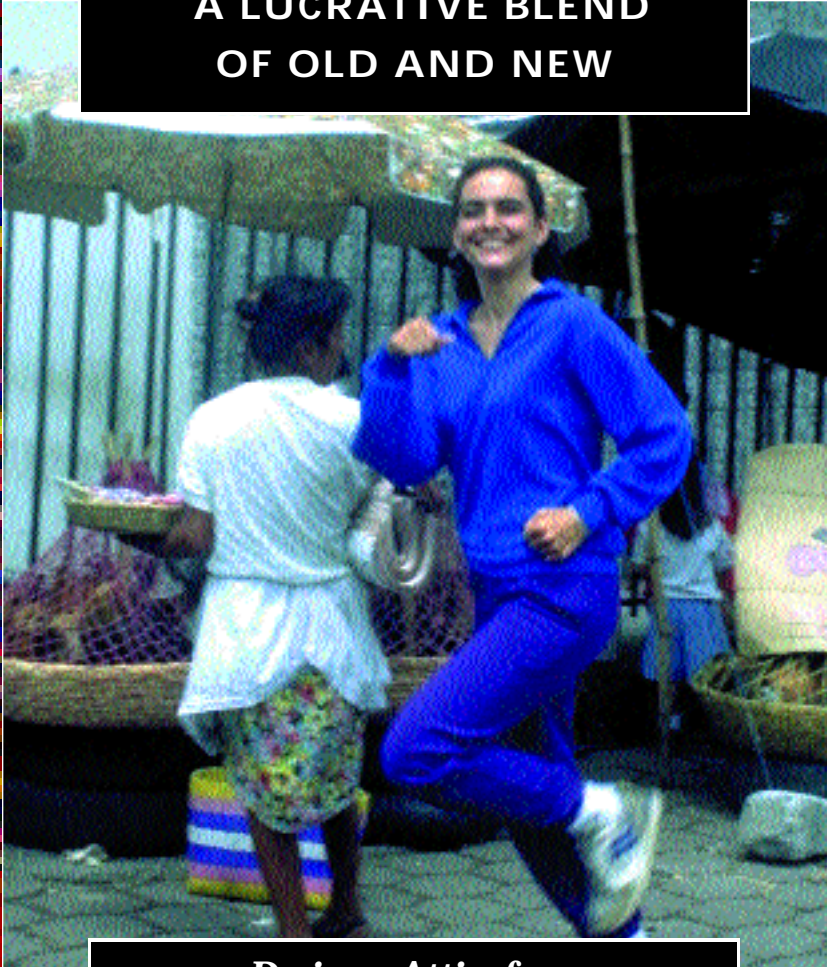


# SWEAT GEAR

A LUCRATIVE BLEND  
OF OLD AND NEW



*Designer Attire from  
Old-Fashioned Sweatshops  
in El Salvador*

FOR THAT MEAN AND LEAN LOOK...

Dear fellow shopper,

I wish you could have joined me on my latest trip to El Salvador. I was visiting the San Marcos Free Trade Zone, a tax and tariff free economic zone nuzzled snugly in the hills near the national airport. As we cruised along the Pan American highway, with the Zone's razor wire fences streaming by and the rough scents of dust and diesel mingling in the air, I got to thinking how far you and I and the whole operation had come in such a short time.

Was it only a decade ago that our tax dollars built this little oasis of profit? How it's grown in just ten short years, while real wages fell 50%! I must admit, at that moment, I felt more than a little pride in our accomplishments.

As we slowed down, I snapped out of my reverie. A Salvadoran Army Colonel ushered us from our limo, past his well-armed guards and onto the factory floor. The din was terrific. Hundreds of young women hunched over their sewing machines. Supervisors strode up and down the aisles urging them onward.

It was then, looking down the production line, that I suddenly saw her: 16-year-old Maria, a halo of dust and cotton lint framing her young face and irritating her lungs. Even though it will take her 101 years to earn my monthly salary, I sensed an instant bond between us. For me, she represented all that is valuable about our operation.

Though clearly exhausted, she offered up a shy smile as our eyes met. She spoke warmly of our new product line, all the while straining to assemble it, her nimble fingers darting to and fro under the relentless needle.

It is moments such as these that make this whole business worthwhile.

And so, on behalf of Maria, I'm proud to introduce you to SWEAT GEAR, the latest concept in fashion-conscious sportswear. SWEAT GEAR brings North and South together. While Maria and her co-workers in our Salvadoran sweatshops work around the clock, high above them, jet aircraft speed the latest in fashion wear to YOU.

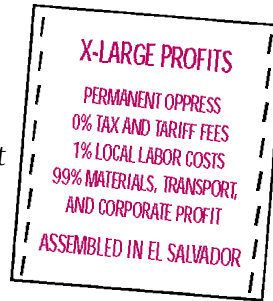
SWEAT GEAR is YOU. It is your consumer choices that make this global production chain possible. Thank you for helping us turn this economic fantasy into a reality.

In all seriousness,



U. R. Conned

President & CEO, Sweat International





*Great sweatshops in American history -- The Triangle Shirtwaist Company after the fire of 1911.*

## SWEATSHOPS: REVIVING AN AMERICAN TRADITION

Sweatshops have a long and colorful history -- a history that thanks to your purchasing decisions is today enjoying a worldwide renaissance.

The name, sweatshop, goes back to the late 1800s, and refers to the technique of "sweating" as much profit as possible out of each worker. Once a thriving tradition at the turn of the century, sweatshops saw their numbers dwindle in the face of relentless encroachment by labor organization and social legislation. By the post-war years they were pushed to the brink of extinction.

But with the new arrangements made possible by the global economy -- highly mobile transnational capital, computer-coordinated production schedules, and free trade policies imposed by US AID and the World Bank -- we have been able to

revive this old tradition and give it a new life in a new land: El Salvador. It even has a new name in Spanish: "maquiladora," or "maquila" for short. And whether they can pronounce the new name or not, even our most jaded corporate visitors are impressed at how well we have recreated the classic ambiance of an authentic sweatshop.

At **SWEAT GEAR**, we offer you the best of both Worlds: the corporate power and huge executive salaries of the First World as well as the cheap unorganized labor, repressive political climates, and the tax- and tariff-free trade zones of the Third World. With this lucrative blend of old and new we are able to bring you a superior product whose labor costs are just a tiny fraction of the price we charge you.



### AUTHENTIC SWEAT SHIRT

This authentic sweat-shirt is truly an original item: a real sweat shirt made in a real sweatshop. We put sweat into every shirt we make. And to ensure that you get only the very best premium grade sweat in each of your shirts, we settle for nothing less than the maximum sacrifice from our workers. And they have what it takes: going to the bathroom only twice a day, continuing to work even when fatally ill, and often staying late to do 18-hour overtime shifts without extra pay. With that kind of

commitment, there's really nothing left for you to sweat about.

**CPTLSM SWEAT SHIRT \$24.95**

### THE ULTIMATE SWEAT PANTS

El Salvador's Free Trade Zones produce some of the highest yield sweat extracted anywhere in the global economy and these sweat pants are no exception. All of our sweat gear is pre-sweated right on the factory floor, under the supervision of professional sweatshop managers from the USA, Korea, and Taiwan. In fact, less than one percent of the cost of each item goes to the Salvadorans who sew it. So remember: when you wear **SWEAT GEAR**, you don't sweat because we've already done it for you.



**NEOLBRL ULTIMATE SWEAT \$29.95**

**SWEAT'ER**

We select only the choicest young sweaters from El Salvador's world-renowned labor pool. Available in sizes from 15 to 26 years old. Goes with any outfit. Pairs up perfectly with transnational capital. Performs under the harshest conditions. Works 13-hour days for 57¢/hour — practically free with every **SWEAT GEAR** purchase. Do not publicize, unionize or wash with strong insurgent. Over 60,000 units on hand. Replacements readily available.



**XPLOIT SWEAT'ER 57¢**

**OR MAYBE YOU PREFER...**



**EMPOWERED GARMENT WORKER**

Healthy, politically savvy garment worker, tireless in her solidarity. Comes in various striking colors and action styles from walk-out to sit-down. Resists the harshest conditions. Pairs up perfectly with international solidarity. Will work 8-hour days for a fair and living wage. Part of a larger ensemble, the Coalition for Maquila Workers' Dignity (COSDEMA). This spring, COSDEMA helped the FMLN political party pass a strong new

maquila workers' law. Now they need our help to enforce it. Please publicize, organize and wash with strong resurgence.

**SLF-DTRMNTN EMPOWERED WORKER NOT FOR SALE**

## THIS SHOPPING SEASON YOU HAVE A CHOICE!

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*You can go to your nearby fashion outlet and buy a trendy T-shirt for \$25. (The person who sewed it will get 16 ¢). Or you can use the handy NEW WORLD ORDER FORM to contribute to CISPES's Worker Rights Campaign and receive, at no additional charge, the following fine catalog items ...*

### STABLE

### COMMUNITY

Stable communities are based on decent jobs, and ours are no exception. At CISPES all our community building follows a rigorous process using the finest local materials.

We start by pressuring US AID to live up to its legal responsibility, and not violate international labor rights. We then pressure the Salvadoran government to enforce its own labor laws and stop repressing workers. Communities on both sides of the border benefit as people build better futures where they live. Comes in these local options: Grassroots Democracy, Community Development, and Health Care for All. Try these styles: rural or urban, North and South. Special sister-city offer: buy one, get one free.



SLDRTY    STABLE COMMUNITY    INVALUABLE



**GLOBAL CITIZEN**

Which is more important? A bargain in your local fashion mall, or social justice and economic democracy? This Global Citizen doesn't have to ask. She knows it takes grassroots action to build a better world. Not afraid to confront U.S. policy makers or transnational corporations. Supports women who are organizing in the sweatshops of El Salvador. Looks beyond her own backyard to find solutions. Knit together, seamless fabric. One standard of justice fits all.

THNK-GLBL-ACT-LCL    GLOBAL CITIZEN    PRICELESS

**HOW CAN I OBTAIN THESE FINE PRODUCTS?**

We're glad you asked! It's very simple. Almost every garment sewn in El Salvador's sweatshops is sold in the United States. The sweatshop owners need the US market to survive. This gives us tremendous power.

*Use this NEW WORLD ORDER FORM to:*

- **EMPOWER GARMENT WORKERS.** Women's groups are training women workers to defend their labor rights. Meanwhile, labor unions are broadcasting the country's little-known labor laws so everyone learns what they are. CISPES is raising \$20,000 to help the Salvadoran labor movement carry out these two projects. Please contribute generously! Send tax-deductible checks to CISPES Education Fund/WR.
- **BUILD STABLE COMMUNITIES.** US AID built the Free Trade Zones in El Salvador. Now we must pressure them to live up to their legal responsibility, and assure that labor rights are enforced. Join the Worker Rights Campaign! Order your campaign Action Packet from CISPES.
- **BECOME A GLOBAL CITIZEN.** US labor unions need our help to stop sweatshops here at home. For more information, contact CISPES at 212-229-1290, Box 1801, New York, NY10159, or . . .

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visit the web site at: <http://www.blank.org/sweatgear/>

