

end Feb. 1970

PATHFINDER PRESS, INC.
(Merit Imprint)

Notes on Merit's business in 1969.....

...The sales of books and pamphlets published by Merit in 1969 were up about 65% over 1968. (Sales of books and pamphlets distributed - not published - by Merit were up about 10%).

...In 1969, 40% (minus) of Merit's total business was with branch and local bookstores, and 40% (minus) with commercial bookstores. For 1968 the figures were 50% for branch and local bookstores and 30% for commercial bookstores.

...About 70% of the total business done in 1969 was in books and pamphlets published by Merit, and 30% in books and pamphlets published by others which Merit distributed. The figures for 1968 were 60%-40% respectively.

...Something less than 40% of the business done in 1969 in books and pamphlets published by Merit was in the Black publications, but it should be noted that this average % is deceiving and that the significant fact in relation to Black sales in 1969 (and, possibly, 1970) is that at the beginning of 1969 60% of Merit's business was in Black pubs. and that this figure declined fairly steadily throughout the year until, in the last few months (and into 1970), only about 20-25% of our sales consisted of Black pubs..... Two important reasons for the decline, both relatively and absolutely, in our Black sales are (1) that we have come out with very few new Black titles in the last year or so, and (2) other publishers have entered the Black market in the last period and come out with quite a few titles.....In 1970 we'll make attempts to reestablish our position by publishing a respectable number of Black books (and, perhaps, pamphlets).

...The best Merit sellers in 1969 were the Black pubs., as a category - despite the sales decline - with Malcolm X on Afro-American History (the all-time Merit best seller) selling at the rate of about 2500 a month at the beginning of the year and falling off to about 1000 a month toward the end. As the Black pubs. fell off, other categories of Merit books and pamphlets - Trotsky and Women's Liberation, and individual titles in our listing - picked up the sales slack: toward the end of 1969 we were selling about 1000 a month of Problems of Women's Liberation, Reed; 750 a month of How to Make a Revolution in the U.S., Camejo; 750 a month of An Introduction to Marxist Economic Theory, Mandel. Among the "classic" Merit publications, we were selling about 150-200 a month of Their Morals and Ours; Socialism on Trial; An Introduction to the Logic of Marxism; The Permanent Revolution; The Revolution Betrayed.

...In 1969 Merit made a policy decision to run most of our new and reprinted books in paper and cloth, in quantities of 3 or 4 thousand, with the intention of (a) reducing unit costs, (b) assuring sufficient stock so that we won't go out of print on important titles, and (c) increasing library sales (where the money is) by promoting cloth editions of our books. We also started to run some of our better selling pamphlets (such as Their Morals and Ours and An Introduction to Marxist Economic Theory) with "spines" (instead of staples), with the prospect of increasing the sale of these spined pamphlets to commercial bookstores.

New Merit Books and Pamphlets printed in 1969...

On the Revolutionary Potential of the Working Class...Mandel, Novack
The Assassination of Malcolm X...Breitman, Porter
The Invasion of Czechoslovakia...Evans (ed.)
Empiricism and Its Evolution (paper and cloth)...Novack
Key Problems in the Transition from Capitalism to Socialism...
Frank, Mandel, Novack
Why Watts Exploded...Rossa
Burning Issues of the Mideast Crisis...Buch
Rebels and Bureaucrats...Saunders
Writings of Leon Trotsky, 1939-40
How Can the Jews Survive?...Novack
Youth Movement and the Alienation of Society...Revueltas
How to Make a Revolution in the U.S....Camejo
On Engels and Kautsky...Trotsky
On the Trade Unions...Trotsky
The Founding Convention of the I.W.W.
On the Labor Party in the U.S....Trotsky
Leon Trotsky, The Man and His Work
Revolutionary Analysis, Strategy and Tactics Today
A Political Biography of Walter Reuther, Hansen
Problems of Women's Liberation, Reed
Military Writings (paper and cloth)...Trotsky
Revolutionary Dynamics of Women's Liberation...Novack
Transitional Program for Black Liberation
Israel and the Arabs
Writings of Leon Trotsky, 1938-39
The Marxist Theory of the State...Mandel
Antiwar GIs Speak Out (pamphlet)...Halstead
Pioneers of Women's Liberation...Cowley
An Introduction to Marxist Economic Theory...Mandel
(First printing as Merit pub. - formerly YSA pub.)

...Merit also reprinted some 30-odd titles (books and pamphlets) in 1969

New Books to be printed in 1970

Merit spent about \$60,000 in 1969 to publish the new and reprinted books and pamphlets given above....we'll spend more in 1970. The following new books are planned for 1970:

By Malcolm X...By Any Means Necessary (already printed); Afro-American History(expand)
By Trotsky...On Literature and Art; Writings, 1937-38; On Germany; Writings, '35-6;
LT Speaks; My Life

Luxemburg Speaks; Debs Speaks; Du Bois Speaks (volume I)

Black Voices from Prison (Knight); GIs Speak Out Against the War (Halstead)

Also - a book of speeches on socialism by Jim Cannon, and a Cuban cartoon book (Rius)
and a book on Black music by Kofsky

(We will also reprint some important books that have been out-of-print for some time: among them - The Third International After Lenin; The First Five Years of the Communist International, volumes I & II; The Jewish Question; The Struggle for a Proletarian Party; and, hopefully, others.)