

H. Milk

# ~~CONFIDENTIAL~~ REACTIONARY BEER

THIS ~~past~~ week there was a fund raising event for aid to some Native Americans? attending was a cross section of San Francisco. ~~Some of our local unions are~~ <sup>im</sup> starting to work with the neighborhood associations. Some unions ~~have~~ lobbied for gay rights last year in Scaramento. The list goes on, <sup>it is intertwining</sup> In issue after issue we see ~~the formation~~ ~~of some sort of support by~~ differnet groups coming to the aid of others. The bridges between the many communitys and peoples <sup>of the city</sup> are being buldt. Maybe out of necessity, but the exciting thing is that they are being built. (It is ~~long~~ past the time when this should have started.) But it has started, and it may well be the way that <sup>these</sup> ~~small~~ groups of people will finally get their voices heard and an end to the insensitfity of government.

Several years ago the gay community took a step in working for others in thier fight (in reality our own fight too) by participating in a boycott against Coors Beer. In many areas of the state and in the nation the boycott continues. It has ~~not~~ been <sup>as</sup> active here lately even though it <sup>is still</sup> ~~has been~~ effective. I ~~am~~ <sup>was</sup> ~~reminded about the boycott~~ last week ~~when~~ <sup>who</sup> a woman came into my store. ~~She~~ had just driven across the nation and stopped at the home plant of Coors at Golden, Colorado. She stopped there for <sup>about Coors.</sup> like many people from the East Coors has some sort of mystic. She was excitied about going on tour. Then she wondered off the tour and her eyes opened. She could not believe what she saw so she dug deeper. She is now a vocal part of the boycott.

The reason for the boycott came from two basic <sup>points</sup> ~~areas~~ - one a company



that has a attitude towards its employees that can only be called discriminating ~~and~~ but also downright humiliating. The discrimination of gay people in the work field in general is well known to all of ~~us~~ us. <sup>(It could be a major step in the gay movement if we started to join <sup>together</sup> forces ~~against~~ with other groups to fight any and all discrimination by any and all companies.] In this case the company has a rotten records in regards to women and minorities - especially the Spanish speaking population. <sup>a</sup> ~~The~~ second reason for the boycott comes out of the paternalistic attitude <sup>a</sup> towards it workers and very poor lablor relations <sup>at best</sup>.</sup>

Yet <sup>still</sup> there is another side to the overall picture and that is ~~Joe~~ Joe Coors, <sup>Joe Coors</sup> and ~~his brother Bill~~. The number of articles written about ~~these two~~ people in the New York Times, Denver papers and even our own San Francisco papers <sup>gives a good</sup> ~~leads to the~~ ideological views <sup>of him. Bin</sup> ~~of these two people that stands~~ on <sup>ON firm</sup> ~~firm~~ ground with many of the views of the John Birch society. <sup>His</sup> ~~Their~~ attempt to minuplate the media, <sup>his</sup> ~~their~~ involvement with the philosophies of Reagan, <sup>his</sup> ~~their~~ dislikes of the "pleasure-loving parasites", and, well, we have all heard it unfortuntally all too often. ~~Joe~~ Joe Coors was a regent at the University of Colorado. <sup>A</sup> ~~Another~~ Regent at the time - the highly respected ~~conservative~~ <sup>moderate</sup> Republican ~~and~~ Harry Carlson, said ~~that~~ Coors was "a superpatriot who believe in interpreting the First Admendment to suit himself." ~~Joe~~ Coors fought agianst "permissiveness" and <sup>"</sup> ~~strongly~~ <sup>Female</sup> ~~strongly~~ attacked the practice of giving birthcontroll advice to students. <sup>"</sup> Joe Coors has a long record of more of the same. It is thus ~~some~~ <sup>somewhat</sup> easy to see why his company does discriminate.



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Months ago I talked with the distributor of Coors in Redwood City.

He was going to set up a meeting with ~~some of the~~ other Coors distributors

so we could <sup>discuss</sup> ~~talk over~~ the problems. I offered to go with <sup>several</sup> ~~three~~ one of

the company officials to <sup>Colorado</sup> ~~Denver~~ and tour the entire plant to see just

who was working at what kind of jobs. The offer was turned down - even

though I agreed to pay for the entire trip for all of us.

Here is a way that

~~I think that~~ the gay community ~~should~~ start to show ~~some~~ of its

economic power. It is not too hard to switch brands of beer. (After

the second one not too many people can really tell the difference. <sup>1</sup>

<sup>Blindfolded</sup> very few can tell the difference on the first beer.) The

point is that if the gay community continues to ~~just stay in~~ the boycott

with the Spanish and labor groups then we will be fighting towards

common goals. Ending discrimination. The point is that we will

be also building bridges with other groups who in turn will

start to fight for our rights too. <sup>And more groups may then join in the struggle.</sup> The time ~~has long been~~ here

when <sup>all</sup> ~~those~~ who are discriminated against <sup>in any way</sup> should join forces <sup>to</sup> in

<sup>a</sup> ~~the~~ common battle.