



NATIONAL BOYCOTT FOR PEACE

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THE NATIONAL BOYCOTT FOR PEACE: What Is It?

An economic boycott is the only method available to the average citizen whereby he can exert continuous pressure on Government to demand a re-evaluation of our foreign policy and a re-examination of our national priorities. The political power of the average citizen is limited: he is able to vote for a Representative every two years, a President every four years, and Senators every six years. And even if an election did bring into office issue-oriented politicians, there would be no immediate changes in our foreign policy or domestic programs, due to the structure of the legislative branch of our Government. Various methods of influencing our politicians between elections, such as letters or petitions, have either failed or been disregarded.

However the Business Community does have enormous political power that can exert direct and permanent pressure on Government. By means of lobbying techniques, campaign contributions, etc., the Business Community has developed some fine instruments for continuously influencing our Government. And, this political power is largely used to extend businesses' own self-interest, not (necessarily) Society's. It is therefore obvious that a need exists for some mechanism whereby the average citizen can induce the Business Community to use its political power for Peace and a Better Society. The National Boycott For Peace can accomplish this task. Americans vote daily with their dollars. If their votes can be organized and directed, then their economic power can be turned into political power: a political power that would be used to stop American lives not destroy them!

This National Boycott For Peace is in effect NOW, on two levels. Level One represents a boycott of corporations which deal in volume sales and place heavy reliance on the youth market. There are forty million consumers
(over)

between the ages of fourteen and twenty-four on whom the following industries are particularly dependent: soft drinks, records, clothes, cigarettes, beer, and toiletries. The most desirable action would entail a boycott of all products within each of these industries. The next most effective action requires a boycott of the following, major representatives of each of the aforementioned industries: American Brands(Tobacco)Co., Bristol Myers Co., Anheuser-Busch Co., ~~Coca~~^{Pepsi}-Cola Co., Bobbi Brooks Clothing, H.I.S. Clothing, Columbia Records, and Capital Records. (A complete list of these representative, target companies and their products may be found in Table One.)

Level Two focuses the Boycott on the consumer-product divisions of twenty-eight of the top fifty defense contractors: General Electric, General Dynamics, General Motors, Ford Motors, Westinghouse, RCA, Textron, ITT, Ling-Temco-Vaugh, Litton Industries, Raytheon, Honeywell, Sperry Rand, AVCO, General Tire and Rubber Co., Olin, Dupont, IBM, Norris Industries, Uniroyal, Pan American World Airways, Standard Oil of New Jersey, Standard Oil of California, Mobil Oil, Kaiser Industries, Magnavox, Asiatic Petroleum, and General Telephone. This more intensive boycott of 'big business' will force the latter to apply their considerable economic power as a continuing political pressure to END the War NOW and redirect the nation's goals.

To influence the Government one must employ means familiar to Government. Pressure groups or lobbies are an operative mechanism of our governmental structure. Whether one lobbies for Peace or boycotts for the same objective is semantical; the effect is identical: people take notice. And in this instance the 'people' are elected officials and administrators who otherwise are oblivious to actions which do not articulate power. The Boycott IS power: economic power, which in our Society equals political power. In a Democracy, power is with the people; it is time for Americans to reassert their power. When this is done, when the WAR is ended, when the nation is again intent on creating -not destroying, THEN the Boycott will be over, its objective realized. Meanwhile.....

The National Boycott For Peace is a lobby for Peace and a Better Society.
Won't YOU participate?