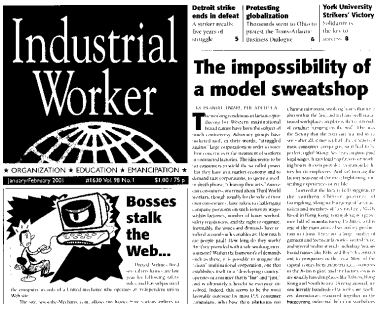
Industrial Worker

★ ORGANIZATION ★ EDUCATION ★ EMANCIPATION ★

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How to place the *Industrial Worker* in your local stores

Many bookstores and newsstands will take newspapers on consignment. This is an arrangement where the store pays only for copies sold, returning the unsold copies and paying for each issue as the new issue is delivered. Although it is possible to mail copies directly from GHQ, for billing and collecting purposes it is usually better to send the papers to you.

Who will take the *Industrial Worker* on consignment?
If the store carries alternative or radical newspapers, they are probably getting at least some of them on consignment and will be glad to take 5 or 10 *IW*s. But even if they aren't, there's no reason not to ask – the worst they can do is say no. Sometimes a store will say they only deal with distributors, in which case you should ask for the name and contact information for the local distributor(s) they deal with so they can be approached.

Who do you approach?
Generally a manager or periodicals buyer is in charge of making decisions about what titles to carry. The easiest way is to ask a clerk who you would see about placing a newspaper on consignment.

What terms should you offer?
Most bookstores are accustomed to getting between 30 and 40 percent of the cover price on periodicals, so offering a 60/40 split (you get 60 cents for each copy sold, the store gets 40) will seem reasonable to them. (Since we make copies available to IWW branches and groups for 20 cents each, this leaves a margin for unsold copies and perhaps a little left over for local agitation.) Five copies is usually a good number to start, adjust the number up or down depending on how they're selling.

Regular maintenance is necessary
It's important to keep up with your consignment accounts. You need to get them new issues on time (don't let them sit around for a couple of weeks), to keep clear records of how many copies you dropped off and when (a spiral notebook with a page for each store can be useful), and when you were last paid (sometimes when you drop new papers off there will be a new clerk on duty and you'll need to collect the funds you're owed later, when someone who knows what to do is there). It's also a good idea to take a look at the news rack from time to time to make sure the papers are orderly, and in stock.