

v. 17 # [23]

July 1994

Feminist Bookstore News



The 1994 Sidelines Issue

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When your customers are looking for a calendar or a magazine, they don't think of them as sidelines, they simply know they can count on you to find it for them.

We would like you to think of Bookpeople in the same way: *As an important part of your community that you can count on to supply you the books, cassettes, magazines and other sidelines that your customers require.*

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The 1994 Sidelines Issue

Welcome to FBN's Tenth(!) Annual Sidelines issue. We produced our first Sidelines Issue in 1985 to answer the question booksellers asked FBN most frequently: "Where can I get sidelines to sell in my store?" Since we were spending so much time on the phone answering this question, we decided to write it all down and publish it as a special issue of FBN.

Booksellers used the information to order holiday stock and kept the issue handy to use during the rest of the year as well. It worked so well that we did it again — and again and again!

The world of feminist bookstore sidelines has changed a good deal over ten years. Albums have disappeared, CDs and videos are in. Buttons still sell to the crunchy-granola generation while the next generation eschews buttons for day-glo stickers. Safe sex paraphernalia is de rigueur and, even through there are many more "safe" environments for women who want to buy vibrators, there are still towns where the women's bookstore is the only safe place to go.

The bookselling world has changed a bit over ten years, too. Predatory superstores committed to competing with feminist and other independent

bookstores were a nightmare yet undreamed when we did the first sidelines issue. (See Chain, Chain, page 19.) Sidelines have become increasingly important to feminist bookstores as a way to emphasize the ways we are unique and special to our communities — and to provide our community with things the chains and superstores can't and won't carry.

This special issue also compiles the experience of three different feminist bookstores in their successes at providing safer sex information and paraphernalia. It suggests fusion marketing as a way to increase both jewelry and book sales, discusses renting audio tapes, looks at new trends in "women's music" and, last but not least, initiates FBN's first regular video review column. And, of course, the sidelines ads and listings make up the heart of the issue. Our thanks to everyone who contributed faves and raves, ideas, information, articles and ads to this issue. It takes all of us to make this community.

So enjoy it! And please remember to tell our advertisers that you saw it in FBN. ○

Introducing The Powerful New Anthology from Sandra Martz

I Am Becoming the Woman I've Wanted

edited by
Sandra Haldeman Martz

This newest title from the best-selling anthology series explores the intriguing dynamics of women's relationships with their physical selves. In the emotionally evocative style that has characterized Martz's collections, women delve into a broad range of personal experiences, from coming of age and budding sexuality to the physical changes and challenges that accompany growing older.

0-918949-50-5, cloth, \$16
0-918949-49-1, paper, \$10
5-color cover, 7 x 9.25, 230 pages,
Pub. date: October 1994




Finding Her Here
Jayne Retaford Brown

*I am becoming the woman I've wanted,
grey at the temples,
soft body, delighted,
cracked up by life
with a laugh that's known bitter
but, pass it, get better,
knows she's a survivor—
that whatever comes,
she can outlast it.
I am becoming a deep
weathered basket.*

*I am becoming the woman I've longed for,
the motherly lover
with arms strong and tender,
the growing up daughter
who blushes surprises.
I am becoming full moons
and surprises.*

*I find her becoming,
this woman I've wanted,
who knows she'll encompass,
who knows she's sufficient,
knows where she's going
and travels with passion.
Who remembers she's precious,
but knows she's not scarce—
who knows she is plenty,
plenty to share.*

© 1994 Papier-Mache Press. "Your Name #2." © Anne Parr-Chaplin 1993.

You'll Want These Posters and T-Shirts Too!

Papier-Mache offers fine art posters and attractive 50/50 T-Shirts based on *I Am Becoming the Woman I've Wanted*.

The beautiful full color, fine art quality posters feature the dramatic cover art and the full text of the stunning title poem "Finding Her Here"; 10x21, recommended retail \$12. Posters and a discount schedule are available now.

T-shirts are natural companions to our popular anthologies and posters. Great for gifts, our eye-catching, high-quality T-shirt sports a multicolored graphic. Sizes large, X-large: recommended retail \$15.00; XX-large: recommended retail \$19.00. Available late summer.

Books available from Inland, Bookpeople, the distributors, Pacific Pipeline, Moving Books, Baker & Taylor, and Ingram.
Sidelines available directly from Papier-Mache Press at 1-800-927-5913.

4G07

FBN

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Letters, articles, news items and announcements should be received the tenth of the month preceding publication. Signed articles and letters are the responsibility of the authors.

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What do thousands of women refer to daily?

Everywoman's Almanac 1995

In 1995, disabled women across North America come together sharing struggles and celebrations in their fight for inclusion. Strong and frank, these women discuss how their disabilities affect their work, relationships, sexuality, self-esteem, womanhood and goals.



Special features include:

- **stunning full-colour cover**
- **photographs, artwork and interviews**
- **menstrual calendar**
- **resource directory**
- **section for addresses**

Comes in a **compact size** and **two formats**:

* **sewn** bound, sturdy enough to carry in your hand bag or back pack * **spiral** bound, to lie flat or open for use at your desk or work table.

This year for the **first time** the almanac will offer **discount coupons** for women's periodicals, products and services.

224 pages

\$11.95 sewn bound

\$12.95 spiral

4 1/2 X 6 1/2

5 X 6 1/2

Bookstores! If you sell 24 or more almanacs a year, we will put your bookstore name on the back of our specially designed T-shirt promoting the almanac. Contact us by July 29, 1994, for a free listing. Women's Press 517 College St. #233, Toronto, Ont. M6G 4A2. Telephone(416)921-2425; fax(416)921-4428.



Bookstore Faves, Raves & Bestselling Sidelines

Compiled by Dawn L. Martin
with help from the booksellers

This year we're celebrating the 10th anniversary of our sidelines issue. In the proper celebratory manner, we are once again adding to the growing number of sidelines that may be of interest to feminist bookstores. And we're keeping in mind that lists like this one may be of growing importance in the coming years since the invasion of the chainstore forces feminist booksellers to come up with inventive initiatives to support the bottom line. This year's list of booksellers' favorite and best-selling sidelines is as diverse and unique as it's ever been. Hand-painted cards, kitty pillows, lesbian/gay refrigerator magnets are just a few of the unique, but salable sidelines on this year's list. Many sincere thanks to all the booksellers who took time out to share their bestselling non-book items. And for those of you who are inspired by this column, please send us information about your best sidelines and we'll print them in next year's supplement. —DLM

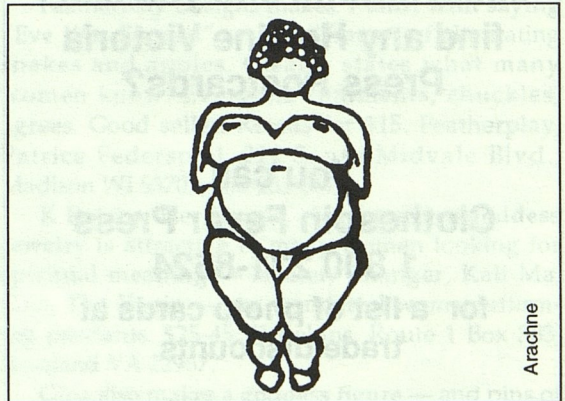
Our favorite sidelines are:

Outrageous political buttons like "If Gay and Lesbian people are given Civil Rights then everyone will want them." From Ferne Sales Co., PO Box 113 TCB, W. Orange NJ 07052.

Bumperstickers like "Women are Wonderful,

We can do Anything." From Nome Middleton, 2761 Cleveland Hill Rd., Roseburg OR 97470.

Beautiful hand-printed cards for holidays and everyday. Our best-sellers are those dealing with change and transformation. Amazing colors, and each card is unique. From Me, Too Productions, PO Box 25082, Albuquerque NM 87125.



Handmade "Goddess" figurines starting at one inch high (pocket Goddess) in many beautiful colors. Larger seated figures, necklaces and earrings are also available. Many sold for gifts. From Arachne, Karen Fredrickson, Rt. 1 Box 102A, Clear Lake WI 54005.

—Sweet Violets
Marquette MI

Alchemist earrings are a tried and true sideline. They are very reasonably priced, beautiful and the folks at Alchemist are very easy to work with. Take advantage of their display unit. It's perfect. The Alchemists, Inc., PO Box 1660, Green Valley AZ 85622; 602-295-8900.

—*My Sister's Words*
Syracuse NY

Although we haven't been open for even a year yet, these are the sidelines that have been consistent "rave" sellers here in Santa Cruz:

Hand tinted photographs from Looking Out Productions are easily our best sellers with the highest turn over. These cards are beautiful; images of women kissing and cuddling in everyday settings

What do you do when

**February and March
come around and you can't
find any Helaine Victoria
Press Postcards?**

**You call
Clothespin Fever Press
1 800 231-8624
for a list of photo cards at
trade discounts**

Harriet Tubman, Madame CJ Walker,

Sojourner Truth, Amelia Earhart,

**Gertrude Stein, Susan B. Anthony
& lots, lots more**

are perfect for any occasion. High quality paper and envelopes complement the images and justify the retail price of \$2 a card. Contact Ruth at 800-988-2688 or PO Box 66433, Scotts Valley CA 95067.

Dream Pillows from Under the Willow Moon — great price, an easy gift item that practically sells itself. These hand made pillows are fantastic — beautiful fabrics, fresh herbs, with a velcro opening so that herbs can be replenished or small crystals for dreaming can be placed inside. Available in Magical Dreams, Restful Sleep, Ease a Headache, Healing, Rekindling Energies, and our number one top seller: Kitty pillows filled with organic cat nip. My cats freak out, they get so playful. Also baby pillows for showers. One of the best things about these pillows is that they're good gifts for men, as well, which customers appreciate at Solstice and other gift giving times. Pillows retail for \$11 each; kitty pillows at \$5. Contact Andrea at 408-688-9060 or PO Box 2525, Aptos CA 95001.

—*Kaylen Rose*
Herland Book-Cafe/Santa Cruz CA

Two Sidelines that have done well for Purple Moon:

Little Blue Woman Hand-Crafted Candles — ceremonial candles with 13 different scent and color combinations. Unique shape, wonderful scents and long burning time. Write for a wholesale catalogue. Rt. 2 Box 579, Floyd VA 24091 or call 703-789-7222.

Bottman Designs, Inc. — They carry card lines from three women artists. The **Erika Oller cards** are hot sellers for me. Call 800-365-5564 for catalogue or write 990 South 7th West #11, Salt Lake City UT 84104.

—*Suzy Stone*
Purple Moon Books/Fredericksburg VA

Here's a couple of Two Sisters Bookshop favorites!

Ceremonial Rattles by Rose Javelin. All hand made, hand painted, using natural gourds and rawhide features... beautiful work. PO Box 2374, Santa Cruz CA 95063; 408-429-7425.

Sterling silver jewelry by K Robins. She's a sculptor and it really shows in the depth and vitality of her images. Goddess and women symbols include explanation cards. Rt. 1 Box 383, Roseland VA 22967.

Greeting Cards by Brush Dance. Features won-

derful quotes with art by Renee. Greeting cards and postcards by artist, feminist, lesbian Rashani and other women's art! Journals, too, with recycled paper and soy ink (on all cards, too). 100 Ebttide Ave. Bldg. 1, Sausalito CA 94965; 800-531-7445.

—Suzanne

Two Sisters Bookshop/Menlo Park CA

Four months old and doing great — we feel very positive about the success of the new store! Here is a sideline recommendation:

Earrings, pins and bolo ties crested with "objects of hardware." Cotter pins, washers, springs, hinges and more combine to make fun, interesting and good-looking jewelry. Items average \$20. The response to this line has been excellent! The two women jewelry artists call themselves The Metal. The Metal, PO Box JD, Pacific Grove CA 93950.

—Denise Sallee

Raven in the Grove/Pacific Grove CA

People's Pins — handcrafted enamel pins with lots of good woman-, lesbian-, gay/lesbian-positive messages. One of the first pin-makers I've found to have messages about bi-sexuals and about fighting anti-Semitism and with the black triangle. 9412 1st Dr. SE, Everett WA 98208.

—Jan Fenton

Laughing Horse Books/Portland OR

Lavender Rose Artworks — Maggie Dunlop. Maggie's cards sell faster than any other cards. Each one has an original 4 inch square piece of art with a wonderful quote from one of 50 women: Lucille Clifton, Alice Walker, Gertrude Stein, May Sarton, Audre Lorde, Adrienne Rich, Virginia Woolf. She's filling a real need — making woman-words easily shared. Cards retail for \$3. PO Box 6061 Yale Station, New Haven CT 06520; 203-562-6071.

Ginger Rudisill paints cat faces on stones — delightful detail (each cat has a tail). People buy them in quantities. (She paints large stones into cats as well but I've stayed with the small cat faces.) Retail for \$2. 777 Loma Vista, Pomona CA 91768; 909-622-4235.

Hilary's Comfort Beads. Hilary's multi-layered, multi-colored, cool-smooth beads — each strand of seven or eight beads has one white bead with a single word: comfort, healing, freedom, focus, joy, play, etc. I can't tell you how much these beads are

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loved — for color, texture, coolness, comfort. They continue to be on my list of favorite, best-selling sidelines. 1134 Van Buren, Eugene OR 97402.

Featherplay Designs makes **T-shirt with saying "Eve Was Framed"** set in a "frame" of alternating snakes and apples. Clearly states what many women know. Everyone comments, chuckles, agrees. Good seller. Retail for \$15. Featherplay, Patrice Federspiel, 222 South Midvale Blvd., Madison WI 53705; 608-233-5876.

K Robins. Her simple, elegant **silver goddess jewelry** is attractive to many women looking for spiritual meaning — Healer, Changer, Kali Ma, Gaia, The Virgin — are wonderful woman-affirming pendants. \$25-45. K Robins, Route 1 Box 383, Roseland VA 22967.

Gina also makes a **goddess figure** — and pins of "five friends," "three friends," a wolf — but they are made out of cut sheet metal that's semi-painted. You'd better ask her. I buy them through her distributor. But they're really fine. \$25-35. Gina, 1716 Cedar Street, Calistoga CA 94515; 707-942-6446.

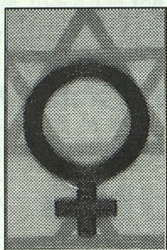
—Genevieve

Wild Iris Bookstore/Claremont CA

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as the work itself.

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featuring some of her most
famous images.



NEW...from the creator of
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DOUBLE JEOPARDY (Sewing Stars),
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for samples and catalogue sheet.

Mention This AD, and receive 20 postcards
DOUBLE JEOPARDY (SEWING STARS)
FREE with each order!

Exclusively from **COLUMBIA ART COMPANY**,
publisher of art that offers *new* vision.

One item that's been fun to have around and
that's been extremely popular is **Fridge Fun For Gays**.
The little rainbow-colored magnets have creative
words on them, providing for hundreds of interesting
combinations. You can get them from: Fridge Fun, PO
Box 1348, Guerneville CA 95446; 1-800-845-8320.

"**Hate Is Not A Family Value**" paraphernalia
from Dan Kaufman Graphics have been going
quickly and have been hard to keep in stock.
They're socially relevant and very thought-provok-
ing. We sell buttons, small stickers, bumperstickers
& tees. Dan Kaufman Graphics, PO Box 4901,
Washington D.C. 20008; 202-466-8878.

Lastly, **rainbow ring hoop earrings** from Gayla G.
Jewelry Design have definitely been a great seller.
They come in either sterling silver or gold filled, and
come in three sizes: 12, 14 or 16mm. The hoop earrings
hold tiny, very colorful rainbow rings, and definitely
make a great fashion statement at an affordable price.
Gayla G. Jewelry Design, PO Box 632883, San Diego
CA 92163; 619-293-0766.

—Angela Powell
People Like Us Books/Chicago IL

At the Bookshop of Minnesota Women's Press
the work of **Kiki Oberstenfeld de Suarez** has been
a top seller from the time we opened our doors.
With the addition of bookmarks, journals, magnets,
and cups to her line of cards and T-shirts her work
continues to sell. Order from The Kiki Collection,
500 N. Robert St., St. Paul MN 55101; 800-945-5454.

Of course, we also like the new line of cards our
company has developed featuring wish-I'd-said-it
quotes by famous (and should-be-famous) women.
Designed by Casey Liston, the "Nomenclature"
cards come in recycled card stock, available in five
shades, blank inside, with brief biographical infor-
mation on the back of card. Cards sell for \$1.50, \$14
for 10. The cards are selling well in our Bookshop
and through our catalogue. For sample and infor-
mation contact Minnesota Women's Press, Inc., 771
Raymond, St. Paul MN 55114; 612-646-3968.

—Glenda Martin
Minnesota Women's Press Bookshop/St. Paul MN

We have found the following sidelines to be not
only our best-sellers but also the ones which receive
the most comment from our customers.

The Rainbow Gayme by People Like Us sells very well. They are high quality, colorful and our customers really love them. They are available through People Like Us, 1534 Denkinger Court, Concord CA 94521; 510-689-8444; Fax 510-682-5593 (AndreAnna Jovan/Penny Rose).

We have also had great success with all of our **sportswear items**: fanny packs, backpacks, tote bags and T-shirts from Picky Women, PO Box 25933, Little Rock AR 72221. 800-225-2551 (Lee Fortson).

Finally, we offer a **foldover/postcard set** by photographer Wendy Jill York. We offer a combination of 4 foldover and 4 notecard images; but there are over 30 images in her line. All are exquisitely shot and are very high quality. Wendy Jill York Productions, 2336 Market Street #20, San Francisco CA 94114. Phone/Fax 415-864-1210.

—Lisa Mariotti

New Herizons Books & Gifts/Lancaster MA

These are a few of our favorite things:

Pocketsized goddesses from Bell Pine. Crones, lesbian families, birthing and menstrual goddesses. All cost \$7 each. Bell Pine, 34994 E. Danstrom Rd., Creswell OR 97426; 503-895-2132.

All **Coyote Candle** products. Rainbow candles: cake size, votive size, and tapers, and copper votive holders especially \$6 goddesses circle. 1-800-788-4142.

Jerry Silverman's "**Lesbian Rights Now**" postcard is a photo from The March of a placard in the hands of a statue — by far the most popular card in the store. 920 South 6th St., Philadelphia PA 19147; 215-463-4994.

Ferne Sales **buttons and bumperstickers** cost only 30 cents each (min. order \$50 buttons or bumperstickers). Ferne Sales is a one-woman company. She also does ribbons and lapel pins. 201-731-0967; Fax 201-325-0136.

Flaming Closets **cards from lesbian pulp novels** with titles like "Satan was a Lesbian." Great Stuff! 4213 Dover Place, Las Vegas NV 89107.

And finally: our **video rentals** are a runaway success with over 250 women renting movies, documentaries, and erotica. From Naiad (800-533-1973), Ladyslipper (800-634-6044) and Fatale (800-845-4617).

—Lammas Women's Books and More
Washington D.C.

We found some wonderful **Japanese incense** last year at ABA. Long-lasting, subtle aromas. Start

with their "best-seller list" to determine what your customers like. No minimum order; free freight with prepayment or net 30 days. Available direct from Shoyeido, PO Box 20340, Boulder CO 80308; 303-786-8000.

—Joan Denmen

Rubyfruit Books/Tallahassee FL

Shadowcasters are a wonderful new sideline that really helped our holiday sales. They're beautiful candle holders with an added touch; the brass figure (goddess, dolphin, huntress) casts a huge shadow on the wall. We sell them for \$26. Even faster sellers are the votive candle holders, at \$12 to \$19, with designs from frogs to goddesses. Shadowcasters also come in coffee cups. To get a catalog contact Out of the Dreamtime, 909 Roosevelt St., Port Townsend WA 98368; 800-643-1658.

—Antigone Books

Tucson AZ

Although music, stickers, magazines, flags, buttons and bumperstickers continue to sell well, I always have an eye toward developing the next "big thing." Right now, in our store, there are several

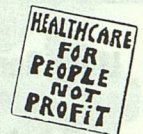
Peoples' Pins

pins for people since 1969

*Beautiful, Colorful, Durable Handcrafted
Enamel Pins for the Price of
Machine-made*



we are a micro-company that has been supplying kiln fired, enamel on copper pins and earrings to book stores since dinosaurs roamed the earth: from *Come Out to Pink Triangles*, from *Women Are Not Chicks to I Believe Anita Hill*, from *Keep Your Laws Off My Body to Keep Your Laws Off My Body*.



a myriad of pink triangles, hundreds of slogans and symbols, plus earrings and bolo ties. Write on store stationery for a free sample of our work.



Peoples' Pins
1916 Pike Place #12-554, Seattle, WA 98101
Telephone: (206) 347-3729

items I'm nurturing along on their way to becoming best selling sidelines. One of these is a series of mugs designed by **Mug Rack**, a gay male owned mug company. We have several varieties, including a pink triangle mug, lambda mug, and the top-selling mug which features a wrap-around gay rainbow flag. Wholesale cost is about \$4 each, we sell them for \$8. Contact them at PO Box 1231, Concord CA 94522. These fellows are pleasant to deal with and now have about 27 different mug designs!

At the ABA this year there was a whole session on **rubber stamps** and their profitability. Not coincidentally, we find rubber stamps a great sideline, particularly ones with a very specific gay or lesbian theme. We order most of our stamps, both the self-inking and the old fashioned variety that need stamp pads, from CJ Enterprises, a lesbian owned company. Their designs include "Dyke Delite," "Latex Lover," "Dyke Dollars," and "Hate Is Not A Family Value." Write for a catalogue. CJ Enterprises, 537-B Niagra NE, Albuquerque NM 87113.

—Rachel Pepper
A Different Light/SF

This year, my hands down favorite sideline is **women's music**. When I first started working at L'Androgyne two years ago, the few cassettes that we had were a complete mystery to me. But after my inaugural trip to Michigan last summer, and after two years of scrutinizing Goldenrod catalogues and consulting with the priceless Cathy Andrews (Goddess of Music, she is!) our music section is easi-

ly twice its original size, and everything moves!

If you're remotely hesitant about the viability of a music section, talk to the women at Goldenrod — they really know their stuff. Ask for promos. Play your music in the store and watch how many people ask you what you're playing. Read *Hot Wire, Deneuve* — keep on top of new releases and who's coming to town. Know your music — women really appreciate your opinion.

Our hottest sellers? Ani DiFranco, Ferron (new release), Sweet Honey in the Rock, Zap Mama, Djura... very broad range. All available from Goldenrod Distribution, 1712 East Michigan Ave., Lansing MI 48912; 517-484-1712.

On another note: If any card-makers are reading this, please, please someone make some hot lesbian cards! And not just fully dressed white women taking walks into the sunset — I mean, those are nice, but they lack a certain, *je ne sais quoi*... There is a tremendous demand for erotic images of women — or at least here in Montréal.

—Johanne Cadorette
L'Androgyne/Montréal Québec

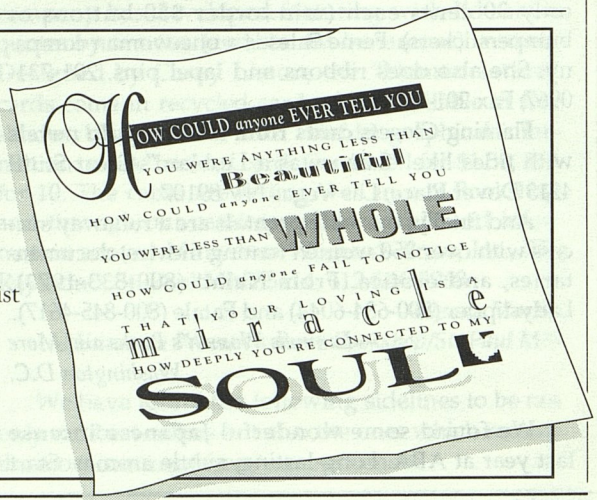
You have to stock the new **Gay Fridge Fun** magnets. Our customers are eating them up. Makes the perfect gay gift for house warmings, friendships, etc. Retail for \$9.95; wholesales at \$4.99 and comes with a countertop display. Contact Michael Powell at Fridge Fun, PO Box 1348, Guerneville CA 95446; 1-800-845-8320.

—Jim Bennett
Lambda Rising/Washington D.C. O

Libby Roderick's beloved, internationally acclaimed song "How Could Anyone" from the album *If You See A Dream* is now available on 100% cotton t-shirts!

A fabulous gift for those you love, including (and especially) yourself! Sizes M - XXXL. Libby's T-shirts, recordings and songbook are available through feminist distributors or:

Turtle Island Records
P.O. Box 203294
Anchorage, Alaska 99520-3294
(907) 278-6817/FAX 279-6900.



FUSION MARKETING

Every Piece Tells a Story

By Laurel Hastings
ClaireLight/Santa Rosa CA

A feminist bookstore is always more than a bookstore. It's a source of inspiration and a meeting place for like minds. Unfortunately, feminist bookstores often operate with little cash flow. Many independent bookstores have faded away over the last ten years and are being upstaged by the "super-stores." Knowing how to fuse seemingly dissimilar products and how to keep the romance of bookstores alive is now a marketing strategy worth noting. Imagination and creative marketing are of crucial importance. Offering a good product for a fair price is no longer a ticket to success.

My bookstore carries the usual feminist bookstore assortment of cards, music, journals, wrapping paper, candles and the like. One of our favorite challenges is to find products in the store that have connections. Customers particularly appreciate our efforts in this direction when they are trying to put together gifts. The tarot cards are grouped with angel cards and books on divination. If your store sells pendulums, grouping them with information and books on divination is helpful. Estes' *Women Who Run With the Wolves* (Ballantine) was a big seller here, as everywhere, and we have a pin done by Gina Certa of a howling wolf that customers loved.



From left to right: Earth Healer, Goddess Primordiac and Receptivity. Sculpture by Jane Sipe

When a customer is uncertain as to the origin or meaning behind jewelry pieces, such as the labrys, I walk her over to Barbara Walker's *Dictionary of Symbols and Sacred Objects* (HarperSF) to show her a written description of the history of the piece. This usually sells the book as well.

An unusual line of jewelry from Jane Iris Designs gave me the original idea about fusing. One rainy Sunday I waited on a woman who wanted a ring for her best friend, a friend who had gone to hell and back. I had a ring in the case patterned after the story of Demeter and Persephone. By the time I was finished telling her the story, I had sold a very happy customer the ring and two books written on Goddess culture — and I had found a new source of connection between the Jane Iris Jewelry and hundreds of books from Gimbutas to Budapest. There are many types of books available. One of my favorites to use in connection with the jewelry is *The Storyteller's Goddess* (HarperSF) by Carolyn McVicar Edwards. The stories are vividly written and full of color and life. The Kuan Yin story in Edwards' book ties in with Iris' Kuan Yin piece. Jean Shinoda Bolen's *Goddesses in Everywoman* (Harper) shows readers how to identify their ruling goddesses and includes a basic "who's who in Greek mythology."

The Jane Iris pieces are dramatic and come with story cards telling the story. The prices are slightly higher than some of the other lines we carry, but the quality is so obviously superior that I don't get many

objections. The real fun is being able to show how every piece tells a story and help a customer create a meaningful combination of symbol and myth.

Customers are interested in hearing the stories behind these pieces. Display the books with the jewelry in the jewelry case. If there isn't room in your jewelry case for jewelry and books, make up some cards that tell customers where the stories can be found.



Let's face it. The jewelry is more profitable than the books. The books are why we are here in the first place, but it helps to find some creative ways to hang on in the age of "superstores." Marketing the jewelry so that you can increase your overall profit is going to help you down the road. Customers seem to love finding something exotic and beautiful that they will never find in their local department store. Selling a few extra books won't hurt, either. This is fusion marketing: grouping seemingly unrelated products to increase the salability of both. It requires just a little planning, a little enthusiasm and gets some great results.

Sources: Jane Iris Designs are available from Jane Iris Designs, PO Box 608, Graton CA 95444; 707-823-5687. Gina Certa's pieces are available from The Mulberry Company, PO Box 268, Cotati CA 94931; 707-792-0414.

Laurel Hastings spent 20 years in the media. She has been marketing director of Claire Light Books in Santa Rosa for the past 3 years. If you have other "fusion" techniques that are working in your store, she'd love to see them. If you call or write to Carol Seajay or Dawn Martin, they'll compile them into another article on fusion marketing. ○

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TAKING CARE OF BUSINESS

Renting Audio Tapes

By Mary Ellen Kavanaugh
My Sister's Words/Syracuse NY

Inspired by two women in my reading group who travel a lengthy distance to work each day and had been complaining about the lack of new audio tape titles at the local library, I began thinking about renting audio tapes.

About the same time, one of my sales reps was leaning on me to consider carrying audio. He referred me to the article in *PW* (sometime in late '93 or early '94), which talked about selling and renting audio tapes. I decided to take the plunge, since video rentals do so well.

Here's what I did: I purchased 5 tapes to start with. *Wouldn't Take Nothing For My Journey Now* by Maya Angelou, *Robber Bride* by Margaret Atwood, *Fire with Fire* by Naomi Wolf, *Wild Woman Archetype* by Clarissa Pinkola Estés and *Lasher* by Anne Rice. The tapes are in a brightly decorated box on top of our video display case.

Our last newsletter had an article about all of our rentals — video and audio. The article also noted that on Thursday and Friday evenings, when we're open until 8pm, we play audio tapes in the store. So far no one has come running in just to hear the tapes, but my employee and I thoroughly enjoy listening. Everyone's hands down favorite so far is *Wouldn't Take Nothing For My Journey Now*. *Lasher* has not yet been rented.

Currently I ask for a \$10 deposit, check or cash which we put in an envelope until the tape is returned. The rental fee is \$3.50 plus tax for an amount of time we agree upon with each individual customer.

I feel strongly that the rental time should be worked out on an individual basis since people use

audio tapes very differently than video tapes. Some want one or two tapes for a weekend car trip; others want one tape for a week to ten days to listen to while they do household chores or cook. So far everyone has honored the agreed-upon return date.

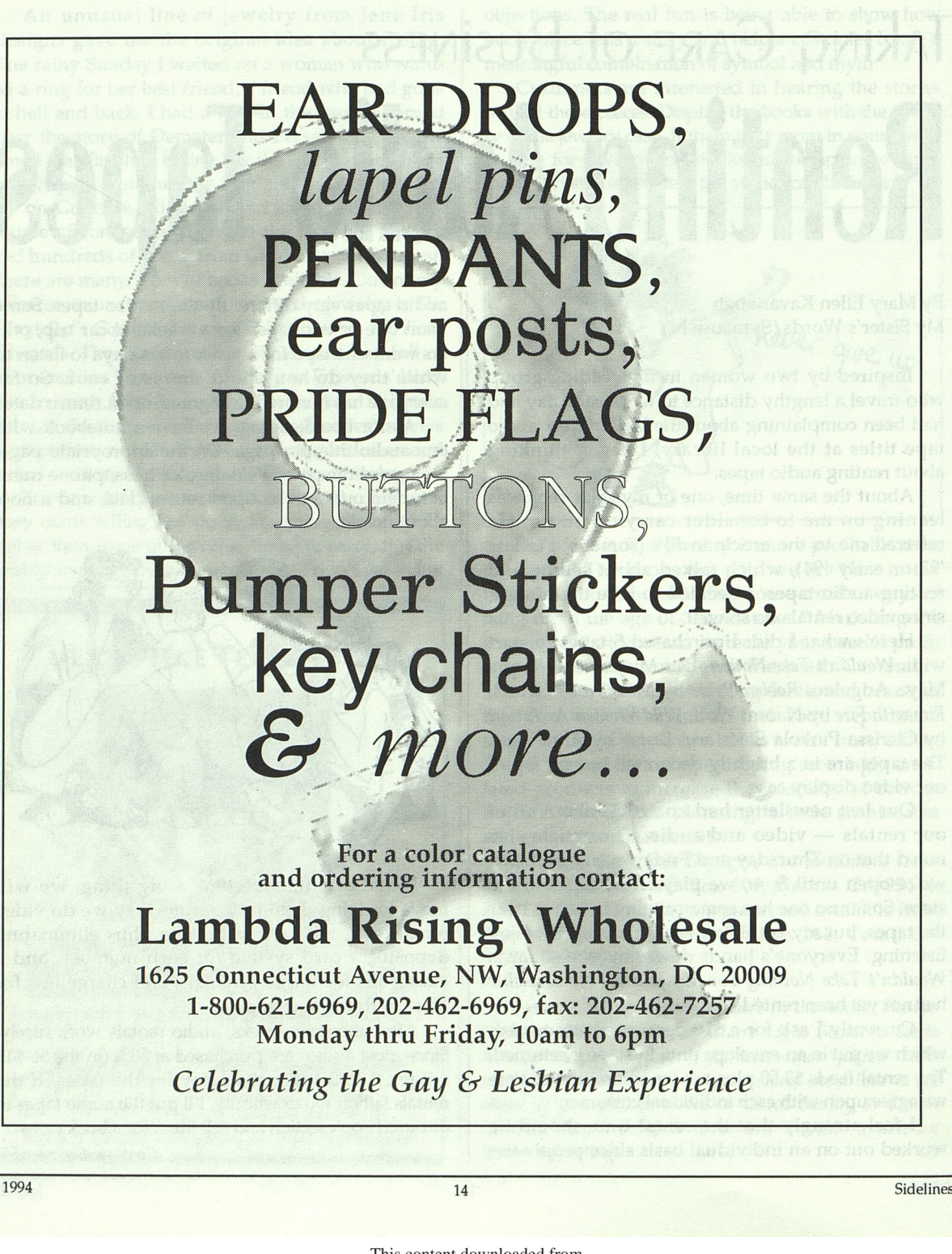
As for bookkeeping, we have a notebook with one audio title per page. On the appropriate page, we record the person's name, address, phone number, date out, agreed-upon return date, and a note about the deposit.



If audio rentals become a big thing, we will move to doing them in the same way we do video rentals (i.e., with a membership, thus eliminating deposits, a card system for each member, and a master list for tracking rentals) and charge less for those with membership.

After about six weeks, audio rentals work nicely. Since most audios are purchased at 50% (in the \$6-\$11 range), 2 to 3 1/2 rentals pay for the tapes. If the rentals fall off too drastically, I'll put the audio tapes in our used book section and sell them for a buck or two.

Continued on page 55



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By Dawn L. Martin
with Jane Brooke, Jo derBoer and Kasha Songer

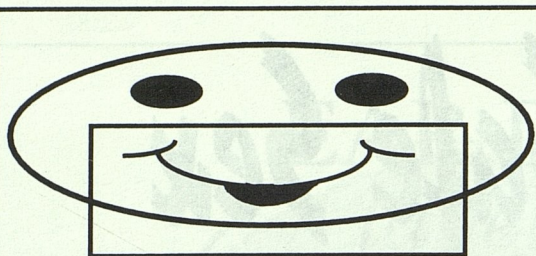
More and more feminist bookstores are beginning to sell safe sex products and sex toys for women. A recent report by the San Francisco Department of Public Health found that among 405 lesbian and bisexual women surveyed a high number of women reported having unsafe sex with female and male partners. In addition, "among those reporting a history of sex with women, 91.1% reported a history of unprotected oral sex, 28.8% reported unprotected sharing of sex toys and 25.2% reported unprotected vaginal fisting during the past three years." Clearly, the combination of women (aged 17 and up) having unprotected sex with both men and women demonstrates a potential danger. Feminist bookstores are responding to this potential crisis by being responsible progressive people in the community and stimulating the discourse about safe sex among both lesbians and straight women by providing safe sex products and selling safe sex toys. In this article Kasha Songer (Book Garden), Jane Brooke (Lammas Books & More), and Jo derBoer (Amazon Books) provide valuable information from their experiences selling safe sex products and sex toys for women.

"Selling safe sex/sex toys is one of those very rewarding areas of our store," says Kasha. "Lots of women ask about safe sex and we help get them

started. Lots of women ask about sex in general. There aren't many safe places to go and ask questions or buy toys or discuss erotica. The more women enjoying healthy, happy sex lives, the better." Of course, easing sex products into your store can be difficult. Because women have historically been omitted from the sex discussions, some cus-



Andrea Natalie in *Women's Glibber*



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tomers (and employees) may initially be embarrassed by this new phenomenon at their local women's bookstore.

Jane Brooke admits "I shrieked and giggled the first time I saw a dildo at Lammas. After I'd poked it and squeezed it and waved it around, however, it became quite friendly and stopped embarrassing me. Then, I could show dildoes and sell them with pride!"

She says the customers at Lammas fall into one of three camps: "those who react like I did and can't wait to get their hands on a dildo; those who know exactly what they want and how to get it; and lastly, those who have a dildo blind spot and won't look at them even when they're standing right in front of one." Jane has been expecting an occasional upset customer who objects to the store having sex toys and erotic videos on display but she hasn't detected one yet.

"Amazon just started selling safe sex gear, lubes, and vibrators eight months ago," writes Jo. "We have always carried the dependable Wundere Prelude [vibrator]. Now we also carry the Hitachi Magic Wand." She is currently looking into more vibrators.

Although Amazon is obviously easing into this product line Jo says "Our process in deciding to

carry these products wasn't without humor and some painful discussions. After several lengthy staff meetings with the staff divided in 'for' and 'against' camps, we decided to form a committee. This committee includes myself (I'm one of the managers) and two of the younger part-time women. We call ourselves the Dildo Committee. The first thing we did was call Good Vibrations in San Francisco (415-974-8990) and bought their wholesale list for \$50. Jenny and Susan wrote or called every one of those businesses and requested catalogs. The fun began when we sat down at lots of breakfast meetings, scoping out the catalogs and samples. We giggled, talked girl-talk and discussed the staff's concerns: how to display products, what products to start with and how far to go (no pun intended). We decided to start slow — safe sex products, two new vibrators and different kinds of lubes and dildoes."

When Amazon first started carrying dental dams they bought in bulk from a local supportive dentist and packaged them in the store. Jenny packaged three to a Ziplock bag and included a fun, sexy fortune in each package. They had a lot of fun writing the fortunes. But, now they carry prepackaged dams from Lick the Crisis Inc., a woman owned company. The packaging is more attractive.

Details on Dams

Many of the booksellers I've talked with described difficulties in finding quality dams, so here are two woman-owned companies that are committed to promoting safer sex among women.

Amazon orders from Prinny Alavi at Lick the Crisis, Inc. in New York City. She sells finger condoms (\$.65) called "Rub-Her With Pleasure;" dams (\$1.50), "Dam-Her With Pleasure;" and latex gloves (\$.75), "Glove-Her With Pleasure." In all packaging there is information on how to use the product and information on how to start talking about safer sex. The dams and gloves come in various flavors and scents such as chocolate mint. Prinny also has a line of buttons, one of the most popular reads "Safer Sex Slut and Proud Of It." They wholesale at \$1.50 and are handmade. The other product that does well for Prinny is the "Her Erection" poster that shows that "women get erections, too." This poster is definitely for the bold, out store. It portrays four clitorides

(plural for clitoris) erect, without showing the "male pleasure canal." Wholesales at \$8. Poster is 14" X 20".

Eros Veils Self-Supportive Dams is an exciting new company owned by a young African American woman. Eros Veils makes "body friendly" dams that stay in place "so the hands can be better occupied by the user." Tracey Williams, who owns the company, says that 1 in 7 people are allergic to latex which is why her manufacturer makes her dams out of "kitchen wrap." Community based AIDS organizations recommend that lesbian women who engage in oral sex cut condoms or use double layers of kitchen wrap as an alternative to latex dams. So, Tracey had her manufacturer use double layers, too. The plastic she uses sticks to the body, but not to itself. Amazing! And because they are really made of plastic kitchen wrap, the material in these dams is FDA approved. Among Eros Veils' current clientele is the Black Coalition on AIDS, Lyon Martin Women's Health Clinic (both in SF) and the Oregon Department of Health. The dams are scentless and tasteless and come in four different styles:

- Rectangle (8 x 8 inches)
- Hourglass (8 x 13 inches) — place over anal and vaginal areas.
- Mask (8 x 13 inches) — insert both your ears entirely through ear slots and position the mask a half inch in front of nose, then run the mask against the under-chin.
- Cinch Brief — an adjustable pair of plastic safe sex underwear.

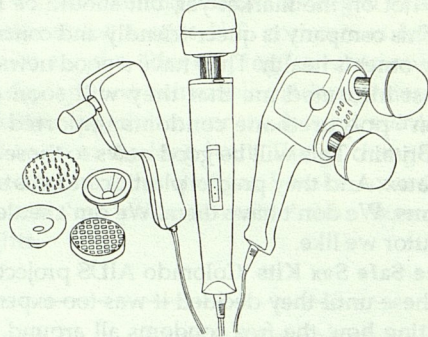
All products come in opaque black or clear. There is no minimum order. To accommodate different budgets stores can buy dams in bulk (non-prepacked) or individually packaged which makes for a \$.20 difference in price per unit. The pre-packaged dams range from \$.30 to \$.80 per unit depending on style. Tracey Williams, Eros Veils: Self Supporting Oral Sex Veils, 533 14th St., San Francisco CA 94103; 415-552-3535.

Resources From Book Garden

Battery operated vibrators. We stock both slender and regular. They come in mint green, purple, white, gold, red and black. White is always a must for those too shy to buy a bold color; purple is always a fave for the more outgoing; and red is in at Christmas and Valentine's Day. The Pearl Diver, the

Ultimate Beaver and the Jack Rabbit are dual motor vibes that rotate and vibrate. They are *very* popular.

Our long time distributor has just folded, so we are exploring two new distributors right now. Pipe Dream carries the Swedish Erotica line. Pipe Dream's telephone number is 800-426-5030. Our sales rep's name is Honey. We are also trying New Beginnings (818-837-7722 or 800-722-8797). They have the most comprehensive collection of catalogs I've seen in awhile, though it took two calls to get a set of catalogs. Ask for Ken Dorfsman or Jim Woolhouse.



From the *The Good Vibrations Guide To Sex*.

Electric Vibes. (Prelude III and imitations, Hitachi Magic Wands and imitations and electric rechargeables.) Ah! The ever elusive Hitachi Wand. The distributors we find keep going out of business. Hitachi Corp. has been flat out rude about selling to us direct since we don't order \$1000 at a time. Their reps don't bother to return our calls. (See Amazon.) We are now trying another local rep, Sales Associates at 303-936-9639.

Silicone Dildoes. About 20 different models and five colors, offering a variety of physical and emotional sensations from tame to tough and from funny to serious. They include Blue Moon, Green Zucchini and Cucumber — in gray or blue, multicolored goddesses Bea and Lilith and many many more. Add cloth sashes to tie the dildoes on (they work like harnesses).

Trilby Boone runs Dils for Does. Buying from Trilby requires great patience but it's worth the wait. Her toys are the best. She is a bit of a phone phobe. Our average wait is 4 months. Trust me on this one. It's worth it. Her new phone/fax number is 707-542-9912. If you want to send her mail it should be sent to Good Vibrations, 938 Howard St., San Francisco CA 94103.

Gloves, Condoms, Lubes. We've gotten into these in the last year. They aren't fast sellers, but we all know how important it is to stock them.

Mayer Laboratories is our supplier (231 Fallon St., Oakland CA 94607; 800-426-6366 or 510-452-5555). Ask for a local rep. I don't know if it's the whole company or just our rep, but what a treasure! They have tastefully packaged lubes, condoms, gloves and coming soon... dams in a mask. The mask works like a dam but it ties on your face like a bandanna. They consulted lesbians on the design. This is not on the market yet, but should be ready soon. This company is queer-friendly and concerned about women's health. They have a good newsletter that just informed me that they will soon carry "Duron" polyurethane condoms imported from Great Britain. This will be good news to those allergic to latex. And they predict plastic condoms soon.

Dams. We don't have them. We can't settle on a distributor we like.

Free Safe Sex Kits. Colorado AIDS project supplied these until they decided it was too expensive. Interesting how the free condoms all around town for men aren't too expensive, but the kits for women are...

Leather, restraints and other toys like that would scare our tame customers if we put them on display. They are available only by asking to look at our catalog in the office. It's much more likely, however, that we would just refer the customer to the sex stores in town.

— Ideas From Dam Distributors —

- Display dams and condoms behind the counter or where you can see them. One gay/lesbian bookstore reports selling 10 dams in one week and in the same week having 10 stolen.
- Have samples on the counter for customers to touch and get a feel for.
- Have an erotic poetry reading and give out samples of dams or lubes.
- Post a sign next to the erotic literature section that reads "We Carry Safer Sex Materials."

Demo Basket. A basket full of working vibes that always gets a group laughing and lets them hear and feel the vibes. We also have a basket of free lube samples. It has made them sell better.

—Kasha Songer

Resources From Lammas

Dildoes. Our dildoes are all woman-friendly designs: diving women, dolphins and bananas are favorites. They come from Dils for Does, the best and least expensive company I've found. Each one costs us between \$15-\$25. I have a poor quality black and white catalog which shows the general idea of the designs. The minimum order is \$200 and payment is COD (at no extra charge) or prepayment. I'm trying to persuade Trilby Boone, the company's owner, to do terms. I'm sure more businesses would try her products if they could be billed net 30. There is a 2-4 week turnaround, longer for specially mixed swirly colors. Dils for Does telephone and fax is 707-542-9912. Trilby has never yet answered the phone, but she does return calls. The dildoes are very popular and are a great novelty item to have in our store. We're on our fourth order in six months.

Harnesses. To complement the dildoes we sell Rainy Day synthetic harnesses from Stormy Leather (women owned and operated). Call them at 800-486-9650. Stormy women are wonderful to work with, very friendly, knowledgeable and helpful. The harnesses I get cost \$13.50 (Malibou 2 strap). Nobody seems to want the leather harnesses I've tried. The minimum order is \$50 and terms can be arranged. The catalog is a work of art and even the packaging is classy.

Lubes. We also sell lubricants. Astroglide is the most popular. Our supplier is Choice Supply (800-368-3708). They have no minimum and Astroglide costs \$4.23 per bottle. We also sell cheap condoms and are trying to get better dams. —Jane Brooke

Resources From Amazon

Hitachi Magic Wand Vibrators. Allied Marketing, 612-888-2100.

Lubes. Trimensa Pharmaceuticals, 1050 Laurence Dr., Newberry Park CA 91320. Phone: 800-554-1313; Fax: 805-499-4366.

Dams, finger cots, condoms and gloves. Lick the Crisis Inc., 212-260-0535. —Jo derBoer O

But Can She Type?

CHAIN, CHAIN, CHAIN ...

By Nett Hart

I live in a rural area. My nearest small town downtown is threatened by the influx of super-shopping brought to us by Wal-Mart. Some of us shopping-resistors will not venture inside this stadium. Knowing how few small town merchants survive this "competition" we watch as the hardware, the pharmacy and the convenience store unstock... The farm supply store has added some glitzy plastic to try to keep up appearances, but the familiar knots of neighbors sharing news and how-to has disappeared from the aisles.

Shopping here used to be driven by need, not this vague "I need to buy something — what do you have?" impulse that drives the commercialism of the mall— and the super-store. When shopping was driven by need, variety, price and instant gratification were secondary to the greater convenience of having these goods available locally. Our stores did not make community but, as gathering places and focal points in our community, they became resources for community-making.

Thus my understanding of the threat to the feminist bookstores from the superstore invasion runs parallel to my rural community experience. The tactic is the same: move into a niche market that has been defined and refined by its own community and undersell them at all costs. If you own a thousand stores, it's easy.

The response of community retailers is predictable: handwringing, appealing to the community for support, changing inventory to reflect the appeal of the big stores. We don't know yet whether small towns will survive Wal-Mart or how the feminist stores will survive Barnes and Noble. We do know that retailing has changed in the twen-

ty years since feminist bookstores began to appear. The imperialist tactics U.S. companies formerly reserved for the "developing" countries is now being deployed on vulnerable markets at home.

Neither negativism nor the fortress mentality is useful to us in the long haul. Things change. But I want to be sure the changes I make accord more fully with my politics rather than less. Some thoughts:

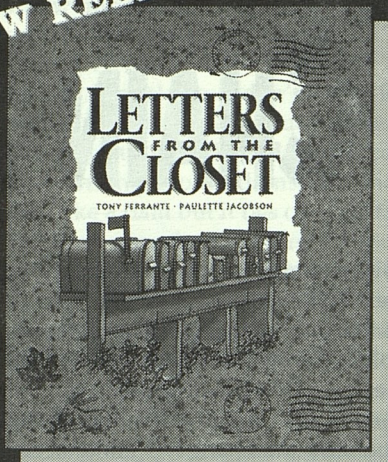
There is a great need for the work of feminist bookstores. In defining our politic we will sustain ourselves and resource the movement ...

- A community is not a market. A self-defined community has places for gathering and exchange which define the services needed, not vice versa. The marketeers who look to our communities as "markets" may determine what is available commercially but they will not define the community. It is disrespectful to approach our own community as a market.

- A community is not built commercially. It is an organic thing. Its focus and cohesion are shared politics, commitments and history, even though not all aspects of these are ever shared. If you have core political beliefs, you have a movement. If you do not, you have a market.

- Feminist and rural communities have been de-centered. Over half of this rural community now

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drives to work in the city or new superemployment manufacturing/retail ventures. Those who commute lose many of the distinctions that comprise "rural." So, too, the community served by feminist bookstores is no longer composed only of feminist activists. It now includes women with mainstream employment and lifestyles who have feminist interests and values. For these women, the bookstore is one of the points of greatest contact with feminism rather than a place where active feminists gather to purchase tools for their work. When my neighbors quit farming they don't hang out at the farm supply store as much. The farm supply store and the bookstore are still places of shared culture, but are no longer sources of essential tools for many of the people in their communities.

*A community is not a market ...
It is not built commercially.
It is an organic thing.*

- Feminist bookstores all by themselves cannot constitute or reconstitute the feminist movement. Women's liberation is still in need of activism. Although there is some acceptance of feminist insights, violence and economic injustice still keep women down. When our feminist communities are centered in activism, our feminist bookstores thrive as cultural centers.

- You can't build a community from a market approach. You can only build community and then resource that community. The task is not to see how much of the community's dollar can be spent at feminist bookstores, but to bring the books, the issues, to the community. Schlepping books to events and centering feminist concerns and resources is where you meet the audience. Holding forums, book groups, discussions, author readings creates community.

- That there are many more titles than ever before does not mean there is more choice. I think of my only trip to an Office Max where 250 feet of shelf space was devoted to 3-ring binders, all alike except for two widths in six colors. Granted, not all

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feminist books are “keepers,” but some need to be read and read again. The issues are still with us: how do we keep feminist books available for more than a quick shelf-life?

- The entry of the chainstores into our forcefield is another development of the entry of the mainstream as publishers and distributors. Feminism is not a mainstream politic in patriarchy. Emulation of our feminist work by mainstream has too often

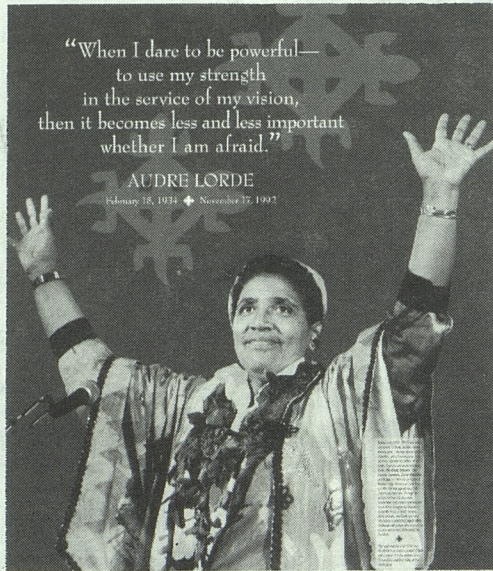
You can't build a community from a market approach. You can only build community and then resource that community.

been misconstrued as recognition. Some in our community have been enthralled by the sleekness of these commercial machines and the illusion that this is what women deserve. But we deserve more than that. We deserve liberation.

I cannot afford to let my local hardware store go down because no chain* store is going to stock the replacement parts to a pump sold widely in this area in the '60s or seed that is hardy in this region. In a like manner, feminists cannot afford to have their feminist bookstores suffer because feminist bookstores will stock a small press book only ten women will buy and keep in stock a twelve-year-old title that is still the best resource on the topic. Appeals to guilt will not keep a store vital. Women are going to spend money in bookstores that actual-ly resource our lives.

I firmly believe that the values of my rural community deserve preservation and that many of the old methods that are the most sustainable will resurface as “new” ideas. I believe there is a great need for the work of feminist bookstores and that in defining our politic we will sustain ourselves and resource the movement... Just more chains to be broken, I guess.

* “Chain” is a key word here, indicating a dominance and submission strategy. ○



Audre Lorde

◀ Jean Weisinger photograph. Designed by Anni Cammett with Andrea Cammarata, Linda Malik, Dik Cool. Audre (1934-1992) was, in her own words, "a Black, lesbian, mother, warrior poet." She was also an activist, a teacher, a 14 year cancer survivor and the author of 17 books of poetry and prose including COAL, ZAMI, and SISTER OUTSIDER. She co-founded Kitchen Table: Women of Color Press by whom this poster is co-published. Poster: 23x23. **P370CW..\$16.** 3 or more \$13 each. Postcard: 4x6. **12/\$5.95...T450CW-12.** 4x6. Both on RPwPCC. Union printed.

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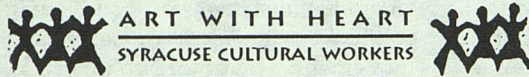
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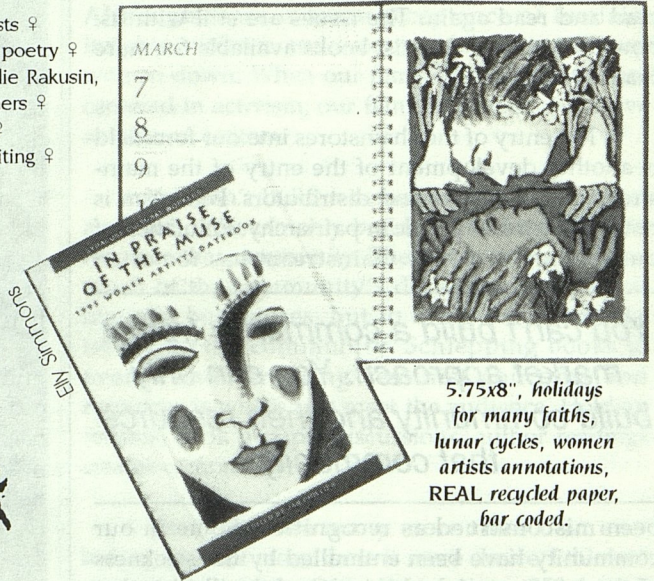
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— Jan Phillips from the '95 introduction.



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Sidelines 1994

Audio

New! Audio tape on lesbian relationships: *Creating and Nurturing Your Relationships*. No longer do lesbians have to turn to "straight" relationship experts for help. This 70-minute live recording offers listeners increased intimacy, joy, and passion in all their relationships. LoveWorks and its creators, Sonika Tinker and Debra Rein, are known across the country. They've been among the most popular speakers at the Michigan and West Coast Women's Music Festivals. Available from LoveWorks, 415-572-1999; Fax 415-571-7088.

Your Heart Will Show You is the new cassette and CD from **Jess Hawk Oakenstar**. It's a powerful, danceable album of spiritually conscious, politically aware songs including "Holy Week," one of the theme songs for the 1994 World Unity Festival and "They Are Coming For You," a resounding "No!" to right-wing encroachment. Available from Ladyslipper and Goldenrod. See ad page 61.

Libby Roderick's "If The World Were My Lover." 10 new songs by one of the best feminist singer/songwriters. "Once again, Roderick has put

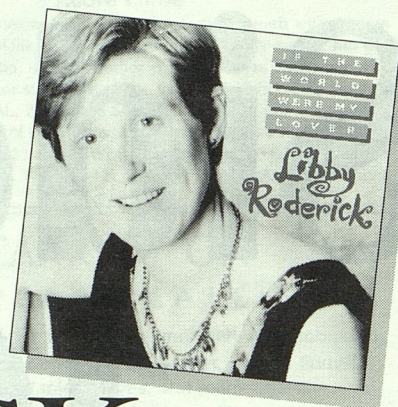
together a superlative collection of upbeat inspirational and thought-provoking songs... Absolutely stunning." (*Heartsong Review*) "We always recommend Libby!" (*Ladyslipper*) Turtle Island Records, PO Box 203294, Anchorage AK 99520; 907-278-6817; Fax 907-279-6900. See ad page 24.

Affirhythms is earthy singer Terry Garthwaite's latest recording of original affirmation chantsongs that pulsate with empowerment and spirit connection. Inspiring for drum circles, deep listening, massage, dance classes, recovery, vocal practice, vacuuming. "...Musically, spiritually weaves its special magic into your heart... Imaginative, fun and relevant messages of change." (*New Age Retailer*) "Universal beautiful chants to share in circles, to sing along." (*Heartsong Review*) Cassette dist. by Ladyslipper or Foojoonjoy Music, PO Box 14, San Geronimo CA 94963.

Goldenrod Distribution, Inc./Horizon Distribution, Inc. is a full service music distributor offering women's music, men's music, children's music, new age, folk, Celtic/British Isles music, world music, songbooks, videos, and more. Write for our catalog (1712 East Michigan Avenue, Lansing MI

"We sold more of Libby's debut album in the first six months than we usually sell of anything, ever."

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NEW RELEASE BY SINGER/SONGWRITER
AND NATIONAL RECORDING ARTIST

LIBBY RODERICK

If the World Were My Lover

Libby's recordings, songbook and T-shirts of her song "How Could Anyone" are available through feminist distributors or: Turtle Island Records, P.O. Box 203294, Anchorage, Alaska, 99520-3294. (907) 278-6817/FAX 279-6900.

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48912) or call our main office/warehouse at 517-484-1712, New England Office: 617-524-9406, or Minneapolis Office: 612-462-2904. See ad page 67.

Ancient Mother. A unique collection of women's spiritual music from around the world. Features Z. Budapest, Kay Gardner, Nurudafina Abena, Brooke Medicine Eagle, and the On Wings of Song singers. Top-notch production and "listenability." Jean Shinoda Bolen, M.D. says "Thank you for bringing this album into the world." Available on CD and cassette from Ladyslipper, Zango, Goldenrod, Bookpeople, New Leaf, Music Design, etc., or call or write Spring Hill Music, PO Box 800, Boulder CO 80306; 303-938-1188. See ad page 63.

In Her Sacred Space. In her debut album Lady Bridget weaves a web of songs that celebrate the Goddess and the cycles of life. An intensely worded, musically moving work, that enlightens the feminine spirit within. Produced in the classic folk style, Lady Bridget's acoustic guitar and clear voice are accompanied occasionally by other vocalists and musicians. Blackhood Enterprises produced this stereo,

Dolby-b work. It is available direct at 800-362-8184, or thru Ladyslipper and Pyramid Distributors. Free Demos. Tape only. See ad page 60.

Buttons & Tchotchkes

Ephemera Buttons. Their outrageously funny buttons and magnets have people laughing out loud! Ephemera provides an economical way for women (and men) to express themselves on issues they feel strongly about. There's a money-back guarantee on initial orders and a liberal exchange policy thereafter. Their free illustrated catalog shows a number of display options. Ephemera, PO Box 490, Phoenix OR 97535; 800-537-7226 or 503-535-4195. See ad page 21.

Bookmarks, Magnets, Buttons, etc. Unique quality line of products with popular designs. Minimum order only \$15. Free shipping for orders over \$25. First-time orders must be prepaid, terms available thereafter. Fast shipping. All orders confirmed. For free samples and brochure contact Style Data, 74 Furman Avenue #3, Asheville NC 28801; Voice & Fax 704-258-1820. See ad page 26.

Signs of Pride is a home-based, lesbian owned business since 1991. We now offer 26 great designs as static-cling (non-adhesive) decals and have added buttons, license plates, and glass-bead-and-leather fun jewelry. We have developed a reputa-



tion for great quality, good prices, and super fast service. Write or call for information. Signs of Pride, PO Box 762, Simpsonville SC 29681; Voice 803-862-7833. Fax 803-862-6944.

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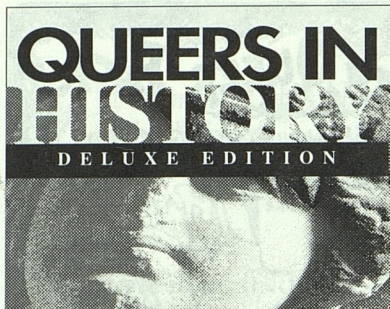
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postcards, T-shirts, posters. Fast, custom-printing of your design/messages, too! Box 188-FBN, Hampton CT 06247. 9-5 EST, Monday-Friday, call 203-455-9621. Fax 24 hours 800-553-0006. See ad page 27.

Calendars

The 1995 *Wisdom of Women Calendar* and *Wisdom of Women Art Greeting Cards* are created in celebration of the strength and wisdom of women everywhere. They are individually hand-crafted and feature actual artwork (not reproductions) by Irish born artist Maggie Dunlop. Words of wisdom by notables such as Audre Lorde, Virginia Woolf, Alice Walker, George Eliot, etc. complement the artwork. Available from Lavender Rose Artworks, PO Box 6061, New Haven CT 06520 or by calling 203-562-8953.

Moontime Calendar For Women. New! A simple way for women to record their monthly cycle. Card-size calendar enables women to visually track their menstrual pattern and compare menses with moon phases. Exquisite drawings on card and bordered envelope highlight feminist aspects of receptivity and introspection. Small enough for bedside drawer, journal or traveling bag. Inexpensive gift for daughters, sisters, friends. \$24/dozen wholesale. Attractive easel/wall mount display \$5. Moontime, 425 Euclid Terrace NE, Atlanta GA 30307. Distributed by New Leaf. See ad on page 31.

Women of Intrigue is a beautifully photographed, high quality, lesbian calendar for 1995. Flip through 12 months of captivating, black and white photographs of unique and diverse women. Printed on high-quality, gloss-coated paper. 12" X 12" (new square format). \$11.95. By Out & About Productions. 1-883850-01-0. Dist. by Inland and Bookpeople. See ad on page 29.

Having just won her third Lambda Literary Award (Lesbian/Gay Humor) for *Spawn Of Dykes To Watch Out For*, Alison Bechdel continues as the lesbian community's premier cartoon chronicler. Her 1995 **Dykes To Watch Out For Calendar**, with all new material, is another way of keeping up with the gossip/news. For more information see ad on page 28.

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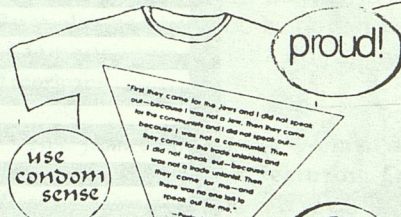
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**IF YOU
CAN'T TRUST
US WITH A
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HOW CAN YOU
TRUST US
WITH A
CHILD?**

**JUSTICE
DOES NOT
PREVAIL
WHERE
PREJUDICE
EXISTS**

**FUNDAMENTALLY
WRONG:
BLIND
OBEDIENCE
Blind Faith
Blind Hate**
DIRECTIONAL FAMILY VALUES

**HATRED
IS NOT
A FAMILY
VALUE**

**If the
people lead
eventually,
the leaders
will follow**

**I
Can't
Even
Think
Straight**

**FIGHT AIDS
NOT
PEOPLE
WITH
AIDS**

**What Part of
NO
Don't You
Understand?**

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DIVERSITY**

**END
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**AIDS
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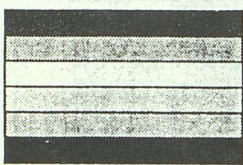
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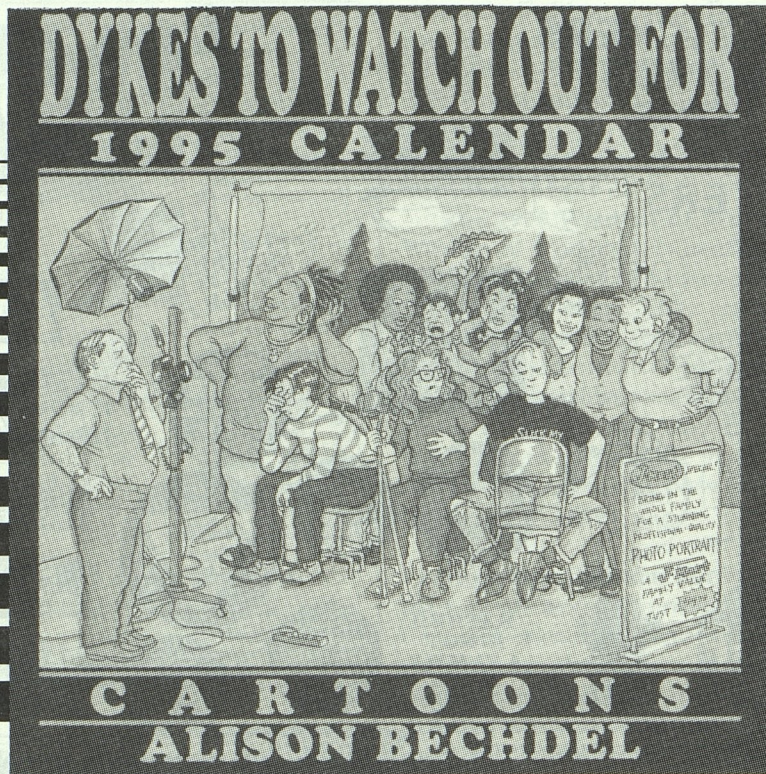
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1995 Dykes To Watch Out For Calendar Cartoons by Alison Bechdel

A scene straight out of the suburban mall, Alison Bechdel's *Dykes To Watch Out For 1995 Calendar* flashes a mug shot of the lesbian community's best-known family.

In its sixth year of helping lesbians keep track of who's who and what's happening, this annual cartoon opportunity brings it all into sharp focus. Casual glances, intense gazes, and penetrating looks from lesbians we have grown to love all meet the cartoonist's eye.

You never know who you'll see on an outing to the mall. Irresistible—like the women in your life.

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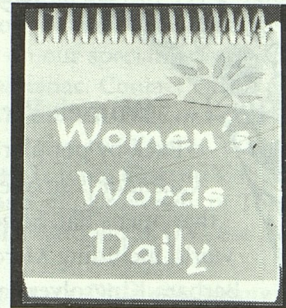
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The Crossing Press publishes the popular **Celebrating Women's Spirituality Engagement and Wall Calendars** which include full lunar and astrological information. The 1995 calendar honors Gaia with art and writing from women around the world. Back by popular demand, the Women Writers Engagement Calendar features women's writings from around the world. The Crossing Press also has over 350 black and white postcards of famous women, jazz musicians, and Native Americans.

New from Caillech Press: Women's Words Daily: a Perpetual Calendar featuring Quotations by Women. Here's a quote-a-day calendar to keep forever. It's attractive, inspiring, colorful — and reusable! An unusually wide diversity of women speak thru WWD — women from all races and many walks of life. WWD's convenient size sits easel style even on crowded desks and countertops. Quotes are placed to celebrate the quoted's birthday or special day. *A terrific gift of thought for anyone in need of a daily dose of feminist wisdom. 4" x 4". \$7.95, 0-9624836-6-4. Produced by Caillech Press*

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featuring Quotations by Women

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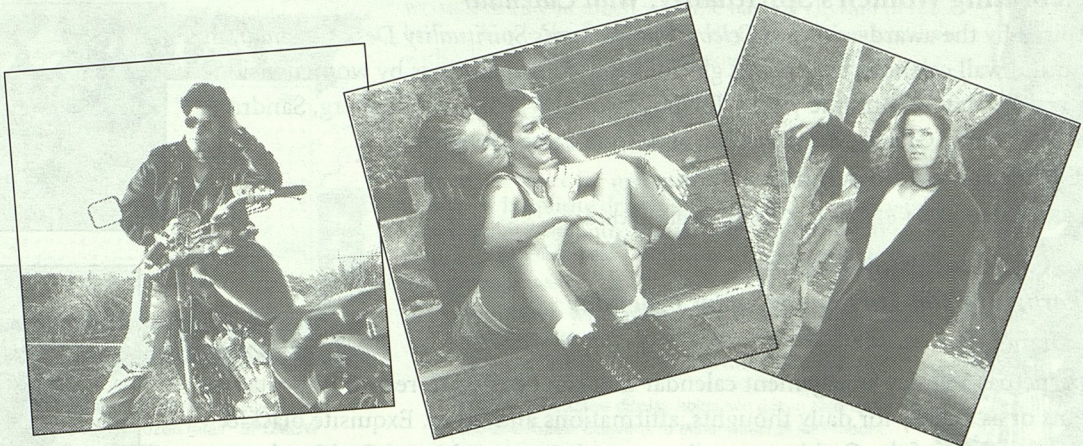
*Inspiring words, exciting design, convenient size
and a calendar to keep forever!*

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Available from Inland and Bookpeople.

Women of Intrigue 1995 Calendar



Women of Intrigue is a beautifully photographed, high-quality calendar for 1995, capturing the diversity and uniqueness of today's lesbian. Flip through twelve months of naturally-lit, black and white photographs of captivating women printed on high-quality, gloss-coated paper. 12" x 12" (new square format). \$11.95.

By Out & About Productions for the third year. ISBN #1 883850-01-0.

Order through Inland Publishing 1-800-243-0138 or Bookpeople 1-800-999-4650.



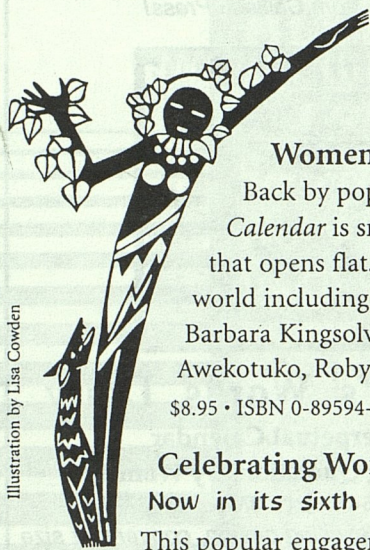


Illustration by Lisa Cowden

1995 Calendars from The Crossing Press 1-800-777-1048

Women Writers: *Engagement Calendar*

Back by popular demand, the *Women Writers Engagement Calendar* is smaller and easier to carry with a perfect binding that opens flat. Selections from women's writings around the world including Merce Rodereda, Isabel Allende, Kathleen Norris, Barbara Kingsolver, Jamaica Kincaid, Banana Yoshimoto, Ngahuate Awekotuko, Robyn Davison and Deena Metzger.

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The Goddess Book of Days

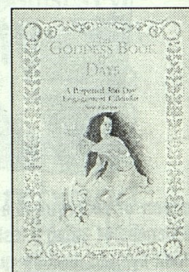
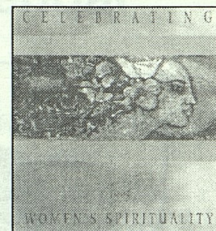
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By Diane Stein

A perpetual 366-day engagement calendar that can be used to record important events or as a diary for daily thoughts, affirmations and notes. Exquisite black & white drawings of the Goddess as well as many interesting bits of Goddess lore including festivals, birthdays, rites and rituals from around the world.

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New!



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Everywoman's Almanac 1995. Disabled women across North America come together in this Everywoman's Almanac sharing struggles and celebrations in the fight for inclusion of disability issues. Strong and frank, these women discuss how their disabilities affect their work, relationships, sexuality, self-esteem, womanhood and goals. Identifying as women with disabilities, they connect this to identities such as race, class, sexual choice and age, connect their struggles against ableism to struggles against racism, classism, homophobia and ageism, and place where feminism and feminist movements have been forces in their lives. This year for the first time the almanac

will include discount coupons for women's products and periodicals. \$11.95 sewn bound, 0-88961-190-4; \$12.95 spiral, 0-88961-191-2. Booksellers who sell twenty-four or more almanacs per year will get a free listing on our specially designed T-shirt promoting the almanac. Contact Deborah Barretto by July 29, 1995 at 416-921-2425 or Fax to 416-921-4428. For catalog write to Women's Press, 233-517 College Street, Toronto Ontario Canada M6G 4A2. Dist. by IN and BP, University of Toronto Press in Canada and Turnaround in U.K. See ad page 4.

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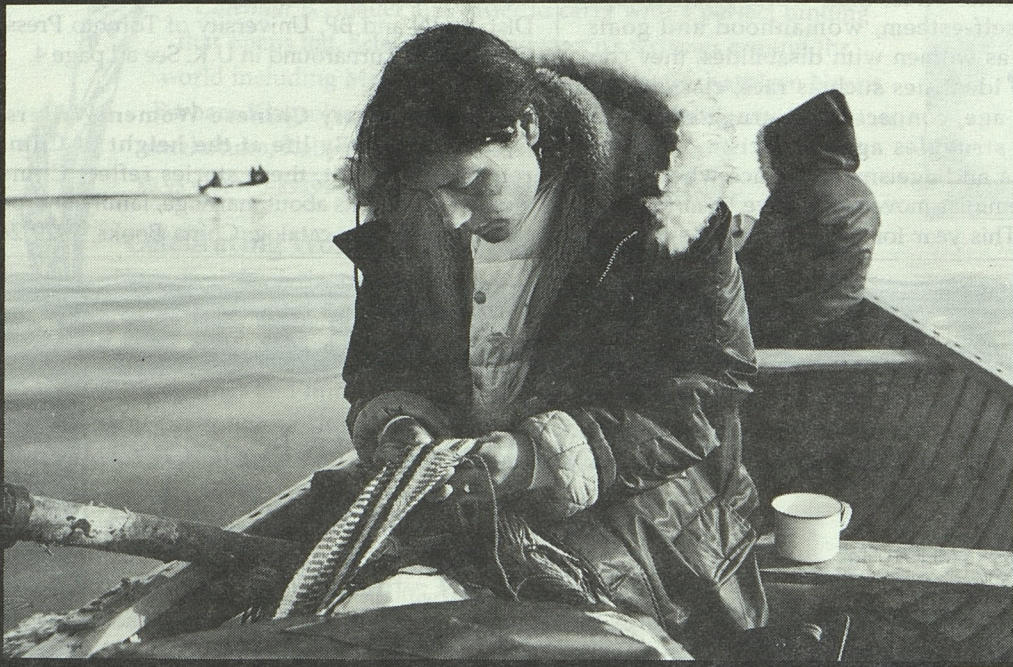
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192 pages

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July 1994

SECOND STORY FEMINIST PRESS

St., San Francisco CA 94110; 415-282-2994; Fax 415-282-0994. See ad on page 35.

1995 Women Artists Datebook (\$12.95), stunningly re-designed with art by Bonnie Acker, Durga Bernhard, Karen Kerney, Sudie Rakusin, Reina and 26 other artists and poets. Cover art by Elly Simmons. **1995 Peace Calendar** (\$11.95), blend of art, politics and feminist values. Both have lunar cycles, and holidays for many faiths. Best selling staples in feminist and independent stores. Paid orders by 7/31/94 for 25 units mixed earn 55%. Syracuse Cultural Workers; 315-474-1132. Both printed on *real recycled paper*. See ad page 22.

The 1995 Lunar Calendar dedicated to the goddess in her many guises. This easily read and informative calendar is perfect for both the beginner and the seasoned moon-lover, providing a rich synthesis of art and science. The '95 Lunar Calendar features new works by 23 artists, writers and poets, full astronomical and astrological moon data, complete instructions, an excellent bibliography, plus the lunar year-at-a-glance. The Lunar Calendar

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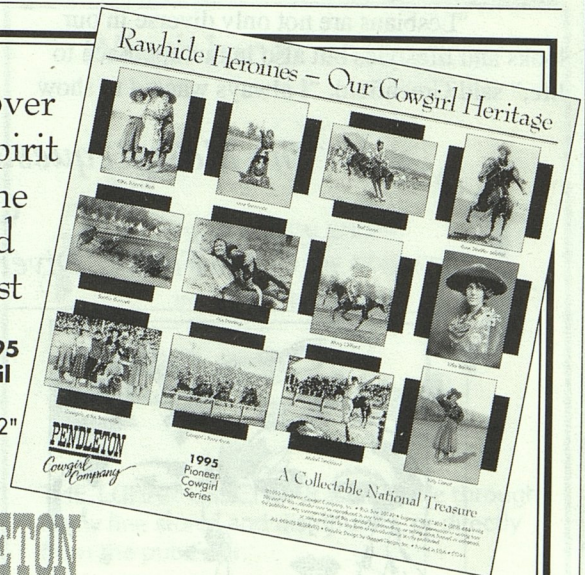
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Love Those Lesbian Cards !

By Dell Richards

Sacramento, Calif. -- This summer, First Blush Cards added yet more diverse images to the line of greeting cards Joan Greenfield started in 1990, including more women of color and differing body shapes. When Greenfield first began, she wanted to broaden the image of lesbians in the medium to include as diverse a group of women as possible but only a few of her friends were willing to model.

As the cards appeared in shops across the country and word of the model search spread, however, more women -- and women of color -- volunteered. And for the first time, women whose body shapes aren't the starved (or buffed) advertising norm also agreed to be on the cards.

"Lesbians are not only diverse in our looks and lifestyles but also in our approach to life," said Greenfield. "I always wanted to show

lesbians in all our diversity as well as our glory because I want my cards to speak to all lesbians. I've tried to use many different women to do that."

The 49 year old photographer also added color this time around to a line that first made its mark with stylized black-and-white photo images. First Blush now has 27 year-round cards, a birthday, anniversary and two Christmas images. Plans are also in the works for a calendar.

Articles about First Blush Cards and Greenfield have appeared in most major Gay/Lesbian newspapers and magazines, and on the cover of the life section of USA Today .

First Blush is lesbian owned and run.

The Most Requested Lesbian Cards In The Country

Funny, Diverse, Sassy, Sensuous



First Blush Cards

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(916) 852-7277
(916) 852-7276 fax

(\$15, 1-877920-05-3) is available through many fine distributors or from the publisher. Luna Press, PO Box 511, Kenmore Station, Boston MA 02215; 617-427-9846. See ad page 35.

Cards

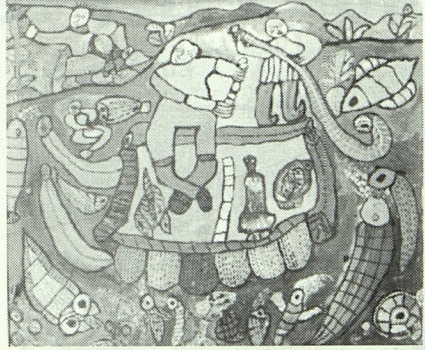
Fat-Positive Greeting Cards. Set of 4: A colorful line of joyous women dancing in leotards, 4 fat snorkelers in colorful suits swim with dolphins, 5 woman band in togas plays in front of Stonehenge, a gorgeous beauty sits on the moon and reaches for the stars. Full-color, blank inside, 5" X 7" with lavender envelope. For more information send legal sized SASE (use two \$.29 stamp) to D/J's PositivelImages, 8110 214th Pl SW, Edmonds WA 98026.

Spiral Woman turns colorful artwork into wall clocks, pins, earrings and bolo ties. New designs and old favorites include goddesses, healing heart, Mama Earth and whimsical animals. Jewelry is \$8/piece; clocks are \$17. No minimum on first order. Very popular in stores and at womyn's festivals. New: Cards — b/w \$6/dozen; hand-colored \$18/dozen. Call or write for complete catalog: PO Box 14772, San Francisco CA 94114; 415-626-7821.

First Blush Cards. First Blush, producers of high-quality, photographic lesbian greeting cards, has a new address: 11230 Gold Express Drive #310-237, Gold River CA 95670; Phone 916-852-7277; Fax 916-852-7276. Look for our new images and a calendar — coming out soon. See our ad page 34.

Brush Dance has two new card lines — Rashani's "Women Loving Women" featuring words by Susan Griffin, Holly Near and Alice Walker; and "In Celebration of Women" by Renee Locks honoring "all aspects of woman, whoever we are, whatever we are doing." In addition to cards, Brush Dance creates bookmarks, journals, postcards, postcards — all made from recycled materials. And we recently introduced our first T-shirts. Our designs combine humor, heartfelt sayings and sacred writings to make "spiritual" ideas accessible. The name "Brush Dance" comes from a Yurok Indian healing ritual where being true to yourself means giving your best to help a person in need. To

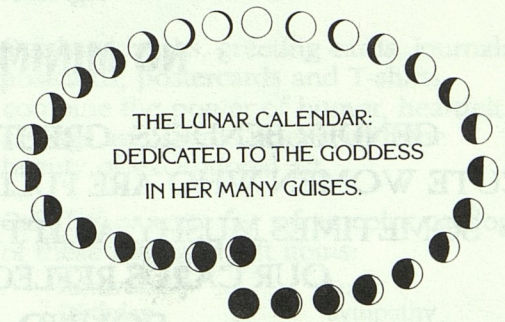
1995 Chinese Folk Art Calendar Paintings from the Shengsi Archipelago



This new collection of Chinese women's folk art celebrates life near the sea. Magnificent color abstract landscapes, sea creatures and village scenes will delight all lovers of art. Shipping 8/94.

Wall calendar for 1995 0-8351-2531-9 \$9.95
Available through *Small Changes & BookPeople*
or directly from: CHINA BOOKS & Periodicals, Inc.
2929 24th St., San Francisco, CA 94110
415-282-2994 ♦ FAX: 415-282-0994

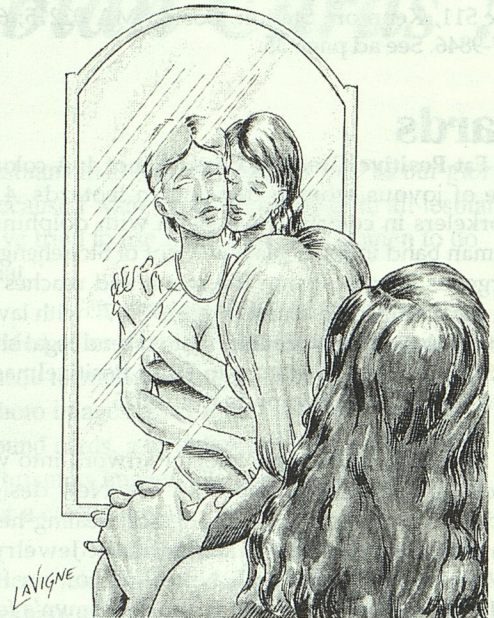
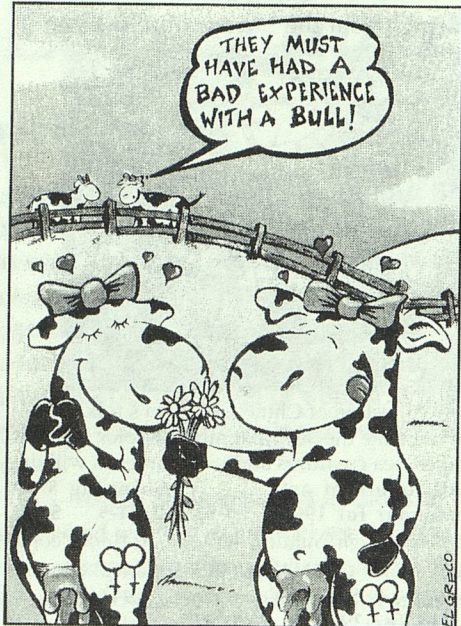
Which lunar calendar?



THE LUNAR CALENDAR:
DEDICATED TO THE GODDESS
IN HER MANY GUISES.

THE LUNAR CALENDAR is available through many fine stores and distributors, or directly from the publisher.

LUNA PRESS
PO BOX 511, Kenmore Station
Boston, MA 02215 USA
(617) 427-9846



INSIDE:

HERE'S TO NO "BULL" IN YOUR LIFE.

INSIDE:

I LOVE TO STAND BEHIND YOU...

NO MINIMUM ORDERS!!!!

GENDER BENDERS GREETING CARDS ARE DESIGNED BY CUTE WOMEN WHO ARE FULL OF PIZZAZZ..... SOMETIMES WITTY, SOMETIMES MUSHY, A LITTLE *RISQUE* AND OFTEN WARPED.

OUR CARDS REFLECT ALL THIS AND MORE.

SOUND APPEALING???

CALL **201-579-5565** FOR A FULL COLOR CATALOG & SAMPLE CARD.

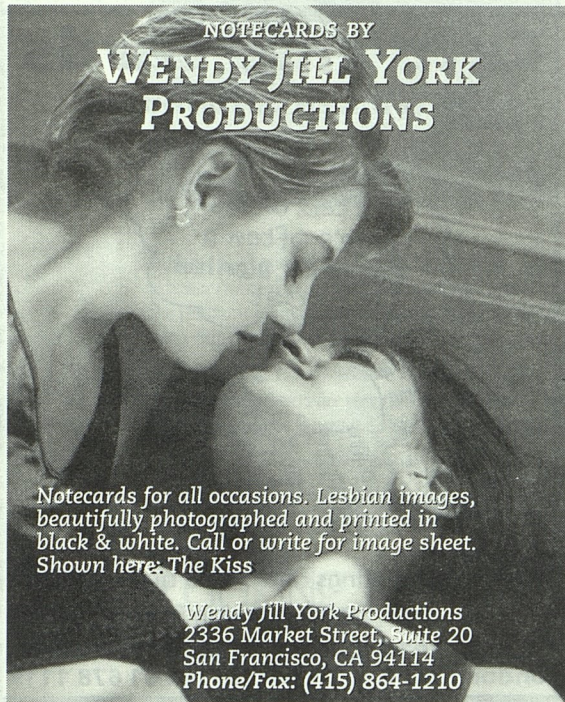
WE HAVE A FULL LINE OF CHRISTMAS AND CHANUKAH CARDS TOO!!!

GENDER BENDERS

place an order or to receive our free catalog, please call 800-531-7445, fax 415-331-9059 or write Brush Dance, 100 Ebbitide Ave. Building #1, Sausalito CA 94965. See our ad on page 37.

Wisdom of Women Art Greeting Cards and the 1995 **Wisdom of Women Calendar** are created in celebration of the strength and wisdom of women everywhere. They are individually handcrafted and feature actual artwork (not reproductions) by Irish born artist Maggie Dunlop. Words of wisdom by notables such as Audre Lorde, Virginia Woolf, Alice Walker, George Eliot, etc. compliment the artwork. Available from Lavender Rose Artworks, PO Box 6061, New Haven CT 06520 or by calling 203-562-8953.

Lake Mills Studios publishes an eclectic collection of uncommonly beautiful blank notecards by contemporary American artists: Judith Appleton, painter, primitive small-town portraits; Sue Bender, author, Amish-inspired drawings and text from *Plain and Simple*; Helen Hobart and Lucy Bixby, photographers, hand-colored landscapes; Kathryn Kleinman, photographer, flowers in still life; Judy Severson, printmaker,

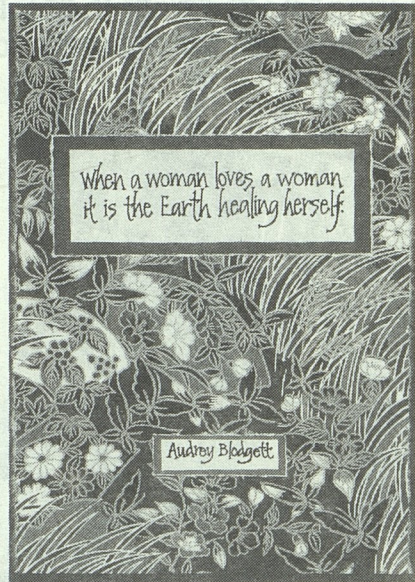


NOTE CARDS BY
**WENDY JILL YORK
PRODUCTIONS**

Notecards for all occasions. Lesbian images, beautifully photographed and printed in black & white. Call or write for image sheet. Shown here: *The Kiss*

Wendy Jill York Productions
2336 Market Street, Suite 20
San Francisco, CA 94114
Phone/Fax: (415) 864-1210

Brush Dance



Brush Dance designs nourish the spirit and help people express their deepest feelings.

Our bookmarks, greeting cards, journals, postcards, postercards and T-shirts combine the power of humor, heartfelt sayings and sacred poetry with the beauty of exceptional art.

Call, fax or write for a free color catalog of these card and gift items:

Anniversary	Love
Birthday	Sympathy
Holiday	Thank You
Inspirational	Valentine's
Lesbian	Women's

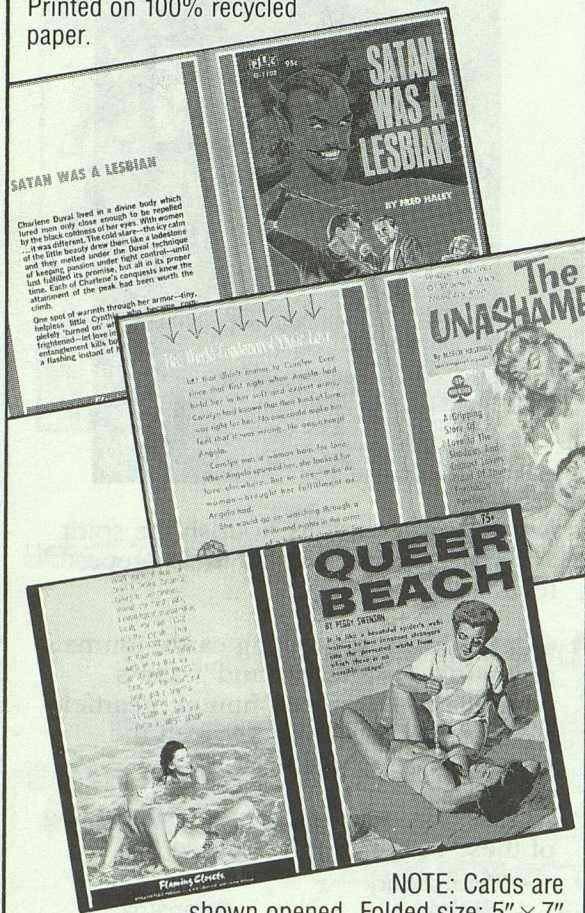
Brush Dance

100 Ebbitide Ave., Building #1,
Sausalito, CA 94965
Phone 800-531-7445
Fax 415-331-9059

Lesbian Note Cards!

Featuring Images from the Golden Age of Lesbian Pulp Paperbacks.

All cards blank inside.
Printed on 100% recycled paper.



NOTE: Cards are shown opened. Folded size: 5" x 7"

FOR A FREE BROCHURE OF OUR ENTIRE LINE CALL OR WRITE

Flaming Closets.

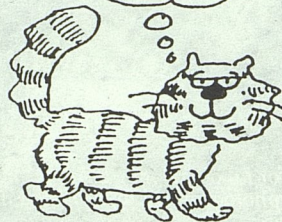
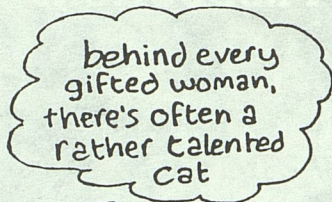
4213 Dover Place ☐ Las Vegas, Nevada 89107
(702) 870-0735

embossed traditional American quilt designs: Elisabeth Sunday, photographer, black and white portraits from The African Portfolios. PO Box 285, Lake Mills WI 53551; 800-552-5839.

Gender Benders: Full Color "Hallmark" like gay and lesbian greeting cards. No photocards, no postcards, rather regular all occasion gay greeting cards that come right out and say it! Birthday, love anniversary, sympathy, thank-you, party invitations, Valentines Day, Christmas, Chanukah and more! Many designs in each, so you can select the card for the personality, not because it is the only gay specific card out. See our display ad on page 36.

Notecards, postcards, bookmarks, posters, T-Shirts & tapes for survivors, women in recovery, women trying to live sanely in this crazy-making world. Powerful images of large, lush women. Provocative words that celebrate the wisdom of the Sacred Feminine, help grow the loving mother-within and nourish the little ones inside. Cards: \$7.50 doz. wholesale. Recycled papers. No minimum. Call or write for free catalog. For The Little

Cath Tate Cards by women for women



Postcards, greetings cards, 1995 Diary, T-shirts
Send for free catalog from

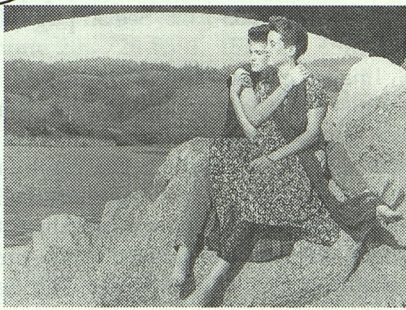
**CATH TATE CARDS, PO Box 647(FBN),
London SW2 4JX, UK fax: 01144 81 678 1119**

Ones Inside, Robyn Posin, Box 725, Ojai CA 93024;
805-646-4518.

10% Productions: a company with a conscience. 10% manufactures and distributes lesbian and gay greeting cards, postcards, notecards, invitations, calendars and posters. Our products affirm love, compassion and mutual respect between all people. We also believe in giving back to the communities we serve. Therefore each year we donate 10% of our profits to non-profit organizations who share our vision. For more information or to order, please call us at 800-650-5963. See ad page 39.

Looking Out Productions: the most romantic imagery of women that has ever been produced!

OUR VIEW OF ROMANCE



Serenity

Introducing Looking Out Productions®, your premier card company specializing in cards for the romantic woman. Beautifully photographed, hand tinted with oils & printed on recycled paper.

"These cards are exactly what we've been waiting for. Our women customers are very excited about your line. They are truly beautiful." – Snow Goose, Phoenix, AZ

Call or write for a free wholesale sample package:

1-800-988-B-OUT Rep inquiries welcome.
Mention this ad and receive free shipping on your first order.

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PRODUCTIONS™

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10%

PRODUCTIONS



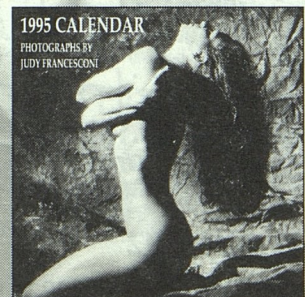
Greeting Cards,
Postcards, Posters
and Calendars
Celebrating Love,
Compassion and
Mutual Respect

Call today

For a Free

Catalog

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Jane Evershed
Card Collection

not just another card line,
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8 New Cards!
A Compact Disc!
6 New Prints!
Journals @
Gift Bags

Call: 612 377 6355

JANE

Full-color, blank inside, recycled paper & envelopes, these cards are a sure hit with your women customers. Top selling images for women's bookstores include: "Waiting for Her," "Serenity," "Spring Love," and "Quiet Times." Call today to receive your free wholesale sample package. 800-988-B-OUT or write to us at PO Box 66433, Scotts Valley CA 95067. See ad page 39.

VisionWorks offers images of a changing world! Wholesale distribution of over 500 postcards and notecards, many are imported. Featuring feminist, women's art, lesbian & gay, political, spiritual, ecology, Black, American Indian and humorous themes. Including Leeds Postcards, Wildcat Cards, Cath Tate, Sally Morgan, Diana Bryer, Jennifer Berman, Betty LaDuke, Jill Posener and many more. Many new items, ask for latest catalogs: Cards, Bumper Stickers, Calendars, Books. Display racks available, toll-free ordering. VisionWorks, PO Box 92, Greenfield MA 01302; Phone/fax 413-772-6569; Order line 800-933-7326. See ad page 40.

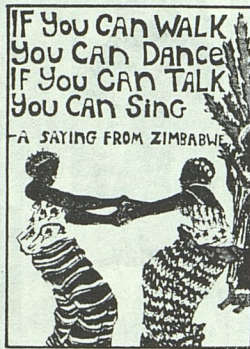
Images created by **Judy Chicago**, our foremost feminist artist and creator of *The Dinner Party*, are now available on postcards, posters and jewelry. These gorgeous products feature images from the Holocaust Project, her newest installation piece. For free samples and an order form call 800-497-0572. The Dinner Party will be exhibited at the Armand Hammer Museum at UCLA in the fall of 1995. See ad page 8.

"Syracuse Cultural Workers' are the first packaged holiday cards that have really sold in our store!" — Pandora Books for Open Minds, Kalamazoo MI. For Solstice, Christmas, Chanukah, Kwanzaa. Packages of 12 or 24 at only \$3.60 per dozen (4" X6"). Wonderful full color images with thoughtful greetings. And finally, lesbian/gay holiday cards! Plus fabulous feminist postcards and 5" X 7" notecards. Real recycled stock, packaged in biodegradable cellophane. 315-474-1132.

Jane Evershed Card Collection. All new products printed on chlorine-free, dioxin-free recycled paper with soy ink. Six new posters, a CD, journals, notecards, prints, gift boxes, bookmarks, deck of 30 3 1/2" X 5" cards and gift bags. To order, call 612-

Vision Works

Cards & Calendars
Over 600 images
Many are imported
New catalog available



P.O. Box 92

Bestsellers!

Greenfield, Mass. 01302

(413) 772-6569

1 (800) WE-DREAM



377-6355 and ask for Jane or Kathleen or fax 612-377-0417. Write for a catalog. PO Box 8874, Minneapolis MN 55408. See ad page 40.

Flaming Closets Cards. See ad page 38.

Helaine Victoria Press Cards. See Clothespin Fever Press ad page 6.

Chocolate

sWeeT DEviAncE Chocolate Bars: These wonderful hand-molded chocolate bars are popular with everyone! And, they say it all, from Top to Bottom to Queer and Queen. The display board is an eye-catcher, is made to fit your space requirements and can be moved from wall to counter. These chocolates are excellent and are priced to sell. And, with each order you get a quantity of chocolate bars which *feature your business' logo!* (Some restrictions apply.) *Customers return for sWeeT DEviAncE chocolate bars!* Jody Laine is sWeeT DEviAncE. Phone 206-726-8551. 152 NW 65th St., Seattle WA 98117. See ad page 41.

Comix

Giant Ass Publishing, the creators of the world's most dangerous comix-zine: *Hothead Paisan*, *Homicidal Lesbian Terrorist*. 15 issues in print and a total of 50,000 copies in circulation proves it! Women

sWeeT DEviAncE

Outspoken Hand-Molded Chocolates and other 'vices'

Hand-molded chocolate bars that are always a hit!

35 popular styles:

- Lesbian, Gay, Dyke, Goddess, Butch, Queen, Eat Me, Leather . . . *and more!*

Compact Display Maximizes your selling potential

- \$100+ PROFIT potential from initial order, *in a space as small as 14" x 18"*
- Feature sWeeT DEviAncE Chocolate Bars at the counter or in the card section

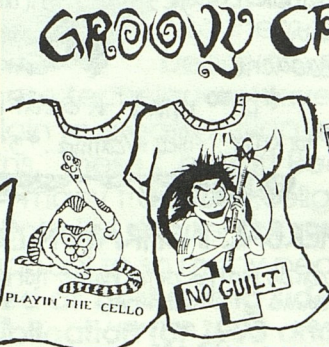
SPECIAL! Your own LOGO BARS

- Delicious high-quality chocolate hand-molded with your business logo!
- Unique Corporate or seasonal gifts

Customers return for sWeeT DEviAncE chocolate bars!

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we'll mail or fax our cat-a-log quick as you can say "Oh Purr!"

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NEW HAVEN, CT 06502

Orders over \$250.00 free shipping when you mention this ad!

Enlightening Gifts

from LuminArt



For a wholesale brochure of
our complete line of candles
and your free samples call

1 800 candle 3

(of all ages) want their Hothead Paisan! Most frequently heard comment is "Why don't more stores carry your stuff?!" Well, why don't you? We offer T-shirts, hats, rubber stamps, buttons, postcards and a mug at reasonable discounts. Call for our free catalog: 203-865-6113. See ad page 41.

Crafts

Under the Willow Moon offers a line of herbal pillows. Each one contains herbs specially blended for their Magical Properties. Crafted with a velcro closure, they are easily refillable or a Talisman can be added. Also available are Herbal Inspiration Cards... notecards that contain an herbal sachet and available in 6 different messages. The herb pouch detaches from card... perfect for purse, palm or pocket! Call or write PO Box 2525, Aptos CA 95001, 408-688-9060. See ad page 42.

Lady Loree, Proprietress of **Sisters of the Moon** creates the most luscious handrolled Beeswax Candles, handpoured Herbal Paraffin Candles, and handmade Soaps available honoring Women's

HERBAL PILLOWS

...from Under the Willow Moon ☆

Magical Dreams Rekindle Energies Baby Headache	Restful Sleep Healing NEW! Love Car
---	---

\$12.50 retail... a Great Gift!

for KITTY... filled w/catnip... **\$5.00** retail... MEOW!

HERBAL INSPIRATION Cards

Notecards with a detachable Herbal Sachet:

DREAMS	BIRTHDAY	LOVE
BABY	GET WELL	FRIENDSHIP

Suggested Retail **\$4.95** ~ a unique Gift-in-a-Card ♡

For Free Brochure,
 Call or Write:
408-688-9060

♡from Under the
 Willow Moon ☆
 P.O. BOX 2525
 APTOS, CA 95001

Spirituality! All products are lovingly crafted by Moon Phase in her own kitchen using Grandma's recipes and filled with Herbs harvested from a Faerie filled garden dedicated to the Goddess. Scrumptious Summer Solstice Sampler of goodies available for \$25. PO Box 1341, Newport Beach CA 92663; 800-484-9896 ext. 4891 or 714-646-8192. See ad page 43.

LuminArt Candles are great for use in rituals, celebrations, in the bath, on marches, singularly and in groups. Your customers can choose a single candle or a dozen, and they will come back for more. Our chakra sets are great for individual rites, while our floating rainbow candles are made for gathering. Our tapers delight with an interior multicolored mandala. We also feature crystal cut power candles, Chanukah candles and carved candles. Hand made by women, LuminArt Candles are an inexpensive point of purchase product that will develop a devoted following. Unscented, dripless, and long burning. Call 800-CANDLE-3 for a wholesale brochure and free samples. See ad on page 42.

San Gordon began her miniature clay work in 1981. Her first mobile, "Women of the World" (five

Sisters of the Moon

...for the Gypsy in your Soul!

Offering the most luscious:
Handrolled Beeswax Candles
Decadent Handmade Soaps
Handpoured Herbal Candles
and much more!

All honoring Women's Spirituality
and Lovingly Kitchen-Witchcrafted
just like Grandma use to make!

for a Catalogue call
Lady Loree at
800-484-9896 ext.4891
or write

P.O. Box 1341 Newport Beach, Ca. 92663



Hilary's Comfort Beads began one summer day as a gift for a friend who was courageously surviving cancer surgery. My idea was that she could hold them in times of pain or use them for hope and healing. The beads are made using an ancient

Japanese technique of layering colored porcelain to create intricate and beautiful patterns. These Comfort Beads have their roots in many traditions, religions, countries and centuries. It is for this reason that I think they appeal to so many people.

selected as best selling sideline in this publication for 1993 and 1994!

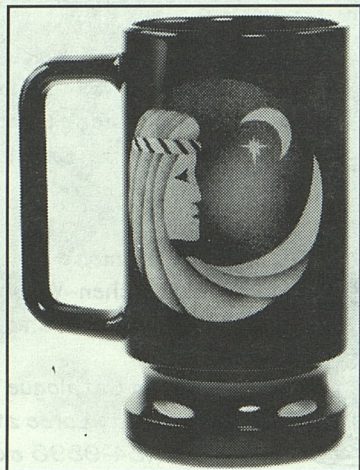
free color catalog! Write or call:

Hilary's Comfort Beads 1134 Van Buren Eugene, OR 97402 (503) 683 - 7111



Crystal Mist Glass Carving

P. O. Box 186F
Guffey, CO 80820
(719) 689-2326



Black Tankard - "Star Gazer"- \$10 Whsl.

multi-racial women, complete with clay faces) made its debut in 1986. Since then she has added cats, dogs, mermaids, witches & fairies to her repertoire. She has a unique line of jewelry. For a free brochure, write or call her at Rt. 1 Box 1913, Worcester VT 05682; 802-223-5466. See ad page 45.

As mentioned in this issue's "Faves & Raves," **Hilary's Comfort Beads** are a best-selling sideline! Customers love browsing through a basket of colorful, smooth porcelain bead strands, each imprinted with one of over 100 empowering messages. Choose from bead strands, Comfort stones (great for pockets!), pendants, and longer quotation or commitment strands. Items retail from \$5 to \$30. Free catalog with descriptions and color photo is available from Hilary's Comfort Beads, 1134 Van Buren W, Eugene OR 97402; 503-683-7111. See ad on page 43.

Karen Fredrickson/Hawk Dancing Studio. My hand sculpted Goddess figures recall a time when womyn were revered for all their potential and possibility. As tools, they can bring that time into the

ANCIENT EARTH MOTHER



Patterned after the "Venus of Willendorf", my hand sculpted goddesses are a wonderful reminder of the sacredness and potential for creativity we as womyn encompass in our bodies. They become powerful tools for empowerment, and reinforce our connection to all Life. Made of earthenware clay fired a brick red to reddish brown color. Available as sculpture that fits nicely in palm (pocket size), 2 pendants on black leather adjustable cord (large and small) or as a sculpture in a sitting position (Sitting Goddess). All pieces include story cards. \$6.50 each and up, depending on quantity ordered.

Introductory special: 5 pockets, 5 pendants (assorted), 3 sitting for \$95.00 + \$4.00 shipping. Call or write for ordering information.



*She is the Mother,
everyone's Mother.
The bringer of Joy, Love and
Abundance.
She Protects, Guides, and
Nurtures.
She is Mother Earth.
She is a reminder of the Divinity
in us all.*

Anachne



Karen Frederickson, Hawk Dancing Studio

Rt. 1, Box 102A
Clear Lake, WI 54005

715-263-2756

present. Great affirmations of wombon-ness and recognizing the Divine in ourselves. See ad on page 44.

Spiral Woman turns colorful artwork into wall clocks, pins, earrings and bolo ties. New designs and old favorites include goddesses, healing heart, Mama Earth and whimsical animals. Jewelry is \$8/piece; clocks are \$17. No minimum on first order. Very popular in stores and at womyn's festivals. New: Cards — b/w \$6/dozen; hand-colored \$18/dozen. Call or write for complete catalog: PO Box 14772, San Francisco CA 94114; 415-626-7821.

Bits of Glass offers artistically unique stained glass lightcatchers, celebrating life, women, and empowerment through symbols. You won't be disappointed with the quality or price of these individually crafted treasures. Glass samples and photos available on request. Call 616-452-1125 or write PO Box 3135, Grand Rapids MI 49501. See ad page 46.

Debbie Berrow produces clay images reflecting important places in women's life cycles with an emphasis on healing and empowerment. Her work is used in personal spirit work, women's groups, and by professional healers all over the country. 34994 E. Danstrom Rd., Creswell OR 97426.

Unique and special! We hand sandcarve our original Lesbian, Matriarchal and Nature imagery into chalices, mugs, candlelanterns and many other items. We carve both sides of colored mirrors to make these hangings truly mystical. Here is your opportunity to carry a high quality, reasonably-priced woman-made product. Please write for our new wholesale color catalog. Crystal Mist Glass Carving, PO Box 186, Guffey CO 80820; 719-689-2326. See ad on page 44.

Distributors

Bookpeople is a full service wholesaler with a stock of over 30,000 books, cassettes, & magazines from over 2,500 independent and trade presses. We offer in-by-noon, out-by-five shipping for the Western states, toll-free electronic ordering, free freight in California for shipments of 100 titles or more, everyday discounts up to 45%, free catalogs

You've read about them in the Faves and Raves of FBN sidelines for three years in a row, written up by enthusiastic feminist bookstore owners across the U.S. Now is the time to find out for yourself how **San Gordon's** mobiles and jewelry can enhance *your* store, too! Write or call today for a free brochure!



SAN GORDON

AMAZING MOBILES AND JEWELRY

Rt. 1 • Box 1913 • Worcester, VT 05682

802 • 223 • 5466

Graven Imagery

Handcrafted traditional and original Goddess figures, animal totems, wall hangings, smudge bowls and candle holders in pit-fired earthenware clay with description cards. Runestone and Goddess sets with interpretation booklets.

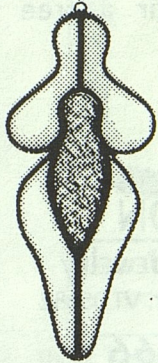
Items range from \$6 to \$38 wholesale. Call or write for free catalogue.

Graven Imagery
P.O. Box 612
Vegueta, NM 87062
(505) 864-0983



Bits of Glass

by Cheri A. Garnet



Artistically unique stained glass lightcatchers celebrating life, women, nature and empowerment through symbols.

Impeccable quality guaranteed

For wholesale information call or write

P.O.Box 3135
Grand Rapids, MI 49501-3135
(616) 452-1125

and information services, and a 23 year commitment to support the feminist community. Bookpeople, 7900 Edgewater Drive, Oakland CA 94621; 800-999-4650; Fax 510-632-1281. See ad inside front cover.

Interactive Books

Tzedakah Publications is proud to announce the publication of a new gay and lesbian coming-out story, **Letters From the Closet** (929999-03-7). One of the first interactive books on the feminist scene, incredible full-color graphics throughout make it a special gift book this holiday season. Order it now and receive an additional 5% discount on your first order. Look for other upcoming books from Tzedakah Publications, publisher of quality books that empower the individual. To order, call your favorite distributor or call Tzedakah direct: 800-316-1824. See ad page 20.

Jewelry

Jane Iris Designs, Inc. presents contemporary jewelry images of ancient feminine principles. Our

UPPITY WOMEN UNITE

32 page catalog
low wholesale quantities
reasonable prices
prepaid or COD
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So, why haven't we heard from you?

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CHAOS IN ONE



TO GIVE BIRTH
TO A DANCING STAR.

We do custom work too

Fall 1994 catalog also features sculptural divinities and altar pieces as well as candles and candle holders! We are known for high quality precious metal jewelry and excellent customer service. Our new account starter kit removes all risk to the retailer for 60 days. Write for catalog: Jane Iris Designs, Inc., PO Box 608, Dept. FBSN94, Graton CA 95444; 707-823-5687. See ad page 12.

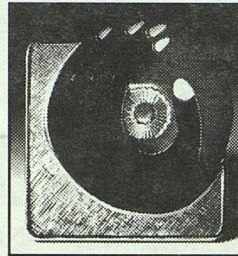
M'lou Brubaker, Jeweler. With her first catalog of political designs in 1971, M'lou began her career as a feminist jeweler. In fact, she was probably the first to offer the amazon axe and lesbian symbol in the U.S. Enjoy the art of one of the foremothers of the movement: precious metal goddesses, axes, symbols, wildlife and wildflowers, and the Viking Collection, a new celebration of Nordic heritage. Free Catalog: 30 Bohn Road, Goodland MN 55742; 218-492-4487. See ad page 48.

Gayla G Jewelry Design — Carries a full line of women's and lesbian and gay jewelry. The most popular items are Rainbow Pride Jewelry, silver and gold women's jewelry, and Body Jewelry for

Your customer is looking for something that speaks to them —our treasures do just that!

*for full catalog
Fool Moon Treasures
1-800-345-3665*

As shown in *Shocking Gray* and *Deneuve*

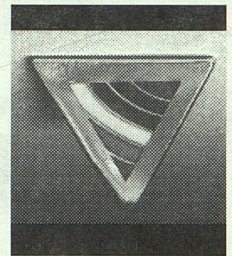


Actual Size - 1 1/8 in.

*Breast Cancer
Awareness
Lapel Pin*

A percentage of sales donated to the Women's Cancer Resource Center, Berkeley, CA

Gold-plated with purple enameled hand



Actual Size - 5/8 in.

*Unity
Post Earrings
and Lapel Pin*

A percentage of sales donated to the National Center for Lesbian Rights.

Gold-plated with enameled rainbow

For a wholesale catalogue and samples of these and other products, contact us at:

aWear
101 Townsend Street, Suite 201
San Francisco, CA 94110
Telephone (415) 285-0572
FAX (415) 227-0804

Objects for the Artfully Conscious

aWEAR

alternative piercings. We are the originators of rainbow pride hoop earrings, which are available in sterling silver, gold filled, and 14k gold. We will find your special jewelry requests at great prices. Call or fax for free catalog. 619-293-0766. PO Box 632883, San Diego CA 92163. See ad 48.

aWear — Objects for the Artfully Conscious — we design and produce beautifully crafted enamel jewelry, which has something to say. A percentage of all wholesale sales is contributed to grass roots political or charitable organizations. New items produced every three months. Countertop displays

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San Francisco
Gift Show
Aug. 6-10, 1994

Gayla G

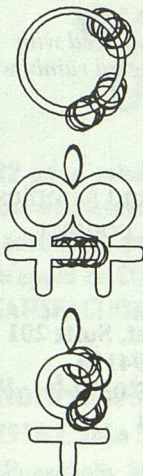
Jewelry Design

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- Silver Jewelry
- Body Jewelry
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Pictured: Snake Goddess Pendant

Animals
Wild Flowers
Goddesses
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Collection

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(218) 492-4487

available. Call Judy Stone at 415-285-0572; Fax 415-227-0804, or write aWear at 101 Townsend St. Suite 210, San Francisco CA 94107. See ad page 47.

Crone Jewels (Jean Marie Watt and Lynn Crevier) offers original designs in silver and gold. Especially popular is our line of Pride Hoops (e.g. 12mm handmade loop earrings with pride color beads wholesaling at \$2/sterling single). We also offer a variety of pendant and earring styles including goddess labrys, yonis and spirals. Many nicely designed pieces retail under \$10. Contact Crone Jewels at 3 Dewey Court, Northampton MA 01060; 413-584-1191. See ad page 50.

Jewelry... successful lines from 10 women jewelers will increase your income, distinguish you from superstores. Longtime feminist reps, reliable and trustworthy service anywhere in USA/Canada. ("Heidi and Elaine are the best sales reps I've ever worked with!" —Theresa Corrigan, Lioness Books, Sacramento CA). The Mulberry Company, PO Box 268 Dept. FBN, Cotati CA 94931. Toll-free phone/Fax 800-822-6600. See our ad page 48.

Lizzie Brown/Pleiades Jewelry. Lesbian, nature, goddess and spiritual designs in sterling and 14k. Beautiful new pieces this summer. Lizzie makes it and Lydia ships it, prompt and cheerful service! Call or write: 413-245-9484 or PO Box 389, Brimfield MA 01010. See ad page 49.

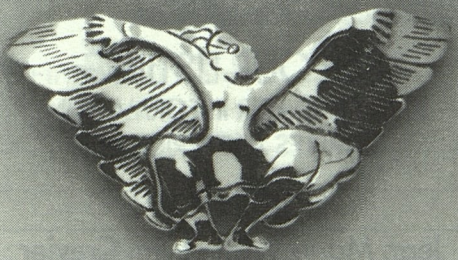
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Rhino Journals from Running Rhino are the new standard for personal journaling. These popular products are constructed of 100% post-consumer, acid-free paper. Available in four sizes and over 50 cool and colorful cover designs. Also featured: earth positive, people positive, bright beautiful cards for all seasons, including Solstice. Affirming lesbian and gay valentines! Call or write for catalog: Running Rhino & Co., PO Box 24843, Seattle WA 98124; 206-324-1774. See ad page 50.

Dreams and Shadows: A Journal. An 8" x 11" 225 page blank book with pen and ink drawings by Sudie Rakusin. \$17.95 + \$2.50 postage and han-



Lizzie Brown / Pleiades Jewelry
 P.O. Box 389, Brimfield MA 01010
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dling. **Sabbats Series Notecard.** Eight color notecards of latest paintings by Sudie Rakusin depicting solstice, equinoxes, cross quarter days. 40% bookstore discount. The journal is distributed by New Leaf, Ladyslipper, and Inland. Notecards distributed by Ladyslipper. Or order directly from Sudie Rakusin, 3315 Arthur Minnis Rd., Hillsborough NC 27278.

Mugs

The **Mug Rack** is proud to offer you 80 different full color lesbian and gay theme designs on a variety of products including Mugs, Steins, Caps and T-shirts. Free information pack #B107W available to stores and fundraising groups. Visa, MC, Check, Money Order accepted. We make everything we sell! Custom designs also available. The Mug Rack, PO Box 1231, Concord CA 94522. Voice# 800-248-MUGS(6847) or Fax 510-686-6274. See ad page 52.

Emma Goldman Mugshot Coffee Mug features 1901 mugshot and Goldman quote "Sooner or later

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the American people are going to wake up." \$15 retail, includes shipping; write or call for wholesale quantities and prices. Checks payable to "UC Regents." Free catalog includes more "Emmarabilia": posters, buttons, biography by Candace Falk, curriculum guide. Supports work of the Emma Goldman Papers Project, UC Berkeley, 2372 Ellsworth St. #194, Berkeley CA 94720; 510-642-4708.

Posters

New Posters: Audre Lorde (23" X 23") a wonderful tribute to this remarkable woman; Stonewall 25th anniversary (17" X 22") in hot pinks and purples, very popular; It Takes A Whole Village To Raise a Child (23" X 19"), beautiful cut paper illustration of this African proverb; This Green Earth, a tribute to the 75th anniversary of women's suffrage (9/94). Plus over 100 others covering the multicultural and social issue spectrum. Artists: Jane Evershed, Karen Kerney, Bonnie Acker, Betty LaDuke, Amy E. Bartell. 315-474-1132.

Rubber Stamps

Rubber Stamp Ranch designs & manufactures unique, collectable rubber art stamps. Retail \$4-7. Feminist slogans, 12-step program, holiday themes, lots of animals, Southwest designs & more! Satisfaction guaranteed. Ret/whsle catalog: Rubber Stamp Ranch, Dept. FBN, 3400 Anderson Ave. SE, Albuquerque NM 87106; 800-728-9762.

Safe Sex

Eros Veils Self-Supportive Dams. Eros Veils is a necessary addition to your safer sex supplies. Since Eros Veils stick to moistened skin, they are as convenient to use as condoms. Just place them and forget them. Eros Veils are ideal for those who find the clinging of kitchen wrap and the holding of sliced condoms cumbersome. We've incorporated friendly shapes with the best attributes of latex dams and kitchen wraps, to make a self-supportive product that is durable, transparent, non-clinging, ultra thin and offers optimum sensation. In addi-

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The Mug Rack, P.O. Box 1231, Concord, Ca. 94522

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tion, they're ideal for the one out of seven individuals who have allergic reactions to latex products. Eros Veils, 553 14th St., San Francisco CA 94103; 415-552-3535. See ad on page 16.

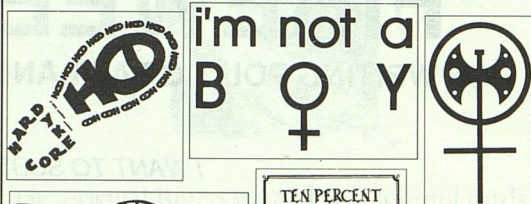
T-shirts & Sportswear

notaboy creations: since 1991 — Gender proud lesbian & gay T-shirts and tank tops make a statement! Hand silkscreened 100% cotton, white with black imprint... Our popular "i'm not a boy" practically eliminates being called "sir" when worn. We also carry a line of gender proud infant wear. Lesbian owned and operated. For complete catalog and wholesale price list write or call 900 Lincoln CS#34 300-713, Denver CO 80203; Phone 303-832-2412. See ad page 52.

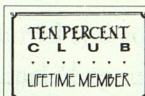
Lesbian and Gay Identity Products — gay rainbow auto tags, leather pride auto tags, pink triangle auto tags, key chains, T-shirts, bumper stickers. We will soon be offering eco-friendly products: T-shirts, etc. We can also provide you with promotional items, like mugs and T-shirts. Call or write

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For complete catalog & wholesale price list contact:

**Notaboy Creations 900 Lincoln CS#34 300-713
Denver, CO 80203 (303) 832-2412**

for a list of our products. Out Right Enterprises, 295 Josephine St., Atlanta GA 30307. Phone and fax 404-522-5623. Lesbian owned and operated.

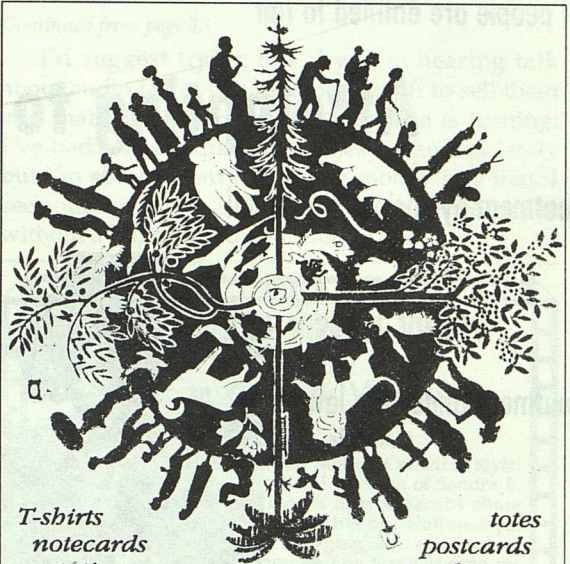
"How Could Anyone Ever Tell You You Were Anything Less Than Beautiful?..." Libby Roderick's beloved, internationally acclaimed song "How Could Anyone" is now available on sturdy, pre-shrunk cotton T-shirts. Ash gray with purple & teal green print. Size M-XXXL. Turtle Island Records, PO Box 203294, Anchorage AK 99520; 907-278-6817; Fax 907-279-6900. See ad page 10.

Crossroads T-shirts. All Crossroads Tees are made in the USA from pre-shrunk heavyweight 100% cotton. Our shirts are top quality, unique, and fashionable. They are certain to further the feminist cause for all who wear and/or see them. We at Crossroads T-shirts believe that all people are entitled to fair and equal treatment. Order 24 hrs./day; 7 days/week. Phone 800-814-6486; Fax 800-814-6586. Cost: \$9 each (minimum order 1 dozen). All shirts are shipped C.O.D. (cash only). See ad page 54.

Picky Women — Sportswear & Accessories. A woman-owned and -operated screen printing and design company. T-shirts, gifts and ad specialties designed to give the freedom of expressing moods, attitudes and lifestyles. Create a profit center with our popular Picky Women products. We also custom produce garments and gifts for your business,

Pride events, festivals, etc. Wholesale prices, no minimums, free catalog available. PO Box 25933, Little Rock AR 72221; 800-225-2551. See ad page 7.

Papier-Mache Press offers T-shirts, sweatshirts, and posters based on popular anthologies. *When I Am An Old Woman I Shall Wear Purple, If I Had My*



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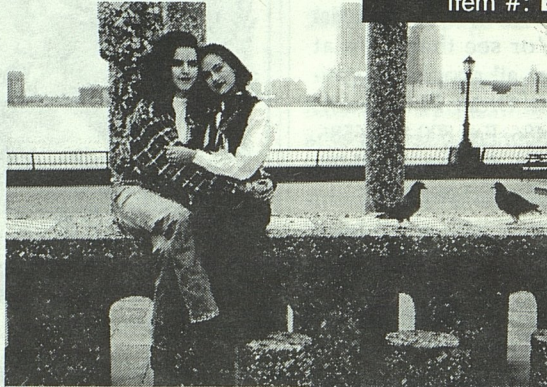
Crossroads T-shirts

all people are entitled to fair

Attempting to Make a Difference

treatment by society and equal

Just Everyday People
item #: **EDP003**

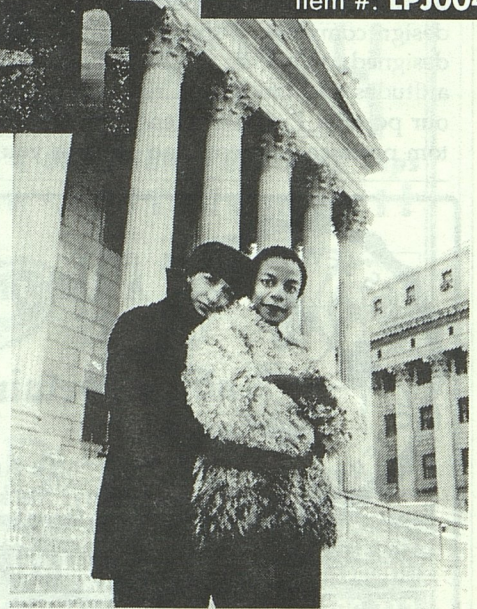


treatment under the law

With Liberty, Peace
and Justice for all
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Embarking on a
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item #: **ENF005**



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Life To Live Over I Would Pick More Daisies and the newest anthology, *I Am Becoming the Woman I've Wanted*. The 50/50 T-shirts and sweatshirts are multicolored with attractive eye-catching graphics. The beautiful full color, fine art quality posters feature the cover art and title poems from the anthologies. Papier-Mache Press, 135 Aviation Way #14, Watsonville CA 95076; 800-927-5913. See ad page 2.

Ahimsa Graphics features calligraphic designs by Penny Jackim printed on T-shirts, tote bags, notecards, stationery, postcards. Jewelry and origami cranes also available. Native American, environmental, human potential, and women's themes. T-shirts are 100% heavyweight cotton; cards and stationery printed with soy inks on paper recycled from 100% postconsumer waste, cellulose packaging. For more information contact Ahimsa Graphics, 24 Cavanaugh Ct., Saunderstown RI 02874; 401-294-7769. See ad page 53.

Lady's Sewing Circle and Terrorist Society T-shirts, Sweatshirts and Stickers. Beautiful colors, best quality, many other designs. Dynamite in your window! Heads will turn. Men's Auxiliary also available. Rising Moon Designs, Box 60993 F, Palo Alto CA 94306. See ad page 53.

Trips

Recursos, Santa Fe, New Mexico — Meaning "resources" is Spanish, Recursos is a nonprofit organization offering specialized southwest tours and programs. Let us work with you to design a custom itinerary focusing on the archaeology, art, literature, spirituality, architecture, natural environment, food, or history of the southwest, each trip including expert guides and unique experiences. For more information on Recursos' programs contact us at 826 Camino de Monte Rey, Santa Fe NM 87505; 505-982-9301. See ad on back cover.

Video

Charis Video, distributor of lesbian videos including two lesbian comedy videos (*Odd Gals Out* and *Lesbo Vision*) and two lesbian lifestyle videos (*Making It Last*, a discussion of lesbian sexuality and

The Families We Choose, about lesbian family structures). All are available for feminist bookstores to rent or sell. Your cost — 40% off retail price (all orders COD). Charis is lesbian owned and operated. Write to PO Box 797, Brooklyn NY 11231 or call 718-855-4458. See ad page 55. ○

Renting Audios ...

Continued from page 13

I'd suggest trying this if you're hearing talk about audio tapes. I've tried on and off to sell them and that has not worked. But the tide is turning; I've had a few requests for sales on audios lately but I'm still hesitant to put any money into that. I see audio rentals as a simple way to increase profits without a huge investment. Good Luck! ○

VIDEOS! VIDEOS! VIDEOS! VIDEOS!

Lesbian Comedy Videos:



Odd Gals Out

Lesbian humor, Canadian style! The stand-up team of Sandra E. Fellner & Sharon Jacobs share their insights on relationships, politics, aging, sex, and hockey! Funny stuff by two gals from the land up-above! (1992, 45 min)
Sugg Retail \$24.95

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LesboVision

The lesbian comedy shorts of the zany Ingrid Wilhite have been shown across the country from Mass to the San Francisco Lesbian & Gay Film Festival. This collection includes her classics *It's a Lezzie Life*, *L'Ingénue*, *Pet Names*, plus a few other gems. (1985-91, 60 min)

Sugg Retail \$29.95

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Lesbian Lifestyle Videos:

Making It Last

With humor and honesty, several lesbian couples and two lesbian therapists discuss lesbian sexuality. (1985, 45 min)

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The Families We Choose

A celebration of lesbian nontraditional families created around lovers, co-workers, children, and friends. (1985, 37min)

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To order or for free brochure:

Charis Video

718-855-4458

PO 797, Brooklyn, NY 11231

COD only

Fellow Northwestern filmmaker Nicole Conn has gone for broke with this one and admirably pulled it off. I recommend it.

— Gus Van Sant

Claire of the Moon is a miracle... a masterpiece... the riveting love scene will stay in your mind's eye forever.

— Barbara Grier, Naiad Press

See it again for the first time.

— Jennifer Bergman, Wolfe Video



Claire of the Moon

One woman's journey into her sexual identity.

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Co-Executive Producer NANNETTE TROUTMAN Unit Publicist ANN GOLDMANN Marketing Director LESLIE C. CORBIN

Video Reviews

By Dawn L. Martin

Well Sexy Women: A Lesbian Woman's Guide to Safer Sex is a British documentary that offers candid discussion between lesbians about safer sex. The film is unique in that the British perspective on AIDS and STD prevention differs slightly from the dominant American one. The point is made that the American trend is towards "completely safe sex," while the British attempt is to make sex "safer"; they recognize that the only truly "safe sex" is no sex. **Well Sexy Women** is indeed a valiant attempt at presenting the facts. The atmosphere in the film is casual as several women sit in what appears to be someone's house discussing, questioning, and telling their own stories. The filmmakers intercept the safe sex talk with scenes of lesbian women engaging in sexual activities from fisting to oral sex with a dam. The label on the box warns that the program contains "sexually explicit scenes, including graphic demonstrations of lesbian sex and female nudity." The film succeeds in its goal to show how safe sex between women can be erotic. Unrated. 50 minutes. Distributed in the U.S. and Canada by Greenwood/Cooper Home Video, 7033 Sunset Blvd. Suite 204, Los Angeles CA 90028; 213-993-0460. \$24.95 plus 40% discount. First order C.O.D. Next order net 30 upon approved credit.

Marching for Freedom: The 1993 March on Washington Video documents one of the most historic freedom/justice marches in the history of the United States. It is at times powerful and inspirational and at others a little over-sentimental, but none-the-less **Marching for Freedom** brings to its viewers the experience or re-experience of being at the march for lesbian and gay rights. The essence of The March is definitely captured in the voices of the speakers, in the individual experiences of the

marchers and in the roar of the crowd. The video project benefits the NGLTF Policy Institute. 78 minutes. Copies are available from Project 1993, 2020 Pennsylvania Avenue N.W., Washington D.C. 20006; 305-667-7346. \$26.95 + \$3 plus 35% discount.



When Abortion Was Illegal: Untold Stories is one of the most moving accounts of the pre-Roe v. Wade era I've ever seen. Producer/director Dorothy Fadiman documents how the illegality of abortion affected the mental and physical wellbeing of everyday women. Fadiman, however, does not present the topic as if it existed in a vacuum. The power of her film lies in the fact that she documents abortion as a symptom of this society's animosity towards and hatred of women in general. Several women tell their harrowing tales as they ventured into the unknown and illegal world of abortion. We also hear from doctors who performed abortions and from men who helped women obtain illegal abortions. Nominated for an Academy Award for Best Documentary Short Subject. 28 minutes. \$29.95. Order from Bullfrog Films: 40% discount. PO Box 144, Oley PA 19547; 800-543-3764.

Et L'Amour by Ponygirl Productions is a short erotic lesbian film that attempts to entice the viewer with its artistic divergences. The plot is minimal. A

twenty-something butch dyke walks the city streets to her lover's apartment and seduces her — they seduce each other. **Et L'Amour** is a filmmaker's film. It explores the potentiality of film without dialogue. Approximately 20 minutes. Distributed by Wolfe Video; 408-268-6782. \$24.98 plus 30% discount. Terms Negotiable.

Learn to Country Western Dance with Donna E. features the Texas Two-Step, the Waltz and line dances such as Tush Push and Tahoe Kick. The instructor, Donna E., is a "nationally known dance instructor and D.J." and has been "spreading the fever of Country Western Dance since 1988. She is a favorite at women's music festivals, cruises, conferences, community dances and gay/lesbian clubs across the country." I'm not really a country-western girl, myself, but I did stand in front of my television screen and attempt to follow Donna E.'s easy step-by-step dance instructions. Don't tell anybody, but I actually had a good time. 52 minutes. Better World Productions, PO Box 7049, Corte Madera CA 94976; 415-927-3332.

Gabrielle Roth, the artist, healer and philosopher, is the focus of two new videos. **The Wave** (35 minutes, \$24.95) is described on the box cover as "a

map to your innermost being... a fascinating journey through five universal rhythms." I'm not sure what all that means. Roth illustrates what she calls "intuitive dance" in the video which looks similar to what people do at Grateful Dead concerts. This is certainly a new kind of workout tape! In **I Dance the Body Electric: An Interview by Roger Housden** (\$19.95), Gabrielle Roth discusses her life and her "unique approach to self-exploration that is rooted in the contemporary, vigorous and cathartic form of ecstatic dance..." Roth is also author of the book *Maps to Ecstasy*. Both films are directed by Michelle Mahrer. Order tapes from Raven Recording, PO Box 2034, Red Bank NJ 07701; 800-76-RAVEN. 45% discount. Dist. by Naiad.

Tales Of The City/Armistead Maupin. Armistead Maupin's critically-acclaimed, best-selling novels come to life in this compelling and controversial chronicle of San Francisco in the 1970s. When this was broadcast on PBS, each episode doubled PBS' average prime time rating—the highest ratings ever. The three episodes are available individually (\$19.95 list, \$13.98 selling price) or as a 3-pack (\$59.95 list, \$41.96 selling price). Polygram. Vol. 1: 88879; Vol. 2: 88881; Vol. 3: 631077; 3-Pack: 88877. ○

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WOMEN'S MUSIC

Hot New Releases

By Cathy Andrews
Goldenrod/Horizon

Angel Of Mercy/Rory Block. Rory Block's music, playing, and vision deepen and grow with each release. From the start, she was recognized as one of the finest in the field of acoustic country/folk blues. She is also a sensitive and original songwriter. This album includes songs about love the second time around, a teen unwed mother, ideal love, and a retelling of the prodigal son story. Rounder 3126; Tape, \$9.98 list; CD-I.

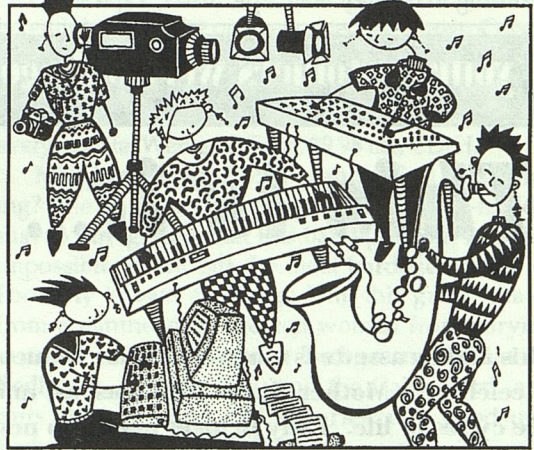
Stained Glass/Sarah Burrill. Singer/songwriter Sarah Burrill has performed throughout New England with several bands and as a solo act. Her debut album combines her talent for simple yet sophisticated songwriting, a keen lyrical sense and an authoritative vocal style to create a distinctive style. Feather Records 9301; Tape, \$9.98 list; CD-H.

The Women's Boat/Toni Childs. Toni has moved to a new label, and it looks like she's incorporating some new ideas. The first song, "Womb," was written in India, and sets into motion the journey taken in this album — from birth to growth, death and rebirth. Toni dedicates this album to "The female spirit in every living thing." Geffen 24618; Tape & CD.

My Life/Iris DeMent. With her soaring voice set against varied acoustic arrangements, Iris sings songs that illuminate with eloquent insight the sorrows and joys that touch everyone. *Newsday* described her as "The most exciting and unique singer on the singer/songwriter/bluegrass/country/folk/acoustic scene." A major press and media campaign is underway, and this should generate even greater exposure. Warner Bros. 45493; Tape, \$11.98; CD-O.

Disappear Fear/Disappear Fear. "I've been looking for this generation's Bob Dylan — a song-

writer with passion and power — and I think I've found that...only it turned out to be a woman named Sonia." That's how producer Craig Krampf feels about Sonia Frank, the creative force and songwriter for *Disappear Fear*, and that's why Krampf, a Grammy-winning songwriter and drummer himself, wanted to produce this record. The new album features 10 new *Disappear Fear* songs and an updated cover of Phil Ochs' 60's anthem "Is There Anybody Here?". Special guests include Janis Ian, the Indigo Girls, Jon Carrill, Kenny Greenberg, Bill Cuomo, Pete Wasner, Don Kearce and Craig Krampf. Philo 1171; Tape, \$9.98 list; CD-I.



Ursula Roma

Be Careful What You Wish For/Kristen Hall. The newest radio format is called Adult Album Alternative (AAA), and Kristen Hall is fast becoming a fixture at this type of station. Her brand of guitar-based folk-rock is infectious, making quick converts of those who hear. She is touring all over the place, which has contributed to her rising popularity. She's joined by many guest artists including Sara Lee from the B-52s. High Street 10326; Tape & CD.

Sherri Hammons/Sherri Hammons. Denver-based singer/songwriter Sherri Hammons is the first artist to appear on Artemis Records, a new gay-owned and operated label with the sole mission of promoting and marketing gay and lesbian artists to a national audience. Writing from the heart, Sherri has created both ballads and anthems reflecting her experiences. This enjoyable debut album showcases a singer with great appeal and potential. Artemis Records CSSH101; Tape, \$9.98 list; CD-H.

Destiny's Gate/Tish Hinojosa. Tish combines country, folk, and her Mexican American heritage in an appealing fashion that can move from the light-hearted to the tragic without losing style or grace. Tish is another artist showing up at AAA radio stations, and is likely to join Kristen Hall as a playlist favorite. Three of the songs are in both Spanish and English. Warner Bros. 45566; Tape & CD.

Swamp Ophelia/Indigo Girls. The 'Go Girls had the freedom to stretch on this new recording, and they are joined by some impressive guest artists, including Jane Siberry, Lisa Germano, the Roches, and others. Interest is high, and we expect this recording to do very well. Epic 57621; Tape & CD.

Out Of The Blue/Connie Kaldor. It's always good news when singer/songwriter Connie Kaldor releases a new album. This long-awaited collection of her most requested songs has the typical Kaldor warmth and heart, coupled with stunning, rich vocals. The songs range from powerful ballads, to light-hearted a capella, to a smoking gospel blues number. Coyote 1015; Tape; CD-H.

Blue Apples/Vicky Pratt Keating. Winner of two Wammies, the Washington, D.C. music award, Vicky Pratt Keating is in fine form. With fine studio musicians joining her, this recording has a depth of sound that takes it out of the strictly folk category. She has been compared to Nanci Griffith and Suzanne Vega, and her tours have won her fans throughout the U.S. Chances are good she will be signed to a major label in the near future. This is someone to keep your eye on! VPK 101; Tape; CD-G.

Walking Away A Winner/Kathy Mattea. Starting with the positive "take control" message of the title track, Kathy Mattea's tenth album features a high energy production and ten great songs. This release follows on the heels of her three gold and one platinum selling album, and reflects a new spin

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on the artistic integrity that has been the core of her career. Mercury 518852; Tape & CD.

Eleanor McEvoy/Eleanor McEvoy. Eleanor is an exceptional singer/songwriter from Ireland. Her music has a pulsating rock/blues feel to it. Her song "Only A Woman's Heart" first appeared on the compilation album *A Woman's Heart*, which has introduced her to a wide audience. Eleanor has also received the prestigious Irish Record Industry Award for Best New Artist. (This award has gone to Enya and Hothouse Flowers in the past). Geffen 24606; Tape, \$11.98 list; CD-O.

An Angel At My Shoulder/Carrie Newcomer. *Dirty Linen Magazine* put it well when they said of Carrie Newcomer, "Her voice can go from whispery tenderness to bluesy/jazz spunk to powerful certainty." Musical cohorts the Dorkestra have been utilized on many of the tracks. Carrie's confident, and quite capable, guitar playing supports her nicely on the more sparsely produced numbers. Her resonant voice comes off strong and sure in any setting, be it the tough and punchy "Stream Line" or the warm tenderness of "Who Have You Been." Philo 1163; Tape, \$9.98 list; CD-I.

Luna/Gabrielle Roth. This is Gabrielle's latest release, music that weaves a sensuous web of mystery and delight as it echoes deep into our ancestral bones and celebrates the dawn and dusk of our humanity. Raven 11; Tape, \$9.98 list; CD-G.

Eyes Of The Heart/Maria Sangiolo. Maria Sangiolo is a compelling new singer/songwriter with a hauntingly beautiful voice and songs that have a distinctive, intimate quality. Her bell-clear vocals complement songs that range from intense to lyrical, and range from tender love songs to political observations. Raging River Records 102; Tape, \$9.98 list; CD-G.

Shoes That Fit Like Sand/Diane Taraz. Starting with a snippet of poetry, or an image of everyday life, Diane skillfully crafts songs that, once heard, are long etched in the listener's memory. Whether performing her originals or selected traditional pieces, Diane's delivery is beautiful, tasteful, and imaginative. Beacon 10127; Tape, \$9.98 list; CD-H.

Live At The Tin Angel/Susan Werner. Susan Werner is catching the attention of a lot of folks right now. Recent exposure on NPR's "All Things Considered" and APR's "World Cafe," as well as appearances at large festivals have created a buzz that

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is reminiscent of the one generated by Shawn Colvin. Susan's second recording includes many of her fans' favorites, as well as a few new ones. She writes of lost love and lost illusions, as well as the sweet joys in everyday life. Werner 1; Tape, \$9.98 list; CD-H.

Made In Mango/Wild Mango. Feel like dancing? The Latin-afro-jazz-salsa-world-dance-middle east rockin' groove that this band puts out makes it impossible for all but the most hardened to resist. Formerly known as Mango Jam, this group draws from a pantheon of talented women from varying musical and performance backgrounds (Blazing Redheads, Altazar, Susu and the Cairo Cats), and puts all that talent and experience to good use. Redwood 9402; Tape & CD.

Sabsylma/Zap Mama. A year ago Zap Mama was hardly known at all. Then came "Adventures in Afropea, Vol. 1." Their first release spent 19 weeks at the top of *Billboard's* World Music chart, and they made numerous appearances in concert and on national TV shows. This brand new album finds them expanding their Belgian/African sound to include everything from Australian aboriginal chants to James Brown. Their harmonizing is as

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beguiling as ever, and the multilingual lyrics of leader Marie Daulne manage to have a universal appeal (so universal that they've just finished filming a Coca-Cola commercial that will be heard in many countries worldwide). Luaka Bop 45537; Tape & CD.

Children's

Gift Of The Tortoise/Ladysmith Black Mambazo.

Ladysmith Black Mambazo takes the entire family on an enchanting musical journey through the rich and wondrous land of the Zulu people. This imaginative adventure is guided by the wise, old tortoise Fudugazi, played by Geina Mhlope, a prominent South African storyteller, actress, producer and director. The combination of great music and lively introductions for English-speaking audiences will delight children and adults alike. Music For Little People 2231; Tape, \$9.98 list; CD-E.

What Does It Mean To Love?/Rosalie Sorrels.

Rosalie combines the whimsy and lightheartedness of the best children's music with the maturity and seasoned voice of the veteran folksinger which she is. This release includes songs and stories by Rudyard Kipling, Emily Dickinson, Ogden Nash and Rosalie herself. Her natural and unaffected singing brings these songs to life in a marvelous way. Redbird 2113; Tape, \$9.98 list; CD-H.

World

Balance/Tarika Sammy. Destined to be one of the world music releases of 1994, this is the eagerly awaited second album from Madagascar's finest musical export. This effervescent quartet has single-handedly created a new Pan-Malagasy roots music in an upfront, vibrant way. On their first album, sisters Hanitra and Noro teamed with longtime members Sammy and Tiana. The focus was on traditional songs and Sammy and Tiana's accumulated repertoire from the past. Two years of extended tours in Europe and North America have resulted in material that's virtually all new and original. Most of it is from Hanitra (now the acknowledged leader) or Noro. Xenophile 4011; Tape, \$9.98 list; CD-H.

Oi Dai/Varttina. Characterized by powerful female vocal harmonies accompanied by traditional and exotic folk instruments played in uncommon time signatures, Varttina specializes in the music of

Karelia — located in eastern Finland. Originally released in Finland in 1991, Oi Dai took that country by surprise and became the biggest selling folk album in twenty years. Featuring 5-part female harmonies with accordion, double bass, mandola, flute, fiddle and percussion accompaniment. Their first U.S. release, *Seliniko* (1993, Xenophile, #4006) was a Top 10 Record on both *CMJ* and *Billboard* World Music Charts, and was picked #1 World album of the year by *SPIN Magazine*. Xenophile 4014; Tape, \$9.98 list; CD-I.

Sing Me A Song/Miriam Makeba. The singer who first brought South African township music to a wide audience in the late 1950s makes a triumphant return on her recording. Known at home as "Mama Africa," Makeba is a living symbol of South African resistance. She is currently touring the US with Hugh Masekela, including a stop at the New Orleans Jazz and Heritage Festival in late April. DRG 5233; Tape, \$10.98 list; CD-L.

Celtic

Frances Black & Kieran Goss/Frances Black & Kieran Goss. Familiar to many as Mary Black's sister, Frances Black has toured the U.S. repeatedly as lead singer with the acclaimed Arcady Band. Her appearance on the *A Woman's Heart* compilation has brought her even wider attention. Kieran Goss is one of the most expressive singers on the folk scene. His voice is in the same range and style as Vance Gilbert or James Keelaghan. Songs include "Wall of Tears" (heard on *A Woman's Heart*), several written by Goss, and others by Karla Bonoff, Joan Armatrading, and contemporary Irish songwriters. Shanachie 79086; Tape, \$10.98; CD-K.

Were You At The Rock.../Aine Minogue. Aine Minogue (pronounced on-ya min-og) is an extraordinary talent. She amply demonstrates that, in the hands of a master, the harp can be amazingly versatile. This is an album of lilting dance tunes, spirited jigs and reels, haunting and ancient melodies, and delicate yet shimmering songs in Gaelic and English. There are very old tunes, selections from the harp's renaissance period, and also the finest of contemporary material. Joined by flute, fiddle, whistle, and percussion, Aine's unpretentious voice keeps the music firmly grounded in the traditional element. Beacon 10129; Tape, \$9.98 list; CD-H.

Passage To New England/Pendragon. Combining its love of the music of Ireland and England with original compositions drawn from New England's mill and textile traditions, this band has produced an album of astonishing grace and flair. Voted Best Celtic Band, Best Folk Act and Best Female Vocalist by the Phoenix Newspapers (Boston/Providence) in 1990, '91, '92 & '93, they have created a seamless blend between the old and the new. They are joined by a variety of guest musicians, most notably Johnny Cunningham on fiddle. Beacon 10125; Tape, \$9.98 list; CD-H.

Dance Upon The Shore/Maggie Sansone. After several years of collaborative efforts, hammered dulcimer virtuoso Maggie Sansone has produced a new solo album to follow up the success of best-selling award winner *Mist and Stone*. With music from Scotland, Ireland, Brittany, and the Isle of Man, Maggie fuses drive and jazzy rhythms with the ancient music of the Celts. She is joined by guitarist Al Petteway, soprano sax player Bob Read, as well as Afro-Cuban and Irish drumming, fretless bass, fiddle, celtic harp, and more. Maggie's Music 109; Tapes, \$9.98 list; CD-H.

Meditation

Loving Your Body and **Journey Within**/Robyne Blood. New Zealand based therapist Robyne Blood has created two tapes designed specifically for women. On side one she explains the basic concepts each tape is designed for. Side two is a guided meditation with music. **Loving Your Body** (KEY 101) addresses body image, and is designed to have a significant helpful affect on self image and self acceptance. **Journey Within** (KEY 102) is a profound relaxation technique to increase vitality, creativity, poise and inner calm. KEY 101 or 102; Tape only.

—Cathy Andrews ○

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Shawn Colvin/**Cover Girl** — summer
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NEW TRENDS

A Different Kind of Women's Music

By Cathy Andrews

In most retail ventures, trying to stay just ahead of the leading edge of new waves of customer demand is an ongoing process. Given that there are trends even within trends, and that each product line is likely to be on a different cycle, buyers have their hands full. Music is often one of the biggest sidelines for women's bookstores, and the trends that appear are often tied to general trends in contemporary music.

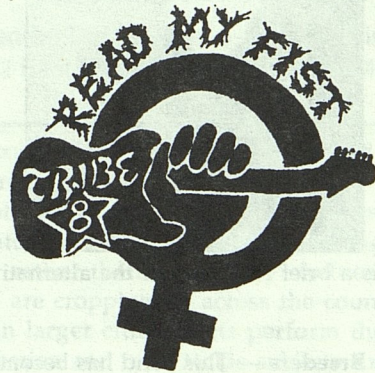
There are two current trends gaining momentum: the emergence of "alternative rock" as a genre that is marketable in women's bookstores, and the poetry and spoken-word tapes that are growing out of the poetry-slam rage.

Alternative Rock

Alternative rock is not something new in and of itself. Punk, grunge, thrash and other variations have been around for awhile. Bands like Nirvana, Concrete Blond, and Smashing Pumpkins have been out there ripping up the airwaves and concert halls. What is new is that there are more bands made up primarily of women or with female lead vocalists, and more lesbian groups. There is now a body of alternative rock music that women's bookstores can carry. Fans are primarily, though by no means exclusively, young.

As this new trend continues to develop, I am try-

ing to teach myself more about it. If you are not familiar with alternative rock, there are a number of things you can do. If there's a college radio station in your town, tune in from time to time. If this isn't your favorite kind of music, you probably won't listen continually, but it's a good idea to give yourself a chance to get a feel for it. Some contains more screeching and wailing than my taste allows, some is melodic, some is atmospheric and odd. Check out the



latest issues of *Rolling Stone* magazine. Alternative music gets a lot of space, including interviews with performers, and reviews of shows and albums. *Deneuve* generally has well-written, women- and lesbian-oriented reviews in just about every issue.

In many cases, a teenaged or twenty-something staff member may be very up to date on what's hot. Perhaps the customer who is always asking you for the new titles by The Breeders or Bikini Kill can

make some suggestions, too. Your distributor can tell you what seems to be selling for stores of your size, type or geographic region. As with most types of music, you don't necessarily need to love it in order to help customers find what they're looking for.

For the most part, this is a process of appealing to a different crowd than you might be used to. Some of the usual marketing practices may not apply here. Generally, these customers know what they're looking for. If you're trying alternative rock for the first time, it's probably worth it to group this music together. Most of it is not really suitable for instore play, but there are other things you can do to promote alternative women's music. For example, Tory Lane, music buyer at New Words Bookstore in Cambridge, Massachusetts, has had very good results by creating a separate section. She has taken packing material that resembles quilted paper bags, crumpled it and stuffed it around the area, and written the label "Riot Grrrr!" in angry looking letters. This has been very successful, and the store seems to be reaching the younger crowd they have been trying to attract.



Here is a brief rundown of the alternative rock scene.

- **The Breeders** — This band has become a staple on college and alternative radio. Led by Kim Deal and her sister Kelley, with Josephine Wiggs on bass and Jim MacPherson on drums, their songs are sometimes obscure but always listenable. Not much screaming here, in fact, some of it is distinctly reminiscent of 70s psychedelic rock.

- **The Cranberries** — Lead singer Dolores O'Riordan has written or co-written most of the

songs from this Irish band. Some of the tunes make me think of the group The Story, but this is definitely a rock album. It's been getting a lot of media attention and is one of the more likely candidates for instore play.

- **Ani DiFranco** — She calls it folk grunge. I call it amazing. This girl-with-attitude sings intense, literary, complex songs that penetrate the surface of social niceties and assumptions and bare the bones she finds underneath. She is raising an incredible buzz with her non-stop touring, prolific album releases, and talent. Her latest release, *Out of Range*, is selling like nothing I have seen before. Her fans are surfacing everywhere, and stores that have never displayed even mild interest in her are now scrambling to keep up with the demand. Stay tuned to this one.

- **4 Non-Blondes** — Wound up and ready to go, this 3-woman/1-man group does a mixture of punky-rock mixed with blues, ballads, and even a little funk. Their rock roots are visible, but they definitely have the "college radio" spin.

- **L7** — Punk rock, hard rock, almost grunge, but not a trace of ambivalence, this band muscled its way through songs that would wear out a lesser band. Heavy on the drums and churning guitars, they're in it with intensity. Though non-conformity is their stock in trade, they helped found "Rock For Choice," a group of pro-choice rock artists.

- **Me'Shell NdegeOcello** — She's been getting a lot of attention from both the straight and gay press, and regardless of what you think of her "outness," (she has come out in various publications as bisexual, but seems annoyed by the media's constant craving) she's created a musically astonishing album. She is the first artist Madonna has produced on her own label. Smashing through the walls separating funk, hip-hop, R&B and jazz, she has created what she calls "Broken Hearted Revolutionary Love Songs." She writes, arranges, raps, sings, and plays most of the instruments.

- **Liz Phair** — Her debut album, *Exile in Guyville*, is her response to the Stone's album *Exile on Main*

Street. She sings with no punches pulled about sex and men and the state of the world. Very popular on college radio, her style has been described as "power pop." Seeming to come out of nowhere on a relatively small label, she has garnered lots of attention, including being named to Best Album of the Year lists by the likes of *Spin Magazine*.

- **Happy Rhodes** — She's been compared to Kate Bush and Annie Lennox, and some of her electronic experimenting combined with her vocal style make it an apt comparison. She delves into some fairly quirky realms with her music, and the aliens on the covers of her first several albums make them a bit unusual. Her latest release is actually a more acoustic rendering of some of her best tunes, showing yet another dimension of this talented performer.

- **Jane Siberry** — Jane's been out there experimenting for years, using her ethereal voice to produce clever visions that occasionally leave her listeners in the dust. Jane has been recently profiled in *Rolling Stone*. She has produced a challenging but wonderful body of work. Listenable inventiveness.

Some more names to keep in mind as you build your section:

- **Tori Amos** — Is this pop? Is this alternative? What is she talking about anyway?

- **Bikini Kill** — scream a little scream with me...

- **Bjork** — inventive solo debut by banshee vocalist of the Sugarcubes.

- **Bratmobile** — "...simple, pretty '60s garage-style pop songs stripped to the barest minimum...with the most foul-mouthed and bitter 22-year-old singer...you've ever heard." (Ladyslipper)

- **Diamanda Galas** — opera of the damned, fueled by her rage at her brother's death from AIDS-related complications.

- **Tribe 8** — very in-yr-face radical dyke punk band from San Francisco.

Poetry Slams

The other trend we've been watching is the proliferation of poetry and spoken word tapes. This movement is directly related to the appearance of "poetry slams" in more and more towns (and some



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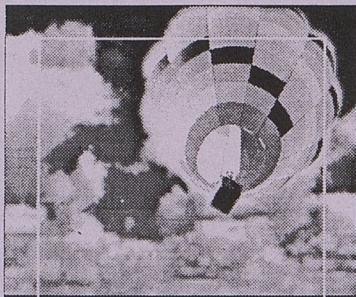
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new book anthologies that have resulted from this emerging listener-oriented poetic).

Poetry is being reclaimed, after years of dwindling attention, by poets who are taking it to the streets rather than the library shelves. "Poetry Slams" are cropping up across the country, especially in larger cities. Poets perform their works with passion and most tackle subjects such as sexism, racism, and homophobia. There is even a quarterly newsletter (International Poetry Slam) and a yearly slam championship. Spoken word labels are cropping up in both the indie and the major label world — witness Gang of Seven, the spoken word label started by Windham Hill founder Will Ackerman (see FBN issue 17#1). Right now this trend seems to be regional but it appears to be spreading. ○

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Catherine Ennis

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