



THE EPHEMERA PROJECT: THE EARLY YEARS

BOOK # 4 / 20

VivaVeggie Society

New York City • circa 1991–2002

e·phem·er·a • noun • plural noun: ephemera

Things that exist or are used or enjoyed for only a short time. Items of collectible memorabilia, typically written or printed ones, that were originally expected to have only short-term usefulness or effect.

Collected and bound in 2014

VivaVeggie Society was a pioneer of vegan advocacy. It was founded and coordinated by Pamela Teisler Rice in 1991 after she adopted the vegan lifestyle. Ms. Rice's epiphany was the result of a vegan conference and later of reading the explosive exposé by John Robbins *Diet for a New America*. In the beginning almost all VivaVeggie activities surrounded Pamela's "veggie flyer": "101 Reasons Why I'm a Vegetarian." Out she would go with her cohorts to distribute it on the streets of New York City for free. She would get the attention of passersby by wearing a sandwich board that read: "Ask me Why I'm a Vegetarian." On her head would be a stretchy black stocking cap packed with colorful plastic fruit. Street



on Attire

tail attire. Please, no furs. And, wear your best socks! Shoes must be removed at the door

outreach, indeed, continues to this day. But perhaps more significant has been the many other activities Ms. Rice and the VivaVeggie Society have engaged in over the decades since, particularly once the group obtained non-profit 501(c)3 status in 1997. A short list would include (1) providing a vegetarian center in New York City, open consistently since 1999 to the present day (2014), (2) publishing 50 issues of *The VivaVine*, a top quality magazine that tackled hard news topics indicting the meat industry (3) producing many updated and improved and exhaustive editions of "101 Reasons Why I'm a Vegetarian," and perhaps most impressively of all, (4) organizing the annual Veggie Pride Parade followed by a festive rally/expo in Union Square Park (NYC) with dozens of speakers on two stages, exhibitors, free food, and entertainment. This ephemera marks a distinct moment in time before the Internet took hold and people no longer communicated using paper. If you look close, you'll see a compassionate human spirit bursting out. Enjoy the inspiration. NOTE: This one booklet is but a tiny part of the full collection. And, the entire bound collection is but a small amount of what, in fact, once existed.

on Attire
And, wear your best socks! Shoes must be removed at the door

1-28-94
Viva Veggie Society

Dear Pam,

Enclosed is my \$1 for
your pamphlet "101 Reasons"

I am a ballet teacher &
vegetarian for 18 yrs. I
teach my dancers about good
nutrition & peace through

the arts. Many are now
"veggies". Thank you

for your efforts !!

Sincerely, Debbie
Ch...

1-13-04

Dear Mrs Rice

I've enclosed
my check for
\$50.00 for the
100 copies of the
"101 Reasons why"
I'm a Vegetarian.

I'm sending ^{\$10}
extra for postage.

Thank You.

Barbara S. [REDACTED]

St Paul, MN 55112 RD

763- [REDACTED]



Ann Z [redacted]

March 31, 1997

Dear Friends:

How much are copies of
"101 Reasons Why I'm a Vegetarian?"
I would like to order some.

Sincerely,

Ann Z [redacted]

12/22/93

to whom it may concern

Please send a copy
of "101 Reasons" to me,
at the address below.

I am on the steering
committee of our local
EarthSave group (John
Robbins organization) and
may like to make copies
of this pamphlet
available to interested
persons. Do you have
bulk prices available
or may I copy and
distribute the copy
you send to me?

thank you,

Dana Co [REDACTED]
[REDACTED]

Costa Mesa, CA
92627

P.S. I normally don't
send cash, Santa Claus
got the last of my
checks!

4 April '97

Dear people

Enclosed is \$2.05 for a
copy of "101 Reasons Why
I Am a Vegetarian"

Thanks,

John

P.S. I have been a vegetarian
for almost 7 years.



Mr. John Y [redacted]

[redacted]
Burnaby, BC V5H 4A4

I am, / Here is
Greetings
a check for my sister's
pledge. I hope everything

is going great and that
all the details are
falling into place for
the upcoming printing.

I am anxious to meet
Alan next time. He is
in NYC to discuss his great
research. If I can do
anything meanwhile - just
toller.

But
FOR Buffy / Lizzy

Ramona Rice

P.O. Box 294

Prince St. Station NYC 10012

6/13/97

Dear Ms. Rice,

I need to order
another copy of your
"100 Reasons..."
flyer. The cost
was \$4. If I recall
correctly. Enclosed is
a check in that amount.
If that is not enough,
please just let me
know and I'll mail
you the amount needed.

Thank you,

Sephonie Williams

P.S. Job phone # 212-7 [redacted]

Contrib:

501(c)3

\$ 180.—

Thank you
out

9/2/97

Dear Pamela,

Hoping the enclosed check will bring
you closer to obtaining Brave's
501(c)(3) designation.

I would like to learn more
about volunteer opportunities -- perhaps
the 9/17 mailing night? Please call
or email (mnkuechler@aol.com) or
212- [redacted] time/location info if you
need help.

Thanks 'Cunny

From the desk of
PORTAGE PARK MEDICAL CENTER

DATE: 2-17-93

RETAIL
To whom it may concern:
Please find \$2.⁰⁰ cash
enclosed for "101 Reasons
Why I'm a Vegetarian"
Thank You -
Deborah Sloan-Chen

DEBORAH J. S [REDACTED], M.D.
[REDACTED] 108

CHICAGO, IL 60634-1810

March 93- Vegetarian Times Ad.

\$ 2.-
check
VT

rec'd 2/19/93

SENT
RETAIL

LETTER



Claire S [redacted]

Dear Sirs,

I am a vegetarian and people are always asking me why. I find it hard to explain sometimes.

I'm really interested in your society and the film 101 Reasons Why I'm A vegetarian.

Sincerely,

Claire S [redacted]

P.S. Please send me any info you can. I'd really appreciate it.

last in

Returned

sent only

\$5

for

membership

5.17.94

To Whom it May Concern,
Enclosed, please find a check
for \$6.00 for a year subscription
to the "Viva Vine" and for the
"101 Reasons Why I'm a Vegetarian"
paper. I have enclosed a SASE for
the "101 Reasons". I heard about
your organization through the
Feminists for Animal Rights newsletter.
Thank you!
Susan S.

Dear Socorro S [REDACTED]

This is your last issue of *The VivaVine*.

Avoid any interruption in your
subscription and support

The VivaVegie Society.

Renew your subscription now!

Dear Bob

Here is my membership renewal. I would like to reprint your "Dying Game..." story on my Veg newsletter and also on my animal rights newsletter. Do I have your permission?

This story may touch some of the people I have talked to in regards to eating chicken, they have quit eating red meat as ethical matters of chicken. Maybe human suffering will touch their hearts.

Love
Lanie

WALKER I

NEW YORK, N. Y. 10021

3/28/93

Dear Ms Trisler

On the suggestion of Ms Rita
Diane, I enclose a check for \$5⁰⁰
+ request a copy of your article
"101 Reasons I am a vegetarian."

With Thanks —

c - check. Walker McK

Could you please send me
a copy of "101 Reasons..."

Thank you

Charmaine D. [REDACTED]



Pam,

I'm so glad you can use this. Hopefully, we'll do several follow-ups and maybe try to get some Congressional action to end these horrible things.

I know my friend George would love it if his name gets in there too - if you have room for that part.

Also, VegOut plans to do ~~a~~ something in the Village for Great American Meat-Out. I'll keep you informed.

Thanks for putting out such a great publication!
Please put me on your mailing list.

Carol M.

Dear Pamela Teisler,

Hi! My name is Colleen Mc[redacted].
I am a 15 year old student in the
Milwaukee, Wisconsin area. I have
been practicing a vegetarian life-
style for almost one year. As
a vegetarian yourself, I'm sure
you've found yourself ~~are~~ in argu-
ments over your decision. I was
reading in Peta's "Animal Advocate"
booklet & it gave me your
address for your list of 101
reasons you're a vegetarian. I
have inclose \$1.00 and a self
addressed, stamped envelope for
a copy. It would be very
useful in my coming debates.
Thank you!

Sincerely,
Colleen Mc[redacted]

1212
Hello,

Please send Teisler's 10

Reasons - - -

Thanks,
Robbie

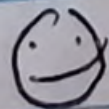
Jesus Was A Vegetarian

Please forward To

Kladjah L. T. [REDACTED]

Jacksonville, N.C.

Thank you!



Dear Pamela -

Thanks for the new Viva Vine. Lately

I've been getting more into Vegan

cooking and your zine is certainly

motivational.

Here's the new issue of Nothing -

hope you enjoy it.

By the way - there was a

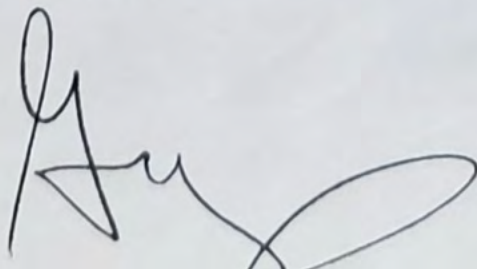
letter to Chase Bank in the zine

you sent me. It looked important -

bill or something. So I mailed it

for you,

Best,

A stylized, handwritten signature in dark ink, appearing to be 'Amy' or similar, with a long, sweeping horizontal stroke at the end.

March 25, 1992

120 [redacted] Road

East Meadow, N.Y. 11554

VivaVeggie Society
234 Mulberry St. #17
New York, N.Y. 10012

Gentlepersons;

While I cannot pass out copies of the flyer, "101 Reasons Why I'm A Vegetarian," I would like to receive one copy for myself. I already am a vegetarian but can't name 101 reasons! (I eat vegetables for health, the environment, and animals).

If possible, send me a copy and if I can interest anyone else in vegetarianism I will ask for more copies. If there is a charge, please let me know and I will send you the amount.

Thank you for your efforts.

Sincerely,

(Ms.) Ronnie [redacted]

Kathy



Please send a copy of
to Kathy Me [REDACTED]
[REDACTED] Dr.
Edmont, PA 15032

Thanks!

Kathy

Mrs. Laura M [redacted]

Please send
"10 Reasons
why I'm A Vegetarian"
to the address below.

Thanks

JM [redacted]

\$1.00, cash
+ SASE

encl.

rec'd 1/25/93

Mrs. Laura M [redacted]
[redacted] Street
Olathe, KS 66061-7424



Dear Vegie Society

Could you please send me
50 copies of "101 Reasons Why
I am a Vegetarian". I will
be handing them out at our
Earth Day Celebration.

Thank-you

Charmaine Nii [redacted]

send to:

Charmaine N [redacted]
[redacted]

So. Lake Tahoe, CA
96157



THE MINNEAPPLELIST.



Friday 11/6/92

Dear Vegie society — (Pamela)

Hi. My name is John. We talked on 10/27 about 10:45 AM my time (CST). You had to go because of other calls. We talked a short-while (5 min.) about vegetarians & your "101 reasons" that you just completed.

Enclosed is a check for \$20 for 50 of your "101 reasons". I'm anxious to see so send ASAP

Thanks so much

John M. [redacted]

Minneapolis, MN, 55416

(612) 92 [redacted]

(\$5.00 as cash)

~~John~~
\$25.00
encl.

I/11/92



From the desk of

GISELA SA [REDACTED]

Dear Pamela,

Received VivaVine and
am very grateful. It
becomes unbearable to
live without truly vegetari-
friends. Am in the process
of leaving the school where
I have worked 20 1/2 years.
Please only cash the check
on I/15! (or it might bounce)

MEMO

\$ 1.- cash
encl.

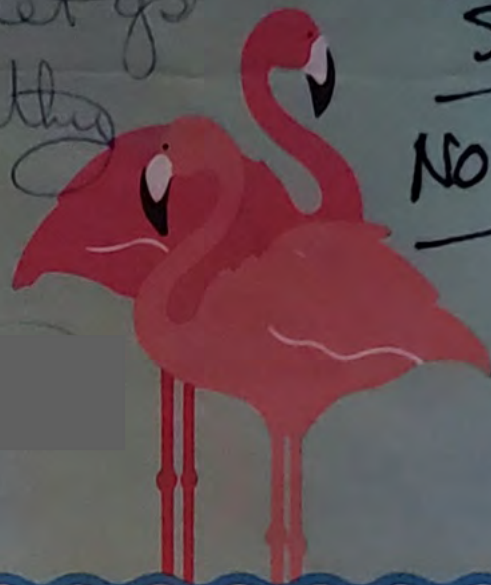
Would you please send
me a copy of Pamela Taisler's
hist, & information about
the Viva Veggie Society's
activities & bi-monthly
Newslatter.

rec'd
4/4/93

~~AS~~
SABE

NO M3

Thank
X



PETA(z)

Ki Pam.

your story on "How
to Cost the Plate

is on page 2.

Wishing you a merry
Xmas.

Love & Peace
Lubii

P.S. Did you get my request for
a copy of your 13 reasons not
to drink your milk? I would
(our)

like to publish them

next time

Thanks

Dear Ms. Tiesler,

Thank you for making
Animal Rights Day such
a success.

We greatly appreciate
the time and effort
you've put into this
day.

Thanks Again!

Sincerely,

S.A.F.E.

Student Action For the Env.

"Reproduction by kind permission of ReproLit Intl."



107653

Billy Mills Lakota (Sioux)
Running Strong for American Indian Youth

Christian Relief Services
632 South Second Street P.O. Box 670 Ratons, New Mexico 87740-9970

200-LTS
Printed in U.S.A.

February

The Viva
Prince St
D. Box
New York
Dear Sir

Please
Thank

LAW OFFICE OF
MARK SA [REDACTED]

[REDACTED], Illinois 60015

[REDACTED] 75

February 15, 1996

The VivaVegie Society
Prince Street Station
P.O. Box 294
New York, New York 10012

Dear Sir or Madam:

Please send me membership information for The VivaVegie Society.
Thank you for your assistance.

Sincerely,

Mark Sa [REDACTED]

Mark Sa [REDACTED]

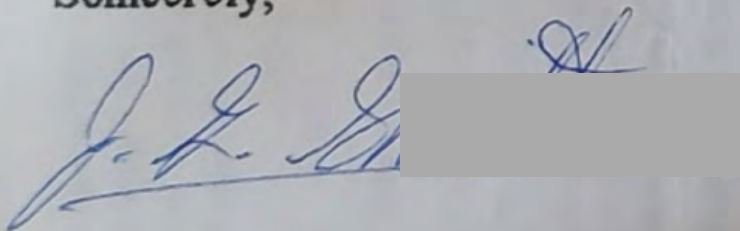
[REDACTED]
Duncan, B. C.
V9L 5E9

August 25, 1997

Dear VivaVeggie Society,

Several months ago we sent \$2.00 in U. S. funds for a copy of 101 Reasons to become a vegetarian. We have not yet received our copy. Please check your files and let us know what has happened.

Somcerely,

 [REDACTED]

John G. Smith [REDACTED]

please also send
a copy to the
References!
Thanks!
Marianne

Become a card carrying member of The VivaVeggie Society!

You've just read *101 Reasons Why I'm a Vegetarian*. So, why not indulge the "veg-evangelist" in you? Become a member of The VivaVeggie Society and receive: a membership card, one copy of *101 Reasons Why I'm a Vegetarian*, and five issues of the society's newsletter *The VivaVine*. Membership is \$15 per year.

I am already
(Yes, I) / (No, I do not) want to become a card carrying member of The VivaVeggie Society.

Please send me 100 (copy / copies) of
101 Reasons Why I'm a Vegetarian.

MY FIRST COPY IS \$1 + FIRST CLASS STAMP

- Add'l copies are 50¢ each
- 50 copies are \$20 • 100 copies are \$35

(ENCLOSING POSTAGE FOR ADDITIONAL)

Name: MARIANNE S D)

Address _____

City: NEW YORK State: NY Zip: 10012

Phone: (212) _____ Date: 2-28-97

Herewith, also, is a donation to The VivaVeggie Society
for \$ _____. TOTAL enclosed: \$ _____.

CHECKS PAYABLE TO THE VIVAVEGGIE SOCIETY

Due to growing commercial specialization in the several developmental stages of cattle production, and due to producers seeking the best price at every step of the animals' marketing process, your hamburger may have come from a steer that suffered relocation between Mexico and the US. Feeder cattle are shipped to Mexico to graze; Mexican cattle are shipped to the US to be fattened in US feedlots; and US cattle are transported to Mexico to be slaughtered and processed. The USDA and the financial community view this animal shuffling as a development which shows how the various "cattle sectors" can "complement" each other with "free trade." It's not likely that the steers who make the trip would agree (see #81).

Late in 1995, the FDA put in place new rules pertaining to the regulation of fish...

Hi Pam
I'm having extreme money problems and can't afford
to re-subscribe to Viva Veggie. It's not personal!

Happy Spring and Happy Birthday!

Best wishes,

Susan Rot [redacted]



Shelley P1

Please send me a copy of your list
of "101 Reasons to be a Vegetarian" and
also some information about the VivaVeggie
Society.

Thank you,
Shelley P1

P.S. I learned of your organization
in the Spring 93 issue of PETA News.

cash : 1.00

PAID + SASE
APR 22 1993

Burlingame, CA 94010

DEAR VIVA VINE -

3/13/94

I RECEIVED YOUR "101 REASONS WHY..."
A FEW MONTHS AGO. I LOVE THE
SUPPLEMENTARY COPY YOU SENT OF
THE VINE, SO PLEASE SIGN ME UP
FOR A ~~COPY~~ SUBSCRIPTION (\$5 IS
ENCLOSED - WHAT A DEAL!).

Love,
Lina

Y
Unit #55
St. George, UT 84770 USA



2/2/93

Dear Samela,

I enjoyed your article
101 Reasons why I'm
Vegetarian.

Please send me detailed
references and also a copy
of this article.

I'm looking forward
to meet you in person.

Enclosed is my calling
card. Hope to hear
from you.

Thank you.

Sincerely,
Simeon D.

Sent
Promo sheet
Meat out-
Adopt
Phys
V Veg
Vol 2#2

1031

201

1871

2405

2

Only 3

24

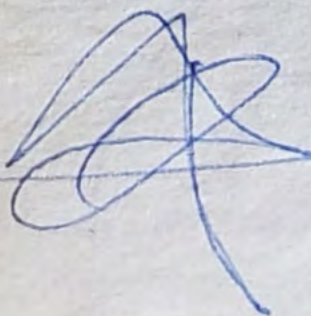
1/1/78
please send me the

101 Reasons Why I'm a
vegetarian." Enclosed is

a check for 2 dollars, I
saw the ad in Vegetarian
Times. Please send to:

Mike W. [REDACTED]

[REDACTED]
Mechanicsburg, Penna. 17055- [REDACTED]



LOUIS WARTER
180 E. 163RD ST.
BRONX, N.Y. 10451

March 1, 1933

Dear Panda:

Thank you for calling me and for the
nice telephone conversation.

Glad to have made the discovery
that you do typing for a living.

Enclosed here are sets of papers,
copies of the latest mailing from
the San Francisco Vegetarian Soc.

Ripia Mahy was teaching
High School, including dancing,
and, as you see, she was well liked.

No doubt she will appreciate
the extent of your activity. It is my
feeling that the two of you can
work well together --- perhaps

as a coalition as two parts of
the same organization. It will
be interesting to see what develops
from this union, and least the

contact. My most hearty good wishes
for your unbounded success.

W. W. W.

Louis

LOUIS WARTER
180 East 163rd Street
Bronx, N.Y. 10451

Dec 15, '93

Dear Pamela:

Thank you for your note, your card and that copy of your appearance in the Vegetarian Times. You are to be congratulated on your dedication and your persistent effort.

Thank you also for accepting that article. It is my feeling that it would be a mistake to break it up into two parts. It would be much better to publish the whole letter in one issue and reserve the others in another issue. No doubt it is the only one of this length, especially with so much pertinent information.

People will write in for copies — if it will be in two issues, they may hesitate to write. In any event, when an article is broken up in that way people lose interest.

God bless you and bring you unbounded success in your splendid work.

holiday joy.

Hartiest good wishes for

As ever

Louis

Carolyn B. [redacted]
[redacted]
Bohemia, N.Y. 11716

March 19, 1992

The Viva Veggie Society
234 Mulberry Street
Apt. 17
New York, N.Y. 10012

Please send me a copy
of '101 Reasons Why I'm a
Vegetarian'.

Thank you.

Carolyn B. [redacted]

NSASB
PC

DB



SCRATCH PAD

June 28, 1993

Viva Veggie Society
Prince Street Station
PO Box 294
New York, NY 10012

PAID
JUL 02 1993

#1, - (V9)

Dear Sir/madame:

(SAB) cash
PETA

Please send me a copy of
Pamela Teisler's "101 reasons she's
a vegetarian" List.

my address is:

Carol B [redacted]

[redacted] cle

Eagle River, AK 99577

THANK you. Veg on!

Sincerely,

Carol & B [redacted]

[REDACTED]
Hollis, Ny 11412
Oct. 12, 1993

I am enclosing my
check for \$5.00 for 5
issues of The Viva Vine,
+ Membership card +
Complimentary copy of
101 Reasons Why I'm
a Vegetarian.

Luke B. B. [REDACTED]
[REDACTED]

PAID
OCT 30 1993

\$5.- check

LOUIS WARTER
180 East 163rd Street
Bronx, N.Y. 10451

March 9, 1993

Dear Pamela:

Thank you for that nice
telephone conversation.

I hope you have found that
batch of papers from DIXIE MAHY,
Founder - Pres. of the San Francisco
Vegetarian Society that I sent you
a week or ten days ago, addressed
to you P.O. Box #994, Prince St.,
N.Y. 10012. The address is
S.F. Veg. Soc., 1450 Broadway, ^{San Francisco} CA 94109.

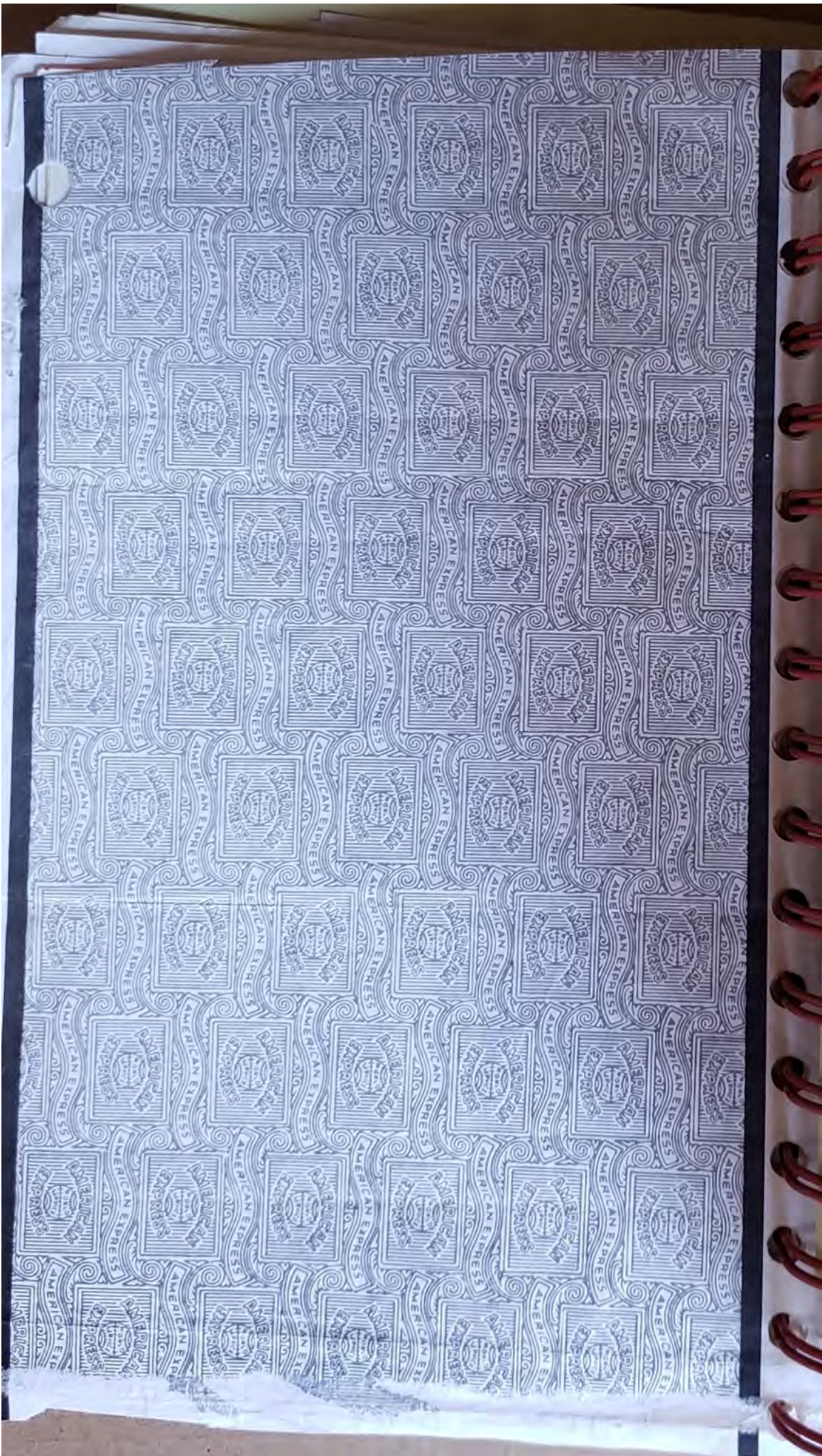
It would be wise to send her one of
your mailings and tell her about
your work -- and ask her for one of
her mailings.

Enclosed is a paper about
Mark Twain, and a copy of a
N.Y. Times article on McDonalds.

All my best,
Louis

Dear Pamela (if I may call
you Pamela)) 7

I found an undated
copy of "101 Reasons Why
I'm a Vegetarian" on my
friend's ~~refrigerator~~ refrigerator
at a vegan potluck. How
up-to-date ~~are~~ are
these numbers? ~~Do you~~ Is there
a more recent print-out that
you could send us? It's very
disheartening how people don't
even want to know or hear
about ~~these~~ ~~these~~ ~~these~~ & these
possible figures. All I can do
right now is learn how to ~~make~~
create vegan dishes that people want.
My friends started a vegetarian/vegan
catering service in Gainesville, FL and we
have ONE vegetarian cafe. Do you have
a website? - Betsy



Nov. 22, 1994

141.

I HAVE LEARNED OF THE
VIVA VEGIE SOCIETY, AND WILL
LOOK FORWARD TO RECEIVING
MY COPY OF "101 REASONS WHY
I AM A VEGETARIAN".

I HAVE BEEN IN NY NOW FOR
A YR AND HAVE BEEN HOPING TO
GET INVOLVED WITH A GROUP
SUCH AS YOURS -

PLEASE REPLY TO:

JAN W [REDACTED]

[REDACTED] ND.

21 E

FOREST HILLS, NY 11375

THANKS! J-W [REDACTED]

Enclosed is my check
for \$20. I am requesting
an order of 50 copies
of your 101 Reasons Why
I'm a Vegetarian.

This was very informative
and has helped me
transform one friend to
vegetarianism. I plan to
spread the news!

Charles W. [REDACTED]

LOUIS WARTER
480 East 163rd Street
Bronx, N. Y. 10451

Dec. 8, 1993

Dear Pamela:

Here is that letter you asked for. Be assured that I am mindful of the "length" of the letter in relation to the limited space you have. But you asked for it.

To solve the problem, you might consider publishing this letter in the very next issue, followed by a notation that other comments will appear in the following issue.

God bless you for the wonderful work you are doing.

As ever,

Louis

LEAGUE OF HUMANE VOTERS OF NEW YORK CITY

6TH ANNIVERSARY CELEBRATION

Join the League of Humane Voters of New York City on Saturday,
November 10, 2007 as we celebrate our sixth anniversary!



8:00PM–Midnight
Jivamukti Yoga School
841 Broadway, 2ND Floor, (13TH–14TH Streets)

Complimentary hors d'oeuvres from New York City's finest
vegan restaurants and cash bar featuring organic wines and beers.

Celebrating elected officials who have made significant
contributions to animal welfare, including Congressman
Eliot Engel, State Senators Frank Padavan and Martin Connor,
Assembly Members Michael Benjamin and Linda Rosenthal
and Council Members Tony Avella, Melissa Mark-Viverito
and Jimmy Vacca.

Special celebrity guests include: Peter Max, Nellie McKay,
Grant Aleksander and Dan Piraro. Surprise guests to appear.

Book signing by acclaimed author and political guru Julie Lewin.

Corporate Sponsors include:

Candle Cafe, Counter Restaurant and Wine Bar, Cynthia King Dance Studio, Jivamukti Yoga Studio, MooShoes, Tastee Vegan and Whole Earth Bakery & Kitchen

Host Committee

Meena Alagappan, Joy Askew, Garo Alexanian, Marty Algaze, Helen Bala, Josephine Bellacomo, Chloe Jo Berman, Susan Brandt, Jenny Brown, Maryanne Byington, Lawrence Carter-Long, Catherine Clyne, Hon. Danny Dromm, Len Egert, Daniel Elstein, Prof. Julian Franklin, Deborah Gavito, Brad Goldberg, Hon. Lewis Goldstein, Doug Greene, Jane Hoffman, Laura Imperiale, Steve Kaufman, Cynthia King, Patrick Kwan, Olivia Lane, Aubrey Lees, Julie Lewin, Mary Max, Dirk McCall, Zenobia McNally, Marisa Miller Wolfson, Elinor Molbegott, Joy Pierson, Andy Praschak, Harriet Putterman, John Phillips, Bart Potenza, Sherry Ramsey, Martin Rowe, Pamela Rice, Jamin Sewell, Michael Schweinsburg, Paul Shapiro, Valerie Sicignano, David Silversmith, Peter Silvestri, Hon. Jerry Simonelli, Julia Szabo, Amy Trakinski, Veronica Vera, Lisa Virgona, Diane West and the Hon. Bob Zuckerman

Note on Attire

Cocktail attire. Please, no furs. And, wear your best socks! Shoes must be removed at the door to the Yoga studio.

Updated information on the event can be found at: <http://www.humanenyc.org>
or call 212-889-0303.

Louis Warter

Bronx, NY 10451



(718) [redacted]

April 18, 1993

To Pamela Tessler, truly,
the One and Only!

Just to say,
"Congratulations"
And to hope sincerely, too,
That all your plans
will work out well
And happily for you!

These are my sentiments as
well as those of the writer of
this verse. Short and sweet!

My heartiest good wishes,

Louis Warter



Lower East
180 E 163rd St
Bronx, NY 10451-3240

5-7-95

Dear Pam:

Just a few lines to say
thank you for your thoughtfulness
and for the wonderful work you
are doing in behalf of the vegetarian
movement. I do believe your
contribution is making a dent
in the solid wall of resistance.

A check for \$15.00 is enclosed
for your expense fund. I trust you
received a number of contributions
to help offset the expense you had in
this most recent project.

God bless you and the wonderful
work you are doing. As ever,
Lorie

How nice of you
to think of me
in such a lovely way...
Your kindness
and your thoughtfulness
puts sunshine in my day.

very
amazing

\$15.00
enc.

Thank You



PAID

JUL 02 1993

(V9)

(UT)

\$2.00 check

Please send me "101

Reasons why I'm a
Vegetarian". I am

enclosing the \$2 requested
in the ad in Vegetarian
Times.

I was also wondering
if there is any book
or list of foods that
contain animal-by-products
like ingredients to watch
out for or something like
that. I've run into questions
about Gelatin and lechithin
plus many others like
cellulose gum.

THINGS TO DO TODAY

DATE AUG. 16, 1994

Dear Pam,

Please send a copy of your
"101 Reasons" and any other info
about the society. Also, please do not
"share" my address with any other
mailing lists/organizations. Thank You!
Sincerely,

Margaret Xi

(enclosed is check for \$1.00 as requested)

Mr and Mrs R Kiu

Lockport IL 60441

Date: _____

I AM INTERESTED IN:

circle letter(s)

- A) Passing out flyers in public places
- B) Coming to VEGIE POTLUCKS
- C) Coming to steering meetings
- D) Getting t-shirts made so they can be sold
- E) Donating legal or accounting expertise
- F) Organizing mailings to
 - the media
 - legislators
 - restarants
- G) Overseeing networking with vegie, ecology, and animal rights organizations
- H) Organizing vegie cooking seminars
- I) Being responsible for collecting relevant news articles, so the VivaVegie Society can function as an information clearing house
- Organizing letter writing campaigns
- Organizing "Vegie Nite" -- food for

Dear ^{Viva-}Veggie Society-

Thanks for sending me

"lol reasons im a vegetarian"

I am enclosing \$1.00

for it. Thank you



Carye J. [REDACTED]

Please send a copy of
"101 Reasons Why I'm a
Vegetarian" to:

Terry J [redacted]

[redacted] d
Willow Grove, PA 19090

My \$1.00 is enclosed.

Thank-you

\$ 1.- cash
rec'd 1/15/93
+ SASE

A page from Helen's Thoughts 12/15/91

K Helen Koop
Grafton, OH 44044

Dear Pamela,

I read your "101 Reasons
Why I'm a Vegetarian". Although
I don't know when you wrote
it, I'm sure you are aware
that it needs updating from
time to time. For instance,
reason number 46: the boycott
called by RAN against Burger
King has been called off. Burger
King no longer buys rain forest
beef. Also, number 7 states

\$ 5.00 check
enclosed

A page from Helen's Thoughts

that an acre of trees is spared
per year when one person
removes animal foods from
his/her diet. Isn't it more?

So I am in need of
your references, if you will
kindly send them to me.

They will be put to good use,
Pamela; I have founded
the Fit for Life Study Group
to educate and enlighten
individuals just as you do.

Please tell me a little bit

about the Viva Veggie Society when
you do! Merry Christmas!
Helen K.



NEILSON
Graphomania
Jane Spencer
Licensed by Image by Design

3-25-97

Dear Pam-

Thanks so much for coming to speak at our potluck. It was really great to see you again! I wish I hadn't been so busy and could have visited with you more, but - it was a hectic night. Good luck with all of your plans. They sound great. If I can do anything to help - let me know.

Peace,

Marta

G. 

5. Thank Alex for coming too!

[REDACTED]
E. Orland, Me. 04431

16 April, 1992

Dear Ms. Teisler:

I am a beginner vegetarian myself. I am interested in knowing what your organization does and would like to know more about it.

Yours Truly,

Barbie G [REDACTED]

The Viva Veggie Society
Prince St. Station

P.O. Box 294

New York, N.Y. 10012

PAID
MAY 26 1993

\$2.00 check

NSASE

Please send me

"101 Reasons Why I'm a
Vegetarian".

I have enclosed a
check for 2 dollars.

Thank You,
Sue Ellen

217-
[redacted]

Sue Ellen G [redacted]

[redacted]
Jacksonville, FL

62650

\$ 10,- check

14/7/97

Dear Madam/Sir

I came across your society on the internet while looking for information regarding world hunger. I also came across 101 reasons why I am a vegetarian by one of your members. It also gave information about ordering the 101 reasons as well as the references that go with them. I would like to order both.

Enclosed is a money order payable to The Viva Veggie Society for 10 U.S dollars. Send as many as you can including postage for that amount with the references.

Yours sincerely Chandra

P.T.O

Return address

Chandra

[REDACTED]
Perth 6053 W.A

Australia.



A Note From

DON DOUGLAS BO

4
27/96

Dear Pamela,

you did a fantastic job on
the newest 101 Reasons. I
am so impressed I'm going to
make sure it gets in the hands
of all the Green Committees
of the Unitarian churches in
the N.Y. Area. Send 100
copies for starters.

Sincerely
DB

Dear Viva Veggie Society

2-2 Happy
Ground Hog
Day!

I just got done reading
the article about Pam Zeisler
in the Dec. 93 issue of
Vegetarian Times.

I have not eaten beef and pork
since 1980, & poultry & fish since '85.
I'm entertained & interested in
your technique of spreading
the vegetarian word! Keep up
the good work.

Would you please send me a
copy of "101 Reasons Why I'm
a Vegetarian?"

Enclosed please find \$1.00!

Thanks.

Holly H. [redacted]

[redacted]
Portage, MI 49002-1611

Carye [redacted]
[redacted]
Augustburg College
[redacted]
mpls, MN
554 54

Hi ☺. I'm writing to ask
for some info. I'm a college
student and for the month of
January I am doing an
independent study in vegetarianism.
I need info on the
health aspects. - protein combining
recipes etc... I also would
like to know if there is an
organization (vegetarian) based
in Minnesota. I'm putting
together and info/arty booklet
and would like to use sources
anyone can find. Is there a
suggested list of easy to find
books? ~~if~~ If I could get
anything you can send that
would be great. If you need
a donation let me know. Is it
possible to get it before Jan. Thanks

PAUL A. [REDACTED]

1 [REDACTED]
New Smyrna Beach, FL 32168
407- [REDACTED]

NOVEMBER 10, 1991

DEAR PAMELA TELSLER

MANY THANKS FOR SENDING THE COPIES OF
WHY I AM A VEGETARIAN. AND THANKS TO DEAR
LOUIS WARTER FOR SENDING ME THE FIRST ONE.

IT IS A GREAT JOY TO ME TO DISCOVER OTHER
PEOPLE WHO ARE OF THE SAME MIND AND IN-
CLINATION.

IF YOU HAVE ANY OTHER "WORKS" (WRITINGS)
ON THE SAME SUBJECT KINDLY ADVISE.

I THOUGHT IT AN EXCELLENT IDEA FOR SOMEONE
LIKE YOU OR MRE TO TRACE DOWN THE MFR OF
THAT POSTCARD WHICH SHOWS AN AUTO DRIVING
DOWN THE ROAD WITH TWO DEER IN THE DRIVER'S
SEAT, (ONE DRIVING, OF COURSE) AND TWO
HUNTERS STRAPPED OVER THE TOP OF THE HOOD
DRIPPING BLOOD.

A PICTURE IS A THOUSAND WORDS. IF, IN NYC
YOU HAVE A SOURCE THAT COULD TRACE AND FIND
THIS POST CARD I WOULD LIKE TO HEAR ABOUT
IT AS BELIEVE I AM MANY OTHERS WOULD SEND
THEM OUT BY THE HUNDREDS.

KINDEST BEST WISHES.

SINCERELY

Paul A. W.
PAUL A. W. [REDACTED]



IF I WERE A RICH MAN THE
CHECK WOULD HAVE A FEW ZEROS AFTER
OF BECAUSE OF YOUR TIMECONSUMING
THOUGHTFUL PROJECT

St
LOUIS WARTER
180 East 163rd Street
Bronx, N. Y. 10451

May 23, 1992

Dear Pamela:

Congratulations on the wonderful work you are doing and for your dedication to the idea of growth and progress.

My check for \$25 is enclosed. My long experience has taught me that you will attract more money if you form a corporation - a

"NOT FOR PROFIT ORG," called in legal parlance, an ELEMOSINARY INST. (I trust my spelling is correct). Your attorney friend should be able to do this for you at a reasonable price.

There are a number of Vegetarian organizations, but only those that are incorporated and are able to accumulate a bit of "capital". (Even this is the age of "BIG BUSINESS" - I mean, if you demonstrate "dignity" in

in your activities, you will
to attract large donations from
corporations and food manu-
facturers and from individuals.

Back in 1971, I personally obtained
a set of papers for the N.Y. Poetry
Soc'y, made up the by papers and
carried them thru the various
steps in the Dept of State of N.Y. State
and obtained a "Certificate of Incorporation". It can be done, even
without a lawyer, as I did.

When you make up your next
issue of 10 Reasons, it would be
much better to make it a 4 sheet
paper - 8 sides - with large print.
That will attract more people and
will deter many from making
their own "copies" and thus order
more from you. Many corporations
have copy machines used by the
employee, much without the
knowledge or permission of management.

My heartiest good wishes
unbounded success.

Sincerely, as ever,
Louise

and V

St
LOUIS WARTER
180 East 163rd Street
Bronx, N.Y. 104

Dec. 4. 1992

Dear Pamela

Holiday greetings to you!

Here is some material that I think
will interest you, just in case
this info. has not reached you.

My memberships include the
CMC, GREENPEACE, NRDC, CSPI &
Nutrition Action and numerous
others. Big Business, High Finance,
and their Government lackies are
ruining our ecological system.

I trust you are well and
continuing your wonderful work.

Heartiest good wishes to you
for good health and a generous
share of God's most precious bounty.

Sincerely, as ever,

Louis Warter

(I sent off
that card)

Louis Warter
180 E 163rd St
Bronx NY
451-3240



May 17, 1991

Dear Pamela = Greeting from the Bronx!
Thank you for that nice telephone conversation and CONGRATS on your wonderful achievement of compiling that directory of ideas that so succinctly delineates the Vegetarian Ways of Life.

Thank also for the privilege of meeting a charming young lady possessed of the COURAGE to DARE DO and the acumen to put her new-found convictions of TRUTH into objective action. Let us hope that your enthusiasm will be contagious.

You have already established yourself as an "activist" for the "meatless" life, & since you are still so young, your life will be extended beyond the proverbial 120 so that you can continue doing GOD's work on the earthly plane.

May you be endowed with the continuation of good health and an abundant share of God's most precious bounty.

Sincerely + Shalom
Louis Warter



Pat W.

3/6/94

Please send 50 copies

2 " 101 Persons ...

to:



Pat V.
[Redacted]
Aurora, CO 80010

Thanks —

Been spreading the word
here in Denver + around
country to friends & family —

June 8, 1993

Dear Fellow,

My local Vegetarian group has
advertised you "101 excellent reasons
to be a vegetarian." PLEASE send
me one!

Thank you,

Myra D. [redacted]

Myra D. [redacted]

41 Maple [redacted]

Fairfax, CA 94930



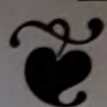
PAID
JUN 17 1993

\$1.50

Cash
w/SALE

UV8

Deutchman Lauro



Chiropractic Centre

posture rehabilitation specialists

52 West 86th Street, New York, NY 10024

(212) 874-9033

Dear Pamela,

Could you please send
an original copy of
"101 Reasons Why I'm
a vegetarian".

We have a copy of a
copy of a copy -
making it virtually
impossible to photocopy
for our patients.

Here's to the future
of a vegetarian planet!
Keep up the good work.

Sincerely

W. Dech

To Viva Veggie Society -

7/9/93

I read a article of
Pam Teisler wore a sandwich
stand "ask me why I'm a
Vegetarian". It was impressive
costume to show people on
a street. I like to see
what her 101 reasons of she's
vegetarian - like to have her
list. She looked good
with vegetables! Art was
excellent. Me-vegetarian
for years. Please send
me list. Here is donation
for the Society (?) Thanks,

V9

PAID
NO SASE
JUL 18 1993

check \$4.00 donation

V9
V10

Holly

PETA



Pamela,

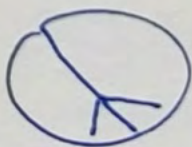
4/22/92

(Recycle conscious)

\$10 - all I can afford,
for now.

Let me know @ events
I missed the 6/13 event
(just got your newsletter.)

F[REDACTED] is my last name.



, Marie

718 9 [REDACTED]

6/20/92

Thank you, Marie, for your
impassioned words and
your support.

Enclosed are a few
other things you may find
interesting. I'll put you
on the mailing list to
receive the next newsletters.

Here is the most
current issue.

— Pamela

P.S.: May I have your last name?

Pamela Teisier
The VivaVegete Society
234 Mulberry St., # 17
New York, NY 10012
212-966-2060



In their digestive systems, the World's 1.3 billion cows annually produce 100 million tons of methane — a fifth of the deadly "greenhouse gases".
With adequate redistribution, a 10% reduction in meat eating would save enough grains and soybeans to feed the 60 million people who starve to death each year.

Parola

Thank you for all your work on VIVAVEGIE's 101 Reasons... This is information that most people will not even acknowledge exists! I've been trying to shed some humanity on people but they just keep on denying. As a matter of fact, when I first came upon your 101 Reasons a woman walked by and said, "Oh, I wouldn't read that, I'm a vegetarian but I don't want to know what that says because I eat fish." I said that's what all the men say: I don't want to know. It shocks me how many women eat meat. Where are their mothering hearts? I feel for all those mother animals! From your knowledge I get the feeling you have read *Diet for a New America*. Sometimes I don't think I can even be friends with people who just don't have the compassion to be a vegetarian. It's lonely but when I see people like you working for this cause I am relieved. Thank you sister.

Marie
501 8 St. #1
Brooklyn, NY 11215

Marie

DANIEL S. [REDACTED]
MAYOR

City of Wilmington
Delaware

CITY/COUNTY BUILDING
800 FRENCH STREET
WILMINGTON, DELAWARE
19801-3537



Please send me your
"101 Reasons why I'm
a Vegetarian" - \$1⁰⁰
and SASE enclosed here.

Thanks a lot.

Laura F. [REDACTED]

7-14-94

I am doing a workshop
on factory farming at
my college in August.

Could I get about 25
copies of "101 Reasons
why I'm a vegetarian"
to hand out?

Thanks,

Katie F [redacted]

\$4.-

cash
encl.

Tampa, FL 33664

(813) 9[redacted]

Please send "101 Reasons
Why I'm a Vegetarian" to
Ellen F [REDACTED]
[REDACTED]
Kemah, TX 77565

Thanks!

V

Dear Pamela -

Hope your book is
progressing well!!

If you've resumed
publication of the EXCELLENT

VEGGIE magazine of yours,

please BE SURE to

put me on your mailing

list. (I was a paid

Viva Veggie member PRIOR

to your recess. Since

I've moved, it occurred

to me that you MAY

NOT have my current

address

Wishing you a

good year!!

Karen

KAREN M. [REDACTED]

[REDACTED] R.

Palmdale, CA 92211-1583

12/6/02

DEAR PAMELA,

PLEASE RENEW MY
SUBSCRIPTION.

PAM, I HAVE GREAT
ADMIRATION FOR THE
SUPER JOB YOU ARE
DOING. YOU DESERVE
A BIG PAT ON THE
BACK FOR A JOB
VERY WELL DONE.

I HOPE TO VISIT YOU
SOME TIME NEXT YEAR.

BEST WISHES FOR GOOD
HEALTH ~~HEALTH~~ AND CONTINUED
SUCCESS.

RESPECTFULLY YOURS,
Burt P [REDACTED]

\$50.
Contribution



(or call or write in the meanwhile!)



**Why wait?
Come visit!**

I've moved!



And here's why...



To live with my fiancé, Brent!



Rachel F. [redacted] Brent M. [redacted]
[redacted] #311
Chicago, IL 60613

[redacted] (brooklyn line forwarded)

[redacted]
[redacted] .com
[redacted] hoo.com

(over)

Give peas
a chance



1-5-94

Dear Vegies,

I love this →

Enclosed is a check
for \$5.00 for a years'
membership.

Thank you.

Sincerely,

Betty B. [REDACTED]

To Viva Veggie Society,

Here is a cheque for \$2
please send the 101 reasons
for being vegetarian
to:

Darcy B. [redacted]

[redacted]
Vancouver B.C.

V5K 2N8

Thank you
Darcy B. [redacted]

Personal
Check
no-go

April 19, 1997

The Viva Vegie Society
Prince St. Sta.
P.O. Box 294
New York, N.Y. 10012

Please send me a copy of your brochure
" 101 Reasons Why I'm a Vegetarian "

Enclosed is my check for \$ 2.00.

Thanks

Pauline

Pauline B. [REDACTED]
[REDACTED]

League City, Tx. 77573

I saw your ad in a giveaway magazine in
Vancouver, Canada when I was there on
vacation.

07/04



Joanna Se [redacted]

[redacted]
New York NY 10023-8 [redacted]

Hi!

PLEASE SEND ME 50 copies
of "101 REASONS" (FABULOUS)
+ SIGN ME ON.

BEEN A VEGGIE FOR MANY
YEARS - TOTALLY BELIEVE I
to support the cause and
I teach about it to my
STUDENTS!

Thank you!

2000 Member
International Fund for Animal Welfare

4/11/2002

Hi Pam! —

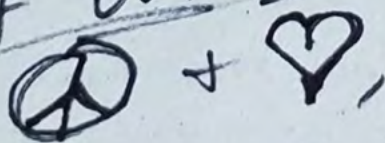
Thought you'd enjoy seeing some of the press attention from the FACTORY FARMING RALLY at the Trenton Statehouse this past Monday - It was very exciting!! The Forum on Sun. was excellent, also - I worked as a volunteer, but got to hear the majority of the speakers.

Mary Tyler Moore was very eloquent and I especially appreciated that she stressed the environmental consequences. I kept raising my hand for the Q + A of Howard Lyman's + Pete Singer's presentations, because no one at the Forum really mentioned that very important aspect.
— over

Mostly, all they talked about
was health, cruelty and
ethical considerations,
which, ~~off~~ of course, are
crucial - but how could
they not stress the connection
btw animal agriculture and
pollution, deforestation and
global warming ??? (of
course, most of us already
know this, but still...)

It was great to meet
Sue Coe - She autographed
my copy of 'DEAD MEAT'
with a beautiful cow
illustration!

- Best Wishes!!



Jane

*Will U be at the Assoc. of the
Bar "Humane Education" progr
next Tues? I'll probably attend

- See you - D.

SBNT

Hi. I've just read "101 Reasons"
online & I love it! Please
send me four copies of
the 2001 edition. Thank
you very much!

Lisa Co [redacted]

[redacted]
Providence, RI 02905
401.4 [redacted]

P.S. I'm enclosing \$3.50 for
the copies & another \$10 as
a donation to the group.
Thank you for all of your
efforts.

2 checks - donations
\$10.00 -
\$3.50 -

4-17-02

Viva Veggie Society

Please send 2001 edition
of reasons to be a vegetarian.

Which you explained the
difference between the 1998 &
2001 edition

I assume I am ordering
the best one - updated

Thank you

Lynne M. [redacted]

also: John R.



Ms Lynne M. [redacted]
2010 Suffolk Ln
Point Pleasant, NJ 08742

AMELA!

IT'S NO PROBLEM FOR ME TO WRITE A
NEW CHECK - HERE IT IS! I HOPE YOU'RE
WELL. I AM CURRENTLY PLANNING MY
WEDDING, AND I'M INCLUDING THE "101"
IN WITH ANIMAL PACKS THAT I'M
PUTTING TOGETHER FOR MY GUESTS. THEY'LL
BE EATING VEGAN FOOD, SO I FIGURED
THEY SHOULD HAVE INFORMATION TELLING
THEM WHY.

IF WE GET JUST ONE "CONVERT" OUT
OF OUR 40 GUESTS, I'LL BE THRILLED!!

THANK YOU FOR EVERYTHING!!

FOR THE ANIMALS,

LINDA

\$16.50
check

Panela

~~Here's my fact sheet~~

on meat + climate change.

cheers,

Glenn

Hi Pamela!

Don't know whether you remember us, two

Vancouverites who came to see you in your office
in early November when in NYC.

We really appreciate your energy + dedication.

It was good to meet you, and also to be able
to buy your book "101 Reasons..." which has
tons of useful information.

Enclosed is a small donation for your work.

Thanks again.

Sharon +
Harley



Isn't man an amazing animal? He kills wildlife—birds, kangaroos, deer, all kinds of cats, coyotes, beavers, groundhogs, mice, foxes, and dingoes—by the million in order to protect his domestic animals and their feed. Then he kills domestic animals by the billion and eats them. This in turn kills man by the million, because eating all those animals leads to degenerative—and fatal—health conditions like heart disease, kidney disease, and cancer. So then man tortures and kills millions more animals to look for cures for these diseases. Elsewhere, millions of other human beings are being killed by hunger and malnutrition because food they could eat is being used to fatten domestic animals. Meanwhile, some people are dying of sad laughter at the absurdity of man, who kills so easily and so violently, and once a year sends out cards praying for "Peace on Earth."

C. D. C.

From OLD MacDONALD'S FACTORY FARM
By C. David Coats

(212) 91

LOUIS WARTEN
180 East 163rd Street
Bronx, N.Y. 10451

May 12, 1993

Dear Pamela:

Greetings from the BRONX!

Here are copies of some magazine articles that I thought would interest you.

I do this with various types of articles that I send to people who are interested in that particular subject.

I trust you are well and that your campaign is meeting with great success.

God bless you!

As ever,

Louis

Postcard

10/28/92

12/21/92

To whom it may concern,
Can you please send me
the paper with 101 reasons
why I'm a Vegetarian.
My friend had it & I
loved it.

Thanks alot

Sincerely
Donna D. [redacted]

Donna D. [redacted]

Waspith, N.Y. 11378

Dec 11, 1998

Viva Vegie Society

I had the pleasure of
visiting your table at the
Vegetarian Vision Festival. I

am the guy from Silver
Spring, Maryland (DC area)

whom you gave the great
suggestion of having dinner at the

upscale Korean Vegetarian Restaurant.

The meal was great, yes it is expensive
from \$15.00++ to \$70.00 per person for
a meal. I did let them know that
I found out about them through Viva Vegie Soc.

Barbara, Jan D.

Member

Barbara & Francis B [redacted]

407-

Melbourne FL 32935-6914

Dear Viva Veggie Society,

Enclosed is \$20 for 50 Copies
of the 1998 Edition of 101 Reasons
Why I am a Vegetarian

Thank you for your work

Sincerely,
Barbara B [redacted]

To →



Barbara E. Bi [redacted]

Or

Melbourne FL 32935-6914

check:
\$20.00
enc.



Member

The Humane Society of the United States

#10. Jack



I read the "101 Reasons
Why I am a Vegetarian"
on the web. I have been a
vegan for 11 years now but
it was so awe inspiring to
see the list! I need to order
it for our animal rights group
Animal Watch Illinois. Please
send me \$10.00 worth. God Bless
you & the animals

17 copies Robin Be [redacted]
101

Vegan for a Viable Future!

Please send me your
great publication (if
you've resumed functioning).

I moved while I still
had over a year's
worth of issues forthcoming
to me & inadvertently
neglected to send you
my new Calif address
(your address had been
misplaced)!

It was great seeing Pamela
Rice's writings in VegNews
& the AVS magazine! I
look forward to reading
her book as well. (Is it
available yet?)

Happy
Holidays!

BE KIND TO ANIMALS



DON'T EAT THEM!

Vegan: Decent, Not Destructive!
Karen M.

7054 Quiet Springs Drive
Palm Desert, CA 92211



KAREN M

Palm Desert, CA 92211-

VIVA VEGGIE

PO Box 294
Prince St Station
New York, NY
10012

Happy
New Year

Feb. 19, 2002

Hello:

Please send your booklet
101 Reasons to be vegetarian
to:



Annette D. Fa
Columbia, CA 95310-1882

I am enclosing \$2.50
for 2 copies of the 2001
edition. I found you
on the internet.

Thank you,
Annette D. Fa

P.S.

Any questions:

e-mail: afaurote@hotmail.com

DO NOT add my address
to any lists!

May 29'02

Dear Sir:-

I request to send me
information why people
change their diets to
be Veggie or Vegetarian
what are healthy
foods we should eat
and foods should avoid.

Enclosed is a first class
stamp and US \$1.00 for copy

Hope to hear from you soon

Sincerely yours,

Manhant

5/29/02
\$1.00

Karen M. [redacted] J.D.

Dear PAMELA —

I just read your
spectacular writings that
were featured in the
Fall 2002 issue of American
Vegan & wanted to share
<sup>(my copy was delayed
due to my move)</sup>
with you how much I
appreciate your powerful,
well-researched articles!!

It is my hope that they
will be integrated into
attractive brochures that we
can order & distribute.

Your points fuel my anger
over the needless &
senseless rape of our
country & I hope they
will receive the broad
audience that they merit!

Your fan—
Karen

stored on microfilm in many international libraries! Congratulations!

Thank you for your personal invitation to attend the holiday pot luck. There is nothing I would rather do more, but unfortunately I have another commitment I must honor. I do hope you'll invite me to future pot lucks/gatherings. I would like very much to meet you in person & meet other vegans & animal lovers.

Congratulations also on your wedding! I hope you both share a long & very happy life together. Happy Holidays! Sincerely, Chris

Dear Pam,

12/18/93

Thank you very much for your kind note. You are not only a wonderful person, but also a very organized one to be able to keep track of every bit of correspondence!

What a wonderful article on you & your work in VT! You gave a great interview, & the selflessness that showed through well, I'm sure, influence many people to help animals. In addition, you will now be bound in volumes &

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

To learn how you can fight for animal rights, write or call:
Photograph: Peter Diggs

Jason Troubles
Before he was rescued by a caring person a year ago, Jason Troubles (J. T. for short) was in a serious danger. Abandoned with his brothers in a box on the street, J. T. faced starvation, injury, or death from untreated disease. Happily, J. T. now makes his home at PETA's Aspin Hill Memorial Park and Sanctuary.



01/02/92

Dear Pamela,

It was a pleasure to meet you
at last; I'm sure we'll get to
see other occasionally at vegie potlucks, etc.

Good luck with your continuing
street activism - may you be tender
enough to care, tough enough to fight,
and wise enough to not drive yourself
into burnout!

It may be quite some time until
I can do traditional activism again;
but please remember that I am with you
in spirit.

Joe
rec'd 1/11/93
Encl. \$ 5. - (check)
membership

Thetford Mines, February 16, 1993

The Viva Veggie Society

Prince St. Station

P.O. Box 294

New York, NY 10012

Sir,

I would like to order a copy of "101 reasons why I'm a vegetarian."

Enclosed you will find a cheque for \$2.50 CAD - the equivalent of \$2.00 U.S.

Canadian dollars

Courteously

Renaud C. [redacted]

Renaud C. [redacted]

(VT)

rec'd
2/22/93

Thetford Mines (Québec)

G6G 5J2

CANADA

ki

A.G. Edwards & Sons, Inc.
INVESTMENTS SINCE 1887

MEMBERS NEW YORK STOCK EXCHANGE INC.

216-3

MARYEILEEN CO
WIRE

APR 22 1993

check \$2.00 + SASE

4/15/93

PLEASE SEND ME A COPY OF
THE LIST OF 101 REASONS TO
(BE A VEGETARIAN. (USE RETURN
ADDRESS ON ENVELOPE & CHECK.)

I'D ALSO LIKE INFO ON
THE SOCIETY & IT'S NEWSLETTER.

THANK YOU.

\$2.

Place & copy

M. Co



Feb. 2 '94

To Whom it May Concern,
I recently ran across a
copy of your, "101 Reasons
Why I'm a Vegetarian" by
Pamela Teisler and was
surprised to find that we've
never heard of the organiza-
tion responsible for pro-
ducing it.

Please send us more
info. about your organiza-
tion, newsletter, etc.

Thank you. Sincerely,
Shelley

• 15305 44TH AVE. W • PO BOX 1037 • LYNNWOOD • WA • 98046 •

• PHONE

NEW PHONE NUMBER

20

FAX • 206/742-5711 •

Co



P



E



T



A



People for the Ethical Treatment of Animals, Portland

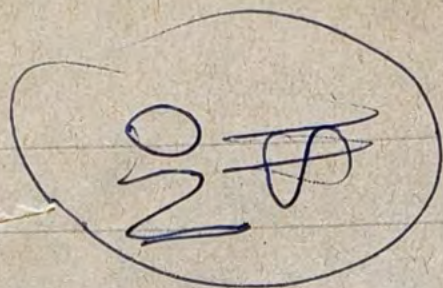
please send me
a copy of
"101 Reasons Why I'm a
Vegetarian"

Elaine C. [redacted]

[redacted]

Portland OR
97214

St. Louis



May 1st 1997

Dear Viva Veggie Society.

I live in Vancouver and I
read your interesting article on
101 reasons for being a Vegetarian.
I'm very interested to receive
the full copy of "101 reasons..."

I included a 2nd US for the copy.

Send to: Mireille D [redacted]

[redacted]
Crescent, B.C.

V7C 5R4

604-2 [redacted]

I thank you.

Thank you for your
attractive material.

~~As~~ discussed recently
on the phone, physical
limitations (and age)
leave me no choice but
to participate in your very
worthy cause ^{only} in my own
small way.

Evening activities are not
feasible. Saturday volunteer
work ^{sounds} feasible
(daytime) if at [redacted] me.

and I'd be interested
to know what & when.
~~Note:~~ (I will phone)

I'd like to submit a copy
of a letter I wrote to
(NY State) Rep. James
Walsh re hunting - if
Satya's "Letters" editor is
interested. (I will write
to SATYA).

Enclosed is my check for
\$10.00 towards your
matching fund.

Naomi [redacted]

These notecards are printed on
100% recycled paper in accordance with "Bal Tashchit"
(Thou Shalt Not Destroy)



Designed by Catherine MacLaine for:
CHAI (Concern for Helping Animals in Israel)
PO BOX 3341
Alexandria, VA 22302

© CHAI 1986



November 28th, 2000

Dear Pamela,

I want to Thank you
for being so informative
when I call you.

Many, many Thanks to you.

Three times that
I've called The Viva Vine
and on all three I had
the pleasure to talk to
you.

I learn a lot from
you. Many, many Thanks
Pamela and always the
best for you. May the
Viva Vine continue to
thrive.

Warmly,
John M. [redacted]
member

To Pam,

12/99

May the holidays sing a song
of special joy to you.

All best wishes to you for a very
happy holiday, and to be at the crest
of ~~the~~ awakening consciousness into the
year 2000 and beyond !!

Lots of love and VEGGIE POWER forever -

— Diane



Would like to see the focus on the human animal needs, considering the huge number of people presently in trouble. Many of these people feel totally lost on how to prepare vegan meals so that they could wean themselves away from meat dishes

NOTE TO SUBSCRIBERS: IT'S TIME TO RENEW IF YOUR LABEL READS JUNE '99 OR BEFORE

VivaVeggie Society, Inc.

P.O. Box 294

Prince Street Station

New York, NY 10012-0005

Many govt agencies still serve meat & other animal dishes to seniors

- 1- because they get the meat meals free
- 2- because they claim their professional advisors direct them^{to}, and the seniors "like" the meals, etc, etc

19/99

VIVA VEGIE NEWS

"101 Reasons Why I'm a Vegetarian"

More powerful than ever, the 1998 edition of "101 Reasons" is sure to wake 'em up.

No carnivorous human has a chance against the "101 Reasons."

YES... please send me 0 (copy / copies) of the 1998 edition of

"101 Reasons Why I'm a Vegetarian." The first copy is \$2, postage paid.

• Add'l copies are 50¢ each, postage paid • 50 copies are \$20 • 100 copies are \$35

Name Gloria + William Be

(631) 5

Address

City Commack

State N.Y.

Zip 11725

Now: BECOME A MEMBER of the VivaVegie Society

For a COST of \$15 PER YEAR receive:

- one copy of "101 Reasons Why I'm a Vegetarian"
- five issues of VivaVegie's newsletter, *The VivaVegie*
- one membership card

\$15.-

(over) (Yes, I) / (No, I do not) want to become a card-carrying member of the VivaVegie Society.

Herewith, also, is a tax-deductible donation to the VivaVegie Society for \$ _____. Total enclosed \$ _____.

Checks payable to the VivaVegie Society • Send order to the VivaVegie Society, P.O. Box 294, Prince Street Station, New York, NY 10012

www.hannamark.com

March 19, 1992

Dear Sir:

I saw an Article
on Getting Started as
a Vegetarian, in NY
Newday (3/18/92).

I would appreciate
and be very interested
in obtaining a copy
of "101 Reasons why
I'm a Vegetarian".

Sincerely,
[Redacted]

[Redacted]
Howard Beach, NY 11414



Please send me 1 copy of
your document titled
"101 Reasons Why I'm a Vegetarian"
I have enclosed 1 first-class stamp
and \$1.00 for one copy.
Thank you.

Gail Mc [REDACTED]

[REDACTED] Street SW
Lynnwood, WA 98036

subscriber [redacted] Aug 2000
Joseph M [redacted]
Brooklyn NY 11223

Viva Veggie Society;

Dear Vegetarian

Enclosed cancelled check.

The above label is a mistake.
My subscription to the Viva Vine
began with the June/July issues.
I bought ~~previous~~ issues and 101
Reasons Why I'm a Vegetarian, but
my subscription began with the
June/July issue. Please correct
the matter and mail me the
August issue.

Thank you.
Sincerely yours
Joseph M [redacted]

\$15.00
check

12-4-09

Please send me a copy
of "101 Reasons why I
am a Vegetarian" as

mentioned on the Ideal

Bite website.

Thank you.

\$3.00
paid

Sent

Sally Tr [redacted]



Sally And John Tr [redacted]

1 [redacted]
Plymouth, MN 55446-[redacted]

my cell phone # is
917-4

my sister LAURA HYMAN
can be reached
by E-mail
LAURA.HYMAN@RBC.com

Let's stay in touch
and perhaps when I
return in June from
Mexico - we can meet
each other.
Again thinking for 2 great
prizes. Judith #

den (amelz,

May 21st 09

I enjoyed our
conversation on the phone last
Monday. My sister and I had
a great time at the veggie
pride. I hope I can be
of help to you in the future
because I'm looking forward
to next year's pride!!!



Printed in China

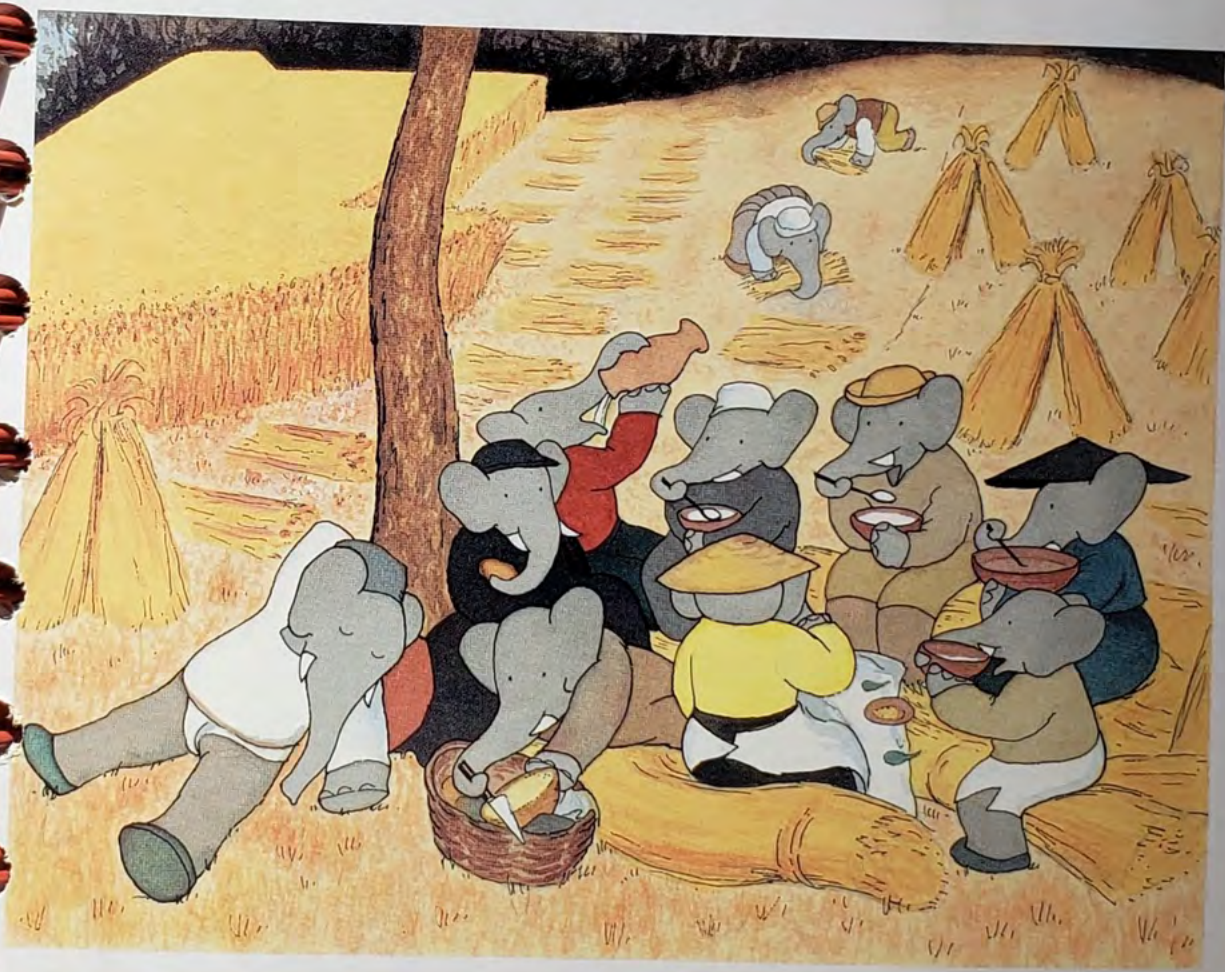
www.abrambooks.com

Published by Harry N. Abrams, Inc.,
a subsidiary of La Martinière Groupe
100 Fifth Avenue, New York, N.Y. 10011



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Babar wishes to thank Pieter Bruegel the Elder for his inspiring painting, *The Harvesters*,
from The Metropolitan Museum of Art.



Dixie L. O

3-22-99

\$20
check
received

VIVA Veggie Society

P.O. Box 294

Prince Street Station

New York, N.Y. 10012-0005

Could I receive 50
copies of your brochure
'101 Reasons Why I'm a
Vegetarian' ?

DIXIE O



Ms Dixie O
Alamogordo NM 88310

The above address is new.

Thank you

Dixie O

Alamogordo, NM 88310

Subj: **Re: MEMBERSHIP**

Date: 1/28/2000 9:00:31 PM Eastern Standard Time

From: pamela@nycbiz.com (Pamela Rice/VivaVeggie)

To: LedyGu [REDACTED] com

Hello Carol:

You should have received your copy by now. Everything is fine with your account.

Either your Jan./Feb. issue got lost or your post office is sitting on it.

I'll send another one out tomorrow.

BTW: Looking up your record, this issue is designated to be your last.

Regards,
Pamela Rice

>TO: PAMELA

>

>Has my membership expired, or is my renewal due? I did not receive the
>latest issue of the Vine (but saw it on the internet). Please advise.

>Thanks.

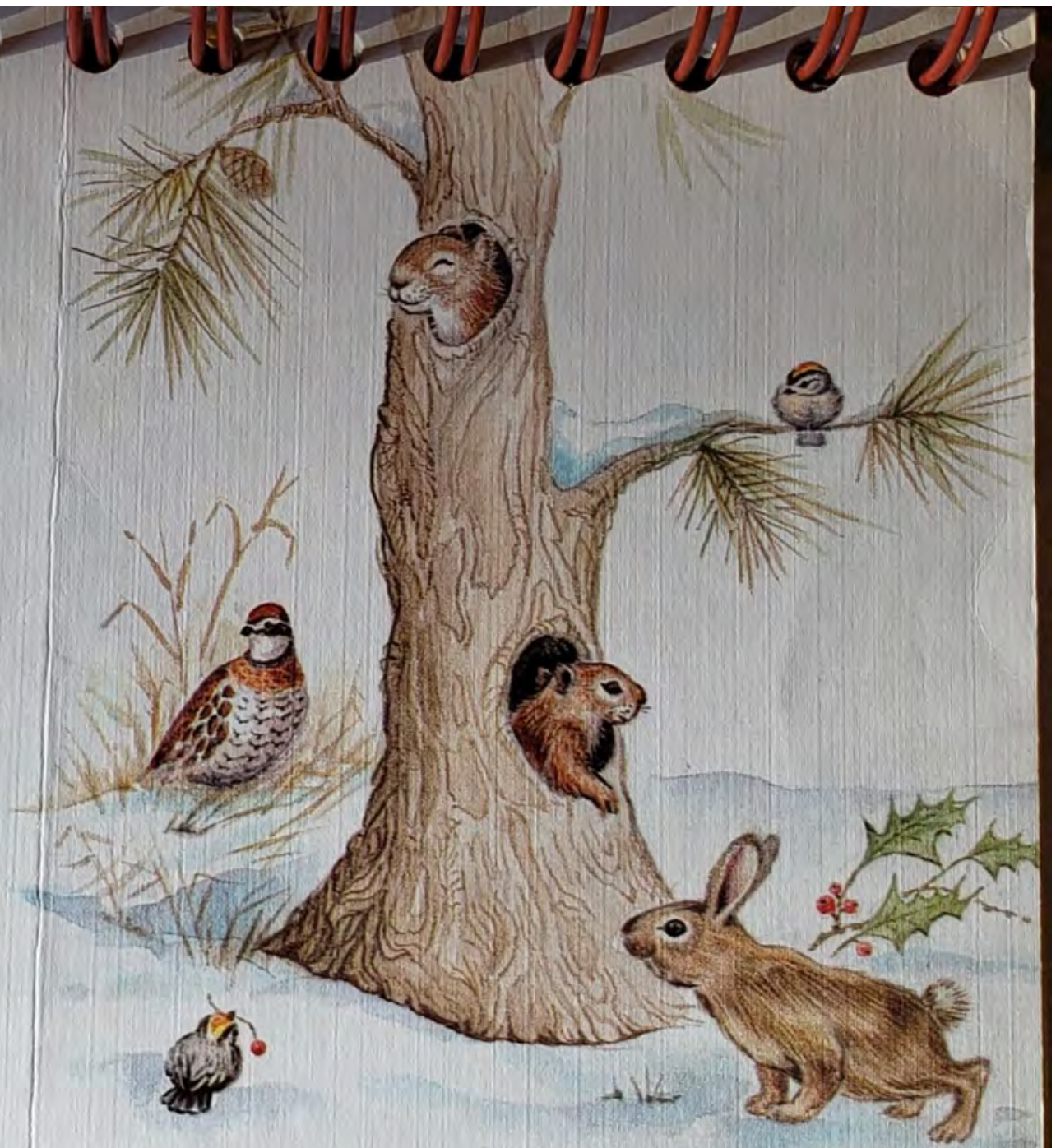
>Carol An. [REDACTED]

>

>Forest Hills, N.Y. 11375-4328

>Cowl [REDACTED] com

>AME [REDACTED] .OBAL.NET



157-83

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Benefit from sale of this card goes to the



"Love is what we're all about"

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13569 JOSEPH CAMPAN • DETROIT 48212 • (313) 891-7188

To share Christmas
with a friend
is to see twice its beauty
May it bring you
every Happiness

(save this
+ read it on
Christmas.)

#35,000 check
rec'd

Please send

100 copies

of 100 Reasons

1998 ed

to:



Ms. Michele S

Oakland, CA 94610

for S.F.

the Veg. Society
Thanks!

MAKE IT

THE GOLD STANDARD IN COMBAT SIMULATIONS.™



COMANCHE®

Gold

NOVALOGIC®

www.novalogic.com

Please Send ME a Copy of

'101' Reasons.

Thanks. — —

11
—
—
—

And we already signed a lease!

- Pamela

Breaking News...

The S. [redacted]

\$54.-

The VivaVeggie Society has received a generous matching grant for our planned vegetarian center in Manhattan. Donations—totaling up to \$10,000—that are received before December 31, 1999, will be matched.* This means that every donation you make toward the establishment of the center will be doubled! Please send your tax-deductible contributions to:

VivaVeggie Society
P.O. Box 294
Prince Street Station
New York, NY 10012
Or call: 212-591-2914

This is a crucial moment. Please help make the vegetarian center a reality.

* Matching grant does not apply to contributions made by foundations or to pledges previously made for the center.

OVER

Pam - we weren't
sure the other
contribution was
matching so
this help.
3x Choi = 54
Love + Four
best -
R+S.

The **VivaVeggie Society** is a nonprofit, 501(c)3 organization with a solid history of service to the vegetarian community. Since 1991 it has distributed tens of thousands of copies of its hallmark publication, "101 Reasons Why I'm a Vegetarian" by Pamela Rice. It has continuously published its journal, *The VivaVine*, for over seven years. It has been tireless in its dedication to creative and effective vegetarian street outreach. Hundreds of people, and perhaps thousands, have adopted the vegetarian lifestyle because of the efforts of the group. Now VivaVeggie plans to open a vegetarian center in New York City, a walk-in meeting and learning place.

The Vegetarian Center will offer all of this:

Outreach center

The Vegetarian Center of New York City will be a drop-in space for casual passersby to pick up a vegetarian cookbook or restaurant guide or to speak one-on-one with a real, live vegetarian.

Vegetarian news bureau

The vegetarian perspective on the news is often quite different from that of the mainstream. From the Vegetarian Center, we will generate press releases putting forth our distinct point of view.

Meeting house

One of the most prominent features of the Vegetarian Center will be a giant calendar of events on the wall. Here's a place where vegetarians can come to meet or to form groups. It will be a place for forums, panel discussions, parties and cooking classes. It will serve as a referral center for restaurants, stores, food products and organizations. It promises to be an archive and reading room as well.

Outlet for vegan products

Can't find a quality vegan belt or purse? Want to obtain a T-shirt that projects a vegetarian message? You'll be able to find these at the Vegetarian Center.

Juice bar

Not our first priority, but, in time, the center expects to form a partnership with a company to run an on-site vegan café.

VIVAVEGIE WELCOMES YOUR support in this formidable endeavor and reminds vegetarians that every four hours McDonald's Corporation opens a store somewhere in the world. Certainly, the great city of New York deserves at least one place vegetarians can call home!

All donations are tax-deductible. VivaVeggie Society will issue receipts for all amounts designated for the center that are not in exchange for merchandise.



April 9, 1999

Viva Vegie Society, Inc.
PO Box 294
Prince St. Station
New York, NY 10012

Dear Friends:

SEVEN
Enclosed is my check for \$5.00 for
~~eight~~ (8) copies of your wonderful pub-
lication! I already sent out my original
and according to your calculations, my
first copy costs \$2.00 and the others
\$.50^{EACH} comes to seven copies.

I look forward to receiving your
issues with great interest and it does
a very good convincing job for people
to turn to a vegetarian way of life.
With a magazine like that, you hardly
need to persuade anyone.

Realize I made a mistake - my five
dollar check covers only seven (7) copies
and not eight. Please forgive this over-
sight.

Supportively,

Anne S. [REDACTED]

Anne S. [REDACTED]

[REDACTED]
Paterson, NJ 07505

(\$5.00 check)



Pam - 6/25/98

Who Would I Contact to
try to get a break on the cost
of some Vegan Foods to
have a free "Vegan Bash"

here in this Slaughterhouse
State. I drive 87 miles to
buy Vegetarian food and it's very expensive.

Thanks Pam. Keep up the good work.

The VivaVeggie Society, Inc.
P.O. Box 294
Prince Street Station
New York, NY 10012-0005

Wish I lived closer to
New York.

The VivaVine • May / June 1998 • 16

"101 Reasons Why I'm a Vegetarian"

More powerful than ever, the 1998 edition of "101 Reasons" is sure to wake 'em up.

No carnivorous human has a chance against the "101 Reasons."

Yes...please send me 100 (copy / copies) of the 1998 edition of 101 "101 Reasons Why I'm a Vegetarian."

The first copy is \$2, postage paid

- Add'l copies are 50¢ each, postage paid
- 50 copies are \$20
- 100 copies are \$35

Name Vivian M. Lee

Address _____

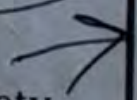
City Centerville, Ia State Iowa Zip 52544

Now: BECOME A MEMBER of the VivaVegie Society

For a COST of \$15 PER YEAR receive:

- one copy of "101 Reasons Why I'm a Vegetarian"
- five issues of VivaVegie's newsletter, *The VivaVine*
- one membership card

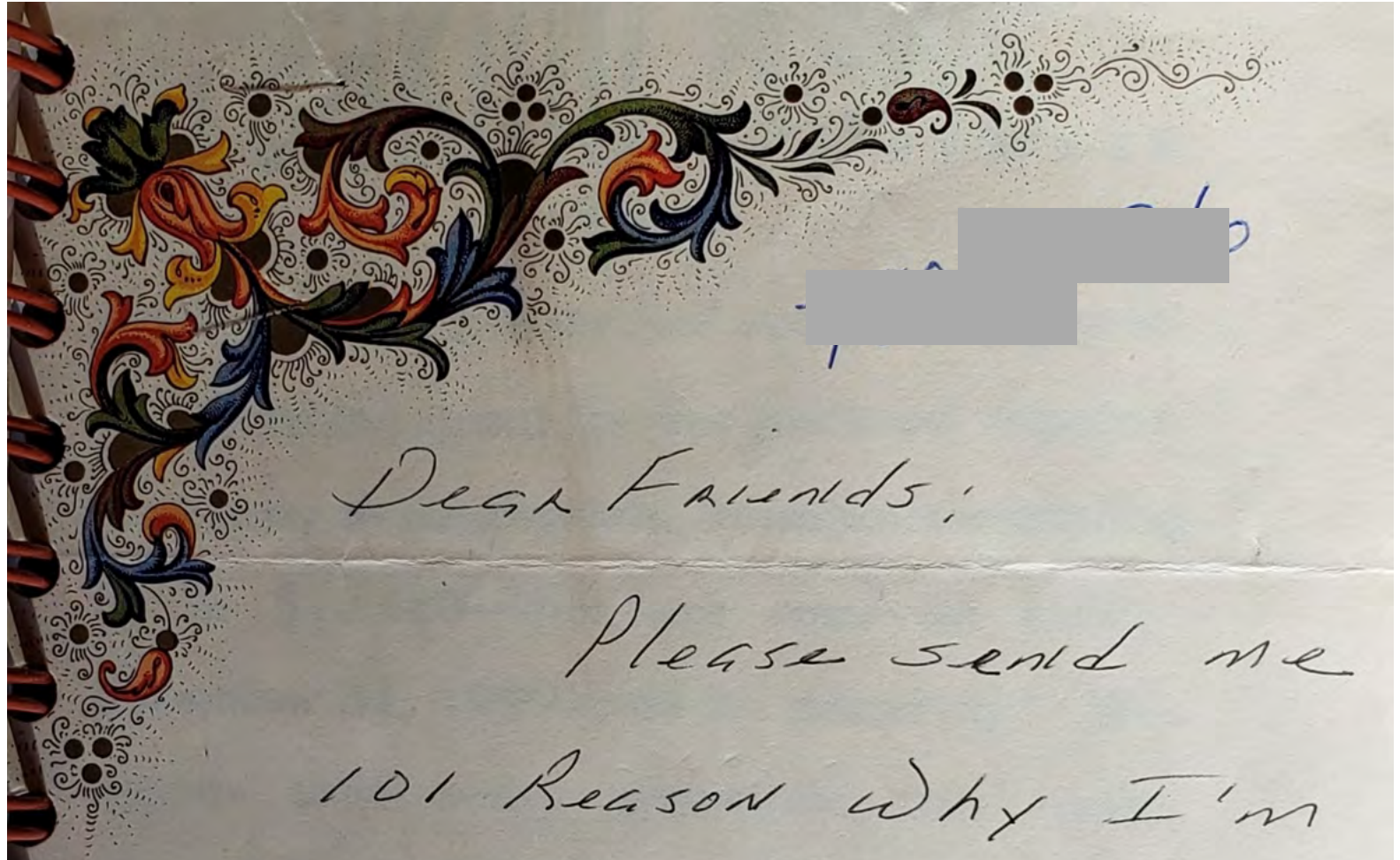
note



(Yes, I) / (No, I do not) want to become a card-carrying member of the VivaVegie Society.

Herewith, also, is a tax-deductible donation to the VivaVegie Society for \$ _____. Total enclosed \$ _____.

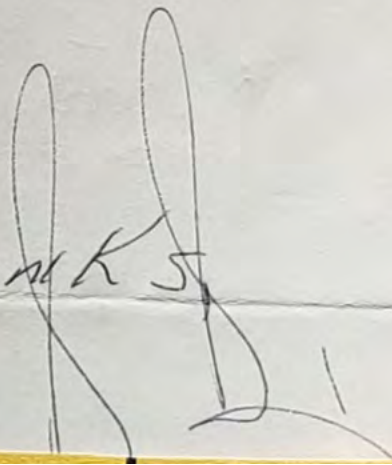
Checks payable to the VivaVegie Society • Send order to the VivaVegie Society, P.O. Box 294, Prince Street Sta., New York, NY 10012



Dear Friends:

Please send me
101 Reason Why I'm
a Vegetarian — 1998

\$35.00 enclosed,
for 100 copies
as per internet. Thanks



Thank You

May 28th/98

Hello!

I saw some of your

"101 Reasons to be Vegetarian" in Common Ground

and I would like a copy of all of them.

Could you please send it to me?

Thank you

Sincerely

Stacey S. [REDACTED]

[REDACTED] d
Victoria, BC V8Z 1G1

CANADA

Expect
\$2.00

P.S. If there is a cost,
I will pay it.

12/2000

Hey Pam!
Wishing you
very happy
holidays!!

Merry Yips-mas!

All best wishes
for health, happiness
and continued good
work in 2001

~ and beyond!

Lots of Love, ~

Diane



Helen's Pure Foods

Please send information on your
organization.

I read about Pam in the
March/April 2000 Vegetarian Journal.

Thanks

Richard H. [redacted]

\$ 0.00

301 Ryers Avenue
Cheltenham, PA 19012-2113

The

hallmark.com
shoebox.com



SBX 975-7

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MADE IN U.S.A.





JAN. 2002

DEAR PAMELA,

WE HOPE YOU HAD A GOOD HOLIDAY.

WISHING YOU A HEALTHY AND
SUCCESSFUL 2002!

WE LOVE YOUR NEWSLETTER AND
DEEPLY ADMIRE YOUR WORK.

MARIKA AND A [REDACTED]

\$15.00 check
memb.

Wayne E & Deborah LP

Pahrump NV 89048-2115

Dear Viva Vine:

Please mail us a sample copy of your publication. The one with reasons why NOT to eat cops sounds interesting. \$ FYI, saw your review in The Flyer Times (Sm. Publ. Co-Op).

Thanks,

W.P.

(The Tree-Hugger)

(Address is AT TOP.)

Member
The Humane Society of the United States

EAST WHEEL DRIVE, CARLISLE, PA
17013



FROM THE BRIDGE OF THE ENTERPRISE™

Please sign up my friends

1#

AL KAS [REDACTED]

[REDACTED]

Wayne NJ

2#

ANITA W. [REDACTED]

[REDACTED] ce

Kearny NJ 07032

Enclosed is \$20⁰⁰ check

WBAP Walden's Pond 95.5 FM.

Thursdays 2pm.

animal rights
environment etc.

Sincerely
Vera P. [REDACTED]

[REDACTED]

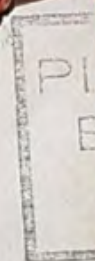
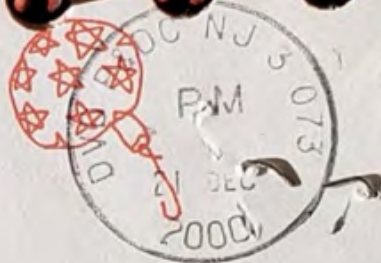
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THE NEXT GENERATION™

Ms. Diane Be

Westfield, NJ 07090-2

GREENPEACE



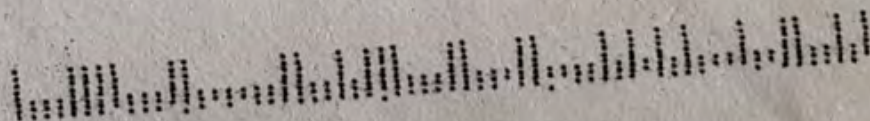
LOVE ANIMALS
DON'T EAT THEM



PAMELA RICE
VIVA VEGIE SOCIETY
P.O. BOX 294
PRINCE ST. STATION
NEW YORK, NY
10012-0005



10012+0005



Jimmy A [REDACTED]

Dear Sir
Thank you very much
for your card

Enclosed \$ 100 cash
or a copy of 101 Reasons ^{ELSAE}
Why I am a Vegetarian
Thank you

Very much
Happy New Year
Yours
Jimmy A [REDACTED]

SHIEKH AL [REDACTED]

BUENA PARK CAL 90620

(714) 5 [REDACTED]

Dear Viva Veggie Society,

I read your 101 reason why
do a Vegetarian and I loved it
It renewed my commitment to save
animals. Thank you and I'm
also writing to ask for some
free information about saving
animals and info on any
other thing please send me as
much free stuff as you can
it's greatly appreciated. Thank

Brad D. [REDACTED]

Sirs -

Please send
to me a copy of
"101 Reasons Why
I'm a Vegetarian"

Thank You
Gillian H. [redacted]

[redacted]
Roosevelt
N.Y. 11575
2nd floor -

\$2

C. O. [redacted] & Co. [redacted], Santa Cruz

Sun, Jun 27, 1993

JUL 02 1993

Viva Vegie Society

Prince St Station

POB 294

New York, NY 10012

sent
comp c
Jett

How many words is the "101 Reasons" thing?

Longish, I'd like to see it for distribution/sales consideration.

Sincerely,

Clay O [redacted]

R. A. O [redacted], M.D.

RAO:sd

Highland Calves

©Chris Close

TOO CUTE
TO BE COOKED!



GREETINGS -

PLEASE SEND INFO
ABOUT YOUR SOCIETY,

— THANKS —

DUNCAN M

GRAND HAVEN,
MI 49417

STIRLING GALLERY PUBLICATIONS, 21 CLAREMONT PARK, EDINBURGH EH8 7PL. TELEPHONE 0131-554 9561

VIVA VEGIE SOCIETY
PO BOX 294
PRINCE ST. STA.
NEW YORK
NY 10012



Dec 24 1991

Dear Pamela,

My roommate picked up

"101 Reasons Why I'm a Vegetarian"

in The Wetlands.

Please send me a copy of it
as well as the detailed
references you mentioned.

I'd like to know more.

Thank you.

Fori

"101 reasons" and see how
they feel about my deprivation
then!

Thanks,
Carol H. [REDACTED]

CAROL H. [REDACTED]

[REDACTED]
[REDACTED] STREET
MPLS. MN. 5 [REDACTED]

Hey Painele

Thanks for your
letter.

Olinerea is 40 minutes
west of Kingston on RT.28

You are welcome
if you ever want
to retreat from the
city - In in the
middle of nowhere!

Very beautiful well
stay in touch

Your friend, Don

y of your
Hollan

BAZAAR

DEIRDRE O'SI

\$15.
Check
6/16

Hi!

Please find enclosed my
check for membership.

I really enjoy your
publication and am learning
a lot.

Sincerely,

Deirdre O'S

New York, NY 10003

ENT

1/29/00

Hello!

I saw your organization
listed in the book
Animal Rights: A Beginner's Guide
Amy Blount Achor, 1996.

If you're still offering it,
I'd like to receive your
flyer called:

71 REASONS WHY I'M A
VEGETARIAN

I've enclosed the \$1 listed
as the price, and an SASE.
Please let me know if
you have any other
publications + info on
The VivaVeggie Society. Thank

Jacqueline G

PA

17013

7-5-94

Dear Ms Teisier,

I'd appreciate it if you could
send a copy of your "101 Reasons..."

(Thought it might be a good item
to post on my don at work.).

Thanks,

Susan O



Jan. 5/94

To Whom It May Concern:

Please send me a copy of Pam Teister's "101 Reasons Why I'm a Vegetarian." Even though I am already a vegetarian for my own reasons, I'm sure I'll be able to learn from someone else's.

I have included a self-addressed envelope, but because I live in Canada I couldn't stamp it. Please accept \$1 for the "101 Reasons..." and the other \$1 to cover postage.

Thank you for your time.

Sincerely,

Michelle A. [redacted]

Michelle A. [redacted]

Victoria, B.C.

V9A-2G8

Canada.

Asami A

ASAMI AL
P O E
NEW YORK NY 10023

May 9, 1992

Dear Pamela

I very much enjoyed reading your
"101 Reasons Why I'm a Vegetarian."

I wanted to give out copies to my friends,
but ~~my~~ mine seems like 5th generation
copies. Could you send me one
clear copy of this 4-page article
as well as detailed references of it.

Thank you so much

Asami

RECEIVED
\$5. - 5/12/92

P.S. If you have any other health-related
information or a catalog, send it to me
also.

P.P.S. I'm a Sunrider. Are you?



L I G E W E I L L
PRESIDENT • VEGANET

V E G E T A R I A N
AWARENESS NETWORK USA

COMMUNICATIONS CENTER
BOX 321 • KNOXVILLE TN 37901

1 - 8 8 8 - G O - V E G A N
423-558-8343 • 500-677-8343

~~\$50. / 101 Pears,~~

DATE: 3-4-99

TO: PAMELA RICE

FAX #: 212-274-8988

NUMBER OF PAGES: ONE

FROM: L. W., 888-GO-VEGAN

1-877-4U2-BVEG

VEGETARIAN AWARENESS NETWORK

Dear Pamela

Greetings !

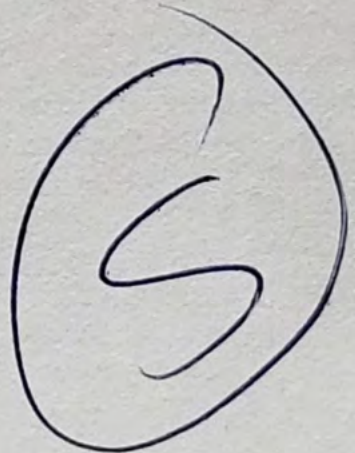
(that's supposed to be
a flame)

representing life, good
wishes, health,

Happiness for 2001

for you

Gérard





12/17/95

Hi

Please send me the "101 Reasons
Why I am a vegetarian". And also send me
all the info about your club. I am interested
in it.

Thanks

Peas !!

Vish P [redacted]

Hi,

I read about your list &
your newsletter in the PETA NEWS

Could you please add me on to
your mailing list.

Also, enclosed please find my
\$1 donation.

PAID
APR 10 1993

check

\$1.00

no SASE

Thank you [redacted]

MELBA [redacted]

[redacted]
Pompton Lakes NJ
07442

send a ~~copy~~
couple of issues

From V- [redacted]

[redacted]
Reamy N 502032



\$1.44

Please -
Handle with care.

of much.

love

PAID
APR 28 1993

\$2. cash, no SASE

April 22, 1993

Please send me a copy of "101 Reasons Why I'm a Vegetarian" at:

Man M [REDACTED]

Paul ID 83347

I have enclosed \$2.

Thank you very much.

Tenaflly, New Jersey 07670

The Vivavegie Society
Prince Street Sta.
PO Box 294
New York, New York 10012

To whom it may concern :

I am a seventh grader in the Dwight-Englewood School in Englewood, New Jersey. In science, I am doing a science research on Animal Right project. I chose to do on farm animals. But I don't have any information on it so it would really help if you can send me some information on farm animal. Thank You.

Yours Truly,

Reika O.

Reika O.



Viva Veggie Society

Please send me detailed
references for 101 Reasons
Why I'm a Vegetarian - 1996
Edition.

Thank you,

Ant

Cathy

MARTI [REDACTED] CLINIC, LTD.

Wayzata, Minnesota 55391

Phone: 473-8883

ELMER J. [REDACTED], M.D.
Surgery

ROLLAND A. OLSON, M.D.
Internal Medicine

KENNETH L. DI [REDACTED] M.D.
Internal Medicine

BRUCE C. [REDACTED], M.D.
Internal Medicine

DAVID P. SE [REDACTED] M.D.
Internal Medicine

April 3, 1992

The VivaVeggie Society
234 Mulberry Street - Apt. 17
New York, New York 10012

ATT: Pamela Teisler

Dear Ms. Teisler:

Please send me a copy of "101 Reasons Why I'm a Vegetarian".

Many thanks for your prompt attention.

Sincerely,

R.A. O [REDACTED] M.D. /sd

R. A. O [REDACTED], M.D.

RAO:sd

Dear Pam Tiesler,

I enjoyed the recent article about
you in the Vegetarian Times. I am enclosing
one dollar and SASE for your pamphlet
101 Reasons. Also I would like information
on the Viva Veggie Society and a sample
newsletter. Thank you and wish you
continued success.

Yours truly

Brad

Paid
\$1. cash

Enclosed 1/20

Jan. 3, 1994

Please send a copy of Pam
Teisler's "101 Reasons Why I'm
a Vegetarian" to

Nancy H. [REDACTED]

[REDACTED]
Cint. OH 45251

Enclosed find \$1.20

Thank you

N. H. [REDACTED]



2/23/94

Enc. is \$1.00 - PLS. SEND
ME A COPY OF YOUR "101 REASONS."

I HOPE IT WILL HELP ME TO
FURTHER EXPLAIN TO THOSE WHO
DO NOT UNDERSTAND WHY I
BECAME A VEGETARIAN ALMOST
2 YRS. AGO.

THANKS MUCH!

CAROL H. [REDACTED]
[REDACTED]

MPLS. MN. 55406

3/11/94

Hi Pamela,

Enc. is my membership fee
for the Viva Veggie Soc. and
the Viva Vine.

Thanks for sending me
your "101 reasons" so promptly.

I became a vegetarian
almost 2 years ago and
someone is always asking
me why.

The sad thing is the
feeling I have gotten of
amusement & even pity that
I would deprive myself of
so many good things to
eat!

Next time someone asks
me I will show them

Dear Pamela, March 8, 1996

I bought a copy of your 101 reasons to be a Vegetarian about 5 years ago.

It was well read by myself and others - underlined and is now pretty ragged -

I've made copies or at least half copied the entire report,

and have begun to post them around^W Houston. of which I live

I've have tried to find other existing copies so to get it

entirely. Maybe you could tell me how to get an updated

report. also I read in the recent

SATYA magazine an article about meat, etc, which sounded

lot like the information you listed - and this certainly

retriggered my emot



to wanting to help spread the
information -OR if you would like
an extra couple of hands and feet
I would like to be in touch.
my voice mail telephone # is
(917) 8 [REDACTED] -

and enclosed is a Self addressed envelope
for any information of where
I can get another readable copy of your
101 Reasons; to Be Vegetarian!

Thank you

most humbly

Whiting's
☺

Karen Lee [REDACTED]

P.S. I hope the envel is not too small.

Stephanie H [REDACTED]

[REDACTED]
Lexington, SC 29072

I have enclosed
a check for the
"101 Reasons why I'm
a Vegetarian" pamphlet.

28

Thanks,

Stephanie
H [REDACTED]



in Street

Pls. final \$1.⁰⁰ and
SASE. I would
like a copy of
Teislers' "101 Reasons."
Thank you.

Marilyn K. L. [REDACTED]



Pheasant Run
RESORT ♦ CONVENTION CENTER

Please send me a copy
of Teisker's "101 Reason Why
I'm a Vegetarian"

Thank you

Julie M. [REDACTED]

~~1/10~~
1/10

4051 East Main Street (Rt. 64) St. Charles, Illinois 60174
(708) 584-6300

7/24/97

Dear Pamela—

Thanks so much for
the photo of me from
the Killzine party. It
was quite a surprise and
really made my day. Hope
all's well with you + your
zine + web endeavors.

Best, Alex

12

5

Necia Brown K
2
Chicago, Illinois 60645

2/3/94

Viva Veggie Society
Seneca St. Sta.
P.O. Box 294
NY, NY 10012

Dear VVS:

Please send me "101 Reasons..."
I am enclosing my check for \$1
plus a SASE.

Thank you

Sincerely
Necia K

Necia Brown Kowalski
2417 West Lunt

CHRISTINE

1/21/94

Please send

Why I am a Vegetarian

Thank you,

Ant
Post card

Bob and Christine K
Hillsborough, CA 94010

Thank You



5-4-73
Dear VivaVegie society -

I read about you in Peta news-
letter. I have been a vegetarian
for about a month or so. I'd
like to subscribe to the "Viva-
Vine", so I'm enclosing \$1 and a self-
addressed, stamped envelope. Please
send me the "101 reasons to be a
vegetarian" list and the "VivaVine".
Thank you,

Alison L [redacted]

Apr. 23-95

FROM THE DESK OF
JOHN GE [REDACTED]

Dear Sirs,
I would like to order
your flyer "101 Reasons
Why I'm a vegetarian" by
Pamela Teisler-Rice,
as mentioned in Vegetarian
Resource Group Publications.
Thank you.

Sincerely,
JGH

Call Lynn Berry

VivaVeggie Society,

Vegan quill

Hello, my name is Sonal L. [redacted]
Last year, while visiting South Street Seaport,
one of your representatives was dressed
up as a medley of fruits distributing
"101 Reasons Why I'm a Vegetarian". Since
then I have acquired genuine interest
in the kind of work your society carries
out because I'm a vegetarian myself.

However I've just recently turned
vegan and find it extremely difficult to
acomodate my needs. I would greatly
appreciate it if you could possibly provide
me with a list of vegetarian/VEGAN
restaurants that might also serve Organic
and Macrobiotic food in the tri-state area—
primarily New York City. Besides this,
any other relevant information will also
be greatly appreciated.

Thank you very much.

Sincerely,
Sonal L. [redacted]

5 [redacted]
West New York, NJ 07093
(201) 8 [redacted]

December 26

Dear Mr. Tesler:

At a recent lecture
on vegetarianism at
The Yoga Institute
of New York, 1001
Madison Ave a vegetarianism
was cited.

I would love to
receive a copy.

Thanks!

James L. [redacted]

I'm a Vegetarian, and I couldn't
think of a better way to voice
my opinion than to order your
101 1st.

Love,

Rose No. [REDACTED]

PAID
OCT 30 1993

\$1.- + SASE

Cash

bb
199

8/1/44

Dear Pam,

Enclosed is \$4 for another
year of your newsletter. I've
been ~~late~~ either too poor or
too busy! Thanks

Sincerely,

Paul M. [redacted]

\$5
check
enc.



28 April, 98

Hello Viraveg - sent

Please send along ~~the~~
detailed references for
the "101 Reasons Why I'm
a Vegetarian" 1996 ed..

I am particularly interested
in #19; about the pollution
resulting from livestock
production vs. industrial
sources. NO \$

Thanks so much, Kim-M



Sorry I had to send cash - my
parents don't like me "wasting"
money on charitable organizations
& I don't have a checking acct.
yet.

Thanks,
Greg M [REDACTED]

enc. \$50 (donation for "101 Reasons"
+ j



Jeffrey H. [REDACTED]

4/13/93

Great picture in Peta News!

Hats off to you -- but
please don't take yours off.

JH

-please send your list

JEFFREY S. H. [REDACTED]

NEW YORK, N.Y. 10023



Dearest Pamela -

Thank you so much for
taking the time to speak with
me this morning! - d

Thank you for all
your good works! -

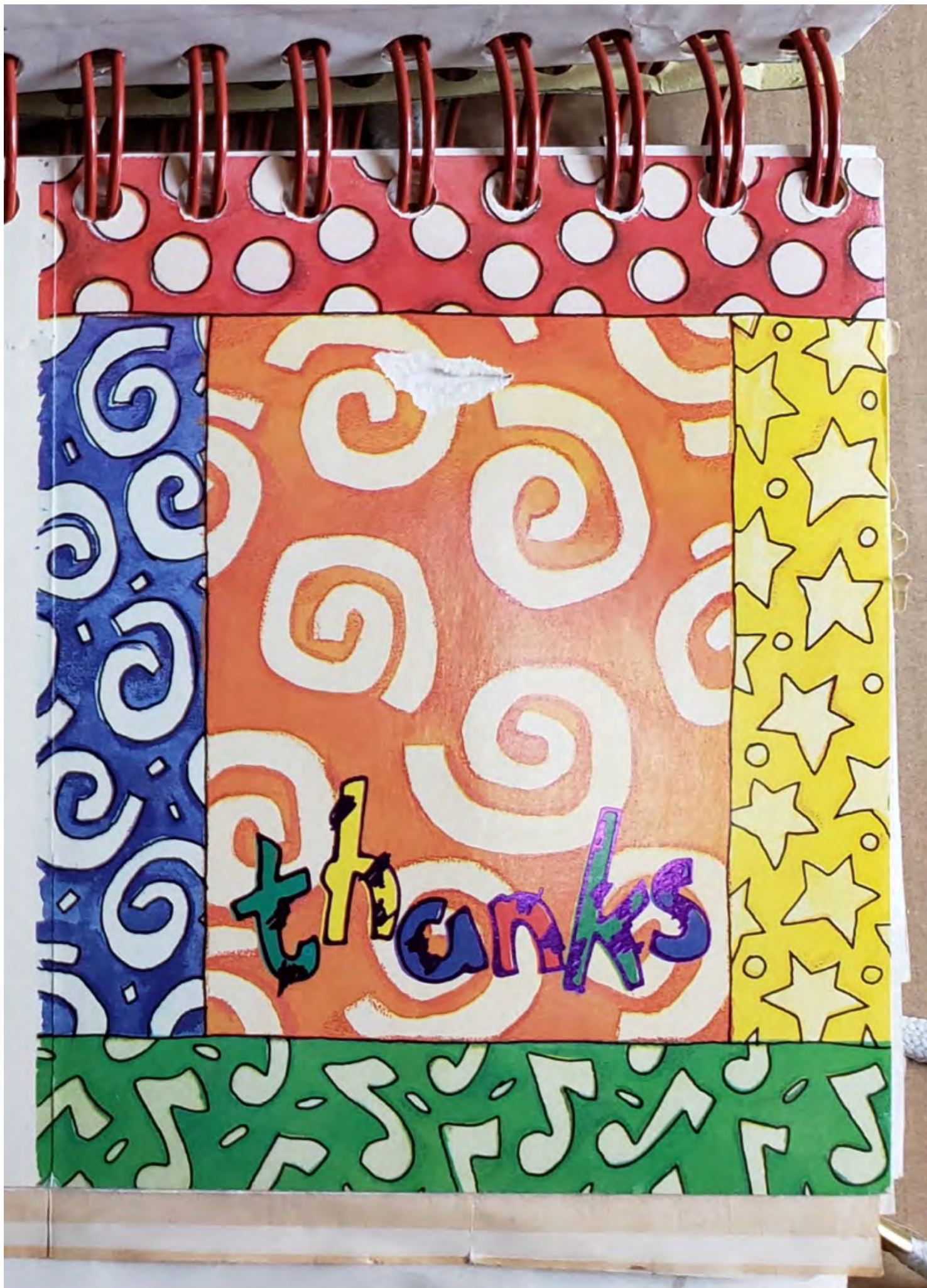
Best -

Donna

& (Willi the cat &!)

Home Phone -
87 [redacted] 8

18



Brooklyn, NY 11235
(718) 64 [REDACTED]

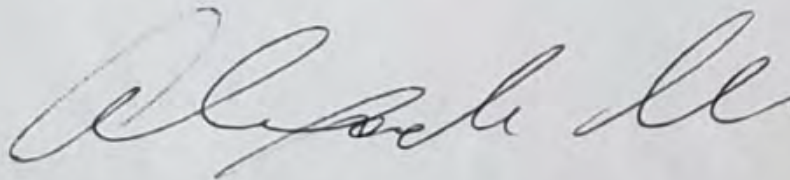
10

July 8, 1996

Dear Pamela,

Sorry for a delay. Here is my check for an annual membership fee in the Chosen Society. By the way I already distributed almost all the copies of the "101" so the number of the chosen people may go up because I made sure to give it only to the people who are sincerely concerned and interested, so that "101" will not end up in the garbage. Please keep up the ~~good~~ terrific work you always do. Lots of luck to you and to all of us. And please keep in mind that if I can be of any help (computer programming, occasional xeroxing, etc.), I am just a phone call away.

Your friend,



Alex Ma [REDACTED]

I met you in Union
Square Park yesterday.

Would you please send
me the Hot Dog
article.

Thank you

Barbara L.

LAB

2/5/96

Dear Veggie,

Could you please send
me a catalog of your products.
I'm hungry. I found you
listed in my "Knowledge = Freedom"
reference book.

Thanks

Phil

PHIL LA [REDACTED]

MORRIS, IL 60450

Phil 1/96

Feb 1/94

Dear Pamela

Sorry for all the trouble
for a simple request. I am
surprised your bank was not
able to recognize a postal money
order for US funds. I am
not able to get US dollars
for this bank here in Canada
so I am enclosing \$^{5.00} cash
which I don't like to send
in the mail, however I guess
it is the last resort. I
hope it arrives safely.

Cheers!

Andrea K.



HOME SAVINGS OF AMERICA^{FA}

To VIVA VEGGIE SOCIETY

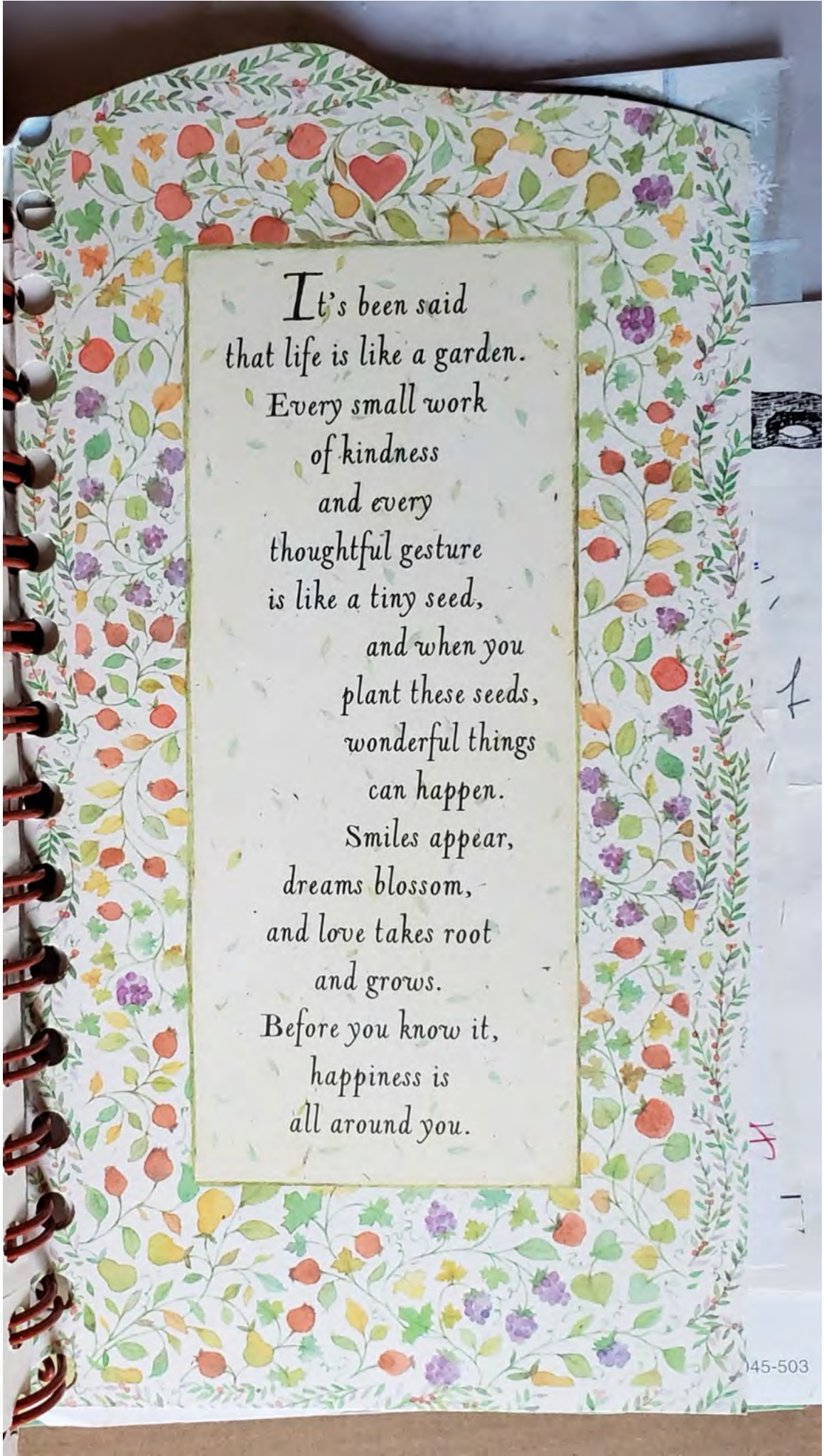
Date 1-18-94

From ELIZABETH

PLEASE FIND ENCLOSED THE RETURNED CANADIAN
MONEY ORDER. WE ARE UNABLE TO DEPOSIT THIS
TRANSACTION BECAUSE THERE IS NO U.S. AGENCY
OR BANK INDICATED ON MONEY ORDER.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT
ME AT 212-4 [REDACTED]

THANK YOU.



*It's been said
that life is like a garden.
Every small work
of kindness
and every
thoughtful gesture
is like a tiny seed,
and when you
plant these seeds,
wonderful things
can happen.
Smiles appear,
dreams blossom,
and love takes root
and grows.
Before you know it,
happiness is
all around you.*

7-3-97

Pamela, I'm sorry I did not call you yesterday but I came home too late.

I will be going away for a week. I will call you as soon as I get back.

The computer at my yoga center got a virus and I don't think I will give you an infected disk. I was so frustrated that I ordered a computer for my home, so I can work on this project more efficiently. I should arrive by 7-14-97 so I can probably meet you by 7-19.

Love Teresa Go

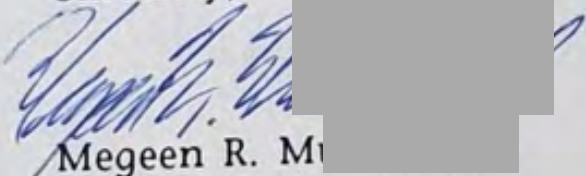
[REDACTED]
Albany, NY 12208

Ms Pam Teisler
Viva Veggie Society
Prince Street Station
P. O. Box 294
New York, NY 10012

Dear Ms Pam Teisler:

Please send me a copy of "101 Reasons Why I'm a Vegetarian." Enclosed please find payment of \$1. Thank you.

Sincerely,


Megeen R. M. [REDACTED]

Enclosure

REPLY TO Dave Ma [REDACTED]

ATTN OF: [REDACTED]

Bountiful, Utah
84010

SUBJECT: Vegetarianism

TO: VivaVeggie Society
234 Mulberry St., Apt. 17
New York, N.Y. 10012

To Whom It May Concern,

9 Jul 92

I recently read a featured article in the Salt Lake City Tribune entitled "Desperately Seeking Vegetables". I found it to be very enlightening and I would like to know more about vegetarianism. Please send me whatever information you have available. Thank you for your kind assistance.

Sincerely,

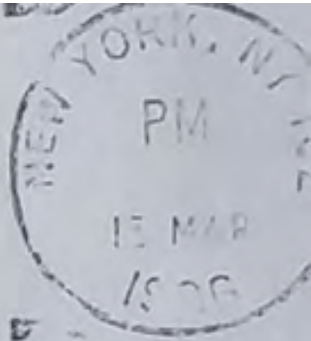
Dave Ma [REDACTED]
1/1

NY Review
of Books

101 pledge

\$ 200

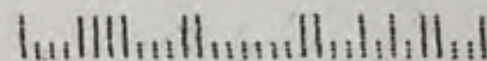
Viva Vegie Society
P.O. Box 294
Prince St. Station
NY NY 10012



JM [REDACTED]
3151 chaven cres
mpls mn 55416



legie society
234 mulberry st #17
new yak NY 10012



P H O E N I X



11-12-93

I saw the story about Pam
Teisler in Vegetarian Times, +
would like a copy of "Ask
me Why I'm a Vegetarian."

THIS IS A REQUEST FOR

"101 REASONS IN A

VEGETARIAN"

THANK YOU AND
GOOD LUCK IN
YOUR EFFORTS!

ZINACEF IM/IV GLAXO

sterile cefuroxime sodium

750 mg and 1.5 g vials

Harah

12¹² Ave

Cathy M. Bukaty, L.E., C.C.E.

ELECTROLOGY & DERMAGRAPHICS
ORLANDO MEDICAL PLAZA

Orlando, Florida 32806



THE VIVA VEGGIE SOCIETY
PRINCE ST. STATION
P.O. Box 294
NEW YORK, NY 10012

Alex Ma



Dear Viva Veggie Society,

Please send me a copy of

Pam Teisler's "101 Reasons"

I have enclosed ~~an~~ SASE
and 1\$.

Thanks,
Kristin H. [redacted]



297-29

Dear Pam and A [REDACTED]

*Warmest thoughts
and best wishes*

during this Holiday Season

Exams are finally over-yay! Hope all is going well with you. Have a healthy and happy New Year.

Love,

Brene