

## PROPAGANDA



Photographer unknown

The emotional impact of a compilation film like this depends on the memories people bring to it.

## Hot lunch at *The Atomic Cafe*

By Eric Breitbart

*The Atomic Cafe* is a funny, chilling look inside the American psyche—a feature-length compilation of excerpts from government and military training films, newsreels, cartoons and songs used to pacify the American public about the dangers of nuclear war.

Filmmakers Jayne Loader, Kevin Rafferty and Pierce Rafferty combed film archives for five years to assemble what began as a comprehensive history of American propaganda. They ended up focusing on the Atomic bomb culture of the '40s and '50s, in itself a formidable task.

"We exhausted the Library of Congress, the National Archives, and dozens of military archives," Pierce Rafferty said to *In These Times*. "The ratio of what we viewed to what we ended up using was maybe 10,000 to one."

*The Atomic Cafe* is only the tip of a vast iceberg of propaganda, a Manhattan Project of the Mind. Once the bomb had been dropped on Hiroshima and Nagasaki, nuclear weapons became another tool in the arsenal of democracy. Nuclear war may have been unthinkable; but it was also feasible, winnable and survivable.

Most of the ludicrous humor in the film comes from this attempt to render the bomb familiar and non-threatening—the clip from the Civil Defense classic, "How to Beat the Bomb," which attempts to calm fears about radiation by proving arithmetically "the fallacy of devoting 85 percent of one's worrying capacity to an agent that constitutes only about 15 percent of an atomic bomb," for instance, and the scene of a father in a fallout shelter calmly washing off the radioactive dust from his arms in the sink. Life after the bomb would be just the same as before, just deeper under the ground.

While some of the illogic in the propaganda can be excused by ignorance—we certainly

### *The film turns pro-nuclear '50s footage on its head.*

know more about radiation than we did 30 years ago—the cumulative effect of *The Atomic Cafe* is to reveal the marked callousness and deception on the part of the U.S. government toward its citizens, and to those of the world.

#### Second time is better.

In its use of archive material, *The Atomic Cafe* stands apart from the dominant trends of documentary filmmaking of the last 20 years—cinema verite and oral history. Most new left and near left documentaries have used archive material for illustrative purposes only, as cutaways for filmed interviews. *The Atomic Cafe* is part of a glorious but little-known genre—the compilation film.

As film historian Jay Leyda noted in his study of the genre, *Films Beget Films*, "Anything that has been put on to film can be employed a second time—usually with more force than the first." Unlike most compilation films, *The Atomic Cafe* reverses the original intention of the material.

"We didn't have a script," Kevin Rafferty told *Variety*. "Our idea was to use the original material against itself. With re-editing, juxtaposition, use of music, we took the original propaganda and exposed its silliness in some cases and its frightfulness in other cases." Although this technique was also used in Connie Field's *Rosie the Riveter*, which shows how women were recruited for the war effort, and then urged to return to the home once the war was over, the use of the propaganda films in *The Atomic Cafe* is closer to the anti-Nazi photomontages produced by

John Heartfield in the '30s.

Heartfield's specialty was taking speeches by Hitler and other Nazi leaders and turning the phrases back on themselves in cover illustrations for the weekly journal *A.I.Z.* One of the most famous has a quote from Hitler as a caption—"Millions stand behind me." The illustration shows Hitler with his hand raised in the Nazi salute. Behind him stands a giant figure of a banker, dropping gold coins into the Fuhrer's outstretched palm.

Cover illustrations such as Heartfield's are pointed and direct, much like editorial cartooning. They also depend on the public's familiarity with the words and events being used. To accomplish a similar purpose with film material, much of which is over 30 years old, requires a more elusive form of audience identification. The effectiveness of *The Atomic Cafe* rests on the psychic baggage the audience brings with it.

It is interesting in this regard, to compare *The Atomic Cafe* with Tom Johnson and Lance Bird's *No Place to Hide*, a 30-minute documentary recently broadcast on PBS, which uses much of the same material. *No Place to Hide*, however, uses Brian Eno's electronic music to set the mood in certain sequences, and has a narration, written by novelist John Crowley, and spoken by actor Martin Sheen, that creates a real persona—an adult of today, reliving his memories of being told that shelter was possible when he knew, in his heart, that this was a lie. (I had seen *No Place to Hide* before it was finished, with a "scratch track" recorded by the writer, John Crowley, whose voice I didn't know. I found that the familiar actor's voice of Sheen prevented me from identifying my personal memories of the late '40s and early '50s with those of the narrator.)

*No Place to Hide*, which ends with the Cuban missile crisis, uses the atomic bomb propaganda to advance a thesis—that it was being used to pave the way

for Cold War anti-communism.

The filmmakers of *The Atomic Cafe* chose to let the material stand by itself without new narration, but the reason was certainly not aesthetic purity. As in most compilation films, the sections of the film that look most



Photographer unknown

A family lives just like before, only underground, in an official '50s civil defense photo.

fluid and "uncut" are those with the most editing.

One of *The Atomic Cafe*'s most skillful, and memorable, sequences is the animated Burt the Turtle advising schoolchildren to "Duck and Cover" when they see the flash of the bomb. Originally, it was a half-hour movie. According to Jayne Loader, "We condensed it to about three minutes and even so, that includes clips from about 30 other films of all the shots we could find of kids ducking under their desks." The resulting sequence is a small masterpiece of gallows humor—the cheery voice singing "Duck and Cover," the turtle pulling into his shell, the children hiding under their desks, the boy falling off his

bicycle and hugging the wall.

The humor, of course, lies in the dislocation between the image and reality. The danger is that the laughter will be used to cover up something too painful to face seriously.

On one level, *The Atomic Cafe* can be experienced as '50s nostalgia, a hot item (so to speak) for midnight movie screenings. The soundtrack album, featuring such long-forgotten pearls as the Five Stars' "Atom Bomb Baby," Little Caesar's "Atomic Love" and the Buchanan Brothers' "Atomic Power," has been released by Rounder Records. A paperback book based on the film is forthcoming from Bantam Books. It wouldn't be hard to imagine the film sparking a mini-fad in atomic ephemera such as radiation badges, dark glasses and protective clothing.

Much as we may want to laugh at the propaganda, the threat of nuclear destruction is no joke. The fact that we can feel superior to our younger, more innocent selves of the '50s should not blind us to the subtler forms of propaganda being used today. No one could take this type of filmmaking seriously any more—but the world's population of nuclear warheads has now surpassed 50,000. Perhaps the only way to deal with the horrible reality of the possibility of nuclear war is to begin to face it—to strip away the levels of denial and self-protection that encrust it.

*The Atomic Cafe* ends with a montage of atomic explosions, a sight that has been described as one of the most beautiful the world has to offer. The most beautiful sight of all, the biggest

thermonuclear blast, would, of course, have no witnesses. Human history would be eliminated in a flash—no past, no present and no future.

In *The Fate of the Earth*, Jonathan Schell wrote, "The right vantage point from which to view a holocaust is that of a corpse, but from that vantage point, of course, there is nothing to report." *The Atomic Cafe* is a film that lifts the veil. The choice to look at the corpse is our own.

(For more information write The Archive Project, P.O. Box 438 Canal St., New York, NY 10013.)

Eric Breitbart, a one-time member of Newsreel, recently completed a film on Taylorism, *Clockwork*.



**Clockwork**

This is a meticulous and provocative 25-minute film by Eric Breitbart about the transforming of work styles in the American workplace as a result of Frederick Winslow Taylor's innovations. Taylor's time-motion studies and engineering changes made factory production more technically efficient and degraded the quality of work done by each worker. This film places Taylorism in two contexts, personal and social. Taylor was a Philadelphia Quaker, "intensely disciplined" and obsessed with control, whose professional career expectations were derailed when a doctor kept him out of college and prescribed manual work because of his frail health. Taylor's private drive to control meshed perfectly with industrialists' search to expand production beyond the capacity of a system that depended on craft skills and small group teamwork. It is shocking to see how self-conscious the attempt to destroy craftsmanship and pride in work was. Long-range effects are brought home by two contrasting scenes. In one an older machine shop operator describes making a tool, a process that is more art than science. Then at a huge convention a salesman shows off a new computer that can execute such tasks at a touch of a button. By stressing the self-consciousness of engineers and planners, the film quietly dispels the notion that technological progress is separated from social or political history, even in the minds of engineers. Without detailing incidents, the film mentions worker resistance to this process, and it hints at the possibility of opposition to further mechanization of work. It should be a valuable discussion tool and also a long-lived asset to school libraries. **PA California Newsreel, 630 Natoma St., San Francisco, CA 94103.**

**What Could You Do with a Nickel?**

This is a briskly-paced 25-minute recounting of a 1977 attempt by domestic workers in

**FILM CLIPS**

Frederick Winslow Taylor was obsessed with efficiency.

New York City to form a union. After reviewing the history of failed attempts by domestic workers to organize, the film profiles the current problem—housekeepers hired by the city to care for the poor were getting their pay irregularly. The Teamsters temporarily accept the women, but when the city fights their demands for better pay the Teamsters back off, leaving the women stranded. Without the union, says one woman, there's "something lost outa my life." The film suggests a citywide organizing campaign is now underway. Cara DeVito and Jeffrey Kleinman with co-producer Lillian Jimenez have kept the women's story in front and gimmicks to a minimum. The film, a discussion-provoker for social-change organizing, may also air on

New York public TV. **PA New Times TV, 182 5th Ave., New York, NY 10010.**

**Labor's Turning Point**

This new slice of Minnesota labor history, directed by John de Graaf (he also made *A Common Man's Courage*) overcomes an uninspired production—a mix of historical stills and footage, talking heads, portentous narration and whiny folk music—by providing a much-needed recounting of the 1934 Teamsters strike in Minneapolis. The strike pitted workers long-thwarted in unionizing drives against management's vigilante squads, with a populist Farmer-Labor Party governor, Trotskyist organizers and an unsupportive Teamster union president each playing key

roles. Anti-communism and sectarian hostilities punctuated this history. The film judiciously cites inflammatory anti-communist propaganda of the management organization, touches only lightly on sectarian left battles preceding the strike and barely alludes to the contradictions of Farmer-Labor populism. The drama of a strike that resulted in street riots, deaths and martial law in the city emerges clearly, but the 44-minute film doesn't provide enough material to analyze its claims that the strike marked a turning point nationwide in union organizing. **PA Labor Education Service, 271 19th Ave. S., University of Minnesota, Minneapolis, MN 55455.**

**Jean Kilbourne's slide shows and films**

For the past 12 years, Kilbourne has been giving an hour-long slide-talk show called, "The Naked Truth: Advertising's Image of Women," featuring images from major commercial magazines, accompanied by Kilbourne's running

commentary of analysis, statistics and humor. This witty and disturbing show ranges from advertising's impossible standards of female beauty ("Indeed, she has no pores," comments Kilbourne of the air-brushed face of a model) to more overt forms of objectification, such as portraying women as pieces of fruit or meat, to ads showing outright violence against women. The show, which Kilbourne has given to women's groups, community groups and high schools across the country, is also available as a 45-minute film, "Killing Us Softly: Advertising's Image of Women." Recently Kilbourne began doing a second slide-talk show (soon to be a film) on ads and alcoholism, focusing on the use of alcohol in the culture as a way of diverting oppressed groups—women, people of color and the young—from challenging their conditions. **RK Lordly and Dame, Inc., 51 Church St., Boston, MA 02116. Contributors: Pat Aufderheide, Rachel Kranz**

**THE NAKED TRUTH** critiques advertising's image of women.

**Nukes**

Continued from page 19

cuts from a Ronald Reagan war movie in which the future president exhibits the enthusiasm of the cub pilot who wants to know "when can I blow a few of them up." (These segments have apparently caused consternation at NFR distribution, where there is fear of offending the U.S.) As ever bigger warheads explode on screen and as Caldicott's facts become more deadly, the camera pans the youthful audience, cataloging rapt, stricken faces.

The film ends with Caldicott's closing recommendations for action. They should demand that nuclear arms production cease. They might also join the organizations she has founded, Physicians for Social Responsibility and the Women's Party for Survival. Or they might bring their babies to Washington and release diapered toddlers in Congress when nuclear arms are being debated. The audience laughs weakly.

Helen Caldicott is one of the best-known and most respected

figures in the antinuclear movement. At the Montreal premiere, a show of hands indicated that nearly the entire audience of 500 was familiar with her. Many of my friends had already heard versions of her speech and chose not to see the film because, in the words of one, "I don't think I can take that anxiety again."

I could sympathize. After I heard Caldicott last summer, I couldn't sleep for a week. In the shadow of nuclear war, daily life loses meaning; nothing seems worth doing. If people think that their days are numbered, would they consider it worthwhile working for nuclear disarmament which, after all, is a long, slow process of organizing? For all those who have been awakened by Caldicott's speech, how many others have been stunned into quietism?

I do not believe that Caldicott intends her rhetoric to paralyze. She in fact speaks of the denial of death, an impulse that she says she encounters among terminally ill patients as well as her traumatized audiences. But her mixing of facts and predictions elicits that reaction. Caldicott perhaps unwittingly allows the mix of hard and soft data to

suggest such war is inevitable. For example, she describes the "doomsday clock" as it inches toward midnight. So convincing is her use of scientific data that it is hard to realize that the "doomsday clock" is not also hard data.

Other predictions may be interpreted all too easily as facts. "In 1975, American military leaders predicted a 50-50 chance of nuclear war by 1985," reads the flier containing "facts from the film." "This statistical probability was subsequently confirmed by Harvard University and MIT." Caldicott does not qualify these predictions. Did the unnamed American military leaders perhaps have some poli-

tical motive for issuing such a prediction? She does not say.

Finally, in contrast to the power and seriousness of her argument, some of her recommendations for action sound almost frivolous. She does not, for instance, mention antinuclear groups other than her own or indicate the rising power of the international disarmament movement. She does not relate the antinuclear movement to the political mainstream. And when she tells people to bring their babies to Congress she is about as credible as Allen Ginsberg was when, during the Vietnam war, he suggested that people march on the Pentagon naked.

Caldicott seems to have a

stake in being taken seriously by people in power, and has criticized some American feminists in the disarmament movement, claiming that their image was too bizarre and might hinder the movement's effectiveness in Washington. In light of her own pragmatism, some of Caldicott's recommendations seem strangely out of place, almost Dadaesque.

Caldicott awakens people to the greatest threat to life. It is essential to the antinuclear movement that she also place more emphasis on practical strategies for survival.

**Mimi Morton teaches American literature and women's studies at a junior college in Montreal.**

**SYLVIA**

by Nicole Hollander





# Kelpers

Continued from page 9

the Falklands. He caused a storm both in the House and on the Islands by explaining why a settlement with Argentina was necessary.

"The dispute is causing continuing uncertainty, emigration and economic stagnation in the Islands," he said. He then called for a lease-back agreement whereby Argentina would acquire sovereignty and Britain would lease the Islands under their own administration for an undetermined number of years, similar to their arrangement in Hong Kong.

House members protested that he was implying that Britain couldn't—or worse, wouldn't—protect their own people, and argued that if England had the will, the Falklands would be thriving, regardless of Argentine designs. Though that response was applauded in the Islands, the Kelpers knew that their emigration and economic problems could not be attributed entirely to Argentina.

Historically, the Falklands have always been treated as a private profit domain by absentee landlords who bled away monetary strength instead of reinvesting profits in their holdings. Most of the acreage and most of the sheep—and therefore most of the Island's natural resources—belonged to people who lived in Britain.

In 1976, Lord Shackleton (son of the antarctic explorer Ernest Shackleton) observed in an economic report that "the concentration of economic power in companies based outside the Falkland Islands could be a constraint on and give rise to difficulties in the long-run development of the Islands."

Despite pride in their British ancestry, Kelpers recognized that economic stagnation could be traced to their subservient position. Most complaints were aimed at the Falkland Islands Company (FIC), a subsidiary of the English energy corporation Coalite. The company controls 40 percent of wool production, owns 46 percent of the land and owns the banks internal shipping services, wholesale and retail trades and a travel agency.

"The FIC has never reinvested a cent in the Falklands," commented Stuart Wal-

lace, a legislative councillor and representative in U.N. discussions between Britain and Argentina. "They have continually put the squeeze on us to make more money for their shareholders in the UK."

But the company has its supporters. "It has been responsible for keeping the Islands alive," said John Smith, naval historian and FIC employee.

"The Islands would go to pieces if FIC withdrew," added Jim Clement, executive secretary of the Sheepowners Association. "After all, nobody has the capital to provide their services."

Nonetheless, in late 1980 public opinion and official pressure forced the company to sell one of its less-profitable farms to the government, which then divided it into six 15,000-acre ranches and sold them to Kelpers on easy terms in an effort to stem emigration.

"If you want people to stay," explained Adrain Monk, councillor and representative with Wallace at the New York U.N. negotiations, "you have to give them a stake in the land."

But land was limited, so most owners, including the FIC, held on to what they had. Not wanting to part with any more of its acreage, yet sensitive to the public mood, the company late last year announced plans to develop share-farming arrangements on selected Islands.

"They are facing up to economic realities," observed Falkland's Gov. Rex Hunt last summer. "They don't want to sell, so how else can they get the most for their money and still hold on to their land?"

Argentina has promised to reimburse all land owners in the Falklands who now wish to leave. But Islanders have never expressed much faith in Argentine promises. "They say they will give us all the safeguards we want," explained Stuart Wallace. "But how can we trust a right-wing dictatorship?"

"We don't deny that we have problems here," retorted an official in the Argentine Foreign Ministry in Buenos Aires. "But you can't tell me the Kelpers have democracy. The farms are run like little kingdoms and the FIC owns half of everything."

The Buenos Aires daily newspaper, *Clarín*, went even further last year when in an editorial it accused the FIC of playing a major role in the dispute, saying

that "only the monopolistic interests of the FIC impedes the arrival of a legitimate agreement. What they fear most is that their reign will come to an end."

Ironically, Islanders felt that the company, under orders from Coalite, was pushing for a settlement to guarantee a stake in potential petroleum reserves.

Harry Milne, FIC general manager in Port Stanley, hotly denied the accusation. He did concede that oil was a consideration for the future, but said Coalite had taken no stance regarding sovereignty.

The Argentines took a different view, arguing that the UK and Coalite were using Kelper wishes as a smokescreen to stall discussions until they could get at the oil. No sizable reserves have yet been substantiated, although a French consortium recently announced an oil discovery near the Islands.

To further complicate the situation, many Kelpers feared that economic development would signal an end to the isolated existence they so valued. Oil and other industries would bring in too many people and too much fast money, both of which would ultimately threaten their lifestyles and the wildlife—including five varieties of penguins. The Argentines have already announced joint plans with the Japanese to slaughter thousands of penguins to manufacture gloves.

Considering all that was confronting them, the Islanders were understandably angry and firm in their will to resist pressure from all sides. With near-unanimous local support, early last year the

legislative council greeted him by voting seven-to-one to freeze all negotiations with Argentina for 25 years. The lone dissenter was even more hardline, demanding a permanent freeze. The vote confounded the British and notified the Argentines that any agreement acceptable to the Kelpers would necessitate a long wait.

So in the wake of the invasion that cost Argentina its U.S. support, forced Britain to steam off toward what it wanted to avoid and put the Kelpers in the position they most dreaded, perhaps one Islander's unorthodox proposal offers the best solution.

"I'm not British," said Graham Bound, 24-year-old editor of one of two Falklands' monthly newspapers. "I'm a Falkland Islander." Last year in an editorial he wrote: "Britain does not want us and is going to get rid of us one way or another. There are only two ways they can do this; give us our independence or give us away. Surely the first is the better of the two alternatives."

While Bound agreed with most Kelpers that independence was not by itself politically and economically tenable, he combined his suggestion with a plan to petition the U.N. to declare and maintain the Islands as an International Wildlife Sanctuary, and thus preserve for the world the Falklands' unique lifestyle and wildlife.

J.H. Evans and Jack Epstein are San Francisco-based journalists who specialize in Latin American affairs.

## DIRECTORY

The Directory is published to facilitate contact with organizations frequently referred to in the pages of *In These Times*. Each organization has paid a fee for its listing.

**Association for Workplace Democracy**  
1747 Connecticut Ave., NW  
Washington, DC 20009

**The Citizens Party-National Office**  
1623 Connecticut Ave., NW  
Washington, DC 20009

**The Citizens Party of Illinois**  
109 N. Dearborn, Suite 603  
Chicago, IL 60602  
(312) 332-2066

**Coalition for a New Foreign and Military Policy**  
120 Maryland Ave., NE  
Washington, DC 20002

**C.O.I.N.-Consumers Opposed to Inflation in the Necessities**  
2000 P Street, NW, Suite 413  
Washington, DC 20036

**DSA-Democratic Socialists of America (formerly DSOC/NAM)**  
853 Broadway, Room 801  
New York, NY 10003  
3244 N. Clark Street  
Chicago, IL 60657

29 29th Street  
San Francisco, CA 94110

**Midwest Academy**  
600 West Fullerton Ave.  
Chicago, IL 60614

**National Center for Economic Alternatives**  
2000 P Street, NW, Suite 200  
Washington, DC 20036

**New Patriot Alliance/DSOL**  
343 S. Dearborn, Room 305  
Chicago, IL 60604

**Socialist Party**  
1011 N. 3rd St., No. 201  
Milwaukee, WI 53203

## CALENDAR

Use the calendar to announce conferences, lectures, films, events, etc. The cost is **\$20.00 for one insertion, \$30.00 for two insertions** and **\$15.00 for each additional insert**, for copy of 50 words or less (additional words are 50¢ each). Payment must accompany your announcement, and should be sent to the attention of **Paul Ginger**.

### CHICAGO, IL

#### May 7

The Night-Life Child Care Center at Cross-Currents is open every Friday evening in May, 7:30 p.m.-midnight, for children of our customers aged three months and older. It is non-licensed, faculty-equipped for play, rest and good care, and requires that parents be on the premises—in the bar, cabaret or upstairs. For information, call (312)472-7778. CrossCurrents, 3206 N. Wilton Avenue, Chicago, IL 60657.

#### May 9

"Rosie the Riveter" On Sunday, Women in Trades will present the film, "Rosie the Riveter." We are a newly formed group of women in non-traditional work in construction and manufacturing. A panel discussion on women in blue-collar work today will follow the film. 1:30 p.m. CrossCurrents Hall, 3206 North Wilton Avenue. \$2.50. (312)848-7841.

#### May 10

The Illinois Coalition Against Reagan Economics wants you to join the Ronald Reagan Welcoming Committee. Reagan will be in Chicago to address the YMCA. I-CARE will be there too, with demands for jobs, peace, justice and equality, all under attack by Reaganomics. Join us on Monday for an 11 a.m. picket line and a noon rally in Grant Park (Michigan & Balbo) across from the Conrad Hilton where Reagan is speaking. Help show the world that Ronald Reagan isn't the only one who means business. For more information, or to send a contribution, contact

I-CARE, 59 E. Van Buren, Rm. 1219, Chicago, IL 60605 (312)427-6262.

#### May 16

New Jewish Agenda-Chicago Chapter will present Arthur Liebman, Professor of Sociology SUNY-Binghamton and author of the book *Jews and the Left* lecturing on "The Jewish Radical Tradition." Sunday, 2:00 p.m. at the Midland Hotel, 172 W. Adams, Chicago. For information call Stan Rosen at (312)996-2623. Donation requested.

### MINNEAPOLIS, MN

#### May 8

Conference: "Advancing Union Democracy Cause"; 9:00 a.m.-6:30 p.m., St. Stephens School, 2123 Clinton Ave., \$3.00. Speakers from: Action Center Union Democracy; Benson, Fox, Schneider, Association for Union Democracy. Write 215 Park Ave. South, NYC 10003. Phone (212) 473-0606.

### ROCHESTER, NY

#### May 8-9

The New York State Citizens Party state caucus will be held in Rochester, N.Y. Workshops will be held on state and national strategies. Rick Musty, from Burlington, Vt., and Barbara Regan will speak on local strategies and women in politics respectively. For information contact Lois Andrew (716)271-6211.

### WASHINGTON, D.C.

#### May 8

Salmon Show (see New York Calendar listing). 8 p.m. All-Souls Church, 16th St. and Harvard St., NW.

### ANN ARBOR, MI

#### May 12-16

Extending workplace democracy. A residential school for union members and leaders in-

terested in quality of worklife, quality circles and other worker-participation programs. Workshops will cover analysis and implementation from a union perspective. For information, call John Beck or Andree Naylor at U of MI Labor Studies Center (313)764-0492.

#### May 23-27

Workers' Culture School to uncover the wealth of information about workers and their work and to express this knowledge creatively. Workshops: Poetry, Literature, Drama, Visual Arts, Song, Oral History, Folklore. Field trips. Performances. For information: Program on Workers' Culture, U of MI, 108 Museums Annex, 48109 (313)764-6395.

### BOSTON, MA

#### May 13

"Bats, Balls, and Dollar Bills," a slide show on the history and politics of American sports, followed by a talk with Bob Katz, founder of Fans for Control of Sports and Louis Kampf, professor at MIT, will be held at 8 p.m. at the Workmen's Circle, 1762 Beacon St., Brookline. Information: Democratic Socialists of America, (617)426-9026.

### NEWARK, NJ

#### May 15

The "Democratic Agenda: Confronting Reagan, Recessions and Retreat" Eastern Regional Conference on the economic and political alternatives to Reagan and the Democratic Party retreat. Strategies for grassroots organizing and electoral coalitions. Terry Herndon, Karen Burstein, Michael Harrington, Gordon Adams, Carol O'Cleiracain, others. Robert Treat Hotel, 50 Park Place, 9 a.m.-6 p.m. Registration: \$15; \$10 low income; \$25 with luncheon; (212)260-3270.

### PHILADELPHIA, PA

#### May 15

Women Strike for Peace proudly invites you to a luncheon honoring Linus Pauling, Nobel Laureate. Phila. Centre Hotel, 1725 J.F. Ken-

nedy Blvd., 12:30 p.m. For more information: (215)WA3-0861.

### NEW YORK, NY

#### May 20

Michael Harrington, Chair of Democratic Socialists of America, will present the "Democratic Socialist Alternative to Reaganomics" on Thursday at 7:30 p.m. at St. Johns St. Matthew Emmanuel Lutheran Church Community Center, 415 7th St. For further information contact Sy Posner at (212)783-3940 or (212)488-3054. \$2 donation requested. Refreshments will be served during and after the meeting.

#### May 22

Salmon Show with Bob Carroll. Academic Freedom Benefit for Bertell Ollman in his suit against University of Maryland. 8 p.m., Schimmel Auditorium, Tisch Hall (NYU), 40 W. 4th St. \$10 donation (\$4 for students and unemployed).

### BOONE, IA

#### May 28-31

The 7th Annual Midwest Radical Therapy Conference will take place at Camp Hantessa in Boone, Iowa. Theme: "Using Radical Therapy for Social Change." Workshops and speakers on Radical Therapy, the draft, racism, sexism, the anti-nuclear struggle, networking and community-building and many more. Cost includes: food, lodging and child-care. Registration is \$75.00 in advance and \$85.00 on site. Write: Midwest Radical Therapy Conference, P.O. Box 521, Madison, WI 53701 or call Max at (608)255-1448.

### NORTHAMPTON, MA

#### June 21-July 2

Conference: "The Crisis in Hegemony: Reconstructing a Left Public." Sponsors: *Social Text*, *New Political Science*, Marxist Literary Group. Sessions/room /board, Smith College, Northampton, Massachusetts. Info/registration, c/o Doris Sommer, Amherst College, Amherst 01002; (413) 542-2396.



# bloomingdale's

Continued from page 24

piners and contracted with local craftspeople to render their designs in native and primitive products—mostly shell and rattan. The model rooms are said to evoke various native locales—an executive office in the exclusive district of Makati, Manila; a sugar plantation on the island of Negros; a bamboo house in a beach resort—and are themed “for an imaginary client in a different area of the island archipelago,” according to promotion materials.

It is doubtful, however, that laborers making the minimum wage of \$3.50 a day could afford even the \$60 magazine rack being offered in the Bloomingdale's stores. Of course few Americans can afford the sunken brass bathtub or zebra skin rugs featured in one of the rooms either. The Bloomie's products are aimed at New York's Upper East Side and equi-

valent neighborhoods in other cities.

That is not really the point, however. Americans are learning about the Philippines through this exhibit. What are they learning? Mrs. Marcos gave a clue when she said, “The Philippines is a great ally of the U.S. whether in war or peace... You even have your largest military bases outside the U.S. in the Philippines.” As the nascent guerrilla rebellion being waged in the hills of the country grow alongside urban discontent in the major cities Mrs. Marcos and her husband may need that ally.

The Philippine government clearly attaches considerable importance to what is, after all, a department store promotion. In addition to the First Lady, four ministers of cabinet rank and the ambassador to the U.N. attended the opening day festivities. The entourage then trooped down to Washington for cere-



Protesters challenged the First Lady's image of the Philippines.

monies in the capitol Bloomie's. During the evening gala in New York Secretary of Defense Weinberger was reported to have made an appearance along with Happy Rockefeller and Douglas MacArthur's widow.

Richard Upton, an American businessman and long-time resident of the Philippines, is a former Bloomingdale's employee who helped put the exhibit together in Manila. At the opening he announced to *In These Times* that he was “100 percent behind the First Lady.”

“This promo will mean tons of employment in the Philippines,” Upton said, “Other stores will see it and just take the next place over to get these products.”

Charito Planas, a former Manila lawyer detained for 14 months without charges by the Marcos government and now in exile in the U.S., has a different view. “It is fine that people see the culture of our country and our products,” she said. “But they must realize that the producers of the products are being paid starvation wages. The producers have no political freedom. This superficial display is just exploitation.”

A. Lin Neumann, a New York writer, lived in the Philippines in 1977 and 1978.

## CLASSIFIED

### PUBLICATIONS

**BUILDING THE MOVEMENT IN THE 1980's.** Read Manifesto for an American Revolutionary Party. Available in English or Spanish. National Organization for an American Revolution, Department A, P.O. Box 07249, Detroit, MI 48207. Send \$2.00 plus 50¢ postage.

**READ IN THESE TIMES** reprints. David Moberg's 24-page “Shutdown” reviews the catastrophic effects of plant closings and offers provocative alternatives. Great for classrooms, organizing or just reading. \$1.50 each, ½ price for 10 or more to: ITT, Box A, 1509 N. Milwaukee Ave., Chicago, IL 60622.

### HELP WANTED

**ORGANIZERS**—Educational advocacy group seeks individuals to work with students at university level. Excellent writing and speaking skills; travel 40 hours-plus work-week. Send resume and three references to: Ed Rothstein, SASU, 41 State St., Suite 505, Albany, NY 12207.

**ALTERNATIVE JOB & INTERNSHIP OPPORTUNITIES!** The environment, foreign affairs, women's rights, media, health/education, community organizing, and more. Work you can believe in! Send \$2.00 for latest nationwide listing. Community Jobs, Box 129, 1520 16th St., NW, Washington, DC 20036.

**FEMINIST PHYSICIAN** (ob/gyn or FP) for women's health center. Good working conditions/salary. Reasonable workload in well-woman/problem gyn, birthing, abortion, community ed.

gray with blue logo

organize!

sweatshirt \$12.50  
t-shirt \$7.00  
posters \$3.00

sm., med., lg., x-lg.  
C.S.P., Box 48  
Poplar Ridge,  
NY 13138

bulk rates available

ucation. Special Health Center interests include cervical caps, endometriosis, PMS, feminist psychotherapy, lay healthcare. Excellent city, beautiful state. Contact Fran Kaplan, Director, Bread & Roses Women's Health Center, 238 W. Wisconsin, Milwaukee, WI 53203, (414) 278-0260.

**THE LIVE OAK FUND**, a public foundation supporting grassroots social change projects in Texas, is seeking an Administrator starting July 15, 1982. Applicants should have fundraising and administrative experience, good writing skills and knowledge of progressive community organizations. Fluency in Spanish preferable. Office located in Austin, salary negotiable. Mail resume to P.O. Box 4601, Austin, Texas 78765 by May 15, 1982.

**TWO STAFF PEOPLE** for Mobilization for Survival's national office. Commitment to Zero Nuclear Weapons, Ban Nuclear Power, Reverse the Arms Race, Meet Human Needs required. Organizing experience necessary. Financial skills, anti-nuclear power organizing, media experience preferred, all organizers encouraged to apply. Affirmative Action Employer. Resume to: MFS, 48 St. Marks Place, NY, NY 10003.

### New Location

**GUILD BOOKS**  
2456 North Lincoln Avenue  
Chicago, IL 60614  
(312) 525-3667

New store hours: noon-10:30 p.m., seven days a week

Literature • History • Politics  
Art • Women & Minority Studies  
Wide Selection—Periodicals & Records • Books in Spanish  
Come in and browse.

### Cotton Clothing...

that is distinctive, comfortable, and durable for men and women. Drawstring pants, skirts, shorts, tops, turtlenecks, and more. Also other natural fiber products and accessories for you and your home. Satisfaction guaranteed. Send for our FREE CATALOG. good things collective inc. 52 Main St., Dept. 11, Northampton, MA 01060

**GENERAL MANAGER** needed to coordinate operations of progressive research organization. Three years or more experience in democratic management of staff of over 20. \$14,630 annually, plus medical and child benefits. Send resume to Manager Search Committee, Institute for Food and Development Policy, 2588 Mission, S.F. Ca. 94110.

### BUTTONS, POSTERS, ETC.

**NUKES MAKE ME PUKE!** — other consciousness-raising designs—T's, sweats, jackets! Free catalog! Screenfreaks, Box 2781-6, Lansing, NC 28643.

**E.R.A.**—Complete text on selfstick mini-labels. 330/\$3. Messages, Box 245, East Lansing, MI 48823-0245.

**BUTTONS/BUMPERSTICKERS** Custom-printed (union shop). Lowest movement prices for 20 years! Largest variety anti-nuclear and other fund-raising items in stock. Free catalog...call (516) 791-7929. Larry Fox, Box M-8, Valley Stream, NY 11582.

**BUTTONS & BUMPERSTICKERS** in-stock & custom-printed (union made). Free stock catalogue, wholesale custom printing prices. Donnelly/Colt, Box 271-IT, New Vernon, NJ 07976, (201) 538-6676.

**NEW PEACE POSTCARDS** and paraphernalia, lovely original art, religious (nonsectarian) quotes. Help spread the message that the arms race must stop, by god! 20 assorted cards \$3.00; samples free from: Kimo Press, P.O. Box 1361, Dept. TT, Falls Church, VA 22041.

### ATTENTION

**MOVING?** Let In These Times be the first to know. Send us a current

## IN THESE TIMES T-SHIRTS



\$6.95 postpaid

Specify first and second preference:

**Small:** Tan, Gold, Light Blue, Black & Yellow  
**Medium:** Light Blue, Tan, Navy  
**Large:** Tan, Light Blue & Black  
**X-Large:** Black

In These Times, Dept. A, 1509 N. Milwaukee Ave., Chicago, IL 60622

label from your newspaper along with your new address. Please allow 4-6 weeks to process the change. Send to: In These Times, Circulation Dept., 1509 N. Milwaukee Ave., Chicago, IL 60622.

**BECOME AN IN THESE TIMES** Volunteer: If you've ever wondered how we do it—now's the perfect time to find out. Our promotion and fundraising programs have expanded to the point where we desperately need help in keeping up with correspondence, record-keeping and special outreach programs. The work isn't glamorous but it's essential to our future. To volunteer, please call Bob Nicklas at 489-4444.

**BOYCOTT GE** until they get out of nuclear weapons/power. 3960 Winding Way, Cincinnati, OH 45229.

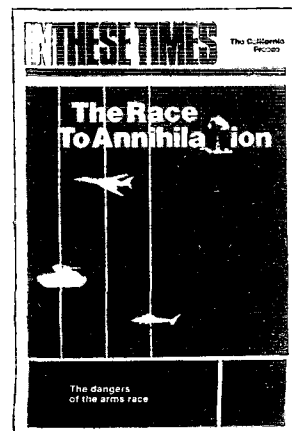
### BOOKS

**FEMINIST WICCE**—Books, tarot, craft supplies, more! Catalog \$2.00. 169 Muerdago Rd., Topanga, CA 90290.

### HOUSING

**WASHINGTON, DC**—public interest/artists/craftspeople/inventors...who are looking for more than just a place to live. Progressive community. Call Stan or Pat (202) 234-8647.

## Peace Or Annihilation?



**In These Times** has just printed the four-page pamphlet **The Race to Annihilation**. Articles reprinted from ITT detail current Reagan administration defense strategies, the peace movement in Europe and happenings on the anti-nuclear front. Great for organizing and educational programs and available at special organizational prices! \$5/50; \$10/100.

Send your order to: **In These Times**, Dept. A, 1509 N. Milwaukee Ave., Chicago, IL 60622.



## In These Times Classified Ads Grab Attention

...and work like your own sales force. Your message will reach 67,000 responsive readers each week. (72% made a mail order purchase last year.) ITT classes deliver a big response for a little cost.

### Word Rates:

60¢ per word / 1 or 2 issues  
55¢ per word / 3-5 issues  
50¢ per word / 6-9 issues  
45¢ per word / 10-19 issues  
40¢ per word / 20 or more issues

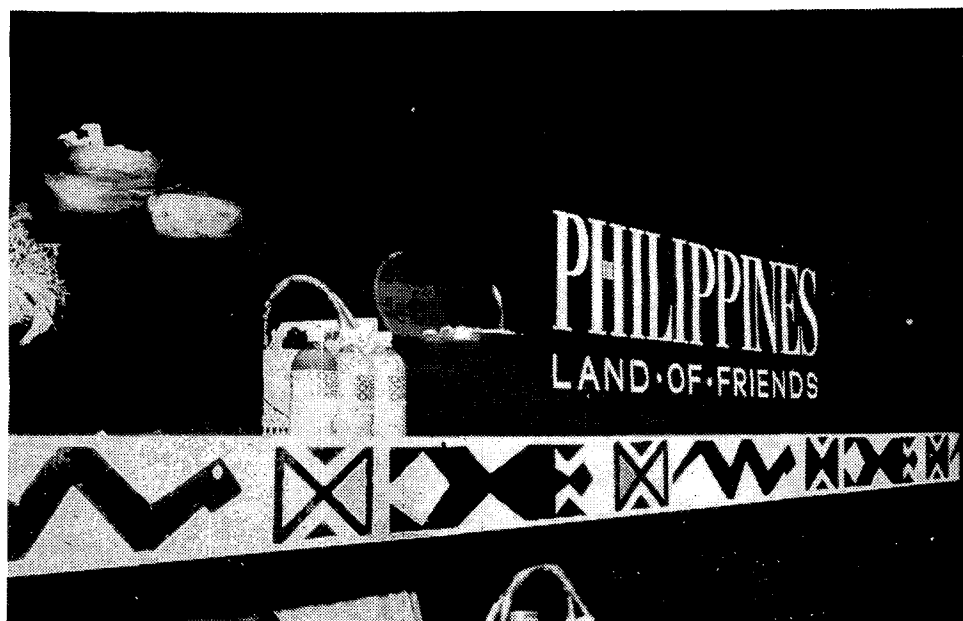
### Display Inch Rates:

\$16 per inch / 1 or 2 issues  
\$15 per inch / 3-5 issues  
\$14 per inch / 6-9 issues  
\$12 per inch / 10-19 issues  
\$10 per inch / 20 or more issues

All classified advertising must be prepaid. Telephone and POB numbers count as two words; abbreviations and zip codes as one. Advertising deadline is Friday, 12 days before the date of publication. All issues are dated on Wednesday.

**IN THESE TIMES Classified Advertising**, 1509 N. Milwaukee Ave., Chicago, IL 60622. (312) 489-4444





Bloomingdale's buffs the Philippine's image

# Department Store Diplomacy

By A. Lin Neumann

**E**NTER THE MAIN BLOOMINGDALE'S store on 59th Street and Lexington Avenue in New York City. On the main floor, in a glass case above the diamonds, is a mannequin costumed in the native garb of one of the many tribal groups in the Philippines.

On the fifth floor, the "Tribute to Three Heroes" celebrates the life of Douglas MacArthur, Carlos P. Romulo, Philippine foreign minister and President Ferdinand Marcos who is said, in an echo from his 1965 campaign literature, to be "the most decorated member of the citizen's army" that fought against the Japanese in the islands during World War II.

On the third floor is a display of "ternos," the distinctive butterfly-sleeved gown favored by wealthy Filipinas, from the collection of Philippine First Lady Imelda Romualdez Marcos. Each mannequin resembles the First Lady and the display is capped by a white flowing terno covered with gilt-edged doves that she wore during one of her speeches before the United Nations.

Throughout the Bloomingdale's chain it is "Philippines/Land of Friends" time, and will be until May 29. The multimillion dollar promo follows on the heels of the China expo of last spring and the Ireland exhibit held last fall. But what makes this effort unusual is the selection of the Philippines, regarded by Amnesty International and several members of Congress as a human rights violator, for such a grand display.

"The Philippines has been not only little known but little understood," said Marvin Traub, chairman of Bloomingdale's, in an opening press conference. "They have been an ally and a friend—a strong and staunch supporter of the U.S." Imelda Marcos also attended the press conference and black tie gala. She told reporters, "This promotion represents a very enlightened way of forging a friendship...Bloomingdale's is not just marketing the merchandise but the culture of the Philippines."

The First Lady, known for her aggressive schemes to promote the country, has added her special touch to the exhibit. Up to the last minute she was touring with the displays adjusting a basket here, giving an order to an aide there.

Some Bloomingdale's employees have reportedly reacted negatively to the presence of the First Lady and her entour-



Top: store display. Above: protester with effigy of Imelda Marcos.

age. "It's remarkable," a source told *In These Times*, "but this thing is something of a political awakening. People on the floors are saying how crazy it is to cater to this dictatorship. And these people are apolitical." A Filipino employee was said to have been searched and detained for several hours by security people guarding the First Lady.

The benefits for the First Lady from the promotion are clear. She is the founder and guiding force behind the National Livelihood Movement (KKK is the Filipino acronym), a government program

charged with promoting handicrafts and other small and medium-scale export industries. Working with local businesspeople, the KKK seeks to develop markets for native products as part of what Imelda calls the "development of the total man" in the Philippines. Curiously, the program is not part of the Philippine Ministry of Industry but is instead under the Ministry of Human Settlements, the cabinet-level office headed by the First Lady, who is also governor of Metro Manila and a member of the interim Philippine parliament. The products in the promotion have been developed and produced by industries under the KKK umbrella.

When the First Lady and Chairman Traub say the Philippines is "misunderstood," they address a question more fundamental than native basketry—the status of U.S./Philippine relations. Criticized repeatedly by the Carter administration for human rights abuses, the Marcos government has tried of late to polish its image. With a state visit in the offing, Marcos has recently hosted Caspar Weinberger and last year greeted Vice President Bush in Manila. Martial law was lifted shortly before Ronald Reagan took office—although Marcos retained full power—and now the country is being pointed to as a product of Reagan's "quiet diplomacy" on human rights.

Groups of protesters outside the store during the gala and press conference hung Mrs. Marcos in effigy. Therese Rodriguez of the Coalition Against the Marcos Dictatorship said, "We are here to protest the picture of economic prosperity and dynamism that the First Lady and Bloomingdale's are trying to project." Chanting "Hey Marcos Smile While You Can—Remember What Happened to the Shah of Iran!" the demonstrators created enough of a ruckus to steer the First Lady away from a planned public entrance to the evening party.

But the First Lady did not seem shaken. Asked about rising unemployment and the power of foreign companies in the homeland she said, "You know this is what makes New York and America so exciting...you still have the luxury to hear both sides of the question." After recounting the accomplishments of her government she added, "I would like you to come to the Philippines and see for yourself the happy faces of the Philippine people...Beautiful products can only be made by happy people."

She concluded her remarks to the press by saying of New York, "It's like a fiesta. It's just a fiesta of merchandise and free thought."

Inside the exhibit the fiesta spirit is ever-present. Photo murals and dolls illustrating the history of the Philippines complement video tape features on Philippine culture being played throughout the store. You can sample a San Miguel beer in an "authentic" Philippine tavern, and squat on the ground in the "Yakan Weaver's Hut" and chat with Narda, a native weaver from the "highest social strata of the Bontoc tribe," according to a Bloomingdale's press release. Narda is happy to offer a native business card in case you are ever in the home province.

The centerpiece of the show is the fifth-floor home furnishings feature. Bloomingdale's designers went to the Philip-

*Continued on page 23*