

SALES ANALYSIS AND COMPARISON 1969, 1970 and 1971

	<u>1969</u>	<u>1970</u>	<u>1971</u>
Total Sales	\$117,595	\$182,560	\$173,765
Pathfinder Sales	80,865	159,665	163,930
Non-Pathfinder Sales	36,730	22,895	9,835

NUMBER OF COPIES OF PATHFINDER TITLES SOLD

	<u>1970</u>	<u>1971</u>	
Pamphlets	205,000	130,000	down 75,000
Paper Books	75,000	77,000	up 2,000
Cloth Books	7,400	8,900	up 1,500

**Sales of Pathfinder titles increased slightly in 1971, despite the fact that seven fewer new books were published in 1971 than in 1970. (1971 new titles were also not as commercially attractive as By Any Means Necessary, Black Voices From Prison or Black Nationalism and the Revolution in Music, all of which were published in 1970.)

**Non-Pathfinder sales fell in 1971 because branches increasingly bought from publishers directly and because we sharply reduced our non-Pathfinder stock in 1971 with a corresponding decline in our non-Pathfinder sales effort. (In 1972 we are carrying many fewer--but well chosen--non-Pathfinder titles, essentially as a service to locals and smaller branches.)

SALES BROKEN INTO CATEGORIES

<u>Category</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>
Branches	23.0%	22.1%	14.4%
YSA's	13.7%	6.7%	4.2%
Foreign	11.5%	12.0%	13.5%
Wholesale Distributors	6.8%	12.6%	7.6%
Retail Bookstores	26.7%	25.9%	32.5%
(campus)			(12.7%)
(non-campus)			(19.8%)
Libraries	4.5%	4.8%	5.9%
Library Wholesalers	5.9%	9.3%	14.3%
Individuals	7.9%	6.6%	7.6%

TOTAL SALES TO SWP AND YSA

	<u>1969</u>	<u>1970</u>	<u>1971</u>
SWP Branches & Departments	\$28,035	\$41,625	\$30,345
YSA Locals	16,700	12,640	8,130

**Branches and locals sold 46,000 fewer pamphlets in 1971 than in 1970. This accounts for 60% of the decrease in pamphlet sales.

10 BEST SELLERS BY SALES VOLUME (at sales price) IN 1971

	<u>paper</u>	<u>cloth</u>	<u>total</u>
1. Black Nationalism & Rev. In Music	\$10,854.25	\$5,135.70	\$15,989.95
2. By Any Means Necessary	11,688.30	4,218.55	15,906.85
3. W.E.B. DuBois Speaks, vol 1	5,702.35	6,360.00	12,062.35
4. W.E.B. DuBois Speaks, vol 2	5,268.70	6,598.50	11,867.20
5. Malcolm X on Afro-American History	11,836.25		11,836.25
6. Problems of Women's Liberation	10,395.05	1,220.55	10,915.45
7. Struggle Against Fascism in Germany	7,655.10	2,362.50	10,017.60
8. Black Voices From Prison	6,566.00	2,790.55	9,356.55
9. My Life	6,474.05	2,575.00	9,049.05
10. Mod Donna	6,124.50	2,487.10	8,611.60

10 BEST SELLERS BY QUANTITY SOLD IN 1971

	<u># Sold</u>
1. Malcolm X on Afro-American History	11,869
2. Introduction to Marxist Economic Theory	6,797
3. Problems of Women's Liberation	6,741
4. By Any Means Necessary	6,703
5. Black Women's Liberation	5,023
6. Black Nationalism and the Revolution in Music	4,593
7. Malcolm X Talks to Young People	3,992
8. Women and the Family	3,806
9. Sisterhood is Powerful	3,445
10. How to Make a Revolution in the U.S.	3,401

10 BEST SELLERS BY QUANTITY SOLD IN 1970

1. By Any Means Necessary	17,975
2. Malcolm X on Afro-American History	12,100
3. Problems of Women's Liberation	10,500
4. How to Make a Revolution in the U.S.	8,100
5. Introduction to Marxist Economic Theory	8,000
6. Pioneers of Women's Liberation	7,400
7. Revolutionary Dynamics of Women's Liberation	7,000
8. Malcolm X Talks to Young People	6,600
9. In Defense of the Women's Movement	6,000
10. La Raza!	6,000

TOTAL SALES FIGURES ON TOP SELLING BOOKS

<u>TITLE</u>	<u>TOTAL SOLD</u>
1. Malcolm X on Afro-American History	70,000
2. Problems of Women's Liberation	25,000
3. By Any Means Necessary	24,000
4. Introduction to Marxist Economic Theory	23,000
5. Black Nationalism and Revolution in Music	11,000
6. Black Voices From Prison	10,000

In 1971 the top 10 books accounted for 41% of total sales.

the top 15 books accounted for 53% of total sales.

the top 26 books accounted for 70% of total sales.

all Pamphlets accounted for 20% of total sales.

PUBLISHING RECORD

<u>category</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>	<u>delivered by May 1, 1972</u>	<u>not yet delivered, ****</u>
new books	4	7	13	6	2	5
new pamphlets	7	22	24	24	8	4
reprinted books	4	8	17	13	5	9
reprinted pamphlets and new editions	13	26	30	26	15	4

****Books and pamphlets not yet delivered but in composition or further along as of May 1, 1972

ADOPTIONS

TOP TEN CLASSROOM ADOPTIONS FOR 1971

<u>Title</u>	<u># of Adoptions**</u>	<u># of Books Adopted</u>
1. Introduction to Marxist Economic Theory	98	3415
2. Problems of Women's Liberation	37	1909
3. Malcolm X on Afro-American History	29	1543
4. Communist Manifesto	25	1356
5. Black Nationalism and the Revolution in Music	45	1340
6. La Raza Unida Party in Texas	24	892
7. Women and the Cuban Revolution	7	665
8. Black Voices from Prison	23	561
9. By Any Means Necessary	23	537
10. La Raza!	14	520

In 1971, a total of 23,214 books and pamphlets were adopted for 692 classes. This was an increase of 6,185 books and pamphlets adopted and a sales volume increase of \$6,800 over the 1970 classroom adoption totals.

CLASSROOM ADOPTIONS--WINTER QUARTER, 1972 (January-March)

<u>Region</u>	<u># of Campuses Using Pathfinder Titles</u>	<u># of Adoptions**</u>
New England	9	13
New York, N.J., and Conn.	22	40
Penn. and Delaware	3	3
Mid-Atlantic	6	12
South	2	4
Ohio and Kentucky	5	9
Upper Midwest	4	6
Midwest	8	10
Southwest	3	8
Rocky Mountain	4	6
West	31	70
Northwest	2	2
TOTALS	99	187

The first quarter sales for classroom use in 1972 amounted to 38% of our total retail sales in that quarter.

**These figures indicate the number of times Pathfinder books were ordered for classroom use.

SALES SUMMARY FOR 1970 AND 1971

RETAIL SALES VOLUME IN 17 MAJOR U.S. CITIES

CITY	Total Branch Orders	Total Retail Sales	Ratio of Branch \$ to Retail \$	Retail \$ Sales to Colleges	\$ Sales to Other Retail	Total Wholesale Sales
ATLANTA	\$2924.74	\$1102.80	1: .38	\$ 30.00	\$1072.09	\$-----
AUSTIN	2053.86	1027.08	1: .50	708.49	318.59	-----
BOSTON	9139.67	4832.09	1: .53	2249.91	2582.18	4962.24
CHICAGO	2924.74	4112.50	1:1.40	1122.19	2990.31	2278.41
CLEVELAND	2342.52	1581.75	1: .68	510.44	1071.31	1985.23
DENVER	1525.97	925.24	1: .61	78.48	846.76	1237.00
DETROIT	4526.97	1651.01	1: .36	500.63	1150.38	3948.00
HOUSTON	1901.38	907.37	1: .48	254.44	652.93	-----
LOS ANGELES	4882.60	4459.19	1:1.00	1811.61	2647.58	4123.48
TWIN CITIES	2170.21	1837.05	1: .84	234.21	1602.84	3112.23
OAKLAND/BERK.	9600.75	2112.59	1: .22	1376.61	735.98	4940.52
PHILADELPHIA	3988.32	1486.59	1: .37	628.64	857.95	2904.43
PORTLAND	739.71	613.98	1: .83	198.00	415.98	91.26
SAN DIEGO	1278.01	302.76	1: .24	193.67	109.09	353.75
SAN FRANCISCO	2610.55	2088.95	1: .80	761.87	1327.08	3445.35
SEATTLE	3080.95	679.96	1: .22	392.42	287.54	-----
WASHINGTON, DC	3242.99	2918.42	1: .89	971.89	1946.53	1023.37
TOTALS	58933.94	32639.33	1: .54	12024.21	20615.12	34405.27
++ NEW YORK	11673.00	27400.00	1:2.30	3400.00	24000.00	3300.00

+++New York was computed separately because it is the major book-buying city in the U.S.

PROGRESS IN OPENING NEW ACCOUNTS

CITY	Total College & Paperback Bookstores	Total # of Open Retail Accounts 1970-71	Total # of Accounts Opened in 1970-71
ATLANTA	24	6	4
AUSTIN	13	5	4
BOSTON	43	31	20
CHICAGO	64	43	30
CLEVELAND	16	10	7
DENVER	18	12	7
DETROIT	23	12	8
HOUSTON	35	10	9
LOS ANGELES	53	35	25
TWIN CITIES	17	11	7
NEW YORK	225	115	54
OAKLAND/BERK.	27	11	4
PHILADELPHIA	48	24	15
PORTLAND	18	11	6
SAN DIEGO	18	9	7
SAN FRANCISCO	39	20	15
SEATTLE	21	5	3
WASHINGTON, DC	50	28	15
TOTALS	752	398	240

from Pathfinder Press



WRITINGS OF LEON TROTSKY [1933-34]

The sixth in a series, Writings of Leon Trotsky (1933-34) makes available Trotsky's pamphlets, articles, letters, and interviews from his last exile. Many of the articles in the volume have recently been translated into English, while others, unsigned or signed with pen names when first published, are included for the first time under Trotsky's name.

While Trotsky, along with Lenin, led the Russian Revolution, he was expelled from the Communist International by Stalin in 1928 and exiled from the Soviet Union the following year. From his deportation to Turkey until his death in Mexico at the hands of Stalin's agent in 1940, Trotsky closely followed the tumultuous events that shook the world throughout the 1930s, and wrote voluminously on these events from a revolutionary perspective.

The year 1933 marked a crucial change in Trotsky's political orientation. The failure of the German Communist Party to work for a united-front struggle against Hitler and the failure of the Communist International

to realize its error, persuaded Trotsky that it was no longer possible to regenerate the Comintern on a Leninist basis. Consequently Trotsky and his supporters called for the creation of a new International. Much of the volume consists of his answers to various critics of this audacious task.

Trotsky also outlined a comprehensive analysis of the coming imperialist war, wrote of the Reichstag fire trial, and exposed Hitler's pacifist mask. He took up the class nature of the Soviet Union, Christian Rakovsky's capitulation to Stalin, the fascists attempt to overthrow the French government, and analyzed the life of Anatole V. Lunacharsky on the occasion of his death.

The government ordered Trotsky expelled from France in April 1934, but the order could not be executed because no other country would accept the man without a visa.
LC 70-119534, 384pp., \$8.95, paper \$3.45

NEW PAMPHLETS FROM PATHFINDER

China & the USA
Behind the Great Turnabout

by Dick Roberts

Roberts outlines the reasons behind Nixon's recent visit to China within the context of Washington's strategy for winning the Indochina War. Using the Pentagon Papers as primary source material, the discussion lays bare U.S. aims in China. Roberts sees the Chinese bureaucracy's willingness to make deals with U.S. imperialism, and documents the advance payments the bureaucracy has already made. He also points out the leading role Peking played in exacting concessions from the nearly triumphant Vietminh forces at Geneva in 1954.
32pp., 60¢

The High School Revolt

by Steve Chainey

Chainey presents a well-researched analysis of the significance and depth of the international revolt among high school students. Pointing to the schools' brutal tracking system, the author discusses the struggles that have developed around feminist, nationalist, and antiwar demands. He maintains that at the heart of any movement for social change in the high schools is the struggle for full democratic rights.
24pp., 35¢

Hugo Blanco on Chile and Peru

Hugo Blanco

Blanco first came to international attention for his role in organizing the peasants' union in the Cuzco area of Peru, in the early 1960s. For his activities he was sentenced to a twenty-five year prison term. Freed in 1970 from the infamous El Fronton Island prison under the pressure of an international defense campaign, Blanco was illegally deported to Mexico in 1971.



Hugo Blanco (center) with four guerillas from the "Remigio Huaman" Brigade imprisoned in the El Fronton Prison Island.

This pamphlet contains a December 1971 interview with Hugo Blanco. Blanco focuses the discussion on those Latin American governments that are considered by many to be revolutionary. He analyzes these governments on the basis of his experience in building mass-based movements. One of the pamphlet's highlights is Blanco's discussion of the growing nationalism of the Indian population living in Peru.
16pp, 35¢

ANNOUNCEMENT

A Revolutionary Strategy For The Seventies, originally announced for April 1972 publication, will be available in June 1972. It includes speeches by Jack Barnes and Joseph Hansen, leading members of the Socialist Workers Party, as well as a comprehensive political document of the party. Beginning with an analysis of the situation in Vietnam, and China, the authors discuss the deteriorating international economic situation and the rising curve of political revolution. Taking up the political situation within the United States, the book puts forth a solid program for revolutionary change. Introduction by Barry Sheppard.
96pp., \$1.45

PATHFINDER PRESS
410 West Street
New York, New York 10014
(212) 741-0690

Feminism & Socialism



Publication Date: August 1972
160 pp., \$5.95, paper \$1.95

Edited with an introduction by Linda Jenness

This anthology conveys an air of excitement as women debate the issues confronting the feminist movement, and begin to work out a strategy for their liberation. The authors are socialist women active in the women's liberation struggle. Their articles deal with the most hotly debated issues in the movement today. They discuss the specific oppression of Black and Chicano women, debate Mailer, investigate the relationship between socialism and feminism, outline the reasons for their support to the Equal Rights Amendment, analyze the issues raised in fighting for the right of all women to control their own bodies, and map out a program that can end the secondary status of women in contemporary society. They regard actions around specific issues as an effective organizing tool; their tactics seek to involve masses of women as yet untouched by feminism.

The editor, Linda Jenness, is the 1972 Socialist Workers Party candidate for U.S. President.

CONTENTS: I. Feminism and Socialism: Female Liberation and Socialism/ Are Feminism and Socialism Related?/ II. Issues in the Women's Liberation Movement: Women and Political Power/ Why Women's Liberation is Important to Black Women/ Women: New Voice of La Raza/ Issues Before the Abortion Movement/ Questions and Answers on the Equal Rights Amendment/ The Family/ Why Red-Baiting Hurts the Feminist Movement/ In Defense of the Women's Movement/ III. The Literary Storm: Sexual Politics, A Marxist Appreciation/ A Revolutionary Perspective on the Oppression of Women/ In Defense of Engels on the Matriarchy/ Women and the Russian Revolution/ Women's Oppression: The Literary Reflection/ An Answer to Norman Mailer's The Prisoner of Sex/ IV. A Socialist Program for Women's Liberation

Available from: Pathfinder Press, 410 West Street, New York, NY 10014