

CARTON 312

WILD TREES PRESS

ADVERTISEMENTS,
MS. MAGAZINE

1984-1985

2017/193
c



1985

CLASSIFIED ADVERTISING

RATES, DEADLINES, AND MISCELLANEOUS INFORMATION

Ms. Classified is a monthly feature of Ms. Magazine. All text for Classified advertisements is accepted at the discretion of the publisher.

1) Rates: \$3.95 per word, 10 word minimum.

Post Office Box numbers, Ms. Box Numbers, and Telephone Numbers count as 2 words each; abbreviations, area codes, and zip codes as one word each. Check or money order, made payable to: Ms. Foundation For Education and Communication, Inc. must accompany copy and be received prior to closing date (15th of the month, 3 months prior to cover date).

2) Frequency Discounts: A minimum of twenty-six (26) words is required in an ad, and this ad must be placed a minimum of three (3) times consecutively to be able to qualify for a discount. A check for the entire amount must be received with copy.

- a) 3 months.....5% discount
- b) 6 months.....10% discount
- c) 12 months.....15% discount

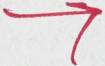
3) Agency Commission: 15%.

4) Classified Display Measurements: (4 inches maximum)*

1 inch	(2 1/4 inches wide x 1 inch deep)	\$325.00
1 1/4 inches	(2 1/4 inches wide x 1 1/4 inches deep)	\$406.25
1 1/2 inches	(2 1/4 inches wide x 1 1/2 inches deep)	\$487.50
1 3/4 inches	(2 1/4 inches wide x 1 3/4 inches deep)	\$568.75
2 inches	(2 1/4 inches wide x 2 inches deep)	\$650.00

*Camera-ready "mechanical" is required. Please make sure that your mechanical does not exceed the designated size. Ms. reserves the right to reduce any mechanical that will not fit within the given space.

5) Ad Copy and Remittance Deadlines:



<u>CLOSING DATES -- 1985</u>						
January issue	-	Oct. 15	July	issue	-	Apr. 16
February "	-	Nov. 15	August	"	-	May 15
March "	-	Dec. 14	September	"	-	Jun. 14
April "	-	Jan. 15	October	"	-	Jul. 15
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June "	-	Mar. 15	December	"	-	Sep. 16

6) To avoid delay, rejection, or cancellation of your ad, clear explanations, brochures, books, pamphlets, samples of publications, products (if possible), and/or supportive literature must accompany your ad copy..

7) Please make sure that your mailing address and phone number are clearly indicated on all correspondence regarding your ad.

We hope that you will choose to become a part of the Ms. Classified family. Ms. Magazine affords its advertisers a unique and economical opportunity to reach a very special readership.

For further information, contact: Ms. Magazine, Classified Department, 119 West 40th Street, New York, New York 10018; Esther Wilson, Classified Advertising Person.

Ms.

Wild Trees Press
P.O. Box 378
Navarro, Calif. 95463
ATTN: Robert Allen

November 14, 1984

Dear Mr. Allen,

This will acknowledge receipt of your request for insertion in our Classified Section together with your ad copy and check # ***** in the amount of *****. Your ad will appear in the February issue of Ms.

We take this opportunity to welcome new advertisers to our Classified Advertising Family, and to thank repeat advertisers for their continued interest and support.

We wish you every success in getting the results you desire from your ad.

Sincerely,

*So good to see you
and Alice. The
best to you both!
Esther*

Esther Wilson
Esther Wilson
Classified Ad Person

"Tear Sheets" to follow
in about 4 weeks
ew/bd

***** This acknowledges that your display will run in our February issue and your agency discount will be included in the billing. Thanks! *E.W.*
E.W.

alice walker
publisher

ROBERT ALLEN
GENERAL MANGER

Ms. Esther Wilson
Advertising Department
Ms. Magazine
119 West 40th Street
New York, NY 10018

November 9, 1984

Dear Esther;

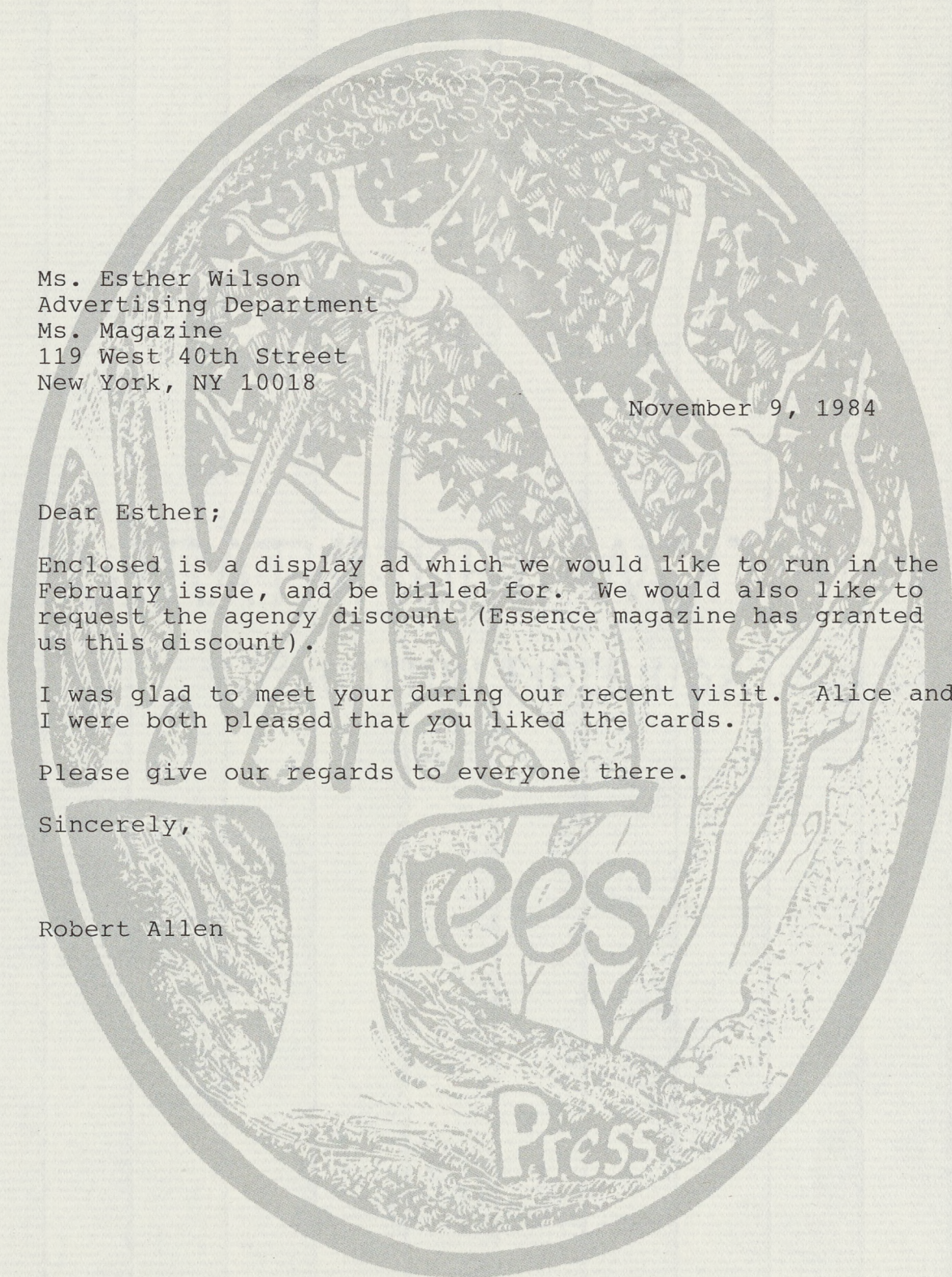
Enclosed is a display ad which we would like to run in the February issue, and be billed for. We would also like to request the agency discount (Essence magazine has granted us this discount).

I was glad to meet you during our recent visit. Alice and I were both pleased that you liked the cards.

Please give our regards to everyone there.

Sincerely,

Robert Allen





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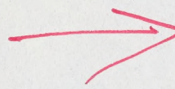
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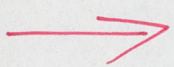
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Degrees without classes from accredited universities. Bachelor's, Master's, Doctorates. Inexpensive, fast. Dr. John Bear, P.O. Box 11447-M11 Marina del Rey, Calif. 90291.

Money for college available. Primary Resources, Suite 209A-M, 30 W. 93 St., Bloomington, Minn. 55420.

INSTRUCTION/EDUCATION

Make fabric from natural fibers. Intern as weaver. (916) 265-5427.

EDUCATIONAL SERVICES

Homeopathic Medicine: Natural drugs that work! Books, tapes, medicines. Send self-addressed, stamped envelope to: Homeopathic Educational Services, 2124 W Kittredge St., Berkeley, Calif. 94704.

BUSINESS OPPORTUNITIES

Attention Creative Women! Ever wanted to open your own shop? Start a Children's Resale Boutique! Women nationwide are achieving financial independence and success in this exciting, lucrative business. So can you! Brochure, \$1. Write to: Children's Exchange, 33C Inn St., Newburyport, Mass. 01950.

Mail order opportunity! Start profitable home business without experience or capital. Information free. Mail Order Associates, Inc. Dept. 507, Montvale, N.J. 07645.

Money! Weekly! Processing mail! Free supplies, postage! No selling! No running ads! Information? Rush stamped envelope to: Foodmaster-CS, Burnt Hills, N.Y. 12027.

\$360 weekly/up is possible mailing circulars! No quotas. Sincerely interested? Rush stamped envelope to: Marketing International, Box 15967-M11, San Diego, Calif. 92115.

Be your own boss! Free details! 6350 W. Exposition, NB3 Connection, Lakewood, Colo. 80226.

PRODUCTS

Holidays are coming! Amazon Earthworks: beautiful matriarchal images on handmade pottery. Free color catalog. Send self-addressed, stamped envelope to: P.O. Box 684, Benicia, Calif. 94510.

Young Writers' Club catalog: gifts for the intelligent child, 7-14. Young Writers' Club, Dept. F1, P.O. Box 216, Newburyport, Mass. 01950.

"Ladies Sewing Circle and Terrorist Society" T-shirts, \$10 postpaid. Order M101, Red, navy, S/M/L/XL. Free catalog lists quantity discounts. Ladies Sewing Circle, 2380 N. Fifth St., Springfield, Ore. 97477.

LITERATE T-SHIRTS!

Virginia Woolf, Sartre, Shakespeare, Thoreau, Cheshire Cat, White Rabbit, Beethoven, Freud, Austen, Sherlock Holmes, Tolkien, Poe, Twain, Nietzsche, Bach, Rasputin, Trollope, Kerouac, Van Gogh, Da Vinci, Robert E. Lee, others.
Sizes S, M, L, XL. T-shirt: (white, lt blue, or red) \$10.50, 4/\$36. **Sweatshirt** (grey) \$19, 2/\$36. **Ship:** \$1 per piece.
illus. brochure 75¢.
Historical Products, Box 220 MA Cambridge, MA 02238



Free 32-page catalog — feminist products! Buttons! Notepads! Mugs! Matchbooks! Bumper Stickers! Posters! T-Shirts! Much More! Over 240 Slogans! Equality Products, 1554 F Bardstown Rd., Louisville, Ky. 40205.

Yummy Designs, new Fruit-Shaped Pillows make unique Christmas gifts. Large, colorful, soft, cuddly, washable. *Strawberry, Apple, Peach, Banana.* \$12.98 plus \$2 postage/each. Yummy Designs, P.O. Box 2033, Chino, Calif. 91708.

Feminist Wicce. Books, supplies, catalog, \$2.50. F.W., 21050A Waveview, Topanga, Calif. 90290.

SARA STEELE'S 1985 Calendar now available! New posters, prints, cards. Self-addressed, stamped envelope to: STEELEWORKS, Dept. M-11, P.O. Box 18889, Phila., Pa. 19119 or call (215) 242-4107. MC/VISA accepted.

First-Rate Gift ID! Emergency/Medical Dog Tags for Runners, Cyclists, Children, Seniors. Print five lines of 18 spaces. \$4 for two tags, chain set. Junter, 4858 Benning, Box 215B, Houston, Tex. 77035.

ALICE WALKER NOTECARDS

Beautiful photographic notecards with selections from Alice Walker's works. A thoughtful gift. Ten (10) cards and envelopes, boxed; five (5) different images and passages. (Cards folded, blank inside.) \$10 plus \$1.50 for shipping and handling. Send check or money order to:

WILD TREES PRESS

P.O. Box 378, Dept. M2, Navarro, CA 95463
Full refund if not satisfied. Allow 4-6 weeks for delivery.

Lielin Jewelers: New designs in womyn's imagery and traditional feminist and lesbian symbols in sterling and gold. Catalog, \$1. LIELIN, 1703 Colley Ave., Norfolk, Va. 23517.

Cotton underwear. Bras, undershirts, camisoles, panties and leotards. Free brochure. Travis Place, Inc., P.O. Box 17007, Durham, N.C. 27705.

Foreign Language T-shirts—42 sayings available in 16 languages screen-printed on quality T-Shirts. Send 50 cents for brochure: Cornucopia T-Shirts, P.O. Box 9301M, Madison, Wis. 53715.

Arkansas Handcrafted Quilts: Warmth and satisfaction guaranteed. Write: Betty Toy, 2609 Shay Cove, Little Rock, Ark. 72204. Visa welcomed.

PURE COTTON

clothes that let your body breathe. Hand-crafted in lushly textured, pre-shrunk, no-iron cloth. Offered in: **Natural Navy • Lilac • Plum • Russet • Black Red • Grey • Brown • Forest Green**

FREE CATALOG/SWATCHES 50¢

Deva, a Cottage Industry
Box MST5, Burkittsville, MD 21718 (301) 473-4900

Lotus Pants \$21
"A" Wrap Skirt \$20
Postpaid & Guaranteed
State hip waist, bust chest measurements

Craft recipes—clays, paints. Booklet \$2 (Teachers: 30/\$15). *Kidstuff*, P.O. Box 915353-M, Pasadena, Calif. 91103.

Nicole Hollander (Sylvia) Greeting Cards. Send self-addressed, stamped envelope plus \$1 for brochure. Maine Line Co., Box 418, Rockport, Maine 04856.

Stop smoking for good. Our effective cassette program offers daily advice to guide you through your first two weeks of smoke-free living, \$14.95. Money-back guarantee. Robert Gunn, Ph.D., Dept. 20, 1308 E. Stadium, Ann Arbor, Mich. 48104.

A pillow for your whole body Covers your entire bed!

"The Original BEAR & Co Wyoming Featherbed"

100% Cotton Ticking

100% Small: White Goose Feathers

\$165 Full/\$175 Queen/\$185 King

Postpaid (incl. Res. and tax)

Baffled Construction

Satisfaction Guaranteed

Free brochure and history (415) 564-7081

1221 2nd Ave., Ste. 4, San Francisco CA 94122

Unique handcrafted gifts. Send for free brochure containing 90-plus handcrafted products. The Craft Network, P.O. Box 3969(M), Oak Park, Ill. 60303.

Laxative Bran Diet. 7-Day Plan. Safe way to lose 5 lbs. a week, \$5. S. Moore, Sandstrom Road, New Preston, Conn. 06777.

Socially responsible products: Alternative Health Insurance with Unisex Rates, Nonsexist Toys and Books, Investment Opportunities, Nicaraguan Coffee, etc., are available through the CO-OP America Catalog, representing over 60 progressive groups. Send \$1 to: CO-OP America, 2100 M St., N.W., Suite 605 (Ms.), Washington, D.C. 20063.

Brilliant Rainbow Crystal Jewelry, Prisms, Mobiles, Animals. Catalog, \$1 (refundable), with sample, \$2. Aurora Traders, Box 8472S9, Santa Cruz, Calif. 95061.

"Heretic" Navy T-shirts. Also, "If We Can Send One Man to the Moon, Why Can't We Send Them All?" in light blue. S/M/L/XL, \$9 (order 10 - \$7 each). Troubridge-C, P.O. Box 2400-ESP, Albany, N.Y. 12220.

100 percent Pure Woolens. Colorful, handcrafted specialty sweaters and hats. Free catalog. One look tells you they are far from ordinary! WinterSun, P.O. Box 4160-MS #1, Key West, Fla. 33040.

Feminist ♀ Symbol, Woman ♀ symbol cookie cutter, Spruce green, sturdy ABS plastic, \$4.50 postpaid. The Cookie Cutter Lady, 2525 S. Dayton Way, #2104, Denver, Colo. 80231.

FUN T-SHIRTS for the discriminating feminist.

High-Heeled Flamingos (no words). Frog design says "You have to kiss a lot of frogs before you find a princess." Flamingos available on Navy, Burgundy, White. Frog available on Lt. Blue, Cream, Gray. White S/M/L/XL T-shirt & muscle T-(sleeveless) \$10 (8.50) 4/\$36 (30.60). hooded sweatshirt \$18 (15.30) 2/\$34 (28.90) () indicates Christmas discount of 15% on orders postmarked by Nov. 24, 1984. **Shipping** T's \$1.50. Sweat \$2.50.



Screened Images II 1065 Florence Way, Campbell, CA 95008

Notecards. Available November 1. Kitchen series. Four-color prints. Free information. ArtCard, Box 4193, Grand Junction, Colo. 81502.

Female ♀ Symbol Wall Clock. Quartz motors. Attractive 2-inch thick solid pine, high-gloss finish. Retail/wholesale. MacDonalds' Clocks, Box 1776, Casselberry, Fla. 32707.

T-Shirts: "No Limits for Women!" against background of 100 notable women's names. Many colors. Standard, French-cut. For catalog, write to: VJ Designs Unlimited, 3801 Woodlawn North, Seattle, Wash. 98103.

Merle Norman Beauty by Mail. Send \$2 for color catalog/prices brochure/samples, or \$5 for all above plus the new publication, *Fast and Easy Techniques for Sensual Eyes*, to: Merle Norman, 7842 Fairview Ave., Boise, Idaho. 83704.

CONDOMS BY MAIL!

Sample Pack, Only \$6.00

For women who believe men should share the responsibility for contraception, your choice of the **best** condoms. Trojans, ribbed Texture Plus with "Pleasure Dots" for maximum stimulation, exciting stimuli and 35 other brands. Plain, attractive package assures privacy. Service is fast and **guaranteed**.

Sample pack of 21 condoms, \$6.00

Write today: DKT International, Dept. XMS-W
875 Sixth Avenue, Suite 800
New York, NY 10010

Winter Solstice Greeting Cards. An alternative to Christmas cards, these beautiful nonreligious holiday messages feature scientific and historical themes. For sample card and brochure, send 50 cents to: Educational Greeting Cards, Dept. N, P.O. Box 967, Urbana, Ill. 61801.

Adoption Papers for Dolls! Pair includes "Certificate of Animated Birth." Guaranteed! \$4/pair. Lavender House Exclusives, Box 17679, Nashville, Tenn. 37217.

Pepper presents are proper: feminist posters about witchcraft (illuminated manuscript design) and Virginia Woolf (triple portrait) handprinted in vibrant silkscreen colors. Many posters, sassy T-Shirts, too. Send \$1 for catalog: Red Pepper, P.O. Box 11308-MS, San Francisco, Calif. 94101.

Sexual aids from a woman-owned company: Eve's Garden, 119 W. 57th St., N.Y., N.Y. 10019. Catalog \$2. Dell Williams, Gardenkeeper.

✓ Alice

called Esther 3/5
she will stop/handle

Alice Walker
15 Galilee Lane
San Francisco,
CA 94115

Mary Jane Klocke
CHASE/CASAL GRAPHICS
4020 20th Road, N.
Arlington, VA 22207
(703) 841-0299

Ms. Magazine
Classified Ad Department
119 W. 40th St.
New York, NY 10018

Dear Madam:

Enclosed please find a sample of the Alice Walker,
Color Purple cards we would like to advertise in Ms.
for the month of April. The "12 x 19" inch print
is hand-silkscreened in the style of the smaller
card enclosed.

We would like to have the ad read as follows:

7
A. WALKER'S "Color Purple"
silkscreened Cards (\$1.00)
& 12"x19" Prints (\$15.00)
Chase/Casal Graphics
4020 20th Road, N.
Arlington, VA 22207.

Shortly after the publication of Ms. Walker's
book, The Color Purple, we contacted her and sent
her the plans for our cards and prints. She wrote
an enthusiastic endorsement for their sale. Thank
you for assisting us in this endeavor. A check in the
amount of \$79.00 is enclosed for the 20 words that
are included in the ad.

7 set copy

Dear Alice,

Do you know about this? Do
you approve?

Will not run, if you say No!

Prompt reply! Thanks,

Esther Wilson
Esther

Sincerely,
Mary Jane Klocke
Mary Jane Klocke

212 219-9800

called
Esther
3/5

Ms.

September 12, 1984

Dear Robert,

Thank you for your very
fine ad again!

Please remember, December
does close September 14, 1984.

Do hope you will advertise
in December & take advantage
of your 5% Frequency Discount.

Love to Alice & Rebecca(?)

(sp.)

Sincerely,
Esther Wilson, Clarified

Ms.

August 14, 1984

Dear Robert,

Thank you so much
for the very ^{fine} ad again!
& "new Art Work!"

Your December insertion
will qualify you for a
5% Frequency Discount!

Love to Alice! We are
all excited here, and hope ad
does well. Saw Rebecca!
Lovely & growing nicely. Sincerely,
Esther

Ms.

WILD TREES PRESS

August 14, 1984

Box 378

Navarro, Calif. 95463

ATTN: Robert Allen, General Manager

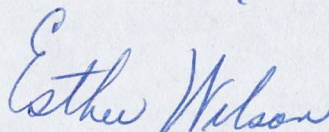
Dear Mr. Allen:

This will acknowledge receipt of your request for insertion in our Classified Section together with your ad copy and check #134 8/9/84 in the amount of \$325.00*. Your ad will appear in the November issue of Ms.

We take this opportunity to welcome new advertisers to our Classified Advertising Family, and to thank repeat advertisers for their continued interest and support.

We wish you every success in getting the results you desire from your ad.

Sincerely,



Esther Wilson
Classified Ad Person

"Tear Sheets" to follow
in about 4 weeks

*Please see Section 2) of our Classified Rate Sheet, which is enclosed. Your December check should be \$276.25. (This is less 5%; less 5% credit adjustment for October and November insertions).

E. W.
E. W.

Ms.

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(adjustable after 3 mos)
" " (6 mos)
" " (12 ")

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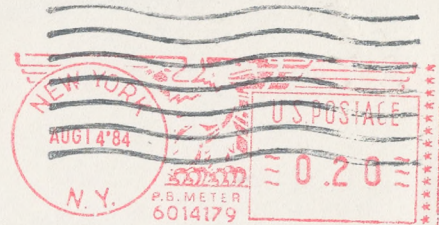
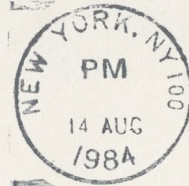
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Box 378

Navarro, Calif. 95463

ATTN: Mr. Robert Allen
General Manager



Wild Trees Press
P.O. Box 378
Navarro, CA 95463
August 9, 1984

~~Eileen Byrnes~~
Advertising Manager
MS MAGAZINE
119 West 40th Street
New York, NY 10018

Dear Esther,

Enclosed is a revised version of our display ad which we wish to have included in your November issue. Also enclosed is a check for \$325.00.

Please advise how we may qualify for discounts for multiple insertions.

Thank you.

Robert Allen
General Manager

Key: M2

Ms.

July 16, 1984

Dear Alice and Robert,

What a pleasant surprise!

Thanks so much for your
very fine ad.

Good luck --- and love.

Sincerely,
Esther

Ms.

July 16, 1984

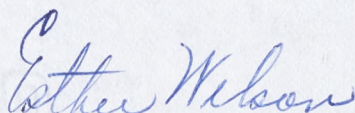
WILD TREES PRESS
(Alice Walker, Robert Allen)
P. O. Box 378
Navarro, Calif. 95463
Dear Friends:

This will acknowledge receipt of your request for insertion in our Classified Section together with your ad copy and check #103 7/9/84 in the amount of \$325.00. Your ad will appear in the Oct. '84 issue of Ms.

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We wish you every success in getting the results you desire from your ad.

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May "	-	Feb. 15	November	"	-	Aug. 15
June "	-	Mar. 15	December	"	-	Sep. 14

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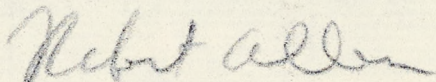
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