



*"It's just short of miraculous that some women's bookstores have managed to survive for ten, eight, or even four years. Bookselling, with its narrow profit margins, myriad suppliers, and complex inventory and accounting problems, is a notoriously difficult business, particularly for feminist booksellers who need to carry small quantities of a large number of titles. Almost every women's bookseller will say that her motivation for starting her store was political, rather than financial."*

Jeanne O'Connor, "What Makes a Feminist Bookstore Special?" *Ms.* September 1983