

Gen

CURRENT MILITANT BUNDLES, FEB. 21 ISSUE

BRANCH	BUNDLE	PER CAPITA
Philadelphia	300	12.0
Chicago	300	9.4
Seattle	100	9.1
Berkeley	250	5.8
Boston	150	4.3
San Francisco	200	4.3
Minneapolis	150	4.0
Detroit	100	3.4
Portland	20	3.3
Cleveland	100	3.2
San Diego	25	3.1
New York	325	2.9
Los Angeles	175	2.7

2300

YSA LOCALS AND AT LARGERS

Logan Ut	150
Atlanta	60
DeKalb	60
Bloomington	60
Madison	50
Newark	50
St. Louis	50
Ypsilanti	40
Antioch	40
Champaign	35
Albany	30
Kent	30
E. Lansing	25
Columbus Ohio	25
Austin	20
Sacramento	20
Tallahassee (2 bundles)	20
Ann Arbor	15
Arizona	15
Norman Okla.	15
Stevens Point, Wis.	15
Oshkosh	15
Providence RI	15
Carrboro NC	15
Washington DC	10
Brunswick Maine	10
Irvington NY	10
Beckley W. Va.	10
New Haven Ct.	7
Charlottesville Va.	5
Houston	5
Buffalo	5
Binghamton NY	2

AN EXPLANATION OF THE MILITANT CHARTS

The attached charts are studies of the performance of the branches in sales of Militant single copies and subscriptions on a per capita basis. The membership figures used were those from Jan. 31, 1969, since branch membership figures were not available for each month. While it is likely that the branches grew during this period, we assume that the growth was proportional, and thus the figures are fair for a comparative study of the branches. The membership figures used were:

Boston	35	Berkeley	43
Chicago	32	Philadelphia	25
Cleveland	31	San Diego	8
Detroit	29	San Francisco	47
Los Angeles	64	Seattle	11
New York	113	Minneapolis	37
		Portland	6

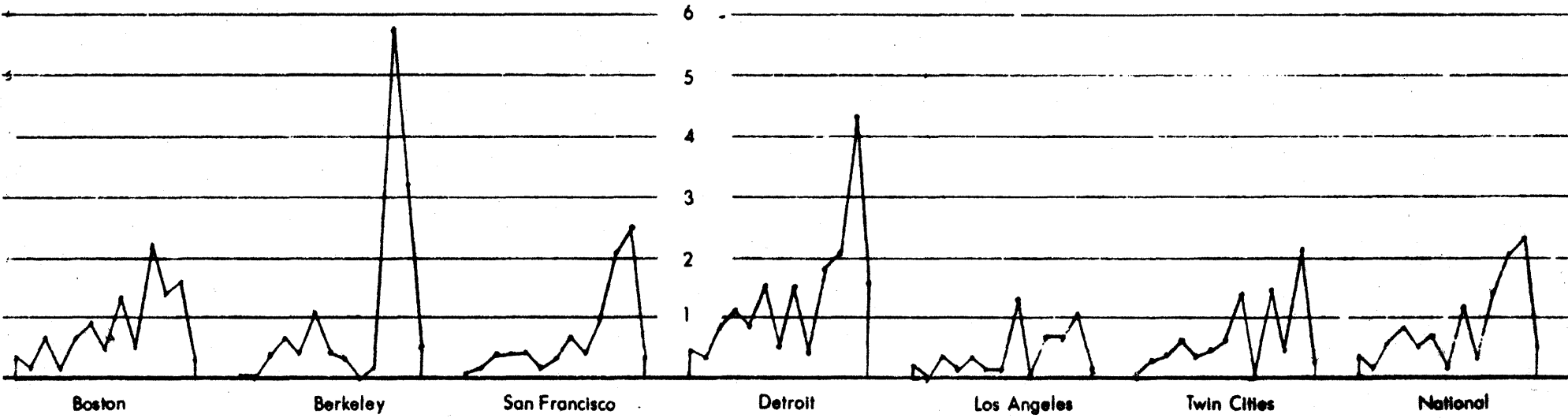
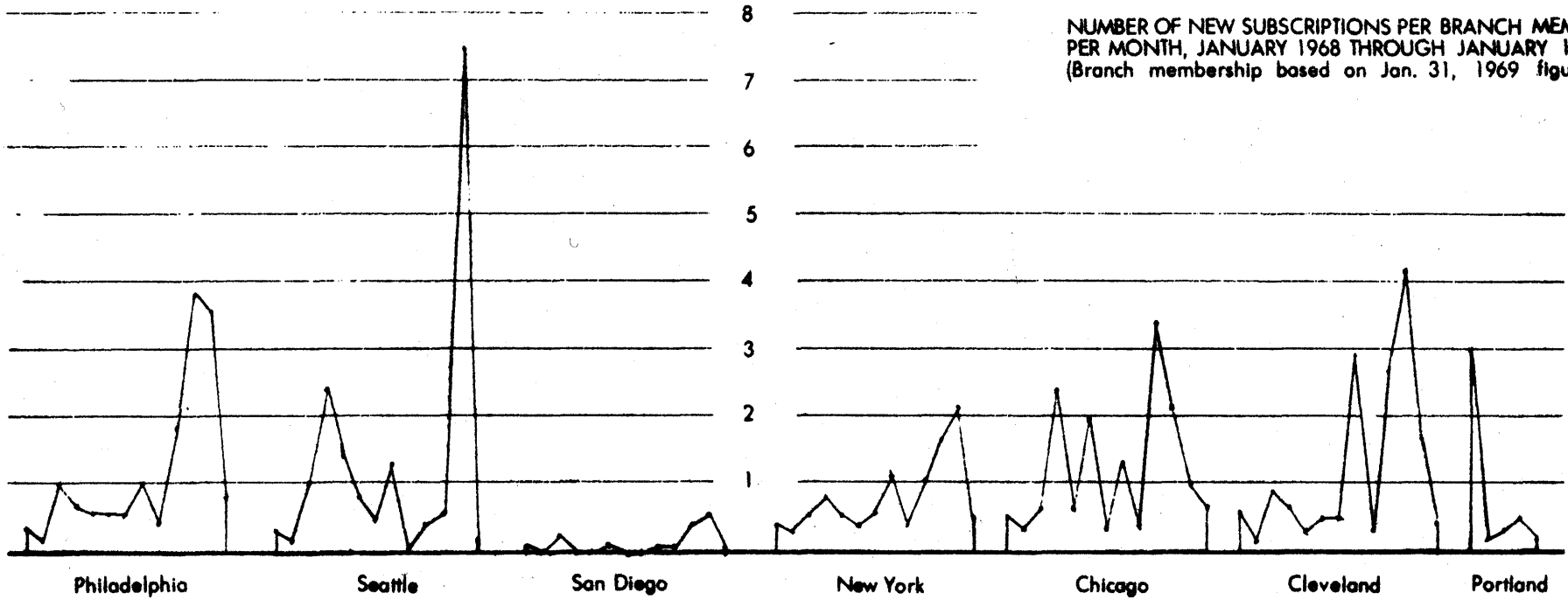
The chart on the new subscriptions sold by each branch shows a 13 month period, from January, 1968 through January, 1969. The high peaks reflect the recent sub drive in November and December. We want to establish the norm of one subscription per branch member to be the quota for each branch each month. You will notice from the charts that several branches were able to achieve this goal during a number of months last year.

The chart showing the number of current subscriptions per capita in the branch area was based on the figures as of the end of February, when the great bulk of subscriptions from the recent sub drive will have expired. The subscription figures include both the subscriptions in the city listed, and those in the area considered part of the branch's regional responsibility.

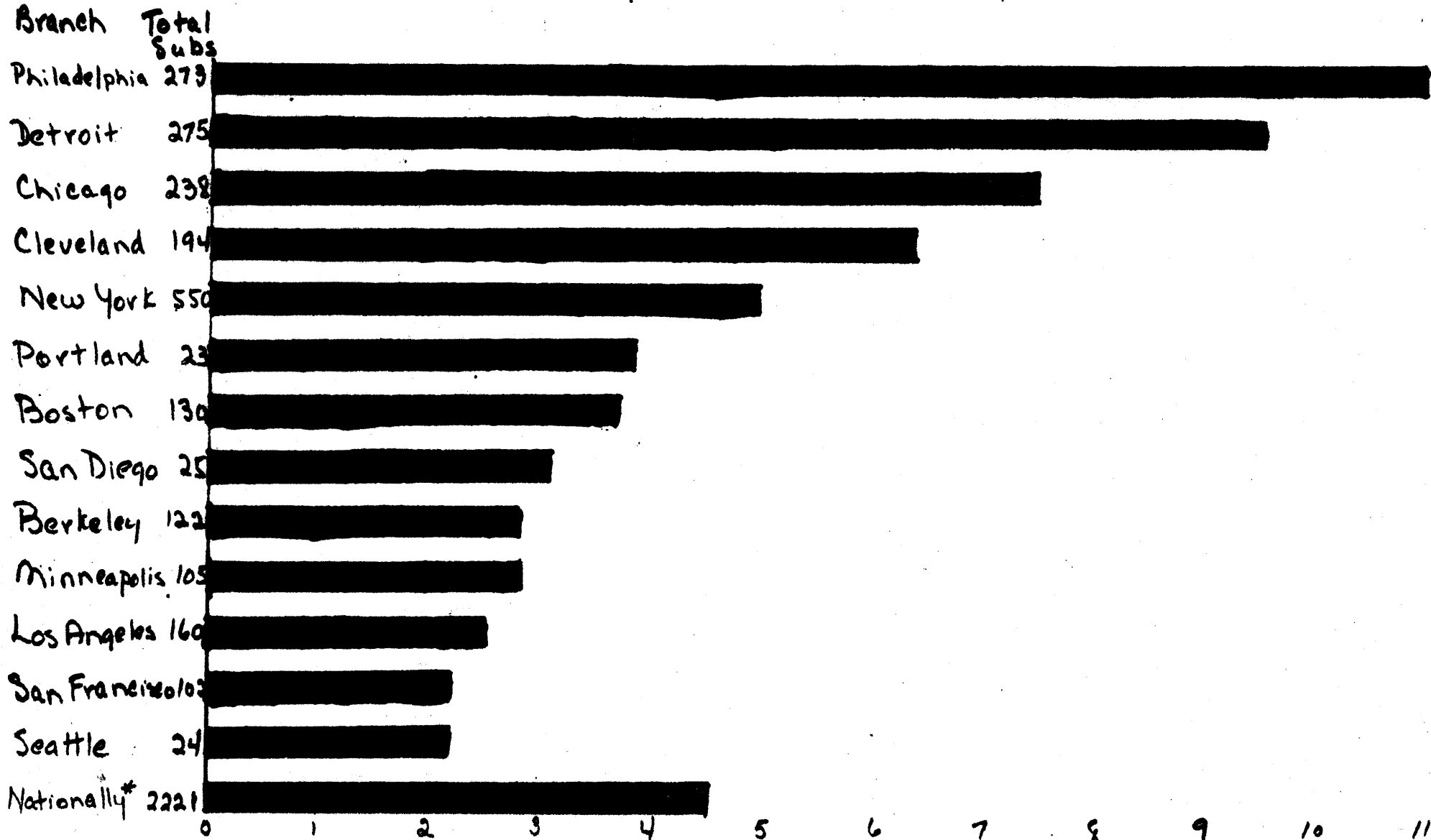
The per capita branch sales of the Militant are shown on several charts. The line graph shows the number of copies sold by each comrade in a week, charted on a monthly basis. The highest peaks are the sales during June and July around the French events. You'll notice that though the bundle sizes dropped following that period, in most areas they remained higher than the pre-French sales, even now that winter has set in.

The bar chart of the average weekly Militant sales per member from May till now is a comparative study of the average weekly per capita sales for the whole period, including the French campaign bundles. The other bar graph shows the period since the French campaign. It is significant to note here that the average bundle for many of the branches is only slightly lower for this period than when the French bundles were included, and in the case of Chicago, the number of copies sold per week has actually risen since the June bundles.

NUMBER OF NEW SUBSCRIPTIONS PER BRANCH MEMBER
 PER MONTH, JANUARY 1968 THROUGH JANUARY 1969.
 (Branch membership based on Jan. 31, 1969 figures.)



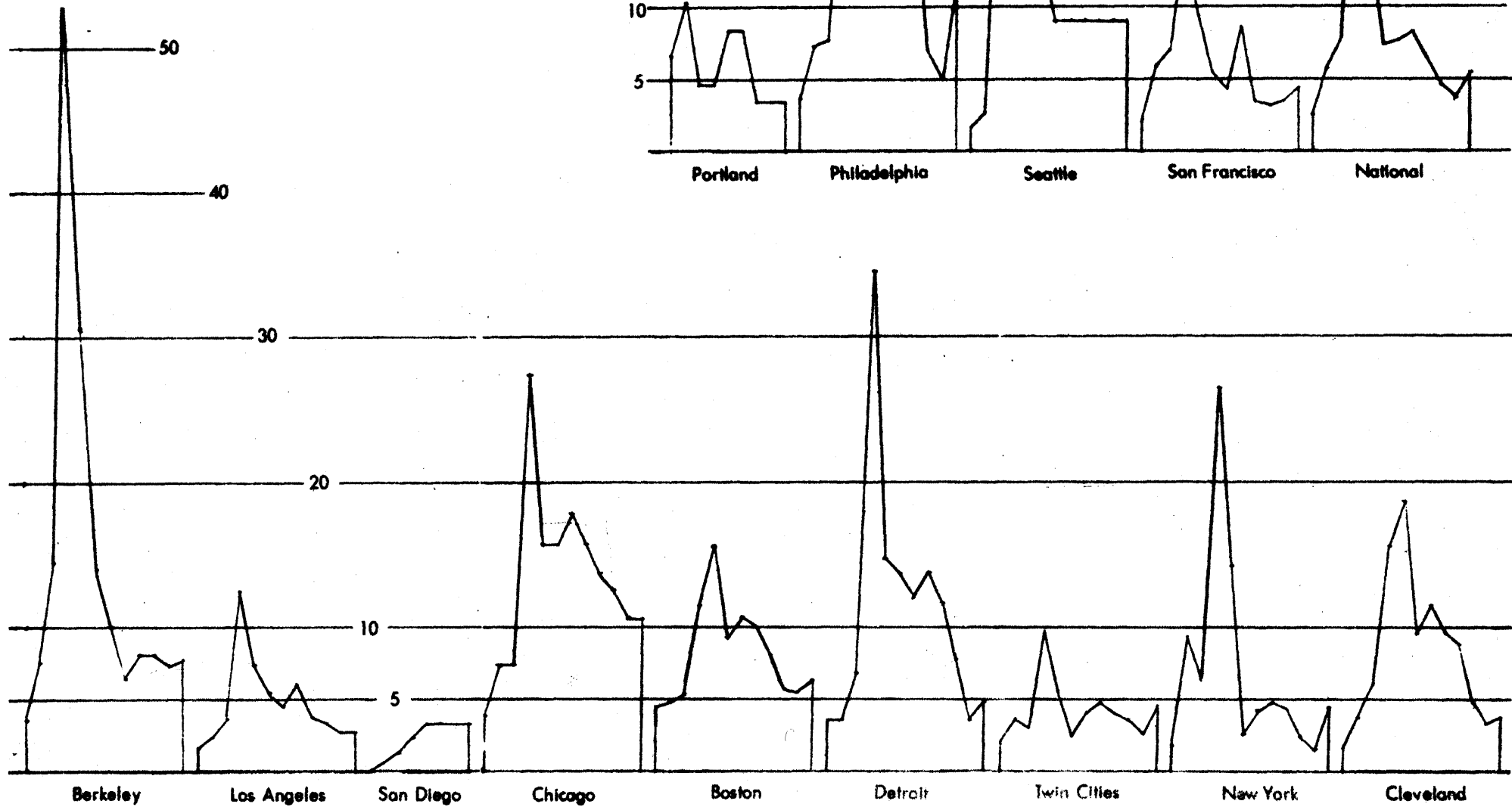
Number of Current Militant Subscriptions Divided by Branch Membership



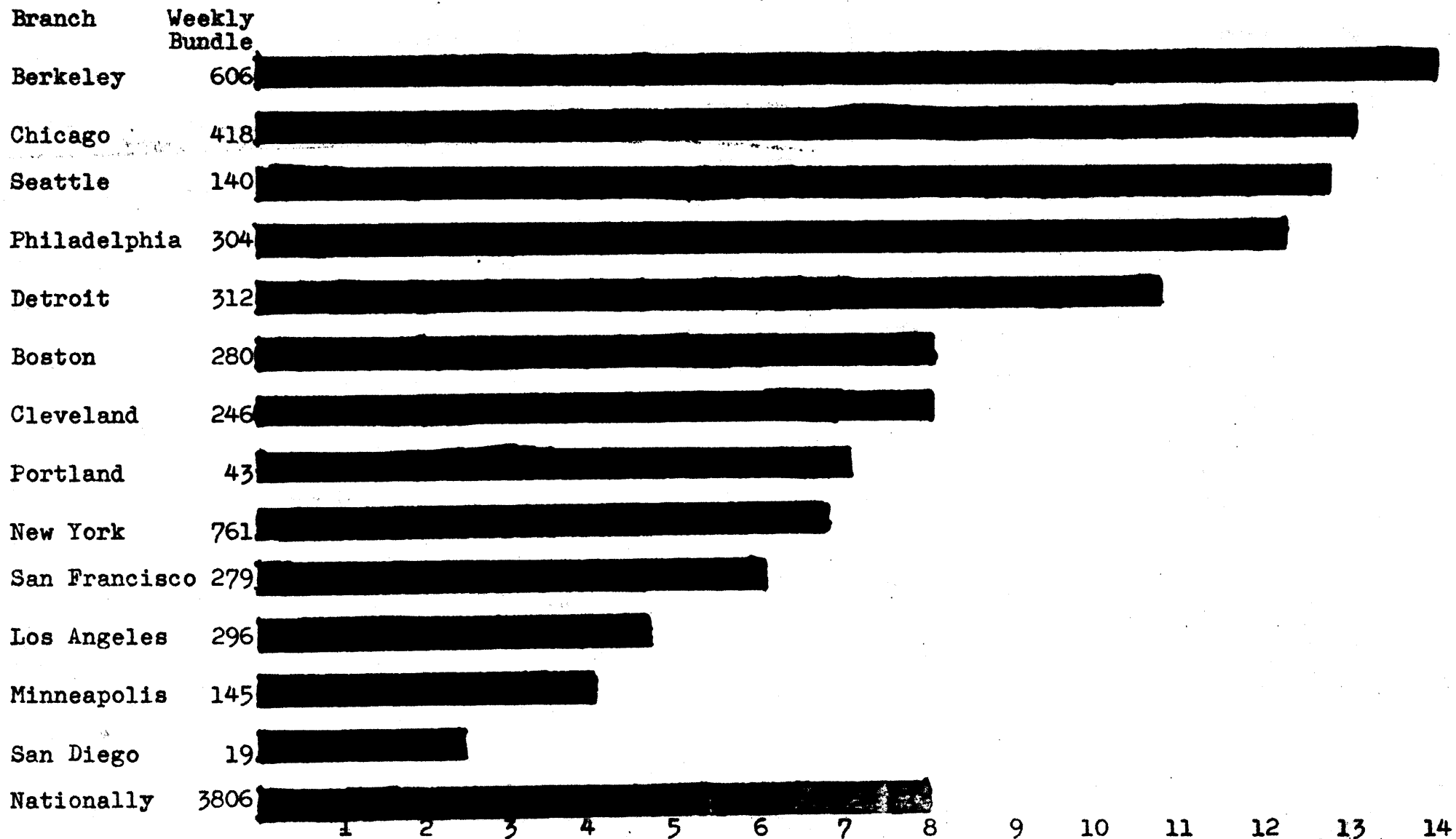
*This figure is not the total domestic subs.

Number of Subs per Comrade

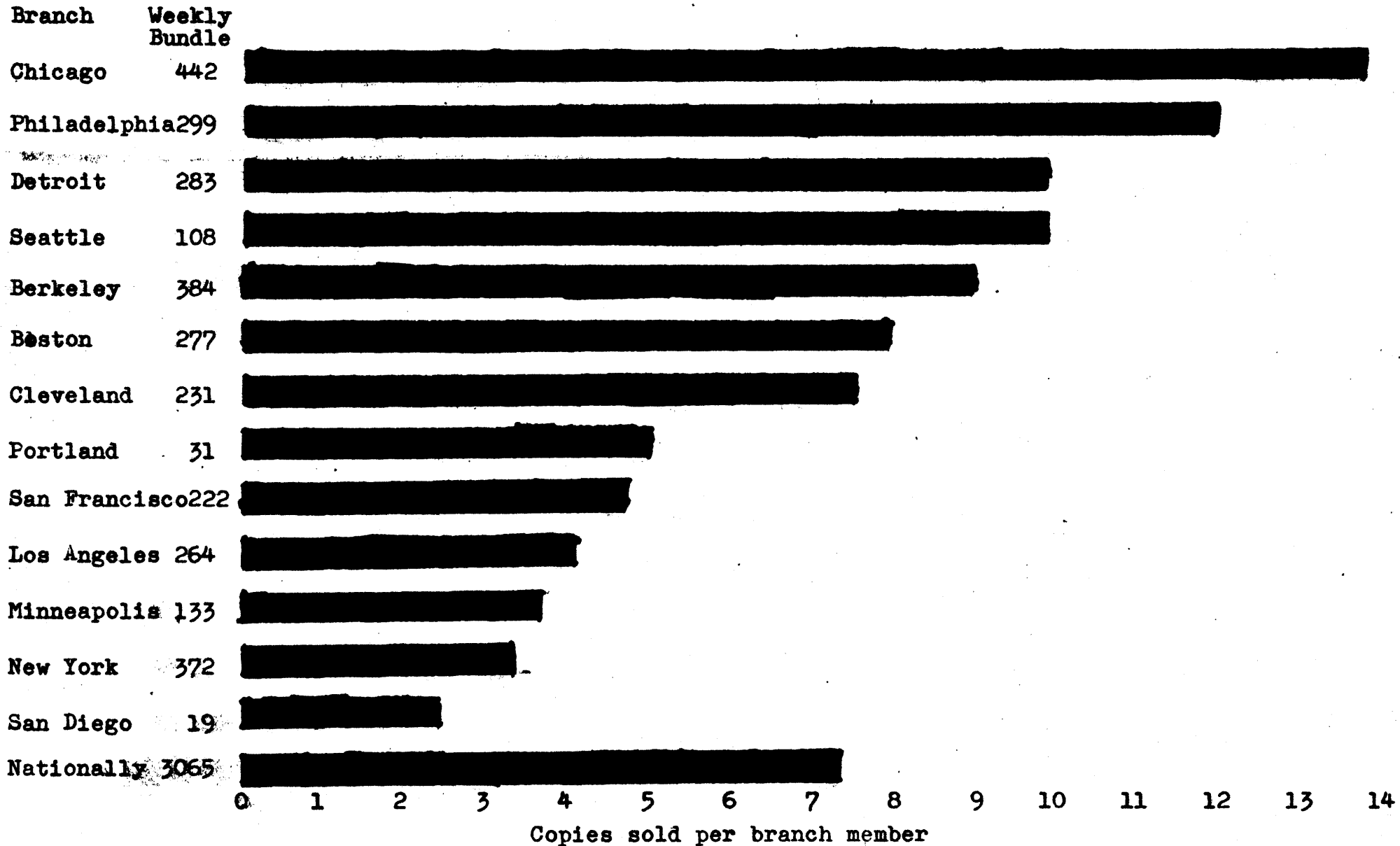
AVERAGE WEEKLY MILITANT SALES PER BRANCH MEMBER, CHARTED ON A MONTHLY BASIS, MARCH, 1968 THRU FEB. 21 ISSUE 1969. (Branch membership based on Jan 31, 1969 figures)



AVERAGE WEEKLY MILITANT SALES PER BRANCH MEMBER
May, 1968 through February 21, 1969



AVERAGE WEEKLY MILITANT SALES PER BRANCH MEMBER
August, 1968 through February 21, 1969



ADDITIONAL FACTS ABOUT THE MILITANT

Current Militant circulation, based on Feb. 21 issue: :

Domestic subs	2972	—
Expiring subs	2000	—————
Foreign subs	377	
Domestic bundles	3453	
Foreign bundles	570	
Bound volumes, office	428	
Press run	9800	

On the evolution of the press run: :

The last two months before we left our previous printer, the average press run a week was 6,500. . During the French campaign in June the run was 20,000 per week. . In July the average press run was 16,000. . Since then the run has leveled off at an average of 10,275. . During the early fall the branch bundles were large, but our sub base was smaller. . As we increased the number of subs during the sub drive, winter weather caused the branches to lower their bundle sizes, so the press run has remained relatively constant since August. .

On subscription renewals:

During the period from March through November, 1968, 33% of all the regular subscriptions (w/ introductory offer or longer term subs) were renewed, and 14% of the YS-Militant combination subscriptions were renewed, for an over-all renewal rate of 24%. .

In December, 1968, which was the first month of the large number of expirations from the recent election campaign sub drive, 988 subscriptions expired, and 15% of these were renewed. . 12% of the YS combo subs were renewed and 25% of the regular subs. .

These figures compare favorably with the two previous sub drives in 1966 and 1967. . In 1967 we had a selective sub drive for a total goal of 1375 subs (contrasted to 3500 sub sold in 1968.) . 15% of the special 50¢ subs were renewed, and the overall renewal rate for the period was 26%. .

In 1966 we sold 2360 subscriptions, with a renewal of 9% of the 50¢ subs, and an overall renewal rate of 17% for the period. .

Subscriptions sent in on their own: .

There has been a significant increase in the number of people who have been sending in subscriptions on their own. . During the first three weeks of February, we have received 20 to 25 new subscriptions directly from the mail each week. . This is about four times what we were receiving a year ago. . This is a reflection of the increased sales of single copies, and a heightened interest in our ideas. .

100/mo.

COPY

COPY

COPY

Debs Hall
Detroit, Michigan
February 13, 1969

Dear Jack,

For the four month period from August through November, our bundle was 400 except for the last three weeks in November when it was lowered to 300. During these four months we sold on the average 239 papers a week, 63 of them at plant gates. Plant gate sales are 26 $\frac{1}{2}$ % of the sales each week.

When we hit the plant breaks right two people can sell 50 Militants in an hour on the average. Jefferson Assembly plant sales are faster. Two people can sell 50 papers in 45 minutes.

Sales at high schools are slow so we don't do it very much. Catching kids as they go into school, one person usually sells under five. At Wayne State University one person can sell on the average of 10 an hour.

Five comrades do a large part of all the factory gate sales. Especially in the bad weather when we don't go out in the mornings but only in the afternoon, only people who don't work during the day can go out on sales. During the French campaign and summer most of the branch participated.

Our best customers are young black workers, but we sell to some old black workers too. We sell to one or two white workers each time we go out. They vary in age. We have had very little baiting from white workers and I have never heard of any name calling from any black workers. We don't get into many conversations with customers because they are usually in a hurry to get in or out of the plant. We have steady customers who have their money ready as soon as they see us. One worker did come up to the hall as a result of the sales and asked to join The Militant. Several others have asked about meetings.

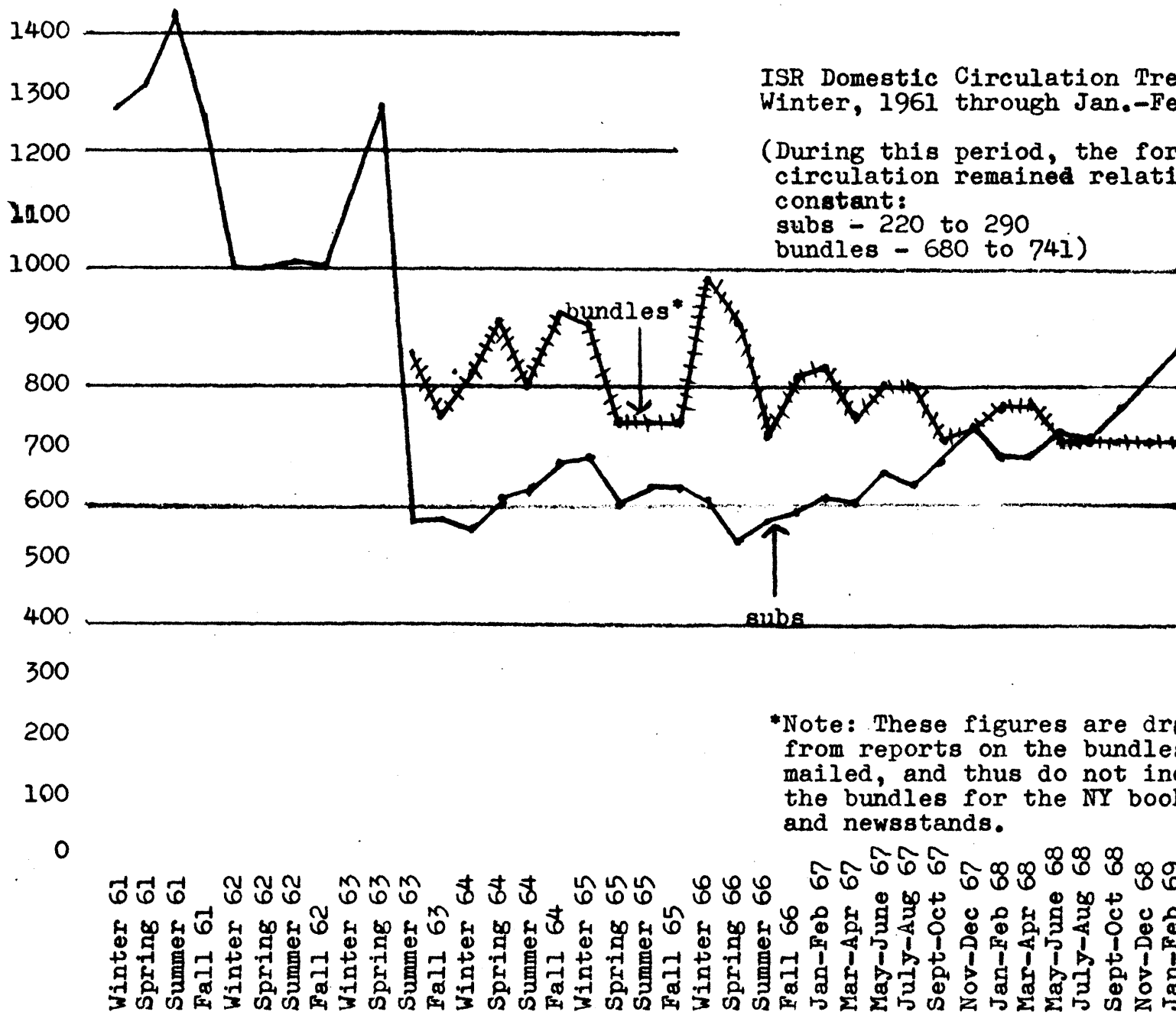
As far as branch perspectives, we hope to continue sales at the plant gates during the winter on a somewhat limited basis due to weather and man-power problems, but expand them even more than last summer and fall in the spring. We are projecting doing some campaigning for mayor (leafleting, posters, rallies) at plant gates as soon as the campaign gets underway.

This week we will be passing out Malcolm X memorial forum leaflets and selling the Malcolm issue of the YS at plant gates. (Two of us sold 20 YS's at Dodge Main in an hour with the article about Drum in it.) One additional thing, the paper sells much better when it has pictures of the Panthers or something like that on the front page.

Comradely,
Helen Schiff
Militant Sales

CURRENT ISR CIRCULATION

<u>Branch</u>	<u>Subscriptions</u>	<u>Bundles</u>
Berkeley	21	35
Boston	43	80
Chicago	95	95
Cleveland	45	20
Detroit	55	50
Los Angeles	77	60
Minneapolis	40	45
New York	195	100
Philadelphia	56	50
Portland	9	none
San Diego	6	none
San Francisco	30	20
Seattle	6	10
Other areas	181	452
Total - domestic	859	1017
Canada	75	234
Other Foreign	216	527
Total circulation	1150	1778



*Note: These figures are drawn from reports on the bundles mailed, and thus do not include the bundles for the NY bookstore and newsstands.

ISR ARTICLES WHICH WERE LATER PUBLISHED IN PAMPHLETS

<u># Pages</u>	<u>Article</u>
12	Program of Polish Opposition - January-February, 1967 (article reset)
48	Malcolm X on Afro-American History - March-April, 1967
21	Theories of History - May-June, 1967
9	Malcolm X, Black Nationalism and Socialism - July-August, 1967
28	Myths about Malcolm X - September-October, 1967
17	Case for an Independent Black Political Party - January-February, 1968
48	May, 1968: First Phase of French Socialist Revolution - September-October, 1968
16	Workers Under Neo-Capitalism - November-December, 1968
24	Can American Workers Make a Socialist Revolution - January-February, 1969
223 total pages - 28% of ISR reprinted in pamphlets	