

CARTON 1.45

THE GUARDIAN

PROMOTIONAL MATERIAL

1967-1968

W H O A R E Y O U ?

Guardian Reader Profile Card information will help us tell potential advertisers whom they reach with Guardian ads. You can help by answering this inquiry:

Sex ____ Age ____ Occupation _____

Total Family Income _____

Education _____ Marital Status _____

Address: City/State _____

Publications to which you subscribe _____

Recreation/Hobbies _____

Social / Political activities _____

Own house? ____ Car? ____ Other? ____

Drink? ____ Smoke? ____ Age/sex

of children _____

 Attend private school? ____ Camp? ____

(use the reverse side for comments about the Guardian)

B A L L O T
for SONG Board of Directors

According to the SONG Constitution, nominations for SONG Board made at the second annual membership meeting last June 4, must be confirmed by balloting the entire membership. Please return this ballot in your SONG reply envelope.

- Rose Rubin, President
- Jane McManus, Secretary
- Norval Welch, Treasurer
- Jacqueline Bernard, Board
- Florence Friedlander, Board
- Sabina Haber, Board
- Blanche Katz, Board
- Anna Zuckerman, Board

Write-In Candidates _____

Name _____

Address _____

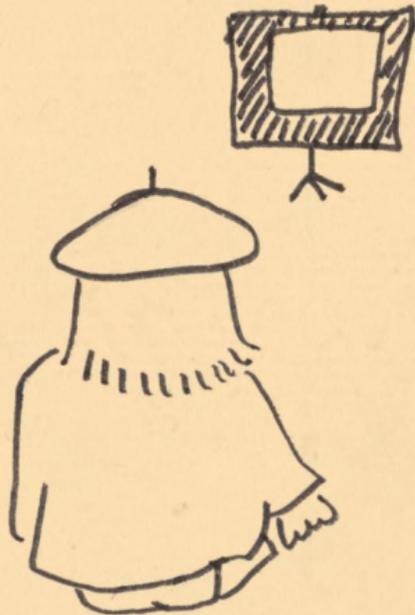
City _____ State _____ Zip _____





David Loeb Wise

Paracyclin



CELEBRATE

8TH ANNIVERSARY OF FOUNDING OF

NATIONAL

LIBERATION

FRONT

OF SOUTH VIETNAM

ENJOY DELICIOUS TRADITIONAL
VIETNAMESE DINNER PREPARED
BY VIETNAMESE AMERICANS IN
SAN FRANCISCO.

J. P. MORRAY,

author-lecturer, just returned from three years in Chile,
will discuss "VIETNAM IN LATIN AMERICA".

Latest developments in Vietnam and Paris
analyzed by

NGUYEN VAN LUY

SEE NEW NLF FILM: "Nguyen Van Troi Lives On!"

SUNDAY, **DEC 15TH**

DINNER 6 P.M., PROGRAM 8 P.M.

TICKETS \$2.50 (dinner & Program), Program only \$1.00

Place: BUCHANAN YMCA
1530 Buchanan, S.F.

(The "Y" and parking facilities are located on the South
side of Geary, midway between Webster and Laguna, just
opposite the Peace Pagoda.)

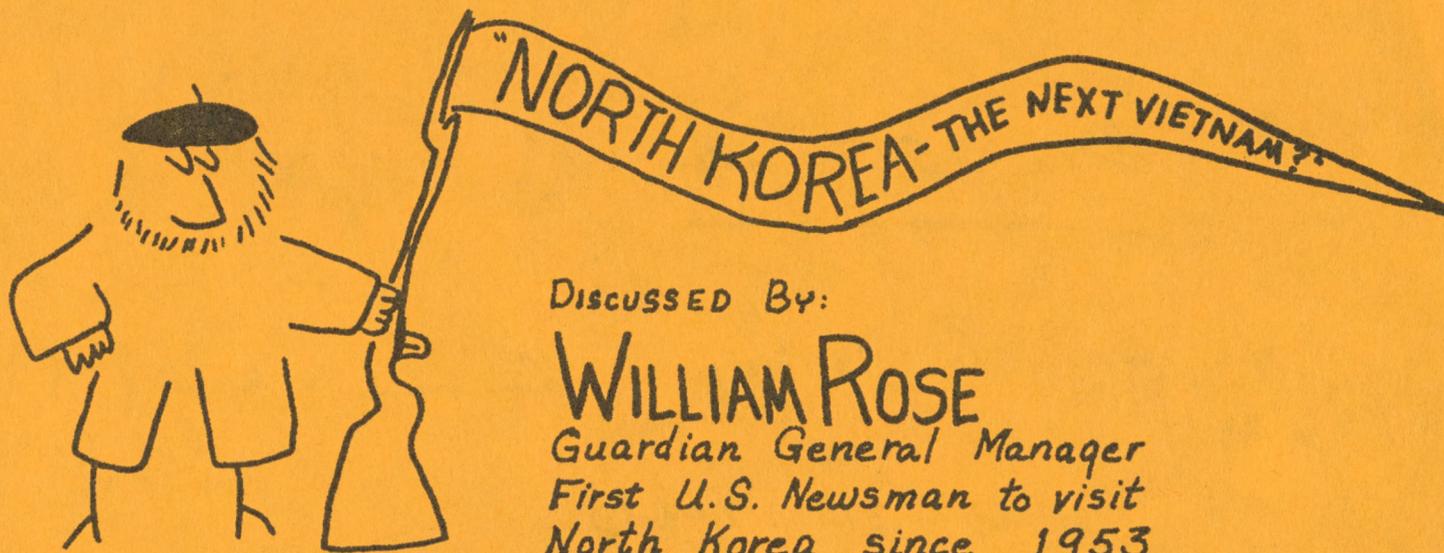
SPONSOR: Guardian Committee

For further information call: 285-5171



DH KICH,
HÀ TÍNH

2-9
1965



DISCUSSED BY:

WILLIAM ROSE
Guardian General Manager
First U.S. Newsmen to visit
North Korea since 1953.

Nov. 21st

8:00 PM

Hall of Flowers
9th Ave. & Lincoln Way San Francisco

Tickets: \$2.00 (1.00 students) by Mail
\$2.50 (1.50 students) at Door

By mail
order from:
GUARDIAN
3740 25th St.
Apt. 101
San Francisco
94110
Tel. 285-5171

ELDRIDGE CLEAVER: "Revolution: The U.S.
and the Third World"

-North Korean film:

"The Pueblo and its Crew"



FREE 10-Week
Subscription to
Guardian with
ticket order.



20th Anniversary Meeting of Guardian

independent
radical
newsweekly

Dec 15th mtg.

Helpers: 6 to help w, dinner + setting up.

2 lit table

THIS WEEKLY NEWSPAPER ELIMINATES BLIND SPOTS

This is the free *Guardian* you requested.

It eliminates political blind spots.

It is the newsweekly Staughton Lynd describes as "an experiment of many dimensions: a larger paper with a different format, a group of people working together to create an institution responsive to the needs of the Movement."

We are, indeed, a NEWSPAPER, not a magazine, and what we offer is INFORMATION, not propaganda or party dogma. Our major focal points, presently, are the upheavals in Southeast Asia and Latin America, the black liberation struggles both in this country and abroad, the labor movement, the peace movement, the student power movement.

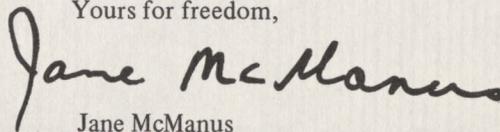
Underpinning all this, as suggested, flavoring and strengthening such recent triumphs as our interview with black poet LeRoi Jones and our exclusive story on Pentagon studies of nuclear weapons in Vietnam, is our independence, our non-affiliation with any party or institution. It is this independence, along with the professionalism of our staff, that makes us such a reliable source for you of radical news and commentary unavailable anywhere else:

- Wilfred Burchett reporting honestly from Vietnam
- Jack Minnis with social satire in his column "Life With Lyndon"
- Julius Lester of SNCC analyzing the black liberation struggle
- Staughton Lynd on the new socialism
- regular columns on the peace and labor movements
- in-depth coverage of the struggles and growth of the Third World
- reports and columns by staff-writers Irwin Silber, Connie Ullman, Bob Allen, Mary Hamilton
- reviews of the nation's most relevant books, films, records
- much more in 16 pages tabloid

The *Guardian* buttresses your attempts to understand and be effective in the world of revolution around you. It fills gaps, eliminates blind spots left by other publications.

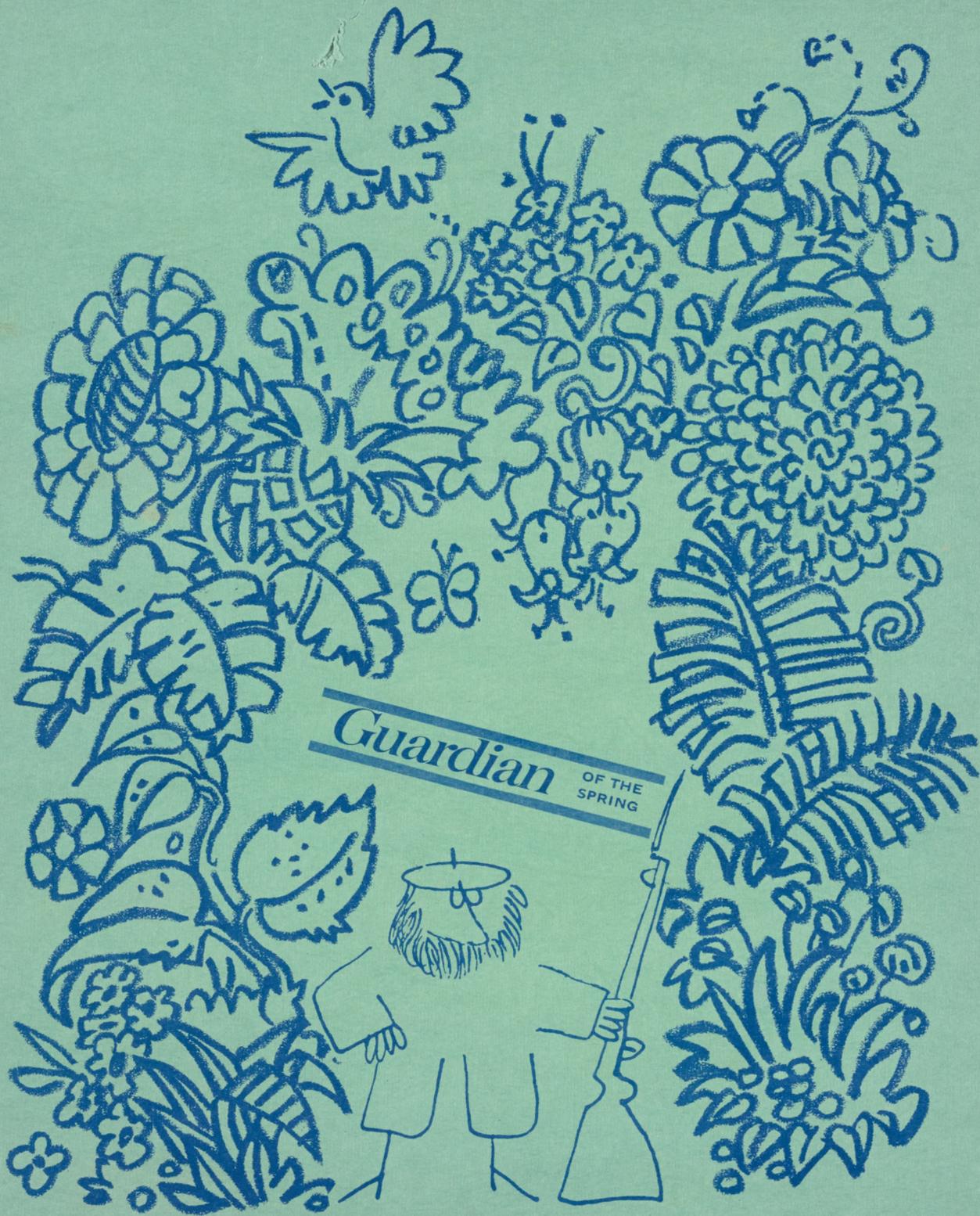
Subscribe today under one of the three plans listed on the enclosed form. Your *Guardian* will start coming to you at once.

Yours for freedom,



Jane McManus
General Manager





Among the rising young artistic talents
whose works will be available to collectors
at our garden festival of the radical arts:

Marty Gahagan

Howard Levine

William J. Phanstiel

Nick Sperakis

Philip A. Zuckman

A GARDEN FESTIVAL OF RADICAL ARTS

Saturday, June 8th, beginning at 2 p.m.
and continuing throughout the evening

Garden hosts: Madelon and Robert Bedell, Esther and Jack Lang

Entrance, parlor floor, 245 Kane Street, Cobble Hill, Brooklyn
See Map On Back

\$ 1 at the gate

- exhibit and sale of sculpture and paintings by a group of New York's most talented artists -- see listing
- folk songs by Cobble Hill's own Barbara Dane
- folk dancing led by Irwin Silber
- Rock noise by The American Bald Eagles of Cobble Hill
- Radical posters, books, pamphlets, spring specials at bargain prices
- Meet your Resistance Neighbors at the Cobble Hill Resistance Booth
- Guerrilla films from Cuba, shown at 4 p.m. and 9 p.m. - \$1 admission

BUY YOUR DINNER AT THE FESTIVAL —

FABULOUS OUTDOOR BARBECUE SERVED CONTINUOUSLY FROM 5 P. M. ON

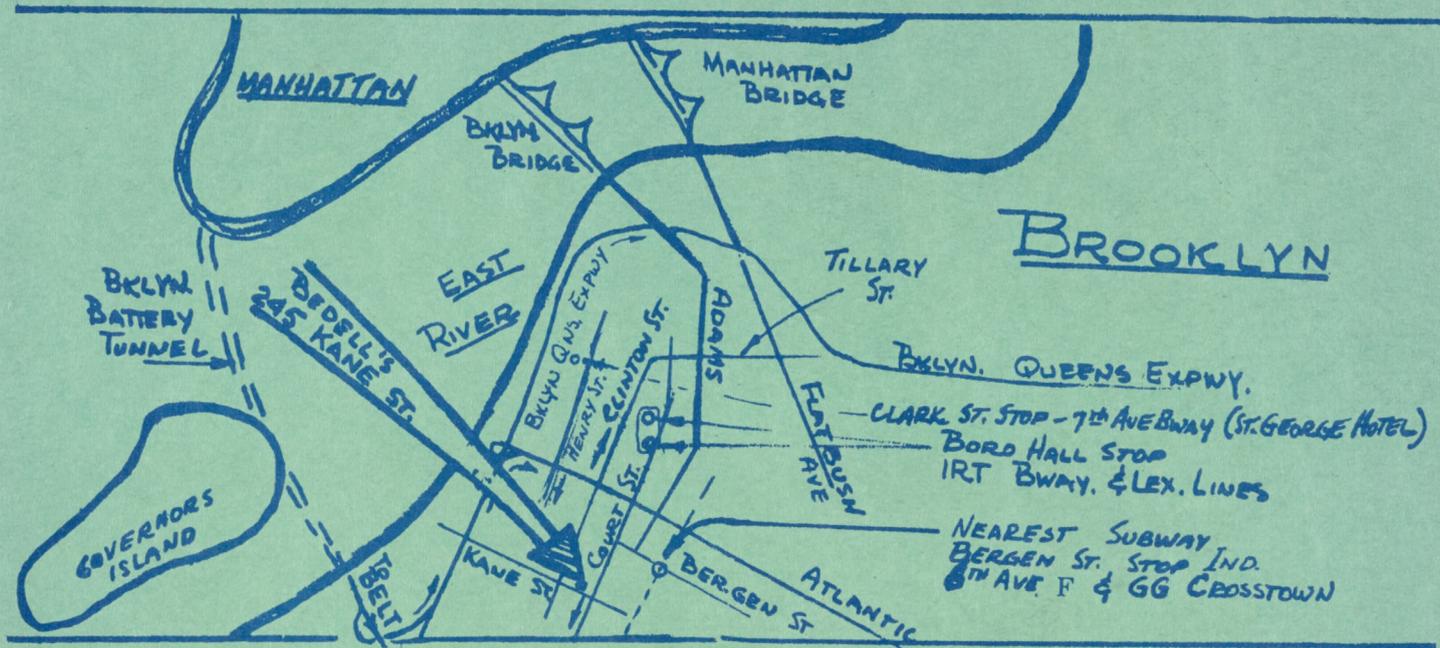
come enjoy come benefit

the independent radical newsweekly Guardian

for further information, call or write:

Guardian, 197 East 4th St., New York, N.Y. 10009, OR 3-3800

(in case of torrential rain, come Sunday, June 9 instead)



TRAVEL DIRECTIONS:

BY SUBWAY - - Ind. F or GG train to Bergen St. Station. Walk one block west to Court St. Left on Court to Kane. Right on Kane to 245.

BMT or IRT (Lexington) to Court St. Station (Boro Hall). Exit at Court and Montague. Walk down Court (approximately 10 blocks) to Kane. Right on Kane.

BY CAR -- Brooklyn Bridge to Brooklyn. Follow signs to Atlantic Ave. Right on Atlantic to Court St. Left on Court to Kane. Right on Kane.

Brooklyn-Battery Tunnel to Bklyn Queens Expressway (first right after tunnel exit). First exit on Expressway, Atlantic Ave. Right on Atlantic to Court St. Right on Court to Kane. Right on Kane.

IN EMERGENCY, CALL: TR 5-9323



August 23, 1968

Dear friend,

The staff of the GUARDIAN would like you to be our guest at our September 21 picnic at Powder Hill, Connecticut.

We're planning four open-ended panels to run simultaneously, beginning at noon and continuing as long as talk and interest last. Each panel focuses on a particular aspect of the growth and direction of the movement, but aside from that is purposely unstructured to permit wide-ranging discussion.

We'd like very much to have you participate wherever you feel you can make the greatest contribution. (If you feel strongly that you'd like to be in a panel that we haven't suggested, please suggest it yourself, and we'll see if we can't get a new panel set up.)

We've planned four panels:

1. Electoral politics--or what?
2. Repression: the movement's response.
3. The new left internationally.
4. The third world: which way America, which way the people?

Among the invited panelists are: Eric Bentley, Tana de Gamez, Walter Lowenfels, John Simon, Joanne Grant, Jerry Rubin, Flo Kennedy, Stan Steiner, Victor Rabinowitz, Julius Lester, Carl Davidson, Steve Halliwell, Mike Munk, Mike Klare, John Duffett, Edie Black, Stanley Faulkner, Stanley Aronowitz, Dave Dellinger, Eldridge Cleaver, and visiting students from France, Germany, Italy and England.

We hope to have you with us, and we'd like your acceptance in time to let our readers know, through the GUARDIAN, that you'll be there. Please return the enclosed form--we'll send your tickets and final panel information a week or so before the 21st.

For liberation,

Susan Sutheim
Circulation/Projects

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For liberation,

Susan Sutheim
Circulation/Projects

Please fill in and return to

GUARDIAN Picnic
197 E 4th Street
New York, NY 10009

- Yes, I'll participate in panel number ____ beginning at noon on September 21 at the GUARDIAN picnic at Powder Hill.
- You may use my name in publicity for the picnic.
- I'd like to come on your chartered bus from New York. (We'll send ticket and information.)
- I'll drive my own car or get a ride--please send a map with my tickets.

NAME _____

ORGANIZATION (for panel identification) _____

ADDRESS _____ PHONE _____

CITY _____ STATE _____ ZIP _____

Suggestions for another panel? Please write a note below.

Please fill in and return to

GUARDIAN Picnic
197 E 4th Street
New York, NY 10009

- Yes, I'll participate in panel number _____ beginning at noon on September 21 at the GUARDIAN picnic at Powder Hill.
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NAME _____

ORGANIZATION (for panel identification) _____

ADDRESS _____ PHONE _____

CITY _____ STATE _____ ZIP _____

Suggestions for another panel? Please write a note below.

GUARDIAN
197 E 4th Street
New York, NY 10009

FOR IMMEDIATE RELEASE: 19 August 1968

For information: Jane McManus
212-OR 3-3300

EXPULSED CORRESPONDENT CHARGES GAULLIST FRAME-UP

Schofield Coryell, correspondent for the GUARDIAN, a New York-based radical newspaper, said here today that his recent expulsion from France was based on false charges designed to make him a scapegoat for the troubled, increasingly oppressive Gaullist regime.

According to a Reuters dispatch of August 11, "authoritative" French sources claimed that Coryell "was an activist in a group of American deserters and draft evaders based in one of the Paris University buildings occupied by students in May."

As a result, said the dispatch, Coryell was considered a threat to the French "public order."

Strongly denying the charge, Coryell said that his sole activity during the May disturbances was that of a journalist. "In fact," he added, "such a charge is a slur against the deserters and draft-evaders."

His only French political ties, he said, were with the Paris-American Committee to Stopwar, of which he is now only a regular member, not an officer.

Coryell's own theory is that the French government is framing him as part of a grand-stand effort to "prove" their thesis that the French student-worker uprising was triggered by "foreign agitation."

Sharing his fate, he said, are hundreds of other "foreign agitators," including Spanish refugees who fled to France 30 years ago. Most of them still face prison sentences in their native land.

Coryell believes that another factor in his expulsion is the obvious desire of the French government to place limits on journalistic activity in general. It was this desire, he said, that led the government in late July and early August to purge the state-owned radio-TV networks of all personnel who dared to participate in the May general strike.

The GUARDIAN has communicated with the Ministry of the Interior of the government of France, protesting the expulsion of Mr. Coryell, whose activities in France consisted of nothing more than the pursuit of his journalistic duties.

WHAT'S NEW AT THE GUARDIAN

IS A NEW GUARDIAN . . . BEGINNING WITH THE ISSUE DATED FEBRUARY 10, 1968

Guardian

independent
radical
newsweekly

from its re-designed nameplate, above, throughout its expanded 16-page format, you'll be reading a brighter, bigger and better Guardian with contents broadened and deepened to include:

- new columns on labor...Washington...radical youth...black struggle...news-in-brief...press...in addition to Julius Lester and Jack Minnis.
- culture...the climate...trends...happenings.
- on-the-spot reports from datelines across the nation.
- Wilfred Burchett from Southeast Asia continuing his penetrating analysis of the war in Vietnam...and additional coverage from Latin America, Africa, Europe.
- a Guardian packaged for greater newsstand visibility, reader impact and advertising effectiveness.
- a Guardian growing with America's growing radical movement because of people...

PEOPLE WHO SUPPORT A NEW, IMPROVED GUARDIAN; PEOPLE WHO BUY IT AND READ IT AND GIVE IT TO FRIENDS; PEOPLE WHO ADVERTISE IN ITS PAGES; PEOPLE WHO CONTRIBUTE IDEAS, ARTICLES, CRITICISM; PEOPLE WHO CONSIDER THE GUARDIAN THEIR PAPER, THEIR RESPONSIBILITY, THEIR CONCERN. PEOPLE LIKE YOU, WHICH IS WHY WE ASK YOU:

- 1) To extend your own subscription -- whether or not it is now due -- at \$7 a year, preferably by joining or re-joining our supportive organization SONG (see enclosed explanation of benefits).
- 2) To make a contribution -- as generous as possible --

to the new Guardian. Your contribution can be designated to send the paper to new readers at our special gift price of \$5 a year. Please list names and addresses on enclosed gift sub form.

3) To advertise or help us solicit advertisers for the Guardian. (A 20-word classified ad costs \$2, a quarter-page display ad costs \$100; rate cards on request). And to fill out our enclosed reader profile card so we'll be able to tell potential advertisers what kinds of readers they reach through the Guardian.

Because of the new Guardian's crucial needs, and crucial importance, we urge each of you -- as a minimum -- to extend your own subscription (with or without joining SONG) AND send a \$5 gift subscription to a new reader. Your special bonus for this dual contribution is a choice of one of our two bonus books listed on your reply envelope: Conrad Lynn's How to Stay Out of the War in Vietnam; or Bertrand Russell's War Crimes in Vietnam.

We count on you to do as much as you can, and to do it now

...for a new Guardian

Jack A. Smith
Managing Editor

Jane B. McManus
General Manager





197 East 4th Street, New York, N.Y. 10009, ORegon 3-3800

Supporters Of National Guardian

ROSE RUBIN
President

JANE McMANUS
Secretary

NORVAL WELCH
Treasurer

BOARD OF DIRECTORS: Jacqueline Bernard, Florence Friedlander, Sabina Haber, Blanche Katz, Ann Zuckerman

January, 1968

Dear SONG friend:

Another of SONG's activities, as you know, is *tours for members only*. As members of an "affinity group" you qualify for the low affinity airfares throughout the world—as long, that is, as you travel abroad with at least 24 others. The affinity group may stay abroad as long as it pleases and is not barred from traveling in the "peak" season (June 10-July 4) as is true of the low-rate 21-day excursionists. On SONG tours you have access to all of the Guardian's friends and correspondents abroad, the advantage of group arrangements and rates. Best of all, however, you travel with citizens like yourself—dedicated men and women who are fighting for a better world.

Your SONG Board has given careful thought to 1968 tours and, as last year, puts before you six basic itineraries for your vote. You, the membership, must decide which two, or possibly three, of these tours will actually be arranged. So if you are interested please fill out the attached form; *do not respond unless you are serious about joining the tour*. However, if you want to go abroad but have a different itinerary in mind, let us know that too. Time is short and we must hear from those who are interested at once; within two weeks after your receipt of this information!

TOUR A is designed for those who have not been to Europe before. We call it the "Favorite Cities" tour and it takes place from July 4 to August 5—32 days in Europe. The leisurely itinerary would be as follows: July 5-6-7-8 in London; July 9-10-11 Paris; July 12-13-14-15 in Florence; a 3-day rest in Dubrovnik July 16-17-18; to Kiev July 19-20-21 and Volgograd July 22-23-24 (ex Stalingrad); on to Moscow for July 25-26-27-28- and 29, and Leningrad July 30-31 and August 1 and 2. Saturday, August 3 you arrive in Copenhagen and return to New York Monday, August 5. The whole tour, at the affinity airfare of \$545 round trip (you save \$270!) can be done for about \$1,275 per person (if we have 25 people). If you like this tour vote for *TOUR A*.

TOURS B-C-D can be considered together because they all depart July 21 for—*JAPAN!* *TOUR B* is a minimum proposal—18 days in Japan (Tokyo, Atami, Myanoshita, Kyoto, Kobe, the Inland Sea Cruise and Hiroshima) plus 3 days in Honolulu at the end—about \$1,050 for West Coast readers, \$217 more for East Coasters.

TOUR C, 24 days, includes 12 days in Japan, and then on to Hongkong (a chat with Chinese friends?), to Phnom-Penh, Cambodia (visit with Wilfred Burchett?), Angkor Wat, 3 days in Singapore and 3 final days to rest up in Honolulu. This would cost about \$1,295 for West Coast readers, \$1,500 for New Yorkers.

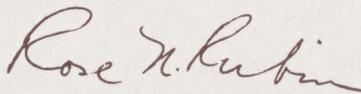
TOUR D is the most ambitious, but represents a certain logic. The affinity airfare for New Yorkers to Phnom-Penh, via the Pacific is \$922. The Round-the-World airfare (for affinity passengers) is \$940 (otherwise \$1,281). Why not put another \$18 in the pot for airfare and come home via India, Tel Aviv, Rome and London? Or Kashmir-Tashkent-Moscow? Such a trip would run to \$1,800 and would require a minimum of 36 days—but you'd come back with a political education!

TOUR E is still different. Everyone who has read Robert Louis Stevenson, Pierre Loti or Nordhoff and Hall has a nostalgia for the South Seas. SONG offers you a 21 to 28 day July trip to Tahiti (plus Raitia and Moorea), the Fiji Islands, Australia and New Zealand for about \$1,000 from the West Coast, \$1,200 from New York. We have readers and friends in Australia and New Zealand, but none in Moorea that we know of, so this is for pleasure only, and particularly for beach combers.

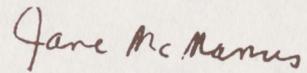
TOUR F is a hedge against possible impending restrictions (the proposed \$6 per day tax) contemplated by the Establishment to stop the gold drain—a 24-day trip to South America in July. This would begin in Macchu Pichu, the famed "lost city" of the Incas, in Peru, continue to Chile, Argentina, Brazil and a four day vacation on the way home in the Caribbean. Cost? About \$1,000 for New Yorkers or West Coast readers (the group would assemble in New Orleans). We will skip Bolivia.

There are our six suggestions to you, covering virtually the entire world. Let us have your vote or your ideas. We will collate your replies and send you the itineraries of the two or three most popular tours. The rest we will postpone for another year.

Cordially,



ROSE RUBIN, President



JANE McMANUS, Secretary

SONG—197 East 4th Street, New York, N.Y. 10009

Yes! I am interested in more information on:

- () *TOUR A Favorite Cities* (July 4-August 5, about \$1,275)
- () *TOUR B Japan* (18 days leaving July 21, about \$1,050 or \$1,267)
- () *TOUR C Far East* (24 days leaving July 21, about \$1,295 or \$1,500)
- () *TOUR D Around the World* (36 days leaving July 21, about \$1,800)
- () *TOUR E South Seas* (21 to 28 days, July, about \$1,000 or \$1,200)
- () *TOUR F South America* (24 days in July, about \$1,000)

20% Discount

A SPECIAL OFFER TO ALL GUARDIAN ADVERTISERS

to take advantage of reduced advertising rates available only in our introductory issue dated February 10, 1968 (deadline, Friday, February 2), the issue in which we introduce readers and advertisers to a new

Guardian

independent
radical
newsweekly

re-designed, expanded, broadened, brightened
PACKAGED FOR GREATER ADVERTISING
EFFECTIVENESS.

Guardian ads—by our advertisers' testimony—pull twice as well as ads in other publications. Here's part of the reason: *

- o a circulation of 28,000 independent-thinking, actively-motivated, highly-educated and politically-discriminating Americans.
- o 20,000 of these readers receive the paper by mail, in their own homes, offices or on campuses where copies are thoroughly read by the subscriber and an estimated three additional readers.
- o a quarter of Guardian subscribers are in the greater New York area.
- o a fifth of Guardian subscribers are Californians.
- o the remainder are distributed on a nationwide basis around other major urban centers.
- o stable adult market, a fast-growing youth market: although adult readers outnumber students two to one, the circulation growth rate among students is double that of adults.
- o Guardian readers have varied interests: they read books, and other publications; they go to movies, art galleries, retail stores, restaurants and bars, they drive or fly to vacation spots and walk on picket lines.

MOREOVER, THEY TRUST THE GUARDIAN AND THE PEOPLE WHO ADVERTISE IN ITS PAGES. IF YOU HAVEN'T BEEN ADVERTISING IN THE GUARDIAN LATELY, RE-INTRODUCE YOURSELF TO NEW READERS IN THE NEW GUARDIAN, AND IF YOU'RE A REGULAR GUARDIAN ADVERTISER, MAKE A SPLASH WITH YOUR AD IN THE FEBRUARY 10, 1968 ISSUE OF THE NEW GUARDIAN. RATES FOR THIS ISSUE ONLY:

20% OFF REGULAR
GUARDIAN ADVERTISING RATES:

Regular rate per column inch
(14 agate lines)
\$9.45

SPECIAL ISSUE RATE FEB. 10, 1968
(deadline Feb. 2, 1968)
\$7.66

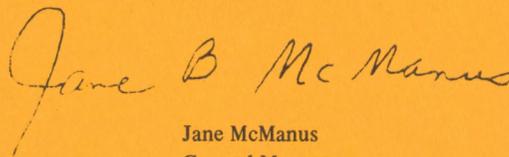
columns are 14½ picas (classified 9½ picas)
the GUARDIAN is printed offset

PLEASE CALL OR 3-3800 TO HOLD SPACE IN THE FEB. 10 ISSUE—OR USE THE ENCLOSED REPLY ENVELOPE TO SEND COPY AND ROUGH LAYOUT TO:

GUARDIAN ADVERTISING
197 East 4th Street
New York, N.Y. 10009

We'd like to see you in the February 10 GUARDIAN.

Cordially,



Jane McManus
General Manager

May 1, 1968

Friends,

We are laying it on the line. The Guardian is now facing the most serious kind of challenge to its survival -- lack of funds. This is nothing new in the history of radical journalism, nor in the Guardian's own twenty-year history; but it is more critical.

Stop and think for a moment what it would mean to be without the Guardian. Without Wilfred Burchett's straight truth from Vietnam. Without the weekly crucible of Julius Lester. Without Staughton Lynd, Jack Minnis, Carl Oglesby, Stanley Aronowitz and other engaged radicals bringing you news and analysis from every segment of the movement.

Yes, the new Guardian is relevant, readable. It's got guts, and visual appeal. It's put out by a devoted staff that has pared its weekly pay to the bone. But even as it continues to improve and to grow, the Guardian faces this immediate crisis:

WE NEED \$25,000 NOW

Quite frankly, we're not going to make it without you. We ask you to look deeply into your radical soul -- and into your solvent bank account -- and to send us your contribution today.

The Guardian's survival over this summer depends on your immediate generosity.

for the Guardian,

Jane McManus
General Manager

YES, *\$15,000**
WE MUST RAISE \$ ~~25,000~~

- to continue to bring you Wilfred Burchett on Vietnam • Julius Lester's From The Other Side Of The Tracks • The Shadow on The Washington Line • Jack Minnis' Life With Lyndon • Staughton Lynd on The Good Society • Carl Oglesby • Stanley Aronowitz
- reports on black liberation • student strikes • American radicalism • anti-imperialist struggles in The Third World • special reports from Cuba / Latin America / Africa / Asia

IN SHORT, TO CONTINUE TO BRING YOU THE GUARDIAN

** If you have contributed to the \$10,000 we have already recieved, many thanks — Help more if you're able. And if you haven't sent us anything as yet*

(Please answer this urgent appeal in the enclosed envelope today. For every \$ you may also send an introductory subscription for a new reader.)

TEAR HERE, FOLD AND SEAL

Please enter free introductory subs for:

NAME _____	NAME _____
ADDRESS _____	ADDRESS _____
CITY _____	CITY _____
STATE _____ ZIP _____	STATE _____ ZIP _____

(fill in with block letters, enclose extra sheet for additional names)

Did you enclose your check? Did you know your 6¢ stamp saves Guardian postage?

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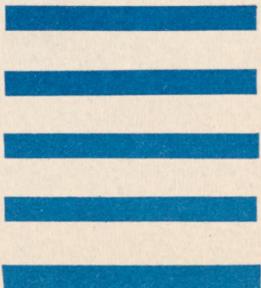
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GUARDIAN
197 E. 4th St.
N.Y., N.Y. 10009



197 East 4th Street, New York, N. Y. 10009, ORegon 3-3800

*Supporters
Of
National
Guardian*



April, 1968

Dear SONG member,

Here is what many of you have been waiting and hoping for -- a politically significant travel program for SONG members, arranged exclusively through the GUARDIAN and offered here only to SONG members and their immediate families:

The GUARDIAN has been authorized by the Cuban government to select a limited number of dedicated radicals to be guests in Cuba during July, 1968.

A recent State Department ruling lifts travel restrictions to off-limit countries, including Cuba, but the group must travel via Prague. Because of the air fares involved, the cost of the 21-day all-inclusive trip will come to approximately \$1225 per person.

SONG members seriously interested in participating in this unique experience should write us at once for details.

venceremos,

Jane McManus

Jane McManus
Secretary

attorney ken cloke's popular
guardian series now a pamphlet...

a pocket manual on
draft resistance

This new pamphlet -- with 44 pages of information and advice on deferments, organizing, laws, penalties -- is indispensable reading for the counselor, the individual resister, and the resistance organization. Hailed as a triumph by those who read it first in the Guardian, the pamphlet has been enriched with a special legal appendix added by the author -- a graduate of the Law School of the University of California at Berkeley and, until recently executive secretary of the National Lawyers Guild.

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One year of the weekly Guardian and one copy of A Pocket Manual on Draft Resistance for the standard Guardian subscription price of \$7 (\$3.50 for students).

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My remittance is enclosed (add \$1.50 for Canada, Latin America, \$2 elsewhere)

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Mail to GUARDIAN, 197 East 4th Street, New York, N.Y. 10009

ONE DAY ONLY: THREE SHOWINGS

FILMS OF GUERRILLA STRUGGLE

DIRECTED AND PRODUCED IN CUBA



TOWARDS VICTORY ALWAYS
on the life of Che Guevara

HANOI, TUESDAY 13
filmed in Vietnam by Cuban director Santiago Alvarez. Leipzig film festival award, 1967

A VISIT WITH FABIO VAZQUEZ, Colombian guerrilla leader

THE STORY OF CUBA'S VICTORY OVER ILLITERACY

**SUNDAY, MARCH 31 / PROGRAMS AT 5 PM / 7 PM / 9 PM
ANDERSON THEATER, 66 SECOND AVE. AT 4th STREET,
NEW YORK / \$2.00 AT THE BOX OFFICE / AUSPICES: THE
GUARDIAN, 197 EAST 4th STREET, NEW YORK, NEW YORK,
10009 / OR 3-3800**

The Guardian has a limited number of \$3 reserved seats available for each performance, by advance order only. Make checks payable to Guardian and return with coupon below. Please specify program time when ordering.

Name _____

Address _____

City _____ State _____ Zip _____

Amount enclosed \$ _____ Program time preferred: _____ 5 p.m. _____ 7 p.m. _____ 9 p.m. _____

Since you are actively involved in the Black Liberation Movement you will be interested in a program I am starting as one of the black staff members of the Guardian, a radical weekly newspaper published in New York and distributed nationally.

I am expanding our contacts among the various black communities and organizations with the aim of getting their ideas and happenings onto the national scene.

First, I would like to receive reports from you on any events, campaigns, or ideas that occur in your area and would be of interest to the rest of the Movement. Also, if there are any writers in your midst, we would like to discuss with them the possibility of buying their stories outright for the Guardian. Second, I would like to talk to you about getting the paper moving in your area, since it will be carrying more and more material of direct interest to you and all radical blacks. This might involve the sale of subscriptions, single issues, etc., which could mean money for you.

But who or what is the Guardian? It is anti-establishment. For twenty years it has fought, as an independent newsweekly, on the side of every radical or revolutionary cause that has emerged. In other words, there aren't any ads for General Motors in the paper, and thus we don't have to make ANY compromises in the content of our news stories and articles. Among the writers for the Guardian are Wilfred Burchett, a pro-NLF, pro-Hanoi reporter in Vietnam, and Julius Lester, SNCC Field Secretary and Central Council member, who writes a powerful column on domestic developments and thinking among black radicals. In addition the Guardian has established a Black Liberation column, where - among other places - the material that you and the other groups send in to me will appear.

In short, I am asking for your help in making effective the Guardian's "We Will Win" radical approach. If this interests you, please contact me so that I can meet with you or write to you and get your ideas, reports, and suggestions.

Sincerely,

Astrid Sengstacke

FILM SHOWING TODAY AT 4 P.M. and 8 P.M. RENTAL PRICES BELOW

FILMS OF GUERRILLA STRUGGLE
directed and produced in Cuba

HISTORIA DE UNA BATTALLA is the story, narrated in English, of the dual battle the Cubans waged in 1961 against illiteracy and against U.S. attack. The film follows the thousands of young Cuban teachers into the most remote areas of Cuba where they taught an entire people to read and write. At the same time, it shows the constant efforts of U.S. planes, bombs, infiltrators and invaders to destroy the Cuban revolution. The climax comes as the Cuban people triumph over the invaders at the Bay of Pigs and over illiteracy throughout their land. (approx. 40 min. Rental fee \$50)

HASTA LA VICTORIA SIEMPRE, Toward Victory Always, was made shortly after the death of Ernesto Che Guevara and opens in Bolivia where he was captured, tortured and killed. In the film he sends greetings to the Cuban people and for Fidel. He also develops his own analysis of conditions throughout the hemisphere which, the film shows, led Che to dedicate himself to armed guerrilla struggle. (approx. 30 min. Rental fee \$25)

HANOI, TUESDAY 13, dramatically contrasts the imperialist invader with the guerrilla defenders of Vietnam. Director Alvarez Santiago documents a day in the life of the people of Hanoi living under constant attack but "turning hatred into energy." The film has an English sound track. It has been widely shown throughout the world and won the Leipzig film festival award in 1967. (approx. 50 min. Rental fee \$50)

GOLPEANDO EN LA SELVA, Fighting in the Forest. Scenes of Fabio Vazquez and the Columbian guerrillas. Final scenes show the actual blowing up of government train. In Spanish only (approx. 15 min. Rental fee \$25)

CERRO PELADO, This is the story of the Cuban team sent to the Pan American Games, held in Puerto Rico in 1965. The film shows various instances of U.S. harrassment. In Spanish only. Music and some of film sequences of athletes excellent. (approx. 60 min. Rental fee \$50)

These films are available on rental from the GUARDIAN for film showings to student and community groups. Arrange a community or street showing this summer. Help the GUARDIAN and educate people about Cuba and the liberation struggles. For booking arrangements call the GUARDIAN - OR 3-3800.

We have 2nd prints (of inferior but useable quality) of all the films which are available at a 50% discount.

ORDER YOURS NOW!

Robert Allen's definitive critique of Black Power published in the May 25th GUARDIAN plus his widely respected series of articles on political co-optation and the Ford Foundation will be published as a 32-page pamphlet entitled DIALECTICS OF BLACK POWER.

single copies	35¢
three copies	\$1.00
10-50 copies @	30¢

Name _____

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Am't enclosed \$ _____ for _____ copies of DIALECTICS OF BLACK POWER
by Robert Allen.

RA

10 June 1968

REPORT ON GUARDIAN ADVERTISING SOLICITATION

The story of advertising solicitation at the Guardian from 10 February to 10 June 1968 is one of initial enthusiasm, related of course to the general enthusiasm ignited by the new Guardian, followed by an incontestably energetic attempt not only to draw in additional advertising immediately but to establish a network of contacts and openings for the future (hence the bulging file entitled "Ad Contacts"), followed by a mounting series of failures to get any new advertisers very interested in the Guardian, this accompanied by a startling number of misfires in terms of cooperation from the staff, especially the art department, followed by indications that some of the weaknesses in the Guardian ad-pulling mechanism were congenital, followed by further failures, followed by evidence which PROVED the weaknesses to be congenital.

This paragraph is not a joke. What seemed at first a promising situation, i.e. the Guardian's power to attract extensive advertising from "Big Time" advertisers like Columbia Records, has proven not promising at all, the main reasons being a limited readership whose true composition is not known to us, uncommonly high advertising rates, and a basic flaw in that thinking which led us-- an allegedly revolutionary newspaper --to seek "Big Time" advertising in the first place.

The first indication that all was not well was a generally unenthusiastic response from those past advertisers whom I first contacted when I arrived, e.g. Fair Play for Cuba Committee, Avant-Garde, and a number of others which I can't cite because the carbons of the letters to them were lost in the human whirlpool which passes (passed) for the Promotion Department Office. (All the other statements in this report, however, have a firm basis on the material in my files, especially the correspondence).

After contacting past advertisers, and otherwise acclimating myself to my new job (s), I set about trying to stir up business from selected companies I thought would be part of our largest body of potential advertisers, namely the publishing industry. Included in this attempt were Esquire Magazine (3 letters, 2 phone calls), New York Review of Books (1 letter, 1 phone call), Ramparts magazine (2 letters, 1 phone call), Harper & Row, Fawcett-Premier, and The Realist. Most of these were approached in terms of a specific title or item, e.g. Black Protest by Fawcett-Premier, and the response in every case was negative and has remained so, despite a certain condescending "interest" on the part of the prospect, who always says in subsequent conversations: "We have your rate card on file."

So I became even more selective, contacting only those prospects who seemed to be "naturals" for the Guardian, who, indeed, would appear to be demented if they didn't advertise with us (simultaneously I began to prepare an elaborate mailing to book and record publishers). Included were Grove Press (5 letters, 4 phone calls), University of Chicago Press (2 letters), Summer of Support in Chicago, Fuck the Draft Posters, Women Strike for Peace (their record "Save the Children"), People's World Parliament, Walter Reade Theatres ("Tell Me Lies"), Fair Play for Cuba Committee (again), Stanford University Press, McGraw-Hill (Soul on Ice), I.F. Stone's In a Time of Torment, Negro Book Club in Harlem. Again, I approached these companies in terms of specific items, and again there have been only two positive responses (Clergy and Laymen Concerned and Random House) out of at least 30 direct and often intensive efforts.

In addition, of those prospects who have advertised recently, not only have there been few repeats (Random House is the only one I can think of) but most have made it clear their ads in the Guardian were failures. Ted Cohen, for example, of Globe Posters, was brutally explicit on this matter. And Paul Feingold of Avant-Garde, after having agreed to write a testimonial letter to be used in my mailing to book and record publishers, said: "Don't believe all that (the very letter he had just read over the phone). Our latest ads in the Guardian haven't been effective at all. But (intonation drops, voice becomes forced) . . . maybe that's a function of the ad itself."

Then came the Per-Inquiry Debacle. It started with Liberty House, who had run a HIGHLY SUCCESSFUL per-inquiry series in New Republic, paying the magazine 25% of the money generated by their advertisement of only ONE item priced at \$17. This sounded good to me, so Ellen Maslow and I put together a three-quarter page ad featuring FIVE items. It drew only one response the first week, so we polished the copy and ran it in a half-page the following week. We let the thing go for two months, then settled accounts—total value of advertising space: \$450; total money collected from Liberty House: \$50.41. This leaves, ah, a small deficit.

Marboro Books was next with a full-page poster ad that wasn't THAT bad. It offered a very decent variety of posters and prices in fact. Total value of advertising space: \$325; total money collected from Marboro (at 25%): \$44.25. Again a deficit.

Finally, in May, we tried a half-page ad for Globe Posters, offering 10 selections, most with an anti-war or an anti-U.S. establishment theme. Total space: \$200; total money from Globe (at 50%): \$0.00.

Meanwhile, a number of our advertisers and prospective advertisers have made polite but discouraging comparisons between the Guardian and

other journals in which they advertise. Merrill Martin of Marboro, for example, testifies to very extensive success in Saturday Review, Ramparts, and New Republic. And Maeline Altschuler, advertising director of Vanguard Records, whom I went to see personally (as I had seen Martin personally), said she thought the Guardian would be very limited, its readers too narrow of interest, and that she could only advertise certain records and those only rarely. I could not counter her supposition of a limited or restricted readership because we know almost nothing ABOUT our readers. Indeed, we must soon execute a detailed survey in that regard, which then can be incorporated into the ad-solicitation program in general. This may prove slightly embarrassing, of course, since it will reveal that our Total Paid Annual Circulation is 13,790, and NOT the 28,000 which we more or less pretend it is.

More: a special mailing to 50 book advertisers, informing them of our May 25 Black America Today issue, produced only one meager, dribbling little response-- Porter Sargent Publishing Company. This, despite the fact that each of the publishers contacted has two or three relevant titles in his line.

Throughout all this, incidentally, my mailing to book and record publishers en masse, which I had prepared in detail and given to Harry in early March, had been put off and put off again, despite my almost daily proddings, until suddenly it was April 29 and too late to send out the mailing, which now will have to wait until Fall-- and it's questionable whether it should go out even then, considering the likelihood of diminishing returns.

As a result of all this, of failure after failure through February, March, and April, I was becoming (irreparably I'm afraid) discouraged and increasingly convinced of the presence of that congenital defect mentioned above. To make things worse, our own house ads, peddling items which certainly ought to sell to our readers, have actually, if figured on the basis of the rate card value of the ad-space, been LOSING MONEY. The total value, for example, of the space we used to advertise the Vietnamese girl poster, was \$650. But the total income from the poster, after subtracting costs of printing and mailing, was, if one counts the \$200 that is OWED us and that will likely not come in, only \$543. This leaves a deficit of \$100 at least, and makes us just about the WORST advertising bargain in the country, not the best, as I have been ridiculously claiming in my solicitation letters and phone calls.

There is further evidence to support this, stark and final evidence which emerged in a telephone conversation two weeks ago with Ted Shalman, advertising director of Uniclub, a book and record club which I had been soliciting for several weeks prior. At first he seemed interested, despite the fact he had never heard of the Guardian. Then I told him what our rates were. There was a long electronic silence. Then, after he had informed me that we were higher, proportionately, than Life magazine, we ended our conversation, and I did a brief comparative rate study that produced

produced the following:

<u>Journal</u>	<u>Page Rate</u>	<u>Circulation</u>	<u>Exposures per dollar</u>
Ramparts	\$800	240,000	300
Village Voice	400	120,000	342
Guardian	325	28,000 (?)	85

Our defects, then, are clear. Aside from the fact that we are involved, in seeking "Big Time" advertising, in a terrific contradiction, our rates are startlingly out of proportion with our circulation. In addition, my present state of discouragement, and perhaps an incomplete dedication to the job all along, partly the result of being simultaneously involved in promotion, have contributed to the bad showing in terms of ad solicitation. There is no question, however, of ad-solicitation having fallen apart. Only something that is together in the first place can be seen to "fall apart." Ad-solicitation at the Guardian has not yet been pulled together.

RECOMMENDATIONS

On the basis of the comments, statistics, and conclusions above, the advertising solicitation department of the Guardian proffers the following recommendations:

- that a special book and record advertising rate be initiated to compensate for our presently exorbitant general rates
- that consideration be given to lowering the general rates and certainly that the rates not be increased for awhile, despite even dramatic increases in circulation
- that a detailed reader survey be executed promptly
- that, in the meantime, we stop deceiving ourselves and our advertisers about the nature (e.g. the unstinting "loyalty") of our readership
- that a special mailing be sent to book and record companies in the fall, perhaps announcing the special rates and giving the results of the reader survey, to be assiduously followed up letters and calls
- that no full-time man be placed or kept in ad-solicitation until the circulation develops
- that eventually there be only ONE advertising person at the Guardian in charge of all aspects: solicitation, scheduling, billing

- that, in this regard, Geri be relieved of her billing duties as soon as possible, since as long as it remains chaotically her bailiwick, no rational, self-sustaining system even of solicitation can be established
- that the ad-man, if and when he is acquired, be given desk space that approaches privacy, along with a file cabinet all to himself (or herself)
- that a routine be established, eventually, when the advertising becomes consolidated under one person, which permits the solicitor to devote at least half a day a week to scanning other journals, another day and a half to writing solicitation letters, making calls, etc.
- that a formal liaison be established between the solicitor and the editorial department, whereby the solicitor is kept informed of special issues, books reviews, etc. ONE MONTH ahead of time
- that the staff be saturated with an awareness of the importance of ad-solicitation and urged to bring in "idea-ads" from other publications
- that the notion of "Big Time" advertising money or income be dropped from the editorial consciousness, since it presupposes a participation in certain contradictions which the Guardian should seek to avoid: the "Big Time" advertisers which the Guardian thinks it must attract in order to survive happen inevitably to be an integral part of that system which the Guardian is actively seeking to destroy; the consciousness of this can hardly escape either the solicitor, as he sits chatting across the desk from the Vice President in Charge of Sales for Columbia Records, or the Vice President in Charge of Sales himself; the management of the Guardian should perhaps be reminded that no serious revolutionary journal in this or any other country has more than a few inches of advertising per issue, nor do they seek more than that; the underground press does not constitute a meaningful exception to this, because it is not revolutionary in the Marxian sense (those underground papers which do verge on seriousness, such as The Rat and The Rag, carry little paid "Big Time" advertising); perhaps, indeed, the Guardian needs to decide more clearly and finally what it is and what it is seeking to do, and act accordingly even in ad-solicitation.

— Ray Reece
10 June 1968

"To follow the 10 days of Resistance . . . "

**NYU Committee to End the War and the GUARDIAN present a
CULTURAL CONGRESS on: NEO-COLONIALISM AND
THE RADICAL ALTERNATIVES TO BOURGEOIS CULTURE**

**MONDAY
APRIL 29
8:00 PM**

Eisner-Lubin Aud.
Loeb Student center.
Wash. Sq. So.
& LaGuardia Place

CONOR CRUSE O'BRIEN, Schweitzer Professor of N.Y.U., U.N. representative in Katanga, 1961 will speak on: **"The United States, the United Nations and Revolutionary Change"**

**TUESDAY
APRIL 30
8:00 PM**

Eisner Lubin Aud.
(same as above)

Forum: **"White Radicals and Black Rebellions"**
Speakers: ERIC MANN, formerly of Newark Community Union Project, RALPH SCHOENMAN, General Secretary, International War Crimes Tribunal, ELIZABETH SUTHERLAND, author, former SNCC organizer.

**WEDNESDAY
MAY 1
8:00 PM**

Vanderbilt Hall Aud.
Washington Sq. So. &
MacDougall St.

ROBERT WOLFE, NYU Professor of History, Member of Lower Eastside Citizens for Political Action (CIPA), former member of editorial board of Studies on the Left, will speak on: **"Radical Politics and the Student Movement"**

**THURSDAY
MAY 2
8:00 PM**

Vanderbilt Hall Aud.
(same as above)

HERBERT MARCUSE, Author of Reason and Revolution, Eros and Civilization, One Dimensional Man, will speak on: **"The New Man, The New Culture"** (seating shortage: only series ticket holders guaranteed a seat)

**FRIDAY
MAY 3
8 & 10 PM**

South Lobby, Loeb
Student center
Wash. Sq. So. &
LaGuardia Place.

Three Guerrilla Films from Cuba

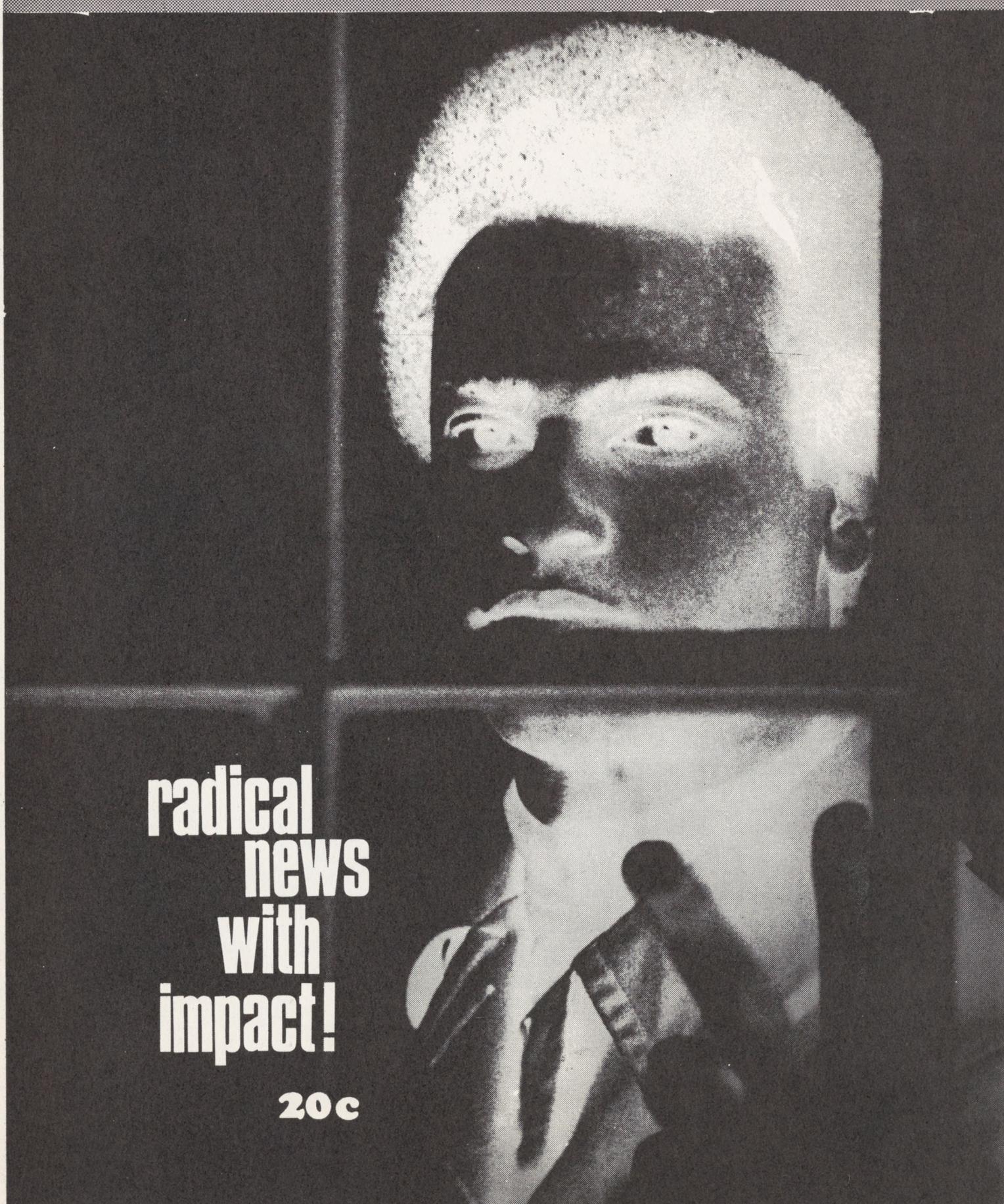
There will be workshops on Friday and Saturday, May 3 and 4. Information available at lectures or through GUARDIAN.

Contributions: \$1 each evening. \$3 for the series.

Welfare Recipients and "poor radicals" free.

Guardian

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radical
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