

# young socialist the organizer

2·25·72

## PATHFINDER SPRING SALES CAMPAIGN

Pathfinder Press, in its drive to become the largest left-wing publishing house in the U. S., must begin to broaden its reputation as a major source of relevant, quality publications within the book trade and the academic community. The new 1972 Pathfinder catalog offers a promotional in-road into these milieus. This professional and attractive preview of Pathfinder books and pamphlets suggests the variety and vitality of Pathfinder titles. In addition, the six new books scheduled for release during the first half of 1972 will enhance the reputation of Pathfinder as a new and expanding publishing house. These two sales and promotional openings provide the opportunity to reach hundreds of retail bookstores and thousands of college instructors this spring with Pathfinder publications.

### COLLEGE SALES

The adoption of a book or pamphlet by a college instructor for classroom use (required or recommended class reading) is a highly effective way of reaching the campus community with radical publications. One sale to a college professor can result in hundreds of students reading and studying about the living mass movements and Trotskyist politics. For example, last year 3,415 copies of *An Introduction to Marxist Economic Theory* were purchased for classroom use by college bookstores upon instructors' requests. Clearly, this is a better propaganda tech-

nique than seeking out 3,415 students and selling them individual copies of a book.

In 1970, 17,029 Pathfinder books and pamphlets were adopted for classroom use. In 1971, the figure rose to 23,214 books and pamphlets — an increase of 36 percent in the volume of publications sold and a net dollar increase of 63.5 percent. So far, only a small number of college instructors are familiar with Pathfinder, but these growth figures indicate the high potential for expanding the promotion and sales of Pathfinder publications nationally.

### OTHER RETAIL TRADE

Another significant means of widely distributing Pathfinder literature is through retail bookstores. Retail sales growth is particularly evident in 17 major U. S. cities where there are branches of the Socialist Workers Party. A 1970-71 Pathfinder national sales analysis of these cities revealed that 186 or *over two-thirds* of the 283 current commercial bookstore accounts were established in the last two years. In other words, almost 200 bookstores in these large urban centers have begun to stock and sell Pathfinder titles since 1969. Similarly, *there is a potential commercial market of twice that number of accounts*. There are more than 500 college and other paperback bookstores in these 17 cities. The sales analysis points again to the need to develop these openings through the national sales force.

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# young socialist the organizer

continued from the previous page

## SPRING SALES AND PROMOTION CAMPAIGN

Pathfinder has projected a national spring sales and promotion campaign beginning in March to gear into building a national sales team and to coordinate the expanded promotion concurrent with the release of six new books in the first half of 1972. A national sales representative department has been established by Pathfinder to organize this campaign and future sales representative work. Each YSA local should give full assistance in this project. One YSAer from each local executive committee should be assigned to organize the area follow-up work and to integrate the Pathfinder campaign into regular campus and local activity.

## MARCH 7-MARCH 17 CATALOG "BLITZ"

To kick off the campaign, a national catalog distribution "blitz" is planned for March 7 through March 17. The 1972 Pathfinder catalog, listing over 50 radical books and 100 pamphlets, is an excellent promotional tool for Pathfinder sales work. Order forms for requesting catalog bundles have been sent to each YSA local. The catalog bundle will be mailed to the local for distribution by the beginning of March. Each local should map out a strategy for selective "blitz" activity. The following is a recommended approach.

### ● VISITING COLLEGE INSTRUCTORS

Every campus in your area should be covered. *The key to distribution of the catalog to instructors is to be selective.*

A reading of the college's general catalog and current booklist will reveal a complete list of social science instructors who would consider Pathfinder titles for classroom use. Each of these teachers should be given a copy of the catalog and order form. Many copies can be distributed simply via the instructors' department mailboxes, but the *best way* to insure that instructors will become familiar with the books and pamphlets related to their subject is through a visit. Visit teachers who seem likely candidates for using Pathfinder titles. During the instructor's regular office hours, with catalog in hand, stop by to acquaint her or him with the titles. A brief conversation with the instructor pointing out the titles related to her or his course material is sufficient to test interest. Each instructor should be encouraged to place an order on the spot for complimentary examination copies. Requests should be written on an order form and mailed to Pathfinder immediately. Some instructors will ask to look over the catalog. Be sure to leave the catalog plus an order form and remind the instructor that examination copies are available free upon request.

Systematic catalog distribution should include compiling lists of instructors' names, departments, and addresses, and sending these lists to Pathfinder for incorporation in the regular promotional mailing list. These names are vital to Pathfinder's follow-up direct mail promotion. Your work will help to expand this list.

Remember to promptly mail examination copy

requests to Pathfinder so that professors will receive the books shortly after your visit.

### ● VISITING COLLEGE AND RETAIL BOOKSTORES

The local telephone book or the *American Book Trade Directory* contains listings of the retail and college bookstores. Like college instructors, the most effective way to introduce Pathfinder to a bookstore is the visit. Call the bookstore, identify yourself as a representative of Pathfinder Press, and set up an appointment with the paperback book buyer. At the time of the appointment, using the sales kit, catalog, and order form, briefly describe the titles published by Pathfinder. You should display samples of some of the best selling titles, especially on the Black and Chicano struggles and women's liberation. Take the buyer's order on the spot and mail it to Pathfinder immediately. Leave a catalog, order form, and discount schedule with those buyers who do not place an order.

### ● VISITING COLLEGE AND PUBLIC LIBRARIES

The best method of introducing Pathfinder to libraries is also by direct visit. Make an appointment with the library buyer, called the acquisitions librarian. Before visiting the buyer, make an inventory of the card catalog noting all Pathfinder titles in the library. Show this inventory to the buyer, pointing out the missing titles. You may want to give the library buyer a catalog with the missing titles marked in bright ink. The buyer will review the missing titles and place an order for what is considered vital. The order will be sent to Pathfinder by the librarian.

## EVALUATION OF THE CAMPAIGN

With over 50 YSA locals covering an estimated 300 to 400 campuses, it is possible to get the catalog into the hands of 10,000-20,000 instructors and to hundreds of bookstores nationally. A series of follow-up articles and materials is

forthcoming on the campaign's progress. Each local can aid in Pathfinder's evaluation of the "blitz" by preparing complete reports on the extent to which outreach on the campus and to retail bookstores is developing.

LESLIE DORK  
YSA National Office

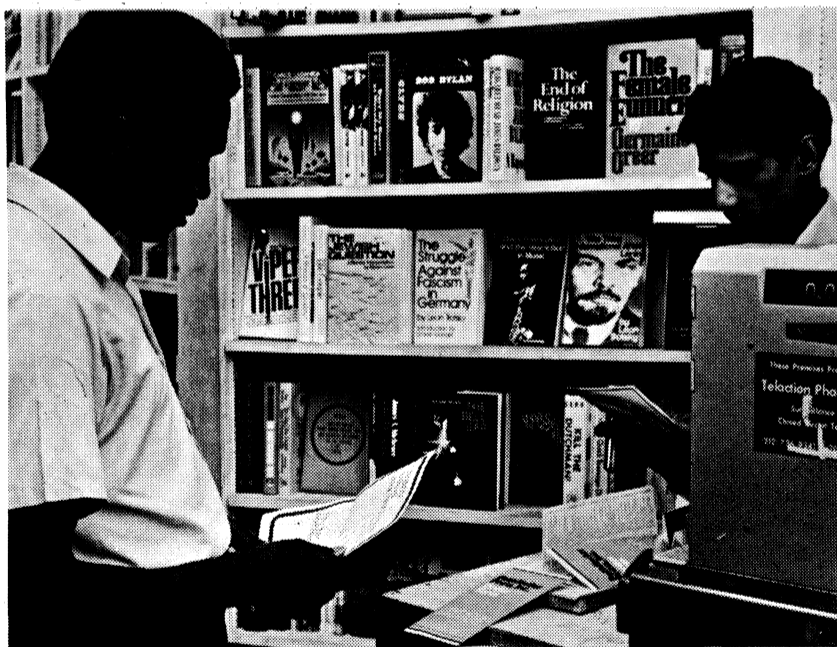
## PATHFINDER'S TOP TEN CAMPUS SELLERS 1971

	# COPIES SOLD
Introduction to Marxist Economic Theory	3,415
Problems of Women's Liberation	1,909
Malcolm X on Afro-American History	1,543
Communist Manifesto	1,356
Black Nationalism and the Revolution in Music	1,340
La Raza Unida Party in Texas	892
Women and the Cuban Revolution	665
Black Voices From Prison	561
By Any Means Necessary	537
La Raza!	520

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## NEW PATHFINDER TITLES IN 1972

Understanding History: Marxist Essays  
by George Novack  
Leon Trotsky Speaks  
Land or Death: Peasant Struggle in Peru  
by Hugo Blanco  
Decline of the Dollar  
by Ernest Mandel  
Writings of Leon Trotsky 1933-1934  
Teamster Rebellion  
by Farrell Dobbs



A New York Pathfinder rep visits a local bookstore

## Jenness Tour Success in Los Angeles

After more than three months of advance planning and organizational work, Linda Jenness began her 11-day tour of the Los Angeles area. Throughout the tour, Jenness spoke to large numbers of people and received significant coverage in the newspapers and on radio and TV. We were also able to win new supporters to the campaign, including two former campus leaders of McGovern for President.

One reason for the success of the tour was that it was planned well in advance. This enabled us to involve a number of YSJers and other campaign supporters in building the tour.

Campaign interventions into other candidates' meetings had already played a major role in making the Jenness-Pulley campaign known in the Los Angeles area. Every major political fig-

ure that appeared in L.A. was usually met at one time or another by YSJers who passed out campaign literature at their meetings and challenged their positions on the antiwar, abortion law repeal, and Black and Chicano liberation movements. These campaign interventions netted us a sizable list of endorsers for the SWP '72 Campaign.

Media coverage for the Jenness tour was also well planned. A number of sources, including *College Handbook*, a telephone directory, and the *TV Guide* gave the campaign committee a good idea of possibilities for media coverage in the area. All the technicalities and red tape involved in getting press coverage were thoroughly investigated.

A press conference was called to kick off the Jenness tour and to announce her schedule of

activity. Before the press conference, a ten-piece press packet was mailed to each newspaper, radio station, and TV network. The packet included a tour schedule, leaflets for coming events, press features, and a *Militant* campaign supplement.

The press packet mailing was followed up with phone calls. We found that we received the best response when we called early in the day. Most of the people we talked to mentioned that they had seen the packet, and several said they would send representatives to the press conference.

Additional radio and TV time was solicited by using the equal-time provision. We did, however, have some difficulty getting equal time. Many of the radio and TV stations claimed that Linda Jenness was the only "official" candidate for the presidency (since no one had received

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the nomination of either of the two major parties). The campaign committee is presently studying these provisions.

The large amount of preparation and planning that was put into getting media coverage has paid off. Linda Jenness appeared on five TV networks and three radio stations. We found that after the tour had received a certain amount of publicity, requests for Jenness to appear on radio and TV programs began to come unsolicited. Due to a lack of time, we were not able to fill four requested appearances.

At a press conference that was held at the Los Angeles City Press Club, 18 reporters attended from college and underground press, the *Los Angeles Times*, and many of the other TV and radio stations in Los Angeles. Through the entire tour the *Times*, five TV networks, three radio stations, and 15 college and underground newspapers covered one or another aspect of the tour.

On the evening of January 28, the Militant Labor Forum sponsored a discussion on "Women in Politics in 1972." Over 100 people attended to hear Jenness and a representative of Shirley Chisholm's campaign. The discussion was excellent and a number of people stayed for over an hour after the meeting to discuss the Jenness-Pulley campaign and how they could get involved in building it.

The next night, an all-women's party was sponsored by Women for Jenness and Pulley. An invitational mailing was sent to YSJPer and WONAAC supporters and about 50 women attended.

Some of the most successful meetings were held on the campuses. The three YSA campus fractions centered much of their work on building the tour. Throughout the tour, campus YSJPer worked closely with the campaign committee in building citywide activities as well as campus meetings.

Eighty-five students at Los Angeles City College, 200 at Cal State-L.A., and 400 at UCLA attended meetings on their campuses to hear Linda Jenness. We were able to involve YSJPer in the building of all of these meetings. Also, at the meetings themselves YSJPer were involved in gathering endorsers for the campaign, helping with the collection, and selling *The Militant*.

We found that one of the most effective ways of reaching high school students with the campaign was by arranging speaking engagements for Jenness in the schools. We found that debates or panels are the easiest to arrange and are the best received. At one high school in Duarte, California, Jenness appeared before 500 students in a panel with representatives of the Young Democrats, Young Republicans, YAF, and the YSJP.

At some schools we were able to gain a large number of endorsers for the campaign. For example, at a meeting of 200 at the University of California in Santa Barbara we were able to get 55 endorsers. The main reason for our success was that the meeting was well organized. Several YSJPer accompanied Jenness specifically to gain endorsers. They carried endorser cards and pens and approached students immediately after the meeting. We found that when getting endorsers is systematically organized, a large

percentage of those attending meetings will endorse the Jenness-Pulley campaign.

One of the high points of the tour was a campaign banquet and rally. During the course of the tour, large quantities of leaflets were distributed throughout the city. Ads were placed in *The Militant* and the *People's World* (newspaper of the Communist Party on the West Coast). In all, over 150 people attended. The banquet and rally proved to be a big fund raiser—the collection pitch alone netted the campaign \$1,500.

We plan to take full advantage of the gains made during the Jenness tour by following up with local campaign activities and an equally successful tour for YSJP National Coordinator Tom Vernier.

ANNE CHASE  
Los Angeles YSA

## '72 Campaign Materials

One of the best ways to spread the ideas of the 1972 SWP Campaign is through the distribution of the various campaign materials that have been produced by the National Campaign Office.

Presently, four brochures are available. The "Young Socialists for Jenness and Pulley" brochure describes the YSJP and discusses the reasons young people should support the SWP campaign. Two other brochures explain the Socialist Workers platform on the oppression of women and the war in Southeast Asia. The newest brochure, "The Black Community and the '72 Elections," discusses the SWP platform for Black liberation.

These brochures should be ordered in large quantities for distribution on the campuses and high schools, at shopping centers and workplaces, at antiwar and women's liberation events, etc. The cost of the brochures is 1¢ each on orders of 100 or more, except for the Black liberation brochure, which costs 2¢ each on orders of 100 or more.

In addition to the brochures, there are two special supplements to the campaign newspaper, *The Militant*. These 4-page handouts are reprinted from the September 3 and November 12 issues of *The Militant*. The first supplement contains a report on the launching of the campaign and includes the acceptance speeches by Linda Jenness and Andrew Pulley. The second feature reports on the progress of the campaign and includes an interview with the national campaign staff and a series of questions students can ask Senator George McGovern.

The National Campaign Office has also put out "The Socialist Campaign in the News #2," an attractive 4-page brochure with highlights of recent press coverage received by the Jenness-Pulley ticket. This brochure will be helpful in approaching student governments and school administrations for speaking fees for the candidates, in giving the press an idea of the scope of the campaign, and in raising money.

Also available is the Young Socialists for Jenness and Pulley *Newsletter*, (Number 2, February, 1972). This issue contains articles on the kinds of activities and projects YSJPer are working on, and should be distributed to all campaign supporters. Each of the above items—*The Militant* supplements, "Socialist Campaign in the News," and the *Newsletter*—costs 1¢ each on orders of 100 or more.

Orders for over 10,000 of the truthkit *Everything You Always Wanted to Know About George McGovern* . . . have been received since it became available in mid-December. This has been the most popular and fastest selling pamphlet of

the national campaign thus far. These may be ordered for 15¢ each on orders of 50 or more, and sold for 25¢ each.

Six different posters are available. For the Linda Jenness for President, Andrew Pulley for Vice-President, the red, black, and green poster with the slogan "Black Control of the Black Community," and the "Bring the GI's Home Now" poster, the cost is 10¢ per single copy and 4¢ each on orders of 100 or more. Two larger posters, one with a picture of Eugene V. Debs, and the other an attractive blue, orange, and white poster with the slogan "Repeal all anti-abortion laws—Vote Socialist Workers in '72," are also available. These cost 50¢ per single copy, 20¢ each on orders of 20 or more.

The four smaller posters should be ordered in large quantities and used for publicity and paste-ups, especially right before one of the candidates or YSJP coordinators is scheduled to speak on a campus or high school. The larger posters are excellent fund raisers and sell very well on campus YSJP tables and at demonstrations and rallies.

There are also five different kinds of buttons—"Vote Socialist Workers in '72" (available in red, brown, or yellow), "Jenness for President" and "Pulley for Vice-President" (with pictures of the candidates), "Make your First Vote Count—Vote Socialist Workers in '72—Young Socialists for Jenness and Pulley," and "Capitalism Fouls Things Up—Vote Socialist Workers." All buttons are 30¢ each, 15¢ each for 100 or more, and 12¢ each for 200 or more.

Two stickers are also available. One is a red, black, and green sticker with the slogan "Black Control of the Black Community—Vote Socialist Workers in '72" and costs \$1.00 per 100 stickers. The other is a black and white sticker with the slogan "Capitalism Fouls Things Up—Vote Socialist Workers" and costs \$1.00 per 200 stickers.

Orders for campaign T-shirts can also be made. The first says "Vote Socialist Workers" and comes in all colors, and the second says "Capitalism Fouls Things Up—Vote Socialist Workers" and comes in grey. These T-shirts are attractive, made of good material, and are excellent fund raisers. They are \$3.00 each, with 50¢ postage on orders of less than a dozen for each shirt ordered. State size preference when ordering (small, medium, large, or extra-large).

All locals and at-large YSAers should order sufficient quantities of campaign material. If possible, pre-payment is preferred with your order. If not, the national campaign will bill you for your order (except T-shirt orders which must be

pre-paid).

Packets of endorser cards and monthly campaign fund cards are available free and are an essential part of YSJP activity. Large orders should be made.

Send orders to: Socialist Workers '72 Campaign Committee, 706 Broadway, 8th floor, New York, New York 10003; phone: (212) 260-4150.

JOHN HAWKINS  
YSJP National Coordinator

# Free Speech Fight in Florida

*The Militant* has recently carried extensive coverage of the case of the dismissal of Jack Lieberman, a member of the YSA, from Florida State University for teaching a course entitled "How to Make a Revolution in the U. S." Lieberman has filed suit against University President Stanley Marshall and the Florida Board of Regents. The suit was recently denied in Federal District Court.

The Committee for Free Speech at FSU, formed at the time of Lieberman's dismissal from school, is carrying the suit to the Fifth Circuit Court of Appeals. A strong public and legal defense campaign has been launched by the committee. The main focus of our work in the defense committee will be around Lieberman's right to teach his course on campus.

YSAers and supporters of the Committee for Free Speech at FSU all across the state are taking the facts of the case to the people of Florida. The Committee for Free Speech has published a brochure for use in raising funds for the defense effort, collecting sponsors for the committee, and publicizing the case on a statewide level. The brochure outlines the whole witch-hunt atmosphere that has been built up around the YSA and Jack Lieberman.

Other materials that the defense committee will be publishing in the near future are a letter soliciting funds and sponsors, and a monthly newsletter. The newsletter, which will be sent to all sponsors of the committee, will include descriptions of activities that the committee is carrying out (including activities that the sponsors themselves can become involved in), regular reports on the current legal status of the case, and scrupulous monthly financial reports.

This type of consistent contact with the sponsors of the committee is crucial. We want to get

the sponsors of the committee as deeply involved in the work as possible. For example, when we hold a press conference to announce the filing of our appeal brief, we want to get many of the sponsors to appear at the conference.

The process of raising funds for the Committee for Free Speech has begun with calling and visiting professors and townspeople in the Tallahassee area. The case is well known in Florida, and it is seen as a fight for the right of free speech on campus. The committee's projected three-month budget is used along with the brochure as a fund-raising instrument. The budget lays out the expenses that the defense committee needs to make over the spring, and makes projections for sources of income. We expect that most of the committee's income will come from contributions to the defense effort. We have projected a few fund-raising events for the next few months, but the best way to get the most money is through soliciting contributions. With the agreement of the officers of the committee, we have put a full-time fund raiser on staff for the committee.

In addition to stepping up our efforts on the defense case, we have launched a Socialist Workers Party campaign in Florida—Jack Lieberman is running for U. S. Congress. This campaign is part of the YSA's response to the blatant attacks on civil liberties by the state of Florida. Lieberman is taking the ideas that were banned from Florida State University and presenting them to all the people of Florida.

Presently, Lieberman is on a tour of Florida with the YSJP team. This tour is being utilized to publicize the Lieberman congressional campaign and to carry out a limited amount of defense work across the state. Also, Lieberman's presence on the team as a candidate for Con-

gress strengthens the team's ability to gain statewide publicity for the Jenness-Pulley campaign, and offers them an opportunity to tie the local and national campaign to all of the issues facing Floridians.

For the first month of the congressional campaign, we see this tour as the main campaign activity. We will be able to get publicity all over the state to build support for the Jenness-Pulley ticket, the statewide congressional campaign, and the Lieberman defense effort.

One basic piece of literature will be put out by the Tallahassee local for the election campaign. It will be a leaflet including information on Lieberman, the topics he can speak on, and our platform. We want to use this leaflet to get speaking engagements for Lieberman, and as a campaign brochure.

To kick off the YSA's support for the defense committee and the Lieberman congressional campaign on a statewide basis, a meeting of all Florida YSAers was held February 5-6. The meeting was important in beginning to establish the statewide coordination that will be necessary to carry out these campaigns effectively. Materials will be distributed on a statewide level as they come out.

This two-pronged response to the reactionary attacks on the YSA by the state of Florida will take the ideas of the YSA to hundreds of Florida students, and will aid in recruitment to the YSA all across the state.

**BRETT MERKEY**  
Tallahassee YSA

# Fund Drive Hints. . .Chicago

There are a number of fund-raising projects that the Chicago local found successful in the final push of the fall fund drive that can be helpful to other locals planning for the spring fund drive. Although raising money from outside our movement is becoming more and more important as the YSA grows, this article will focus primarily on some of the internal fund-raising projects the YSA in Chicago carried out.

Before the fund drive began, the local decided to raise its sustainer base and out of this income to allocate a certain amount to fund drive payments—rather than asking for individual fund drive pledges in addition to regular sustainers. We found that this helped in making regular fund drive payments to the National Office.

Meeting our quota depended on two factors: first, making sure each YSAer paid his or her sustainer regularly and paid off any back debt to the local; and second, organizing fund-raising projects—meals program, honoraria, parties, old book sales, etc.—that were well thought out and then implemented with special attention to detail to ensure meeting the projected amount.

Near the end of the fund drive, a number of YSAers fell behind on their sustainer payments,

causing our payments to the National Office to fall behind.

The financial committee then drew up final projections to make sure we met our quota, and the executive committee and the local made the additional assignments necessary to meet these projections. We planned on bringing in \$400 in current sustainer payments and \$300 in back debts. This meant that each YSAer in the local had to be talked to, and where there were any problems in payments, we worked out exactly how and when the payments would be made.

Next, we planned on getting \$200 from special fund drive pledges, both from YSAers who were able to make an extra contribution and from sympathizers. All sympathizers should be contacted about the fund drive and asked to make a contribution. Personal visits should be made to potential big contributors.

In addition, we expanded on a number of fund-raising projects we had been carrying out through the entire drive. In the last few weeks we placed special emphasis on the following projections: old book sales on the major campuses in the city (\$100), a well organized and well publicized party (\$75), a rummage sale (\$100-150), and a regular meals program at the hall (\$200).

Old book sales and rummage sales can be built with leaflet paste-ups in the immediate vicinity—on campus for an old book sale and in the neighborhood for a rummage sale.

To really make money at a party, all YSAers should be encouraged to go (if encouraging is necessary). Contacts should also be invited. It should be planned and publicized as being a real affair with food, good refreshments, records (that are good to dance to), and possibly a door prize or a raffle. Everyone should enjoy themselves.

In the case of the meals program, it is only feasible if the local has a headquarters. Certain days of the week should be chosen for YSA meals; assignments should be made to cook, clean up, and serve. The meals should be attractive, filling, and reasonably priced.

As always, the key to making a fund drive quota is early planning. If problems then crop up in the course of the drive, it is much easier to alter some of the projections realistically to meet the quota in full and on time.

**SALLY WHICKER**  
Chicago YSA

# . . .Philadelphia

Three weeks before the end of the fall fund drive the Philadelphia local hit upon an idea that allowed us to make close to \$500 and successfully complete our fund drive—an item sale. The idea came to us when a sympathizer donated a motorcycle to the YSA. We decided to see what other objects we could come up with from YSAers in the local and other sympathizers. Announcements at meetings and in the city letter produced a TV set, a flute, a clarinet, a car battery, and two microscopes.

The items were brought to the hall. Three-day ads were put in the bourgeois press. One YSAer was assigned to see that all replies were answered and all items picked up and paid for.

The response was sensational. Everything was sold—except the motorcycle.

The Philadelphia local also organized a suc-

cessful rummage sale. We collected old clothes, books, and assorted odds and ends that were lying around the headquarters. One YSAer was put in charge of collecting the materials and saw that it was picked up. The person in charge also sorted the rummage and got volunteers to be the bargainners.

To publicize the sale, ads were put into the newspapers, a leaflet was made, and cardboard posters were painted. The morning of the sale, two teams wearing the posters like sandwich boards, were sent out to leaflet. Another team went out with leaflets and a small sound system. The headquarters quickly filled with people who had just seen the posters or received a leaflet. By the time the day was over, we had made a profit of \$300.

We learned certain lessons in organizing the

rummage sale. First, the clothes that are donated should be clean and pressed. The more attractive the clothes arrangement, the longer people will want to browse and the more they will buy. YSAers must be assigned to keep the piles of clothes in order. Also, there must be a storage place for the rummage before the sale so that the headquarters can be kept clean. Rummage can not be stored or held for a customer. When our sale ended, we packed all the books and the best of the remaining items and stored them for the next sale.

**SAMARA JAROSH**  
Philadelphia YSA

# Berkeley Paste Up Method

All activists are always on the search for faster and more effective methods of publicizing events essential to building a movement for social change. The paste-up is one of the most effective tools for mass publicity, and the Oakland-Berkeley local has discovered a paste-up method second to none.

The following are essential materials for this procedure: wallpaper paste, a brush, a large shallow pan or cookie sheet, a bottle of Elmer's glue, and a box of "Glad Bags."

- Mix wallpaper paste (as in regular paste-ups), adding about 1/2 cup of Elmer's glue per gallon of mixed paste.

- Brush paste on *both* sides of the posters (within the tray or cookie sheet).

- Fold each poster to the size of the Glad bags being used, making certain that: 1) the folds are *not* even to the end of the poster (this makes unfolding easier); 2) the paste is *not* squeezed out of the posters in the folding process (it is better to have too much paste on each poster than too little); and 3) each poster is folded in the *same way* (this makes it much easier for the person who does the actual pasting

up).

- Place the posters in Glad bags (about 20 in each) and fold over the open ends or secure them with wires to prevent the posters from drying out.

Experience has shown that an effective paste-up can be organized using three or four people per team, with one or two assigned to being "lookouts." We have found it entirely possible to paste up 200 or more posters after a local or branch meeting.

This method has several advantages. First, it leaves no one "holding the bucket." It also allows for gigantic mobilizations for paste-ups since everything can be prepared ahead of time by as much as 36 hours, and it is much quicker, once prepared, than the "bucket-carrying" method. And lastly, the addition of just a small amount of Elmer's glue (added to the fact that the posters become completely saturated with the paste) makes the posters almost impossible to remove.

And when the paste-up is over, no one has to return to the headquarters to wash out a bucket and brush.

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A WEEKLY ACTION PUBLICATION OF THE  
YOUNG SOCIALIST ALLIANCE, A MULTINA-  
TIONAL REVOLUTIONARY SOCIALIST YOUTH  
ORGANIZATION.

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Address all correspondence to YSA, Box 471 Cooper Station, New York 10003. Subscription rates \$10/year for individuals, \$20/year for institutions.

Vol. 15, No. 5

February 25, 1972

ALLAN GRADY  
Oakland-Berkeley YSA