

HUNDREDS OF NEW CALL READERS

Hundreds of workers were signed up as new subscribers during *The Call's* National Subscription Drive Jan. 17-24.

The addition of these new readers to the thousands who already read *The Call* every week constitutes a dramatic show of support and enthusiasm for the expanded 16-page *Call*.

Workers were signed up inside the factories, subscription tables were set up at plant gates, and canvassing was done door-to-door in working-class and minority communities despite freezing temperatures in the East and Midwest. About two-thirds of the new subscriptions were sold to factory workers.

Indiana *Call* activists doubled their current number of subscribers by linking the sub drive to the work around the upcoming steel union elections. Members of local

Marxist-Leninist discussion circles took *The Call* to their fellow workers and signed up many new subscribers in the steel mills.

People in the Oakland, California, area carried out mass free distributions to introduce *The Call* to workers who had not previously seen it. This, combined with signing up people who had seen *The Call* but read it only irregularly resulted in an 80% increase in that city's subscribers.

Although the intensive one-week sub drive is now over, we encourage our readers who haven't yet subscribed to *The Call* to do so. To all those who have, we thank you for your support. We ask that you continue to take an active part in building *The Call* by signing up your friends and co-workers and sending us your comments and criticisms on how the paper can be improved.