

YOUNG SOCIALIST

May 7, 1974

Dear Comrades,

In April YSA locals increased their YS sales to the highest point in the history of our paper. We sold 12,205 YSSs, 111 percent of our national goal! At least an additional 1,473 were also sold by young socialist traveling teams.

Twenty-nine locals made their goals during April. Reports show that the local successes stemmed from greater participation and the expansion of YS sales into new areas. For instance, Marcia Garrison, the East Lansing sales director, reports:

"We decided at the beginning of the month to try to sell 200 Young Socialists in order to help the YSA meet our 11,000 national goal. To fire comrades up for this we all chipped in and offered a subscription to the Intercontinental Press to whoever sold the most YSSs. During the month several comrades sold more than they had the previous month. One comrade participated who had never sold the paper before. We also began sales at three high schools for the first time." East Lansing finished the month with sales of 198 -- 375 percent of their monthly goal making it the top sales local so far in the spring campaign!

HIGH SCHOOL SALES

Many locals report expanding high school sales during April and encountering a greater interest among students than they had anticipated. Twin Cities organized regular team sales at six high schools which sold 72 YSSs in April. The sales director reports that the best sales were at the schools attended by high school comrades and contacts who participated in the sales teams. Philadelphia and Central-East, L.A., sold more than 100 YSSs at high schools last month. These sales point toward the potential of high school sales in other areas.

At present sales at most high schools are generally lower than these. The important thing is that these sales are enabling the YSA to get our ideas into high schools and interest a number of students in the YSA. With about 20 locals now selling at high schools we have made important progress in expanding our high school work. While many campuses are closing in May, high schools will remain open. This provides us with the opportunity to increase high school sales and place additional

SALES LETTER

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emphasis on attempting to involve high school students in supporting the SWP campaigns and other YSA activities.

BLACK COMMUNITY SALES

Many of the high schools that we are selling at are primarily attended by Blacks. This fact makes these sales an important part of our overall Black work. Sales in Black communities, at predominantly Black community colleges and at Black political events also increased during April.

The following are some examples of the number of Ys sold to Blacks and the percent they represent of the local's total sales -- St. Louis: 127, 33 percent; Upper West Side: 450, 58 percent; Washington, D.C.: 243, 34 percent; Chicago: 189, 31 percent; Brooklyn: 250, 37 percent. With the May issue's centerfold on the African revolution and the back page article on the FBI's disruption of the Black movement, we can look forward to continuing these important high sales.

* * *

April sales figures from at-large areas are just beginning to arrive in the National Office but already they have brought our April sales up to 12,246. In Toledo, Ohio a comrade sold 100 percent of his goal of 20. In Riverside, California, a comrade sold 16 of his goal of 20, and in Honolulu an at-large member sold his bundle of five at two picket lines of pineapple and airline workers. He intends to raise his June bundle to 20.

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MAY SALES

Most locals report that they are planning to maintain or reach their goals in May and in some cases expand sales even further. The Central-East and West Side, L.A., locals along with Detroit have raised their goals for this final month of the campaign. Many locals have expressed confidence in maintaining these high sales because of their perspectives to expand high school and Black community sales and to send extra teams to those campuses that will be open in May. Locals in Massachusetts and Texas will be directing most of their efforts towards petitioning to get SWP candidates on the ballot in May; in fact, Massachusetts began its drive in April. Several regional locals will be dissolving for the summer beginning in May. These factors will of course affect our national total for the last month of the campaign, but with other locals maintaining high sales, we want to come as close as we can to the 11,000 goal. This perspective alongside of the outstanding success of April sales enables us to say that this sales campaign will mark a significant victory for the YSA.

Comradely,

Ginny Hildebrand
Ginny Hildebrand
YS Business Manager

SPRING YS SALES DRIVE SCOREBOARD

FINAL APRIL FIGURES

<u>REGION AND LOCAL</u>	<u>GOAL/MONTH</u>	<u>TOTAL # SOLD</u>	<u>PERCENT</u>
<u>MID-ATLANTIC</u>	<u>550</u>	<u>724</u>	<u>132</u>
Washington, D.C.	550	724	132
<u>MISSOURI-KANSAS</u>	<u>350</u>	<u>391</u>	<u>112</u>
St. Louis	300	391	130
Kansas City	50	-	-
<u>OREGON</u>	<u>350</u>	<u>370</u>	<u>106</u>
Portland	350	370	106
<u>ILLINOIS-WISCONSIN</u>	<u>775</u>	<u>805</u>	<u>104</u>
Milwaukee	50	86	172
Chicago	600	605	101
Madison	100	100	100
Champaign	25	14	56
<u>MICHIGAN-INDIANA</u>	<u>700</u>	<u>724</u>	<u>103</u>
East Lansing	50	198	396
Detroit	350 (400) *	381	109
Ann Arbor	50	50	100
Indianapolis	50	50	100
Bloomington	125	45	36
Kalamazoo	50	*	*
Mt. Pleasant	25	*	*
<u>PENNSYLVANIA</u>	<u>910</u>	<u>932</u>	<u>102</u>
Philadelphia	500	575	115
Pittsburgh	325	357	110
Edinboro	35	*	*
State College	(50)	*	*
<u>SOUTHEAST</u>	<u>820</u>	<u>834</u>	<u>102</u>
Nashville	70	80	114
Atlanta	650	689	106
Athens	50	35	70
Columbus	(50)	30	60

<u>REGION AND LOCAL</u>	<u>GOAL/MONTH</u>	<u>TOTAL # SOLD</u>	<u>PERCENT</u>
<u>OHIO-KENTUCKY</u>	<u>565</u>	<u>579</u>	<u>102</u>
Louisville	45	80	178
Cincinnati	40	50	125
Cleveland	350	353	101
Columbus	30	26	87
Bowling Green	(50)	40	80
Lexington	50	30	60
<u>NO. CALIFORNIA</u>	<u>1250</u>	<u>1236</u>	<u>99</u>
Berkeley	650	600	105
San Francisco	550	556	101
San Jose	50	*	*
<u>SO. CALIFORNIA-AZ.</u>	<u>975</u>	<u>961</u>	<u>99</u>
Central-East, LA	300 (350)*	358	119
West Side, LA	300 (325)*	310	103
San Diego	300	293	98
Phoenix	50	*	*
Santa Barbara	25	*	*
<u>NEW YORK-N.J.-CT.</u>	<u>2340</u>	<u>2301</u>	<u>98</u>
Brooklyn, NYC	550	679	123
Lower Manhattan, NYC	700	744	106
Upper West Side, NYC	750	780	104
Ossining	50	50	100
Hartford	40	28	70
New Brunswick	50	10	20
Albany	50	5	10
Long Island	50	5	10
New Paltz	50	*	*
Paterson	50	-	-
<u>TEXAS-OK.-LA.-AR.</u>	<u>550</u>	<u>533</u>	<u>97</u>
Austin	75	87	116
Houston	425	441	104
San Antonio	50	5	10
<u>WASHINGTON</u>	<u>500</u>	<u>401</u>	<u>80</u>
Bellingham	50	50	100
Seattle	450	351	78

<u>REGION AND LOCAL</u>	<u>GOAL/MONTH</u>	<u>TOTAL # SOLD</u>	<u>PERCENT</u>
<u>UPPER MIDWEST</u>	<u>575</u>	<u>432</u>	<u>75</u>
Twin Cities	425	432	102
Iowa City	50	*	*
Mankato	(50)	*	*
St. Cloud	50	*	*
<u>ROCKY MOUNTAIN</u>	<u>450</u>	<u>325</u>	<u>72</u>
Denver	450	325	72
<u>NEW ENGLAND</u>	<u>1200</u>	<u>657</u>	<u>55</u>
Amherst	75	70	93
South Boston	525	315	60
Worcester	75	40	53
North Boston	475	210	44
Durham	50	22	44
<u>AT-LARGE</u>		<u>41</u>	
<u>NATIONAL GOAL</u>	<u>11,000</u>	<u>12,246.</u>	<u>111</u>

*not reporting; -no bundle; ()proposed goal; ()*new goal

TOP TEN

<u>LOCAL</u>	<u>GOAL/MONTH</u>	<u>TOTAL # SOLD</u>	<u>PERCENT</u>
1. East Lansing	50	198	396
2. Louisville	45	80	180
3. Milwaukee	50	86	172
4. Washington, D.C.	550	724	132
5. St. Louis	300	391	130
6. Cincinnati	40	50	125
7. Brooklyn	550	679	123
8. Central-East, LA	300	358	119
9. Philadelphia	500	575	115
10. Nashville	70	80	114