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# Feminist Bookstore News

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**The 1993 Sidelines Issue**

Femina Serial Am F32978

7/29/93

# DYKES TO WATCH OUT FOR 1994 CALENDAR



CARTOONS  
ALISON BECHDEL

## 1994 Dykes To Watch Out For Calendar Cartoons by Alison Bechdel

A slice of lesbian Americana, Alison Bechdel's *1994 Dykes To Watch Out For Calendar* is as familiar to those in the know as Mom and Apple Pie.

In its fifth year of helping lesbians keep track of who's who and what's happening, this annual cartoon celebration speaks the colloquial mother tongue of the lesbian community. The intimate talks, angry diatribes, and whispered asides are all here.

Your favorite characters join in the conversation—whether you want them to or not—so don't miss it. Irresistible, like the women in your life.



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# The 1993 Sidelines Issue

Welcome to the Ninth Annual FBN Sidelines Issue! Booksellers who read FBN say that this issue is the concise resource for feminist sidelines, and it's essential for them to update their sidelines each year. Once again, the issue is brimming with interesting and unique feminist sidelines your customers will want. Sidelines are like those last but crucial seasonings for broth — you'd still eat the soup without them, but it wouldn't be as good. So, we've compiled many of the possible sidelines ingredients with hopes that you'll be able to find the ones that are right for your store.

Craftswomen across the country have put their hands and minds to wonderful use by producing a wide range of products for feminist bookstores. With help from the booksellers, we've gathered a good deal of information about these sidelines and even included some great articles.

We've collected a wide diversity of items ranging from buttons to T-shirts, CDs and tapes, decals, calendars, cards, ceramics, jewelry, and more. You'll even get the low-down from the booksellers themselves. In everybody's favorite feature, booksellers across the country share their favorite and best-selling sidelines in our "Faves and Raves" article.

Since many stores are considering video rental and/or sales, one of our features reveals the ins and outs of developing a video section. Also, Cathy Andrews from Goldenrod and Horizon Distributors gives some tips on selling women's music. We even have a list of what's hot and new in women's music

for the upcoming season. We've included an early look at 1994 calendars, too. A Room of One's Own's Sandy Torkildson gives us a peek at what kinds of calendars the publishers are up to this year. Then, of course, there's the catalog itself which includes detailed product descriptions and handy ordering information.

Although lots of bookstores use the Sidelines Issue for holiday ordering, most keep it on hand year round. So, get your brightly colored pens ready and circle all the sidelines you can sell in your store. And when you're writing your orders, please let the craftswomen know that you saw their ad in FBN!

We send this issue out to all the feminist, gay and lesbian, general independent, and alternative bookstores on our list. We also send it to all the new bookstores we hear about during the year. To all of you we say, "welcome!" We hope the sidelines listed help add a wonderful flavor to your stores. Good luck! And many thanks to the craftswomen and sidelines vendors who were crucial to the success of this special issue.

As always, we'd like to hear your feedback. Your input helps to make each year's Sidelines Issue better. And if you'd like more information about FBN or next year's catalog, drop us a note or give us a call and we'll be happy to add you to the list. Those on our list get advance information about next year's Sidelines Issue. For those of you who would like to read FBN regularly, there's a subscription form on page 59. Enjoy the issue, and happy selling! ○

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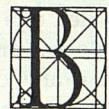
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Canadian Books	Jana Williams
Canadian Books	Dorothy Seaton
Gay Men's Literature	Richard Labonte
Mainstream Publishers	Sandi Torkildson
Science Fiction	Susanna Sturgis
University Presses	Ann Christophersen

**Proofreading**  
Pat Kelso

**Cover Art**  
*The Card*/Siné Anahita

Feminist Bookstore News  
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# CONTENTS

## ARTICLES

Sidelines: Faves & Raves.....	5
Women's Video:	
Are They Right For Your Store? .....	19
Marketing Strategies:	
Women's Music .....	13
Women's Music:	
Hot, New & Necessary .....	25
Calendar Compendium.....	31
Subscription Info.....	59
Ad Index .....	60

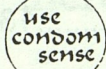
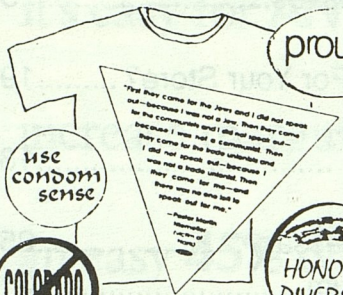
## THE SIDELINES

Buttons .....	37
Calendars .....	37
Cards.....	39
Crafts.....	42
Distributors .....	45
Jewelry .....	47
Journals.....	47
Miscellaneous.....	48
Music .....	49
Playing Cards .....	52
Posters .....	52
Publications .....	53
Rubber Stamps.....	54
Stickers.....	54
T-shirts.....	55
Tapes.....	57
Videos.....	59

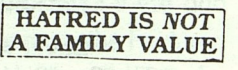
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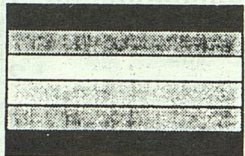
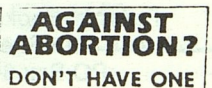
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— Margaret Mead



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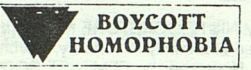
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**BUMPERSTICKER & BUTTON PRICES**

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# Bookstore Faves, Raves & Bestselling Sidelines

Compiled by Dawn L. Martin  
with help from the booksellers

Once again we're adding to the growing list of sidelines a bookstore might carry. Following last year's remarkably diverse list, 1993 brings a wide range of booksellers' favorite and best-selling sidelines. Hand-made mugs, carved glass pins, and quilted notecards are just tastes of what this year's list has in store. Many sincere thanks go out to all the booksellers who took time out to share their best-selling non-book items. In some cases several folks mentioned the same sideline. When that occurred we combined the raves into one reference.

For those of you just about to incorporate sidelines into your store (and those who are always looking for new and interesting stuff), what you'll find here is an array of wonderful, humorous, political, creative, unique, non-political, subtle, in-your-face fave sidelines that booksellers are just raving about! 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. We hope you find this list useful. Happy selling!  
—DLM

These are just a few of the great non-book items that we sell. We're located in a fairly small, very

white, very conservative city. But from the looks of the women produced stuff we sell and the rad women who buy it, there's a hell of a lot more strong women



"The Card" by Siné Anahita

than the status quo assumes in this nice deeply conservative provincial capital.

**Hothead Paisan** — She rocks our world! I will assume that you don't need the address for Giant Ass Publishing. Hothead is always a big seller,

especially now that we are having so much trouble getting her in. As some of you know bookstores in Canada have been troubled by Canadian Customs' confiscation of what they term "obscene" material. By their definition at lot of gay/lesbian/feminist products fit the bill. Whenever we get a shipment in, we all tell each other and get kind of excited; sometimes it's as though we've achieved a small victory or we've pulled one over on the evil Customs boys. Distributed by Inland.

**LesbiaNews** — No, this is not the latest news from Lesbia; it's the Victoria Lesbian community 'zine. It offers letters, editorials, news, sports, dyke action, and a forum for Lesbians to express their ideas and experiences. It is also a fast seller around here. LesbiaNews, P.O. Box 5339 Station B, Victoria BC, V8R 654.

**Jewelry** by local artist **Pat Ford** — Labrys, women symbol pins, pendants, and great enamel and silver pins that say things like "Pagan Dyke" and "I only look butch." Pat's very active in our local lesbian community. She's great and so is her jewelry! Pat Ford, 2927 Gosworth Rd., Victoria BC, V8T 3CR.

**H.A.G.** (heathens, anarchists and goddesses) is a locally produced anarchy-feminist 'zine. It's published

irregularly by a loose collective of wimmin. It's usually about 40 pages long with poetry, articles, drawings and occasionally a comic or two. It's a forum for anyone whose ideas are non-oppressive and/or unheard by the mainstream media. Quite an interesting anarchist stew of ideas! The first two issues have sold out quickly and we are eagerly awaiting a third. H.A.G. c/o Orissa Spire D-56 1720 Douglas Street, Victoria BC, V8W 2G7.

Between the Lines **Cards** by **Gursha & Jezebel** (no address-sorry!) Again, these are locally made by rad wimmin! These cards have photographs of Gursha, Jezebel & their friends. The images have to do with racism, dykes and women in general. My favorites are the ones with Gursha & Jezebel in front of their graffiti. My very fave is Jezebel standing on the waterfront, her hand up her dress, and on the concrete in front of her it says, "Wimmin reclaim your clitoris, no one can love it the way you do."

—Nicole Hurtubise

*Everywoman's Books, Victoria BC*

Best sellers for us are **Signs of Pride** decals, mostly pink triangles (with and w/o designs and slogans), also rainbow flags, goddess and flower images — quality material, inexpensive and a great



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"impulse buy." Signs of Pride, P.O. Box 762, Simpsonsville SC 29681.

—Mary Ellen Kavanaugh  
*My Sister's Words*

Our best selling sidelines are cassettes and CD's which we order from **Goldenrod** (517-484-1712) and **Ladyslipper** (800-634-6044). Both companies carry a wide variety of music including women's music, new age, children's, folk, country and Native American.

For bumper stickers and buttons we go to **Northern Sun** (612-729-2001) and **Donnelly/Colt** (203-455-9621) for a range of humorous and political material. Our latest favorite postcards come from **Humerus Cartoons** by Jennifer Berman. She's the artist that gave us the "Adult Children of Normal Parents" postcard. Very funny stuff (312-761-0104).

Our newest company to order gay/lesbian sidelines from is **Shocking Gray** (800-788-4729). You can order freedom rings, triangles, t-shirts, cards, red-ribbon pins, holy union accessories, books — you name it, they have it.

—Cheryl Bengé  
*Phoenix Books, Kansas City MO*

Some of the best selling items in our store are wonderful **hand-made mugs** with dancing and drumming women on them. They are the creation of Janette McCleary who can be reached c/o Dohrn, 505 Waldo Ct., Columbia, MO 65202

—Catherine Lundoff  
*Grass Roots Books, Iowa City IA*

Iris Books in Gainesville, Florida has only been open since October 1992, so we are unable to give long term history on any sideline. Keeping that in mind...

**Global Solutions** has no minimum order and is woman owned. They have recycled writing paper in natural, rose quartz, granite white and granite gray. It's beautiful paper that retails at \$4.50/\$5.00 for 12 sheets and 10 envelopes (small or large). The paper also comes in stationary boxes — 50 sheets, 25 envelopes for \$14.00 and in a knotty pine wooden box w/50 sheets, 25 envelopes and one pen for \$20. Wholesale discount is 50%. The \$5 packets will do well for us. Write to Global Solutions, P.O. Box 94094, Seattle WA, 98124 or call 800-769-3210.

We also sell rainbow flag license plates (\$7.00 retail) that go on the front of a car. We get them from

**Out Right Enterprises**, Will Sturkey, 295 Josephine Street, Atlanta, GA 30307, 904-522-5623.

**A good card line** is Creatrix Cards, Melissa Harris, P.O. Box 20609, Thompkins Square Station, NY, NY 10009, 212-533-3412.

—Susan Keel  
*Iris Books, Gainesville FL*

Our current favorite sidelines are cartoon postcards: topical/political/hysterical and inexpensive.



Africa: Healer by Betty LaDuke

Our top sellers come from: Ursula Roma, Little Bear Graphics, 4236 Brookside Ave., Cincinnati, OH 45223; Jennifer Camper, 223 E. 4th St., New York, NY, 10009.

**Rest Your Eyes™ eye-pillows** in gorgeous silks and cottons from H2B Company are doing wonderfully well in the store. They don't take up much space (each pillow is 4" X 8.5") and make great gift items. Their motto is "quiet eyes = quiet minds"™ H2B Company, 952 Minnesota Street, San Francisco, CA 94107.

Many people probably know about **Bear Paw Notes**, makers of quilted note-cards. We resisted ordering these at first because the cards were at the high-end of the price scale, but we've found that the cost doesn't discourage people at all. In fact, we can hardly keep the cards in stock. Each one is hand-made and unique, and really beautiful. Bear Paw Notes, Box 7573, Madison WI 53707-0573.

**Waxen Candles** sells extraordinary dripless, scentless candles in sphere and pyramid shapes. Lots of shades of purple are available! Waxen Candles, Box 422, Mifflinville, PA 18631.

—*Smedley's Bookshop, Ithaca NY*

At New Words we love selling greeting cards and post cards from:

**VisionWorks** 16 Chapman Street, Greenville MA 01301, 800-933-7626. VisionWorks carries a terrific supply of sarcastic, funny and politically correct postcards, as well as greeting cards. Les Editions Sepia Editions, C.P./P.O. Box 235, Succ./Stn Youville, Montreal Quebec H2P 2V4, 514-374-7667. A lovely line of greeting cards depicting images of women of color. We also love the buttons from:

**Ferne Sales Co.**, P.O. Box 113 TCB, West Orange NJ 07052, 201-731-0967. Some of our faves are "Another lesbian for Straight women's rights," "They're not hot flashes, they're power surges," and "Hatred is not a family value." They will also create bumper stickers and buttons at your suggestion. Judy Stone, 25 A Mirabel, San Francisco CA 94110, 415-285-0572. Judy makes enamel pink & black triangles, bi symbols, stars and moons.

Hot posters from:

**National Women's History Project**, 7738 Bell Road, Windsor CA 95492-8518, 707-838-6000. A great collection of positive women images, an especially good seller is their Women in Math and Science. April Stone, 48 Bates Road, Swampscott MA 01907, 617-592-4223. An artist who donates part of her proceeds to shelters, Ms. Stone's "Shelter is Fundamental" posters are a colorful & whimsical depiction of animals and people in their homes. Act Up, NYC, P.O. Box 1572, Madison Sq. Station, New York NY 10159, 212-688-4729. "Kissing Doesn't Kill" is a good seller here. It portrays various combinations of kissing couples (girls, boys...)

Magazines: Inland is an invaluable source for magazines. A few of our newest favorites are:

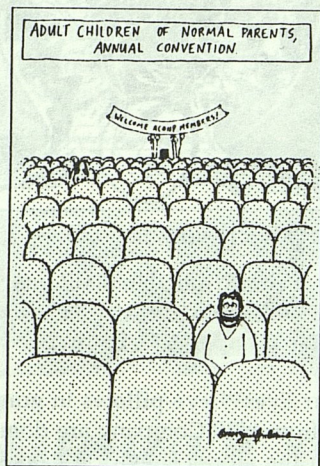
**Esto**, a bilingual Latina lesbian magazine from Miami. **Teen Voices**: original magazine for, by and about teenage and young adult women. We also carry magazines from independent sources. **Empathy**, P.O. Box 5085, Columbia SC 29250. An interdisciplinary journal for persons working to end oppression on the basis of sexual identities. **Colorlife**, 2840 Broadway #287, New York NY 10025, 212-222-9794. An important new journal that attempts to fill the void left by other lesbian/gay/bisexual journals.

—*Tory, Amy, Mia, and Phi  
New Words, Boston MA*

Great sellers for us all year are:

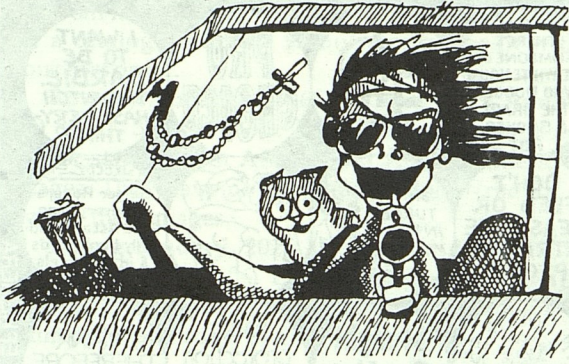
"How To Be A Fabulous Feminist" posters from **Celestial Arts**, \$3.50; hand-dipped candles, scented for various ceremonies, such as the ruby-colored rosemary scented relationship candle at \$3.50-\$14.00 by "Little Blue Woman," Chloe Stamas, Rte. 2 Box 562, Semora NC 27343, 919-234-9527; "When I Am An Old Woman" and "If I Had My Life To Live Over..." t-shirts and posters available from **Papier**

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Hothead Paisan

**Mache;** T's and cards by "Lil" — irreverent and hilarious, as "Lil in a fit of menstrual rage wears her favorite white dress" by "lil" - alias Liz Forte', Box 21, Bahama NC, 27503.

—Southern Sisters Bookstore, Durham NC

A T-shirt company called **Lumin**, P.O. Box 360, Silverton OR 97381, 503-873-2220, sells bright beautiful shirts with images of women and goddesses emblazoned on them. They even come in extra large sizes!

**Be Proud**, 800-755-9976 or 916-756-8033 is a company that sells gay and lesbian jewelry, stickers and rainbow flags. They've always done well for us. Occasionally, they'll even give out free samples of their best-selling products.

—Sally Medlicott

Lioness Books, Sacramento CA

At A Room of One's Own Bookstore, some of our favorite small card companies are:

**Kaleidoscope Quilting**, Rte. 2, Box 2448AA, Spooner WI 54801, 715-635-9138. These are wonderful, hand-quilted cards — fabric sewn on paper. She does traditional quilt designs, birds, plants, animals, double women symbols, earth goddess, labrys, lambdas and pink triangles. They cost the store \$1.50. We retail them for \$3 and they sell very well. Minimum order is 30 cards of any mix. Write for a catalog and sample.

**Me, Too Productions** P.O. Box 25082, Albuquerque NM 87125, 505-344-2767. Hand-printed, colorful cards on recycled paper with lesbian and feminist themes. She has some very fun cards like "How to Write a Coming Out Note" and "50 Ways to Lick Your Lover" for lesbians, and other ones for

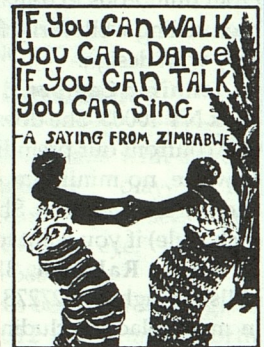
gay men. She also sells a lesbian sex game called *Heart to Heart*. Her prices vary, so write for a catalog and sample.

**Brush Dance**, 100 Ebbtide Ave., #1, Sausalito CA 94965. They publish a line of calligraphy cards and postcards. "I Am Reveling in Post-Menopausal Zest" is a big seller here. They have a women's series with quotes by Audre Lorde, Joanna Macy and Brooke Medicine Eagle. They also do book marks, wrapping paper, and notecards. Their minimum is \$100 for the first order and \$50 for reorders. They sell cards and postcards by the dozen. Write for prices.

**Ethnographics**, Carol Weinstock & Associates, 3463 State St. #142, Santa Barbara CA 93105, 805-687-9483 or 800-533-9559 for orders. They have a line of cards by Mexican-American, African-American, Native-American and Asian-American artists, and also a Judaica collection. They carry cards by Synthia Saint James whose art work is on the cover Terry McMillan's *Waiting to Exhale*. They wholesale for \$10.50/dz., C.O.D. or pre-paid for your first order (free shipping).

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**Cardthartic, Inc.** 814 N. Franklin, Suite 300, Chicago IL 60610, 312-951-8118. This new card company focuses on cards with gay and lesbian themes. From humorous to romantic images, these cards have been selling well. Write for a catalog since their prices vary with design.

**Jennifer Camper**, 151 First Avenue, #54, New York NY 10003. She does a small line of six postcards that confront our prejudices with humor. All in black & white, no minimum order, pre-paid, cost \$4/dz. and sell for \$.75 each. She has a mixed dozen (two of each style) if you want to test them out first.

**Sudie Rakusin**, 3315 Arthur Minnis Road. Hillsborough NC 27278. Her images have appeared in many places including the cover of *FBN*. Her full color cards cost \$12/dz. (retail \$2 each) and she has eight designs available now. I don't know if she has a catalog, but write and see if you can get samples.

**Purple Porcupine Greetings**, 7516 NE 200th, Bothell WA 98011, 206-485-7781. They do a series of cards for people with AIDS and their caregivers and friends. They are simple, colorful, calligraphy designs, but very moving. They wholesale for \$10.50/dz. (\$1.75 retail). Write for catalog and sample.

**Betty LaDuke**, 610 Long Way, Ashland OR 97520, 503-482-4562. Betty is a wonderful artist whose work you may already know. Her spiritual-centered art depicts African and Latin-American images. They cost \$9/dz. (retail \$1.50 each) with a minimum of three dozen.

**Jane Evershed**, P.O. Box 8874, Minneapolis MN 55408. Her cards, posters and bookmarks are big sellers. She also does t-shirts and blank books. Write for a catalog of her very colorful, spiritual and fun images.

Other best selling sidelines are: **San Gordon/Mobiles**, Rt. 1 Box 1913, Worcester VT 05682. These fun mobiles take up very little display space, we just hang them from a wooden dowel. She does a variety of styles: woman of the world, purple women of the world, woman in a wheelchair, mermaids and fairies. They sell for \$25 to \$30 (50% discount). I don't know if she has a photo to send you, but her order sheets describe her work.

**Detailed Rubber Stamp**, 267 9th Street #4-L, Brooklyn NY 11215. Another sideline that doesn't take much room. You can just put them in a basket near your cash out area. This company does both the

"Lesbian Money" and "Queer Money" stamps. Write for a catalog that costs \$2 but receive credit with your first order.

**Fantastic Finishes**, 16465 E. 17th Pl. #13, Aurora CO 80011, 303-343-7673. This small company does rubber stamps with African and African-American images. They have no minimum order. Write for a flyer of their images.

**Strong Bindery**, 2026 Murray Hill Road #201, Cleveland OH 44106. Ellen Strong makes small, hand bound book pins. They cost \$4 each, no minimum order and come in a variety of colors.

—Sandy Torkildson

*A Room of One's Own, Madison WI*

Some favorites at the Wild Iris Bookstore include creations by **Karen Bognard**. She designs and paints mermaids and fairies, etc. and has made them into frameable cards, buttons, bookmarks and tiles. P.O. Box 6053, Altadena CA 91003, 818-798-9307.

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Each strand has one or several beads with a word "comfort," "hope," "peace/courage," "play," or the phrase, "It is only with the heart that one sees clearly; what is essential is invisible to the eye." 1134 Van Buren, Eugene OR 97402, 503-683-7111.

**Barbara Braverman** creates beautiful fused-glass jewelry, mostly earrings. 5312 Hermitage, North Hollywood CA 91607, 818-763-6104.

—Genevieve  
Wild Iris Bookstore, Claremont CA

At Meristem Books we sell tons of **Beeline Glass Works** pins. The intricate glass work is beautifully crafted into gay pride triangle, rainbow, abstract art, and womyns' art pins. The prices vary from 10 for \$50 to 12 for \$108. You can even order a display board for

\$15. Write to Beeline Glass Works, Rt. 5, Box 100, Holly Springs, MS 38635 for more information.

Another unusual but great selling sideline is Marilyn Lee's artistic nude photograph of a woman. The caption reads "**Penis Envy My Ass.**" The original photograph is reproduced on glossy 14" X 10" card stock. Each print is \$5 wholesale. Prepayment or COD only. Write to Marilyn Lee, PO Box 11793, Memphis TN 38111 or call 901-722-9320.

—Audrey May  
Meristem Books, Memphis TN

We sell a lot of cards and posters at Red & Black, but my current favorite are the **Pioneer Cowgirl Series** from Sterling Press. They also have a beautiful poster done in the same sepia tone called "Cowgirls at the Roundup." Write to Polly Helm, Sterling Press, P.O. Box 30142, Eugene, OR 97403, or call 503-484-9194.

—Kay Wilson  
Red & Black Books, Seattle WA

Hmmm, favorite sidelines...Well, I can tell you what gets the most screams — definitely **Flaming Closets'** great line of cards taken from the covers of lesbian pulp novels. The *Satan Was a Lesbian* one in particular has been a best-seller for at least a year now.

Other wonderful titles from the same series are *The Price Of Salt* and *Take Me Home*. They have eight designs and no restrictions on the quantity per order. The wholesale price is \$.75; \$1.50 retail. Flaming Closets, 4954 Vegas Drive, Las Vegas NV 89108, 702-647-4811.

Lately, we've also been selling Freedom rings like hot cakes. We sell them without the chains. We get them at Universal Spada, 242 West 30th Street, 14th Fl, New York NY 10001.

—Johanne Cadorette  
L'Androgyne, Montreal Quebec

Of course, rubber stamps from **Alice in Rubberland** are always a bestseller at People Like Us Books. Alice in Rubberland, P.O. Box 2735, Los Angeles CA 90078, 213-463-4106

The latest hot item has been the **Rainbow Battalion Necklace**, a string of little plastic soldiers in the colors of the rainbow. Barbara Johnson, Rainbow Battalion, 1840 Biltmore NW #11, Washington DC 20009, 202-332- 5523.

Nothing moves the way David Spada's Freedom Rings do or, for that matter, the postcard of **Bill Clinton and Al Gore shirtless** with their arms around one another. We've sold hundreds.

Continued on page 29

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—Jane Evershed was born in Great Britain and raised in South Africa. "The experience of growing up under apartheid taught me the bones of oppression which led me to concentrate on the worldwide oppression of women. I am working to awaken as many women to their power as possible through my art."

# Marketing Strategies: Selling Women's Music

By Cathy Andrews

Music is a great sideline for women's bookstores. Stores with a clear mission, and those that practice "active" marketing are most likely to reap the rewards that can be found in music as a sideline.

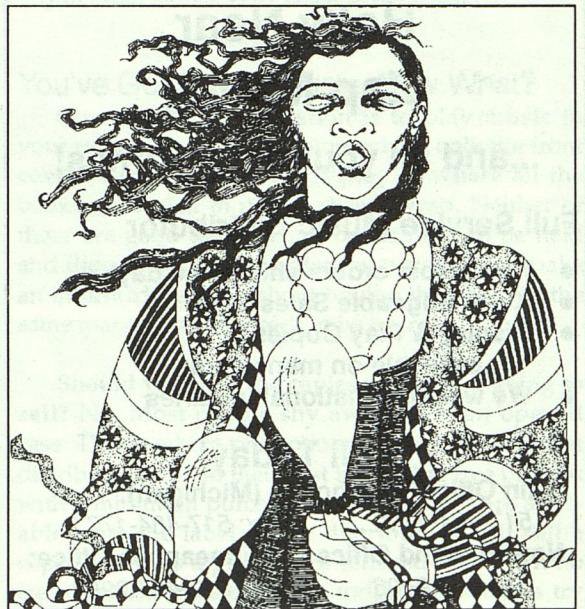
Marketing music has some unique aspects; it cannot, however, be separated from the overall marketing plan that guides the store. If marketing is a weak point for your store, music will suffer along with the rest. When integrated with marketing strategies already in place, though, music can make you some money, and it can also help further the goals and mission of your store.

Above and beyond the profitability of music as a sideline, music (and specifically women's music) is an integral and vital part of women's culture. Music and literature are two crucial means for transmitting culture, and each can enhance the other. My assumption is that music is well worth having in a bookstore. The focus of this article is making it a successful sideline.

I will focus on both general marketing concepts as they apply to music, and make specific suggestions and tips for the day-to-day process of selling music. Each topic touched on here could easily be the focus of its own article. My hope is that those already carrying music will be able to fine tune their approach, that new stores will attain a basic understanding of where music can fit in and how to get started with it, and that established stores that don't carry music (or have a hard time selling it) will find a reason for carrying music and a way to make this sideline profitable.

## Basic Guidelines

**Know your market.** Knowing the book buying habits and some basic demographic info about your customers is an important part of knowing your market for music. Interpreting the needs of your customers through these means offers a starting point for adding music, and is an important touchstone when evaluating how music is doing in your store. You don't have to know a whole lot about the musical tastes of your customers to begin — you can glean information from things like age ranges, com-



Sudie Rakusin in *Dreams and Shadows*



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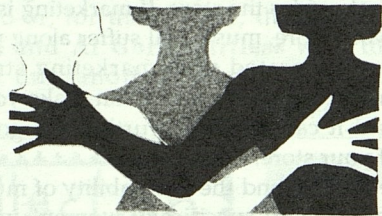
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munity politics (or lack thereof), the local concert scene, bestselling book categories, favorite bumper stickers and buttons. This information can help you in choosing your product mix. This is not a one time process that can then be set aside. The bookseller must continue to connect with her customers' interests and preferences in order to keep an updated, profitable music selection. Customer taste, like customer satisfaction, is a moving target.

**Know the product.** You don't have to be an expert on music to be able to sell it. The more you know about the music, though, the more attentive you can be to customers' needs and the more they will rely on your recommendations when they want "something new."

Listening to the music, reading descriptive information from distributors and record companies, reading reviews in women's and other publications, going to concerts, listening to interviews (especially on National Public Radio [NPR] and American Public Radio) all contribute to your information fund. Often staff members and volunteers with different cultural references



*Everywoman's Almanac*

can be good resources for types of music that might not reflect your personal aesthetic. Sometimes, however, just knowing what sells best in your store is as valuable as any other bit of information.

**Help customers know the music.** The more you do to make it easy for customers to fall in love with all sorts of music, the more music you'll sell. Everything counts here, from posting reviews and new releases to playing a wide variety of artists in store, to making suggestions to customers about similar artists or related music types.

Women's music is not the only type of music that can do well in a women's bookstore. The clientele, the store's personality and mission, and the mix of book categories can help guide the decision on what



genres of music to carry. Even within women's music, one can broaden or narrow the definition to include a wide variety of genres, politics, and styles. In most cases, I think it's worth defining women's music as broadly as possible for each store.

## Getting Started—The Nitty Gritty

Whether you are just starting to carry music, or are about to take over music buying at your store, there are some basic decisions you need to make.

**How much should I start with?** Enough so your customers will perceive you as serious about carrying music. While some full-line women's stores start with \$2,000 to \$3,000 of deep catalog and new release stock, other stores may start with \$250 to \$300. Both of these scenarios are common and both can be successful. Starting with less than \$250 generally means that it will take a little longer for sales to get rolling, as customers will have very few choices. A small selection also makes it easier for customers to just plain overlook the music section. But some stores do start with as few as 10-15 pieces. With careful attention, prominent display, and a commitment to build inventory (and not just replace one-for-one on items that sell), it is possible to build music into a flourishing sideline.

The amount you spend will of course be tied to your overall budget situation. As always, buy the best variety you can with the money you can spend. Keep in mind that important new releases come along all the time. You can either reserve part of your budget to add new releases as they come out, or you can return "stale" titles (older ones that aren't really selling) to finance new titles as they appear.

**Should I carry older titles?** For new stores, as a rule of thumb, a 50-50 or 60-40 mix of new releases and backlist is a good starting place. Choosing only familiar titles means many customers will already have them; choosing only new releases means ignoring some bestsellers that just happen to be five or ten or fifteen years old. Carrying a balance of both old and new will increase your chances of having something for everyone.

**Tapes and CDs—Which should I stock?** The answer is simple: both. Overall, our sales average

out to 50% of each. That percentage can vary dramatically from store to store—we have some stores that buy 80% CD's and are thinking of phasing out tapes, and other stores that buy CD's on a special order basis only. If you are not stocking at least the new releases and bestselling back list in CD's, you may be missing 25% to 50% of your potential sales. CD buyers generally will not even look at tapes and will skip a release that is only available in tape. Waiting for a customer to request a CD when you



*Everywoman's Almanac*

only stock tapes means asking them to go through several more hurdles before they can spend money in your store. Not only do they have to decide what they would like, they have to remember to ask for it before they leave, and then they have to wait for it to show up. After awhile, CD customers will go where they can get CDs right away, which means they'll buy at other stores. Why chase away a sale?

## You've Got The Product—Now What?

One universal suggestion is to play music in your store. Imagine a bookstore where only the front cover of each book is on display or where all the books are sealed in plastic shrink-wrap. Neither of these are good sales tactics. Books need to be held and flipped through in order for customers to make an informed decision about buying the book. In the same manner, music needs to be heard.

**Should you play the copies that you're going to sell?** No. Most people shy away from an opened case. This is where promotion copies come in. Most distributors will do their best to provide free promos with a minimum purchase when free ones are available from the label. Some distributors will sell a copy for use as a promo at a reduced cost when no free ones are available. Most independent labels try to provide as many promos as they can because they

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recognize the importance of in-store play. In some cases obtaining a promo copy is virtually impossible. The major labels rarely provide promos—not for their own artists and not for smaller labels whose work they distribute.

Once you've gotten the promo, actively playing it is crucial. Having the empty case displayed with a highly visible "Now Playing" sign makes it easy for customers to find out what they're listening to without having to ask store personnel. It's important to play more than just the current hot titles. Customers have all degrees of familiarity with the music, so keep some old favorites mixed in with new releases. It's a pleasure to watch someone re-discover an artist that has slipped off their personal "heavy rotation" list, and a joy to watch someone hearing a fabulous release for the first time.

Bookstores can — and have — created substantial sales for even relatively unknown artists by playing their music in the store. The music was played at high traffic times, it was on the "most recommended" list at the store, and after the first few tapes sold, word of mouth helped. Top 40 record stores can get away with only playing a few bestsellers because they have nearly the entire FM radio band at their service. Women's stores have to be more deliberate about it.

**What's the best way to display music?** That's one question with lots of right answers.

Some stores prefer to have every item face out, each with its own cubby hole. While this may provide an attractive display, it usually means that there is a strict limit to the number of titles one can stock. For every new release, an older one has to give way. If you stock hundreds of titles, that may be okay, but if you have a smaller number, it may come down to cutting a solid title to make room for new titles.

Some stores use racks sold for home use that only allow the spines to show. This has the same disadvantage as having your books spine out — among other things, your customers aren't invited stop and browse. **My best recommendation?** Make room for a shelf system that allows both spine and face display for tapes, and either shelves or bins for CD's.

Most stores end up hiring a local carpenter to build a custom rack. In many cases this is easier than trying to find fixtures that fit your space and selection, and costs less than buying ready made racks.

As far as location is concerned, music is one item that is definitely worth keeping near the sales counter so staff can keep an eye on it.

**What if I don't have time to really get to know the music?** This doesn't have to be an insurmountable problem.

Since booksellers must juggle several buying responsibilities at once, here are a few short-cuts for developing a concrete music selection. Keep an eye on bestseller lists from your distributors, ask your

customers what music they would like to see in the store, check the line-up on fliers from local producers and women's music festivals. Keep an ear out for who gets interviewed on broadcasts like "All Things Considered" on NPR. Read the new release info from your distributor, keeping your eye out for titles that have similarities to steady sellers. Last, but certainly not least important, find a staff member or dedicated volunteer who knows (or is eager to learn) about music and can take responsibility for ordering and stocking.

### Other Tips

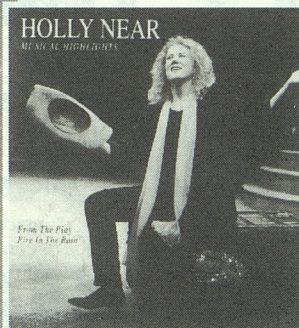
- Make music part of your regular store newsletter. Include new releases and consider using cover art as part of the graphic content of your newsletter. Distributors can usually help with descriptions and with info about upcoming releases.

- Even if you don't have a lot of male customers, many women are fans of gay male performers like The Flirtations and Romanovsky & Phillips. Double bills with women's music performers are becoming more common and there are usually a substantial number of women at "men's music" concerts.

- Make the best possible use of your distributors. You should be getting information about new releases, bestsellers, trends, etc. Promos and display material are available on some titles; let your distributor know that you would like them. Many distributors are happy to help with suggestions about how to expand the genre, or with suggestions about what items to return if your inventory is getting stale. There may be times when a quick call to your distributor can get you an answer to a customer inquiry and help keep your reputation for customer service shining.

Music is an important part of women's culture, and it can be a valuable sideline

## NEW FROM REDWOOD RECORDS

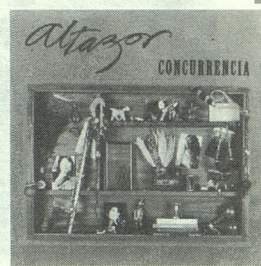


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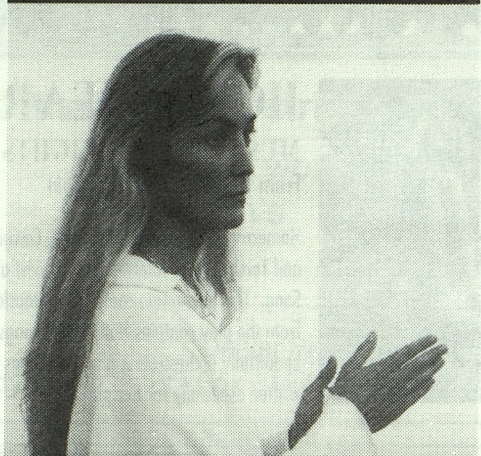
Cassettes and Compact Discs are available from  
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for women's bookstores. An effort to include CDs and tapes among your sideline merchandise is one well worth the effort.

*Cathy Andrews is sales manager for Goldenrod Distribution in Lansing, Michigan and for Horizon, their East Coast distributor. Writing this article, she says, was a bit like condensing seven years of experience into a twenty minute seminar.* ○

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# Women's Videos: Are They Right for Your Store?

By Dawn L. Martin

Women have, of course, been interested in film and filmmaking since the medium's inception. Our access to the movie industry, however (even as The Academy framed its 1993 televised awards ceremony as "The Year of the Woman"), has been extremely limited. But, since the popularization of the video camera, VCR and other mechanisms that make video making and viewing more accessible to the general population, women have used film and video to propagate radical, liberal and mainstream images of women.

With the advent of the affordable VCR in the 1980s, video stores cropped up all around the country and suddenly movies that had been all but banned by mainstream movie houses had a venue. Unfortunately, video stores were only slightly more inclusive than movie houses. They, too, wanted the *Terminator II* films that grossed millions at the box office. Pat Stone, of Charis Video in New York, is both distributor and rental agent of lesbian video. She contends that since "women's video" cannot be found anywhere else, booksellers are in "a unique position to fill that need."

Deciding to carry videos in your store is a complicated decision. Creating a section can be equally challenging. One must consider whether she wants to sell, rent or do both. She should think about how

much money she can initially invest, the "space factor," what types of videos to carry and the logistics of the membership program for rental. This article seeks to expose the ins and outs of developing a video section.

What is women's video? Lesbian drama and erotica, feminist documentaries, mainstream women's movies like *Thelma & Louise* and *Fried Green Tomatoes*,



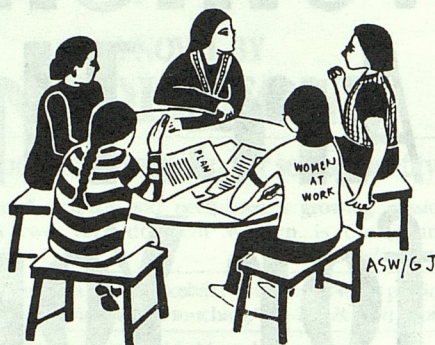
Images in Action: A Guide To Using Women's Films, Cristall Emanuel published by Between The Lines

feminist drama like *A Question of Silence* —or even liberation films like *A World Apart* — Jodie Foster movies? Whether you choose a broad or narrow definition, feminist bookstores may indeed be the only outlet where one could potentially find all aspects of women's video in one place — and they're certainly the only outlet where some videos can be found.

### Renting vs. Selling:

The consensus among feminist booksellers is that video renting is more profitable than selling. Videos are a lot more expensive than books. Generally, video prices range from \$29 to \$85 (or more) and the discount is only 20% to 30%. This means that the bookstore whose focus is selling has to shell out a lot of initial capital for a return on investment that's even lower than on books — and the videos may sit

on her display rack for months before they sell. Renting, on the other hand, is a more solid investment. If you rent each video for \$3, after 12 rentals a \$35 tape is paid for; everything after that is profit. With care, videos are good for hundreds of plays.



International Women's Tribune Centre

The way the industry works makes it virtually impossible for booksellers to purchase mainstream videos at a good discount. When a mainstream film is first released on video, the wholesale cost is usually \$85 (30 rentals at \$3), or more. Thirty rentals will pay for a video in this price range — but it may be a long time before you can sell it at even a 20% markup. As the novelty factor wears thin and the title gets more commonplace, it gets progressively less expensive. So, a video you paid \$80 for when it was new may list for \$29.95 a year later. Sometimes titles that aren't doing well at the chain video stores go on sale for \$10, or less! Booksellers can buy the tapes at this price and rent them to their customers. Booksellers are using innovative ways to get good videos cheap.

What some booksellers do is establish the rental sections first, then expand their libraries to include sales. Others special order videos as people request them, then build a "for sale" stock based on that experience. A recent study by the A.C. Neilson company indicates that a video renter is twice as likely to buy a video than a non-renter. Including sales in your video schema is a low maintenance way to increase the profit margin of this new section.

A few independent video producers strongly discourage renting. In such cases, you should find those tapes clearly marked, "Not For Rent." If you're ordering from a catalog and aren't sure whether you can rent out the title, it's a good idea to ask the producer.

## Bookstores' Top Rental Lists

### Charis Books And More Atlanta GA

1. *Desert Hearts*, Ladyslipper, \$27.99
2. *k.d. lang: Harvest of Seven Years*, Ladyslipper, \$17.99
3. *Two in Twenty: A Lesbian Soap Opera*, three videos, Ladyslipper, \$27.95 ea. or \$69.99 for set
4. *The Changer: A Record of the Time*, Ladyslipper, \$32.99
5. *Daughters of the Dust*, Kino International (212-629-6880)

### 31st Street Bookstore Cooperative Baltimore MD

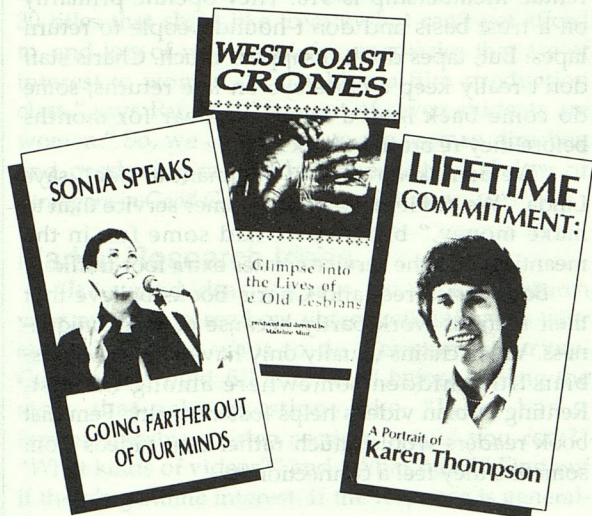
1. *Images: A Lesbian Love Story*, Charis Video, \$31.47
2. *Where There's Smoke*, Charis, \$23.00
3. *The Virgin Machine*, Charis, \$49.50
4. *Waking Up: A Lesson in Love*, Charis, \$27.95
5. *Dreamers of the Day*, Ladyslipper, \$23.95
6. *Desert Hearts*, Charis, \$27.95
7. *Erotic in Nature*, Charis, \$34.95
8. *A Question of Silence*, Inland, \$59.95
9. *Private Pleasures*, Charis, \$30.00
10. *Two in Twenty: A Lesbian Soap Opera*, three videos, Charis, \$39.95 ea.

## Stories from the Front:

31st Street Bookstore Cooperative's rental section was a success from its inception. Jennie Boyd Bull, the manager of 31st Street, says their video section continues to do extremely well. "It's a booming business for us," she says. 31st Street both rents and sells videos. Rental is their primary focus, but they sell a few titles and will special order videos for customers.

Initially they invested in about 20 titles. After five months into the rental program the proceeds from the rentals had paid for the initial inventory and they began to expand their library. 31st Street adds one to two titles each month, keeping their collection current. Like a good book inventory, a video library is always changing and expanding.

The mechanics of their membership program are as follows. They rent each tape for \$3/three nights. A lifetime membership costs only \$10 cash, or they'll take a credit card imprint. The display set-up is relatively simple. They keep the videos in a wall unit with each tape inside a cardboard display cover so customers can read the descriptive blurb on the back. When videos are rented the tapes are trans-



ferred into black plastic cases for members to take them home in. The empty cardboard covers go back on the shelf. The display technique makes it easy for the customer to shop without asking staff people a ton of questions: empty boxes are out, full boxes are in. Because the tapes are in plain view by the front

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#### **Odd Gals Out**

*New!*

Lesbian humor, Canadian style! Comics Sandra and Sharon spoof lesbian relationships, lesbian stereotypes, and lesbian hockey?! Funny skits (taped on stage and off) from the land up above. (1992, 45 min)

**Sugg Retail \$24.95**

**Your Cost: \$14.95**

#### **LesboVision**

*New!*

The lesbian comedy shorts of the zany Ingrid Wilhite are now available in one hysterical collection. Includes *It's a Lezzie Life*, *L'Ingenue*, and the new *Pet Names* from the "Monty Python" of lesbian comedy.

**Sugg Retail \$29.95**

(1992, approx. 60 min)

**Available in Aug 1**

**Your Cost: \$17.95**

### *Lesbian Lifestyle Videos Now at new lower prices!:*

#### **Making It Last**

With humor and honesty, several lesbian couples and two lesbian therapists discuss the joys and complexities of lesbian sexuality. Our fears, our presumptions, our joys. (Note: In deference to the filmmakers, we ask that you please rent or sell this tape to women only.) (45 min)

**Sugg Retail \$24.95**

**Your Cost: \$14.95**

#### **The Families We Choose**

Explores how lesbians have redefined "families" in a society that claims strong "family values," but often excludes ours. Offers loving portraits of four lesbian families that have been structured around lovers, children, co-workers and friends. (45 min)

**Sugg Retail \$24.95**

**Your Cost: \$14.95**

Send purchase orders to:

**Charis Video**

**PO Box 797, Brooklyn, NY 11231**

**or call:**

**718-855-4458**

**All orders COD**

desk, theft is a rare occurrence. A mail slot installation in the front door makes night returns easy.

It's essential that the customer realize her liability in case a tape is lost, damaged or stolen. 31st Street covers every concern by having customers to sign a "Video Rental Club Responsibility Statement."

They buy from a variety of distributors including Charis for lesbian films and Star Video (800-622-1055).

Charis Books & More in Atlanta created a video library because of customer requests. Charis provided the first comprehensive collection of lesbian and/or feminist videos in their area.

"Starting out wasn't that easy," says Linda Bryant. "It was hard to find videos that we could carry at a decent price." There are a lot of outlets where one could buy. The difficulty lay in not knowing where to find the more interesting titles. The "pop" titles could be found anywhere.

There's no one place to get information about women's video. Because women's video is a genre that is made up of many other ones, most book-



Moments: *The Making of Claire of the Moon*

sellers consult several sources for information and use several distributors to purchase tapes.

Charis has an extremely diverse clientele. Their different experiences, of course, reflect their tastes in books, music, and in video. According to Linda, younger lesbians want racier videos — and sometimes that pushes the limits of what Charis might carry. "It took us a while," Linda says, "to pick up *Coming to Power* and *On Our Backs*." Charis presently carries some soft erotica and erotica made by local women. The titles they carry tend to be as varied as their customer make-up. They rent Fat Lip Readers Theatre's video about body image, women and fat; Whoopie Goldberg's one woman show; *Portrait of May Sarton*; and *Strangers in Good Company*. The entire full-time staff (whose ages range from 18 up) participates in choosing the video titles.

Still, some customers ask why they rent "trashy" videos. Charis gets a few complaints after videos have been rented and returned. They also get a good amount of praise.

Charis' rental policy is not as stringent as the large video stores. They charge \$3.50 for a two night rental. Membership is \$10. They operate primarily on a trust basis and don't hound people to return tapes. But, tapes don't disappear much. Charis staff don't really keep a close eye on late returns; some do come back late, a few disappear for months before they're brought back.

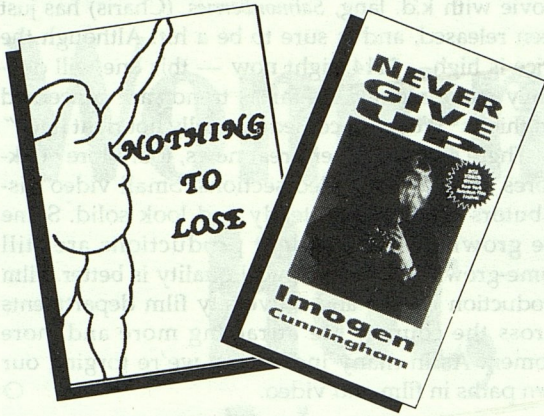
"We don't keep track of the financial side," says Linda. "We did it more as a customer service than to make money," but they've had some fun in the meantime and the service creates extra foot-traffic.

Both 31st Street and Charis Books believe that their sections work partly because of their uniqueness. Video chains usually only have one or two lesbian titles hidden somewhere among the rest. Renting lesbian videos helps foster loyalty. Feminist book readers would much rather rent videos from someone they feel a connection to.

## How to Hit the Ground Running: A Distributor's Point of View

Pat Stone, of Charis Video in Brooklyn, New York, helped 31st Street Bookstore set up their video section. She says that it's a big myth that there aren't many good quality feminist/lesbian videos on the





market. As both renter and distributor, she currently offers 222 titles: 36 really good lesbian films, thirteen lesbian erotica, three on women's sexuality, 34 with minor lesbian themes or characters, 18 documentaries on lesbians (and gays), 56 Hollywood-made women's films, 18 documentaries on women's issues, 19 comedy, some sports and performance, plus some new age titles and a few oddities. She stresses that there are even more out there — 20 to 30 titles that she'd like to carry but can't yet afford to, and lots of wonderful documentaries that are of interest to women. "I'm taking a film production class," says Pat, and "five out of seven students are women." So, we can expect to see women directing and producing more films like *Antonia & Jane* or *Strangers in Good Company* in the future.

### Market Research Ideas

"It's a good idea," Pat says, "to test and research your market" to see how videos will influence your store. You may want to do a customer survey. Customers would fill out a card before leaving the store that asks questions like, "If we had a feminist/lesbian video section, would you rent?" "What kinds of videos?" and "What titles?" Find out if there's genuine interest. If the response is generally positive, your foot's in the door.

A more expensive way of researching is to purchase ten or twenty popular titles and set up a trial video rental section. If you don't advertise the service, you'll get customer reaction and see if word of mouth brings people into the store. You can always sell the tapes used if renting doesn't work.

### Video Management

The second step Pat suggests is financial planning. She says it's a good idea to figure out exactly how much you can spend and where your break-even point will be. Be prepared to reinvest any income from the rentals into more tapes until you have a fairly substantial collection.

Keep track of how frequently each tape is renting. Sell the tapes that don't rent well; buy more of the ones that do. Choose carefully. There will be initial interest in well known titles, but customers will eventually become interested in lesser known titles (especially if they're good quality) after they have seen all of the popular stuff and/or as word-of-mouth about good but unknown films get around.

When choosing what tapes to start with, the first thing you may want to do is consult the "Top Rental" lists in this article. Other good sources are trade magazines, women's publications, release updates from industry distributors, catalog lists (*Lambda Rising News*, *Naiad*, etc.), and consumer magazines. Making assumptions about what videos

### Renting Videos at Brigit Books

We rent videos for \$2 a day — or two or three days — we're flexible. I just take their name and phone number and write them on a 3" by 5" card. I've only lost one video in four years. What I need is ten more videos exactly like *Desert Hearts*. Videos that are the most popular are the movies with lesbian content or the more serious videos like Sonia Johnson's *Going Farther Out of Our Minds* and *Living the Dream* (Wildfire Books, 505-384-2500) or the one on menstrual extraction, *No Going Back: A Pro-Choice Perspective* (Feminist Women's Health Center, 213-930-2512). When I first opened "Video Rental" it was a good traffic raiser. Over time I've made some money on it and feel it's a good service to the community. We also sell lesbian videos. Although we only stock a few of the more popular titles, we will special order anything! We don't sell lots of videos but *Desert Hearts* is the one we sell the most.

—Patty Callaghan  
Brigit Books, St. Petersburg FL

customers like may be a big mistake. What you love, they might not. What you hate, they might love. Testing one copy of a title will help determine customer interest. If it's hot, buy more copies. Variety and selection help, but so does having enough copies of your top renters. New titles are, of course, crucial to keeping your selection fresh. Old customers who have gone through your entire selection will want something new. But new customers will want to see old stuff, the classics.

### What's New?

*Claire of the Moon* will be out on video in December (Wolfe Video and Naiad). Also a new

movie with k.d. lang, *Salmonberries*, (Charis) has just been released, and is sure to be a hit. Although the price is high—\$114, right now—this one will definitely make money! As far as trends are concerned Pat thinks "Women's comedy is really hot right now!"

There's lots of other great news, too! More bookstores are starting video sections. Small video distributors are holding steady and look solid. Some are growing. Independent productions are still home-grown but the technical quality is better. Film production classes and university film departments across the country are attracting more and more women. As in many industries, we're forging our own paths in film and video. ○

## DISTRIBUTOR'S PICKS

### Charis Video

(718-855-4458)  
Brooklyn NY

#### Most Recommended List

(Videos not mentioned in either Top Rental List)

Lesbian content:

1. *Lesbo Vision*, coming in August
2. *Making It Last*
3. *The Changer*
4. *West Coast Crones*
5. *Olivia's 15th Anniversary*
6. *The Hunger*
7. *Theresa & Isabelle*
8. *I've Heard the Mermaids Singing*
9. *She Must Be Seeing Things*
10. *Before Stonewall*
11. *Entre Nous*
12. *Word is Out*
13. *Another Way*
14. *Children's Hour*
15. *Queen Christina*
16. *Lifetime Commitment*
17. *Families We Choose*

Other great videos:

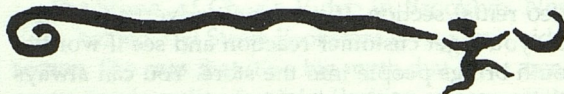
1. *Strangers in Good Company*
2. *Antonia & Jane*
3. *Selfloving*, Betty Dodson's sexuality seminar

### Wolfe Video

(408-268-6782)  
New Almaden CA

#### Most Recommended List

1. *Strangers in Good Company*, \$29.98
2. *Moments: The Making of Claire of the Moon*, \$29.98
3. *Out For Laughs*, 30 minutes, \$22.48
4. *Lifetime Commitment: The True Story of Sharon Kowalski and Karen Thompson*, \$29.98
5. *Coming Out is a Many Splendored Thing: Debbie Daliege's Comedy*, \$18.98
6. *A League of Their Own, The Documentary*, \$24.98
7. The Lily Tomlin Series: *Lily Tomlin Appearing Nightly*, *Lily For President?*, *The Search for Signs of Intelligent Life in the Universe*, *Lily Sold Out!*, *Ernestine: Peak Experiences*, \$112.50 for the set
8. *Gay Games III & Cultural Festival*, \$23.98
9. *Never Give Up: Imogen Cunningham—A Profile*, \$22.48
10. *Sonia Johnson: Going Farther Out of Our Minds*, \$29.98



# Women's Music: Hot, New & Necessary

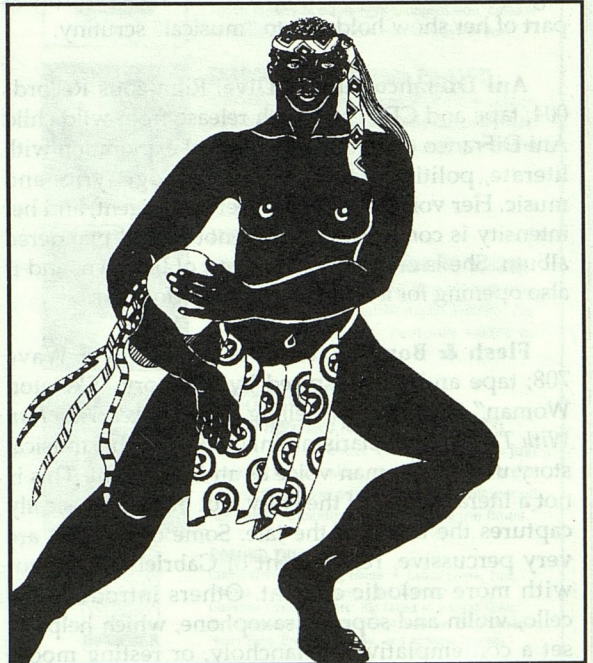
By Cathy Andrews

Trying to make sure you've kept up with the best of the new music releases? Choosing from the dozens of newer titles for this article resulted in one of those good news/bad news things: the good news is I can point out stuff that may have gotten ignored, the bad news is I can't include everything that deserves attention. Here are some suggestions for your music bins, listed alphabetically by artist.

**Margie Adam/Another Place;** Pleiades 2751; tape and CD. After a seven year "radical sabbatical," one of the best known names in women's music is back with a new release and an extensive tour. Her songs reflect a comfortable balance of politics, humor, and passion. She sings in a rich alto voice, and accompanies herself with lyrical piano arrangements. Even when she was off the road, her recordings continued to sell, and her **Best Of** release (on Olivia) was always in our top 20.

**Maire Brennan/Maire;** Atlantic 82421; tape and CD. As lead singer of the acclaimed Irish band Clannad, Maire (pronounced Moya) has mesmerized countless fans with her haunting, ethereal vocals. This is her first solo release. She wrote or co-wrote

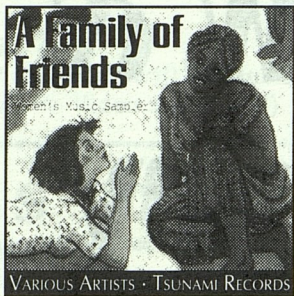
all but one of the album's songs; four of them feature lyrics sung in Gaelic. Maire's range and ability are displayed in songs covering a wide variety of



Sudie Rakusin in *Dreams and Shadows*

styles. Her vocal quality is much like her sister Enya's, although this album doesn't use the same studio-derived vocal layering techniques that creates Enya's sound. Maire's band, Clannad, is getting a lot of attention because their music is being used for a series of highly popular Volkswagen ads. They also have a brand new release on Banba.

**Lea Delaria/Bulldyke in a China Shop;** G-Spot 69; tape only. With appearances on the Arsenio Hall



show in April and May, public radio's "Fresh Air," and MC-ing at The March On Washington, Lea is hot. Her very out, very in-your-face comedy is drawing raves, and the jazz-tinged music she performs as part of her show holds up to "musical" scrutiny.

**Ani DiFranco/Puddle Dive;** Righteous Records 004; tape and CD. The fourth release from wild child Ani DiFranco continues her musical exploration with literate, political, feminist, cutting-edge lyrics and music. Her voice is at once sweet and urgent, and her intensity is compelling. This is not a mild mannered album. She is on an extensive tour of her own, and is also opening for a wide variety of performers.

**Flesh & Bone/Skeleton Woman;** Silver Wave 708; tape and CD. Inspired by the story "Skeleton Woman" from the best-selling book *Women Who Run With The Wolves* (Clarissa Pinkola Estés), this musical story uses the human voice as an instrument. This is not a literal telling of the story, but instead musically captures the mood of the tale. Some of the cuts are very percussive, reminiscent of Gabrielle Roth, but with more melodic content. Others introduce the cello, violin and soprano saxophone, which helps to set a contemplative, melancholy, or resting mood. Chris White has one of the most enjoyable soprano

voices in New Age music, and Peter Kater's keyboards are exquisite.

**The Flirtations/Out On The Road;** Flirt Records 1002; tape and CD. The Flirts are fun, outrageous, political — and they make great music, too. Their second release is a live recording, and it's a pretty great introduction to what makes this group so popular. Their a capella blend, dynamic stage show, and regular choice of tongue-in-cheek lyrics have made them among the most popular men's music performers.

**Kay Gardner & Nurudafina Pili Abena/One Spirit;** Ladyslipper 113; tape and CD. This release is a bit of a departure for Kay. Combining world flutes with exquisite and varied percussion from Nuru, this is more like a world music sampler. It's not meant for meditation. It is, however, highly enjoyable and a good choice for in-store play. It includes music from Africa, India, Brazil, and many other places.

**Tish Hinojosa/Culture Swing;** Rounder 3122; tape and CD. Tish Hinojosa (ee-no-HO-sah), singer-songwriter and activist, mixes politics, ballads, and love songs. Her country-oriented Tex-Mex flavor



adds fire and style to the recording. Songs include one about migrant workers and pesticides ("Something in the Rain"), love songs like "Corazon Viajero," and others that reflect the life and the musical traditions of her ancestors. She has recently appeared on Austin City Limits (PBS), and is touring extensively.

**Lynn Lavner/Butch Fatale;** Bent 32499; tape and CD. Recorded live while on tour in Dallas, the latest release from the queen of queer camp is a hilarious romp through life in the Gay 90s. She tackles relationships, family, that butch-femme thing, AIDS, and a wide variety of other topics.

**Loreena McKennitt/The Visit**, Parallel Dreams, To Drive the Cold Winter Away, Elemental; Warner and Quinlan Road; tape and CD. What a find! There are dedicated fans out there who have known about Loreena for a long time but until recently her music was unavailable in the US. The release of her newest album, **The Visit**, on Warner Brothers, changed all that. It has become one of Billboard's top New Age albums, and is getting play on folk, Celtic, and eclectic radio shows (mainly on public radio stations). Her music has been used for a variety of things, including *The Burning Times* (a film by Donna Reid), and an episode of "Northern Exposure." She is a skilled harpist, a great lyricist, and has a beautiful voice. Many of her songs include pagan imagery and clear connections to the bards of the 14th-16th centuries.

**MUSE/Coming Into Our Voice**; Muse 101; tape and CD. Well-crafted harmonies are a trademark of the Cincinnati Women's Choir which is in its tenth season. Conductor Catherine Roma has selected a varied collection of songs, many with strong political content, others that are simply beautiful. Many are familiar to women's music audiences, including "Perfect Night" (Holly Near) and "Wanderlust" (Connie Kaldor).

**Holly Near/Musical Highlights**; Redwood 9303; tape and CD. This is not just another Greatest Hits collection. Instead, Holly has woven some brand new songs into a compilation of her career bests. Part of what makes this album noteworthy is that Holly has been in especially fine voice the last few years. She has been working with accompanist John Bucchino for seven years, and that duration has enhanced the way her voice works with the piano and other instruments. Many of these songs are on my personal favorites list — I can enjoy the original way she sang them and I love hearing how she sings them now. It's given me twice as much to like.

**Queen Majeeda/Conscious**; Heartbeat 90; tape and CD. Dub poet Karlene Hamilton uses the name Queen Majeeda, which means Noble Queen. She is one of the very few women headliners in reggae. Her music joins the small group of artists (like Lillian Allen and Mutabaruka) who can be seen as the conscience of reggae music. She stands in sharp contrast to the male-privilege based content in much of reg-

gae music. Her lyrics cover equal rights and justice, apartheid, oppression, concern for the environment, taking responsibility for one's actions, and more.

**Happy Rhodes/Equipoise**; Aural Gratification 0019; tape and CD. With a voice that has been compared to Kate Bush and Annie Lennox, Happy Rhodes has a knack for bold, neo-apocalyptic visions. Her newest release is hard to categorize but compelling to listen to. Her vision and artistry have built her a large cult following and encouraged regular air-play on public and college radio stations. The cover art may be a little bizarre, but the music is solid.

**Second Opinion/Just A Bit Closer-Live**; Second Opinion 002; tape and CD. Harmony lovers, take

## WOMEN OF THE WORLD



### QUEEN MAJEEDA

#### **Conscious (Heartbeat HB 90)**

24 year old Jamaican dub poet Queen Majeeda explores a new ground of consciousness, focusing on issues of equal rights, oppression, cultural imperialism and environmental destruction.



### SHARON SHANNON (Philo PH 1153)

Irish accordion wizard Sharon Shannon is accompanied by Donal Lunny, the Waterboys and Adam Clayton of U2 on her highly acclaimed (and rockin') debut recording.



### JANE BUNNETT

#### **Spirits of Havana (Messidor MS 15825)**

Canadian saxophonist/flutist Jane Bunnett pays tribute to traditional Cuban music with her distinctly jazzy approach. Features vocals by Mercedesitas Valdes.



### TRACY NELSON

#### **In the Here and Now (Rounder 3123)**

Mother Earth founder Tracy Nelson has just released her bluesiest recording yet, paying tribute to the many artists who have influenced her career. Includes her own "Living the Blues."



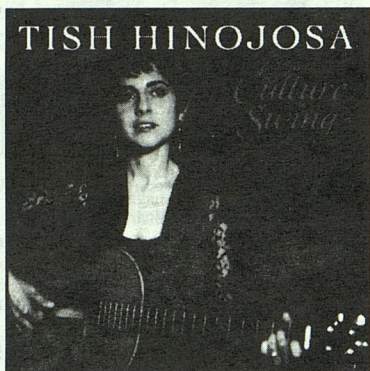
### COMING THIS FALL:

Cheryl Wheeler, *Driving Home* • Laurie Lewis, *True Stories* • Kristina Olsen, *Love, Kristina* • Christine Lavin presents: *Big Times in a Small Town: The Vineyard Tapes* (with Cheryl Wheeler, Patty Larkin, Hilary Field, Barbara Kessler, and Jonatha Brooke)

These recordings are available from Ladyslipper and Goldenrod/Horizon.

note: this is a recording that will go a long way toward selling itself if it gets regular in-store play. Betsy Clinton, Pat Madden-Roth, and Sally Potter take three distinct styles and combine them in one lush sound. Recorded live at a hometown show, they trade off lead and harmony parts on songs ranging from the political commentary of "The Ballad of Anita Hill" to the humor of "Put Another Log On The Fire" to the sweet sentiment of "Inner Dancer."

**Mercedes Sosa—6 titles**, on Tropical Records; tape and CD. Mercedes Sosa is one of the best known Latin American *Nuevo Cancion* (New Song) singers. She is well loved, especially in her native Argentina, although her music has been regularly



banned by assorted dictators and military juntas. There has always been a steady demand for her music, but little has been reliably available in the US. Her releases on American labels have all gone out of print — a shame, because the US always had more demand than it could fill. Now, six of her titles are available as imports — that makes them a little expensive, but based on our sales, I'd say her fans don't mind a bit.

**Various/A Family of Friends**; Tsunami 1003; tape and CD. Jamie Anderson kicked the idea around for awhile, and was finally able to put together a sampler that includes both familiar and new voices (Jamie Anderson, Laura Berkson, Mimi Baczewska, Diane Linsay, Pam Hall, OneSpirit, Sue Fink, June & Jean Millington, Leah Zicari, Alix Dobkin, Venus Envy, and Yer Girlfriend). A portion of the proceeds will go to fight the Family Values Coalition.

**The Women's Philharmonic/Music of Clara Schumann, Fanny Mendelssohn, Lili Boulanger, and Germaine Tailleferre**; Koch International Classics 7169; CD only. The San Francisco Women's Philharmonic is the only professional orchestra made up entirely of women with a focus on women composers, conductors, and performers. This award winning orchestra is lead by internationally known conductor Jo Ann Falletta. Their anthologies of works by women composers were funded by a National Endowment for the Arts grant. This second recording features a collection of some of the finest works by 19th and early 20th century women composers and is a good addition to a very short list of classical music by women.

**Zap Mama/Adventures in Afropea**; Luaka Bop 45183; tape and CD. This group sounds like a combination of Sweet Honey in the Rock and Ladysmith Black Mambazo, with a little European and Middle Eastern influence added to the mix. Their a capella sound uses musical influences that sound very African at one moment, and very American at others. They're opening for 10,000 Maniacs, were recently on Arsenio Hall, have been interviewed on "All Things Considered," and are getting rave reviews in an assortment of publications.

### What's coming up that looks exciting?

A greatest hits release from **Bette Midler**, called **The Divine Collection**; a duo album from **Chris Williamson and Tret Fure**, and if the excitement generated at their spring concerts is any indication, this could be a real hit; a collaborative effort from **June & Jean Millington**, **Ticket to Wonderful**; **Walk the Dog** from **Laura Nyro**; **San Francisco Gay Men's Chorus**, **Everyone Sang**; **Jane Siberry**, **When I Was a Boy**, with contributions from **kd lang**; **Cheryl Wheeler**, **Driving Home**; **Janis Ian's** new release **Breaking Silence** is making news all over, (including a spot on "Entertainment Tonight" and "The Tonight Show"), because she is literally breaking the silence by coming out as a lesbian. ○



## Bookstore Faves, Raves ...

*Continued from page 12*

Universal Spada, 242 West 30th St., 14th Fl, New York NY 10001; American Postcard Co., 285 Lafayette St., New York NY 10012, 800-832-2888, for the Clinton/Gore T-shirts.

—Brett

*People Like Us Books, Chicago IL*

We've really enjoyed selling **traditional beadwork by the Huichol of Mexico**. The Huichol Indians are an indigenous pre-Columbian tribe who have lived peacefully for over a thousand years in the Sierra Madre mountains of Central Mexico. Purchase of the art helps support the Huichol Center for Cultural Survival and serves as an alternative to government-sponsored tobacco fieldwork which threatens the health and spiritual practices of the tribe. Our contact is Dominica at Many Paths, PO Box 358, Moss Beach CA 94038.

—Patrice Wynne  
*GAIA Bookstore*

We do very well with all the **Safe Sex is Hot Sex** merchandise. The posters come direct from the Red, Hot & Blue campaign (contact Anneliese Estrada at 212-229-1932 or 212-727-3100); the

t-shirts are from Propaganda, 1243 W. Belmont, Chicago, IL 60657, 312-549-6736; the postcards are from Fotofolio, 536 Broadway, New York NY 10012, 212-226-0923.

We sell a lot of buttons from **Ephemera** — the small size is popular — and so are the rude, politically incorrect messages (i.e., "I am Woman, Don't Give Me Shit" and "You Probably Think A Clitoris Is a Dinosaur"). However, the price is high at \$.62 wholesale and I don't think it's a woman-owned company. Contact them at Ephemera, Inc., PO Box 490, Phoenix OR 97535, 800-537-7226 or fax 503-535-5016.

We actually have fewer sidelines than many gay/lesbian or feminist stores, partly because of space and layout constraints. When we finally find a new, larger site for the store we plan to go crazy with queer souvenirs (and, yes, more books!) For example, we don't sell any jewelry and our music sales have never been very high. We do, however, have a wonderful video rental library which includes classics like *Meadchen in Uniform*, Barbara Hammer's shorts collections, *Desert Hearts*, etc. Video sales (including men's titles) account for over 20% of our mail order sales.

—Roz Parr  
*A Different Light, New York NY* ○

# SUBSCRIBE!

Check all the boxes you can and mail to FBN,  
PO Box 882554, San Francisco, CA 94188

Name \_\_\_\_\_

Business Name \_\_\_\_\_

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City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

One Year - \$65. Check enclosed.

One Year - \$70. Bill us.

+ \$9 for Canadian postage.

+ \$19 for other international postage.

1/2 year - \$33.

Sample copy - \$6.

### I am/We are:

- Reader/Bibliophile  
 Women's Studies Teacher  
 Librarian  
 Writer  
 Bookseller  
 Publisher  
 Periodical  
 Craftswoman  
 Other \_\_\_\_\_

### Bookstores, Publishers and Periodicals — *Is your focus primarily:*

- Feminist  
 Lesbian  
 Lesbian & Gay  
 Gay  
 Alternative/political  
 General independent

- Owned and operated by women  
 Co-owned and run by women and men  
 Owned and operated by men

### Bookstores — *We also stock:*

- Lesbian books  
 Feminist non-fiction  
 Gay men's titles  
 General interest  
 Leftist/political  
 New age/metaphysical  
 Children  
 Other \_\_\_\_\_

- Back issues available — \$6 each or \$30/year. Check enclosed.

# In Praise of the Muse

## 1994 Women Artists Datebook

Edited by Jan Phillips

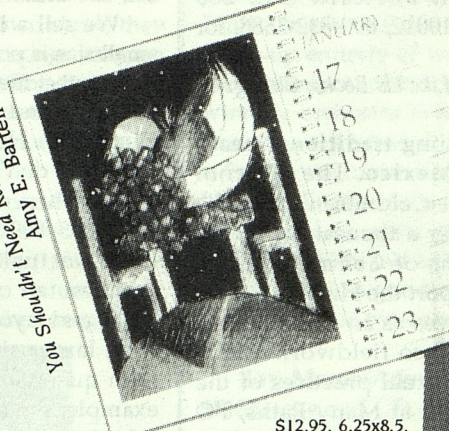
**Artists & Poets:**

- Amy E. Bartell • Karen Kerney • Jane Evershed • Ellen Elmes • Hulda Halldorsdottir • Marion Honors • Betty LaDuke • Jan Phillips • Jackie Warren-Moore • Karen Elias • Sudie Rakusin • Elly Simmons • Sara Steele.

*It is a tragedy that women's art has been denied, destroyed and discouraged over the centuries of patriarchal rule. We have denied ourselves the great beauty and powerful vision of thousands of artists who had wisdom to share...The artists in this book share a common vision — a dream of a world where all life is honored — and their work, in its compassion and conviction, brings us one step closer to the day that will be.*

--Jan Phillips, from introduction

Wholesale discounts for calendar & datebook (per title):  
6-24 copies @ 40% off; 25+ copies at 45% off!



Amy E. Bartell Read Radeschewski

\$12.95, 6.25x8.5.

Creation, the cover artwork, is also available as a blank 4x6 notecard and a 4x6 greeted holiday card.



Creation/Hulda Halldorsdottir

**INCLUDES WOMEN'S HISTORY ANNOTATIONS!**

26 images — 16 in full color; 6.25x8.5; lunar cycles; women's history annotations; holidays for many faiths; poetry; menstrual calendar; spiral bound. ISBN 0-935155-13-9. \$12.95.

*"All the right causes beautifully presented!"*

--Richard Labone,  
A Different Light, San Francisco, CA

## Carry it on

### 1994 Peace Calendar

The 1994 Peace Calendar overflows with the unique combination of exciting artwork, powerful poetry and inspiring people's history dates that has made it a best-seller in feminist bookstores. Includes artwork by Bonnie Acker, Jan Phillips, Jane Evershed, Karen Kerney, Elly Simmons and more! Celebrates African American history, women's power, gay pride, native culture, and spirituality.

Full color; 14x11; lunar cycles; people's history dates; religious holidays for many faiths.  
ISBN 0-935155-14-7. \$11.95.

Community/Bonnie Acker



\$11.95, full color, 14x11.

Community, the cover artwork, is also available as a blank 4x6 notecard.

Also: Solstice, Chanukah, Holiday, Kwanzaa cards. Rainbow flags, 150 posters, buttons. Send for our free catalog.

All SCW published products use recycled paper with 10% postconsumer content.



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# 1994 Calendar Compendium

By Sandi Torkildson  
A Room of One's Own/Madison

The following is a partial list of all the calendars to be published for 1994 that are of interest to feminist bookstores. Many of the small, one-calendar publishers will get their information out after the writing of this article (May 1993). As a result, I often rely on Bookpeople and Inland's fall calendar catalogs for new calendars and one-calendar publishers.

Many publishers offer both returnable and non-returnable discounts that vary according to the total number of calendars you order. It's a good idea to get a catalog before ordering any one calendar from a publisher to see how many you'll need to reach the highest discount. I always try to order non-returnable since you get a better discount that way. The non-returnable discount ranges between 45% and 55%.

Periodically, I will use the following abbreviations in this listing: "w" for wall; "e" for engagement; "p" for pocket; "ret" for returnable; "nret" for non-returnable, and "min" for the minimum order quantity.

I will include ISBNs when I have them. I only included addresses for those non-book publishers that you may not already have on file.

AMCAL always does the *Cats of Lesley Anne Ivory*, \$11.95, wall, 0-911855-41-6. There is also an engagement format of this calendar for \$12.50.



Sistah by Laura Irene Wayne in *In Praise of the Muse*

In 1994 *Everywoman's Almanac* tackles the tension between the lives of women in Canada and the interests of the state. From across the country, powerful voices of women activists and artists describe their challenges to the forces of exclusion, silence and oppression. The almanac features women like Mary Pitawanakwat and the West Coast Domestic Workers who have — in the name of justice and dignity —



withstood tremendous government pressure, as well as artists and musicians like Faith Nolan, Alanis Obomsawin and Winsom who use their talents to document injustice, celebrate cultural communities and enhance all our lives.

224 pages sewn bound \$10.95 0-88961-178-5  
224 pages spiral \$11.95 0-88961-179-3



AVAILABLE AUGUST 1994

517 College Street, Suite 233  
Toronto, Ontario  
CANADA M6G 4A2  
(416) 921-2425  
Fax: (416) 921-4428

Discount is 50% and non-returnable. AMCAL, 2500 Bisso Lane, Bldg. 500, Concord CA, 94520, 800-824-5879.

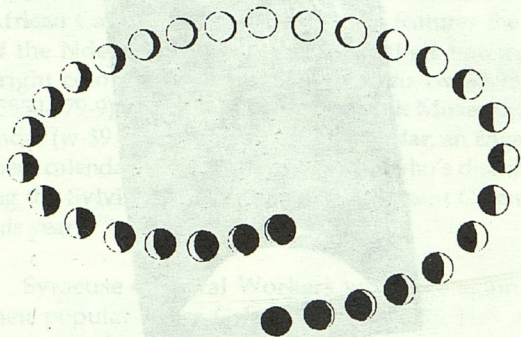
The American Library Association does a calendar featuring illustrations from Caldecott Award winning books that includes a page of stickers for children to keep a record of the books they read. The **1994 Caldecott Calendar** sells for \$9.95, wall, terms 50% nret, 45% ret, with a minimum order of 10 copies (0-8389-7657-3). Order from ALA Graphics, American Library Association, 50 E. Huron St., Chicago IL, 60611, (800) 545-2433.

Andrews & McMeel will be doing the **Georgia O'Keeffe One Hundred Flowers 1994** wall and engagement calendars based on the Random book with the same title. Last year these were published by Macmillan. The wall calendar is \$12.95, 0-8362-7507-1; engagement, \$16.95, 0-8362-7506-3. Write for terms or check the ABA Handbook. The **1994 WOMEN'S AGENDA** pocket calendar includes quotations and statistics by and about women. The price is \$12.95 from Calendar Girls, PO Box 1225, New York NY, 10159; terms 50% discount, nret, min. order 12 copies.

Cedco Publishing will be doing the **Sara Steele Watercolors** wall and engagement calendars. These have always been big sellers at our store. w-11.95, 1-55912-466-0; e-13.95, 1-55912-500-4, terms 55% nret, 50% ret, Cedco Publishing Co. 2955 Kerner Blvd., San Rafael CA, 94901, 800-227-6162. They also do a **Women Artists** engagement datebook with the work of 36 contemporary artists (\$9.95, 1-55912-503-9). And, they do a wall format of the **Women Artists** calendar.

Chronicle Books will do the **Frida Kahlo** calendar again. This year's calendar offers an entirely different collection of images from last year's; w-\$12.95, 0-8118-0400-3. They also offer a nice dance photo calendar, **Breaking Bounds**, by Lois Greenfield (w-\$9.95, 0-8118-0394-5) and **Native American Spirit** (w-\$9.95, 0-8118-0441-0) based on the book they published last year with the same title showing the crafts of Native American people. Terms 50% ret, 55% nret, with a min. order of 12 calendars, 6 copies of one design.

Crossing Press will do both a wall and engagement format of the ever popular **Celebrating Women's Spirituality** calendar (w-\$10.95, 0-89486-909-4; e-\$11.95, 0-89594-616-5). They are also doing



another **Women's Glib Cartoon** calendar based on Roz Warren's collection of the same title (e-9.95, 0-89594-617-3). Terms are 1-11 copies 45% ret, 12 or more 50% ret.

Firebrand Books will be doing the 1994 **Dykes to Watch Out For** calendar featuring Alison Bechdel's cartoons. This is always a best seller at our store. This wall calendar costs \$10.95, and is available at 40% ret and 50% nret from InBook distributors.

Women's Press in Canada will publish its **Everywoman's Almanac** for the 20th consecutive year. **The 1994 Everywoman's Almanac** (\$10.95 sewn bound, 0-88961-178-5; \$11.95 spiral, 0-88961-179-3) features courageous women like Mary Pitawanakwat and the West Coast Domestic Workers who have with dignity withstood tremendous governmental pressure and oppression. Although another calendar, **Everywoman 1994 Diary** (\$8.50, 0-71473-252-4) has a similar name, it's difficult to confused the two because they're so different. Britain's *Everywoman* magazine offers hilarious look at the women's movement in Britain today. The diary features cartoons from Cath Tate Cards. Both calendars are available Inland.

Golden Turtle Press will publish a wall calendar called **Celebration of Women Artists** (\$10.95) with art work by women artists and another wall calendar entitled **Contemporary Quilts** (\$10.95). Their

**Remarkable Women** calendar features photos of famous women with a short biography of each woman (w-\$10.95). Check out their other calendars too — they publish some nice nature calendars. Their minimum order is 24 calendars, 3 per title; 24 to 48 gets you 50%; 49 or more earn 55% nret. Golden Turtle Press, 3065 Richmond Pkwy., Suite 112, Richmond CA, 94806.

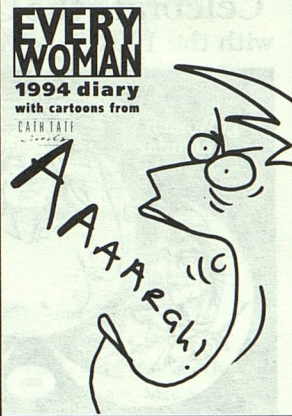
**The Return of the Goddess** engagement includes multicultural images by both contemporary and ancient artists with quotations. This was a surprise seller for us last year and we had to reorder from Inland twice even at its \$17.95 price tag. Terms are 40% ret, 50% nret. I don't know if there is a minimum order from Hands of the Goddess Press, 19 Kettle Hill Rd., RFD 3, Amherst MA, 01002 or from Inland.

Hazelden has a **Celebrate Women: Wisdom and Imagery Engagement** calendar that includes quotes from their meditation books for \$11.95 (0-89594-616-5). They also offer a page-a-day calendar by Melody Beattie called **Gratitude: Affirming the Good**

The **NEW** diary from Britain's **EVERYWOMAN** magazine, packed with hilarious cartoons from **Cath Tate Cards** plus the essential guide to the women's movement in Britain today.

Handy pocket-sized, with a vivid full-color cover, plenty of space for appointments and notes, and a menstrual calendar, the **EVERYWOMAN 1994 DIARY** is excellent value at \$8.50. Order it today for something completely different this Solstice.

Available on the usual trade terms from:  
Inland Book Company, PO Box 120261, 140 Commerce St. East Haven, CT 06512, Tel: (203) 467-4257 Fax: (203) 469-7697. ISBN 0-71473-252-4



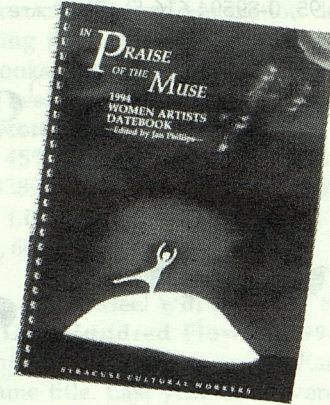
**Things** (\$9.95, 0-89486-921-3). Write to Hazelden, PO Box 176, Center City MN, 55012 for terms. These are also available from B&T and Ingram.

Landmark usually does very "commercial" calendars, but they will publish a **Georgia O'Keeffe** wall calendar for \$10.99 and another by the artist Kiki entitled **Many Strong and Beautiful Women** (w-\$10.99). Kiki cards sell very well in our store and her strong women images, done in a folk art style, will make this a good seller. You've probably seen her Book Woman T-shirt, too! Landmark also does a page-a-day calendar called **Women's Greatest Quotes** for \$8.99 (0-7819-0459-5). Landmark Calendars, 51 Digital Dr., Novato CA, 94948, (415) 883-1600. Write for terms since they are confusing.

Luna Press will publish the 1994 edition of the **Lunar Calendar: Dedicated to the Goddess in Her Many Guises** for \$14.95, wall. Minimum order is 10 for 40% ret, and 50% nret. Luna Press, PO Box 511, Kenmore Station, Boston, MA, 02215.

Pomegranate Publications offers one of the best selection of calendars. If you do not have a catalog

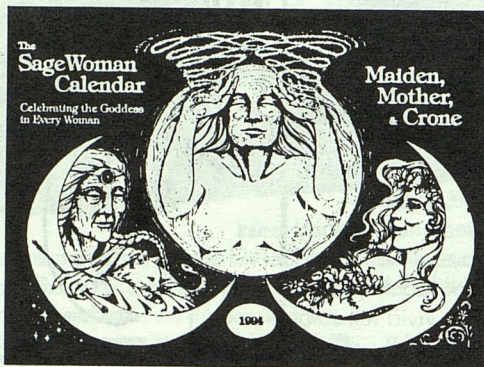
make sure to get one, since I will list only a few of their calendars here. Their **Women Who Dare** calendar was hard to keep in stock last year (w-\$10.95, 1-



56640-328-6). This year they have also added a **Women Who Dare** engagement calendar (\$11.95, 1-56640-253-0). The very large (17" X 20") calendar called **Goddesses: Paintings of Susan Seddon Boulet** (w-\$17.95, 1-56640-291-3) and Boulet's smaller one entitled **Shaman: Paintings** (w-\$10.95, 1-56640393-6) offer spiritual archetypes and glimpses of the ethereal world. The **Children's Defense Fund** wall calendar has photos of children from around the world and offers facts and figures about the problems children face (w-\$10.95, 1-56640-333-2). **Mother & Child** features the art of Durga Bernhard, a painter and illustrator of six children's books. Her art reflects her deep love of the rhythm and dance of traditional Africa. (w-\$10.95, 1-56640-337-5). Pomegranate also has calendars featuring the works of Betty LaDuke, Meinrad Craighead, Patricia Wyatt and Georgia O'Keeffe. Other calendars exhibit a collection of art by Aboriginal women and the work of contemporary women painters. They have a 60 copy minimum order for a 50% nret discount or 40% discount if you want them returnable. They also offer a 24 copy minimum for specialty stores at 45% nret — Pomegranate Publications, PO Box 808022, Petaluma, CA 94975, (800) 227-1428.

Random House will do a calendar entitled **Mother Earth: Through the Eyes of Women Photographers 1994** with photos from the book with the same title. (w-\$12.95, 0-679-74574-2). Call 800-733-3000 for terms.

## Celebrate the Goddess — with the 1994 SageWoman Calendar.



Beautiful, all-original artwork from Sudie Rakusin, Wahaba Heartsun, Joanne Powell Colbert and Anne Elizabeth Thierman. Dozens of Goddess holidays, poetry, meditations, and much more!

12 1/2" x 17 1/2"  
ISBN 0-9630360-3-3

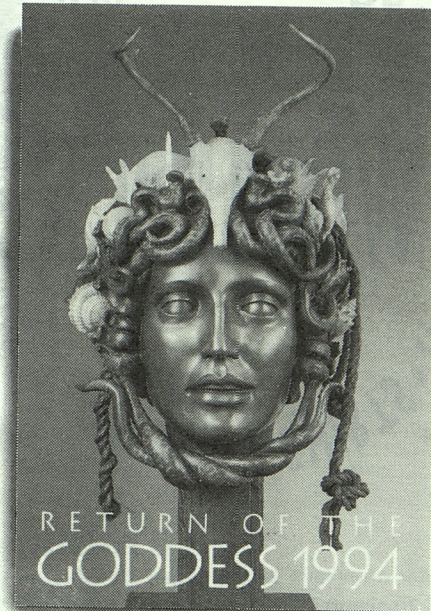
Only \$7.95

Running Press does the **Woman's Day-By-Day** engagement calendar with quotes by and for women (\$12.95, 1-56138-934-X). Terms are 50% ret and 55% nret.

St. Martin's calendars of interest include the **African Canvas** wall calendar which features the art of the Ndebele women who paint their houses in bright colors with wonderful designs (w-\$9.95, 1-55550-379-9), the **Folk Art at the Jewish Museum** calendar (w-\$9.95), and the **Jewish Calendar**, an engagement calendar for \$9.95. I don't know who's distributing the **Sylvia Book of Days Appointment Calendar** this year.

Syracuse Cultural Workers will once again do their popular **Peace Calendar** (w-\$11.95). This year they will also publish **In Praise of the Muse: 1994 Women Artists Datebook** edited by Jan Phillips which will feature women's art, poetry, and vital, but often overlooked information about women artists, \$12.95. Both calendars are available at the pre-pub discount rate of 55% for 14-49, 58% for 50 or over if paid before 7/31/93. Write to Syracuse Cultural Workers, P.O. Box 6367, Syracuse NY, 13217 for additional terms.

Workman will do the **Medieval Woman Illuminated** wall calendar again (\$9.95, 1-56305-379-9) which celebrates the lives and art of women from the 14th to 16th centuries in Europe. The humorous calendar **All I Need To Know I Learned From My Cat** (w-\$7.95, 1-56305-364-0) offers advice based on the bestselling book. **365 Meditations for Women Who Do Too Much** (\$7.95, 1-56305-395-0) is a page-a-day format based on Anne Wilson Schaefer's meditation book. The **365 Women-a-Year** calendar celebrates each day with a photo, historical fact and bio on many women from Mother Jones to Hillary Rodham Clinton (\$7.95, 1-56305-397-7). Workman also distributes the Stewart Tabori & Chang calendar line. They publish the Brian Lanker **I Dream a World: Portraits of Black Women Who Changed America** calendar (\$10.95, 1-55670-321-X). For returnable terms order 10-24 for 40%, 25-499 for 45%, or 50% for nonreturnable.



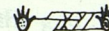
**Return of the Goddess 1994**  
an engagement calendar...  
a diary...  
a dream journal...  
a new standard in creativity & quality

*"This beautifully realized calendar reminds us of the 'goddess' in all women."*

Judy Chicago

Contributors include:

Clarissa Pinkola Estes, Lucille Clifton,  
Robin Morgan, Audrey Flack, Mary Beth Edelson,  
Imogen Cunningham, Irene Young, May Sarton,  
Z Budapest, Mayumi Oda, Gloria Orenstein, Sappho



**HANDS of the GODDESS PRESS**

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ISBN 0-9631468-1-5 \$17.95 5"x7" 190 pages  
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**Peoples' Pins.** Handcrafted, kiln fired, enamel on copper pins and earrings. Pink triangles. Slogans and symbols to help us face the 90's. Made by hand, designed to last until we don't have to struggle against racism, sexism and homophobia anymore....Write us on store stationery for a free sample of our work. Peoples' Pins, 1916 Pike Place #12-554, Seattle, WA 98101. 206-347-3729. See ad page 38.

**Ephemera** provides an economical and concise way for women to express their feelings on issues important to them. And, they have the most outrageously funny slogans on the market! Something to amuse and/or offend everyone! They produce buttons and magnets. There's a Money-Back Guarantee on your initial order and a liberal exchange policy thereafter. Call or write for their free illustrated catalog. Ephemera, PO Box 490, Phoenix, OR 97535. 800-537-7226; 503-535-4195. See ad page 10.

## Calendars

Help children, parents and everyone who cares about kids find the best books. **American Library Association's Caldecott Calendar** (\$9.95) features illustrations from award-winning picture books. Includes complete list of Caldecott Medal and Honor Books since 1938! Call 1-800-545-2433, press 8, for terms or see ad page 39.

**The Crossing Press** publishes the popular *Women's Spirituality Engagement Calendar* which is more striking than ever with full lunar information added this year. A new *Women's Spirituality Wall Calendar* features beautiful paintings by women visionary artists. Also, prepare to laugh all year with the new *Women's Glib Cartoon Engagement Calendar*. Crossing Press, PO Box 1048, Freedom, CA 95019. 408-722-0711 or Fax 408-722-2749. See ad page 40.

**Return of the Goddess 1994.** An engagement calendar that honors the goddess within all women, includes multicultural images by contemporary and ancient artists, and quotations from Sappho to Clarissa Pinkola Estés. Sun and moon ingresses. Recycled paper. Spiral-bound hardback. \$17.95 + \$2.00 postage and handling: Hands of the Goddess Press, 19 Kettle Hill Road, RFD 3 Amherst, MA

# Peoples' Pins

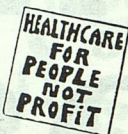
pins for people since 1969

*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.

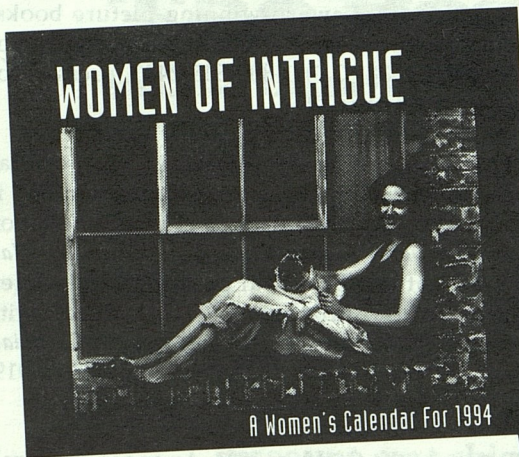
Peoples' Pins  
1916 Pike Place #12-554, Seattle, WA 98101  
Telephone: (206) 347-3729



01002. Available through Bookpeople, Inland, Small Changes, Moving Books, Baker & Taylor. See ad page 35.

Celebrating the Goddess in every woman, the **1994 Sage Woman Calendar** features dozens of Goddess holidays, poetry, meditations and more. This year's theme is maiden, mother and crone, and focuses on the cycles of the seasons, as well as the cycles of women's lives. Retail \$7.95, color cover, 12 1/2" x 17 1/2. PO Box 641, Point Arena, CA 95468. 707-882-2052. See ad page 34.

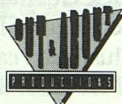
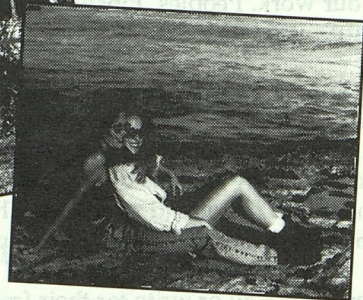
**We'Moon '94 is more than an appointment book**, astrological moon calendar, spiritual guide, and multicultural handbook in natural rhythm. It's a way of life: a creation of our living international womyn's culture, interweaving art and writing from a whole-Earth, womyn-loving, lunar perspective through the 13 Moons of the year. Special Thirteenth Anniversary Edition. Edited by Musawa. Published by Mother Tongue Ink. 37010 Southeast Snuffin Rd., Estacado, OR 97023. 503-630-7848. See ad page 39.



A Women's Calendar For 1994

*Women of Intrigue* is a beautifully photographed, high-quality calendar for 1994, 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. 10" x 12". \$11.95. By Out & About Productions.

# Ooh La La.



Order: Inland or Bookpeople

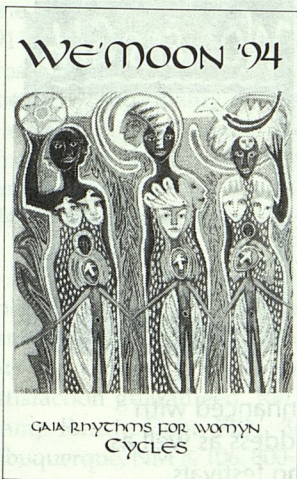


**Women of Intrigue** is a beautifully photographed, high-quality calendar for 1994, capturing the diversity and uniqueness of today's lesbian. Flip through twelve months of naturally-lit, black and white photographs of captivating women printed on high-quality, gloss-coated paper (10" x 12") \$11.95. Produced by Out & About Productions. Available through Bookpeople and Inland Book Company.

**Women's Press, Canada's oldest and largest feminist publishing house** has been publishing the *Everywoman's Almanac* for close to twenty years. In 1994 *Everywoman's Almanac* tackles the tension between the lives of women in Canada and the interests of the state. The full-colour cover features the artwork of Toronto artist, Winsom. A free counter-pack is available with orders of 12 or more almanacs. Women's Press, 517 College St. #233, Toronto ONT. M6C 4A2. Distributors: University of Toronto Press, Bookpeople, Inland Book Company and Turnaround. See ad page 32.



## ♀ loving We'Moon



Celebrate the Cycles with We'Moon '94: a multicultural, astrological moon calendar and appointment book interwoven with art and writings through the 13 Moons.

5 1/4" x 8", 216 pages, recycled paper. \$13. ISBN: 0-9510661-53.



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## Cards

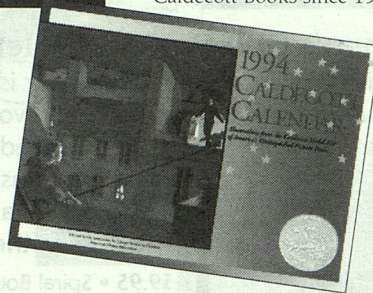
**Jane Evershed Card Collection.** All products printed on recycled paper. Journals, notecards, prints, gift boxes, bookmarks, deck of 30 3 1/2" x 5" cards and gift bags. To order, call 612-377- 6355 and ask for Jane or Jackie or fax 612-377-0417. Write for a catalog. PO Box 8874, Minneapolis, MN 55408. See ad page 12.

**Humerus Cartoons** celebrates our eighth year of bringing you searingly funny social commentary, animal cartoons, and shameless puns. Our postcards fly out the door 'cause they're not afraid of speaking the truth. Please write for our absolutely free catalog of over 100 hilarious postcards. Humerus Cartoons,

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A reading incentive for children, an invaluable resource for parents and teachers. And a beautiful art calendar, too!

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12" x 9" spiral bound wall calendar

List: \$9.95

ISBN: 0-8389-7556-5

Terms: 50% nonreturnable

45% returnable before 3/15 in resalable condition

Minimum order 10 copies

Call 1-800-545-2433, press 8, to order. Ask for our FREE 32-page full-color catalog of other reading promotion materials—posters, bookmarks, recommended reading lists and more!



# The Crossing Press • 1994 Calendars

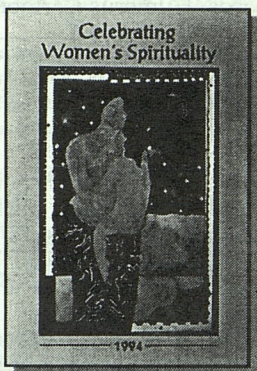
1-800-777-1048

**NEW!**

## Celebrating Women's Spirituality Wall Calendar

Inspired by our award-winning engagement calendar this beautiful wall calendar features glorious full-color paintings by women visionary artists including work by Mayumi Oda, Anna Price-Oneglia and Anne Marie Arnold. Includes full lunar and astrological information.

\$11.95 • ISBN 0-89594-618-1 • 12 X 13½



## Celebrating Women's Spirituality Engagement Calendar

*Silver Award Winner, World Calendar Awards*

This unique and functional engagement calendar includes many full-page, full-color paintings and numerous black and white drawings accompanied by affirmations, meditations and rituals. Includes full lunar and astrological information.

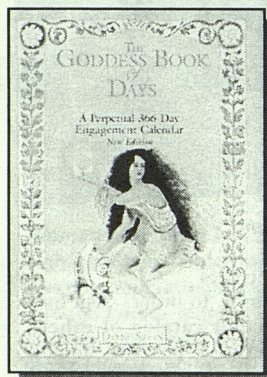
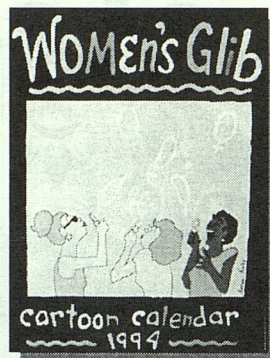
Our most popular calendar!

\$12.95 • Spiral Bound • ISBN 0-89594-616-5 • 6 X 9

## Women's Glib Cartoon Calendar

This hilarious engagement calendar is filled with cartoons and quotes by your favorite funny women. Plenty of space for appointments and notes. Guaranteed to keep you laughing all year! Cartoons by Marian Henley, Roz Chast, Barbara Brandon, Jan Eliot and many others.

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## The Goddess Book of Days By Diane Stein

A perpetual 366-Day engagement calendar enhanced with exquisite black and 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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PO Box 6614, Evanston, IL 60204-6614. 312-761-0104 or fax 312-761-9047. See ad page 8.

**Leeds Postcards:** the most striking feminist and political cards in the world! Top sellers for women's shops include: Lesbian Mothers Are Everywhere, Women's Liberation Because, Never Give Up, and Three Wise Women notecards. Leeds now also has T-shirts. Tel. 011-44-532-468649 or Fax 011-44-532-436730 for full Leeds catalogue. Available in the US from VisionWorks, PO Box 92, Greenfield, MA 01302. 800-933-7326. See ad page 41.

**Left Hand Stuff** has strong, empowering cards dealing with incest and abuse issues. These are not sweet, prosaic greetings but realistic, gut-reaction cards for survivors/therapists/adult children. Line drawings on neutral, recycled paper. Set of eight each, \$10.00. PO Box 1689, Kenai, Alaska 99611. See our ad page 42.

**The Pioneer Cowgirl Series**, published by Polly Helm, features captivating archival images of women competing in rodeo (c. 1910-1930), combined with corresponding histories printed on the back of each blank card. Two nine-card series have been published so far. The images: 5x7, full-bleed, black/brown duotone, suitable for framing. Also, 40"(L) x 13"(H) duotone lithograph entitled "Cowgirls At The Round-Up 1911." Helm has chosen an effective format for the presentation of an important era of women's history. The rarity and quality of these extraordinary images makes them a collectable national treasure. Call or write for a brochure and price list: Polly Helm, Sterling Press, PO Box 30142, Eugene, OR 97403. 503-484-9194. See ad page 6.

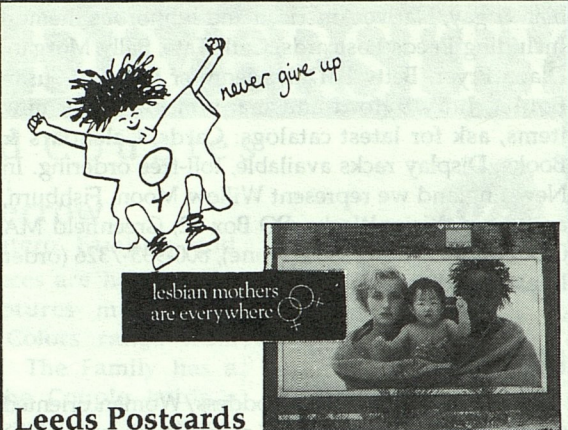
**Rubber Stamp Ranch** designs & manufactures unique, collectable rubber art stamps. Retail \$4-7. Feminist slogans, 12-step program, holiday themes, lots of animals, Southwest designs & more! Satisfaction guaranteed. Ret/whsle catalog: Rubber Stamp Ranch, Dept. FBN, 3400 Anderson Ave. SE, Albuquerque,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

**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 handling.

**Sabbats Series Notecards.** Eight color notecards of latest paintings by Sudie Rakusin depicting solstices, equinoxes, cross quarter days. \$14.00 + \$1.50 postage/handling. Bookstore discounts available. The journal is distributed by NewLeaf, Ladyslipper, and Inland. The notecards are distributed by Ladyslipper. Or order from Sudie Rakusin, 3315 Arthur Minnis Rd. Hillsborough, NC 27278. See ad page 11.

**Syracuse Cultural Workers.** Notecards; Solstice, Chanukah, Kwanzaa, Christmas cards; posters; *The Peace Calendar*; and the *Women Artists Datebook*. New holiday cards by Bonnie Acker. New notecards by Silk Oak. T-shirts, tanks and nightshirts. Posters include How to Be a Fabulous Feminist, If You Believe In Women, 50 Ways to Save Your Right to Choose and many others. Products on lesbian rights, reproductive freedom, peace and justice. Catalog. SCW, Box 6367, Syracuse, NY 13217. 315-474-1132. See ad page 30.

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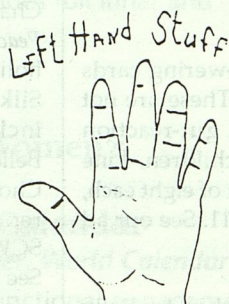
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and notecards, many imported. Featuring feminist, women's art, political, Black, spiritual, ecology, lesbian & gay, Native American and humorous themes. Including Leeds Postcards, Cath Tate, Sally Morgan, Diana Bryer, Betty LaDuke, Jennifer Berman, Susan Boulet, Judy Byford and many more. Many new items, ask for latest catalogs: Cards, Calendars & Books. Display racks available, toll-free ordering. In New England we represent Willow Moon, Fishburn, and more. VisionWorks, PO Box 92, Greenfield MA 01302. 413-772-6569 (fax/phone), 800-933-7326 (order line). See ad page 9.

## Crafts

**Ancient Memory** is a Goddess/Woman oriented supply company producing many items you might need for meditation/ritual work. We offer 100% beeswax candles, incense, blended and essential oils, as well as tarot cloths, bags and ritual robes. All our products are lovingly made by women, for women and those interested in increasing the feminine, balancing energy. All products are made in the correct lunar aspects. 5513 Gondar Ave. Lakewood, CA 90713. 310-804-3609. For a free brochure, see ad page 45.

**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. For further information, see ad page 43.

**Is it the stars to which we return?** Capture a corner of the sky in glass — Dichroic glass stars and crescent moons shimmer with light from the universe. They come in pin, pendant, or bolo. Also, an iridescent pink/gold glass triangle sheds a "different light." Write or call for more information, prices, other styles and **free glass sample**. All work is hand-made by Barbara Braverman, **Great Panes Glass Studio**, 5312 Hermitage, North Hollywood, CA 91607. 818-763-6104.

**Unique and Special!** We hand sandcarve our original Lesbian, Matriarchal and Nature imagery into chalices, mugs, candlelanterns and many other items. See page 43 for our "Bear Walker." 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.

As listed in this issue's "Faves & Raves," **Hilary's Comfort Beads** are a great sideline! Customers can browse through a basket of colorful porcelain bead strands, each with their own affirmative and empowering message printed on the end bead. Over 100 different messages to choose from in a rainbow of colors. Each bead is handmade using an ancient Japanese technique of intricately layering colored porcelain clays. Comfort beads are an affordable, unique and personal gift. **Hilary's Comfort Beads**, 1134 Van Buren W. Eugene, OR 97402. 1-503-683-7111. See ad page 11.

**Rest Your Eyes™ Eye Pillows.** Imagine the comfort of a gentle hand soothing your eyes and forehead. Our eye pillow is the next best thing! Handmade of exquisite silks or cottons, filled with organically-grown flax seed, our eye pillow blocks all light, soothes and relaxes the tension-prone area

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Bear Walker - Shape Shifter Series - \$37.50 whsl.

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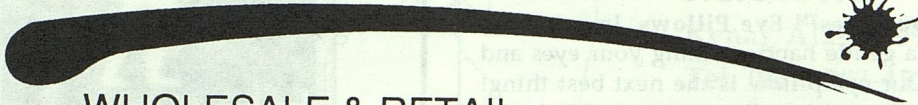
Lesbian, Gay and Hetero Families and Couples! All of our pieces are hand-made, palm-sized, clay sculptures made from Northwest stoneware. Colors range from soft-sand to burnt-red. The Family has a removable baby and the Couple holds a bowl for tokens of devotion. Our Cycle Goddess and Father Spirit Lines were chosen as **BEST SELLING SIDELINES** for 1993 by Feminist Bookstore News and New Age Retailer! Complete with description cards. \$7ea. and up depending on quantity ordered. Call or write for ordering info. For one sample send \$7 plus \$3 shipping.



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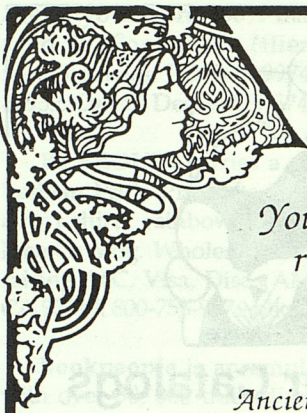
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around the eyes... Quiet Eyes=Quiet Mind™. An ideal accessory for avid readers (and reader's friends) — perfect for resting, relaxing, rejuvenating tired eyes, falling asleep, yoga, meditation. From \$6 to \$9.75 wholesale. For more information/ordering, contact H2B Company, 610 22nd St. Suite 247, San Francisco, CA 94107; 800-829-6580 or fax 415-626-7803.

**Spiral Woman** offers original art: wall clocks, as well as pins, earrings and bolo ties on lightweight paper, laminated for durability. Designs include mermaids, Amazons, rainbow/pride, Dyke(!), goddesses, an assortment of whimsical animals and others. Jewelry is \$8/piece; clocks are \$17. No minimum on first order. Very popular in local stores and at womyn's festivals. Call or write for catalog. PO Box 14772, San Francisco, CA 94114. 415-626-7821.

## Distributors

**Good Vibrations and The Sexuality Library:** Now you can offer your customers our friendly, feminist catalogs of erotic toys, books and videos. \$1 each (suggested retail \$2), Open Enterprises, 938 Howard St. #101, San Francisco, CA 94103. 415-974-8985. See ad page 46.

**Sister/Stranger: Lesbians Loving Across the Lines**, edited by Jan Hardy.

Poems, stories, essays & journal entries by 35 lesbians about loving across differences of race, class, age, religion, ethnicity, size, and ability. Bookstores may order from Inland or Bookpeople. Individual orders \$11.95 plus \$1.50 p/h, prepaid, to Sidewalk Revolution Press, PO Box 9062, Pittsburgh, PA 15224. See ad page 46.

**Sapphic Sisters** — Nationwide Correspondence Directory puts Wimmin-Loving-Wimmin in touch. Contains personal ads, stories, articles, poetry. Advertised internationally in *Lesbian Connection*. Competitive advertising rates for your mail order business. Free business ad with purchase. Minimum Wholesale Order: 6 copies. Suggested retail price

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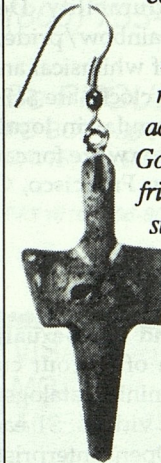
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**Be PROUD!** carries a complete line of Gay and Lesbian Pride Products including flags, decals, jewelry, t-shirts, rainbow ephemera with over 200 items. Free Catalog. Wholesale, retail, organizational fundraising. MC, Visa, Disc., AMEX. PO Box 1364 Davis, CA 95617. 800-755-9976 phone and fax. See ad page 44.

**Bookpeople** is an employee-owned wholesaler with over 30,000 titles distributing small press and trade books, calendars, audio cassettes and videos. Bookpeople's Featured Publisher Program also offers a 45% discount from 7 popular presses: Heyday, Crossing, Element, Newcastle, Papier-Mache, Book Publishing, and Sounds True Audio. 7900 Edgewater Dr., Oakland CA 94621 or order 800-999-4650, fax 510-632-1281. See ad page 2.

## Jewelry

**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 this page.

**In Her Image** — artifact jewelry. Designer Kim Robinson honors our ancient lineage by reproducing prehistoric female figurines. Crafted in earth friendly, high-fired clay, these earrings look as if they've come from an archeological find. Offering two lines: "Neolithic Goddesses" and "Female Figurines of the Ancient Americas" Her earrings are sold in fine stores and museums across the nation. Free Brochure. **In Her Image**, PO Box 2807, Petaluma, CA 94953. 707-769-8876. See ad page 46.

## Journals

**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 two sizes and over 40



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**Dreams and Shadows: A Journal.** An 8" x 11" 225 page blank book with 50 pen and ink drawings by Sudie Rakusin. \$17.95 + \$2.50 postage and handling.

**Sabbats Series Notecards.** Eight color notecards of latest paintings by Sudie Rakusin depicting solstices, equinoxes, cross quarter days. \$14.00 + \$1.50 postage/handling. Bookstore discounts available. The journal is distributed by NewLeaf, Ladyslipper, and Inland. The notecards are distributed by Ladyslipper. Or order from Sudie Rakusin, 3315 Arthur Minnis Rd. Hillsborough, NC 27278. See ad page 11.

## Miscellaneous

**Dykes to Watch Out For.** Everyone's favorite lesbian cartoon characters on notecards, T-shirts, mugs,

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GET **CUT-RATE** DEALS ON OUR POPULAR CARTOON T-SHIRTS & MUGS IF YOU ORDER BEFORE SEPT. 30.



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posters & buttons. Get especially low prices on orders placed before September 30 on this popular and fast-moving merchandise. Call Jane at 802-660-2713 to request a catalog or place your order. See ad page 48.

Get high-quality, original, Lesbian- and Gay-Positive buttons, t-shirts, posters, rubber stamps, and bumper stickers at quantity discounts from **Dan Kaufman Graphics**. Consistently good sellers with popular, political, current, humorous, and thought-provoking graphics and messages. Gay-owned sole proprietorship. Write, call, or fax for a free catalog: Dan Kaufman Graphics, Dept. F, PO Box 4901, Washington, DC 20008; phone/fax 202-I'M OUT-RU (466-8878). See ad page 49.

Screen-Printing since 1976, **WomanMade Products** specializes in Lesbian/Gay/Feminist Designs on T-shirts, Tank-Tops, Shorts, Socks, Underwear, Aprons, Bandannas, Lunch Bags, Umbrellas, Tote-Bags, and more. Big Sizes and Custom Printing available! WomanMade Products, PO Box 517, Seneca Falls, NY 13148. 315-568-9364. See ad page 50.

## Music

For 23 years **Rounder Records** has been releasing independent music. Artists include Marcia Ball, Rory Block, Jane Bunnett, Nanci Griffith, Tish Hinojosa, Alison Krauss, Patty Larkin, Christine Lavin, Queen Majeeda, Mary McCaslin, Maria Muldaur, Tracy Nelson, Maura O'Connell, Kristina Olsen, Jean Redpath, and Sharon Shannon. *New releases this fall from:* Cheryl Wheeler, Kristina Olsen, Laurie Lewis, and the Christine Lavin Production *Big Times in a Small Town: The Vineyard Tapes* (featuring Cheryl Wheeler, Patty Larkin, Hilary Field, Brabara Kessler, and Jonatha Brooke). Our recordings are available from Ladyslipper and Goldenrod/Horizon. See ad page 27.

**Ladyslipper:** for 15 years, the most comprehensive source for recordings by women: women's spirituality, new age, women's/feminist music, international, holiday, folk, blues, classical, children's, spoken word, comedy, and more. Our 88-page retail catalog is fully annotated; have a reference copy in your

**BECAUSE** GAY MEN AND LESBIANS ARE DISCRIMINATED AGAINST IN HOUSING AND EMPLOYMENT AND BECAUSE HOW WE ACT IS MORE IMPORTANT THAN WHO WE ARE AND IF WE GET HARASSED IT'S OUR PROBLEM AND IF WE GET ATTACKED WE PROVOKED IT AND IF WE RAISE OUR VOICES WE'RE FLAUNTING OURSELVES AND IF WE ENJOY SEX WE'RE PERVERTS AND IF WE HAVE AIDS WE DESERVE IT AND IF WE MARCH WITH PRIDE WE'RE RECRUITING CHILDREN AND IF WE WANT OR HAVE CHILDREN WE'RE UNFIT PARENTS AND IF WE STAND UP FOR OUR RIGHTS WE'RE OVER-STEPPING OUR BOUNDARIES AND BECAUSE WE ARE FORCED CONSTANTLY TO QUESTION OUR OWN WORTH AS HUMAN BEINGS AND IF WE DON'T HAVE A RELATIONSHIP WITH SOMEONE OF THE OPPOSITE SEX WE HAVEN'T GIVEN IT A CHANCE AND IF WE HAVE A RELATIONSHIP WITH SOMEONE OF THE SAME SEX IT IS NOT "REAL" AND IF WE COME OUT OF THE CLOSET WE'RE JUST GOING THROUGH A PHASE AND BECAUSE LESBIAN AND GAY I AM PART OF HISTORY IS VIRTUALLY ABSENT THE LESBIAN FROM LITERATURE AND & GAY CIVIL BECAUSE HOMOPHOBIA IS R I G H T S SANCTIONED BY THE SUPREME COURT AND...FOR LOTS AND LOTS OF OTHER REASONS, MOVEMENT.

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Lesbian- and Gay-Positive merchandise—including the "Because..." statement—is available from **Dan Kaufman Graphics**. High-quality, original buttons, t-shirts, posters, postcards, rubber stamps, and bumper stickers are available at quantity discounts.

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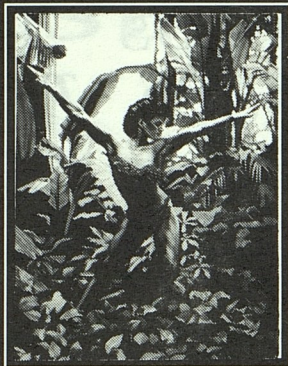






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**Goldenrod Distribution, Inc./Horizon Distribution, Inc.** is a full service music distributor offering women's music, men's music, children's music, new age, folk, Celtic/British Isles music, world music, songbooks, videos, and more. Write for our catalog (1712 East Michigan Avenue, Lansing MI 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 14.

## Playing Cards

**The Mighty Queer Pack.** A wonderful deck of lesbian playing cards by New Zealander Paula Clayton. "No Jokers, Kings, Jacks, Toms, Dicks or Harrys in this lot! Just good old 100% lezzie fun." Distributed by Inland. See ad page 53.

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**Penis Envy My Ass** is a wonderful, original photograph reproduced on glossy 14" x 10" card stock. \$5 each, wholesale — 6 minimum order plus \$2.50 postage/handling. Prepayment or C.O.D. only. For extended price list and free sample copy write to Marilyn Lee, PO Box 11793, Memphis TN 38111-1793 or call 901-722-9320. See ad on page 52.

**Realistic, expressive drawings and paintings of the female image specifically for women.** The drawings and paintings of nationally famous lesbian artist, René Porter are now available as full color limited edition prints, black and white prints, note cards, and t-shirts. High quality artwork for the true art collector. For a free wholesale sample package, call us toll free at: 1-800-727-2651, or write us: René/Fine Art, PO Box 02001, Columbus, OH 43202. Look for our display ad in this issue, page 52.

**Syracuse Cultural Workers.** Notecards; Solstice, Chanukah, Kwanzaa, Christmas cards; posters; the Peace Calendar; and the Women Artists Datebook.



"Penis Envy My Ass"  
Marilyn Lee

Original photograph reproduced on glossy 14" x 10" card stock (image is 7" x 5"). \$5/ea. print wholesale - 6 minimum order plus \$2.50 postage/handling fee. Prepayment or C.O.D. only.

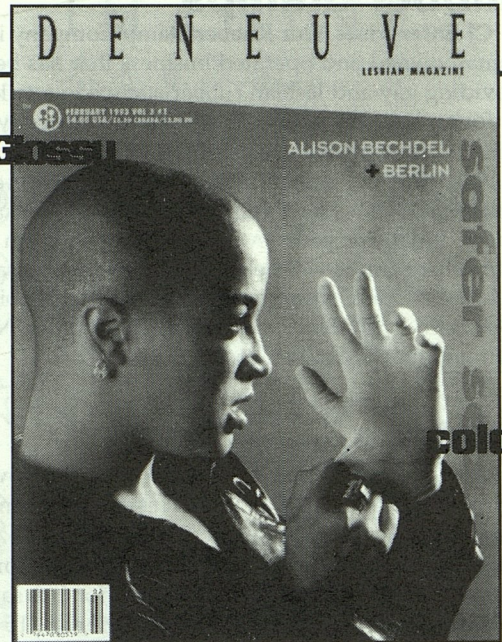
For extended price list and a free sample write to:

Marilyn Lee  
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New holiday cards by Bonnie Acker. New notecards by Silk Oak. T-shirts, tanks and nightshirts. Posters include How to Be a Fabulous Feminist, If You Believe in Women, 50 Ways to Save Your Right to Choose and many others. Products on lesbian rights, reproductive freedom, peace and justice. Catalog. SCW, Box 6367, Syracuse, NY 13217. 315-474-1132. See ad page 30.

## Publications

Times demand that women's voices be heard! Join the 278 bookstores and newstands that carry *New Directions for Women*. Political and progressive, reaching more than 65,000 readers, we cover the women's beat: Politics, health, grassroots activism, racism, homophobia, sexism...and more. We critique pop culture — movies, theater, books, art and music — all from a "blissfully biased" feminist perspective. National and international. Single issue price \$3.00. Published 6x/year. Distributed by Doormouse (Canada), Inland, Ubiquity, Armadillo, Fine Print. ISSN #0160-10. Tel. 201-568-0226, fax 201-568-6532.



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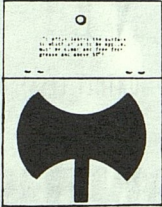
## Rubber Stamps

**CJ Enterprises.** Our Rubber Stamp Company is a woman owned and operated business that has been providing gay and lesbian rubber stamps to retailers for four years. We offer a starter kit to help get you going. Also available are our most popular stamps; lesbian money, queer money and gay money. Write/call for a free catalog for other wholesale orders. Whatever your level of political activism is, our rubber stamps will help you spread the message that "we're here, we're queer, and we're *not* going anywhere." 505-345-6873 or 537-B Niagara NE, Albuquerque, NM 87113. See ad page 57.

## Stickers

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**A VERY GOOD SELLER!!!**



**LABRYS**

Gold Vinyl Decals (3 1/2" x 3")  
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Checks payable to: Gail Meese  
Mail to: 15 E. Lakeview Ave.  
Columbus, Ohio 43202

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**Signs of Pride** is a lesbian-owned business offering decals for wholesale distribution. Our decals feature more than 20 designs of lesbian/gay pride symbols and all are printed on static cling (non-adhesive) vinyl. Decals are designed for display on the inside of car windows. Please use your business letterhead to request a free sample of these popular decals. **Signs of Pride**, PO Box 762, Simpsonville, SC 29681. 803-862-7833.



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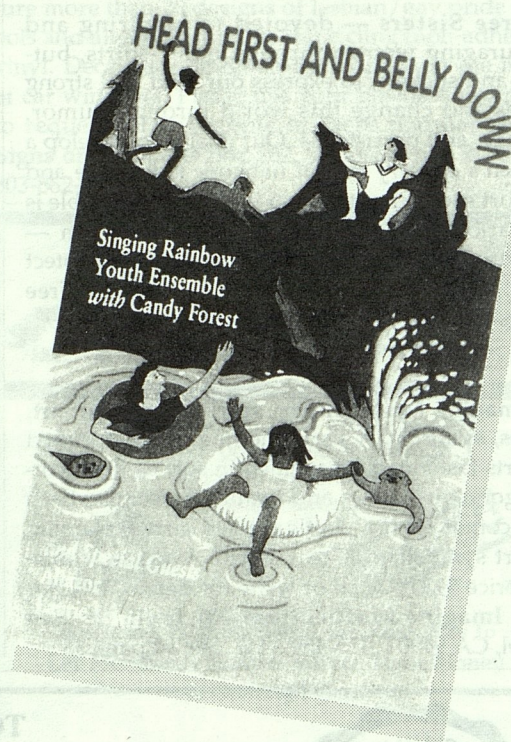
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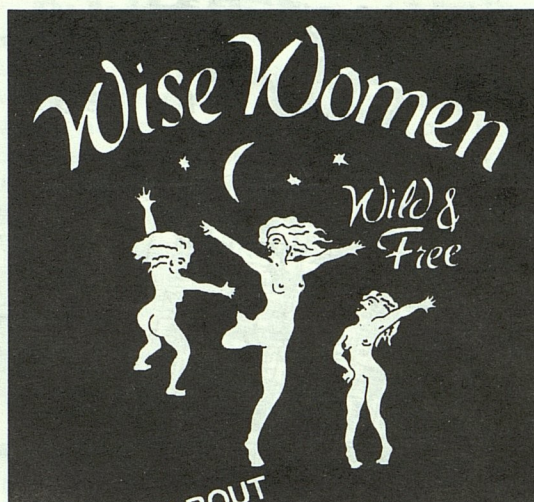
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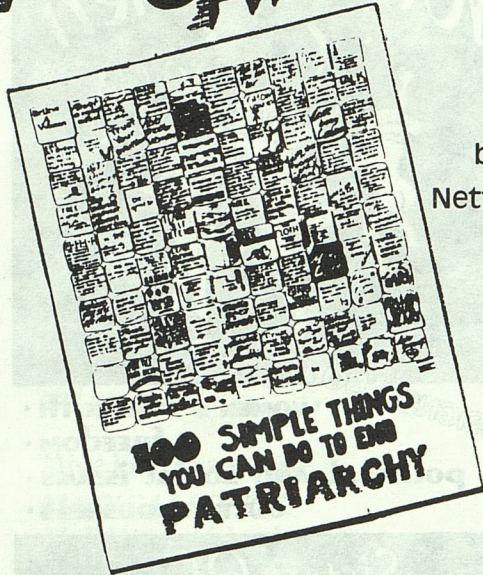
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## Videos

**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 58.

**Naiad** has taken over primary distribution responsibility for all of the *Claire of the Moon* ancillary products including, but not limited to *Claire of the Moon* (the book), *Claire of the Moon Moments* (the video about the making of the movie), the six-minute promotional video, the CD and audio cassette of the original soundtrack, t-shirts, and signed and

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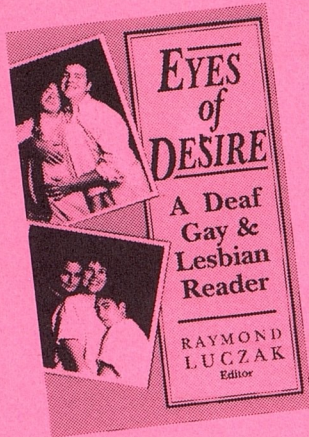
# Index of Advertisers

Alison Bechdel .....	48, 48	Ladyslipper, Inc. ....	16, 49
Alyson Publications .....	C2	Leeds Postcards .....	41, 41
American Library Association .....	37, 39	Left Hand Stuff .....	41, 42
Ancient Memory .....	42, 45	Lizzie Brown/Pleiades Jewelry .....	47, 47
Be PROUD! .....	44, 47	Marilyn Lee .....	52, 52
Bookpeople .....	2, 47	Matchmakers .....	45
CJ Enterprises .....	54, 57	Mighty Queer Pack .....	52, 53
Cath Tate Cards .....	33	Mother Tongue Ink .....	38, 39
Charis Video .....	21, 58, 59	Naiad Press .....	18, 59
Crossing Press .....	37, 40	New Directions for Women .....	53
Crystal Mist Glass Carving .....	42, 43	Out and About Productions .....	38, 39
Dan Kaufman Graphics .....	49, 49	Penny Price .....	59
Debbie Berrow .....	42, 43	Peoples' Pins .....	37, 38
Deneuve .....	53	Redwood .....	17
Donnelly/Colt .....	4, 37, 54, 55	René/Fine Art .....	52, 52
Ephemera Buttons .....	10, 37	Rising Moons Designs .....	55, 57
Fine Print Distributors .....	46	Rounder Records .....	27, 49
Firebrand Books .....	C1	Rubber Stamp Ranch .....	41
Free Sisters .....	55, 57	Running Rhino & Co. ....	47, 48
Goldenrod/Horizon Distribution .....	14, 52	Sage Woman .....	34, 38
Good Vibrations .....	45, 46	Second Story Press .....	C3
Great Panes Glass Studio .....	42	Sidewalk Revolution Press .....	45, 46
H2B Company .....	43	Signs of Pride .....	54
Hands of the Goddess Press .....	35, 37	SpiRitual Woman .....	45
Hilary's Comfort Beads .....	11, 43	Spiral Woman .....	45
Humerus Cartoons .....	8, 39	Sterling Press .....	6, 41
Imagine Multiculture .....	55, 55	Sudie Rakusin .....	11, 41, 48
In Her Image .....	46, 47	Syracuse Cultural Workers .....	30, 41, 52
Inland/InBook .....	36	VisionWorks .....	9, 41
Jane Evershed .....	12, 39	WomanMade Products .....	49, 50-51
Judith Sloan .....	57, 57	Women's Press/Canada .....	32, 39
Labrys .....	54, 54	Word Weavers .....	58



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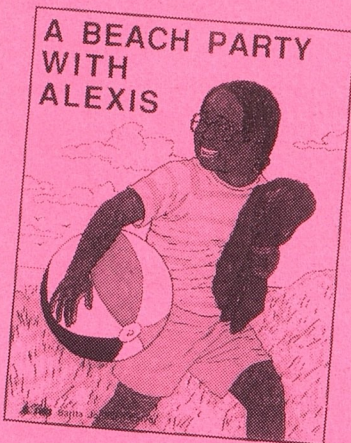
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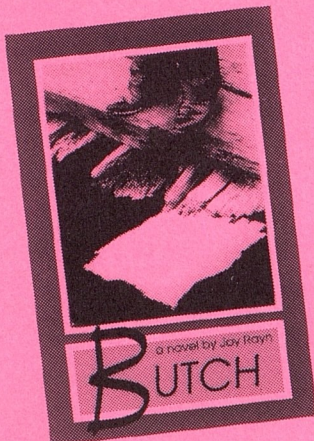
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