

## Some Fight To Be Hired

# Others Pick Another Way up Ladder

By Marilyn Goldstein  
(C) Newsday

NEW YORK — While their sisters fight to be hired and promoted into business firms, some feminists are choosing another way up the commercial ladder. They are starting business of their own.

Most of these businesses are in some way related to the women's movement, offering goods or services coveted by feminists. They include several mail-order houses that sell everything from note paper to clothing to Christmas cards inscribed with women's lib slogans or designs, bookstores that sell work by women or about women, employment agencies that specialize in placing women with other responsibilities in 25-hour-a-week jobs, shops selling arts and crafts done mainly by women, and publishing houses that print women's books and plays.

### Liberated Business

Stephanie Marcus, who

runs Liberation Enterprises, a retailing mail-order house with her partner, Rose Fontanella, said that it is not accidental that so many of the new all-women firms deal with feminist items. "The feminist movement is giving women the courage to go into business," she said. "They're breaking out of the idea that you have to work for somebody else...so it's only natural that it starts with things related to the feminist movement."

Liberation Enterprises was set up by the two freelance artists a few months ago. Marcus expects to expand into nonfeminist items. "And I thoroughly expect most women's businesses to branch off and go into other directions too," she said.

Most of these mail-order firms try to sell items made by other women.

The liberation Enterprise team designs its own items. Millie Margiotta, Lee Oliver and Mary Vasilades, who run another mail-order oper-

ation, Women Enterprises, also design some of their own items, including Christmas note card decorated with a wreathlike women's symbol at \$1.25 dollars for a packet of 12 and desk not pads with phrases like "Sisterhood is Powerful" and "From the Desk of a Liberated Women," which sell for \$1.25 dollars for four small (4 1/4-by-5 1/2-inch) or two larger (5 1/2-by-8 1/4) pads.

Toni Carabillo, who runs Women's Heritage Series in Los Angeles, the firm that put out the Woman's Almanac in 1970, said: "I got into this because there was no material readily available for feminists. I saw it as both a business and an educational thing." Women's heritage has put out booklets on the lives of Elizabeth Cady Stanton, Lucy Stone and Alice Paul, reproductions of the turn-of-the-century feminist newspaper the Woman's Column as well as the almanac and some posters including

one of the statue of liberty with the legend "Woman Power."

Several of the women said they chose to go into their own businesses rather than to buck the male-dominated prominent ladders in the industries where they had previously worked. Marcus of Liberation Enterprises, who was a commercial artist for 12 years, said, "We (she and her partner, Fontanella, a commercial artist for about 20 years) met with lots of discrimination and realized we'd always be on the bottom."

Distribution of products through regular channels has been a common problem. Some managed to get their products distributed by existing firms. Reporters Jurate Kazickas, and Lynn Sherr found Universe Books to market their "The Liberated Women's Appointment Calendar," put out since 1971. But Kazickas said: "It took us 10 publishers to get one who didn't turn it down. They all said it was a fad."

# feminists sidestep business ladder, open own firms

By MARILYN GOLDSTEIN  
*Newsday Service*

NEW YORK — While their sisters fight to be hired and promoted into business firms, some feminists are choosing another way up the commercial ladder. They are starting businesses of their own.

Most of these businesses are in some way related to the women's movement, offering goods or services coveted by feminists. They include several mail-order

houses that sell everything from note paper to clothing to Christmas cards inscribed with women's lib slogans or designs, bookstores that sell works by women or about women, employment agencies that specialize in placing women in 25-hour-a-week jobs, shops selling arts and crafts done mainly by women, and publishing houses that print women's books and plays.

Other businesses set up recently by feminists offer general goods and services, including printing, furniture moving and carpentry. These entrepreneurs hope to attract clientele who simply appreciate dealing with a woman-run firm.

STILL OTHER feminist-owned firms function as hybrids, doing business with both establishment clients and feminists. Ivy Bottini's custom business supply and custom press, on Ventura Boulevard in Sherman Oaks, Calif., not only handles a great many brochures and flyers for feminist groups or women's businesses in the area, but also service what she calls "civilian accounts," general business printing. Bottini said other feminists have gone out of their way to do business with her. "So it's other feminist businesses feeding into mine," she said. "I, in turn, do the same thing. I try to use feminist bookbinders, typesetters or delivery people whenever I can."

Stephanie Marcus, who runs Liberation Enterprises, a retailing mail-order house with her partner, Rose Fontanella, said that it is not accidental that so many of the new all-women firms deal with feminist items. "The feminist movement is giving women the courage to go into business," she said.

continued on F-3, col. 1



Why **THURO Steam** Carpet Cleaning

**feminists sidestep business ladder, open own firms**

continued from page F-1

"which are produced by men but designed by women and bringing in good results," and a watch inscribed "sister," with the biological symbol for female on the dial. "This was designed by Pat Corbet and it's the only product in the catalog we're having trouble with." The trouble, she said, is not with Corbet, but with the male jeweler who hasn't been delivering the goods.

**WHILE SOME** businesswomen chose feminist-related but non-essential lines, others hoped to combine business with propaganda and use their firms to sell or promote educational material on the movement. Labrys Bookstore New York City's Greenwich Village and Sisterhood Bookstore, in Westwood, Calif., sell works by feminists and about feminist attitudes.

Jane Laurie, who owns Labrys along with a woman who goes by the name of Marzeli, said, "If you go into any bookstore you won't find many women's works on the shelves. We decided that women needed a place to find other women's books and sell their own books. And that wasn't being done anywhere else around." The plant-filled store also sells artwork, jewelry, journals and newspapers put out by women.

Spreading the feminist gospel was also one reason three New York women started new Feminist Talent Associates the firm started as a woman speaker's placement bureau but

has grown to include theatrical bookings and to represent speakers on topics other than feminism. Jackie Ceballos, eastern regional president of the National Organization for Women (NOW) and a founder of the Talent Associates, said, "Our main interest is to make the women's movement grow and to keep our ideals while we're doing it. And make money." New Feminist Talent speakers include the stars of the movement, Betty Friedan, and Bella Abzug, as well as dozens of lesser-known men and women from fields of theater, art, psychology and politics.

Toni Caraballo, who runs Women's Heritage Series in Los Angeles, the firm that put out the Woman's Almanac said, "I got into this because there was no material readily available for feminists. I saw it as both a business and an educational thing." Women's Heritage has put out booklets on the lives of Elizabeth Cady Stanton, Lucy Stone and Alice Paul, reproductions of the turn-of-the-century feminist newspaper the Woman's Column as well as the Almanac and some posters including one of the Statue of Liberty with the legend "woman power."

**SEVERAL OF** the women said they chose to go into their own businesses rather than to back the male-dominated promotion ladders in the industries where they had previously worked. Marcus of Liberation Enterprises, who was a commercial artist for 12 years, said

"We (she and her partner, Fontastella, a commercial artist for about 20 years) met with lots of discrimination and realized we'd always be on the bottom."

Going into business for themselves almost always meant problems in distribution, financing and know-how, since none of the women had ever been in business for themselves.

Laurie, of Labrys Bookstore, who was a filmmaker and social worker before she opened three months ago said: "Other women in the movement in business before us gave us a lot of support and we got business advice from other women who plunged. It's scarier now than it was in the beginning. There's a lot of

realities you have to face." Marcus said: "Neither Rose (her partner) nor I had ever been in any sort of business before. We've learned by common sense and asking questions of people. For us it was a giant step."

**DISTRIBUTION** of products through regular channels has been a common problem. Some managed to get their products distributed by existing firms. Reporters Jurate Kazickas, and Lynn Sherr found Universe Books to market their "The Liberated Women's Appointment Calendar," put out since 1971. But Kazickas said: "It took us 10 publishers to get one who didn't turn it down. They all

said it was a fad. They loved it but couldn't see it as a marketable item." The 1972 calendar is in its third printing.

Most women with items to sell have turned to something called now Feminist Products Catalog, a wholesale distribution system set up by NOW. About 30 firms advertise their wares in the catalog, which is sent to NOW chapters and women's groups all over the country. The chapters buy the items wholesale and sell them to members, keeping the profits for chapter coffers.

**UNTIL THE** catalog became available, Judith Meili, the woman who designed and made the now famous "Brassy" — the

heavy brass hand made woman's biological symbol worn as a necklace — had to distribute her item through individual NOW chapters and by word-of-mouth. Because of the potential for wider distribution through the catalog, Meili came out with machine-cast Brassy's, which sell for \$3, half the cost of the originals.

"I've sold about 5,000 in the past year," she said. "I'm hoping it will be profitable now that I have this distribution system." Writers have been looking to feminist publishers, such as KNOW Inc. in Pittsburgh, to get their work out. Three filmmakers, Julia Reichert, Liane Brandon and Amalie Rothchild, teamed up to form New Day Library, a library of films about women. The New Day films are in turn distributed by the establishment firm Film Play/Data Bureau in New York.

**IF you haven't seen a BERNINA you're not ready to buy any SEWING MACHINE**  
**Demonstration in your home or our store**  
**PHONE: 941-1581 or 262-5725**

**At Island Federal**  
**NOW-**  
**a sunburst of**  
**Sunbeam**  
**gifts**

Some items priced  
**sunkhwood & pakchouli**  
Try it... AND LET IT HAPPEN!  
by Liana

Copyright © 2019 Newspapers.com. All Rights Reserved.

POWERED BY Newspapers.com

## Cashing-in on the lib movement

By Marilyn Goldstein  
Newsday

NEW YORK — While their sisters fight to be hired and promoted into business firms, some feminists are choosing another way up the commercial ladder. They are starting business of their own.

Most of these businesses are in some way related to the women's movement, offering goods or services coveted by feminists. They include several mail-order houses that sell everything from note paper to clothing, to Christmas cards inscribed with women's lib slogans or designs, bookstores that sell work by women or about women. Employment agencies that specialize in placing women with other responsibilities in 24-hour-a-week jobs, shops selling arts and crafts done mainly by women, and publishing houses that print women's books and plays.

Other businesses set up recently by feminists offer general goods and services, including printing, furniture moving and carpentry. These entrepreneurs hope to attract clientele who simply appreciate dealing with a woman-run firm.

Still other feminist-owned firms function as hybrids, doing business with both establishment clients and feminists. Ivy Bottini's custom business supply and custom press, on Ventura boulevard in Sherman Oaks, Calif., not only handles a great many brochures and flyers for feminist groups or women's businesses in the area, but also service what she calls "civilian accounts," general business printing. Bottini said other feminists have gone out of their way to do business with her. "So it's other feminist businesses feeding into mine," she said. "I, in turn, do the same thing. I try to use feminist bookbinder, typesetters or delivery people whenever I can."

Stephanie Marcus, who runs Liberation Enterprises, a retailing mail-order house with her partner, Rose Fontanella, said that it is not accidental that so many of the new all-women firms deal with feminist items.

"The feminist movement is giving women the courage to go into business," she said. "They're breaking out of the idea that you have to work for somebody else ... so it's only natural that it starts with things related to the feminist movement."

Liberation Enterprises offers the Susan B. Anthony sweatshirt with the motto "Susan B. Lives" for \$5.50, canvas shoulder bags inscribed "Liberation Is My Bag" for \$8, Christmas cards showing five angels with the women's biological sign instead of the halo, inscribed "Peace on Earth, Good Will to all Women and Men," for \$2 a dozen, and an apron, designed to fit men or women, with the slogan "— Housework," for \$6.

Liberation Enterprises was set up by the two freelance artists a few months ago. Marcus expects to expand into nonfeminist items. "And I thoroughly expect most women's businesses to branch off and go into other directions too," she said.

Most of these mail-order firms try to sell items made by other women. The Liberation Enterprise team designs its own items. Millie Margiotta, Lee Oliver and Mary Vasiliades, who run another mail-order operation, Women Enterprises, also design some of their own items, in-

LIB, Page A-40



14, 1973

# Cashing-in on the Liberation movement

★ LIB

Continued from Page A-29

cluding Christmas note cards decorated with a wreathlike women's symbol at \$1.25 for a packet of 12 and desk note pads with phrases like "Sisterhood is Powerful" and "From the Desk of a Liberated Woman," which sell for \$1.25 for four small (4¼-by-5½-inch) or two larger (5½-by-8¼) pads.

Women's Enterprises also handles items made by other feminists, including skin-care — not make-up-products, produced by Rosalie Bolton in New Jersey — and "housework" poster designed by a California woman who goes by the name of Virtue Hathaway. Margiotta said two of the products they sell are produced by men, \$3.50 "Sisters" inscribed T-shirts, "which are produced by men but designed by women and bringing in good results," and a watch inscribed "Sister," with the biological symbol for female on the dial.

"This was designed by Pat Corbet and it's the only product in the catalogue we're having trouble with," The trouble, she said, is not with Corbet, but with the male jewellers who haven't been delivering the goods.

## Super start, super day

★ AT LARGE

Continued from Page A-29

morning has an important bearing on your overall day. I have noticed this.

For example, if you mumble a few cornball funny lines over the coffee and your wife rewards you with laughter, then you can probably count on hitting three straight green lights on the way to work. You almost know you're going to have a good day.

But in the morning if your wife says, "I didn't want to mention this to you last night, but . . ." and then gives you a little bad news, then you can get ready for a flat tire on the way to work. Trouble runs in streaks or something.

You have to be careful about the

While some businesswomen chose feminist-related but non-essential lines, others hoped to combine and use their firms to sell or promote educational material on the movement. Labyrinth Bookstore in Greenwich Village, N.Y., and Sisterhood Bookstore, in Westwood, Calif., sell works by feminists and about feminist attitudes.

Jane Laurie, who owns Labyrinth along with a woman who goes by the lone name of Marizel, said, "if you go into any bookstore you won't find many women's works on the shelves. We decided that women needed a place to find other women's books and sell their own books. And that wasn't being done anywhere else around." The plant-filled store also sells artwork, jewelry, journals and newspapers put out by women.

Spreading the feminist gospel was also one reason three New York women started New Feminist Talent Associates. The firm started as a woman speaker's placement bureau but has grown to include theatrical bookings and to represent speakers on topics other than feminism. Jackie Ceballos, eastern regional president of the National Organization for Women (NOW) and a



© 1973, Liberation Enterprises

founder of the Talent Associates, said, "our main interest is to make the women's movement grow and to keep our ideals while we're doing it. And make money." New feminist talent speakers include the stars of the movement, Betty Friedan, and Bella Abzug, as well as dozens of lesser-known men and women from fields of theater, art, psychology and politics.

Toni Caraballo, who runs Women's Heritage Series in Los Angeles, the firm that put out the Woman's Almanac in 1970, said: "I got into this because there

was no material readily available for feminists. I saw it as both a business and an educational thing."

Women's Heritage has put out booklets on the lives of Elizabeth Cady Stanton, Lucy Stone and Alice Paul, reproductions of the turn-of-the-century feminist newspaper, The Woman's Column, as well as the almanac and some posters including one of the Statue of Liberty with the legend "Woman Power."

Several of the women said they chose to go into their own businesses rather than to buck the male-dominated promotion ladders in the industries where they had previously worked. Marcus of Liberation Enterprises, who was a commercial artist for 12 years, said, "we (she and her partner, Fontanella, a commercial artist for about 20 years) met with lots of discrimination and realized we'd always be on the bottom."

Going into business for themselves almost always meant problems in distribution, financing and know-how, since none of the women had ever been in business for themselves.

Lurie, of Labyrinth bookstore, who was a filmmaker and social worker before she opened three

months ago said: "Other women in the movement in business before us gave us a lot of support and got business advice from other women who plunged. It's scarier now than it was in the beginning. There's a lot of realities you have to face." Marcus said: "Neither Rose (her partner) nor I had ever been in any sort of business before. We've learned by common sense and asking questions of people. For us it was a giant step."

Distribution of products through regular channels has been a common problem. Some managed to get their products distributed by existing firms. Reporters Jurate Kazickas and Lynn Sherr found Universe Books to market their "The Liberated Women's Appointment Calendar," put out since 1971. But, Kazickas said: "It took us 10 publishers to get one who didn't turn down. They all said it was a bad. They loved it but couldn't see it as a marketable item." The 1973 calendar is in its third printing.

Most women with items to sell have turned to something called NOW Feminist Products Catalog, a wholesale distribution system set up by NOW. About 30 firms advertise their wares in the catalog, which is sent to NOW chapters and women's groups all over the country. The chapters buy the items wholesale and sell them to members, keeping the profits for chapter coffers.

Until the catalog became available, Judith Meuli, the woman who designed and made the now famous "brassy" — the heavy brass handmade woman's biological symbol worn as a necklace — had to distribute her item through individual NOW chapters and by word-of-mouth. Because of the potential for wider distribution through the catalog, Meuli came out with machine-cast brasses, which sell for 3 dollars, half the cost of the originals.

"I've sold about 5,000 in the past year," she said.

"I'm hoping it will be profitable now that I have this distribution system." Writers have been looking to feminist publishers, such as KNOW Inc., in Pittsburgh, to get their work out. Three film-makers, Julia Reichert, Liane Brandon and Amalie Rothchild, teamed up to form New Day Library, a library of films about women. The New Day films are in turn distributed by the establishment firm Film Play-Data Bureau in New York.

Some firms have no choice but to deal with establishment firms and through regular channels.

Newtime, for example, is a New York employment agency that specializes in placing women in 9:30 a.m. to 3:15 p.m., five-day-a-week jobs. There are not enough women's firms to hire all who apply, so Newtime deals with all businesses. Ina Torton, who owns Newtime with Joan Bader, said their biggest problem is to convince potential employers that women on shorter workdays can be even more productive hour by hour than persons working a full day. In the full-time executive placement division of the agency, Torton said, the demand for women executives is there but finding enough women qualified in fields such as engineering, finance and marketing is the problem.

Newtime, like the other firms, is solvent, but cashing in on feminism isn't exactly a gold mine. Bottini, who set up her 1000-square-foot print shop in February, expects to gross about 30,000 dollars the first year. Meuli said she has been living off the "brassy" lately, but most of the other businesswomen are still holding other jobs part-time.

With the widening interest in the women's movement and the NOW feminist products catalog, all of the women hope ultimately to derive their entire income from it. "It'll be just like making a living the normal way," Meuli said, "but nobody's going to get rich."

strippers entertain, so I decided to do a story. Her name was Sherri Taylor and she wore a platinum-colored wig and a tight long dress which she eventually took off. She was well endowed and had a little girl's smile and said she was 25 years old, but she looked a lot older.

She came from Norwalk, Conn., and said that Sally Keith of Scollay Square fame was her idol, and she had been taking off her clothes to earn a living for six years.

Sherri sat there and talked and she was pleasant and nice, and after a while she asked me to send her a copy of the story, and I said sure and wrote down her name and address in Norwalk in my reporter's pad. That was that.

It was very late when I got home to Rockport that night, and the next morning it was unusually cool

cause it was very pleasant to sit there and listen to them tell stories. They would refer to another reporter as "my colleague on the Times" in that beautiful British accent. They told some very good stories.

But one particular night I stayed up very late, and it was perhaps 3:30 a.m. when I went to my room, and then the telephone jangled two hours later, and for a moment I didn't know where the hell I was.

"Hello! This is Larry Glick in Boston!" said the voice on the phone. Glick has an all-night talk show in Boston and he had called on the Trans-Atlantic phone.

He asked me about the situation in Northern Ireland, and I was still in bed with the telephone in my hand, and I was hung over, because it was still very early.

But I could hear my own voice

Sunday Journal-News

ROCKLAND COUNTY, N.Y., SUNDAY, JANUARY 21, 1973

FAMILY

1D

# These feminists mean business

By MARILYN GOLDSTEIN  
Gannett News Service

While their sisters fight to be hired and promoted into business firms, some feminists are choosing another way up the commercial ladder. They are starting businesses of their own.

Most of these businesses are in some way related to the women's movement, offering goods or services coveted by feminists. They include several mail-order houses that sell everything from note paper to clothing to Christmas cards inscribed with women's lib slogans or designs, bookstores that sell work by women or about women, employment agencies that specialize in placing women with other responsibilities in 24-hour-a-week jobs, shops selling arts and crafts done mainly by women, and publishing houses that print women's books and plays.

Other businesses set up recently by feminists offer general goods and services, including printing, furniture moving and carpentry. These entrepreneurs hope to attract clientele who simply appreciate dealing with a women-run firm.

Still other feminist-owned firms function as hybrids, doing business with both establishment clients and feminists. Ivy Bottini's Custom Business Supply and Custom Press, on Ventura Boulevard in Sherman Oaks, Calif., not only handles a great many brochures and flyers for feminist groups or women's businesses in the area, but also services what she calls "civilian accounts," general business printing. Ms. Bottini said other feminists have gone out of their way to do business with her. "So it's other feminist businesses feeding into mine," she said. "I in turn, do the same thing. I try to use feminist bookbinders, typesetters or delivery people whenever I can."

STEPHANIE MARCUS, who runs Liberation Enterprises, a retailing mail-order house at 131 Joralemon St., Brooklyn, with her partner, Rose Fontanella, said that it is not accidental that so many of the new all-women firms deal with feminist items. The feminist movement is giving women the courage to go into business, she said. "They're breaking out of the idea that you have to work for somebody else... so it's only natural that it starts with things related to the feminist movement."

Liberation Enterprises offers the Susan B. Anthony sweatshirt with the motto "Susan B. Lives" for \$5.50, canvas

shoulder bags inscribed "Liberation is my bag," for \$8, and an apron, designed to fit men or women, with the slogan "Housework" for \$6.

Liberation Enterprises was set up by the two freelance artists a few months ago. Ms. Marcus expects to expand into nonfeminist items. "And I thoroughly expect most women's businesses to branch off and go into other directions too," she said.

Most of these mail-order firms try to sell items made by other women. The Liberation Enterprise team designs its own items. Millie Margiotta, Lee Oliver and Mary Vasiliades, who run another mail-order operation, Women Enterprises, 242 E. 50th St., in Manhattan, also design some of their own items, including desk note pads with phrases like "Sisterhood Is Powerful" and "From the desk of a liberated woman," which sell for \$1.25 for four small (4½-by-5½-inch) or two larger (5½-by-8½) pads.

Women's Enterprises also handles items made by other feminists, including skin-care — not makeup — products produced by Rosalie Bolton in New Jersey and the "Housework" poster designed by a California woman who goes by the name of Virtue Hathaway. Ms. Margiotta said two of the products they sell are produced by men. \$3.50 "Sisters" inscribed T-shirts, which are produced by men but designed by women and bringing in good results, and a watch inscribed "Sister," with the biological symbol for female on the dial. This was designed by Pat Corbet and it's the only product in the catalog we're having trouble with. The trouble, she said, is not with Ms. Corbet but with the male jewelers who haven't been delivering the goods.

WHILE SOME businesswomen chose feminist-related but nonessential lines, others hope to combine business with propaganda and use their firms to sell or promote educational material on the movement. Labyrinth Bookstore, at 33 Barrow St., in Greenwich Village, and Sisterhood Bookstore, on Westwood Boulevard in Westwood, Calif., sell works by feminists and about feminist attitudes.

Jane Laurie, who owns Labyrinth along with a woman who goes by the lone name of Maribel, said, "If you go into any bookstore you won't find many women's works on the shelves. We decided that women needed a place to find other women's books and sell their own books. And that wasn't being done anywhere else around. The plant-filled store also sells artwork, jewelry, jour-

nals, and newspapers put out by women.

Spreading the feminist gospel was also one reason three New York women started New Feminist Talent Associates, 250 W. 57th St., New York. The firm started as a woman speaker's placement bureau but has grown to include theatrical bookings and to represent speakers on topics other than feminism. Jackie Ceballos, eastern regional president of the National Organization for Women (NOW) and a founder of the talent associates, said, "Our main interest is to make the women's movement grow and to keep our ideals while we're doing it. And make money." New Feminist Talent speakers include the stars of the movement, Betty Friedan and Bella Abzug, as well as dozens of lesser-known men and women from fields of theater, art, psychology and politics.

Toni Caraballo, who runs Women's Heritage Series in Los Angeles, the firm that put out the Woman's Almanac in 1970, said, "I got into this because there was no material readily available for feminists. I saw it as a business and an educational thing." Women's Heritage has put out booklets on the lives of Elizabeth Cady Stanton, Lucy Stone and Alice Paul, reproductions of the turn-of-the-century feminist newspaper and the Women's Column as well as the almanac and some posters including one of the Statue of Liberty with the legend "Woman Power."

SEVERAL OF THE women said they chose to go into their own businesses rather than to buck the male-dominated promotion ladders in the industries where they had previously worked. Ms. Marcus of Liberation Enterprises, who was a commercial artist for 12 years, said, "We (she and her partner, Ms. Fontanella, a commercial artist for about 20 years) met with lots of discrimination and realized we'd always be on the bottom."

Going into business for themselves almost always meant problems in distribution, financing and know-how, since none of the women had ever been in business for themselves.

Ms. Laurie of Labyrinth Bookstore, who was a filmmaker and social worker before she opened three months ago said, "Other women in the movement in business before us gave us a lot of support and we got business advice from other women who plunged. It's scarier now than it was in the beginning. There's a lot of realities you have to face." Ms.

(Please turn to 2D)





### **Lib Capitalism**

Two mail order firms in New York City, which offer feminist products ranging from housework protest posters to hand-crafted jewelry with equality symbols, indicate that lib capitalism may be on the rise. Dream you led the revolution in your sister sweatshirt! Keep free female time with a liberated wristwatch! Pen powerful messages to friends and foes on "Susan B. Anthony Lives" note cards!

"A lot of people think we're just making money off the movement," says Stephanie Marcus who, with Rose Fontanella, both commercial artists, started Liberation Enterprises in Brooklyn last year. "But we think of ourselves as offering a service to women.

"Women feel alone and they want to show their rebellion in a visible way. They write letters and tell us what they want. We've received orders from teachers, stewardesses, Army women and, for some reason, a lot of women doctors in Arizona."

Stephanie says that, financially, Liberation Front Enterprises is "breaking even." So is Women Enterprises, Inc., in Manhattan, run by three other feminists—printer Millie Margiotta, PR consultant Mary Vasiliades and lib activist Lee Oliver. All deny that their products (which include a women's survival whistle—with flashlight and keychain) will give people the impression the movement is faddish.

"If anything," says Millie, "They show people we're together."

## Pop culture for a cause

# They make liberation their business

By MARY AMOROSO  
Staff Writer

Their stories are parallel: A young Italian woman from Hackensack and a young Jewish woman from the Bronx struggle for success in the commercial art field in New York.

Ambition clashes with wifely devotion, and both are divorced.

Pampered a bit by male associates, they appear to flourish, until youth evaporates. Then they are left standing still while men, younger, ascend the corporate ladder.

The story would have ended there—except that Rose Fontanella and Stephanie Marcus went into business for themselves. Their Liberation Enterprises, begun on a shoe-string budget of \$4,000 last year, showed a profit in its sale of jewelry, stationery, and T-shirts emblazoned with messages of the women's movement.

"We design most of the products ourselves, and what we don't design, other women do," says Rose Fontanella, a graduate of Hackensack High School.

"First we went to meetings of women's groups in the area to peddle our products," Ms. Fontanella explains. "Then we placed ads in 'Ms.' magazine. In two years' time we heard from 12,000 women all over the country. We've sent feminist stationery to Australia and Japan, and we just sold a record to Capetown, South Africa."

Stephanie Marcus likes to tell of the time journalist Gloria Steinem bought a Liberation Enterprise sisterhood medallion right from her neck. A photocopy of the \$4 check signed by Ms. Steinem adorns the wall of the cluttered loft-cum-art-studio-cum-warehouse in Brooklyn where the two partners make their headquarters.

Liberation Enterprises' two-page fold-out catalogue describes the business as a unique mail-order boutique. Five part-time workers assist the two partners. The two let out their designs to various manufacturing companies, and mail the finished products to customers.

They may go back to peddling in person, however.

"We plan to hit the college campuses next fall," says Ms. Fontanella.

The two women met through the National Organization for Women (NOW) five years ago and decided to lease the loft to sculpt and paint. They speak



**LIB PAYS** — Stephanie Marcus, left, and Rose Fontanella have made a profit with Liberation Enterprises. The two-year-old company offers Women's Lib stationery, jewelry, and other products.

as zealots for a cause, both personal and entrepreneurial. "I wanted for years to be a designer in advertising," says Ms. Marcus. "Here is something that really needs expressing. We've given women a way to communicate visually." Women can communicate visually with a \$5 T-shirt proclaiming "Liverie, Egalite, Sororite," adapted from the slogan of the French Revolution. Or with a \$7.95 shoulder

bag touting "Woman Power." Or with a \$1 Wonderwoman patch, or a \$1.25 poster of the Statue of Liberty reading a copy of "Sexual Politics."

The women see the pop-culture medium as a popularizing, rather than vulgarizing the message of the fem-lib movement.

"You have to have humor," says Ms. Fontanella. "There's enough heavy literature on the issues."

The two feel that more and more women in suburbia are responding to the women's movement. Women who once read the feminist literature only while their husbands were at work are now coming out of the broom closet wearing Liberation Enterprise trinkets.

"The men can like it or not like it; it doesn't matter—it's happening," says Ms. Fontanella. "They can't stop change."

The two women bring to the joint venture different ethnic backgrounds and temperaments, but the same sense of superfluity in a male-dominated world.

Ms. Marcus tends to be mat-

ter-of-fact, while Ms. Fontanella shows more of a nervous sensibility. Asked her age, Ms. Marcus replied automatically, "34," while Ms. Fontanella rocked nervously back and forth and said, "I'm at least 40."

Stephanie Marcus says that she and her husband parted amicably over a handshake and a drink when diverging careers made marriage impractical.

Rose Fontanella's marriage to an Israeli, by contrast, was a wrenching from her Italian upbringing in Hackensack, and its breakup was complicated further by the presence of two adopted children.

Both women, still daylighting as commercial artists, feel a new confidence because of Liberation Enterprises.

"Before, I kind of put my boss on a pedestal as the great art director," says Ms. Marcus. "Now we're entirely equal. He may try to put me down—but it's an eye-level relationship. Mentally I know I'm doing their thing for them, and my thing for me."

**LIFE INSURANCE PREMIUM FINANCING AVAILABLE**  
Several flexible plans  
Tax Qualified  
Interested in talking to producers of quality business only.  
Please call Mr. Berry between 1-4,  
489-1374

**SINCE 1908**  
**TISCHLER BROS**  
**ROOFING**  
AND  
**SHEET METAL WORK**  
**569-0076**  
Not Roof Specialists

# Noble Eyeglasses

## 1-HOUR\* SERVICE

Located At