

## REPORT ON THE 1974 SPRING SALES CAMPAIGN

June 14, 1974

1. Branch weekly sales averaged 7,978 throughout the 1974 spring sales campaign. This substantial weekly average, maintained over an 18-week period, reflects a solid achievement in terms of regularizing high street sales. Weekly sales came near the 8,280 average of the 11-week fall drive and represent a 26% increase over the 15-week 1973 spring sales campaign average of 6,308.

The ability of areas to meet their individual goals fluctuated from branch to branch. Detroit was the most consistent, surpassing their goal 14 times. Philadelphia and Austin met their goals 10 times and St. Louis nine times. Ten other branches sold their goals at least four times.

Oakland/Berkeley maintained a weekly average of 716 which is the highest average of any area throughout the three sales campaigns. Chicago sustained the second highest average of more than 500. Six branches sold more than 1,000 Militants one week of the drive.

The 10,000 goal was met once during the special target week when more than 15,000 Militants were sold--the highest sales week since May 1970. A number of branches launched ballot drives in May so that the 10,000 goal was out of reach for the final two weeks of the campaign.

2. The average participation of comrades increased by 4% over the level of participation during the fall and 15% over one year ago--an increase of 100 comrades per week in one year. Per capita sales averaged 11.5 per comrade selling, which compares with 12.6 last fall and 10.6 in spring 1973.

3. An overriding characteristic of the spring drive was the ability of branches to consistently conduct weekly sales in regular locations. Sales took place each week on campuses; in the Black, Puerto Rican, and Chicano communities; and in other working class neighborhoods, shopping areas, and transportation terminals.

Black, Puerto Rican, and Chicano community sales have increased by 75 percent. They now represent 26% of total sales, an average of 2,043 per week. Chicago and Atlanta averaged more than 200 per week, and seven other branches averaged more than 100 per week.

Campus sales continue to make up a large proportion of each week's sales. Twenty-six percent of total Militant sales, in addition to many YS sales are conducted on campus.

Some branches have begun to regularize sales at plant gates and other work places. For example, San Francisco and Oakland/Berkeley average more than 30 per week sold regularly at work places. These sales overall are still

a modest proportion of total sales and could be improved.

Regular sales at supermarkets and other shopping areas and in transportation terminals helped to further expand Militant sales to Blacks, Puerto Ricans, Chicanos, and other working people.

4. In addition to the establishment of regular sales, branches took advantage of opportunities to initiate sales in new locations and to increase sales in response to political developments. An example of this are the sales to the striking truckers.

Also, the gas lines brought on by the contrived fuel shortage became a sales location for many branches. Another example are the stepped-up sales organized in the Black communities around the COINTELPRO documents.

Branches made progress in integrating Militant sales with political struggles taking place in their cities. New York's highest sales coincided with the week of the District 1 election and helped to advance the fight against racism in District 1. Twin Cities consistently sold Militants at activities in support of the Wounded Knee frame-up victims. San Francisco tied in Militant sales with support for the striking Sears and municipal workers. Most areas linked Militant sales with building support for the SWP campaigns.

Some areas report that they were able to successfully conduct high sales during the weeks of educational conferences rather than automatically lower their bundles. For example, both West Side and Central-East Los Angeles achieved their sales goals during the week of their socialist conference.

5. In addition to the single copy sales campaign, a successful subscription drive was conducted this spring for 8,230 new subscriptions. This is as large as the last two spring subscription drives which were not accompanied with the Militant and YS sales campaigns organized this spring. The bulk of subscriptions were sold on campuses. However, some areas report successful subscription sales in Black and Chicano housing projects. For example, Cleveland sold 88 in this way; Chicago, 75; and Oakland/Berkeley, 64. Also, comrades report selling 165 subscriptions to co-workers and another 88 to other unionists and working people at labor gatherings.

Branches have continued to sell subscriptions since the close of the drive. A number of branches report that comrades are successfully selling subscriptions on the street during the course of single copy sales.

6. Branches sold an average of 79% of their bundles this spring, netting a profit of \$4,922. All but four branches made a profit. The Militant debt is now down to \$2,270 from a high of \$11,351 in 1972, and only three branches still have large back debts.