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Feminist Bookstore News

The 1991 Sidelines Issue

August 1991

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The 1991 Sidelines Issue

Welcome to the Seventh Annual FBN Sidelines Issue — our answer to busy booksellers' cries of "So many sidelines, so little time!" And so many pieces of paper! We hope this issue will help you stock your store with the feminist sidelines that your customers want.

In these pages we've collected items ranging from buttons and bumperstickers to calendars, cards, jewelry, music, pottery, safe sex supplies, tapes, T-shirts, videos and more. Once again, booksellers from across the country share some of their favorite and best-selling sidelines in a "Faves and Raves" article.

Also check out this year's feature on calendars, and let us know what you think about the recycling issue broached in the article on page 11.

So, get out your pens and get ready to circle all those sidelines you can sell in your store. Most booksellers use this issue when deciding what sidelines to order for the holiday season; many also keep the issue at hand as a resource to use all year. When writing

your orders, don't forget to tell craftswomen that you saw their ad in FBN!

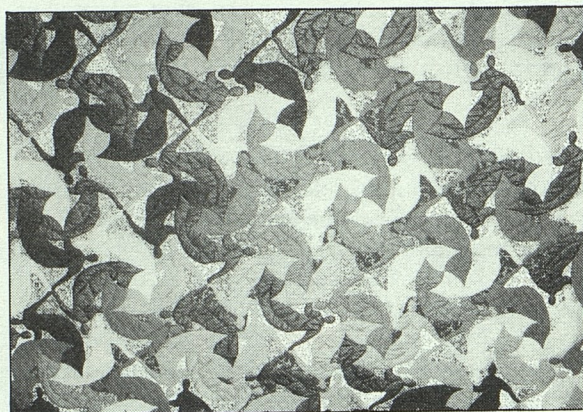
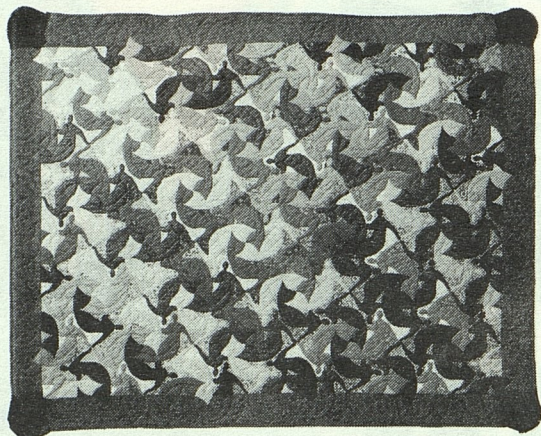
And if you have a favorite sideline that you don't find in the pages of this issue, drop us a note and we'll make sure to include it in next year's edition.

In addition to sending the FBN Sidelines Issue to all of the feminist, gay and lesbian, alternative and general independent stores on our list, we also send a copy to all of the new bookstores we hear about during the year. To all of you we extend a warm hello and the hope that you don't have too hard a time narrowing down your choices of sensational sidelines. We also send many thanks to all of the craftswomen and sideline vendors who contributed to making this special issue such a success.

As always, we're interested in your feedback. Your comments help make each year's issue the best ever. If you'd like more information about FBN or next year's catalog, please call or write us and ask to be added to our sidelines list. Good reading! ○

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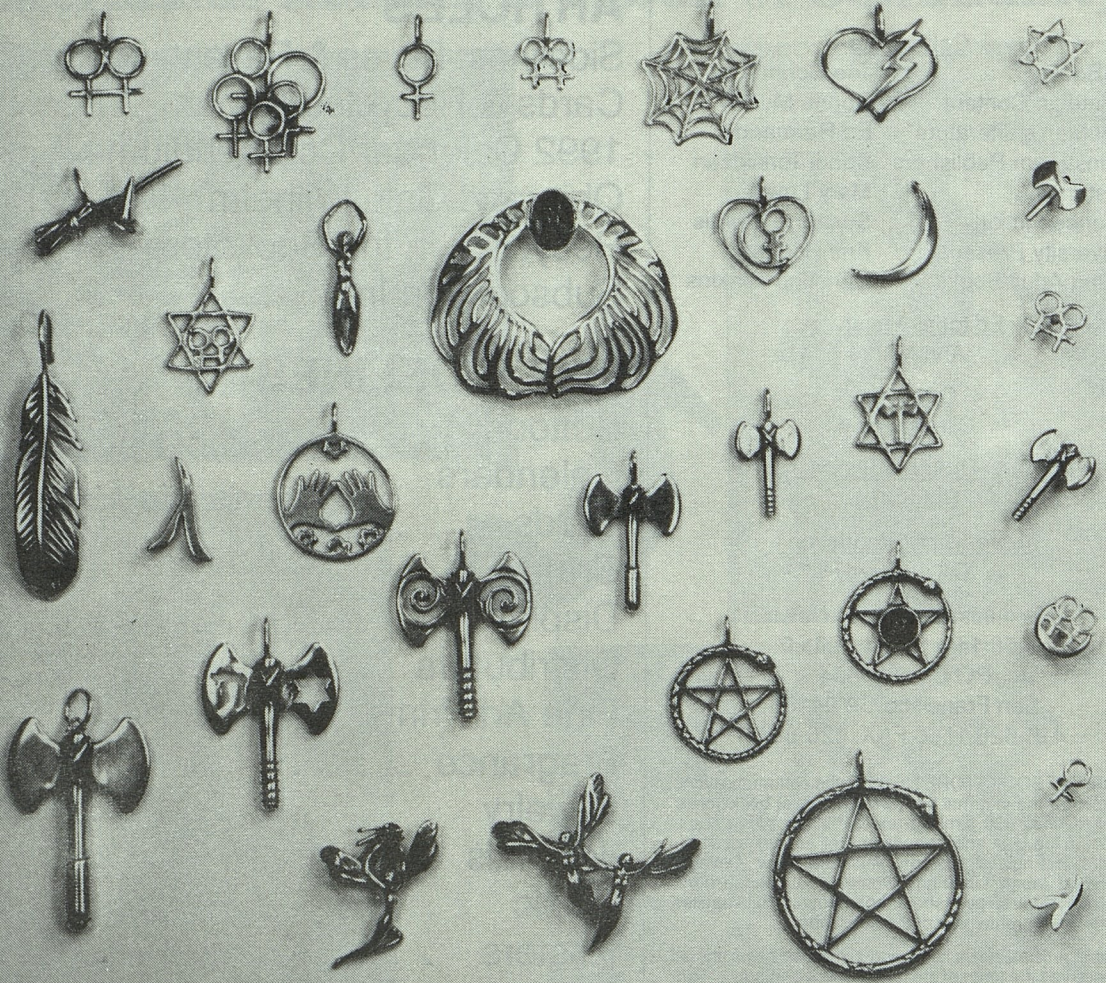
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Bookstore Faves, Raves, & Bestselling Sidelines

Compiled by Ann Morse
With help from the booksellers

"Ain't I A Woman" cards, brass Goddess earrings, hot-off-the-photocopy-machine 'zines and soft toys for kids are just a few of the wonderful items we learned of while compiling this second annual list of booksellers' favorite and best-selling sidelines. Last year's list was such a hit that earlier this summer we asked booksellers to once again send us a note describing their rave sidelines. Like last year, we received a wide range of responses. Many thanks to all those who took the time to share their best-sellers with other booksellers! And to those of you who are inspired by this column, please send us information about your own special sidelines and we'll print them in next year's supplement. Thanks and happy selling! — AM

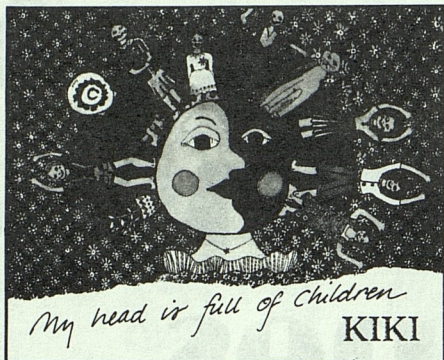
This year Sisterspirit in San Jose has had great success with many items such as buttons, pins, games and flags. The "When I Am An Old Woman" everything's are very popular, especially the T-shirts. They can be ordered through Papier-Mache Press, 795 Via Manzana, Watsonville CA 95076. Nance Emmett's Diva Spirit Rattles are great, bring-

ingtogethertheelementsofearth,fireandwater.Each handmade rattle is unique. Our customers love to hold them. Retail from \$16-\$18. Nance's address is 2241 Alder St., Eugene OR 97405. I recently discovered the artistry of Renee Locks who has created some unique and wonderful cards by using calligraphy for the sayings and beautiful tree, flower and women imagery in pastel brush strokes for heart work. These are a must in any store. Her "Ain't I a Woman" series (colored copies) retail for only \$2. Hundreds of other cards are handmade to fill each order and range from \$4-\$10 retail. Renee is at 325 Richardson Way, Mill Valley CA 94941. New videos from Kathy Wolfe, like *The Changer* and the *Olivia 15th* are always hot. Kathy has a catalogue: Wolfe Video, PO Box 64, New Almaden CA 95042. It's been a good year for Sisterspirit, thanks to all those sweet darlin' women. — Sisterspirit, San Jose CA.

One of our best new sellers is T-shirts from Kiki, 500 N. Robert St., Suite 302, St. Paul MN 55101, 612-222-8102. Wholesale \$9 and \$9.50. Min. order \$100. (She's the one who did the Bookwoman shirt). They are brightly colored with woman-focused artwork. Her cards are great also. Another new item I've been selling well is Moon Runes from

Heartifacts, PO Box 862, Mt. Shasta CA 96067. They are white-glazed pottery runes, goddess oriented, woman-made and come in a suede bag decorated with feathers and beads. Wholesale is \$13.50. This includes a booklet.

— Brigit Books, St. Petersburg, FL.



Snake and Snake T-shirts continue to sell like hot cakes. Rt. 3, Box 165, Durham NC 27713. Sancraft tiny clay sculptures are wonderful. Mobiles, jewelry, etc. of mermaids, witches, cats, vulvas. Beautiful colors. Rt. 1, Box 1913, Worchester VT 05682. Cards: Kaleidoscope Quilting, Rt. 2, Box 2448 AA, Spooner WI 54801. Quilted cards. Labryses, cats, turtles, etc. Beautifully done. Blooming Creations, Box 4137, Chico, CA 95927. Handpainted cards. Hearts, fish, birds. Beautiful colors. Well worth the \$3.50 retail price.

— Bloodroot, Bridgeport CT

Brass cast "Goddess Earrings" under \$30 a pair — fave. Martha Baldwin, 505-255-6147. "Cowgirls" T-shirt from Artwear in Albuquerque at \$24 — rave. Diana Breyer Cards (PO Box 458, Santa Cruz NM 87567) best selling cards in the store — strong women's images in Southwest setting.

— Full Circle, Albuquerque NM

The newest sideline at Aquarius Books is a really fine soft toy for children, a find from our trip to the ABA. They're from Pockets of Learning, 31-G Union Ave., Sudbury MA 01776; 800-635-2994. Our children's section has always been on our priority list and now that we have expanded, we have a nice area for kids to play so we are seeing what a difference that makes for single parents who come into the store. They really appreciate our having a place that is safe

for the kids. So, we have more moms, dads and kids and that means more purchasing in their department! And the new toys for sale are doing great.

— Aquarius Books, Bloomington, IN

New and popular sidelines at Old Wives' Tales recently have been "Freedom Rings" in rainbow colors for Gay/Lesbian Pride (Universal Spada, 212-888-1214) and buttons from Ephemera, which offers a variety of "clean" and "rude" buttons, including many feminist and lesbian/gay slogans and designs (275 Capp St., San Francisco CA 94110, 415-552-4199); our bestseller from Ephemera: "So many men, so little reason to sleep with any of them!"

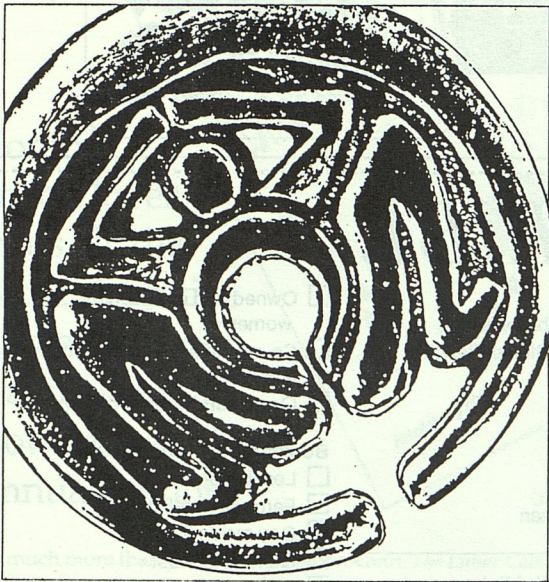
— Old Wives' Tales, San Francisco CA

My favorite new line of jewelry is called Manali. They're beautiful, brightly painted wood; very light earrings. They may also have necklaces, but we don't do much with that. We do order some of their figures (statue-like pieces) and are just trying their clocks!! We found this line through a rep named Vera Zaskevich, 415-389-0426. I don't know if Manali has a catalog. Write them at PO Box 1139, Makawao, Maui HI 96768 or call 800-962-6254. We also continue to do well with Lightstones by Sandi Woodbury (7303 South Ave., Sebastopol CA 95472, 707-829-9403). They are handpainted ceramic stones, one side has a design, the other a meditation word (balance, courage, faith, love, magic, peace, prosperity, etc.). They're \$2 each, minimum \$40. We sell a lot of them. The Alchemists have a great line of jewelry that was introduced to us by Heidi Hydusik of The Mulberry Co. (who also reps Jane Sipe's jewelry to us.) Since the day it first arrived in November '90, we have re-ordered THREE times!!! Their catalog and order form seems a bit overwhelming to me — too many choices — but if you just tell them how much you want to spend, they'll send a selection of their best-selling designs. They also supply a handsome wooden display that can be used on a counter top or mounted on the wall. Medium size earrings cost \$6 per pair and there's no minimum. Shipping time is 24-48 hours. There's no excuse for even the smallest store not trying this line. Contact them at PO Box 1660, Green Valley AZ 85622, 800-735-0830.

— Clairelight Women's Books, Santa Rosa, CA

Mama Bears in Oakland, CA is selling black and white bumperstickers that read "Caution: Thelma and Louise on board". They order them from Diane Harris and Laurie Lis at 1684 Locust St. #108, Walnut Creek CA 94596, 415-428-2349. Alice Molloy had this to say about Thelma and Louise in a recent Mama Bears newsletter: "Here is the end of July and Thelma and Louise are still on lots of minds. There is daily mention of them here at Mama Bears. Interesting. Karen Ripley, of Over Our Heads Improv Comedy Group bursts into Mama Bears and says, 'They're not dead! The car landed in water! They jumped out and swam to Mexico! They're living in Mexico!'"

They are alive, that's for sure. I find myself humming the Joe Hill song thusly: 'I dreamed I saw Louise last night/alive as you and me; Louise I said you're 10 weeks dead/I never died said she. I never died said she.' And then, later on in that song: 'The part that they forgot to kill/went on to organize. Went on to organize.' That movie sure organized feelings in a lot of women's minds." — *Mama Bears, Oakland CA*



Receptivity, Jane Iris Designs

A Different Light San Francisco does a tremendous amount of sidelines business, most of it activist-oriented. We sell Gran Fury's "Kissing Doesn't Kill" poster, the "Read My Lips" T-shirt from ACT UP, and handmade pink and black enamel triangle pins and earrings by a local lesbian craftswoman J. Stone. She

also has a bisexual pride pin that sells well now. We sell magnets distributed through Womontyme Distribution, cassettes and CDs of women artists from Sweet Honey in the Rock to The Breeders, and loads of other T-shirts, including a very colorful T with a labrys, women's symbol and pink triangle on it from Dragonfly Graphics. But perhaps our fastest growing store section and my own personal favorite are the queer 'zines. If you haven't clued in yet to the 'zine explosion, do so now, and watch dyke publications with names like *GirlJock*, *Cunt*, *Screambox*, *On Our Rag* and *Taste of Latex* fly off your racks. The best way to make your store 'zine friendly is to simply start carrying them...word of mouth spreads incredibly fast in the underground. Also check *Fact Sheet Five*, a 'zine listing 'zines, for new titles (Fact Sheet Five, c/o Mike Gunderloy, 6 Arizona Ave., Rensselaer NY 12144). Women are hungry for alternative visions of dyke/queer sexuality, and 'zines — primarily photocopied and selling retail for under \$5 -- are well worth the special care and consignment hassles they tend to entail. Stores wanting specifics should contact me (Rachel Pepper) for detailed information on our best selling 'zines. — *A Different Light, San Francisco CA*

The sidelines that do well for us are: 1) Ceramic pins from People's Pins, 9412 First Drive SE, Everett WA 98208, retail \$2, wholesale \$1.25 per pin with a 20% discount for prepaid orders. They have feminist, lesbian, gay and progressive symbols and slogans (i.e., "One struggle, many fronts" and our bestseller is a large ceramic pink triangle). 2) Buttons/bumperstickers/postcards from Donnelly Colt, Box 188, Hampton CT 06247; 203-455-9621. They carry a variety of feminist, lesbian, gay and progressive buttons and bumperstickers (pink triangle stickers, "Feminism spoken here" stickers). 3) Cards. We order from a lot of different places but the bestselling cards are j stone (don't have address, sorry) and Amber Lotus-Dharma Enterprises, 1241 21st St., Oakland CA 94607. Tibetan women cards and contemporary artists series sell well here. Cards retail for \$1.25 or \$1.50, bookstore terms \$100 and 50% discount.

— *Fan the Flames, Columbus, OH*

My favorite sideline is the Goddess Pin — a creation of Moon Joyce, a Manitoban artist and musician. A card accompanies the purchase of each pin or earrings.

Moonstone Designs, Box 382, 905 Corydon Ave., Winnipeg MAN Canada R3M 3V3.

— Northern Women's Bookstore, Thunder Bay ONT

Among FBN's current raves is a wonderfully gay deck of playing cards. New Zealander Paula Clayton advertises her "Mighty Queer Pack" as playing cards with a difference: "No Jokers, Kings, Jacks, Tom, Dick or Harrys in this lot! Just good old 100% lezzie fun. Now wouldn't you rather collect Maids or Butches when you play Canasta, Gin Rummy and the like? It's a drag having to collect a Jack when you'd much rather have a Maid. We've been through that — *Boring!*" Boring these cards are not. The lavender backs feature the words "The Mighty Queer Pack" and a women's symbol; the face side includes colorful hand-drawn pictures. Not only has Clayton replaced Jacks and Kings with Butches and Maids (including impressions of a Protest Marcher, Crone, Witch, Bar Dyke, Joan of Arc, Sappho and others) she also transformed the traditional suits into women's symbols, labryses and double triangles. The only drawback to this deck is that some players won't be willing to throw down their cards — who wants to give up an Amazon or a winking Nun?! Each pack comes in either an orange or lavender box with lesbian-tailored rules for playing

canasta. \$13 a pack plus postage. \$10 a pack for bookstores. Postage varies from \$4.30 a pack for airmail (approximately two weeks), to \$3.70 a pack for surface air lift (about a month) and \$2.50 a pack for sea mail (can take three months or more). Last we heard Clayton was talking with Inland. Write checks to Paula Clayton, 34 Wright St., Mt. Cook, Wellington 2, New Zealand; 06644-842-351. ○



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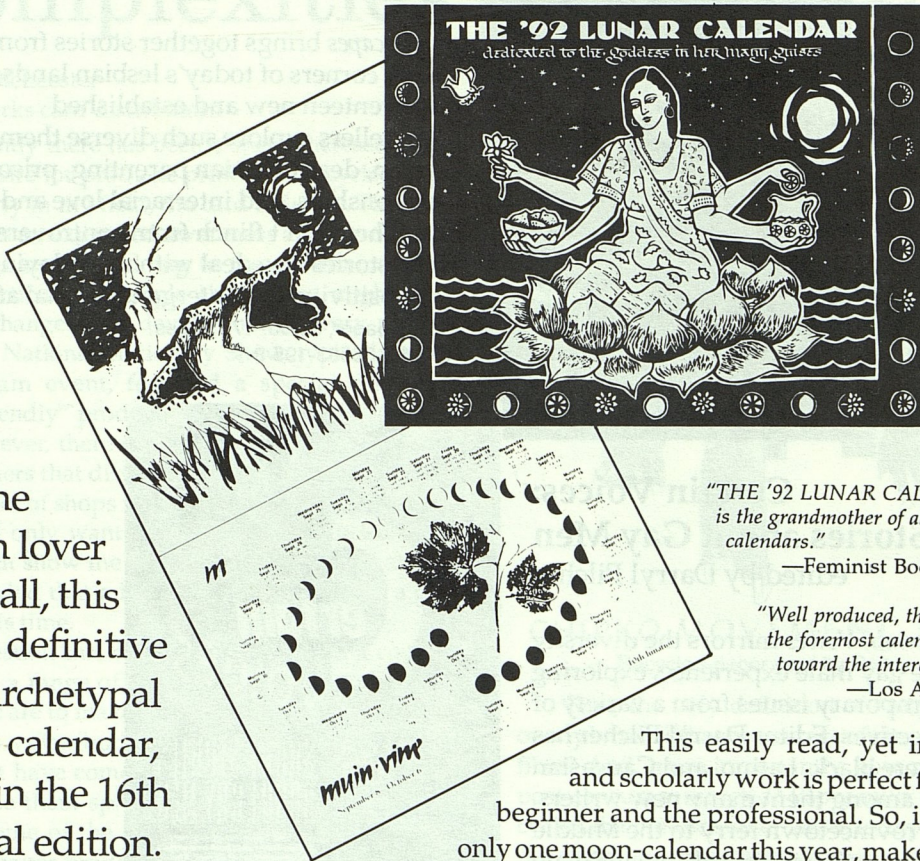
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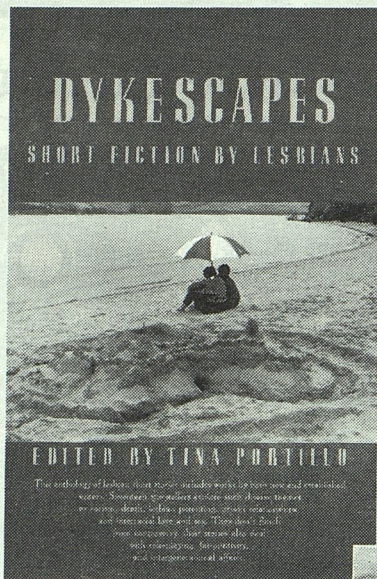
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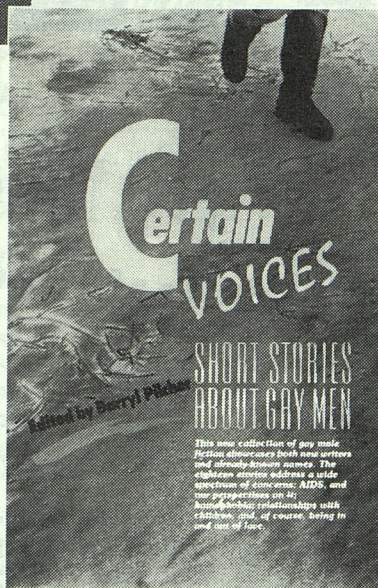
edited by Tina Portillo

Dykescapes brings together stories from many corners of today's lesbian landscape, as seventeen new and established storytellers explore such diverse themes as racism, death, lesbian parenting, prison relationships, and interracial love and sex. And they don't flinch from controversy: their stories also deal with role-playing, fat-positivity, and intergenerational affairs. Trade paper, \$8.95, 176 pages. ISBN 1-55583-195-8

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RECYCLED PAPER:

Transitional Complexities

By Dick McLeester
VisionWorks card distributors

Recently there has been a sharp increase in consumer desire for products printed on recycled paper, particularly in my field, the card industry. This interest follows an expanded awareness and concern over what we have been doing to the environment, and what (particularly simple things) we might do to make a change. This development is very positive. Even the National Stationary Show, typically a very mainstream event, featured a special display of "earth-friendly" products this year.

However, there is a growing trend among some shop owners that disturbs me. I've visited an increasing number of shops where the buyer will start out by saying, "I only want to see cards on recycled paper. Don't even show me any others." It seems that some have decided that a hard-line purist policy is a great idea at this time.

I question this decision. Recycling is a complex issue and a range of perspectives needs to be examined if we are to make positive changes. Don't get me wrong, as a distributor of cards I have some excellent items that have come out on recycled paper and I'd love to see them spread far and wide. In fact, I can outline some of the successes and good sources for recycled paper product along the way. But, if all this is going to have any positive outcome for the earth, we need to look deeper, to discuss the tough issues and to discuss ways to move the concern beyond a fad or a quick fix.

Dick McLeester was founder and co-manager of Food For Thought Books in Amherst MA for 10 years and currently manages VisionWorks, a wholesale distributor of cards, books and calendars. He always enjoys networking with booksellers.



CHIPKO MOVEMENT, INDIA

Recycled-paper card by Penny Jackim.

First, the very definition of "recycled paper" is overly broad. What percentage of the paper is recycled fiber? And, more importantly, how much (if any) is post-consumer recycled? Paper mills have always recycled the pre-consumer waste (scrap from the printing floor) and most paper contains some percentage of this. A few years ago much of this paper was not called recycled for fear that consumers would think it was inferior quality. But now that recycled is in demand, the term can be used and a higher price charged although there is still no post-consumer content. This is a good example of environmental "green washing;" it may sell more products, but it in no way helps the earth.

One of the oldest companies to be doing high-integrity recycled paper printing, Earth Care Paper

Company¹, is considering printing the percentage of post-consumer content on their cards. If this is done right and catches on, it could well revolutionize the market since at present there is no way to tell what "recycled paper" really means. Watch for their fall catalog.

What are the issues for the card publishers? If a company has a large stock of cards already printed on non-recycled paper, they must sell those before they can reprint on recycled stock (reduce and reuse *before* recycling, remember). If stores selling them suddenly cut them off, it will take longer to do so.

Many small publishers need to look carefully at the price of recycled paper and quantity of paper purchased at one time. We are told that only if the consumer demand increases will the price drop and recycling become standard process. Is this really true? The timber industry receives massive subsidies from our tax dollars encouraging the clearcutting of virgin forest, even ancient forests. As long as these subsidies are in place, the price of virgin pulp will probably stay well below that of recycled pulp. This in turn provides a disincentive to big manufacturers to retool their plants to produce recycled paper.

To change this requires reaching Congress and countering the effects of the timber lobby. By joining Save America's Forests Coalition² you can be a part of this effort. Even though public demand for recycled paper has increased, current output of recycled paper accounts for only 1 percent of the 22 million tons of virgin printing paper produce annually in the US³. Is there any information about whether this figure is changing at all? And is there a well-thought-out, multi-faceted strategy for changing it? All too often, the small publisher is caught between new public demands and a slow-changing paper production in-

dustry. Many artists and small companies are able to produce high-quality cards on non-recycled paper in fairly small quantities at a low cost. But when they inquire about switching to recycled stock (particularly post-consumer), they are often told it is not available, or that to get the paper at an affordable price, they must purchase a quantity that far exceeds their needs, which becomes financially prohibitive. The problems small producers face are often discounted by those who favor a hard-line recycled-paper-only approach.

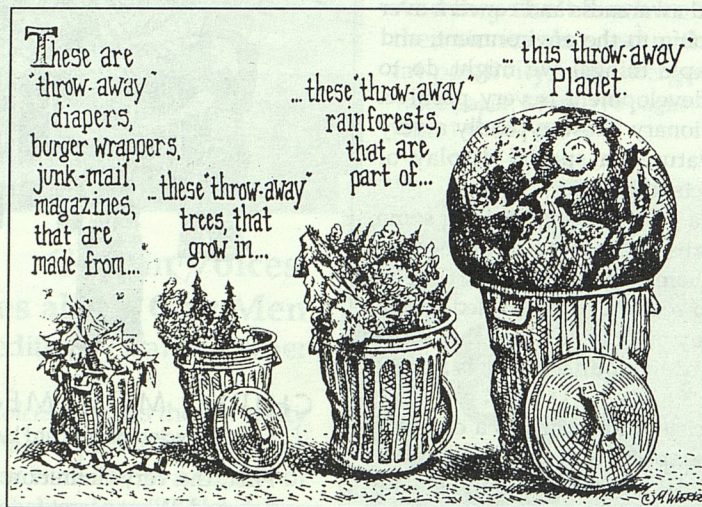
What about the chlorine bleaching process used in paper making and to de-ink post-consumer recycled paper? This process, used to make paper white, releases toxic dioxins into the environment. Some groups, such as Greenpeace, call this process "the single most devastating part of the production of

paper."⁴ There is no simple answer to this one. Some companies in Sweden have adopted a chlorine-free bleaching process, but such paper is not available in the United States. Leeds Postcards in England is now printing some of their cards on this "environmental friendly" paper from Sweden.

One author recently suggested that the real solution is to legalize hemp (mari-

juana comes from Indian hemp) production and use the plant to manufacture paper (a very popular practice in the past.) He maintains that the yield of paper per acre is several times higher, the quality is higher, it can be recycled more times, and has no need for chlorine bleaching. While he predicts that this would make hemp the single largest agriculture crop in the country, it runs against the profit potential of the timber industry. This would, of course, change many things.

Another important issue is the quality of artwork produced on cards, particularly if paper is post-consumer, uncoated or unbleached. Some images look great on recycled stock, while others lose a lot. One



Postcard by Matt Wuerker. Printed on non-recycled paper.

must choose carefully to find the most appropriate paper. Obviously, if it doesn't look good and sell, it will not do anyone any good, no matter what it is printed on. Some artists have printed on recycled stock, then gone back to non-recycled because of quality loss and cost. Others, such as Irene Nicolas of Snaketales, has her original line of cards on virgin pulp stock and a new series on recycled paper from Brush Dance⁵. The look is very different, and time will tell how this affects sales and future publishing plans.

As I spoke with those who only wanted to consider cards on recycled stock, I asked if the same applied to books. The reply was always quick, "Of course not, books are educational." While it is good to see that more books are being printed on recycled paper, I was relieved to see that they saw past having form rule over content when it came to books. To do otherwise would be a sort of censorship. And yet, cards can be educational as well.

In fact, the idea that cards can carry a powerful message has been a central focus of my business for five years now. The right image can equal one thousand words. Cards, whether sent through the mail or posted on a fridge, can reach people who wouldn't read a book. They can be cheaper to produce and to purchase than many items, perhaps making them recession-proof. Of course, there are plenty of cards that do not in any way educate, but there is no reason that they can't.

And perhaps this is really my point. What we really need to save the earth (or more to the point, to save ourselves as part of the earth) is not another product, be it recycled paper or low-flow showerheads. What we need more than anything is a change of consciousness. About how we see ourselves, our relation to the earth and to each other. Can we develop a vision of life without domination, discrimination and exploitation? Can we map a strategy for moving in that direction? Is there a way to communicate and educate?

My suggestion to shop buyers is yes, add more recycled paper items. That is a positive step. But look for items that educate about the issues that are important to you. Whether the paper is recycled or not, look at the content that is printed on it, make sure it counts, that it educates. We need not think of education in purely intellectual, wordy terms. Images, humor and beauty can also play a big part.



Ros Asquith

Recycled-paper card by Ros Asquith.

There are more companies printing cards on recycled paper than I have been able to mention. Vision-Works distributes Cath Tate, Leeds, Ahimsa, Acorn, Donnelly-Colt, Moore & Moore, Quixote Center, and Spirit Art. Those we represent include Earth Care, Brush Dance, Earth Graphics (Marci Marcello), and Judy's Cheap Cards. Write me for more info on any of these.

I would love to get your responses to any of the ideas or information in this article. What other card sources can you point out that FBN readers should know about? Love to hear from you. Write Vision-Works, PO Box 92, Greenfield, MA 01302; 413-772-6569.

Footnotes:

1. Earth Care Paper Company, PO Box 3335, Madison, WI 53704; 608-277-2900. Request new fall catalog, mention sales rep code #125 referred.

2. Save America's Forests, 4 Library Court SE, Washington, DC 20003; 202-544-0219. Memberships: \$25; students \$15; low income \$5.

3. "The Glossy Truth of Recycled Paper," by Joseph Daniel, Buzzworm Magazine, July/Aug. 1990, pp. 20-21. Excellent article about the complexities of this issue.

4. "Greenpeace Guide to Paper," Renate Kroesa, Jan. 1990.

5. Brush Dance, 218 Cleveland Ct., Mill Valley, CA 94941; 415-389-6228. Request catalog with Irene Nicolas cards. ○

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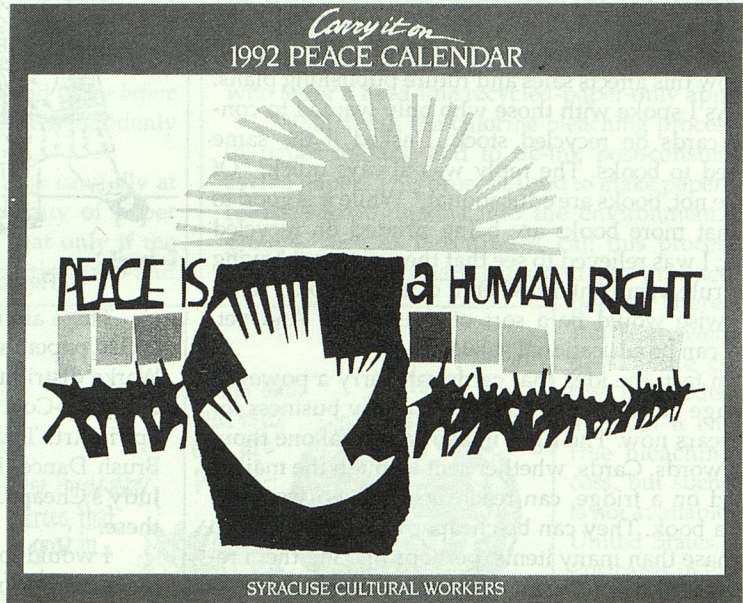
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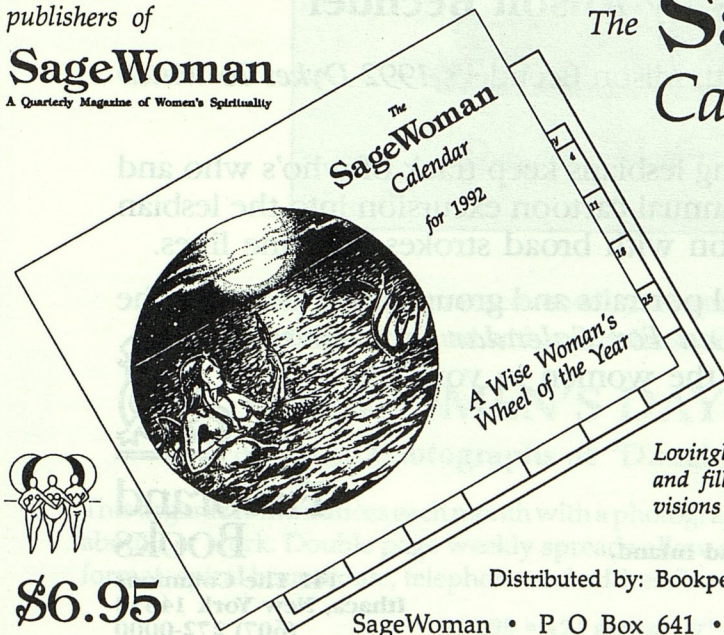
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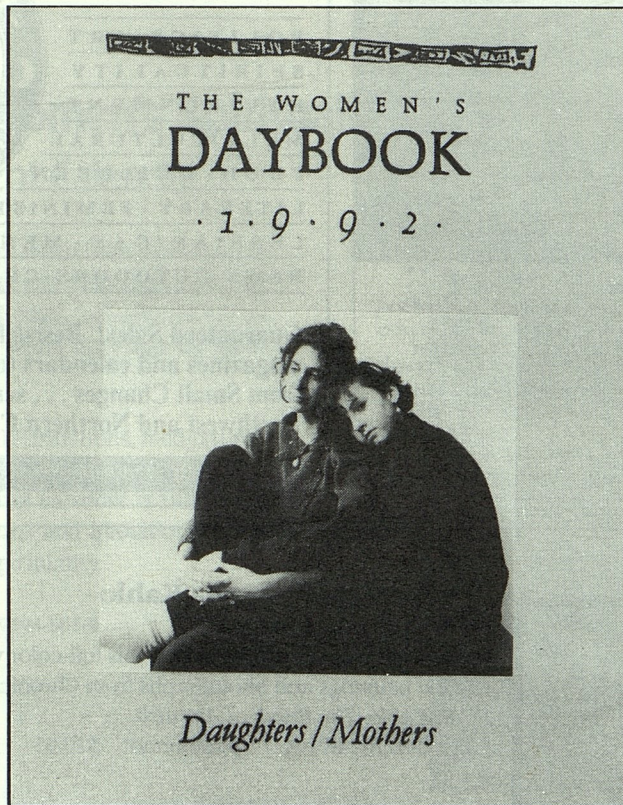
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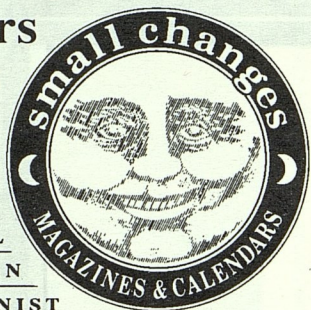
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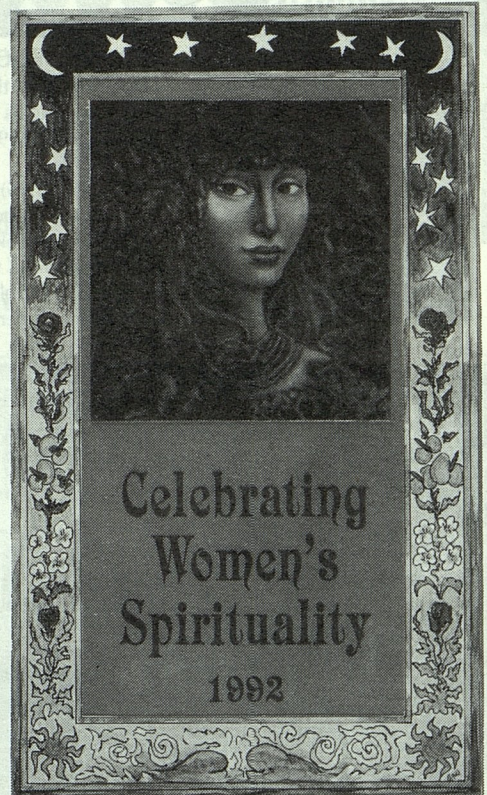
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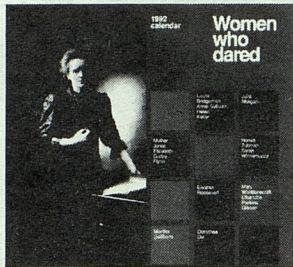
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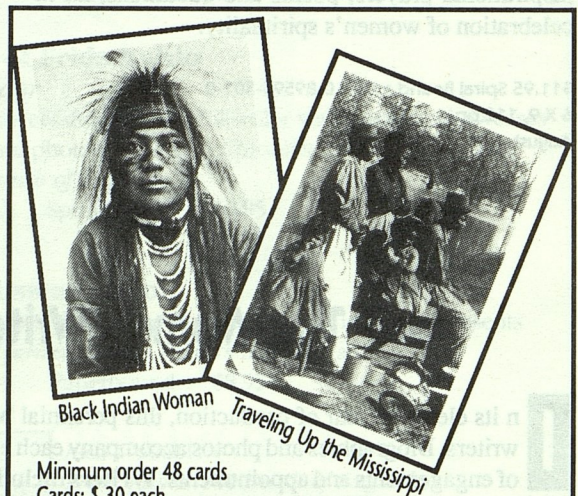
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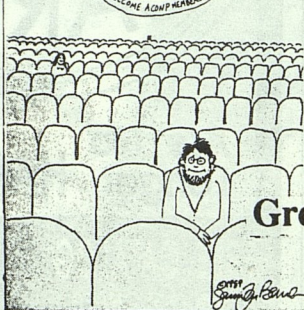
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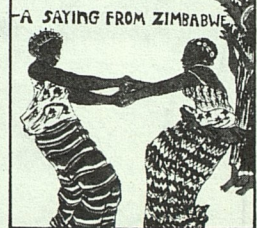
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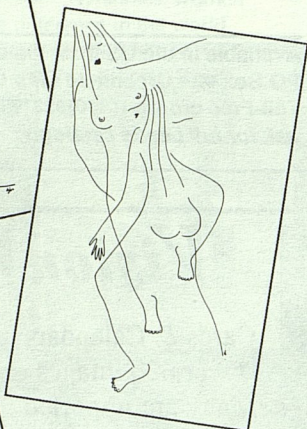
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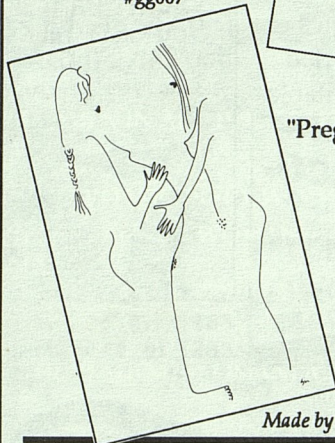
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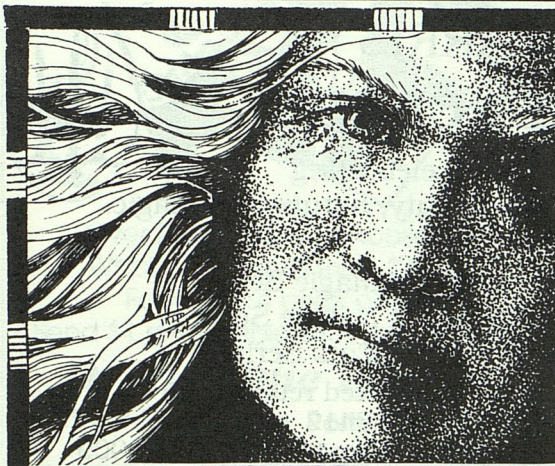


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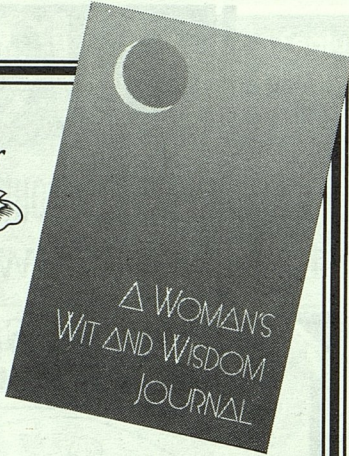
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orders are sent promptly and cheerfully, at prices your customers will appreciate. Please see photograph on page 4. Our thanks to all of you who have carried our work this year! For catalog, write or call: **Lizzie Brown Jewelry**, PO Box 389, Brimfield MA 01010. 413-245-9484.

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Jane Iris Designs, Inc. presents jewelry images of ancient feminine principles alive today, beautifully transported in precious metals. See ad page 30. Write for a catalog. **Jane Iris Designs, Inc.** PO Box 608 Dept. FBSN, Graton CA 95444.

Pride Products is a gay, lesbian and feminist jewelry/accessories company. Some of our products include black, pink and lavender triangles, 14k gold and sterling silver charms, pendants and earrings. Designs range from double female and male signs and lambdas to ankhs and peace signs. We also carry bumper stickers, fanny packs and much more. Please call 619-698-0626 for a brochure or write **Pride Products**, PO Box 19412, San Diego CA 92159-0412.

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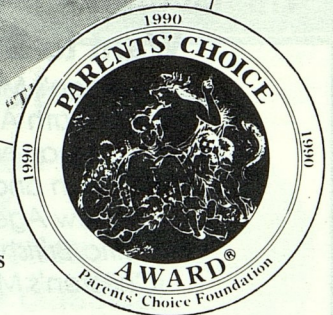
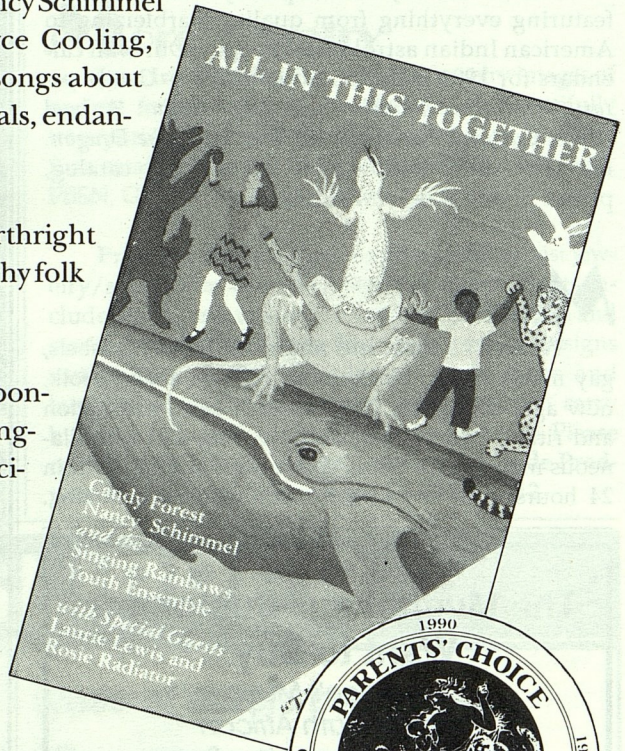
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Records:

Malvina Reynolds albums: *Malvina Held Over*, *Mama Lion* \$8

And a Video:

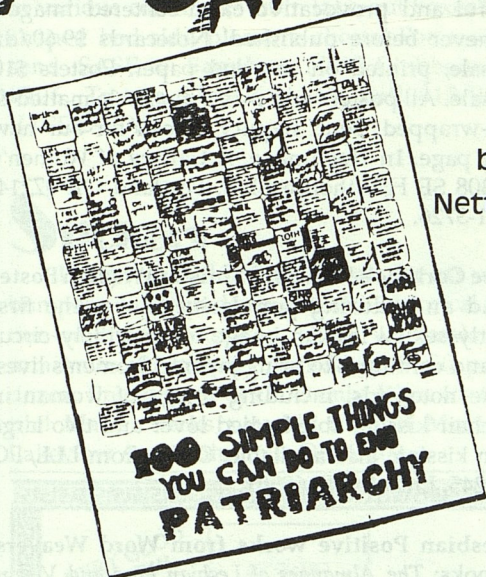
Tell Me a Story: Nancy Schimmel \$16.50

Ordering Information

Audiotapes carried by Bookpeople; or order everything direct from Sisters' Choice Recordings and Books, 1450 Sixth Street, Berkeley, CA 94710. (415) 524-5804. 20% discount on 2-4 units, net 10 days; 40% on 5 or more units, net 30 days. Can mix titles. Buyer pays all shipping.

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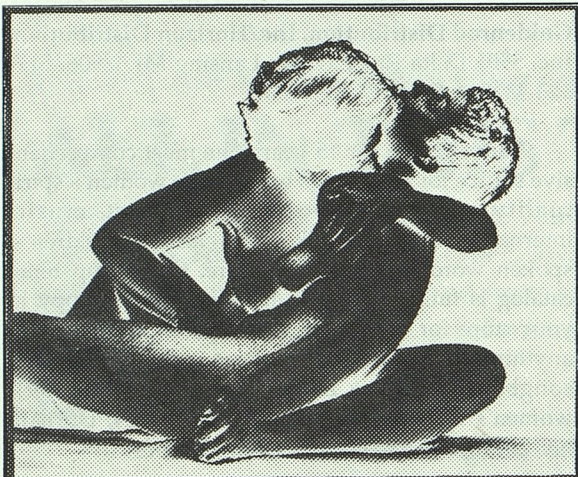
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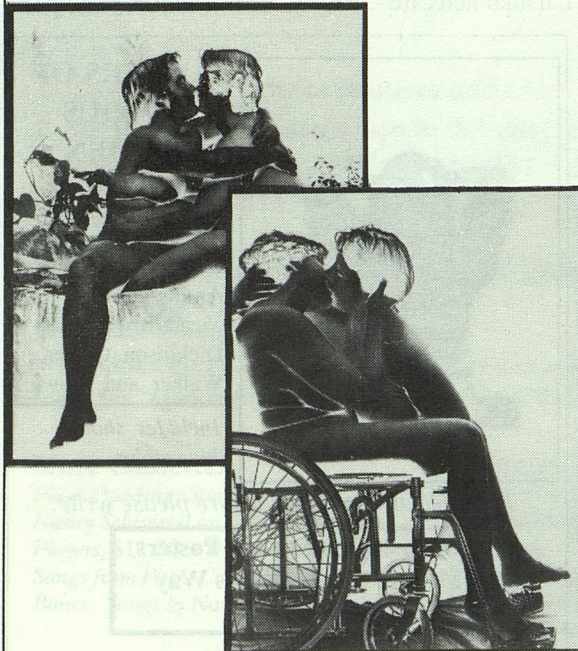


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Tee Corinne's beautiful Sinister Wisdom Poster has had an enduring popularity. It was the first explicitly sexual lesbian image to be widely circulated, and continues to bring joy into women's lives. Corinne notecards, including image of woman in wheelchair kissing able-bodied lover and two large women kissing, also available. Order from LLL, PO Box 84245, Lincoln NE 68501.

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Our books: *The Almanacs of Lesbian Lore and Vision: Ripening, Dreaming, and Awakening; Lesbian Land, Spirited Lesbians*. Our quarterly: *Maize, A Lesbian Country Magazine*. Our posters: *Lesbian Land and 100 Simple Things You Can Do to End Patriarchy*. Available only from us. Bookstore discounts, terms. Catalogue. **Word Weavers**, PO Box 8742, Minneapolis MN 55408.

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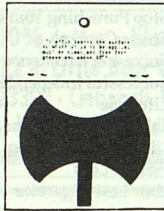
Safe Sex

Safer Sexuality Supplies: Sapphex LEARN (Lesbian's Educational AIDS Resource Network) offers a full line of latex including flavored dams, colorful condoms, finger cots and latex gloves. Sapphex carries lubricants, sensual succulents, soft restraints, sex toy cleaners and safer sexuality kits in various containers from take-out boxes to heart-shaped bed-side pleasure chests. For a catalogue send SASE to: **Sapphex**, 14002 Clubhouse Circle, #206, Tampa FL 33624. Or call 813-962-7643 V/TDD/FAX.

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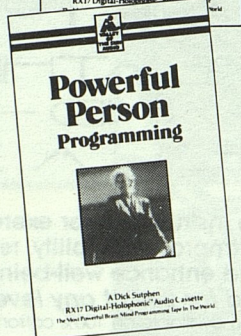
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\$10.98 suggested retail price
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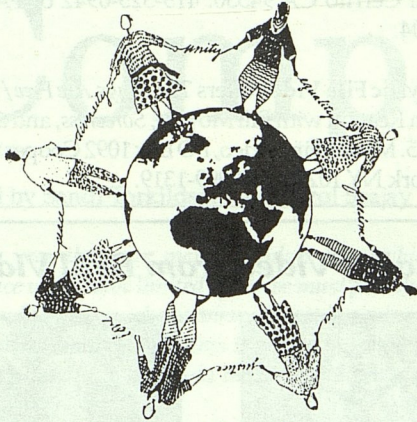
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Many Strong & Beautiful Women! Positive Images, best known for their bookwoman image, has many new bright, fun designs printed on cards, posters, t-shirts, and book bags. See ad on inside front cover for a glimpse of the latest! **Positive Images**,



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Mystic Fire Video offers *The Songs Are Free*/Bernice Johnson Reagon with Bill Moyers, *Sorceress*, and *Spice*, all at \$29.95. Mystic Fire Video, PO Box 1092 Cooper Station, New York NY 10276. 800-999-1319. ○

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Goddess Remembered



The Burning Times

Goddess Remembered

Part One in the "Women and Spirituality" series
From the caves of paleolithic France to the temples and palaces of Malta and Crete, this stunning documentary surveys early goddess-worshipping cultures and explores the contemporary spirituality movement inspired by them. **55 min. Color**

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Two Collections

1992 Calendar Compendium

Compiled by Sandi Torkildson and Carol Seajay

Every year there are more calendars from which to choose. Since we all have limited space we must pick the best of the lot. I will give a quick overview of what is coming from some of the trade publishers. This is a very incomplete list and is only intended to highlight the best of the calendars.

—ST

Inspired by Sandi's "best of the trade press" collection of calendars, I began a list of feminist-published calendars. As always, this is just a working document. Many more calendars will show up over the next couple of months (this list was compiled in early August) and we'll cover more calendars in the next issues as we receive them. —CS

Feminist and Movement Presses

Of course the whole gang is back in the new, improved and ever-popular **Dykes to Watch Out For** calendar. Wit, humor, politics and excellent cartooning. Now that's a calendar to watch out for! November's

Bookpeople (BP) and Inland (IN) distribute small press books to bookstores. "BP" or "IN" at the end of an annotation means that the books are available from that distributor. Both distributors stock a wide range of titles and publishers of interest to feminist bookstores. If you are a new store or don't already work with both distributors, drop everything and call for catalogs.

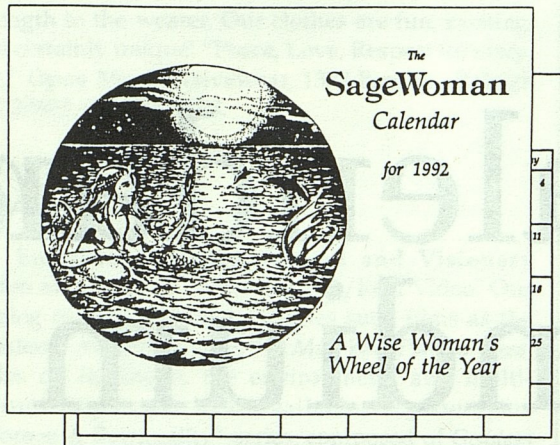
Inland Book Company, PO Box 120261, 140 Commerce St., East Haven CT 06512. Order number: 800-243-0138 (including Canada and Connecticut).

Bookpeople, 2929 Fifth St., Berkeley, CA 94710.



cartoon features Mo and Jezanna at MadWimmin Books — is this a subliminal reminder to do holiday shopping in feminist bookstores? Don't, under any circumstances, run out of this one! \$9.95. 1-56341-0001. Firebrand. Order from IN & BP.

Take Back the Night Lunar Calendar is a popular multicultural lunar art calendar featuring women artists and writers celebrating the divine aspects of our heritages. Each of the thirteen lunations is beautifully illustrated with charcoal, pastel or pen and ink drawings as well as poetry and prose. Reliable, creative astrological information round out this powerful and inspiring lunar calendar. Wall calendar. Printed on recycled paper. \$10.00. 0-9629482-0-9. Full Womoon Productions, PO Box 1205, Santa Cruz CA 95061. Distributed by BP, IN, New Leaf, & others.



The '92 Lunar Calendar: Dedicated to the Goddess in Her Many Images edited by Nancy Passmore is now in its sixteenth incarnation. This easily read, yet informative and comprehensive wall calendar features art, poetry and prose of 17 artists and writers — including the cover, a portrayal of Lakshmi, the Indian goddess of good fortune and prosperity, making lemonade out of the lemons she's been handed... \$12.95, 1-877920-02-9. Luna Press, PO Box 511 Kenmore Station, Boston MA 02215. Distributed by InBook, Inland, Bookpeople, Ladyslipper, VisionWorks, Small Changes and, in Wales, by Dalennau.

The SageWoman Calendar: A Wise Woman's Wheel of the Year, from the publishers of SageWoman magazine, features moon cycles, goddess festivals and legal holidays. "Lovingly illustrated with black and white drawings, and filled with wisdom, poetry and ritual from the visions of goddess-loving women across the country." Full color cover and low price should help it move quickly. We're looking forward to seeing it. \$6.95. SageWoman, PO Box 641, Pt. Arena CA 95468. Dist. by BP, Small Changes, New Leaf and Inland.

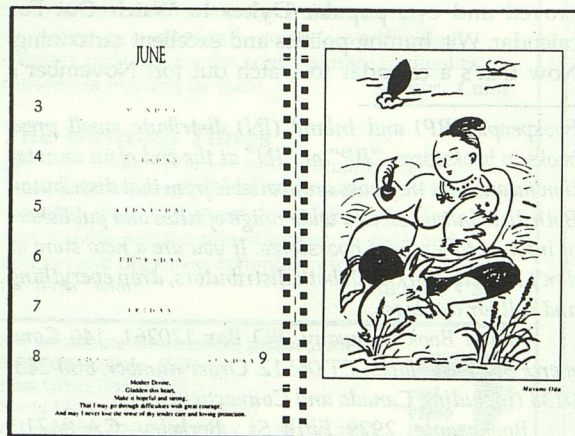
We'Moon '92 is an astrological calendar and appointment book based on the 13 moons. The theme for the eleventh edition is Animal Wisdom and Spirit Teachings. Multi-cultural works of art illustrate the months. Printed on recycled paper. \$12, spiral bound, 0-95-10661-37. Order from Mother Ink, 37010 SE Snuffin Rd., Estacada OR 97023.

The Women Writers Desk Calendar from Crossing is another dependable seller. It features biographies, photos of and excerpts from 12 writers. This year's edition includes Vivian Gornick, Shirley Hazzard, Mary Kay Blakely, Alice Childress and Ellen Gilchrist, among others. \$9.95 spiral bound, 0-89594-502-9. **Celebrating Women's Spirituality**, Crossing's second engagement calendar, features thirteen full page, full color paintings and numerous black and white drawings by visionary artists including Melanie Lofland Gendron, Mayumi Oda, Susan St. Thomas, and Irene Nicolas. The art is accompanied by affirmations, meditations, rituals, inspirational passages and quotations celebrating women's spirituality. \$11.95 pb, -501-0.

Inland will again have **The Women Artists Diary** from Women's Press/UK. This year's edition features the work of contemporary women photographers. Spiral bound, this calendar shows a week/page with a full month page preceding each month. Also includes an address/phone section, and is the only calendar in the whole women-artists genre that includes a menstrual calendar. \$10.95, 0-7043-4275-8. Distributed by Inland. Maybe at BP as well.

Second Story is again doing **The Women's Daybook**, a large format (9x7) desk calendar featuring Canadian women photographers. This year's theme is Daughters and Mothers. Each month of this organizer-calendar is introduced with a contemporary

Art by Mayumi Oda in *Celebrating Women's Spirituality* from Crossing Press.



photograph showing women of diverse ages and backgrounds with companion text by the photographers commenting on their work. Double page weekly spreads include hour-by-hour schedules and extra notation space. Also includes telephone and address directory. \$14.95 pb. 0-929005-22-8. 40% with returns, 50% no return. Order from Second Story, IN, BP, U of T, or reps.

The **Sara Steele Calendar** is also a classic and a tradition expected to continue for years to come. The thirteen month 1992 wall calendar features paintings by Sara Steele, Chinese calligraphy and moon phases in an oversized 12 x 15 format. \$12.95, 0-9613584-7-5. Distributed by InBook, Inland, Bookpeople, and more.

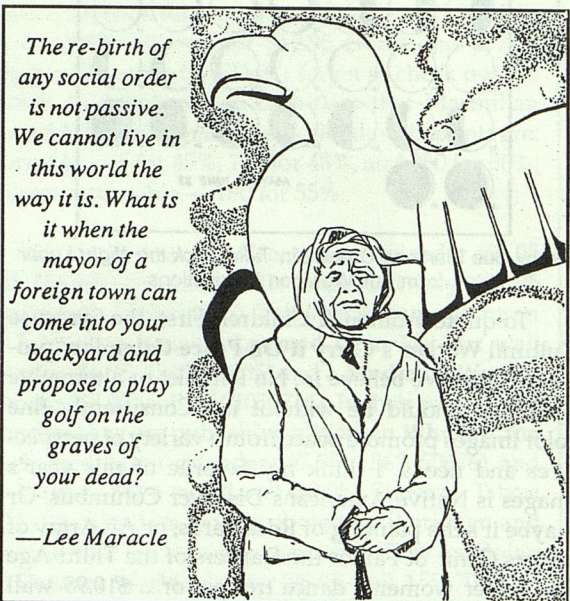
In addition to doing the **Everywoman's Almanac** The Women's Press/Canada will also do a wall calendar called **Everywoman's Calendar**, both prepared by the Native Women's Resource Centre. Both versions commemorate 500 years of survival. The wall calendar features the artwork of Native women from across North America. In **Everywoman's Almanac** indigenous people, particularly women, reflect on how they have survived 500 years of oppression. Native women from Canada and the U.S. speak of their ties beyond political and geographical boundaries. Wall calendar: \$10.95, 0-88961-162-9. Almanac: \$10.95 sewn, -157-2; \$11.95 spiral bound, -158-0.

Check Inland to see if they have **The Irish Women's Guidebook and Diary 1992**. "The single most valuable source of information on Irish women for women everywhere." Now in its thirteenth year, it's one of my favorite datebooks. Usually it is published in the early fall, so it may not be out yet. This is also a good time to stock **The Attic Book of Special Days for Women**, an elegant clothbound perpetual diary for recording birthdays, anniversaries, special events and/or one's own life. It includes holidays and feastdays from many cultural traditions and special celebratory quotes. \$29.95 cl, 1-85594-011-6. Inland.

I Am Your Sister is another wonderful "perpetual calendar." It commemorates last fall's conference celebrating Audre Lorde's life and work. Done as a wall calendar, each month features photos of the con-

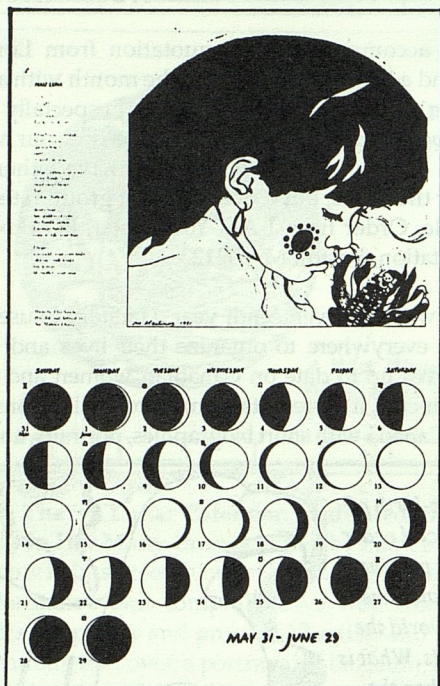
ference accompanied by a quotation from Lorde's work and a listing of the days of the month with a line for entering birthdays, or whatever. I especially love December's quote, "Each of us must find our work and do it." Unfortunately we don't have either the price or the terms, but it does say that group rates are available. Order from I Am Your Sister, PO Box 269 Astor Station, Boston MA 02123.

Now in its seventeenth year, **Herstory** is used by women everywhere to organize their lives and keep themselves up to date on Canadian women and their achievements. It represents women from all regions and eras in Canada with short biographies, portraits, and/or



Art by Mary Anne Barkhouse in *Everywoman's Calendar* from The Women's Press/Canada

artwork. Women featured this year range from Joni Mitchell to Persimmon Blackbridge and Sandra Birdsell, and include women activists in science, ecology, and the Indian Homemakers Association. **Herstory** features weekly calendar pages, phases of the moon, a 1993 planner, phone and address section, weekly quotes and a great reference/sources section. Created by The Saskatoon Women's Calendar Collective. \$9.95, spiral bound, 1-55050-020-1. 40% returnable, 50% non-returnable. Coteau Books. Dist. by U of T, Literary Press Group, Inland and Bookslinger.



Art by Sue Martinez Chavez in *Take Back the Night Lunar* from Full WoMoon Productions

To quote Women & Children First, the Syracuse Cultural Worker's *Carry it On Peace Calendar* "promotes what we believe in. No feminist or alternative bookstore should be without it." Consistently fine color images promote peace from a variety of perspectives and needs. I think my favorite of this year's images is Native Americans Discover Columbus. Or maybe it's the painting of Rosa Parks, or An Army of Lovers Cann ot Fail or the Dancers of the Third Age (old/older women's dance troupe) or... \$10.95 wall calendar, 0-935155-11-2. Syracuse Cultural Workers, PO Box 6367, Syracuse NY 13217. IN, BP & many other distributors.

Trade Publishers

Firefly, a Canadian publisher, does an Inuit art calendar. This year's edition includes images that illustrate Inuit mythology. **The Inuit Art** calendar sells for \$14.95 (0921365160) and is available at a 50% non-returnable discount or 40% returnable, free freight. You must order at least \$50 worth of calendars, but there is no minimum per calendar. Firefly also does an

Indian Art Calendar (\$10.95, 0920668879) featuring prints, and wood and stone carvings as well as textile creations. (Distributed by Inland)

Abbeville will be doing both a wall and engagement calendar of works by women artists. The engagement calendar costs \$10.95 and the wall one retails for \$9.95. You must order 6 of each design and the discounts are: returnable — 6 for 40%, 24 for 45%, and 96 for 50%; non- returnable — 6 for 50% and 96 for 55%. Besides the **Women Artists**, they also do a **Mary Cassatt** wall calendar for \$9.95.

Cedco Publishing Company will be doing the calendars that Bo-tree has done in the past. **The Contemporary Women Artists** wall calendar and datebook are done in the same format as the old **In Praise of Women Artists** calendar. The wall calendar sells for \$10.95 (stock #230-7) and the datebook for \$8.95 (stock #251-X). They also are doing a calendar of the art of Miriam Schapiro (\$10.95, stock #215-3). She does very colorful prints of dancers in acrylic paints, silk-screen, and colored cut paper. Their minimum order is 48 calendars total, 50% returnable, 55% non-returnable. Cedco Publishing Company, 2955 Kerner Blvd., San Rafael CA 94901; 415-457-3893.

Rizzoli is doing a calendar based on the book **African Canvas**, which they published last fall. The **African Canvas** calendar (\$9.95, 0847855791) can be ordered returnable (covers only) for a 50% discount with a minimum of 6 calendars. If you did not see the book last season, check out this calendar. The book features photos of brilliant wall paintings by West African women.

Chronicle will do another Frida Kahlo calendar this year. **The Paintings of Frida Kahlo** sells for \$12.95 (wall, 087701891X) and can be ordered returnable for 12 minimum at a 50% discount.

Pomegranate has many different calendars that sell well at our store. Besides a very nice **Women in Art** (\$10.95 wall, 0876546122) calendar of contemporary artists, they are doing a calendar of **Paintings by African-Americans** (\$10.95 wall, 0876546432) representing nine painters, mostly men, from the National Museum of American Art at the Smithsonian Institute.

They do a very large (16" by 14") **Georgia O'Keeffe** wall calendar (\$13.95, 0876546769) and a very colorful **Contemporary Quilt** (\$10.95 wall, 0876546513). Two calendars of the art of Susan Seddon Boulet are available from them. **Shaman** (\$10.95 wall, 0876546297) includes Boulet paintings of the merging of the human and animal and the power of the spirit world. **Goddesses** (\$17.95 wall, 0876546904) is an oversize calendar (17" by 20") of paintings of goddesses in myths. The calendar that always sells out for us is **Guatemala Rainbow** (\$13.95 wall, 0876546777), which celebrates Mayan weaving and culture. **Women Who Dared** (\$10.95 wall, 0876546033) recognizes courageous women who broke with tradition. This year's calendar features Marie Curie, Harriet Tubman and ten other notable women. Each entry in **A Journey Through 365 Days of Black History** (\$10.95 wall, 0879546211) highlights a noted event in the history of Black cultures throughout the world. Pomegranate has a minimum order of 60 assorted calendars, 40% returnable discount (up to 50% returnable) or 50% non-returnable discount.

Macmillan is distributing the Georgia O'Keeffe calendars based on the books done by Random House. **One Hundred Flowers** (\$12.95 wall and \$17.95 engagement), **The West** (\$12.95 wall and \$17.95



Art by Georgina Toulouse. Published by The Women's Press/Canada

engagement) and a new one **New York** (\$12.95 wall and \$17.95 engagement) should fill most of the demand for O'Keeffe calendars. These are the best quality printing of all the O'Keeffe calendars.



Macmillan is also doing a calendar based on the Amish quilt book Random House did last fall. **Amish: Art of Quilt** will sell for \$12.95 (wall) and \$17.95 (engagement calendar). Don't forget to check out the various Audubon nature calendars that Macmillan also publishes each year. Their calendar discounts are: returnable — 5 for 45%, 100 for 48%, and 250 for 50%; and non-returnable — 100 for 55%.

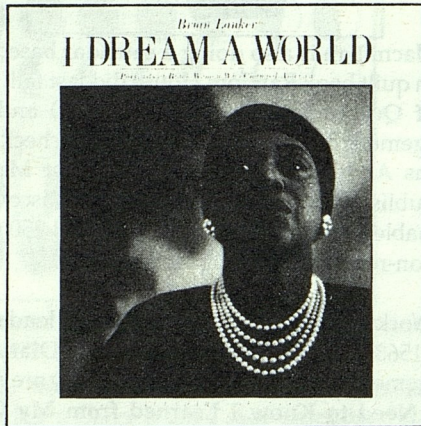
Workman does the **Greenpeace** calendar (\$8.95 wall, 1563050099) and the **Greenpeace Diary** (\$10.95 engagement, 1563050285). This year they are doing an **All I Need to Know I Learned from My Cat** wall calendar (\$6.95, 1563050005) and a **Medieval Woman** calendar (\$8.95 wall, 1563050714). In their page-a-day calendars they are publishing a **Women Who Do Too Much** meditation calendar (\$7.95, 1563050676) and **365 Ways to Save our Planet** (\$9.95). Steward, Tabori & Chang calendars are distributed by Workman and combine with the others for discount. They are doing an **I Dream a World** calendar (\$9.95 wall, 1556701721), featuring a collection of photographic portraits of Black women from the book of the same title. Workman's discount policy is: returnable — 10 for 40%, 25 for 45% and 100 for 50%; for non-returnable — under 100 for 50%, more than 100 for 55%.

Te Neues also does a **Georgia O'Keeffe** wall, engagement and pocket calendar (\$10.95 wall, #852; \$13.95 engagement and \$7.95 pocket, #908). They also have a **Women Artists** wall calendar for \$10.95 (#859). They have a \$150 minimum order with both a returnable and non-returnable discount policy. Returnable: 24 for 40% and 100 for 45%. Non-returnable: 24 for

50% and 100 for 55%. Te Neues, 15 E. 76th St., New York NY 10021.

St. Martin's will be doing the **Sylvia Book of Days** (\$9.95 engagement, 031205615X), always a bestseller.

Running Press will do a hardcover **Woman's Day-by-Day** desk calendar (\$10.95, 0894714939) based on their blank Women's Journals. You can buy them at a 50% discount for returnable and 55% for non-returnable.



Landmark Calendars, which does lots of bad cheesecake-type calendars, will be doing an **Art Against AIDS** wall calendar (\$10.95, 1559078839). The proceeds from the sale of the calendar benefit the American Foundation for AIDS Research. Sterling, a division of Landmark, is doing a wall calendar by Native American artist **Dolona Roberts** (\$9.95, 1559081538).

Golden Turtle does beautiful nature photograph calendars and several women-focused calendars. **Remarkable Women** (\$9.95 wall, 1558111174) includes photos and biographical information about such women as Jane Goodall, Eva Peron, Sappho and Billie Holiday. **A Celebration of Women Artists** (\$9.95 wall, 1558111182) is a collection of art by women artists spanning 200 years. Included are works by Berthe Morisot, Miriam Schapiro (on the cover), and Jaune Quick-to-See Smith. **Contemporary Quilts** (\$9.95 wall, 1558111131) features show quilts that blend tradi-

tional designs with contemporary imagery and techniques. Golden Turtle can be reached at 3065 Richmond Parkway, Suite 105, Richmond, CA 94806; phone 800-548-8785. Their minimum order is 24 calendars, 3 calendars per title. The non-returnable discount is 50% for 24, 55% for 100. Returnable discount is 40% for 24-299. ○

Obituary: Gale Wilhelm 1908-1991

Gale Wilhelm, celebrated novelist, author of six novels written between 1935 and 1945, died peacefully at her home in the Bay Area of San Francisco on July 11, 1991.

The cause of death was cancer, according to her lover of 43 years, who was with her at the time of her death. She remained at home during the course of her brief illness, as she wished to do.

Born April 26, 1908, in Eugene, Oregon, daughter of Ethel Gale Brewer and Wilson Price Wilhelm, Gale Wilhelm was educated in Oregon, Idaho, and Washington. As a young adult she moved to the Bay Area near San Francisco and lived there for ten years. In 1935, after Random House accepted her first novel, the classic lesbian love story, *We Too Are Drifting*, for publication, she was offered Associate Editorship of *Literary America* and moved to New York City for a year. In 1936, she returned to California, living in Oakdale from 1938 until 1948 and then in Berkeley until her death.

After *We Too Are Drifting* was published to rave reviews in all the media of the time, Random House also published her second novel, not lesbian, *No Letters for the Dead* and her third, *Torchlight to Valhalla*, another classic lesbian love story. Wilhelm went on to produce three more novels, but never returned to the subject of lesbianism overtly in any of them, though argument can be presented to the effect that her heroes are often heroines in disguise. *We Too Are Drifting* and *Torchlight to Valhalla* remain high on the list of classic lesbian novels considered mandatory reading. She is survived, in addition to her lover, by nieces, nephews, a grand niece and two grand nephews.

— Barbara Grier ○

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Recycling in the Bookstore

Our store trash is almost nonexistent now. I used to have to beg people to take trash home because our cans couldn't hold it all. Now Heidi takes all our junk mail, catalogs, magazines and other paper to the recycling center. Amber bundles the newspapers and boxes for the weekly curbside pickup.

Our TP, Kleenex and paper towels are recycled products and of course we have the usual California yellow toilet! Our vendors are recyclers, too. They reuse boxes and packing materials and we do too if

we mail anything out. I take all the excess plastic popcorn and packing paper to the local "packaging" store and they reuse it. We don't use many shopping bags in the store because our customers don't take bags when they don't need them and we reuse plastic and paper shopping bags when they are needed. It's become a way of life — it used to require thinking and remembering but now it's part of the routine.

Written by Suzanne. Reprinted from *Two Sisters' Newsletter*. (Printed on recycled paper, of course.) ○

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BOOKSTORE FOR SALE

Mystic Moon, a feminist bookstore in New Orleans, is for sale. \$15,000 or best offer for stock, fixtures, and name. Ask for Tahnya or Barbara. 504-831-2483.

POSITIONS AVAILABLE

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South End Press seeks activist/editor to join collective. Position involves manuscript solicitation and editing, computerized book production and business management. Two year minimum commitment. Ability to work in a collective setting and knowledge of and commitment to progressive ideas and activism essential. Editing and business experience a plus, but will train. Salary \$20,000 and excellent benefits. People of color encouraged to apply. Send resume and letter describing political and publishing experience to South End Press, 116 St. Botolph St., Boston, MA 02115.

Career Opportunity: Experienced Sales Reps wanted for line of feminist, spiritual jewelry, sculptures & pendulums. Must be familiar with metaphysical imagery. Sales kits and territory information available. Only serious inquiries, please. Send resume: Jane Iris Designs, Inc., PO Box 608, Dept. FBN 91, Graton CA 95444 or call 707-823-5687.

FBN may be looking for a new ad sales rep beginning in September. Telephone sales experience and familiarity with the book industry required. Contact Carol Seajay at FBN to apply.

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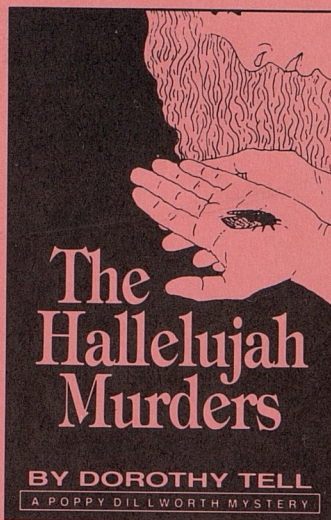
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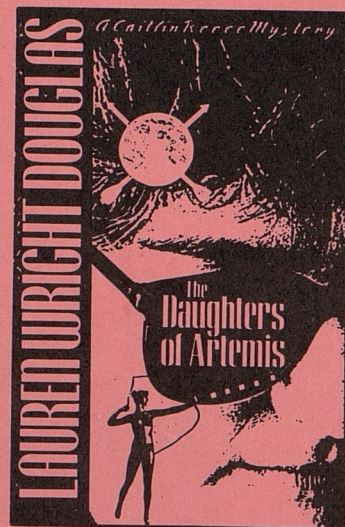
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