

Workers Call For Levi Boycott

Fifth Estate Collective

1967

“Quack, Quack
I am a duck,
You are probably human
You can wear White Levis
Some people have all the luck”
—The Jefferson Airplane

Some people aren't so lucky. Strikers against the Levi-Strauss Company in Blue Ridge, Georgia have called for a national boycott of all Levi products.

The strike action was called after 460 of the 570 Strauss workers walked off of the Blue Ridge plant to protest terrible working conditions there. The workers, mostly women, charge that the Strauss plant had located in Blue Ridge in order to exploit the underemployed workers of that region.

Although jeans and denim jackets were once clothing symbols for SNCC and other young radicals, the popular trousers called 'Levis' are now the main target of the boycott.

The strikers urge supporters to write letters of protest to the Levi-Strauss Co., Battery St., San Francisco. Strike funds may be sent to A STRIKE, 610 W. 116th St., Apt. 53, NYC.

Locally, the strike is supported by Detroit Students for a Democratic Society (SDS) and this newspaper.



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Fifth Estate #27, April 1-15, 1967

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