

# SISTERHOOD

b o o k s t o r e

1351 Westwood Boulevard • Los Angeles • CA 90024 • (310) 477-7300

September 8, 1994

Anne Etheridge  
Executive Director  
Peter Norton Family Foundation  
225 Arizona Avenue Second Floor West  
Santa Monica, California 90401

Dear Ms. Etheridge,

We at Sisterhood Bookstore are writing to appeal to you for help. As you probably know, Sisterhood Bookstore is one of the oldest and largest women's bookstores in the nation. We specialize in books by and about women, with a special effort to include subjects and authors of interest to women of color. We are also proud of our children's section in which each title is selected to promote values of gender equality and multi-culturalism. We have been serving the Southern California women's community for 22 years. For the first time in all those years, we find ourselves needing to reach beyond our own doors for financial assistance.

Sisterhood is as busy as ever. The phone rings continuously, often with requests for advice and assistance that go far beyond the realm of bookselling. Our community bulletin boards are constantly consulted and our in-store events are well attended. None-the-less, sales are down due to the generally slow regional economy and the aftermath of the earthquake.

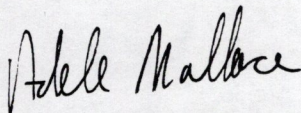
We have weathered temporary down turns in business, but now we also face a serious challenge from a large chain bookstore, Borders, which plans to open directly across the street from us this fall. Borders is no ordinary chain, but one which is likely to carry many of the same titles that we do. They will not, however, provide the kind of community service that is available to anyone who walks in our door.



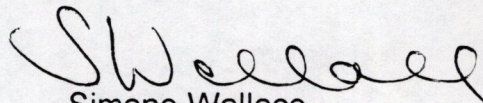
The next two years will be critical. Owners of other independents who have successfully faced similar challenges advise us that having a chain store opening nearby has caused their sales to dip initially, but eventually the chain's large discounts and flashy promotions subside, the public's curiosity wanes, and the independent begins to regain its sales, provided that they had a sufficient financial cushion to see them through. In order to get through this difficult period, we are attempting to raise \$50,000 of additional funding from a number of sources. The bulk of the funds would go to decrease our debts to publishers, some of whom have put us on credit hold. This improvement in our cash flow will allow us to replenish and deepen our inventory of women's titles far beyond anything with which a chain would care to compete. The remainder of the funding would be used for putting on a greater diversity of in-store events and for promoting the need for community support of Sisterhood and other independents against the homogenizing tide of corporate owned chain bookstores.

Your help at this critical time will ensure the long term survival of a unique and important resource in the women's community, an independent source of information and an outlet for women's voices. We will be happy to provide you with further information. You may reach us at the bookstore or at our home numbers listed below.

Sincerely,



Adele Wallace  
Co-owner  
Sisterhood Bookstore  
(213) 662-2563



Simone Wallace  
Co-owner  
Sisterhood Bookstore  
(310) 399-7044