



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 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.



Mon Jul 26 18:56:17 1999

26 July 1999

101 Reasons I'm a Veggie!

I saw your ad in the Summer 1999 issue
of the Small Publisher's Co-Op "Flyer-Times".
Please find enclosed **2** dollar(s)
for issue # .

Kez P Thanks!
P.O. Box 58
Moon, PA 15108-0523

Viva Veggie Society
P.O. Box 294
Prince St. Station
NYC 10012



VIVA VEGIE SOCIETY
P.O. BOX 294
PRINCE ST. STATION
NEW YORK NY 10012

Ken P.

ROB L
MOON,
PA 15108



**PROZAC® &
CORNFLAKES**

Kez Panel
P.O. Box 58
Moon, PA 15108

**Food
Geek**

Food Geek is a brand
new cool little zine
all about food!

\$1.00

num

ie

Check it out!
It's only \$1.00 and from
Carrie McClure, PO Box
481051, Los Angeles, CA
9 0 0 4 0

Kez Kai :/o Kez Pa
Handmade Envelopes & Cards
Post Office Box 5L
Moon, PA 15108-0 USA



PAM RICE % Viva Veggie
P.O. Box 294
NEW YORK NY 10012-0294



You may have seen them... some have asked for them, so I made more!
Hundreds and hundreds more!

KEZ ENVELOPES made from old magazines and cool catalogs!

My OCD is in high gear and I recently hand-cut, folded and glued hundreds of individual magazine and catalog pages into really cool mailable envelopes.

4.75" x 6.75" (envelopes must be sealed with glue-stick or clear tape.)

6 different envelopes for \$1.00

13 different envelopes for \$2.00

All envelope images will vary. Please include one 55 cent stamp per order!

*Some envelopes are glossy and self-stick stamps are recommended or use a glue-stick to secure stamps onto these made envelopes. Thank you!

Kez F. P.O. Box 500, Moon, PA 15108

Lamarca

161 East 22st
NYC 10010

VIVA VEGIE
SOCIETY

\$50
cash

7/20/96

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 _____ (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 LUCY Si ☎ (718) 71 4

Address 14 ImSen Ave

City BKlyn State NY Zip 11236

Now: BECOME A MEMBER of the VivaVeggie Society

For a COST of \$15 PER YEAR receive:

- one copy of "101 Reasons Why I'm a Vegetarian"
- five issues of VivaVeggie's newsletter, *The VivaVine*
- one copy of the "Vegetarian Guide to New York City"
- one membership card

☒ (Yes, I) / ☐ (No, I do not) want to become a card-carrying member of the VivaVeggie Society.
Herewith, also, is a tax-deductible donation to the VivaVeggie Society for \$ 15. Total enclosed.

check



sings and plays the Samchillian Tip Tip Tip Cheeepeeeeeee
SALUTING EXCITING NEW TRENDS IN MUSIC
featuring DJ SOGGY

.....



Knitting Factory, Alterknit Room
74 Leonard, btw Bway/Church
March 6, 11 pm
\$7, 219-3006

Doing the thing that the guy does, it's not as if it's just because. - The Guy

Judea Sch

681 W [REDACTED] ST, #2F

NY, NY 10040

membership
ALEX'S
fisher

CHEAP! GARAGE SALE CHEAP!

SATURDAY 11/13

&

SATURDAY 11/20

10:00 AM - 2:00 PM

CLOTHES • POTTERY • POTS & PANS
FUTON COUCH • WALL UNIT • MORE!

East 95th Street, Apt. 18
(Between 1st & 2nd Avenues)
(212) 002

PAMELA RICE
224 MULBERRY ST., #14
New York, N.Y.
10012

Dear Pamela,

Thanks for the updates, I've been
busy moving ok. My new address is
[redacted] 63rd Street 11d
NY NY 10009

Same phone #

Hope everything is going well, keep
up the good work,

Sincerely Janet [redacted]



PEACE ON EARTH

Address

City, St, ZIP

NEW YORK NY 100 03 13 96 18 56

ISS-A *#0



L 6 me [redacted]
[redacted] St Mark's #3
NY NY 10009

Pamela Teiser
P.O. Box 294
Prince St. Sta.
NY NY 10012

#50.
101 Peas.

the address history in 1996

enclosed

11



Leon C

St. Mark's Place, #2
New York, NY 10009

Membership

\$5.00
check

Pamel.

V. van 3

8.03

~~P~~ NY

ENCLOSURE

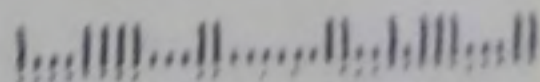
Murray Sc _____
0 Riverside Drive, Apt. 2C
New York, NY 10024-



\$50
check

VivaVeggie Society
P.O. Box 294
Prince Street Station
New York, NY 10012

1001240000





Roberta S. [redacted]
[redacted] outh St.
Rhinebeck, NY 12572

Hi Pam,

New issue looks good

Please send 100 copies to:

Mid-Hudson Veg. Society
at the above address

\$35

and

50 Copies to

\$25

William Reiley

3 [redacted] Trellis Lane

\$60

Piano TX 75075

Enclosed

(See back)

William is starting a student group
at his high school in Plano TX

Mr Pamela

Alan,

Dec. 25, '03

\$20.
donation

Wishing you all the joys
of the holiday season. &

may you have a happy &
healthy new year.

Thanks for the Love
Viva Veggie Soc. Linda

THE HUMANE SOCIETY
OF THE UNITED STATES

2100 L Street, NW
Washington, DC 20037

Original Art by Tim Knepp

Mr. Les J
Ant. 61
238th St.
Bronx, NY 10463

Cog Railway 1870s
USA

NEW

17 APR

~~\$75
reimb.~~

Viva Vegre
PO Box 2
Prince S.
New York

10012+0005

10012+0005

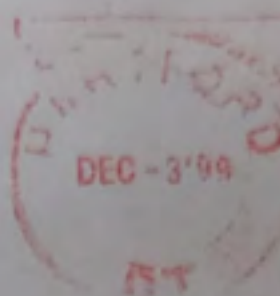
Hi Ann

12/15/99

\$ 100.-

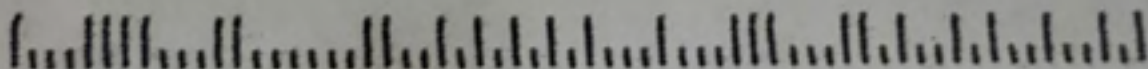
Martin Charles R. [REDACTED]
\$ (check)

RECEIVED
DEC 15 1999
POST OFFICE



41070006 (Rev. 7/97)

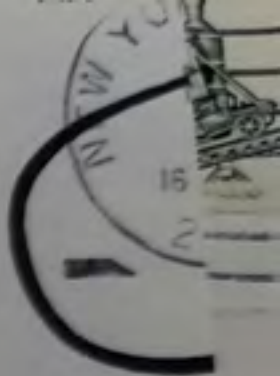
0481





Lindarose P.
Crescent St.
Astoria, NY 11102

~~\$~~ 50. →



VivaVegle Society
P.O. Box 294
Prince St. Station
New York, NY 10012

Please Go Vegetarian

1001240005

1111111111

4/28/98

Hi Pam:

We missed you at Terse's
Wedding. Hope you are fine.

I am sending \$15.00 for
membership and \$4 for 5 copies
of "101 Reasons ...".

Hope to hear from you soon !!

\$19.-

Mayra

lex P,
w. 20th St., SB
New York, NY 10011



Viva Veggie Society
P.O. Box 294

Prince Street Station

New York, NY 10012-0005

Quindaro 12
[redacted] 7 Crescent St.
Astoria, N.Y. 11102



Please
Boycott ~~Circuses~~
with Animals

VivaVeggie
P.O. Box
Prince Str
New York

10010/3333



Naomi &

Manny

#25.2a

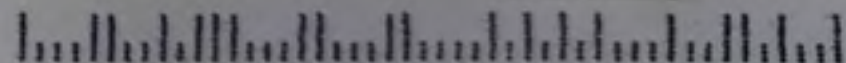
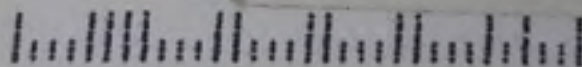
The Viva Veggie Society

P.O. Box 294

Prince Street station

New York, NY 10012

Printed on recycled paper



Please help us keep our records
current by updating the information
on the label I have affixed below.

MR. EMANUEL G. [REDACTED] AN
[REDACTED] GARRISON AVE
JERSEY CITY NJ 07306-[REDACTED]

00751875 // S7A205 // 022097 //



Printed on Recycled Paper

12/29/94

Dear Pam,

Thanks for being part
of the Dec 1994 presentation
and for all your gutsy bold
contributions.

Satisfying to see so
much progress in '94. —
looking forward to 1995
All the Best,
—Tony



Break Bread...
For a Change

Remsen Street
Brooklyn, NY 11201



Pamela Teister
234 Mulberry St. #17
NYC 10012



Old Address:



Ms. Stacey
Main St Apt 2H
White Plains NY 10601



New Address:
Odell Ave #1L
White Plains NY 10606

Same old phone:
91 5665
Same old e-mail

IMAGES OF REAL GOODS - THE ART OF WINSTON SMITH



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

Imre F. _____ is
N 57th St #614
New York, NY 10019



Dear Pamela,

Louis is doing
fairly good. A little wobbly. 2
But for 95 is not bad.

He misses seeing people
Best to you
Annie

ation.

Month Day Year

"I'll NOTE you in my
book of memory"

RICHARD PLANTAGENET: *Henry VI* part I, II, iv.

Hello, Pam! I loved the May/June '98
VivaVine. Can you please send me
100 copies of "101 Reasons":

Josephine B. _____
_____ Central Park West #2-S
New York, NY 10025

Enclosed is a check for \$35. Thanks
so much, and I look forward to
reading the new edition!

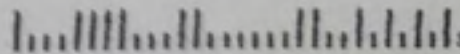
Josephine

(2) _____ 5 ad _____ .com



environmental guidelines.

Smart Wood Features

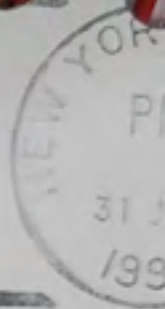
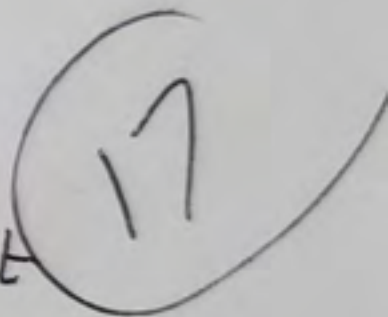


Hi pam, _____ 1/30/97
~~for~~ 25 copies of
'101 Reasons'
+ What is a Hot Dog?
Flyer.
Thanks!

Alix

01/30/97 09:59:08

e
cet
12





pa
23
Ne

Pam -

I was sorry to hear about the folding of the VINE. But you have provided a wonderful service for many people for a long time, so I hope you view it as having been a success, even if it has to end. I certainly enjoyed it! You are an amazing person, Pamela Twister-Rice!

Edly

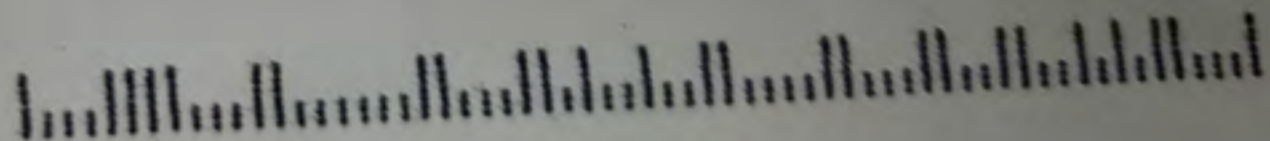
B



Betty L
100 Overlook Dr.
Syosset, NY 11791



MRS. PAMELA RICE
VIVA VEGIE SOCIETY
150 FIFTH AVE.
SUITE 510
NEW YORK, N.Y.



Hi PAMELA
HOPE YOU
CAN GET THIS
DONATION MATCHED.

WARMEST
REGARDS,
BETTY T

A/K/A JEAN'S
MOTHER



Betty

© '93 King Features Syndicate, Inc.

donation

8/14/00

received

Gen B. Becker

\$400.00

Date:

11/24/92

as a donation.

Personal amount of \$

Viva Veggie Society, and
task of enlightening o



Ms Laurie Jordan
PO Box 434
New York NY 10105

Allen B. [redacted]

\$25.
donation

11/30/01

Date: 11/24/92

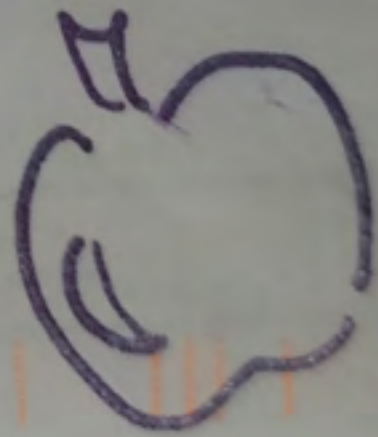
Herewith is an additional amount of \$ _____ as a donation.

Today's Date:

Month Day

task of enlightening
membership you can

Go Vegetarian!
For your Health
& the Environment!



With membership, you receive 5 issues of *The VivaVine* (the newsletter of The VivaVegie Society), and a membership card that proclaims your dedication to the task of enlightening others to the benefits of a vegetarian diet. For a one-year membership, you pay only \$5.

Yes, I want to become a card carrying member of The VivaVegie Society. Herewith is \$ 5.00 as a membership fee. I know that this helps to defray general operating expenses of the VVS.

Name: Ronald M

Address: 55 Avenue

State: Elmhurst, N.Y. Zip: 11373

Phone No.: (718)

Date: 11/24/92

Herewith is an additional amount of \$ _____ as a donation.

Signature

A. Kaplan

Today's Date:

Month

Day

Year

ONE)

.....

Mail this postcard to businesses and people who send you mail.

Please send mail to new address beginning:

Immediately

Month Day Year

My Name (Last)

(5G)

180

OLD Address

OLD Complete Street Address or PO Box or Rural Route and RR Box

Apt./Suite #

City or Post Office

State

ZIP or ZIP+4 Code

NEW Address

NEW Complete Street Address or PO Box or Rural Route and RR Box

Apt./Suite #

City or Post Office

NEW Telephone Number (Optional)

212

26

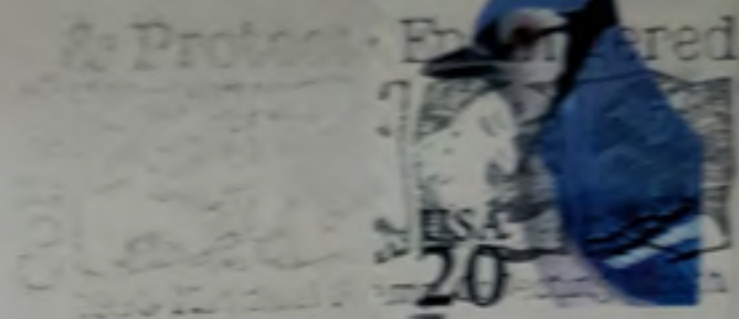
Account Number (If applicable)

Signature

A. K.

Today's Date: Month Day Year

Albert K.
120 West 19th Street - 11B
New York, NY 10011



Mail this postcard to businesses and people who send you mail.

The VIVAUGIE Society

Name

Prinze Street Station

If Applicable, Name of Business

P.O. BOX 294

Complete Street Address or PO Box or Rural Route and RR Box

Nyc 10012-0005

City or Post Office

State

ZIP or ZIP+4 Code

Strategic planning meeting.
recpt to share with the

VISITOR / CALLER to Veg. Ctr. of NYC

DATE:

9/29

(CIRCLE ONE)

NAME

Susan C.

COMPANY

ADDRESS

CITY

718

STATE

PHONE #S

(HM)

(WK)

E-MAIL

BEEPER:

WHERE DID YOU HEAR ABOUT THE CENTER ?

WHAT IS YOUR SPECIAL INTEREST IN VEGETARIANISM ?

NEED # for non-prof. lawyers

PAYMENT RECEIVED FOR MEMBERSHIP (\$15/yr.)

CASH / CHECK ? / (CIRCLE ONE)

ARE YOU INTERESTED IN VOLUNTEERING ?

Hi there,

I have Penelope sitting here waiting
for her cosmetic uplift! Beenie

came on Friday,

See you later Janet

Janet:

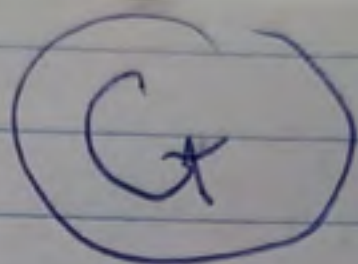
We need
repairs on
the pea
costume...

Has Bernie
contacted
you?

Call # on
the card...

Thank you -
Camela Rice

Dear Pam,



4/6/97

Hi. How've you been? I'm sure you're as busy as ever.

Your name came up several times on Saturday evening at Martin Rowe's strategic planning meeting. You are such a great asset to this city and the movements you are involved with. I really liked what you had to say at the Big Apple / Sierra Club veggie Meat-Out event.

So, just writing to say hi and thanks. That's all.

Sincerely,



Mr. Louis L.
155th St.
Flushing, NY 11355



HARRY S. TRUMAN
USA 20c



Old deer. How can I thank you
enough.

To: Pam Teizler
234 Mulberry St
NY, NY
10013

Dear Pamela,

I'm wondering whether you
can address the topic of
organic vs. non-organic produce -
how much pesticides we get
in commercial food, etc. Also
the irradiated & gene transplant
things. Thanks!

Leon⁸⁵ G.
Moo-Shu Broadway Hacker

(You know me as "Vegetarian Sounds")

Moo-Shu Broadway Hackett
Old Chelsea Station
P.O. Box
New York NY 10113



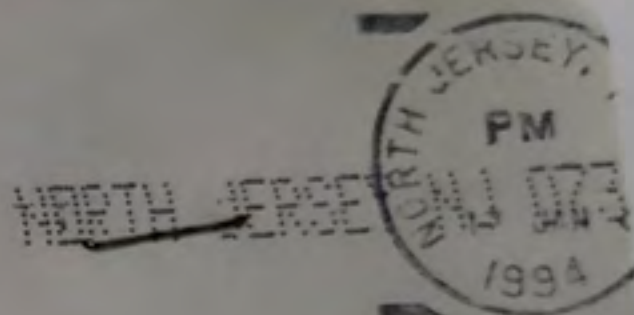
Pamela Teisler
The Viva Veggie Society
234 Mulberry St #17
NY NY 10012



Mr Emanuel G
Garrison Ave
Jersey City NJ 07301



F A V



Unseen
they suffer,
Unheard
they cry,
In agony
they linger,
In loneliness
they die.

PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS
P.O. Box 42516
Washington, DC 20015



Hi Pamela

How are you? Here's
money for membership!
See you at Mermaid
Parade!

Rochelle C.

Brighton 12 St Sc

Brooklyn, NY 11235

PAID

JUL 02 1993

\$5.00

check
member-

fund

7/6/94

Kate G

Permanent Address: E-mail:

325 E
N.Y.C. N.Y.
10021

Phone:

212-

Profile, Skills:

- detail oriented, conscientious, able to work on multiple tasks
- flexible, adaptable, tolerant of differences: 6 years of international experience living and working abroad
- Awareness of individual or specific needs and good listener: designing and delivering appropriate adult education training programs
- good communication skills, dynamic presentations and training sessions: cross cultural communication skills and rapport building essential for success inside and outside classroom, at home and abroad
- California Community Colleges, Instructor Credential For Language and Literature, 1989

Education

M.A., The University of California

B.A., Magna Cum Laude, Amherst College, Massachusetts

(Yes, I) / (No, I don't) want to become a card carrying member of The VivaVeggie Society. Membership is \$5 per year (\$7, foreign). Also, please send me _____ (copy / copies) of the flyer **101 Reasons Why I'm a Vegetarian**. If I am becoming a member, my first copy of the flyer is free. Otherwise,

one copy is \$1 with a ☒ self addressed stamped envelope.

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

(All copies after the first come postage paid.)

Date: 12/29/94

Name: Duane C

Address 14th St. (Apt 3B) City: New York State: NY

Zip: 10003-4220 (21; W 10

I consider myself ☒ a _____ vegetarian advocate? ☒ a _____ veg-evangelist?

Herewith, also, is a donation to The VivaVeggie Society for \$ 20.00.

Total enclosed: \$ 25.00. Checks payable to The VivaVeggie Society



Mr. Duane C.
St Apt 3B
New York NY 10003

Can I please get a copy
of 101 Reasons I'm Vegetarian

Thank you.

Rob D. [redacted]
[redacted] St #11

Bloomfield, N.J. ~~07005~~
07003

Sent 3
copies

Bloomfield, N.J. 07003

The Vivavegie Society
Prince St. Station
P.O. Box 294
N.Y., N.Y. 10012



**the
raul
productions**

Monday, October 26, 2009

Dear Pam,

Thanks so much for your support!

I thought you'd like to know I've been meat-free since February and going strong!

Hope to see you again soon!

Best,

Raul Barcelona, Filmmaker
The Promise Of New York

www. raulbarcelona.com
(646,)

t #8

New York,
N.Y. 10009
April 9th 94.

Dear Sir or Madam,

Could you please send me 1
dozen of your 101 lessons form,
and also a list of the references on
the sheet. I have ordered a cheque
for \$25, if you have general
membership information I would
appreciate some info on this too.

Many thanks,

Janet B [redacted]

\$25.- check encd.

Sent 50 copies + issue #12

111198

Dear Pam Rice

Thank you for supporting our urgent campaign.
With your assistance, we hope to win on this vital
project in the weeks ahead.

WE TALKED ON
CHRISTMAS EVE IN
FRONT OF DEAN

Thanks again,

John F King
NYPIRG Staff

NYPIRG Consensus, Environmental Board
☐ We've already received your donation by credit card. Not

We have enclosed your credit card receipt for \$ _____
along with information on our current campaign. R16415

☐ To give by check:

NYPIRG needs to turn up the pressure now. Please return
this card with your check for \$ _____ today. Thanks
again for your generous contribution.

☐ To give by credit card:

NYPIRG may charge my contribution to:

____ Mastercard ____ Visa ____ Discover ____ American Express

Expiration Date 1

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Signature

+ Delancey
printed on recycled paper with vegetable-based ink

To call you but I couldn't find your number on your
LITERATURE.

ATTN: PAM RICE
THE VIVA-USG SOCIETY
PO BOX 294
PRINCE STREET STATION
NY NY 10012-0005



Department of
Charities
New York
Attention:
Murray
10007
NYPIRG
ties, a
which NYPIRG has made
12 months, can also be ob
PIRG. Contributions to N

New York Public Inter

9 Murray Street, 3rd floor



Thanks
Pam
Rice!

New York February 3, 1992

Dear Pamela Teisler:

I would like to receive a copy of
"101 Reasons Why I'm a Vegetarian"
and also detailed references.

Enclosed is my contribution of
ten dollars.

My current address is:

CRISTINA DE A

47TH ST APT 2B

NEW YORK - NY

Thank you for your attention,
my best regards

Cristina de A



Cristina [redacted] & Joao C. O.
4 [redacted] 7th Street Ap. 2B
New York, NY 10036 -

PAMELA TEISLER
The Viva Veggie Society
224 MULBERRY ST.
NY 10012

fall

IS

If bad weather, call on morning
of event to find out what's happening.

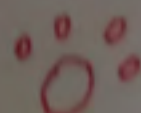


Dear Pam, Alan, & squirrelies,

Wishing you
all kinds
of good things
at
Christmas.

Happy Holidays, & have a great
new millenium!

Love,

Irene & Carmen &
Whiskers 



Dear Pam and Alan,

May this coming year be happy
and healthy for both you and the
Veggie Center :

May your Christmas
be blessed with
little miracles
and your new year
with happiness

Here are a couple of squirrel
pictures to go with your collection
(hey, this card has 2 chipmunks and a
squirrel on it too!), plus a little
something to help out with the Center.
Good luck with 2003.

Love,

Irene

Jan 02 ~ Jan '03

P.S.

New VHI commercial for January specials includes Bernie talking about "orphaned and injured squirrels."

Since he was interviewed for it, you may want to ask him which show he'll be on and when.



11/12/02

Lenny Mc - 0

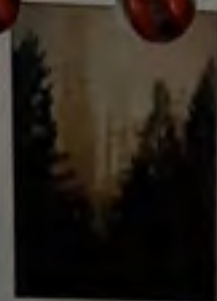
Donation
Check

004240002-134

15

13

3MCPD



Mr. Emanuel G
ulford Ln
Montclair NJ 07042-

Save-the-Redwoods League



\$100.105
pay

To: Viva Veggie Society
P.O. Box 294
Prince St. Station
New York, NY 10012

HM405R

1001240000-24
1001240000-24



RAILS
- to -
TRAILS

CONSERVANCY

www.railtrails.org

I was

date to the

Vegetarian

for New York City

Enclosed find \$ 250.00☐ Friend: \$25-\$199☒ Sponsor: \$200-\$499☐ Major Contributor: \$500-\$1,999☐ Benefactor: \$2,000 and up

for VivaVeggie's Vegetarian Center of New York City.

☐ Please use my gift specifically to produce more copies of VivaVeggie's resource guide.Date: 12/8/01Name: MARTIN ROSS MIA

Organization: _____

Title: _____

City: _____

Ma
Top
3rd Pl
Brooklyn NY 11231-

State: _____

ZIP: _____

Phone number: 7183

The VivaVeggie Society is a nonprofit, 501(c)3, charitable organization. Donations are tax-deductible. VivaVeggie will issue receipts for contributions over \$15.
Mailing address: The VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012-0005. • For more information, call 646-424-9595.

Animals in Laboratories

***Unseen
They Suffer***

***Unheard
They Cry***

***In Agony
They Linger***

***In Lonliness
They Die***



**People for the
Ethical Treatment of Animals**

PAT ME
E. 16th ST.
BROOKLYN, N.Y. 11226

Hi Pam

I'd appreciate
a call about "101 REASONS"
as soon as possible

PAT M.
(Earth Save)

718 2

BROOKLYN

08/31/92 DEC 74



Mia MacD

Third Place, Brooklyn, NY 11231-

Tel./Fax: 718-

Email: mia

k.net

Hi Pan,

Happy (re)millennium!
Hope to see you at The
Center before year
end.

Take care & best

Mia & Mark

\$250.
Mortals
found

Mia & Mark

Viva Veggie Society
Hope - that every little bit
helps - Susan

Prince Street Station
N.Y. N.Y.
\$40. - check

PA
2-DEOD

\$10.00 check
memb + flyers
sent 10 flyers

Charles Pa
West End Avenue, 12D
New York, New York 10024

+ memb. card

1/1/93

Pamela -

Enclosed is my check for \$10 -

\$5 for membership and \$5 for some
copies of your "101 Reasons Why..."

(which I've read and want to
send to friends).

This year I wrote a book on
animal rights for school libraries
(to be published in May) and I
haven't been the same since.

Research for my chapter "The
Animals We Eat" has turned

me into a vegan!

I look forward to receiving
your newsletter and finding out
more about the V-V Society.

Best wishes for a healthy
and enjoyable 1993.

Sincerely,

Charles Pat

Indulge the veg-evangelist in you.

you receive 5 issues of *The Viva Vine* (the newsletter of The V-V Society), and a membership card that proclaims your dedication to the veg others to the benefit of the world.

Indulge the veg-evangelist in you.

With membership, you receive 5 issues of *The VivaVine* (the newsletter of The VivaVeggie Society), and a membership card that proclaims your dedication to the task of enlightening others to the benefits of a vegetarian diet. For a one-year membership, you pay only \$5.

Yes, I want to become a card carrying member of The VivaVeggie Society. Herewith is \$ 5.00 as a membership fee. I know that this helps to defray general operating expenses of the VVS.

Name: Hinda O.

Address: 200 Brighton 3rd St.

State: Brooklyn NY Zip: 11235-7359

Phone No.:

Date: 11/24/92

Herewith is an additional amount of \$ as a donation.

within the year of 1996 (Jan./Feb., Sep./Oct., and Nov./Dec). Submit your membership fee by February 29, 1996, and receive an additional 6th issue (including the Jan./Feb. 1996 issue) as part of your membership.*

Membership is \$10 per year (\$15, foreign)

(Yes, I) / (No, I don't) want to become a card carrying member of The VivaVeggie Society

Please send me 1 (copy / copies) of the flyer **101 Reasons Why I'm a Vegetarian**.

My first copy is \$1 with a ☒ self addressed stamped envelope. *extra \$ included for postage*

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

(All copies after the second come postage paid.)

To receive just the Jan./Feb.'96 issue of The VivaVine, send \$3.

Date: 2/18/96 Name: Chris N Address: 1719+ #30
City: NY State: NY Zip: 10023  (212) 10

I consider myself ☒ a X vegetarian advocate? ☒ a veg-evangelist?

Herewith, also, is a donation to The VivaVeggie Society for \$.

TOTAL enclosed: \$ 15.00

Checks payable to The VivaVeggie Society

* The VivaVine does not have a July/Aug. issue.

The NEW VivaVeggie Society Internet
address on the World Wide Web:

<http://www.earthbase.org/vivavegie>

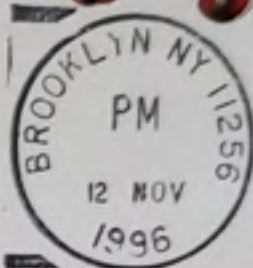
VivaVeggie Society by Email:
vivavegi@novalink.com

101 R's
1996

PAT

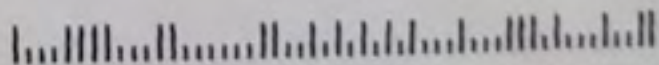
Pat Me

*East 16 St. Apt. D-10
Brooklyn, N.Y. 11226*



17

10012/3713



BIG DILL!

HAPPY BIRTHDAY!

Happy 42! Pam

You'll always be my 2nd
favorite vegetarian
(Martin Rowe is my 1st)

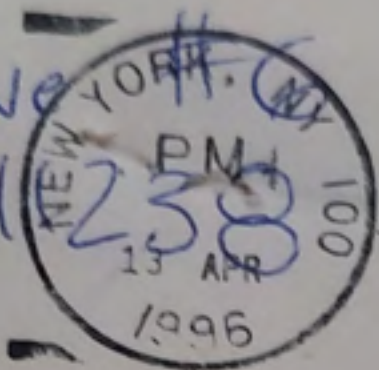
Uninduebitably,

Dino

ANOTHER year
OLDER?



Dino M
[redacted] Clinton Ave
Brooklyn, NY 11238



Birthday Girl
Prince St. Station
P.O. Box 294
New York, NY 10012

Dear [redacted]
☐ I have pledged \$20 or more, but I do not
the flyer
X 212-555-5555

691
N Y Please clip this coupon and return to Pamela Teisler, The VivaVeggie Society, 234 Mulberry St., #17, New York, NY 10012.

Dear Pamela Teisler of the VivaVeggie Society:

I read the editorial on page 1 of this newsletter and I would like to pledge my financial support to help with printing costs of the updated and revised edition of "101 Reasons Why I'm a Vegetarian." Printing, I know, is to take place in the Summer of 1992, and I understand that I will be contacted to fulfill my pledge at that time. (A contribution of \$20. or more will get my name printed on the next edition of "101 Reasons Why I'm a Vegetarian.")

Name: Stephen J. Pai

Addr: Payson Ave #2
NY NY 10034-2761

Telephone number: 212

Pledge amount: \$20

If applicable, the following is how I would like my name to appear on the next edition of "101 Reasons Why I'm a Vegetarian":

x Stephen J. Pai

☐ I have pledged \$20 or more, but I do not want my name to appear on the flyer

Dec. 2000

Dear Pamela & Alan
Squirrels

\$50.
check

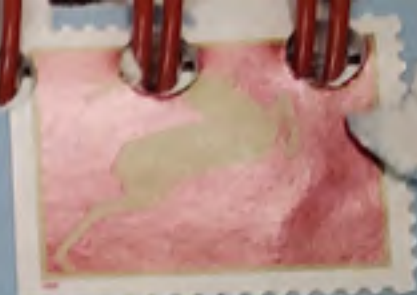
Wishing you all the
peace and happiness
of this holiday season.

Hope Your New Year
is filled with
Wonderful Happenings.

Thanks for your devotion
to the Animals!
Love, Lindsay



Ms. Lindarose P.
Crescent St.
Long Is Ci, NY 11102



✱

Viva Veggie Society
P.O. Box 294
Prince St. Station
N.Y., N.Y. 10012

✱ Please Go Vegetarian ✱
Kinder for humans, animals and the
environment. ✱

4/9/00

Pam,

I'd like to renew my subscription to The VivaVine and membership to The Viva Veggie Society. My membership expired in August, 2000.

I have enclosed a check for \$15. Thanks.

\$15 check

Yours in peas,

Irene

Irene G

Fort Washington Ave. Apt. 1-C
New York, NY 10030
s.rutgers.edu

Hi Pamela

4/2/04

Best wishes for continued
Success -

Please send me some copies of
"101 Reasons" - Thanks

Richard (1)

2)

@ AOL Corp



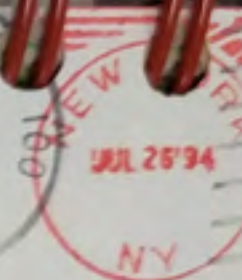
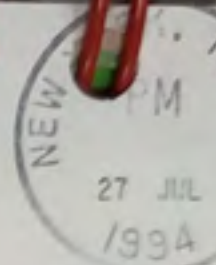
ge Society

74

reet Station

NY 10012

Carol L
Attorney At Law
Greenwood Ave. #3L
Brooklyn, NY 11218



REL METER
5013478

U.S. POSTAGE

The Van Veen Society
Prince Street Station
P.O. Box 274
NY NY 10012

check submitted



Contributors will be listed in future issues of *The VivaVine* unless we are notified otherwise

Yes, I want to help the VivaVegie Society become tax-exempt with 501(c)3 status.* Here is my check for:

- ☐ \$10 ☐ \$25 ☒ \$50
☐ Other \$ _____

Name: Rochelle Gc

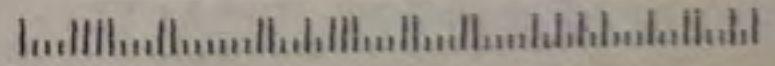
Address: Brighton 12 St 5c

City Bklyn State NY Zip 11235

* ☐ I want to help now, but please reimburse me for my principle once you are able.

THE VIVA VEGIE SOCIETY • P.O. BOX 294 • PRINCE STREET STA. • NEW YORK, NY 10012 • 212/966-2060

The VivaVine • January / February 1997 • 3



Animals Are Not
Ours to Eat, Wear,
or Experiment on

Animals Are Not
Ours to Eat, Wear,
or Experiment on

Hi Pamy:

Could you please send me a copy of your
ENDNOTE REFERENCES of "101".

One copy for the most recent work and a copy of the
one before that. Collectively both have more
than "115" different reasons to read from.
This helps for the more skeptical folks.

Lovya Pat

Hope things are "cool" and that I see you at the
Br'ead when Howard Lyman visits 3/28

VivaVeggie Society), and a membership card that proclaims your dedication to the task of enlightening others to the benefits of a vegetarian diet. For a one-year membership, you pay only \$5.

Yes, I want to become a card carrying member of The VivaVeggie Society. Herewith is \$ 5.00 as a membership fee. I know that this helps to defray general operating expenses of the VVS.

Name: Jean TL

Address: _____ Ocean Parkway, #3a

State: Brooklyn, NY Zip: 11218

Phone No.: 718 _____

Date: 11/24/92

Herewith is an additional amount of \$ _____ as a donation.

(Yes, I) / (No, I don't) want to become a card carrying member of

The VivaVegie Society, (for \$5 per year)

Hi Pamela,
Hope all is well with you &
your many important projects,
including the McDonalds Campaign -
Best wishes & regards -
Sincerely
Richard S.

2/28/93

of the flyer:

"Vegetarian"

one copy is \$1 with

50 copies are \$20.

(postage paid.)

arty

T.

76.

veg-evangelist

\$

Checks payable to The VivaVegie Society

Please feel free to duplicate this order form. Please post.

Hi Pam -

Newsletter looking
good. Good luck
getting many ads.

Tony

Tony
Remsen St.
Brooklyn, NY 11201

much from people
up your wonderful



Pam Teisler
The Viva Veggie Society
Princed Street Station
PO Box 294
NYC 10012

Pam -

Keep up the
good work.

my latest
card -
doing lots
of FMM &
AppleScript

all the best,
- Tony



Break Bread...
For a Change

Remsen Street
Brooklyn, NY 11201

Address Correction Requested

Hi Penn -

0015

Here is ✓ again
+ EDNY materials
(the sent 2 packs)

Best,
Tony

Place
Stamp
Here

JOAN ZA
TOM I
Eighth Ave Apt 2E
Brooklyn, NY 11215



\$50
1998 "101"

Hi Pam -

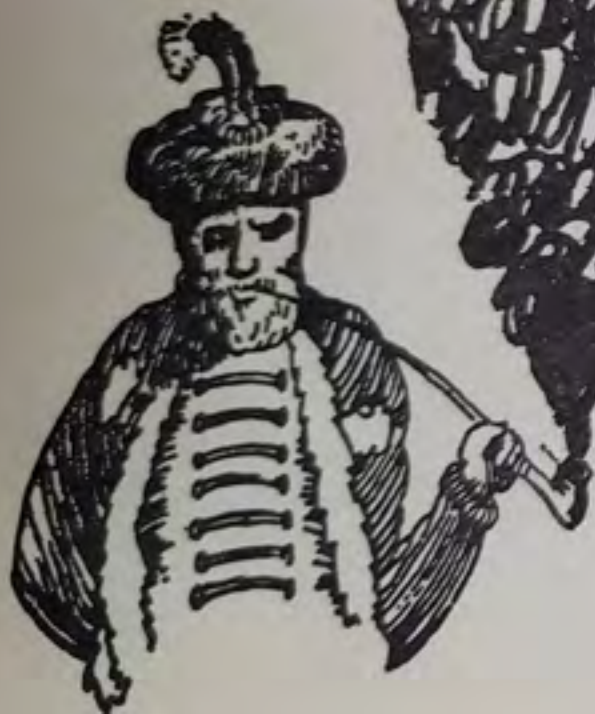
Finally! The draft
I saw looked great.
Can't wait to see
it printed. Love,
Joan

Inc.

from

New York, NY 10012
10012/0003

Arthur G.
Newkirk Ave.
Brooklyn, NY 11230



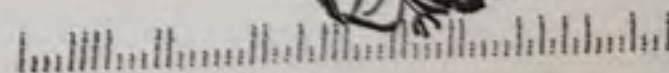
\$75
Contrib



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



10012+0005



Pamelot -

Note re.

Viva Vine page
on the fundraiser -

"Big Apple Fundraiser
for the Veggie Center"

Should read

"Big Apple Vegetarians
Fundraiser..."

I loved the issue - felt like
I was hearing your voice
while I read!

- Ji

Hi Pam -

Let me know what
you think of this piece ...

Hope all is well.

Love,

Eddy

Hi!

Member

I'D LIKE TO JOIN VIVA ~~VEGETE~~!
I LOVE POTLUCKS!

LOOKING FORWARD TO GOOD, ANIMAL-FREE
TIMES.

GOOD LUCK.

\$5.00

check

rec'd

10/4/93

ZODY B.

W 72ND ST, #12C

NYC 10023

877-7

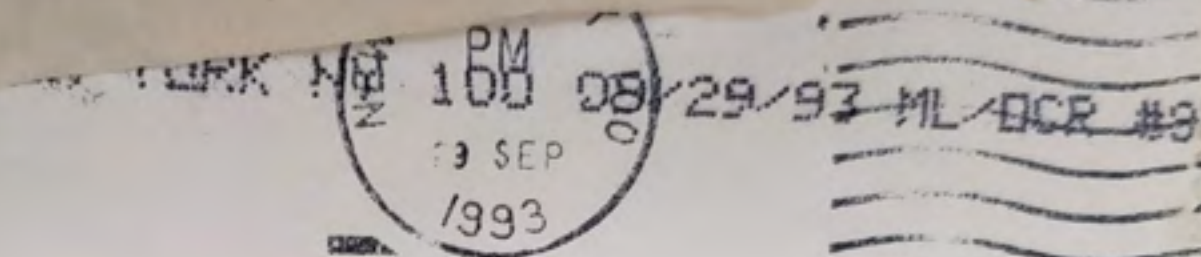
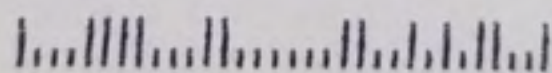


VIVA VEROE SOCIETY

Prince St. Station

PO Box 294

NY NY 10012





I want to contribute to the Vegetarian Center of New York City.

Enclosed find \$ 100.00

☐ Friend: \$25-\$199

☐ Sponsor: \$200-\$499

☐ Major Contributor: \$500-\$1,999

☐ Benefactor: \$2,000 and up

for VivaVeggie's Vegetarian Center of New York City.

☐ Please use my gift specifically to produce more copies of VivaVeggie's resource guide.

Date: _____ Name: E Ellen Organization: _____

Title: _____ Address: _____

City: Eddie B. te: _____ ZIP: _____

Phone number: _____

The VivaVeggie Society is a nonprofit, 501(c)3, charitable organization. Donations are tax-deductible. VivaVeggie will issue receipts for contributions over \$15.
Mailing address: The VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012-0005. • For more information, call 646-424-9595.



he "lol
1. You
want to
friends,
please
Send
hope
in col
you v
Pava

02 October 1999

Dear Pamela Rice Key Pa

POB
Moon PA
15108

Thank you for the "101 Reasons Why I'm
a Veg." I ordered. You list 50 copies
for \$20.00. I want to share this with
my family and friends, but I don't have
twenty bucks. So please find enclosed
Six dollars... and send me as many as



that will cover. I hope that will be about
Sixteen or Eighteen copies (?) I don't know.

Thank you very much.
Key Pa

Self-Stick
mailing label →

The new Turbo. Drivers wanted.



Dean Mi:
406 CI
Brooklyn

February 4, 1995

Dearest Pam,

It was nice meeting you at Break, Bread for a Change.
Here is my check to become a member of The Viva Veggie
Society. Thanks for the tickets to comedy night at
Stand UP New York.

Uninduebitably,

Dean

P.S.





Place
Stamp
Here

Don't let
me down

Everybody say
Brock!

1995 Q1

Pam -

Thanks so much for the
great editing job on my article,
as well as for publishing it.

L'SHANA TOVA, may it
be a wonderful New Year for all
of us - and our animal friends, too.

I have a new address as
of Sept 16:

Riverside, #502

NYC 10025

No phone # yet.

Best —

Eddy

You're amazing!

Your dream is really coming
true! Will visit sometime soon — ✓

Eddy

\$ ment
renewal
\$ 15. —
check

"101 Reasons Why I'm a Vegetarian"

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

YES... please send/give me _____ (copy / copies) of the 1998 edition of
"101 Reasons Why I'm a Vegetarian." The first copy is \$2, postage paid ~~(which is \$1.10, plus \$0.90 for postage)~~
~~your first copy at VivaVeggie's fundraiser on October 29, 1998.~~

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

Name ARLEN I. J. ☎ (718) _____

Address EAST 5th STREET

City BKLYN State N.Y. Zip 11218

Now: BECOME A MEMBER of the VivaVeggie Society

For a COST of \$15 PER YEAR receive:

- one copy of "101 Reasons Why I'm a Vegetarian"
- five issues of VivaVeggie's newsletter, *The VivaVine*
- one copy of the "Vegetarian Guide to New York City"
- one membership card

☒ (Yes, I) / ☐ (No, I do not) want to become a card-carrying member of the VivaVeggie Society.
Herewith, also, is a tax-deductible donation to the VivaVeggie Society for \$ _____. Total enclosed. \$ _____.

SEND ORDERS TO: VivaVeggie Society, P.O. Box 294, Prince St. Sta., New York, NY 10012

Mia MacI
5 Third Place
Brooklyn, NY 11231

Aug. 18

Heg Pen,

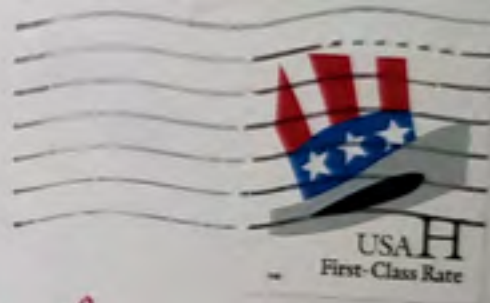
Hope you & UV are doing well and staying cool. Martin & I spent a couple of weeks in England & Kenya and are readjusting to life in our fair city. It was a great trip: amazing, up close animals (lots) & really interesting people & a few days visiting development projects. Also not hard at all to be veg & even vegan, so that was cool. I came across some interesting articles & opinions →

in The British papers on my
way back & enclose them
for you in trust / use & The
VW files. Also a Tesco veg
mag: This is a huge super
market chain so the veg
veg-friendliness of The mag
& its reported actions was
pretty encouraging. Still
talk of hoof & mouth, etc -
Though lots of folks still eating
beef & lamb, but certainly
The issue / reality is in
The air.

take it easy, I'll be travel-
ling for work much of
September, but hope to
see you in the not too
distant future.
Take it easy,

Mick

PCRM STOP ANIMAL TESTING!
Mr. Martin Charles
Third Place Top Floor
Brooklyn, NY 11231



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

*Paid
\$50.
H#01 Reas.*

Pam/ Allan,
We look forward to
seeing you soon at our
big weekend bash- Yeah.
Hope you get double our
contribution- with matching
gift form. More \$ for
a great cause- keep it up.
~~See~~ Look fwd to having
lots of fun with you.

C+R



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

www.vivavegie.org

**TIME TO
RENEW**
SEE PAGE 15



NOTE TO SUBSCRIBERS: IT'S TIME TO RENEW
IF YOUR LABEL READS OCTOBER 2000 OR EARLIER

subscription ends: Aug 2000

Chris Mott/ Rachel C
North St.
Great Barrinton MA 01230

CALENDAR • RESOURCES

Paul Allan

act veg



"101 Reasons Why I'm a Vegetarian"

No carnivorous human has a chance against it.

YES... please send me _____ (copy / copies) of

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

• Additional copies are 50¢ each, postage paid. • 50 copies are \$20 • 100 copies are \$35.

Name Chris + Rachel M.  (413) 6

Address North St

City Great Barrington State MA Zip 01230

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 copy of the "Vegetarian Guide to New York City"
- one membership card

(Yes, I we) / (No, I do not) want to become a card-carrying member of the VivaVegie Society. Total enclosed: \$30

Herewith, also, is a tax-deductible donation to the VivaVegie Society for \$ 15. Total enclosed: \$30

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

Send: Contributions multiplied by 3

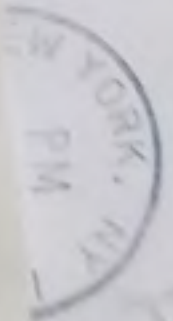
Books On Earth
ing Street
N.Y. 10012

Dear Pam, 6/26/95

Thanks for the time
to pay this bill.

Enclosed please find
check for \$50 - payment
in full for 100 flyers

Peace be with you,
Peter



and ex
are ex
billion



The VivaVeggie Society

P.O. Box 294
Prince St. Sta.
New York, NY 10012

212/966-2060

vivavegie@triroc.com

<http://www.earthbase.org/vivavegie>

Robert

G.

C.P.A.

Penelo Pea Pod

...says:

"Go Vegetarian
and Give Peas
a Chance"



Up Front

CORPORATE CULTURE

BLUE CREW AT AMERICAN



SINCE BECOMING CEO OF American Airlines in May, Donald Carty has tried hard to repair its fractious corporate culture, a legacy of predecessor Robert Crandall. His work is cut out for him. American has had to cancel hundreds of flights recently, in a dispute with pilots over its purchase of Reno Air, while other employees show

little faith in management.

In the carrier's first employee satisfaction survey since 1993, a mere 23% said American does an excellent job of inspiring loyalty, while just 31% believe what senior management says. And only 30% think morale is good. So even while 91% said they liked their jobs, the overall results were disappointing. Carty says he needs satisfied workers, because only they can provide the superior service that lures high-paying business travelers. Building a happy workforce, "remains the last major frontier for us." Carty is already discussing survey details with employees, a first at American, and plans to bring managers and workers together to resolve problems. "Doing a survey like this probably hurts morale in a company unless it leads to some changes," he says. American clearly needs some changes and sooner, rather than later.

Wendy Zellner

SPORTS BIZ

TAKING A SWING AT PHONY CLUBS

IN ORLANDO, U.S. CUSTOMS Service agents have arrested a band of Taiwan nationals selling fakes of Callaway Golf's Great Big Bertha golf club to retailers. The alleged con artists were so brazen that they tried to unload the goods at no less than the Professional Golfers' Assn. merchandise show—which plenty of Callaway people attended.

It all underscores the booming business in counterfeit golf gear. Legitimate club and equipment sales in 1999 are expected to be about \$2.4 billion. But counterfeiters, largely from Taiwan, China, Vietnam, and Thailand, sell \$4 billion worth of gear an-

nually, says Customs. Most fakes are sold abroad, but more are turning up at bargain prices in U.S. stores. Since 1997, U.S. authorities have fought back with "Project Teed Off," infiltrating the counterfeiting operations.

CAN YOU TELL WHICH CALLAWAY IS THE GREAT BIG KNOCKOFF?



Still, they've seized only \$6 million worth of fakes. Callaway, for its part, says it has even gone to Taiwan courts to recover damages. It says its clubs are titanium, while the fakes are often stainless steel. So if you're shopping for a Great Big Bertha, bring \$500—and a magnet to make sure it's real. Dennis Blank

DRAWN & QUARTERED



TAXING MATTERS

NOW THAT'S A SWEETHEART DEAL

THINKING ROSES AGAIN FOR this Valentine's Day? Robert Greene, a Staatsburg, N.Y., accountant, says if you're married and work for yourself, you can do better.

He has developed the Spouse Employment Contract (SEC), a document that helps put your money to work for you. No, this isn't indentured servitude. The plan, based on an odd collection of tax loopholes, actually is a gift. When self-employed workers contractually hire a spouse, they can write off expenses that ordinarily aren't deductible, including all child-care and med-

ical bills. The SEC, Greene says, passes muster under a 1994 IRS ruling, No. 9409006.

But you don't have to be limited to run-of-the-mill expenses. After Greene hired his wife, Nancy, as a typist, he deducted \$1,000 for upkeep on his swimming pool, declaring it an "employee athletic facility." Even Valentine's gifts

can be counted as employee benefits. All told, the SEC has saved Greene about \$6,000 a year.

Since hiring his wife in 1995, the IRS has not challenged him. So is Nancy in line for a great gift this year? Not from Greene. He says he's too busy doing other people's taxes to shop. Robert Barker

THE BIG PICTURE

THE PRO'S PORTFOLIO PICKS

Money managers are increasingly opting out of shares in Smokestack America for their mutual-fund holdings. Instead, stock in industries central to the New Economy, especially technology, are gaining favor.

INVESTMENT BREAKDOWN OF U.S. MUTUAL FUNDS

- Utilities/Energy
- Financials
- Industrial cyclicals
- Consumer goods
- Services
- Retail
- Health/Technology

DATA: MORNINGSTAR INC. (YEAR-END FIGURES)



FOOTNOTES Financial service execs who see moderate increases in their Asian business in 1999: **47%**; who see declines: **2%**

DATA: THE CONFERENCE BOARD

Hi Pam,

\$10.
Cash
menb.

Congratulations! It was wonderful
to talk to you and peek into your
new creation. You are absolutely
amazing.

I don't remember if I gave you
my new address - it's

P.O. Box 5

Savage, Md. 20765

I'm not sure if I'm up to date
on payment for the Vine Vine...
In case I'm not, here's something toward
the tab or whatever -

I'll see you when you're in
Washington for sure if not before.

You're an inspiration!

Love,
hinda

1-16-02

2

Dear Pam,

Good to talk to you. Here is my
contribution to support your work.

I always remember fondly our short
but special time together.

Best,

Richard

Me

Suite 399

EXECUTIVE OFFICES

111 North Canal Street
Chicago, Illinois 60606



1-16-02

Dear Pam,

Good to talk to you. Here is my
contribution to support your work.

I always remember fondly our short
but special time together.

Best,

Richard

Mon 5, 1998

EARTHSHARE
RR2, BOX -
TLC, NY 10986

914-]

33)

February 19, 1992

Dear

Pam,

Thanks so much for agreeing to get the word out about this fundraiser to a very exciting and touching event: AMAZON WEEK III.

The calendar for Amazon Week III will be handed out at the fundraiser.

All of the proceeds from this fundraiser will go to Amazon Week III. This is the first time we are reaching out to animal rights people, vegetarians because of their sensitivity in general to environmental issues. Obviously there is an inextricable connection between animals, eating animals, and rain forest destruction. Thank you again. We hope to see you there.

Very sincerely,

Anne M

Anne M

Mon 5, 1998

Dear Pam,

Enclosed is a check
from my mother. Please
sign her up for a two-year
membership and include her
on the regular mailing list
of Viva Vine subscribers.

Thank you.

Rita P.

Wilmette
Ave apt. 714

Ormond Beach

FL

~~32144~~

32174

Honkelluiah!



Randy Fr
P.O. Box
Olivette N.Y.
12410

new



Pamela Feister
#17
234 Mulberry St.
New York New York
10012

Dear Pamela:

(1.)

This morning I
heard two doves cooing.

Sometimes they got
most of the notes
right and once
or twice they sang
all the notes together
perfectly. When they
did it was beautiful
and when they were
a little off it was
still very nice.

Even if life isn't
perfect it's still can
be very nice.

✓ I hope you are
going to do what
is most true for
yourself, because
happiness is a by-
product of the truth.

And we all want
you to be happy.

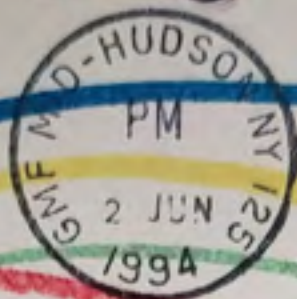
So you can fulfill
your mission! (:))

Sadly most people
never discover
what their mission
in life is, let
alone have the
chance to success.

So wishing you
all the best
in the world

Your friend,
Dandy

Hey!



African
Violets
USA 29



Pam Teisler
234 Mulberry St #17
New York New York 10012

+

0741

Pondy X2
P.O. Post
Big 10 Winner
N. 2 410

Dear Pam

How is the now?

We been staying
up to date thanks
to your news letter.
our local mountain
store is "hormone free"

hister, I thought
you would be
interested in this
poem about my
neighbors

Sincerely
Randy F.

"Cowboy Deer"

I

Cowboy deer
with big ears
like the pistol handles
of a pioneer
sticking out on each side
standing in the
middle of the ROAD

staring -
daring me to go
for my gun -
but I have none

This one and his kind
are the real cowboys
and cowgirls of this world

every ^{YEAR} ~~YEAR~~

IT.

They face the guns
and hard winters
Sleep beneath stars
without shelter

armed ~~only~~

with nothing
but the glorious
spirit of a

Cowboy Deer

pen 2-

Dear Pamela,

I met you in front of Tower Records
on Broadway starring as a VegEvangelist.
I introduced you to my vegetarian
dog and we discussed his preference
of biscuits over prime rib.

All of my friends and I would like
to know of and participate with your
VegEvangeltistic work. Your style is
very encouraging.

Please contact us either by phone
212- [redacted] 8 or mail

Randy F

W. 57th

Apt 208

NY NY 10019

Sincerely, Randy F.

"LANDMARK OF NEW YORK" AND "NATIONAL LANDMARK"

HOTEL ¹²CHelsea
New York



222 WEST 23RD STREET
NEW YORK, N.Y. 10011
(212) 243-3700

29 July 93 18:00H

DEAR VIVA VEGIE SOCIETY

PLEASE FIND ENCLOSED

\$5 CASH FOR FIVE

COPIES OF YOUR

"101" DOCUMENT

PAID
AUG 22 1993

fulfilled

WITH A S.A. ENVELOPE

PRE-STAMPED

\$5.00
cash

OVER

MANY THANKS

AND GOOD LUCK

David L.
and Fanya E.

over

MAKE NEW YORK YOUR VACATION CITY

Attune A,
NY. NY 10091.
March 3rd 96.

Dear Pamela,

enclosed is a simple sketch of

Penelopea Pod, gives you an idea of the
scale etc. Also, the hat part comes off. I

thought perhaps it could be used for distributing

'heat' lets! You will be able to see this better

when you see the work-up. Just a quick

note for your information. I'm no designer or

sketch artist, so apologies for the rendering, + I

am working on my graphic design friend for

be a sea-pod illustration. I will submit you soon

when I have something worthwhile for you to

see.

Take care,

Janet & [redacted]

GRUENBAUM



RESEARCH

April 25, 1995

Pamela Li
Earth Day NY
E. 42nd St.
New York, NY 10017

Dear Ms. Li:

First I want to say a sincere thank you for your efforts and the efforts of your staff to keep the spirit of Earth Day alive each year. Keep up the good work!

With that said, I now want to raise a point of what I hope to be constructive criticism. As a vegan, I was shocked to see the vast amount of **sausage and other meat products** being sold at the street fair. There was even one vendor who was selling **pigs' ears!** I thought this was to be an Earth Day Street Fair! As we all know, vegetarianism is a large part of the ecological movement, since a population on a meat-centered diet wastes so much more of the earth's resources.

Please, if you are going to have vendors at next year's Earth Day event who are not specifically ecological groups, could you make sure they aren't selling meat? I would much rather see a smaller fair with only environmentally-friendly groups present.

Thank you for your attention. If you care to respond, I can be reached at the address below. In any case, please add me to your mailing list.

Sincerely,

Leon Gruenbaum

c: Pamela Teisler
VivaVeggie Society

21 August 1999

Pamela Teisler
Viva Vegie Society
POB 294
NY NY 10012

\$25. check
donation
only

Dear Pam:

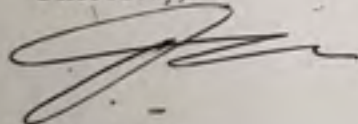
I recently moved. I'm writing to you personally to ensure junk mail does not land in my new mailbox.

Below is my new address. Each organization I get mail from has been given a unique combination of name and address. Tracking where junk mail comes from is thereby very simple.

My name is not to be sold, given or traded with any other entity. Now that I've just moved, there's no mistaking what happens. If I get any mail from another entity with the name/address combination I've provided to you, the enclosed donation will be the last one your organization receives from me.

Thanks in advance for your assistance.

Sincerely,



Dan Co

PS: My consulting firm, The Analysis and Solutions Company, charges nonprofits a discounted rate of \$30/hr. We offer website and database design services which may be of assistance. Give me a call if you're curious.

My new address is:

Dan Co

57 Av #4J

Brooklyn 1123

718 2

Dear Cam,

I think it's great that you set the Viva Vigil membership/subscription donation at \$5 - this will enable and encourage many people to join and thereby spread the word.

Enclosed is a \$15 donation - either use the additional \$10 to pay for subscriptions for two other people of your choosing, or to help defray general costs, as you deem best. Keep up your good and most important work!

Regards,

Joe Ca

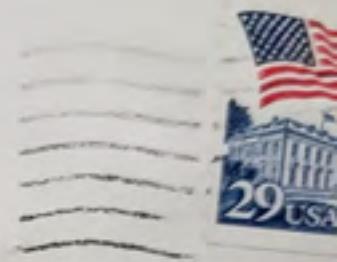
Joseph J. Ca

P.O. Box

Staten Island, NY 10312

(718) [redacted]

J. Co
P.O. Box
SI, NY 10312



Mrs. Pamela Teisler
234 Mulberry ST #17
NY, NY 10012

**DONATE YOUR SKILLS/RESOURCES TO THE VIVA VEGIE SOCIETY • YOU GET AS MUCH AS YOU PUT IN
HELP FACILITATE THE OPENING OF THE FIRST VEGETARIAN RESOURCE AND COMMUNITY CENTER
FIND OUT ABOUT INTERNSHIPS WITH THE VIVA VEGIE SOCIETY ! • CALL 212/966-2060**

Become a card carrying member of The VivaVegie Society!

You know the issues associated with a meat-centered diet. You're a vegetarian and you always have a copy of *101 Reasons Why I'm a Vegetarian* on hand. You use the flyer to refer to when people you know need that nudge of enlightenment. You don't just keep the compelling arguments for vegetarianism to yourself.

So ... why not ... indulge the veg-evangelist in you ?

Become a member of The VivaVegie Society and receive: (1) a membership card, (2) one copy of the flyer *101 Reasons Why I'm a Vegetarian*, and (3) five issues of the society's newsletter *The VivaVine*



Due to special projects taking place in the Spring and Summer of 1996, there will only be 3 issues of *The VivaVine* within the year of 1996: (Jan./Feb., Sept./Oct, and Nov./Dec). Submit your membership fee by February 29, 1996, and receive an additional 6th issue (including the Jan./Feb., 1996 issue) as part of your membership.*

Membership is \$10 per year (\$15, foreign)

(Yes, I) (No, I don't) want to become a card carrying member of The VivaVegie Society

Please send me _____ (copy / copies) of the flyer *101 Reasons Why I'm a Vegetarian*.

My first copy is \$1 with a ☒ self addressed stamped envelope.

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

(All copies after the second come postage paid.)

To
receive
just the
Jan./Feb. '96
issue of
The VivaVine,
send \$3.

Date: 1-29-96 Name: HUBERT D. Address: 975 AVE #A
City: FLUSHING State: NY Zip: 11367 ☒ (718) 210
I consider myself ☒ a _____ vegetarian advocate? ☒ a _____ veg-evangelist? I preach to my co-workers

Herewith, also, is a donation to The VivaVegie Society for \$ _____

TOTAL enclosed: \$ 10

Checks payable to The VivaVegie Society

* The VivaVine does not have a July/Aug. issue.

The NEW VivaVegie Society Internet
address on the World Wide Web:

<http://www.earthbase.org/vivavegie>

VivaVegie Society by Email:
vivavegi@novalink.com

History of The VivaVeggie Society

The VivaVeggie Society is a vegetarian advocacy group which was formed in 1991. Since its beginning it has served as an educational organization for the cause of vegetarianism. The street advocacy for which the society has become known nationwide has remained effective because of the society's consistent utilization of creative methods of outreach.

- The centerpiece of The VivaVeggie Society is the group's popular 4-page manifesto *101 Reasons Why I'm a Vegetarian*, the "mighty convincer" for a vegetarian diet. *101 Reasons Why I'm a Vegetarian* made its debut on Earth Day, 1991 as a tool for the society's hallmark one-on-one advocacy technique. Five thousand copies of a 1st edition were circulated to wide acclaim. In December of 1992, a 2nd edition came out which has been distributed to an additional 20,000.
 - The society's newsletter, *The VivaVine*, has been publishing 5 issues per year since January, 1992.*
 - In the Fall of 1993, The VivaVeggie Society sent its *101 Reasons Why I'm a Vegetarian* to every U.S. Senator and Congressperson.
 - In the Spring of 1994, The VivaVeggie Society commissioned a veil crate, made to spec, for its street demonstrations. First appearing on Mother's Day, 1994, the crate has been a powerful tool in building awareness about cruelty in today's food animal production.
 - In January of 1995, The VivaVeggie Society hooked into the Internet; by May it had its own home page on the World Wide Web.
- Events Sponsored.** ■ World Vegetarian Day, Oct. 1, 1991, a celebration in the East Village. ■ Lecture, Radical Vegetarianism author Mark Braunstein, New York University, May 5, 1995.

*Due to special projects in 1996, only 2 issues of *The VivaVine* will publish (Jan./Feb., Sept./Oct. and Nov./Dec.).

continued on inside flap



SOCIETY STATEMENT OF PURPOSE

THE VIVAVEGIE SOCIETY TAKES VEGETARIAN ADVOCACY TO THE STREETS. VIVAVEGIE ADVOCATES CONFRONT MR. AND MS. PEDESTRIAN TO GET THE FACTS OUT ABOUT THEIR HEALTHFUL, ETHICAL AND ENVIRONMENTALLY CONSCIOUS VEGETARIAN DIET.

ADVOCATES ASSEMBLE WHERE THERE IS PLENTY OF PEDESTRIAN TRAFFIC. THEY COME EQUIPPED WITH BRIGHTLY-COLORED T-SHIRTS WITH VEGETARIAN MESSAGES, AND PLENTY OF FACT-FILLED INFORMATION. FOUNDER PAMELA TEISLER WEARS THE OUTFIT SHOWN ON THE FRONT OF THIS BROCHURE. THE MISSION? TO DISTRIBUTE, FOR DONATION, THE FLYER, *101 REASONS WHY I'M A VEGETARIAN*, WRITTEN BY PAMELA TEISLER AND INSPIRED BY JOHN ROBBINS' BOOK, *DIET FOR A NEW AMERICA*.

The VivaVeggie Society

Prince Street Sta., P.O. Box 294
New York, NY 10012

VOICE: 212/966-2060 • FAX: 212/274-8988
EMAIL: vivavegi@novalink.com
WEBSITE: <http://www.earthbase.org/vivavegie>

JAN. '96

VEGETARIAN STREET ADVOCATES

*introducing the vegetarian
way of life in creative ways*

The VivaVine

will live on
...but will take
two issues off.
Renew now to
receive the
Jan./Feb. '96 issue.

*see inside for more
information...*



THE VIVAVEGIE SOCIETY

DEAR PAMELA,

I HOPE YOU DON'T MIND MY
LEAVING THESE BROCHURES HERE, BUT
I'M IN NYC FOR A SHORT TIME AND
MIGHT NOT BE ABLE TO MAKE IT BACK
TO THE VEGETARIAN CENTER, ANYHOW, IF
YOU WANT ME TO TAKE THEM BACK, YOU
CAN CALL ME AT THE HOTEL I'M STAYING
AT, THE GERSHWIN, AT 212-5 (Room. [redacted])

AS YOU COULD PROBABLY TELL, I'M ONE OF
THE ORGANIZERS OF NEXT YEAR'S WORLD VEG CONGRESS.
HOPEFULLY SOME OF YOUR VISITORS WOULD BE INTERESTED.

BEST OF LUCK WITH THE VEGETARIAN CENTER.
I JUST FOUND OUT ABOUT IT LAST FRIDAY, FROM
THE INTERNET.

JOHN FA
e-mail: jf

net

They're scared

I just finished reading "101 Reasons Why I'm a Vegetarian." I adopted a vegetarian diet about two months ago after 30 years of eating meat and other animal products. What surprises me the most is that I could live in this country for 30 years yet be so uninformed. Why is this? It disturbs me greatly. Is it because the meat and dairy industries are scared we will all find out and go vegetarian? Does it all come down to money?

Lisa

Via E-mail

How can a person push a cow into a slaughterhouse?

**Veg-
evangelists:
Many ways to
make a
difference**

I just read your "101 Reasons." I don't understand how a person can push a cow into a slaughterhouse or watch a pig suffer. I don't understand the people who do the

slaughtering. Do they have no heart? I want to do something about this cruelty, but what can one person do?

Karen Co
Manassas, Virginia

***The editors respond:** First, you can set a powerful example by going vegetarian. With all the ad money and political influence commanded by the meat industry, many people are unaware that vegetarianism is even an option. (See the previous letter.) As a vegetarian, you can influence friends, family and acquaintances, as well as restaurants and supermarkets (they want your business). When people question you or simply show curiosity, we suggest you hand them a copy of the "101 Reasons." For a more active approach, there's letter writing, leafleting and even demonstrating. Don't feel helpless: You can make a difference.*



Veg-evangelists Alex Press (above) and Michelle Fornof manned the VivaVegie outreach table in Park Slope, Brooklyn, on March 20 for the Great American Meatout, sponsored nationally by the Farm Animal Reform Movement. Plenty of copies of *The VivaVine* and "101 Reasons Why I'm a Vegetarian" were distributed. Photo © 1999 hv

5/18/08

\$200.-

Hi Pamela:

Thanks for a fantastic event! I think that everyone had a wonderful time at this ^{very} well organized event!

Enclosed is a contribution. Please consider sending out an e-mail asking participants to try to donate \$10 each to help defray parade costs after you thank them for attending with

wonderful costumes & posters. I
would hope that most could do
this.

I did see a clip of the Parade
on Channel One news & will be
watching for it on other stations
as well.

Congratulations!

Shirley R. R.

Americans' meat-eating doesn't cause poverty

I enjoyed reading Susan Manuel's review of John Robbins' book, "Diet for a New America." Nevertheless, I must report that I concur, as does environmental planner Jacqueline Parnell that "I do not believe the end justifies the means. You don't need to lie."

Robbins, in his book, took the vegeta-

tarian movement from a hodgepodge of separate but awful beliefs about meat, with a series of half-baked ideas (pun intended) to exactly the same conclusion.

I am not supporting the excess consumption of meat but to try and equate the poverty of Third World countries with meat-eating in the United States is fallacious.

The United States currently produces so much grain that the government pays to have it plowed under. That it is not getting to Third World countries is a social and political, rather than a dietary, problem.

To equate animal fats with hypercholesterolemia is equally unconvincing. Fat, and more importantly percentage of body fat in the human, is far more important than the type of fat consumed. Some types of animal fats actually lower cholesterol.

Equally distressingly is that, while not directly stated, the inference is that meat eaters are probably more violent than vegetarians, which is certainly not supported by facts.

How would Mr. Robbins explain what is going on in India and Sri Lanka? As a matter of fact, there are some studies that suggest that vegetarians are actually more violent (they are certainly more vocal) than meat eaters.

Finally, let us never forget that Hitler was a vehement vegetarian, whereas St. Francis Assisi was an assiduous carnivore.

Jack H. Scaff Jr., M.D.

LETTERS 8/5/91

STAR-BULL

Heart disease deaths linked with animal fat, cholesterol

Jack Scaff's comments on vegetarianism require comment.

Measurable quantities of cholesterol are found only in foods of animal origin, which are also high in saturated fat. The country-by-country death rate from heart disease correlates strongly with animal fat and cholesterol consumption.

Lacto-vegetarian serum cholesterol levels average 166 mg/dL (milligrams per deciliter) and vegan (strict vegetarian) cholesterol levels average 150 mg/dL. In the Framingham heart study, coronary heart disease did not appear below 150 mg/dL.

World Health Organization obesity statistics show a correlation with animal fat consumption. Juvenile weight/height ratio, in six Asian countries, also correlates with animal fat consumption.

The fatty acids in human body fat reflect not only fat metabolism but the type of fat in the diet. Thus, animal fat consumption does correlate with hypercholesterolemia, heart disease, and percentage of body fat.

Dr. Scaff does not reference his studies suggesting that vegetarians are "actually more violent than meat eaters" but the assertion that Hitler was a vegetarian is not only irrelevant but false. According to biographer Robert Payne, the man had "a special fondness for Bavarian sausage."

William Harris, M.D.

check

VIVA VEGIE NEWS

"101 Reasons Why I'm a Vegetarian"

No carnivorous human has a chance against it.

YES... please send me ____ (copy / copies) of

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

- Additional copies are 50¢ each, postage paid.
- 50 copies are \$20.
- 100 copies are \$35.

Name Mayra Zoe (973) -

Address Marshall Street Apt 9-1

City Irvington State NJ Zip 07111

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 copy of the "Vegetarian Guide to New York City"
- one membership card

\$20 total

matched

USN.com

(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 \$ 5 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.

My dearest Mum:

Hope you are enjoying good
health. Love & miss you.

Chaya



Arthur G. ... donation: \$125.

VPP

IMPORTANT

Please do not try to trace the origin of this check. I want to keep it anonymous. I do not want to be on your mailing list; I do not want to have my name & address sold or traded to other organizations and I especially do not want to receive any more mail or calls from organizations.

Last year, I gave a few dozen dollars to charities, advocacy and political groups, and **I am now bombarded with about 3 new letters each day - that's an incredible 1000 per year**. The total cost of preparing and sending all this mail to me now far exceeds the value of my donations. I am so sick of this situation that **I will only continue to give to organizations that do not add to this clutter. Please be one of them.**

I have your name and address and reply envelopes for purpose of making future donations. I don't need to hear from you again. Keep up the good work.

Pamela - You probably know who this is anyway. I now send this letter to all places I send donations.

A.G.

"101 Reasons Why I'm a Vegetarian"

More powerful ~~than ever~~, the 1996 edition of ~~"101 Reasons"~~ is sure to wake 'em up.

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

Yes...please send me _____ (copy / copies) of the 1996 edition of
"101 Reasons Why I'm a Vegetarian."

The first copy is: \$1 plus one first-class stamp or SASE

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

Name Ms. Susan N _____ ☎ (201) _____ 2 _____

Address Horizon Rd 1008 _____

City Fort Lee _____ State NJ Zip 07024 _____

Now: BECOME A MEMBER of the VivaVeggie Society

For a COST of \$15 PER YEAR receive:

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

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

Herewith, also, is a donation to the VivaVeggie Society for \$ 50 . Total enclosed \$ 65 .

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



SUSAN NELSON, M.S., R.D., C.D.E.

Exercise Physiologist/Nutritionist

Horizon Road, 1008

Fort Lee, New Jersey 07024

(201) 2:

Fax: (201) 2:

e-mail: s

September 25, 1997

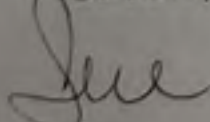
Dear Pam,

Please find the enclosed check for \$65.00.

It was great seeing you last night. Let's do a bike ride soon!... Maybe on Sunday, on the day of the Ecofest. Let me know if that's good for you.

I'm looking forward to climbing the Viva Vine.

Be Well,


Sue

I am supportive of your work (see donation). At the same time I am trying to reduce the amount of paper that makes it into my apartment and to save us both time and resources.

Therefore I request that you remove me from your list. I am on your mailing list as follows:

Tony W
Remsen Street
Brooklyn, NY 11201

I am willing and interested to receive Email outreach. My address is ton [redacted] ol.com.

Please keep up your good work. Thank you.



All the best,

Tony

Tony W



Tony Designs

Thank you
out

Pamela Teisler
The VivaVeggie Society
234 Mulberry St. #17
New York, NY 10012

Dear Pamela,

January 10, 1998

I am supportive of your work (see donation). At the same time I am trying to reduce the amount of paper that makes it into my apartment and to save us both time and resources.

Therefore I request that you remove me from your list. I am on your mailing list as follows:

Tony W
Remsen Street
Brooklyn, NY 11201

I am willing and interested to receive Email outreach. My address is tor [redacted] ol.com.

Please keep up your good work. Thank you.

All the best,

Tony

Tony W

ANTHONY [REDACTED]

Check Number-DEP

2217

2217

1/10/98

20.00

The VivaVeggie Society
... Twenty and 0/100 Dollars...
Donation

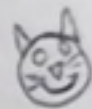
Pamela Teisler
The VivaVeggie Society
234 Mulberry St. #17
New York, NY 10012

Dear
Pam,

Wishing you every
wonderful thing
That a wonderful holiday season
could bring!

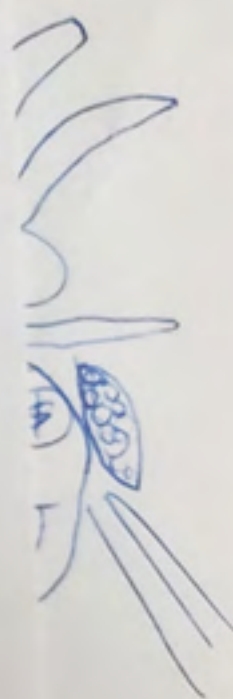
Hope 2000 gets you everything
you desire!!!

Love,
Ron
Mo



19

12/99



st

ing
i



Dear Pamela, MAZEL April 15, 1999
TOV!

Birthdays mean remembering
a special friend like you,

May your day be filled with happiness
and all your ^{BIG} dreams come true.

Congratson Vegie Center of NYC &

Happy Birthday! ^{early}

Since I already got my refund, your b'day's not
so taxing after all! Enjoy! Thanks for being
an oasis of loyalty and love in a time when
I am questioning my trust. Love, Jean





A Birthday Wish



Dear Pamela,

Dec 2008

*Merry Christmas
and a
Happy New Year*

*Best wishes for
2009!*

Shirley

April 15, 2000

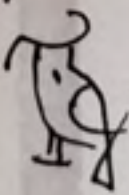
Dear Pamela,

Thanks for giving me
reason for joy on tax day...

**Have a
Wonderful
Birthday!**

... a birthday of the millenium!

Love, flower power, & peas,

Jeand  you can
touch my
tofu
anytime.



Hi Pom -

TOO BAD YOU COULDN'T MAKE THE PARTY, BUT
LET'S DO SHABZAT!

I PUT OUT A DISPLAY OF YOUR STUFF, AND
TRANSPORTATION. ALTERNATIVES STUFF, AND I GOT
YOU A NEW MEMBER.

HER NAME IS NOREEN D., SHE'S VEGIE,
AND SHE'S WONDERFUL!

HER ADDRESS:

155 END AVE, #2C
NYC 10025

PHONE: 66

SHE'S ACTIVE IN A MILLION ORGANIZATIONS,
AS AM I, SO SHE PROBABLY WON'T BE ABLE TO
HELP OUT THAT MUCH, BUT CAN MAYBE ATTEND EVENTS.
HOPE TO SEE YOU WHILE THE SNOW STILL FLIES.

EDDY B

SHE GAVE ME A \$5 BILL, BUT I'M SENDING YOU
A CHECK -

A/50

~~20.~~

~~Don't know~~

Don't know

Log d

~~3/2/97~~

The VivaVeggie Society
Prince St. Sta.
P.O. Box 294
New York, NY 10012
212/966-2060

Become a card carrying member of
THE VIVA VEGIE SOCIETY

You know the issues associated with a meat-centered diet. You're a vegetarian, and you carry around a copy of "101 Reasons Why I'm a Vegetarian" as often as possible. You use the flyer to refer to when people you know need that nudge of enlightenment. You don't just keep the compelling arguments for vegetarianism to yourself. So, why not ... Indulge the veg-evangelist in you ?

Become a member of The VivaVeggie Society and receive 5 issues of *The VivaVine*, a membership card, and one copy of the flyer "101 Reasons Why I'm a Vegetarian." Membership is \$ 5 per year.

(Yes, I) / (No, I don't) want to become a card carrying member of
The VivaVeggie Society, (for \$5 per year)

Also, please send me _____(copy / copies) of the flyer:
"101 Reasons Why I'm a Vegetarian"

(If I am becoming a member, my first copy is free. Otherwise, one copy is \$1 with a self addressed stamped envelope. Add'l copies are 50¢ each; 50 copies are \$20. 100 copies are \$35. All copies after the first one come postage paid.)

Date: 19 Jan '93 Name: Jesse V. Si
Address: McBride St. 5E City: Far Rockaway
State: NY Zip: 11691 Phone no.: (718) [redacted]
I consider myself: a ☒ vegetarian advocate a ☐ veg-evangelist

Herewith, also, is a donation to The VivaVeggie Society for \$ 0.

Total enclosed: \$ 5. Checks payable to The VivaVeggie Society

Please feel free to duplicate this order form. Please post.