

Add any of these offers to your Card and
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SUNGLASS HUT

**Spend \$150 or more, get
\$30 back**

Expires 12/31/2020. See complete offer terms below.



**W H I T E
H O U S E
B L A C K
M A R K E T**

WHITE HOUSE BLACK MARKET

**Spend \$150 or more, get
\$25 back**

Expires 12/24/2020. See complete offer terms below.

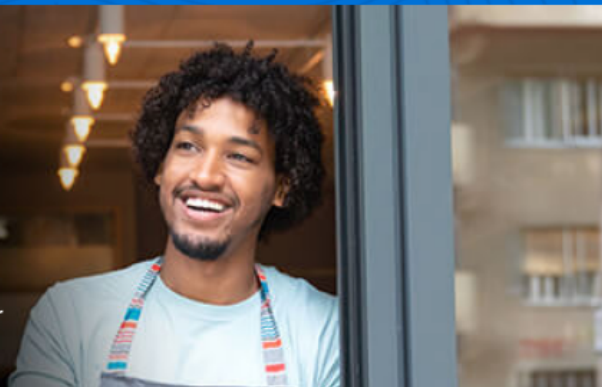
In fact, as I was composing these paragraphs, I received an e-mail promotion from Amex with exactly these images in this order — Same old script: black, black, black, white woman:

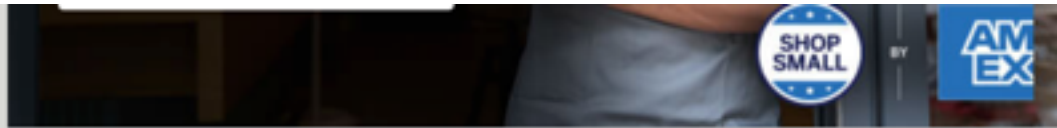
AMERICAN EXPRESS THE ESSENTIALS

As you get ready to celebrate Thanksgiving with loved ones, your Card can help you prep for the festivities – and find ways to save on the holiday shopping season ahead.

Share joy. Shop Small®.

This holiday season is a little different, but we can still share joy. Shop Small and support the places you love on Small Business Saturday this November 28 – and all season long. Visit ShopSmall.com to find local small





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SHOPRUNNER

Holiday shopping made easy with ShopRunner

Find the perfect gift – and save. Get a complimentary membership when you enroll your American Express® Card and enjoy free delivery in as little as 2 days – and free returns – at 100+ online stores. Minimum purchases may be required. Terms apply.*

RESY

Resy chefs share their holiday traditions & recipes

Beloved Resy chefs share their holiday cooking and entertaining tips for the perfect Thanksgiving meal. From creating an at-home menu to mixing a delicious cocktail, learn from vegetable wizard Amanda Cohen, dessert pros at Konbi, and more.



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access to tech and guidance to
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It's always the same. Let's explore KeyBank out of Cleveland:

Tell us what you really think

Join KeyBank Voices online community and voice your opinion.

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What is KeyBank Voices?

KeyBank Voices is an invitation-only group of clients that will help us provide

Thank you for banking with us.

Consolidating debt?
Making a big
purchase?

Get the Latitude[®] credit card and save with our lowest rate and longer offer period.



Thank you for banking with us.

Bank Digitally Anywhere and Everywhere

Use our enhanced digital tools and capabilities and start banking on your own terms.



Get funds as fast as same day.

Consolidate debt, make a large purchase or take on unexpected expenses with a KeyBank Personal Loan - all with no collateral and fixed rates. See how!



you, it's money quiz

attitudes about money and how they pair with your partner's.

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This Holiday, Don't Give Yourself Debt.

Use this three-month plan to take charge of your spending, so you have a less-stressful holiday and a happier new year.

[Get Started](#)

Wait! I finally found a White male in an ad! There, down in the lower-right corner:

Tips and How-To's



TAXES

Why Planning for Retirement Taxes Is Just as Important as Saving



LIFE EVENTS

College Application Checklist: 5 Financial Considerations

DEBT & CREDIT

What Is the Debt Avalanche Strategy?



HOME OWNERSHIP

APR vs. Interest Rate: What's the Difference?



Oh, he's with a black woman. Let's move on again

Wanna go camping?



Legos or other toys for the kids?



OCTOBER
2020 CATALOG



Build
more **family**
TIME!

THE LEGO® STORE
LEGO.COM
1-800-453-4652



Forced to access any American school's online site?

MY SCHOOL BUCKS

English Help Log In Sign Up Free

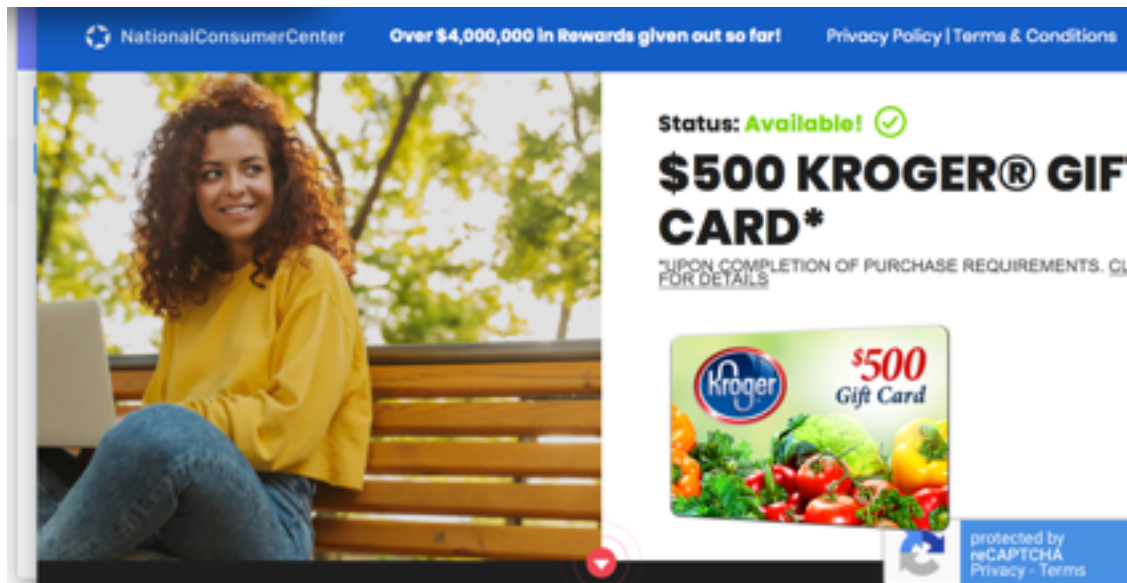
School Payments Made Easy

From the cafeteria to the classroom, pay anytime, anywhere from your computer or mobile phone.

Sign Up Free Log In

● ○ ○ ○






Or maybe stop by the supermarket for some brewskis to take to the golf course:




(Is that Rachel Dolezal 20 years ago?)

Where you'll see:

LEADERS

POS	PLAYER	TOTAL	THRU	TODAY
☆ 1	 A. Scott	-10	10	E
☆ T2	 M. Homa	-9	11	-2
☆ T2	 D. Johnson	-9	11	-1
☆ T2	 M. Kuchar	-9	10	+1
☆ T5	 S. Brown	-8	12	-2



**GOOD GOLFERS.
BETTER PEOPLE.**

[LEARN MORE](#)

The First Tee

And now bow down to the greatest golfer who will ever live. EVER:



These image creators obviously have no shame, creating the most unlikely “reality” possible:



Again, I need to stress the *utter ubiquity* of the images in these ads. Let me share with you a personal example. Five years ago, one of my children deliberately moved to a small town that is still 95% White. (I guess she was willing to listen to my race realism talks, unlike so many other White children.) When recently I drove nearly halfway across the country to visit her, her husband (it helps that he's a Mormon) and the kids, it was just before Halloween. Here's the image of Halloween the little town's paper thought fit:


















This choice alone speaks volumes. What rational editor would assume the Whites in this town would identify with such a photo? Indeed, the rot goes deep.

It gets worse. The same week, my granddaughter brought home an envelope from school with forms for class photos. Here is the entirety of human images on that form:



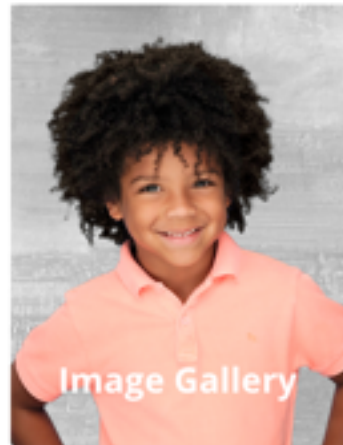
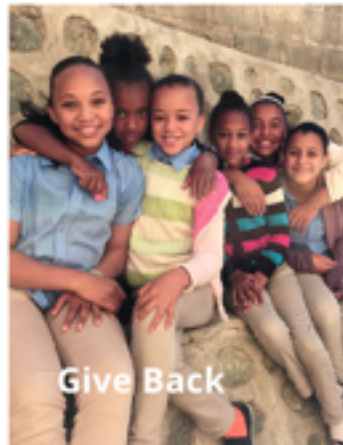
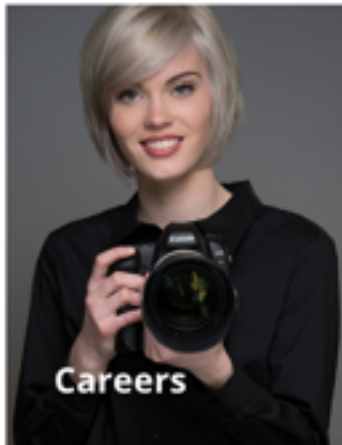
Here's the back of the form:

Background Fondo NOTE: Background for your yearbook is selected by your school. Note: If funds permit, a variety of additional backgrounds.	Standard Background Fondo estándar 	Standard Background Fondo estándar 	Choose your Background Elige tu fondo <div data-bbox="808 1171 1255 1255">       </div> <div data-bbox="1182 1136 1263 1157" style="background-color: #0070C0; color: white; padding: 2px;">Image Code</div> <div data-bbox="899 1266 1166 1287" style="text-align: center;"> ~ More backgrounds & options available online! ~ <small>(Photo Credits & options dependent on school)</small> </div>
<div data-bbox="196 1310 618 1352"> 2 Choose your Add-Ons—\$14.99 Each <small>Elige tus complementos: \$14.99 cada uno</small> </div> <div data-bbox="623 1310 932 1352" style="text-align: center;"> ~ More Add-Ons & Special Offers available online! ~ <small>(Más complementos y ofertas especiales disponibles en línea)</small> </div> <div data-bbox="224 1381 402 1472"> E. (8) 2x3 Wallets F. (4) 3x5 G. (2) 5x7 H. (1) 8x10 </div> <div data-bbox="407 1381 537 1472"> (Background): Choose any Image Code 1-6 above for Add-On prints! <small>Fondo: elige cualquier código de imagen entre mencionado para impresión de complementos.</small> </div> <div data-bbox="565 1367 651 1486">   </div> <div data-bbox="656 1367 753 1388"> I. (4) Variety 3x5 <small>4 de variedad de 3x5</small> </div> <div data-bbox="792 1402 915 1486">    </div> <div data-bbox="688 1451 786 1472"> J. (8) Variety 2x3 <small>8 de variedad de 2x3</small> </div>			<div data-bbox="1013 1325 1208 1346" style="text-align: center;"> Lifetouch + Shutterfly </div> <div data-bbox="976 1381 1252 1423"> <small>*As part of the Shutterfly family of brands, your Lifetouch digital images are now delivered through Shutterfly. You'll receive a notification when your images are ready to view, download and share.</small> </div> <div data-bbox="959 1451 1263 1486"> <div data-bbox="959 1451 1073 1486">  Prints Delivered to Home or School </div> <div data-bbox="1094 1451 1263 1486">  Digital image Delivered via Shutterfly </div> </div>

Add-Ons may be purchased with a package or purchased separately.
 74593 Questions? Please contact Customer Service at 800-736-4753. ¿Preguntas? Comuníquese con el Servicio de Atención al Cliente, Remando al 800-736-4753.

Not one — not ONE — image of a White boy. Based in Minnesota, [Lifetouch](#), the company responsible for these photos, “provides photography for families, schools, and places of worship, has over 22,000 employees, and operations in all 50 states and Canada.” It is described as “The world's largest school photography company.” Surely this photo company understands the symbolic value of images, but, alas, this is the hell our Hostile Elite has

created for us Majority Whites. (Incidentally, when I went to Lifetouch's homepage just this second, here was the banner that greeted me. You can't make this stuff up):




Needless to say, my daughter bought no photos from this company. Let millions of wealthy blacks bolster this company's bottom line.

Two days later, my granddaughter brought home more material from school: The execrable [Scholastic News](#), which, like almost all public school education across the board, is directed at non-whites like this:



For some reason, the day my granddaughter came home, she had three copies of Scholastic News, and here are the three covers:

SEPTEMBER 2020 ISSN 0734-911X • VOL. 77, NO. 5

 SCHOLASTIC

Watch our video about
growth mindset at
www.scholastic.com/m2

News²

The Power of **YET**



Is there something you wish you
could do? Maybe you can't do it . . . YET.
But that doesn't mean you never will!



My name _____

SEPTEMBER 2012 www.scholastic.com Vol. 22, No. 3

Watch our video about
bullying at
www.scholastic.com/us2

SCHOLASTIC

News

GRADE
2

An End to Bullying

How would you feel if a bully picked on you? You might be sad or angry. You might need a kind word from a friend. One girl wants to end bullying. Read her story inside.

My name _____



Normally, I'm not a quantitative guy, but in this instance I will provide numbers: On these three covers containing a total of twelve people, we find ZERO White males. In the inner two pages plus back cover, there are nineteen more people. All are brown, black or women, with only a few exceptions, such as two White men wearing masks in the background on a NYC street. The only positive image of a White boy is one actively playing chess with a brown boy. And here is the final image of a White boy:



There's never meaningful variation in this script: an Asian boy is passively pouting, while a brown girl sternly (and morally) lectures the culprit — a little White bully. And not just White but decidedly Nordic. Remember, for propaganda to be effective, the message must be endlessly repeated: "White Boy Bad!" And it's quite an audience they have: "Over 6 million students read Scholastic News every week!" Incidentally, I don't see much reading material from Scholastic, as it is composed overwhelmingly of pictures, images that are meant to instill an anti-White agenda, not boost reading skills. In other words, it's of a piece with almost all public education material.

I cannot be sanguine about the world my grandchildren will grow up in, for the reasons just seen. So much has changed in my own lifetime, from a childhood that was overwhelmingly White (and Christian) to this multicultural dystopia. (Two good quotes come to mind, beginning with "White genocide [is] euphemistically presented as 'multiculturalism,'" and "Multiculturalism is just [the majority being gaslighted](#) into a long, drawn-out suicide ..."

Which reminds me, as a member of the America Association of Retired People, I receive messages from them both online and in the snail mail. This is what I routinely see:



Food Friendly Wines for the Holidays



Conclusion

I could write so much in this conclusion, but let me stick to three points. First, we have an enemy, and that enemy has long chosen us. Second, because of the unceasing “Culture of Critique” efforts of our enemy, “The white male has become the [monstrous Other](#) in his own nation, a nation he does not recognize and that no longer recognizes him.” Finally, this “monstrous Other” must recognize this existential threat, organize, and do something. It’s really that simple.

Our Adversary

I won’t linger on this topic because this site grows out of Kevin MacDonald’s “Culture of Critique” and readers are likely familiar with the many articles comprising the [Jews as a Hostile Elite](#) category on TOO. The identity of our adversary should be well known. (It’s even in the Bible.) In fact, there was even a time before Charlottesville when one of the founding beliefs of the Alt-Right (as we used to call it) was that Whites were locked in a fierce battle with organized Jewry. Really, to understand

almost everything written on TOO, one must understand and accept this premise.

For instance, we've had articles documenting the overwhelmingly Jewish identity of the Bolshevik Party and their cruel depredations against innocent Russian and Ukrainian White Christians. We've seen the financial crimes committed by heavily Jewish financiers. We've read about intellectual subversion in dozens of articles. We are convinced this is a real and ongoing onslaught.

Perhaps for a normie, I suggest people stop trying to see this from a White perspective. Instead, look at what Jews themselves are thinking, writing, acting upon. One of my favorites in this respect (and it fits well in an essay on visual images) comes from a Jew in Italy who creates artworks in glass. This artist, Gianni Toso, in 1969 created a stunning set called "Jews vs. Catholics." *THIS*, I am convinced, represents the mentality of the Jewish community:



Now to put this in the context of the present article's focused domain, we must understand that only one group today has the power and intent of

destroying our civilization, and one of the many ways they do this is through advertising, something almost none of us can escape. The message is that soon they intend to come for our very existence — our very lives. Literally. So many of us Whites are still fat and happy, and we're not seeking war with anyone, so we are unaware. But always remember what German philosopher Carl Schmitt wrote: "It's not only you who chooses your enemy, it's more often your enemy who chooses you." White man, brace yourself.

Again, there is no way this sudden visual elimination of White males can be explained in any other way than I have above. As a good friend who knows more about these things than almost anyone else writing in English recently told me, "Everything in contemporary society is top-down, ersatz, and coerced. Nothing reflects normal culture or human behavior. It ALL comes down to unrestrained power and the evil, fanatical nature of the Jews and Communists who now rule the globe without opposition."

Becoming "The Monstrous Other"

I know that the vast majority of TOO readers have either read "Culture of Critique" or know its arguments well. MacDonald and other writers here have provided years of further evidence for attacks on Western Civilization. Myself, I have focused on Hollywood fare, other popular culture, and finance. Becoming "The Monstrous Other" was done largely through Hollywood and other popular culture, while finance was a crucial way for that to happen. Of course, Jews have been in the fore of other areas that promote this process as well — as politicians promoting non-white immigration and anti-White "civil rights," as leaders in academia and lower ranks of education, and in the courts. While the TOO audience may find nothing new here, now is the time to find which parts of the TOO message are right to share with "normie" friends and acquaintances. We can no longer remain silent.

What to Do

I realize the events related to Charlottesville in the summer of 2017 scared a lot of White activists, and to this day many innocent Whites continue to suffer from it. But if Whites intend to survive, there is no other way than to accept that this struggle to the death is real. Very soon after, we must organize, produce a defense, then ultimately an offense. To do this, one thing we absolutely must do is stow the egos and stop the infighting. This is a test for Whites to rise about self in order to secure our continued existence and flowering of our race.

Personally, I'm of the opinion that TOO is not the place to openly discuss, let alone implement, the more viable of these ideas. Nor, for that matter, is the compromised Internet in general safe. In the comments section below, we can discuss preliminaries to all this but we'd better hurry because time has never been shorter. A great slaughter could happen any day now. As I say, brace yourselves.

To sum up, here is the take-away from this photo essay. Know that the Western world is under the control of a nearly omnipotent force that is capable of creating "reality" on command. How else would ALL media, at the flip of a switch, beginning running images that completely leave out White males? We have a right to exist, and that right extends to being visible. As a matter of course, we should be able to see people like us everywhere, for we created this country and still constitute a majority.

By way of comparison, consider this. Recently [the New York Times](#) blared the headline "Pope Francis Appoints First African-American Cardinal" and noted "how important it was for young Black Catholics to see a bishop who looked like them." Fair enough from a black point of view. But it is fairer still for a much larger majority to see people who look like us. We Whites deserve to and MUST be seen again. And in ways of our choosing.

We are not seen, however, because an enemy has grossly distorted reality with the illest intent. And we cannot ignore this, just like the protagonist Connor family could not ignore the cyborg

stalking them in the 1984 film, "The Terminator." The man sent to save this family tells the mother, "That Terminator is out there, it can't be bargained with, it can't be reasoned with, it doesn't feel pity, or remorse, or fear. And it absolutely will not stop, ever, until you are dead."

The Original Sin of Our Skin Color

My ideas here are neither unique nor obscure, and countless Whites have noted the same things, often in ways better than I have. It is no surprise that these ideas are everywhere, for they are inescapable, as our adversary has ratcheted up its assaults to a new level, so that now we Whites collectively face "Condition Red." Post-election, this is so pressing that former chairman of the British National Party Nick Griffin penned the essay [Wither America?](#), which appeared the very week I'm writing a polished draft of this essay. His words jibe with everything I've said:

In the time of darkness now settling on America, everyone is going to be a 'minority'. But the largest, hardest working, most practically competent, minority will be Christian Americans of European descent. With every year that goes by, they will feel more and more painfully the pressure of discrimination, injustice, exploitation, and every form of abuse up to and including murder. The experience will collectivise our people. The endearing but deadly tendency to think and act in terms of 'I' and 'me', will turn into an unbeatable habit of thinking in terms of 'we' and 'us'.

Many will fall by the wayside. Many will sell their souls in a vain effort to 'integrate' and to be forgiven for the Original Sin of their skin colour and their heritage. But great pain is a great teacher, and great pain is on the way for the people who built America and then carelessly let their elected and unelected leaders hand it over to a coalition of forces who hate, despise and still fear them.

White men and women, use these images first to kindle in yourself a rage that we are being erased. If you've already long had that rage, kindle it to a red-hot degree. Find the best way to share these images, especially with the masses of Whites who no longer do meaningful reading. Share the video links. We know that images impact a different area of the brain, a more primal, primitive one. We have no time left, so we have to jumpstart our race's will and ability to survive.

Most of us face now only pictures of people who do not look like us, but rest assured that our enemy will be using people like that to further replace us, and a truly painful part of that process will be by killing us. I can't state it more bluntly than that. Fight back. Now.