

CARTON 139

THE GUARDIAN

CORRESPONDENCE

1968

2017/193
c

November 5, 1968

Bob Dudnick
1323 Micheltorena
Apt. 3
Los Angeles, California

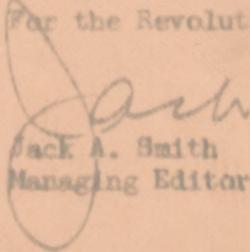
Dear Bob,

Thank you very much for your articles. Both have been published. We would very much like to receive reports from you on a more regular basis. What can we work out?

I'm sending a carbon of this letter to Bob Allen, our San Francisco Bureau manager. His address is 3740 25th Street, Apt. 101, San Francisco, California 94110.

At present, we do not have Los Angeles or Southern California covered on a systematic basis. Bob Allen may get in touch with you before you're able to contact him, and he'll probably have some suggestions about how you can help us with the Los Angeles coverage.

For the Revolution,


Jack A. Smith
Managing Editor

js:sr

August 30, 1968

Bob and Pam Allen
3740 25th Street
San Francisco, Calif. 94110

Friends,

The great West Coast printing problem begins to seem less formidable. This afternoon I found out the following:

We can buy an attachment for our mailing-tape-making machine that will punch heshire holes in the mailing tapes that come out of it. (We have a 2600 Speedamat.) I compared our tape with the sample tape you sent for spacing, and as you can see from the enclosed, the spacing is exactly the same vertically. Which means we can produce tapes with holes punched at the correct intervals.

The only remaining question I have is: we produce, now a tape $2\frac{1}{2}$ inches wide. The sample you sent us from Quinn is $3\frac{1}{2}$ inches wide. Can Quinn work with a $2\frac{1}{2}$ inch tape? --Please find out the answer. Meanwhile I will find out whether we can produce a $3\frac{1}{2}$ inch tape, and whether our mailer here can work with a $3\frac{1}{2}$ inch tape, etc.

I think that's the last roadblock. Once we have this settled, we can go ahead and pick our delivery system for negatives and tapes, work things out with International and we should be on the road. Am I right?

Please let me have the answer to the $2\frac{1}{2}$ versus $3\frac{1}{2}$ question as fast as possible. I launched my copywriting career today on some picnic ads. Got an enthusiastic contact at UConn. T-shirts beginning to shape up--found out what sort of company to go to, etc. Should have an estimate on them by Tuesday. Everyone wants one! Ah, capitalism. Am preparing to bug Cuban friends about where is our new film. When in LA: pick the brains of LA Free Press people about: HOW DID THEY GET 84,000 CIRCULATION??? Don Newton, LAFP layout man, is good friend of mine.

PS - Don't know about LA-SDS f
films. Chaos here. Pretty
sure they did NOT return - some
story about they gave them to
Newsweek people?! Really chew them out!

Struggle, etc.,

Susan
Susan Sutheim

(Some day I will have a typewriter that doesn't write crooked, maybe.)

August 29, 1968

Pam Allen
3740 25th Street, #101
San Francisco, Calif. 94110

Pam,

Some answers about things in your last two letters:

(1) Wrote to Sam at Shakespeare's. OK on he keeps 10¢, we get 10¢ on all papers sold. Also sending him some posters (Vietnamese girl and Huey Newton).

(2) While we're on posters: sending you a batch of Newton posters for sales promotion. Plan to get out one poster every other month (maybe even one per month) starting soon. Will print here and send you batch? Or maybe better to send you small batch and send small amounts to West Coast contacts that'll use them? Advice?

(3) Sent Newton posters and began bundle of 15 papers to go to Panther office in Oakland (4421 Grove Street), at request of Karen Wald. Maybe you should talk with Karen about possibilities of expanding Guardian readership in black community?

(4) Will settle stationery question with Irving when he returns from Chicago. My feeling is that you should get your own stuff printed there, with SFO office address printed large and NYC office in small print. We can add SFO office address to our letterhead in small print. Can have art department do the layout and send you the camera-ready copy. This OK with you? Provided Irving OKs budget.

(5) Anniversary. Damn--can't figure out from carbons of my letters to you whether I told you about it already. Anyhow, what's lined up as of now is option on Town Hall for Nov. 17 (Tuesday) and Jane asked Pete Seeger if he's available. I did tell you this already. Also considering Fillmore East. Also the Living Theater is in town and should be asked to do something for us. I am trying not to get saddled with responsibility (major) for this, because it'll mean not getting on with circulation-building plans. The film Jane brought from Cuba--North Korean, on the Pueblo incident--is still impounded by the Treasury department, as far as I know, but may be released any day. Also we are expecting

from Cuba Santiago Alvarez' new film "LBJ" which is supposedly mind-blowingly funny, good, brilliant. Have no idea when it'll show up. If soon, perhaps we could have a print made and show it both in NY and SFO as major part of anniversary program? We could even set up showings in Boston and Chicago--possibly elsewhere, but at least there. I will pursue this possibility (which just now came to my mind) and keep you posted. We should decide, though, that on date X if nothing definite is set, you should go ahead and make your own plans. When should day X be? (Thing about LBJ film is that we could bill it as exclusive, premier, etc. etc. and that it'd surely draw non-guardian people. We could add other things to the program, too--whatever/ whoever we can persuade.)

(6) Papers are being sent to Harry Wright.

(7) Chris is checking out costs on T-shirts. I want to move on this as soon as possible, and will send you a supply the minute we get some. If there are any left over from Chicago, can send a few right away--but the ink smears on them, which is a drag.

(8) Hawkers. May try that here, too. What think of the idea of setting up mutual-help deals with local underground papers that use hawking a lot? Say we get hawking started here; could combine that with hawking RAT? And in Washington with Free Press? Single hawker sells two papers, which he picks up at single place, makes twice as much money potentially? What's wrong with this idea? Criticism, please.

(9) Granma being taken care of. Eastern will mail directly to them. (Fred says this is the way to handle it and is as fast as if we mail.)

(10) Asked Geri to write to you about bookkeeping and small amounts of money. She also took care of the salary hangup.

(11) Sent you and Kippman sub blanks.

(12) Cloke and Allen pamphlets were mailed to you last week.

(13) Will check out stick-on sub blanks for sales agents. Among all the other things I'm supposed to be doing, don't know when I'll get to it. Over the weekend I'm going to try to RATIONALIZE my work schedule.

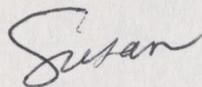
(14) West Coast printing. The mailing tape promises to be a hassle. Haven't done a damn thing about it here yet. Don't know what to do. Will get to work on it tomorrow or more likely Monday. Any advice about who to ask and what to ask? Offhand, I doubt that we can buy such tape, even if our machines could handle it. Then what? Do we possibly consider handling West Coast subs direct from SFO via a list house that produces IBM Cheshire tape? Would certainly relieve Marion of some of her awful work load. Will send you a copy of Marion's memo about what a list house would have to do--have to track it down, and will send it either today or tomorrow. Does Quinn work with a list house?

My grim mood has lifted a bit--partially because the weather has broken and we've had the first whiff of fall (my favorite season) and that really helps. Partially, too, I've begun resolving things these last few days--like, what ~~it~~ will and will not work on. Period. Spreading myself much too thin, I was, and that perhaps ~~than~~ more than anything put me into a bad state of mind.

Fred Harte turns out to be a really helpful source of advice. His experience in advertising and marketing is largely being unused here--which seems a shame. I have made a mental note to pick his brains regularly, perhaps eventually encourage him to help out, I'm not yet sure how.

Must go now.

Struggle,



Susan Sutheim
Circulation/Projects

August 31st

Dear Susan,

Enclosed is my financial report for the month. Please give it to Irving.

Why are you getting hung up on the mailing tape for Quinn? The other estimate was cheaper and didn't have that problem. Is there something wrong with Waller? The size? The paper would be printed on a 16 inch role at Waller Press.

If you have decided to use Quinn, they can maintain a mailing list as they have IBM equipment for that. However that would be an additional charge.

I don't understand Marion's memo. Firstly, it's a very bad copy. Secondly, if it is done out here I assume Quinn would do it with his IBM equipment. Do the same problems then exist?

If you want us to pursue Quinn handling the mailing list send me a cleared copy of Marion's memo and we'll contact him.

Irving-

I was wrong about the check being OK. First it's 87¢ less than what we got in NY and second, we thought that would be an adjustment for tax purposes - or is it still being deducted from Bob's salary? In other words what do we do about taxes?

We are also having a problem cashing the checks and must wait one week before being able to use the money. So please be sure that there is no delay in mailing us the money.

We are wondering what to do about stationery. We checked a neighborhood printer. He quoted us \$26 for 500 envelopes and stationery. We think we should have something but wonder if it wouldn't be cheaper to have you ship us some of yours. Would it be possible to begin printing all the stationery with both address listed as main office and "est Coast bureau? Maybe it's not all that important but I do feel we need to seem legitimate. We could use a rubber stamp for envelopes I really don't see that as a problem.

I received a letter from Susan questioning the idea of a mailing to Northern California readers. I still want to do this. It was my plan to send it out to arrive a few days before the first edition we print on the West Coast. We would thus announce that the plan did work out and that they could begin to look forward to receiving their papers promptly. I would then go on to point out that this was costing us money so would they please make a special donation and also that the printing would be justified only if subs increased so would they all sell, sell, sell. The assumption is that we will be able to print out here.

If we get a substantial response from the article in the paper about us then I think a mailing might not be worth it. So I'll ~~not~~ hold off doing anything until people have had time to respond to

the article. But I must stress that I have very few contacts (Margaret was a loner) and I hesitate getting involved in any promotional activity before I've found some young, energetic people to help. The good thing about a mailing is that you can include a form to be filled out and returned. Anyway I'd like to hear your ideas as well as Jane's about this. A mailing would have to be worth the expense.

August 27, 1968

Dear Susan,

I think we finally contacted some good people. Three people we met in Iowa last December are now in Oakland. They were part of Don Barnett's group. One of them, Penny Schoner, wrote a piece for the paper on the Arabs in Israel. Anyway there a pretty solid group, dedicated radicals who are new to the West Coast and therefore unaffiliated with any group or project yet. They've volunteered to hawk the paper for us in Oakland as well as try to set up new outlets for us in their area. We called in their name and address yesterday but please check to see that the papers are in fact being sent. Name: Larry Wright

474 55th St.
Oakland, Calif. 94609

Send 20 papers each week. They should be billed at the end of the month. They do not want a commission and will send in all the money that they make.

Send info on red Guardian T-shirts. It would be great to get some for our dependable hawkers out here.

By the way we're hoping to eventually set up a network of hawkers in the Bay Area. This is the way the papers are really sold. Larry we hope will act as a contact for these kids. The way it works out here is that the kids (high school, college, hippie, etc.) buy a certain number of papers from a distribution center (book store, table, etc.) They buy the papers for half price (in our case it would be 10¢) and have the right to return any unsold copies and be reimbursed. This means that no copies are going out for free. Rather the kids have to make the effort to bring back unsold copies (rather than make the effort to bring us our half of the money).

That's how the Barb does it and I think it's a good policy. So one I can get a reliable network set up, we should be able to utilize the youth to distribute the paper for us.

I figure that distribution can't really get going until after we start the new printing. I foresee a significant increase in single issue sales once we can get the paper before the weekend.

Granma bookstore in Berkeley has called to say L&S has been delivering the paper 2 weeks late. We told them that we would have you send it direct. Please see to this immediately and take their names off Eastern's list. Send 20 papers and bill monthly to:
Granma Bookstore
2509 Telegraph Ave.
Berkeley, Calif. 94704

We are in the process of planning a small meeting with G. supporters and potential supporters for September. Details later.

I met a guy who lives in NYC who came buy to pick up some papers to hawk. He paid me 10¢ a paper, took 20 and left to sell them at the bus station. As he didn't bring any back, I assume he sold them all. He told me he was heading back to NY and would contact you but here's his name if you haven't heard from him by the time school opens. Bill Koehnlein, 71 Vondran St., Huntington Station, Long Island, 11746.

Enclosed is one new 10-week sub. I've kept the dollar and entered it in my book but what should be the procedure for small cash payments?

2/2/2/2

I haven't received the pamphlets yet. Will you please confirm that they've been sent?

Let me know about the idea of the stick-on sub blanks.

Good luck on the picnics.

P.S. Please tell Irwin that we're having lunch with Joan Holden and Ronnie Davis tomorrow and that'll write him about the discussion.

August 24, 1968

Dear Pam,

Here is the picnic invitation I'm sending out today, and the return blank I'm enclosing. f.y.i. Next week will send you the flyer we're sending out to readers in NY, Conn, Vt, NH, RI, Mass, NJ and Philadelphia.

Plans for 20th anniversary so far: we have option on Town Hall for Nov. 17 (Tues.), but this is not yet firm. Jane is open to having it at Fillmore East or somewhere else. (Fillmore apparently costs same as Town Hall but is much bigger.) Jane asked Pete Seeger if he could do something. Also we may ask the Living Theater, which (who?) will be in town then. Probably will put together something which neither intimidates ~~xx~~ older readers, nor turns off younger ones. Fun but not rowdy, or something.

Off to a demonstration about Czechoslovakia. Everyone is confused as ~~xx~~ hell. But maybe we can push some papers, right? Wearing our new red Guardian t-shirts. (More about them later.) I am hoping to be able to make my debut with a song we invented last weekend called "Struggle Sharply and Build Your Base." It's great.

love,

Susan

August 23, 1968

Dear JAS & CC:

Enclosed is estimate from Howard Quinn printers. A couple of things should be noted. 1. He would print the paper on 17 $\frac{1}{2}$ -inch stock instead of the 16 $\frac{1}{2}$ currently used by International. 2. He can use only the IBM Cheshire mailing tapes (sample enclosed). This means you would have to find some way to print our mailing labels on this kind of tape or pay to have Quinn put our mailing list on IBM cards.

Quinn and Waller Press are the two major printers handling movement publications here. That is why I got estimates from them. If either of them is acceptable, please advise me immediately so I can inform them and begin making preliminary arrangements. If neither is acceptable, please also advise soonest so I can look for other printers.

Also enclosed is mail which came here but which appears intended for you or someone else there.

FROM PAM:

To Marion - I received the tape of Northern California subscribers. I had asked Irving that you also send me the same names on index cards. Have these been sent?

To Ron - Will you send me the name & address of the person who enters the classified ad "Meet other Guardian readers at Humanist Center..." in Oakland.

To Susan Ray, etc. - I think that it might be a good idea to print up some brightly colored sub blanks on very light paper to be glued to the outside of papers that we give away. Specifically newsracks out here really serve the purpose of free advertising as less than half the papers taken are paid for. A brightly colored sub blank attached to the front page (and easily removable) might prove successful in enticing people to subscribe.

We printed up some of these on orange paper one year to put on the papers we gave out at a peace march. A number of my contacts in N.Y. and elsewhere have commented that's how they subscribed. We threw the orange ones away because they were dated.

I think this would be worth a try. We could send them to our agents who sell single copies as well as to the people out here who service racks.

The copy should include the line "Sub obtained by _____" so that our agents will get credit for the sales.

A sub blank with glue on one corner would be best.

8/22

Jack-

Please forward to the appropriate people.

1. We are sending a free sub to Frank Krasnowsky, c/o KRAB-FM
9029 Roosevelt Way N.E.
Seattle, Washington, 98115.

He does a "left press review" program. I wonder if he gets our press releases. Since papers can be up to a week late getting to the West Coast I think it would be a good idea if his name was added. KRAB-FM is a listener-sponsored station.

2. To Marion,

Hal Driggs has complained that his 8/17 bundle (150 papers) has not arrived yet. He says he sent in a change of address. Perhaps you should check. His old address was Octavia Hotel, S.F.

New address: 502 Grove, #4
San Francisco, Calif.

Aug. 22, 1968

Dear JAS:

Enclosed is another short on some protest action at Santa Cruz. Will be in Sacramento Saturday to cover a PFP meeting which will select their vice-presy candidate (3-4 takes) and in Oakland Sunday to cover Carmichael speech. I will have to phone these in Monday. Carmichael piece may run long, depending on what he says and any new developments.

Please advise Marion (or Alice?) to set up an exchange sub with the L.A. Free Press. I know we get their paper at the office, but they say they don't get the Guardian. Please handle this as they refuse to give me an exchange sub until they get the Guardian.

Thanks.

Bob

August 22, 1968

Bob and Pam Allen
3740 25th Street
San Francisco, Calif. 94110

Dear Bob and Pam,

I checked out air freight companies and the post office today-- enclosed you'll find memos that report what I found out. It appears that what we're talking about is an added weekly expense of \$280 to \$360 (including printing in SFO, air freight, extra negatives). I have no idea whatsoever if this is a huge or a reasonable figure for what we're talking about. Nor whether it would be unreasonable in terms of Guardian finances. I also may have overlooked something that would make it a lot cheaper.

In any case, we need to think about whether we could bring in (1) advertising and (2) sub sales from the West Coast that would cover that extra weekly expense. (Or maybe set up a West Coast pledge group to cover it?)

We also need to know when the SFO printer would need the negatives. Should we get them there by early Tuesday evening (7 PM), or by Wednesday morning, or by Wednesday maybe morning but maybe afternoon? How soon would each of the potential printers actually be able to make the negatives into plates and go to press? --If the printer wouldn't use the negatives until Wednesday morning, there's no point breaking our necks to get them there earlier.

As you'll see from one of the memos, there's nothing for you to do concerning the Post Office. We handle it all from here and let you know when the coast is clear and you can start mailing from the SFO Post Office.

About wrapped copies: did we ever settle whether to mail wrapped copies from SFO? Or whether to do all wrapped copies from here? What would the SFO printers charge to do it?

Pam: thanks so much for calling last night. You really sound in good shape--your voice was so vigorous and somehow healthy sounding. I know what you mean about how working in a situation where you can't get things done ends up making you feel personally lousy--that's pretty much what I went through at the SDS regional office. Like, everything that couldn't be done was MY FAULT. It looks like the move to the second floor will happen within two weeks. Meanwhile

I will try to set up procedures for dealing with what I can see needs to be dealt with, will make useful files, do up a couple of form letters, and try to write out proposals for various aspects of our (so far fictional) operation. My feeling about how to get things done is to figure out how and then go ahead--which is going to mean a certain amount of bucking established bureaucracy, I suppose. But I don't like to waste my time going around asking everyone "is it ok if..." or do you know how--unless it's pretty obvious that one should check with someone else. My motto: if there aint a way, make a way. Ergo, if we run into hassles getting layouts done by the art department, I propose to acquire a work surface, posterboard, rubber cement, scissors, etc., and do it ourselves. Ergo, if setting up a mailing through Julie takes days and hassling and a dozen memos, etc., then we should just do it ourselves. I can see that this will cause flak, but how else break up log jams?

...She said, little susp~~at~~ing...

Anyhow, it was sweet of you to call. Let us have the information about the printer as soon as you can, and we'll move on arrangements here.

Struggle,

Susan

Susan Suth~~e~~im

Pam, PS: Over the last 2-3 weeks I have begun to ~~xxx~~ amend my position about women and how to handle situations where women are treated as invisible. It's beginning to seem clear to me that the (ideal) soft, polite, considerate voice is also just plain ignored. I have been sending out apologies to women who've been more adamant than I, and have begun to make small scenes. It really is outrageous. And typically doesn't involve only a woman being slighted, but much more--often when a woman is invisible, it means that what's happening is ~~xxx~~ people are thinkig/perceiving in terms that identify important people as people with Big Names, or Leaders. And those terms are inimical to what I think our movement should be about. I find myself repeatedly being offended as a woman, then having to take on much more than "the woman question" to make my point. Which is fine. But it gets complicated. Also, if you think we got male chauvinists in our movement, you should meet the crew of eople from German SDS I met two weeks/ ago. Holy shit.

Got to go to a staff meeting.

TO: Jack, Jane, Irving, Aline, Bob, Pam, Fred

FROM: Susan Sutherland

August 22, 1968

RE: West Coast printing and mailing
more information

Checked with the Post Office here about using airmail special delivery for sending the negatives and mailing tapes. The maximum cost (assuming the package weighed 5 pounds--it will in fact probably weigh less) would be \$4.53 (that includes \$.45 for special delivery). BUT it would take 2-3 days to get there. That means if we mailed early Tuesday afternoon, it would arrive in SFO Thursday afternoon at the earliest.

On the memo I did about air freight charges, I forgot a couple of things: we have to subtract from the estimated total extra cost figures the savings we'd get from running only 20,000 papers at International (instead of our current 28,000), which would bring the extra cost down by about \$100.

Also, additional reason for using a messenger service (or a freight service which includes messenger pickup and delivery): if we rely on Bob or Pam or someone else in SFO to make the pickup and delivery in SFO, that ties someone down--and Bob and Pam may well be out of town from time to time. It just seems to me that the energy and irritation involved in making arrangements for pickup and delivery ourselves, from week to week, aren't worth the few dollars (roughly \$3) per week we'd save. (The \$3 figure is what one of the air freight companies charges for NYC pickup. All of the companies I checked out include pickup and delivery in their service, and weren't able to give me a figure that did not include pickup and delivery.)

My conclusions: the airlines--United and American--seem out of the question, since their charges are over double what the small firms charge (charges not including special delivery service). It appears we should use one of the companies that charges roughly \$8, if we want Wednesday morning delivery; and pay the extra \$35 if we must have same day service.

The ~~more~~ less expensive thing to do would be to get the plates to International early enough--say, Monday afternoon--to have them picked up and shipped late Monday or very early Tuesday, which would get them to the SFO printer early enough Tuesday to begin work.

Total costs involved:

International will charge \$4 per page for negatives. For a 20page issue, that comes to \$80/week. Add on either (roughly) \$8 or \$43 for air freight, ~~plus~~ and that means \$88 or \$123 per week extra. For the SFO printer, add on \$341 or \$295. Grand total: from \$383 to \$464 per week extra cost.

August 21, 1968

Dear Pam and Bob,

Enclosed is a small collection of material sent out over the past few months - basically new GUARDIAN material. Both our appeals - January and summer - pulled well. In fact the summer appeal (paper following letter and, finally, mailing piece) did very well.

As for our rather sad fund-raising efforts on other scores, you know that story! We did make about \$2,000 on the Cuba tour and will make a total of about \$20,000 on all tours this year as Norval predicted. But he's killing himself and the tourists are a horror.

Films: I arranged to get Santiago Alvarez' new documentary, LBJ, and they are sending the ~~prints as soon as~~ dup negative as soon as it is ready; we will also get some other things later which are not yet available in 16 mm. I also brought back film of the Pueblo incident which the Koreans gave me and which is still in Customs, held up by Foreign Assets Control. I think I'll get it eventually. Some of it or something like it was used on TV I understand, but it's impressive for those who missed the TV confessions.

We are into the Picnic (Sept. 21) and planning the Guardian's 20th anniversary celebration (probably November 17), and have the usual foul-ups in the promotion department, namely, Reece has taken off again for Texas after being back a week - this time to get married. Susan is working on everything at once; Jim Brook is scheduled to hold down office correspondence on campus programming - mainly to get the speakers' idea off the ground - with Randy planning to tour campuses with other materials. Astrid and Sam are working on distribution, just now on Chicago distribution.

So, whatever you want to do with Marcuse out there, do it since we may not get around to it in time.

Everybody's feeling a bit depressed here - mostly over Czechoslovakia, but the SNCC-Panther split is bad too. I think we played it right in terms of the release to movement pubs and Prensa Latina will release it tonight on the wire.

Say hello to my mother if you see her and keep in touch. We'll try to send you material on everything we do as we do it.

best to you both,

Jane



~~XXXXXXXXXXXX/3/3/3/3x~~

August 21, 1968

Dear Jack:

Enclosed is a short on the law students deported from Mexico.

Also enclosed is a printing estimate (non-binding) from Waller Press (which prints SF Express-Times). Some additional information you should have is this. Waller uses newsprint rolls 16 inches long instead of $16\frac{1}{2}$ which the paper is presently printed on. The Express-Times is printed on the 16 inch roll. ~~Sam~~ Walker can run a maximum image size on the page of $15\frac{1}{2}$. I think the present image size of the paper is $15\frac{1}{4}$, so that presents no problem. The image size of the Express-Times is 15. All of this means that the paper printed out here will look slightly cramped, but this is not nearly the serious problem we would have with some printers who use 15 or $17\frac{1}{2}$ inch rolls.

Tipton says Waller will have no trouble using the mailing labels we supply.

I expect to have an estimate from Howard Quinn Printers in a day or two.

By the way, Tipton made an important suggestion. He said that we should have duplicate negatives made at the same time as the originals. The dups could then be forwarded here immediately instead of waiting until after plates are made in New York. Depending on airline schedules, this could possibly ~~mean~~ mean that we could schedule the press run here hours in advance of when it might otherwise be possible. The other advantage is that if the dups being sent here somehow get mis-routed or otherwise lost, the originals could be sent and any serious upset in printing plans here averted.

Has anyone there checked with Eastern to make sure there are no hang-ups with them concerning West Coast distribution?

One last question: Did Jane bring back any films?

Bob

August 20, 1968

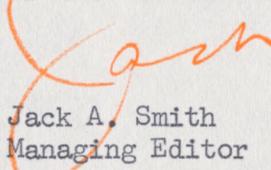
Bob Allen
3740 25th St. , Rm 101
San Francisco, Cal. 94110

Dear Bob,

I just thought up a rather interesting method of saving some money on telephone costs between New York and San Francisco. (The best method, of course, is that utilized until recently by Comrade Wald, but that's sometimes risky). The method I've described will be most effective when you are sending in a regular budget of news stories once a week or when you have extra lengthy material to send on deadline and we can't receive your copy in time. The method also is best used on Sunday nights when rates are very cheap. Here it is:

Tape record all your copy at regular speed. Call us and we'll plug you in our tape recorder. You then run your tape at high speed (which should allow you to jam 3x more talk into the allotted time sequence.) Then we will play the recording back at a different speed. How about this?

For the Revolution,


Jack A. Smith
Managing Editor

PS- we'd have to
coordinate this
on a national basis
and plan for it.

August 20, 1968

Bob and Pam Allen
3740 25th Street, Rm 101
San Francisco, Cal. 94110

Liberation New Service
160 Claremont Ave.
N.Y., N.Y. 10027

Liberation News Service
The New Media Project, Inc.
Chestnut Hill Rd.
Box 269, R.F.D. #1
Montague, Mass. 01351

New Left Notes
c/o SDS
1608 West Madison St.
Chicago, Ill.

The Movement Press
449 14th Street
San Francisco, Cal. 94103

WBAI
30 E. 30th St.
N.Y., N.Y.

Comrades,

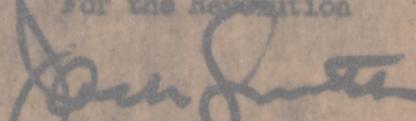
Enclosed is a brief description of two highly important articles appearing in the Guardian this week. One is an article by Julius Lester discussing the split between SNCC and the Panthers. The other is a reply from the Panthers point of view, by Eldridge Cleaver. We are not sending any press releases to the commercial press and the attached description is for you people only because of your movement identification.

It is not a pretty business but it had to come out somewhere. Our hope is that by carrying both sides, as we have done in the Guardian this week, we can minimize difficulties at least to a certain extent.

To LNS, specifically: Although we have granted LNS reprint rights on Lester, we urge that, in this particular case, that if you circulate Lester you must also circulate the Cleaver response. Also, we would prefer that you waited until Tuesday, August 27 before circulating the documents.

In the interim, the attached description is most certainly yours to make use of if you wish.

For the Revolution


Jack A. Smith
Managing Editor

August 19, 1968

Pam Allen
3740 25th Street, #101
San Francisco, Calif. 94110

Dear Pam,

Fred and I will see that you get notice of any new sales agents and bundle orders in California, Washington and Oregon. I want at some point (within two months, say) to check out the bundles and consider cutting some of them off and/or asking people who get them to pay for them. --This on the basis of observing what happens to bundles that go to SDS offices (namely, they just lie around). Perhaps the situation is different with more responsible groups, but we might just check it out. What do you think?

About the NY end of the new West Coast printing arrangement: have yet to find out the technicalities of shipping negatives. Will try to get to it soon, but things here are hairy. --Ray just took off again for about two weeks, back to Texas to bring back his girl; people all tied up with plans for Chicago distribution; Irving away in Michigan and then Chicago; picnic publicity to organize, etc. West Coast printing, however, is a priority item and I'll deal with it as soon as other emergencies are solved.

Reader survey will be done in late September or early October. We've talked about it at some length, and think we can come up with a good one. Results on it won't be tabulated and discussed until mid-November, apparently, so until then I guess there's nothing more you need to know.

Will see that the bundle to Shakespeare's gets started immediately. Already handled the 50 Cloke and 50 Allen pamphlets (those are the ones you mentioned on the phone, I assume) and they should get into the mail today.

Jane brought back a large number of excellent posters from Cuba, and we may print up two or three of the best. My inclination is to be wary about posters, since really excellent ones are few and far between; and to push harder on pamphlets, as you said. Klare (Countill) pamphlet should be ready for opening of fall semester. Also plan to reprint the but NACLA counterinsurgency chart running in the 8/24 issue.

About stationery for the West Coast office: Irving's away until end of August; Julie (who I assume knows about these matters) will be back in a week. I like your idea of having stationery with both NY and SFO addresses printed on it; but probably we'd have to wait until current supply begins to run low. Or perhaps could order new stationery which you could use immediately, and meanwhile we'd use up the old stuff with the NY address only? I just haven't time to check out relative costs of printing here entirely versus printing some in SFO. Can

meanwhile send you some stationery, if you like. Or you could do a mimeographed letterhead? My inclination is to have you handle your own office supplies, and have a SFO printer do up whatever you need. If we did put both addresses on the letterhead, I should think we'd want two different letterheads still--one with the NY address larger (for NY) and one with the SFO address larger (for you). Otherwise we'd have to indicate which office we were writing from? So people would know where to answer to/

Plans are afoot (vaguely as of yet) for various things around the 10th anniversary of the Cuban revolution. We're planning major editorial features in November and December--or anyhow Jack says so (still too early to make definite plans, of course). In conjunction with that, and as one partial way to publicize the Guardian, several other possibilities have arisen. As things begin to firm up, will keep you posted. So far, nothing but talk and maybe-s.

I am rather bewildered by things here. Jane will be away from Sept. 1 through mid-Sept. (Korea). Ray away through end of August. I don't understand how things have been operating in this department (or departments), and perhaps shouldn't worry about that and just do things. But what, for example, are all the brown (manila) envelopes that were in Mike Pastor's desk and that seem to be original orders for pamphlets and posters? How long to keep them? What has been the procedure on sending out pamphlets, posters, etc.? Did everything go through this office? Or do other people sometimes send things out? How, then, manage to keep a record of what goes where, sent by whom and on what basis? Did you have a way of coordinating things? Astrid seems vague about any definite procedure. Any general descriptive things you can tell me about how you handled the department I'll appreciate very much. Also any advice for the future. I can already feel the inertia creeping up on me and it's discouraging. We're trying to move down to the second floor so as to have more space and, I trust, more autonomy (or say-so, or whatever). How closely did you work with Jane? How did you work with Jane? With Irving? How have decisions been made? Or should I forget that and try to start entirely fresh? I feel a bit in limbo--supposedly "in charge" of something rather vast and undefined, and yet with nothing organized, no way of pushing to make things happen, no staff to all pull/push together. Jim Brook, by the way, is to start (as of Sept. 1) working with me on circulation. On the basis of several long talks with him, I feel that he'll work out ok or maybe even well. Certainly he seems to have the bureaucratic/organizational capabilities necessary, and as far as I can tell, a very healthy attitude towards the politics of what we're about (i.e. I agree with him).

Guess I'm just feeling befuddled and dumping on you. I have this vision of a fantastic, productive, exciting circulation-building/publicity/public relations department--and there's such a big gap between where we are now and that vision....

Struggle,

Susan
Susan Sutheim

Money

J 67
WA OR3 3500 - 018

August 21, 1968

Dear Susan,

Bob has included a note in his letter to Jack outlining our present situation with the printers so I won't go into that here. Has anyone checked with Eastern regarding whether this would cause any distribution problems?

I was very vague in talking with the Shakespeare's bookstore regarding what we charge bookstores when we mail directly. What I mentioned was 10¢ to him and 10¢ to us for all copies sold and nothing for the old ones that he gives away. Would you or Fred write to them attention Sam and confirm that he keep 10¢ and that we will bill him? Since they are going to sell our pamphlets I think it's better if we can give him a dime on each paper.

We spoke with Julie Yarrow today. She's been vacationing out here. I told her to send me 500 letterhead stationery. We're going to have a stamp made and we'll just stamp on our address underneath. That seems to be the simplest thing for the time being. But do ask Irving when he gets back what he thinks we should do since at some point we will need to have stationery.

I agree with you about cutting out some of the free bundles. I've mentioned it to Irving a number of times. My thinking is that almost anybody can pay something if not all for their papers. Some people can't or don't want to have to pay on a regular basis but only one person I know of has ever sent in a check ^{independently} ~~independently~~. This was a guy from the Dorchester Union in Massachusetts (address in my little box.) Name Hamp something. And that guy sent us a real contribution at Christmas. So he's one who should not be cut but others should be strongly encouraged to begin to contribute. You're probably right that a lot of the papers aren't even being read. It certainly looked that way in the Atlanta SNCC office when we were in there last year. For one thing we could probably reduce the numbers being sent to almost all.

I'm at a complete loss how to handle the Guardian anniversary meeting out here as I gather silence means Jane didn't come through with any new films. If that's not true please correct me. We think that the meeting out here must play the special role that last year's meeting in N.Y. played for the readers there. Mainly that this meeting must be a transitional meeting from the old readers and thinking about the paper to the new. There's very little young blood around devoted to the paper and many older leftovers from the Guardian committee of Northern California.

2/2/2/2

So whatever we do must be acceptable to the latter as they will be our main helpers in pulling the thing off. But of course we want to attract new, young blood so it has to be relevant and sound interesting enough for people to want to attend. Any ideas? I was hoping there would be some new films as that seemed such a good common interest idea. We might still want to have you send us HANOI, TUESDAY 13.

Whatever we do has to be able to fit in and override introductory speeches (we want you to meet our new G. bureau members Bob & Pam Allen, etc) plus a thankyou to Margaret Driggs (we've already gotten a call from one woman saying we should put a testimonial in the paper and this was our way out of that --to promise and convince her that the best place would be the meeting. My thinking was that after all that dry stuff movies would be great. So I need any ideas you might have.

Once we get through that first meeting we'll have a lot more leeway.

The brown envelopes in Mike Pastor's desk are old orders for pamphlets and posters. They were originally kept in order to make a count of how many were sold. Mike did that before he left. I started to sum up when I was leaving and discovered that most of Mike's figures did not agree with mine. I did a whole count then. I'm sure you saw those reports. I'm not sure what kind of record you should keep of sales since June but something should be noted. I don't think that the records have to be as thorough as mine. I realize now that I needed to do those reports partly to establish some kind of order out of the chaos in the promotion department. Also I needed to see for myself what Irving knew all along, that we wouldn't make much money out of pamphlets and posters. Anyway check the envelopes and throw out the ones dated before July. Figure out your own system for the others.

In connection with posters, the Columbia Liberation school owed us money for 200 of the Vietnamese Liberation Fighter. Ray knows about that.

We handled the posters and pamphlets through our office. Chris and Neil could tell you as much as anybody. We typed the labels, rolled and stuffed the posters in their tubes, and stuck the labels on the tubes. With pamphlets we typed the labels with a notation of how many to be sent and then counted out the appropriate number of pamphlets which we then took to the mailing table. Chris and Neil took it from there. We kept the original orders so that we could keep track of the orders each week. I put up a list on the wall over Mike's desk the approximate postage costs for mailing the various items.

We had a rule not to send out large orders unless the people seemed reliable. Someone should check to see if the few outstanding bills have

3/3/3/3

been paid. If not, reminders should be sent. Those records should be in folders on the top of Mike's desk or in Ray's. Ray will know something about this. Jerry and Julie (they do the tally) would notify us when a payment came in. You might check to see if that ~~has~~ is still being done.

I had a very definite system with renting the Cuban films. Who is doing that know? I was able to get almost all the money owed to us by sending reminders but again, that should be checked and new reminders sent at the beginning of the school year to those who have not paid. Usually it's just an oversight.

Did you get the films back from L.A. SDS? Let me know this as we are planning to go down to Los Angeles within the next month and I'll make a point of picking them up if they are still there.

What is the status of the film rentals? Dan Schaferman was to have cleaned them all. He advised me that we should get the following so that we can keep our films in shape: a pair of rewinds, lithopads (we could probably get these from our printer), and a can of film cleaning solution. That's the minimum we should have. Also if possible (meaning if someone knows how to do it) we should get splicing tape and a splicer. He thinks we could get a cheap used splicer that used ~~perforated~~ tape for about \$10.

Enclosed are 2 new subs.

We need to make some adjustment on our salary set-up. We don't get the check until Monday and it takes a week to clear. So things are really uptight here. Also it's off 87¢ but that can wait for Irving. By the time you get this letter you will probably have sent us our check for the week Aug. 18-22. Please send the next check (\$90) immediately. Don't wait until the 29th. If you do we won't be able to pay our rent. Include in that letter the money for the Guardian's office rent for September (\$35). Then send us our regular check on Friday but you'll now be paying us a week in advance. Keep paying us for the week in advance until we let you know differently. Confused? All you really need to do is send us an additional \$90 plus the \$35 rent immediately and continue to pay us our salary at the end of each week.

Good luck. Moving downstairs should help as you won't be so crowded. Frankly I find promotion very demoralizing work because it's usually in a vacuum -at least at the G. Out here there is the same problem. Margaret just today gave me an important piece of information as an afterthought. ~~Something-~~ Sometimes I think it would be starter to start fresh than to spend so much time trying to figure out what has been going on.

August 17, 1968

Dear Jack:

~~XXXXXX~~ Karen is handling Panther episode in Mexico. She is sending in a short on that in addition to her Huey trial story. Affinity groups story I mentioned is still up in the air so don't schedule. Enclosed is an item on the Mexico Olympics which might be used in the Movement column. Will still call in insert for SF police story on Tuesday morn.

For the next issue schedule me for a story on Stokely Carmichael speaking at a rally in Oakland. The Free Huey rally is set for Sunday afternoon (Aug. 25), so will try to ~~xxx~~ air-special it Sunday nite but may have to call it in Monday morn. What I want to do is compare this speech with Carmichaels speech in Oakland last Feb.

Received negatives and tapes. Will get written printing estimate right away.

Keep me posted on developments with the monthly magazine.

Did Jane bring back any new Cuban films? Let us know right away as we would like to use them at the 20th Anniversary celebration that we are very tentatively planning.

Also tell/ someone to send Karen and myself airmail copies of the paper each week so we get to read it before our detractors do. Thanks.

Kob

August 15, 1968

Bob, Pam: Would you be able to contact Todd? Jack

Todd Gitlin
c/o Gardner
251 Noe St.
San Francisco, Cal. 94114

Dear Todd,

Randy Furst told me that you are really down on the Guardian. I'd very much appreciate receiving a critique of our paper from you. We think the job we're doing here has improved measurably in the last few months and it will continue to improve, so several of us were upset to hear that a person we consider a movement friend has such negative feelings.

We realize, of course, just how far the Guardian must travel to become a truly excellent newspaper, but it is our every intention to do that traveling. You could help us considerably, first, with a critique and then possibly a dialogue following it, and second, by devoting some of your own efforts to improving the Guardian. I realize how busy you must be, but if it is at all possible, perhaps you could contact Robert Allen, in San Francisco who has just opened our Bay Area office. His address is 3740 25th St., room 101, S.F., 94110.

I just saw the article about the Bond affair. We failed on that one. Recognizing our failure immediately, we called Bond and printed his version. We also contacted "The Shadow" and he too carried a correction. This was, of course, before we saw your piece. You must be very well aware of the vicissitudes of trying to put out a responsible left-wing paper week after week with amazingly few resources. This does not justify our failure with Bond, naturally. In the future, though, both because we recognized our own lack of sensitivity in this matter, and because your article really took us up, I think we have learned a great lesson.

I hope to hear from you as soon as possible, and again urge that you ~~publish~~ publish some of your fine material in the Guardian.

For the Revolution,

Jack A. Smith

Managing Editor

August 15, 1968

Chief Thomas Cahill
Hall of Justice
850 Bryant St.
San Francisco, California

Dear Chief Thomas Cahill,

Robert L. Allen has been assigned to be the Bureau Chief of our West Coast office in San Francisco, located at 3740 25th St., room 101. We would appreciate it if you would extend all the usual courtesies to Mr. Allen as a member of the working press.

Sincerely yours,

Jack A. Smith
Managing Editor

August 15, 1968

Bob Allen
3740 25th Street
Room 101
San Francisco, Cal. 94110

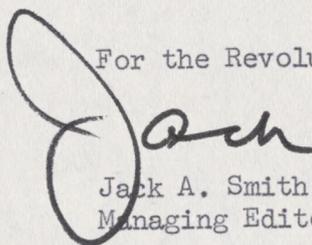
Dear Bob,

Enclosed are copies of our letter to Cahill. I think your new title, Bureau Chief, is stunning and from now on you'll be addressed as Chief.

Do you have any New York press cards with you? We need them back if you do.

We had an interesting preliminary meeting last night about the monthly theoretical magazine we might publish. Attending were some of the SDS crowd and ourselves mainly. Another meeting will be held early in September and I'll keep you informed.

For the Revolution,



Jack A. Smith
Managing Editor

August 15, 1968

Chief Thomas Cahill
Hall of Justice
850 Bryant St.
San Francisco, California

Dear Chief Thomas Cahill,

Robert L. Allen has been assigned to be the Bureau Chief of our West Coast office in San Francisco, located at 3740 25th St., room 101. We would appreciate it if you would extend all the usual courtesies to Mr. Allen as a member of the working press.

Sincerely yours,

Jack A. Smith
Managing Editor

August 14, 1968

Dear Jack:

Enclosed is story on effort to disband police tactical squad. There is another police commission hearing Monday evening and I may call in an insert Tuesday morning.

~~Myonika~~ Probably also will send in short item on .
3 Panthers who were seized in Mexico City and shipped out to New York.

Am interviewing some people tonight who are involved in affinity groups in Berkeley. Don't schedule anything, though, as final article may not be completed until next week.

Newton has supposedly gotten some good interviews with people in Watts. Expect a piece Monday.

August 14, 1968

Dear Susan,

Got your letter. I'll follow up on the contacts as soon as I can. Jane and I agreed that I would still handle sales agents on the West Coast so would you ask Fred to notify me if and when new people from Washington, Oregon and California write in? I don't see any point in handling any of the other states yet.

In regard to a newsletter to sales agents, I think one would be fine. We could put my name and the West Coast Bureau's address on it as well as NY's. I would send you any information I think should be included. I do think that a newsletter can be helpful in keeping people's interest and devotion up. Also it can save time in answering routine questions and suggesting new ideas to agents. That's one thing that I think could benefit from bright colors and clever drawings, even though it would still be mimeod.

As you create new promotional devices you should determine which it would be cheaper for me to reproduce here and which should be mailed to me from NY. Irving would know this type of thing. I would assume that for most things it would be cheaper to mail me some and to supply West Coast agents from NY also.

You should have seen Bob's note on printing costs by now. If not, speak to Jack but it looks like a real possibility... We received the sample film but not a sample tape yet. Would you check to see if that's gone out?

I know nothing about reader surveys and would assume that Ray would be most helpful there. We do need to know what our readers do buy if we're ever to have any satisfactory advertising but I agree that emphasis should also be placed on their political involvements and their ideas about the paper.

We had a talk with Barbara Champion last week. She used to run the Guardian office out here and both Bob and I were impressed with her. She's a real live wire who made the G₁ office into the information center for all radical activity in the area. As she was unaligned at that time (later went in and out of PL) everybody called her to find out what was happening. She seems to have put into action the concept of an independent political office. She now has a coffee house at Ft. Bragg, Calif. which we plan to visit sometime and do a feature story on.

Barbara said that when she ran the office they had Guardian forums every month which were some of the most radical things happening. They brought in some money but as importantly, they met a need in the community. Barbara's philosophy was that anything the Guardian did should have political content. I'm inclined to agree with her - at least for out her. I'm not sure how I feel about your birthday blast idea for NY. Maybe it would work since you would aim it at the youth and would convey the impression that the paper swings but I would warn that it was the apolitical events which weren't succesful this spring. Rather it was the urban films which were succesful in raising money and therefore meeting costs and also gave to people a meaningful experience. I don't think

that a meaningful political experience needs be dull and dry. Perhaps a varied meeting which included a speech or two, theater and music would be best.

My plans for SF depend partly on Jane's success in getting some new Cuban films as I would like our first event to be an evening of Cuban films which would also be the 20th anniversary celebration. People sound interested in the films. It will take me time to decide how to best arrange other forums - what, where, when, etc.

I think that one of the best ways to promote the paper is through sponsoring and co-sponsoring events - conferences, forums, films, etc. If we can meet our costs and give away free ten-week subs, we will be highly successful in building circulation. As far as I can tell a ten-week sub is more successful in persuading people to subscribe than one free issue. Ten weeks makes a habit out of the Guardian.

I am still thinking that a mailing might be very useful for me. I'm planning to wait until people have had time to respond to the articles about us in the paper. But unless we get a fairly good response on volunteers and money, I think we should go ahead with the mailing. The mailing would be geared to announce the new printing procedure and would then go on to ask for contributions to meet the additional printing costs and new subs to sustain and warrant the printing. Also I would include a form asking people to list skills they would be willing to volunteer, newsstands in their areas that should be approached, etc.

I can't help stressing that Margaret was a loner and Barbara has been out of the picture for 2 years so we don't have many potential volunteers to help with forums and other promotional activities. So many of the people we've met are into their own thing. I have presently found two helpers for SF - one a former SDSer new to the city and therefore still uninvolved. The other is a former sales agent from Texas who just moved to SF.

As we get to know more of the area and the people, I am confident plans for promotion will gel.

P.S. (Aug. 15th) We got the sample tape today. Also went to Berkeley last night and made some good contacts, I think. Specifically our photographer out here, Steve Shenk is very enthusiastic and will help with distribution there. Also in talking with one of the guys in the Berkeley commune (affinity group we're doing a story on) he offered that they would sell papers on the street for us. There won't be any money here I'm afraid but it will mean some good exposure. I would like you to send me 20 extra (over and above the bundle of 25 we get) of the issue which has the story of the commune in it. I will then give these to the commune to give out. If they're turned on with the paper we'll then start sending them a regular bundle through Steve.

I have made one contact in Berkeley for selling the paper. Tell Marion to begin sending 20 copies of the paper to Shakespeare's
2499 Telegraph
Berkeley, Calif.

Also they will sell our two pamphlets at a 30% discount which is 10% less than normal discount for bookstores. So send me 50 of each of the pamphlets and I'll give 20 of each to the bookstore and hustle the rest as best I can. (I've already sold 4 of the Allen pamphlet as I had a few.

I'm inclined to feel that pamphlets are better than posters as promotional devices as they indicate the quality of the paper's articles.

August 13, 1968

Bob and Pam Allen
3740 25th Street
Apt. 101
San Francisco, Cal.

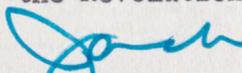
Dear Bob and Pam,

Just a brief note. Things look good as far as simultaneous publication is concerned. Irving should be sending to you today the sample of the mailing list and page negatives.

Bob, I would greatly appreciate it if you would let me know a week in advance (that is, Tuesday) the nature of the copy you intend to submit in the following issue.

Don't forget to get in touch with Grace Simons. (!)

For the Revolution,



~~Jack W. Smith~~
~~Managing Editor~~

August 13, 1968

Dear Jack & C.C.:

This is to confirm our telephone conversation of last night. Printing in S.F. is definitely feasible. I checked with two printers who handle movement papers and here are their rough estimates:

Howard Quinn (Prints The Movement and Barb)
Press run (8M) \$260.00 (Inc. plates and camera work)
Mailing 6M
(1M wrapped) 81.00
341.00

Waller Press (Prints S.F. Express-Times)
Press run
& mailing \$295.00

Airport pickup of film and tapes would involve added costs. Quinn has no facilities for such pickup, Waller would send one of their men for a fee competitive with messenger service rates.

These estimates can't be firmed up until both printers have an opportunity to examine sample films and tapes. So please ~~send~~ send these out as soon as possible. Second-class mailing permit can be obtained here at post office. You should check airline schedules and arrange with Eastern to pick up West Coast newsstand copies here. Both printers say they can begin whenever we are ready.

I need help in getting a police press card. Please send a letter to Chief Thomas Cahill, Hall of Justice, 850 Bryant St., SF, confirming that I am bureau chief or whatever. (not special correspondent, as Karen has already used that tag to get her card).

Story schedule will be very erratic for the next few weeks until I get some sense of what is happening. I imagine you spoke to Newton, but I will call him tonight and confirm a story for Monday. For myself, I expect to do a piece on a mounting effort here to have the tactical police squad disbanded (6 takes max). This week or next hope to do a feature on the affinity groups which are a big phenomenon here. Will also have various shorts. (Enclosed clipping might make a short or go in the file on Marcuse.)

Bob

3740 25th St., #101
San Francisco, 94110
August 12, 1968

Dear Irving,

Our present salary arrangements will be suitable for us unless we let you know differently. We will expect a check each week.

The West Coast Bureau's financial picture is as follows: we have \$119.98 in our account. Our income has been the \$200 from N.Y. plus \$1.05 for pamphlets sold and \$2.66 rack sales from Colton street. Our expenses have been \$70 rent (2 months - August and security), office supplies \$11.27 and \$1.40 postage. There will be some more expenses but for the present we're doing O.K. with what we have.

The above does not include the bank account of the Guardian Committee of Northern California which has \$16.14. We are undecided how to treat this money. We think we may want to try to reactivate the committee and that if we do, perhaps they should have a separate account from us. Margaret has given us the checkbook but for the time being we're going to keep the accounts separate.

I would like two lists of Northern California subscribers - one on tape and one on index cards. The files out here are all dated. Margaret said that the last tape she got was January. I would like all of Northern California rather than just San Francisco. Barbara Champion advised me to get one set on cards as it saves a great deal of time. She said you would complain but that I should insist. As Margaret is stepping out of the picture completely and we have not yet found other volunteers, we're stuck with all the office work and frankly putting names on file cards would do me in at this point. And I do need a list to work from because the thousands of cards filed here are all meaningless as they go back a couple years. Margaret and Barbara had different styles and there is little continuity. Rather there's Barbara's old stuff which hasn't been used for a while but which was very complete and Margaret's things.

We are planning to send out a short letter to the Northern California subscribers to solicit money for the new office, ideas and help. I've read over previous letters that were mailed and think a shorter, simpler letter might be more effective. This mailing will go out in a couple weeks at the latest. Things are still too disorganized to judge accurately when this will be done.

Please have Ray, Jane, etc. send me samples of anything sent out of the office for promotion, ad solicitation, fund raising, etc. Also as soon as Jane gets back, would you have her let me know whether she was able to get more Cuban films. We need to set up some sort of forums and the films would be a good way to get people out to meet us.

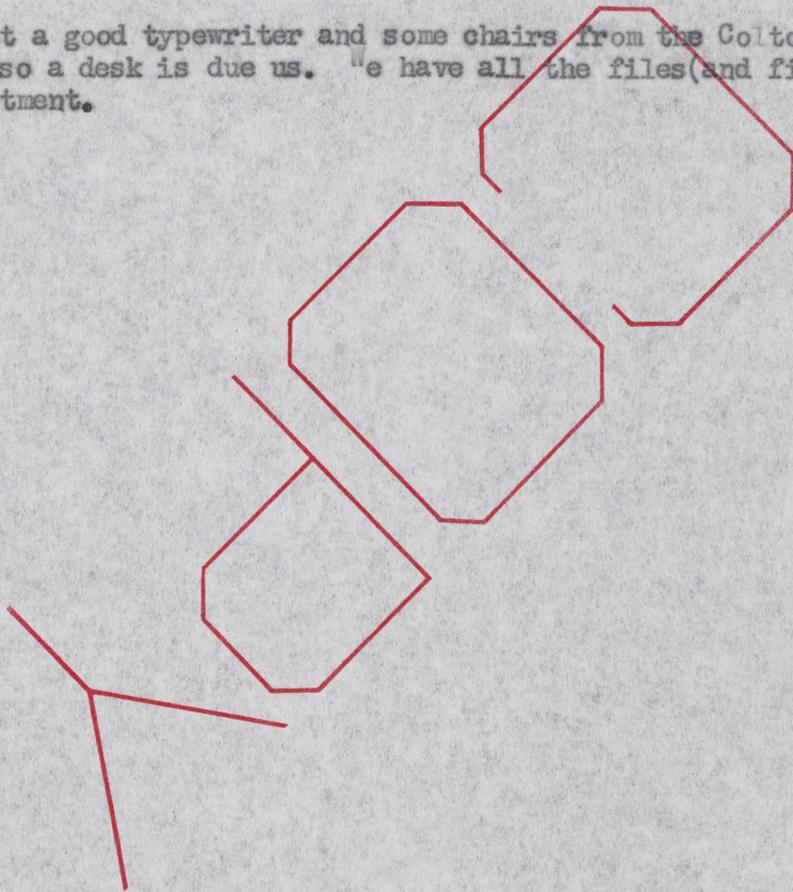
Please tell Marion to begin sending 5 copies of the paper to Black Panther Party of Seattle
c/o Jo Ann Ellis

2719 S. King
Seattle, Washington 98144

That is to be a free bundle and not to be billed. However they will send me money occasionally to offset cost of mailing.

We are investigating costs of printing out here and will call you about that.

P.S. We got a good typewriter and some chairs from the Colton Street office. Also a desk is due us. We have all the files (and file cabinet) at our apartment.



197 EAST 4th ST., NEW YORK, N.Y. 10009 / OREGON 3-3800

West Coast Bureau: 3740 25 St. # 101

San Francisco, Calif. 94110

285-5171

August 12, 1968

Pam Allen
3740 25th Street, Apt.101
San Francisco, Calif.

Dear Pam,

Finally--as of today--I've moved down to the third floor and can start to work. Enclosed is a small list of a few West Coast contacts that possibly you can use.

While we had that week off, I made a huge list of things to do/think about, etc. and will now go through it and see what concerns you.

First: rather than send a mailing to West Coast readers when we switch over to a new distribution (mailing) system for them, wouldn't it be cheaper to put a notice in the paper? And we'd want a notice in the paper in any case, I think, to let readers generally know we're improving our service.

Second: as soon as both possible and necessary (probably by mid-September, in time for a major campus promotion campaign) I want to re-design our promotional materials (sub blanks, sub agent leaflet, list of films, etc.) and also invent a few new sales promotion devices (poster(s), poster-plus-sub-blank thing, etc.). I think we need much snappier-looking stuff--dots of things on colored paper, less copy, little line drawings, stuff that looks alive and eye-catching. As we get this done, I'll send you copies that you can duplicate/reproduce as you see fit. Does this sound OK?

Third: in conjunction with beginning to push campus circulation, I want to reinstitute a newsletter to go to sales agents, people who get bulk orders, people who are our helpers generally. Probably to go out monthly (certainly no more often, possibly not even that often). Apparently you found the newsletter you sent out had a good response. Therefore.... Just one way of trying to build a Guardian team, expand the collective, make people feel more a part of the operation. You want to do a separate one from West Coast office? Or send me list of names you know of that should get the newsletter and also information that would go into it, and we'll put out a single one from here? Or what?

Fourth: please be on the lookout for literature put out by groups you come in contact with, and that we might want to help distribute. I think we can build up a considerable list of pamphlets, posters, reprints, etc., using both original material (reprint stuff from the paper, solicit new pamphlets, etc.) and stuff we get from other groups. Please send suggestions accompanied with samples, as you discover things.

Fifth: please bug Bob and Karen to give you names and addresses of possible contacts for distribution and sales agents, etc., that they pick up in their reporting.

Motto: every reporter is responsible for the general welfare and promotion of the Guardian. Kandy has come up with very valuable contacts. We must get everyone to do this.

Sixth: there is a Pacifica station in Berkeley (KPFA, I think). We already are getting some promo help from WBAI, on a totally informal, unsystematic basis. See what you can do with KPFA. Like, initially, just talk with people there, develop friendly contacts. See if they'd like arrangement we have with WBAI--we send BAI carbon copies of news stories we think they'd be interested in, in advance of publication (I send a packet of stuff every Wednesday morning, special delivery). They use the stuff in their news programs. Maybe you could feed KPFA with stuff Bob and Karen dig up. Start thinking of how to get Guardian mentioned on KPFA. Maybe set up interview with Bob, talking about new West Coast office, or about a major story he's working on (interview to coincide with publication date of issue his story goes into). Ditto setting up things for Karen. Explore possibility of getting program on about--and by and for--women. You organize, get people to be on program, and identify yourself as from the Guardian.

Seventh: watch out for talk and interview shows on SFO radio stations generally. See what possibilities exist for getting Guardian people interviewed, in conjunction with Guardian stories published. (e.g., people like Barry Farber here often do interviews of authors of controversial articles.)

Eighth: please send, SOON, your suggestions for what we should find out in a reader survey which Mary has arranged. People will be ready to start on it by end of August, and we need to tell them what we want to know. My inclination is to go light on stuff like "what sort of consumer products do you buy?" and heavy on finding out what readers' political involvements are, where their heads are at politically, what sort of coverage they want that we don't supply, what regular features they really find useful, what regular features they find irrelevant.

I haven't yet given any thought to the 20th anniversary event. Except to repeat to myself a dozen times that we have to do something about it soon. Hope to find someone to come on staff to handle both that and the picnic, which is far more of a crisis at this point. Please let me know any ideas you have. I would hope to line up a couple of big-draw music groups or singers, and have some sort of blast--like at the Palm Gardens or somewhere where people can dance and talk with each other, and make the event a birthday party or celebration, and just fun, not super-sober-political. Doubt that it's possible to set something up except in NYC, but if it should turn out to be possible to get something going in, say Boston (or Chicago or who knows where) that'd be fine, too. Perhaps in Chicago we could have some films, since we have a contact with a movement theater there. Would like to keep price minimal and try to attract a large crowd. Not look so much to get \$\$ out of this, as to make friends, turn people on. Ideas? Suggestions?

If this all sounds disorganized, it's because it is. I have yet to get any coherent sense of direction and priorities; probably that won't develop for a month or two. Please let us know as soon as you can what you've turned up on that end for the new West Coast circulation plan. Printer? Reasonable to send negatives? By what method? What do we need to check out on this end?

Greetings to Bob.

Struggle,

Susan
Susan Sutheim

3740 25th St. #101
August 7, 1968

Dear Jack and c.c.,

Enclosed is the PFP convention story, a copy of Eldridge Cleaver's program, and a short on the recall Reagan campaign. Tomorrow I will send in an edited version of the Cleaver program. I think it would be informative to run this as a Liberation Forum in the same issue with the story.

Karen will be sending in the Huey trial story this weekend. Also, I'm calling Don Newton tonight to get a story on the shoot-out in L.A.

We got a five-room apt. in the Mission district. Will use large living-room as the office. Need 35 dollars a ~~week~~ month to help meet the rent. Phone is to be installed Friday. We decided not to go back to Colton St. as we would have been practically in bed with Peace & Freedom, which in S.F. means PL.

From what we can tell Margaret hasn't been doing too much with the office here. Involved in battles of her own with PL and she wants to retire from Guardian work. Her name should come off the mast when ours go on. Rearrange the masthead as you see fit.

Had a good talk with Barbara Champion who is going to do what she can to help us get things started again.

Harry D. is out. He hasn't done any work on the cartoon strip and says he'd be just as happy to break with the Guardian. Advise us what to tell him (or leave it up to us to break the news gently).

Haven't done anything yet on circulation-distribution as we've devoted the week we've been here to finding this apt. and scrounging up some furniture. However, a bunch of The Movement people have invited us to dinner Saturday and we should get some ideas from them. Have got the names of a couple of radical printers but haven't compared costs and facilities yet.

Anatol Anton and several other people are trying to set up what they call a "middle-level theoretical journal" which they would like to have published as a supplement (costs paid) to the Guardian, The Movement and New Left Notes. Don't know any details yet. Bernadine Dohrn said to have suggested idea. You might talk to her.

Two impressions: This is really McCarthy country. Every third or fourth window seems to have a sticker. Hence, the demise of PFP. "Free Huey" is really very big here. The papers are playing it up and everyone who is vaguely left is involved in one way or another. This will continue to be a big story for us and will probably build to some sort of climax.

An idea: Even with a news bureau here the Guardian, for now, can't compete with local papers (Barb, Express-Times, Observer, L.A. Free Press, etc.) in terms of quantity of coverage. But we can compete in terms of HOW we cover various events (i.e., style, analysis, interpretation, etc.) Also, feature stories is a wide open field. We're going to pull together as many feature political stories and special theater and arts stuff as we can. With a good set of stringers the Guardian can shine brightly on the Coast.

Re SNCC-Panther dispute: Don't know much yet. Bob had a brief talk with Eldridge who advised that the alliance is all but ended. Panthers said to be much more friendly toward Stokely.

Note: Will call and give new phone number on Friday.

Letter 2/2/2/2 8/7/68

We will be needing pamphlets and various other materials from the New York office. Will send in a request soon.

As soon as Jane returns let us know status of films and any related materials.

Bob & Pam

P.S. Tomorrow we will send a draft of the story on the West Coast Office.

August 6, 1968

Bob, Pam

There may be a letter from you waiting in the office but I haven't been in for a week so I don't know. The week off has probably done all of us a great deal of good.

First, a serious question. I'd like your very objective opinion of Charles. Personally I like him, of course. But the job he is filling is so sensitive that I'd prefer to be guided by several opinions, not just my own. ~~That~~ Julius has raised a few questions about Charles' reportage and about other matters. This has disturbed me because I highly value what Julius says. On my own account I've not been totally pleased with what Charles writes but have tempered this with ~~the~~ (a) the knowledge that there is a general writing problem on the paper, not just Charles at all, and (b) the fact that he's just back from several years abroad. In any event, several of his recent pieces needed extensive ~~re~~rewrites or (as in the case of a general political article he wrote) were not used. He seems not to fully understand what's happening politically in the black movement and tends to be rather uncritical. Let me know.

The writing problem, incidentally, is something that's going to have to be dealt with very soon. Much of the office-written stuff is dreadful.

I got a phonecall from Havana last night from Rose who told me that ~~He~~'s been invited--all expenses paid--to North Korea. He's tentatively due to leave for Korea from Havana Friday. There is a possibility he might go to North Vietnam. What a life!

I don't know if I told you but Peter Henig has been hired on the editorial staff. He's substituting for Bill at the moment and will go on to general reporting when Bill returns. I think Peter is a fine addition to the staff, particularly for his thinking skills.

Attached is material (we didn't use) from Bill Tillman of Santa Clara. Suggest you contact him as a possible stringer.

For the revolution,



BILL TILLMAN
3505 SHAFER DR.
SANTA CLARA, CALIF.

A black student from Langston University, Langston, Oklahoma, was denied his college degree on the day of his graduation, in a rude and unorthodox manner. This student received his degree in the mail two days after his fellow students of the 1968 Langston University graduating class had received theirs. Said student's name is Charles E. Simmons, III, a resident of Detroit, Michigan.

Dr. William H. Hale, the President of Langston University, cited his reason for denying Mr. Simmons a degree. He said, Mr. Simmons did not conform to clothing regulations during the commencement exercises.

At 2:30, Sunday afternoon, (May 26, 1968), Mr. Simmons did not have on the traditional academic gown. Dr. Hale noticed this and immediately approached Mr. Simmons. He asked the Detroit Student to exchange his African Dignity Garment; which had "Black Power" embroidered across the front, for a robe. Mr. Simmons respectfully responded and had friend from the front of the line return his academic gown. He put it on and this was not enough. His white turtleneck sweater sufficed a tie but not for the shrewed President. Although ~~xxxx~~ faculty members wore turtlenecks, Mr. Simmons was the only person in line asked to remove his. I sometimes wonder if some faculty members would have worn African Dignity Robes, would they too, have been approached in the same manner Mr. Simmons was.

Mr. Simmons is human and can take just so much. After Simmons had conformed and put his robe on, Dr. Hale told him to put on a white shirt and tie. Simmons told Dr. Hale he did not have a tie and shirt and asked the President if he would loan him one. The President replied, "I'm not lending you anything". As a result Simmons again conformed. He went to his Coyle, Oklahoma, apt., a mile from the campus, and put on the so-called proper attire. By the time he returned to Langston University, commencement exercises had almost terminated. As Simmons was entering the auditorium where exercises were being held, Dr. Hale was viciously insulting the young student. He felt he should further impair the man's rightful disposition as a student by publicly slanderizing him. Dr. Hale told the audience what had happened, and used his position on the stage as a platform of bestowing humiliation upon the person of Mr. Simmons. I ask you, is this the proper way?

Mr. Simmons was voted by the senior class, as the "Most Likely to Succeed". He had prior to commencement exercises, early in the year, won the Tolson Award for Creative Literature. He completed his ~~xxxxxxxxxx~~ student teaching, and could not get credit for any of this on May 26, 1968. Dr. Hale stated, publicly, during the commencement exercises, that Mr. Simmons was a disgrace to the institution because of his "Black Power" attire.

Mr. Simmons stated, "I wore an African 'dignity' robe, with "Black Power", in green letters, in protest at being forced to take part in a meaningless ritual. If I hadn't marched I would have had to pay a \$25.00 fine. ~~it was also reported that Dr. Hale found this during commencement exercises~~
~~attack~~

Bill Tillman

P.S. LANGSTON IS A ~~THIRD~~ BLACK SCHOOL

RA - have asked FB to answer

June 26, 1968

Mrs. Jane McManus
197 E. 4th St.
New York, New York 10009

Dear Mrs. McManus:

Grace Simons suggested that I write you direct regarding the sales and distribution of the Guardian in the Los Angeles area.

I would like to get all information - on cost of the paper, how much does the news vender get - such as bookstores, stands, etc. What is the experience in other areas, and methods of promotion? Is it possible to get back issues for promotional work?

How is the collection handled - weekly, monthly or on delivery - and also, how will it be billed.

The main area I plan to start will be the Negro section, around the different campuses - then wherever there is a potential mass meeting, demonstration, union meeting, etc.

Please send me 25 copies of the next edition and some back issues if possible - especially the May 25, 1968 edition.

Sincerely yours,

Hursel W. Alexander
2222 Juliet St.
Los Angeles, California 90007

SHELTON JOHN
KINKI NIPPON TOURIST
1737 POST ST BLDG
S F CA 94115

Quinn

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TEA
173
S F

SUC 910 DEC
MICHAEL LAURENCE
JAP HMH PUBLISHING COMPANY
173 919 N MICHIGANAVE
S F CHICAGO ILL 60611

SUI 910 AUG
YAT MEG PLAXTON
173 3600 PINE GROVE
S F CHICAGO ILL 60613

TAN P-763-R DEC-S
MIT JOAN PHILLIPS
173 543 W FULLERTON
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MIK JOHN HILL
173 5339 S KIMBARK
S F CHICAGO ILL 60615

TAN 816 AUG
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173 655 GROVELAND PARK
S F CHICAGO ILL 60616

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DAE CHAS HANCOX
173 8251 S CARPENTER
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IKE CAROL SCHIK
173 3106 W EASTWOOD
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S F CA 94115

~~Return to M...~~
Requirement for Mailer

1. Description of List

List divided into 9 parts, with an occasional 10th:

1. Reg subs unwrapped	12,000
2. " " wrapped	3365
3. " " 1st class	112
4. airmail reg subs }	
5. reg subs bulk	300
6. trial subs (current) unwrapped	1281
7. trial subs " wrapped	92
8. " " (expired) unwrapped	556
9. " " " wrapped	61
10. reg subs exp (incl. costs @ month for single run- another 300	
	<u>19,636</u>

2. Maintenance of list

a) new subs per week (reg) approx.	50
" " " " (trial) "	100
changes " " (reg and trial) approx.	150
	<u>300</u>

i.e. 150 plates to be pulled
300 plates to be cut and filed

Note: right notch to be used on at least half of the plates if notching is to be maintained - (we use 3 notches and notch combinations)

b) Renewals from trial subs to be pulled out and renewal symbol added and refilled in regular list (must always be done within the few weeks during which expired trial subs are being sent) approx. --- per month 75

3. Use of list on regular basis

- a. Weekly: Run entire list for addressing paper
Run partial new trial sub list on gift notice cards to be returned to us for mailing approx. 75
- b. Monthly 1) Run expired trial sub list on renewal envelopes. To be returned to us for mailing (or mailed by them?) approx. 700
This involves a bi-monthly pulling of expired trial subs, to create the separate list. approx. 700
2. Run expired regular subs for cut off notice (see #10)
separate under maintenance, this is part of regular weekly run that week but it involves a pulling of those subs, to create the separate list approx 300

3. Address envelopes for follow up letter to already cut off plates. Approx 250
Note: This involves holding separate expired reg. sub lists after cut off for several months.

C. Extra Jobs

- 1) Running whole or partial list when wanted for outside use on strip or envelopes

(We would need to know exact arrangement of plates in drawers in order to schedule partial list at different times to suit users)

- 2) Running special partial lists on strip or envelopes as wanted, by ourselves, sometimes on very short notice (even a few hours notice) - and sometimes with selection of certain cities or area codes, or zones.
- 3) Running entire list on envelopes once yearly, with use of selective notch.

except typist
New Work involved for us, (approx. 1 day per week to be balanced against
present work eliminated)

Weekly

Typing with carbon copy all changes, including both old and new
address and top code line, notching instruction approx. 150

Typing with carbon copy all new subs, including trials approx. 200

Typing top line, name and address of renewals from trial subs ap. 15

Monthly

Typing name and address of expired regular subs for cut-off aprx. 300
(as many as 500 for Jan. & June)

Typing name and address for renewals of reg. subs from cut-off aprx 20

Management Services

Send envelopes and cards frequently, or else keep tabs on supply to
be kept at mailers.

Weekly delivery of gift notice cards back to us (or by mail?)
Monthly " ? trial renewal notice envelopes back to us.
Delivery of any and all other extra work we have done.
Weekly delivery of list to International.

QUESTIONS

1. How would 1st class and air mail papers be handled? At present we address envelopes and put required postage before sending to International.

2. Promptness and Accuracy

What would the time lag be on placing new subs and making address changes? At present we service everything (except new trial subs) which comes in Monday thru Friday for the next week's paper)

Would we definitely know with what issue a sub was started or a correction made? Could we give an order for renewal notices to be sent and for cut-off notices to be sent within a certain week and be sure of fulfillment? At present, we use this information for making labels for back issues missed. And at present, our serial number indicates the exact issue when the sub was started. Could we use still the serial number in this way and know ahead of time what it would be?

3. In what form would the weekly list be sent? On sheets of paper without either alphabetical or geographical arrangement? (the easiest for us)

Objections

1. We would not be able to use the plate file:

- a. for a double check on master and file - at present it helps to catch errors and solve otherwise difficult problems.
- b. for fast corrections (often done just before list is run)
- c. to find names not legible on renewal forms.
- d. to quickly locate subscribers in given town or locality.

2. Security - possible misuse of file, either by snoopers or for unauthorized mailings.