

BRANCH SALES - JAN THROUGH JUNE 1975

<u>Branch</u>	<u>Jan-June 1975 Average Sales (24 issues)</u>
Atlanta	350
Boston*	285
Brooklyn	269
Chicago	446
Cleveland	316
Denver	284
Detroit	329
Houston	381
Los Angeles-CE	229
Los Angeles-WS	262
Lower Manhattan	312
Milwaukee	188
Oakland/Berkeley	464
Philadelphia	272
Pittsburgh	237
Portland	250
St. Louis	276
San Diego	223
San Francisco	340
Seattle	200
Twin Cities	206
Upper West Side	306
Washington DC	342

Jan - June 1975 total:

Nat'l Aver. Sales	6,767
Nat'l Aver. Bundle Size	8,642
Percent of Bundle Sold	78%

Jan - December 1974 total:

Nat'l Aver. Sales	7,319
Nat'l Aver. Bundle Size	9,356
Percent of Bundle Sold	78%

Note: The national averages here are only for branch sales.

* Based on issue numbers 1-17 only.

BRANCHES AND LOCALS CURRENT TO THE MILITANT

July 31, 1975

<u>Branch</u>	<u>Current</u>	<u>Debt</u>
Atlanta	yes	-0-
Boston	yes	-0-
Brooklyn	yes	-0-
Chicago	yes	-0-
Cleveland	no	\$34.00
Denver	yes	-0-
Detroit	yes	-0-
Houston	yes	-0-
Central-East L.A.	yes	-0-
Westside L.A.	yes	-0-
Lower Manhattan	yes	-0-
Milwaukee	yes	-0-
Oakland/Berkeley	yes	-0-
Philadelphia	yes	-0-
Pittsburgh	yes	-0-
Portland	yes	\$232.36
St. Louis	yes	-0-
San Diego	yes	-0-
San Francisco	yes	-0-
Seattle	yes	-0-
Twin Cities	yes	-0-
Upper West Side	yes	-0-
Washington, D.C.	yes	-0-
Total branches	22	\$266.36
<u>YSA Locals:</u>		
Albany	no	\$16.14
Baltimore	yes	-0-
Bloomington	yes	\$21.50
Cincinnati	yes	-0-
Columbus, Oh.	no	\$17.00
Dallas	no	\$39.10
East Lansing	yes	-0-
Indianapolis	no	\$16.20
Lexington	no	\$19.07
Madison	yes	-0-
Mt. Pleasant	yes	-0-
Nashville	no	\$23.80
New Orleans	yes	-0-
Sacramento	no	\$56.10
San Antonio	no	\$34.85
San Jose	no	\$41.65
Santa Barbara	no bundle	\$38.25
Santa Cruz	yes	\$ 3.40
Tallahassee	no	\$29.75 (plus \$196.57 frozen debt)
Tucson	yes	\$28.25
Total YSA locals	9	\$385.06 (plus \$196.57)

The Militant's Average Weekly Circulation Jan-June 1975

1. Weekly Average subscription Copies:

Domestic Subscriptions*	4,586
Introductory subscriptions from subscription drives	3,011
Foreign subscriptions*	<u>471</u>
Average subscription base	8,068

2. Weekly Average Bundle Copies:

Branch bundles	8,206
Other domestic bundles**	3,658
Foreign bundles	<u>197</u>
Average bundle circulation	12,061

3. Total average circulation:

Subscriptions	8,068
Bundle copies	<u>12,061</u>
TOTAL	20,129

Note: In October 1974 we reported our circulation for the 12 months prior to that as:

Average subscriptions	11,964
Average bundle copies	<u>11,822</u>
Total average circulation	23,786

The decrease in the sub base is due to smaller sub drive goals, and the reduced length of the introductory offer from 13 weeks to eight weeks, which went into effect in September 1974.

* Included here are exchanges, complimentary and introductory subs that come in during non-sub drive periods, as well as long-term paid subs.

** Included here are YSA locals, newsstand accounts, YS teams, and individuals.

The Militant's Subscription Base

August 1975

Domestic Long-Term Subscriptions

Paid subscribers	3,041
Libraries	385
Exchanges	147
Complimentary	128
Prisoners	<u>283</u>
TOTAL	3,984

Foreign Subscriptions

Paid	404
Complimentary	120
Exchanges	<u>89</u>
TOTAL	613

Domestic Introductory Subscriptions

Paid	621
Total complimentary and exchange	484
Total paid long-term subscriptions	3,830
Total introductory subscriptions	621
Total prisoner subscriptions	<u>283</u>
TOTAL AUGUST SUBSCRIPTION BASE	5,218

Summary of Prepaid Subscription Cards - August 1, 1975

	1974					1975						
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
money taken in:	\$245	485	168	121	0	54	105	130	45	50	11	0
# of cards sent back:	0	54	207	174	41	49	54	73	91	25	24	16
# of people sending in cards:	0	18	58	79	25	35	27	31	45	18	18	16

Total money taken in: \$1,414

Total number of people using cards: 158

Total number of cards sent back: 808

Breakdown of the 158 people who have sent back cards:

The number who sent back	1-5 cards	110
	6-10 cards	33
	11-19 cards	12
	more than 20 cards	3

Top sellers:

Maceo Dixon, Boston	71
Ben Harris, Nashville	30
Don Gurewitz, Boston	21
Harry Baker, Salt Lake City	19
Steve Beren, UWS	19
Bob Mears, Lawrence KS	19
Buddy Beck, Pittsburgh	18
Gustavo Gutierrez, Tempe AZ	16
Robin Maisel, Detroit	13