

873 Broadway
New York, N. Y. 10003
August 27, 1968

To All Branches, Locals, and At-Largers

Dear Comrades:

At the recent plenums of both the SWP and YSA, we decided to launch a major subscription drive this fall, as a central part of the culminating months of our election campaign.

We propose setting a goal of 4,000 new readers to The Militant, of which at least 2,500 will be the combination Militant-Young Socialist subscriptions and the remainder will be \$1 introductory subscriptions. The YSA has accepted responsibility for 2,500 of these combination subscriptions.

You will find the proposed area quotas listed on the enclosed chart. The **first** column is the quota for the YSA local in the area, and the second column is the total number of subscriptions, in whatever combination, which the party branch is responsible for. This total includes the quota assigned to the YSA local. For example, a combination sub coming from Minneapolis will be counted on both YSA and SWP quotas, but an introductory Militant sub would only count on the SWP's Militant quota. Likewise a one year YS sub would only count on the YSA's quota.

Since the two subscription campaigns are intentionally overlapping, and there are many comrades who are members of both the YSA and SWP, we urge both the party branch and youth locals to assign sub drive directors, who should work closely together in planning this campaign.

The sub drive is scheduled for three months, from September 15 through December 15, but we urge all areas to concentrate most of their sub work during the election campaign the first two months, and simply do the wrapping up in the last weeks.

The combination offer will be four issues of the YS and two months of The Militant for \$1. We have reduced the number of issues with the subscription from the previous campaign because the prices of both the YS and The Militant will be raised in the fall. Beginning with the September issue, the YS will sell for 25¢ (instead of 15¢) and a one year subscription will be \$2. Also in September The Militant will go up to 15¢ a copy, with the beginning of the regular 12 pager, and the year subscription rate will be \$4.

On the attached sheet are the acceptance forms for the proposed quotas. Each organizer and at-large member should fill out the appropriate form, and return it as soon as possible.

The two subscription blanks will be mailed to you soon.

Comradely,

Kipp Dawson
Kipp Dawson
Young Socialist

Bev Scott
Bev Scott
The Militant