
Feminist Bookstore News

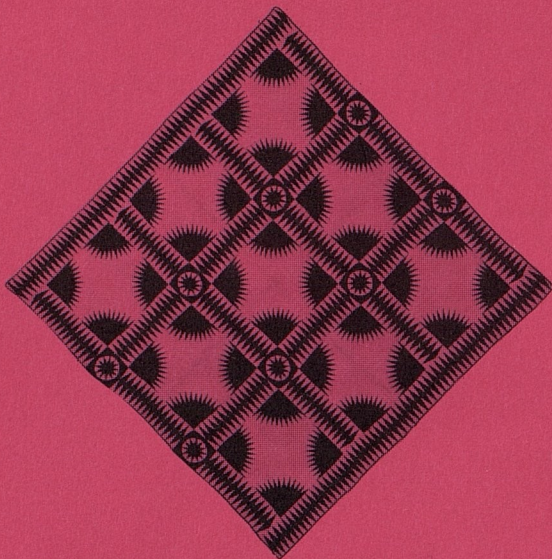
Sidelines catalog 1988

August 1988

Volume 11 Number 2
Feminist Serial Am F32978

10-13-88

North Carolina Quilts



by Ellen Fickling Eanes, Erma Hughes Kirkpatrick, Sue Barker
McCarter, Joyce Joines Newman, Ruth Haislip Roberson, and
Kathlyn Fender Sullivan
Edited by Ruth Haislip Roberson

Along with its appeal as a unique piece of creative work, every quilt has a story of its own. This lovely book is both a gallery of quilts crafted between the early 1800s and 1976, and an informed record of the lives and times of the women who made them. Vintage photographs from family collections also are included.

The 125 quilts featured were chosen from more than 10,000 that owners brought to be recorded during the North Carolina Quilt Project's unusually successful series of documentation days, held during 1985-86 in 75 cities and towns across the state.

141 color + 75 b&w photographs, 8½ × 11, 232 pp.
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EDITOR

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MARY M. GERGEN, Editor

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Sidelines catalog 1988

This is it! **The Fourth Annual FBN Sidelines Catalog!** Enough sidelines to stock a bookstore -- calendars, cards, buttons, bumperstickers, posters, teeshirts, jewelry, crystals and more.

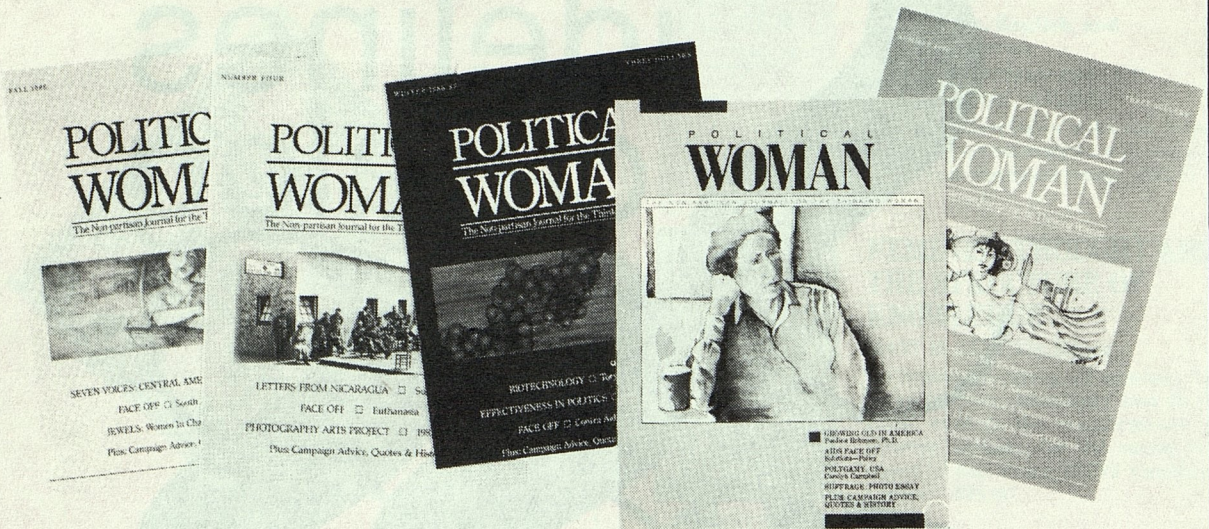
Why carry sidelines? Because they are a part of our culture and our community and reflect our lives. Because our customers want and expect them: buttons for politics, tee-shirts to feel good in, posters to see ourselves on our own walls, jewelry that affirms our lives. Because not everyone reads books. And because we and our customers want to have a good time and enjoy our lives all along the way.

And so this catalog of sidelines with a feminist politic. Because as hard as it can be to track down the books we want in our stores,

it can be even more difficult to find the sidelines we want to offer our communities. Because the second most commonly asked question asked by new booksellers is "Where can I get sidelines?!" And because FBN has spent a lot of time over the years connecting booksellers and craftswomen -- an we thought "There's got to be an easier way to do this!" And there is: an annual catalog collecting all the information we can find into one place -- a resource for established booksellers and a goldmine for new booksellers.

So enjoy! Peruse the pages. Consider where these items would fit into your store. Write for catalogs. Use the Catalog to make plans for your winter holiday season orders. Keep it on hand as a resource all year around. And when you write orders, be sure to mention that you saw it in **FBN**.

POLITICAL WOMAN MAGAZINE



POLITICAL WOMAN is a literary publication that discusses current topics of critical interest to the woman intellect, voter and/or current event follower.

POLITICAL WOMAN, already popular with libraries and universities has gained widespread popularity in the past year, because of its regularly featured columns: government/politics, business/finance, health/science/environment, culture/books/theatre.

Each issue also has humor, insider stories, international newsbriefs, and special exclusive features.

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THE FEMINIST BOOKSTORE NEWS is the communications vehicle for the informal network of feminist bookstores. FBN reaches 350 feminist and feminist-inclined bookstores in the U.S. and Canada as well as feminist booksellers in England, Europe, Australia, New Zealand, India and Japan. Librarians, women's studies teachers, book reviewers publishers and feminist bibliophiles comprise the remainder of the subscribers.

THE FEMINIST BOOKSTORE NEWS is published six times a year in January, March, May, July, September, and November. Letters, articles, news items and announcements should be received the fifteenth of the month preceding publication. Signed articles and letters are the responsibility of the authors.

SUBSCRIPTIONS are \$50 per year/six issues. \$95 for two years. +\$6/yr for Canadian postage, and \$13/yr for overseas postage.

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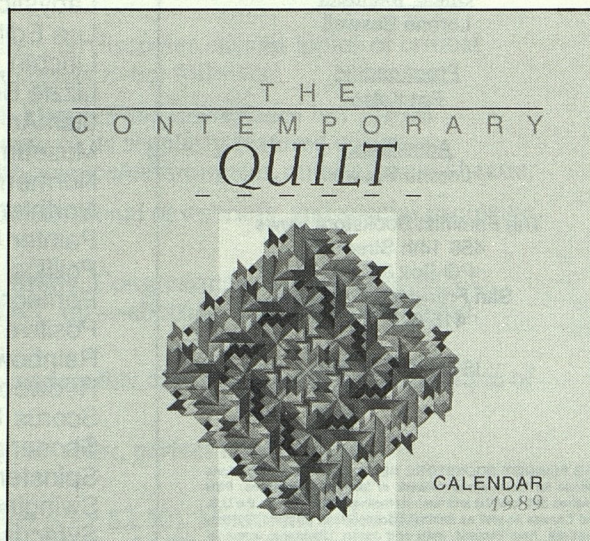
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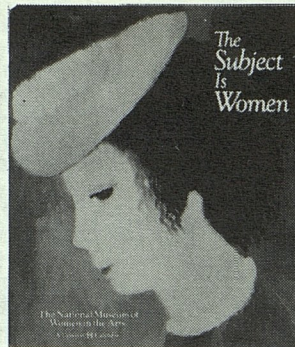
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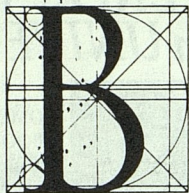
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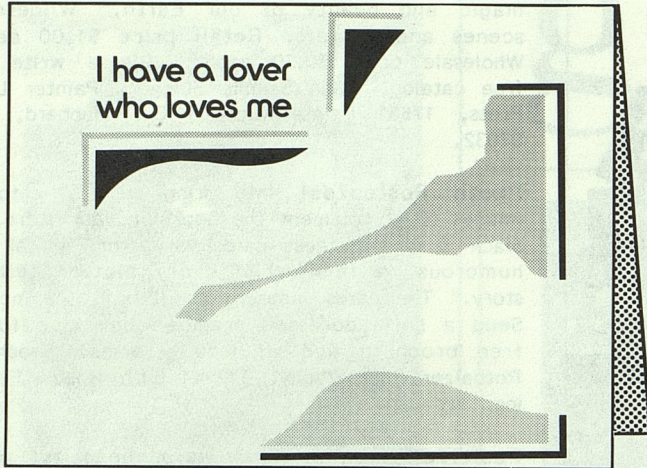
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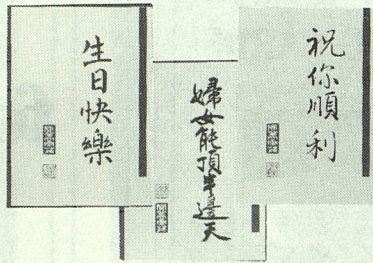
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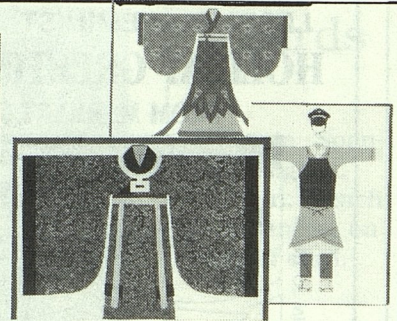
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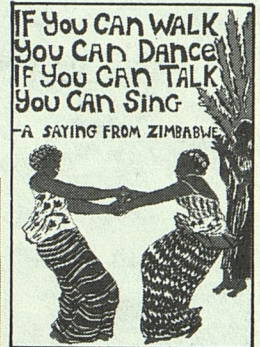
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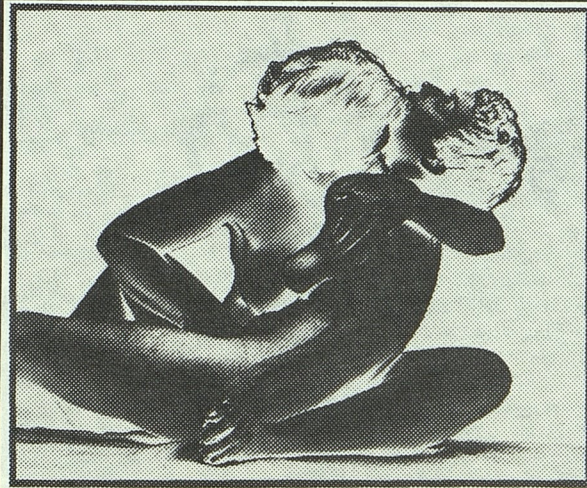
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SELLING SIDELINES

By Kasha Songer

The Book Garden/Denver

The Book Garden, A Women's Store turned three years old this August. We are located in a nice residential neighborhood of Denver and have seen steady growth every year despite Denver's economy this last year.

I'm a firm believer in sidelines for two reasons. Being known for having gift lines by and for women greatly increases foot traffic by readers and non-readers alike. The second reason is financial. Sideline discounts are higher than book discounts.

Book discounts average 40%. Sidelines average a minimum of 50%. A couple of sidelines are discounts of 75%. This additional profit margin is what keeps the Book Garden on her feet financially. Well, nearly on her feet. I tend to see the Book Garden's financial feet about as steady as someone skating on the proverbial thin ice.

We carry an average of 20 sidelines that take 25% of our retail space. My guess (casual bookkeeping), would be that sidelines are 30% of our sales.

The Denver women's community knows that for their winter holiday shopping we may have as many as 25 sidelines packed into the store. I

promote the concept of something for everyone. Many sidelines are stable throughout the year. Others are only available Oct. to Jan. This keeps up curiosity and inspires extra trips to the store.

Some basics: jewelry, video rentals, sex toys and cards bring the most traffic to the store. Gems and minerals, sex toys, t-shirts and buttons have the best mark-up. Jewelry and video are the most expensive sidelines to bring in. Here's a list of what we currently have to give you an idea of the variety: crystals and minerals, crystal pouches, tarot cards, etched crystalware, posters, cards, music, consignment art, t-shirts, candles, incense, buttons, stickers, bumperstickers, enamel pins, sex toys, stoneware, jewelry (from 7 different jewelers -- this is my favorite sideline) and games.

As an alleged sideline expert, if you asked my advice, and I know you haven't.... Carry as much jewelry as you can afford and display it as attractively as you can. If your personal politics and your store politics are okay about sex toys -- carry them!

Questions, comments, advice for me, etc., give me a call. Kasha Songer 303-399-2004. I'm around most of the time. ○



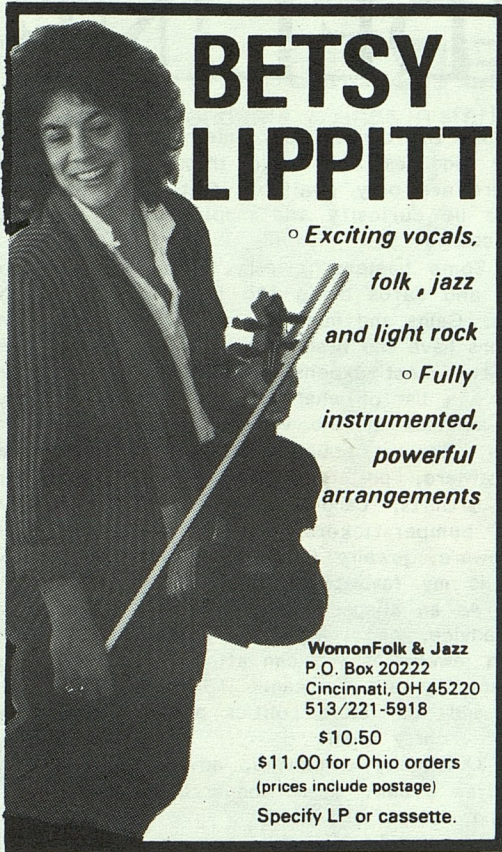
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Our thanks to all of you who have carried our work this year. For catalog write or call: Lizzie Brown, P.O. Box 389, Brimfield, MA 01010 (ph.) 413-245-9484.

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MUSIC

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To schedule concerts or workshops in music and healing, songwriting, voice, or guitar contact Betsy at the above address.

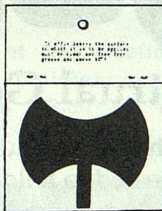
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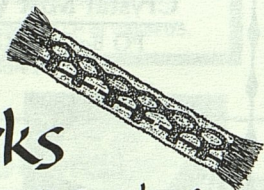
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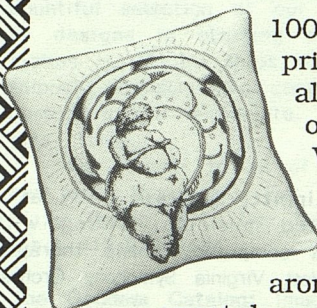
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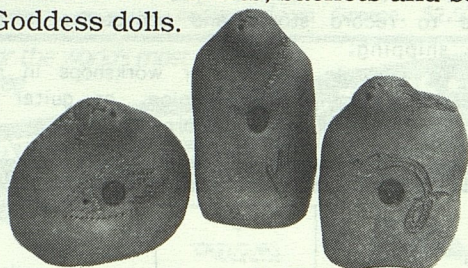
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VIDEOS: Rentals & Sales

By Kasha Songer
The Book Garden/Denver


This is a brief summary of the video workshop held at ABA-Anaheim. Included are the theoretical pros and cons, the practical techniques and sources.

First the bottom line: Videos are not a high profit sideline. It is a costly sideline to invest in and it will pay for itself, but profits are slim. On the positive side, videos bring an entire new group of foot traffic into your store. You will attract non-readers and many new women who have never heard of your store until they see some great lesbian movie at a party.

My store, The Book Garden, is in Denver which has two large gay and lesbian video stores and my videos still rent well enough to carry. If you are too near a good video store I'd hesitate to compete. Even the best of video stores will not carry some of those important films that need to be seen. So, that's another consideration.

The stores at this meeting who carry videos all had similar policies:

- * Daily rental \$2.50 to \$4.00 depending on your area.



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- * Rural women may rent on the "out-of-town" package -- rent the movie for 4 days and receive a free mailer for returning the movie ASAP!
- * Deposits are a must!! The size of the deposit should reflect the retail cost of replacement. They may leave cash, check, or a credit card slip. Yes, you'll get some complaints; it doesn't matter, charge the deposit anyway. One day I trusted two of my best big-spending customers and didn't bother them with the trouble of a deposit. That mistake in judgement cost me two videos and two of my best customers.
- * Protect yourself!! Movies will disappear from your desk, from the back shelves of your office and from your front counter if you turn your head, so keep the cassettes in a safe place, out of sight (you'll probably want to use the case for display.)
- * Video sales should be prepaid special orders. It's too expensive to stock videos for sale. They are generally slow sellers, too.

Movie subject interest varies. Some stores do best with feminist films, others do better with lesbian erotica films. Below is a beginning list of suppliers. Check around with other stores for more video vendors. Some stores carry twice as many videos as this list supplies.

Tri-Image Productions
PO Box 15911
Long Beach, CA 90815-0911
- **Images & Reflections.**

Tigress Productions
PO Box 480
Cotati, CA 94928
- **Erotic in Nature, Where There's Smoke and Fantasy Dancer.**

Peg Yorkin Productions
8105 W. Third St. Suite #1
Los Angeles, CA 90048
- **N.O.W.'s 20th Anniversary.**

Blush Production

PO Box 421916

San Francisco, CA 94142

- **Private Pleasures and Burlesk Live.**

Pop Video

PO Box 60862

Washington, D.C. 20039

- **Long Awaited Pleasure and Heroines.**

Male Entertainment Network

One United Nations Plaza

San Francisco, CA 94102

- **Gay Games: The Highlights, Women's Power-lifting: Gay Games I and Women's Physique: Gay Games II.**

Centre Production Inc.

1800 30th Street

Boulder, CO 80301

- **The Art of Self Defense for Women.**

Istar Films

Box 51 Rt. 311

Patterson, NY 12563

- **One Fine Day and World of Light: A Portrait of**

May Sarton.

Home Vision

5547 N. Ravenswood Ave

Chicago, IL 60640-1199

- **O'Keefe.**

East Texas Dist.

Houston, TX 1-800-231-6648.

Phoenix, AZ 1-800-231-5314.

Denver, CO 1-800-843-1335.

New Orleans, LA 1-800-231-1890.

San Diego, CA 1-800-443-8828.

Greensboro, NC 1-800-321-5999.

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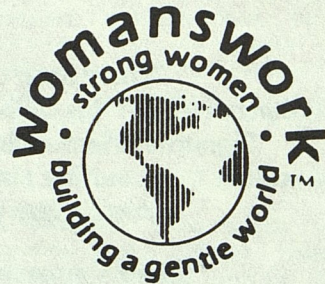
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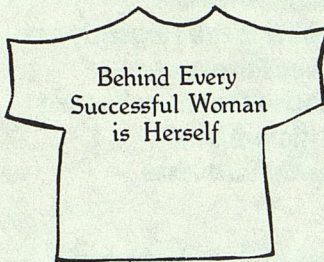
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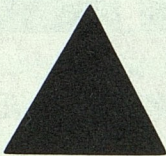
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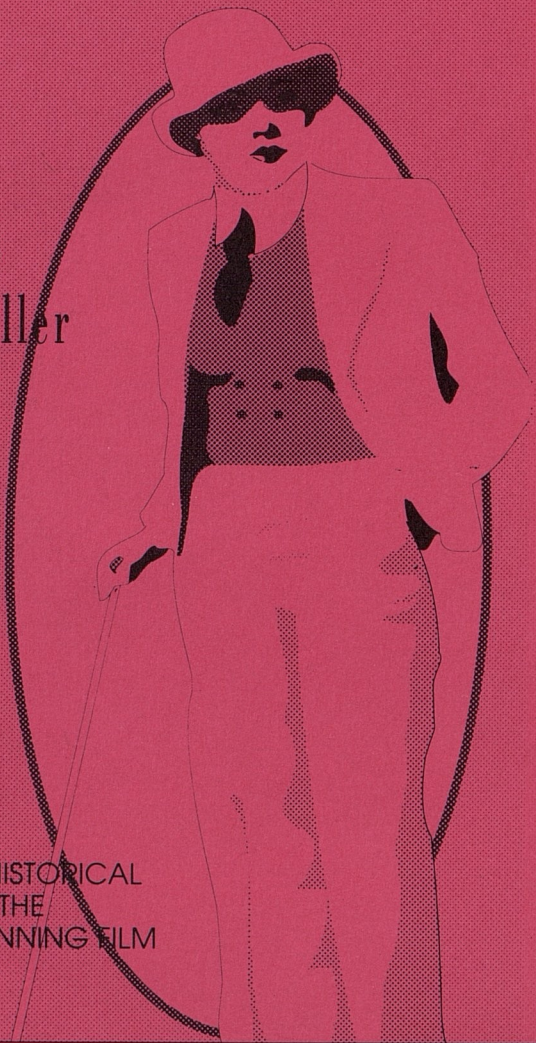
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