

COMPARISON OF SALES TO BRANCH BOOKSTORES: First 6 months of 1972 & First 6 months 1973

	<u>SALES</u> <u>½ 1972⁺</u>	<u>SALES</u> <u>½ 1973⁺</u>	<u>Back Debt*</u> <u>7/31/72</u>	<u>Back Debt*</u> <u>7/31/73</u>
Atlanta	\$ 415.34	\$ 845.57	\$ 141.83	\$ 15.57
Austin	538.86	399.56	544.34	424.09
Berkeley	2353.84	2423.08	2161.23	2728.56
Boston	1319.07	1465.11	298.63	-0-
Brooklyn	410.60	689.84	728.44	133.09
Chicago	1178.50	1055.48	-0-	-0-
Cleveland	387.08	702.25	-0-	-0-
Denver	747.02	889.15	666.54	1279.12
Detroit	865.53	904.62	720.57	24.26
Houston	366.72	804.45	300.00	996.87
Los Angeles	1769.07	1101.39	885.95	-0-
Lower Manhattan	2033.96	2198.03	-0-	-0-
Philadelphia	633.84	816.70	-0-	-0-
Portland	337.53	415.84	248.71	433.55
San Diego	---	657.84	---	481.35
San Francisco	953.74	1441.39	37.30	859.12
Seattle	410.20	753.56	251.19	312.52
Twin Cities	921.34	1185.79	48.88	-0-
Upper West Side Manhattan	630.76	1325.60	385.80	707.74
Washington, D.C.	603.77	689.45	109.97	113.36
TOTALS	\$16876.77	\$20764.70	\$ 7529.38	\$ 8509.20

⁺ Total of Invoices from Pathfinder Press less total of Credit Memos for period from January 1 to June 30 of each year.

* Back Debt is the amount of money owed 30 days or more in arrears.

SALES ANALYSIS AND COMPARISON

	<u>1969</u>	<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973*</u>
<u>Total Sales</u>	\$117,595	\$182,560	\$173,765	\$207,800	\$121,300

Breakdown of sales by Category

Internal	37%	29%	19%	20%	23%
Foreign	12%	12%	13%	13%	20%
Commercial Outlets	41%	45%	48%	51%	39%
Libraries (directly & through distributors)	10%	14%	20%	16%	18%

Number of Pathfinder/Monad Books & Pamphlets Sold

# of Book titles in print	34	43	59	67
Total # of Books sold	75,000	77,000	101,500	58,200
# of Pamphlet titles in print	106	117	136	129
Total # of Pamphlets sold	205,000	130,000	143,000	58,500

<u>Internal Sales</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973*</u>
To Branches & SWP Departments	\$28,035	\$41,625	\$30,345	\$32,670	\$23,845
To YSA Locals	16,700	12,640	8,130	4,685	3,205
By Regional Teams	---	---	---	3,235	1,710

Classroom Adoptions

Books	no record		13,700	15,150	9,300
Pamphlets	no record		9,500	15,800	6,500
Total		16,800	23,200	30,950	15,800
Approximate # of classes		no record	700	900	500

* 1973 figures are based on January 1, 1973 through June 30, 1973, except for the figures relating to classroom adoptions. Classroom Adoption figures are based on the period of January 1 through July 25, 1973.

PATHFINDER/MONAD BOOK AND PAMPHLET PRODUCTION SUMMARY - 1967-73

	<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973</u> ^b
New Books ¹	2	4	7	13 ^a	7	10	27
New Edition-Books ²	0	0	2	2	2	8 ^a	10
Book Reprints	1	4	6	15	10	19	18
New Pamphlets	10	7	22	24	27	22	16
Pamphlets Reprints and new editions	6	13	26	30	27	22	21

1 Includes titles previously published by publishers other than Pathfinder and its predecessors.

2 New editions of titles previously published by Pathfinder or its predecessors.

a Counts a 2-volume set as 2.

b Books and pamphlets delivered through July 1973 plus those which are scheduled for delivery during 1973. This includes some titles which will have 1974 publication dates. New books counts a 4-volume set as 4. Because book reprints, new pamphlets, and pamphlet reprints and new editions are in production for a relatively short time, the 1973 totals are estimated.

1973 NEW BOOKS AND NEW EDITIONS

<u>Delivery Date</u>	<u>Title</u>	<u>Edition</u>	<u># Sold*</u>
Jan.	+Bulletin of the Opposition (4-volume set)	new	47 sets
Jan.	Spanish Revolution (Trotsky)	new	3460
Feb.	Writings of Leon Trotsky, 1932-33	new	1560
Feb.	Transitional Program for Socialist Revolution (Trotsky)	new	1900
Mar.	+From Lenin to Stalin (Serge)	new ed.	2180
Mar.	Marxist Theory of Alienation (Mandel/Novack)	new ed.	2920
Mar.	Women and the Family (Trotsky)	new ed.	2800
May	Documents of the Fourth International	new	1420
May	+Leon Trotsky on Britain	new	1140
May	Reform or Revolution (Luxemburg)	new ed.	790
May	Letters From Prison (Cannon)	new ed.	640
June	+Problems of Everyday Life (Trotsky)	new	1840
June	+Israel: A Colonial Settler State? (Rodinson)	new	1960
June	Notebook of an Agitator (Cannon)	new	340
June	Introduction to Marxist Economic Theory (Mandel)	new ed.	
July	+Teamster Power (Dobbs)	new	1000
July	Writings of Leon Trotsky, 1932	new	1150
July	Humanism and Socialism (Novack)	new	1510

Books Scheduled to be Published in 1973

Speeches to the Party (Cannon)	new
+Origins of American Marxism (Herreshoff)	new
+Case of the Legless Veteran (Kutcher)	new
Writings of Leon Trotsky, 1939-40	new ed.
+Fascism and Big Business (Guerin)	new
First 10 Years of American Communists (Cannon)	new
Socialism on Trial (Cannon)	new ed.
Their Morals and Ours (Trotsky)	new ed.
+Blacks in America's Wars (Mullen)	new
Watergate Book	new

* # Sold from date of delivery through July 27, 1973.

+ Published by Monad.

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<u>Delivery</u> <u>Date</u>	<u>Title</u>	<u>Edition</u>	<u># Sold*</u>
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Books Scheduled to be Printed in 1973, but with 1974 Publication Dates**

	Raza Unida Party in California and Texas	new	
	Marxist Essays in American History	new ed.	
	+What is Surrealism (Breton)	new	
	+Samizdat	new	
	Writings of Leon Trotsky, 1930-31	new	
	Black Nationalism And Socialism	new	

New Pamphlets

Jan.	Czechoslovak Frame-Up Trial and the U.S. Communist Party (Lund)	new	950
Mar.	Meaning of the Vietnam Accords (Sheppard)	new	2000
Mar.	Struggle for Socialist Democracy in the Soviet Bloc (Horowitz)	new	800
April	Abortion and the Catholic Church (Reed/Moriarty)	new	450
April	Inflation (Jenness/Roberts)	new	1800
May	Abortion: Women's Fight (Jenness et al)	new	700
June	Issues Facing the Labor Movement in the 1970s (Davidson)	new	540
June	Socialists and the Fight Against Anti-Semitism (Seidman)	new	460
June	The Watergate Conspiracy (Myers/Seidman/Sheppard)	new	550

Pamphlets Scheduled to be Printed in 1973***

	What Socialist Stand For	new	
	U.S. Role in South Africa	new	

* # Sold from date of delivery through July 27, 1973.

+ Published by Monad.

** Sales Reps should not take advance orders on these titles until they appear on an advance order form.

*** At least 5 additional new pamphlets will probably be printed in 1973.