

PUBLICATIONS
REPORT

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INTRODUCTION

The following publications report indicates sales during the last four months—Sept 1967 thru Dec 1967. Overall sales figures indicate a continual growth. Since 1964, sales have increased over 5 times. Overall sales figures for 1967 are \$17,872 more than 1966. The biggest jump in 1967 sales has been to branches. The next largest is to bookstores and dealers.

Sales to foreign customers are up over \$5,000 over 1964 and \$2,674 over 1966. Largest sales to foreign countries include India, England, Ceylon, Australia and Canada.

Sales to individuals around the country have increased by \$3,913 since 1964 and \$1,657 since 1966. Sales to organizations increased \$4,713 since 1964 and \$2,061 since 1966. These organizations include Vietnam Committees, black student groups on various campuses, SNCC, etc.

The catalog has received a wide distribution with over 20,000 sent out in 1967. Requests for bulk catalogs have come in from various committees, student groups, etc.

The highest selling areas have been Berkeley, New York, Chicago, and San Francisco.

We have been receiving a lot of interesting orders lately. Several new Afro-American bookstores have opened around the country and are ordering large quantities of literature. One, in Dayton, Ohio, has ordered 3 times in the last month and a half. We have also received a number of orders from prisoners--these orders are usually for Afro-American material. A steady trickle of orders from servicemen has also begun. These orders are generally for pamphlets on the black struggle and on the war in Vietnam. Several campus groups have also begun to order in bulk. In Iowa, the Socialist Discussion Club orders in bulk for its classes. The E. Lansing SDS just sent in a check for \$110 worth of literature.

BESTSELLERS

TITLE	AUTHOR	TOTAL SOLD SEPT 67 THRU DEC 67
Che Guevara Speaks	Guevara	3,060 (Jan-Feb 5 68)
The Black Uprisings	Morrison, Novack, Stewart	2,500
Malcolm X on Afro American History	Malcolm X	2,476
Two Speeches by Malcolm X	Malcolm X	2,335
Che Guevara on Vietnam and World Rev	Guevara	2,024
The Last Year of Malcolm X	Breitman	1,800 (590 in cloth)
Malcolm X, The Man and His Ideas	Breitman	1,384
Castro's Tribute to Che Guevara	Castro	988
Malcolm X Talks to Young People	Malcolm X	931
Reminiscences of the Cuban Revolution	Guevara	680 (Jan to Feb 5)
Trotsky on Black Nationalism and Self Determination	Leon Trotsky	624
How the US Got Into Vietnam *	Scheer	583
The Understanding of History	Novack	561
Myths About Malcolm X	Cleage, Breitman	456 (pub. in Dec)
How a Minority Can Change Society	Breitman	447
The Black Panther Party	Hulett, Carmichael	432
Malcolm X Speaks (paper)	Malcolm X	400
Those Who Are Not Revolutionary Fighters Cannot Be Called Communists	Castro	394
On Socialist Man	Deutscher	345

* other publishers

BREAKDOWN OF TOTAL SALES ON SELECTED BOOKS AND PAMPHLETS

Below are the total sales for various titles. The figures are not comparative as they reflect sales for different time periods.

TITLE	DATE	# SOLD
Two Speeches by Malcolm X	Mar 65-Dec 67	18,503
Malcolm X, The Man and His Ideas	Apr 65-Dec 67	12,095
The Black Panther Party	June 66-Dec 67	7,000
Malcolm X on Afro-American History	Apr 67-Dec 67	6,873
The Last Year of Malcolm X	Feb 67-Dec 67	5,082
		(1025 cloth)
Malcolm X Speaks (cloth)	Oct 65-Dec 67	3,965
Che Guevara on Vietnam and World Rev.	June 67-Dec 67	3,897
Watts and Harlem	Oct 65-Dec 67	3,105
Che Guevara Speaks**	Jan 1 68-Feb 5 68	3,060
How a Minority Can Change Society	Nov 64-Dec 67	2,937
The Black Ghetto	Nov 64-Dec 67	2,645
How the US Got Into Vietnam*	Oct 65-Dec 67	2,563
The Black Uprisings: Detroit-Newark	Sept 67-Dec 67	2,500
Malcolm X Talks to Young People***	Sept 66-Dec 67	2,317
Their Morals and Ours	Aug 66-Dec 67	1,902
Socialism on Trial	Nov 64-Dec 67	1,816
Introduction to Logic of Marxism	Nov 64-Dec 67	1,758
Americas Road to Socialism	Apr 65-Dec 67	1,566
Labors Giant Step	Nov 64-Dec 67	1,520
The Revolution Betrayed	Oct 65-Dec 67	1,456
Fascism, What It Is, How to Fight It	Nov 64-Dec 67	1,395
Why Watts Exploded*	May 66-Dec 67	1,372
The Permanent Revolution	June 65-Dec 67	1,367
Uneven and Combined Development in History	Dec 64-Dec 67	1,217
In Defense of Marxism	Oct 65-Dec 67	1,121
Immediate Withdrawal vs Negotiations*	Mar 66-Dec 67	1,097
Death Agony of Capitalism	Nov 64-Dec 67	1,057
Socialism and Man(Guevara)*	May 66-Dec 67	1,051
The Catastrophe in Indonesia	Jan 67-Dec 67	1,044
On Socialist Man (Deutscher)	Apr 67-Dec 67	1,027
The SWP	Nov 64-Dec 67	1,008
Behind Chinas"Great Cultural Rev"(Peng)	June 67-Dec 67	997

*other publishers

** sold in about a one month period

*** sold mainly to Afro-American bookstores