

FEMINIST BOOKSTORES NEWSLETTER

532 Valencia St.

San Francisco, CA 94103

Volume I, #4

Dear Women:

We've noticed something. Some women write about "our" newsletter and some women write about "your" newsletter. "Our" intention is that it be our (your) newsletter. We thought we should mention this because it happens frequently in "our" lives, movement, etc.

QUESTIONNAIRE:

We received only 23 questionnaires back out of 80! And we didn't receive any from those of you who had sent money previously. We'd like your responses even tho its past the deadline. These are the results so far:

BULK MAILING:

Yes--21 (one concerned about getting lost in the mail)
No--1

We plan to do bulk mailing as soon as we have 200 subscriptions (minimum required by the post office) and we'll do with "return requested" so we'll know if you forget to tell us you've moved. (This will cost about 15¢ for each return)

FORMAT:

Yes--18
No--5

We'll continue to print on legal size paper (it takes us less time and costs less too)

PUBLISHERS:

Yes--14 (should be allowed to subscribe)
Yes--3 (FBN should meet the needs of both publishers & bookstores)
No--2 (should not be allowed to subscribe)
Depends--13 (on Andre and Carol)

Based on results and our willingness to do it, we are sending sample copies and invitations to subscribe to all feminist publishers we know of which do not have men involved. We have been sending to distributors and will now include those we missed. "Publishers" includes publishers of magazines and newspapers--please let us know of any we may not know.

ADVERTISING:

Yes--16
Feminist only--10
Anyone--5
No--4

First, the only reason we included this question and would need advertising would be if we didnt get enough \$ thru subscriptions. Second, we think its a rotten idea. We are trying to promote a free flow of information and ideas and as one bookstore put it "advertising should be accepted only if editorial autonomy can be maintained". That is possible but would take a lot more energy and committment than we have. We would like to continue a diologue around this issue. Following are some feelings already expressed: mixed feelings; its for bookstores and we dont need to advertise for each other; information on feminist books is published in FBN already so noone needs to advertise; something changes as soon as some of the money comes from ads. See also letters from Ms Atlas Press/Bookstore and Sister Bear.

Publishers Weekly:

The Oracle of Hayward, CA has offered to compile info from PW - we accepted!

Sisterhood Bookstore of Los Angeles, CA has offered to do

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LETTERS

LETTERS

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Dear FBN:

Enclosed is your questionnaire. I think your FBN is a very good idea, and I would like to urge you to make it a publication serving the needs of bookstores, distributors, AND publishers. Feminist bookstores need one convenient source of information such as your newsletter can provide, and feminist publishers also need a way to reach bookstores.

There is no question but what feminist bookstores should cooperate and exchange information. We are NOT, in fact, competing against each other--we are competing against student bookstores, B. Dalton, Macy's and other traditionalist bookstores that have a feminist section; and we CAN compete successfully against them because we are SPECIALIZED and KNOWLEDGABLE about the interests and attitudes of our feminist and lesbian customers. We also function as a source of information and contact with the feminist and lesbian movements.

It is also true that feminist publishers CAN compete successfully against Doubleday et al in serving the needs of that SPECIALIZED audience of feminist, and particularly lesbian, readers so often neglected by mass market publishers. Probably the best-selling book in our store has been RUBYFRUIT JUNGLE from Daughters with CYTHEREA'S BREATH from Naiad Press running a close second. A book can find its OWN audience; it doesn't HAVE to appeal to middle-class suburbia. It's too bad that PATIENCE & SARAH found its way into the hands of Fawcett Crest--not because Fawcett isn't doing a good job of marketing it, but because that PROFIT could have gone toward lesbians and the building of an independent lesbian economic base. And WHY, OH WHY, did Una Troubridge turn all that valuable material over to Lovat Dickson and Charles Scribner's Sons? !?! Feminists should be published by feminists; and lesbians, in particular, should be published by lesbians.

We are limited, at present, however, by the size of our capital investment and by a lack of organization. Even when we have the presses and other capital goods to produce feminist books, magazines, records, etc., we do not have well-developed channels of distribution. (I am very aware of this because we at Ms. Atlas are printers, publishers, AND booksellers. We are at both ends of the situation. As publishers of LESBIAN VOICES, we often wish there were a feminist magazine distributor. And as proprietors of MS ATLAS BOOKSTORE, we wish there were a local feminist book, record, and other products distributor--how 'bout a Bookwomen instead of Bookpeople--where we could spend a pleasant afternoon browsing and pick up new merchandise for our store at a reasonable discount.) Hopefully, the FBN can help to bridge the gap between feminist producers and retailers.

I would like to URGE you to accept paid advertisements in your newsletter. Contrary to popular belief, there is NOTHING IMMORAL about advertising--that is to say, communication between producers and consumers--is essential to the success of feminist enterprises. If you set the proper ethical standards for ACCEPTING ads in your publication--keep out porno, fraudulent goods, etc--there is nothing wrong with taking MONEY \$\$\$ for printing advertising. Printing and mailing a publication COSTS a lot of MONEY \$\$\$\$. Why shouldn't you be paid for it? The rejection of altruism and self-sacrifice on the part of women who have been told by society to serve everyone's needs but their own is a basic part of the feminist ideology. Feminism means striving to achieve a healthy egoism, learning to care about one's own needs, learning to be fair and just to oneself as well as others. This does NOT mean sacrificing OTHERS, but learning to QUIT SACRIFICING ONESELF! (I was very glad to see you included your own hours of labor in the itemization of expenses for the newsletter.) Too, remember that being paid MONEY \$ does not mean that getting MONEY \$ is your MOTIVE for your work. If you decide to accept paid advertising, I hope you will also decide to have your newsletter offset printed so that you can accept display ads.

We have enjoyed your first three issues and found much valuable information in them. Also have enjoyed being in touch with other bookstores through their letters in FBN. There is a kind of good will, generosity, and camaraderie in the feminist/lesbian movement which is rare in today's society and I have found this particularly among women's businesses. (For example, we are indebted to Natalie at ICE for all the generous advice and encouragement she gave us about starting our bookstore. We have tried to pass this along to other feminist business women.) We like the topics you are dealing with in FBN and we were particularly glad to receive the lesbian booklist from Lyndall Coway at the Full Moon. We hope FBN grows and grows.

One last word--in your first issue, you said, "We want to find ways of dealing with the inherent contradiction between being revolutionaries and being in a capitalist business system." Not all of us are revolutionary socialists, and not all of us even define "revolution" and "capitalism" in the same way. Some of us who are lesbian separatists believe that the development of an independent lesbian economic base--a network of women in all sorts of occupations and enterprises trading with each other to mutual benefit--is a REVOLUTIONARY idea and undertaking. Free trade, wherever it is found--eg I give you 10 dollars, you give me a subscription--is CAPITALISM. So I hope you will bear in mind that some of us out here are revolutionary capitalists. Sincerely,
Rosalie Nichols for LESBIAN VOICES
& M. S. ATLAS PRESS & BOOKSTORE

SISTER BEAR

Dear Carol and Andre,

We in Bear Country would like to congratulate you on the fine job you're doing with FBN. It's great to feel a bond with women across the country...especially at tax time!

We have something we would like input on from other bookstores. What do you do when two women come to you and want to open a feminist bookstore in the same city. We might add that Liverpool is a suburb of Syracuse, New York and we are surviving (not prospering) on business from Central NY. We don't want to discourage other women but don't really feel there's room for two of us to survive. We also realize this won't be the first on Long Time this will come up. Feedback, please!!

We also thought we would pass on to everyone the following names to add to your mailing list: Smedley Books, 119 E. Buffalo St., Ithaca, NY 14850 (socialist feminist) Isis Books, Rochester, NY (old, rare, op books by for and about women) (Dear Bears...pass on their st. address when you get it, C.)

Would you consider sending FBN to the Women's Writers Center of Cazenovia, NY (Rita Mae Brown is joining their full time faculty) they would like to use it as a instructional in their classes. They're talking about and planning an anthology of their work...We'll let everyone know when it comes out. They are excellent.

What's happening with 'feminist books in Spring'?

We started something new that some of the stores may be interested in. It's called 'Bear on the Loose'. We had recognized both because of economic reasons and snow that many people could not or would not come to the store so we are taking the bear to them. We are selling at women's centers, organizations and churches--women's or women's groups. We donate 5% of our sales to that particular group and pre-plan a calendar so that the people in the area will have advance notice.

....This year's sales for December were less than last. NY (upstate) is somewhat depressed. However January has been very good. We have been working on taxes and finally found a woman accountant to work for us.--she's super excited about working with a feminist bookstore. We'll let you know the outcome, come.

SISTER BEAR, con'd

our thanks to all bookstore at wip for their help regarding stock systems. We finally developed a workable system somewhat similar to rising woman books and we finally obtained a real live file cabinet--eureka! we've cut our work in half. --and we've been able to build up our special order business instead.

can anyone give us insight into showing films? how not to lose money and what films work best?

the nys state lesbian feminist conference (3rd annual) will be held here march 11, 12, 13. (we're selling books!) for info write lfs, 750 ostrom ave, syracuse 13210

our best to everyone! in struggle,
chris and sharon

Alternative Booksellers

(Betty asked that we 'edit' out non-pertinant parts of this letter...but I left most of it in...ie it matters to me what other women go through to keep the store open. besides/ I've been sniffing too much correction fluid to be responsible for deciding what to leave out... carol)

Dear Friends,

On top of dental surgery tomorrow, I just found out my 8 year old college freshman smashed HER elbow on the side of the swimming pool! But I'll get the store open come rotten root canal or broken arms. just watch if I don't!!

This is really to tell you how much we here in Reading love your newsletter! Wish I could say we will help you with all sorts of advice but I feel we are so new that WE'RE the one who need the help!

A bit about Alternative Booksellers. we started out with mostly local NOW women. asked for money, time, book lists... A small dress shop went out of business and we were IN. Rent for the shop..just off the square is \$70 a month. Not the "best" end of the square and downtown Reading is not all that busy what with suburban malls.. but we are turning over around \$1000 a month. still on volunteer help cause every cent goes back into the business. We began with about \$3000. And, by the way, Reading has a population of 85,000 people. The growing, activist, feminist community is loyal and they BUY! Gays are also really supportive!!

The coportation we formid is called Feminist Enterprises. we would like to open a soup and salad place if we ever get this really going. No more non-profit fstuff for us..

We are spread thin..all of us involved in the local People against Rape..Women In crisis and other so called band-aid things, but somehow things get done..The store will be open one year come April.

We have credit with most of the big ones..It was not easy and some still screwed up..Have a good distributor in Phila. area who gives us 38% but picks up the postage.

Not sure what else I can tell you that you don't already know..The women from New Words were in and make some helpful suggestions.

We not have about 1,000//no, more like 21200 books (300 titles) these are adult books. We also carry 300 or so kids (loo)titles) Records, posters, jewelry, crafts, kids toys, noteables, etc etc. We are BUSY. ANY INFO ABOUT SOURCES FOR TOYS THAT CAN BE PURCHASED FROM SUPPLIERS IN SMALL AMOUNTS? Non-sesist

Someone suggested we get into a sort of mail order deal (just to spread the word across the state of PA). Does anyone have anything on this? Send a list of titles across the state and then try to fill them??

We hope a new 'battered woman' t-shirt will sell at the Women in Crisis conferences in the state. (Please send us info on the shirt-cost, discount, minimum order, etc, and a picture of the graphic, if possible and I'll pass the info on. thanks, carol)

more later

Betty Loneny (sp?)

MORE LETTERS:

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Dear Sisters,

I just opened my backlog of mail which has piled up as I've tried to keep up with the Christmas shoppers who are invading my store --and I found the 2nd newsletter. Made me realize I never got around to responding to the first one. Ah, the paperwork of the book business!!

Anyway--it's great & very useful. Apparently attractive, too, because as mine was sitting on the sales counter toady, someone took the top page--I guess she thought it was MY newsletter!

Speaking of my newsletter, I've put you on our mailing list here so you can receive it. As we all know, there's little time to sit and write lengthy letters, alas, but maybe if all of us who have bookstore newsletters sent a copy to you, it would keep you in touch & also in seeing various newsletters & comparing them you might be able to make suggestions from one to all of us. (I second that motion! -Carol)

I appreciate the booklists, it's hard to keep track of new OR old-but-unknown-t9-us titles, so sharing is a great way.

Several times during the past year I have received letters from women interested in opening bookstores, asking loads of questions about how to do it. Of course these letters usually arrive when I am at my busiest, but at least now I can send them your address and subscription info.

I want to say that I agree with Lyndall that how a thing (eg a neat and grammatical newsletter) is presented makes a difference in how it is interpreted. Not only newsletters, but our bookstores. How else but carefully and conscientiously could a feminist bookstore have not only survived but THRIVED for over 2 years in SALT LAKE CITY?!!

Keep The Open Book on the mailing list, and all who travel through here are welcome. I'm sorry I missed the group who stopped through here in September when Val Waltz and Kam H Holmberg were store & house sitting for me.

Keep up the good work!

Pam Wilson-Pace

The Open Book

Good Sisters:

EMMA The Buffalo Women's Bookstore We think the newsletter is terrific and we particularly welcome specific information such as the STOP info.

EMMA, the Buffalo Women's Bookstore emerged from the local self help collective, which ordered books for some classes at the local women's studies college that some of its members were teaching. Through the association with the university, we were able to get the books on credit and used profits from that to start operations as a mobile unit. From Dec. 75 till April of 76 we our collective of three women traveled to different community centers and special events setting up our mobile unit. The response was such that we soon became too big to rely solely on the mobile unit and in May of 1976 we opened a small storefront in one of Buffalo's few racially mixed neighborhoods. Summer was slow for us, but in the fall business picked up and we've been doing relatively well ever since.

With the opening of the storefront the Collective expanded from 3 members to 12 (in May) and has been open ever since.

In addition to the storefront, we still operate the mobile unit, travelling to conferences, concerts, street fairs and other other special events. We have a small lending library, a story hour for kids every Saturday, and, in addition to books, we also carry posters, records, notecards, periodicals, a few t-shirts, and some women's art work and crafts.

We have shown films at the storefront and have had bake sales there to benefit a variety of local struggles (strikes, defense committees, etc.)

We are all very much into having EMMA fill a variety of functions for women in Buffalo--exchanging information, getting new projects started, exchange of rides, jobs, apartments, services, etc. We have an active bulletin board, coffee and tea, comfortable chairs and we encourage everyone to come in to sit and read, of listen to records, of just hang out. (This has been particularly effective with the neighborhood kids.)

(Thanks for that last comment! I love you. -Carol)

EMMA, CON'T

This is the bare bones of our operation. What might be most important aspect of EMMA is not just our effect on the local community (ie, the women's movement, the neighborhood, the left and the general Buffalo population), but the experience working at EMMA and working as a Collective, has on the lives of each of us associated with the Bookstore. It is not always easy to run a "business" collectively, but so far we feel the struggle is very much worth it, and we'd be most interested in hearing about or reading more in the newsletter about the "internal operations" of other bookstores. Collectiv Collectivity? Delegation of responsibility? "Business" practices? Ownership? Profits? It sometimes feels like a total contradiction to run a business collectively, but the concepts of collectivity are among the most important concepts that the women's movement deals with, and we'd particularly like to hear about other collectives, although suggestions of new titles and other stock are always welcome.

Sorry this is so scattered and sparse. More might follow. In sisterhood and struggle, Pamela and Leslie
for the EMMA collective.

QUICKIES and Notes

from WOMANSTORE: This newsletter is so full of good information I find it hard to believe! Presenting and summarizing info from PUBLISHER'S WEEKLY is a FANTASTIC idea. I have resented the expense of subscribing to that patriarchal rat, but needed the scattered bits of valuable info on upcoming books. To encourage someone to sift it and you to write it up for us, I am sending you the \$20 I didn't want to but thought I was going to have to send to them for renewal. In struggle and joy, Rosalee Miller

THE PLAINS WOMAN: Can you give us a hint about how to make contact with the "straight" press sales people locally? We've written publishers with no results. (What we did at OWT was to get a copy of the Northern California Bookseller's Association's directory of publisher's reps, and then call them up and make appointments for them to come and open accounts--sometimes it took 2-3 appointments before they KEPT one--Methinks it may be a bit easier in a big urban area than elsewhere. Check w/ local friendly 'straight' stores and see if your area has a booksellers assn, or a directory of reps, or failing that, just get them to give you names addresses and PHONE #'s of the reps they see. Alternative Booksellers did it. AB how did you do it? --this is an Ed/dies' note.)

about PLAINS WOMAN BOOKS: We are 8 months old, have been and still are selling out of 2 suitcases--a traveling bookstore, and find an encouraging definite need exists for a feminist/lesbian book outlet in eastern Iowa. We stock 125 plus titles, many records, non-sexist children's books, posters, t-shirts, bumperstickers, etc etc and have a catalogue we distribute for mail order customers. We hope to find a store location soon.
--Linnea and Lori

from NEW EARTH: How was the hourly figure arrived at for the staff? Not that it's not well deserved. (It came out of the discussion at the WIP conf. in which we first decided that whoever did it should be paid. \$3.00 was suggested, somewhere in there I said I would do it, and Andre said that she would like to do it, too. That was in the morning. By afternoon, I realized that I would somehow feel clearer and better working for 3.50/hr, asked for it, and the group there agreed. My request for 3.50 was related to the last job I had had (\$3/hr for sanding furniture--and feeling then that my work&tine was worth more AND to the fact that some of the women at the conf. were paying themselves \$4/hr. I still haven't sorted that all out. --Carol)

We (this ns New Earth speaking, again) are in favor of lowering the costs 'to' our newsletter by advertising, but not at the expense of editorial policy--we like the gut level interaction, not "prettied up" for anyone--feiminists OR LICE!
(Thanks for that last comment! I love you. -Carol)

THE LAST OF THE QUICKIES:

from COMMON WOMAN: We want to set up a mail order system for Texas and need info on how women who've done it did it! How did you get the word out that materials could be ordered? How did you organize your stock? Did you keep mail offerins separate from other store stock? Are there resource materials available explaining how to set the system up? Any info will be appreciated. Please send Responses to Rita Conley, CW, 2004 1/2 Guadalupe, Austin, Tex. 78705

(Seems like a lot of women want this info. If you write to Rita, send FBN a carbon copy and I'll put the info into the newsletter. Or just send it here, and I'll compile the info from everyone OR how about if some of you who have mail order systems just write an article saying how it's done so that all I have to do is type the thing and not all the other work. --Carol)

from NEW EARTH re: Mail Orders: We do some mail orders and plan to expand into more aspects when we have our current bibliography finished--2 more months probably. Will keep you posted (don't have any special deals for bookstores yet, but could if we grow and can handle it.)

from LILITH: How about something on the zillions of ways to look for books? We always feel we miss something! (Lilith is in Boulder, Colorado and just opened in December.)

Whew! I just finished typing all those letters. Typing isn't hard, just sitting down and spending the time. More of a problem though was my mixed feelings about it; On the one hand, I kept feeling that I ought to be doing more editing--that's what I'm here for(?). But on the otherhand, I really like reading all the letters. Part of my feminist ideology is to reintegrate the 'private/personal' sector and the 'public/work/business' sector. Women making women's information available to other women are clearly doing that. Betty swearing that she'll get the store open regardless makes/made me feel better about swallowing my rage at something else and going over and opening the store at the/our scheduled time. I also think that having all the words there communicates better. IE now everywoman who has read this far knows that THREE stores want to hear about how to do mail orders NOW. (Now to find out if my assumption that you all will respond more to that than to my sticking in a sentence somewhere saying; "We're getting lots of inquiries re Mail Order Systems. Please send info:")

My guilt feelings were "too much space/paper/postage." Probably all issues won't be so 'letter heavy' (more articles/thoughts on philosophy/politics/decision making processes/structures/hard questions/sticky issues/ ??huh?please? YES?) so here are the letters, mostly intact. I hope you all enjoyed them as much as I did. --Carol

UPDATE from AMAZON REALITY CO. At the request of the authors/publishers, sale of WHAT LESBIAN DO is no longer restricted to women only. They hope this way the book will reach more women and cause less hassle for bookstores. HIGH SCHOOL SEXUALITY is in the middle of its second printing and will be available by the end of Feb. COME OUT COMIX and the sequel, DYKE LIFE should be available this spring. COME OUT is temporarily out of print. COMMON WOMAN poster's price has been increased to \$1.50. The producers (A Woman's Place Bookstore in Portland) said that bookstores do not mark it up because they want it to be available to women of all incomes.

ADDITION TO THE LESBIAN BOOK LIST:
WHAT LESBIANS DO. 4.50 40% discount AMAZON REALITY, Po Box 95, Eugene, Ore. 97401

PLEASURES DEPT: Write to FERNE PO Box 113 TCB, West Orange, NJ 07052 for her list of buttons, bumperstickers and t-shirts.

DISCUSSIONS - - -

COMPARING THIS YEAR WITH LAST YEAR:

SISTER BEAR: this years sales for december were less than last. new your state (upstate) is somewhat depressed. however january has been ver good.

TICKETS:

Soujourner: One note about ticket selling--we too are in a bind and would like to see some discussion. As you all must know it is a super hassle and each group that does a concert has a different way of handling things. We would like to see ALL stores have a CONSISTANT policy that we could all foðlow and feel good about. Carol & Maria

SISTERHOOD BOOKSTORE: In answer to your comments about selling tickets for concerts, etc; since we are the main outlet in Los Angeles we found we were frequently handling tickets for more than one concert, phones ringing constantly ...lotsa extra work, so now we do the following; If it's a benefit we sell ticket with no compensation to us. (if everyone's donating their energy, we will also), if it's not a benefit we always ask for complimentary tickets for all the workers at our store. One group here routinely pays us 10¢ for each ticket we sell, in which case we don't get comps. I don't like the idea of tackin on an extra charge on each ticket for handling them. Producers of concerts take into account the expenses of a concert (singers, lighting, printing, whatever) BEFORE they set the ticket price. We feel they need to take our work just as seriously, and account for some kind kind of compensation for our work within the ticket price.
--Gahan

FOLLOW-UP ON THE MARGIE-CONCERT: What finally happened was 2 things: Mostly we (the many stores out here) decided to go with a 5% "service charge". The tickets were printed with the concert price on them and the service charge in small letters. Tickets were 2.50, 4.00 and 6.00, so service charges were 13¢, 20¢, and 30¢. The store that didn't want to charge a service charge didn't. (women's stores sold tickets for the women's night. BASS, a comercial ticket outlet sold them for other two nights. BASS charges 60¢ for each tickt they sell--they charge the customer.) Bass also charges the production company 3% of the total ticket sales for services rendered--advertizing, phone answering/questions answering/etc. The final decision was that the women's stores would also get that 3%. I understand this 3% to be in recognition of the services WE provide, too. (That's how I understand it. I wasn't at the meeting where this was decided.)

In the end, the price of the ticket did determine how close to the stage the holder sat. For me, this concert, and dealing with it was a new category of experience. It was a "posh" concert by prevailing feminist standarts and experience. I think that this had influence on the ways that I thought about it. For the 'every cloud has a silver lining"fans--the next group to contact OWT about selling tickets went to a meeting organized by the above mentioned production company for feedback, and learned right off that even though they were seeing their event as a benefit, they were paying performers, lighting, etc., and decided to BUILD IN 5% to go to the ticket selling agencies. Ahhhhhh. --Carol

FEMINIST BOOKS IN PRINT--That wonderful idea that came out of the WIP conf. What has happened is not much. I think that the initial work was going to be done by Womanbooks and tentitively ICI-A Woman's Place. That is I made a tentative commitment for my collective and expected to undertake the project. The collective didn't decide to take it on, I decided to open a bookstore in SF, and that took care of that energy. HOWEVER, a woman working for MOON books has picked up on the idea and is looking for a grant to fund it. Any ideas? I'll try to have more info for next month. --CCarol

ADVERTISING:

Sisterhood Books: We advertise in MS, UCLA's paper, LESBIAN TIDE, and SISTER (our local feminist paper) also NOW Times, and the NOW newsletter. We've experimented alot in our 5 years with other kinds of publications (Liberal and radical) and have found it's a waste of monet, to advertise in anything that appeast to the general public. We're amazed so few bookstores advertixe in MS//we've found that ad (ours is \$33.00) is worth every cent, brings in many women, new women all the time. Perhaps this is only true for those of us in really large metropolitan areas, tho. Womankindly, Gahan

SISTER BEAR: we advertize in the women's organizations, newsletters. by doing this we can afford it and it also helps support them. male press ad rates are above our means. We rely on word of mouth a greađ deal until we can afford it. we serve city, country and sururban!

ALTERNATIVE BOOKSELLERS: We advertise in local play bills, HERA (I think that's the Philidelphia women's paper? Not sure of the city, but it is Penn.--Carol) ESTABLISHMENT ads don't do much. Will try our 3 local college newspapers. Had wirtten to them, but addressed the teachers. Never heard a word about Women's Studies Courses!! Betty

OLD WIVES' TALES: We've been advertising 'everywhere' in the local left papers, freebies, the bi-monthly program of the hip movie theatre around the corner...and more. Don't know what works, yet. What does work that we do is fliers. We get them in batches of 2 & 3,000, and send them to all the women's bars, health centers, to every conference, etc, etc. we can. Women say that they see them everywhere. Our flier has a map w/ bus, supway and driving routes on it, and that map has become our legacy default.)(to my dismay) We also get a lot of free 'advertising' by haveing Thursday night events at the store. Through that we get air time on women's radio programs, listing in calendars of both movement papers and SOMETIMES, the sunday calendar of the establishment paper. (The Chronicle/Examiner, which is, by some strange coincidence Owned by the Hearst Corporation that owns Avon. Hmmttttt. I'm increasingly fascinated by who owns who among the LICE, so as I hear, you'll hear, too.)
-Carol

ADVERTISING IDEA: We just got a letter from LESBIAN CONNECTION saying that they are going to do a catalogue of (advertising) lesbian/women's businesses. The idea is also to be a fund raiser for LC. How it works is that each advertiser (or group of advertisers if you want to share a sheet of paper) prints up 6500 copies of their ad and sends it to LC w/ a donation: \$200 for BOTH sides of a piece of paper, \$100 for one side, \$50 for 1/2 of one side. LC reaches 65,000 women (and their friends) all over the US and Canada and some foreign countries. They expect to get the catalogue out first thing in May (just in time for summer travelers.) They need to know your plans by Mar, 28. They will also help you find someone to share a page with, if you want. You still have to print the pages and send them in, tho. For more info, contace LC c/o Amitious Amazons PO Box 811, East Lansing, Michigan 48823.

DOES ANYBODY KNOW...

Where OUT AND OUT BOOKS has gone to? I've sent letters (orders) to them at 44 seventh Ave, and 476 Seventh Ave, Brooklyn, NY 11215 and they're all returned by the post office. Anyone w/ any info, please pass it on. Also anyone else having trouble rea.ching them, or is the male mail system just hassling us?

Anything about a recording by (Gretchen?) Cryer and (?) Ford? One of our customers called them the 'Holly Near for Older Women.'

-Carol

PRICE FIXING:

Dear Carol, I think I should address myself to your conversation with Ty in regard to price fixing in the midwest. This past year the Attorney General of Ohio has been investigating price fixing and collusion in the book business. He visited several large New York based publishers and several large book outlets in the state (Department stores and Ohio based chain stores). Last summer some of the Attorney General's boys came around and talked to me. As I gathered from them the concern was that almost all the bookstores in the state sold new books at the same price, ie ROOTS cost the same in Cleveland as it did in Columbus. And I suppose if you are looking for collusion and price fixing that looks like a Commie under the bed. I tried to explain to them that the list price that the bookstore uses is only suggested. We can charge whatever we want for any book we sell. However, bookselling is a hand to mouth business. The financial returns are not great and whatever you get over and above goes back into the store. Most Book Sellers try to get the most for their financial return and therefore charge a 40% mark up. They were nice and went away.

I have heard just recently that the suit is "winding down". By that is meant that the suit is almost dropped except for one or two details that still have to be worked out. The result is that major publishers must run an ad campaign 1 or 2x a year explaining that the prices marked on the inside cover are only suggested by the publisher. Another result is that a medium size chain in the Cleveland Area shelled out 15 grand for legal fees. The main point to be cleared up is whether the attorney general has the right to reopen this case or not. Hopefully not. I didn't lose any sleep over the matter but it did impede our Cleveland Area Bookpeople Association. I hope this has helped to answer some of your questions on the matter. COVENTRY BOOKS

BOOKSTORE APPRENTICESHIP TRAINING PROGRAM

Caught in the crunch between too much work and not enough money to support a third person, (and not clear enough on the dynamics of volunteers where some women get paid and have legal debts) OLD WIVES TALES is offering a 3 month apprenticeship to trade time (3 days/week) for the skills we've learned running a bookstore. We don't have any \$\$\$ to pay anyone. Originally I had thought this would be of interest to women re-entering (or entering) the job market who still have some kind of income, or women already on unemployment but wanting to learn more skills to increase employability. But it also seems like it might be good for someone(s) thinking about opening a feminist store somewhere...IF they can live w/o income for a few months. For more information write Paula or Carol at Old Wives' Tales, 532 Valencia, SF, CA 94110 by March 15, or as soon thereafter as possible.

CONTINUED from page 1:

the same from the New York Times Review of Books and the New York Review of Books - we accepted that too!

WOMEN IN PRINT NOTES:

Noone has offered to edit the notes from the WiP conference yet.. HELP!!

DEADLINES:

Deadline for the newsletter will now be the end of each month (as originally intended) and we will publish by the 15th.

ERRATA:

The guest issue of Women's Press which carried the review of Class & Feminism is Jan. 1976, Vol 6 #1. Sticks and Stones, listed under the discussion of lesbianism in children's books is a novel about a young boy dealing with gossip about his sexuality. A good book, but not lesbian-oriented.

10311
New York City
CHRYSALIS, the long awaited, has finally arrived. It's a mag, some how connected to the Women's Survival Sourcebook/Catalogue. any how, the address for bulk orders is Chrysalis, c/o the Woman's Building, 1727 N. Spring St, Dept A, Los Angeles, Ca. 90012. They do consignment.

"The Ways a Woamn can be" the new Teresa Trull record from Olivia should be released in early March. I've heard only 2 cuts from the whole album, but fell in love with them immediately, can hardly wait for the whole thing! I've also heard that technically it may be Olivia's best album yet.

WOMEN ARTISTS: 1550-1950 (not to be confused w/ JJ Wilson & Karen Perterson's book by the same title) by Ann Southerland Harris and Linda Nochlen Random House, paper 8.95. It's the catalogue of the women artists show at the LA museum of art. (The show will be exhibited in 5 other cities, incn. Texas?) Apparently the same book, but w/ a different cover is being sold at the show as a catalogue for \$3 less.

NURSING HOMES: A Citizen's Guide to Action. Linda Horne & Elma Griesel Beacon 2,95 paper

THE ECONOMIC OF BEING A WOMAN or What your mother never told you about your wasted pension, your lost social security, discriminatory insurand^s (etc.) How you can fight the system. 8.95 cloth Macmillian

COMPLETE BOOK OF MIDWIFERY, Barbara Brennan, CNM & Joan Rattner Heilman Ditton 4.95 paper. (This book claims to be 'complete' but deals only with nurse-midwives, excludes midwives w/o nursing degrees, or so one such midwife told me. But she also bought the book to give to a very pregnant friend right before she told me how terrible it was for excluding the rest of the midwives. Contradictions everywhere. -C)

WITCHCRAFT OF SALEM VILLAGE fiction by Shirley Jackson. \$ 1.50 Popular Library.

THE NEEDLES EYE and THE REAMS OF GOLD new fiction by Margaret Drabble 1.95@ Pop. Lib.

PROFILE ON THE MEXICAN-AMERICAN WOMAN \$8.00 is now available at 20% discount (retroactive to Jan 1) in orders of 5 or more. National Educational Laboratory Publishers, 313 Airport Blvd, Austin Texas 78702 (Incidentally, their billing system is nice. They automatically give 30 days if you assume that in your order. Our bills from them usually arrive late AND they are dated AFTER we have received the books, instead of on the date shopped!)

(I feel like I'm doing this list backwards...next time, maybe I'll put the women's press & other significant things FIRST) (I say that as if I have some tidy definition of 'significant'. Ah well....am I ever in an ambivalent mood this morning!)

WE'RE ALL RIGHT BUT WE AIN'S SPECIAL poetry by three Appalacian women 1.75 (plus 25¢ postage) for individual copies. 1.25@ for bulk. Definately a book to have in your working class section of you have one. Orders to: PO box 786 Beckley, W. Va. 25801

COUNTRY LESBIANS: The story of the womanshare collective 200 pgs. 5.50 30% discount for 5 plus copies (they pay postage.) free to women in prisons and mental institutions.) "reveals the intimate feelins and struggles of women trying new ways of dealing with sexual relationships, noney and power, work and the political meaning of their personal and collective lives. WOMANSHORE BOOKS PO Box 1735, Grants Pass, ore. 97526

MORE NEW BOOKS and other pleasures

ANY WOMAN'S BLUES A record of songs and poetry by women for women in prison. (yep, this is the record mentioned last issue.) It is one fine record, has poets, songwriters and musicians, speaking and singing about their experiences—many former prisoners, most of it was recorded at a celebration in the SF county jail. Includes Norma Stafford, Holly Near, Cris Williamson, Linda Tuillery and more... Designed to sell at 5.00 Booksstores can order them at 3.00 or 4.00 (it's up to you) the extra dollar will go to some kind of prison work, tho exactly what hasn't been decided. (they're open to suggestions.) Order from: Women's Prison Concert Collective, Unitarian Universalist Service Committee, 1251 Second Ave, San Francisco, Ca 94112 Cks to UUSC they ask that you prepay if possible.

TANGLED HAIR: Yosano Akiko. trans. by Stanford Goldstein and Seishi Shenoda. Includes the original Japanese. Purdue Univ. Press, Bldg D, South Campus Courts, West Lafayette, Indiana, 47907 5.95 Beautiful Cloth Edition. (paper not avail.)

SISTER HEATHENSPINSTER'S ALMANAC & LUNATION CALENDAR covers Mar 19, 1977 to Mar 20, 1978. Pages go from new moon to new moon, focuses on the theory and function of holidays and articles on Witches' Sabbats and more AND a pge of adhesive stickers for marking the books. Made & printed by dykes. 3.60@ or 2.00@ for 5 plus. Sister Heathenspinster. Marquette, Iowa 52158.

LITTLE SISTER SERIES 6 books starring "Little Sister," a dynamic little girl who bounces through life. In each of the books, LS runs up to the boys w/ great exuberance and asks: 'Somebody call me?' She is met w/ total rejection and laughter because of her inferior status—"a dumb girl." However, LS always succeeds where the boys fail. The series emphasizes the fact that failure and/or success are usually dependent on the degree of knowledge and creativity we have or use—not on our sexual identity. LS Series makes this statement w/ fun, laughter and style. TITLES: The Kick Off, Get the Big Cat, Beat that Drum, The Strong Man Contest, The Super-Big One, Tramp, Tramp, tramp. 1.75@ paper, 40% discount. Leswing Press, 750 Adrian Way San Rafael, Ca. 94902 No min. order, but orders under \$20 m must be prepaid.

HEALTH IN THE MIDDLE YEARS 70 page conference report on health concerns of middle-aged women: surgenes, sexuality, menopause (Myths, realities, anthropological aspects) aging, estrogen replacement therapy. \$2.00 inc postage for indiv. copy. \$1.50 plus postage for 10 or more. Order from The Feminist Health Program of the American Friends Service Committee, 2160 Lake St. San Francisco, Ca 94121. Cks to AFSC.

LESBIAN VOICES A feminist-lesbian literary quarterly. Articles, fiction, poetry, drawings. Ideas and attitudes from a range of viewpoints presented in a dignified format. Cover price \$1.50. 40% discount on minimum order of five copies. Unsold copies returnable for credit or exchange for new issues. Ms. Atlas Press, 53 W. San Fernando, San Jose, Ca. 95113 (408) 289-1088 (NOTE: Andre and I are working on a listing of periodicals and their bulk rates. -Carol)

JEWISH WOMEN IN AMERICA will come out in paper-Fall '77. NAL THE HITE REPORT will come out in paper-March Dell THROUGH THE FLOWER had been pushed back to April Doubleday and...whoopée...the Georgia O'Keefe book we're all drooled over in Publisher's Weekly (at only \$60/per book....) is going to be issued this fall from Viking/Penguin for \$12.50

(Well, sisters, methinks that women's books have hit the bit-time (market) Viking Penguin puts out a whole 4 page list of their books for women. I know Many MANY publishers include a 'women' section in their catalogues/orderblanks, but this one caught me by surprise. C.)

BOOKLIST ON BATTERED WOMEN:

Houseworker's Handbook, Leghorn and Warrior, 46 Pleasant St., Cambridge, MA 02139. \$1.50 (40% for 10 or more)

The Houseworker's Handbook explores and analyzes the economic roots of woman's oppression. Traces the effects woman's position as unpaid laborer in the home has on her status outside the home and its influence on her political, social and self-image. Contains articles, poetry and graphics from women in this country and abroad. Also contains a chapter on wife beating, the occupational hazard of the houseworker.

Wife Beating, Betsy Warrior, New England Free Press, 60 Union Square, Somerville, MA 02173. \$.40

The politics of wife beating from an historical and cross-cultural perspective. Takes a look at the prevalence of this crime and the response (or lack of response) to it by the courts, police, psychiatrists, etc. Analyzes how wife beating fits into feminist theory and suggests how the problem can be dealt with now by the woman's movement. Excerpted from the Houseworker's Handbook.

What's a Wife Worth? Leghorn and Warrior, New England Free Press, 60 Union Square, Somerville, MA 02143. \$.30

A pamphlet on the role housework plays in the economic dependence of women on men. Analyzes this dependence in relation to women's political and social aspirations. Emphasizes the economic base on which the oppression of women rests and how this base is of major importance to feminist theory and practice. Excerpted from the Houseworker's Handbook.

Working on Wife Abuse, Betsy Warrior, 46 Pleasant St., Cambridge, MA 02139. \$2.50 + .50 ptg. 3rd expanded revised edition

A directory of Coalitions, Task Forces, groups and individuals working to offer support, refuges and services to battered women. Lists publications pertinent to the issue, including: books, films, research studies, need and statistical reports, theses, posters, pamphlets, speeches, funding sources, etc. Also contains an introduction examining the history and purposes of refuges.

Social Responses to Battered Women, Lisa Leghorn, 46 Pleasant St., Cambridge, MA 02139. \$1.00

A speech given at the Wisconsin Conference on Battered Women, 10/2/76. Describes and examines traditional societal responses to the plight of battered women. Analyzes these responses as manifestations and reflections of woman's lack of political, social and economic power and shows how they serve to maintain male privilege and power. Suggests and describes both short term and long term solutions that have been and can be made by concerned women's groups.

For Shelter and Beyond, Poster by Marge Piercy and Betsy Warrior, Transition House c/o Women's Center, 46 Pleasant St., Cambridge, MA 02139. \$2.50 + .50 ptg.

17 x 22, Heavy paper, TerraCotta, White and Black

Battered Women Materials, Leghorn & Warrior, 46 Pleasant St., Cambridge, MA 02139. \$11.00 inc. ptg.

A collection of materials on battered women, including: Houseworker's Handbook, some of the Women's Advocate's Newsletter, 'What Did You Do To Provoke Him?' by Mary Metzger, 'Stay Away From My Body' by Elisabeth Kobus from Amsterdam, 'Sexual Inequality, Cultural Norms and Wife Beating' by Murray Stauss, 'Law Enforcement Problems with Intra-Family Violence' by Commander James Bannon of the Detroit Police, Social Responses to Battered Women, 16 newspaper clippings of articles on battered women from around the country containing statistics and cases, Gayford's study of 100 cases of wife beating in England, 'The Abused Wife Problem' by Beverly Nichols, NOW resolution on battered wives, a copy of Working on Wife Abuse, etc.

Disarm Rapists Poster, Betsy Warrior, 46 Pleasant St. Cambridge, MA 02139 \$1.50 = .50 ptg.

Original, heavy paper, 17 x 22, black on white

BOOKLIST ON BATTERED WOMEN

Houswork's Handbook, Leghorn and Warrler, 46 Pleasant St., Cambridge, MA 02139. \$1.50 (40¢ for 10 or more)

The Houswork's Handbook explores and analyzes the economic role of women's oppression. Traces the effects of women's oppression on unpaid labor in the home and on her status outside the home. Contains the influence on her political, social and self-image. Contains articles, poetry and graphics from women's political and social movements. Also contains a chapter on wife beating, the organizational part of the Houswork's Handbook.

1st Class Mail Wife Beating, Betty Warrler, New England Free Press, Somerville, MA 02153. \$1.50

The politics of wife beating from an historical and cross-cultural perspective. Takes a look at the prevalence of wife beating and the response (or lack of response) to it by the courts, police, psychoanalysts, etc. Analyzes how wife beating fits into feminist theory and suggests how the problem can be dealt with now by the women's movement. Excerpted from the Houswork's Handbook.

Wife Beating, Leghorn and Warrler, New England Free Press, Somerville, MA 02153. \$1.50

A portrait of the wife beater in the economic dependence of women. Analyzes this dependence in relation to women's political and social aspirations. Analyzes the economic base on which the oppression of women rests and how this base is of major importance to feminist theory and practice. Excerpted from the Houswork's Handbook.

Working on Wife Abuse, Betty Warrler, 46 Pleasant St., Cambridge, MA 02139. \$1.50 + .50 p&h. 2nd expanded revised edition

A directory of organizations, task forces, groups and individuals working to offer support, refuge and advice to battered women. Also publications pertinent to the issue, including: books, films, research studies, news and statistical reports, posters, pamphlets, speeches, funding sources, etc. Also contains an introduction examining the history and purpose of refuges.

FEMINIST BOOKSTORES NEWSLETTER

c/o Old Wives' Tales
532 Valencia
San Francisco, CA 94110

1st Class Mail

For Justice and Beyond, Poster by Margy Pacey and Betty Warrler, Transition House c/o Women's Center, 46 Pleasant St., Cambridge, MA 02139. \$1.50 + .50 p&h.

Battered Women Materials, Leghorn & Warrler, 46 Pleasant St., Cambridge, MA 02139. \$1.00 inc. p&h.

A collection of materials on battered women, including: Houswork's Handbook, some of the Women's Advocate's Newsletter, "What Did You Do To Provoked Him?" by Mary Heston, "Stay Away From My Body" by Elizabeth Kobus from American Sexual Inequality, "Cultural Home and Wife Beating" by Mary Starna, "Law Enforces Non-Foreclosure with Intra-Family Violence" by Commander James Bannish of the Detroit Police, Social Responses to Battered Women, 16 news-paper clippings of articles on battered women from around the country containing statistics and cases, Gayford's study of 100 cases of wife beating in England, "The Abused Wife Problem" by Beverly Nichols, NOW-resolution on battered wives, a copy of Working on Wife Abuse, etc.

Diagram Battered Poster, Betty Warrler, 46 Pleasant St., Cambridge, MA 02139. \$1.50 + .50 p&h.

Original, heavy paper, 17 x 22, black on white