



## THE EPHEMERA PROJECT: THE EARLY YEARS

BOOK # 1 / 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. NOTE: This one booklet is but a tiny part of the full collection. And, the entire bound collection is but a small amount of what, in fact, once existed.

Mail 23, 20

Pamela Rice  
VivaVeggie Society, Inc.  
PO Box 294  
Prince Street Station  
New York, NY 10012

Dear Pamela:

I read an article about you in the Vegetarian Journal. Please send me more information about your work. I would also like to purchase a copy of your 101 Reasons Why I'm a Vegetarian. Please let me know how much it is to have it sent to me by mail.

Thanks.

Very truly yours,

*Bridget O.*  
Bridget O.

Hi, Dear Pamela.

Please, find enclosed my contribution to renew my membership and additional contribution.

Please, update my address for correspondence and to send me the receipt:

MARCIO Z [REDACTED]

[REDACTED]  
PASSAIC, NJ 07055

Needless to say what a great job you are doing. The animals (and the whole planet), appreciate what you are doing.

Thanks a Million,

Marcio Z [REDACTED]

Check

15 - memb  
35 - donations

[Redacted]  
Brooklyn, NY 11223

Dear Pamela:

I would first like to "THANK YOU" on the article of "101 Reasons Why I'm a Vegetarian". This article has surprised me - the ignorance that we grow up not knowing, kept secrets from government and the producers. It is horrifying to see what is happening, even myself is caught up in this charade and now my three year old son, I'm sorry to say (because of my lack of knowledge).

So I ask you what am I to do? I am not fond of vegetables, but I am willing to at least try my "best", as for my son he is not much of a meat eater, he loves vegetables, especially salads. I do not know much about cooking fresh vegetables, and what are the other alternatives besides eating vegetables three times a day - is let's say for example spaghetti would this be O.K. and what are the do's and don't's to eat?

Sincerely,

Andrea C. [Redacted]  
Andrea C. [Redacted]

I'm enclosing \$1.00 to order a  
copy of the document titled  
"101 Reasons why I'm a Vegetarian"

Thanks

Paula

Hello-

I just moved to NYC & I would like a copy of your Vegetarian Guide to New York City. I found the "Viva Vine" in a co-op grocery store in the East Village, I forgot the name. Its been very helpful so far. Thanks,

Amy [redacted] Amy Joelt [redacted]

[redacted]  
Brooklyn, NY 11214





# Peoples COAL COMPANY

CUMBERLAND, R.I. 02864

401- [REDACTED]  
617- [REDACTED]

PAID  
JUL 02 1993

VT #2, cash  
V9

Could you please send

me your "101 reasons Why

I'm a Vegetarian". Enclosed

is \$2. Thank you.

Wendy H. [REDACTED]  
[REDACTED]

Pascoag, RI 02859

I bought a button when you weren't here.

STOP THE  
RIVER OF  
BLOOD  
Go Vegetarian

and I put the \$3.00 in the donations bucket.

I wanted to tell you in case you keep your  
donations separate from your sales \$, but  
I never saw you after that.

"Kewl" button. 😊

Stacey L [REDACTED]  
Stacey [REDACTED]

Notes 3/25/96

**OVER**

Hi Pamela,  
Really enjoyed getting to  
talk with you "in person."

Here's the \$50<sup>00</sup> we pledged  
as a sponsor for the "101  
Reasons..." (great job on  
that - I've given it to lots  
of people). As we discussed,

please add: FOR A MORE HUMANE SOCIETY  
SALEM, OREGON  
under our names). THANKS!

CRAIG + CHERIE C

Add  
Salem, Oregon if  
you have room  
if you don't object.

Actually, if you have  
room for adding  
Salem, Oregon, let's  
appear like this:

CRAIG + CHERIE C. [REDACTED]  
SALEM, OREGON

FOR A MORE HUMANSE SOCIETY

Thanks + good luck



Garland M. [REDACTED]  
[REDACTED]  
Hunt Valley, MD 21030

The  
P.O.  
Prin  
New

Dear Pamela,

My congratulations to you for receiving all the pledges. Thank you for all the great work you're doing to help the animals.

Bill

Joan Zacharias

1/12/96

Pam -

To keep  
Viva Veggie going.

Joan



Joni Lee H

Wanamassa, NJ 07712



The Viva Veggie Society

P.O. Box 294

Prince Street Station

New York, N.Y. 100

Attention: Pamela



Dear Pamela & friends,

10-25-97

Since I know that 100 copies of "101 Reasons ... " is \$35, I'm assuming that \$20 is enough for 50. I will need them for a speech I am giving on Nov. 10, 1997.

Also please enclose a copy of the references.  
Thank you very much!

- Beth F [redacted]

Elisabeth F [redacted]

Rockville MD 20852

Please send me your latest  
newsletter.

And the "101" rows are

For vegetarianism and all you  
can send on vegetarianism stuff.

SORRY I CAN'T send A STAMP. That  
is impossible to get here IN the  
CAYMAN ISLANDS. I so ran newsletter  
IN FACTsheet 5.

March 17, 1997

Dear Sir/Ms:

I would like to receive a copy of "101 Reasons Why I'm a Vegetarian." I feel it will be very useful for my family.

In the magazine, Common Ground, it stated that you wanted \$2.00 U.S. I am sending you \$5.00 Canadian. This will more than cover the U.S. funds and leave a surplus of which I would like to donate to The VivaVeggie Society. Keep up the good work!

Please send the copy to:

Ms. Laurel B [redacted]  
[redacted]  
Richmond, British Columbia  
Canada V7A 4H2

Yours truly;

*Laurel B* [redacted]

Laurel E [redacted]

\$5.-  
Canadian  
dollar  
cash

[Redacted]  
New York, NY 10011-7627  
13 November 1993

Pam Teisler  
c/o Viva Vegie Society  
Post Office Box 294  
Prince Street Station  
New York, NY 10012



Dear Pam,

I appreciated the chance to chat with you at the Transportation Alternatives event in Union Square this past September. I also appreciated your telling me about some of the vegetarian pot luck meals.

Please do put me on your mailing list for announcements of events, newsletters, etc.

I am hoping to join you on 23 December if I am in fact in town that week.

Sincerely,

*—Steve*

Steve E [Redacted]

Dear Pamela Teisler,

Thank you for the circulars. We are very happy to receive them so we can share them with others.

Please find enclosed a check for \$5.00  
Hope to meet you Oct. 1st.

Thank you again

Jane H. [REDACTED]

June 17/10

To Whom it may Concern:

A few weeks ago I saw a portion of your "101 Reasons for Being a Vegetarian", in ~~the~~ a magazine called Common Ground. At the end of the article it stated that you would send the full list for \$2. Could you please send me a copy asap. My home address is: P.O. [redacted]

[redacted]

Vancouver, British Columbia.  
V6J 1E5  
Canada

From your website.  
Please send me  
your list of 101  
why I am a vegetarian  
GEO BROCK  
WASH DC 20007  
THANKS.

Thanks  
Paul Co. [redacted]

7-20-94

Please send me 101 reasons why I'm  
a vegetarian. Keep up the good work!  
Much success and thanks to you  
in your support against the attack  
on animal rights!

Sincerely,

Michael Ann K [redacted]

August 28, 1995

Dear Viva Veggie:

I recently saw a copy of your "10 reasons to be a Vegetarian" at a friend's house and would love a copy. Could you please send me one or tell me how to get one? I will gladly pay you for it, if necessary. Thank you.

Sincerely,

Kenneth K [redacted]

[redacted]  
San Francisco, CA  
94114



Dec 27, 1996

Dear Person,

I would like to get a detailed list of references  
for the 101 Reasons Why I'm a Vegetarian  
Opamp leaflet produced by Pamela Teisler

Thanks! Enclosed is an SASE and 25¢

Sincerely,

Marty B

Poulsbo, WA 98370

To Whom it may concern:  
Please send me a copy of "101 Reasons  
Why I'm a Vegetarian" to the address:

[REDACTED]  
Oceanside, NY 11572

Thank You  
Jennifer K [REDACTED]

Dear Pamela.

Could you send me your exhaustive references for "101 Reasons"? You asked for 50¢ on your Web site - hope 64¢ in stamps (enclosed) is OK. Also enclosing stamped, self-addr. envelope. Thanks

Marty K. [redacted] -  
[redacted]

Somerville, MA 02145



No-V:9

FAITH  
AUG 22 1993

~~\_\_\_\_\_~~

\$0

PETA

SASE only

7-29-93

Please send me a copy of Pamela

Teisler's list of 101 reasons why

she is a vegetarian. (STORY featured in)  
Spring issue PETA)

Thank you!

Maureen [redacted]

November 20, 1997

To Whom it May Concern:

Please update my address in your records.

Old Address:

Mary Kuechler

[REDACTED]  
New York, NY 10025

(212) [REDACTED]

**NEW ADDRESS:**

**Mary K** [REDACTED]  
[REDACTED]

**Palo Alto, CA 94304**

**Home: 650-**[REDACTED]

**Work: 408-**[REDACTED]

**Email (h): M** [REDACTED] @aol.com

**Email (w): M** [REDACTED] @pandesic.com

**Thank you!**

*Mary*

[redacted]  
University of Rochester  
CPU# [redacted]  
Rochester NY 14627

The Viva Veggie Society  
Prince St. Sta  
P.O. box 294  
New York, NY 10012

To Whom it may concern,

Please send me 25 copies of the latest edition of 101 Reasons Why I'm a Vegetarian packet. If the price has gone up since 1996 (the web page says 50¢/copy), then please send as many copies as the enclosed check will cover. Thank you for your time, and for writing such a great fact list!!

Sincerely,  
Holly Dahl-K [redacted]

April 27, 1995

To who it may concern,

I am a thirteen year old, male, eighth grade student wondering about becoming a vegetarian. Please send me information, pamphlets, brochures, etc. Also could you send me any other addresses that I could get information from. Thank you for your help in this matter.

Future Vegetarian,  
Chuck G [REDACTED]

Chuck G [REDACTED]  
[REDACTED]  
Oakley CA,  
94561-1942

P.S. I also hear you have a \$1.00 small book or pamphlet, can I get that.

5/22/98

Dear Pam,

Enclosed is the donation from my Aunt that I mentioned. For some reason, she said she didn't want to become a member, so don't send her any thing.

See you soon.

Alma

Gloria I. J. [redacted] Ln.

Glen Cove, NY  
11542



4-20-94

Dear Pamela or V.V.S.,

I just got your letter. Thank you!  
I'm enclosing a money order of \$1.00  
instead of cash. Plus a SASE.

Sincerely

Yieldil B [redacted]

Yieldil B [redacted]

PEOPLE ARE TALKING ABOUT US.

They Already Know



WHY MEAT PRODUCERS FIGHT LABELS...

DEL PITT



© 1972/73 Leontine Harrison

"CONTENTS: FATTY, SMASHED-UP TISSUE REMAINS AND BODY PARTS (DYED TO HIDE DECAY) OF DEAD ANIMALS AND BIRDS..."

PAMELA RICE % VIVA VEGIE SOCIETY  
 P.O. BOX 294 PRINCE ST. STATION  
 NEW YORK CITY NY 10012-0294



During processing, hot dogs are jammed in and out of the vaginas of AIDS infected prostitutes. The weiners are then dipped in oil, rolled in fly larvae, and left in a heated area until they begin to decay. They are then sealed in packages and shipped to grocers.



"DON'T EAT MEAT!" Kez Panel

A. GAYLE E [REDACTED]

Houston, Texas 77096 U.S.A.

(Tele.) 713/[REDACTED] (FAX) 713/[REDACTED]

March 10, 1993

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

Dear Pamela Teisler:

Please send me a copy of your flyer, "101 Reasons Why I'm A Vegetarian." I enclose a SASE and \$1.00 cash.

Thank you.

Sincerely,

*Gayle B [REDACTED]*  
Ms. Gayle B [REDACTED]

\$ 1.00

MARCH 2, 1993

Dear Pamela,

We'd like to thank you for compiling such a thorough & well-organized list of pro-vegan information (101 Reasons Why I'm a Vegetarian).

It was passed on to us by a friend in NY and as of recently we have taken the liberty to make & distribute copies. However,



Through comparison with other sources, we have come across a rather incredible contradiction that we hoped you could help to clarify. Reason # of your list (from Do For a New America?) states "9 million (ANIMALS) meet their death at human hands everyday in the U.S.," on the enclosed taped lecture, Dr. Klapper maintains the number is 15 million, and the enclosed BEYOND BEEF pamphlet says "Every day 100,000 cattle are slaughtered in the U.S." Could it be that

about 8-14 million chicken, pigs,  
& fish are killed daily and the  
notably lower number of cattle can be  
attributed to their larger size? Could  
it simply be a careless misprint?

Please send us your view of the  
matter, as we have just received an  
assess of the pamphlets that we  
are eager, but hesitant to distribute due

to the incorrect(?) information. I'm sure you


learned most ~~meat~~ eaters aren't especially thrilled with  
the idea of changing their diet. Even one contradiction in fact  
could give them the grounds they need to justify writing off  
the idea of vegetarianism.

In closing, we'd truly appreciate any current info you can  
share. We've been meeting with the still-forming Miami

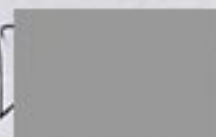
Vegetarian Society and hope to set up  
communication lines between it & the  
Viva Veggie Society. We, ourselves, will be




returning to NYC by May and hope to be  
active participants in Viva regie, so please  
send information in that regard as well.

Best Wishes 

Jenna Pignato  
&

Christian 

Current address (until April's end)

  
apt 10

Miami, FLA. 33139

Dear Pamela,

24 December 1992

And oh, by the way, I didn't photocopy your copyrighted "101 Reasons". Le Leche League received the original as well as the original resource list.

As I now have no copy, please send me two copies of the newly revised edition, as well as two copies of the resource list.

Lisa J. [REDACTED]



The VivaVeggie Society,  
Prince St Station  
PO Box 294,  
New York, 10012

From:-

Anish A. V [REDACTED]  
[REDACTED]

West Melbourne, FL -32904.

Hi,

I was reading the book "101 Reasons why I am a vegetarian" on the internet. I am sending a cheque of \$10. Can you please send me as many booklets as you can in that amount to my above address?

Thanking you,

Sincerely yours,

Anish V [REDACTED]

March 12, 1998

Dear Ms. Teisler-Rice,

I work for PETA in Washington and found you listed in our activist network. As you may have heard, our headquarters are moving to Norfolk, Virginia soon. I'm moving to New York instead and hoped you might have tips on finding a vegetarian roommate in the Village area. I'm moving in just a few weeks, so any current info would be greatly appreciated. I'm also interested in the activities of the Viva Vegie Society, as a longtime vegan (strict even by PETA standards!). Also, any leads concerning animal rights/vegetarian related job openings would be great. Thanks so much for your help, and if there is any literature your group needs feel free to drop me a line at PETA.

Take care,

Jeff [redacted]

1035 New Hampshire  
Washington, DC 20009

hm 202-[redacted]

wk 301-770-PETA Ext 4 [redacted]

11/5  
192

Dear Pamela,

I heard you on BAI on Thursday, Nov 5. I was impressed by your knowledge of the subject. (Vegetarianism)

I spoke to you that afternoon, and received your address.

Please send me the pamphlet "101 reasons why I'm a vegetarian. I would like to share this information with my family and friends. Thank you very much.

Ahsan T. [redacted]

15-10

STEVEN E. S [REDACTED]  
ATTORNEY AT LAW

[REDACTED]  
SUITE 600  
LOS ANGELES, CALIFORNIA 90017  
TELEPHONE (213) [REDACTED]  
FAX (213) [REDACTED]

May 19, 1995

To Whom It May Concern,

I would love to receive a copy of your list  
of "101 Reasons Why I'm a Vegetarian."

Sincerely,

Sharon Kay [REDACTED]

January 20, 1996

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

Dear Pam:

We have spoken a few times at Gulliver's in NYC. As we are working on similar issues, I thought you might like to read a copy of our latest newsletter.

Hope to see you at one of our potluck dinners.

Sincerely,

David S. [redacted]  
Co-Chair, EarthSave Long Island

PETA  
APR 19 1993

1.00

Check ~~cash~~ + SASE  
(PETA)

Norris Hills  
[Redacted]  
Norristown, PA 19401  
April 12, 1993

Dear Vegies,

Loved the picture of Pamela Teisler in her vegie outfit shown in the PETA Newsletter.

I'd love to have a copy of her list of reasons for being a vegetarian. I'd also appreciate info or copy of your VIVAVINE bi-monthly newsletter.

I'm enclosing a SASE and \$1.00 donation. Keep up the great work!!

For the animals,

Gloria

Gloria S. F. [Redacted]

215-8 [Redacted]

Feb. 15 - 1996

Vivian [redacted]

Hi Pamela,  
Thanks for the note. Please feel free to use my letter any way you like. I'm always tickled to death to talk about Vegetarianism. I'm enclosing a check for \$5.00. Can you please mail me some copies of the 101 Reasons for a Vegetarian - (Not the detailed references you just sent, the newest type 1996 Edition). Thanks.

P.S. What is your phone + fax number?

V. [redacted]

[redacted]  
Centerville, IA  
52544

515-8 [redacted]

# Healing from Within

Nancy [redacted] and Associates

Park Towers South

New York, NY 10019

212 [redacted]

fax 212 [redacted]

Thank you &

Life times you are Fantastic...

Look forward to one day meeting  
you all.

Love Always,

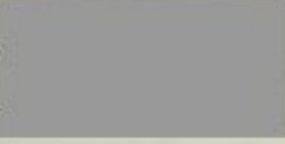
Nancy



order out

Please send me a copy of  
Teisler's "101 Reasons for being a  
vegetarian" —

Enclosed is a \$1.00

Thanks, Susan K. 

Thanks for sending  
the Pamphlet

1-5-2

Hello!

Can you please send me literature  
and membership information about  
your society. OR any other info  
you think is important.

Thanks  
Katie

[REDACTED] #  
[REDACTED]  
Shoreline Wa, 98155

Date: Thu, 21 Apr 2010 22:16:38 EDT  
Subject: Re: Meeting  
To: pamela@nycbiz.com  
MIME-Version: 1.0

Hi pamela, thanks very much for responding. I was unable to open that web address you gave me to check into. But i will certainly give you my mailing address. I try to avoid sending my last name over the net (just as a precaution) so i usually use my initials...

T.W.

[REDACTED]  
South Portland, Maine  
04116

Any amount of literature you can send for me to distribute would be greatly appreciated. This area has a population of around 100,000 and i'd like to reach each and every person if possible. At the moment i am not working, which is what gives me the extra time to get active (as well as severely limits me financially).

Each and every individual we can enlighten to the suffering of the voiceless and help to cease consuming meat products will save countless animal lives, and as i see it every hour counts. Thanks very much for your time, the voiceless would thank you as well....

Tom

June 15, 1998

O. T. [REDACTED]

Langley B. C.  
V1M 2G7

The VivaVeggie Society  
Prince St. Sta.  
P.O. Box 294  
New York NY

Dear Pamela,

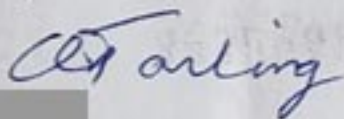
Thank you for your reply via internet. I am enclosing a money order to cover the cost of one copy of "101 Reasons Why I'm a Vegetarian"

If I receive one copy through the "system" I expect that I will order more of them.

Thank you in advance for the attention that you offer.

Respectfully,

Oliver T. [REDACTED]



Check  
\$15.

Donald K. T. [REDACTED]

[REDACTED]  
Brooklyn, New York 11201

December 15, 2000

Pamela,

Thank you for the information you shared and the understanding you demonstrated during our conversation on Thursday, December 14<sup>th</sup>. I also appreciate your generosity regarding the book entitled, "101 Reasons Why I'm a Vegetarian". Enclosed please find my VivaVeggie News application and the \$15 membership fee.

Peace --  
Donald T. [REDACTED]

Aug 5, 2000

Wonderfull Vegeterians,

How encouraging you are those  
that call our doggy, birds,  
fishys our "pets", and friends.

One copy please, of your  
paper. "Why I'm a vegeterian" (\$2.00)

Maybe others could write in and  
you'd have millions of reasons,  
just for fun, and keep the good  
idea going. Live + let live, let live  
and live.

God Bless You.

2/20/00

send <sup>it</sup> to:

Susan Marie Se [redacted]

[redacted]  
Clawson, Mich.

48017

~~\$2.1~~  
cash

ps.

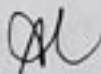
you are (having a healthy  
sane. mind, good  
Sanity sense, sensible,  
Soundness of judge-  
ment.)



I am including with this request one copy of our (Vegetarian Symbol of Vegetarianism) magnets for use in your office, as a gesture of Vegetarian solidarity (as well as advertising our product!). I have taken the liberty of also including ordering information for the magnets should you desire to obtain more of them.

Looking forward to receiving your pamphlet.

Sincerely



Andrew N. [redacted]

May 19, '95

**FLABBERGAST**

[redacted]  
Ottawa, Ontario  
K1S 2N3  
(613) 7 [redacted]

Hi, please send me a copy of your  
Pamphlet "101 Reasons..." Enclosed you'll  
find \$1.00. Please don't circulate my  
name on any mailing list, thanks.

Anya S. [redacted]  
[redacted] Street  
Boca Raton, FL  
33486

...ve written Teisler's  
vegetarianism because of her en-  
"It keeps me going to know  
ence," she says.  
For a copy of Teisler's "101 Reasons  
business size SASE and \$1 to the *Vive Veg*  
Prince St. Station, P.O. Box 294, New York.

• DECEMBER 1993

12/10/92

Dear Veggie Society,

Please send me 50 copies of  
101 reasons - I give them out to  
friends, family & acquaintances!  
Keep up the good work!

Norma R. [redacted] #96  
[redacted] St.  
NYC 10027

Please send me a copy of your pamphlet  
"101 Reasons Why I'm a Vegetarian". Enclosed  
is a check for \$1.00. Its good to see people  
taking a stand for their principles. Keep up the  
good work.

Robert Z. [REDACTED]

Rob Z. [REDACTED]

I'm doing a project on Vegetarianism  
with a special focus on the environment  
so any information you could send me  
would be appreciated.

Thank you  
Angela [redacted]

Angela Uttley  
[redacted] Dr  
Waterloo, ON  
N2J 4J9

FORREST W. [REDACTED]  
[REDACTED]

PACIFICA, CA 94044  
10-2-94

DEAR VIVA VEGIE SOCIETY,

PLEASE SEND ME ALL 101 REASONS WHY I'M A  
VEGETARIAN. ENCLOSED IS \$1. CASH., AND A "SASE".

Thanks

Forrest  
W. [REDACTED]

P.S. I SAW YOUR  
AD "101 REASONS"  
IN THE NEW 1995  
"BAY AREA VEGETARIAN"  
PUBLICATION

11/2/93

Dear Sir,

Enclosed is \$2.00 for a copy of: "101 Reasons Why I'm a Vegetarian". Please send IT, ok.

Will thank you to for everything.

8/22/93

\$2.00

cash

got U9

VT

N SASE

Sincerely,  
John T. B.

John Thomas B.

P.O. Box

Greenville, PA

16125

Pickerington, OH 43147

Hello Viva Vegie Society!

I would like to order 3 copys of  
"101 reasons Why I'm a Vegetarian" \*  
2\$ + one hot clam stamp are included.  
Please send the copies to:

Robert K. [redacted]  
c/o Julie B. [redacted]  
[redacted] Drive  
Pickerington, OH 43147  
USA

ORDER OUT  
stay tune, Robert  
\* @ @ @ @ \*  
A @ @ @

I'm an exchange student from Berlin, Germany  
+ I'd like to know something about Vegis in US. SO <sup>when you have some</sup> free material, thank you!



Re: The ViVaegie Society,  
Prince St. Station,  
PO Box 294, NYC-10012

TO Sir / madam,

Please send me more info. on your  
society. Do you offer volunteer positions or  
internships? Keep up the good work!!

from,

Rebecca J [redacted]

susan Anne W [redacted]

Re: The Village Society,  
Prince St. Station,  
PO Box 294, NYC-10012

TO Sir / madam,  
Please send me more info. on your  
society. Do you offer volunteer positions or  
internships? Keep up the good work!!  
from,  
Rebecca [redacted]

susan Anne W [redacted]

FEB. 3, 1993

[REDACTED]  
BELLEVILLE, MICH., 48111

To Whom it may concern,

Please send three copies (3) of your pamphlet: "101 Reasons Why I'm a Vegetarian". Enclosed is a check for the appropriate amount.

Thank you, J. A. K. [REDACTED]

[redacted]  
New York, NY 10017

212-8 [redacted]

5.4.12

Dear Friend,

After reading about your organization, I'm interested in finding out more. I'd also like to obtain a copy of "101 Reasons why I'm a vegetarian." Thank you for your help, and I look forward to hearing from you.

Sincerely,  
Jascul Anne

Susan Anne W. [redacted]

Dear Pamela Teisler,

While I was visiting New York, I read your "101 Reasons Why I'm a Vegetarian". It was very touching and it really makes you think. I have been thinking about becoming one for quite some time and it made me want to even more. What I was wondering is if you could send me a copy of it. Thank you very much!!

Shawny W. [redacted]  
Age 16



P.S. Have a Merry Christmas!

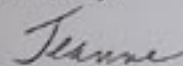
The VivaVeggie Society  
P.O. Box 294, Prince St. Station  
New York, NY 10012-0005

August 19, 1996

Dear VivaVeggie Society,

Please send us a copy of your "101 Reasons Why I'm a Vegetarian" brochure. It will be a great addition to our files. Enclosed you will find a SASE.

Sincerely,



Jeanne B. [redacted]  
VRG

The  
**VR<sup>g</sup>**  
**VEGETARIAN**  
*Resource Group*

**VEGETARIAN JOURNAL**  
PO BOX 1463  
BALTIMORE, MD 21203  
(410) 366-VEGE

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Publishers of Vegetarian Journal

\$1. cash

Dear fellow vegetarians,

I read about your list of 101 reasons to be a vegetarian and newsletters etc. and was wondering if you could send me one. I have enclosed \$1 and a stamped envelope. Thanks!

Sincerely,  
Michelle [redacted]

Hello

I don't have U.S. money or stamps  
I live in an old car. I have  
EI/MCS and am in poverty.

I am vegetarian, but not  
vegan, tho I would like to be.

Would you send me "101 Reasons  
for being vegetarian". I have access to  
a box.

[redacted] Broadway  
Van B6 V6J 1Y9 Canada

my name is Beth [redacted]

DW



March 1, 20

The VivaVeggie Society  
Prince Street Station  
PO Box 294  
New York, NY 10012

I have enclosed one 33 cent stamp and 1.00 dollar for the purchase of the document "101 Reasons Why I'm a Vegetarian". I obtained this information from "The Raw Gourmet" by Nomi Shannon.

I would also like to know if a person wants to purchase an additional 2 or 3 copies, if the cost is the same, 33 cent stamp and 1.00 dollar for each document. Thank you.

Please mail to:

Kitty W

Las Vegas, NV 89130-5275

D. W.

Santa Cruz, CA 95062

Hello. I am interested in your 'Viva Vine' publication. Can you please send me a sample issue along with subscription information? Thanks so much. Also, can you send me information about your organization and any other publications you offer? Thanks.

Cheers!

DW

Freedom is the ability we have to participate in our own growth. It is our capacity to create ourselves.

ORDER  
TO BE  
FULFILLED

PLEASE SEND 200 COPIES OF  
revised 2003 101 Reasons Why I'm A Vegetarian

ENCLOSED USA \$ CHECK FOR - \$70.00 + 30.<sup>00</sup> CONTRIBUTION

Please send ASAP to:

Kathleen Schloessinger  
c/o Matthew K

Huntington Beach, CA 92646

*I'm visiting my son in California in Oct. and will pick up my order there thank you!*  
*Kathleen Keating Schloessinger*

**PLEASE PASS THE WORD ABOUT MY BOOK & REQUEST FOR VEGAN SOUP  
RECIPES - THANK YOU!**

**WANTED! Join our Souper Heroes!**

DON DOUGLAS B

FAR ROCKAWAY, N.Y. 11691



UVA VEGIE SOCIETY

P.O. BOX 2

PRINC



6/26/02

\$200.  
Check

Hi Pam,

I was sorry to hear in the Viva Vine about the Center being in financial trouble.

Enclosed is a donation, good luck and have a good summer.

-Irene

Please send 50 copies of  
101 Reasons  
2007 "Why I'm a Vegetarian"  
to me at this address:



Ms Barbara E E [redacted]  
[redacted] Dr  
Melbourne FL 32935-6914

sent

\$20 check enclosed

04/10/2004

Dear Pamela and team VIVA VEGIE,

A minor token of my support, keep up the good work people!!

Vikrant S, [REDACTED]

Best regards,

Vikrant

4/10/04 \$100. /  
check contrib.

[REDACTED] St.  
[REDACTED]  
Phila. PA [REDACTED]

Please send me:

1 copy of the 1998 edition of "101 Reasons Why I'm a Vegetarian." Enclosed is a \$2 money order.

I look forward to hearing from you soon. Thanks.

Sincerely,

*Diana B*

Diana B

\$ 2.00  
check

Send to:

Diana B  
P.O. Box  
Long Island, NY 11105  
USA



FR  
S

Nov 8. 99

Thank you Pamela

I am Marc -- 56 yrs --  
I am changing my way --

What can I do to help.

Sincerely

Marc ✱

Jon C /20/99 8:10 PM,101 Reasons

1

Date: Thu, 20 May 1999 21:10:47 -0400  
From: Jon C [redacted]  
Subject: 101 Reasons  
Sender: Jon Cicle <[redacted]@ve.com>  
To: Pamela Rice <pamela@nycbiz.com>  
MIME-Version: 1.0

Sent

\$100.-  
check

Pamela,

Following up on our conversation.

My treasurer will mail a check to you for \$100. We would like to purchase 200 booklets (\$70). The additional funds can go for postage. If there is money left over, we would like it to be applied to additional booklets.

Please ship to:

Jon C [redacted]  
Ave.  
Escondido, CA 92025

My phone # 760. [redacted]

Thanks,

Jon

Valley Ctr Seventh Day  
Adventist Church  
P.O. Box 287  
Valley Ctr, CA  
92082

VIVA?

ALC

MAY 5 1993

CASH + CASE

\$1.00

May 93

Dear Viva Veggie

Please send me a copy of your 101 reasons why you are a vegetarian. I am also a vegetarian and animal activist and I'd like to know what else I can do to help!  
Thank you!

Sincerely yours

Julia D. [redacted]

February 15, 1996

To whom it may concern:

My name is Danielle DeMaio, I am 18 years old and currently a student at the College of Staten Island. The math course I am taking this semester is entitled "Math and the Environment". Our final for the class must be a report on any chosen topic. After giving it some thought I decided to do my final paper on animal rights, treatment, factory farming and endangered species. After hearing about your organization, I was wondering if you might provide me with any information that would be helpful in my research. I would greatly appreciate it.

Thank You,

Danielle De [REDACTED]

Please send me a copy of  
"101 Reasons why don't become a Vegetarian".  
My daughter and I are interested in  
becoming meatless.

Mrs. De [REDACTED]

Lorraine D [REDACTED]

[REDACTED] Lane

Islip NY 11751

C. C. [REDACTED]

P.O. BOX [REDACTED]

• SPOKANE, WASHINGTON 99214

## MESSAGE

TO [ VIVA VEGGIE SOCIETY ]  
PRINCE ST. STATION  
[ PO BOX 294 ]  
NEW YORK, NY 10012

DATE 14 MARCH 94

SUBJECT \_\_\_\_\_

GIVE COPY OF "101 REASONS ...", PLEASE.  
BASE AND CHECK #2037: \$1<sup>00</sup> ENCLOSED.

SOURCE: Vegetarian Times

SIGNED C. C. [REDACTED]

## REPLY

DATE \_\_\_\_\_

Dear Pam -

Nov 25, 1993

Please send me  
a copy of 101 Reasons.

Keep up the good work!!

\$1<sup>00</sup>  
cash

For the animals

L Leigh [redacted]

To: Vivavegie Society  
PO Box 294  
Prince Street Station  
New York, NY 10012

From: Scott G [REDACTED]  
Summit, NJ 07901

17 April 2000

Dear Sir or Madam,

Please know that as of 1 May 2000, I will be moving out of the tri-state area. Therefore I will no longer require your services. Thank you.

Scott G [REDACTED]  
[REDACTED]



Steve Benson [redacted] Surry ME 04684 bensulz@ctel.com

6 29 98

Pamela Teisler  
Viva Vegie Society  
234 Mulberry St #17  
NY NY 10012

Dear Ms Teisler -

I hope this will reach you easily. I have lost the copies of your 101 Reasons that I picked up at Farm Sanctuary a couple years ago and would like to reorder. Please let me know how to order more.

Thank you,

Steve B [redacted]

Steve [redacted]

Dear Pamela,

2/29/96

Thank you for your immediate response and brochure on the "101 Reasons". I found it very interesting and will be sure to mention those facts in my report. With my busy schedule, consisting of school and my full time job, I haven't much time to myself. I'm afraid I'll be unable to visit your archive of information at your home. I appreciate the offer and your effort to help me in my research. If there is anything else you could send, of course that would be helpful. I can't thank you enough.

Sincerely, Danielle D. [REDACTED]

P.S. I am in Dr. Schwartz's class, and I told him that I was in touch with you. Small world isn't it?

**Joe B**

• Vancouver, British Columbia, V6B 3Z6 Canada

To whom it may concern!

Re your " 101 Reasons for being a Vegetarian "

Sorry but I only found #25 to 32 of the 101 reasons.

Please tell me how I can get all 101  
I don't want a book about vegetarian eating, as I am one for over  
40 years now.

Let me know how much it would cost me?

I enclose a SASSE to speed it up.

Hope to hear from you soon!

*John Sewish*

1999 ed

Hello, Pamela.

I really don't care whether or not I am listed in your 101 reasons, but if you want to include me, I prefer to be listed as "Justice for Animals Fund" rather than by name. Good luck with your work.

- Steve

\$50.  
Check

Stephen K [redacted]  
[redacted]  
Shaker Heights OH  
44122

A nonprofit organization, founded 1960

Ahimsa lights the way!

[www.americanvegan.org](http://www.americanvegan.org)

PAMELA RICE  
PO BOX 294 PRINCE ST STATION  
NEW YORK NY 10012-0005

**American Vegan Society**

56 Dinshah Lane

PO Box 369

Malaga NJ 08328-0908

(856) 694-2887, Fax: -2288

Enclosed check for your article in American Vegan  
7-1 "Not so fast in produce".

Best wishes,  
Teresa.

9 November 1992

Pamela Teisler  
The VivaVeggie Society  
234 Mulberry Street  
New York, NY 10012

Dear Pamela,

During a recent visit to New York I learned that some subway tokens I'd acquired on a previous visit are no longer useable. An MTA employee told me that the tokens can be redeemed, but that this must be done in person at 370 Jay Street (I'd check the address before going there), rather than by mail. I seldom get to New York anymore and consequently have little opportunity to take advantage of this offer. Therefore, I'm giving the tokens to you as a gift in the hope that you or a friend can get some value from them.

Yours in vegetables,

*Mike Hudak*

Mike Hudak

*2 old NYC tokens encl.*

Hi Jim,  
Sorry the delay, I exhausted my checking  
account so I need to go to the Post Office  
for a money order. Looking forward to reading  
the newsletters.

Jim

13  
3.

*Ralph M.* [redacted] (310) [redacted]  
2930 Colorado Ave. C-1, Santa Monica, CA 90404

March 29, 1994

Pamela:

Thank you for visiting Louis and keeping me informed. He sent me a letter and seemed cheerful.

The local Vegy Society is introducing a seal of approval for food companies that are concerned about their customers health. I was getting eye strain reading ingredient labels, and this seal simplifies food choices. What do you think?



Anthony D [redacted]

212-5 [redacted] Office

917- [redacted] cell

Willing to volunteer.

Has computer skills.

Gave him 10 Veggie Starter kits - \$10 in donation box  
Also 10 101 Reasons & 1 newsletter.

Can I get the 1998 version

thanks

Jana + na A [redacted]

[redacted] Dr.

Williard, OH 43026

Re: 101 Reasons booklet

Circulation:

I called the VivaVega Society in March of 99 to request a copy of "101 Reasons why I'm a Vegetarian" booklet. I was told to send a check, cash or money order in the amount of two dollars to receive it. I mailed a check and I never received my copy. Instead, I received a newsletter.

Please send me a copy of "101 reasons" to my address provided below. I've enclosed a Copy of the check for your reference.

Thank You

*Cindy J*

Cindy

Bronx, NY 10472-0197

PAID

APR 22 1993

Cash

1.00

SAGE

*[Handwritten signature]*



Rune & Cynthia H [redacted]

Aberdeen NJ 07747

Dear Viva Veggie,

I picked up your publication  
at Angelica's kitchen. Wonderful!  
I look forward to becoming a  
member.

Thanks!

Cindy H [redacted]

4/14/92

Dear Pamela,

Thanks for "101 Reasons Why  
I'm a Vegetarian" and good luck  
in the cause of vegetarianism,  
animal liberation and Earth care!!

Sincerely,

Ronnie M. [redacted]

718

From the Desk of  
(A.J.)  
ECEGUL E

\$55.<sup>-</sup>  
check 2/6/2002

Dear Pamela,

I have enclosed my ck #1658 for \$55,- to cover membership and your wonderful pamphlet "~~100~~ Reasons Why I Am A Vegetarian" (100?)

Thank you for all the <sup>(invaluable)</sup> priceless work you're doing and also for hosting the Green Speakers' meeting on 2/5/02. I really enjoyed seeing you and listening to your speech about the meat industry subsidies. It was very informative. Now I'm more curious

Looking forward to seeing you again soon.

Love,  
"A.J."



April 9, 1993

2/22/01

I enjoy the Viva Vine,  
but it does arrive 2 WEEKS  
~~THE~~ <sup>AFTER</sup> the month of issue. I do  
understand that bulk  
mailing is difficult to regulate.

Enclosed is a self addressed  
stamped envelope. Please  
Send me a copy of the NJ  
Vegetarian restaurant guide.

Thank you,  
Shera  
Covelas

Hi Pamela,

No I have not recieved any information form VivaVegie yet.  
Thank you for  
not forgetting me I am realy looking forward to getting  
started.

----- Original Message -----

From: "Pamela Rice/VivaVegie" <pamela@nycbiz.com>

To: "Pamela" <[REDACTED]@bellsouth.net>

Sent: Thursday, October 12, 2000 5:24 PM

Subject: Re: 101 Reasons

>

>

>

> Dear Pamela:

>

> I'm afraid that sending you information fell through the  
cracks. Have you

> received anything from VivaVegie through the mail lately. If  
not, I will

> get it out right away.

>

> Regards,

> Pamela Rice

> author: 101 Reasons Why I'm a Vegetarian

>

>

>

>

> If you would like I will keep you updated on our vegetarian  
>> progress.

>>

>> God Bless

>>

>> Pamela R [REDACTED]

>>

>> Ooltewah, TN 37363

>>

>>

>>

April 9, 1993

Please send me your 101 reasons?  
you are a vegetarian.

Could you also send me  
information regarding your  
vegetarian society activities  
and newsletter.

Thank you,

Diane M. H. [redacted]  
[redacted] Tex.

**PAIN**  
APR 19 1993

cash, 1.00 + SASE Spfld, MA  
01108

PETA

9/15/99

Hi Pamela,

We'd like to get  
a 1/4-page ad for  
the next year's worth  
of issues of VivaVine.  
We'll have the artwork  
to you by Oct. 1.

\$150.  
check

Thanks!  
Phil  
FANGEA

1. "Disease" Mad Cow Disease "The New York Times", Sept. 30, 1996.

John Darnton, "Britain Ties Deadly Brain Disease to Cow Ailment," *The New York Times*, Mar. 21, 1996, p. A1.

Anita Manning, "Mad Cow Disease Runs a Baffling Course" (www), *USA Today*, Science, Dec. 2, 1997.

*Fact Book, fiscal year 1996*, National Heart, Lung, and Blood Institute, p. 29.

4. *Power of Your Plate* (see #11), pp. 23, 76, 128-30, 133.

"The Big Problem" (www), *Rachel's Environment & Health Weekly*, #450, July 13, 1995.

5. *Small Planet* (see #27), p. 162.

6. "New Technologies in Meat Processing and Packing" (www), "AMI: Just the Facts," fact sheet from the American Meat Institute, Arlington, VA.

7. *Spilled* (see #10), pp. 178-79.

75. "Asianian Longevity Linked to Diet," Reuters, Dec. 22, 1997.

76. Pamela Rice, "Animal-Food Fights: The Growing Global Traffic in Animal Foods Sparks International Trade Wars," *The VivaVine*, New York, Sept./Oct. 1997, NY, pp. 1-4.

Jonathan Friedland, "Eco-Threats: Redefining National Security," *Dow Jones News*, Nov. 25, 1997.

77. *Beyond Beef* (see #36), p. 1.

"Be an Environmentalist," *EarthSave*, newsletter of the EarthSave Foundation, Louisville, KY, Mar. 1995, p. 6.

78. Neal D. Barnard, "Iron Overload: How to Get Your 'Rust' Out," *Nutrition Advocate* (see #25), pp. 4-5.

Jane E. Brody, "The Potential Dangers of Iron Overload in the Rich American Diet," *The New York Times*, Mar. 5, 1997, p. F9.

79. *Reasons* (see #40). Theresa Tamkins,

...the VivaVeg 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 VivaVeg Society and receive: a membership card, one copy of "101 Reasons Why I'm a Vegetarian" and five issues of the society's journal *The VivaVine*. Membership is \$15 per year.

~~(Yes, I)~~ (No, I do not) want to become a card-carrying member of the VivaVeg Society

Please send me 50 (copy/copies) of "101 Reasons Why I'm a Vegetarian."  
My first copy is [US]\$2, postage paid.

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

Name: SIVANANDA YOGA RANCH

Address: P.O. Box 195

City: WOODBORNE State: NY Zip: 12788

Phone: (914) 436-4492 Date: 4/27/00

Herewith, also, is a tax-deductible donation to the VivaVeg Society, Inc. for \$ \_\_\_\_\_, TOTAL enclosed: \$20.-

CHECKS PAYABLE TO THE VIVAVEGIE SOCIETY, INC.  
VivaVeg Society is a 501(c)3, nonprofit, charitable organization.

Dear Viva Vegie Society, we are impressed by this "101" and wish to distribute it to all our centers and ashrams around the globe. may the lord always with you. Thy Dear self



# A Special Note—

3-12-04

Please mail me your <sup>over</sup>  
brochure "101 Reasons to  
be Vegetarian" and  
any other information about  
your group.

Do you have a news-  
letter you can mail out  
or is it only available online?

\$10. check

Thanks

Pamela, hi -

please send me 50

Copies of 101 Reasons Why I'm

a Vegetarian - Enclosed

is a check for \$100 - \$20

for the booklets + 80 as a

Contribution to Viva Veggie.

Thanks for all you do!

Best,

\$20.50 cop. of the

80. donation







Dear Pamela,

Sending you all my  
supplices for Joy and  
Happiness in a

1000 Extraordinaire!

Will call you soon

Gérard

Hi Pamela,



Ms. Susan K [redacted]  
[redacted] 4K  
New York, NY 10033-1165

IFAW

Good to 'read' from you on line.  
And good for you for starting  
up again and getting a new life for  
the Viva Veggie Society!

I hope this bit helps!

Take care,  
Susan



Jennifer K. I. [redacted]

Legal Division  
(212) 733-6479

Pam - \$100.00  
check  
contrib.

Good luck  
with the new  
space.

JK

3/8/99

Enclosed check for membership  
in Viva Veggie - Thanks,



Mrs. Barbara S. B  
2000 Golden Dr  
Santa Rosa, CA 95404-1712

Barbara

I am Chairman of Vegetarians  
of Sonoma County. If you  
want to include our group  
in your mailings it's

Santa Rosa, Ca 95402

\$15. - check  
deposited

Viva Veggie,

Please send me 4 copies of your book "101 reasons why I'm a vegetarian". I am a member of the Elgin Community College Vegetarian Awareness Organization, and if we enjoy your book we will purchase many more copies to distribute at our college.

\$3.50  
check

Thank you,

Jason B



8

rinted  
I'm

ura

  
**Stuart Hall**  
© STUART HALL

Dear Sus;  
While I appreciate  
your sending me a  
regular newsletter,  
I will soon be  
moving and don't  
know where to.

Please remove me  
from your mailing  
list.



RACHEL M

PUNXSUTAWNEY PA 15767-1534



Jan. 2, 1998

The Viva Veggie Society:

I would like one printed  
copy of 101 Reasons Why I'm  
A Vegetarian.

Thank you very much!

Sincerely,

Gabiella A [redacted]

mm

Pam,

Here's a copy of the article in the magazine Environment. Unfortunately I misplaced the Protein diet article from the Phila Inquirer.

Also, here's a check for \$50 for 100 copies of 104 Reasons and a 1 yr subscription to Viva Vire. Please send them to

\$50.00  
check

Steve A. [redacted]  
[redacted] St  
Philadelphia PA 19106

I'll forward any other interesting articles to you  
- Steve

P.S. sorry so late - been very busy!

Amy D [redacted]

\$25  
donation

8/16

Dear Ms. Rice

We spoke several weeks ago  
and I apologize for the delay  
in my contribution.

I appreciate the time you  
took to talk to me about  
your organization, as well  
as vegetarian therapists. As it  
turns out, I did not call the  
gentleman you mentioned.  
However, it's comforting to know  
that a place exists where such  
inquiries can be addressed.

Stephen (Goldie) + I would like to set up a time to see your new location.

As mentioned, enclosed is a small check with good intentions.

Good luck as you try to raise the consciousness of others.

All the best,

Amy D [REDACTED]

~~\$~~ 5.<sup>00</sup>/<sub>100</sub>

7/1/99

Please send your 1998 edition  
(including references) of

"101 Reasons why I became a  
Vegetarian" to:

Doug and Sandra Drury

[redacted]  
Glenview, IL. 60025

Thank You

Sandra [redacted]

P.S. IF you have other references  
or resources - please send  
those too.

Everett B. W. [redacted], CPA  
[redacted] 1127d 62 4577

May 6, 1999

Gainesville, FL 32606

Dear Viva-Veggie -

I don't eat beef or pork products, and after reading "101 Reasons Why I'm a Vegetarian," ~~live~~ at Earth Day last month, I've stopped all poultry and dairy products too. My digestion is already improving - no more animal foods for me! [ever]

Although very disturbing, sickening, and saddening to read, I'm glad that I ran across the 101 Reasons brochure and I'm grateful that y'all are getting this information to the public.

Also, I'm getting sick - and tired of all these bumper stickers, <sup>and billboards</sup> that say "BEEF - REAL FOOD FOR REAL PEOPLE". Do you all have any T-shirts, stickers, or other <sup>visual</sup> media to help dispel the idiocy down here? Thank you.

Sincerely,

Everett B. W. [redacted]



# COMPASSION

## OVER KILLING



Mr Jason L [redacted]

Fort Worth TX  
76109-1155



Eat Be  
Go

RTW  
FM  
878

Jason M [redacted]

[redacted]

[redacted]

EAST

FORT WORTH,

\$10.00  
check TX

76109



Here is my  
renewal, plus 5  
bucks donation.  
Keep up the  
work!!!  
Love, Jason



Mr Jason L. M  
Fort Worth TX  
76109-1155

Eat B  
Go Vegetarian!



The Viva Veggie  
Prince St. Sta  
P.O. Box 294  
New York, NY





3/25/11

Dear Pamela,

Thanks so much for sending  
the <sup>extra</sup> copies of "101 Reasons Why  
I'm a Vegetarian." I plan  
to distribute them to friends  
considering vegetarianism. It  
really is a brilliant brochure  
and a great way to back up  
my decision to be a  
vegetarian.

Pamela, you are more  
than welcome to quote  
me about the nut milks —  
in fact, you can quote  
anything I say in the  
Jiva line. & You provide  
a great service to us  
vegetarians, and I'm proud  
to be a member of the "Society."

Sincerely,  
Ina

12 Nov

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

I've enclosed \$1 and a  
SASE.

Thank You

Phyllis W. [redacted]



11/19/93

Hello!

I read about you and your  
giftly booklet "101 Reasons Why  
I'm a Vegetarian" in Vegetarian  
Times. I've enclosed \$1 and an  
SASE.

Thanks! I look forward  
to hearing from you.



\$1.00  
cash

Sincerely,

Jina Y [redacted]



\$35.00 E

\$35.00 - check  
US \$

# MEMO from:

## EARTHSAVE CANADA

st Broadway, Vancouver, BC V6H 1E2  
Tel. (604) Fax (604)  
e-mail: office@earthsave.bc.ca

Sept 1st 1999

Dear folks at VivaVeggie,

Love your work! Love your website! We are also a non-profit group working to promote plant-based living out here on the West Coast of Canada.

We would like to order

100 x 101 Reasons Why I'm Vegetarian 1998 Edition.

I understand from your website that the price is \$35 including postage.

Look forward to hearing from you soon.

Yours in health,

Sally S. \_\_\_\_\_  
Signature

- |                                |           |  |            |
|--------------------------------|-----------|--|------------|
| <input type="checkbox"/> Willy | President | <input type="checkbox"/> Doro                      | Director   |
| <input type="checkbox"/> Hildi | President | <input type="checkbox"/> Katin                     | Director   |
| <input type="checkbox"/> Justi | Director  | <input type="checkbox"/> Elean                     | Director   |
| <input type="checkbox"/> Alva  | Director  | <input type="checkbox"/> Bill S                    | Director   |
| <input type="checkbox"/> Norr  | Director  | <input checked="" type="checkbox"/> Sally          | Director / |
| <input type="checkbox"/> Penr  | Director  | <input checked="" type="checkbox"/> Office Manager |            |

2/7/2001

Dear Viva Vegi,

Please Send Me 50 Copies  
of 101 Reasons why I am a  
Veg. Enclosed in a ck. for  
\$20.<sup>00</sup> Keep up the Good  
work and Thanks.

Nicholas F [REDACTED]  
[REDACTED]

Watchung NJ 07060

Phone # 908 - [REDACTED]

\$20  
check

OCTOBER 26, 1999

Dear Sir or Madam:

Thank you for sending me a copy of your newsletter. My boyfriend and I are particularly interested in the nutritional/health aspects of veganism. Restaurant + shopping info, particularly outside of New York City, would be helpful. Please sign me up!

Thank you very much.

Barbara Denise [redacted]

15.<sup>00</sup> memb. / check

7A

Viva Veggie Society,  
Hello, My name is  
Elena Abel. I have  
been actively involved in  
animal rights for about  
one year. I have heard  
a little about your  
organization but I  
would like to know  
more.

~~\$\$\$~~

Could you please  
send me info and  
membership details.

Thank you  
Elena A Elena

Kitchener, Ont  
N2M 3H9  
Canada

sent  
VVG  
+ memb  
for

Jan. 1998

Viva Veggie Society:

Curt

Debi A [redacted]  
[redacted] St  
Freeland, MI 48623  
June 20, 1993

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

PAID  
JUL 02 1993  
[Postmark]

Dear Sir or Madam:

PETA

I read about the Viva Veggie Society  
in the Spring 1993 issue of PETA News  
and would like more information on  
how to join and receive your  
newsletter. I would also appreciate  
more information about your group.

Aunt  
"101" + plea

Sincerely  
Debi [redacted]



Jan. 1998

Viva Veggie Society:

Gund

I forgot to include  
my self addressed & stamped  
envelope with my \$1<sup>00</sup> &  
request for a copy of

101 Reasons Why I'm A Vegetarian.

I hope I will still be  
able to receive a copy!

Thanks!

Gabriella  
A



January 22, 1993

VivaVegie Society  
Prince Street Station  
PO Box 294  
New York NY 10012



Dear VivaVegie Society,

I would like a copy of your publication titled "101 Reasons Why I'm A Vegetarian" (I've enclosed a check for \$1 plus a SASE).

Yours truly,

*Marc R*

Marc R  
280 Paseo Picaro  
Anaheim CA 92807-2321

+ SASE

Dear Pamela,

Hi! My name is Noel Oco from Canada. I'm writing because I decided to be a vegetarian (Vegan) just last April because of "The 101 reasons to be a Vegetarian" from The Common Ground Magazine. Everything is fine as for me. But my family kept on telling me to eat meat for protein and vitamin B<sub>12</sub>, which sometimes discourages me to continue my diet. I'm a very active 19 year old guy, cycling to school and even weightlift with friends occasionally and is currently a member of Table Tennis Association of B.C. Are they (my family) telling me the right thing? Or should I ignore them?

One thing for sure, I'm happy with my body (136 lbs.) and vitality. And if possible, because I only have the "35-50 reasons", can you send me a photocopied "101 reasons to be a vegetarian" for me to show my worried family. Enclosed here is a self addressed stamped envelope.

Until here and I'm grateful to be a "veggie."

Wanting your support  
with much respect,

Noel O

Noel O

Dear Pam

Thanks for all your great efforts on behalf  
of the animals, human health and the health  
of the planet

L'SHANAH TOVAH!

May this new year  
bring you peace, love, happiness  
prosperity and health

Have a sweet new year

Thinking of you  
at Rosh Hashanah,  
and wishing you  
all the joy  
this special season  
can bring.

Love,  
Susan R  
malvin k



MEMO FROM THE DESK OF:

Michele L [redacted]

1/12/00

Dear Viva Vegie,

Enclosed find  
my check for membership  
in your Society

Please send  
me as much information  
as possible!!

\$15.  
postal money  
order

Michele L [redacted]

#46

N.Y. N.Y.

10032

Viva Veggie Society,

#20. -  
check

Enclosed is a check for  
\$20. with hopes that you are  
still sending copies of "101  
Reasons I am a Vegetarian".

Your most current issue would  
be great. Is Veg. Society a  
national or local organization?

Please send info. if any is  
relevant to a MN college student  
and animal activist.

Thanks a lot!



Nicole H [redacted]

Nicole H [redacted]

[redacted] N  
St. Cloud, MN 56303  
@hotmail.com

e-mail - [redacted]

3/22/00

To Whom It May Concern,

I would like to order 50 copies of the 1998 edition of 101 Reasons for use in a class on vegetarianism I'll be giving in California on April 8<sup>th</sup>.

Enclosed you'll find a check for \$25 (\$20 for 101 Reasons + \$5 donation). Please

send the 101 Reasons to:

PAUL H. [REDACTED]  
 [REDACTED]  
 SAN GABRIEL, CA 91776

I hope I've given you enough notice to have the booklets arrive on time.

Many thanks!

\$ 20.- 101.  
 5.- donations

Sincerely,  
 Paul H. [REDACTED]  
 \$25.- check



# Healthy Gourmet-To-Go

VEGETARIAN PERSONAL CHEF SERVICE

(212) 627-0466

- The *Boxes of Specials* below for: **Tuesday, November 23rd & Friday, November 26th**
- Each box below of organic, vegan, mostly lowfat meals contains enough food for 4-6 meals depending upon your appetite.
- For lower calorie meals, divide the entrees in half and eat with large green salads.
- Each Complete *Box of Specials* below is.....\$50.00 (tax/delivery included)  
Additional charge for deliveries way up north (above 80th Street) and/or Brooklyn.
- Place order 2-3 days in advance when possible (or set up a standing order)
- Send check to: *Healthy Gourmet To Go, Inc.* 511 Ave. of Americas Suite #270 NY 10011

## BOX OF SPECIALS FOR THANKSGIVING

**Tuesday, November 23rd**

Winter Squash Yam Bisque w/ Fennel  
& Toasted Pumpkin Seeds

Sourdough Baguette w/ Lentil Walnut Pate

Mixed Green Salad w/ Pickled Watermelon  
Radish, Currants, Carrots & Creamy "Sea"  
Caesar Dressing

Wild & Brown Rice Mushroom Pecan Sage  
Stuffing, Tofu Roast, Garlic Sauteed Greens  
& Sweet Smashed Parsnips

Pumpkin Pie in Oat Nut Crust

## BOX OF SPECIALS

**Friday, November 19th**

Soup: Miso Vegetable Tofu Soup

Bread: Whole Wheat Loaf

Dessert: Couscous Cake w/ Kanten  
& Fresh Fruit Topping

### Entrees:

- Salad Greens w/ Ginger Lentils,  
Red Onion, Carrots, Currants, w/  
Sesame Orange Dressing
- Ginger Brown Rice w/ Roasted  
Tempeh Cubes & Caraway  
Steamed Veggies & Greens
- Udon Noodles in Japanese Dashi  
Broth with Tofu and Assorted  
Vegetables Topped w/ Nori



Lowfat  
Organic  
Vegan

Ready To Eat

Delicious Meals

Filtered Water Used

Delivered To Your Door



To Place Order:

tel: 212-627-0466

email: CARROTTALK@aol.com

## Thanksgiving Ala Carte Menu

- Please Order Ala Carte Dishes By  
**Noon, Monday November 22nd**
- Delivery Of Ala Carte Dishes,  
**Tuesday or Wednesday**

Winter Squash Yam Bisque w/ Fennel  
\$13.99/Quart

Lentil Walnut Pate  
\$8.99/Pint

Wild & Brown Rice Mushroom  
Pecan Sage Stuffing  
\$9.99/ Pint

Sweet Smashed Parsnips  
\$8.99/Pint

Pumpkin Pie in Oat Nut Crust  
\$19.99







# Healthy Gourmet-To-Go, inc.

-Vegetarian Personal Chef Service-  
Organic-Lowfat-Vegan Cuisine  
212-627-0466



**See Our  
Thanksgiving  
Offerings**

**Healthy Gourmet-To-Go, inc.  
511 Avenue Of Americas  
Suite #270  
New York, NY 10011**



Dear Pam, gent

Enclosed is a SASE.

Please send a copy  
of your "Easy Guide  
to Veganism,"

\$15. check

Thank-you,

Jennifer [redacted]

P.S. Also enclosed is my membership  
renewal

# The VivaVeggie Society is not offering memberships at this time.

You may, however, be put on our mailing list. This way, you will be notified of when we plan to renew our membership program--most likely by January 2003.

SEND FORM TO:

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

Date: 12-12-03

Name: Paula T [REDACTED]

Address: 9 [REDACTED] RIVE

City: Whitman

State: Ma Zip: 02382

To whom it may concern,



Could you please send me a copy of Pamela Teisler's list of 101 reasons why she is a vegetarian. Also, please send me some information about the Vivavegic Society. I have enclosed a dollar donation.

MY ADDRESS:

Tiffany A. C [redacted]  
[redacted] Cir.  
Orlando, Fla. 32808.

Thank you,  
Tiffany  
C. [redacted]

PAID  
MAY 26 1993

\$1.00

Cash  
w/SASE

7/3/93

Dear Viva Veggie Society,

Thank you for all your wonderful work to stop the suffering of animals & make them happy.

Enclosed please find my check for \$181.00 for the following:

- \$175.00 for 500 copies of the outstanding "101 Reasons Why I'm a Vegetarian" (Reason #10 was enough for me);
- \$5.00 to be on your mailing list for a year;
- \$1.00 and a S.A.S.E. for four detailed lists of references for the above flyer.

Bless you for your great work! The animals + I thank you.

Shipped  
575 copies  
7/19/93

Sincerely,

Dr. C. C. [redacted]

Livingston,  
NJ 07039

# Reasons Why I'm a Vegetarian"

More popular than ever, the 1996 edition of "101 Reasons" is sure to wake 'em up. No carnivorous human has a chance against the "101 Reasons."

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

The first copy is: \$1 plus one first-class stamp or SASE  
50 copies are 50¢ each, postage paid • 50 copies are \$20 • 100 copies are \$35

Vaughan D \_\_\_\_\_ Drive  
\_\_\_\_\_ State TN Zip 38133

## BECOME A MEMBER of the VivaVeggie Society

For a COST of \$15 PER YEAR receive:

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

(I do not) want to become a card-carrying member of the VivaVeggie Society.

This is a donation to the VivaVeggie Society for \$ \_\_\_\_\_ Total enclosed \$ 35.00

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

The VivaVine • May / June 1997 • 5

Dear Vaughan D \_\_\_\_\_ :

This is your last issue of *The VivaVine*.

Avoid any interruption in your subscription and support The VivaVeggie Society.

Renew your subscription now!

Thanks for your help!

Pamela: General files:Documents:THESE NEED foloup:blecker guy 7  
Tuesday, August 27, 1996

---<Enter> for More; 'X' to exit--- Rcpt:  
raj@nycws0175.shl.com Action: failed Status: 500 (connect to  
nycws0175.shl.com [159.249.71.175]: Connection timed out)

--A41C681E2.841015034=/\_bifrost.novalink.com Content-Type:  
message/rfc822

Received: from [204.166.233.151] ([204.166.233.151]) by  
bifrost.novalink.com with SMTP id <2720-2>; Thu, 22 Aug 1996  
19:28:35 -0700 X-Sender: vivavegi@mail.novalink.com  
Mime-Version: 1.0 Content-Type: text/plain;  
charset="us-ascii" Date: Thu, 22 Aug 1996 19:33:28 -0400 To:  
raj@nycws0175.shl.com From: vivavegi@novalink.com (Pamela)  
Subject: Re: The VivaVegie Society WANTS YOU! ---<Enter> for  
More; 'X' to exit--- Message-Id:  
<96Aug22.192835-0700\_edt.2720-2+84@bifrost.novalink.com>

Ahoy! So opportune, your message.

We are meeting next week to mail the newsletter. We stuff,  
staple, label and stamp about 120 newsletters. Please come  
on by. We order in vegan pizza from the corner. It's fun,  
and you'll meet some of the regulars, and get further  
oriented. We'll figure out if you're made of "the right  
stuff" : ) to do vegetarian street activism. Or just like  
to help out veg activists. Either way, really, there's a way  
to "make a difference."

Physical coordinates of the mail party: Mulberry St., btwn  
Prince & Spring

Can't say the exact night, but will let you know, asap.

Looks like Wed., Thurs., or Fri. (28th, 29th, or 30th....)

Great to hear from you. : ) ---<Enter> for More;  
'X' to exit---

I'll call ya.

Peas, Pamela

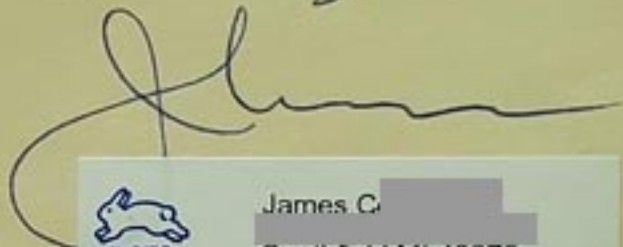
>Hi, > > >I saw your web page and am interested in getting  
involved. Could you >let me know how I may do this or when

9/26/97

Dear Friends

Enclosed is a check for ~~100~~  
\$20 for 50 copies of 101  
Reasons Why I'm Vegetarian. Please  
send me the copies as soon as  
possible.

Thank you,



James C. [redacted]

Southfield MI 48076



# 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 journal *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 [US]\$2, postage paid.

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

Name: VEGETARIAN SOCIETY OF EL PASO

Address: [REDACTED] RD

City: EL PASO State: TX Zip: 79932

Phone: (915) [REDACTED] Date: 4-28-04

Herewith, also, is a tax-deductible donation to the  
VivaVeggie Society, Inc. for \$ \_\_\_\_\_. TOTAL enclosed: \$ 35<sup>00</sup>.

CHECKS PAYABLE TO THE VIVA VEGGIE SOCIETY, INC.

VivaVeggie Society is a 501(c)3, nonprofit, charitable organization.

To

Vegeterian Center

**Wishing You**

**A Merry Christmas**

**and**

**A Happy New Year**

Sincerely

Jay Reitz superintendent  
Phill Mays maintenance  
Worthy Chas security

12-02

To Pam,

12/20



MAY THE GENTLE SPIRIT  
OF THE HOLIDAY SEASON  
FILL YOUR HEARTS

WITH LOVE.

Hi Pam! Happy Holidays and Best Wishes  
for a wonderful New Year!

Love, - Diane



Frank A. &  
Maria A.

I am very enthusiastic  
about distributing

~~gent~~

101 reasons to family,  
friends, & others.

I teach vegan

cooking and will  
distribute it to

the attendees.

Please send me

\$50. - total  
100 copies  
(15 - donation)

100 of the 2001 - 101 reasons

find enclosed \$35 for copies  
and \$15 for donation

God bless,  
Maria S.

DEAR JANELLA

THANK YOU FOR ALL  
YOU DO FOR ANIMALS

HAVE A GREAT HOLIDAY  
SEASON  
Janelle

150.  

---

CHECK  
ENCLOSED

Also a nice  
park show : type  
in

"It all comes back to  
you"

also

"American Dream is Over"

Peace out  
with love



Hey was up

Aron speakin';

I got a ANIMAL Rights

music vidio on youtube

up in ↓

"Fur shame"

— song

May all your  
holiday dreams come true.





65



HELLO!  
PLEASE SEND ME 5 COPIES OF  
"101 REASONS WHY I AM A VEGETARIAN"  
ENCLOSED IS \$5 AND 5 STAMPS.  
THANK YOU - MARCIA  
#ARMON



76  
Wayne, IL 6018

\$5  
Cash  
end

10012/0005 NY

**STOP FACTORY  
FARMING**



**SUPPORT HFA**

The Humane Farming Association  
1550 California St., S.F., CA 94109



[REDACTED]  
Bklyn NY 11223  
3/18/92

Dear Sir:

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

Thank you,  
Sheri K [REDACTED]

No \$

12/6/99

Dear Ms. Teisler,

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

I love your work!

Sincerely,

Andrew

VivaVeggie Society  
P.O. Box 294  
Prince St. Station  
New York, NY 10012  
May 11, 1998

To: Terra Verde  
120 Wooster St.  
New York, NY 10012

INVOICE

685 copies: "101 Reasons Why I'm a Vegetarian"  
@ 35¢ ea.:

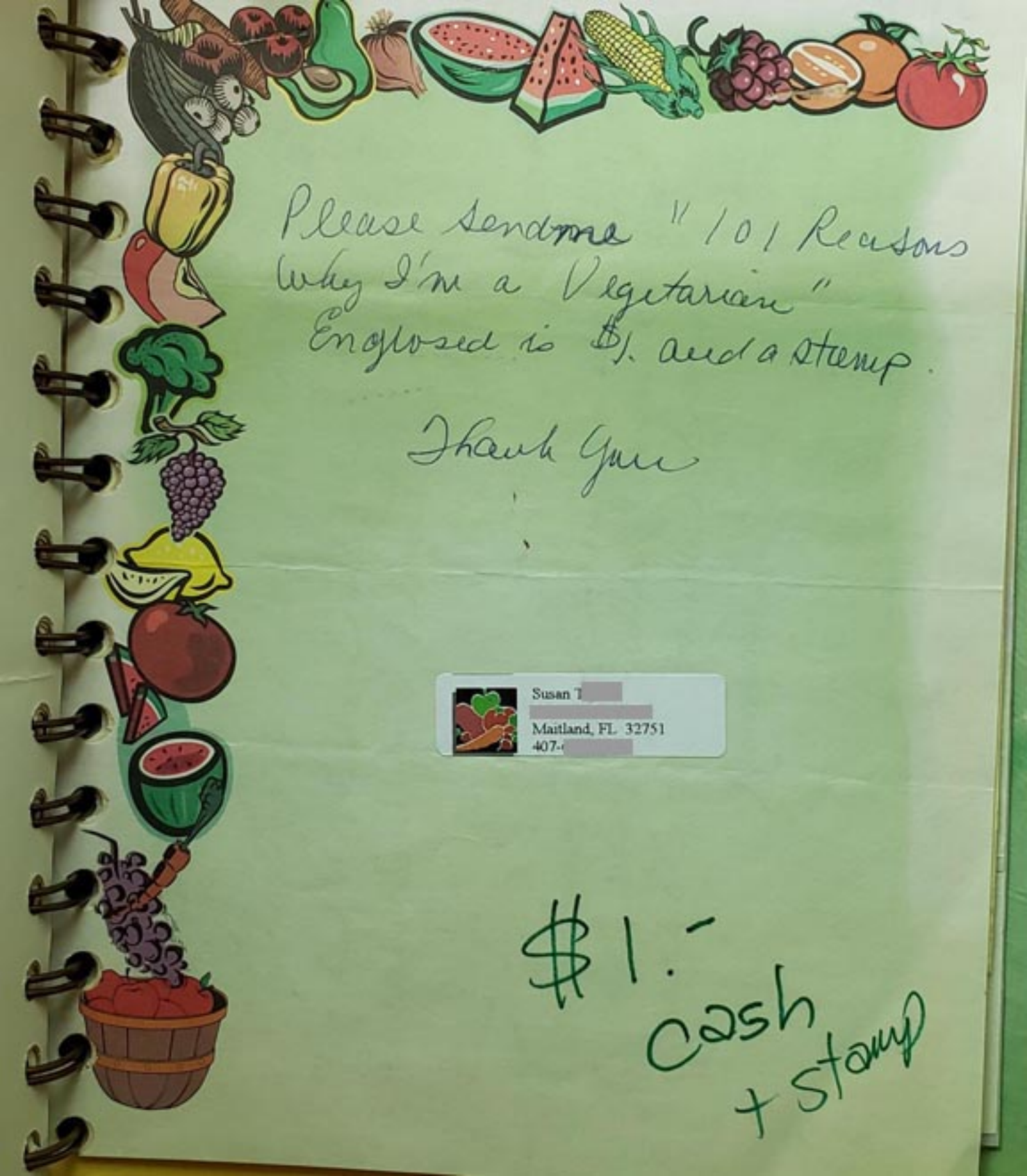
TOTAL DUE: \$239.75

Please pay per the following installment schedule:

- \$80 by July 11, 1998
- another \$80 by Nov. 11, 1998
- balance of \$79.75 by Mar. 11, 1999

paid  
PC

Thank you for your order



Please send me "101 Reasons  
Why I'm a Vegetarian"  
Enclosed is \$1. and a stamp.

Thank you



Susan T  
Maitland, FL 32751  
407-

\$1.-  
cash  
+ stamp

Sam,

Thank you for your continued efforts in behalf of all the animals and the planet. Judy

"The time will come when men such as I will look on the murder of animals as they now look on the murder of men"

Leonardo da Vinci

Hi. TAKE OFF LIST Sept 24. 1992

No one has time for lots of words, why not cartoon drawings which can be understood at a glance.

Here is a dollar. Don't send me anything else.

Too many words. sent \$-1.00 recorded

Did you get me on a list for animal to cruelty?

I don't like that idea if it is so. I don't like to see animals harmed.

You need to approach being a veg. in a different way.

The baby boomers are hitting middle age. I'm a little older.

Do a bumper sticker osteoporosis = meat.



That should get them.

"The best natural defense against osteoporosis is to keep the acidity of your blood in proper balance

Carbonated sodas & beef both of which have a high phosphorus content are particularly dangerous for post menopause women. Taken from The Silent Passage by Gail Sheehy.

Helen B [redacted]

Hi Pam!

2/24/98

Did you get my phone message?

I don't have time to write much, but I'm sending you this batch of info, and I hope that you can help spread the word. Little more than a week to go before this rally and there's a colossal amount of work to be done.

Somehow I've become the main liason btw the NY contingent and the NJ contingent.

There's a lot to orchestrate. We're still lining up speakers and lots of names are being thrown around but it's a question of who's available

There will be a meeting of the SOS - <sup>[SAVE ORGANIC STANDARDS]</sup> <sub>SUN.</sub> in March 1st at

Pure Foods Campaign on 6th St. Community CTR -  
5 PM at the 6th St. Community CTR -  
638 E. 6th St. (Btw <sup>aves.</sup> B + C) phone (212) 529-9720

Afterwards, we're heading to one guy's apt. for a potluck and sign & banner making session. Please tell anyone who might be interested. They're trying to get BUSES for people coming from NY to the Rally (Leaving from Westchester + the East Village).

We'd love to have Penelo Pea Pod or any other such representatives to add to the impact of the event. Would that be possible?  
Please let me know. Hope you're well. Diane  
Talk to you soon! (908)



From the desk of  
Beth J. [REDACTED]

1-22-97

Dear Pam,

Please send 100  
of your "101 Reasons"  
to FARM. Thank you! ☺



Beth

(It's my personal  
contribution)

2  
23  
1/6/1

# Fashion with Compassion

December 6, 1993

Dear Pamela,

Enclosed please find a check for \$50 to help defray costs for your congressional mailing.

Please give my regards to Dawn Hernandez and tell her we are looking forward to seeing her again soon.

Thank you,

Dorinda U

7/3/93

To the VivaVeggie Society:

I saw your classified ad in the Vegetarian Times magazine. I am writing to order 1 copy of "101 Reasons Why I'm a Vegetarian." I am enclosing the requested \$2 cash.

Please mail this to me at the address below. Thanks!

Sincerely,  
Terri K. [redacted]

✓ **101 REASONS WHY I'M A VEGETARIAN** (the mighty convincer). \$2. Cash or check to: The VivaVeggie Society, Prince St. Station, P.O. Box 294, New York, NY 10012. Call (212) 966-2060.

MEMO from

DR. EUGENE M. G [REDACTED]

Dr. Eugene M. [REDACTED]  
[REDACTED]ane  
Allison Park, PA 15101



\$ 2.00

cash

VT

no SASE

rec'd 4/19/93

✓ **101 REASONS WHY I'M A VEGETARIAN** (the mighty convincer). \$2. Cash or check to: The VivaVeggie Society, Prince St. Station, P.O. Box 294, New York, NY 10012. Call (212) 966-2060.

11-4-93

PLEASE  
don't  
eat

the  
animals

Dear Persons,

Please send me

"101 Reasons Why I'm A Vegetarian".

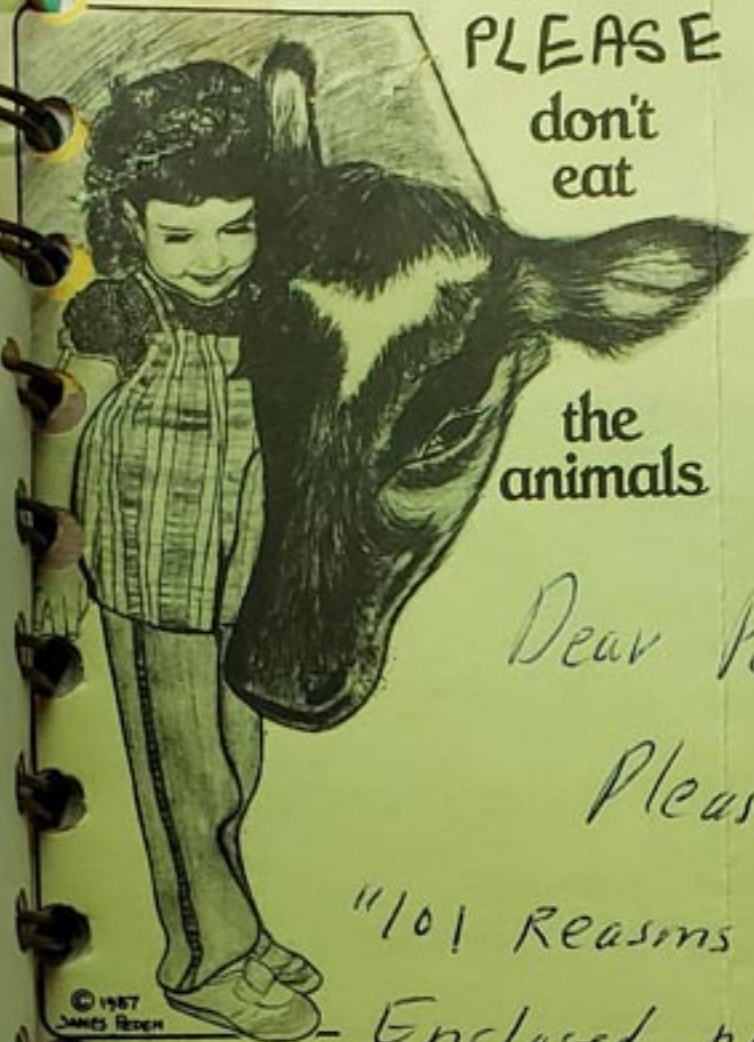
Enclosed please find \$2.<sup>00</sup>.

Thank you,

Bette B [redacted]

[redacted] Pl.

Davis, CA. 95616-2904



A FRIEND RECENTLY LOANED ME  
HER "100 REASONS FOR BEING A VEGETARIAN"

I AM A VEGETARIAN AND INTERESTED  
IN BEING ON YOUR MAILING LIST,  
PLUS RECEIVING A COPY OF THE  
ABOVE.

I ENCLOSE

\$1 FOR "100 REASONS ETC"

\$5 TO BE ON MAILING LIST

WHICH I UNDERSTAND IS YOUR USUAL  
FEE.

Thanks,

Helen B. [REDACTED]

Helen B. [REDACTED]

Box 8 [REDACTED]

Ellicottville

NY 14731



Dear Anne

Please send \$10 worth of 101's To

Janet B

Denver, CO 80220

Thankyou

Janet

Janet B

Literature Secretary for the  
Vegetarian Society of Colorado.

303 3




April 4, 1993

Pearl Vivavegic Society,

Would you please send me a copy of Pamela Teisler's list of 101 reasons why she's vegetarian, and some information about your organization and newsletter.

Thank you very much,

Mo. Ana W 

ARTIST  
APR 10 1993

LOUIS WARTEN

(118)

538-6579

BROOKLYN, N.Y. 10481

Nov. 24, 1993

Dear Pamela!

Greetings from the Bronx and  
Happy Thanksgiving!

Congratulations on that last issue of  
Viva-Vine and that interesting  
Nut Milk Story.

According to the Science of  
Dietetics and the Law of Health, the  
article contains a number of errors,  
but by and large it offers a substitute  
for cows milk, so we will spare those  
errors. People learn slowly.

The names of organizations  
you mention on top of Page 3 are not  
listed in the telephone directory. Will  
you kindly jot down on the enclosed  
sheet of paper the addresses and phone  
numbers if possible of the several groups  
mentioned on that paper. There must  
be new groups that are not familiar  
to me. I would like to contact them.

Many thanks and best wishes and  
a Happy Thanksgiving.

As ever,

Louis W

August 22, 1994

MS. PAMELA TRISLER  
THE VIVAVEGIE SOCIETY  
234 MULBARRY STREET  
NEW YORK, NEW YORK 10012

Dear Pamela,

I was so excited to hear about your society. I have been a Lactovegtarian for about 2 years and I feel so much better.

I recently received a fax copy of "101 REASONS WHY I'M A VEGETARIAN". It is so blurred, I would love a good copy. Do you offer this in a publication, or can you send me additional information? Please let me know the cost.

Thanks so much

*Toni*

Toni V

AVE

ANAHEIM, CA 92806

FROM THE DESK OF . . . .

PO [redacted]  
Three Bridges, NJ 08007

phone 908- [redacted]  
JAMES LUDWIG M [redacted]

October 3, 1986

Dear Tania,

\$10.-  
~~cash~~  
check

Please find enclosed a small donation  
to your advocacy group. In return,  
if you could send me a copy of "101  
Reasons" and a newsletter, I'd be  
most obliged.

Look forward to meeting you one day  
(maybe on 11/24). In the meantime,  
thanks for fighting so actively for such  
a worthwhile cause.

Regards,

James

Dear ~~Dear~~ VivaVeggie Society

Enclosed is \$2 Cash for  
you "101 Reasons why I'm a vegetarian"  
book.

Thank

Tim S [redacted]

Tim S [redacted]  
[redacted]

Charlestown, R.I 02813

**"101 REASONS WHY I'M A VEGETARIAN"** (the  
mighty convincer). \$2. Cash or check to: The VivaVeggie  
Society, Prince St. Station, P.O. Box 294, New York, NY  
10012. Call (212) 966-2060.



Dec 14/94

Dear Pam,

I read about you in the Vegetarian Times & would like a copy of your "101 Reasons Why I'm a Vegetarian". My husband & I have only been vegetarians for a few years and we are so much healthier plus helping to save our planet. We just read "Diet for a New America" by John Robbins. He has a wonderful story.

We have several friends and family whom we have guided in this direction also.

I am enclosing a money order for \$1.50. Since I

2  
cannot put American postage  
on my letter I hope the 1.50  
will cover it and the pamphlet.

Thank you for your services.  
You have made a difference &  
we hope we can also.

Lucille & Leslie  
M



April 4, 1994

Viva Veggie.

Could you please send me your  
newsletter and "101 Reasons". I am  
a primary vegetarian with hopes of  
becoming Vegan. I know why I want  
to become a Vegan but it's hard to explain  
to people. So, please enlighten me so that  
I may enlighten them. Thank So Much.

P.S. Any other info.  
that you may have  
would also be greatly  
appreciated!

Miccia T.

Medford, NY 11763

4/29/91

Dear Pamela,

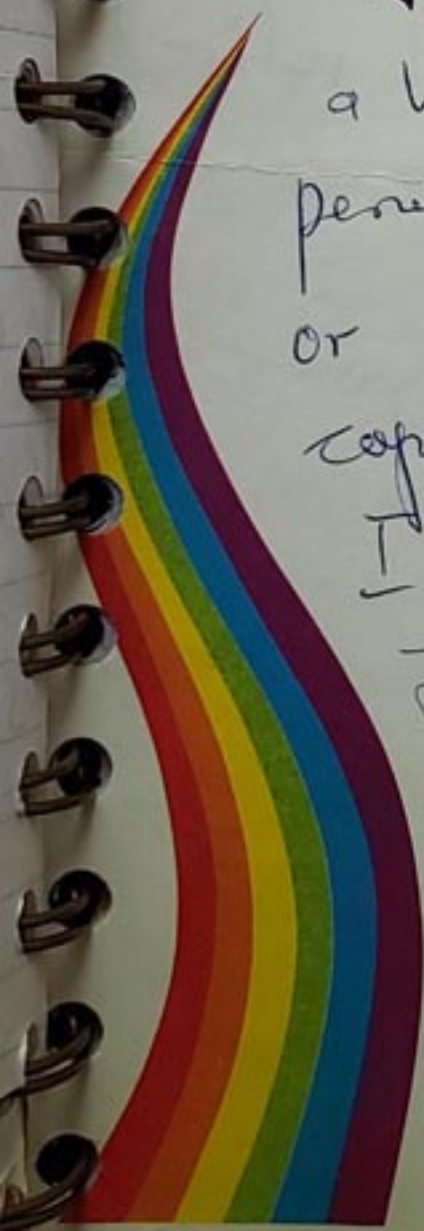
I like to say

Thank you for the

"101 Reasons Why I'm  
a Vegetarian" and ask your  
permission to photocopy it  
or please send me more  
copies.

I read the book from  
Joan Robbins not all the  
way through. Too horrible!!

I am a Vegetarian for  
40 years. please let



we know what she

Viva Veggie Society does.

I am sorry, but I do not


think "Viva Veggie" is a good  
name. Does it get taken seriously?

I have 1 more year teaching  
before me, then I'll retire.

(65!!)

Bless you for your  
work!

Sincerely

Jisela S. 

CRUELTY TO ANIMALS IS ONE OF THE MOST SIGNIFICANT  
VICES OF A LOW AND IGNOBLE PEOPLE! (A. von Humboldt)

TOTAL ANIMAL LIBERATION!

9-27-95



Hi Sam:

you look so beautiful  
(as always!).

With my compliments.

Will you be this Sun.

at St John the Divine to  
protest the long pilgrimage  
of animals to be "killed"?

Let me when you'll be out  
w/ your wonderful present-  
ation and... this time I'll  
be proudly wearing the T-shirt.

Love,

Carol

ANIMALS ARE NOT OURS TO EAT, WEAR, OR EXPERIMENT ON!

Adela Pleasovsky #41-P  
400 West 43rd Street  
New York, New York 10036  
(212) 967-4818

PREVENTION IS MORE IMPORTANT THAN CURE. BECOME A VEGETARIAN AND SEE YOUR HEALTH AND RADIANCE GROW!!!



Cruelty to Animals is one of the most significant vices of a low & ignoble people! (A. von Humboldt)

10-29-52

Dear Pam:

It was so nice of you to help out with my "search" for a vegan/vegie/ or just consenting to eat only vegan when sharing my vacation in Jamaica.

As discussed, I'm enclosing a few of the little notices I typed, as a preliminary information. Then the person and I will discuss the details more deeply.

I called Steve Pastor but my message on his machine didn't get an answer yet. I may try again.

Again, thank you so much!

Acela

Animals are not ours to eat, wear, or experiment on!

Animal Labs: Unspeakable horrors! Unreliable for humans! Open your eyes: read "NAKED EMPRESS" and "SLAUGHTER OF THE INNOCENT"

1 Sept 1993

Dear VivaVeggie Society -

I would like to request "101 Reasons Why I'm a Vegetarian". I have enclosed a \$2 check to cover expenses.

Please mail to:  
Kathleen S [redacted]

Lexington, VA 24450

PAID  
SEP 14 1993

NSARE #2.00 - VI  
check

Thank you!!

Kathleen S [redacted]

Edaho? of 2.00

they're doing, although  
the pictures in their magazine  
are heart breaking to say  
the least! I do believe  
that education is the key -  
I've learned so much myself  
just in the 7 months that  
I've been vegetarian.

Keep up the good work!  
I've enclosed a check for  
\$3.00 since the issue that  
featured your list was about  
1 yr old - hopefully this will  
cover the shipping cost.

sincerely -

Lisa F. [redacted]

Dear Pamela -

I saw your ad for  
the vitaline newsletter  
in a friend's issue of  
Peta - I've since gone  
veggie + am trying to  
get my hands on anything  
regarding vegetarianism - so  
far most of the info I've  
read has been quite helpful  
+ positive so I've no regrets  
about switching over! I love  
animals as well + really feel  
good about vegetarianism from  
that point as well. I'm joining  
Peta too as I love what



From the Desk of:

KAREN S [REDACTED]

te.  
Sr.

I'd love a copy of  
the VivaVeggie Society  
101 Reasons to be a  
Vegetarian !!

PETA

Enclosed is \$1.00

PAID  
APR 22 1993

cash 1.00

Please send to

No SASE

Karen S [REDACTED]

[REDACTED] Way  
Madison, CT 06443



From the desk of  
Melissa Snider  
24 Nov 94

Please send 100 copies  
of "101 Reasons"

to:

MELISSA S. [REDACTED]  
[REDACTED] LANE  
BETHESDA MD 20817

Thanks!

Melissa M. - [REDACTED]

4/1 sent

\$35.-

check  
encl.

# [REDACTED]  
Silver Spring  
MD

20910  
home address



**FARM ANIMAL REFORM MOVEMENT (FARM)**

10101 Ashburton Lane, Bethesda, MD 20817

301-530-1737

# A Note from

GISELA SALAT

10/4/94

Dear Pamela,

Thanks for so faithfully  
sending the Viva Vine to me.

Please take the enclosed to heart  
and read the entire paper care-  
fully. That is where I have put  
my heart and all my strength  
now. Concerning strength there is  
not too much there. I am still

struggling with the effects of my  
stroke and HBP. But the future  
looks bright. Think it and  
believe it !!!

Best of luck to the VRCC. Yes, we

need it! —

When I'll find out about your  
facts in N.Y.C. I'll let you  
know.

The weather has gotten drizzly  
here around — to my great  
sorrow.

Blessings and best, best  
wishes and

Congratulations to you —  
I admire you!

Gisela.

PAIN  
APR 22 1993

Lyn Ra [redacted]  
Beechwood  
Lake [redacted]  
Peekskill  
ny  
105-66

Hi! check 1.00 + SASE

PLEASE SEND A  
COPY OF PAM TEISLER'S  
LIST, AND INFO ON  
YOUR NEWSLETTER —

PETA

THANK!



consumption of ~~the~~ meat. (Beyond Beef,  
Sat for a New America) I've passed  
out 50 xerox copies of your list  
\* I'll be making more soon.

Please mail me the list of  
references.

What is the VivaVeggie Society?  
What do you do?

Thanks Again

S. Do you  
know of any  
Vegetarian Societies  
(Organizations)  
in Brooklyn, NY?  
Sincerely,  
[Redacted]

4/28/92

Dear Mr. Feister,

I was given your 101 Reasons list  
by my colon therapist, <sup>last month</sup> & my life has  
not been the same since. After reading  
how they treat chickens as factory  
parts I've sworn off chicken (save  
for free range). I have been off red  
meat for about 17 yrs - since they  
served "green sealed" meat in my  
college dorm. Since then I've been  
becoming open to books, videos &  
organizations skimming the ↑

5069222

MADE IN U.S.A.

