

P.O. Box 471 Cooper Station
New York, N.Y. 10003

September 25, 1974

TO ALL ORGANIZERS AND SALES DIRECTORS

Dear Comrades,

Going into the final week of sales for the September issue of the YS, reports from locals around the country indicate that the fall sales campaign has gotten off to a strong start. Boston, Detroit, Twin Cities, Cleveland, Portland, Philadelphia and Milwaukee have reported approaching their goals and most of them plan to go over the top during the final week of sales this month. Almost all locals have already begun consistent high school sales. Sales directors have reported that 15 to 20 YSS a sale has not been uncommon where high school teams have been carefully organized.

With the October YS we want to gear up to achieve our national goal of 11,500 and then maintain that level of sales for the rest of the fall. In addition, all the Young Socialist teams will be on the road. Each team will be aiming to sell 100 YSS each week which will boost the campaign in October by 6,000! Bundles of the new issue should begin to arrive in local areas beginning October 5. Areas should plan to sell this issue through election day.

In order to keep a week-by-week account of sales this fall, it is critical for sales directors to mail in the post card report forms each Sunday or Monday of the week that they are due. Until all locals begin sending in the post cards on a regular basis, it will be impossible for the National Office to compile the figures and give locals up-to-date reports on the sales picture nationally as we move through the month. Any locals that have not been sending in the post cards regularly should immediately begin sending them in.

Final reports on the number of YSS sold in September must be into the National Office by October 6 so we can send out the September scoreboard and sales letter on October 8.

Comradely,

Steve Wattenmaker

Steve Wattenmaker
YS Business Manager

L.H.