



Vol. 4, No. 9

BROADSIDE

September 1973

### WHITHER GOEST THE BROADSIDE?

by Jeanne Necaise

Assuming that you would notice the difference in this month's BROADSIDE, we decided to take this opportunity to tell you of the problems involved in putting out our newsletter and the plans we have to make it a more valuable piece of communication for ourselves and for the rest of the community.

The problems are many. First, there's always the deadline that must be met so that the calendar and meeting dates for the coming month reach everyone on a timely basis. Second, no one person could or should write everything that is eventually printed. People must contribute articles, stories, reports, etc. Coordination of all of this is a tremendous task made even harder by people who don't come through with the assignments even after volunteering for them! Thirdly, the BROADSIDE is produced by volunteers who squeeze our deadlines in with their employer's and hope nothing gives under the stress! Because our financial resources are nil, we must take advantage of free services when they're available, so time restrictions are imposed by considerations other than the calendar and our volunteers are pressured from yet another source.

So you're all saying, "I know, I know - we've heard this before!". What I'm saying this time, Sisters, is that THINGS ARE GONNA CHANGE! We have plans - and big ones. We're going to turn to advertising in order to pay for production expenses. This would allow us to turn to commercial printers for their services which would add flexibility to the schedule - as well as professionalism, which will in turn attract more ads. Hopefully all of the changes will lead to a larger yet more easily produced BROADSIDE with more feminist poetry, prose and features. Perhaps we could even end up with newsstand sales. All of our changes will have to pivot around several dedicated persons. Of course Jan Dilbeck, our editor, will be one of these people. But we also need a circulation manager, an ad person, and an art director. Please, take it on yourself to come forward and volunteer. There will never be a "convenient" time to work for the movement.

Dear Reader:

This issue of the BROADSIDE may appear to have been put together by a gorilla. Not so.

Let me tell you about Plan A. Plan A was conceived at the August business meeting. It was noted that the early deadline required to put out a slick-looking newsletter prohibits the inclusion of a lot of information. Since many of our activities fall into an "eleventh hour" category, it was suggested that we forego slickness for currency by printing the BROADSIDE on the mimeograph at the Center. Everybody agreed to Plan A including me.

Therefore, armed with 40 stencils and three bottles of correction fluid, I slunk off into my corner and set about putting together this issue. After hours of frustration I emerged triumphant, stencils in hand, and made my petition to the keepers of the machine who had agreed to show me its mysteries.

Unfortunately, somebody had pulled a fast one on the keepers of the machine as it was missing several parts, causing it to spew great gobs of black ink all over the copies.

Oh well, on to Plan B. But there was no Plan B. (Contingency plans usually call for contingency funds.) After consultation it was decided to retype the whole thing and have it offset. The whole thing.

Time passed and I emerged from my corner with red eyes and gnawed knuckles and the whole thing retyped. In all probability it will arrive late.

Next month we'll have a contingency plan.

*Jan*

PS:

Reliable sources report the possibility of a party honoring Billie Jean King on the night of September 19 prior to her match with what's-his-name the following day.

NATIONAL ORGANIZATION FOR WOMEN  
3602 Milam  
Houston, Texas 77002  
(713) 524-5743

BROADSIDE STAFF:

Editor	Jan Dilbeck
Contributors	Susan Butler, Marlyne Kilbey, Jeanne Necaie, April Raines, Joan Ritter, Kay Whyburn

NOW OFFICERS:

President	Jeanne Necaie 772-4843
Vice President	Harla Kaplan 772-4987
Secretary	Linda Bayer 664-4861
Treasurer	Joan Ritter 488-3964

TASK FORCE COORDINATORS:

Child Care	Bonnie Burnett 522-9114
Credit	Susan Butler 664-9534
Education	Kay Whyburn 667-8556
Employment	Linda Bayer 644-4861
FCC	Betty Barnes 487-2489 Susan Hedding 667-5443
Fund Raising	Marlyne Kilbey 664-4121
Marriage and Divorce	Eileen Martin 448-5167
Politics and Lobbying	Helen Cassidy 748-5369
Reproduction and its Control	Linda Cryer 522-4164
Women in the Arts	April Raines 528-0479
Women in Poverty	Peggy Hall 528-3424

TASK FORCE REPORTSEDUCATION

The Education Task Force in coalition with Bay Area NOW, HCWPC and WEAL, has read and evaluated for sexist content over 300 elementary readers, Latin and sociology texts which are up for state adoption. They were presented to Commissioner Edgar, State Board of Education, on August 13. Women's groups from throughout the state have been working on this project through the summer, reading such varied subjects as math and health texts.

George Garver, Superintendent of HISD, has just given his approval and support for a study of HISD in which we will examine the district policies and practices in such areas as employment, promotion, curriculum, athletics and counseling. NOW will be working in coalition with members of HCWPC and WEAL. This coalition will be coordinated by Gertrude Barnstone, Texas State WEAL Vice President and former School Board member. Staff from HISD will assist in the study.

We hope that HISD will voluntarily establish an affirmative action program to abolish those areas of sexual discrimination which are found to exist.

Charges of Title IX violations have been filed with HEW as a result of similar studies in Waco and Dallas.

WOMEN IN THE ARTS

We had a great time with the poetry reading. Thank you for coming. We heard a rumor that we may perform again for the National Board in September. Any requests for repeat performances are welcome.

Our dinner at the Godfather Restaurant was delicious. Sorry that so many of you missed it. It was a quiet, delightful place to conduct a business meeting - great wine, too.

Our art show is going sensationally. Thursday, August 16, Charlotte Moser put together probably the most impressive group of women artists in the Southwest (people like Dorothy Hood and Pat Coville) and the show is really on the boards in a first class way. Please call Charlotte at 527-8851 for more details on this.

Our September business meeting will be Tuesday, September 11, at the Carvel Gallery located at 2902 Ferndale (call 529-7146 for directions). Free wine & eats.

April Raines has moved to 1710 Indiana #1, Houston 77006. If you need info on the Women in the Arts Task Force, write her or call 528-0479.

CREDIT

Susal L. Butler and Diane van Helden spoke with Robert Pinger, vice president of Greater Houston Credit Bureau, recently. There has been no official reply to the complaint that the bureau, by virtue of its record procedures, makes it difficult for women to maintain a credit identity.

The task force is now sending questionnaires to mortgage institutions and banks concerning their lending policies. Anyone who has a complaint about getting a loan please contact Susan at 220-7506 (day) or 664-9534 (night).

LETTERS TO THE BROADSIDE

What are we? A counter-culture sorority? (Read this all the way through before you get mad.)

At the August business meeting I felt like demonstrating against demonstrations. One of our more educated members (name withheld) admitted to planning a demonstration for the sake of demonstrating. In the course of the discussion, several others added that the place, purpose, and target of our demonstration was irrelevant as long as we demonstrated.

After seeing so many very contentious (sic) women all across the country working on projects to up the image of our organization, I couldn't believe our Houston group actually confesses their infatuation with such immature exhibitionism.

To clarify the situation, one of our members proposed another march on Foley's department store because Farah slacks were still on sale there. (We had a demonstration on the same issue last winter during the National Women's Political Caucus.)

Many of us were in school in an era when demonstrations were the popular thing to do. But even then, a demonstration was a last resort after all other channels of communication had been exhausted. And to my knowledge, nothing constructive has been done through any available channels by any member of our chapter concerning the Farah situation.

Has anyone called the head of marketing for Foley's? I know for a fact that Lee Dubow has an open ear for social issues. (Foley's was the first store in Houston to make a concerted effort to remove all dangerous toys from the shelves. Plus, Foley's probably does more community service projects than any other retail business in town. Foley's was responsible for completely remodeling a neighborhood playground at a considerable expense of time and money, and they tried to set up a city-wide carpool program. Have we attempted anything to really help anyone but ourselves lately?) We should be pursuing Foley's for assistance with our projects rather than harassing them.

Did anyone try to reach the buyer? Each department has its own buyer and his/her decisions are often completely independent from the working of management.

In addition, Foley's is not a Houston owned store. It's controlled by Federated Stores, a national corporation. The purchase could have been arranged by some sweet little guy in New York who hangs out at fashion shows and wouldn't know about a demonstration unless we burned the store down.

The ramifications are endless when you get involved in the bureaucracy of any corporation. So if someone really cared about the Farah situation, he/she would have taken the time to find out the structure and negotiate at the vital levels.

Going through the system isn't glamorous or showy, but it sure gets things done and probably a lot faster. A child can throw a tantrum, but it takes an adult to negotiate a change.

And how about time? Everybody complains about not having enough time. Yet, I figure it takes about 95 woman hours to stage a demonstration adequately. Say you spend three or four hours making posters with ten people. That could be as much as 40 hours there. Then, if 30 people show up for just an hour's time at the place (including time coming and going if it's a short demonstration), that's another 30 hours. And, if we spend a good 30 minutes discussing the demonstration in a meeting of 50 people, that's another 25 hours. So we've spent around 95 hours on a demonstration.

What can we do in 95 hours? I guarantee in 95 hours' work we could not only contact every head person at Foley's concerned with the situation, but every other clothing store in town too. Then, we could start on clothing stores out of town.

(continued)

LETTERS TO THE BROADSIDE (continued)

Has anyone from our chapter tried to get in touch with the Farah workers to find out if we can help them directly?

If we really cared about the Farah situation why haven't we done something by now? It's not only embarrassing to dig up an old issue we haven't done anything about, but PR-wise, it's dumb! Even a good exhibitionist knows not to demonstrate on a dead issue.

What other issue could we do something about in 95 hours? We could make an endless list. But if we really want the community to respond to us we could send a representative to every major civic leader in the city for the purpose of explaining what NOW is and what we want to do.

It's a fact that every media head in town is required by the FCC to make a certain number of contacts with community leaders from all segments of the population. We should definitely instigate a series of such discussions now. How can they care if we don't take the time to talk to them?

More important than the time spent is the principle involved. We as NOW members profess to be against "organized violence" in favor of negotiation. So if we don't even attempt to negotiate a situation before resorting to demonstrating, aren't we being hypocritical?

On the other hand, if we demonstrate for the sake of sensationalism, the media will soon treat us just like a little boy who cries wolf. Then what will happen when we have a real burning issue?

In conclusion, please know that this was all written to encourage us to think before we act and work together on better solutions to our problems. Because after all, with the time spent in writing this article, I could have been out demonstrating for something.

Linda April Raines

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WITH A LITTLE HELP FROM OUR FRIENDS

Senator John Tower issued a press release on June 23 announcing his sponsorship of two pieces of legislation of particular interest to women. In recognition of the discrimination against women in the areas of Fair Housing and Consumer Credit, Tower stated:

"I have found considerable confusion regarding the Fair Housing Amendments of 1968 which prohibit discrimination on the basis of race, color, religion or national origin only. One of the new bills which I am sponsoring, the Fair Housing Opportunity Act, would extend the provisions of the 1968 law to include prohibition against discrimination on the basis of sex in sales and mortgage lending transactions.

The proposed Equal Consumer Credit Act which I am sponsoring would amend the Truth in Lending Act to prohibit any discrimination on the basis of sex or marital status in any consumer credit sale."

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GETTING AWAY FROM IT ALL

A feminist retreat will be held the weekend of September 8-9 at Camp Warnecke, New Braunfels. For less than \$20 you can get away from the hassle of the city and enjoy relaxing and rapping with your sisters. A bargain at twice the price. Call Marlyne Kilbey (664-4121) for details.

Benefit for a Gay Mother  
 Montrose Gaze Community Center  
 504 Fairview  
 Sunday, 9 September, from 2 PM on  
 starring  
 Ruth Gordon and Don Sanders

\$1 contribution to free a custody suit transcript for publication  
 Jeanne F. Alleman  
 641-1535

### HELP WANTED

The current Center Director, Joan Ritter, is vacating the post in order to better fulfill the duties of Treasurer. A new Center Director will be appointed by Jeanne Necaie. The duties are: 1) Schedule task force meetings, orientations, and office managers (each for three hours per month) on a month-to-month basis. 2) Keep the Center supplied with Cokes. 3) See that the Center is reasonably clean and that the yard work is done. 4) Oversee improvements and repairs. 5) Decorate the Center. 6) File outdated notices and newsletters. 7) See that the Information Book is updated. 8) et cetera. Any of the duties may be delegated to others, but the responsibility cannot be delegated. If interested in this important position, please contact Jeanne Necaie or Joan Ritter.

### SPORTS NEWS

Billie Jean King will play Bobby Riggs in the Astrodome on September 20 for \$100,000. The Houston Post, reporting on the upcoming match, included the following statement: "Mrs. King, looking extremely attractive in a navy blue shirtwaist with appliqued flowers at the neckline, and wearing white slacks..." Boys will be boys, especially sports writers.

\*  
 \* The little housewife  
 \* didn't ask for a lot.  
 \*  
 \* And that, of course  
 \* is just what she got.

Jan Prevatt

JOIN NOW (members receive free issues of the BROADSIDE)

- \_\_\_\_\_ I would like to become a member of NOW (\$15)  
 \_\_\_\_\_ I want to join but can only afford \$\_\_\_\_\_ (\$7.50 minimum)  
 \_\_\_\_\_ I am not a member but would like to receive the BROADSIDE (\$3.00)  
 \_\_\_\_\_ I would like to make a contribution of \$\_\_\_\_\_ to NOW  
 \_\_\_\_\_ I pledge \$\_\_\_\_\_ per month for the Women's Center

Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip \_\_\_\_\_

Mail to: National Organization for Women  
 3602 Milam  
 Houston, Texas 77002

# CALENDAR

1973		SEPTEMBER					1973
SUN	MON	TUES	WED	THURS	FRI	SAT	
Women's Center 3602 Milam Tel. 524-5743						1 Peggy Hall Jeanne Alleman	
2 Ann McClung	3 closed	4 Bonnie Metze/ Jeanne Necaize	5 Caucus Member	6 Patty Ryan	7 Joan Ritter	8 Jan Dilbeck Helen Via	
9 Mickey Davis	10 Brenda Cooper/ Saundra Lerner	11 Ginny Lovejoy	12 Diana Freeland	13 Carol Heines	14 Allison Korn	15 Kathy Lively Holly Robertson	
16 Jan Pierce	17 Janice Williams/ Pat German	18 Linda Bayer	19 Mary Jane White /Kay Whyburn	20 Sheri Levine	21 Chris Feahr	22 Marlyne Kilbey Charlotte Moser	
23 Betty Barnes	24 Pam Lewis/ Barbara Hoek	25 Ann Smith/ Margo Bishop	26 Lynne Mutchler	27 Sharon Vincent	28 Harla Kaplan	29 Clara Willing	

- Sept. 5 -- NOW Program Meeting. UH Student Center. Check first floor board for room. 8 PM.
- Sept. 6 -- Bay Area Chapter presents Mr. Lemon of the Dept. of Labor, speaking about the Equal Pay Act. UH Extension School. 7:30 PM.
- Sept. 8 - 9 -- Feminist Retreat. Camp Warnecke, New Braunfels.
- Sept. 9 -- NOW Board Meeting. 7 PM.
- Sept. 10 -- NOW Orientation, "Consciousness Raising". Presented by Helen Copitka. 8 PM.
- HCWPC hears candidates for mayor of Houston. HTA Bldg, 1415 Southmore. 7 PM.
- Sept. 12 -- NOW Business Meeting. UH Student Center. Check first floor board for room. 8 PM.
- Sept. 13 -- NOW-HCWPC initial Rape Counseling Meeting. 8 PM.
- Sept. 15 - 16 -- NOW National Executive Board meets to plan the May 31 - June 1 National NOW Convention to be held in Houston.
- Sept. 17 -- NOW Orientation, "What is Feminism?" Presented by Helen Cassidy. 8 PM.
- Child Care Task Force. 8 PM.
- Sept. 18 -- Marriage and Divorce Task Force. 8 PM.
- Women in Poverty Task Force. 8 PM.
- Sept. 19 -- Education Task Force. 8 PM.
- Sept. 20 -- Bay Area Chapter Business Meeting. UH Extension School. 7:30 PM.
- King - Riggs Tennis Match. Astrodome. 6:30 PM.
- Sept. 21 -- Marriage and Divorce Rap. "Can Feminism Survive in a Traditional Marriage?" 8 PM.
- Sept. 23 -- NOW State Convention. Dallas, Texas.
- Sept. 24 -- NOW Orientation, "Legal Rights". Presented by Parrish Hirasaki. 8 PM.
- Sept. 26 -- Equal Employment Opportunity Task Force. 8 PM.
- Oct. 1 -- NOW Orientation, "Women and Men". Presented by Darrell Wells. 8 PM.

Unless otherwise specified, meetings are at the Women's Center, 3602 Milam. Adult-supervised child care is available at all meetings.

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HOUSTON, TEXAS 77002

THE BROADSIDE

Houston Chapter

NATIONAL ORGANIZATION  
FOR WOMEN

September 1973

BULK RATE  
U. S. POSTAGE  
PAID  
Houston, Texas  
Permit No. 9902