

BEFORE YOU BUY LOOK AT THE OTHER SIDE OF THE COIN!

If the KRUGERRAND is "the world's best way to own gold" then the question has to be raised "best for whom."

The gold coin comes to us as a product of South Africa's apartheid system where the mines are mostly worked by black workers.

Apartheid is more than interpersonal prejudice; it is white supremacy that has become institutionalized through the legal, social and economic system.

Blacks by law live on "native reserves" where the death rate of African children is 25 times that of white children.

T.B. which has a link with malnutrition, is ten times as common among African children as whites.

Whites have one doctor for every 455 people, one of the best doctor-patient ratios in the world. The black doctor-patient ratio is 1 for every 100,000 (taken from a 1970 South African census).

Have you considered that by purchasing the Krugerrand you are helping to maintain South Africa's Apartheid system?

Is that what you want to buy for Christmas?

FOR MORE INFORMATION WRITE:

**John McNaughton
Webberville, Mich. 48892**

Paid for by the Division of Church and Society of the Detroit Annual Conference and the Executive committee of the Board of Church and Society of West Michigan Conference United Methodist Church.

Detroit Free Press Dec. 19 1976



THE UNITED METHODIST CHURCH

205 N. Summit, Webberville, Michigan 48892

Parsonage — 120 E. Beech

Telephone 517-521-3434

United Methodist Communications
475 Riverside Drive
New York, New York

Attention: Frances S. Smith

On Sunday, December 19, 1976 an ad appeared in the Detroit Free Press showing the people of Michigan that the purchase of the Krugerrand coin was in direct support of South Africa's apartheid system. That ad cost the United Methodist Churches of Michigan \$1037.23. The following is an account of how the churches became involved and how the ad got printed.

One afternoon I saw the Krugerrand advertized on television. I was troubled by the commercial but didn't know why. About a week later I saw the coin advertized in the Detroit Free Press. The ad said that it was a "legal tender coin from South Africa." Suddenly I realized what made me so uncomfortable about the ad and the coin. If one million of these coins were sold in the United States just before Christmas, it would have the same impact as a large multi-national corporation would have if it decided to make a large investment in South Africa. If the Krugerrand was received well in our country, South Africa would have accomplished two important goals that would be crucial to its survival. First, the government of South Africa needs our money in order to buy arms from friendly governments in Europe seeing that our government does not allow such sales to that country. And second, the government of South Africa knows that it

cannot survive if it is isolated by other nations. For every one million coins sold at Christmas, South Africa would expect a minimum of two million friends. For every buyer of the coin and for everyone who received it - two people would be either silenced or would become an advocate of the status quo.

Now I understood why the coin was being sold in our country. But, I wondered if anyone was pointing out to the people of Michigan and to the country the consequences of such a sale. I went back over old newspapers and found nothing. The TV stations that were carrying the commercials were silent in their news broadcasts as well as in their editorials. I thought surely someone must be warning the people.

My next thought was to check with our "sister conference." I phoned Tony Shipley at the Detroit Conference headquarters, and he said he had not come across any critique concerning the Krugerrand. Next I called Dr. Duane Vore, Executive Secretary of the Michigan Council of Churches, and he said that he had not come across any position papers spelling out the consequences of the sale of the Krugerrand; but he gave me the telephone number of Tim Smith, Director of the Interfaith Center on Corporate Responsibility of the National Council of Churches. I called Tim Smith in New York and he verified my worst fears concerning the coin.

Tim Smith sent me a stack of information concerning the Krugerrand coin and South Africa's apartheid system. After reading most of the material I realized that if the Church was going to make the consequences of the sale of the coin known to the people, the church would have to act immediately. And so, as chairman of the Division of General Welfare of the West Michigan Conference Board of Church and Society,

I started to re-contact those persons with whom I talked earlier.

Dr. Duane Vore pledged his support to inform the people of Michigan of the consequences of the sale of the Krugerrand. He wrote an article in the Michigan Council of Churches newsletter linking the Krugerrand to South Africa's apartheid system.

I phoned the office of the Detroit Conference of the United Methodist Church and talked with Royal Synwald, the conference staff member assigned to work with the Division of Church and Society. Between Royal and Herb Glenn, the chairperson of the Division of Church and Society, the Division pledged \$500.00 to buy space for an ad in the Detroit Free Press.

At the Executive Meeting of the Board of Church and Society of the West Michigan Conference of the United Methodist Church on Friday, December 10, one day before the Division in Detroit Conference met, the Executive Committee voted \$550.00 to buy an ad in the Detroit Free Press. The reason for this action was, if the editorial department of the Detroit Free Press as well as other newspapers and TV stations had remained silent concerning the sale of the Krugerrand, chances are that the news media won't change now. And, if the truth concerning the sale of the Krugerrand was to get to the people before Christmas the Church would have to buy space in the newspapers.

The Executive Committee appointed me to carry out their action with one stipulation, and that was for me to seek Keith Pohl's aid in setting up an appropriate ad. Keith is the editor of the Michigan Christian Advocate.

Saturday, December 11, I contacted Keith who agreed to meet with

me on Monday morning, December 13. After reviewing different ways to lay out an ad, Keith advised that half the space in the ad be taken up with significant pictures. I found a picture of the Krugerrand coin in Newsweek, November 29, 1976 issue. I also came across a photo of police using clubs to break up a demonstration outside the St. Mary Anglican Cathedral in Johannesburg. The photo was from the Religious News Service. When I left Keith's office, I felt we had put together an effective ad. But, by now it was too late in the day to leave Adrian to get to the Free Press office in Detroit before it closed, so I made plans to go the next day. Keith suggested that while I was in Detroit I get Ed Willingham's advice concerning the ad before going to the Free Press office, so I called and made an appointment for the next day. Ed is the director of the Christian Communication Council of Metropolitan Detroit Churches.

Tuesday, December 14th I was in the office of the Detroit Conference by ten A.M. I showed the proposed ad to Royal and told him I was on my way to show it to Ed Willingham and ask for his advice. After all, there was only enough money for one ad - it better be good. But, before leaving Royal's office he phoned Glen Smith at the Free Press, and I made an appointment to see him at 11:30 A.M.

At 11:25 A.M. I arrived at Glen Smith's office. Mr. Smith is the Administrative Assistant in the Retail Advertising Department. After I introduced myself he informed me that the churches' ad would have to be approved by his boss before the ad would be accepted. Glen Smith called his boss who looked at the ad and said to me, "Let me give you some advice. Save your money and go upstairs and speak to someone in the editorial department. Maybe they will run your story." I told

him that I planned to do that but that I also wanted to buy the ad. He said, "I see no problem with this ad." gave it back to Mr. Smith and left.

As I sat down at Glen Smith's desk to lay out the ad I pulled out the two pictures I had with me and said I wanted them to appear in the ad. Mr. Smith looked at the picture of the Krugerrand that appeared in Newsweek as a news item and said, "I don't think we can use the picture of the Krugerrand in the ad. The Free Press might be opening itself up to a libel suit." After some discussion and reminding him that the picture in Newsweek was not registered, Mr. Smith said he would have to check with the Free Press' attorney. He phoned the attorney's office and was told that he was out and would not be back until that afternoon after the awards luncheon. So Mr. Smith and I agreed to meet back at his office by 2:00 P.M. But before I left his office I asked if I could use his phone to call Joe Stroud, the Editor of the Detroit Free Press. Joe Stroud is also a member of the Board of Directors of the Michigan Christian Advocate. Keith Pohl had suggested I call him while I was at the Free Press. Mr. Stroud agreed to see me later that afternoon after I met with Glen Smith and knew what the attorney had said concerning the Free Press' liability if the pictures were used.

After I hung up from talking with Mr. Stroud, Mr. Smith said, "If Mr. Stroud runs your story it will improve your chances of us running you ad." I asked, "How is that? I have the money for the ad."

Mr. Smith said, "We have not yet decided whether to run the ad. The Free Press is not obligated to run your ad."

As I left Mr. Smith's office I felt like crying. Before my eyes I saw that the idea of a free press in our country was a hoax. The Church had \$1050.00 for an ad. The people selling the Krugerrand had a four million dollar budget to buy TV spots and ads in newspapers in twenty-five cities across this country. It appeared to me that the news media across our country as well as the Detroit Free Press would remain silent concerning how the purchase of the Krugerrand supports South Africa's apartheid system. The Krugerrand ad in the Detroit Free Press was more than double the size the ad the Church bought. The Church could only afford to purchase one ad to inform the public what they were buying into, while the Krugerrand was being advertized weekly.

At two o'clock I was back in Glen Smith's office. He soon said to me, "The attorney informed me that we definitely could not run the picture of the Krugerrand."

"How come?" I said, "The picture is not a registered picture."

"Our attorney said we could not run the picture unless we had the Krugerrand people's permission." Mr. Smith went on to say, "And we won't run the picture of the police beating the people in Johannesburg because of the violence the picture portrays."

In bitter surprise I said, "How ironic! The Krugerrand represents the violence portrayed in the picture in Johannesburg.. The Free Press refuses to allow the picture to be run in the Churches' ad. Yet you say the Free Press opposes such violence and yet your paper runs the ad for the Krugerrand and says nothing."

Mr. Smith then said, "The only way we will run the ad, and that is if we choose to run the ad, will be without pictures. And before

we accept it my boss will have to O.K. it. The man in charge of the Krugerrand account will have to O.K. it. Do you still want to buy the ad?"

"Yes!" I said, "We will take the ad without the pictures. Will you bill the two conferences for the ad?"

"No! If the ad is not paid in full by tomorrow morning the Free Press reserves the right to cancel the ad." Mr. Smith said.

I knew I could not drive to Grand Rapids to pick up the West Michigan Conference portion of the ad, so I phoned Royal Synwald at Detroit Conference Headquarters and asked if the Detroit Conference could write out a check for the full amount right away so I could pick it up immediately. Mr. Synwald said he would check it out and phone me back in ten minutes. Twenty minutes after that I had a check for \$1037.23. By three o'clock the Detroit Free Press was paid in full; but I still did not know whether the Churches' ad would appear in Sunday's paper.

Weary from what I believed to be a "run around" I headed for Mr. Stroud's office on the fourth floor. Once I found my way to the general offices of the editorial department I was ushered to Mr. Stroud's office.

After exchanging greetings, I shared with Mr. Stroud some of my concerns about how the Krugerrand was being sold in our country. After I finished, Mr. Stroud went on to tell me that while he was at the awards luncheon Glen Smith approached him to talk about the Churches' ad. Mr. Smith's boss approached him to talk about the Churches' ad. The man in charge of the Krugerrand account approached him to talk about the Churches' ad. The attorney that Mr. Smith

called had approached him and talked about the Churches' ad. After all that, he said, "I spoke to one of the assistant editors about having a reporter interview you." He then invited me to go with him to the press room where one of the reporters would speak with me.

Mr. first comment to the reporter was, "When the Church finds that it is necessary to go to the "market place" and pay her way like everyone else, even then she will have to be prepared to pay for more than what she gets. The Krugerrand people get the best layout for their money. The Church buys space at the same rate everyone else buys it and yet the Church is not allowed the use of pictures which reveal what the other side hopes the people do not see."

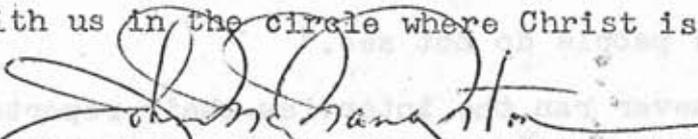
The Detroit Free Press never ran the interview their reporter had with me. But the paper ran the ad which the two boards paid for on page 18C.

While I was working on getting the Churches' ad placed in the newspaper, Paul Hartman, associate pastor at Lansing Central United Methodist Church and the chairperson of the Division on Peace and World Order of the Board of Church and Society, was organizing a demonstration to be held outside the Lansing office of Merrill Lynch. The strategy was to call for the demonstration the day that the Krugerrand was advertized in the newspaper. Merrill Lynch was selected because it sells the coin throughout the country.

Paul Hartman had contacts with the Peace Center at Michigan State University as well as with the South Africa Liberation Movement at the University. Both groups joined Paul and me in protesting Merrill Lynch's apparent willingness to sell anything if it meant a profit. When a spokesman from Merrill Lynch was asked the position of the

Lansing office concerning the sale of the Krugerrand, he quickly replied, "All policies are set in New York. We only follow their orders." His answer sounded all too familiar.

Christmas is over, but the sales go on. What has been done in Michigan has to be seen as only the beginning. We can only be effective as we reach out to our brothers and sisters of other denominations and in other states and stand united. One day we shall reach out until we touch the hands of the people of South Africa. We know that the people who support apartheid will not invite us to their circle. But that is no reason for us not to invite them to join with us in the circle where Christ is at the center.



John W. McNaughton, Pastor of the Webberville-Bell Oak United Methodist Churches, Chairman of the Division of General Welfare of the West Michigan Conference Board of Church and Society.