BOYCOTT POLAROID

SOUTH AFRICA ANSWERS PROTEST WITH MURDER

On March 21, 1960, five thousand Africans marched through the township of Sharpeville, South Africa, to peacefully protest the use of the pass system. In South Africa every black African must carry an identification card and produce it on demand to any policeman or one of the numerous classes of white officials who may require to see it. Failure to present it results in a harsh penalty. The pass is used to control the movement of the 13 million black Africans between their reserves and their places of work. The protesters at Sharpeville waited for a statement to be made by authorities about the pass system. Suddenly, "two white policemen opened fire and about fifty others followed suit..." In forty seconds the police killed 69 people and injured 257.

The Sharpeville protest was not an isolated one. During the ten years before Sharpeville, by means of boycotts, mass demonstrations, strikes and protests, the non-white majority had attempted by non-violent means to compel those in power to modify their racist policies. The Sharpeville massacre marked the beginning of the suppression of all peaceful dissent from the apartheid system in South Africa. The passage of numerous laws have turned South Africa into a police state.

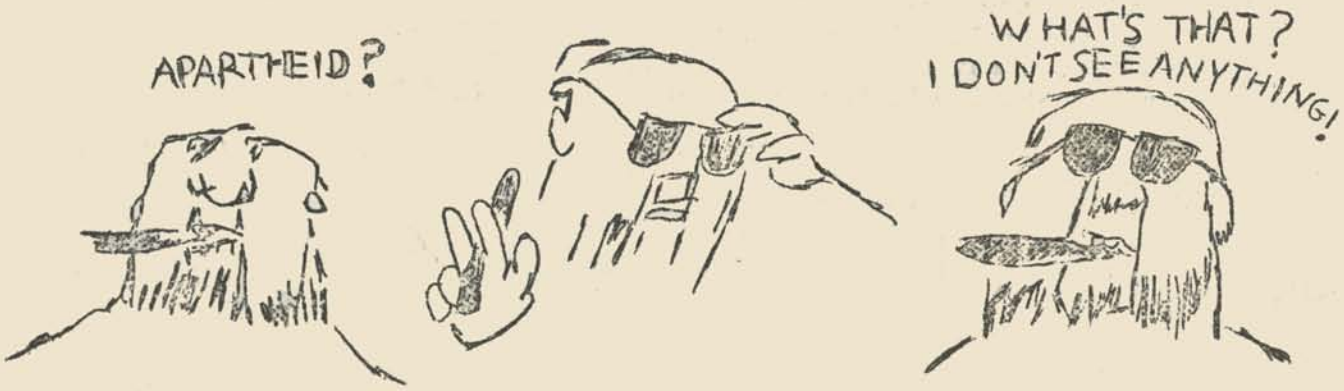
POLAROID & OTHER U.S. BUSINESSES IGNORE U.N. SANCTIONS

After Sharpeville, world opinion against the apartheid regime was so great that the U. N. URGED ECONOMIC SANCTIONS AGAINST SOUTH AFRICA. However, in this country, over 400 of the largest corporations continued their business operations there. In fact, American business investment in South Africa has more than doubled in the past ten years. Polaroid equipment, including the ID-2 system, is used to make the identification pass books in South Africa, and has thusly fostered the practice of apartheid. All American business involvement, by strengthening the economy, strengthens and stabilizes the political and military power of the South African government.

POLAROID WORKERS BEGAN BOYCOTT

Last October a group of Polaroid employees in Cambridge, Mass., came together to protest and act against Polaroid's complicity with apartheid. The group, called the Polaroid Revolutionary Workers Movement (PRWM), has called for world wide boycott of Polaroid products until it withdraws from South Africa. We must support their initiative.

Polaroid's response to the boycott was to state their opposition in principle to apartheid, and to offer an experimental program of reform.



POLAROID'S "EXPERIMENT" IN SOUTH AFRICA

--Polaroid said that it would train non-whites for "important" jobs in Polaroid-connected companies in South Africa. But Polaroid is not immune to the mass of discriminatory labor legislation that FORBIDS ANY BLACK IN ANY GIVEN COMPANY TO OCCUPY A POSITION SENIOR TO ANY WHITE IN THAT COMPANY.

--Polaroid said it would upgrade the salaries of black workers in South Africa. According to South African law, THE HIGHEST PAID BLACK WORKER CANNOT RECEIVE AS MUCH AS THE LOWEST PAID WHITE WORKER.

--Polaroid said it would help educate 500 black students, since "education is the key to change in South Africa." The truth is that all education is directed to instill in blacks an acceptance of their inferior status.

U.N. EXPOSES POLAROID HYPOCRISY

It is unrealistic for Polaroid to assert that it can change apartheid by working within apartheid laws. The United Nations Special Committee on Apartheid affirms the ineffectiveness of such an experiment in South Africa. "It was a paradox that those...who supported apartheid tried to MISLEAD world opinion by claiming that economic and financial developments would in the long run end apartheid, while they used financial and economic pressure to destroy opposition to it." (U.N. Special Committee on Apartheid meeting to discuss firing of Polaroid employees, March, 1971, U. N. Provisional Summary Record.)

The South African system will not change fundamentally unless it is forced to. This intransigence is apparent in South Africa's Prime Minister Vorster's statement; "Under no circumstances can we grant them (blacks) those political rights in OUR own territory, neither now nor ever."

POLAROID'S RACISM AT HOME

Polaroid maintains a discriminatory wage, hiring, and promotion policy towards black people here in America. The company's own studies show that blacks are being paid 22% less than whites doing the same jobs. Blacks are finding promotions slow. And the company admits to a quota on the number of blacks that are hired. Three employees, visible organizers of the boycott, have been fired. All three are black. One of them, Caroline Hunter, said, "It is just further proof of the racism that exists at Polaroid. At Polaroid they say if my rights interfere with their profits, that they can suspend those rights."

WHAT CAN YOU DO?

--don't buy any Polaroid products. (Other companies make "polarized sunglasses

--tell store owners why you won't buy Polaroid. Urge them to do the same.

--do not allow yourself to be photo-identified by Polaroid ID-2

--urge organizations you belong to to take a stand

--if you can contribute ideas, time, money for expenses, or

--if you would like to help with informational leafletting, or

--if you would like further information, contact:

MADISON AREA COMMITTEE ON SOUTHERN AFRICA (MACSA)
University YWCA, 306 N. Brooks Street, 257-2534 (255-3507 eves.)

POLAROID & SOUTH AFRICA

PARTNERS IN RACISM

BOYCOTT 'EM BOTH