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Catalog: Pamphlets For Holiday Reading and Giving

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KNOW, INC.

P.O. Box 86031, Pgh., Pa. 15221

PAMPHLETS

FREEDOM OF THE PRESS
BELONGS TO THOSE WHO
OWN THE PRESS

FOR HOLIDAY READING AND GIVING

A major reason we keep slugging away at the production and sale of pamphlets (even though they are 'labor intensive' and very possibly money-losers) is that we are convinced that a feminist can often lean hard enough on someone near and dear (or possibly just important) to her/him to get them to read one short piece. (Books are valuable for scholars and/or readers, but the most typical person cannot usually be induced to even start to read a whole book on a subject they [have been carefully trained to] believe they disagree with.) And sometimes the person who reads a good piece actually changes their behavior. So we urge you to support this endeavor to have the arguments readily available for those who need them by buying and giving.

With each year we acquire skills that make us better able to do what we are trying to do. We now have an inventory system so we know what sells best and we include in this mailing a list of our all time best sellers. We also include a copy of our latest NEW FROM KNOW -- articles added since the July 1974 catalogue. And finally, because we each get requests for what we like best, each of us has picked out our own all time favorite and written down why we especially like it, and listed a few more which we often recommend as 'favorite' if asked.

KNOW'S BEST SELLERS.....

Item #	Price	Title and Author
02704	40c	Sex-Role Stereotypes & Clinical Judgments of Mental Health by Inge K. Broverman, Donald M. Broverman, Frank R. Clarkson, Paul Rosenkrantz, Susan R. Vogel <u>J. Consult & Clin. Psychol</u> 1970, 34:1-7
02805	50c	"Sex Role Stereotype & Self-Concepts in College Students" by Paul Rosenkrantz, Helen Bee, Susan R. Vogel, Inge Broverman, Donald Broverman <u>J. Consult. & Clin. Psychol.</u> 1968 32: 287-293
02901	10c	"Male Liberation" by Jack Sawyer <u>Liberation</u> , Fall 1970
03101	10c	"Words that Oppress" by Jean Faust <u>Women Speaking</u> April, 1970 (Especially 'swear' words, obscenities.)
03409	90c	"The Legal Basis of the Sexual Caste System" by Jo Freeman <u>Valparaiso Law Review</u> Spring 1971
03903	30c	"Sexist Counseling Must Stop" by Jo-Ann Evans Gardner <u>Personnel & Guidance J.</u> 1971 49:705-713 (Moderate in tone, summarizes goals of the movement - valuable for as-yet-not-feminist counselors.)
05704	40c	"Jesus Was a Feminist" by Leonard Swidler <u>Catholic World</u> 1/71 (The author argues that Jesus displayed "...no negative attitudes toward women" and cites over a dozen texts which prove that "...Jesus vigorously promoted dignity and equality in .. a very male dominated society." This reprint is very comforting to Christian women and very useful in supporting arguments for change in Christian Church practice.)
06005	50c	"Violence and the Masculine Mystique" by Lucy Komisar <u>Washington Monthly</u> , 7/70.
06702	20c	"Why Bright Women Fail" by Matina Horner <u>Psychology Today</u> , 11/69. (Research on achievement motivation in women; much cited but increasingly of doubtful replicability.)
07204	40c	"Politics of Touch" by Nancy Henley APA Symposium, '70 (Brilliant, much cited research on dominance.)
07802	20c	"Politics of Housework" by Pat Mainardi <u>Notes from the Second Year</u> '70 (All-time classic.)
08103	30c	"Depression in Middle Aged Women: Portnoy's Mother's Complaint" by Pauline Bart <u>Trans-action</u> 11-12/70. (Fulfill your life's true role - and wind up broken-hearted, broke and deserted.)
08201	10c	"Marriage & Psychotherapy" by Phyllis Chesler <u>Radical Therapist</u> , Summer 1970 (Compares these two institutions' oppression of women and their role in social control.)
09111	\$1.00	"Homogenizing the American Woman: The Power of an Unconscious Ideology" by Sandra Bem & Daryl Bem. (Originally titled "Training the Woman to Know Her Place," this is <u>the</u> best introductory pamphlet.)
09602	20c	"Princess Valium Meets Shrink-think" by Sylvia Hartman <u>Everywoman</u> , 5/29/70.
10103	30c	"Women: The Next Great Moment in History is Theirs" by Vivian Gornick <u>Village Voice</u> , 11/69 (Well written, appealingly personal, overview of contemporary responses to feminist <u>stirring</u> in late 60's. Includes brief description of early NYC feminist activist groups.)
11803	30c	"The Myth of the Vaginal Orgasm" by Anne Koedt <u>Notes from the Second Year</u> , 1970 (The classic on the topic of women's sexuality - a must for everyone, new or experienced in feminism, young or old, male or female.)
13004	40c	"Sexual Stereotypes Start Early" by Florence Howe <u>Saturday Review</u> , 10/16/71 (By the acknowledged foremother of feminist curricular agitation, a revealing, readable, thought-provoking analysis.)
13701	10c	"Why I Want A Wife" by Judy Syfers <u>Mother Lode</u> , 1971 (The most convincing argument ever written for female caution about entering marriage and male appreciation of the worth of wives.)
14602	20c	"A Woman's Place: An Analysis of the Roles Portrayed by Women in Magazine Advertisements" by Alice E. Courtney and Sarah Wernick Lockeretz <u>Journal of Marketing Research</u> , Vol. VIII, 2/71.

- 15903 30¢ "Rape: Victim as Criminal" by Cathleen Schurr Pittsburgh Forum November, 1971 (A 7-part newspaper series written after the Pittsburgh World Series celebration which included public sex/rape? sensational reporting. Good overview of problems.)
- 17807 70¢ "Sex-Role Socialization in Picture Books for Preschool Children: by Lenore J. Weitzman, Deborah Eifler, Elizabeth Hokada & Catherine Ross Amer. J. Sociol. 1972, 77: (#6) Illustrated, well-referenced; basic scholarly documentation of the sexism our children are taught. Readable.)
- 18002 20¢ "Sexism in Children's Books: A Bibliography" by Feminists on Children's Media. Rev. 9/74 (34 items, annotated, good start for students/scholars in this area.)
- 18306 60¢ "The Women's Liberation Movement: It's Origins, Structures and Ideas" by Jo Freeman Unpublished paper, Political Science Department, University of Chicago, 1971 (The very best-brief but comprehensive.)
- 18801 10¢ "What to Look for in a Lawyer" by Women in Transition, Philadelphia (Brief, comprehensive overview.)
- 19201 10¢ "Women's Liberation Aims to Free Men Too" by Gloria Steinem Wash.Post 6/7/70 (Exceptionally well written 'high-consciousness' but gentle-toned overview; a good antidote for media misconceptions.)

COLLECTIVE FAVORITES.....

ANNE PRIDE

"Woman in the Middle" by Florence Rush (#21003, 30¢)
'Woman in the Middle' has given me more insight into my mother's role in her family structure - and my own, than any other piece of literature.

Poems and Prose by Alta (#00410, \$1)

"Violence and the Masculine Mystique" by Lucy Komisar (#06005, 50¢)

"Politics of Housework" by Pat Mainardi (#07802, 20¢)

"Depression in Middle Aged Women: Portnoy's Mother's Complaint" by Pauline Bart #08103, 30¢)

"The Tyranny of Structurelessness" by Joreen #25503, 30¢)

"Barbarous Rituals: 84 ways to feminize human beings" by Anonymous (27802, 20¢)

"Sexism in the Male Left" by Florence Rush #28904, 40¢)

BETTY JONES

"Racism and Sexism: A Collective Struggle - A Minority Woman's Point of View" by Valerie Russell (#23102 20¢) The subtitle tells the whole story. For many minorities, it is actual physical and spritual survival.

"Depression in Middle Aged Women: Portnoy's Mothers Complaint" by Pauline Bart (#08103, 30¢)

"Money: Small Change for Black Women" by Aileen Hernandez (#26902, 20¢)

"Clothing and Sexuality" by Una Stannard (#15203, 30¢)

"Facing Down the Man" by Nancy Henley (#07002, 20¢)

"The Politics of Housework" by Pat Mainardi(#07802, 20¢)

"Barbarous Rituals" by Anonymous #27802, 20¢)

FLO SCARDINA

"Everybody Makes the Revolution: A Black Male View of Racism and Sexism" by William A. Blakey(#27703, 30¢) Good for liberals and moderates; explains why we must all fight injustices together.

"Confronting the Enemy - the Story of NOW's challenge to the Pope" Jo-Ann Evans Gardner, Ed. (#28008, 80¢)

"Why I Want A Wife" by Judy Sypher (#13701, 10¢)

"Homogenizing the American Woman: The Power of an Unconscious Ideology" by Sandra L. Bem and Daryl Bem (#09110, \$1)

JO ANN EVANS GARDNER

"Toward a Female Liberation Movement" by Beverly Jones (#26710, \$1) This article made me consciously aware of the 'quiet desperation' of women.

"Seneca Falls Resolutions and Declarations of Sentiments" by Elizabeth Cady Stanton (#01801, 10¢)

"Bitch Manifesto" by Joreen (#04404, 40¢)

"A Parallel to the Negro Problem" by Gunnar Myrdal (#02402, 20¢)

"Psychoanalysis: A Feminist Revision" by Jane Torrey (#03003, 30¢)

"Politics of Touch" by Nancy Henley(#07204, 40¢)

"You, Too, Can Walk on Water" by Gabrielle Burton (#17604, 40¢)

"Women as a Minority Group" by Helen Hacker(#19605, 50¢)

"Can Liberated Women Relate to Men?" by Florence Rush (#20702, 20¢)

"Why We Burn" by Ramona Barth (#29304, 40¢)

MARY WALTERS

"Homogenizing the American Woman: The Power of an Unconscious Ideology" by Sandra J. Bem and Daryl Bem (#09110, \$1)

MARY JANE WALTERS

"The Woman Identified Woman" by Radicalesbians (#14402, 20¢) I like this because it gets to the nitty-gritty about what lesbianism really is. While reading it, I kept saying "Yeah, that's right." A sensitive, right-on classic.

"Laugh, I nearly died!" by Naomi Weisstein (#28403, 30¢)

"Thank Heaven for Little Girls: An Examination of the Male Chauvinist Musical: by Robert Patrick and William Haislip (27302, 20¢)

"The Masculine Wilderness of the American Novel" by Carolyn Heilbrun (#19802, 20¢)

"8 Fact Sheets: Statistics on Effects of Racism & Sexism in the nited States" (25808, 80¢)

"The New Misandry: In Defense of Hating Men" by Joanna Russ ((#19901, 10¢)

"The Prejudice of Parents" by Ellen Mintz(#22405, 50¢)

SUZANNE FAY

"Sex O'Clock News" by San Jose NOW (#25003, 30¢) Satire on news and advertising, currently being and having been in vogue, is better expressed than it has ever been.

"Sexism in the 4th Grade" by Kevin Karkau #21703, 30¢)

"On Playboy" by Una Stannard (#15301, 10¢)

"Woman in the Middle" by Florence Rush (#21003, 30¢)