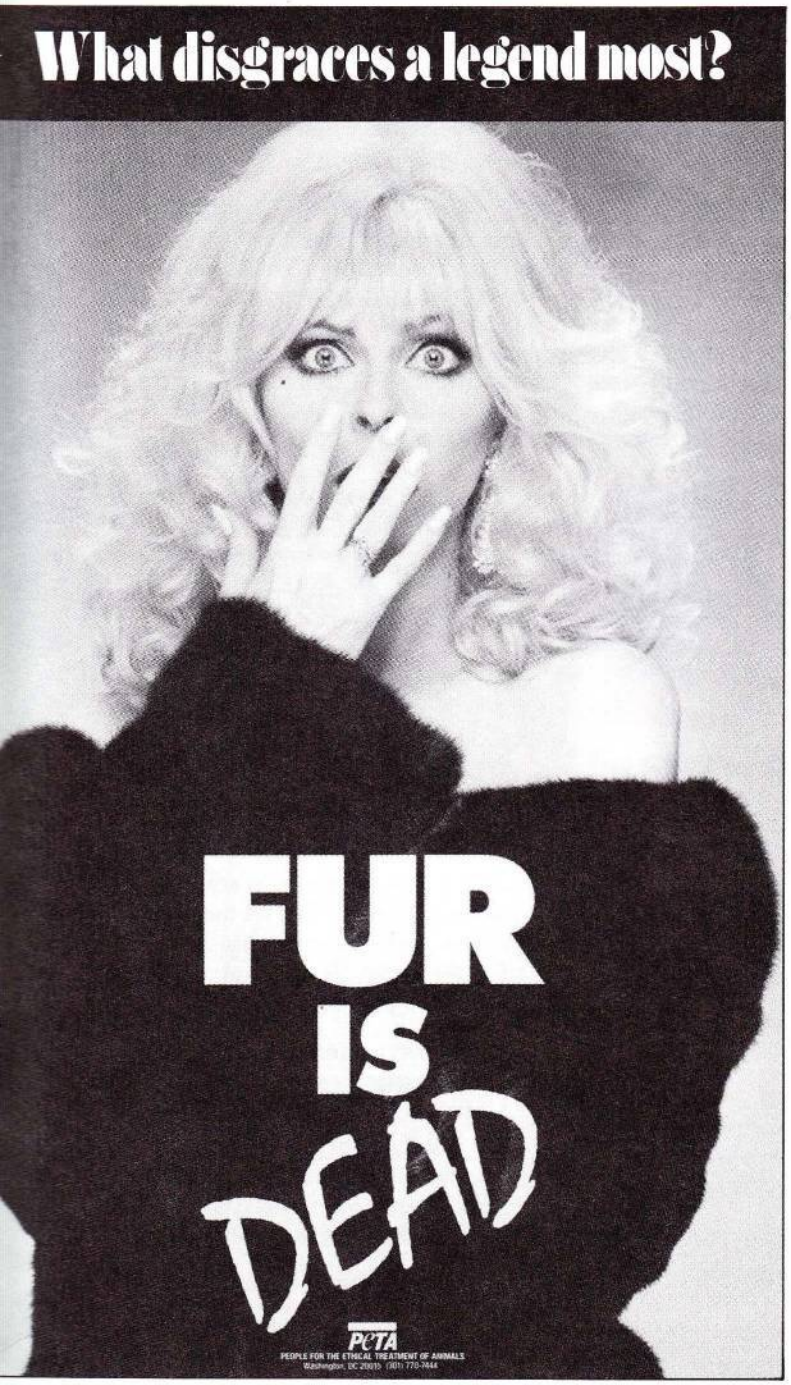
Electrical Stunning: For poultry, a water bath with an electrical current passing through it is used for stunning. The birds are hung by the legs from a moving conveyor which draws their heads through the water.

Some birds miss the water bath stun, and afterwards, during bleeding out, only one side of the neck is normally cut. Under these conditions, it may be as long as six minutes before brain failure occurs.

-WHAT- YOU CAN DO

- **No fleeting taste justifies starving a hen of light and space. Stick up for chickens, don't eat them. Avoid all chicken and chicken "products," including eggs.**
- **Insist on vegan meals in school and office cafeterias. Contact the Physicians Committee for Responsible Medicine at P.O. Box 6332, Washington, DC 20015 and ask for recipes for institutions.**
- **Ask your congressional representative to co-sponsor Representative Andy Jacobs' House Concurrent Resolution #5 which would provide optional meatless meals in federally funded schools and help our next generation choose a humane, healthful diet.**
- **Use the package stickers on page 18 by xeroxing them onto 1″ x 2⅝″ sticky label sheets (available in office supply stores and copy shops).**

FUR IS DEAD





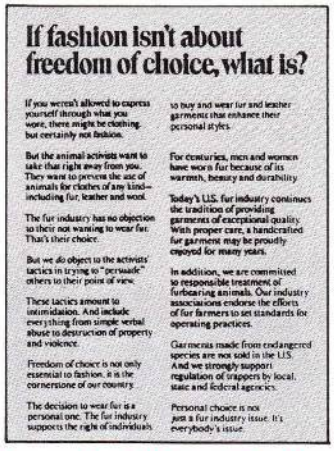
LIZA: GREAT NEW IMAGE

Liza Minnelli, once poster queen of Blackglama Furs' "What becomes a Legend most?" ad campaign, has denounced fur! Ms. Minnelli learned that the leading cause of death among minks in the United States is Blackglama Furs. (Blackglama furs are made from the pelts of 4.5 million animals killed each year on American Legend fur farms.) Liza, who joins Diana Ross on the list of celebrities rejecting furs, explained, "Death! That's what you're saying when you wear fur. I'm sorry about it. I didn't realize."

PETA's own ad asking, "What disgraces a legend most?" and featuring active PETA member Cassandra "Elvira" Peterson, has caused a sensation in the fashion industry. Thank-you cards to Liza and Cassandra can be sent c/o PETA.

BURSON BUSTER

When public relations mogul Harold Burson, chairman of Burson-Marsteller, one of the biggest PR firms in the world, came to speak at the Public Relations Society of America luncheon in Washington, D.C., he ran into trouble. Burson's firm represents a number of fur manufacturers, and when he got up to speak, he was interrupted by PETA members, who took over the microphone to announce that Burson was being inducted into the "PR Hall of Shame" for promoting cruelty to fur-bearing animals. They presented Burson with a gift box containing a blood-stained rabbit-fur jacket along with blood-spattered paper money.



If fashion isn't about freedom of choice, what is?

If you weren't allowed to express yourself through what you wore, there might be clothing, but certainly not fashion.

But the animal activists want to take that right away from you. They want to prevent the use of animals for clothes of any kind—including fur, leather and wool.

The fur industry has no objection to their not wanting to wear fur. That's their choice.

But we *do* object to the activists' tactics in trying to "persuade" others to their point of view.

These tactics amount to intimidation. And include everything from simple verbal abuse to destruction of property and violence.

Freedom of choice is not only essential to fashion, it is the cornerstone of our country.

The decision to wear fur is a personal one. The fur industry supports the right of individuals to buy and wear fur and leather garments that enhance their personal styles.

For centuries, men and women have worn fur because of its warmth, beauty and durability.

Today's U.S. fur industry continues the tradition of providing garments of exceptional quality. With proper care, a handcrafted fur garment may be proudly enjoyed for many years.

In addition, we are committed to responsible treatment of furbearing animals. Our industry associations endorse the efforts of fur farmers to set standards for operating practices.

Garments made from endangered species are not sold in the U.S. And we strongly support regulation of trappers by local, state and federal agencies.

Personal choice is not just a fur industry issue. It's everybody's issue.

Burson-Marsteller's pro-fur ad fights us on the grounds that fur buying is a free choice! PETA members are determined that consumers are all given the (often hard-to-take) information they need to make the compassionate choice.



Evet Roberts

FENDI-BENDER

Waving a giant banner, PETA members gave a cold "welcome" to the Fendi sisters' salon's opening reception on New York's Fifth Avenue. The Italian press was riveted by PETA's bilingual chants, such as "FENDI VENDE SANGUE" (Fendi Sells Blood) and "FENDI: FUORI MODA" (Fendi: Out Of Fashion), as were guests Catherine Deneuve and Luciano Pavarotti.

Ciao, fur trade! PETA's bilingual Fendi protest landed in papers and on TV screens here and in Italy.



FUR VAULT SURRENDERS

America's second largest fur chain is putting on its hat and coat and exiting through the back door. After losing 7.2 million dollars over the past two fiscal years, The Fur Vault is looking for a buyer for all its retail outlets, including Fred The Furrier shops and its salons in Bloomingdale's and Rich's department stores. When word got out, The Fur Vault's stock plummeted on analysts' beliefs it will be hard to find a buyer. If they do, we'll be ready for 'em!

Thanks to PETA activists, the souls of animals who were killed by Jindo fur farmers "came back from the dead" this year to haunt fur stores nationwide and the Korean Embassy.

More than 1000 activists demonstrated in major U.S. cities against the importation of cruelty and death.

ELVIRA TRIUMPHS

When Pittsburgh's Mobilization for Animals notified PETA that a local bar was offering a raccoon coat as a prize in an "Elvira look-alike contest," we knew the real Elvira would use the bar as a scratching post. She sent local anti-fur activists some of her own outfits, and one of them, Jeanie Brown, won the coat, making news in "celebrity watch" columns across the country. Jeanie donated the fur to PETA for use in a pro-animal, anti-fur display!

FAKE FURFEST

When the Leukemia Society in Cincinnati announced a fund-raiser selling furs, activists educated them on the true meaning of charity. PETA offered a Donnybrook fake fur to replace the real furs. Leukemia Society spokesperson Sheila Mardahl was happy to accept the offer. "The response has been phenomenal," she explained. "We're trying to help human beings, but that doesn't mean we can't be sensitive to animals, too."

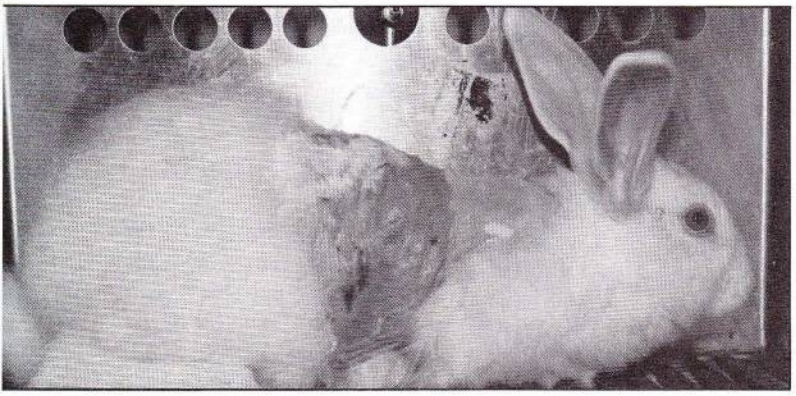
If you know of a charity raising money at the expense of animals, let us know and we'll provide a compassionate alternative.

-WHAT- YOU CAN DO

- **GET THE FUR OUT OF VOGUE**
  As more segments of the fashion industry open their hearts to animals, Vogue magazine remains in the dark ages, as evidenced by their large fur spread this winter. Please let the editor-in-chief know she should update her conscience:
  Anna Wintour
  Vogue
  350 Madison Avenue
  New York, NY 10017
- **WHEEL OF TORTURE**
  Animals lose in the fur trade, so help get their skins off the backs of winners from TV's "Wheel Of Fortune." If you write, it'll be no contest:
  Nancy Jones, Producer
  Wheel Of Fortune
  3400 Riverside Drive
  Burbank, CA 91505
  (818) 972-7931
- **AMERICAN EXPRESSIONS AGAINST FUR**
  Won't you join PETA's American Express demonstration in New York on April 23? Call us for details, and please continue to call American Express' toll-free number to voice your objections to their fur promotions: (800) 528-8000. Please be kind to the operators; they are often sympathetic.
- **Donate your fur to PETA for a tax deduction. Furs are used in educational activities nationwide.**

STOP PRESS!
Nation's #3 furrier, Antonovich, filed for bankruptcy.

COMPASSION CAMPAIGN



WHAT L'OREAL DOES TO ANIMALS MAKES OUR HAIR STAND ON END!

PETA members are letting everyone know that the world's largest cosmetics company is also one of the cruelest. L'Oréal won't agree to stop blinding, poisoning and killing animals even though non-animal test methods are now in use by more than 220 "cruelty-free" companies.

L'Oréal officials take pride in their large research and development division, but they should be ashamed of practices that include force-feeding new products to rats and rabbits.

FOCUS ON ALTERNATIVES

The EYTEX SCREEN is just one of many non-animal tests available to evaluate products, chemicals and formulations for eye safety by determining the potential for chemical irritation.

EYTEX can screen materials as diverse as soaps, detergents, lotions, ointments, preservatives, dyes, pesticides, cosmetics and many other raw materials.



DEATH CERTIFICATES

In January, PETA presented "Death Certificates" to cruel companies whose animal death tolls continue to rise. Gillette got one, as did Charles Rivers Laboratories [(800) LAB-RATS], whose ad reads, "We'll never stop trying to build a better mouse. Or rat. Or hamster. Or monkey." Well, Charles Rivers Laboratories, "never" is a date we're pushing up.



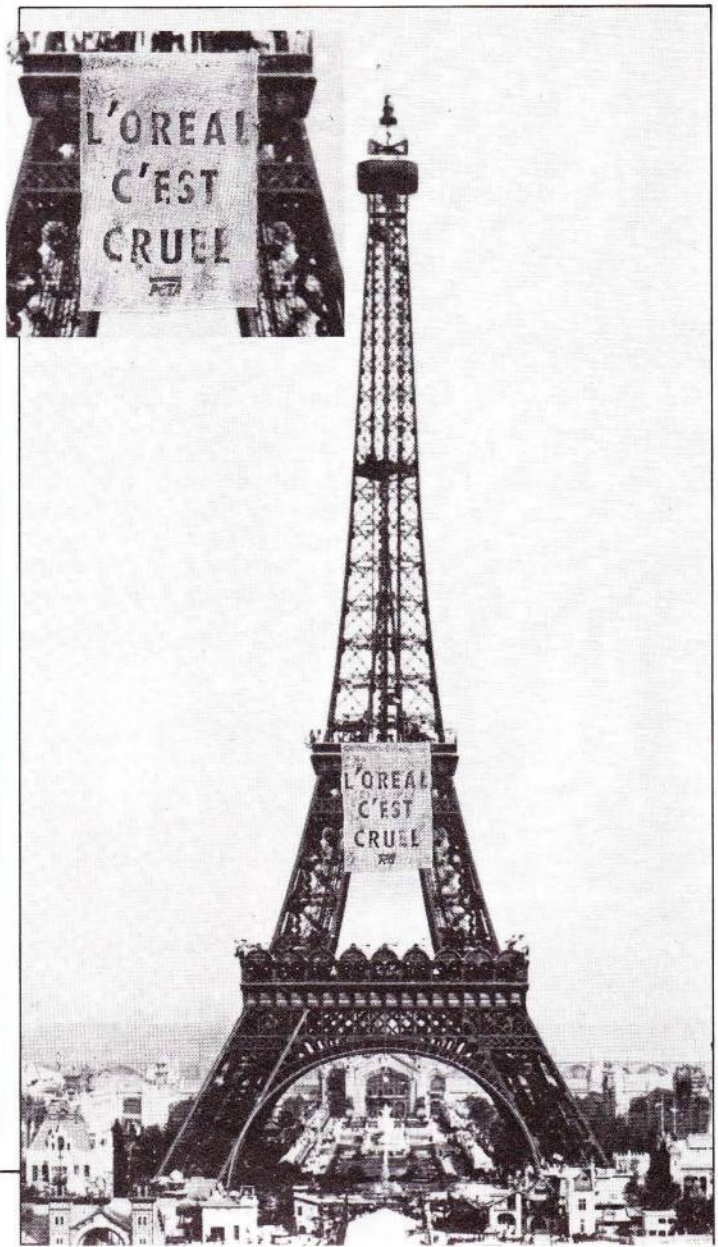
Protesting the Products. PETA's product stickers are showing up everywhere! Send SASE for two free sheets.

PETA GOES TO PARIS

In January, we decided to take our L'Oréal protest to Paris, to the company's international headquarters. American protests over L'Oréal's tests were news to French consumers, who now know L'Oréal means "cruelty" in English. With the help of French activists, PETA's campaign reached new heights! As we went to press all plans were "go" to hang a banner from the Eiffel Tower, as shown below.



All over the world we are united against animal testing. PETA thanks our new friends in France at Robin des Bois and Société Nationale Pour la Défense des Animaux, in Germany at Gesellschaft für Tierrechte and in Italy at Coalizione contro gli Esperimenti con Animali.



INVESTING IN A CRUELTY-FREE FUTURE

This spring, PETA's shareholder proposals will once again take our message to corporate boardrooms by requiring target companies to prove that they are using all available resources to eliminate their use of animals, and to release data on the kinds of tests and numbers of animals they use: their most closely guarded secret!

Our proposals are forcing companies to respond. The Investor Responsibility Research Center reports that most of our target companies have reduced the number of animals used, and that a growing number of investors are "significantly concerned" about this issue. Some security analysts, like Wedbush Morgan, are advising investors to sell stock in companies that still test on animals!

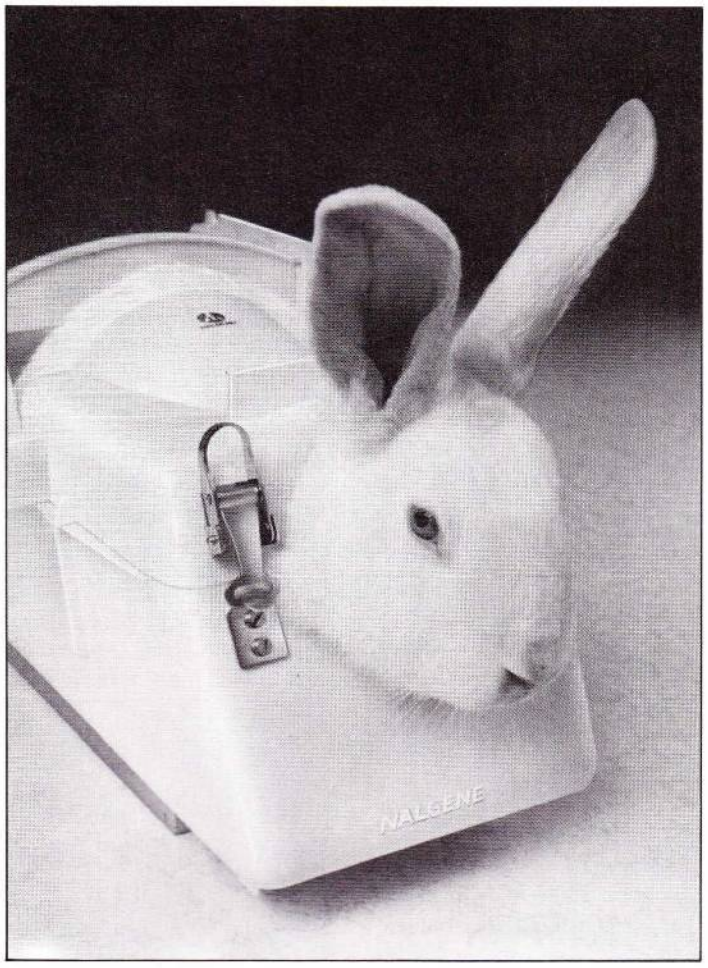


Ebet Roberts

BARF-IN

"What L'Oréal does to animals is enough to make us sick." To make the point, comedian Rich Hall recently joined cast members of "Saturday Night Live" for a "Barf-In" in front of L'Oréal headquarters in New York City. The celebrities showed their gut reactions to the company's cruel tests on animals by pretending to "barf" into a four-foot-tall papier mâché toilet. How's that for an image enhancer, L'Oréal?

Destroying a glamorous image to build a caring company. Here, Saturday Night Live's Kevin Nealon showed what happened when he learned about L'Oréal cruelties.



GILLETTE AND APARTHEID

The company with a history of blinding rabbits is proving blind on race relations. Gillette has now bought the Wilkinson Sword razor blade business (not including Wilkinson of Europe) and plans to increase sales in South Africa.

A coalition of religious, academic and animal rights organizations will let consumers know there are now at least two good reasons not to buy Gillette. Says Paul Gaudet of the Oblates of Mary Immaculate, "Expansion in Wilkinson is the wrong move."

NEW! FROM THE EASTER BUNNY

Help spread the word about cosmetics-industry cruelties and humane buying habits with PETA's new Compassion Action Pack.

T-Shirt
Bumper Stickers (2)
Buttons (2)
Factsheets, Brochures
Fliers
Product Stickers
All for just $15 (postage paid)!

-WHAT- YOU CAN DO

- **PETA members can join in and let L'Oréal know how you feel by using the bag insert.**
- **Let L'Oréal executives know why you won't buy from their company:**
  Lindsay Owen-Jones
  Chairman
  L'Oréal
  41 Rue Martre
  92117 Clichy
  France

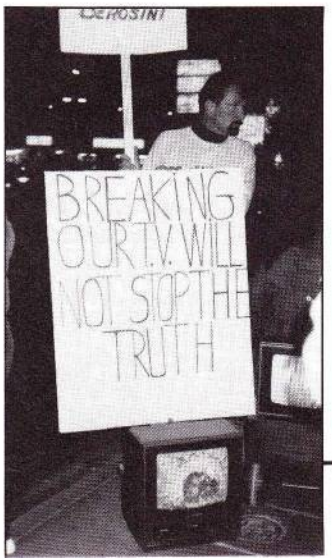
  Guy Peyrelongue, President
  Cosmair (North American agent for L'Oréal)
  575 Fifth Avenue
  New York, NY 10017
- **Order our new Compassion Action Pack.**
- **If you own stock in Alberto-Culver, American Home Products, Bristol-Myers, Carter-Wallace, Colgate-Palmolive, Gillette, Greyhound (Armour-Dial), Helene Curtis, IBM, Johnson & Johnson, Neutrogena, Procter & Gamble or Schering-Plough, please contact Susan Rich in our office. If you own stock in American Express or in other companies that promote fur, please contact PETA's Dan Mathews. They'll tell you how you can use your stock to help.**

GETTING RESULTS



ORANGUTANS vs. BEROSINI

It takes more than a hammer and pointed threats to scare off Las Vegan activists. Their protests continue outside the Stardust Hotel [(800) 824-6033], where Bobby Berosini makes his beaten and punched orangutans greet the audience with obscene gestures. Legal wrangles continue. Congressman Walter Jones has asked pointed questions of the U.S. Fish and Wildlife Service about Berosini's endangered species permit. Wrote Jones, "The average person who views this videotape would have to be appalled by the beatings inflicted on the orangutans by Mr. Berosini."



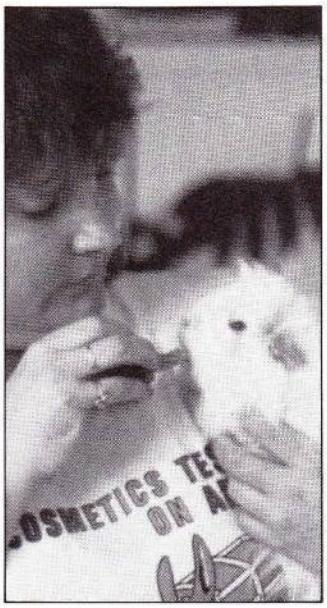
TOYS

Nintendo, the world's largest maker of video game sets, has signed our assurance that no animals will be used to test its products.

Another video game producer, NEC (Turbo-Graphics), commissioned an ad which showed a cat being hurled against a wall. Following our complaint, NEC's president, Mr. Ohashi, pulled the ad.

WHAT A SURPRISE!

The National Institutes of Health team that slipped off to Buddy Holly's birthplace (Lubbock, Texas) to add a touch of Washington-style PR paint to our exposé of John Orem's cat experiments included some old "friends". Calling the cat restraint bags at Texas Tech "roomy" and the only "problem" with the electrode-implanted, eyelid-sutured, sleep-deprived animals "too much purring"! were Adrian Morrison, staunch defender of Edward Taub (convicted in 1981 of cruelty to animals) and the University of Pennsylvania baboon head-bashing lab; the University of Wisconsin's Allen Cowley, defender of Walter Peuchel (class B dog dealer who has a horrendous litany of U.S.D.A. violations); and Don Reiss, a National Association for Biomedical Research (NABR) spokesperson "between (rat and cat experiment) grants" who defends the use of animals in cosmetics tests and promotes commercial animal breeders.



CLOSE YOUR EYES, IT DOESN'T HURT

"You and I know that Hollander does not hurt those guinea pigs. A quick needle prick, a carefully weighed 'pig' and a carefully measured dosage, administered once, is the stock demonstration of the past nine years, and he hasn't lost a 'pig.'" That's how WVIZ-TV President Betty Cope of Cleveland, Ohio, describes Ohio State University Professor Phillip Hollander's career of injecting guinea pigs with street drugs, then giving the survivors away to elementary school children!

Thanks to PETA's efforts, the Department of Education disagrees. It has removed its name from the videotape of these experiments and recommends that it not be shown.

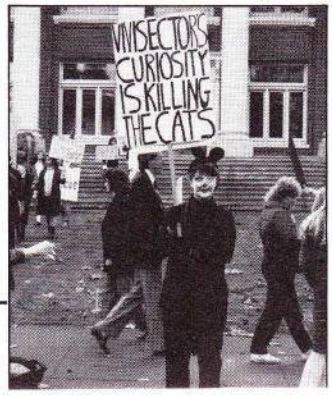
GENERAL ACCOUNTING OFFICE TO INVESTIGATE UNIVERSITY OF OREGON

Congresswoman Connie Morella (D-Md.) has ordered a GAO investigation into PETA's complaint of longstanding animal



Connie Morella (D-Md.)

abuse at the University of Oregon (home of Barbara Gordon-Lickey's cat and ferret eye rotations, Rich Marrocco's monkey slaughter and Terry Takahashi's weaponry experiments on owls). On the University of Oregon campus, environmentalists and animal rights campaigners (led by PETA's Jill Freidberg) have united to expose the University's disregard for the earth, the animals and the students' own rights.





EXPOSE ANIMAL ABUSE AND EARN MONEY IN YOUR SPARE TIME!

Up to $200 per photo, if used by PETA.

ATTENTION LAB EMPLOYEES:

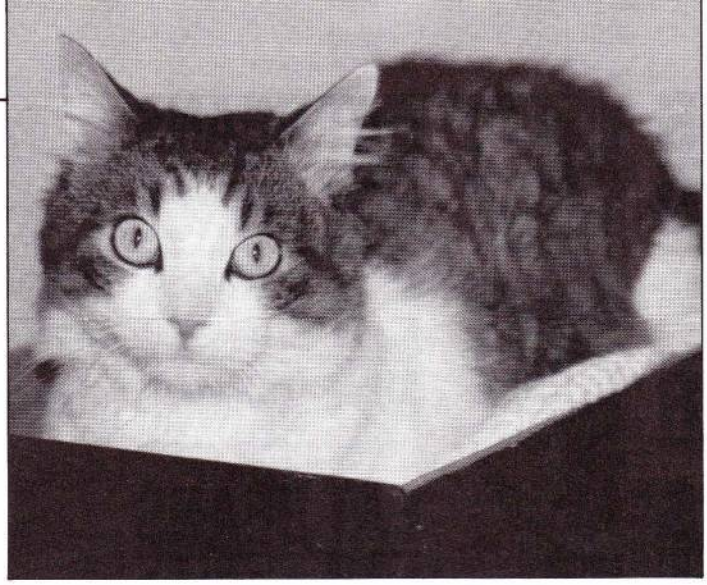
Do you have access to animal research? Do you think the public has a right to see their tax dollars at work behind locked doors? Now you can expose the conditions of animals in laboratories and earn extra cash! PETA will award prizes of up to $200 for clear and genuine photos of experiments that are scientifically invalid or ethically indefensible.

Photos demonstrating violations of federal regulations or state laws also invited. Please include documentation to allow validation.

PETA's photo contest has vivisectors looking over their shoulders. Thanks to the Progressive Animal Welfare Society in Seattle for the idea.

ATTENTION, SHOPPERS

PETA is collecting information on your old or recent experiences with Woolworth's pet departments, where small animals are often neglected to death. We have found animals with no (or dirty) water and birds and hamsters dead in their cages.



VET WORKER'S CALL RESULTS IN RESCUE

When the Petersons' cat Emelda was hit by a car, they rushed her to nearby Ambassador Animal Hospital. When they learned that her surgery costs would exceed their ability to pay, the Petersons reluctantly signed a form to have Emelda destroyed.

Three months after the family received a sympathy card from the veterinarian's office, R&I's Donna Marsden called to tell them that Emelda was still secretly being kept alive for use as a blood donor.

Thanks to a caring Ambassador employee, Emelda is only one of a group of animals found caged in the back rooms of the hospital, but now reunited with their human companions or in PETA's foster care.

Rock and Chester were among those removed from Ambassador's "care." Longterm cage confinement had atrophied Chester's leg musles. Rock was 25 pounds underweight.

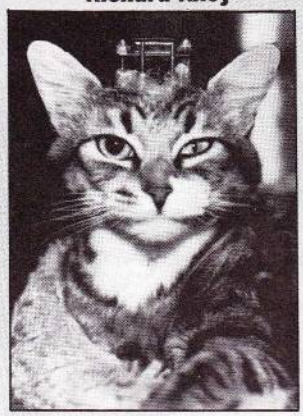


Licensing law charges are pending against the veterinarian in charge.

NEW PETA VIDEO: 'NO GRAVY FOR THE CATS'

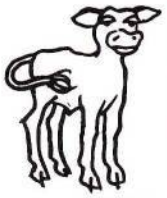
The story of experimeter John Orem's ride on the federal grant gravy train and how five cats slated for death at Texas Tech escaped on the underground railroad (Order from PETA, stating VHS or BETA; $18 postpaid).

Narrated by Richard Kiley



-WHAT- YOU CAN DO

- **Please call us immediately if you see Phillip Hollander's video advertised on TV, and write to President Edward Jennings, Ohio State University, 205 Bricker Hall, Columbus, Ohio, 43210 asking that all support for these "demonstrations" be stopped.**
- **Send for PETA's "Who's Naughty, Who's Nice" list of toy companies that do and don't poison and kill animals.**
- **Write to John F. Turner, Director, U.S. Fish and Wildlife Service, 18th and "C" Streets NW, Washington, DC 20240 and to your congressional representative asking that he/she do what is in his/her power to revoke Bobby Berosini's permit. Also ask your congressperson to act to cut off NIH and Navy funds to the University of Oregon's owl, monkey, cat and ferret experimenters, and to call for a real investigation into NIH's whitewash of the cat abuse at Texas Tech.**
- **Please check out your local Woolworth's regularly and don't hesitate to complain to the manager and report the store to local humane authorities if you find problems. Send Woolworth's Chairman, Harold E. Sells (233 Broadway, Woolworth Building, New York, NY, 10279) your stories and findings and ask that Woolworth's close its pet departments. PETA needs copies of your letters and Sells' response.**

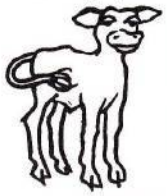


MEAT IS MURDER



EAT BEANS NOT BEINGS

WARNING:
This Product Can Cause Cancer, Heart Disease & Stroke!

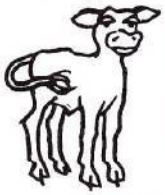


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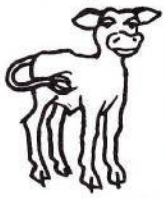


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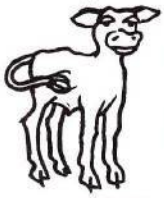


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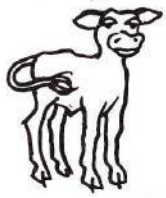


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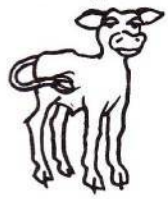


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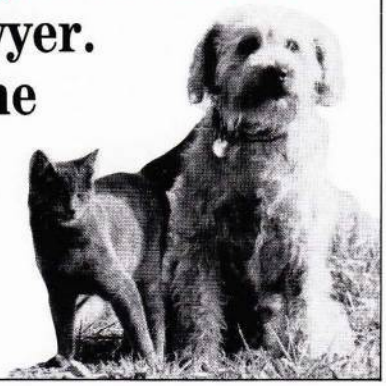
Copy onto sticky label sheets

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.



March FOR THE ANIMALS

WASHINGTON, D.C.
JUNE 10, 1990

Join us in Washington and become a voice for the voiceless. For travel and lodging information call 1-800-321-9690. Plan to stay through June 11th and visit your elected officials to inform them of the need for animal protection. For more details, call or write: **March** for the **Animals**, P.O. Box 2978, Washington D.C., 20013-2978, (703) 684-0688.

YES! I want to support MARCH FOR THE ANIMALS.

☐ Enclosed is a donation for $_____

☐ Please send information on how I can get involved.

☐ Please send ___ March Tee-Shirt(s) × $10.00 (S, M, L, XL). $_____

☐ Please send ___ March Button(s) × $1.00. $_____

(prices include shipping and handling)

NAME _____

ADDRESS _____

_____

_____ ZIP _____

PHONE _____

Make checks payable to **MARCH FOR THE ANIMALS.**
P.O. Box 2978, Washington, D.C. 20013-2978, (703) 684-0688.

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.

ANIMAL RIGHTS 101

PETA presents Animal Rights 101, a one-day basic skills seminar for the beginning animal rights activist. Topics include: cruelty-free living, research and investigations, media relations and outreach and campaigns. You'll learn how to help animals even if you're on your own, how to get the information you need, why and how to go vegetarian, what resources are available to you, how to answer commonly asked questions and much, much more!

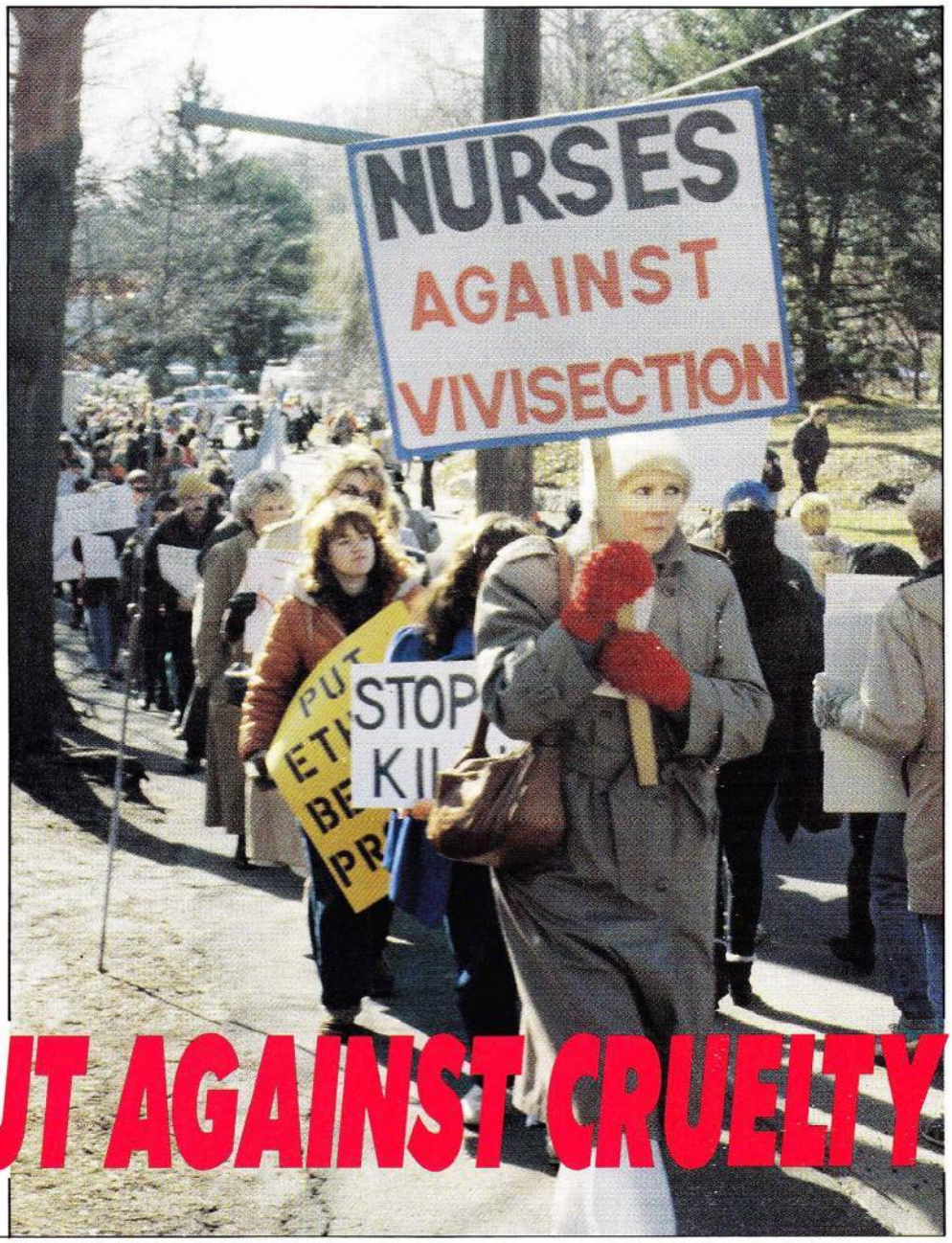
COMING JUNE 9 (one day before the march on Washington)... the biggest AR 101 ever!

The place: Washington, D.C.

Early registration is necessary ($25). Call Becky Robinson at PETA for details.

Upcoming 1990 seminars are 3/17 in Athens, Ga.; 3/24 in Fort Wayne, Ind.; 4/7 in Des Moines, Ia.; 4/21 in Wichita, Kans.; 6/23 in Great Falls, Mont.; 7/14 in Norwalk, Conn.; 8/18 in Anchorage, Alaska and 9/8 in Johnson City, Tenn.

Good Intentions Are Not Enough



SPEAK OUT AGAINST CRUELTY

PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
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