

Plan for Consumer Boycott / Letter to Mike Miller by Marshall Ganz c.
December 1965

Sunday

Dear Mike,

I'm writing to save money, but I need an answer right away. Enclosed is a SNCC rundown on Schenley's. I also had a proposed program of action to Schenley's. Cesar may have given you a copy. Wendy and Paul Booth both have copies. Booth was all ready to go – especially out of his regional offices.

What I need right away is your timetable for the boycott so we can get our Bakersfield boycott committee together. This will involve students, CSO, NFWA, unions, etc. Need this right away.

We'll be opening an office in Bakersfield within the next two weeks. Will let you know address.

That's all. Cheers. Hope y'all well.

Viva la Causa

Marshall

Note: mail this to me at 2621 Cedar St., in Bakersfield

P.S. Want these enclosures back when you're thru with them.

Plan for Consumer Boycott

- I. Safeway Stores and other chains: this Wendy is working on in Washington and there's a group in S.F.
Bakersfield: local groups can be activated to do picketing if this is necessary – college students, CSO. Local NFWA folk, Negro groups and some of the TAP people. It could be quickly organized and just wait on outcome of meeting with Safeway in Oakland.
- II. Schenley – Roma Wine
 - A. Reasons to boycott
 1. Schenley is easily identifiable and is devoted solely to liquor and wine enterprises.
 2. S. is very vulnerable because of (1) and because of possible economic loss and “image” damage.

3. If a nationwide picket of S. could be developed it would be extremely educational to other growers –in terms of the kind of support we can muster.
4. This kind of action would tie other groups around the country in with us, especially grass roots groups.
5. Report, will bring back the memories of bartender boycott.

B. Procedure

1. In each of the major cities where we plan a picket operation, an ad hoc committee should be formed immediately. This committee should include persons from the following groups:
 - a. SNCC and other civil rights groups.
 - b. SDS and other student groups active in the area.
 - c. Sympathetic and militant labor unions: ILWU, Teamsters, UE, Packinghouse and whatever other “good” unions there are in the area. They may shy away from official involvement, but it could be a “rank and file” move.
 - d. Reform Democrats or liberal Dem. Groups – esp. N.Y.C.
 - e. Church social action groups.
 - f. Grassroots groups, community organizations, Negro and Puerto Rican organizations, etc. This should be carefully handled because involvement of these group may scare some of the others away. Likewise, involvement of some of the others may keep these groups out. The involvement of these groups, however, is very important.
 2. There should be one person responsible for coordinating this effort in each city. In NY this could be a SNCC person – also probably in some of the other cities.
 3. Wendy or some other representative should meet with these groups as soon as possible to explain the strike and provide some direct contact with FWA.
 4. In N.Y., the committee should first visit Schenley’s main office and request o they negotiate, threatening a boycott. In N.Y. and elsewhere committees should visit chain stores and liquor stores suggesting they not sell Schenley threatening a picket.
 5. These committees would then assume the responsibility of planning strategy for the specific city, placing ads in newspapers, posters, etc. It is assumed they would also provide the necessary funds to carry this function out.
 6. Our responsibility is (1) to get them going (2) provide information (3) provide a timetable – presumably geared to a week before Xmas.
 7. Outside of the major urban centers, reliance will primarily have to be on SDS and campus friends of SNCC groups activated out of Chicago and Atlanta, respectively. Here we would send information on to the national office and let the national offices coordinate.
- C. Cities: Boston, New York, Philadelphia, Chicago, Washington, Atlanta?, New Orleans?, S.F., L.A. – also could use same procedure in areas where we have direct contacts – San Jose, Fresno, Bakersfield, Sacramento, etc.
- D. SNCC offices in thee cities could probably provide a focus:

1. In New York, contact Elizabeth Sutherland and Bob Weil. Groups involved should include SNCC, local 65 of packinghouse workers, Catholic Worker, SDS, Jack Newfield of the Village Voice, Morty Schiff of New Chelsea De. Club, also: Jose Figueres of Puerto Ricans.
2. Boston – SNCC, Noel Day, SDS, Boston Action Groups, Northern Student Movement, etc. Contact SNCC office, Peter Orris at Harvard, Noel Day, Bill Strickland.

NOTE: A drawback to students is that most of them will be off their campuses at this time – however, if they are reached soon enough, they could carry this home with them.

3. Chicago – SNCC, SDS
4. Philadelphia – SNCC, SDS
5. Washington – SNCC, Georgetown Univ. folk
6. Atlanta and New Orleans – SNCC could move in Atlanta, in New Orleans Core as an office and this city could be moved thru them.
7. S.F.: unions, SNCC, SCAL, CFL, churches, etc. Mike Miller
8. L.A.: here SNCC will probably be of least help. But, then we have other contacts.

E. The reasons for doing it this way is:

1. It will be effective – substantive work will be done by people who know cities
2. It will involve many groups with FWA on a short-term specific action program (three weeks), which will lead to some long-term involvement undoubtedly.
3. It will minimize costs – although there will be a large phone bill.

NOTE to 2: After this active involvement these groups will probably go on to do both propaganda work and fund-raising. Many people in the North get involved with civil rights groups thru things like the Selma march.

III. One person will be needed to coordinate this whole scheme for the next three weeks. Wendy could do this since she is mobile.

Marshall Ganz

NOTE: It should be stressed that this will be purely “informational picketing.”