

P.O. Box 471 Cooper Station
New York, N.Y. 10003

February 7, 1974

TO ALL REGIONAL LOCAL ORGANIZERS

Dear Comrades,

The Pathfinder workshop at the YSA convention outlined several important ways in which YSA locals can help expand the sales and readership of Pathfinder books and pamphlets in their area. With a minimum of effort, a Pathfinder sales representative can often obtain a very significant order from a campus bookstore. This is especially timely now since bookstores are planning orders for the spring.

The Young Socialist teams, for instance, sold dozens of titles last fall to over 50 campus bookstores, getting out 2,000 books and pamphlets. At the University of Michigan in Ann Arbor, there is a special Pathfinder rack featuring the most topical pamphlets and books. A few campus bookstores are even willing to stock every Pathfinder title.

Michael Smith in the Pathfinder business office can provide locals with a sales kit containing everything that a sales representative would need -- an instruction manual, prepared sales pitches on the most important new books, sample covers of some of the bestsellers, order forms, etc.

Locals that are able to assign a comrade to spend one or two afternoons visiting the campus bookstore or other stores in their area should write for the Pathfinder sales representative kit. They are available from Michael Smith, Pathfinder Press, Inc., 410 West St., New York, N.Y. 10014.

Comradely,

Steve Clark ^(EF)

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