

ISR Business Office
14 Charles Lane
New York, NY 10014

December 12, 1973

TO ALL ORGANIZERS AND ISR SALES DIRECTORS

Dear Comrades,

Enclosed is the final scoreboard for the fall ISR subscription drive. 2,982 subscriptions were sold by November 30, which is 119.3% of our goal! Eighteen branches and two YSA locals made their goals, and most areas report that this was the most successful ISR sub drive in recent experience. It is the second highest total sold in any ISR sub drive (we received 3,325 subscriptions out of a goal of 5,000 in 1971), and it is the first time the ISR has surpassed its original goal. The overall ratio of ISR to Militant subs this fall was 1 to 5.

In addition to 2,297 subs brought in by the branches and 136 sold by YSA regional locals, the Young Socialist teams sold 400 subscriptions, and the Militant teams another 149.

Areas report that the major factors insuring the success of this ISR sub drive were 1) a well organized integration of the ISR sub drive with The Militant "blitz" weekends; 2) the free "Roots of the Mideast War" pamphlet offer with each new subscription; and 3) realizable sub quotas that were based on past branch performance, instead of setting ratios of ISR to Militant subs as in the past.

A report from Willie Reid, Chicago sub director, is typical of the response from areas around the country: "The quota of 200 ISRs, while it seemed high, was not so far out of reach that it could not be achieved; thus, an additional morale boost for the branch. The special issue of the ISR on the Middle East published to be included as part of the sub offer was a tremendous help in encouraging comrades to become aggressive in selling these subs. We were able to get 20-25% of the quota from college professors who responded really well to the issue."

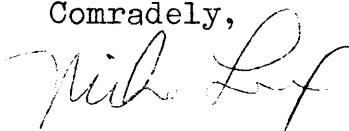
COMING IN THE JANUARY ISR: The "Energy Crisis" article by Steve Beck, which has been held over for two months, will be the lead feature in the January issue. There will also be an article by Stephanie Coontz on the "constitutional crisis" brought about by Water ate. These articles should be attractive to students returning to school in January, and areas may want to begin increasing their bundles again with this issue. The deadline for bundle changes is January 1, and the issue will be mailed out approximately January 4.

1974 is the fortieth anniversary of the ISR, and it promises to be the best yet. Coming in future issues, for example, will

be a special women's issue in celebration of International Women's Day, and a reply by Pierre Rousset to the Johnson-Feldman article on the nature of the Vietnamese Communist Party with an answer to him by Johnson-Feldman.

If comrades have ideas for other articles, or comments on current ones, they are encouraged to send in letters to the editor.

Comradely,

A handwritten signature in cursive script, appearing to read "Mike Lux".

Mike Lux
Business Manager

FINAL ISR SUB SCOREBOARD DECEMBER 12, 1973

<u>AREA</u>	<u># SOLD</u>	<u>GOAL</u>	<u>% SOLD</u>
Madison, WI	31	15	206.6
Philadelphia, PA	142	90	157.7
Austin, TX	29	20	145.0
Denver, CO	69	50	138.0
Portland, OR	66	50	132.0
Detroit, MI	63	50	126.0
Pittsburgh, PA	61	50	122.0
San Diego, CA	91	75	121.3
Bloomington, IN	18	15	120.0
St. Louis, MO	42	35	120.0
Seattle, WA	119	100	119.0
Atlanta, GA	84	75	112.0
Brooklyn, NY	55	50*	110.0
Lower Manhattan, NY	110	100	110.0
Oakland/Berkeley, CA	165	150	110.0
Chicago, IL	216	200	108.0
Cleveland, OH	81	75	108.0
Twin Cities, MN	80	75	106.6
Houston, TX	53	50	106.0
Boston, MA	200	200	100.0
Upper West Side, NY	96	100	96.0
Amherst, MA	9	10	90.0
San Francisco, CA	134	150	89.3
Los Angeles, CA	175	200	87.5
Washington, DC	64	75	85.3
Champaign/Urbana, IL	10	15	66.6
Hartford, CT	9	15	60.0
Columbus, OH	8	15	53.3
E. Lansing, MI	5	10	50.0
Nashville, TN	5	10	50.0
Long Island, NY	7	15	46.6
Lexington, KY	4	10	40.0
Logan, UT	4	10	40.0
Mt. Pleasant, MI	3	10	30.0

<u>AREA</u>	<u># SOLD</u>	<u>GOAL</u>	<u>% SOLD</u>
San Jose, CA	3	10	30.0
Worcester, MA	3	10	30.0
Albuquerque, NM	4	15	26.6
Ann Arbor, MI	4	15	26.6
Indianapolis, IN	3	15	20.0
San Antonio, TX	2	10	20.0
Cincinnati, OH	2	15	13.3
Huntington, WV	1	10	10.0
St. Cloud, MN	1	10	10.0
Kansas City, MO	0	15	0
General	102	85	120.0
Pittsburgh Militant team	54	40	135.0
St. Louis Militant team	95	80	118.7
Twin Cities YS team	97	25	388.0
Northwest YS team	70	25	280.0
New York YS team	45	25	180.0
Phila/DC YS team	42	25	168.0
Rocky Mtn. YS team	31	25	124.0
Chicago YS team	26	25	104.0
Detroit/Cleve YS team	24	25	96.0
N. Calif. YS team	24	25	96.0
Boston YS team	20	25	80.0
Texas YS team	11	25	44.0
Atlanta YS team	5	25	20.0
S. Calif. YS team	5	25	20.0
TOTAL SOLD	2,982		119.3
GOAL	2,500		100.0

* Brooklyn lowered quota from 100 to 50.