

Militant and ISR Business Office  
14 Charles Lane  
New York NY 10014

April 6, 1974

APRIL SALES LETTER

Dear Comrades,

After two months of the spring sales campaign, significant gains have been made toward increasing weekly sales and establishing sales as a membership norm. This progress can be concretely measured by the increasing number of comrades selling each week. The average number has gone up by 100 per week since one year ago and 33 since the fall campaign. This is one of the most important aspects of the sales campaign and reflects the political priority that has been placed on Militant sales by the branches.

A series of charts are attached that illustrate the overall picture as well as the progress of each branch in relation to the others.

With a month and a half remaining, a final push is now needed to meet or go over the national goal of 10,000. The YSA is organizing to meet the YS goal of 11,000 during April, and this drive should be coordinated with The Militant campaign to assure the success of both.

The completion of a successful subscription drive will now allow branches to turn the energy required for an organized subscription drive toward the single sales campaign. Also, the fact that weather is finally improving adds to the possibility of branches making their sales goals.

We have a few suggestions that we think will help branches map out a strategy for the final swing of the campaign:

1. The regular sales on the campus; in the Black, Puerto Rican, and Chicano communities; and at work places, union meetings, and in working class neighborhoods should continue to be emphasized and carefully organized each week.

West Side Los Angeles sales director Jim Odling reported recently that "the importance of regularizing and having repeat Militant customers is starting to show. For a second week in a row one comrade sold more than 1/2 of all her papers to the same people as she did the week before because she was in the same place--a supermarket--at the same time."

Overall Black community sales have increased by 29% since the fall. Sales around the March 22 issue which reprinted the FBI documents laid the basis for expanding sales in the Black community. Focusing in on these locations each week with consistent sales is an important way to explain our analysis of these revelations and the need for Black independent political action. The Atlanta, Chicago, and Oakland/Berkeley branches sell a weekly average of 199, 141, and 135 respectively, exemplifying the high sales that can be maintained.

Sales on the campuses have dropped by 611 from the fall weekly average. However, they are 675 higher per week than one year ago and still account for over 30% of the total sold each week. Oakland/Berkeley averages 193 and Pittsburgh 175 each week, indicating the potential for high campus sales. Also, St. Louis, Detroit, and Atlanta sales directors have all reported that sales to Black students have noticeably increased. Those branches that have fallen behind in campus sales might want to give more attention to this area as they plan out meeting their goals.

Sales at work places, union meetings, picket lines, and strike meetings have doubled over the fall average. These sales are about 7% of total weekly sales, and reports to the business office show that many branches are regularly selling at work places as well as taking advantage of sales opportunities around strikes, such as the truckers strike. San Francisco has been averaging 72 a week, up from 17 last fall. Detroit has gone from 8 a week to 48. Again, consistency in selling at the same locations every week can build up the number sold in this area.

2. Projecting Saturday as a major day of selling both The Militant and Young Socialist is another factor that branches can concentrate on in order to meet their goals. Saturday sales can involve most branch and local members and can be integrated with election campaign and other political activities. Boston has been working on this aspect of sales, shooting for a goal of 600 combined sales of The Militant and the YS on Saturday. Brooklyn has been holding campaign rallies each week in conjunction with sales of both publications. Whether Saturday is a kick-off or a wrap-up day, with high participation from branch and local members, Saturday sales can account for a considerable proportion of the week's total.

3. Combined with an all-out effort on Saturday, maintaining a substantial base of weekly sales is also necessary. One source of these weekly sales are sales on campus both by the campus fractions and by other comrades selling in the evening.

Another suggestion is to utilize the neighborhoods surrounding the headquarters. Pittsburgh, for example, sells high numbers most weeks near the Univ. of Pittsburgh campus where their hall is located. The Atlanta branch is situated in the downtown area of the city, and comrades regularly sell around the hall. These sales facilitate drawing interested people into the bookstores. In addition they can be organized before or after other meetings and activities that comrades participate in at the headquarters. This can help involve most comrades in sales two or three times a week, which is what is needed for the branches to sell their goals.

4. To enable the scoreboard printed in The Militant and the sales column to more currently reflect the weekly sales progress, we would like sales directors to begin calling in weekly reports as they did this past fall. These calls should begin on Monday and Tuesday, April 15 and 16, with reports on issue #14, dated April 12. A suggested schedule for when each call should be made is attached. If any sales director cannot call at the suggested time, please let us know right away.

Also, Midwest and West Coast branches should be sure to take into account the time changes; the times suggested refer to New York time.

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Coming in the May International Socialist Review: The May ISR will feature a comprehensive survey of the plight of the aged in the U.S. today by Stephanie Coontz. There will also be an article by Tony Thomas on the mass upsurge in Ethiopia and the crisis of the Haile Selassie regime.

The deadline for bundle changes is April 22.

Comradely,

*Rose Ogden*  
Rose Ogden  
Business Office

SUGGESTED SCHEDULE FOR WEEKLY CALL TO THE BUSINESS OFFICE

Monday:

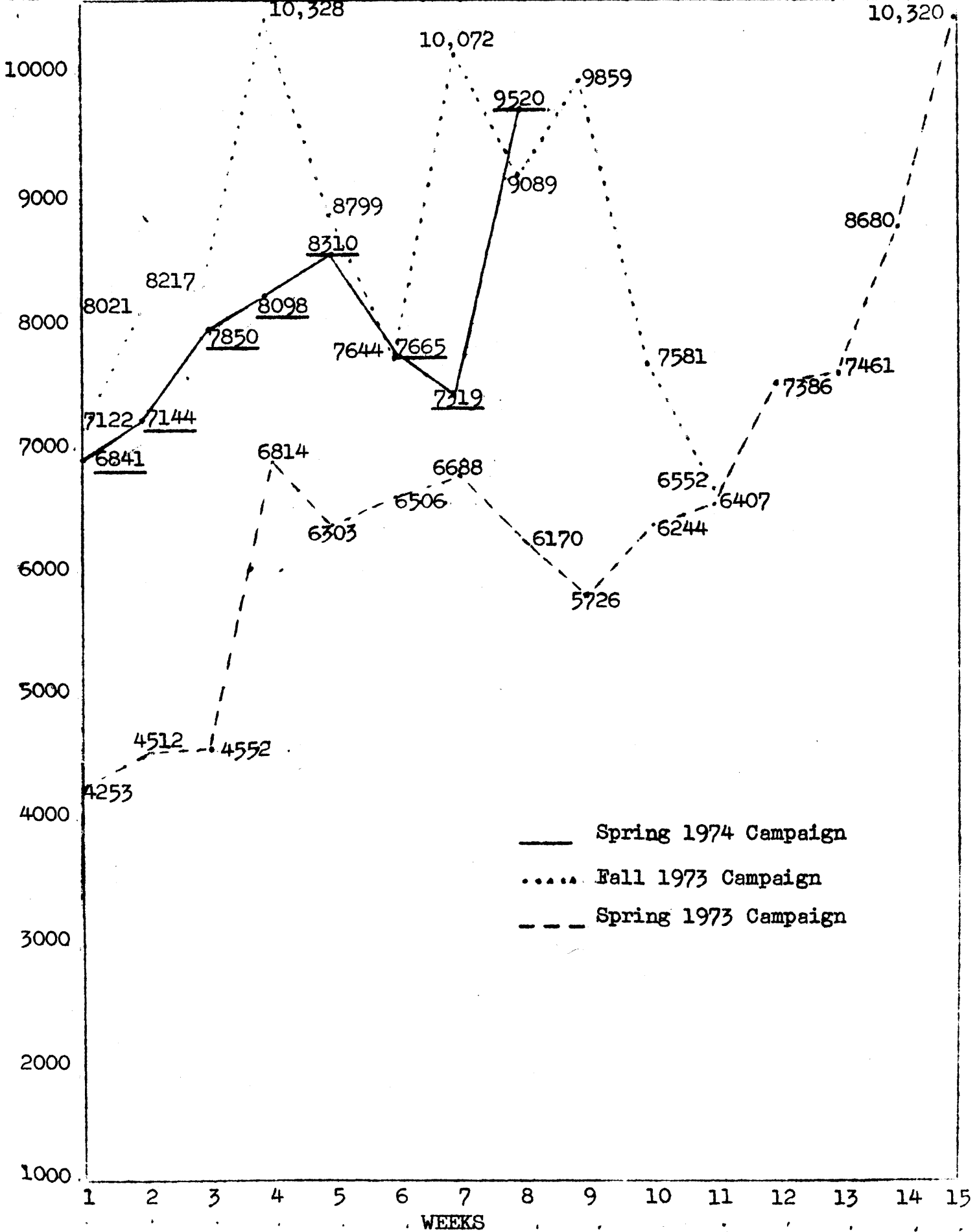
Atlanta	4:15pm
Austin	8:30pm
Brooklyn	12:00noon
Chicago	7:00pm
Cleveland	5:45pm
Detroit	5:30pm
LA Central-East	10:30am
LA West Side	10:45am
Oakland/Berkeley	9:30am
Portland	7:30pm
St. Louis	8:00pm
San Diego	9:00pm
Seattle	5:00pm
Upper West Side	1:00pm
Washington DC	6:30pm

Tuesday:

Boston	6:00pm
Denver	9:00pm
Houston	7:15pm
Lower Manhattan	12:00noon
Philadelphia	7:00pm
Pittsburgh	5:30pm
San Francisco	10:30am
Twin Cities	6:30pm

TOTAL SALES  
Spring 1974, Fall and Spring 1973

#  
SOLD



\_\_\_\_\_ Spring 1974 Campaign  
 ..... Fall 1973 Campaign  
 - - - Spring 1973 Campaign

WEEKS

WEEKLY MILITANT SALES, SPRING 1974

	GOAL	2/1	2/8	2/15	2/22	3/1	3/8	3/15	3/22	AVERAGE
Atlanta	500	344	340	446	435	250	250	320	631	377
Austin	60	66	96		40		40	40	10	49
Boston	700	469	447	718	440	403	513	540	650	523
Brooklyn	450	207	326	387	248	371	311	359	451	333
Chicago	700	319	309	472	392	481	304	465	458	400
Cleveland	350	321	198	278	166	351	252	185	215	246
Denver	450	200	222	252	229	284	318	364	290	270
Detroit	400	270	429	425	461	486	350	431	446	412
Houston	500	328	350	321	344	333	320	380	347	340
Central-East LA	350	196	190	200	230	185	185	278	151	202
West Side LA	350	209	191	250	447	303	424	315	319	307
Lower Manhattan	500	186	335	292	472	452	410	244	334	341
Oakland/Berkeley	800	500	582	650	605	728	669	537	730	625
Philadelphia	400	413	262	308	439	375	356	335	373	358
Pittsburgh	350	234	272	300	329	350	342	239	186	281
Portland	325	196	233	226	251	213	253	200	270	230
St. Louis	325	219	202	270	263	277	291	309	338	271
San Diego	325	219	275	175	215	140	238	231	325	227
San Francisco	525	325	350	220	298	295	281	396	1051	402
Seattle	425	410	351	340	400	392	427	290	323	367
Twin Cities	350	386	374	362	353	508	368	291	209	356
Upper West Side	475	203	150	259	184	261	269	208	319	232
Washington DC	400	223	223	279	386	368	247	189	336	281
TOTALS		6443	6707	7430	7627	7806	7418	7146	8762	7430

COMPARISON OF AVERAGE WEEKLY MILITANT SALES

	<u>Spring 74</u> <u>Goal</u>	<u>Spring 74</u> <u>Average</u> <u>8 weeks</u>	<u>Fall 73</u> <u>Average</u> <u>11 weeks</u>	<u>Spring 73</u> <u>Average</u> <u>15 weeks</u>
Atlanta	500	377	451	301
Austin	60	49	116	163
Boston	700	523	526	420
Brooklyn	450	333	372	295
Chicago	700	400	605	419
Cleveland	350	246	269	290
Denver	450	270	310	203
Detroit	400	412	360	330
Houston	500	340	403	414
LA (Central-East)	350	202		
LA (West Side)	350	307	(440)	(339)
Lower Manhattan	500	341	403	510
Oakland/Berkeley	800	625	683	488
Philadelphia	400	358	377	234
Pittsburgh	350	281	264	---
Portland	325	230	246	155
St. Louis	325	271	244	---
San Diego	325	227	349	282
San Francisco	525	402	433	335
Seattle	425	367	423	278
Twin Cities	350	356	252	263
Upper West Side	475	232	430	365
Washington DC	<u>400</u>	<u>281</u>	<u>324</u>	<u>224</u>
TOTALS		7,430	8,316	6,308

FINAL SPRING 1974 ISR SUBSCRIPTION DRIVE SCOREBOARD

<u>AREA</u>	<u>GOAL</u>	<u>SOLD</u>	<u>%</u>
E. LANSING	5	12	240
BOSTON	100	177	177
MILWAUKEE	3	5	166
WASHINGTON DC	45	70	156
PITTSBURGH	30	44	147
BROOKLYN	50	71	142
NEW PALTZ	5	7	140
LOWER MANHATTAN	55	73	133
SAN DIEGO	55	73	133
PHILADELPHIA	70	86	123
TWIN CITIES	40	49	123
ANN ARBOR	5	6	120
LOGAN	5	6	120
SEATTLE	50	60	120
UPPER WEST SIDE (N.Y.)	55	66	120
DENVER	50	59	118
OAKLAND/BERKELEY	100	118	118
CHICAGO	100	116	116
CLEVELAND	50	57	114
DETROIT	50	57	114
NASHVILLE	10	11	110
ST. LOUIS	40	44	110
BELLINGHAM	5	5	100
COLUMBUS	5	5	100
HOUSTON	50	50	100
SANTA BARBARA	5	5	100
Madison	15	14	93
Portland	35	30	86
San Francisco	75	63	84
Indianapolis	5	4	80
Lexington	5	4	80
Phoenix	5	4	80
Los Angeles (Central-East)	50	31	62
Los Angeles (West Side)	50	31	62
Amherst	10	6	60
Champaign	5	3	60
Kalamazoo	5	3	60
Long Island	5	3	60

New Brunswick	5	3	60
San Jose	5	3	60
Austin	10	4	40
Bloomington	15	6	40
Hartford	10	4	40
Kansas City	5	2	40
Atlanta	50	16	32
Athens	5	1	20
Baltimore	5	1	20
Cincinnati	5	1	20
Columbia	5	1	20
Iowa City	5	1	20
Mt. Pleasant	5	1	20
Ossining	5	1	20
Sacramento	5	1	20
St. Cloud	5	1	20
Tucson	5	1	20
Worcester	10	1	10

YOUNG SOCIALIST TEAMS:

Mid-Atlantic	15	12	80
So. California	15	7	47
Upper Midwest	15	6	40
Texas-Louisiana	15	6	40
Illinois-Wisconsin	15	5	33
No. California	15	5	33
Ohio-Kentucky	15	5	33
Southeast	15	5	33
N.Y.-N.J.-Conn.	15	4	27
Michigan-Indiana	15	3	20
Rocky Mountain	15	3	20
Pennsylvania	15	2	12
General	75	80	156
<u>TOTAL</u>	<u>1,200</u>	<u>1,730</u>	<u>143</u>



Report on Militant Sub Drive, Cleveland, April 3, 1974

The Cleveland branch found subs much more difficult to sell in this sub drive than in recent past ones. We found that campuses which had previously netted us large numbers of subs no longer did so. After the first weekend mobilization, it became clear that our original projection of making our quota of 325 Militant and 50 ISR subs in two or three Saturday mobilizations was unrealizable. Final exams on many campuses and a lack of the previous favorable response forced us to look for new areas to sell subscriptions and to plan on each comrade selling more frequently than originally projected.

Lack of funds prevented us from fielding special teams which would stay in regional areas four or five days as we had done in some recent sub drives. This also forced us to look for more selling spots inside the city.

The largest total number of subs were still sold at out-lying campuses. This area accounted for a total of 122 Militant and 15 ISR subs.

Our next most successful areas was one which had been largely neglected on other recent sub drives--the Cleveland Black housing projects. Receptivity was highest in these projects and the most out-lying campuses, i.e. those campuses more than an hour drive from Cleveland. We sold 81 Militant and 3 ISR subs in the Black projects. These projects also netted a large number of single issue sales and a great interest in our campaign material.

The most disappointing area of our subscription sales was the Cleveland campuses. Only 9 Militant and 5 ISR subs were sold at the three campuses where we have comrades.

An encouraging area of sales was comrades selling to co-workers. The two AFSCME comrades sold 9 Militant subs. Several of the subs listed as miscellaneous were sold by other comrades to co-workers.

The gift category includes subs purchased by comrades for relatives or friends.

The branch instituted a policy of giving introductory subs to independent forum speakers. One of these speakers decided to use the \$1 as a discount on a year's subscription rather than take the introductory sub.

The sub drive was much more closely tied in with the campaign than is indicated by the figures of 2 subs from campaign mailings and one from a campaign speaking engagement. Our in-city sub teams made great use of campaign material. Marguerite Snyder, our candidate for Congress in the 21st Congressional District, found she met with great success while going door to door in that district, to introduce herself as a candidate, show the platform, and then introduce a special subscription offer on the campaign newspaper.

The most outstanding feature of this sub drive was the high level of participation among all comrades. The making of the sub

goal was truly dependent upon the work of the entire branch and not one or two top salespersons.

Following is a complete breakdown of our sub sales:

A. Per comrade

1. 4 branch members with 0.
2. 6 branch, 2 YSA, 1 regional YSAer who subbed with us with 1 - 5 subs.
3. 12 SWP, 1 YSA with 6 - 10 subs.
4. 6 SWP with 11 - 15.
5. 7 SWP with over 15.

B. By area

1. Area campuses: 122 Militants; 15 ISR
  - a. Oberlin (32;9)
  - b. Kent (19;3)
  - c. Wooster (20;1)
  - d. Mt. Union (16)
  - e. Ohio Wesleyan (15)
  - f. Lake Erie (10)
  - g. Hiram (10;2)
2. Black Projects: 81 Militant; 3 ISR
3. Miscellaneous: 34 Militant; 9 ISR
4. Cleveland campuses: 20 Militant; 5 ISR
  - a. CCC (5;4)
  - b. John Carroll (6)
  - c. Baldwin Wallace (5)
  - d. CSU (4;1)
5. Gifts: 15 Militant; 3 ISR
6. AFSCME: 9 Militant
7. Black Apartments: 5 Militant
8. Forum Gifts: 4 Militant; 1 ISR
9. Regional Organizer: 4 Militant; 1 ISR
10. Heights Apartments: 2 Militant
11. Campaign Mailing: 2 Militant
12. Miami U.: 1 Militant
13. Campaign speaking engagement: 1 Militant
14. Cleveland Council of Union Women: 1 Militant
15. Women's Meeting: 1 Militant
16. Recorded before we kept records: 22 Militant; 9 ISR
17. Mailed directly to Militant: 11 Militant; 6 ISR

Total: 335 Militants; 52 ISR.

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 SPRING 1974 SUB DRIVE -- WHERE WE GOT 'EM (Chicago, Apr. 4, 1974)

KIND	HOW MANY SUBS	HOW MANY PEOPLE
<b>CAMPUS SUBS</b>		
Champaign	134	7
Normal	43	3
Northwestern	37	12
Milwaukee	35	3
Macomb	34	3
De Kalb	34	10
George Williams	16	6
Indiana State	12	3
Lake Forest	7	2
U.I.C.C.	6	3
Barat	5	3
Elmhurst	4	2
De Paul	4	1
Chicago State	2	1
Grinnell	2	1
Milikan (from De Kalb work)	2	1
Rosary	2	2
Roosevelt	1	1
<b>TOTALS</b>	<b>380</b>	<b>64</b>
<b>NEIGHBORHOOD SALES</b>		
West Side	41	14
South Side	34	11
<b>TOTALS</b>	<b>75</b>	<b>25</b>
<b>SELF AND RELATIVES</b>	<b>49</b>	<b>28</b>
<b>POLITICAL WORK AND MEETINGS</b>		
R.U.P. Member	1	1
Betty Friedan Meeting	1	1
P.U.S.H.	1	1
Prisoner	1	1
Truck stop	1	1
A.I.M. Member	1	1
P.S.P. Member	1	1
Intl. Womens Day Demo.	2	1
Local 705 Teamster	1	1 (came to hall deliver package)
Analgimated	4	1
Little Rock	9	1
C.L.U.W. Conference	14	4
<b>TOTALS</b>	<b>38</b>	<b>12 (mostly done by Pearl)</b>
<b>DON'T KNOW AND MISCELLANEOUS</b>	<b>27</b>	<b>10</b>
<b>MAILED DIRECTLY TO N.Y.</b>	<b>25</b>	<b>-</b>
<b>ON THE JOB</b>	<b>12</b>	<b>9</b>
<b>BOOKSTORE</b>	<b>9</b>	<b>2</b>
<b>FORUMS</b>	<b>8</b>	<b>4</b>
<b>CAMPAIGN (Ed He. tour)</b>	<b>7</b>	<b>1</b>
<b>GRAND TOTALS</b>	<b>632</b>	<b>127</b>

Note: 519 Militant subs + 113 ISR subs = 632 subs of all kinds