

BRANCH LITERATURE SALES

Branch bookstore orders of 7 titles from 1/1/74 (or date of publication) to 6/1/74:

area	books		pamphlets				
	<u>Samizdat</u>	<u>Disaster in Chile</u>	<u>FBI Plot</u>	<u>Oil Swindle</u>	<u>Solzh. in Exile</u>	<u>Energy Crisis</u>	<u>Coup in Chile</u>
Atlanta	8	9	25	10	10	10	0
Berkeley	85	45	200	50	70	60	70
Boston	47	7	50	50	30	70	30
Chicago	40	25	20	20	10	20	100
Cleveland	23	10	15	25	10	20	5
Denver	15	24	10	25	10	13	9
Detroit	19	23	85	35	25	30	5
Houston	16	10	10	10	10	10	0
Los Angeles							
Central-East	25	35	100	25	25	25	50
West	20	15	30	20	30	10	10
New York							
Brooklyn	14	12	25	10	20	12	95
Lower Manhattan	31	32	50	10	10	37	31
Upper West Side	25	30	10	25	20	10	15
Philadelphia	10	16	10	30	10	45	21
Pittsburgh	10	12	10	10	10	10	10
Portland	21	12	40	30	20	40	10
San Diego	7	10	20	10	10	5	0
San Francisco	27	10	50	50	20	15	10
Seattle	9	10	25	20	10	20	7
St. Louis	8	8	10	10	10	10	4
Twin Cities	30	20	33	25	50	25	54
Washington, DC	10	10	95	25	15	15	0
	<u>500</u>	<u>385</u>	<u>923</u>	<u>525</u>	<u>435</u>	<u>517</u>	<u>536</u>
% of total sales of titles	11.8%	14.5%	51.7%	56.5%	36.3%	49.8%	40.5%

Sales to campus bookstores, retail bookstores, wholesalers, cash customers, etc. constitute the remaining sales.

Total sales of 1974 books and pamphlets (to June 13)

<u># sold</u> ¹	<u>title</u>	<u>(date published)</u>
1392	American Labor Struggles*, Yellen	(3/74)
773	Black Liberation and Socialism, Thomas	(5/74)
2652	Disaster in Chile, Evans	(2/74)
772	Revolutionary Potential of the Working Class, Novack/ Mandel	(6/74)
4205	Samizdat*, ed. Saunders	(3/74)
519	Understanding History (new edition), Novack	(5/74)
1850	Watergate and the Myth of American Democracy, Evans/Myers	(3/74)
1318	Writings of Leon Trotsky, 1930-31	(2/74)
583	Against Individual Terrorism, Trotsky	(5/74)
732	Construction Workers Under Attack, anth.	(2/74)
1037	Energy Crisis, Beck/Connors	(2/74)
1783	FBI Plot Against the Black Movement, Smith	(4/74)
660	Fight Against Racism in Our Schools (in Spanish), Fuentes	(3/74)
653	Marxism vs Maoism, Thomas	(5/74)
409	Revolutionaries in Mao's Prisons, Fu-jen/Shu-tse	(6/74)
1197	Solzhenitsyn in Exile, Myers	(4/74)
949	Oil Swindle and Watergate, Lund	(4/74)

Pathfinder and Monad project publishing the following books during the last half of 1974

Lenny Bruce: The Comedian as Social Critic and Secular Moralist*, Kofsky

Writings of Leon Trostky, 1938-39 (new edition)

Revolution and Counterrevolution in Spain (new edition), Morrow

Dynamics of World Revolution Today, anth.

Internationalism or Russification?*, Dzyuba

Life in Capitalist America, anth.

Writings of Leon Trotsky, 1930

Lenin's Fight Against Stalinism, Lenin/Trotsky

*Monad Press Book

¹# sold to all categories of customers

Average percentage of branch bookstore income from five major categories during the first quarter of 1974 (January-March)

<u>area</u>	<u>campus sales</u>	<u>special sales at conf., etc.</u>	<u>sales at forums</u>	<u>SWP-YSA meeting sales</u>	<u>walk-in bookstore sales</u>
Atlanta	information not available				
Berkeley	1.4%	7.1%	-----	1.3%-----	81.4%
Boston	information not available				
Chicago	16.4	14.3	13.9	-----	51.3-----
Cleveland	10.0	3.2	20.1	-----	62.2-----
Denver ¹	14.6	0	3.9	-----	81.3-----
Detroit ²	4.0	8.4	11.0	-----	68.4-----
Houston	9.1	4.4	32.0	8.8	40.2
Los Angeles ³					
Central-East	7.7	12.6	23.4	15.7	36.2
West ⁴	.2	4.1	29.8	19.8	40.0
New York					
Brooklyn	16.6	33.4	13.1	17.5	15.5
Lower Manhattan	20.5	11.7	11.3	9.2	46.9
Upper West Side	8.8	9.2	15.7	10.1	54.1
Philadelphia	18.7	8.8	4.2	-----	66.8-----
Pittsburgh ⁴	18.7	-----	-----	75.5-----	-----
Portland	8.8	0	19.3	9.7	55.9
San Diego	8.0	2.1	5.6	-----	78.4-----
San Francisco	7.0	27.5	13.3	10.2	41.7
Seattle	12.7	7.8	-----	75.2-----	-----
St. Louis	3.2	7.7	4.7	-----	79.8-----
Twin Cities	19.8	3.5	21.6	18.8	27.7
Washington, DC	5.5	17.6	26.4	---	46.2

(includes SWP-YSA)

¹ January figures available only

² February figures available only

³ The Los Angeles branch was dividing during the first part of the year and these figures reflect the fact that the bookstores were being set up and organized during part of the first quarter.

⁴ February and March figures available only

KEEPING CURRENT LIST FOR FIRST FOUR MONTHS OF 1974

+ = kept current

o = not current

<u>Branch</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>Total Months Current</u>
ATLANTA	o	o	+	o	1
BERKELEY	o	+	+	o	2
BOSTON	o	+	+	+	3
CHICAGO	+	+	+	+	4
CLEVELAND	o	+	+	+	3
DENVER	+	+	+	o	3
DETROIT	+	+	+	+	4
HOUSTON	+	+	o	+	3
LOS ANGELES					
Central-East	+	o	+	o	2
West	o	+	+	o	2
NEW YORK					
Brooklyn	+	+	+	+	4
Lower Manhattan	+	+	+	o	3
Upper West Side	+	+	+	+	4
PHILADELPHIA	+	+	+	+	4
PITTSBURGH	o	o	+	+	2
PORTLAND	+	+	+	o	3
SAN DIEGO	+	o	+	+	3
SAN FRANCISCO	+	o	+	+	3
SEATTLE	+	o	+	o	2
ST. LOUIS	+	+	+	+	4
TWIN CITIES	+	+	+	+	4
WASHINGTON D.C.	+	o	o	+	2
Monthly Total	16	15	20	14	

BACK DEBT TO PATHFINDER FOR FIRST FOUR MONTHS OF 1974

+ = payed on back debt
 o = debt did not change
 - = back debt increased

<u>Branch</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	
ATLANTA	-	-	-	+	
BERKELEY	+	-	+	+	
BOSTON	o	-	+	-	
CHICAGO	No back debt				
CLEVELAND	+	-	+	No back debt	
DENVER	-	+	+	+	
DETROIT	-	+	No back debt		
HOUSTON	-	+	+	-	
LOS ANGELES					
Central-East	No back debt		-	+	
West	o	-	+	+	
NEW YORK					
Brooklyn	-	+	No back debt		
Lower Manhattan	o	o	+	+	
Upper West Side	-	+	+	o	
PHILADELPHIA	No back debt				
PITTSBURGH	-	-	-	+	
PORTLAND	-	+	-	+	
SAN DIEGO	+	-	-	+	
SAN FRANCISCO	-	+	-	+	
SEATTLE	+	+	-	o	
ST. LOUIS	o	+	o	+	
TWIN CITIES	No back debt				
WASHINGTON D.C.	+	o	-	-	
Total Dollar Change	Down \$1,235 Up 1,767 Up 493			Down 1,683	Net Down 658

The following report outlines Portland's plan to use Pathfinder literature for propaganda and recruitment. It contains many ideas that other branch bookstores will find useful when outlining their fall perspectives.

Peggy Brundy

A REPORT ON THE PORTLAND SWP LITERATURE COMMITTEE by John Goebel

The branch had a special discussion around stepping up, integrating, and regularizing our sales of literature. We plan a "four prong" campaign. First, we want to regularize literature sales at political meetings and events. We've sold pamphlets at political events in the past, but irregularly. Whenever we've done it the results have always been very good. The problem has been that in many instances, I hear about events we could sell at after they happen, which doesn't help our ability to sell our literature. To make sure that such sales are regularized, I'm going to be attending sales committee meetings. Through this, we'll be able to discuss which meetings we should sell pamphlets at and make assignments to pamphlet sales.

The second prong involves organizing campaigns around topical pamphlets immediately after we receive word that a pamphlet is going to be issued. We'll organize these campaigns as we do sales of the press, that is, figure out where we want to sell the pamphlet, and how many we want to sell in each specific area, such as the Black community, the campus, etc. Such campaigns fit into our concept of what topical pamphlets are, and when they best sell; that is, when the issue the pamphlet addresses itself to is most on the minds of people -- which is right after the pamphlet is published. Also, such campaigns give the membership experience in selling our literature, which is one of the most important by-products of such a campaign.

The third prong involves integrating the sales of our press and sales of pamphlets, which are basic introductions to our movement and our full program, such as What Socialists Stand For. I'm sure that most comrades have run into quite a few people, who, in the course of being sold a paper asks, "What would you socialists do if you ran this country?" Selling this person a copy of What Socialists Stand For would be the best way to familiarize them with our ideas, and give them the best introduction to how society would change under socialism.

The fourth prong is the conscious integration of our literature as a recruitment tool. I plan to start meeting with the YSA organizer on a regular basis to discuss our contacts and the questions they have, and suggest books or pamphlets that they could read which would answer their questions.

We also have renamed the bookstore committee the literature committee, which reflects the reality of the work we're responsible for. The literature reports will focus not only on the bookstore, but other aspects of our literature work, such as the best selling pamphlets, people we recruited through our literature work, and other things

which will give comrades a feel for both the progress we made during the month in this area, and the focus of our literature work in the coming month.

To a certain degree we're changing the whole concept of what the literature committee is. Not only will it be responsible for the bookstore's functioning and its finances (a major focus of our work), but it will be responsible for a much broader range of activities than in the past, such as literature distribution on a major scale, sales representative work, and helping to recruit people to our movement. Through the process of carrying out this campaign we expect that the literature committee will develop into an integral part of the branch's propaganda work.

To help make this campaign a success, the leadership of the YSA and the branch are helping to work it out. Through discussions with them, we want to begin the process of making the campaign a real team effort of the branch and local, and a part of the regular political work of every member of our movement.

Although it may seem a bit odd that we're starting the campaign in the summer, we expect that the experience we gain from our work this summer will provide us with the experience we need to make a big push in the fall.

* * *

Our sales rep work has gotten off to a very good start. The response to our titles has been very good, as we've received some good orders from every bookstore we've visited. The response to the Samizdat book has been excellent.

April marked a big step forward for us in many respects. On the income side, we were able to record our biggest month of sales ever. This was due to a number of factors, including the excellent sales of Samizdat and American Labor Struggles (we sold out our standing order in less than a week!), good non-membership sales (about 25% of our income), and the integration of literature sales in campaign work and other areas of branch activity.

On the expenses side, we had a very well-balanced month. For the first time in my memory, we were able to make our expenses, conduct an expansion project (our advertising campaign), and make a healthy profit in the same month. Generally, when deciding to carry out one or another expansion project, we had to consciously decide to sacrifice our profit that month. We would obviously like to continue this type of balance, and expect that with careful planning we'll be able to make it a more frequent phenomenon.

We'd like to cancel our standing order for books and order on an individual basis. After experiencing the short time it took to sell out our standing order of Samizdat and American Labor Struggles, and the fact that this left us none until we reordered them, it makes sense to order books on an individual basis, as that will fit into our general campaign. It will give us the opportunity to plan out the campaigns around the sales of the individual titles.

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