1984

RR-86-107

UU GRW BRJ
FEA MIB:CLASSIFIED ADS (FEATURE) (PIX WILL FOLLOW)
END OF CLASSIFIED ADS BRING ERA OF HANDWRITTEN ANNOUNCEMENTS:
BY LIONEL MARTIN

HAVANA, SEPT 3, REUTER - HANDWRITTEN ANNOUNCEMENTS, SOME LARGE, SOME SMALL, SOME CAREFULLY WRITTEN AND SOME SCRAWLED WITH MISPELLINGS ARE APPEARING WITH GROWING FREQUENCY ON WALLS, TELEPHONE POLES AND OTHER PUBLIC PLACES IN THIS CITY OF TWO MILLION PEOPLE.

THE REASON FOR THE SUDDEN PROLIFERATION OF THE HANDWRITTEN ANNOUNCEMENTS IS THE ELIMINATION, TWO MONTHS AGO, OF THE CLASSIFIED ADS SECTIONS FROM THE TWO NEWSPAPERS THAT CARRIED THEM, THE DAILY TRIBUNA DE LA HABANA AND THE MONTHLY OPINA.

NO PUBLIC REASONS WERE GIVEN FOR THE ABRUPT DISAPPEARANCE OF THE CLASSIFED ADS SECTIONS BUT CUBAN JOURNALISTS SAY THAT IT WAS A DECISION TAKEN AS PART OF AN ANTI-CORRUPTION DRIVE INITIATED BY CUBAN PRESIDENT FIDEL CASTRO EARLIER THIS YEAR.

THE SOURCES SAID THAT THERE IS A STRONG BODY OF OPINION THAT THE CLASSIFIED ADS ENCOURAGED CAPITALIST IDEAS, THAT STOLEN PROPERTY WAS BEING ADVERTISED AND THAT A WHOLE CLASS OF MIDDLEMENT WERE GETTING RICH BY BUYING AND SELLING PRODUCTS.

THE CAMPAIGN IN PROGRESS IS AIMED AT CRUSHING THE BUSINESSMEN PROFITEERS WHO HAVE SHOWN THEY CAN THRIVE WITH CUBA'S ECONOMY OF SCARCITY BUT WHO ARE ANATHEMA TO THE NATION'S SOCIALIST MORALITY, THE SOURCES SAID.

ACCORDING TO MANY CUBANS AND JUDGING BY THE NUMBER OF ADS THAT WERE PUBLISHED, THREE OR FOUR PAGES DAILY IN LA TRIBUNA AND A DOZEN PAGES IN OPINA, THE CLASSIFIED ADS PERMFORMED A SOCIALLY USEFUL ROLE. A CUBAN JOURNALISTS SAID THAT SINCE THE CLASSIFIED ADS WERE ELIMINATED, THE CIRCULATION OF BOTH LA TRIBUNA AND OPINA HAS TUMBLED DOWNWARD.
==MORE/LEM
NNNN

UU GMW BRJ
FEA MIS:CLASSIFIED ADS JHAVANA
    THE COMPLEXITIES OF THE UNIQUELY CUBAN +PERMUTA+ SYSTEM WERE EXPLORED IN A FULL-LENGTH CUBAN MOVIE CALLED APPROPRIATELY +LA PERMUTA+. IN THE HUMOUROUS FILM AN ENERGETIC AND UPWARDLY MOBILE WOMEN WITH GREAT AMBITIONS FOR HER DAUGHTER IS ABLE TO EXCAHNGE HER TWO ROOM APARTMENT IN A FACTORY DISTRICT OF HAVANA FOR A MAGNIFICIENT MANSION BY ORGANIZING A CHAIN OF EIGHT SIMULTANEOUS +PERMUTAS+ WITH OTHER FAMILIES. EACH ONE OF WHICH GET MORE OR LESS WHAT THEY WANT.
    OLDER CUBANS RECALL THAT HIS IS NOT THE FIRST TIME THAT CLASSIFIED ADS WERE ELIMINATED FROM THE NEWSPAPERS. IN THE MID-SIXTIES THE SOON TO DISAPPEAR NEWSPAPER +EL MUNDO+ WAS SHORN OF ITS CLASSIFIED ADS SECTION ON THE GROUNDS - THE SAME AS TODAYS - THAT THEY WERE VESTISES OF CAPITALISM. IN THE EARLY EIGHTIES THE CLASSIFIED ADS REAPPREARED IN THE TWO NEW PERIODICALS, LA TRIBUNA AND OPINA.
    DURINGTHE YEARS WHEN THERE WERE NO CLASSIFIED ADS, WITH THE INGENUITY WHICH SEEMS TO CHARACTERIZE THEM, INVENTED THEIR OWN INFORMATION NETWORK. ANNOUNCEMENTS WERE GLUED OR TACKED ALL OVER THE PLACE AND CERTAIN PLACES LIKE TRILLO PARK (PARQUE TRILLO) IN CENTRAL HAVANA SPONTANEOUSLY BECAME A MEETING GROUND FOR PEOLE WHO WANTED TO EXCHANGE APARTMENTS OR HOUSES. IT IS RECALLED THAT PRIVATE +BROKERS+ , OFTEN HOUSEWIVES, BECAME INFORMATION CENTERS VIA TELEPHONE FOR THOSE WHO WANTED TO +PERMUTE+.
    MANY CUBANS SAY THAT IN THIS CASE HISTORY SEEMS TO BE REPEATINHS ITSELF.
==RTR/LEH
NNNN

UU GMW BRJ
FEA MIS:CLASSIFIED ADS 3HAVANA
    THE COMPLEXITIES OF THE UNIQUELY CUBAN +PERMUTA+ SYSTEM WERE EXPLORED IN A FULL-LENGTH CUBAN MOVIE CALLED APPROPRIATELY +LA PERMUTA+. IN THE HUMOUROUS FILM AN ENERGETIC AND UPWARDLY MOBILE WOMEN WITH GREAT AMBITIONS FOR HER DAUGHTER IS ABLE TO EXCAHNGE HER TWO ROOM APARTMENT IN A FACTORY DISTRICT OF HAVANA FOR A MAGNIFICIENT MANSION BY ORGANIZING A CHAIN OF EIGHT SIMULTANEOUS +PERMUTAS+ WITH OTHER FAMILIES. EACH ONE OF WHICH GET MORE OR LESS WHAT THEY WANT.
    OLDER CUBANS RECALL THAT HIS IS NOT THE FIRST TIME THAT CLASSIFIED ADS WERE ELIMINATED FROM THE NEWSPAPERS. IN THE MID-SIXTIES THE SOON TO DISAPPEAR NEWSPAPER +EL MUNDO+ WAS SHORN OF ITS CLASSIFIED ADS SECTION ON THE GROUNDS - THE SAME AS TODAYS - THAT THEY WERE VESTIGES OF CAPITALISM. IN THE EARLY EIGHTIES THE CLASSIFIED ADS REAPPREARED IN THE TWO NEW PERIODICALS, LA TRIBUNA AND OPINA.
    DURINGTHE YEARS WHEN THERE WERE NO CLASSIFIED ADS, WITH THE INGENUITY WHICH SEEMS TO CHARACTERIZE THEM, INVENTED THEIR OWN INFORMATION NETWORK. ANNOUNCEMENTS WERE GLUED OR TACKED ALL OVER THE PLACE AND CERTAIN PLACES LIKE TRILLO PARK (PARQUE TRILLO) IN CENTRAL HAVANA SPONTANEOUSLY BECAME A MEETING GROUND FOR PEOLE WHO WANTED TO EXCHANGE APARTMENTS OR HOUSES. IT IS RECALLED THAT PRIVATE +BROKERS+ , OFTEN HOUSEWIVES, BECAME INFORMATION CENTERS VIA TELEPHONE FOR THOSE WHO WANTED TO +PERMUTE+.
    MANY CUBANS SAY THAT IN THIS CASE HISTORY SEEMS TO BE REPEATINHG ITSELF.
==RTR/LEM
NNNN