

FEMINIST BOOKSTORES NEWSLETTER  
c/o Old Wives' Tales  
532 Valencia  
San Francisco, Ca, 94110

Dear Sisters-In-Print,

Attached to this letter you will find issue #4 of the Feminist Bookstores Newsletter, to which we are inviting you to subscribe.

FBN is a bookstore centered rag that came out of the Women In Print conference held last summer near Omaha. We are serving as a clearinghouse for information of interest to feminist bookstores and a forum for discussions around our problems, joys, politics and processes. In inviting you (publishers, distributors, and periodicals) to subscribe, we are NOT planning on changing our focus: rather we are offering you a chance to see what is important to us, and what we're about, as well as providing a space for you to communicate to us. As well as for us to talk to you. (One of the major complaints of bookstores at the WIP conf. was the limited amount of dialogue between stores and publishers, et al. We see opening FBN to you as a way to do some of that dialogue.

What are your new books, special issues coming up? What material are you looking for (and I hope we can tell you what women coming into our stores are looking for) What books are you THINKING about publishing? How do you figure the budget/cost of a book? (Women ask us all the time..."How come that book costs THAT much?") What do you know that we want to know?

PERIODICALS: We're compiling a list of periodicals to be published in FBN. Please, if you subscribe or not, send us a 2 sentence description of yourselves, # of issues/per year, cost per issue, bulk rates for stores, terms, etc.

PUBLISHERS: There's talk of compiling a 'Feminist Books in Print'. We'll let you know when it is clearer.

SUBSCRIPTION RATES are on a sliding scale: we tell you our costs, and you decide (keeping in mind that many bookstores, publishers, periodicals, et al, can't afford to pay the actual costs of the newsletter, but need the information) what you can pay.

It costs us about \$2.00 per subscriber per issue. If you subscribe now, you will get issues 4-11. (That takes you through next Sept.) So that cost is \$16.00. We suggest that you pay between \$10 and \$50, but if you can't afford that, tell us what you can afford, and send that. If we can finance it, we will send you the newsletter at what you can afford.

Looking forward to hearing from you,

Carol Seajay and Andre for  
FEMINIST BOOKSTORES NEWSLETTER

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NAME:

ADDRESS:

PHONE NUMBER:

Enclosed is \$ \_\_\_\_\_ for a subscription to FBN.

MAGAZINE INFORMATION AND OTHER INTERESTING AND/OR PERINENT INFORMATION: (you can use another sheet...this isn't much room.)



# Feminist Bookstores Newsletter

Volume I No. 5 April 1977

A couple of issues ago we printed a response from Feminist Book Mart to a letter Jesse (of Rising Woman Books) wrote to FBI and First Things First in Washington, D.C. Following is the response from First Things First:

First Things First is in a nerve wracking transition period--the problem is economic survival and we've gone through a varit variety of phases seeing the problems, trying different solutions, and finally re-evaluating ourselves as a mail order business. Since we couldn't make the conference, I want to take the time to give you some background information on the business before answering the questions that you sent. We would really like to have some feedback and to start discussion around such issues as what we're doing and where we're going with small women's businesses.

The business started in '73 as a femail order house located in one woman's house. catalogs were mailed out and the business primarily consisted of taking in orders, writing them up, packing and mailing, and maintaining back order and accounts receivable systems. Mobile sales where we packed up a good selection of our books and traveled to local and east coast women's events, were another major source of income. For 2½ to 3 years the mail-order business grew to a point where we were printing up a catalog with approximately 2500 titles and mailing it to 3,000 people around the country. Late in 1975, we moved from a dual location (office in D.C., inventory in the country) to a small storefront in another section of D.C. We still thought of ourselves as primarily a mail order business but when those sales began dropping (and they've dropped drastically in the last 12 months), we began shifting our focus/energy into our local walk-in business.

Certainly moving hurt business but there seem to be other, larger reasons why we're doing so poorly. From our communication with alternative businesses in the area and correspondence from a few women's presses in other states, 1976 was not a good year -- expected end of the year sales did not cover the losses of summer slump and sluggish spring. Also, over the years FTF has existed the number of women's bookstores around the country has greatly increased, plus many other bookstores have begun carrying a limited number of feminist material.

There are still many more women to reach with feminist materials and mail order business is extremely necessary, but as a collective we decided we couldn't expand both locally and nationally. Particularly when surviving on a local level means moving again to a more accessible walk-in location, investing money, time and study into publicity and advertising campaigns, building up a system of support workers and possibly expanding our selection of books. The mail order aspect of FTF must take second or even third place -- we can no longer count on mail order to support us as it did for the 73-76 years. We will continue to take orders because we have the systems set up and need the income, but will begin de-emphasizing that aspect (no new 77 catalog) and start talking to groups like the Feminist Book Mart about referring our service to them some time in the future.

I'll stop with that -- Judy, another collective member, agreed to help write this and answer your questions.

In sisterstruggle  
Teresa for the collective

Answers to the questions posed:

1. Mail order is an important service to provide for women who live in the places where feminist -- particularly lesbian -- books and publications aren't available. Of course, figuring out how to reach these women with our catalog is a whole other problem. Our mail order business has fallen off sharply in the past year, and we attribute this change to the greater availability of titles we offer from straight publishers and the increase in the number of women's bookstores. So, to answer your question, we feel fine about bookstores doing mail-order, but feel we should warn people that it's a pain in the ass, and the returns for us have been small in the past year.

2. We are in the process of phasing out our mail order, so don't really want and can't handle a lot of referrals.

3. Usually it takes us about 2 weeks to log an order, pull it, and ship it; books are mailed 4th class book rate, posters 3rd class. No matter what the geographical area, a month or 6 weeks is a reasonable estimate of how long it would take to receive and order.

4. The only added charge is postage and handling (D.C. and Maryland tax for those residents). Below is our postage chart:

	TOTAL	then
at least	but less than	CHARGE
\$ .01	\$ 3.50	\$ .50
3.50	7.50	.50
7.50	15.00	.75
15.00	20.00	1.00
20.00	25.00	1.25
25.00	30.00	1.50
30.00	35.00	1.75
For each add'l \$5.00 add		.25



5. Yes, we back order, but since we order as frequently we've been informing customers of possible delays and cancelling some back orders.

6. We read reviews, publishers weekly, and whatever else we can find to help us be aware of what's just published. We sometimes special order titles, but not regularly or without prepayment.

7. Every six months we update our catalog, but no longer.

8. Yes, we take orders from outside of the U.S.

9. Yes, we'll send you catalogs.

10. We couldn't afford to pay a percentage for referrals, and also couldn't see how it would work out considering the increase in paperwork it would cause us.

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THINGS I HAVE FOUND TO WORK BEST FOR MAIL ORDERS  
(not necessarily in order of importance)

Womansplace

1. Have your list printed--not just xeroxed or mimeographed. Appearance is everything. Phoenix, Az.
2. Don't put things on the list you have trouble getting. Don't try to put everything in your store on the list.
3. Charge for postage, or the profits will be eaten up by the postage.
4. Decide if you are going to charge for the list. Remember, women are more likely to write for the list if it's free than if they have to send money. If you do that though, you'll have to be prepared to absorb printing &/or postage (for sending the list) costs.
5. Don't put things on your list that have not been published yet. It makes customers unhappy to have to wait weeks and months for what they ordered.

6. Annotated lists sell books better than lists of just titles and prices.
7. Advertise your list(s) wherever you can afford to. Don't worry about doing it overnight, but take on each (new) publication as you can afford it. MS Magazine brings the most responses, but it's also the most expensive.
8. Don't attempt this unless you are willing to take trips to the post office at least once a day. If you can't handle post office hassles, standing in line, finding a parking place, etc. you may want to think seriously about not doing mail orders.
9. Don't wait even a week to send a customer's order(s) to her. The post office takes long enough without you adding time to it. Satisfied customers are repeat customers.
10. If you're out of something, spend the postage to write to your customer and tell her. And tell her when you'll get it to her.
11. Don't send books without cash in advance.
12. Decide what you'll do when a customer writes and says she never received such-and-such. Will you mail it again? Refund her money? Ask her to pay again?--not advisable.
13. Make an on-going list of customers to send your new updated lists to--and take them off of it as you get things returned.

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FROM LINDALL, San Francisco:

My apologies to Coletta Reid for inadvertently leaving LESBIANISM AND THE WOMEN'S MOVEMENT off the lesbian books list. Come from scanning too many titles too fast. It's included on the first "addition" list.

In response to the women from New Words about lesbianism in children's books: There are two books I know of, marked for ages 9 and up, both published, ironically enough, by a straight publisher. ALICE, They are YOU ARE THE RAIN and ZANBALLER. Both are by R.R. Knudson. R. stands for Roxanne, and from what little information is available about her, one could surmise that she is a bona fide lesbian. Neither book is explicitly lesbian; both have young adolescent girls (women?) as the main characters. In fact, males are nearly non-existent in the books. The lesbian implications are fairly obvious to anyone looking for such; without a doubt, both books are very strongly feminist. The publisher is Delacorte. I've no idea if they're still in print (pub. around 1974.), but libraries carry them, and it's worth investigating....

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## NEWS

Booklegger Press is planning a Feminist Review of Looks for 1978 (with Bertha Harris' blessing)

Moon Books is in the process of compiling a complete catalogue of feminist presses. Their purpose is "to set up a communication network among ourselves, and to create a unified system through which feminist books can be ordered by bookstores." They are hoping to finance the catalogue with a grant... "however, since we cannot rely on a grant we would ask that each press be prepared to pay for her own entry and Moon would sponsor to the printing and the distributing costs. Each press' page(s) would list its books and its own distribution and ordering information. We see this as groundwork towards creating a nation-wide distribution system for women's books. At first the catalogue would be sent by mail order only. Hopefully the next step would be to develop a team of saleswomen to go to the bookstores. This could be easily co-ordinated with existing women's distribution to create a larger national feminist network." Moon Books wants suggestions and responses. Write to them at: PO Box 9223, Berkeley, CA 94709.

# THE LIST

of Feminist Bookstores and Distributors in the U.S. and Canada April 1977

\*Alexandria Books, Inc.  
328 So. 17th St.  
Philadelphia, PA 19103  
215-732-2420

\*Alternative Booksellers  
10 North 4th St.  
Reading PA 19601  
215-373-0442

\*Amazon Bookstore, Inc.  
2607 Hennepin Ave. South  
Minneapolis, MN 55408  
612-374-5507

Amazon Reality  
PO Box 95  
Eugene OR 97401

Androgyny Bookstore  
1217 Crescent St.  
Montreal, Quebec, Canada

\*Antigone Books  
415 N. 4th Ave.  
Tucson, AR 85705  
602-792-3715

Ariel Books  
2766 4th Ave.  
Vancouver, BC, Canada

B. Miller Bookstore  
6862 Broadway  
Littleton, CO 90120

\*Birmingham Booksellers  
2222 East Carson St.  
Pittsburgh, PA 15203

Book and Tea Shop  
1646 East 19th Ave.  
Eugene, OR 97403

The Book End, Inc.  
7641 Pacific St.  
Omaha, NE 68114

Bookstore c/o Debbie Boyle  
742 N. Beatty St.  
Pittsburgh PA 15206

Califia, Inc.  
3415 Highland Ave.  
Manhattan Beach, CA 90266

\*Common Woman Bookstore  
2004 1/2 Guadalupe  
Austin, TX 98705  
512-472-2785

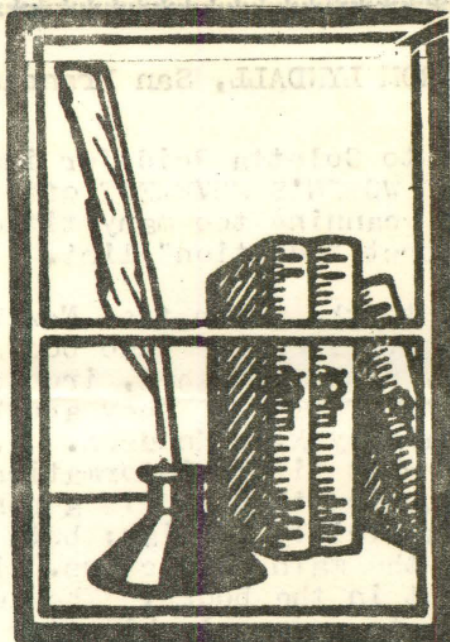
Cora-The Women's Bookmobile  
342 Jarvis St.  
Toronto, Ontario, Canada

\*Coventry Books  
1824 Coventry Rd.  
Cleveland Hts, OH 44118

\*Davis Women's Books  
PO Box 1011  
Davis, CA 95616

Earth's Daughters  
944 Kensington Ave.  
Buffalo, NY 14219

\*Emma, The Buffalo Woman's  
Bookstore  
2223 Fillmore Ave.  
Buffalo, NY 14214  
716-836-8970



Erewhon Books  
Box 2827 Station A  
Edmonton, Alberta, Canada

Everywoman's Bookstore  
1560 4th St.  
San Rafael, CA 94901

\*Everywoman's Books  
2033 Oak Bay Ave.  
Victoria, BC, Canada

\*Fan the Flames Feminist  
Book Collective  
127 E. Woodruff Ave.  
Columbus, OH 43201  
614-291-7756

Feminist Connection  
1208 W. Platt St.  
Tampa, FL 33606  
813-251-4089

Feminist Wicca  
442 Lincoln Blvd.  
Venice, CA 90291

Feminist Book Mart  
PO Box 149  
Whitestone, New York  
Whitestone, NY 11357  
212-767-0633

\*First Things First  
Books for Women  
2334 Ontario Rd. NW  
Washington, DC 20009  
202-234-2722

\*Full Moon Bookstore  
and Coffeehouse  
4416 18th St.  
San Francisco, CA 94114

Hershef  
2 Highland  
Highland Park, MI 48203

\*I.C.I.-A Woman's Place  
5251 Broadway at College  
Oakland, CA 94618  
415-547-9920

Isis  
146 Commercial St.  
Provincetown, MA 02657

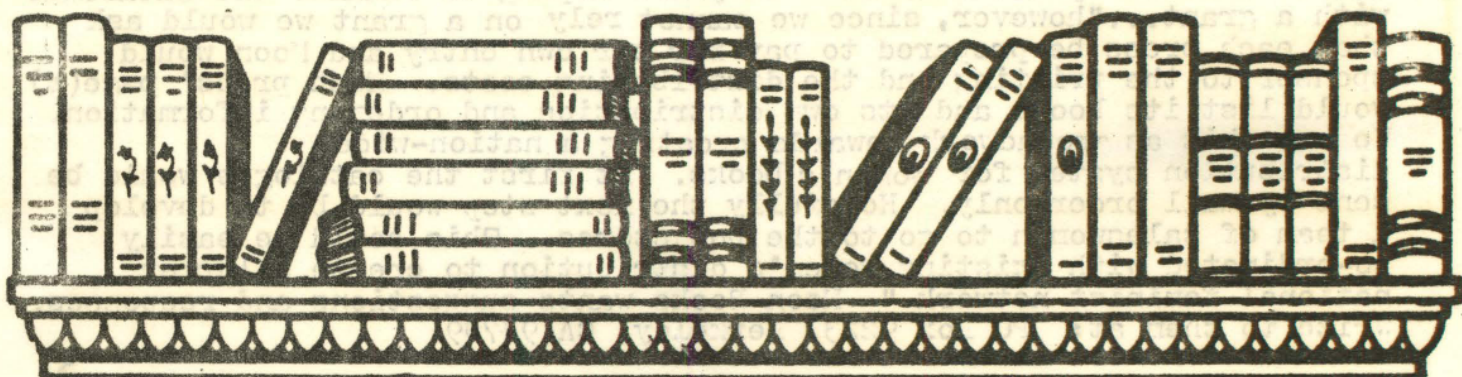
It's About Time  
5502 University Way, NE  
Seattle, WA 98105

Jane Addams Bookstore  
37 S. Wabash Ave. & Bake  
Chicago, IL 60603

\*Kay's Book Studio  
86 Front St.  
Binghamton, NY 13902  
607-722-4032

Labyris Books  
33 Barrow St.  
New York, NY 10014

\*Lanmas Women's Shop  
321-7th St. SE  
Washington, DC 20003  
202-546-7292



# The List, Page 2

Lesbian Feminist  
Center Bookstore  
3523 North Halstead  
Chicago, IL 60657

Lesbian Gardens  
200 Main St.  
Northampton, MA 01060

Lilith: Womyn's  
Bookstore  
1743 Walnut  
Bouldre, CO 80302  
303-443-9467

Lizzie MacPhee  
PO Box 5502  
San Jose, CA 95150

\*Lyndall MacCowan  
4678 18th St.  
San Francisco, CA 94114  
415-431-3297

\*Mother Mali's Books  
541 Blair  
Eugene, OR 97402  
503-343-4864

Motherright  
530 Seabright Ave.  
Santa Cruz, CA 95062

\*Ms Atlas Press-Bookstore  
53 West San Fernando  
San Jose, CA 95113  
408-289-1088

\*New Earth Bookstore  
24 E. 39th St.  
Kansas City, MO 64111  
816-931-5794

\*New Words Bookstore  
186 Hampshire St.  
Cambridge, MA 02139

Old Lady Blue Jeans  
200 Main St.  
Northampton, MA 01060

\*Old Wives' Tales  
Womens' Visions & Books  
532 Valencia St.  
San Francisco, CA 94110

\*The Open Book  
1025 Second Ave.  
Salt Lake City, UT 84103  
801-364-6152 or 359-2636

\*The Oracle  
22640 Main St.  
Hayward, CA 94541

\*Organizer's Book Center  
44 N. Prospect St.  
Amherst, MA 01002  
413-253-9792 (Ellen  
Caracciolo)

Our Place Bookstore  
12315 N. Nebraska Ave.  
Tampa, FL 33612

Page One  
26 North Lake  
Pasadena, CA 91101

Penelope and Sisters  
604 South 4th St.  
Philadelphia, PA 19147

Penn Women's Center Bookstore  
Women's Cultural Trust  
3601 Lucust Walk  
Philadelphia, PA 19174

\*PlainsWoman Bookstore  
PO Box 1935  
Iowa City, IO 52240  
319-629-5496

\*Rising Woman Books  
600 Wilson St.  
Santa Rosa, CA 95401  
707-545-6590

River Queen Women's Center  
PO Box 273  
17140 River Rd.  
Guernewood Park, CA 95446  
707-869-0333

A Room of Her Own  
3305 S. Peoria  
Tulsa, OK 74405

\*Sacramento Women's Center  
1230 H St.  
Sacramento, CA 95814  
916-457-2533

\*Sister Bear Books  
401 1st St.  
Liverpool, NY 13088  
315-457-7777

\*Sisterhood Bookstore  
1351 Westwood Blvd.  
Los Angeles, CA 90024  
213-477-7300

Smedley's Bookshop  
119 E. Buffalo St.  
Ithaca, New York 14850

Sojourner Bookstore  
1210 Pickens  
Columbia, SC 29201

\*Sojourner Bookstore  
538 Redondo Ave.  
Long Beach, CA 90814  
213-433-5384

\*Sonya Wetstone Books & Cheese  
529 Farmington Ave.  
Hartford, CN 06105

\*Spread the Word Distribution  
Central Mail Rm-UMASS  
Amherst, MA 01002  
(home address)-95 Ridgewood  
Northampton, MA Terr.  
413-586-2972

\*13th Moon Feminist Bookstore  
and Art Gallery  
1625 E. Irving Place  
Milwaukee, WI 53202

\*The 31st St. Bookstore  
425 E. 31st St.  
Baltimore, Md MD 21218  
301-235-6060

Tigris-Euphrates  
A Feminist Bookstore  
PO Box 6  
Plainfield, VT 05667

\*Toronto Women's Bookstore  
85 Harbord St.  
Toronto, Ontario M5S 1G4  
Canada  
416-922-8744

Vancouver Women's Bookstore  
804 Richards St.  
Vancouver, BC, Canada

\*Dee McCarthy Vellarrubia  
8334 Windlake  
San Antonio, TX 78230

\*Woman to Woman  
Feminist Bookcenter  
2023 Colfax  
Denver, CO 80206

\*Womanbooks  
255 West 92nd St.  
New York, NY 10025

\*Womanself Bookstore  
University Hall, 220 MAC  
East Lansing MI 48823  
517-337-2404

\*Womansplace  
2401 N. 32nd St.  
Phoenix, AZ 85008  
602-956-0456

\*Womanstore  
12 NW 8th St.  
Gainesville, FL 32601  
904-377-0234

\*A Woman's Bookstore  
211 1/2 N. 4th Ave.  
Ann Arbor, MI 48108

A Woman's Bookstore  
12 West 25th St.  
Baltimore, MD 21218

The Woman's Eye  
905 Yale  
St. Louis, MO 63105  
315-781-4844

\*A Woman's Gallery  
302 Rio Grande Blvd. NW  
Albuquerque, NM 87104  
505-243-0291

\*A Woman's Place Bookstore  
1300 SW Washington  
Portland, OR 97202  
503-226-0848

\*Women in Distribution  
PO Box 8858  
Washington, DC 20003  
202-543-0638

\*The Women's Guide to Books  
MSS Information Corp.  
655 Madison Ave.  
New York, NY 10021

The Women's Store  
2965 Beech Street  
San Diego, CA 92102

# Women In Print

For those of you who do not receive the WIP newsletter we are reprinting the following letter published in Volume 1 #7, April 1, 1977:

Dear Women in Print People:

I'm sorry to say that as things look now it is likely there will not be a 1977 Women in Print Conference. No significant planning has been done and it is rather late to start planning now.

As one of the Conference Planners, I sent out the first and last mailer to other planners several months ago. In it I outlined all the task areas we had discussed on the last day of the Conference, raised additional questions about food, transportation, locations, etc., and called for that dedicated secretary who would work 1 day a week for six months to come forth as I could not do it myself. Of the 7 or 8 organizations on the planning committee, only two responded and then only with a note saying they couldn't be the secretary. Most discouraging.

The question arises: Do we really want a Conference this summer? Perhaps people don't feel a crying need to meet again this soon. Would people prefer to meet again in 1978?

I think a poll is the only way to find out where we all stand. And, if we do want it to be this summer, we need one or two organizers to take on the major coordinating responsibility immediately.

Let's be intentional about Women in Print.

In sisterhood,  
Carol Rowell  
CWSS, Feminist Bulletin/the Longest Revolution  
San Diego, CA

Marie Kuda, editor of the WIP Newsletter goes on to say:

As editor of this newsletter I would like to throw in a couple items for your consideration regarding a WIP conference. I personally feel that from a perspective of relative value, another conference is called for. To be practical, hopefully it would not be scheduled until after the conference reports from last year's meeting have been printed and disseminated. A few individual individuals have indicated that summer might be a bad time for publishers to attend because of production scheduling and have suggested that Spring, 1978 might be a preferable alternate date to consider. In any event, if there are a few, several or many of you who feel the need for some sort of meeting this year and a large scale conference at any time in 1978 I would be willing to offer time and space at the 4th Annual Lesbian Writers Conference to be held in Chicago in late September 1977 for your purposes. If, a three or four day full-scale conference would be feasible for this September, I would be willing to lock the conference planning in with that for LWC as several considerations such as meals, housing and conference space would simply be a matter of expanding LWC commitments already underway. Let me have your thinking on this.

There was a form to fill out along with the letter, but since we no longer have that form I'd like to encourage bookstores, distributors, publishers, and whoever else might be reading this to send their ideas, feelings, etc. on this to: WIP Newsletter, c/o WOMANPRESS, Box 59330, Chicago IL 60645.

# Tiptree Revealed

The person using the pen-name James Tiptree, Jr. has finally come out of hiding. She is Alice Sheldon, 61, a married, semi-retired experimental psychologist who has also written fiction under the name Raconna Sheldon. The Tiptree name was taken from Tiptree, Sussex, England, a place famous for its preserves. Her mother was Mary Hastings Bradley, a world traveler, member of the National Geographic & Royal Geographic Societies, and writer of such books as I PASSED FOR WHITE and ALICE IN JUNGLELAND. Her mother's recent death at Bradley Lodge in Wisconsin is partially responsible for her decision to reveal her real name. In a recent speech, Ted Sturgeon commented that nearly all the top newer writers, with the exception of James Tiptree, Jr. were women. The exception is now gone.

reprinted from LOCUS

(see her story in AURORA BEYOND EQUALITY.)



## RESPONSES TO QUESTIONNAIRE: ROUND 2

### Bulk Mailing:

Yes	11	total: 32	(comment-yes if it sac saves \$-doesnt it
No	0)	" 1	take a long time?)

### Forman

#### Format:

Legal	8	total: 26
8½X11	5	" 10

### Publishers:

Yes	9	total: 23	(7 of the yes responses
Yes (serve needs of both)	3	" 6	said feminist or women
No	1	" 3	only) (other comments-
Depends	9	" 22	don't let it become a \$

making tool for straight businesses; it will be most effective & useful to not try too much at once-perhaps in the future)

### Advertising:

Yes	10	total: 26
Feminist only	8	" 18
Anyone	3	" 8
No	3	" 7

(comments-Isn't it a lot more work?; only with careful discrimination/discretion; we're a bit undecided; it will help cut costs; anybody that you want; don't rely on it-dont don't become dependent on feminist publishers-keep it a service to the women's community; the idea is info-invite publishers to subscribe to get info-print their info-you can get more in than an ad-it's a service to bookstores by paying for it)

Additional comments from questionnaires;: we'd like to see an increased focus on women's press books-FBN is an important link in our women's web; a very important beginning; most of the feminist presses suffer from the same poor business practices as many of the major publishers-why don't they send info on their new listings to their bookstore customers?-- We hope they'll subscribe to the FBN, or at least send info on new books and reprints to us so that we can get the information to you--ed.

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### New addresses:

HERA (newspaper)  
328 South 17th St.  
Philadelphia PA 19103  
215-732-2420

Diana Press  
4400 Market St.  
Oakland, CA

Daughters, Inc.  
22 Charles St.  
New York, NY 10014



(In case you haven't already heard,) Daughters and Rita Mae Brown have sold the reprint rights fo RUBYFRUIT JUNGLE co Bantam for \$250,000. There is also a movie contract in the offing.

That's what I read in PW. What I HEARD was that Bantam has agreed to print 500,000 copies BEFORE the release date (and will of course reprint as long as they can make \$\$.) This should ensure that RJ will get into supermarkets, drugstores and news-stands everywhere. The price was so high because Daughters has already sold 60,000 copies of the trade paperback edition.

The movie idea seems pretty definite. Rita mae has finished or has nearly finished the screen play.

As I understand it, the way the rights sale works is that RMB and Daughters split the money. Daughters (I HEARD) will use the money to bring out more books. As far as I know, no one retained the cover rights.

How bizarre to read this first in PW. I know a lot of thought went into this decision. Daughters, if you want to share some of it, FBN would be glad to print it.

MORE RUMORS

....Random House has turned down Moon Books' fall list because "The market for women's books is over." First they won't print us at all, now they say that we're no longer of interest! How weird (not to mention oppressive) the straight press is.

LICE (the literary industrial corporate establishment) will be trying to franchise women's bookstores soon. According to someone who is studying such things.

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BOOKLIST, a journal of book reviews published by the American Library Association, now has a column devoted to reviewing books from the feminist press, edited by Kay A. Cassell. Her address is c/o Bethlehem Public Library, 451 Delaware Av., Delmar, New York, 12054.

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Does everyone know that the 2nd issue of SINISTER WISDOM is dedicated to lesbian literature? SW is distributed through WIND.

The JANE ADDAMS BOOKSTORE & BAKERY opened in Chicago in Dec. They combine new books with antiquarian and rare books and whole-grain pastries, and plants. They do free rare book and out-of-print book searches and offer consulting services to libraries, schools and organizations interested in building or expanding their women's studies collections, and to schools wishing to add to their collections of non-sexist, non-racist children's books.

PROBLEMS

a letter from ALEXANDRIA: HELP! We have been having tremendous difficulties with our book shipments. Some pending orders are going on 3 months!! I have written repeatedly to the publishers involved (sometimes we don't get answers) as well as to the post office and United Parcel Service --so far to no avail. We'd like to know if anyone else has been having this problem. Does anyone have any suggestions? This is infuriating and frustrating.

MARION ZIMMER BRADLEY'S science fiction books go out of print super-fast. Sometimes w/ in 2-3 months. She says that science fiction bookstores buy a year's supply as soon as the books come out. She suggested that we do the same.

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The LICE are breeding .....



Hearst Corp. (yeah, THOSE Hearsts) own AVON. (Besides monoploizing the Bay Area newspapers, neither one of which is good for much except starting fires.)

CBS owns POPULAR LIBRARY. Who owns CBS?

HARPER & ROW is buying THOMAS P CROWELL. Crowell already owns DAY, ABELARD-SCHUMAN, and FUNK & WAGNALLS. Last year H-R grossed 90 million and Crowell grossed 15 million. Just thought you'd like to know.



March, 1977

Dear Friends,

The fall/winter rush seems to be slowing down, and now is a good time for us to summarize what Women in Distribution has learned and accomplished in the last year - and what plans we have for the coming one. Many of you have written or talked with us, and this feedback has helped us to meet your needs as bookstore, publisher, or library more completely. We're writing this letter to let you know what we're thinking/planning, and we're hoping to hear your reactions.

We had a very good winter season... that is, we sold approximately 4 times as many books this season (October, November, December) as we did in 1975. As far as we can tell, there are 3 reasons for this:

- 1) we took on many new titles - over 40 in 3 months. We put out 2 WIND Bulletins and 1 Fall Supplement. We had more of a selection to offer;
- 2) we improved our invoicing and order filling procedures. Most orders were sent out within 2 days of their arrival at WIND; and
- 3) we increased our advertising in newspapers/magazines - all on a cooperative basis with publishers and bookstores.

Based on the above, we know now that Women in Distribution has to constantly find and take on new books that are being produced. We also know that in order to keep the stores/libraries we already serve informed, and in order to spread the sales of "our" books to other outlets, we need to do more mailings, more promotion.

We need you - bookstores, libraries, publishers, individuals - to tell us when you hear of a good book we should be carrying. We are preparing a "Fall Preview" of new books, for mailing in May. In late August we will be sending out a new complete catalog. The deadline for review material for the complete catalog is June 15. Please send us review copies of any new books you are releasing, or names of any books you'd like to see us carry.

To further increase sales of our books and to promote our books beyond the women's and left movements, we are renting a booth at the American Booksellers' Association ("ABA") Conference in June. All chain/large bookstores in the country will have their bookbuyers there, "shopping" for the books they'll offer to the public in the fall. We are also renting a table at the American Library Association's Annual Conference, in May. Approximately 10,000 librarians from all over the country will be attending this event, also "shopping" for new books to put on their shelves.

As of May 1, 1977, we will be lowering the minimum number of books needed to get our 40% discount to 10. We want to experiment

with this new policy - particularly since the cost of books is going up - and see if it will encourage more frequent ordering.

We'd like to continue /increase the cooperative advertising that we did last year. We're very open to contributing whatever we can to cooperative advertising ventures you undertake - we have done this in the past with both bookstores and publishers. In our opinion, advertising/reviews/promotion are as crucial to "getting a book out", as distribution.

Reviews - in the women's press and in trade magazines mean greatly increased interest in the book(s) reviewed. We have been trying to get books we carry reviewed in various publications, with some luck. We have concentrated these efforts on those books we distribute under an exclusive contract. Publishers interested in having WIND do this sort of pushing for you, please write us... there are specific rules/requirements/customs associated with getting books reviewed by the press - especially magazines like Publishers Weekly and Library Journal.

It has been clear for some time now that we need to operate out of a larger space (so that we can stock more titles, and greater numbers of each title....to eliminate those nasty backorders). We have just about reached the end of our space, and are looking for a new location.

All of the above plans take money - which we are trying to raise now, feeling that it is crucial for WIND - in order to survive - to greatly increase sales in the coming year. We want to avoid having to ask for a greater discount from publishers/ or offering a lower discount to buyers. Therefore, we are exploring these other ways of bringing in more money.

Thanks to all of you for your support.... the (mostly pen-pal) relationships we've developed with many of you, and your in-put have gotten us through many a frustrating moment.

Don't forget to:

1. Send us titles/publishers of new books you'd like us to carry - JUNE 15 DEADLINE for the Fall Catalog.
2. Send us any ideas or invitations to join cooperative advertising projects.

....and let us know what you think of our plans.

We hope you are all doing well - we'd like to hear more about your plans and progress, too.

Best,  
*Annika, Lois, Helene*  
the women of Women in Distribution



# THE ORACLE

presents

info from Publishers Weekly

This will be a synthesis of the previous month's goodies except for the first three entries which are from Jan. and Feb.

Linda Ravenkamp  
The Oracle

? marks indicate a question in our minds about the book--the title or the description make us unsure of its value

Look for in paperback:

MENSTRUATION AND MENOPAUSE: The Physiology and Psychology, the Myth and the Reality, Paula Weideger, Dell/Delta 3.95 (March)

THE HITE REPORT: A Nationwide Study of Female Sexuality, Shere Hite  
Dell, 2.75 (April)

THROUGH THE FLOWER: My Struggle as a Woman Artist, Judy Chicago,  
Doubleday/Anchor 4.50 (April)

WOMAN ON THE EDGE OF TIME, Marge Piercy, Fawcett (June).

THE CURSE, NAL (June)

.....  
FEBRUARY 28 Children's Issue

Children's books that sounded good:

HALF A KINGDOM, Ann McGovern, Warne & Co., 5.95 ages 4-8

THE BURIED MOON & OTHER STORIES, selected and illustrated by Molly Bang,  
Scribner's Sons, 5.95, young fiction

SARA & THE DOOR, Virginia Jensen, Addison-Wesley, 4.95 ages 3-6

MATILDA'S MASTERPIECE, Mary Anderson, Atheneum, 6.95 ages 8-12

THE DANCING GRANNY, retold and illustrated by Ashley Bryan, Atheneum,  
5.95, ages 5-9

DRAGONSINGER, Anne McCaffrey, Atheneum, 7.95 ages 8-12, sequel to DRAGONSONG

CALL ME CLOWN, Jobs for Juniors, by Harriette Sheffer Abels, Children's  
Press, 6.60, ages 8-11

APPLE PIGS, Ruth Orbach, Collins & World 5.95, ages 4-8

ANN'S SPRING, Daniel Curley, Crowell, 6.50 ages 8-12

?WOMEN AT THEIR WORK, Betty Lou English, Dial, 6.95 (all ages) inc. photos

?THE YOUNG PEOPLE'S GUIDE TO HOMOSEXUALITY, Morton Hunt, Farrar, Straus,  
& Giroux, ages 9-12

MARGARET FULLER: BLUESTOCKING, ROMANTIC, REVOLUTIONARY, Ellen Wilson,  
FS&G, 7.95 12 & up

?Guinness Book of WOMEN'S RECORDS, Norris McWhirter, Sterling, 4.95, 10 & up

SEVEN WOMEN: PORTRAITS FROM THE AMERICAN RADICAL TRADITION, Judith Nies,  
Viking Junior Books, 8.95

BREAKING THROUGH: Stories of Three Women in the 1970's, Betsy Smith,  
Walker, price?

OTHER BOOKS:

HER WAY: BIOGRAPHIES OF WOMEN FOR YOUNG PEOPLE, Mary Ellen Kulkin,  
American Library Association, new guide to in-print biographies of 800  
women, 480 pages, clothbound, \$25. Order Dept, ALA, 50 E. Huron St,  
Chicago, Ill., 60611.

WHATTA-GAL! THE LIFE AND TIMES OF BABE DIDRIKSON ZAHARIAS, THE GREATEST  
WOMAN ATHLETE IN THE HISTORY OF THE WORLD, William Oscar Johnson and  
Nancy P. Williams, Little Brown 8.95 May 24

?THE OTHER PERSUASION: AN ANTHOLOGY OF SHORT FICTION ABOUT GAY MEN AND  
WOMEN, ed Seymour Kleinberg, Random House/Vintage, 3.95 May

?WALK TO THE END OF THE WORLD, Suzy McKee Chamas, Del Rey Books, science  
fiction, Ballantine, 1.50, "A future race of slave women revolt  
against men."

PW Forecasts

GAMES MOTHER NEVER TAUGHT YOU" CORPORATE GAMESMANSHIP FOR WOMEN, Betty  
Leban Harragan, Rawson Associates (Atheneum, dist.) 10.95, May 20,  
CR for women in corporate business, how to succeed.

IFPW continued

In the Media

Barbara Garson, ALL THE LIVELONG DAY: THE MEANING AND DEMEANING OF ROUTINE WORK, Penguin, 1.95, was recently on "Not for women only."

Dr. Marcia Guttentag, UNDOING SEX STEREOTYPES, McGraw-Hill.

Back to Press-

THE WOMAN WARRIOR, Maxine Hong Kingston, Knopf, 7.95 40,000 copies in print

GAY AMERICAN HISTORY, Jonathan Katz, Crowell, 6.95pb, 15.00 cloth, 24,500.

I HEAR MY SISTERS SAYING, Konek and Walters, 4.95 pb, 9.95 cloth, 10,500 in print.

PW FORECASTS

SITA, Kate Millet, FS&G, 10.00, May 26, "self-serving journal."

ELEANOR OF AQUITANE, Marion Meade, Hawthorn, 12.50 June 1.

Bestseller List-Hardback books

Fiction

#5 HOW TO SAVE YOUR OWN LIFE, Erica Jong (A real bummer book!)

Non-Fiction

#4 CHANGING, Liv Ullmann

#8 THE HITE REPORT, Shere Hite



BOOKS FOR CHILDREN BULLETIN. Publication of the Council on Interracial Books for Children, Inc, 1841 Broadway, New York, Ny 10023, 1.75 ea.

PW Forecasts Children's Fiction

TRIAL VALLEY, Vera & Bill Cleaver, Lippincott, 7.95, 12 and up, sequel to WHERE THE LILIES BLOOM.

March 7

Bad news: full page ad for THE TOTAL MAN, Tyndale Pub., "It's time for a man's book..."

\*\*\*American Booksellers Association Convention in San Francisco, May 28-31. WIND will be there.

PW Forecasts

?YOUR CHILD? I THOUGHT IT WAS MY CHILD, Owen & Nancie Spann, Ward Ritchie Press. 8.95, counsels community of divorced and remarried peoples, esp. on how to cope w/ stepchildren. Nancie Spann discusses probs. faced by single women w. children.



March 14 Religion Issue

Round-up

?THE MYTH BEHIND THE SEX OF GOD: TOWARD A NEW CONSCIOUSNESS-TRANSCENDING MATRIARCHY AND PATRIARCHY, Carol Ochs, Beacon Press, 9.95 Argues for a single approach to divinity. June

Back to press

PREGNANCY AFTER 35, Carole Spearin McCauley, 7.95, Dutton

A BOOK OF COMMON PRAYER, Joan Didion, 8.95 S & S, Mar 31, 35,000 in print national tour.

CRIMES AGAINST WOMEN, Diana Russell and Nicole Van de Ven, 5.95, Les Femmes, 10,000 copies

KINFLOCKS, Lisa Alther, 2.25, NAL, one million in print BEFORE publication.





# sisterhood Bookstore

as promised from

Here's a list of the books reviewed, etc. in New York Times Book Reviews, and New York Review of Books. I assume what everyone wants is a fairly loose definition of "feminist books" for our list, so that the stores can choose for themselves according to their own politics and policies. Here goes; choose

The Novels of Virginia Woolf- by Alice Van Buren Kelley. Univ. of Chicago Pr., paper, \$4.95. (literary criticism)

I Came Here To Be Alone- Ingrid Bengis. Cloth, \$8.95, Simon & Schuster. (novel)

Dawns and Dusks- Autobiography & prints by artist Louise Nevelson. Cloth, \$12.95 Scribners.

The Female Experience- Gerda Lerner. Paper, \$5.95, Bobbs-Merrill. (history)

The Other Woman; a life of Violet Trefusis- by Phillippe Jullian & John Phillips, cloth, \$10.00, Houghton-Mifflin.

How To Save Your Own Life- by Erica Jong. Cloth, \$8.95. Holt, Rinehart. (novel)

In the Looking Glass; 21 Modern short stories by women- ed. by Myra Stark and Nancy Dean. Cloth, \$8.95, Putnam.

The Sea Birds Are Still Alive- by Toni Cade Bambara. Cloth, \$7.95, Random. (short stories)

A Literature of Their Own; British Women Novelists From Bronte to Lessing- by Elaine Stowalter. Cloth, \$17.50 Princeton Univ. Pr.

Infamous Woman; The Life of George Sand- by Joseph Barry. Cloth, \$12.95, Doubleday.

A Woman In Revolt (biography of Flora Tristan) by Dominique Desanti. Cloth, \$9.95, Crown.

Pink Collar Workers- Louise Kapp Howe. Cloth, Putnam. \$8.95,

Women in American Architecture- ed. by Susana Torre. Cloth, \$25.00, Whitney Library of Design, 1515 Broadway, New York, NY 10036.

Womankindly, *Jahn*

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Fam of The Open Book in Salt Lake City recommends "a brand new line of nonsexist children's books, originally Italian, now translated, and beautifully illustrated". The titles she carries are: Sugarpink Rose, Arthur and Clementine, A Fortunate Catastrophe, and The Real Story of the Bonobos Who Wore Spectacles. All hardcover, \$4.95. "They each tell a story of female characters realizing and acting upon their strengths and of the mystified but also enlightened male characters they influence (with the exception of Arthur, who still doesn't understand...)"

The Open Book's best selling children's book is Alexander and the Terrible, Horrible, No Good, Very Bad Day, Judith Viorst, !.95 paper (no publisher listed) "a delightful book for anyone who has ever had a bad day." A

\*\*\*\*\*

Call Me Ishtar, Rhoda Lerman, Holt, Rinehart, Winston--"the story of a middle class hausfrau in Syracuse, NY (married to the manager of a rock band) who one day becomes infused with the spirit of the Great Goddess--the effect if similar to the event of Saul of Tarsus getting knocked off his horse (to realize himself as Paul, the basic inventor of the Catholic Church) but now it's the Femaleness of Divinity which is doing the thunderbolting and the Mother is angry at this world which desecrated Her Image in Nature and all that is Female--the stunning theatrics of Her revenge is matched only by the piercing dryness of the mother's wit



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Guns and Ducks - Autobiography & prints by artist Louise Nevelson. Cloth, \$12.95, Scribner.

The Female Experience - Gerda Lerner. Paper, \$2.95, Bobbs-Merrill. (History)

The Other Woman: a life of Violet Trefusis - by Phillippe Julian & John Phillips. Cloth, \$10.00, Norton-Little.

San Francisco, Ca 94110  
532 Valencia St.  
c/o Old Wives Tales  
Feminist Bookstores Newsletter

The Sea Birds Are Still Alive - by Toni Cade Bambara. Cloth, \$7.95.

A Literature of Their Own: British Women Novelists From Defoe to Leavis - by Elaine Showalter. Cloth, \$12.95, Princeton Univ. P.

Intimate Women: The Life of George Sand - by Joseph Baring. Cloth, \$12.95, Doubleday.

A Woman in Revolt (biography of Flora Tristan) by Dominique Desanti. Cloth, \$9.95, Crown.

Pink Collar Workers - Louise Kaplow. Cloth, Putnam, \$8.95.

Women in American Architecture - ed. by Susana Torre. Cloth, \$25.00, Whitney Library of Design, 125 Broadway, New York, NY 10038.

Womanist

Handwritten signature or initials.

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