



**Smithsonian Institution**

*Archives of American Art*

## **The Woman's Building Records, Advertising in Ms. Magazine, 1976-1980**

Extracted on Mar-29-2024 01:41:41

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## WEAR VIRGINIA WOOLF

[[image]] [[caption]] virginia woolf [[/caption]] Bach, Beethoven, Mozart, Vivaldi, Woolf, Thoreau, Dostoevsky, Fitzgerald, Joyce, Sherlock Holmes, Kafka, D. H. Lawrence, Sand, Shakespeare, Tolkien, Proust, Escoffier, Pablo Neruda, Gertrude Stein, Picasso, Blake, F. L. Wright, Bogart, Einstein, Freud, Jung, Nietzsche, Goethe, Plato, Tutankhamen, others available.

T-SHIRTS: white \$6.50 4/\$22 red or blue \$8. 4/\$28 SWEAT-SHIRTS: gray \$12. 2/\$21 sizes sm. med. lg. xlg. all cotton NIGHTSHIRTS: red or blue (s,m,l only) \$11. 2/\$20 TOTES: \$9.50 2/\$18 APRONS: white \$8. 2/\$14

prices ppd. CANDIAN customers add \$1 per piece  
HISTORICAL PRODUCTS box 220E Cambridge, MA 02138

T-Shirts For The Times! 1. "Men of Quality Are Not Threatened by Women Seeking Equality." 2. "Having Abandoned My Search for Truth, I Am Now Looking for a Good Fantasy." 3. "A Woman Has To Do Twice As Much As a Man in Order To Be Considered Half As Good... Fortunately, That Isn't Too Difficult!" 4. "I Finally Got It Together... Now I Don't Know What To Do with It." 5. Uppity Women Unite!" 6. "I'm Not Perfect — But Parts of Me Are Excellent." All Shirts are navy/white print. Adult sizes, XS/S/M/L/XL. \$7 each postpaid. Send check, money order, Master charge, BA/Visa. (Include Acct. No., expiration date, and signature on MC/BA/Visa orders) White River Company, Dept M-8, 314 Broadway, Elmwood, Park, N.J. 07407

## NUDES

KATE MILLETT

[[image]]

Signed prints of Kate Millett's Exhibition of nudes.  
Send \$10 to Kate Millett  
Box D. Billings, N.Y. 12510.

Unique Feminist Boutique—large variety of jewelry, T-shirts, buttons, patches, mugs, novelties, key chains. Open Monday through Saturday. Mail catalog, 25 cents. Feminist Horizons, 10586 1/2 West Pico Blvd., Los Angeles, Calif. 90064.

"Women who seek to be equal to men, lack ambition" T-shirt—50 percent polyester/50 percent cotton, \$6. Purple, yellow, beige, raspberry, light blue. S/M/L/XL. Buttons, 50 cents. Send two 15-cent stamps for brochure of feminist jewelry, etc., to: Ferne, P.O. Box 113 T.C.B., West Orange, N.J. 07052.

[[image]] A Man's House is his CASTLE... Let HIM clean it!

Quality T-Shirt

Powder Blue with navy printing

Adult Sizes: S thru XL

\$6 postpaid 4 for \$22

J-M Sales 2700-4th South Seattle, WA. 98134

Divorce Announcement Note Cards. 25 cents for descriptive brochure: Dr. Mac Enterprises, Box 254, Grafton, Wis. 53024.

Foreign Language T-Shirts—choose from our selection of 43 snappy sayings in 18 different languages, each one scree-printed on a fine, colored T-shirt. Send 25 cents for brochure: Cornucopia T-Shirts, P.O. Box 9301M, Madison, Wis. 53715.

The collage consists of several small advertisements arranged in a grid-like fashion. At the top left is an ad for "WEAR VIRGINIA WOOLF" featuring a woman's portrait and a list of authors. Below it is an ad for "T-Shirts" with a graphic of a woman's head. To the right of that is an ad for "FASHION T-SHIRTS" with a list of authors. In the middle left is an ad for "NUDES KATE MILLETT" with a small illustration of a nude woman. Below it is an ad for "Show 'em to Gold Women are Equal" with a graphic of a woman's head. To the right of that is an ad for "T-Shirts" with a graphic of a woman's head. In the bottom left is an ad for "PHOTO ID" with a graphic of a woman's head. To the right of that is an ad for "PHOTO ID" with a graphic of a woman's head. At the bottom right is an ad for "FREE Bess Myerson's Consumer Guidelines to Shopping by Mail" with a graphic of a woman's head.

**WEAR VIRGINIA WOOLF**  
The famous Virginia Woolf quote, "Men of Quality Are Not Threatened by Women Seeking Equality," is now available on a variety of T-shirts. Choose from a variety of colors and sizes. Send \$10 to Kate Millett, Box D, Billings, N.Y. 12510.

**T-Shirts!**  
The famous Virginia Woolf quote, "Men of Quality Are Not Threatened by Women Seeking Equality," is now available on a variety of T-shirts. Choose from a variety of colors and sizes. Send \$10 to Kate Millett, Box D, Billings, N.Y. 12510.

**FASHION T-SHIRTS**  
The famous Virginia Woolf quote, "Men of Quality Are Not Threatened by Women Seeking Equality," is now available on a variety of T-shirts. Choose from a variety of colors and sizes. Send \$10 to Kate Millett, Box D, Billings, N.Y. 12510.

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Signed prints of Kate Millett's Exhibition of nudes. Send \$10 to Kate Millett, Box D, Billings, N.Y. 12510.

**Show 'em to Gold Women are Equal**  
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PHOTO ID  
[[image]] \$5  
ADDITIONAL PHOTO IDs \$4  
IN FULL COLOR - SEALED IN PLASTIC ALL STATES AND  
PROVINCES  
24-Hour Service • Moneyback Guarantee  
- Free Birth Certificate Included -  
SEND \$5.00, NAME, ADDRESS, SEX, HEIGHT, WEIGHT, COLOR  
HAIR, EYES, BIRTHDATE & SMALL PHOTO.  
CARDINAL PUBLISHING, DEPT. DR121  
If you want more information, send 25¢. BOX 5200 • JACKSONVILLE,  
FLORIDA 32207  
PHOTO ID  
Your snapshot phot laminated on beautiful wood key chain. Photo  
trimmed. \$4.95. Holt Newsom, Box 1165 Lexington, N.C. 27292.

102/Ms./August 1979

Got a Crush on 120's? Are your long, lean, all-white 120mm cigarettes  
crushed in your handbag? You need out smart, navy-blue plastic case to  
keep them un-bent un-broken. (In green too, for menthols.) Just send 30  
cents with two MAX bottom flapas and your name and color choice to:  
Case Offer, P.O. Box 2601, Hillside, N.J. 07205. Offer good while supply  
lasts.

[[[image]] [[caption]] A woman without a man is like a fish without a  
bicycle. [[/caption]]  
T-Shirts!  
Red, Yellow, Blue  
\$6 ppd  
34/36 38/40 42/44 46/48  
SEATTLE N.O.W.  
6500 B Phinney Ave. N.  
Seattle , WA 98103

Feminist T-Shirts! 1. "A Woman's Place Is in the House... And in the  
Senate." (Powder blue with navy lettering.) 2. "A Day Without Human  
Rights Is Like a Day Without Sunshine." (Beige with brown lettering or  
powder blue with navy lettering.) 3. "Children Are People, Too." (Beige  
with brown lettering and unique design.) 4. "ERA" printed on front of shirt  
and Amendment on back. (Powder blue with navy lettering.) 5. "Every  
Mother Is a Working Mother." (Navy with white lettering.) 6. "Keep Your  
Laws Off My Body." (Red with black lettering.) 5. "Every Mother Is a  
Working Mother." (Red with black lettering.) 7. "Eve Was Framed."  
(Yellow with red printing and apple artwork.) Adult sizes: S/M/L/XL, \$6 or  
any four for \$22 postpaid. Children's sizes: 6-8, 10-12, \$5 postpaid. 10-  
percent of price of each shirt donated to ERA Coalition. J-M Sales, 2700  
4th South, Seattle, Wash. 98134

Show 'em in Gold  
Women are Equal  
[[image]]  
This women's equality symbol pendant is unique in its 14k gold beauty  
and simplicity and is the perfect addition to your own gold chain.  
Available as a stickpin.

[[2 columned table]]

[[item title]][[price]]  
|---|---|  
| 14k GOLD | \$45 |  
| STERLING SILVER | \$15 |

Price with diamonds on request. Allow 30 days for delivery.

DiAnne's  
[[caption]] ACTUAL SIZE [[/caption]]  
Send check or money order to:  
P.O. Box 8066 Shreveport, La. 71108

Kate Millett Poster —Commemorative poster of lesbian body exhibition  
of drawings, \$5. Each copy signed by the artist. Make checks payable  
to: Kate Millett, Box 202, Billings, N.Y. 12510

Feminist Wicca now offering wholesale prices. Catalog, \$1.50; free to  
wholesalers. 442(A) Lincoln Blvd., Venice, Calif. 90291

Is this you?

think like a man  
act like a lady,  
work like a dog...

T shirt \$6  
Tote Bag \$8  
Both \$13

Let it be known tastefully with a natural canvas Tote or beige French-cut  
T shirt, brown printing.

T shirt sizes S, M, L, XL  
Postpaid

care craft P.O. Box 688 Hawthorne, Ca. 90250

Five easy original gourmet, high-protein, low-carbohydrate recipes, \$2.  
Jan's Good Food, P.O. Box 1365, Monrovia, Calif. 91016.

"There are times when you're on top of the world"  
[[image]]  
Kate Millett  
signed print 18" x 23"  
on fine art stock  
Send \$10 to  
KATE MILLETT, BOX A, BILLINGS, N.Y. 12510

FASHION T-SHIRTS  
Affairable  
If I Tell You That Your Body's Beautiful, Will You Hold It Against Me?  
I Know I'm Efficient. Tell Me I'm Beautiful  
Find a Purpose in Life, Be a Bad Example  
Finally Got It Together, Now What The Hell Do I Do With It?  
It Ain't Easy, Being Easy

ILOVEYOUNOSHIT, Buy Me a Drink!  
If You Can't Lead, Then Follow. If You Can't Follow, Then Get Out Of  
The Way!

STANDARD T-\$5.95 (36, 40, 44, 46) FRENCH T-\$6.95(28, 30, 34, 36)  
Both available in Red, Natural White, Yellow, Lt. Blue. BANDED  
BOTTOM SCOOPS-\$7.95 in Pink, Yel, Wht, Lt. Blue (30, 34, 38) All  
Machine Washable. Specify size, color, style, & design. Add \$1 ea.  
postage. Mail check-m.o. TODAY to T-SHIRT INK, LTD Dept MS-8A  
1523 E. Lake Street, Mpls., MN 55407

Cordless Vibrators. Mini, \$6; 7-inch, \$7; 10-inch, \$9; Multispeed 8-inch,  
\$8; Variable speed Benwa, \$12; R. H. Fashions, P.O. Box 804,  
Hicksville, N.Y. 11801.

[[image]]  
WHEN GOD MADE MAN  
SHE WAS ONLY JOKING  
Quality T-shirt,  
Beige with Brown Printing  
Adult Sizes S thru XL  
\$6 postpaid  
4 for \$22  
J-M Sales  
27000 4th South  
Seattle, WA. 98134

"Ladies Sewing Circle and Terrorist Society" T-shirts, \$7.50. 100 percent  
cotton. For women; red or navy, S/M/L/XL. Men's say "Approved by..."  
maroon or royal blue, M/L/XL. 30 percent discount on 12 or more. Free  
catalog: Ladies Sewing Circle, 38956 Place Rd., Fall Creek, Oreg.  
97438.

1,000 name-Address Labels, \$1.50; 1,000 business cards, \$11; Catalog,  
50 cents. Enterprises, Box 323A, Middletown, R.I. 02840.

MAIL COUPON TODAY FOR FREE GUIDE  
[[image]]  
Yours FREE  
Bess Myerson's Consumer Guidelines to Shopping by Mail  
Bess Myerson's Guidelines  
Direct Mail Marketing Association  
6 East 43rd St., N.Y., N.Y. 10017

YES. I would like to receive a copy of the new handbook; Bess  
Myerson's Consumer Guidelines to Shopping by Mail. Please have it  
sent to me free and without obligation. I enclose a long stamped (15  
cents) self-addressed envelope.

Name  
Address  
City State Zip

Protect Yourself - proven device wards off attackers. Walk streets in  
safety. Just depress top. The shriek alarm produces a loud piercing  
sound. Fits in palm of hand. Not Mace. 100% legal. Order now. One for  
\$3.99. Two for \$7.50. Send check or money order to: R.G. Products,

P.O. Box 08213, Milwaukee, Wis. 53208.

The Woman's Building Records, Advertising in Ms. Magazine, 1976-1980  
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## Smithsonian Institution

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