



THE EPHEMERA PROJECT: THE EARLY YEARS ■

BOOK # 18/20.

**VivaVeggie Society**

New York City • circa 1991–2002

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

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

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*Collected and bound in 2014*

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**VivaVeggie Society** was a pioneer of vegan advocacy. It was founded and coordinated by Pamela Teisler Rice in 1991 after she adopted the vegan lifestyle. Ms. Rice's epiphany was the



result of a vegan conference and later of reading the explosive exposé by John Robbins *Diet for a New America*. In the beginning almost all VivaVeggie activities surrounded Pamela's "veggie flyer": "101 Reasons Why I'm a Vegetarian." Out she would go with her cohorts to distribute it on the streets of New York City for free. She would get the attention of passersby by wearing a sandwich board that read: "Ask me Why I'm a Vegetarian." On her head would be a stretchy black

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



Joanne Fl  
 Main St. 8702  
 P.O. Box  
 Mapleton, IL 61547



REACTION FOR ANIMALS  
Pg. 11 "VIVA NEW YORK"  
101 REASONS LIST

Fairly new "vegan" & loving it  
... instead of "eating them"

Of my own "job" isn't reason  
enough, I also work part-time  
at our local "no kill shelter"

I really believe I'm  
making a difference ...  
wish everyone felt that way!

Dear Viva Veggie Society,  
Could you send me a copy of  
"101 Reasons why I'm a Vegetarian"?  
\$1 is enclosed.

Thank you -  
Jennifer J

\$1 - cash

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

Please send mail to new address beginning: 100598  
Month Day Year

CO A DUANE

My Name (Last name, first name, middle initial)

EAST 14TH STREET 3B

OLD Complete Street Address or PO Box or Rural Route and RR Box  
NEW YORK, NY 10003  
City or Post Office State ZIP or ZIP+4 Code

NEW Complete Street Address or PO Box or Rural Route and RR Box  
RALEIGH, NC NC 27611  
City or Post Office State ZIP or ZIP+4 Code

NEW Telephone Number (Optional)  
919-

Account Number (If applicable) 100098  
Duane C. Today's Date: Month Day Year  
Signature



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

VIVA VEGIE SOCIETY, INC.

Name

P.O. Box 294

If Applicable, Name of Business

Prince Street Station

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

New York, NY 10012-0005

City or Post Office

State

ZIP or ZIP+4 Code

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

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

Please send mail to new address beginning:

1 0 2 9 9 9  
Month Day Year

My Name (Last name, first name, middle initial)

H [redacted] DAVE

OLD Address

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

OCEANFRONT  
NPTUNE BEACH

Apt./Suite #

UPSONIAS

State

FL

ZIP or ZIP+4 Code

32266

City or Post Office

HENDRICKS ISLE

Apt./Suite #

6

NEW Address

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

FORT LAUDERDALE

State

FL

ZIP or ZIP+4 Code

33301

City or Post Office

954-7

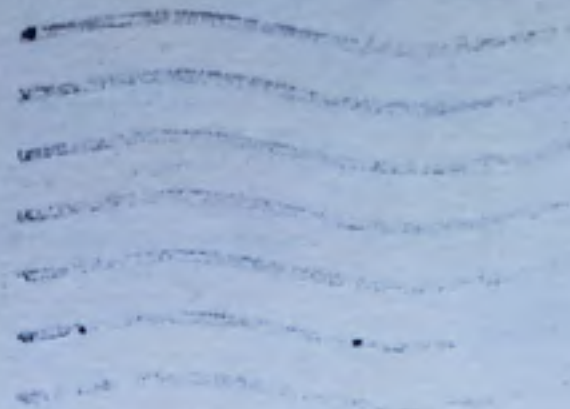
**NEW** Telephone Number (Optional)

Account Number (If applicable)

Signature

W DAVE

Today's Date: 1 0 2 9 9 9  
Month Day Year



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

Name VIVA VEGIE SOCIETY INC.

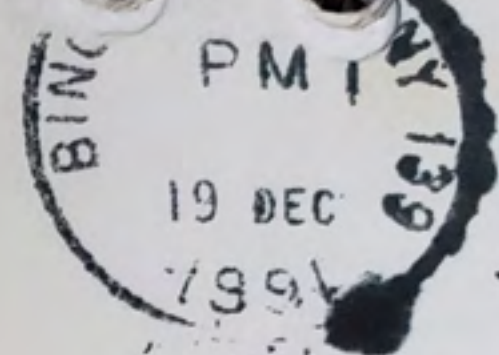
If Applicable, Name of Business

P.O. Box 294, PRINCE ST. STATION  
Complete Street Address or PO Box or Rural Route and RR Box

NEW YORK

NY 10012-0005

Mich J. H.  
Oliver Street  
Binghamton, NY 13904



**PAMELA TEISLER**  
**The VivaVeggie Society**  
**234 Mulberry Street**  
**New York, NY 10012**

1001240003

Stanley Rhoda  
Warbridge Ln.  
Pittsford NY 14534

CHICAGO  
PM

WAY TO GO,  
GAM<sup>+</sup> -

Love,  
RHODA + STAN

\$15.  
ch

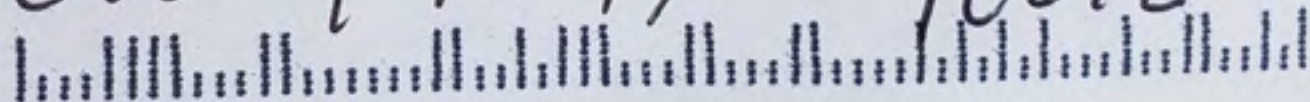
Renew  
memb.

PO BOX 294

PRINCE ST STATION

NEW YORK, NY 10012 - C

10012+0003





JIM AND ROZAN E.  
1 Rd. DD, Rocky Ford, CO 81067

DECEMBER 15,  
1993

---

DEAR PAMELA,

"JUDAISM and

VEGETARIANISM".

COST?

Sincerely  
Jim E.

Janet M. D

M.S., C.N.C.

Nutritionist

Knollwood Rd

Rhinebeck, NY 12572

(914) :

3

would like to order  
50 copies of  
101 Reasons Why I'm  
A Vegetarian.

Enclosed is a check for  
\$20. If there is an  
additional cost  
please let me know.

I need them for a  
Health Fair on June  
23rd.

Thanks  
Janet M. D.

PLEASE SEND one copy of "10 Reasons

why I'm A Vegetarian" - to;

\$2.00 check

VT  
rec'd 1/27/93

anna M.

A. M. K.

Aleutian Ave.

Rockville, MD 20851 -

Thank you &

\$ 50. - check

## Become a card carrying member of The VivaVeggie Society!

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

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

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

MY FIRST COPY IS \$1 + FIRST CLASS STAMP

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

(ENCLOSING POSTAGE FOR ADDITIONAL COPIES IS APPRECIATED)



Address

Edward F.  
15th Ave Apt 3R  
Brooklyn, NY 11215-

Phone:

(718

3

Date:

10/96

Herewith, also, is a donation to The VivaVeggie Society

for \$ \_\_\_\_\_. TOTAL enclosed: \$ 50.

CHECKS PAYABLE TO THE VIVA-VEGIE SOCIETY

A time for every purpose under heaven

Dear Viva Vegie Society, 07-17-06  
1<sup>st</sup> of all the only thing  
I have of yours is "101  
Reasons Why I'm A Vegetarian"  
and it's pretty old so I  
don't know if your  
still in operation.

I would like to receive  
more of your goods. Please  
let me know. Rosemary  
P.O. Box [redacted] Matta

To everything there is a season,  
A time for every purpose under Heaven. OH

Thank You!

Ecclesiastes 3:1

43758

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

Richard  
80 East End Ave.  
New York NY 10028  
SUPPORT THE VIVAVIE SOCIETY

10012-06052-5007

8/94

Dear Pam -

Many thanks for sending me the  
"Mother's Day" photos - that was  
sweet of you to remember me.

If you're around Sunday and not  
street-advocating drop in at the  
Universalist Society at 12:30 (w. Batya  
Bauman, Susan, etc.) Best, Charles

Please send me

the complete information on  
your activities / events, and  
a copy of "101 Reasons."

Regarding volunteering

Please call me: (212) . . . 7

Thank you.

Thanks Pamela,

\$80  
Chuck  
Cad

Leslie A.  
Animal Rights stuff

Please send 10 copies of  
"101 Reasons why I'm a Veg."

Thanks

PAID  
JUN 8 1993

NSAE \$5.  
check

M. [redacted]  
Aurelia Court  
Brooklyn, N. Y. 11210

for 10 copies

50 copies

Dec. 27, 1983

Dear Pam,

Enclosed is \$20 for  
50 copies of 101 Reasons  
to BE A Vegetarian.

Thanks in advance for  
my copies and thanks too for  
doing such good work.

Mainly R

4/19/92

DEAR VIVA VEGIE SOCIETY + PAMELA TEISLER,

I TEACH A VEGETARIAN COOKING CLASS,  
I WOULD LIKE TO RECEIVE A COPY  
OF "101 REASONS WHY I'M A  
VEGETARIAN!"

THANK YOU!

SINCERELY, M.K.

ROSEWOOD  
BRainerd MN 56401

M. 5  
ROSEWOOD  
BRAINERD MN  
56401



USA 19

THE VIVA VEGIE SOCIETY  
234 MULBERRY ST APT 17  
New York, NY  
10012

# Become a card carrying member of The VivaVeggie Society!

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

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

Please send me 50 (copy / copies) of  
*101 Reasons Why I'm a Vegetarian*.

MY FIRST COPY IS \$1 + FIRST CLASS STAMP

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

(ENCLOSING POSTAGE FOR ADDITIONAL COPIES IS APPRECIATED)

Name: Jeffery C. H  
Address: 57th St % Arista Records

City: NY State: NY Zip: 10019  
Phone: (212) 8 8 Date: 6/2/97

Herewith, also, is a donation to The VivaVeggie Society  
for \$ 15.00. TOTAL enclosed: \$ 50.00.

CHECKS PAYABLE TO THE VIVA VEGGIE SOCIETY

\$20 for 50 copies

---

\$15 for Membership

---

\$15 additional Dues

---

\$50 Total

ST, NY 10312



PLEASE MAIL  
EARLY FOR  
CHRISTMAS

~~#10~~ Check  
membership

Viva Veggie Society  
c/o Ms. Pamela Teister-Rice  
234 Mulberry ST #17  
NY, NY 10012

you can't see me  
Great! Love - K & S.

\$15 - RN

\$10 - towards SOI(c)

I think (know) my Cousin would  
love to know of your existence.\*  
Would you send her a NL - she's great  
an active Vegan with a 2 1/2 yr old -

Debra at [redacted] ✓

[redacted] Halsey Lane  
Closter, NJ 07624

\* mention  
us

Dear Stanley, Season:

This is your last issue of *The  
VivaVine.*

Avoid any interruption in your  
subscription and support  
The VivaVegie Society.  
Renew your subscription now!

"101 REASONS WHY I'M A VEGETARIAN" (the  
mighty winner). Wash or to: The Vegie  
Society, Prince St. Station, P.O. Box 294, New York, NY  
10012. Call (212) 966-2060.  
THE TEMPER MISO SOY MILK BOOKS Our 13

SEND INFO TO

RA.

2 Sanborn #105  
Lynwood, CA 90262

VT  
VV8

PAID  
JUN 8 1993

cash



THE ARCTIC

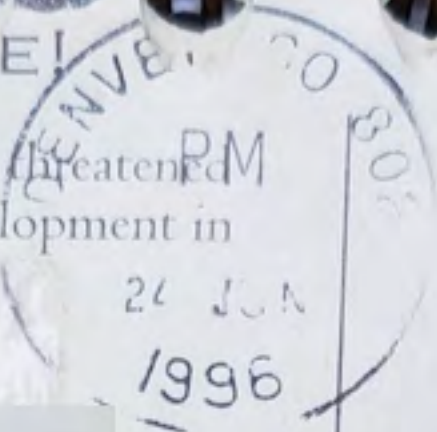
OUR PUBLICATIONS  
ARE NOT FOR SALE!

Polar bears and other arctic wildlife are threatened  
by Congressional proposals for oil development in  
the Arctic National Wildlife Refuge

Bernadette M. [redacted]

West Long Circle  
Unit E

Littleton, CO 80120- [redacted]



Is there a newly  
revised (since 1992)

"sons Why I'm A  
Vegetarian" - ? If so,  
please send me one -

Bernadette S.

Secretary - Veg. Soc. of Colo.

I will re-imburse you for  
whatever it costs -

NATURAL RESOURCES DEFENSE COUNCIL  
40 W. 20th Street, New York, NY 10011

Photo: Michio Hoshino/Minden Pictures

The VivaVeggie Society  
Prince St. Sta.

P.O. Box 294

New York, NY

10012

Recycled paper



August 7, 1992

PAMELA TEISLER

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

Thank you,

Frank S. [redacted]  
[redacted] Sheringham Drive  
Boise, ID. 83704

Thankyou [signature]

new  
B  
901

DOLL S.

~~IDA~~

West Francisco  
San Rafael, CA 94901 <sup>Blvd.</sup>

Hi,

Please, may I have  
a copy or two of your

101 Reasons Why I'm a Vegetarian.

Thankyou [Signature]



**IN DEFENSE OF ANIMALS**

816 West Francisco Blvd.  
San Rafael, CA 94901



ATTN: Pamela Teisler

The Viva Veggie Society

234 Mulberry St.

New York, New York

10012

Sent?

20. XI. 91

PAMELA...

THANK FOR THE INFO.

SR(S)  
GREEN OASIS COMMUNITY  
GARDENS INC.

GAG  
F 8 #5AB  
NYC 10009



USA 19

PAMELA TELSER  
THE VIVA VEGIE SOCIETY  
234 MULBERRY ST #17  
NYC 10012

10/23/92

Hi

ES

YORK

a copy of  
101 Reasons Why I'm a Vegetarian

CB

PLEASE :

Thank you

Leon H.

Sent card  
post card  
10/28/92



LEON  
3 YORK RIDGE  
FARMINGTON, MI. 48331

10/20/96

Vivaregie Society, Please <sup>send</sup> information all you have regarding a Transition diet to Vegetarian. Also please send a copy of "101 Reasons Why I'm a Vegetarian" and tell me if you know Why Lions don't get headaches.

Thanks  
Carla

3/18

Dear Mr. Taishel:

if available, please  
send me a copy of

"101 Reasons why Ron  
is Kaptain" UD

Sincerely,

M. T.



MILTON T. [redacted]  
1 [redacted] LOBERTY AV  
N BELLMORE NY 11710

PA



USA 19

Pamela Teisler  
VIVA Veggie Society

234 Mulberry St. Apt 17

New York, NY 10012

5-3-91  
I got a copy of (0) Reasons

Please give me a call at

718- [redacted] I want more copies -

to hand out etc - I can pay

for these - Thanks S.F. [redacted]



SHELDON FI  
APT #5-F  
MCDONALD AVE  
BROOKLYN NY 11218-



11-18-12

Please send me 3 "101  
Reasons Why I'm a Vegetarian"  
pamphlets.

Thanks, MM

Michelle K. Li  
Villard Street  
Eugene, OR 97403

VT. 12/30/92

check \$ 3.00

11-18-12

To Pamela Teisler,

Could you please send me a copy  
of "101 Reasons why I'm A Vegetarian".

Thank You: \_\_\_\_\_

I myself am an

8 year

vegetarian, and

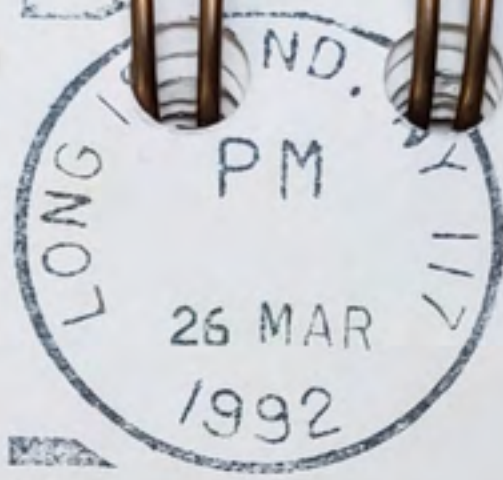
I would never eat  
any thing that had  
a face or a heart

AGAIN -

Dina L. \_\_\_\_\_

\_\_\_\_\_  
Locust Ave.

Oakdale, N.Y. 11769



USA 19

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

TO Whom This Concerns

I would like some information about your group. Are you also, Vegan?

I'm trying to educate others on Vegetarianism and it would help to have some facts and how factory farming is bad. I'm trying to spread the word around.

Please help me out. Thanks.  
Sincerely,  
Jennifer



Jennifer M.  
N. Oakland Ave.  
Milwaukee, WI 53202



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

I'm a 3rd year Med Student  
writing a paper on perinatal  
vegetarianism. Could you please  
send me the references to  
"101 reasons why I'm a Vegetarian."  
Thanks

Please send a copy of  
" 101 Reasons  
enclosed.

J. H. F.  
COVE TERRACE DRIVE  
PANAMA CITY, FLA. 32401

12/9/93

Jan - Sorry I missed the block party. 1.28  
It wasn't a "free Sunday" for me  
after all, since I got <sup>writing</sup> behind on a  
deadline and had/have an editor  
breathing down my neck. I called  
Sun Hat <sup>to tell you</sup> but your answering machine  
was disconnected. I hope all went well.

I like what you did with "Feces  
Francisco" (great title!) - I got Viva! We  
today. As always, I'm available for  
any editing you want to send. Best,  
Charles



Pam Teisler - Rice

Viva Veggie Soc.

Prince St. Sta - PO Box 294

NY, NY

10012

Cobb Hall  
The University of Chicago  
Centennial Year, 1991-1992

©USPS 1991

Don't know when  
just came into my hands your  
magnificent "101 Reasons Why I'm  
a Vegetarian". My hearty congratu-  
lations! Please send me a clean  
copy so I may duplicate & pass  
around. You put very hard work into  
it but the result is phenomenal!  
~~We~~ need a veggie/vegan club in  
Manhattan so badly. Is that what  
the VivaVeggie soc. is? Then, how did I  
miss it? Please call me at work  
(212/...) or home (212/...).  
(ARE YOU VEGAN?)

Thanks!  
Adele

STOP  
ANIMAL  
ABUSE

THE PLANE SOCIETY

Adela

3rd St #41 P  
New York NY 10036-E

OF THE UNITED STATES



America the Beautiful USA 15

ANIMALS are Sensitive --  
like You & ME -- to Pain/  
Torture/Cruelty. Respect  
them-Don't Eat/Wear Them!

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

This U.S. stamp,  
along with 25¢  
of additional  
U.S. postage,  
is equivalent to  
the 'F' stamp rate

© USPS 1988

**YOUR DINNER was an Inno-  
cent Living Being! Become  
a Vegetarian & Watch your  
Health and Sanity Grow!!!**

To Whom It May Concern

PM QUEENS NY 113 03/29/92 #4

Please send a copy of  
101 Reasons why I'm a Vegetarian  
to

Ms. S. R.

[redacted] Rivercrest Road

Bronx New York

10471



USA 19

the Viva Veggie Society  
234 Mulberry Street,  
Apt. 17  
New York, New York  
10012

July 1, 1994  
If you'd like for me to list your group in the  
"Vegetarian Groups" section of the second edition  
of the book Animal Rights: A Beginner's Guide  
(A Handbook of Issues, Actions, Organizations,  
and Resources), please send a verification of  
your Name, Mailing Address, Phone, and a brief  
description and/or merchandise catalog.  
(A newsletter or postcard will suffice.)

Note: This pro-animal book won ISAR's 1993  
Animal Rights Writing Award. The first edition  
is completely sold out.

Thanks,

Amy Bl [redacted] ; A [redacted]

P.O. Box [redacted] Yellow Springs, OH 45387

*Amy*

PAID -  
P.O. Box 1  
Yellow Springs, OH 45387  
(51



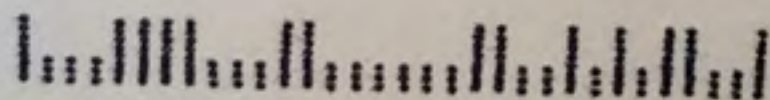
23 JUL  
1994



Myers Hall

Vivaregie Society  
2341 Mulberry St., #17  
NY, NY 10012

© USPS 1993



Dear Pamela Insler

5-8-

Saw your picture in PETA News -  
love your outfit! Please send me a  
copy of your 101 Veg. Reasons list &  
info. about your society's activities  
and newsletter.

Enclosed is \$1.

Thanks,  
Aislinn Br.

A

A. Br.....  
Coquina Key Dr. S.E.  
St. Pete, FL 33705

PAID  
MAY 20  
cash \$1.00

Dear Anne a Trisler:

Please note the change of address  
for your mailing list and send news  
of recent developments in the  
Viva Veggie Society.

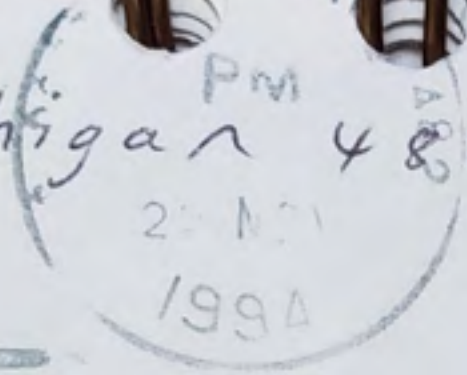
Your cooperation is very much appreciated.  
Have a nice Fur Free Friday,  
November twenty-fifth.

Miss Marilyn Sue B

[redacted] Troy

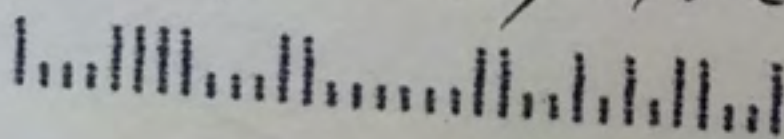
Oak Park, Michigan 48237

Miss Marilyn Sue  
Oak Park, Michigan 48237



USA 19

Pamela Teisler  
The Viva Veggie Society  
Prince Street Station  
Post Office Box 294  
New York, New York 10012



Please send information

to: D.M. B. [redacted]

[redacted] So. 900 East

Salt Lake City

Utah 84124

BA



America the Beautiful USA 15

Viva Veggie Society  
234 Mulberry St.  
New York apt 17  
N.Y. 10012

**CHANGE OF ADDRESS**

**VivaVeggie Society**

OLD:

**P.O. Box 294  
New York, NY 10012**

NEW:

**P.O. Box 1447  
New York, NY 10276**

DATE: \_\_\_\_\_

*effective immediately*

VivaVeggie Society  
P.O. Box 1447  
New York, NY 10276

Subject: (no subject)  
Tel: pamela@vivavegie.org  
MIME-Version: 1.0

To Whom It May Concern:

Hello, I am a nutritionist and I will be conducting a Wellness Fair at Hunter College on May 3, 2000 in which one of the topics will be vegetarianism. I am wondering if you can please send me some brochures or information on vegetarian diets. I think your information will a great resource for the lay public on choosing healthy eating habits. I would really appreciate it. Thank You.

Sincerely,  
Falguni St  
Address: 82nd Avenue  
Bellerose, NY 11426

NY sent 92  
Dear Pamela (W/SARE)

I'm a vegetarian and enjoyed  
reading 101 reasons... and  
like to get a few copies to  
give to people I know.

Best Jean,

Mr. Jean I  
P.O. Box  
New York, NY 10113

212

sent Postcard

Please send me a copy of  
"101 Reasons Why I'm a  
Vegetarian." If any charge  
please tell me.

Sincerely,  
Mrs Ruth M.  
Litchfield Rd  
Charlotte, N.C. 28211

101g letter  
altered

Pamela Feister

USA 19

The VivaVeggie Society

234 Mulberry St. Apt 17

NY

NY 10012

Dear Pam -

4/6/68  
Jefferson St.  
Watertown, NY 13601

Thank you so much for your  
recent letter regarding meat &  
milk. It was so well written  
and thought inspiring -

Viva la Viva Veggie Society!!  
Sincerely, Anne [redacted]



USA 19

Ms. Pamela Teiser  
The Viva Veggie Society  
234 Mulberry St. # p7  
New York, NY 10012

7/19

Hello - It's county Fair time up  
here in Northern New York. (dairy country)  
Could you please send up as much Veggie  
info as <sup>possible</sup> ASAP? Especially the  
"101 reasons why D'm a Vegetarian".

Thanks loads -  
you're doing a great job,

Sincerely,

Anne

People against  
Cruelty to  
Animals

Anne G  
Jefferson Street  
Watertown, NY 13601



USA 19

Ms. Pamela Teisler  
The Uvabegie Society  
234 Mulberry St.  
N.Y., N.Y. 10012

NYC 10003



USA 19

VIVA VELIE SOC.  
PRINCE ST. STA.  
Box 294  
NYC 10012

No \$0. 6-2-93

Please send  
Book list  
membership info  
& whatever  
To me.

(I AM A STRICT  
VEGETARIAN)

---

sent VVG + green  
order form

6/93

---

Dear Panel:

I will like to have some information about been a vegetation

Teresa B.

Willard place

Green Head N.Y. 11545

May I please <sup>see</sup> and a copy of  
"101 Reasons why I'm a Vegetarian"?

Sincerely yours,

Mrs. Jack H. B. [redacted]  
[redacted] Alder Cove Rd. W.

Tillamook, Oregon 97141

[The Oregonian newspaper did not state  
that there was a change]??

THE BE LINE ART STUDIO

Elver A. B. [redacted] Artist

1315 Columbine St., Apt. 105  
Denver, Colorado 80206

3 [redacted] 0 all mixed up, it would be well to re-group them. E.G. animal factory cruelty factors listed one after the other, erosion of topsoil factors together, etc. I am giving your literature to the literature chairman of the Colorado Vegetarian Society, suggesting that she order a supply.

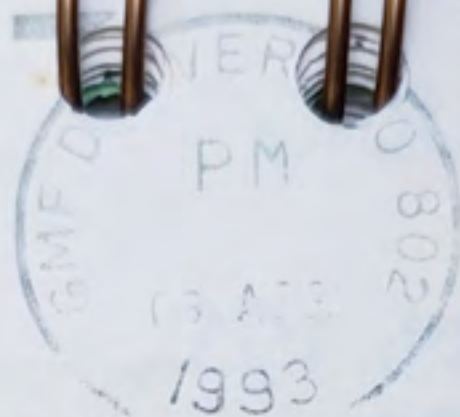
I became a vegetarian at the age of 72, the most most important thing I ever did. Keep up your important work.

Sincerely,

Elver A. B. [redacted]

1/4/ De Paula, your  
"101 Reasons Why I'm a  
Vegetarian" is excellent.  
Under 26, line 2, should  
"calves" be "cows,"?

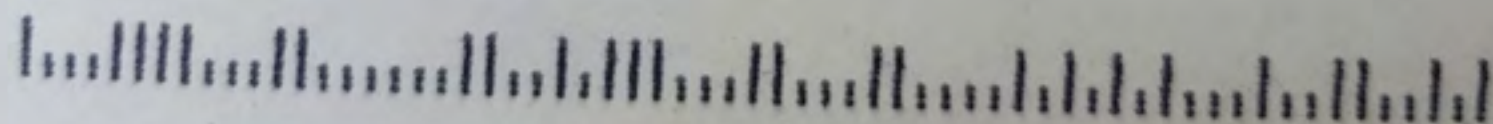
Rather than having the factors



USA 19

Pamela Teisler  
The VivaVeggie Society  
Prince St. Station  
P. O. Box 294

New York, N. Y. 10012



DAYTON, OH. 454 02/15/93 PM DER#13

Please send me some information on your organization's purposes and activities.

Thank You. *Also, info on fund raising merchandise for sale*

Ellen B

David Pkwy.

Dayton, Ohio 45429

513 [redacted] 07

DAVID PARKWAY  
DAYTON, OHIO 45429



Univazie Society

234 Mulberry St. # 17

New York N.Y. 10012

6/16/01

Viva Veggie Society,

I haven't receive any Viva Vine since the November / December 2000 issue. Please correct the matter.

Enclosed \$20 check for 50 copies of "101 Reasons Why I'm a Vegetarian"

Thank you. Peace, Take care.

Sincerely yours,

Joseph M.

West St.

B'klyn N.Y. 11223

\$20  
encl.

Please read  
other side

101740200295

DEAR FOLKS,  
COULD YOU PLEASE SEND  
A SAMPLE COPY AND INFO.

2002  
92 N. Roy I. B.  
West End Ave. Apt. 3A  
New York, NY 1002

How  
laughs, lasts.



1025

1015

1015

1015



Dear Veggie Society,

Hello. I trust I  
have the right info -

please send a  
copy or ~~or~~ two of

"101 Reasons Why I'm  
a Vegetarian."

Thank you - I

promise your pamphlets  
will be shared with  
many friends -

Sincerely,  
Joseph M.

Alaska Trail  
Ingram, TX 78025

Josh  
Alaska Trail  
Ingram, TX 78025



Carlsbad Caverns National Park, NM

Viva Veggie Society  
POB 294  
Prince Street Station  
NYC, NY 10012

Hi, Pamela.

1/1/03

Happy New Year! This is for the Center,  
in case you don't have them yet.

Tracy

GENTLE PEOPLE:

PLEASE SEND INFORMATION  
ON VEGETARIANISM TO  
MARTHA M

WALKER LANE

S.L.C., VT. 84117

THANK YOU ☺

Wab



USA 19

VIVA VEGGIE SOCIETY  
234 MULBERRY ST. APT 17  
N.Y., N.Y. 10012

Please send copy of 101

Reasons why I'm a  
vegetarian & information

about Viva-Vive, & the  
Viva-Vegetarian Society -

I am very young 58 years  
old, retired teacher &  
want to help stop abuse of  
human & non-human animals.

I have time & am willing  
to volunteer.

Thank, for the

no cover

VEGETARIANISM...  
THE HUMANE ALTERNATIVE



USA 19

The Viva Veggie Society  
Box 294

Prince Street Station



New York, NY 10013



vegie Societ  
e St. Station  
Box 294  
York, N.Y. 100



ROBIN J. O.  
5 James Road, Gahanna, OH 43230



Re: Your April 20th letter:

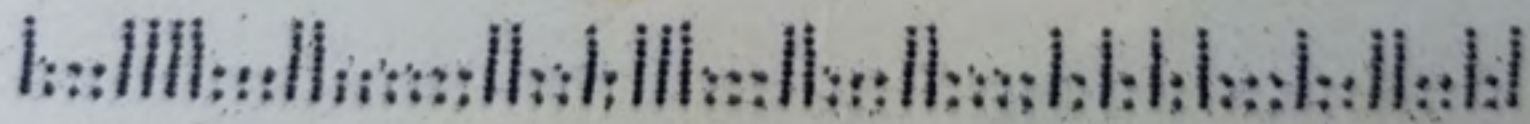
The "Open Letter to Senator Clinton" <sup>is</sup> an important comprehensive letter. Did you send a "closed" letter to her as well?

Presumably Mia MacDonald and Martin Rowe must have an inkling of how she stands on animal matters. -

~~and~~ Since you carefully skirted the subject, this indicates that she cares not at all for animals. We never saw Buddy go near her and Boots was kept in the basement and eventually given away in a cold hearted manner. Renee R.



PAM RICE  
VIVA VEGIE Seddy  
POB 294 Prince St  
ny ny 10012-0005



Please send any info you  
have about your organization

to:



Mr. George J. S  
P.O. Box  
New York, NY 10024

Thank you,  
B. J. S.



VIVA VEGIE Society, Inc

P.O. Box 294

NY NY

10001-2942

7/21/00

To Whom it may concern:

Please send me more info  
on your organization.

Thanks.

consider doing a survey?

P.S. Would VivaVeggie Soc.  
college students  
other know about factory  
but not sure?



Lisa La...  
roud Sup...ter of Wildlife Land...ust

Lisa La...  
Bolt Dr. SE  
ADA MI 49301-



To: Viva Veggie Society, Inc.  
P.O. Box 294  
Prince Street Station  
New York, N.Y. 10012

Please send a copy of "all reasons why  
I'm a Vegetarian" to:

Lisa D. [redacted]

[redacted] Cherry Blossom Ln

Huntersville, NC 28078

64

Thank you. Do you have any  
information on children & vegetarianism?



USA 19

The Viva Veggie Society  
234 mulberry St  
Apt 17  
New York, NY 10012  
Pamela Teisler

Viva Veggie—

6/23/00

I am in the process of ~~converting~~ ~~becoming~~ converting  
to ~~become~~ a vegetarian. I would like  
to make the transition as easy  
as possible. May I please receive a  
copy of Vegetarian Guide to NY. Thank you  
B:L

Dear Viva Veggie Society,

Please send me a  
couple of copies of

101 reasons of why I'm

a Vegetarian " & please

put me on your list

to receive "The Viva Veggie".

Thank you - and

thanks for your work!

Sincerely,

S. Fr

HC 78 Box

Ingram TX 78025

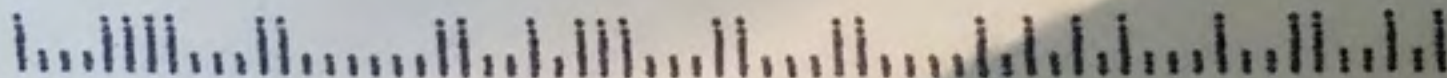
50

Hc 78 Rr

Ingram, TX 78025



Viva Veggie Society  
PO Box 294  
Prince Street Station  
NYC, NY 10012-0005



White Birch Lane  
Commack, NY 11725.

OCT 18, 1999

The Viva Veggie Society

P.O. Box 294

Prince Street Station

New York, N.Y. 10012

Dear Veggie Society Rep:

Please send me information  
about your organization. Do you  
have any Programs during the day?

We are interested in Vegan and  
veggie, animal free foods (no dairy)

Do you know of any tours that  
enter to Vegans? Thank you.

Bill B

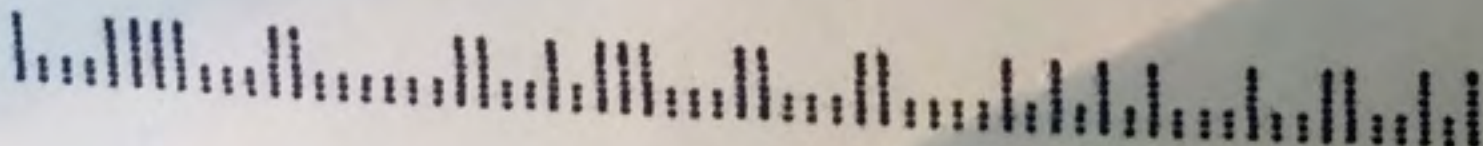
Sent via  
Post  
11-12  
AJ



Bill & Gloria  
Whitebirch Ln  
Commack, NY 11725



The Viva Veggie Society  
P.O. Box 294  
Prince Street Station  
New York, N.Y. 10012



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Name: \_\_\_\_\_



Ms. Luis F. F

Address: \_\_\_\_\_

U S. A Devanand Yoga Center Itc

P.O. Box \_\_\_\_\_

City: \_\_\_\_\_

Corona, NY 11368-

ASPCA

ate \_\_\_\_\_

ip: \_\_\_\_\_

**FOREIGN ORDERS:** Add 25% to cover postage; max. quantity: 100 copies.

**ENCLOSED FIND** (U.S.)\$ \_\_\_\_\_. **HEREWITH, ALSO,** is a tax-deductible donation to support the work of the VivaVeggie Society: (U.S.)\$ 140.00

Order on-line with PayPal: <http://www.vivavegie.org/>

**VivaVeggie Society, P.O. Box 294, New York, NY 10012-0005**

VIVAVEGIE SOCIETY IS A 501(C)3, NONPROFIT ORGANIZATION.

Bklyn NY. 11214

Dear Pamela,

Here are my membership  
docs. Keep up the great work!

Sincerely,

Rachel S. [redacted]  
[redacted] - 24th Ave.  
Bklyn N.Y. 11214

Please send '101 REASONS' booklet.

...thanks!

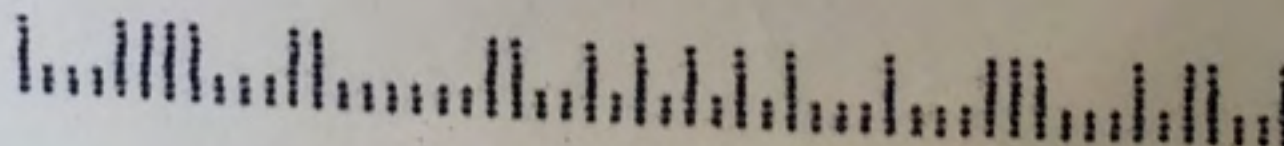
Ma Lantern  
Hicksville, NY 11801-6210



USA 19

VIVAVEGGIE  
234 Mulberry St.  
APT. 17  
NY, NY

10012



Change Address

Request for:

Correspondents  
Publishers and  
Businesses

Please Type or Print



The Viva Veggie Society

Name or Name of Publication

Prince St. Sta.  
P.O. Box 294

Address (Include Apt., Suite No.)

N.Y. N.Y. 10012

City, State, ZIP + 4

As soon as you know your new address, mail this card to all of the people, businesses, and publications who send you mail.

For publications, tape an old address label over name and old address sections and complete new address.

Your Name (Print or type. Last name, first name, middle initial.)

Alheim L. T.

|                |              |                       |                            |         |                      |               |
|----------------|--------------|-----------------------|----------------------------|---------|----------------------|---------------|
| Old<br>Address | No. & Street | A1 [redacted] High St | Apt./Suite No.             | PO Box  | RR No.               | Rural Box No. |
|                | City         | Victor PC             | State                      | ZIP + 4 |                      |               |
| New<br>Address | No. & Street | [redacted] Conn. Rd.  | Apt./Suite No.             | PO Box  | RR No.               | Rural Box No. |
|                | City         | Holcomb               | State                      | ZIP + 4 |                      |               |
| Sign Here      |              |                       | Date new address in effect |         | Keyline No. (If any) |               |
| [Signature]    |              |                       | 1-1-94                     |         |                      |               |

PS Form 3500, August 1989

RECEIVED

Be sure to re-mail the above new address.

Please send me "101 Reasons  
Why I'm A Vegetarian" I could  
really use this! Thanks.

Monica H  
cr 212 E  
Henderson, Tx

78652

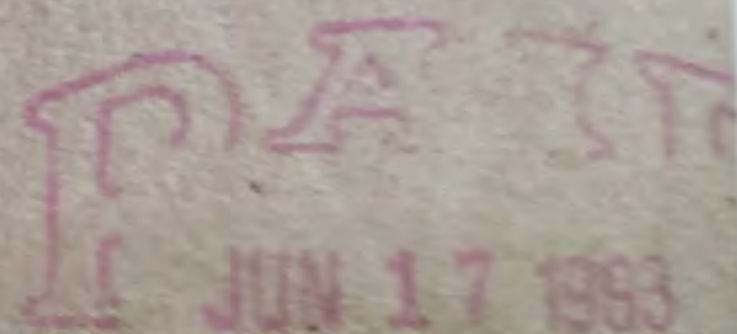
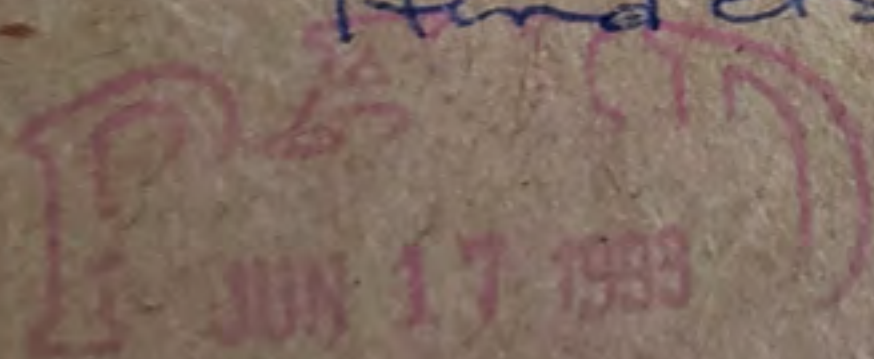
\$2.

cash

NSABE

VT

VV8



As soon as you

crisis

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

PAID  
JUL 14 1993

\$1.- cash

+ SASE

No note

V9



It was great speaking  
with you on the phone!  
Keep up the good work!

Catherine H

W. ELM #1110  
CHICAGO, IL 60610  
312-7

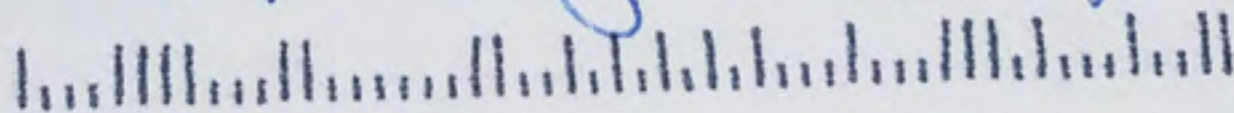
1952  
The Viva Veggie Don

234 Mulberry

New York

N.Y. - 10.

apt - 17



✓✓✓  
April 17, 93

I came across your ad for "101 Reasons  
Why I'm a Vegetarian" (The mighty convinner)  
and I'm enclosing my two dollar check  
for it.

Thanks -  
Cheri

(Cheri S.  
L [redacted])

to whom it may concern:

Please send me a copy of  
the pamphlet, "101 Reasons Why I'm  
a Vegetarian." I've enclosed a check  
for \$1 and a SASE.

Thanks!

-Christi L.

DEAR FRIENDS,

12/1/83

VIVA PAMELA TEISLER! AND VIVA ALL OF YOU THAT HELPED  
PUBLISH "101 REASONS WHY I'M A VEGETARIAN!" I FOUND IT LAST  
WEEKEND AT TERRA VERDE. I'D LIKE TO GET THEM IN QUANTITY  
TO DISTRIBUTE AT NO CHARGE — WHAT WOULD YOU CHARGE  
ME? PLEASE LET ME KNOW. I'VE NEVER SEEN A LEAFLET-  
SIZED PLEA FOR VEGETARIANISM WITH SO MUCH RELEVANT  
INFORMATION! I'M TRULY IMPRESSED.

THANKS,

JOHN E.

WASHINGTON ST., 2A  
NEW YORK, NY 10014

(212)



THE VIVA VEGIE SOCIETY  
PRINCE ST. STATION  
P.O. BOX 294  
New York, NY 10012

Old Red  
The University of Texas  
Medical Branch at Galveston

© USPS 1991

hullhullhullhullhullhullhull

Murray Sc.

\$ 30. check  
Riverside Dr.

2 yr  
memb.

+  
donation

# 2C  
NYC 10024

Mail this postcard to people and businesses that send you mail

Please send mail to my new address beginning:

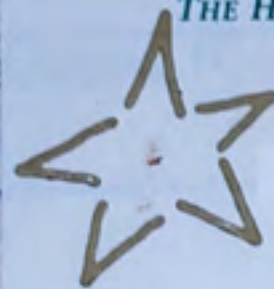
0 2 1 5 0 0  
Month Day Year

My Name (Last Name, First Name, Middle Initial)

OLD Complete Street

City or Post Office

THE HUMANE SOCIETY OF THE UNITED STATES



Wayne E.  
Ford Loop Rd Unit 4  
Pahrump NV 89048-2

Apt./Suite No.

State

ZIP Code or ZIP+4

NEW Complete Street Address, PO Box, or Rural Route No. and Box No.

City or Post Office

State

ZIP Code or ZIP+4

Account Number (If Applicable)

New Telephone No. (Optional)

Signature

Wayne E. P.

Today's  
Date

0 2 0 9 0 0  
Month Day Year

PS Form 3576, February 1995

Recipient: Be sure to record the above new address.

**SEND MAIL DIRECTLY  
TO YOUR NEW ADDRESS**

Mail this postcard to friends, family,  
members, businesses, and publishers  
to inform them of your move.

Enter Name of Correspondent, Name of Business (if applicable), Complete Street Address, PO Box No.,  
or Rural Route No. and Box No., Apt./Suite Number, City or Post Office, State, ZIP Code or ZIP+4.



Viva Veggie Society, Inc.

P.O. Box 294

Prince Street Station

New York, NY 10013-0294

2-14-00

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

Thanks!

Deb F.

Saint Mary's U.

Terrace

Heights

Winona, MN

55987

\$2.00  
check



Mr. Emanuel G.  
Garrison Ave.  
Jersey City, NJ 07306-

Housewarming  
Matching Gift Challenge

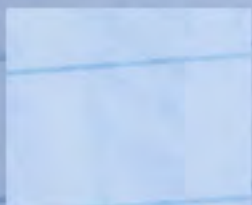
Thank You!

~~Warranty~~ \$100.  
forward Ctr!

Media Kit

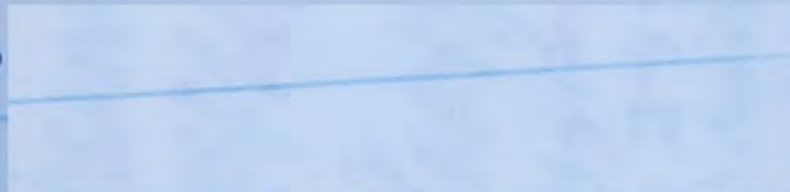
Goose Co.

Sandra

 E. 71st. St.

#12

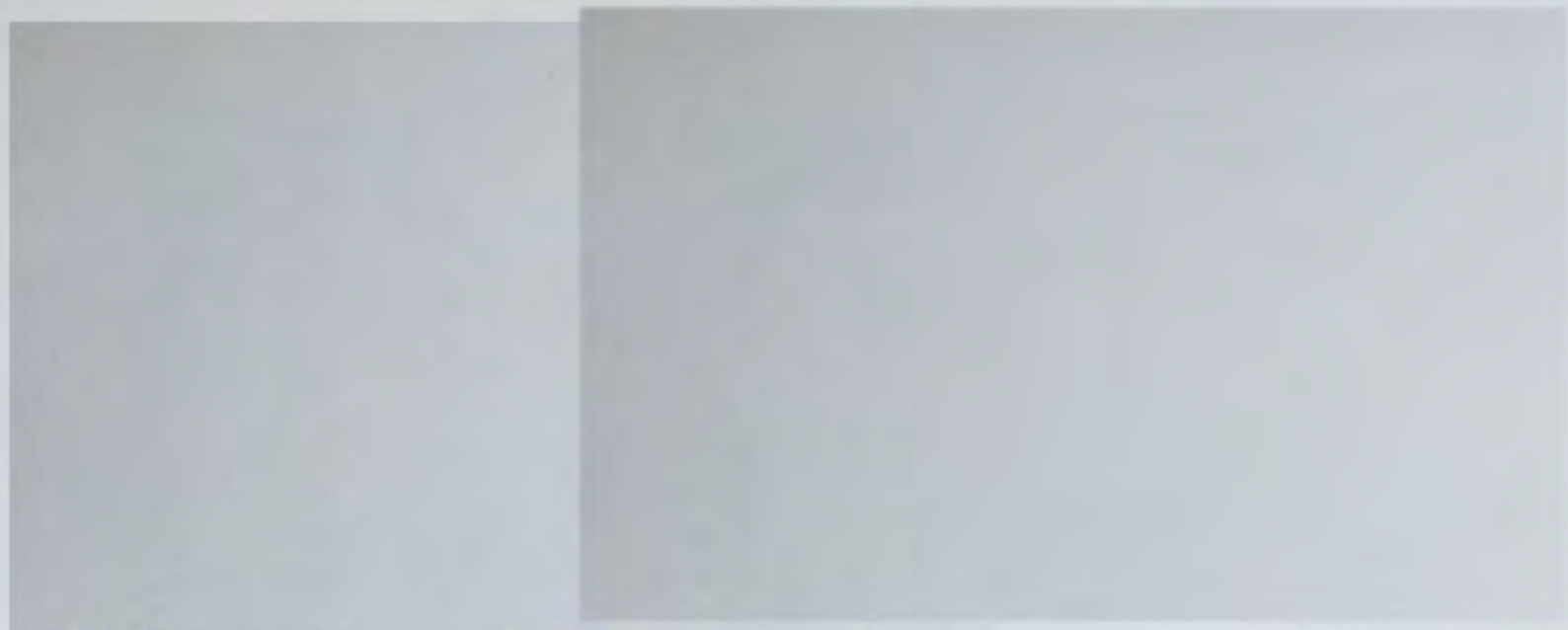
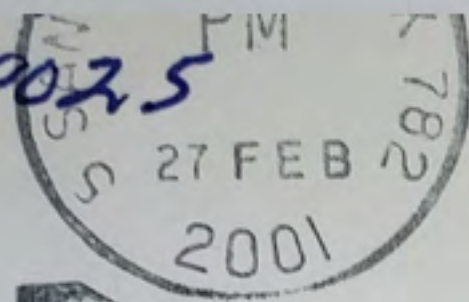
10021

212-8 

#5574

~~J. [unclear]~~  
HC 7P

Ingram, TX 78025



Viva Veggie Society

Po Box 294

Prince Street Station

NYC, NY 10012-0005

Dear Viva:

Hello. Please send into  
packet + publications list.  
Thank you!

Sincerely,

J. M.

HC 78 Bx:

Ingram, TX 78025

Please send information  
regarding your organization  
to:

Rebekah-Mc " T.  
Glenloch Street  
Philadelphia, PA 19136

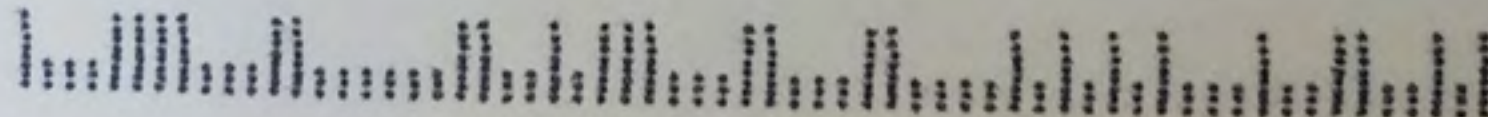
Please inform me by  
newsletter, Book lists,  
Thank you Agn D P.  
5-19-00

Agnes Di Pa  
159 St.  
Flushing, New York 11358

h2 18



VIVA Veggie Society  
Prince Street Station  
P.O. Box 294  
New York N.Y. 10012



Dear Pam -

Many thanks for sending me the  
"Mother's Day" photos - that was  
sweet of you to remember me.

If you're around Sunday and not  
street-advocating drop in at the  
Universalist Society at 12:30 (w. Patya  
Bauman, Susan, etc.) Best, Ananda

Charles Patterson  
545 West End Avenue, 12D  
New York, NY 10024-2725



Massachusetts Hall • Bowdoin College • Brunswick, Maine

PAM TEISLER

Viva Veggie Society

Prince St. Station - Box 294

NY, NY

10012

I SHOP, THEREFORE I AM...

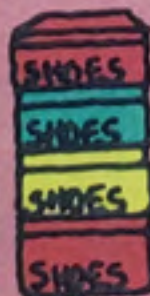
enclosed find check  
for 200. please  
send your "101  
reasons why I'm  
a vegetarian."  
Thank you.



P. D'A

Belvoir Mews  
South Euclid, OH 44121

3/29/93



Dear Pam:

I just showed you the website. It is great!  
301-  
13, 1999

I mailed the piece

Email: @

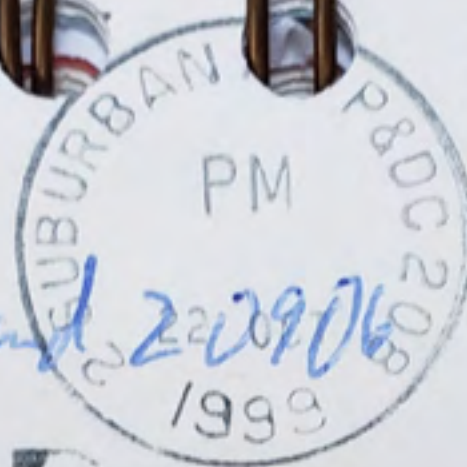
hotmail.com

of your suitcase 1st class

to you Prince Street station Box. I would love to attend Viva Veggie Society's fundraiser, but my workload may not allow it.

Please send me your listing of Vegetarian Restaurants in the New York City area ~~not~~ identifying which establishments are fully vegetarian/Vegan or Lacto/ovo). Many Thanks Joan

Juan De  
Charles Road  
Silver Spring, Maryland



Pamela Rice

VVS

P.O. Box 294

Ch. 11

3/19/01

Dear Viva,

Hello. I just received  
your wonderful "101 Reasons  
Why I'm a Vegetarian" by  
Pamela Rice.

I currently have no  
income, as I'm caretaking  
my elderly parents. Would  
it be possible to send me  
about 20 copies of this  
publication to distribute  
locally? If so, I would  
really appreciate <sup>it</sup> & will  
help spread the word.

Thanks for your work!

S. Please Keep me  
on your mailing list.

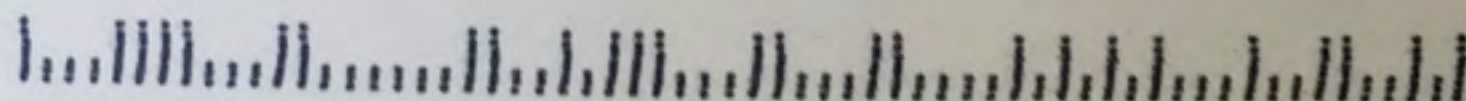
S. F  
HC 78 Box  
Ingram, TX 78025

5.1  
Hc 78 Box  
Ingram, TX 78025



Viva  
PO Box 294  
Prince Street Station  
New York, NY 10012-0005

10012-0005





PM



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

The Viva Vine

Name

Viva Veggie Society

If Applicable, Name of Business

P.O. Box 294, Prince Street Station

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

New York

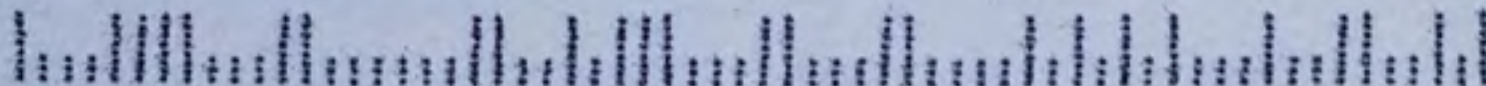
City or Post Office

NY

State

10012-0005

ZIP or ZIP +4 Code



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

Please send mail to new address beginning:

Month Day Year

Feminists for Animal Rights (FAR)

My Name (Last name, first name, middle)

P.O. Box 8

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

Apt./Suite #

Tucson

AZ

85738

City or Post Office

State

ZIP or ZIP +4 Code

P.O. Box 41355

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

Apt./Suite #

Tucson

AZ

85717-

City or Post Office

State

ZIP or ZIP +4 Code

**NEW** Telephone Number (Optional)

Account Number (If applicable)

Michelle +

Today's Date: Month Day Year

Signature

PS FORM

76, May 9

See <http://www.usps.com/move>

for more information

Signature

PS FORM

76, May

See <http://www.usps.com/move>

for more information



S. Car  
Ave. Z B 22  
Brooklyn, NY 11235-

11/24/99

7

4

On November 16, 1999 I  
sent for "101 Reasons Why  
I'm a Vegetarian" in the  
amount of \$2.00. I received  
the cashed check. I still  
have not received the  
booklet "101 Reasons Why I'm a  
vegetarian". Please inform.  
Sincerely, Carol K

Expenditure on enjoyables for  
non-essential matters resolution  
of ~~Vivian~~ among others, a necessity  
Best wishes!  
Elizabeth D. D. D.

The HSUS



Proud Supporter of The Humane Society of the United States

Claire M

W 16th St

New York, NY 10011

The  
HSUS



The  
HSUS



The  
HSUS



The HS





VIVA VEGIE

PO BOX 294 Prince St Sta  
New York NY 10012-0005

Hi Pam.

check

Here is the \$50 pledge from the  
North Carolina Network for Animals.

Web site <http://www.cyberhome.net/ncaa/>

#NCA-AR-groups

Thanks!

Liz Ea

Jim and Rozan &  
Rd. DD  
Rocky Ford, CO 81067

SEPT. 29, 1993

DEAR PAMELA!

MULTIVITAMIN!

and minerals!

AND  
PORK?  
BEEF?

VEGETARIAN!!!



No gelatin

No animal  
derivatives

100% pure!!

CONTACTS !!

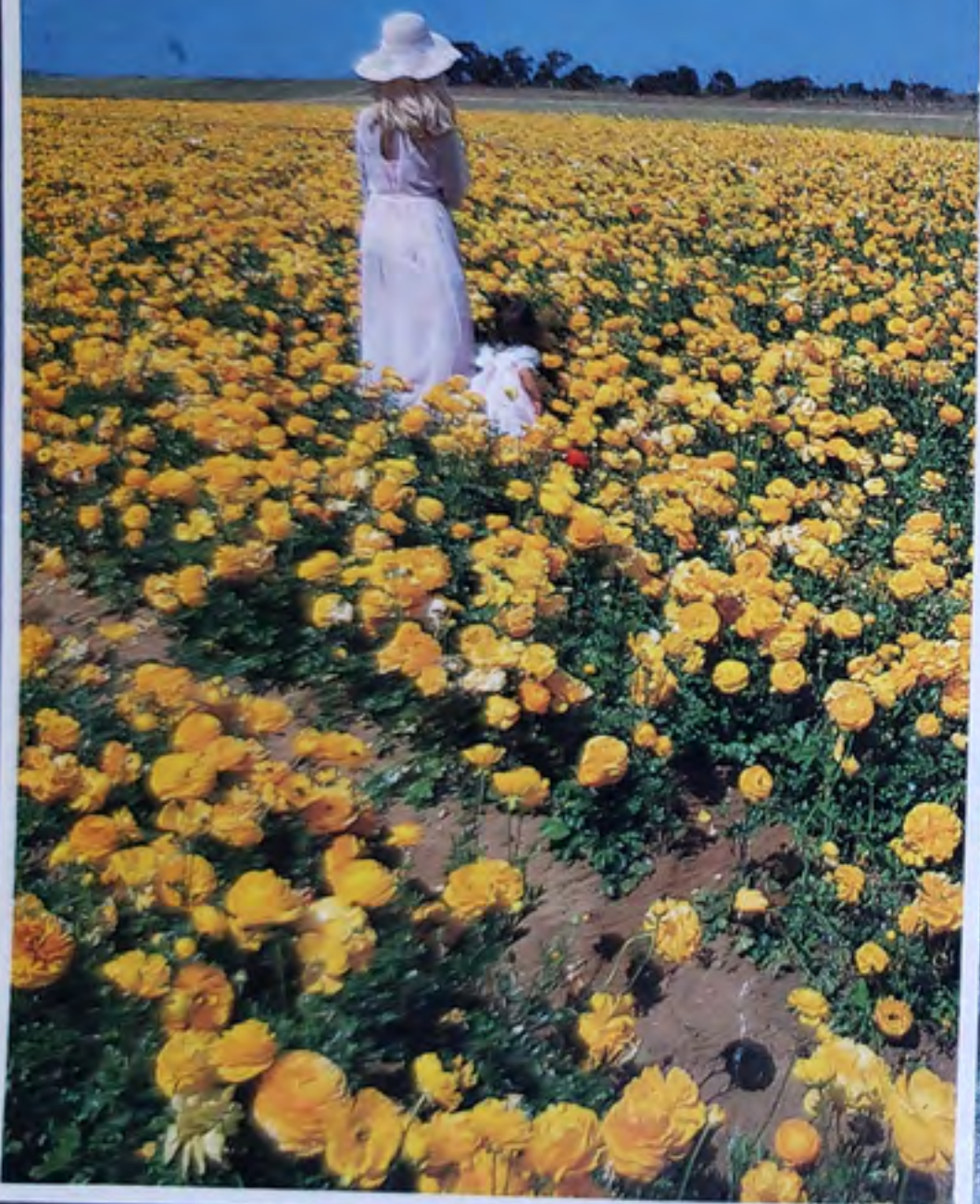
100% pure!

VEGETARIAN!

4 29¢  
stamps,  
enclosed

Sincerely,  
Jim E. [redacted]

# Connecticut



Well, I'm a Connecticut charm, unspoiled countryside.

This is Thomas - I've moved often in the past few months (now in S.F.). Thanks for the neat card.

So I had an AMAZING time AT THE FARM - would encourage any + all to volunteer for a month or 2. Hopefully it will be warming up for your street work on the front LINES. You carry "101 reasons" + I carried a pitchfork + muck bucket. Ask me why I'm A VEGAN. Beware 'cause I may move again soon. Only across town. Keep up the good work + if you decide to visit S.F. - look me up (if you can find me, or if I'm still here - who knows?) Buy some comfy shoes -

PAMELA TEISLER  
VIVAVEGIE SOCIETY  
Prince St Station  
PO BOX 294

NEW YORK NY 10012

D.B.

Take care THOMAS @ in SF.

MADE IN THE USA

STRIKE BACK



US-46

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Dear Sirs, please,

Please send me information on  
your Society, and the vegetarian resource  
& community center in NYC. Thank you.

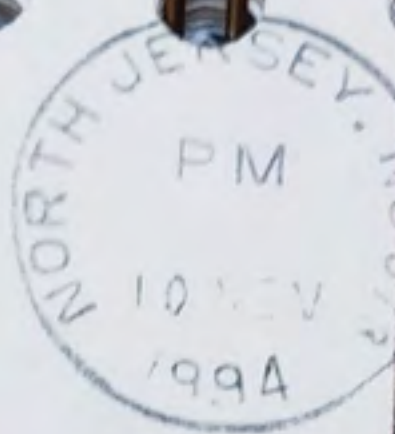
JOSEPH D.

P.O. BOX -

BAYONNE, NJ 07006

P.O.B.

BAYONNE, NJ  
07006



Viva Veggie Society  
Pamela Teisler-Rice  
P.O. Box 294  
Prince Street Station  
New York, NY 10012



Please Remove —

Earth First News  
P.O. Box —  
Missala MT 59806

from your mail list,  
thank you

EARTH FIRST

POB

Missoula, MT 59806

Fort Recovery, Ohio

19  
USA



The Viva Veggie Society

Prince St. Sta.

P.O. Box 294

New York NY

10012

Willie Veggie Society  
Prince St. Station  
P.O. Box 294  
New York, N.Y. 10012

I am sending for a copy of Teisler's  
"101 Reasons" for being a vegetarian.  
Also, I was hoping you could help me  
with one other question. How do I find  
~~the~~ the nearest vegetarian society or club  
or group in my area? Thank you.

Keep up the good work!

Thanks for the flyer.

Another Fast TV  
"Vegetarian Hell"

(Actually I think it's getting better!)

Thank You



1-25-20

Dear Panda:

Many thanks for your  
nice note, your expression  
of gratitude and the  
bunch of 101 Reasons.  
I shall put them to good  
use, as they are deserving.

Glad you received  
that sample of INCA. The  
Integral Yoga H. Ford Stone had  
another brand on the shelf that  
was more expensive. I  
have used both and liked  
Inca better. Happy drinking  
to you

Yes, Neale is a  
fine young man. He also met a  
good Veg friend of mine.

All my best - Louis

Please send me a copy of  
"101 Reasons Why I'm a Vegetarian."  
I am always asked why I am  
one, and I'm hoping your brochure  
can provide me with at least a  
few new replies. Enclosed is  
\$1.00 and a SASE per the article  
in Vegetarian Times, Dec. '93 issue.

V

3. H. [redacted]  
Moroel, NC 28112  
June 23, 1992

I would most appreciate a copy of  
"101 Reasons Why I'm a Vegetarian".  
Thanks ~~for~~ for this!

Very cordially,  
Rebecca We