

# Karl W. Weiss '87 Faculty Lecture Series 2017-2018

## Alyssa Ribeiro

### Seller Beware!

## Black and Latino Consumer Activism in Philadelphia, 1960s to 1980s

This talk uses Philadelphia as a case study to demonstrate how pocketbook politics, viewed from street and storefront level, played a critical role in black and Latino rights struggles in the late twentieth century. Drawing on community organization records and newspapers, I trace how several overlapping consumer advocacy projects attracted wide participation. By holding businesses accountable for their crooked practices and pressuring negligent landlords, residents adapted a broader interest in consumer rights to their particular struggles over purchases and housing. These small-scale advocacy efforts offered a concrete way for residents to blunt the impact of structural economic change while also creating conduits for interethnic alliances.

Wednesday, March 7<sup>th</sup> at 7:00 pm  
Campus Center 301 & 302