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Spectacular Times

number one:

Images

Pocketbook Series

"Without a doubt our epoch prefers the image to the thing, the copy to the original, the representation to the reality, appearance to being. What is sacred for it is only illusion. More than that, the sacred grows in its eyes to the extent that truth diminishes and illusion increases, to such an extent that the peak of illusion is for it the peak of the sacred."

Feuerbach.

I'm also a golfing fan, and the clarity of the picture on my VideoBeam set and the size of the screen is such that when I'm watching the Masters for example I can read the name on the ball that the players are playing. I'm not watching television. I'm there. In fact I'm better than being there, because I become part of the action. It's an experience you can't really describe.

We live in a Spectacular Society. That is, our whole life is surrounded by an immense accumulation of Spectacles. Things that were once directly lived are now lived by proxy.

"Whether it's pop, rock, soul, jazz or the Classics, I want to hear it exactly as it was performed.

To me, that's what high fidelity is about. The perfect reproduction of sound. The ability to make me feel as though I'm there.

I want to be able to feel the atmosphere, the excitement, the emotion of a great performance that I know can exist.

Sinatra or the Stones, Hendrix or Haydn. I want to hear it like it is. Like it was meant to be heard."

As far as we're concerned at Technics, recreating that elusive sense of 'being there' is what it's all about.

Once an experience is taken out of the real world into the spectacular world it becomes a commodity. As a commodity the spectacular is developed to the detriment of the real. It becomes a substitute for experience.

Consumer

or Commodity?

Do you consider yourself:

- Shy:
- Extrovert:
- Adventurous:
- Family type:
- Clothes-conscious:
- Generous:

Indicate which activities and interests you enjoy by placing a '1' (one) in the appropriate box. If you dislike a particular activity, write a '0' (nought) in the box. If you have no preference, leave the column blank.

- Pop music:
- Fashion:
- Pubs and clubs:
- Art/Literature:
- Live' #4:

Official Rules and Entry Form
Requirements: Candidate must be female, with passing grades, at least 13 years of age by January 1, 1977, but must not have reached her eighteenth birthday on or before December 31, 1977. She must not be under contract to other parties which would limit her services as Miss Teenage America. She must be a U.S. citizen, never married, divorced or had a marriage annulled.

- Cinema:
- Good food:
- Politics:
- Classical music:
- Poetry:
- Philosophy:
- Psychology:
- Sociology:
- History:
- Archeology:
- Conversation:

A Attitude to work

- Accurate
- Apathetic
- Consistent
- Critical
- Enquiring
- Erratic
- Hardworking
- Imitative
- Indifferent
- Interested
- Keen
- Lazy
- Logical
- Meticulous
- Original
- Persistent

The commodity is checked for quality.

B Social attitude

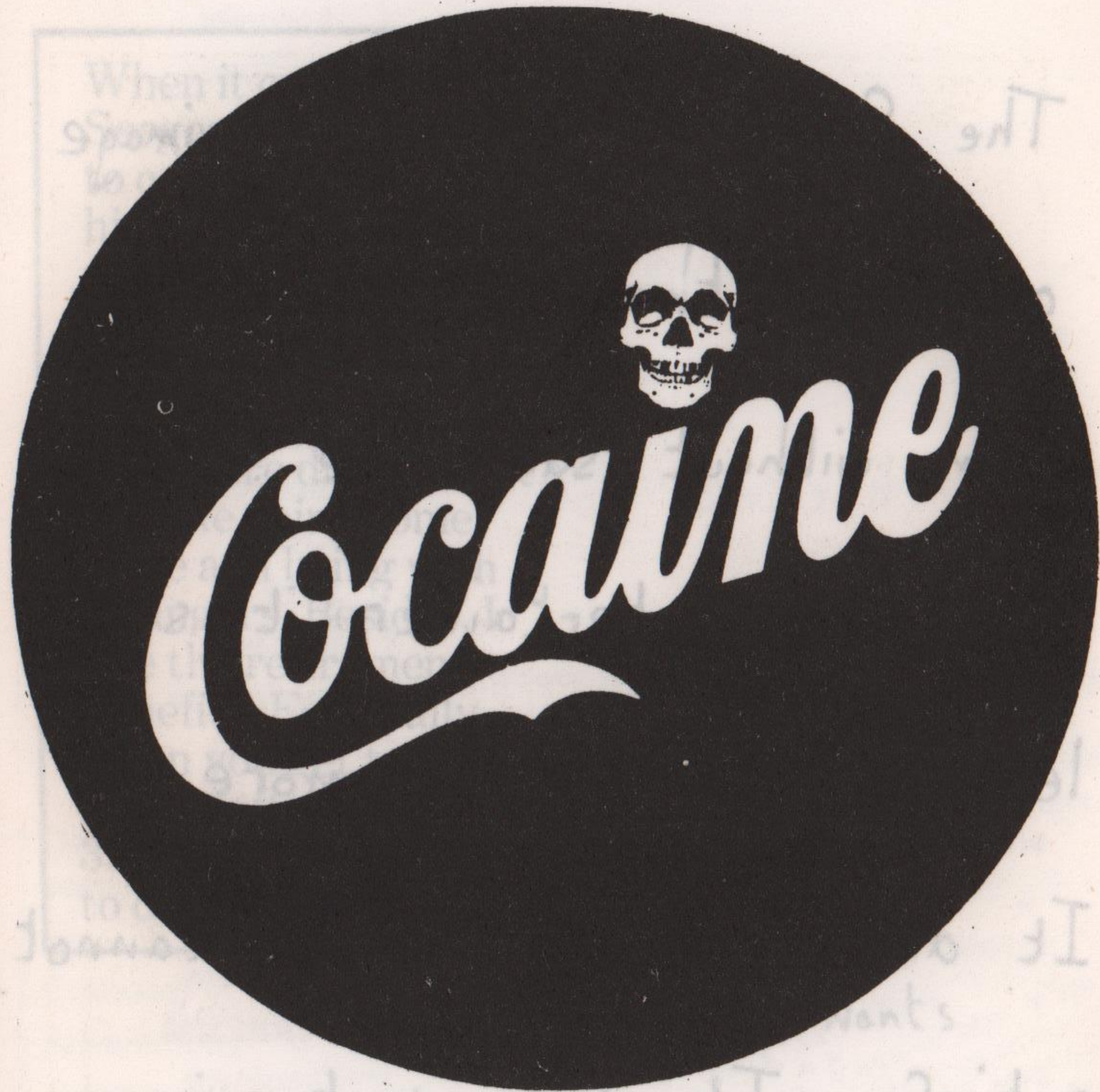
- Aggressive
- Co-operative
- Courteous
- Destructive
- Dominant
- Law-abiding
- Leader
- Rebellious
- Self-centred
- Sociable
- Submissive
- Unco-operative
- Unselfish

When it came time for Sergeant Jeff Jordan to consider reenlisting, his wife, Betty, had something to say: "I told him to reenlist. It's a chance to get out and go places. And Army towns are different. It's not like going someplace and being with strangers. Besides, I like the retirement benefits. Especially when you get to retire early. Jeff will only be 39. Still young enough to do things."

..... and everybody wants
to breathe and nobody can
breathe and some people
say "We'll be able to breathe
later....."

Paris graffiti, 1968.

The Spectacle offers the image
and never the reality. It is
form without substance. Like
the good entertainer it is, it
leaves you wanting more.
It does not satisfy. It cannot
satisfy. It does not aim
to satisfy. It offers only
the dream of satisfaction.



The dreams are dreamt
and found wanting.



Dissatisfaction and
frustration may bring
demands to end the
Society of the Spectacle.

Fascism & oppression
will be smashed
Embassies (Spanish Emb
Judges Machine gunned
High Pigs Thursday)
Spectacles
Property

Communique 1
The Angry Brigade



..... but the demands are
hijacked and become
part of the Spectacle.



I'll show you my
Spectacle.....

TWO DIRECTORS of a Soviet drinks factory have been shot for leaving the fruit out of the fruit juice they were producing.

The newspaper Babinski Rabochi says the two from the Southern Republic of Azerbaydzhan, sold a mixture of water, citric acid and sugar, pocketing more than £400,000. Their appeal was rejected and they were shot.

Eastern Europe

£8,000+

Cadbury Schweppes Limited, one of the leading names in the international food and drinks industry, are looking for an experienced Franchise Manager, male or female, to be responsible for their expanding Eastern European operations. The manager will have responsibility for well established soft drinks operations in Bulgaria and for developing franchise operations in other Eastern European countries such as USSR, East Germany, Hungary etc. mainly in the field of soft drinks.

Based in London, the successful applicant will spend 3 or more months a year travelling in the territory and will be responsible for negotiating and administering new and existing contracts and for ensuring the overall profitability and market success of the franchises under his/her control.

Close liaison will be necessary between the Technical, Finance,

Advertising and Marketing Departments of the European Region and with the bottlers in the franchise area. For this reason applicants must have good communication skills and be fluent in German. The ability to speak one of the Slav languages would be an additional advantage. Previous experience of trading and negotiating in Eastern Europe is essential as is experience of the food and drink industry.

Salary will be negotiable around £8000 and will be accompanied by a wide range of benefits including profit sharing, contributory pension and life assurance schemes.

Please write giving full particulars of previous experience to J C Holt, International Management Development Manager, Cadbury Schweppes Ltd, 1-10 Connaught Place, London W2 2EX.

a member of **Cadbury Schweppes**

..... if you'll show me yours.

Liquid protest

A VINEYARD worker, Gerard Stingle, 23, opened the taps of wine casks in his employer's cellar at Nuits St Georges, sending about £350,000-worth of top-quality Burgundy down the sewer, because he "did not like capitalists," police reported yesterday.

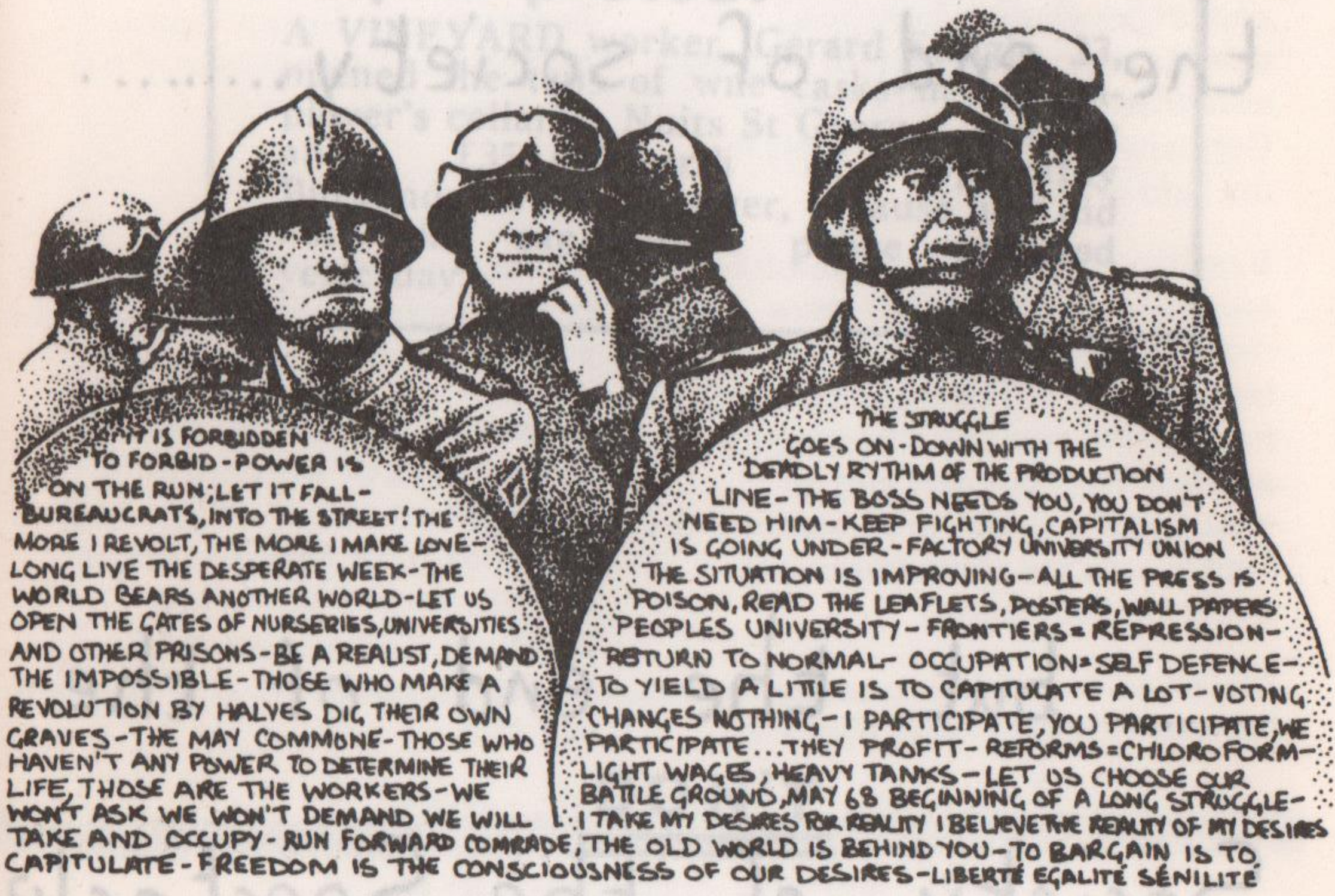
DON'T

PANIC!!

Not the Spectacle of
the end of society.....
..... but the end of the
Society of the Spectacle.

Spectacular Times Pocketbooks
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84b, Whitechapel High St.,
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Compiled and Edited
by Larry Law

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