

14 Charles Lane
New York, NY 10014
April 3, 1974

TO: SWP Organizers, Bookstore Directors, & Financial Directors

Dear Comrades,

Enclosed is the 1973 income and activities report for the Brooklyn Militant Bookstore. It is a good example of a bookstore report. As we receive other 1973 bookstore reports and periodic reports on 1974 sales we will make them available.

Comradely,

Peggy Brundy
Peggy Brundy

BROOKLYN MILITANT BOOKSTORE
February 25, 1974

The attached sheets are to give a picture of the bookstore's income activity throughout the year 1973. This is not a full financial report of profit and loss and so forth. Rather this is an income and activities report.

The sales are not broken down into categories for the months of January through June. This is because a detailed breakdown was not maintained during that time, and to attempt to do so now might result in an inaccurate representation of the facts.

However, the breakdown of sales from July through December should give a fairly clear picture of sales activities the latter half of the year. The category totals have been noted as to their percentages of total income.

The largest portion of income, 32%, is from branch and local meetings, including educationals and pre-convention discussions. These sales, obviously, are mostly to comrades.

The second largest category, Regular Sales, at 25%, consists of walk-in sales and sales to comrades throughout the week at times other than around meetings. Unfortunately, there is no determination of what portion of these sales is made to people off the street, since there is no one consistently in the bookstore during those times. However, comrades have recently been advised that whenever they might make sales or purchases during "off-staffing hours," to indicate when possible the source of the sale. Occasionally comrades have been able to get people off the street into the bookstore as a result of a Militant or YS sale, or through discussions about our campaigns, and sell them up to \$15 worth of literature.

The third largest category, campus consignments, at 16%, is an interesting one. For one thing, September through November sales seem to bear a more or less direct relation to the thermometer. The increased sales in December are a reflection of YSA activity initiated at NYCCC and LIU, which for a time had been rather neglected; sales previous to that month were only from Brooklyn College.

The next category, Interventions and Special Events, representing 12% of total income during that 6-month period, is a most unpredictable area. It is dependent on many variable factors: one is the frequency and nature of events at which we might be interested in setting up a literature table; another is the amount of cooperation (or lack of it!) that we can get from the organizers of these events (we seldom know until we get there whether we will be driven out into the cold streets by angry sectarians, or welcomed with coffee and cookies and extra tables -- and we have experienced both extremes); finally, our success with these interventions is heavily dependent on our alertness to their existence, our ability to act upon them quickly, and the willingness and cooperation of branch and local members to participate in getting the goods there and staffing the tables.

The lowest sales category indicated is Forums, at 11%. This rate is obviously much too low, particularly in view of the key link between forums, our literature, and winning over as many of our contacts as possible to the Trotskyist program of revolutionary socialism, and ultimately recruiting them. On a practical level, one can also see the devastating effect of no-forum or low-forum months on the bookstore's budget.

The lowest percentage shown is, as it should be, sales tax collected. However, that is perhaps just a little lower than we might like, since, during 1973 we only collected \$137 in sales tax, whereas we paid out to the state \$173 in sales tax due, representing a loss of \$36. This is something we need to tighten up on in the future.

There are some other points of interest not directly reflected on the financial sheet. The highest income months, about \$100 over the monthly average of \$250, occurred during March, April, and June. There was an 8-week educational series on Marxist economics during March and April, which included quite an extensive reading list. Then again in June the Transitional Program series was held, and the reading list for that series was also quite extensive. The relationship then between the bookstore and the educational program and attendance becomes quite clear. Also, there was a big push on campus sales that spring, as well as a pioneering into the area of Brooklyn interventions.

On the other hand, July and August show a flip-flop in the opposite direction. Several changing factors entered into this period. During July and August there were zero campus sales. In addition, pre-convention discussions tended to absorb comrades' reading time and funds, as well as time for participation in out-of-the-branch bookstore activities. August was a disaster for the bookstore. Comrades all spent a good week away from Brooklyn. There were no campus activities, no forums, and no interventions. We can see that same general trend in November as we prepared once again for the convention. While this trend is to be expected at such times, we will hopefully be able to strike a little better balance and find some means of counteracting this problem in the future.

Finally, in regard to this financial sheet, is the matter of the inventory. Whereas the year began with a retail inventory of somewhat over \$850, it closed with \$1165. The drop indicated between October and December is mostly due to a return of approximately \$415 (retail) worth of literature to Pathfinder which had accumulated due to overstocking both in the bookstore and on campus. In addition the bookstore contributed over \$100 worth of books which had become regarded as "unsaleable through the bookstore," to the YSA for its booksales. The bookstore only received about \$18 back on the deal.

1974 started out very poorly. Our total income was only \$97 in the month of January. Due to the campus being closed 3 weeks of

the month, we only brought in \$3 from campus sales. In addition, there were no forums, no educational; and meetings and regular sales combined only brought in \$77. Our only "intervention" was a farewell party which brought in \$12 for the bookstore.

However, February shows a new direction -- one in which we intend to continue! These are some of the things that happened:

- February 8, 9, and 10 several comrades from Brooklyn teamed up with the New Brunswick local to set up a table at at Radical Sociologist Professors Conference at the Douglas extension of Rutgers. We sold \$85 worth of literature, the profits of which we have agreed to split with the New Brunswick local. In addition several Militant and ISR single issues and subs were sold, and one subscription to IP.
- Sales at the highly successful Black Educational Weekend reached \$62 which takes into account a 10% discount given on all literature purchased that weekend.
- One comrade went to a Caribbean Concert at NYCCC and sold 7 Black Power in the Caribbean pamphlets.
- Two other comrades have sold numerous Fuentes pamphlets at the schools where they teach, and at school board and teachers' meetings.
- The YSA financial committee paid the bookstore commission due from the YSA booksales (\$18).
- To date the Brooklyn College team has brought in \$32 from their campus literature table.
- We began setting up a literature table on a regular basis at NYCCC and sold \$17 worth of literature there to date.
- \$36 worth of literature has been sold to date at forums (not including the Black Educational Weekend), and \$18 from regular sales.

The Brooklyn Militant Bookstore wiped out the remainder of its back debt to Pathfinder in February.

February looks like a good start in the right direction. The Brooklyn College fraction plans to set up Pathfinder literature tables twice a week, and to include as much of our literature as possible and appropriate on the USLA table which they will set up the rest of the week. Tables will be set up at NYCCC once a week. All comrades have been asked to keep their eyes and ears open for meetings and conferences at which we might intervene with Pathfinder literature, and let the organizers or bookstore director know about them as soon as they find out about any upcoming events.

While we are not necessarily projecting a solid continuation of this kind of high income, what we do project continuing is the outward thrust in our sales efforts. Our projection is to use the bookstore as a literature distribution center, concentrating on getting our literature out into Brooklyn, emphasizing campus literature tables, interventions, and hawking pamphlets, particularly: Tragedy in Chile, Coup in Chile, Fight Against Racism in Our Schools, Viva la Huelga, Black Power in the Caribbean, U.S. Role in Southern Africa, and the upcoming energy crisis pamphlet.

We are planning to build and install a large bookstore sign on the outside of the building which will be highly visible from the street, by the end of March. We also project embarking on a publicity campaign, posting leaflets to neighborhood bulletin boards, and anywhere else where the leaflets might be seen, in addition to making sure that Militants and Ys are stuffed with bookstore leaflets. We may also want to plan a paste-up in collaboration with the campaign.

During the coming months we will want to focus on campaign activities, setting up literature tables in collaboration with the campaign committee whenever possible, and also to otherwise experiment with street sales in various areas.

BROOKLYN MILITANT BOOKSTORE
INCOME & INVENTORY - 1973

<u>Month</u>	<u>Total Sales</u>	<u>Campus Consnt.</u>	<u>Forums</u>	<u>SWP&YSA Meetings</u>	<u>Reg. Sales</u>	<u>Inter-ventns. &Speci. Events</u>	<u>Sales Tax Coll.</u>	<u>INVENTORY</u>	
								<u>Wholesale</u>	<u>Retail (opening)</u>
January	250.35						12.15		857.61
February	217.39						9.30		
March	341.41						12.47		
April	351.83						14.82		
May	252.45						11.85		
June	346.31						19.94		1,306.15
July	162.31	---	51.00	66.75	22.65	14.05	7.86		1,354.45
August	140.47	---	---	55.75	76.20	---	8.52		1,311.17
September	273.27	79.70	9.53	70.40	57.35	44.25	12.04		
October	266.43	59.90	35.25	56.95	71.66	32.25	10.42	1,137.08	1,783.80
November	147.91	21.35	27.60	56.85	35.80	---	6.31		
December	<u>253.67</u>	<u>34.70</u>	<u>10.20</u>	<u>86.50</u>	<u>50.80</u>	<u>60.15</u>	<u>11.32</u>	746.78	1,165.04
JULY-DEC									(closing)
TOTALS	1,244.06	195.65 (16%)	133.58 (11%)	393.20 (32%)	314.46 (25%)	150.70 (12%)	56.47 (4%)	(percentages of total income)	
+JAN-JUNE	<u>1,759.74</u>						<u>80.53</u>		
	<u>3,003.80</u>						<u>137.00</u>		