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Philadelphia, Pa.
June 20, 1968

Dear Jack,

Enclosed is a report of Militant sales in the last three weeks. It includes daily sales, rate of sales at high schools, working class areas, black shopping districts, college campuses and center city Philadelphia.

Also I have included the responses we have gotten so far from the Militant mailings to the SMC list in the Philadelphia area, which have been surprisingly good.

Comradely,
Illona Gersh
Sales Director, Phila.

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Free Militants Mailed to SMC List:

The first two weeks, we sent out 437 Militants, free, to the entire SMC list which covers the Pennsylvania and Delaware areas. We sent, along with cover letters and documents of the SMC fight, a coupon saying that SMCers could receive the next five weeks of the Militant free if they sent in their name and address.

The results were surprising: 29 people sent in coupons (many of them were high schoolers). Out of the 29, 6 sent notes expressing an interest in the French developments and inquiring about the YSA. One wrote and said that he wanted to help "advance socialism in the United States" and would help us in any way in the Phila. area this summer. Some others wanted to know more about the YSA organizationally, and seemed as if they might be considering whether they wanted to join the YSA. We sent all of them follow-up letters, and as yet, we have not received anything further from them. We only knew one or two of the people who sent in coupons; the others had been to the April 27th demonstration or had contacted the SMC through activities at their schools.

While we were building the demonstration in opposition to the banning of French left groups, we called all of them, and most responded enthusiastically. Several showed up at the demonstration. Two or three made some calls to help us build the demonstration, and one helped us leaflet a Spock demonstration held by WSP.

Rate of Sales

High Schools: We have sold at 5 schools, all of which are at least 50% black. We are able to sell for only 15-20 minutes as the students enter the school since there is no central gathering place. One comrade can sell 15-25 Militants at one school. While I was selling, I got some surprising responses. One black boy told me that he wanted to know how the French students were able to organize

and mobilize so many students for such a prolonged period of time. Another said that he wanted to know the truth about the French situation, and that the Phila. newspapers never tell the truth about anything. This is the first time we have tried to sell at any high schools in Phila. and the results were very good, considering that most students at the schools we sold at do not have much money to spend. We gave away a few because some students seemed particularly interested.

Center City: Sales downtown go at a rate of about 15-20 per hour. Mostly young black men or student types buy, and they seem very friendly.

Campuses: The University of Pennsylvania has been the only college that has a significantly large summer session. There, we sell to all sorts of people, most of whom had never seen any of our literature. When comrades circulate around the student union snack shop, they sell to approximately 1/4 of the people there. Foreign students show a particular interest, and few refuse to buy the Militant when asked. A few have become more friendly since they have bought Militants.

Black Areas: Young black men are very willing to buy the Militant. It is possible to sell 20 Militants per hour in the black shopping districts in Phila. One black guy gave me a small donation "for the cause", saying that we were the only white people in town that are actively supporting the French Revolution.

Militant Sales

Third Week - Bundle order of 500. 49 Militants are unsold.

The above can be broken down as follows:

High schools	116
University of Pa.	56
Center City Phila.	124
Black areas	42
Mailed to SMC list	21
	<u>359</u>

Militant Sales - Week of June 16 Bundle order: 500

The above sales can be broken down in the following manner:

Center City	137
Transporta. intersect.	5
Poor Peoples' Camp.	
bus departures & bene-	
fits in city	52
Wash.DC demonstra.	100
Concert	25
Sales to indivi.	49
	<u>368</u>

Number of Militants sold at the University of Pennsylvania (the only college which has had a significantly large summer session): 35

Number sold at city bookstores, center city newsstands, etc.: 26 at 5 cents each

Number mailed out free to the SMC list: 29

TOTAL as of 6-23-68: 459

The rest will be sold at the U. of Penn. on Monday, before the new bundle comes in.

NOTE: The above figures may be slightly incorrect, since the figures were made by adding up the money taken in from some of the sales. A few Militants were given away free, and some were sold for more than 10 cents as a donation.