

## 1973 BOOKS AND PAMPHLETS PRODUCED AND IN PRODUCTION\*

### Books

- Spanish Revolution (1931-39)/Leon Trotsky
- + Not Guilty/Dewey Commission
- Transitional Program for Socialist Revolution/Leon Trotsky
- + Bulletin of the Opposition (4 volumes)
- Women and the Family/Trotsky (new edition)
- Marxist Theory of Alienation/Novack, Mandel (new edition)
- + From Lenin to Stalin/Serge (new edition)
- In Defense of Marxism/Trotsky (new edition)
- + Leon Trotsky on Britain
- Letters From Prison/Cannon (new paper edition)
- Notebook of an Agitator (new edition)
- Reform or Revolution/Luxemburg (new edition)
- Documents of the Fourth International (1933-40)
- Socialism on Trial/Cannon (new edition)
- Humanism and Socialism/Novack
- + Problems of Everyday Life/Leon Trotsky
- + Israel: A Colonial-Settler State?/Maxime Rodinson
- + Teamster Power/Farrell Dobbs
- + Case of the Legless Veteran/Kutcher (new edition)
- Writings 39-40/Leon Trotsky (new edition)
- + Fascism and Big Business/Guerin (new edition)
- Writings of Leon Trotsky (1932)
- Their Morals and Ours/Trotsky, Dewey, Novack (new edition)
- Samizdat: Voices of the Soviet Opposition/Anthology
- Speeches to the Party/Cannon
- Writings of Leon Trotsky (1930-31)
- + Origins of American Marxism: From the Transcendentalists to DeLeon/  
Dave Herreshoff

### Pamphlets

The Czechoslovak Frame-Up Trials & the U.S. Communist Party/Lund  
The Struggle for Socialist Democracy in the Soviet Bloc/Horowitz  
The Meaning of the Vietnam Accords/Roberts, Sheppard  
Abortion and the Catholic Church/Moriarty, Reed  
Abortion: Women's Fight for the Right to Choose/Lund, Morell, Williams,  
and Jenness  
Inflation: What Causes It and How to Fight It/Jenness, Roberts  
Issues Facing the Labor Movement in the 1970s/Anthology  
Why Women Need the Equal Rights Amendment/Feeley

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\*Titles already delivered in 1973 plus titles in production as  
of 4/23/73

+Monad books

BOOK AND PAMPHLET PRODUCTION - 1967-73

|                                     | <u>1967</u> | <u>1968</u> | <u>1969</u> | <u>1970</u>     | <u>1971</u> | <u>1972</u> | <u>1973<sup>b</sup></u> |
|-------------------------------------|-------------|-------------|-------------|-----------------|-------------|-------------|-------------------------|
| New Books <sup>1</sup>              | 2           | 4           | 7           | 13 <sup>a</sup> | 7           | 10          | 15                      |
| New editions-books <sup>2</sup>     | 0           | 0           | 2           | 2               | 2           | 7           | 13                      |
| Book reprints                       | 1           | 4           | 6           | 15              | 10          | 19          | 5                       |
| New pamphlets                       | 10          | 7           | 22          | 24              | 27          | 22          | 7                       |
| Pamphlet reprints &<br>new editions | 6           | 13          | 26          | 30              | 27          | 22          | 7                       |

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1 Includes a small number of titles previously published by publishers other than Pathfinder and its predecessors, such as Origin of the Family by Engels.

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

a Counts a 2-volume set as 2 (W.E.B. Dubois Speaks)

b Books and pamphlets delivered by 4/18/73 plus those in composition or further along in production. Most of the latter category should be out by the end of June. New books total counts a 4-volume set as 4. New edition-books total counts a 2-volume set as 2. Because book reprints, new pamphlets, and pamphlet reprints and new editions are in production for a relatively short time, the final 1973 totals for these categories will be about triple the figures presented here.

Sales Analysis and Comparison

|                      |             |             |             |             |
|----------------------|-------------|-------------|-------------|-------------|
|                      | <u>1969</u> | <u>1970</u> | <u>1971</u> | <u>1972</u> |
| Total Sales          | \$117,595   | \$182,560   | \$173,765   | \$207,800   |
| Pathfinder Sales     | 80,865      | 159,665     | 163,930     | 195,700     |
| Non-Pathfinder Sales | 36,730      | 22,895      | 9,835       | 12,100      |

Number Sold

|                           |                  |              |                  |              |                  |              |
|---------------------------|------------------|--------------|------------------|--------------|------------------|--------------|
|                           | <u>1970</u>      |              | <u>1971</u>      |              | <u>1972</u>      |              |
|                           | <u>pamphlets</u> | <u>books</u> | <u>pamphlets</u> | <u>books</u> | <u>pamphlets</u> | <u>books</u> |
| Number of titles in print | 106              | 34           | 117              | 43           | 136              | 59           |
| Total sold                | 205,000          | 75,000       | 130,000          | 77,000       | 143,000          | 101,500      |
| Sold per title            | 1,925            | 2,200        | 1,100            | 1,800        | 1,050            | 1,725        |

|                                   |             |             |             |             |
|-----------------------------------|-------------|-------------|-------------|-------------|
| <u>Total Sales to SWP and YSA</u> | <u>1969</u> | <u>1970</u> | <u>1971</u> | <u>1972</u> |
| SWP Branches and Departments      | \$28,035    | \$41,625    | \$30,345    | \$35,905    |
| YSA Locals                        | 16,700      | 12,640      | 8,130       | 4,680       |

Classroom Adoptions

|                          |             |             |             |
|--------------------------|-------------|-------------|-------------|
|                          | <u>1970</u> | <u>1971</u> | <u>1972</u> |
| Books                    |             | 13,700      | 15,150      |
| Pamphlets                |             | 9,500       | 15,800      |
| TOTAL                    | 16,800      | 23,200      | 30,950      |
| No. of classes (approx.) |             | 700         | 900         |

In 1970 five books accounted for almost 60 percent of sales:  
By Any Means Necessary, Black Voices From Prison, Black Nationalism and the Revolution in Music, Introduction to Marxist Economic Theory, and Malcolm X on Afro-American History.

In 1972 these books were still among the best sellers but sold fewer. The top 10 best selling books in 1972 were:

|  | <u>copies sold</u> |
|--|--------------------|
| 1. Introduction to Marxist Economic Theory       | 9,500              |
| 2. Malcolm X on Afro-American History            | 8,800              |
| 3. By Any Means Necessary                        | 6,300              |
| 4. Black Voices From Prison                      | 4,100              |
| 5. Problems of Women's Liberation                | 3,900              |
| 6. Black Nationalism and the Revolution in Music | 3,100              |
| 7. Feminism and Socialism                        | 2,900              |
| 8. Teamster Rebellion (Monad Press)              | 2,800              |
| 9. The Revolution Betrayed                       | 2,700              |
| 10. Permanent Revolution                         | 2,500              |

10 best selling pamphlets in 1972:

|  |       |
|--|-------|
| 1. Chicanas Speak Out                          | 3,900 |
| 2. Black Women's Liberation                    | 3,500 |
| 3. How to Make a Revolution in the US          | 2,900 |
| 4. Attica: Why Prisoners are Rebellng          | 2,800 |
| 5. Documents of the Chicano Struggle           | 2,800 |
| 6. Abortion: A Woman's Right to Choose         | 2,800 |
| 7. Malcolm X Talks to Young People             | 2,700 |
| 8. The Communist Manifesto                     | 2,700 |
| 9. Genocide Against the Indians                | 2,600 |
| 10. Chicano Liberation and Revolutionary Youth | 2,600 |

SALES OF SIX CLASSICS IN 1972 (paperback)

|   | <u>Hist.<br/>of Am.<br/>Trotsky.</u> | <u>Revol.<br/>Betroy.</u> | <u>Perm.<br/>Revol.</u> | <u>Stalin<br/>School<br/>of Fal.</u> | <u>3rd<br/>Int.</u> | <u>Strug.<br/>for prol.<br/>Party</u> |
|---|--------------------------------------|---------------------------|-------------------------|--------------------------------------|---------------------|---------------------------------------|
| Total Number Sold                         | 1,550                                | 2,700                     | 2,500                   | 1,350                                | 1,350               | 950                                   |
| Branches & Locals                         | 470                                  | 450                       | 240                     | 265                                  | 300                 | 285                                   |
| England                                   | 210                                  | 400                       | 400                     | 360                                  | 280                 | 150                                   |
| Canada                                    | 80                                   | 120                       | 110                     | 125                                  | 50                  | 10                                    |
| Australia & N. Zea.                       | 65                                   | 125                       | 125                     | 75                                   | 125                 | 75                                    |
| Conventions, etc.                         | 35                                   | 25                        | 20                      | 10                                   | 10                  | 25                                    |
| Class adoptions                           | 25                                   | 525                       | 625                     | --                                   | 20                  | --                                    |
| Ppbk wholesalers                          | 175                                  | 125                       | 125                     | 100                                  | 50                  | 10                                    |
| Directly to other<br>Radical groups       | 50                                   | 250                       | 150                     | 50                                   | 175                 | 125                                   |
| Libraries                                 | 125                                  | 100                       | 50                      | a few                                | a few               | 150                                   |
| Campus bookstores<br>(excluding adoption) | 90                                   | 95                        | 105                     | 75                                   | 55                  | 10                                    |
| Retail bookstores<br>(excluding above)    | 225                                  | 500                       | 550                     | 250                                  | 250                 | 100                                   |

Breakdown of number of pamphlets sold in 1972 (Total 143,000)

|  |        |
|--|--------|
| Branches                                   | 26,000 |
| Locals                                     | 9,000  |
| England                                    | 22,000 |
| Canada                                     | 8,000  |
| Australia & N. Zea.                        | 3,500  |
| Conventions, etc.                          | 1,500  |
| Adoptions                                  | 16,000 |
| Wholesalers                                | 5,000  |
| Other Radical Groups                       | 5,000  |
| Jenness-Pulley<br>campaign teams           | 6,500  |
| Non-campus bookstores                      | 22,000 |
| Campus bookstores<br>(excluding adoptions) | 4,000  |
| Libraries                                  | 6,500  |
| Other                                      | 8,000  |