THE EPHEMERA PROJECT: THE EARLY YEARS ■ BOOK # 10/20

VivaVegie 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

VivaVegie 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 VivaVegie 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 VivaVegie 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) prod[illegible]ing many updated and improved and exhaustive editions of "101 Reasons Why I'm a Vegetarian," and magazine that tackled hard news topics indicting the meat industry (3) prod[illegible]ing 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

Culture & Animals
Foundation

March 1, 2000

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

To Viva Veggie:

The Board of Directors of the Culture & Animals Foundation recently met to evaluate the work of individuals and organizations and to decide which to support.

I am pleased to enclose a check for $250.00 to help you continue your dedicated efforts.

With every good wish, I am,

Yours in the Struggle,

Tom Regan,
President

Culture & Animals
Foundation

March 29, 1999

VIVAVEGGIE SOCIETY
P.O. Box 294
Prince Street Station
New York, NY 10012

Dear VivaVeggie Society:

The Board of Directors of the Culture & Animals Foundation recently met to evaluate the work of individuals and organizations and to decide which to support.

I am pleased to enclose a check for $200.00 to help you continue your dedicated efforts.

With all good wishes, I am

Yours in The Struggle,

support.

I am pleased to enclose a check for $200.00 to help you continue your dedicated efforts.

With all good wishes, I am

Culture & Animals
Foundation

March 29, 1999

VIVAVEGGIE SOCIETY
P.O. Box 294
Prince Street Station
New York, NY 10012

Dear VivaVeggie Society:

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I am pleased to enclose a check for $200.00 to help you continue your dedicated efforts.

With all good wishes, I am

Yours in The Struggle,

Tom

Tom Regan,
President

RYNN BERRY
[redacted]
Brooklyn, NY 11238
tele/fax (71[redacted]2

March 6, 2000

Dear Pam:

Here are the five Vegan Guides that I owe you. Sorry for the delay. I just returned from the Vegetarian Symposium in Florida. The price of the guides has gone up one dollar. They now sell for six dollars apiece. Let me know if and when you'd like to be replenished.

Best regards,

Rynn

VivaVegie Society, Inc.

FOUNDERS OF THE VEGETARIAN CENTER OF NEW YORK CITY
HOME OF "101 REASONS WHY I'M A VEGETARIAN"

OFFICE
Vegetarian Center of NYC
150 Fifth Avenue
at 20th Street in Manhattan
212-414-9100

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

JOURNAL
The VivaVine
Publisher: Pamela Rice
Editor: Alex Press
Reference Editor: Alan Rice

CONSULTING EDITORS:
Karen Davis, Ph.D.
Richard Schwartz, Ph.D.

INTERNET
vivavegie@triroc.com
http://www.earthbase.org/vivavegie/

HOT-LINE MESSAGE
212-591-2914

NEW WEB ADDRESS:
http://www.vivavegie.org

March 4, 2000

David Se
[illegible] N.
Seattle, WA 98103

Dear David:

Thank you very much for your continued support of the Viva-Vegie Society. Your contributions go far to make our operations strong.

Much of your support goes to keeping our vegetarian center afloat. Having this "place of our own" is absolutely vital to our goal of bringing the vegetarian lifestyle to the mainstream. In fact, a couple of days from now I am to be on public radio again as an interviewed guest. I will get 15 minutes to talk about the virtues of vegetarianism to the entire New York City metropolitan area. I am sure that this kind of esposure would not have happened without the legitimacy that the center brings.

YOUR PLEDGE: Per several phone conversations between us, you have agreed to match donations from individuals (not from foundations) to the center, dollar for dollar, up to $5000. Your match will come to us at the end of this year, 2,000; I feel confident that we will not need it until that time.

Again thank you very much for this important support. If there is anything I can do for you, please let me know.

Best regards,

Pamela T. Rice

Pamela Rice
President

Microsoft Matching Gifts Program

Microsoft

PART A: EMPLOYEE

Mail the completed form with your contribution to the organization (incomplete information may result in a delay in matching).

Organization name: VivaVegie Society

Secular Community Service Program Designation (if applicable): _____
(Required if gift is through a religious organization)

Mailing Address: P.O. Box 294, Prince Street Station, New York, NY 10012

Shipping Address (required if matching w/product): _____ Attn: _____

Type of organization (please check one): ☐ Arts/Cultural ☐ Civic ☒ Education ☐ Environment ☐ Human Services

$ 4,000.00 (Amount of gift) 11/30/99 (Date of gift)

Made by: ☒ cash/credit card/check
☐ stock _____ _____ _____ _____
(Name of stock) (Number of shares and market value on date of transfer)
☐ product - List products in grid provided below.

Please match my cash gift with this amount $4,000.00
(Less than or equal to gift)

Please match my product gift with a check for this amount: $_____ _____
(Please attach a copy of your **Company Store receipt**) (Employee price of product; no shipping or tax included)

If Microsoft products are to be matched, please list in the grid below the quantity of product, product number, and product name for (1) all Microsoft products you donated and (2) the Microsoft products to be matched by Microsoft. (Matching products may be different from the donated products, but they must be the same value.) **Please attach a copy of your Company Store receipt**. If matching products are for an auction, please indicate the date of the auction _____

EMPLOYEE PRODUCT DONATION		
QTY.	PRODUCT #	PRODUCT NAME

MICROSOFT MATCHING PRODUCT DONATION		
QTY.	PRODUCT #	PRODUCT NAME

David S _____
Donor's n
d
E-
Signature

14075 _____ ☒ Employee ☐ Director
Employee ID number

Redmond, WA
Microsoft field location (city and state)

6/28/99
Date of hire if less than one year

PART B: INSTITUTION or ORGANIZATION

Microsoft must receive the matching gift form from your organization by January 31 in order for this match to be applied to the employee's matching limit for the prior calendar year. The gift must have been made in the last 12 months in order to qualify for a matching gift.

Please type or print. If this is the first time you are requesting a matching gift from Microsoft Corporation, please enclose a copy of your Department of Treasury 501(c)(3) tax-exempt document and mail the form and any attached receipts or documentation for product donations to:

Microsoft Matching Gifts Program
P.O. Box 7405
Princeton, NJ 08543-7405

Any questions? Contact us at:
(800) 480-4438
email: MS@Easymatch.com

Eligible charitable organizations are those with Department of Treasury 501(c)(3) public charity status. Microsoft does not match gifts to religious organizations unless the gifts are designated to an ongoing secular community services program sponsored by these organizations or when the benefits of the gifts are limited exclusively to their members.

I certify that the gift in the amount of $ 4,000.00 and form indicated was received on Dec. 3 19, 99 and that this organization is an eligible recipient as specified on this form. *Please type or print information below.*

NAME OF OFFICER: Pamela Teisler Rice
TITLE OF OFFICER: President
SIGNATURE: Pamela T. Rice
PHONE/FAX: 212-414-9100 / 212 / 414-3121
ORGANIZATION NAME: Viva Vegie Society
ORGANIZATION EMPLOYER I.D. NUMBER: N/A
MAILING ADDRESS: P.O. Box 294, Prince St. Sta. New York NY 1001
SHIPPING ADDRESS: 150 Fifth Ave, Suite 510, New York, NY 10011

Although Microsoft expects to continue its Matching Gifts Program indefinitely, the company reserves the right to amend, modify, or terminate the Matching Gifts Program at any time with

Microsoft must receive the matching gift form from your organization by January 31 in order for this match to be applied to the employee's matching limit for the prior calendar year. The gift must have been made in the last 12 months in order to qualify for a matching gift.

:24 PM,URGENT/QUERY

Rep
Fro com>
To:
Cc:
Subject: URGENT/QUERY
Date: Mon, 16 Aug 1999 21:24:21 -0400
X-MSMail-Priority: Normal
X-Priority: 3
MIME-Version: 1.0

Hi, Pamela--
I look forward to checking out the new veg center when next I visit NYC! Congratulations on making it happen. I hope that VSDC can do something like that in DC down the line.

We are having a VegFest DC 1999 conference on Saturday 2 October 1999 at American University in DC. I would like to ask you:
1. Could we buy a quantity of 1999 "101 Reasons" for info packs we will give to participants--how much would 200-400 cost pls.?
2. Would you like to be a speaker at this conference?
3. Would VVS like to table at this event?

We are having a planning committee meeting here at PCRM Tuesday night 17 August, so if you can please reply quickly. Thanks much!

ar
20 308
ar
20 308
ar

PS: I am preparing a PCRM drought-veg op-ed and I am trying to get solid stats on animal ag water use. David Pimentel of Cornell University comes highly recommended. Worldwatch Institute had no stats, to my surprise. BTW, would you like photocopies of the Wash Post "Poultry's Price/The Cost to the Bay" series of 1-3 August 1999? And of our school lunch-veg op-ed that has been in several known papers, including the St. Louis Post-Dispatch (Sunday 8 August 1999)?

Norbert B **·.10/1/99 7:41 AM,Possible Event?**

From: Norbert Ba software.com>
To: "'pamela@nycbiz.com'" <pamela@nycbiz.com>
Subject: Possible Event?
Date: Fri, 1 Oct 1999 05:41:17 -0700
MIME-Version: 1.0

Pam,

good news. I got a bonus at work, so I have extra money for Viva Vegie. I'd like to sponsor an event. It would be on the Saturday or Sunday right before Thanksgiving and the idea would be to promote non-violent alternatives to turkey. I like the name Tofurky Day. Anyway, it could be a day of leafletting and marching the streets culminating in a celebration and get together in the afternoon. I'm not much of an event organizer, but I'm willing to put up $1,000 just for this event. This would be outside of any other financial commitments I've made. I realize that you're busy and burnt out, so if you can think of somebody willing to be the main organizer, pass the idea along. Maybe Jean Thaler would be willing to do it. The media could be invited to cover the event, but the main idea would be to have a good time and get people involved even if there's no coverage. I even have ideas for signs:

"Same tradition, more compassion"
"Spare a turkey, try Tofurky"

I'm picturing people marching up different streets from downtown to Central Park and maybe other people marching down from Harlem to Central Park. With signs and handouts of course. The celebration could be in a building or possibly outside in the park if we want to take a chance on the weather. ideas for signs:

"Same tradition, more compassion"
"Spare a turkey, try Tofurky"

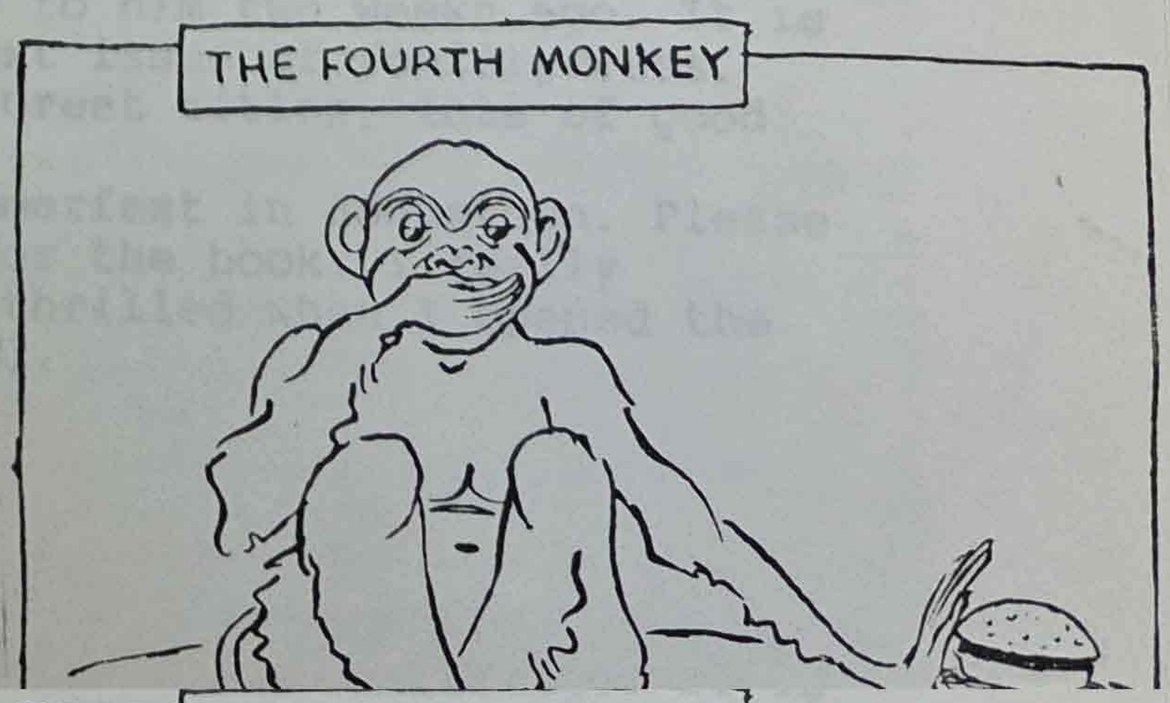
I'm picturing people marching up different streets from downtown to Central Park and maybe other people marching down from Harlem to Central Park. With

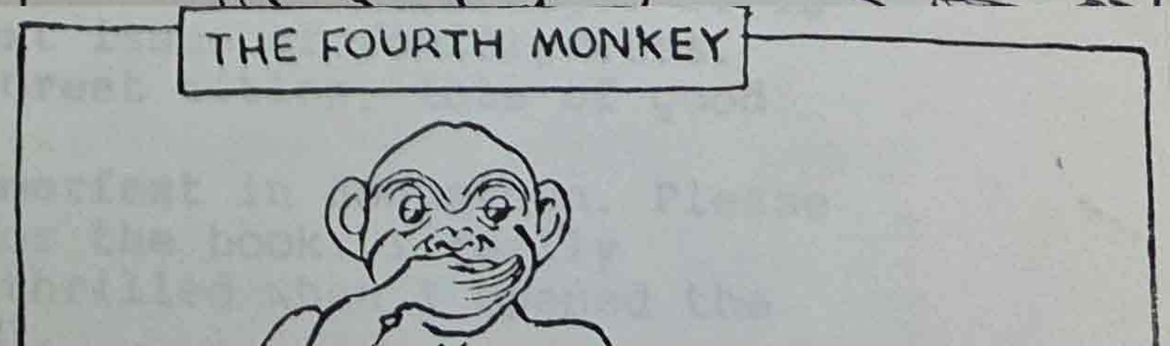
BEYOND BEEF

Happy Holidays

Pam

Hey are you
reading me or
Friends
Thomas





United Poultry Concerns, Inc.
~~P.O. Box 59367, Potomac, Maryland 20859 · (301) 948-2406~~
P.O. Box 150 • Machipongo, VA 23405-0150
757-678-7875

October 19, 1998

Dear Pamela,

You couldn't have sent me a nicer or more pertinent gift than Joe Hutto's *Illumination In the Flatlands: A Season With the Wild Turkey*. Two years ago, JoAnn Farb sent me a review of the book from some magazine. I immediately bought it and read it. When I read I underline almost every other line. I have this bad habit even with library books. I have had to do a lot of white out prior to returning them. I also write in the margins. I have strewn curses through many library books concerning human attitudes towards animals.

I am delighted to have a clean, beautiful copy of *Illumination*. I promise not to mess it up. I consider it an almost perfect book except that Joe Hutto feels obligated from time to time to appeal to hunters with "watch out for this or that trait if you want to bag a turkey." This after warm, sensitive, loving interactions with and observations about the turkeys he incubated and raised.

From your note I gather you read the book, so you already know what I mean. At one point, Joe is sitting with one of his turkeys and makes a point of eating a turkey sandwich and feeding some of it to the "wild" turkey at his side. Also, he uncritically denigrates the so-called domestic turkey as well as chickens. Thus, the book is flawed. Can't tell if Joe still hunts turkeys. Clearly he (or the publisher) wanted to bag as large an audience as possible; hence; appeals to the hunter including terms like "jake," a hunters' word for young male turkeys of killing age. The book is uneven but unsurpassable in its genuine observations and the love he has and communicates for the birds.

I must have told you that I was writing a book about the "Thanksgiving Turkey in America." A major theme is the contempt and hatred toward the turkey that pours out every Thanksgiving in contrast to the gushing sentimentality about our "traditions," "Pilgrim Fathers," "This great land of ours," etc.

I have felt very sad and desolate about the death of Henry Spira. I feel I overlooked how sick he was. He and I were very

I have felt very sad and desolate about the death of Henry Spira. I feel I overlooked how sick he was. He and I were very close at one time. I wrote a tribute to him two weeks ago. It is on our website and will be in the next issue of *PoultryPress*. Your *Viva Vine* is really good, Pam. Great titles, lots of good (bad!) information.

I enjoyed seeing you at the Summerfest in Johnstown. Please stay in touch, and thank you again for the book. I really appreciate your kind thought. I was thrilled when I opened the package (which isn't always the case).

Much love,

Karen

B·U·C·K·Y PRODUCTS

B·U·C·K·Y ™
P. O. Box 31970
Seattle, WA 98103

Phone: (206) 545-8790
FAX: (206) 545- 0729

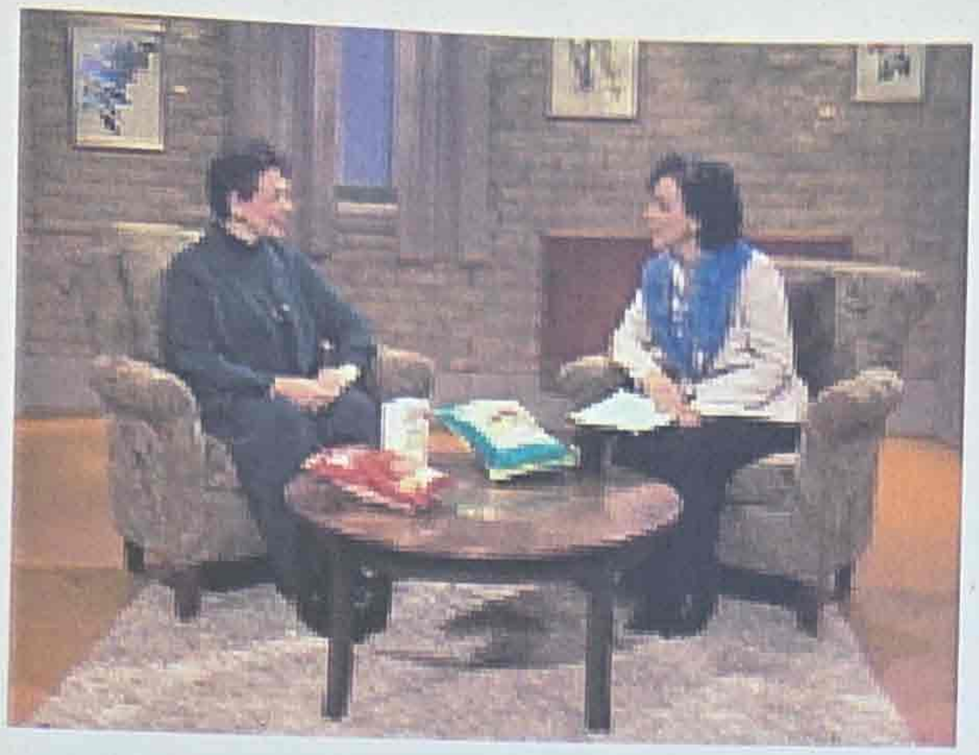
DATE: 1-11-94 PAGE 1 of 7

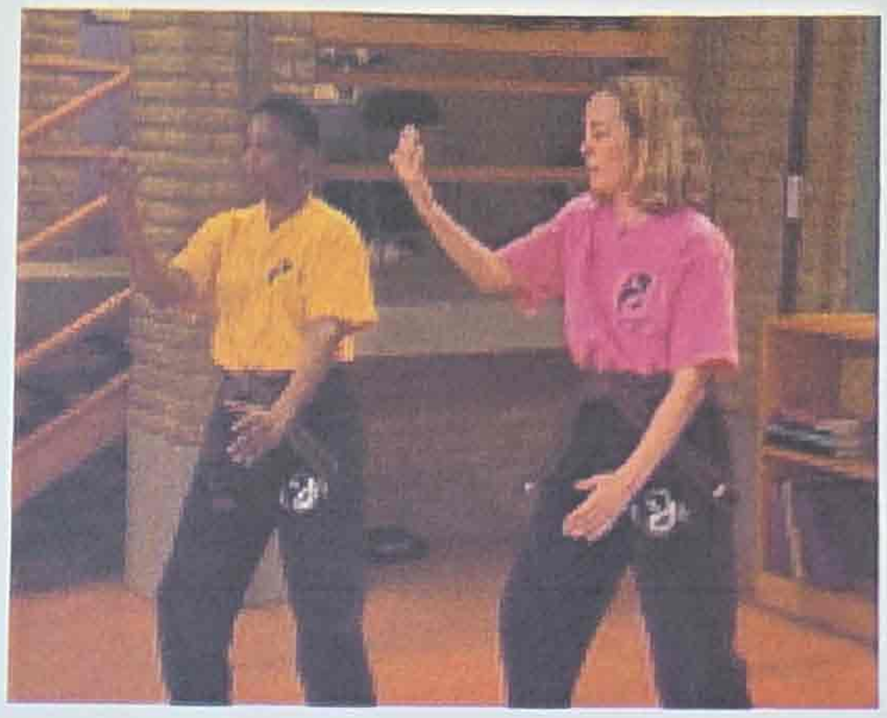
TO: Pamela Rice	FROM: DAVID COATS
FAX # 212-941 8424	

MESSAGE:

Good luck tomorrow!

David.





"The Natural Health Show"

The world of all things natural is a booming and constantly growing industry. "The Natural Health Show" is the only television show that examines the news, trends and methods of the ever-changing genre of holistic medicine.

Join Mary Mucci, CN as she explores the world of holistic living. Mary's nutritional expertise along with her desire to help spread the word on living naturally makes for informative interviews and educationally strong segments.

"The Natural Health Show" is MetroChannel's weekly half-hour program that examines how to live and feel better in a natural way. Everything from Aromatherapy to Yoga is explored as Mary Mucci interviews experts in the field of natural health. Each episode of "The Natural Health Show" offers updates in the world of Natural News and interviews with the people shaping the natural health field. Past guests have included best-sellina author and entrepreneur Gary Null, world-renowned lecturer Dr. Brian Weiss, and "The New York Times" columnist Marian Burros.

shaping the natural health field. Past guests have included best-selling author and entrepreneur Gary Null, world-renowned lecturer Dr. Brian Weiss, and "The New York Times" columnist Marian Burros.

Mary isn't afraid to tackle serious issues either; many segments attempt to ease one's pain or clean up the environment. Mary's guests look to address your health issues in a painless and chemical-free way, hoping to bring comfort and guidance from an area that is only now beginning to attract the media attention it deserves.

So join Mary Mucci, CN as she explores various health issues in a way unseen anywhere else. "The Natural Health Show" with Mary Mucci, CN Only on Metro.

Dear Pamela,

It was great speaking with you today. Here's info on "The Natural Health Show." If you have any questions feel free to call me at (212) 3[redacted]0. Thanks and I look forward to working with you!

Sincerely, Kim Rotive

Mary Mucci

Mary Mucci started questioning modern medicine when her first child began to suffer from chronic illness. Turning to a holistic approach, she noticed a marked improvement in her child's health. Encouraged, Mary went deeper into examining the relationship between food and healing. She found that by making some simple changes in her family's dietary habits, she was able to produce tangible results. Mary continued her studies and became a Certified Nutritionist, vowing to "return to news reporting as a specialist who could help bring this alternative medicine underground out in the open."

A Summa Cum Laude graduate of the New York Institute of Technology, Mucci has worked as a television journalist for News 12 Long Island and CNN's New York Bureau. She also co-founded the non-profit education group EarthSave Long Island.

reporting as a specialist who could help bring this alternative medicine underground out in the open."

Michael Klaper,4/8/99 12:26 PM,RE: Your letter in The VivaVine, may we have your permission?

Reply-To: <drklaper@maui.net>
From: "Michael Klaper" <c t>
To: "'Pamela Rice/VivaVegie'" <pamela@nycbiz.com>
Subject: RE: Your letter in The VivaVine, may we have your permission?
Date: Thu, 8 Apr 1999 07:26:48 -1000
MIME-Version: 1.0
charset="iso-8859-1"
X-Priority: 3 (Normal)
X-MSMail-Priority: Normal
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3
Importance: Normal

Re: Vine 35

Dear Pamela,

By all means, you have my permission to use my e-mail messages in the Viva Vine. Best wishes,

Dr. K.

-----Original Message-----
From: Pamela Rice/VivaVegie [mailto:pamela@nycbiz.com]
Sent: Thursday, April 08, 1999 6:44 AM
To: drklaper@maui.net
Subject: Your letter in The VivaVine, may we have your permission?

April 8, 1999

Dear Dr. Klaper:

We are putting together our latest issue of *The VivaVine* this coming weekend and would like to reprint your E-mail in our letters section.

May we have your permission? We would greatly appreciate it.

Best regards,
Pamela Rice

>Dear Pamela:
>
>I happened to be reviewing the October, 1998 issue of "The VivaVine,"
>wherein you shared your fantasy of what you would do if you won the
>lottery - namely, open a vegetarian center in New York City. I see from
>your recent e-mail that you have made your dream come true - quite an
>example of what working towards a pure vision can do. Congratulations and
I
>hope to visit the Center when my travels next bring me to New York. To say
>that I wish you good luck in your efforts in the Vegetarian Center might be
>the understatement of the decade...
>
>Be well and stay happy.
>
>Kindest regards,
>
>Michael Klaper, M. D.

>your recent e-mail that you have made your dream come true - quite an
>example of what working towards a pure vision can do. Congratulations and
I
>hope to visit the Center when my travels next bring me to New York. To say
>that I wish you good luck in your efforts in the Vegetarian Center might be
>the understatement of the decade

February 23, 1999

Dear Pam,

I've saved up some money lately and I'd like to donate it to Viva Vegie. So I've written two checks: one is for the vegetarian center and the other is to be used however you see fit. I'd like to challenge the other readers of the VivaVine to get involved in supporting the vegetarian center, so I'm offering to match any donations toward the center one for one up to a total of $10,000 by the end of this year. If each of the 2,500 readers of VivaVine donates just $4 toward the center this year, that would total $10,000 and if I match that, you'd have $20,000 – almost enough to get started. You can publish this challenge in the VivaVine if you wish. If you do publish it, I'd prefer to be referred to as "a reader of the VivaVine" or something similar rather than being mentioned by name. One other thing – if you could send me a receipt for the two checks I've sent, that would be great. The receipt should mention that the money was a donation and that I received no goods or services in exchange.

By the way, I'm still willing to help you get stamps if you need them.

I hope things are going well with you.

Take care,

Norbert

Norbert
[redacted]
New York, NY 10011

I hope things are going well with you.

du

Veg & AR stuff

MARK MATHEW BRAUNSTEIN

[redacted]
Quaker Hill CT 06375
(2[redacted]

AUTHOR
* **Radical Vegetarianism: A Dialectic of Diet & Ethic** (1981, Revised 1993)
* **The Sprout Garden: Indoor Grower's Guide to Gourmet Sprouts** (1993)

WRITER
* **East West** (now called **Natural Health**), **Vegetarian Times**, **Backpacker**, **Vegetarian Gourmet**, **Animals' Agenda**, **Vegetarian Voice**, **The Trumpeter**, **Between the Species**, **Health Science** and elsewhere.

SPEAKER
* Whole Life Expos (Boston & NYC, 1983-86)
* Vegetarian Summerfests (NAVS, 1981-93) & this summer 1995
* Animal rights conferences (Action for Life, Spoleto Animal Festival, etc.)
* Local vegetarian societies (NYC, Chicago, Boston, Providence, Long Island, Columbia, SC, Cape Cod, Hartford, etc.) & Montreal 1995 last month
* College campuses (Brown, RISD, U-Conn, Trinity, URI, NC State Univ, Conn College, etc.)

TALK SHOW GUEST
* Radio ("Allan Colmes Show," WPIX in NYC; "Buddy Cianci Show," WHJJ in Providence; "Time for a Change," WBAI in NYC; etc.)
* Cable TV (nationally syndicated "Animal Rights," etc.)

not worth mentioning

NATURE PHOTOGRAPHER
* Several exhibitions, including solo show Conn College 1991
* Numerous publications, including covers of regional periodicals

this belongs with art stuff

AMATEUR SABOTEUR
* Of deer hunts in RI, 1985-87
* Of duck hunts in CT, 1987-93 was finally arrested 1993, and newspaper accounts generated public support, and to make long story short, duck hunting was banned at the sight of my solitary sabotage

VEGETARIAN
* Lacto-ovo since 1966
* Vegan (no milk, no eggs) since 1970
* Semi-sproutarian since 1977

~~The~~ The slide talk "Animals in Art," which is an expanded version of "Vegetarianism in Art," was funded by a grant from the Culture & Animals Foundation

generated public support, and to make long story short, duck hunting was

Mark Mathew Braunstein

Art Stuff

Asst Editor of Art Index 1980-83

Curator of Photos & Slides at Rhode Island School of Design 1983-87

Curator of Prints & Slides at Connecticut College 1987 to present

Writer of articles on Rembrandt in several (obscure?) art magazines

Former painter (now proudly failed?), now nature photographer
exhibited ~~work~~ in several shows including solo show at Connecticut
College 1991) and published in numerous regional publications,
(including several covers)

Former painter (now proudly failed?), now nature photographer
exhibited ~~work~~ in several shows including solo show at Connecticut
College 1991) and published in numerous regional publications,
(including several covers)

Now cares little about art, which is just fun & games ~~for the~~ sweeters

Pamela ——

here's two blurbs

pick and choose from it what you wish

Yours with Light

Yours with Light

WORKING ASSETS®

701 Montgomery Street, Fourth Floor
San Francisco, California 94111

TEL 415.788.0777
FAX 415.788.7572
http://www.wald.com

Pamela Teisler-Rice
234 Mulberry Street
Apt. 17
New York, NY. 10012

December 9, 1996

Dear Ms. Teisler-Rice:

I am responding to your letter of September 17 raising concerns about our promotions that link Working Assets to Ben & Jerry's. I apologize for taking such a long time to respond - my response was delayed both by serious illness and just plain thinking time.

It is much harder to respond to a thoughtful letter than a knee jerk one, and your letter is one of the more thoughtful that I have received.

No company is perfect, including Ben & Jerry's (and certainly not Working Assets), and within the world of socially responsible companies there has always been jokes on the side about heart disease and pollution associated with ice cream in general and Ben & Jerry's in particular. I am confident you are well aware of the long list of practices that make Ben & Jerry's the darling of the progressive left, so I will not go into them.

I want to be clear about our logic in doing various promotions with Ben & Jerry's and then ask for your specific advice. The logic will not surprise you.

We want to differentiate ourselves in a competitive marketplace with evocative politics, designs, and, yes, premiums. If we offer premiums that are something other than free minutes (which we do anyway on new sign-ups), we would like it to be from a company that does generally recognized good things, but beyond the "progressive left", as our market is much bigger (we hope). The list of such companies is sadly very short and we do respect the long list of positive things that Ben & Jerry's does on many fronts.

things, but beyond the "progressive left", as our market is much bigger (we hope). The list of such companies is sadly very short and we do respect the long list of positive things that Ben & Jerry's does on many fronts.

An interesting debate we have with Ben & Jerry's and any other company with which we do promotions is whether the promotion leads to any increase in use of their product. They don't think that our promotion of them does (which makes them charge us more for the coupons as it has no value to them - no increase - no value). If that is true, or even close to true, then what we are really doing is increasing the use of Working Assets Long Distance among consumers of Ben & Jerry's ice cream without any change (positive or negative) in the social consequences of ice cream consumption. So we do it.

So, now to the advice I would like from you. Of course there are people who would prefer not to be given coupons for something they find objectionable

so we are hardly accomplishing our purpose with customers like you that we want to reward by sending Ben & Jerry's coupons.

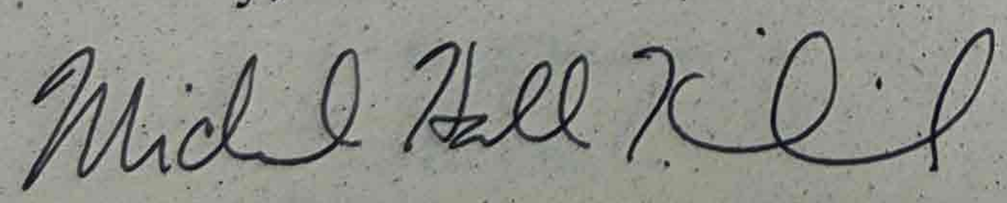
We are wracking our brains trying to come up with a substitute and we are finding it difficult - but there must be a good one out there. Here are some of the things that influence our search:

1. an item that is of relatively small dollar value so that it could be sent frequently;
2. something that is nationally available because we have customers everywhere;
3. something that is fun, seems like a treat.
4. is provided by a company or organization that is at least not objectionable and hopefully makes the world a bit better.
5. offered in coupons that can be redeemed somehow

What would you like? Seriously. I would like to be able to offer you an alternative that is acceptable to you and that succeeds in a marketing sense. If you come up with something we can really use, it would be extremely helpful.

Thanks for writing. Your letter hits us at a point of dilemma, and I hope you will help us solve it.

Sincerely,



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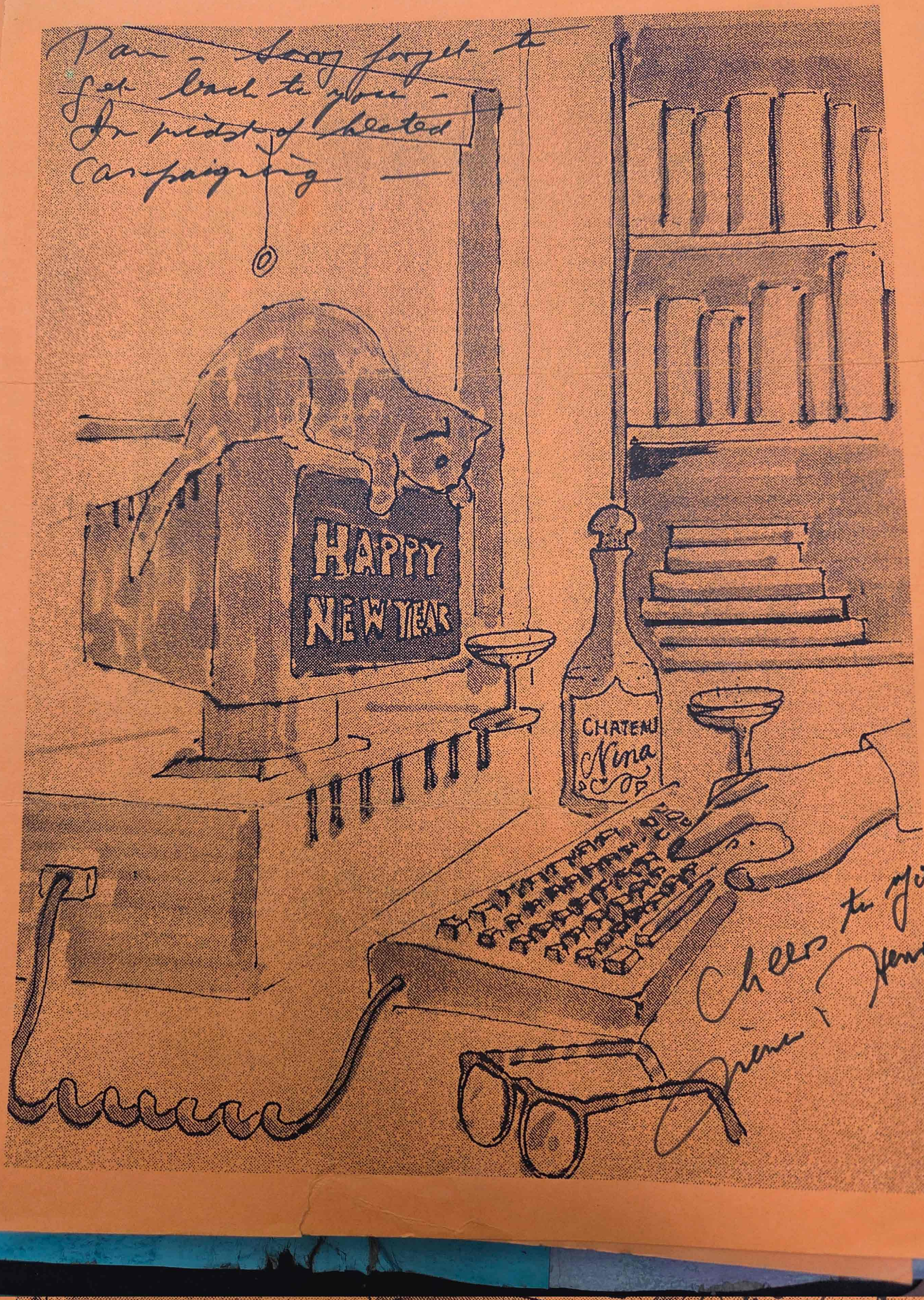
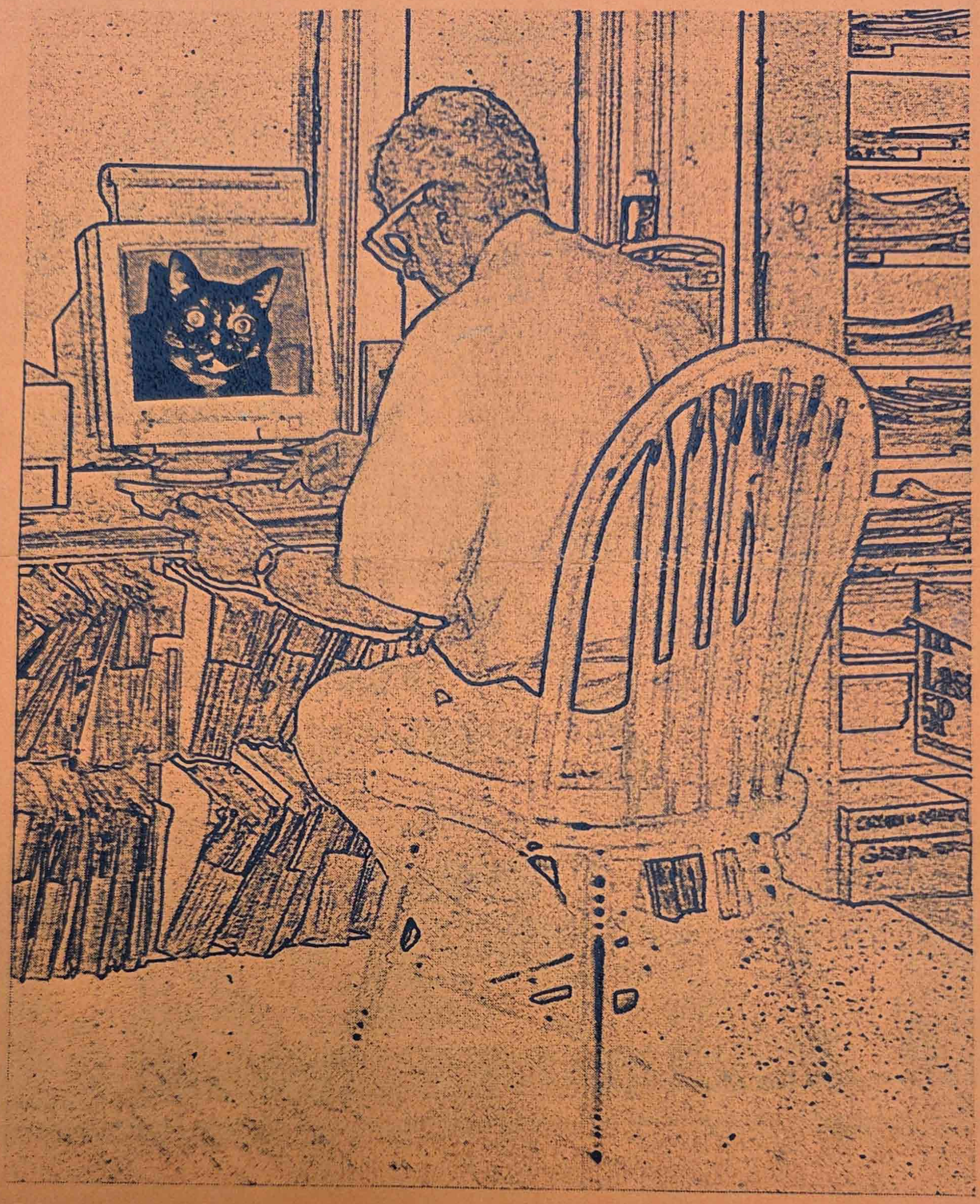

Pam - Don't forget to
set back to 3pm -
In midst of heated
campaigning -
HAPPY
NEW YEAR
CHATEAU
Nina
Cheers to you



All The Best For '97!

Hilary and Tierney

Dear Pamela

I do want to make a personal contribution to further energize Viva Vegie.

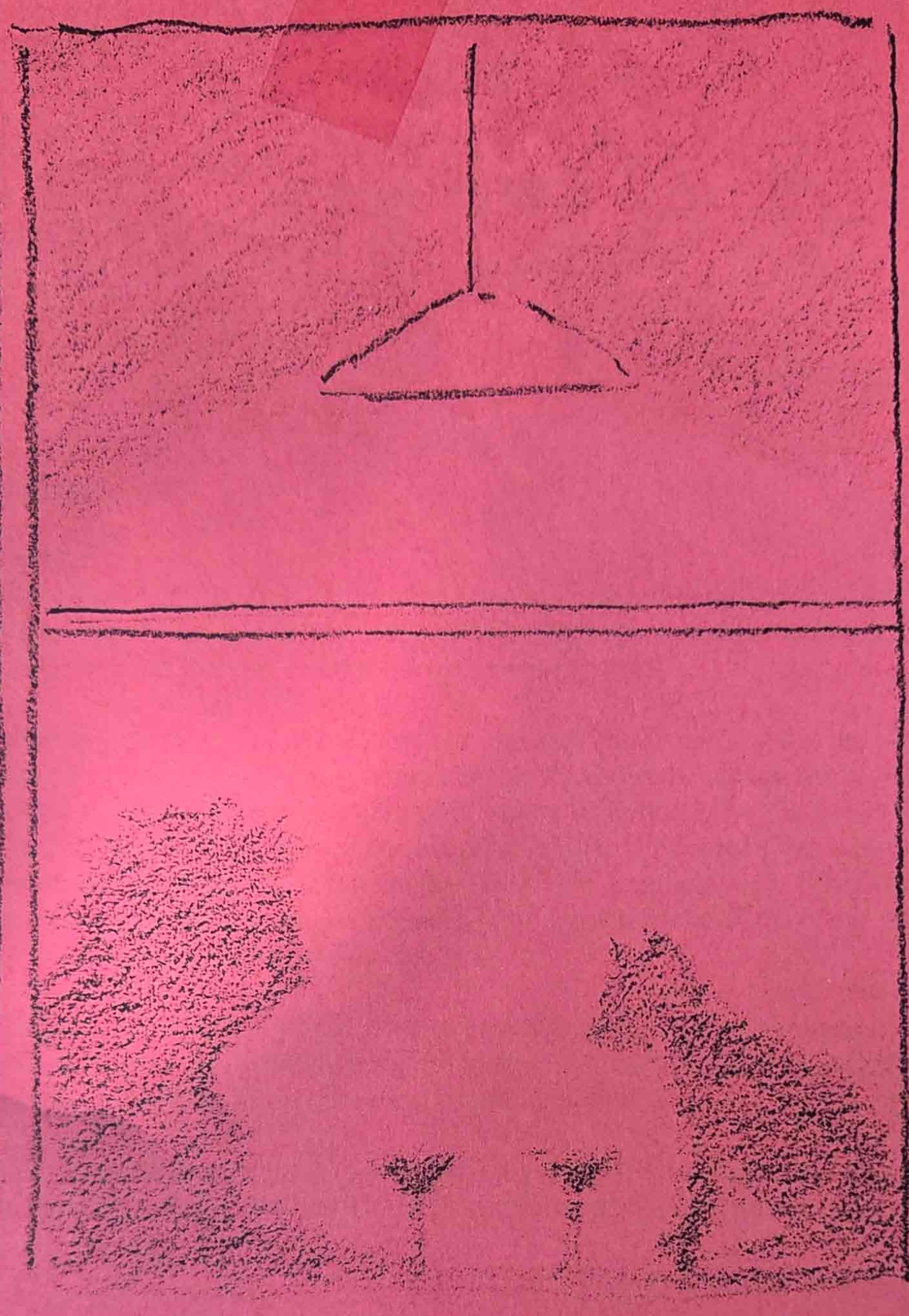
It's great that you're spreading the word the way you are!

All the best for 1996!

Henry Sp[redacted]

PS As a matter of personal comfort, --all my private contributions remain anonymous

All the best for 1996!



Pamela
Wishing you all the best for '94 &
Love and Peace

Dan

Happy New Year

Here's to 1998 and a better life
for all animals!

Love
Jay and Nina

United Poultry Concerns, Inc.
P.O. Box 59367, Potomac, Maryland 20859 · (301) 948-2406

June 21, 1993

Pam Teisler
The VivaVegie Society
Prince Street Station
PO Box 294
New York, New York 10012

Dear Pam,

Thank you very much for donating a gift membership in United Poultry Concerns to Mark Doolen at 64 [redacted] et, #3E, Chicago, Il 60645. Your gift is most deeply appreciated. Our latest PoultryPress was sent to Mark, and other information will be sent to him including a cover letter notifying him of your kind donation on his behalf.

With gratitude and good wishes.

Sincerely,

Karen Davis

Karen Davis
President

PETA
PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS
P.O. BOX 42516
WASHINGTON DC
20015-0516
(301) 770 - PETA
FAX (301) 770 - 8969

December 15, 1992

Pamela Teisler
The VivaVegie Society
234 Mulberry Street #17
New York, NY 10012

To whom it concerns,

I am writing to request permission to reprint the picture of the woman leafletting. The photo would appear in our upcoming issue of PETA News. I have enclosed the photograph along with a permission form for you to complete.

The photo would appear in a section devoted to the activities of activists around the world. Such a photo would surely inspire others to get involved in a grassroots campaign in their area.

Thank you again for your cooperation. We hope to hear from you at your earliest possible convenience as we are facing a tight deadline

Sincerely,

I have enclosed the photograph along with a permission form for you to complete.

The photo would appear in a section devoted to the activities of activists around the world. Such a photo would surely inspire others to get involved in a grassroots campaign in their area.

The VivaVegie Society

CHARTER

The VivaVegie Society takes vegetarian advocacy to the streets. At specific times and places, VivaVegie members will congregate to get the facts out about their healthful, ethical and environmentally conscious diet -- as opposed to the standard American, meat-centered diet. They assemble in locations where there is plenty of pedestrian traffic -- near a parade, in a park or at a special event such as Earth Day, the Easter Parade, or a street fair.

Advocates come equipt with brightly-colored T-shirts with vegetarian messages, and plenty of fact-filled information. Founder Pamela Teisler wears the brightly colored outfit shown below. Their mission? To pass out the flyer, **"101 REASONS WHY I'M A VEGETARIAN,"** which is a detailed rundown itemizing the facts about eating meat (inspired by John Robbins' book, Diet for a New America).

The VivaVegie Society has been, and will be in the future, involved with various projects such as World Vegetarian Day, special mailings of "101 Reasons Why I'm a Vegetarian," and media-awareness campaigns. Potlucks are also being planned.

Donations are encouraged to help defray the cost of postage and printing.

need pics

contact:

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

cost of postage and
printing.

contact:

PETA
PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS
P.O. BOX 42516
WASHINGTON DC
20015-0516
(301) 770 - PETA
FAX (301) 770 - 8969

PERMISSION AGREEMENT

I, Pamela Teisler, ~~author of~~ ~~a work entitled~~ Picture is photo enclosed, hereby grant to People for the Ethical Treatment of Animals (PETA) non-exclusive, worldwide rights to publish ~~the attached excerpt(s)~~ in PETA News.

PETA agrees to credit me as the copyright holder and author for all excerpts used, such credit to read as follows:

Reprinted with permission of Pamela J. Teisler, Copyright [date] 1993

PETA shall provide me with one complimentary copy of PETA News when it is published.

I waive any right that I may have to review and approve the excerpts selected or the finished issue of PETA News or the promotional copy that may be used in connection therewith, or any use to which it may be applied.

I warrant that my work is original and contains nothing of a libelous, indecent, or injurious nature and that it contains no matter which if published will infringe upon any proprietary right or any copyright, or violate any right of any person or corporation. I agree to indemnify PETA from any suit, claim, or demand that may arise from any breach of these warranties.

Granted this ~~X~~ 11th day of January, ~~1992~~. 1993

Photo credit: Photo by Alan Rice

Dear Ms. Rice:

FEDERAL EXPRESS

USE THIS AIRBILL FOR SHIPMENTS WITHIN THE CONTINENTAL U.S.A., ALASKA AND HAWAII.
USE THE INTERNATIONAL AIR WAYBILL FOR SHIPMENTS TO PUERTO RICO AND ALL NON U.S. LOCATIONS.
QUESTIONS? CALL 800-238-5355 TOLL FREE.

AIRBILL
PACKAGE
TRACKING NUMBER

5968856924

SENDER'S COPY

1 SENDER'S FEDERAL EXPRESS ACCOUNT NUMBER

Date 1/12/93

From (Your Name) Please Print: Pamela Teisler

Your Phone Number (Very Important): (212) 966-2060

Company: Gerson Offset

Department/Floor No.:

Street Address: 333 Hudson St.

City: New York State: NY

ZIP Required: 10013

2 To (Recipient's Name) Please Print: Kenneth Ross

Company: PETA (People for the Et...

Exact Street Address (We Cannot Deliver to P.O. Boxes or P.O. Zip Codes.): 4928 Wyaconcle

City: Rockville State: MD

YOUR INTERNAL BILLING REFERENCE INFORMATION (optional) (First 24 characters will appear on invoice.)

VivaVegie Society - PHOTO

H IF HOLD FOR PICK-UP, Print FEDEX Address Here
Street Address:
City: State:

3 PAYMENT 1 ☐ Bill Sender 2 ☒ Bill Recipient's FedEx Acct. No. 3 ☐ Bill 3rd Party FedEx Acct. No. 4 ☐ Bill Credit Card
5 ☐ Cash/Check Acct./Credit Card No. 1025-45621 Exp. Date

4 SERVICES (Check only one box)

Priority Overnight (Delivery by next business morning†)
- 11 ☐ OTHER PACKAGING
- 16 ☒ FEDEX LETTER*
- 12 ☐ FEDEX PAK*
- 13 ☐ FEDEX BOX
- 14 ☐ FEDEX TUBE

Standard Overnight (Delivery by next business afternoon. No Saturday delivery†)
- 51 ☐ OTHER PACKAGING
- 56 ☐ FEDEX LETTER*
- 52 ☐ FEDEX PAK*
- 53 ☐ FEDEX BOX
- 54 ☐ FEDEX TUBE

Economy Two-Day (Delivery by second business day †)
- 30 ☐ ECONOMY

Government Overnight (Restricted for authorized users only)
- 46 ☐ GOV'T LETTER
- 41 ☐ GOV'T PACKAGE

Freight Service (for packages over 150 lbs.)
- 70 ☐ OVERNIGHT
- 12 ☐ FEDEX PAK*
- 80 ☐ TWO-DAY
- 52 ☐ FEDEX PAK**

5 DELIVERY AND SPECIAL HANDLING (Check services required)

HOLD FOR PICK-UP (Fill in Box H)
- 1 ☐ WEEKDAY or
- 31 ☐ SATURDAY

DELIVER
- 2 ☒ WEEKDAY or
- 3 ☐ SATURDAY (Extra charge) (Not available to all locations)

- 4 ☐ DANGEROUS GOODS (Extra charge)
- 5 ☐
- 6 ☐ DRY ICE Dangerous Goods Shipper's Declaration not required
  Dry Ice, 9, UN 1845, ... X ..... kg. III
- 7 ☐ OTHER SPECIAL SERVICE
- 9 ☐ SATURDAY PICK-UP (Extra charge)
- ☐ DESCRIPTION
- ☐ (Not available to all locations)

6

PACKAGES	WEIGHT In Pounds Only	YOUR DECLARED VALUE (See right)
Total 1	Total 1	Total

DIM SHIPMENT (Chargeable Weight) ☐ lbs.
L x W x H
Received At
1 ☐ Regular Stop 3 ☐ Drop Box

SERVICE CONDITIONS, DECLARED VA... AND LIMIT OF LIABILITY

Use of this airbill constitutes your agreement to the servi... in our current Service Guide, available upon request. sender's copy of this airbill for information. Service co... vary for Government Overnight Service. See U.S. Service Guide for details.

We will not be responsible for any claim in excess package, whether the result of loss, damage, delay, misdelivery, or misinformation, unless you declare a... pay an additional charge, and document your actual lo... claim. Limitations found in the current Federal Express... apply. Your right to recover from Federal Express... including intrinsic value of the package, loss of sales, in... profit, attorney's fees, costs, and other forms of da... direct, incidental, consequential, or special is limited t... $100 or the declared value specified to the left. Re... exceed actual documented loss. The maximum Dec... FedEx Letter and FedEx Pak packages is $500.00.

In the event of untimely delivery, Federal Expre... request and with some limitations refund all transpo... paid. See Service Guide for further information.

Sender authorizes Federal Express to deliver this ... obtaining a delivery signature and shall inde... harmless Federal Express from any claims res...

7 Balance...

claim. Limitations found in the current Federal Express...

SENDER'S COPY
DROP OFF YOUR PACKAGE AND SAVE

FAX

DATE: Wednesday, October 7, 1998

~~**TO:**~~ Fax
Permissions Dept., CONTINUUM PUBLISHERS
FAX: 953-5944

To:
~~**FROM:**~~ Pamela Rice / VivaVegie Society

PAGES: 3

MEMO

TO WHOM IT MAY CONCERN: YOUR PROMPT ATTENDANCE TO THIS MATTER IS MUCH APPRECIATED. THANK YOU VERY MUCH. --Pamela Rice, VivaVegie Society

Dear Ms. Rice:

The material you wish to quote from "Old Maconald's Factory Farm by Coats" is small enough to be considered under the "fair usage" clause. However, I need to mention that I cannot officially grant you permission since this title, although published with a Continuum imprint" was retained by our former subsidiary, Crossroad Publishing - Fax 532-3650 in NYC - when we separated companies in 1993. They retained the rights although I suspect this title is no longer available from them.
So, I'm sure you can go ahead an use it since any excerpts from a book of less than 500 words (except for Poetry, of course) falls under the fair usage clause and no fee will be assessed; simply credit the material

Dear Ms. Rice:

The material you wish to quote from "Old Maconald's Factory Farm by Coats" is small enough to be considered under the "fair usage" clause. However, I need to mention that I cannot officially grant you permission since this title, although published with a Continuum imprint" was retained by our former subsidiary, Crossroad Publishing - Fax 532-3650 in NYC - when we separated companies in 1993. They retained the rights although I suspect this title is no longer available from them.
So, I'm sure you can go ahead an use it since any excerpts from a book of

Page 2, faxed letter from the VivaVegie Society, re: permission to run preface from the Continuum book, "Old MacDonald's Factory Farm (10/7/97)

Preface, p. 13, Old MacDonald's Factory Farm

135 words

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 millions in order to protect his domestic animals and their feed.

Then he kills domestic animals by the billions and eats them.

This in turn kills man by the millions, 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 the food they could eat is being used to fatten domestic animals

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 the food they could eat is being used to fatten domestic animals.

Memo

From

FREYA DINSHAH
Secretary

To Pamela

Thanks for inviting us to your
WORLD VEGETARIAN ~~EXENT~~ DAY
festivities.
We regret we are not able to
come to the East Village for the event.

We enclose some literature and ordering
information.

Freya.

9/5/91

AMERICAN VEGAN SOCIETY
501 Old Harding Hwy.
Malaga, NJ 08328

June 7, 1993

The VivaVegie Society
234 Mulberry Street
New York, New York 10012

Sam H
1305 C Front
Venice, 90291

Dear Ms. Teisler,

Enclosed is your copy of your writings that were plagerized on the boardwalk in Venice. There is additional documentation that was attached that contained news articles. I am keeping them for reference purposes. The person who was selling your writings goes by the name of "jingles".

I wanted to ask you a couple of questions concerning publishing. You had mentioned to me that you were a production manager for Doubleday/Bantam Books. The large publishing houses only want to pay me fifty cents a copy for each book sold. I think it would be better to publish it myself. Do you feel that I am offering enough to an prospective investor? I am going to need $35,000 to print 10,000 copies and to cover the initial marketing. I thought I would pay 2.5% per month interest for four months. This would amount to $3,500.00 in interest. On top of this return I would pay five cents a copy on the first 200,000 copies. This would amount to another $10,000 to the investor. Do you think I am going to be offering to much or to little?

Lastly, once I am published, I plan to advertise on the Howard Stern Show and get his personal endorsement for the book. How much should he be paid for his endorsement? I also would like to hire you with salary and commission to distribute the book on the East Coast. I have someone for the West Coast who can handle distribution.. Call me collect at 310-396-8515. Call after 5:00 p.m. when it is cheaper for me. I am

sincerely yours,

per month interest for four months. This would amount to $3,500.00 in interest. On top of this return I would pay five cents a copy on the first 200,000 copies. This would amount to another $10,000 to the investor. Do you think I am going to be offering to much or to little?

Lastly, once I am published, I plan to advertise on the Howard Stern Show and get his

BEYOND BEEF

1/4/93

Dear Pamela,

Good to talk to you today. Here are the materials you requested. I'll stay in touch.

touch.

for a Green Future

for a Green Future
of Peace & Justice,

Little Caesars®

January 19, 1994

Mrs. pamela Teisler-Rice
234 Mulberry Street
New York City NY 10012

Dear Mrs. Teisler-Rice:

Thank you for contacting Little Caesars Pizza regarding our Pizza!Pizza! Bonus television commercial. We understand the importance of listening to our customers, and we appreciate the time you took to make us aware of your concern.

Little Caesars uses humor in all of its commercials to both entertain and introduce our products. Part of the humor of the Pizza!Pizza! Bonus commercial is derived from the fact that the situation is intentionally ficticious. We wanted to use a fun, creative, and different approach to introduce our "pizza for a buck" offer.

Let me assure you that no harm came to any animals that appeared in the commercial. We believe animals should be treated carefully and with respect.

Our Marketing Department and our advertising agency, which produced the commercial, have been made aware of your concerns. Again, I am sorry that you reacted differently to our "pizza for a buck" commercial than we had hoped, and I appreciate the time you took to let us know of your concern.

Sincerely,

Tracey Peterson

Tracey Peterson
Representative
Customer Service Center

1294/jm

Little Caesar Enterprises, Inc.

Fox Office Centre
2211 Woodward Avenue
Detroit, Michigan 48201-3400

(313) 983-6000
FAX: (313) 983-6494

Sincerely,

Copy

United Poultry Concerns, Inc.
P.O. Box 59367, Potomac, Maryland 20859 · (301) 948-2406

December 31, 1993

Little Caesars
Marketing Department
2211 Woodward Avenue
Detroit, Michigan 48201-3400

Dear Madam or Sir:

I am writing to you to protest the television advertisement you are currently running featuring the transportation of chickens to the slaughterhouse. This letter is a follow-up to my phone call yesterday to your Customer Service Department. I spoke with a very courteous person named John Piscopink. I asked him, and I am asking you, to withdraw this commercial and stop airing it immediately. Viewers should not be given the false idea that the transportation of chickens to the slaughterhouse (or anywhere else) is a joke. It isn't.

Chickens going to slaughter are taken off food several hours, and often several days, before being loaded on the trucks. They are suffering not only from hunger and thirst, but from broken bones, torn ligaments, and other injuries sustained during catching. Jammed inside the crates, they travel for hours or days through all kinds of weather without food, water, or protection from the weather. They are traumatized by the truck vibrations and terrorized to the point where, according to veterinary studies, they experience an intensity of fear comparable to the intensity of fear induced by severe electric shocks. Many are blind as a result of ammonia burns caused by the filthy conditions in which they were forced to live.

To date, there are no federal welfare laws regulating the raising, transport, or slaughter of poultry in the United States. Please do not use this horrible situation to sell your product.

I will be happy to send you more information and look forward to your reply.

Sincerely,

Karen Davis
President

1/21/92

Dear Pamela,

Thanks for the plug. We'll recipriocate with a brief notice of your new "101 Reasons." Have you tried to lay a copy on Roger Caras of the ASPCA yet? He needs it in the worst way, along with a bit more roughage; see page 11 of the Jan/Feb ANIMAL PEOPLE. If you have the nerve to take it to him in person, let me know what happens. (The brief notice could get longer.)

Best wishes,

Best wishes,

Dear PETA friend,

Thank you very much for submitting your work for publication in *PETA News* or other PETA publications. We are unable to provide compensation for stories, poems, or drawings we publish, but if you'd like to donate yours, we would love to keep it on file for possible future use. (If you would like your work returned, please send us a self-addressed, stamped envelope.)

Yours truly,

Katie Fisher

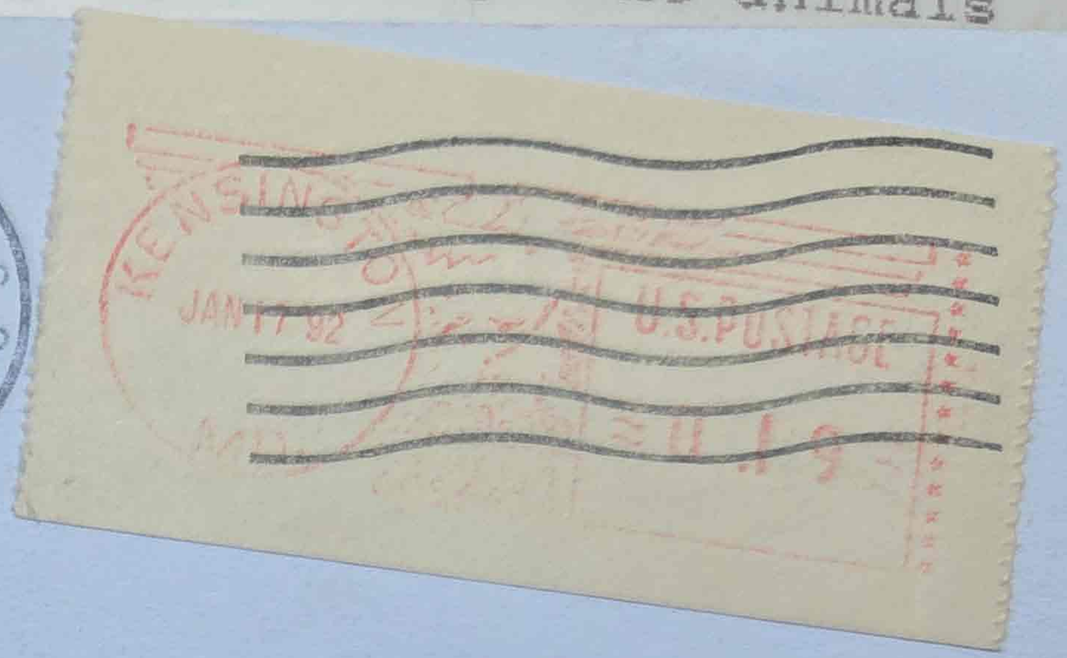
Katie Fisher
Editor, *PETA News*

I love the photo & will try to say a word or two about Viva Vegie.

Best of luck!

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

SUBURBAN, MD MSC 208
PM
17 JAN
1992



Pamela Teisler

The Viva Vegie Society

234 Mulberry St

New York NY 10012

Animal Rights International

Beat-

Autumn, 1995

phone 2[redacted]4

SHOULD MEAT & FAST FOOD SECTORS EXPECT CONSUMER BACKLASH?

Most Americans think farm animals need to be protected from cruelty. This is the overall finding of a recent survey conducted for ARI by Opinion Research Corporation of Princeton, NJ.

A huge 93% of USA adults said that animal pain and suffering should be reduced as much as possible even though the animals are going to be slaughtered anyway.

The same study found that nine out of ten adult Americans disapprove of current methods of raising food animals in spaces so confining that sows and calves can't even turn around and that laying hens are unable to stretch their wings.

Given these concerns, it's hardly surprising that more than eight out of ten people think the meat and egg industries should be held legally responsible for protecting farm animals from cruelty.

ANIMAL RIGHTS INT'L. (ARI): COALITION FOR NONVIOLENT FOOD, COALITION TO ABOLISH THE LD50 and DRAIZE TESTS
Box 214 • Planetarium Station • New York, NY 10024

Coordinator: Henry Spira. Consultant: Peter Singer. Advisors: Roger A. Caras, Barbara S. Clapp, Maureen Cunnie, Mark Graham, John A. Hoyt, Paul G. Irwin, Sid and Helaine Lerner, John Mitchell, Linda W. Petrie, Gus W. Thornton, D.V.M., Jeanne Waller, Palmer Wayne.
Science Advisor: Andrew N. Rowan, B.Sc., M.A., D.Phil. Legal Advisor Elinor Molbegott, Esq.
In Memoriam: Leonard Rack, M.D., Founding Science Advisor.
THE COALITION COMPRISES INDIVIDUALS AND ORGANIZATIONS WITH A MEMBERSHIP IN THE

wings.

What may surprise some in the corporate sector, however, is that 58% of the public believes that fast food restaurants and supermarkets, who profit from factory intensive farming, have similar legal obligations.

ART coordinator, Henry Spira, notes: "We recently launched a campaign to end the face branding of cattle. Our success was due to widespread public outrage after the facts became known. Similarly, large, image conscious corporations who profit from the products of animal agriculture are increasingly vulnerable to consumer backlash once the realities become widely known. Backed by the survey results, realities become widely known. Backed by the survey results, we have begun to urge such companies to set humane standards for themselves and their suppliers. The alternative to corporate responsiveness is public awareness campaigns."

###

RESULTS OF A NATIONWIDE TELEPHONE SURVEY OF 1,012 ADULTS CONDUCTED AUGUST 17-20, 1995 BY OPINION RESEARCH CORPORATION FOR ANIMAL RIGHTS INTERNATIONAL

The next few questions are about animals, specifically farm animals like cows, chickens and pigs.

1. People have different views about animals. Some people feel that since animals raised for food are going to be slaughtered anyway, it really doesn't matter all that much how they are treated. Other people feel that animal pain and suffering should be reduced as much as possible, even though the animals are going to be slaughtered. Which view is closest to your own view? (REPEAT CHOICES AS NECESSARY)

5%	SINCE ANIMALS RAISED FOR FOOD ARE GOING TO BE SLAUGHTERED ANYWAY, IT REALLY DOESN'T MATTER ALL THAT MUCH HOW THEY ARE TREATED
93	ANIMAL PAIN AND SUFFERING SHOULD BE REDUCED AS MUCH AS POSSIBLE, EVEN THOUGH THE ANIMALS ARE GOING TO BE SLAUGHTERED
3	DON'T KNOW/NOT SURE/NO OPINION

2. I'm going to describe several practices used in raising animals for food today. For each one, please tell me if you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of the practice. First (READ AND ROTATE).

		Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	DK/ NS
a.	Confining pigs for their entire lives in narrow metal stalls where they are unable to ever turn around	2%	5	17	75	2
b.	Confining veal calves for their entire lives in narrow wooden stalls where they are unable to ever turn around	2%	4	16	76	2
c.	Keeping hens in cages so small that they are never able to stretch their wings	2%	6	17	72	2
	where they are unable to ever turn around	2%	5	17	75	2
b.	Confining veal calves					

3. To what extent do you think each of the following groups should be held legally responsible in making sure that farm animals are protected from cruelty? First (READ AND ROTATE). Do you feel that (REPEAT) should be held responsible to a large extent, to some extent or not at all in making sure that farm animals are protected from cruelty?

		To a large extent	To some extent	Not at all	DK/ NS
a.	The meat and egg industry	48%	34	14	3
b.	The companies that buy animal parts and profit by selling them for food, like fast food restaurants and supermarkets	20%	38	40	3

4. When it comes to making sure that farm animals are protected from cruelty, to what extent do you feel that the meat and egg industry can be relied on to regulate itself? Can the meat and egg industry be relied on. . .

20% To a large extent

48 To some extent, or

28 Not at all

4 DON'T KNOW/NOT SURE

5. To what extent do you think government agencies, like the Department of Agriculture, should be involved in making sure that farm animals are protected from cruelty? Should government agencies be involved . . .

64% To a large extent

27 To some extent, or

8 Not at all

1 DON'T KNOW/NOT SURE

Integral Yoga® Institute

A Tax Exempt Non-Profit Religious Organization

"The goal of Integral Yoga is an easeful body, peaceful mind and useful life"
– Reverend Sri Swami Satchidananda, Founder

March 6, 1999

Dear IYI Workshop Presenter:

Hari Om. Thank you for your wonderful enthusiasm and heartfelt service. Enclosed please fin the copy describing your upcoming workshop/s for June, July & August 1999. Please take a moment to carefully proofread the text and, particularly the dates and times of your workshop/ Please contact me immediately (914-935-0108) with any changes.

Also enclosed is a Book Order form. Michele can order books that your students may wish to purchase the day of the workshop. Please return the form to our reception area and leave for Michele Harari. Please allow her a minimum of 4 - 6 weeks for ordering.

If you would like to help promote your program, we can create a flyer appropriate to be posted outside of the IYI. Please call Jayadeva at (212)929-0586, and indicate how many fliers you ca use. Please allow 3 weeks from the time you request the flyers to when you would like to either pick them up at the Institute or have them mailed to you.

If your workshop/course time conflicts with a regular class you teach, please contact Dharmini Carmen at (212)675-9525, she will arrange for a substitute teacher.

Please also take a moment to read the enclosed request form for a more personalized, less formal statement. These are part of our effort to keep the Guide vibrant and valuable to our students.

It is very important (especially for new programs) that you ask your students to complete an evaluation form at the end of your workshop or course. Please direct them to the blank forms available on each floor.

It is a pleasure and a privilege to share this process with you. I wish you much peace and delight in the upcoming Spring season of renewal.

Yours in Love and Light,

Nirmala Nora LeMorin

Fleet

Small Business Services

Sales and Marketing
Mail Stop: MA DE 13502B
1075 Main Street
Waltham, MA 02451

2/7/2002

Congratulations, Pamela Rice! Jean Thaler has nominated you as a candidate for the Fleet Small Business Leadership Awards.

The Fleet Small Business Leadership Awards were established to recognize and honor small businesses for their leadership and forward thinking. Each year, up to 10 small businesses are selected for a Small Business Leadership Award as recognition for their contributions to their customers, employees, industry and local community.

Fleet Small Business Services awards each Leadership Award winner with:

*A $10,000 cash prize
*A $10,000 donation to a local charitable organization in small business's name
*A trip for two to the official Small Business Leadership Awards ceremony in Bermuda

Enclosed is the Leadership Awards Entry Kit, which must be completed for your business to be considered for an award. Please:

*Complete the Leadership Awards Entry Kit
*Mail the completed kit no later than February 28, 2002 to:

Fleet Small Business Leadership Awards
1075 Main Street, MA DE 13502B
Waltham, MA 02451

*For more information, please call (781) 788-7061

All nominees for consideration in the Fleet Small Business Leadership Awards program must meet the following criteria:

*Must be a Fleet Small Business Services customer based in the United States
*Must be independent and privately held (cannot be a subsidiary or division)
*Must-not be a holding company or a utility
*Must submit completed Leadership Awards Entry Kit by February 28, 2002

A panel of impartial judges consisting of business leaders throughout the Northeast will review completed applications and determine winners of the 2002 Fleet Small Business Leadership Awards. Winners will be announced in April 2002.

The Small Business Leadership Awards is just one example of how Fleet is totally committed to helping small businesses prosper.

Congratulations on your nomination.

*Must submit completed Leadership Awards Entry Kit by February 28, 2002

A panel of impartial judges consisting of business leaders throughout the Northeast will review completed applications and determine winners of the 2002 Fleet Small Business Leadership Awards. Winners will be announced in April 2002.

Congratulations!

Your small business has been nominated for the following reason:

Community Involvement

Nominee Profile:

Please complete any missing information below, and make any necessary corrections.

Business Name: Viva Vegie Society, Inc.

Principal's Name: Pamela Rice

Address: PO Box 294
New York, NY 10012

Phone: 646-424-9595

Fax: 212-274-8988

Email: info@vivavegie.org

Type of Business: non-profit, educational organization

Number of years in business: 11 (non profit since 1997)

Number of employees: all volunteer

To receive a Fleet Small Business Leadership Award, you must be a Fleet Small Business Services customer. Please supply your account number below:

Small Business Account Type: non-profit Account Number: 9405-160062

If you don't currently have a Fleet Small Business account, please call 1-800-FLEET-BIZ (1-800-353-3824), or visit smallbiz.fleet.com to open an account today.

Please sign here attesting to the accuracy of the above information and authorizing Fleet Small Business Services to use your small business's name in marketing materials.

X Pamela Rice

Nominee Signature

SMALL BUSINESS LEADERSHIP AWARDS

Mission Statement:

What is the core mission of your small business?

The VivaVegie Society was formed as a 501(c)3 nonprofit educational organization to introduce curious inquirers to the vegetarian lifestyle. It is dedicated to outreach and to keeping a vegetarian center open to the public. It regularly publishes poplular materials in the pursuit of these goals. Ultimately, it sees vegetarianism as a wise collective choice of those societies seeking better health, a cleaner environment, and a more ethical relationship with animals.

Employee Information: All volunteer

Number of employees: Full Time 1 Part Time _____ Other _____

Employee growth since inception: N/A

Average length of employment: Pamela Rice has run the organization since 1991

Profile of workforce (by gender, age, ethnicity, other): — Pamela Rice, female, 46, white — dozens of volunteers: American, white & African American primarily

Description of employee benefit program: N/A

Biography of Nominee:

Please describe your career expertise and pertinent personal information:

Pamela Rice is the founder of the VivaVegie Society, author of "101 Reasons Why I'm a Vegetarian"—the popular standby of the group, and the publisher of a popular magazine called *The VivaVine*. She has been the creator and instigator of everything that the society has achieved, including the founding of the Vegetarian Center of NYC, the only center of its kind open to the public in the nation. She continues to be the center's manager on a daily basis.

Ms. Rice lectures to university and high school audiences as well as to vegetarian groups. She specializes in talks on the environmental impact of society's meat-centered diet and government subsidies to the meat industry.

Vegetarian"—the popular standby of the group, and the publisher of a popular magazine called *The VivaVine*. She has been the creator and instigator of everything that the society has achieved, including the founding of the Vegetarian Center of NYC, the only center of its kind open to the public in the nation. She continues to be the center's manager on a daily basis.

Ms. Rice lectures to university and high school audiences as well as to vegetarian groups. She specializes in talks on the environmental impact of society's meat-centered diet and government

SMALL BUSINESS LEADERSHIP AWARDS

Please answer the following questions using separate pages. Each question should not exceed a one-sided, typewritten 8 ½ x 11 page.

Question 1

In today's fast-paced and quick-changing marketplace, businesses are constantly being faced with challenges. Describe the unique qualities that make your business stand out as a leader in the small business arena.

Question 2

What is the greatest challenge that your business has been faced with and how have you overcome this challenge?

SMALL BUSINESS LEADERSHIP AWARDS

Financial Information

Please provide quarterly sales figures: includes revenues from contributions

1Q 1999 $8,658 2Q 1999 $7,345 3Q 1999 $5,230.- 4Q 1999 $16,646

1Q 2000 $11,019 2Q 2000 $4437 3Q 2000 $4,936 4Q 2000 $9,945.

1Q 2001 $4,638 2Q 2001 $12,849. 3Q 2001 $2304. 4Q 2001 $5,549.

Please attach a copy of the first three pages of your signed tax forms for 2000 – DO NOT SEND ORIGINALS. Pages should show sales and the method of accounting used. If tax returns are unavailable, you may submit financial statements.

Please describe investments made in your business over the past three years.

Software: Adobe Acrobat Distiller, Hardware: CD burner & chairs for office/veggie center; Also air conditioner, 3 file cabinets, fax machine/copier, carpet (wall to wall,

Optional Materials:

You are not obligated to provide the following information as part of your application. However, the additional information may aid the judges in better understanding what sets your small business apart.

1) Letters of recommendation (from non-employees including colleagues, community leaders, vendors, clients, etc.)
2) Supportive documentation (excluding videos), not to exceed 15 pages, which may include press clippings and marketing materials
3) Black and white photo of nominee (photocopies not accepted)
4) Camera-ready version of your business logo

understanding what sets your small business apart.

1) Letters of recommendation (from non-employees including colleagues, community leaders, vendors, clients, etc.)

Bunny Huggers' Gazette
PO Box 601 Temple, Texas 76503-0601

WACO TX 767 28
PM
11 FEB
1995

PAMELA TEISLER-RICE

PAMELA TEISLER-RICE
VIVA VEGIE
PO BOX 294
PRINCE STREET STATION

NATURAL HYGIENE, INC.
P.O. Box 2132
Huntington Station
Shelton, CT 06484

BRIDGEPORT CT
PM
28 MAR
1995
990

Old Glory
USA G
For U.S. addresses only

The Vivo Veggie Society
~~Prince Street Station~~
Prince Street Station
PO Box 294
NY NY 10012

Personal to Pamela

SUNNEN GALLERY

August 22, 1994

To: Pamela Rice

Dear Pamela,

Following is a sample ad for the show. Your feedback is of course of prime importance. So here's a rough draft to start with:

-ARTISTS INVITED-
Submissions welcomed for:

The First Vegetarian Art Show
May 6 to May 25, 1995

SUNNEN Gallery
49 Prince Street
New York, NY 10012
212-9663188/212-6790679
FAX 212-6798008

Participation is limited to:
1) Vegetarian artists, and to
2) Artwork illuminating any aspect of the philosophy of Vegeterianism

MICHAEL A. KLAPER, M. D.
GENERAL PRACTICE
7

Ms. Pamela Teisler-Rice
The VivaVegie Society
P. O. Box 294
Prince Street Station
New York, NY 10012-0005

May 15, 1996

Dear Pamela:

Here's payment for the video tape. Thank you very much for your service.

Enclosed is an article to be published in the summer edition of the American Holistic Medical Association journal, "Holistic Medicine," which I thought you might enjoy. This is for your interest only - not for general publication. If you have any questions, or want to write any articles about it, please consult with me first.

Be well,

Michael Klaper, M.D.

1/26/95

To: Pamela
Fr: Henry

Re name on masthead: sure, would feel honored

Fr: Henry

Re name on masthead: sure, would feel honored

On another matter, The Animals' Voice sent me literally boxes

Pam, Thank you for writing
a great, strong letter to "48 Hours"

With Compliments and Good Wishes

from

United Poultry Concerns

You're doing wonders,
I hear, from various
sources.
Keep it up!
Regards
Karen Davis
2-23-13

United Poultry Concerns *promotes the compassionate and respectful treatment of domestic fowl.*

P.O. Box 59367
Potomac, MD 20859 U.S.A.
(301) 948-2406

Karen Davis
2-23-13

United Poultry Concerns *promotes the compassionate and respectful treatment of domestic fowl.*

December 12, 1994

Happy Holiday: Pamela

The year is almost over and when I reflect, it was a very good year. We were able to spend some time traveling together both in the U.S. and in Europe. Willow Jeane was able to accompany me to England, France, Belgium, and Holland. We visited almost every old pile of rocks that was within driving distance wherever we stopped. The reason for the trip was my speaking at the World Vegetarian Congress in Den Hague, Holland. This was quite a thrill for an old farmer, getting a standing ovation from people from all over the world.

I have taken on a new task in running a campaign for The Humane Society of the United States called Eating with Conscience. This campaign will take off where the Beyond Beef Campaign finished. We are endeavoring to get people to pay attention to what they are putting on their forks. This job will call for at least as much traveling as I was doing before and maybe even more.

We need one thousand coordinators in different cities with the first task making Earth Day 1995 conform to the 3R's: Replace, Reduce, and Refine. I would love to see you working with us on this very important campaign.

The tremendous response from the old network is the best holiday gift I could ever receive. We are starting with a great group of proven activists. This campaign will touch all areas of food service from schools, hospitals, restaurants, grocery and health food stores, and our old friends' fast-food outlets. This time we will include all areas.

I plan to travel the entire North American continent, so your help in the travel and speaking will be key components in our success. Please let me know of me opportunities in your area. As in the past, I prefer staying with old and new friends at their homes so please continue sharing your hospitality with this wandering campaigner.

We hope this year has been as fulfilling for you and your family as it has been for us. If the future is as interesting as the past, we should be prepared for a great time.

Please stay in touch because old friends are impossible to replace and new ones are a true delight to find.

Thanks We need to talk soon.

As in the past, I prefer staying with old and new friends at

United Poultry Concerns, Inc.
P.O. Box 59367, Potomac, Maryland 20859 · (301) 948-2406

December 2, 1995

Pam Teisler
The VivaVegie Society
P.O. Box 294
New York, NY 10012

Dear Pam,

Thank you so very much for your extremely kind donation to United Poultry Concerns to support our campaign to save every chicken and turkey in America from a life of cruelty, pain, and fear. Your strong and continuing membership support is most deeply appreciated.

Thank you for joining United Poultry Concerns in creating a more just, peaceful, and compassionate world for the birds. Please be completely assured that your contributions will always be put to the best educational use for the billions of chickens and turkeys and other birds for whom we speak out.

With all best wishes.

Sincerely,

Karen Davis

Karen Davis
President

Animal Rights International

November 22, 1995

Pamela Teisler-Rice
The VivaVegie Society
Prince St. Sta.
PO Box 294
New York, NY 10012-0005

Dear Pamela,

Thanks for the opportunity to share our thinking with your readers. And for publicizing the survey which, hopefully, will further energize movement campaigns to liberate farm animals.

All the very best

Henry Spira

AWI Quarterly 11/19/95

IS THE PUBLIC READY TO ROAST MEAT INDUSTRY?

By Henry Spira

For decades, the well-being of farm animals has been a largely ignored issue. So it may come as a surprise that most Americans want farm animals to be protected from cruelty. This is the overall finding of a recent telephone survey of 1,012 adults by the Opinion Research Corporation of Princeton, NJ. for Animal Rights Int'l

The survey found that 93% of USA adults agreed that animal pain and suffering should be reduced as much as possible even though the animals are going to be slaughtered anyway.

Nine out of ten adult Americans also disapprove of current methods of raising food animals in spaces so confining that sows and calves can't even turn around and that laying hens are unable to stretch their wings.

With these concerns, it's hardly surprising that more than eight out of ten people think the meat and egg industries should be held legally responsible for protecting farm animals eight out of ten people think the meat and egg industries should be held legally responsible for protecting farm animals from cruelty. And that 91% think the USDA should be involved in protecting farm animals from cruelty.

What may well alarm corporate executives is that on top of this, 58% of the public also believe that fast food restaurants and supermarkets, who profit from factory intensive farming, should be held legally responsible for

Too often, in the past, animal protectionists have ignored the 95% of animals who do not necessarily rank high in popularity. But, this study shows that the American public cares about all vulnerable animals. And, that as demonstrated by the recent successful campaign to abolish the face branding of cattle, they are ready to confront and challenge abuses in animal agriculture.

As the public focuses on the horrors of factory farming, smart-thinking, image-conscious corporations, who profit from animal agriculture, would do well to respond swiftly and pro-actively. The alternative will almost certainly be a consumer backlash as animal protectionists begin to launch public awareness campaigns. In this connection, we have begun to use the survey to talk with major companies such as Campbell Soup, Heinz and PepsiCo about setting humane animal standards for themselves and their suppliers. This was the successful formula which energized Revlon and the whole cosmetics industry in the 1980s.

successful formula which energized Revlon and the whole cosmetics industry in the 1980s.

Pressures on the meat-industrial complex will continue to intensify from all directions. In addition to farm animal well-being issues, intensive confinement systems will be increasingly challenged on the grounds of public health,

D O O N E S B U R Y

Dear Ms. Teisler:

Thank you for thinking of me, but I'm afraid I won't be able to appear at your rally on April 17th.

With best wishes,

Garry Trudeau

April 12, 1993

459 Columbus Avenue, Suite 110, New York, NY 10024

DOONESBURY

by GB Trudeau.

Ms. Pamela Teisler
NYC Area Coordinator
The Beyond Beef Campaign
234 Mulberry St., #17
NY, NY 10012

Animal Rights International

Sept 10, 1993

Ms Pamela Teisler
The VigaVegie Society
Prince St Stn
POBox 294
New York, NY 10012

Dear Ms Teisler,

It was great to get your letter of 9/6/93,-- like you, we want to spread the word. Use the materials any way you want, in whole or in part, with or without attribution. Am particularly pleased that you may be reprinting the WSJ letter encouraging readers to change thir own lifestyle. And I'll be looking for you in the December VT

Am enclosing some clips you may not have seen. Also, we're completing a brochure on factory farming, an adaptation of Animal Factories by Mason-Singer, will send you copies when it becomes available.

All the very best to you

Henry Spira
212 873 3674

ANIMAL RIGHTS INT'L. (ARI): COALITION TO ABOLISH THE LD50 and DRAIZE TESTS, COALITION FOR NONVIOLENT FOOD
Box 214 • Planetarium Station • New York, NY 10024

Coordinator: Henry Spira. **Consultant:** Peter Singer. **Advisory Committee:** Victoria Alippe, Roger A. Caras, Sonia Cortis, John A. Hoyt,

VEGGIE LIFE

GROWING, COOKING, EATING GREEN

1041 SHARY CIRCLE, CONCORD CA 94518 TEL (510) 671-9852 FAX (510) 671-0692

Ms. Pamela Teisler
The Viva Vegie Society
Prince St. Sta.
PO Box 294
New York, NY 10012

October 29, 1993

Dear Ms. Teisler:

Thanks for writing. I'm afraid I can't use your piece "Vegetarian Street Advocacy Takes Root." It's just not the kind of material we're looking for.

Thanks for writing. I'm afraid I can't use your piece "Vegetarian Street Advocacy Takes Root." It's just not the kind of material we're looking for.

Sincerely,

David Camp

David M. Camp

"We'd Rather Go Naked Than Wear Fur"

Todd Oldham & Kathy Najimy for PETA

PETA
PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
501 FRONT STREET
NORFOLK, VA 23510
757-622-PETA

HAMPTON ROADS DEC 1 97 NORFOLK VA. NORFOLK VA. DEC 1 97

Pamela Teisler-Rice
The Viva Vegie Society
Prince Street Station
PO Box 294
New York, NY 10012

Photographer: Ken Nahoum; hair and d make-up by Gianpaolo Ceciliato for Visages.

10012-0003

UNITED POULTRY CONCERNS, INC.
P.O. BOX 59367
POTOMAC, MD 20859
301-948-2406

March 29, 1993

Dear Pamela,

Thank you for running my essay on "Chicken Companions" in your recent Newsletter. I really appreciate your promotion of caring attitudes about chickens along with the health/environmental issues. I wish that you could attend our Vigil for Chickens on May 1 in Westminster, Maryland. Could you? There would be a place to stay. Think about it, and, again, thanks for your support and excellent work.

With kindest regards and gratitude,

Karen Davis

gratitude,

To: Warren B
From: Ed I

April 14, 1998

A possible book

Dear Warren:

Recently, I did the final edit on the attached brochure entitled "101 Reasons Why I'm A Vegetarian" and couldn't help but thinking that this could be the basis of a good book similar to John Robbin's "Diet For A New America."

I mentioned this to its author, Pam Rice, and she was enthusiastic about the idea. Pam started out six years on a solo mission to bring news about the consequences of meat-eating to the general public from a card-table set up in Soho. Now she heads the Viva Vegie Society, which just achieved tax-exempt status as a nonprofit organization, and is publisher of the bimonthly publication *Viva Vine*. Her next goal is to establish a vegetarian center in Manhattan and she sees publication of a book based on "*101 Reasons*" as a way of helping in this direction.

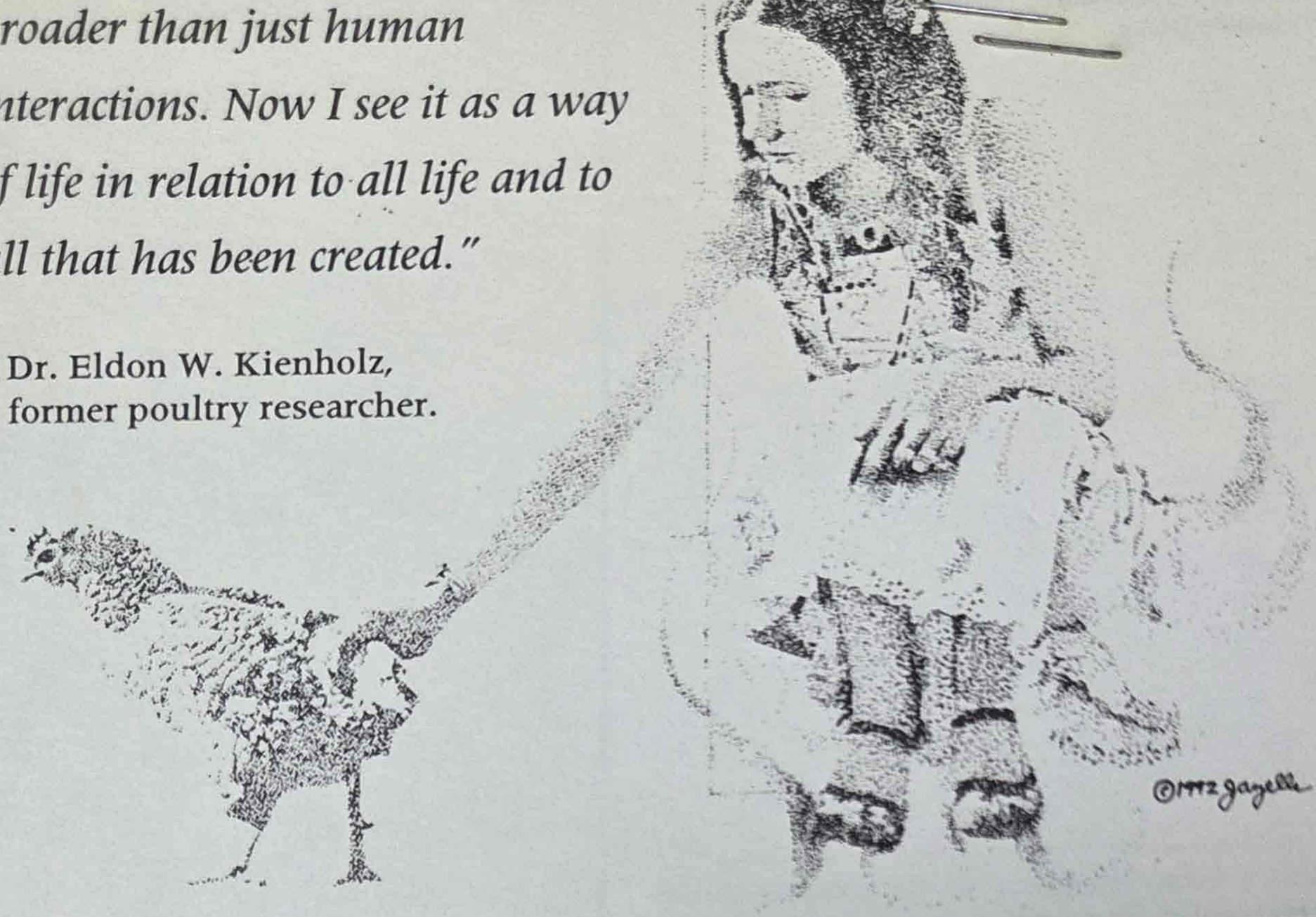
If appropriate, I thought you might want to pass this along to your contacts in the publishing business. With the growing popularity of vegetarianism, especially among young people, I felt it might just find a substantial audience.

Pam can be reached directly at 212-966-2060, by mail %Viva Vegie, PO Box 294, Prince Street Station, New York, NY 10012, or by e-mail at pamela@nycbiz.com.

Vegie Society, which just achieved tax-exempt status as a nonprofit organization, and is
publisher of the bimonthly publication *Viva Vine*. Her next goal is to establish a
vegetarian center in Manhattan and she sees publication of a book based on "*101 Reasons*" as a way of helping in this direction.

"I now see that peace-seeking is broader than just human interactions. Now I see it as a way of life in relation to all life and to all that has been created."

– Dr. Eldon W. Kienholz,
former poultry researcher.



Peace on Earth

WITH PEACE AND GOODWILL
TO ALL CREATURES FROM
UNITED POULTRY CONCERNS

Earthnotes
printed on 100% recycled paper

Recycling reduces waste, saves energy, protects resources.
Earth Care Paper Company, 100 S. Baldwin, Dept. 64, Madison, WI 53703.

With Compliments and Good Wishes

from

United Poultry Concerns

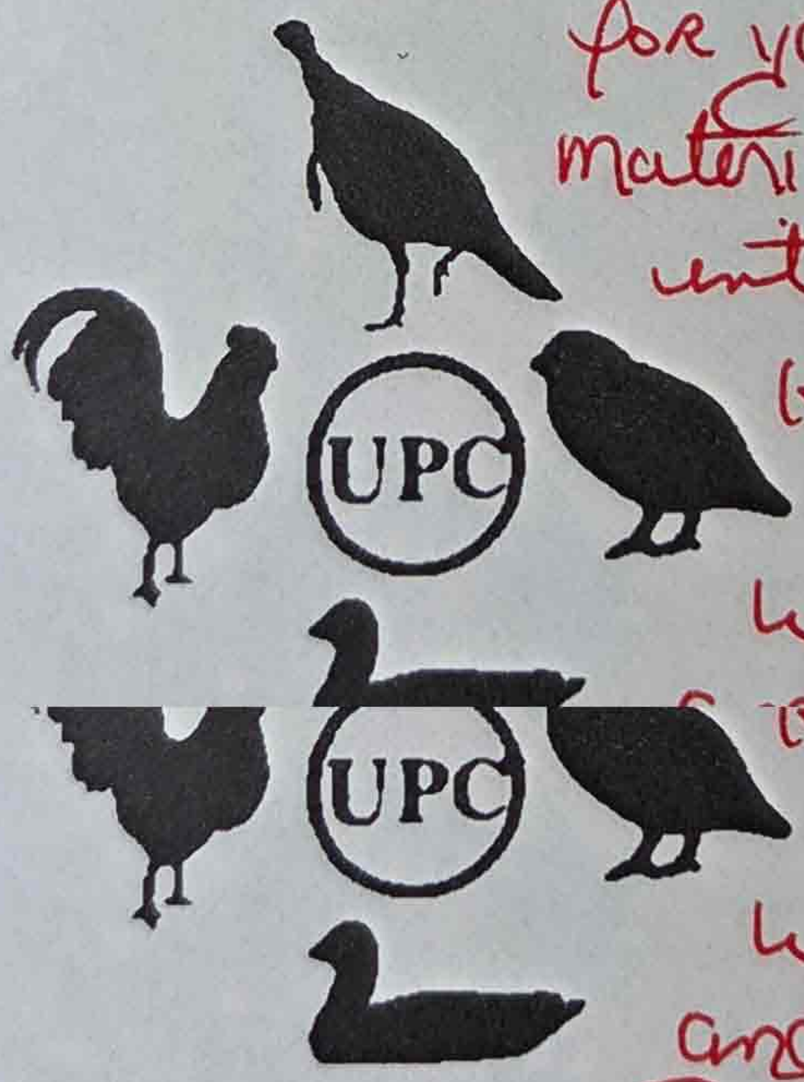
United Poultry Concerns
publishes POULTRYPRESS
a Quarterly Newsletter

Annual Membership $15

All donations are gratefully received.

Please join us. Feb. 1, 1993

Pamela, Thanks for your wonderful materials, your interest, and kind help. With Best wishes to you. and the help! It



With Best wishes to you. and the Viva Vegie Society,

United Poultry Concerns *promotes the compassionate and respectful treatment of domestic fowl.*

Karen Davis

P.O. Box 59367
Potomac, MD 20859 U.S.A.
(301) 948-2406

BEYOND BEEF

November 16, 1992

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

Dear Pamela,

I would like to personally thank you for your help. The success of a campaign such as ours depends not only on the strength of our message but also on the strength of the commitment of those who help us. I thank you for sharing your commitment with us, and helping to make this tour a success.

I enjoyed the time I spent in your community and I'm glad I had the opportunity to meet so many exciting and active people concerned with the future of our planet. The best part of a tour like this is meeting enthusiastic people like yourself.

The tour is going well, and I believe we are getting the message out to a great number of people. We are organizing the local teams for our McDonald's education campaign around the country. We will continue to keep you informed and involved.

Again, thank you. And keep up the good work.

Sincerely,

Howard F. Lyman

Howard F. Lyman
Executive Director

1130 17th St., NW Suite 300
Washington, D.C. 20036
Tel: (202)-775-1132
Fax: (202)-775-0074

Printed on recycled paper

SATYA

A MAGAZINE OF VEGETARIANISM, ENVIRONMENTALISM, AND ANIMAL ADVOCACY

October 1, 1996

Pamela Rice
2345 Mulberry Street
New York, NY 10012

Dear Ms. Rice:

Thank you so much for your submission to this month's Satya. Your contributions make it possible for Satya to continue to flourish and prosper. Please feel free to submit another article in the future.

Enclosed are several issues of the Satya in which your piece appears. Also enclosed is an ad-rate sheet should you or any parties with whom you have contact be interested in advertising. If you should have any questions, please don't hesitate to call.

I hope you enjoy reading the magazine and, again, we appreciate your contribution.

Sincerely,

Julie Hughes

Julie Hughes
Assistant Editor

[redacted]rt.com

"Clyde's Thanksgiving"

Clyde casts a reassuring glance as his vegetarian adoptive parents take a Thanksgiving stuffed squash out of the oven.

For more information on Farm Sanctuary's
ADOPT-A-TURKEY project, please contact:

Farm Sanctuary
P.O. Box 150
Watkins Glen, NY 14891
(607) 583-2225

Photo: The Philadelphia Inquirer/ Kendall Wilkinson

FARM SANCTUARY

FARM SANCTUARY
P.O. Box 150 Watkins Glen, NY 14891-0150 Telephone: (607) 583-2225 Fax: (607) 583-2041

November 24, 1993

Dear Pamela,

I am glad you enjoyed receiving your gift adoption of Sneakers. We would love to be included in your next newsletter!! Unfortunately, the photo of Clyde is not ours to give away. The Philadelphia Inquirer owns the rights to that particular photo, and it is my understanding that it is quite costly to purchase the photo (about $80!). We do have other Thanksgiving pictures from previous years, if you are just looking for one of a turkey safely enjoying Thanksgiving. We have not developed our pictures from this year yet, but we should have photos from previous years that we could lend out to you.

Please let me know what you decide, I am sorry that we cannot give you a copy of the Clyde picture. I have enclosed our general adoption flyer, which should have the information you will need. If you have any questions, please call (6 5) or write to me.

Thank you very much for helping spread the word about Farm Sanctuary!!

Yours For Farm Animals,

Holly,

we could lend out to you.

Please let me know what you decide, I am sorry that we cannot give you a copy of the Clyde picture. I have enclosed our general adoption flyer, which should have the information you will need. If you have any questions, please call (6 5) or write to me.

ANIMAL PEOPLE

News for People
Who Care About Animals

P.O. Box 205
Shushan, New York 12873

518-854-9436 (telephone)
518-854-9601 (fax)

January 29, 1993

Pamela Teisler
P.O. Box 294
Prince Street Station
New York, NY 10012

Dear Pamela,

At your suggestion we've sent a bundle of sample copies to Ayurveda. Meanwhile, the initiative and energy you've displayed in distributing your own publications has us wondering if you'd also be interested in distributing **ANIMAL PEOPLE**. As you know, we provide sample bundles to anyone who asks for copies to pass out *gratis* at relevant public events, and we'd be pleased to send you copies on that basis any time. But we're also trying to set up a more organized and professional distribution system, to place copies for free pickup everywhere that animal people congregate. We've recently reached a distribution deal with an established firm to place free pickup bundles in Vermont, New Hampshire, and northern Massachusetts, and if you're capable of doing a comparable job, we'll be pleased to pay you at the same rate. They'll be getting ten cents per copy distributed ($100 per thousand), and will be placing bundles of 20 copies at each of 50 selected locations: pet supply stores, public libraries, book stores, veterinary clinics, vegetarian restaurants, and health food stores. At the end of each distribution period they'll collect the remainders, if any; drop locations where the copies aren't moving; and substitute or add new locations as available. Freight costs being scaled as they are, we probably wouldn't want to fool around with a deal that would place fewer than 500 copies per issue; we don't want to place fewer than 20 copies per location, because places that couldn't move at least 20 wouldn't really be worth servicing in terms of gaining exposure; and we would want you to service a significant number of locations, since if only a couple of places are interested, we'd be ahead to send them the copies directly. It almost goes without saying that you'd have to have the permission of the proprietor of any given location before placing copies there. We don't want copies left outdoors anywhere to become litter, or left anywhere that they'll be trashed. By way of record-keeping, we'd need a list of drop-off locations and an accounting of remainders at the end of each distribution period (usually one month, and usually you'd drop off new copies at the same time as collecting old ones). Once we know how many copies you'll be distributing at how many places, we could send you a check along with a shipment of copies at the beginning of each month.

Please let us know soon if you'd like to give this a try.

Best wishes,

Merritt Clifton, editor

around with a deal that would place fewer than 500 copies per issue; we don't want to place fewer than 20

ANIMAL PEOPLE

News for People
Who Care About Animals

P.O. Box 205
Shushan, New York 12873

518-854-9436 (telephone)
518-854-9601 (fax)

1/26/93

Dear Pamela,

Please let us know if you can put out copies of ANIMAL PEOPLE at appropriate places for free pickup; if so, we'll send you however many you think you could handle. (Appropriate places are anywhere animal people would congregate: vegetarian restaurants, bookstores, pet shops--preferably those that don't sell live animals.)

Thanks,

Merritt Clifton

GRUENBAUM RESEARCH

February 4, 1994

Pamela Rice
Prince St. Station
P.O. Box 294
New York NY 10012

Dear Pam:

I am very excited to introduce to you a new musical instrument, the Samchillian Tip Tip Tip Cheeepeeeee.

Since my graduation with a B.A. in Mathematics from Harvard University in 1985, I have been composing, performing and improvising music, most recently in New York City. This project represents a synthesis of my dual interests in math and music.

Hi! Thought you'd appreciate what I've been up to. By the way I did see you on the 10:00 PM (?) news that night for a few seconds. Congrats!

I've enclosed a brochure describing the instrument. If you have any questions, please feel free to call me at (212) 47 4. Thank you for your interest.

Sincerely,

Leon Gruenbaum, President
Gruenbaum Research

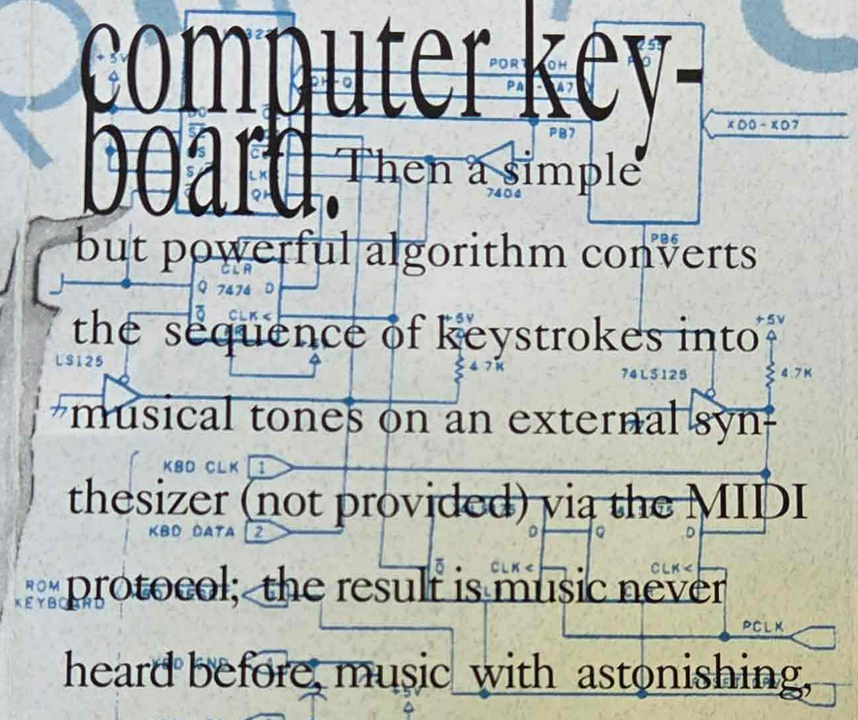
Encl.

Sincerely,

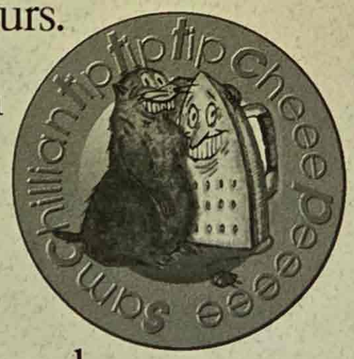
The *Samchillian Tip Tip Tip Cheeepeeeeee

is a musical instrument, a micro-processor-based MIDI controller. Designed by Leon Gruenbaum, musician, is the product of over five years of development and testing.

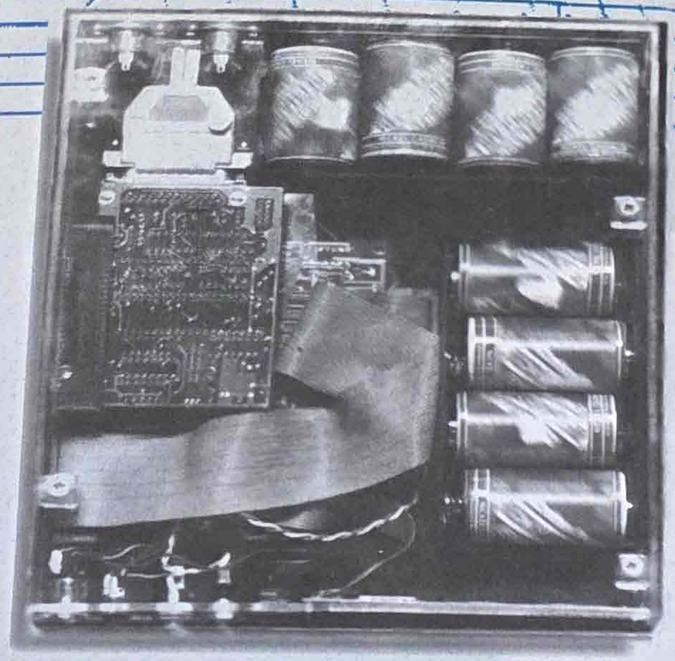
To play the device, the performer presses keys on a standard computer keyboard. Then a simple but powerful algorithm converts the sequence of keystrokes into musical tones on an external synthesizer (not provided) via the MIDI protocol; the result is music never heard before, music with astonishing, new harmonic contours.



With the Samchillian Tip Tip Tip Cheeepeeeeee, one can create improvisational flurries that test the limits of Imagination.



Modulations and changes of the base scale (including non-Western scales) are accomplished with the touch of a button or foot pedal. Tone rows and special harmony configurations (chords) can be created or selected "on the fly." Patterns and fingering are vastly simplified by an ergonomic key placement scheme, the result of extensive research into various keyboard layouts.



The unit is a half-space rack module (8.5"x10.8"x1.7") requiring 12 volts and draws low enough current that it can be powered by batteries or even the sun.

GRUENBAUM RESEARCH

96 SAINT MARKS PLACE

NEW YORK, NY 10009

suite # 2

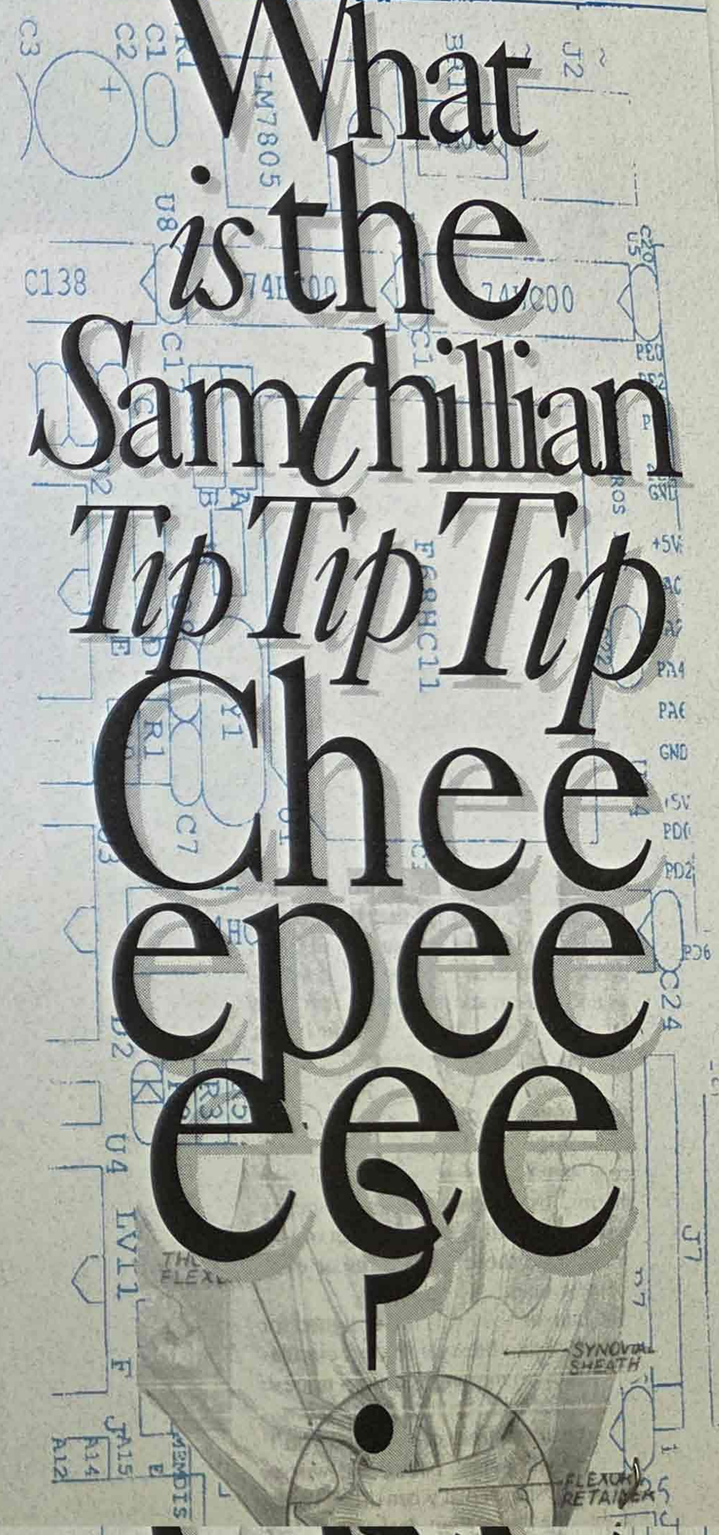
212 . 475 . 5363

extension 4

contact: LEON GRUENBAUM

contact: LEON GRUENBAUM

What is the Samchillian Tip Tip Tip Cheepeepeepee?



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Biochemistry

11/27/93

Dear Pamela
- You are Doing excellent work -!
Hopefully you will refine your
menus to a purer state - Two
Steps forward & one Step back -
Some hints:
the best known source of
Calcium is green leafy Veggies + nuts -
Kale, Spinach, romaine lettuce,
broccoli, almonds, Bragie nuts
green Cabbage, Carrots, Kohlrabi etc
There are some of the
highest in Content

Your last milk recipes is excellent -
but for infants, - use only
the truly natural ingredients from
Trees and earth -

we have another barrier!
I was invited to speak !!
at Yale University School of Medicine!!,
my topic: Vegetarianism:
- your Health -
Impact on The Earth

D.J. Scott, D.C.
Jack Soltanoff, D.C.
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Biochemistry

we have another barrier!
I was invited to speak !!
at Yale University School of Medicine!!,

Animal Rights International

January 26, 1995

Pamela Teisler-Rice
The VivaVegie Society
Prince St. Sta.
P.O. Box 294
New York, NY 10012

Dear Pamela,

The recent victory, getting the branding irons off the faces of the Mexican cattle, was a result of many sectors of the animal protection movement pulling together to make it happen, including enthusiastic support from you and the readers of The Viva Vine.

We now need to follow through on this progress by ending the smaller domestic face branding programs as well. The USDA recognizes that having moved the brand off the faces of Mexican cattle, it's reasonable to do the same for domestic cattle. We're sure that, together, we can speed the process along and rapidly end this nightmare.

Thanks again for so effectively spreading the word.

Henry Spira

ANIMAL RIGHTS INT'L. (ARI): COALITION FOR NONVIOLENT FOOD, COALITION TO ABOLISH THE LD50 and DRAIZE TESTS
Box 214 • Planetarium Station • New York, NY 10024

Coordinator: Henry Spira. **Consultant:** Peter Singer. **Advisors:** Roger A. Caras, Barbara S. Clapp, Maureen Cunnie, Mark Graham, John A. Hoyt, Paul G. Irwin, Sid and Helaine Lerner, John Mitchell, Linda W. Petrie, Gus W. Thornton, D.V.M., Jeanne Waller, Palmer Wayne.
Science Advisor: Andrew N. Rowan, B.Sc., M.A., D.Phil. **Legal Advisor** Elinor Molbegott, Esq.
In Memoriam: Leonard Rack, M.D., Founding Science Advisor.

RYNN BERRY
159 Eastern Parkway (2H)
Brooklyn, New York 11238
(718) 622-8002

20 February, 1995

Dear Pam -

As promised, here's the film review of The Road to Wellville that appeared in the January issue of Satya. Sorry for the delay in getting it to you. I look forward to seeing you & Joan on April 3rd.

All the best,

Rynn

All the best,

April Fool's

Pamela —

Thanks for newsletter with listings for Veg Art week —
I prefer my title "Veg in Art" rather than yours
"Veg & Art" but no problem for me & you
prefer & to in

I may recall incorrectly, but I think — we spoke about
finding me a place to stay for Fri night.
My few friends who have remained in Manhattan
live in small crevices not comfortable enough
for guests, and my most accomodating friend's
apt is in Riverdale. Will probably be
with a friend, but that's no problem — we
can share some bed. Let me know about
this. If no 'veg hotel' can be offered then
might I ask for $50. as travel funds?
Please inform me which of two requests is better —

(Question #1)

this. If no 'veg hotel' can be offered then
might I ask for $50. as travel funds?
Please inform me which of two requests is better —

(Question #1)

Are you making a flyer for talk/show, etc.?
stion #2) If so, please send me ~~#~~ is. If not,
please inform me so I'll know not to wait
for them, and I'll call some NYC friends
about it.

on #3) Be extra sure that 2 PROJECTORS will be
installed. AV talks always come with great
risks because of equipt-dependency, and I
have bad memories of many AV catastrophes
whenever dependent upon others' projectors, etc.

stion #4) Will there be a trained projectionist?
If not, I can always ~~give~~ take care of it myself
in case bulb blows or slide jams, etc, but
it distracts from talk—.

stion #5) This is important, please work on this or have
the NYU contact work on this: I need
a lectern, am a crutcher and prefer to

vestion #6)

Can someone tend to my small stock of Rad Veggies I'd like to offer for sale at talk—, this is not a big deal, if there's 20 people at talk— then only 1 or 2 copies will be sold, and in fact we can skip the mercantilism altogether if you think— it's inappropriate.

Speaking of mercantilism, just to reiterate, we spoke about $100. for talk—, which really covers just travel expenses anyway, I've ~~have~~ several instances when the very humble fee agreed upon in advance turns out ~~diminished~~ reduced in end, I know most veg & AR groups operate on shoestring budgets, but so do I.

veg & AR groups operate on shoestring budgets, but so do I.

Thx for answering my questions!

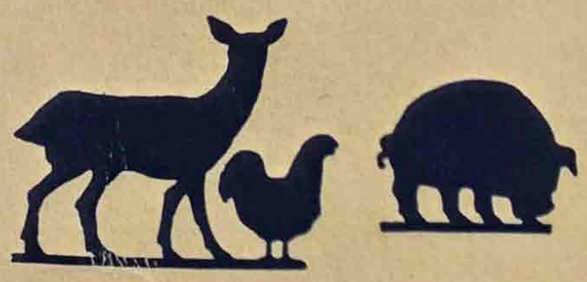
JINGLES

ANIMAL FREEDOM FIGHTERS ASSOCIATION

P.O. BOX 5520, SANTA MONICA, CA 90405

TEL. 310-399 2885

"Joining forces in the struggle to liberate imprisoned animals from the corporate concentration camps of legalized murder."

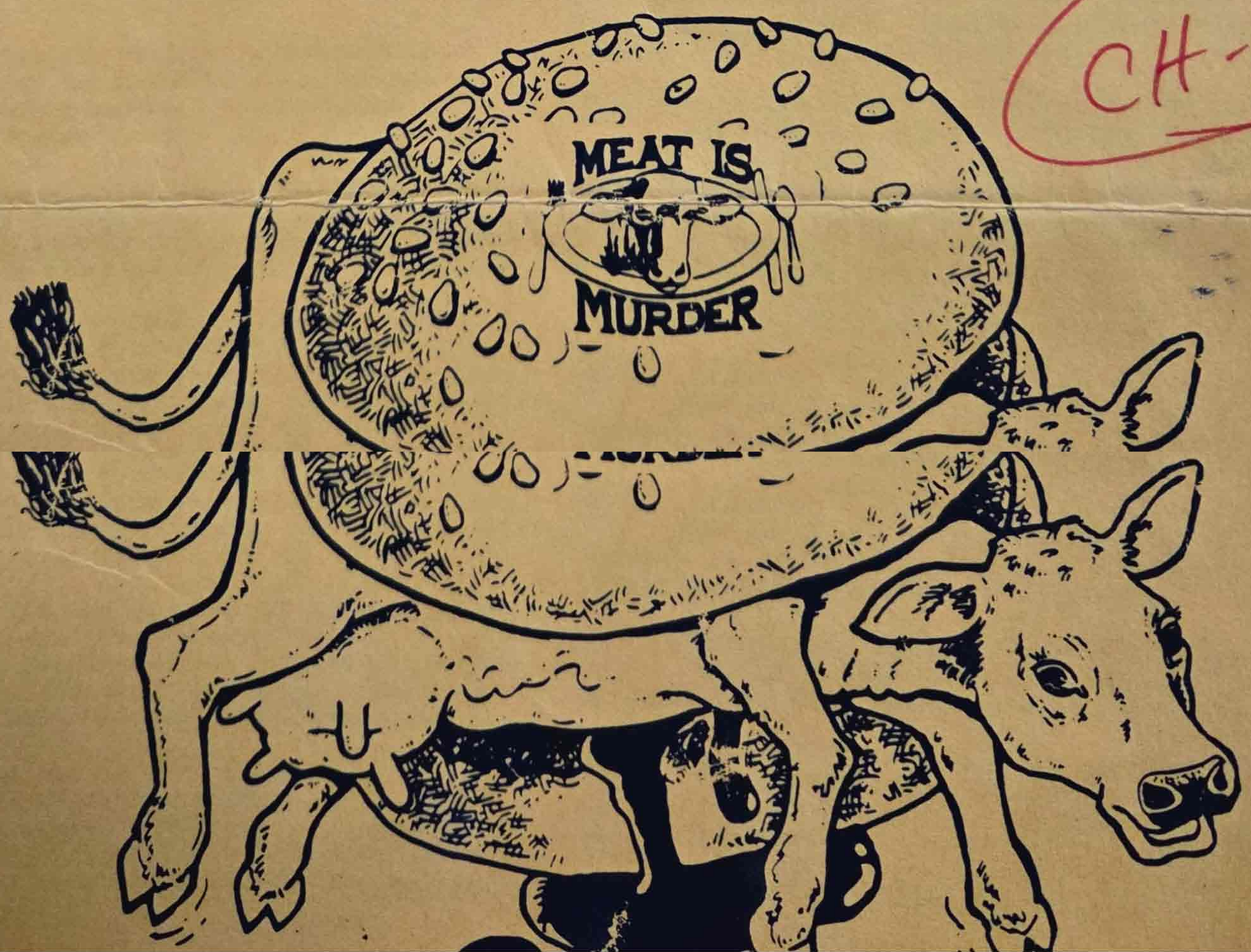


WHY VEGETARIANISM?

Vegetarianism is not a decision between your life and an animal, but whether to shorten and torture the lives of about 15 cattle, 10 sheep, 25 hogs, 1000 birds, and 1000 fish. These are the rounded-up animals an ill-rounded American inattentively devours in an average life span, and we won't add up the cows milked dry and the chickens who only count their eggs but never hatch them... People hardly ponder over pigs when they eat a pork chop, or over cows when they eat a hamburger, or upon the slaughterhouse when they eat a porterhouse... We kill to live, but the less we kill the more we live... What is harmful to the animal killed and grilled is also unhealthy to the killer and griller... Those who live by the swordfish die by the swordfish.

CH-25

OK



Breeze

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Biochemistry

3/28/95

Dear Pamela:

We are not inclined to send your an article that will negate your ads -

We at N.H.I. do not accept ads that will 'enrich' the sellers of contaminated foods - because that is what they are - Lettuce is an excellent herb - If it was not so popular some one would package it and use chemicals on it to "preserve" it - and boot it "prettely" -

I think you should have ads, but be selective so as to maintain high integrity - and do not support the charlatans or even those who "feel" they are helping people - the use of herbs and selling them is ethical - Every 10/15 years

Annabelle Lee-Warren, Ph.D.
Education
George Wootan, M.D.
John Yiamouyiannis, Ph.D.
Biochemistry

not support the charlatans who "feel" they are helping

the "selling" starts - but when people who
spend all this money start to realize that
this substance did not "cure" ~~your~~ their illness -
then will wise up -
Only the body can do that.

next article I send will on any article
I send will be constructive - no countering
of issues - sometimes it is best that people
learn from their own mistakes, not
[illegible] I [illegible]
Confrontation — much love
Joillard

For More Information Write:
NATURAL HYGIENE, INC.
P.O. BOX 2132
HUNTINGTON, CT 06484

HERBAL FALLACIES OR CAMOUFLAGED DRUGGING

Dr. Herbert M. Shelton

There is everywhere evident a growing use of herbs among Naturopaths and the practice has invaded the ranks of the Chiropractors so that many of these are also employing herbs in their treatment of their patients. Some of these herbalists frankly admit that their herb practice is a drugging practice, that herbs are drugs, while others stoutly insist that herbs are not drugs and that they are not drugging their patients in giving them herbs and herbal preparations. I propose, here, to go into this matter and see if we cannot settle the dispute.

Are herbs drugs? First let us ask ourselves: *What is a drug?* The dictionary says that a drug is "any substance, whether vegetable or mineral, used for herbal preparations. I propose, here, to go into this matter and see if we cannot settle the dispute.

Are herbs drugs? First let us ask ourselves: *What is a drug?* The dictionary says that a drug is "any substance, whether vegetable or mineral, used for medicinal purposes." *Medicinal* is defined as, "pertaining to medicine; having healing properties." If these definitions are accepted as correct, then, certainly those herbs that are employed for "medicinal" purposes are drugs.

The word drug is from the word *droog* meaning dry. It was originally applied to dried herbs and medicine men of all savage tribes employ herbs in the treatment of the sick. The oldest records of human activities reveal that at the dawn of history and for ages before, the ancient voodoc practitioners employed herbs in the treatment of the sick. Indeed the employment of mineral drugs is a comparatively recent innovation in medical practice. Hippocrates, who used many herbs, employed no minerals in the care of his patients. Historically, herbs were the first drugs used.

Second, let us ask ourselves: *What is an herb?* The dictionary tells us that the etymology of the word is uncertain but that it is a low plant without woody fiber usually dying down in winter. This definition of an herb excludes from the category of herbs many plant substances used from time immemorial, and still used, by herbologists. It will also include many plant substances that are not employed by herbologists. Examples of the first are barks, roots, seeds, fruits, leaves, etc., of various trees and shrubs. Examples of the latter are celery, spinach, cabbage, chard, beets, etc.

We may, then, appropriately divide herbs into two general classes: 1. Those employed as "medicines" – *medicinal herbs;* and, 2. Those employed as foods – *nutritive herbs.*

Since all herbs are plant substances and most of them are digestible and can be metabolized, it is obvious that all of them possess food value. A nutritive herb, however, is a non-poisonous herb and is employed for its food value. A medicinal herb, on the other hand, is a poisonous herb and is employed to produce "therapeutic effects." This one is employed to nourish the body, the other is used to treat symptoms. The one is used when healthy, the other is employed in illness.

Third, let us ask ourselves: *What is the "therapeutic action" of a drug?* Our answer to this question would be: They have no therapeutic actions. In fact, they do not act at all. What is mistaken for the action of the drug is, in reality, the action of the body in expelling the drug. It would be as accurate to call the process of digestion the "action" of food, as it is to refer to the diuresis, by which the kidneys expel a drug, as the "action" of the drug. Both substances are passive in the grip of physiological forces that are very active.

But we will answer the question by defining the phrase in terms of the pharmacologists. They tell us that drugs have "therapeutic action" of the drug. Both substances are passive in the grip of physiological forces that are very active.

But we will answer the question by defining the phrase in terms of the pharmacologists. They tell us that drugs have "therapeutic actions." They define the "therapeutic action" of a drug as "the effect a drug produces in diseased conditions," to distinguish this from the "physiological action" of the drug, which they define to be "the effect a drug has on a normal animal." Drugs are said to

cause changes in the activities of the body by virtue of certain chemical substances which they contain and which they call the "active principles" of the drugs. As an example, the "active principle" of the poppy plant is the alkaloid, opium.

Drugs and Herbs Employed For Same Purposes

Drugs are classified as emetics, cathartics, diuretics, analgesics, anodynes, antiphyretics, antispasmodics, etc., according to their supposed "therapeutic actions." Drugs that are thrown out by vomiting are called emetics. Drugs that are expelled by means of a diarrhea are called cathartics. Drugs that are expelled through the kidneys are called diuretics. Drugs that impair the power of the nerves to feel are called analgesics and anodynes. Drugs that occasion a lowering of temperature in fever are called antipyretics. Drugs are also classed as stimulants (excitants), tonics (milder excitants), depressants, etc. There are a number of other classifications under which various drugs are placed.

They are said to have other actions besides their alleged "physiological actions" and their alleged "therapeutic actions." They are said to have *selective action.* Thus: "No drug affects all organs or tissues of the body. The ability of a drug to affect chiefly certain organs or tissues is called *selective action.* Thus, strychnine usually acts chiefly upon the cells of the spinal cord, morphine acts upon the cells of the brain, etc." The notion that drugs have selective abilities is equalled in absurdity only by the older notion that drugs act at all. "Synergistic action" is the "ability of one drug to aid the effect of another." "Antagonistic action" is the "ability of one drug to antagonize the effect of another." "Side actions" are "the effects that result from a drug other than those desired." "Toxicological action" is defined as "the effect that results from an overdose of the drug." The fact is that all the effects of a drug are "toxicological effects." The other so-called actions of the drug are merely milder degrees of poisoning than that called "toxicological action." It is their poisonous character that causes the body to act in the manners it does in relation to them.

A perusal of any good work on herbology, phytotherapy or botanic practice will reveal to the reader that the classification of herbs and their supposed actions are the same as the foregoing drug classifications. There are herbal cathartics, herbal laxatives, herbal emetics, herbal stimulants, herbal

A perusal of any good work on herbology, phytotherapy or botanic practice will reveal to the reader that the classification of herbs and their supposed actions are the same as the foregoing drug classifications. There are herbal cathartics, herbal laxatives, herbal emetics, herbal stimulants, herbal tonics, herbal diuretics, herbal anodynes, herbal antipyretics, etc. It will be found also, that they are applied externally as well as given internally, that they are applied locally and given for their general effects; that they are used symptomatically and for a variety of non-nutritive purposes.

"Herbs" Not Used As Foods

What, then, becomes of the oft-reiterated contention of many herbalists that they employ herbs as foods? The hyprocrisy of the contention is both apparent and transparent. To liken herbs to "strawberries, spinach, celery, lemons, or any other fruit or garden product," as one defender of the herb practice does immediately after he has discussed the supposed benefits to be derived from herb teas, herb pills, herb inhalations, herb packs, herb decoctions, etc., is to display a confusion upon the subject that is difficult to understand in an intelligent man. Do we ever resort to "celery pills," "apple inhalations," "strawberry packs," "apple juice baths," etc., to nourish our bodies?

The plain fact is that their herb remedies are drugs and they are used as such. For the most part, they are applied Allopathically. If herbalists really seek to nourish the body with herbs, the sensible thing for them to do will be to select non-poisonous herbs for this purpose. But even the child can understand that a laxative herb supplies no nourishment.

One defender of the herbal practice says: "Sebastian Kneipp, one of the greatest natural physicians of recent times, used herbs and condemned drugs. ***Non-poisonous herbs vary little from our common garden variety of vegetables such as celery, parsley, onions, etc., and can be used to good advantage on occasion to supply certain needs of the body. ***Many of our garden vegetables were crude herbs before they were put under cultivation. Over cultivation has robbed many of their choicest properties and it is sometimes necessary to go back to the cruder forms when we require eliminators."

Herbal and Drugging Give Identical Results

Here, again, we have put forth the hypocritical contention that herbs are employed as foods. I select the following items from an article on the use of herbs which appeared in the *Naturopath* some years ago, from the pen of a leader in the ranks of Naturopathy, to show that they are not employed as foods:

"Sage is a good eradicator for all kinds of impurities, stomach and intestinal.

"Tormentil, thistle and shavegrass are excellent herbs for hemorrhages; to stop bleeding of any kind, whether internal or external.

"Ribwort is a herb that loosens up mucus in the throat and lungs.

"Rosemary can be used for dropsy, kid-

gargling, compresses, head steams and for spraying the throat and nose, and it is also used in case of fever.

"For kidney and bladder troubles juniper and wormwood are beneficial in stimulating these organs.

"For chronic constipation a tea of dandelion blossoms will regulate stool.

"For diarrhea tea of raspberry leaves used for injection. Also drink a cup of the tea in the morning and at night, which will eliminate morbid matter.

"There are numerous teas that a Naturopath can use for the different ailments. Anyone can see how foolish it is to use poisonous drugs and patent medicines, when Nature supplies all we need."

Ribwort is used as an expectorant, juniper and wormwood are used as diuretics, fenugreek as an antiphlogistic, and to suppress coughing, dandelion as a laxative, raspberry leaves to suppress diarrhea, etc. Fenugreek is used in compresses, throat and nasal douches and vapors, raspberry leaves in enemas, etc. Nobody ever uses foods in these ways. No sane person can employ herbs and herbal preparations in these ways and imagine he is thereby nourishing the bodies of his patients. Do we ever employ foods as "head steams"?

Celery king, senna and podophylin, or may-apple, are each recommended as laxatives. Mallow flowers are made into a tea which is recommended for "removing mucus obstructions in the chest," and for troubles of the throat and larynx – this is to say, it is used as an "expectorant." Used as a local vapor bath or as a fomentation (poultice) it is recommended for ear ache – an "anodyne". This is certainly not a means of nourishing the ear. A decoction of mallow flowers to which has been added half a teaspoonful of alum is used as a gargle for sore throat. Mullein flowers are sometimes mixed with the mallow. We never use our foods as throat gargles.

Marigold flowers, made into a tea, are used for persons afflicted with boils, ulcers, abscesses, especially "abscesses of the stomach" and are said to be "perhaps the best remedy for stopping (suppressing) recurring vomiting." The leaves and roots of the marshmallow, made into teas, are prescribed for all throat troubles, especially for cough and hoarseness. The leaves and flowers of milfoil, mixed with St. John's Wort, are prescribed for irregular menstruation, abdominal pain, cramps, etc. Milkwort, made into a tea, is given to mothers who cannot supply sufficient milk for their babies – it is used, in other words, as a so-called *galactogogue*, or a drug which increases the secretion of milk. Actually, there are no such drugs. A decoction of mouse-ear (this is a weed, not an animal) is employed in all troubles of liver and spleen and in cases of dropsy and stones in the bladder, and is used as a throat gargle. Mullein flowers are said to be excellent for all affections of the throat incident to winter, for catarrh, shortness of breath (which may be due to a number of different conditions) and catarrhal affections of the respiratory organs.

Mustard seeds are recommended for occasional use by those with "weak stomachs." They are also used as poultices (packs) on the chest and back and in all cases of rheumatism and for other pains. Mustard plaster is also employed as a counter-irritant. A counter irritant is employed to "draw" the blood away from where nature has sent it to another part of the body. The leaves of the common nettle are dried in the sun and made into a tea which is said to be excellent in all catarrhal conditions of the lungs and chest. This tea is also said to cleanse the stomach and increase elimination through the kidneys, this last effect being the "diuretic" effect. A tea made from the roots of this same weed is recommended for incipient dropsy.

If the entire common nettle plant is boiled in vinegar and water and preserved in cologne, it produces Kneipp's hair remedy. This weed is said to be "one of the most useful in the entire pharmacopeia."

Tea made from oak bark (it will contain considerable tannic acid) and used both internally and externally is given as a tonic and prescribed for goitre and inflammation of the throat. A tea made from the acorns of the oak tree is used in treating rachitic children.

Herbal Treatments Leave Cause Untouched

This list is long enough. It will reveal to the intelligent reader that the herb practice is devoted to palliating and suppressing symptoms. It is wholly symptomatic treatment. It does not remove the causes of suffering. What can dandelion blossoms do to remove the cause of constipation? How can ribwort remove the causes of catarrh (acute or chronic) of the throat and lungs? Can juniper and wormwood remove the causes of impaired kidney and bladder function? The herb practice is the same thing as the regular medical practice, (the regular medical practice grew out of it) except that its "remedies" are, for the most part, milder than those employed by the regular profession. The herbal practice will not produce as much harm as the more powerful poisons of the regular profession, but not a single herb employed by the herbalists can, even in the remotest sense, touch the cause of the patient's suffering. The practice of using one herb for a catarrhal condition in one part of the body and another herb for a catarrhal condition in another part of the body reveals that the herbal practice incorporates the medical fallacy of specific treatment. It can be done only by abandoning the principle of the *unity of disease.*

Many herbal preparations are sold in the drug stores, through the mails and in the health food stores. *Inner Clean*, a concoction of senna leaves

and other herbal substances, devised by the late Arnold Ehret, All-Lax, Hood-lax, Herbal Flaxolyn, Swiss Kriss, V.P.O., etc., are among the drugs sold in the Health Food stores. Take a look at the shotgun remedy called Herbal Flaxolyn: it contains vegetable charcoal, juniper berries, gentian root, culver roots, cardamon seeds, Chinese rhubarb and sunbaked flaxseed. If one ingredient in this concoction doesn't "hit the spot," surely another will.

Herbal Usage Originally Thought To Exorcise Evil Spirits

The users of herbs have not passed beyond the stage represented by the Indian medicine man at the time of the discovery of America. The herbal practice, like all other drugging practices, is a relic, a vestige if you will, of a more primitive stage of culture. It had its origin in the effort to chase out devils from the bodies of the sick. It should be relegated to the limbo of forgotten arts, along with the devils who were long ago laid to rest. Our revered ancestors recognized the necessity of gathering their herbs with certain precautions. For example, in gathering hyoscyamus (henbane) the weed was addressed in these words: "Sacred herb, I summon thee to the house (of my patient) to stop the Rheum of his feet, etc. I conjure thee by the great name of Jaoth Sabaoth." Why do not Naturopaths and other herbalists also employ these conjurations?

Kneipp may rightly be blamed for the introduction of the herb practice into Naturopathy. August F. Reinhold says in his *Nature Vs. Drugs* that Kneipp adopted medicinal herbs from the drug system. He was of the opinion that the "medical herbs" contained no poisons. Reinhold disagreed, pointing out that belladonna, strychnine, morphine, prussic acid, etc., are of vegetable origin, while the "active principles" of the milder herbs, such as camomile, millefolium, etc., are also poisonous and "consequently harmful to a greater or lesser degree."

It is frequently objected that "herbs were created for something." The inference is that if they were created for something, they must have been created for "medicine." Reinhold pointed out, in reply to such an assumption that "we do not eat roses, lilies, bushes, trees or cobble stones. "Why, then," he asks, "should we eat these poisonous plants?" I have never found a sane reply to this simple question.

Kneipp contended that we are not sufficiently advanced to completely abandon our faith in the healing potencies of drugs. He thought that because of this, we should be forced to substitute the less harmful for the more harmful preparations of

have these, if they are never given the truth about such matters, they will never advance beyond this belief.

How much more sensible the position of Reinhold! He says, "The more we study the cause of disease, the more clearly we see that sickness is the result of acting against the laws of Nature. Now, if God created herbs for cure, it would involve a contradiction, as we would need no cure if we closely adhered to Nature."

Dr. Trall was no less emphatic in his rejection and condemnation of the herb practice. One quotation will suffice. Towards the close of the year 1862 he received a letter from a correspondent saying: "Our son, eleven years of age, has been under treatment of an eclectic physician for a year and a half without benefit. The Eclectic does not use drugs, but herbs."

Dr. Trall commented upon this in these words: "When a humbugged community understands that herbs *are* drugs, and that Eclecticism is only druggery in another shape – the same child in a different dress – they will be one degree wiser than many people are now."

Another school of herbal practice that was popular in Trall's day was the Physio-medical school. The Chrono-Thermal school also confined their practice almost exclusively to the administration of herbs. Thompson, who founded the Physio-medical school, acquired much of his herbal practice from the Indians. Trall, Jennings, Graham, Alcott, Page, Tilden, etc., all rejected the whole drug practice in whatever guise it was presented. Naturopaths and Chiropractors turn to herbs only because their machines, gadgets, punchings and maulings and their synthetic vitamins are not delivering the goods and they are seeking for something else. Their total lack of any guiding principle leads them in the wrong direction.

Reprinted from the HYGIENIC REVIEW

For More Information Write:
NATURAL HYGIENE, INC.
P.O. BOX 2132
HUNTINGTON, CT 06484

For More Information Write:
NATURAL HYGIENE, INC.
P.O. BOX 2132
HUNTINGTON, CT 06484

April Fool's

Pamela —

Thanks for newsletter with listings for Veg Art week —

I prefer my title "Veg in Art" rather than yours "Veg & Art" but no problem for me if you prefer & to in

I may recall incorrectly, but I think — we spoke about finding me a place to stay for Fri night. My few friends who have remained in Manhattan live in small crevices not comfortable enough for guests, and my most accomodating friend's apt is in Riverdale. Will probably be with a friend, but that's no problem —, we can share same bed. Let me know about this. If no 'veg hotel' can be offered then might I ask for $50. as travel funds?

(Question #1)

This. If no 'veg hotel' can be offered then might I ask for $50. as travel funds?

(Question #1)

Please inform me which of two requests is better for you.

Here's some [illegible]

THE VEGETARIAN NETWORK

HEALTH
ENVIRONMENT
ETHICS

12/21/93

Pamela Teisler
Viva Vegie Society
Prince St. Station
P.O Box 294
New York, NY 10012

Dear Pamela:

Thanks for sending me all the information. I've enclosed a copy of my book for your perusal. It's a very abused demo copy, unsellable.

To set your mind at ease, I never had any intention of reprinting your concept. You do not have a copyright on the information: John Robbins has it, and I caught glimmerings of Neal Barnard (and perhaps a few others). The information can be reprinted with permission from them, which I have.

What you have is a concept, a very imaginative one, that I would like to help you promote. If you look through my book, you'll notice that there are lots of snippets of information. They are included at random, and cover a variety of topics.

What I would like to do for the next edition is use your concept of 101 reasons why I... (am a vegetarian, recycle, like a massage, etc) and and for the vegetarian part, use the reasons that you numbered. I'll also prominently include information, at no charge to you, on how people can get the entire 101 Reasons directly from you. This corresponds directly to your permission statement, and I hope you find it acceptable. I'll also do the same in our local newsletter.

I understand your fear and upset with coming up with a great idea, spending a lot of money to develop it, and then having several cases of merchandise sit and wait to be sold. I've done this many times in the past, and am determined not to do it again. With each project I work on, I learn a little bit about marketing and business negotiations. My next book will be radically different from this one, the goal being to make it more palatable to people who still have connotations about the word "vegetarian." To date, I've advertised minimally, and have sold approx. 700 books, mostly by guerrilla marketing. My break-even point is 2,000, which I doubt I'll reach. The important thing is that I'm following my bliss (which you are also), attempting to earn a sustainable income from it, and changing to match it with the desires of people who I hope will become my customers.

on, I learn a little bit about marketing and business negotiations. My next book will be radically different from this one, the goal being to make it more palatable to people who still have connotations about the word "vegetarian." To date, I've advertised minimally, and have sold approx. 700 books, mostly by guerrilla marketing. My break-even point is 2,000, which I doubt I'll reach. The important thing is that I'm following my bliss (which you are also), attempting to earn a sustainable income from it, and changing to match it with the desires of people who I hope will become my customers.

Sincerely,

THE
VEGETARIAN
NETWORK
HEALTH
ENVIRONMENT
ETHICS

Hi!

Please send me 1 copy of 101 reasons I'm a Vegetarian. I'd also like permission to reprint it - ~~with~~ with proper acknowlegements, in a similar format - but dispersed throughout my books.

Thanx

Steve S.

Author: Houston's Vegetarian Journal: Houston's vegetarian Green Pages.

1997

Pam —

Thanks very much for all the time and hard work you put into the Meatont event. As you know, it was a huge success, with much credit to you. Your speech was hand-hitting, and the work you did leafletting and getting the word out to the press was extremely valuable. You are a huge asset to the AR/ veg/ movement. Thanks again.

Yr Vegnews —

Joan Zlotnick & Jean Thaler

Cajun Rice

1 onion, chopped
1 green pepper, chopped
1 bunch green onions, chopped
2 cloves garlic, crushed
8 oz mushrooms, sliced
1/4 cup water
1/4 cup chopped green or red chilies
1 15-oz can undrained tomatoes, chopped
1 tsp chili powder
1 to 2 tsp Cajun spice mix (see below)
1/4 cup chopped fresh cilantro
Dash or two hot pepper sauce
4 cups cooked brown rice

for Cajun spice mix, stir together:
3 Tbs paprika
2 tsp onion powder
2 tsp ground black pepper
2 tsp ground white pepper
2 tsp ground red pepper
1 tsp ground oregano
1 tsp ground thyme
1/2 tsp celery seed

- Store Cajun spice mix in a tightly covered container.
- In a large nonstick skillet, sauté onion, green pepper, green onions, garlic and mushrooms in water for 5 to 10 minutes.
- Add remaining ingredients except rice and mix well.
- Add rice and heat through. Serve hot.

Makes 8 servings.
Per Serving: 147 calories; 4g protein; 2g fat; 31g carbohydrate; 0 cholesterol; 96mg sodium; 4g fiber

Recipe by Mary McDougall
Recipe © Vegetarian Times magazine.
Photograph by Jun Kishimoto/Photonica

Published by Galison Books
36 West 44th Street
New York, NY 10036
7374/150
Printed in Hong Kong

Bunny Huggers' Gazette

PO Box 601 Temple, Texas 765030601

PAMELA-

DO YOU STILL HAVE PHOTOS TO SHARE OF YOUR VEAL CRATE DISPLAY? IF SO, COULD I HAVE (OR BORROW) ONE TO BE USED IN OUR APRIL ISSUE (NEED BY 3/1/95)?

IF SO, I'LL GIVE YOU PROPER CREDIT (AS PER YOUR INSTRUCTIONS).

THANKS! JD JACKSON

3/1/95)?

FARM
SANCTUARY
P.O. Box 150 Watkins Glen, NY 14891
607 583-2225

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

10012+0005

Dear Farm Sanctuary Friend,

Thank you for including an article regarding "Downed Animals" in your Nov./Dec. newsletter. We appreciate your help in spreading the word of compassion. We hope you have a great new year.

Sincerely,

Carol Greenman

Sincerely,

Carol Greenman

March 1994

Hi Pamela,

Would you please give me
a call at home (877-5696)
to talk about the possibility
of doing a "Vegetarian Art Show"
at the Summer Gallery on
Prince Street.

Thank You!

Cordially, Janice

K&M Division POLY-VU
Torrance, Calif. 90503 #PVH119G

rnose, small and tardy.

NEW SCHOOL FOR SOCIAL RESEARCH
66 WEST 12TH STREET
NEW YORK, N.Y. 10011

Prof. Gabriel Gragson

NEW YORK, NY 100
PM
16 MAR
1994

Ms. Pamela Geisler
The Viva Vegie Society
Prince St. Station, P.O. Box 294
The Viva Vegie Society

520 HART BUILDING
(202) 224-6542

ALFONSE D'AMATO
NEW YORK

United States Senate

WASHINGTON, DC 20510

August 7, 1995

Ms. Pamela Teisler
234 Mulberry #17
New York, New York 10012

Dear Ms. Teisler:

Thank you for taking the time to contact me.

I understand your concern over the reauthorization of the Endangered Species Act (ESA). This Act is vital to the preservation of many important forms of wildlife.

On January 19, 1995, H.R. 571, the Endangered Species Act of 1973 Amendment, was introduced and referred to the House Committee on Resources. No further action has occurred on the bill.

H.R. 571 would amend the Endangered Species Act of 1973 to provide that no species may be determined to be an endangered species or threatened species, and that no critical habitat may be designated until that Act is reauthorized. The Endangered Species Act of 1973 has not been reauthorized since 1992.

Should this matter come before the Senate in the 104th Congress, I will keep your concerns in mind.

I welcome the opportunity to address your concerns.

Sincerely,

Al D'Amato

Alfonse D'Amato
United States Senator

AD:es

PRINTED ON RECYCLED

Alfonse D'Amato
United States Senator

2/27/95

Dear Pamela

Below are the expanding bio versions we've been comfortable with

Human and animal rights activist.

* * *

Henry Spira has campaigned for civil rights, trade union democracy, and currently for the liberation of farm and laboratory animals. He's been a merchant seaman, auto assembly line worker, journalist and teacher.

* * *

Henry Spira has been active in human and animal rights movements for half a century. He coordinated successful campaigns to promote alternatives to the use of lab animals. He has been a merchant seaman, auto assembly line worker, journalist, teacher, and an activist for civil rights and trade union democracy. He is now focusing on the plight of seven billion farm animals.

Wishing you the best in all your initiatives

journalist, teacher, and an activist for civil rights and trade union democracy. He is now focusing on the plight of seven billion farm animals.

DANIEL P. MOYNIHAN
NEW YORK

United States Senate

WASHINGTON, D.C. 20510

September 22, 1994

Ms. Pamela Teisler
234 Mulberry St., #17
New York, New York 10012

Dear Ms. Teisler:

Many thanks for your interest in S. 367, the Downed Animal Protection Act of 1993. S. 367 was introduced on February 16, 1993, and referred to the Senate Committee on Agriculture, Nutrition and Forestry, of which I am not a member.

S. 367 would make it illegal for any stockyard owner, market agency or dealer to transfer or sell non-ambulatory livestock -- animals too sick or injured to move under their own power -- unless such animals are euthanized. By prohibiting stockyards from selling "down" cows perhaps the sale of all animals too old, weak, or sick to survive will be slowed or even halted.

It is my belief that all animals should be treated humanely. Be assured that when the Senate considers this bill, I will keep your concerns in mind. Again, I thank you for contacting me. Please do not hesitate to do so in the future on this or any other matter of concern.

Sincerely,

Daniel Patrick Moynihan

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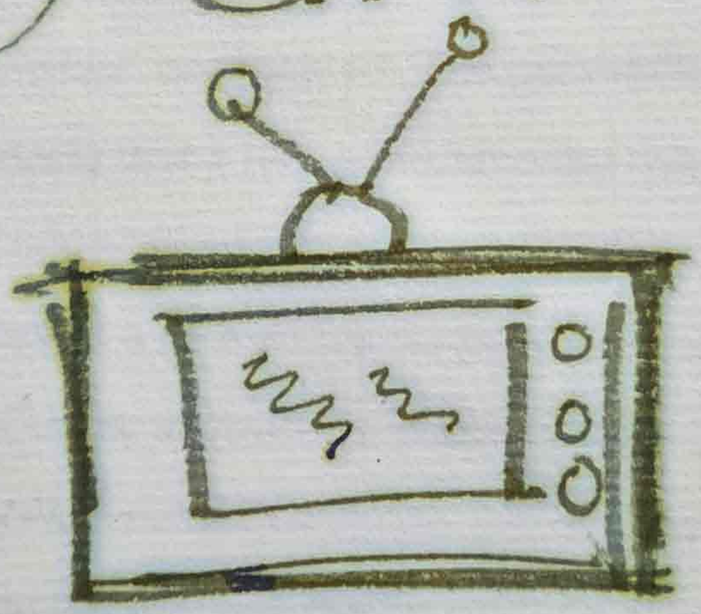
an independent counsel with a broad mandate. Mrs.
ary ... taking steps in that direction, but they are

PINE TREE LODGE

PAM - SAW YOU ON



T.V. ! (MESSING UP OUR SIDEWALKS)

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Paul Weston

...ousry ... Reno is taking steps in that direction, but they are ...
...rpose ... small and tardy.

The 25 Million Gallon Wake-Up Call

by Henry Spira

On June 21st 25 million gallons of manure from 10,000 hogs broke out of a "lagoon" at the Ocean View Hog Farm in Onslow, North Carolina, pouring into nearby fields and into streams feeding the New River. The spill was enormous – twice the volume of the 11 million gallons the Exxon Valdez dumped in 1989. That same day another hog lagoon ruptured in Sampson, NC. Then on July 3rd, a four-acre poultry lagoon broke in Duplin County, NC spewing 8.6 million gallons of waste into tributaries of the Northeast Cape Fear River.

Feedstuffs, the leading publication of the animal ag industry, commented that "Anti-corporate farming activists have the smoking gun they've been looking for" (7/3/95). Meanwhile, the Raleigh, NC *News & Observer* with the headline "Big Stink in Onslow" commented "The pork industry has assured North Carolinians repeatedly that it has environmental risks under control. But those assurances were undermined last week in about as dramatic a fashion as you can get. The collapse of a dike on the waste lagoon of a huge state-of-the-art hog farm in Onslow County allowed the public to see – and smell – the real story. . .That was the public's water that is now befouled, and those are the neighbors who are having to cope with the mess. . .Of course hog farms can pollute in ways more insidious than gushing spills, including the release of

those assurances were undermined last week in about as dramatic a fashion as you can get. The collapse of a dike on the waste lagoon of a huge state-of-the-art hog farm in Onslow County allowed the public to see – and smell – the real story. . .That was the public's water that is now befouled, and those are the neighbors who are having to cope with the mess. . .Of course hog farms can pollute in ways more insidious than gushing spills, including the release of

field day for the environmentalists and the media. It's been a wake-up call for the industry" (*N&O* 7/9/95).

For industry, a "wake-up call" could translate into more protection money paid out to legislators. In the past four years more than half the current North Carolina General Assembly members got campaign contributions from the pork industry (*N&O* 7/13/95).

For environmental activists these massive spills translate into a dramatic wake-up call that the raising of seven and half billion animals for food every year is destroying our environment while gobbling up our limited resources with an insatiable appetite for land, water and energy.

It's encouraging that more environmental groups are now protesting the environmental damage caused by mega hog factories. In recent weeks, these have included the National Campaign for Family Farms & The Environment, the Clean Water Network, The Alliance for a Responsible Swine Industry, Halifax Environmental Loss Prevention, the Conservation Council of North Carolina and the North Carolina chapter of the Sierra Club.

In the past, many environmentalists have spent too much time trying to save the world from plastic plates while ignoring the meat that's served on them. Isn't now the time for environmental activists, nationwide and worldwide, to get their heads together and help the planet, the people and the suffering animals by promoting a no meat or less meat lifestyle and thereby a sustainable agriculture? An ounce of vegetarianism may well be worth a pound of

In the past, many environmentalists have spent too much time trying to save the world from plastic plates while ignoring the meat that's served on them.

JERROLD NADLER
8TH DISTRICT, NEW YORK

REPLY TO:

☐ WASHINGTON OFFICE:
424 CANNON BUILDING
WASHINGTON, DC 20515
(202) 225-5635

☐ DISTRICT OFFICE:
1841 BROADWAY
SUITE 800
NEW YORK, NY 10023
(212) 489-3530

☐ DISTRICT OFFICE:
2875 8TH STREET
BROOKLYN, NY 11224
(718) 373-3198

Congress of the United States
House of Representatives
Washington, DC 20515

PUBLIC WORKS AND TRANSPORTATION COMMITTEE
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CIVIL AND CONSTITUTIONAL RIGHTS
INTERNATIONAL LAW, IMMIGRATION AND REFUGEES

MEMBER, CONGRESSIONAL ARTS CAUCUS
MEMBER, CONGRESSIONAL CAUCUS FOR WOMEN'S ISSUES

October 17, 1994

Ms. Pamela Teisler
President
The Viva Vegie Society
Prince Street Station PO Box 294
New York, New York 10012

Dear Ms. Teisler:

Thank you for writing me in support of H.R. 559, the Downed Animal Protection Act. I appreciate your taking the time to share your views.

I am pleased to inform you that I am a cosponsor of this bill, which would prohibit commerce in nonambulatory animals, and is an important step towards protecting farm animals from needless pain and suffering. H.R. 599 is still being considered by the House Committee on Agriculture's Subcommittee on Livestock. You can count on my support for this legislation, when it is considered by the full House.

Thank you again for informing me of your views. Please do not hesitate to contact me in the future if I may be of assistance.

Sincerely,

Jerrold Nadler

Jerrold Nadler
Member of Congress

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ALFONSE D'AMATO
NEW YORK

520 HART BUILDING
(202) 224-6542

United States Senate

WASHINGTON, D.C. 20510

October 4, 1994

Ms. Pamela Teisler
234 Mulberry St #17
New York, New York 10012

Dear Ms. Teisler:

I appreciate your concern regarding S. 367, "The Downed Animal Protection Act of 1993." This legislation, by making it unlawful for any stockyard owner, market agency, or dealer to transfer or market nonambulatory livestock, would help to ensure humane treatment of "downed" animals.

I have related my interest in this matter to the Department of Agriculture, and will continue to follow its development on all fronts. The legislation itself is presently under consideration before the Committee on Agriculture, Nutrition, and Forestry, where it awaits committee hearings.

Although I do not serve on this committee, please be assured that I will keep your views in mind should this matter come before the full Senate.

Sincerely,

Al D'Amato

Alfonse D'Amato

I have related my interest in this matter to the Department of Agriculture, and will continue to follow its development on all fronts. The legislation itself is presently under consideration before the Committee on Agriculture, Nutrition, and Forest-

Dear Pamela,

Thanks for your kind offer to write letters for people about the downed animals issue. I'll pass your ~~hand~~ packets out to folk who come by the Sanctuary.

Sincerely,

Sincerely,

Gene Baxter

FARM SANCTUARY

P.O. Box 150 Watkins Glen, NY 14891 (607) 583-2225

ELMIRA, NY 149
M
22 AUG

Pamela Teister
234 Mulberry St. #17
New York, NY
10012

Carnegie Mellon Vegetarians
Box 6071
4902 Forbes Avenue
Pittsburgh, PA 15213-3799

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

Our organization has been promoting vegetarianism on campus with weekly posters (containing factoids). We received your "101 reasons why I'm a vegetarian" fact sheet from PETA and have made good use of it.

Please send us another copy along with the detailed list of references mentioned on the last page. We are also looking for quotes from scientists and famous vegetarians. If your organization offers other materials, please send us a list.

other materials, please send us a list.

Sincerely,

Daniel Ri[redacted]

[redacted].edu

#1. — cash

United States
Department of
Agriculture

Packers
and
Stockyards
Administration

Washington,
DC
20250-2800

August 16, 1991

Ms. Pamela Teisler
234 Mulberry Street, #17
New York, New York 10012

Dear Ms. Teisler:

Thank you for your letter of July 31 concerning the sale of downed animals at stockyards.

The Packers and Stockyards Administration (P&SA) does not condone handling livestock in any manner that is inconsistent with good animal husbandry practices. Animals in marketing channels should be cared for and handled in a manner that is consistent with their welfare.

Under the provisions of the Packers and Stockyards (P&S) Act, P&SA has jurisdiction over the marketing of livestock at stockyards. If it is found that the care and handling of livestock at a stockyard is in any way unjust, unreasonable, or discriminatory, then rules, regulations, and practices can be prescribed for the handling of such livestock to the extent necessary to protect the quality and value of the animal. The Agency has already adopted a regulation which requires stockyard owners and packers to exercise reasonable care and promptness with respect to handling livestock to prevent shrinkage, injury, death, or other avoidable loss.

P&SA is currently reviewing the facilities and procedures for receiving and handling livestock at stockyards and is willing to work with all concerned interests in resolving this matter.

Thank you for your interest in this issue.

Sincerely,

Virgil M. Rosendale

regulation which requires stockyard owners and packers to exercise reasonable care and promptness with respect to handling livestock to prevent shrinkage, injury, death, or other avoidable loss.

P&SA - OA - Room 3039 S. Bldg.
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C. 20250 2800

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Ms. Pamela Teisler
234 Mulberry Street, #17
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EarthSave

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JOEL ROSENSTEIN
Health Council for the Protection of
Animals and Nature
BERTRAND RUSSEL
Author, *The Global Brain*
JEREMY RIFKIN
Director, Foundation on Economic Trends
HELEN SCHWARZ
Director, Aletheia Psycho-Physical Fndn.
MARTIN SHURTLEFF

Dear Pamela,

I would like to use some of your beautifully done 101 reason why I am a vegetarian sheet for an action book I'm writting for Earthsave.

Would you please send me the footnotes or refferences.

Thank-you very much.

In the spirit of the Entire Natural World.

[redacted]

FAIM
AUG 22 1993

FAIM
AUG 22 1993

$0

EarthSave

706 FREDERICK STREET, SANTA CRUZ, CALIFORNIA 95062 (408) 423-4069

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WILLIAM SHURTLEFF
Author, *The Book of Tofu*
ANDREW WEIL, M.D.
Author, *Health and Healing*
GARY ZUKAV
Author, *The Dancing Wu Li Masters*
(A partial List)
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Healthy People Healthy Planet was born from the response of many people across the nation asking what they could do to help facilitate a change in their schools cafeterias. As our nation becomes more aware of the dietary link to disease, behavior and all around well-being, the need for action becomes apparent. Due to budgetary restraints, out-dated legislation, and a world which is changing rapidly, our schools and government need assistance to create practice and policies which are congruent with current nutritional and environmental findings.

Challenges

Evidence implicating high-fat, high-cholesterol animal products in heart disease, stroke, cancer, adult-onset diabetes, and obesity has become as massive and incontroversible as the evidence linking smoking to lung cancer. More and more children are being stricken by diseases thought at one time to be for adults only.

School lunch reform and nutritional education are up against a structure created by the United States Department of Agriculture who both promote and regulate the meat and dairy industries, which is an obvious conflict of interest. The USDA has established meal patterns to which the federal school lunch program must adhere. This meal pattern requires meat, cheese and whole milk, and peripherally legumes, as the primary sources of protein, and demands their placement in the meals for lunches to qualify for federal funding. Milk is the only recognized source of calcium in these meals. Healthier forms of protein and calcium are abundant in vegetables and grains, but the USDA doesn't recognize them in their meal patterns, thus making it impossible to prepare a variety of healthy meals.

For over 50 years, a major component of the meat and dairy advertising budgets has been supplying nutritional curriculum to our schools which has taught generations that these foods were good for us and thereby promoted their products. These industries also spend millions of dollars lobbying to keep current policies enforced which guarantee them a market.

Millions of dollars is spent in advertising targeted toward the youth, misleading them into believing these products are actually good for them and the environment.

Our Goals

- To inspire young people to develop nutritionally sound eating habits by moving toward a simpler, healthier plant-based diet. HPHP will inspire and provide the necessary education and guidance for the food service department to serve this healthier meal choice daily.
- To provide our country's schools with current nutritional and environmental curriculum.
- To publish an Action Handbook empowering concerned citizens to coordinate the HPHP program in the schools in their communities.
- To launch a series of public service announcements for TV and radio. Major celebrities will advocate eating healthy food through modeling an Earth Friendly diet.

[illegible] dairy.

Progress HPHP's education often causes a shift in understanding that motivates students to modify their food choices in a positive context. Santa Cruz, CA and Madison, WI are proving to be successful models with schools in these cities serving low-fat, high-fiber, whole grain, fresh fruit and vegetable meal choices, daily. Students recognize the power of their dollar and how their food and other purchasing choices are the most effective solution to our current health, environmental and economic problems.

In 1993 we presented our views at various nutritional and food policy conferences in Washington D.C. There we began our mission of connecting cutting edge nutritional and environmental scientific information to the department directors within the Health and Human Services, the USDA and those responsible for setting the U.S. Dietary Guidelines. In addition we met with the Directors of Education for the Department of Education and the Environmental Protection Agency, many Representatives and Senators sitting on U.S. Nutritional, Environmental and Agricultural Committees. HPHP's purpose is to weave a strand of awareness relating to our program, its effectiveness in the areas of disease prevention and solutions to the present environmental and economical problems facing our country today. We distributed medical research reports to dieticians and nutritionists detailing the harmful effects of excess animal fat and protein on our bodies. This is the first step in manifesting our vision to educate relevant governmental agencies as to the necessary policy changes needed for our schools and agriculture.

Healthy People Healthy Planet has ambitious goals. They must be so if we are to penetrate the prevailing lack of awareness in our society and around the world concerning the links between diet and health, both personal and planetary. These connections are the core of the current healthcare and ecological dilemmas our country faces, giving HPHP an essential and compelling educational mandate.

Your Support Is Welcomed Healthy People Healthy Planet needs financial support to continue teaching in schools and helping the schools to supply healthy meals that are congruent with current nutritional information.

Our children are precious to us all, and are windows to the future. As emphasis is placed on the importance of healthier food choices, we will all have the opportunity to lead the world in this imperative shift towards a sustainable future.

In the spirit of our children,

[redacted] [redacted]

In the spirit of our children,

[redacted] [redacted]

Tod[redacted] & Susan Campbell

[redacted] Healthy People Healthy Planet

HEALTHY PEOPLE
HEALTHY PLANET

School Lunch and Curriculum Program

Program goals

- To have school cafeterias in your community provide students with a nutritionally sound, low-fat, high-fiber, whole grain, fresh fruit and vegetable meal choice, daily.

- To promote current nutritional and environmental curriculum in your community's schools.

The ***Action Handbook*** will empower concerned citizens to establish a healthy meal alternative in their community's schools. The *Action Handbook* will contain the organizational steps used in our pilot city program, sample letters, recipes, and educational material correlating the connection between food choices, health, environment, and the economy.

This complete guide will include the following:

- Complete coordination strategy
- Sample letters to teachers, parents, district and legislative personnel
- How to organize a community — the sequence of events
- Creating your allies
- How to work within USDA federal guidelines
- Nutritional and environmental fact sheets
- Healthy food wholesalers resource list
- Curriculum resource and reading list
- Healthy meal and snack alternatives
- Sample classroom presentations
- Teaching aids and video resource list
- Recipes and menu plans
- Prototypes for press releases and media statements
- Student and teacher responses
- A fun way to succeed
- Methods for teaching and organizing volunteers

Slide, audio, and video presentation materials will also be available.

The Healthy People Healthy Planet School Lunch and Curriculum Program is a project of the EarthSave Foundation, a non-profit environmental health and education organization. For more information contact Healthy People Healthy Planet at 706 Frederick Street, Santa Cruz, CA 95062, (408) 423-4069.

EarthSave

The *Action Handbook* is scheduled for release in Summer 1993 and will cost approximately $10.00. If you would like to be notified when the *Handbook* is available, please fill out and mail the following information:

NAME _____ ORGANIZATION _____

ADDRESS _____ CITY _____ ZIP _____ PHONE _____

Names of individuals or organizations to whom you would refer us: _____

Check here if you would like more information about EarthSave: _____

EarthSave Foundation, 706 Frederick Street, Santa Cruz, CA 95062 (408) 423-4069

PRINTED ON RECYCLED PAPER

Love is best

Photograph by Jeri Metz

May 1, 1994

Dear Pam,

Thank you very much for your nice note and for including United Poultry Concerns in your recent Newsletter. I really enjoyed meeting you at the EcoVisions Conference, and hope to see you again this summer, perhaps at the Animals Alliance Conference in June.

Our Vigil at Townsends on Friday went very well. There were at least 25 people from several states, and we got extensive coverage. I did several preliminary radio interviews, and got letters in the newspapers, etc. It was proclaimed by the Delaware media that this was the first "chicken" protest ever in Delaware--a major poultry-producing state, unused to attention in this area. You should have seen the chickens being trucked pastfancy shops on the Main street with their sad, defeated little faces and hopeless eyes. It's the saddest thing in the world.

UnitedPoultry Concerns promotes the compassionate and respectful treatment of domestic fowl.
P.O. Box 59367 • Potomac, MD 20859 • (301) 948-2406

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02 MAY
1994

PAM TEISLER
THE VIVAVEGIE SOCIETY
PRINCE STREET STATION, PO BOX 294
NEW YORK NY 10012

Don't Just Switch From Beef To Chicken-
Get The Slaughterhouse Out Of Your Kitchen!

the Main street with their sad, defeated little

Apr. 1/94

Viva

Please send us a copy of the "48 Lovers" Synopsis mentioned in 'Animal People'.

Enclosed is $2 US.

Steve Ledvic

Steve Ledvic

Toronto Vegetarian

Newman's Own, Inc.
246 Post Road East
Westport, CT 06880

WESTPORT
MAR 22 '94
CT
80650

Ms. Pamela Teisler
The Viva Vegie Society
Prince Street Station
P.O. Box 294
New York, NY 10012

P. A26

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Diet Pills Show Folly of Animal Tests

To the Editor:

Re "2 Top Diet Drugs Are Recalled Amid Reports of Heart Defects" (front page, Sept. 16): Even if a drug or chemical is found to be nontoxic in animal studies, the tragedy of fenfluramine and dexfenfluramine shows that drug safety cannot be assured.

Animal tests have been abysmal predictors of drug safety. This is because of innumerable physiological and pathological differences between species. The General Accounting Office reviewed 198 of 209 new drugs marketed from 1976 to 1985 and found that 52 percent had "serious postapproval risks" not predicted by animal tests. In the case of fenfluramine and dexfenfluramine, animal studies "had never revealed heart abnormalities," according to the Food and Drug Administration.

While most companies claim that animal tests are necessary to protect against product liability claims, the opposite is true. A review of product liability cases from 1923 to 1996 showed that in 76 percent of cases, courts found animal tests to be unreliable indicators of human reaction.

Last year the Food and Drug Administration suggested revisions to its preclinical drug-testing guidelines. Yet those revised guidelines fail to acknowledge that non-animal methodologies (including in vitro tests with human cells) often surpass animal-based tests in reliability, speed and cost effectiveness.

ALIX FANO

New York, Sept. 17, 1997

The writer is coordinator, Medical Research Modernization Committee.

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Beware Side Effects

To the Editor:

The recall of two weight-reducing drugs suspected of damaging heart valves (front page, Sept. 16) reminds me of the discontinuance of a weight-reducing drug called dinitrophenol when I was a medical student in the mid-1930's. It caused cataracts.

All drugs have drawbacks (euphemistically called "side effects") varying from annoying to potentially fatal, and often a drug's role isn't recognized until it has been used for some time. So new drugs should be prescribed cautiously, sparingly and with strict adherence to Food and Drug Administration guidelines, which were violated in the case of the diet drugs.

JUSTIN DORGELOH, M.D.

Oakland, Calif., Sept. 17, 1997

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Treatment for Autism

To the Editor:

Re "Diet Pill Excesses" (editorial, Sept. 17): In withdrawing fenfluramine and dexfenfluramine, Wyeth-Ayerst Laboratories has left our son with a difficult problem. Joshua, who is 19 and autistic, has been taking fenfluramine, or Pondimin, since he was 8, but not for a weight problem.

For some autistic patients, Pondimin increases the ability to focus and respond to the world. Studies showed that it could nearly double measurable I.Q. in some patients. As a result of taking Pondimin, and special education, Joshua has fourth-grade-level reading and mathematical skills. Before this, his I.Q. was so low as to be immeasurable.

Now he faces the possibility that the drug will be unavailable. Rather than turning a blind eye to overprescription, the Food and Drug Administration and state medical societies would have done better to monitor the prescribing habits of doctors more closely.

PAULA S. FRON...
STEVEN J. FRON...

Glen Cove, N.Y., Sept. 17, 19...