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Buy This Product

Posted by [Joe Klein](#) Sunday, July 18, 2010 at 9:40 am

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What's the opposite of a boycott...a buycott, perhaps? In any case, the New York Times [reports](#) on the noble effort of Knights Apparel to pay a living wage at its factory in the Dominican Republic. Knights manufactures college logo gear and the living wage is expected to raise the price of its t-shirts into the range of premium products like Nike. But you can handle that, right? Wouldn't it be a great thing if all you high-minded students out there--and even some slackers with a sense of justice--supported the Dominican people and bought this product?

If my alma mater, the University of Pennsylvania, sells Knights products, I'm going to launch my own buycott tomorrow.