

PARTY

Vol. 1, No.1

May 1960

Contents

	<u>Page</u>
1960 Election Campaign Opens by Joseph Hansen	1
Double the Circulation by Karolyn Kerry	4
Scoreboard - April 15 - May 15	6
Reports from Branches	7

Published by

Campaign Committee for Dobbs and Weiss
116 University Place
New York 3, N.Y.

C A M P A I G N E R



"Unquestionably the fact that Farrell has just returned from Cuba and can give a first-hand account of the revolution is largely responsible for the success of the meeting. It not only drew more contributions, secured more news coverage; but it stimulated our own members to pitch. I have never witnessed a more willing and effective sharing of the work by the branch than in this part of the campaign. And its influence is radiating all along -- in the sub campaign (we secured 12 new subs and a number of renewals at the meeting) and in the fund (it helped nail down pledges and contributions).

"W.F.W."

At San Diego it appears that the pace was just as whirlwind. Here's the way it reached us:

"Dear Joe,

"Farrell was interviewed on TV station KFSD, Channel 10, NBC affiliate in San Diego, on 6:30 p.m. news program, 'Up to the Minute,' Thursday, Pat Higgins, interviewer, as follows off the tape we took:

(Here follows a page and a half single-spaced of highly quotable questions and answers which we used as the basis for a press release in New York, again with the hope that our audience in Latin America will enjoy hearing from the one candidate who speaks up against the State Department.)

"Farrell was also interviewed on KFMB, Channel 8, 7:30 p.m., the Harold Keen news show, for about two minutes. An appointment was made at the San Diego Union, where the political reporter interviewed him for about an hour, had picture taken, but nothing appeared in paper. San Diego Union and San Diego Tribune picked up small stories on meeting from news releases.

"San Diego State College Democratic Club sponsored meeting for Farrell on Campus, Scripps Cottage, 11 a.m., Thursday. Thirty present, two professors. Twelve of us went to cafeteria afterwards, spirited go, four subs, several muchly interested students of Latin extraction, one girl opposed to Castro, had fought in the revolutionary forces, but thinks he's on way out. These are most active people on campus. Our comrades enthusiastic. It's been quite a tour.

"Steve."

In addition to the local news releases, Steve, of course, made sure that special stories were written from San Diego and rushed to the Militant.

That, we think, is a most encouraging beginning. So let's hear what your plans are on following through in your town.

Double The Circulation of The Militant!

By Karolyn Kerry
Business Manager

Judging by the results achieved in the first month of our 3-month special election introductory sub campaign, there is every reason to believe that we will reach our goal: Double the circulation of the paper in three months!

Another fact established in the experience thus far, is that THE SUBS ARE THERE IF THE COMRADES GO AFTER THEM. That the Militant is being recognized as a fighting campaign paper is attested to by the numerous comments received from readers, including new subscribers, remarking on the hard-hitting style and content of the paper in the recent period.

"The paper is easier to sell." That is the almost universal comment of our sub campaigners. There is a more ready response from prospective subscribers. One of our determined sub campaigners confessed that she approached the task at first with some trepidation. The years of isolation and witch hunt had created a psychological block that hampered her approach to prospective subscribers. It was a most refreshing experience, she reports, to observe how rapidly her fears vanished after a few visits to workers' homes resulted in a friendly reception, even from those who did not subscribe on the first call.

The sub campaign scoreboard, published in this issue of the Party Campaigner, does not tell the whole story. Some of the branches had perfected their plans in advance of the drive and were able to swing into action at once. This shows up in the scoreboard figures. Others were slower in getting started and are just beginning to get under way. All branches have indicated that they are in the race and we expect the results of the next period to show a marked increase, both in the number of subs and a stepped-up activity by all party units.

Several of the branches have submitted for publication in the Party Campaigner more detailed reports on their concrete plans which should prove of value to all of our sub campaigners. I call attention particularly to the reports from Detroit, Milwaukee and Chicago.

Detroit has found that Saturday is preferable to Sunday for house-to-house sub work. Milwaukee reports a novel idea for cooperative effort over Sunday breakfast in which telephone contact is first made with prospective subscribers. The Chicago follow-up on sample copies sent to steelworkers in that area during the strike indicates the possibility of utilizing this method effectively in other areas.

It is important for all branches to submit for publication in the Party Campaigner the methods and results of their sub campaign work. This exchange of information can prove of great

value in promoting the sale of subs. Letters from individual sub campaigners are more than welcome. The one from St. Louis, for example, has some novel ideas of a new approach to prospective subscribers. We could gladly use more of the same type of letter from others.

There are new winds blowing today throughout the world. Our sails should not be trimmed to the doldrums of yesteryear but to the stormy gales blowing up from the depths of the exploited and oppressed masses, not only in other lands but right here in America. There is no better compass than the Militant to guide the newly awakening workers, students, Negro and other minorities to the harbor of socialism.

Every Militant subscriber becomes a potential socialist fighter. Keep up the good work!

SCOREBOARD

Special Introductory Sub Campaign

April 15 - May 15

<u>City</u>	<u>Quota</u>	<u>New</u>	<u>Renew</u>
Akron	15	8	1
Allentown	15	-	-
Boston	45	1	1
Chicago	90	19	11
Cleveland	60	7	1
Connecticut	15	1	1
Denver	30	16	-
Detroit	90	54	11
Los Angeles	150	66	17
Milwaukee	30	28	5
Newark	45	22	3
New York	150	112	10
Oakland-Berkeley	60	2	-
Philadelphia	60	6	3
St. Louis	15	1	1
San Diego	30	4	1
San Francisco	60	17	2
Seattle	60	14	4
Twin Cities	90	6	10
General	<u>-</u>	<u>18</u>	<u>12</u>
Totals	1110	402	94

Letter from Chicago

(Note: During the steel strike the comrades in Chicago sent us the names of a list of steel workers to whom we mailed sample copies of the Militant. The following letter deals with the first personal contact with these readers who were approached for an introductory sub.)

Chicago, Ill.
April 26, 1960

New York, N. Y.

Dear Karolyn:

Three of us (and Eric) visited people that had been receiving the Militant free on a trial basis since the period during the steel strike.

We received an enthusiastic welcome and got six 50¢ election subs. "Yes, I like that paper. I really like it..." was the general response. There wasn't even time to give a sales talk as soon as they realized who we were and that we were asking that they continue to receive it by paying us merely 50¢ -- that was it.

We attempted to visit 14 names. Of these, we saw nine. Six subscribed, two promised to do within the week, and one wants to talk to his aunt who has been reading it. Three moved with no forwarding address. Two were not at home.

Without a doubt, the Militant sold itself over these last months. But I think the visit was necessary as I doubt many of these six would send money in on their own.

Sure wish we had a list of a few hundred that were receiving the paper, it would make the 90 quota a dead cinch!

Comradely,
Marjorie

Comment from Chicago

Upon my recent visit to Milwaukee I found the comrades there much more optimistic about getting the party on the ballot in Wisconsin.

It appears the main credit for this goes to the 50¢ Sub Campaign. The response in Milwaukee has been so good -- beyond their expectations -- that in their activity of the campaign the problem of finding sufficient electors was resolved.

As you no doubt know, their small group has secured some 18 to 20 subs in the first two weeks. Their method is to have a Sunday morning "Breakfast Mobilization." The first two have been at Wayne's home. After breakfast, where four or five show up, one begins to telephone from a list they have accumulated

over the years. Almost anyone who has had contact with them in the past is a potential prospect. While one solicits over the phone, the others put names in order, look up phone numbers, etc. After a few calls another takes his turn at the phone. At the end of the first mobilization they had some ten phone sales commitments. Then they merely have to drop by and pick up the money and for this they have a division of labor. They expect to exceed by far their quota.

This Milwaukee success is a spur to Chicago. At our own LC last night there was agreement that we should try this method here.

Detroit Campaign Plan

Detroit, Michigan
April 10, 1960

The Detroit Branch accepts the quota of 90 new introductory subs in the Militant's campaign starting April 15. This will be a big job for us, and we are tackling it in the same spirit that we approached the state petition campaign last summer.

Our plans include the following, subject to modification on the basis of our initial experiences:

1. House-to-house canvassing on Saturdays: Start at 10 A.M., canvass till noon, break for lunch, continue until 3 or 4. The neighborhood to be one with a mixed population, and selected in conjunction with our election campaign committee. Members unable to go out Saturdays will try Sundays, or other times when they can be available.

2. In addition, each member is asked to get at least one sub from a fellow-worker, friend or neighbor.

3. We are compiling a list of people who attend our forums and who are on our general mailing list who do not have subs. We will ask non-party subscribers for names of friends who they think might subscribe. Members will be assigned the job of visiting these people.

4. Some comrades have already volunteered to experiment with sale of subs at plant gates on a limited, experimental basis. We will continue our coverage of union meetings and other organizations, experimenting with the following approach to people who buy single copies: "For only 40¢ more, you can get this paper sent to your home through the mail for six months." We had some good results selling single copies at a supermarket in a mixed neighborhood in the autumn, discontinued when the weather got too wet. If other areas of work do not produce satisfactory results, we may resume sales of subs there, combined with sub offers.

5. We think the exchange of information through the Party Campaigner is a good idea, and will try to send weekly reports

candidate.'

"In addition, Farrell will appear on Channel 13 on Monday night, on the Tom Duggan show which, on a local level, is comparable to the Jack Parr show.

"He will be interviewed by radio station KPFK on Monday afternoon.

"Additional events are: Debs Club at UCLA, a group called Action at Caltech, a trade-union gathering and a general reception for friends and supporters -- in addition to the forum meeting.

"Steve Roberts."

Then to speed things up for the Militant and for any press releases we might want to make in New York, Della Rossa rushed a transcript of Farrell's TV interviews.

This efficient way of doing things enabled us to get out an immediate release in New York which we hope was sent to all of Latin America where there seems to be some interest in the only presidential candidate in the United States who supports the Cuban Revolution. Too bad they can't vote in the U.S., but they'll remember in other ways.

So how did the comrades in Los Angeles size things up after they bundled up the presidential candidate and shipped him off to San Diego? Here's an eyewitness account:

"Dear Joe:

"Farrell's visit on the first stop of his tour has given the LA branch its biggest lift in years. You have already been informed of the extensive TV and news coverage Friday. Our public meeting was held at our own headquarters hall Saturday night. 150 present, about one non-member to one member. At least 25 youth drawn from campus distributions. Collection, about 160.

"These statistics, however, do not convey the spirit of the event. Comrades say that it was the best and liveliest meeting in LA for many, many years. And, unlike the regroupment assemblies, it was exclusively focused upon the program and activities of the SLP and its candidates. We made a number of excellent new contacts and recruited one young worker that evening. And our most faithful friends were encouraged by our initiative.

"We conclude from these experiences that new currents of radicalism are just beginning to stir. Certainly the stagnant atmosphere here has definitely been broken by the start of our campaign activities.

1960 ELECTION CAMPAIGN OPENS WITH ENCOURAGING SUCCESSES

By Joseph Hansen

The flying start which the Los Angeles and San Diego comrades gave the presidential campaign deserves a big round of applause from the entire party. We hope the applause, however, takes the form in every area of converting what they did into a model.

At first the comrades were taken a bit back by the unexpectedness with which Farrell's tour schedule was rearranged. Here they had been expecting a leisurely approach, plenty of time to make connections and preparations and to think about press conferences, radio and TV time, and all that -- and here's the presidential candidate virtually in their laps! Our Los Angeles campaign manager, Steve Roberts, put it like this:

"Dear Joe,

"The short notice has provided extra difficulties in getting on TV and radio, but the timeliness of the topic and the Cuban trip may enable us to break through. Will advise.

"Steve."

The second half of that first sentence shows how fast the Los Angeles comrades thought things through. Always try to convert a disadvantage into an advantage!

Ten days later Steve sent out a round robin letter:

"Dear Friends,

"The press conference at the Hotel Biltmore here today got the Dobbs presidential tour off with a bang. Television stations KABC, CBS, KTLA, representing about a million viewers were present. The Los Angeles Times, Examiner and Herald Express, the three major papers here, were represented.

"All three television stations gave Farrell a good interview on their dinner hour news broadcasts, given by the top broadcasters, Ed Flemming, Bill Stout and G. Elliot.

(Steve then gave a run down on the main points that Farrell made. We used these for a press release in New York.)

"A tape has been made of all three interviews and will be sent to New York in the next few days.

"We will mail newspaper clippings as these appear.

"This is by far the greatest press treatment we have ever received, all in a serious vein, no flippancy. As one of the TV interviewers stated at the hotel as he left: 'It's refreshing to get straight answers to questions from a presidential

of our results, starting the day after our first mobilization which will be on April 16.

It is our intention to tie in the sub campaign with our election campaign in every way possible. We had hoped that the Militant would begin to be a campaign paper, playing up the fact that we are running a campaign, our candidates, etc. This, we thought, would help the sub work for our approach in getting subs would be that we are introducing the election campaign and the party, rather than just a paper. (We intend to use the areas canvassed for subs as a base for neighborhood election work throughout the campaign.) We therefore have decided to put out a mimeographed election leaflet introducing the party, its ideas and candidates, to give to people in house-to-house work.

Report from Detroit

Detroit, Michigan
April 16, 1960

Dear Karolyn:

We started our sub campaign with house-to-house canvassing this morning. Three people were out for 8 man hours of work, covered two and one half city blocks, one side of the street, 100 family units. We got 10 new subs. (Sold 3 single copies and might have sold more if we had had them with us.)

Our pitch was independent political action and we tied the selling of sub to the election campaign. The neighborhood was predominantly Negro. As the subs indicated there was interest in what we had to say, but no really positive responses that I can report for the campaigner.

Would you please send some more sub blanks. We gave some sub blanks out at the forum for friends to use.

Sara and I are in the process of compiling a list of people who have never had subs, who have come to forums. As soon as the house-to-house work is going well, we will give those names to people who are not doing the canvassing work.

By the by, this was a Saturday morning that we went out and we found by and large that as many workers were home as usually are on Sunday morning. In addition they were less preoccupied with church-going and getting ready for big Sunday dinner. So it seems to us that Saturday is better for canvassing work.

Fraternally,
Dotty

Report from Los Angeles

Los Angeles, Calif.
April 17, 1960

Dear Comrade Karolyn:

Our outstanding subgetter in this, the first few days of the campaign, is Bob H. who has worked out an interesting technique which should be passed on to you. He only joined us a few months ago and has developed this method independently. As a newly recruited socialist he has all of the enthusiasm normal to us when we are first awakened to the scope of our socialist ideas and of course wants to transmit this new vision to as many of his shopmates, friends and acquaintances as possible.

With this in mind he has assembled his socialist agitator's kit: This includes current issues of the Militant, current and interesting pamphlets, sub blanks, and what is most unique is his agitator's notebook, a little notebook in which he jots down factual data on the current questions in his circle. Thus armed he is able to "at the drop of a hat" pull out the data on wage levels of white and Negro workers in the same area and industry, United Nations statistics on living standards throughout the world, a quotation from some authoritative figure such as Mark Twain, the profits of major corporations, etc.

These examples are only illustrative of his notebook and by no means all inclusive. The Militant is one of his sources of information which makes him especially appreciative of its importance so in a sense the paper raises itself by its own bootstraps for it encourages him to get subs by supplying the arguments of those who oppose or are reluctant about accepting socialist ideas. He picked up five subs all from shop mates in a relatively small shop, 25 workers and has expectations of another five before our next report.

The campaign here is gathering momentum and many comrades are quite enthusiastic for the feeling is gaining currency that we are finding and will continue to find even more opportunity for socialist agitation on a scale just not possible for many years and after all what do socialists enjoy most but finding a greater acceptance of the socialist future for mankind.

There are several other fine subgetters locally and each week we will report on one of them and perhaps we can get them to tell their own story.

Hope you are getting a good response elsewhere, it is going very well here.

Comradely yours,

Oscar G. Coover

Some Ideas from Milwaukee

Milwaukee, Wisc.
April 17, 1960

The five specials were obtained by four comrades having a Sunday morning (late) breakfast telephone sub affair after which later in the afternoon we went out and picked them up. In addition, five more are to be picked up in the coming week. Out of 40 people called and talked to, 10 subscribed, 23 replied with a flat no.

One said he was close to 80 but wished us luck. One was active in LPL, was not interested in sub at present, but was interested in what I had to say. One requested a sample copy of the Militant and four were interested enough to have us come back in a week.

We had such luck that we will probably repeat this during the course of the campaign. You have to have sufficient lists of names to make this a success. Search your clipping files for names. People's Progressive Party sponsors, some are now receptive to our critical analysis of the PPP, especially those close to the labor movement.

The same holds true for National Guardian readers. Letters to the editor columns of the local press should not be overlooked. We have recruited several people with their letters being our first approach to them. One last point, do your phoning on an unlimited phone.

Comradely,
Wayne Leverenz

Letter from St. Louis

April 2, 1960

Dear Karolyn:

With the wonderful weather and the wonderful headlines and pictures I just must increase my bundle order to ten. I would increase it more but I also have a bundle order of 30 Young Socialists to sell when the next issue comes out.

When I failed to sell my order of 20 YS last Saturday I learned that it is easy to sell going and coming from work. I walk a mile to and from. I can either walk through a Negro section or the downtown section. Both I have found good sources of sales.

Almost all of my selling is done to Negro men 14 to 30 walking along the streets. I ask them to read the paper and it sells itself.

When I sold a long time ago I got names and addresses and built up a route, but learned that required too much bookkeeping

and it was necessary to visit people at certain times. Now I just make the sale. However, when I meet someone like the fellow today who practically insisted that I take his address, I'll visit him regularly. I'm trying to spread the socialist papers around town and make contacts with the more aggressive readers.

There are several square miles that are being covered regularly and I see some people more or less regularly. Already I can notice some fellows are real friendly when they see me on the streets.

When I came to St. Louis in 1945 I never would have believed it would ever become so easy to take over the streets from the Daily Worker boys.

Congratulations for a wonderful paper.

Dick

St. Louis Progress Report

April 17, 1960

Dear Karolyn:

Ten Militants are not nearly enough so make it twenty. I had expected that the fellow who takes an order of five would have some unsold, but today (Sat.) at 9:30 A.M. found he had sold all. Also, learned he had sold an old Militant for 10¢. I gave him some old ones which he had planned to give to people to get them to take the six-month special. However, I am sure he finds the paper easy to sell, so is now selling the old ones. Like me he is finding the law of supply and demand working in his favor.

I think it is likely that when he sells all the old papers I gave him, and maybe gives some to get subs, he will increase his bundle order.

Am planning to work in some subs with my single sales. However, have learned that with new people I have to try to sell one or the other, not try to put out feelers for both kinds of sales at the same time. So, I will only sell subs to people I have sold to before. I have the promise of one for next Saturday.

Oscar, our secretary, is planning to mail Militants to old contacts who have been to some of our meetings.

I have a simple technique for selling the paper. It is based partly on my experiences selling picture coupons during the 30's. Our sales instructor told us "Get them to hold the picture -- it gives them the feeling of possession."

There is, however, more to it than that. When people look at the Militant they see pictures, headlines and news that

interests them. Recently, I have learned lots that helps to get people to take the paper. For a while I would say in a friendly voice, "Taking the paper puts you under no obligation to buy it," and actually I would rather have it read and not bought than not looked at.

Today I learned it is sometimes easier to get people to reach and get the paper if I hold the paper at about the same spot they would. When they get started on an interesting article they reach out and take the Militant.

Also, I have learned that my talking often distracts people. I let them read. This also helps to get them to ask questions or state their thoughts -- like the fellow today who said, "I want it but it's a lot of bull." I thanked him and gave him an opportunity to learn it isn't.

Comradely,
Dick

MOVING AHEAD IN NEW YORK

By Bea Allen

The New York Local has gotten 108 new readers and 10 renewals to the Militant in four weeks!

Our biggest job has been to shake the comrades loose from the past period of the witch hunt and to get out and knock on those new readers' doors.

Each comrade that goes out has almost the same response. "It feels good to get out and do this kind of work again." There has been a change in the situation, a small yet definite change, since the last sub drive held in New York.

True we have to knock on a lot of doors, and there are still people who are tired, and not interested. But all of us have met some excellent contacts, workers and young students with genuine interest and serious questions. And all of us have come back with subs to the Militant! Along with this we have been able to sell single copies, two ISR subs, and some literature. One of our subgetters sold a sub to a woman who told her: "I'm glad to know that there still are people around with ideas like this."

To date we've had about 24 people participating or about 50 percent. The 8 top pace setters for new readers are: Priscilla - 20, Cynthia - 14, Bea - 13, Leo - 10, Nat - 9, Louise - 6, Hedda - 6 and Cornelius - 5. This is the first sub drive for three of these comrades.

The local is divided into four teams, with a team captain who coordinates the work, keeps in contact with the members of his team, helps plan their mobilizations, and keeps records of

the areas that they cover. Due to the heavy schedule of work in the local we haven't had any full branch mobilizations but have organized through the teams to go out on different nights of the week after work and some on Sunday mornings. Whatever fits best in the comrades' schedule of work.

We've asked the comrades to try to get out at least once a week, or at least two hours. We will have some full branch mobilizations. A scoreboard is in the making with the pace setters listed, as well as the total subs gotten. Full branch reports are given, listing the totals for each individual comrade, and those going out, as well as the experiences.

The areas for the sub drive were planned well in advance and with two main objectives in mind. Future work, and renewals. In the past, renewals have been difficult to obtain and time-consuming, as they were scattered all over the city. This campaign we picked two areas near headquarters and one in Brooklyn that will facilitate renewal work, as well as give us a concentrated group of readers that are within walking distance of our forums and meetings, as well as giving us an area for petitioning and street-corner meetings in the election campaign and contact work, and for the future sale of literature.

One is a large project and adjacent area on the East Side which in past years was a strong CP center, in which they ran Elizabeth Gurley Flynn and held street corner meetings. We are covering this area building by building, and the whole area has been charted by Bob, so that we know in which buildings subs have been sold, and which are still to be visited.

The other area near headquarters is on the West Side, in the Chelsea section. This is a smaller project, which is mixed and is being covered the same way.

The Brooklyn team is concentrating on a project and area near the hall there, and from this we hope to build a large group of new contacts for the Brooklyn forums and meetings.

Our approach has been on the two main issues so far, the struggles of the Negro people, and the Cuban Revolution. We are the only New York paper supporting the Cuban Revolution. The two Spanish papers put out here are opposed.

The comrades have found that in the evening the hours between 7 and 9 are the best, and Sunday mornings. We take folders out with the two weeks' issues of the Militant, the ISR, and notices of our forums. We always invite them to come to the next affair, and try to plan to meet them there, invite them to picket and jot down names of good contacts for mailing lists.

In almost one out of every three subs obtained we find that the person is contact material. One of our new subscribers