

# El Malcriado

THE VOICE OF THE FARM WORKER

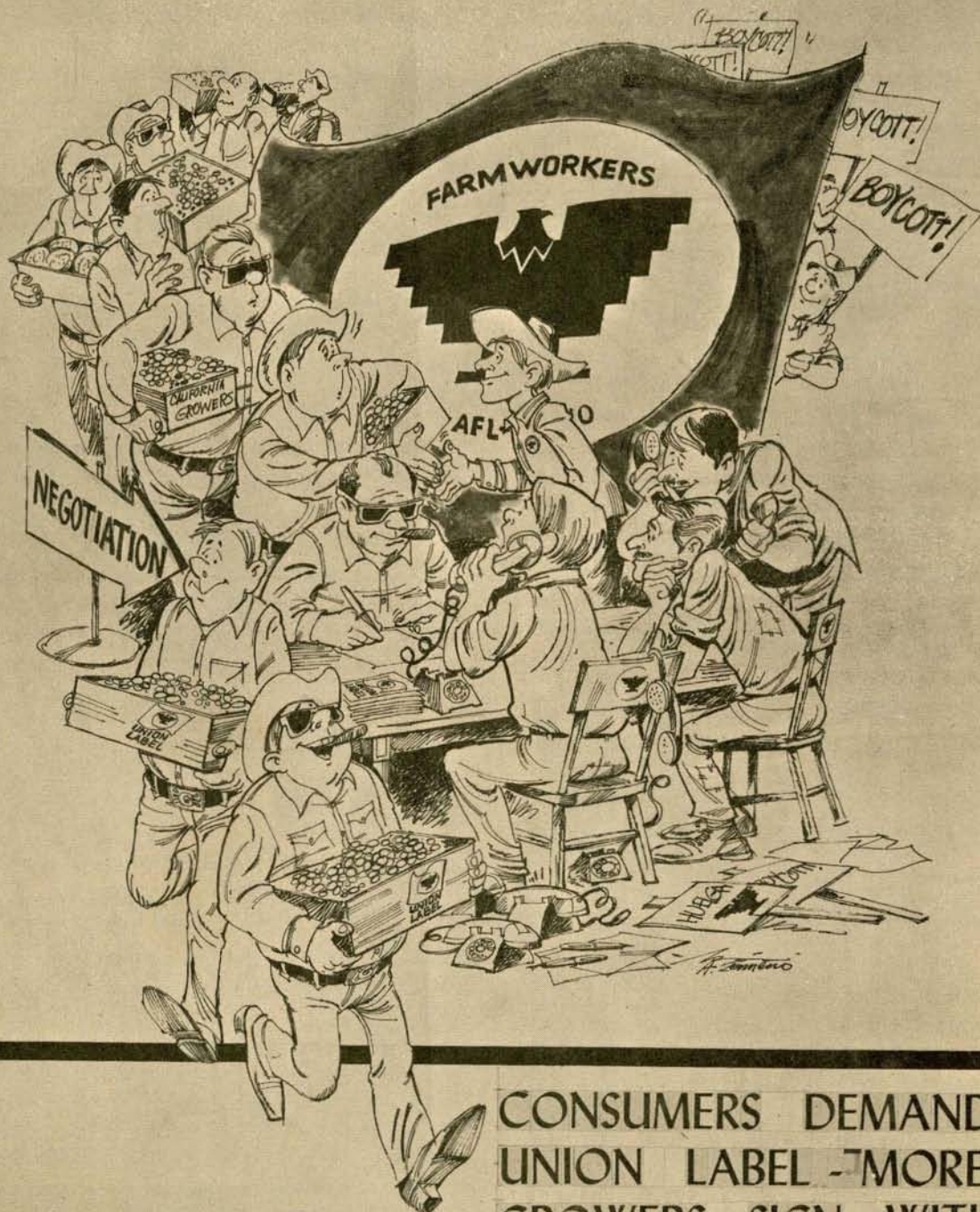
10¢

in English

VOLUME IV NUMBER 3

DELANO, CALIFORNIA

JULY 15, 1970



CONSUMERS DEMAND  
UNION LABEL -MORE  
GROWERS SIGN WITH  
UFWOC see page 3



# EDITORIAL

## DUNCAN'S LAST STAND

On July 9th, UFWOC rejected Governor Reagan's proposal that the State Conciliation Service mediate the strike between the union and table grape growers. The union's press release expressed a lack of trust in the agency and its head, Ralph Duncan. Duncan was termed a "grower's lackey" who had acted more as an "obstructionist" than an conciliator when the union attempted to set up a health and welfare program with the wine grape industry.

Duncan's true colors were unfurled at a lecture he gave at Fresno State College in 1969. In the course of this talk, Duncan praised Giumarra as one of the "better employers." Duncan added: "I've been at the homes of the growers, and personally, I think they are great guys." He also said that remarks by AFL-CIO director or Organization, William Kircher that the unlimited supply of strike-breakers from Mexico harmed the strike was so much "hogwash for public consumption." But the most prejudicial remarks were directed against the union's claims to represent farm workers. "People on top in the union know that they can't get 30% of the working force to vote for them," Duncan stated, "so they say they want coverage

under the National Labor Relations Act on the one hand, and cross their fingers with the other hand."

Giumarra has been one of the most ruthless and anti-union employers in the business. How can Mr. Duncan now act as an unbiased mediator after being so clearly on the record on one side of the struggle?

As UFWOC spokesmen have reiterated time after time, the growers were offered elections when the strike began. After several such offers, the union eventually demanded outright recognition as the sole bargaining agent for the grape industry. But the growers chose to fight and sought to destroy both the union and its nonviolent tool for progress: the boycott. And now, after so many years, the recalcitrant employers are waving the flag of democracy and "unbiased" elections.

UFWOC concluded its press release with the following statement: "The time for tricks is over. The means for negotiating in good faith are available as many large corporations and small growers can now testify. There is no need for state intervention. The parties can work out their problems through direct negotiations. If growers are as serious as they say they are, the solution to the grape strike is as close as their telephones."

"GROWERS TRIED  
TO  
DESTROY  
OUR UNION  
AND  
BOYCOTT"



"THE  
TIME  
FOR  
TRICKS  
IS  
OVER"

IN THIS ISSUE: Union activities report, page 3; Lamont farm workers, page 4; A look at our history, page 6; Farm worker prayer, page 8; AFL-CIO official's views on organizing, page 10; Kovacevich goes union, page 13; The farm workers bell arrives, page 14; UFWOC hiring hall, page 15.

PHOTOS: p. 3 and 15, Cris Sanchez; p. 3 Bob Thurber; p. 14, Jack Eisenberg; p. 16, Mandy Cohen.  
DRAWINGS: cover, Andy Zermeno; p. 4 and 5, Gropper.

EL MALCRIADO, The Voice of the Farm Worker, is published twice monthly by the UNITED FARM WORKERS ORGANIZING COMMITTEE, AFL-CIO. Subscriptions in the United States and its possessions are \$3.50 per year, and foreign, including Canada and Mexico, US \$5.00. Editorial and business offices located at the Northwest corner of Garces Highway and Mettler Avenue, Delano, California. Address all correspondence to: EL MALCRIADO, Post Office Box 130, Delano, California 93215. Second class postage paid Delano Ca.



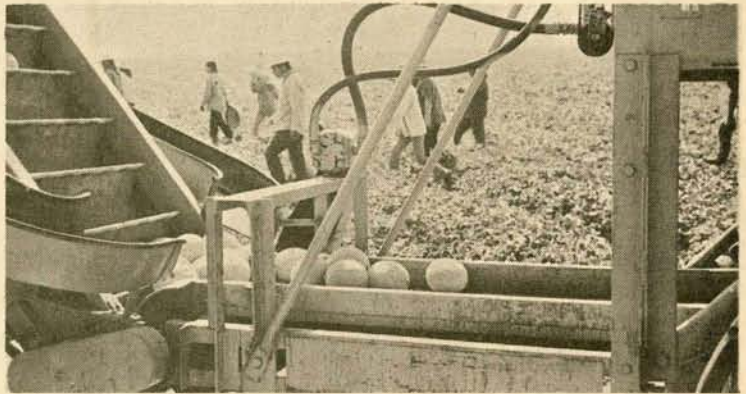
# On the State of the Union:

## strike, boycott, contracts

### strike: UFWOC HITS MELONS IN 3 KEY AREAS

California and Arizona melon growers have faced heavy losses for refusing to negotiate with UFWOC, according to Richard and Manuel Chavez. Richard has directed the melon strikes in Yuma, Arizona and Blythe, California; Manuel struck melon growers in the Imperial Valley and in Kern County. Melon fields of the Sam Andrews Co. were picketed in the first week of

*continued on page 16*



### boycott: CENTERS ON GIUMARRA, DELANO



With 95% of Coachella's table grapes and 75% of the Arvin crop unionized, the international boycott of scab grapes has now made a full circle -- it is back on the doorstep of the Giumarra Vineyards Corporation where it began in August of 1967. As the grape harvest reaches the Lamont-Bakersfield area, UFWOC is bracing for the most heated campaign against the ranchers originally struck in the Delano area, headed by John Giumarra. The group is affectionately dubbed the 'Delano Bunch.'

Meanwhile, the boycott has increased to such an intensity that most chain stores in New York carry only the union label grapes. Boycotters in Detroit, Philadelphia, and Chicago report that there are virtually no scab grapes in these cities, and very few in Boston. A&P and National Food Stores in New Orleans now refuse to handle scab grapes,

*continued on page 16*

### contracts: GROWERS PLEAD FOR UNION LABEL

UFWOC negotiator Irwin DeShetler reports that recent contracts have brought increased stability to both growers and farm workers. Non-union growers are seeking ways to negotiate with the union, and realize they must have the Black Eagle of UFWOC on their boxes if they are to sell their product at the market place. Workers who have remained neutral about the union now openly brag about coverage under a collective



**MIKE BOZICK:** *He finally listened to his workers...*

bargaining contract. They now receive better wages, hours and improved working conditions, and know that things will get better each year.

UFWOC is now consolidating its gains, signing up the workers in the union hiring hall, and explaining the benefits of union protection.

Recent contracts with Arvin growers netted UFWOC nearly 2,000 acres (see EL MALCRIADO, July 1st edit-

*continued on page 16*



# FARM WORKERS TALK

The benefits of the United Farm Workers Organizing Committee are for every farm worker. 'La Causa' is for anyone who's been oppressed. This social revolution includes all farm workers who have suffered because they are farm workers which isn't considered decent standing in this society.

The union's solidarity depends on the brotherhood of all those involved:

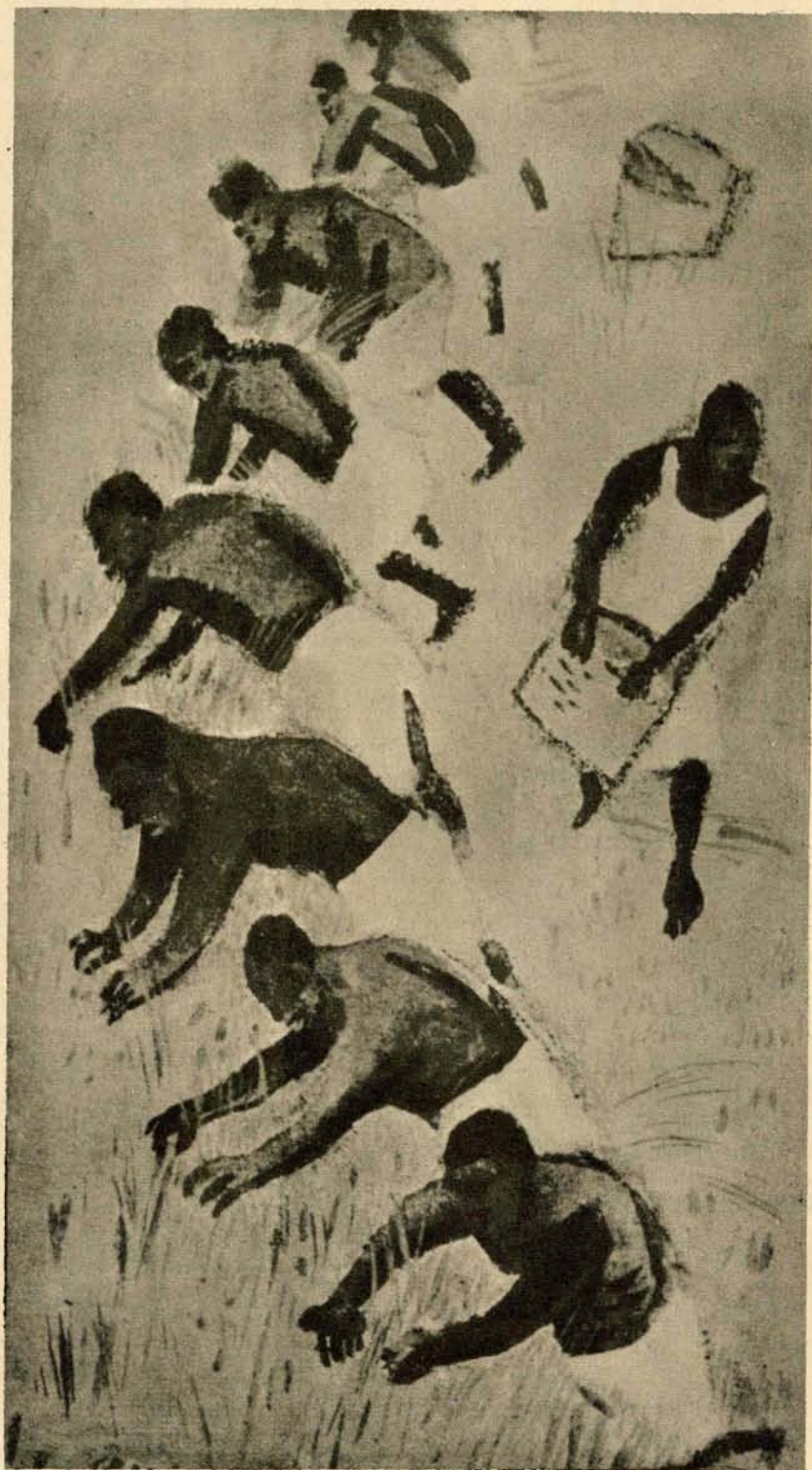
David Donald Rodgers, a 62 year old Dust Bowl survivor, told EL MALCRIADO how he migrated from Oklahoma to California in 1935 to find work. The first time he reached the California-Arizona border, state border guards called him a "maverick" and sent him back to Oklahoma because too many "Okies" were coming into California looking for work.

Rodgers said filthy migratory camps housed many farm workers while other field workers camped alongside the road because there was no other place to go.

"Now we have the union," he said. "We got somebody to help stand up for us. Otherwise we wouldn't have anyone supporting us."

Rodgers was impressed by the fact that the union hasn't neglected or discriminated against non-Chicano members because it is a farm workers' union, and not limited to any one group of people.

Rodgers is now working for the John J. Kovacevich ranch in Arvin. He compared foremen's attitudes before and after the union contract was signed. Company foremen, he said, think they own the workers. He cited an example where a foreman dismissed him (Rodgers has a weak hand) because the foreman said he was working too slow. Now, there is a grievance procedure under the terms of the UFWOC contract, and a foreman must have a legitimate reason for firing a worker.



Jessie Wilkins and Calvin J. Robertson, both 51 and from the South, came to California seeking work since jobs are scarce and wages low in the South.

Wilkins, who's from Mis-

issippi and has been a farm worker all his life, feels all farm workers regardless of color, are treated equally as bad by society because farm workers are on the same economic level...poor.



# ABOUT THEIR UNION

Wilkins added that when the union came in, the foremen's attitude changed 100 per cent for the better.

"They (foremen) were a whole lot better. They have more patience in explaining things (work procedures) instead of rushing us all the time," he said.

A 12 year veteran field worker from Louisiana, Robertson also agreed that foremen were treating the workers better instead of "driving you like a slave, rip and run."

Stating the union gave everyone a fair deal, Robertson was especially impressed by the union's

ing hall as a good benefit for the migrant worker coming to a new town looking for work.

"Now we don't have to waste gas going to each grower looking for work as we did in the past," he said, "we can go to the union hiring hall instead."

As did the other workers, Werth found the union benefits everyone and treats everyone equally.

Corinthias Johnson, 35, came to California from Arkansas six years ago "prospecting for a little better job" than his former field jobs.

or South. These people use the old Southern way of handling men by language and authority to make each laborer do the work of two or three men."

Because the union includes farm workers of all races and cultures, we asked if this caused a language barrier. Johnson said that there are always Spanish and English translators at the farm worker union meetings.

Apparently, an outstanding improvement when the union contract was signed was the foremen's changing attitude towards the workers.

"Before, it was easy to be



health plan that helps pay the bills whenever a worker or his family is sick.

Walter Werth, an Oregon migrant worker, eyed the union hir-

A field worker all his life, Johnson compared Northern and Southern field bosses and found them all the same.

"The same type of people run the farms, whether it's in the North

fired. But now the union has an unmovable foundation. No individual could give the farm workers the benefits he's now getting with the union," Johnson stated.



When hundreds of Filipino farm workers streamed out from the Delano vineyards on September 8, 1965, the event barely caused a 'Ho-Hum' in the news. On September 16, 1965 (Mexican Independence Day) National Farm Workers Association joined hands with their striking Agriculture Workers Organizing Committee brothers knowing the struggle would be unlike any other in agriculture's history; one we would win, as one of the brothers declared, "Even if it takes a lifetime."

That commitment has lengthened from days to months to five years. We are California's longest agricultural strike and most effective boycott in spite of some growers who still persist there isn't a farm labor problem and workers don't want justice. We are winning! The farming industry's feudal-like doors are now pruned open and wedged with dedicated United Farm Workers Organizing Committee workers.

We may be the longest strand in the long history of farm worker organizing in California, but we aren't the only one. There is a large body of neglected farm worker history that is beginning to surface. We are connected to brothers and efforts reaching back to the fruit orchards of Florida, the cotton

scale until 1905. In 1905, workers in the mid-west and west formed a group called "Wobblies" (Industrial Workers of the World)

At their 1912 convention meeting in San Diego, vigilante groups grabbed Wobbly delegates and systematically slugged and beat them with clubs, black jacks, and snake whips after herding them into a cattle pen. A 1915 riot at Wheatland, California, killed two workers and put the Wobbly organizers in jail for life. Later that year, the Agricultural Workers Organization grew out of the Wobblies.

The 1920's and 30's saw unprecedented labor unrest and strikes around the nation. Wage levels went from 50 cents an hour in 1929 to 15 cents an hour in 1933. In 1933, a total of 56,800 farm workers went out on 61 different strikes in 17 states.

In October, 1933, the largest and bloodiest strike in American agricultural history took place in Pixley, California, involving 5,000 cotton pickers. Three workers were killed when growers ambushed and shot workers at the workers' union hall.

In addition, 25 other California strikes in 1933 were waged by the Cannery and Agricultural Workers

## Farm Workers Organize 1880-1970

fields of Mississippi, and the sugar cane fields of Hawaii. We are related to those brave workers who struck for higher wages, better housing, sanitary and human conditions, grievance procedures and job security: in other words, justice and equal opportunity.

Take wages, for example. Farm worker wages have always been behind hourly wages of industrial and factory laborers. In 1910, farm worker wages were 66 per cent of the factory workers; 25 per cent in 1935; 38 per cent in 1950; 35 per cent in 1958; and in May, 1970, 43 per cent.

Unionizing efforts for California's farm workers began in the late 1880's among Chinese immigrants. They formed prospective associations, known as "Tongs," which were really private employment agencies. The Chinese workers were followed in succeeding years by Japanese, Hindustani, Filipino, and Mexican workers.

Each group, like the Tongs, tried to organize separately and engage in strikes for better conditions. Because they were separate and geographically isolated, they were easily put down. No major attempts were made to organize workers on a large

Industrial Union. Twenty-one of the strikes secured at least partial wage increases.

In 1939, 6,000 asparagus workers walked off their jobs in Stockton, California. Forming the Filipino Agricultural Laborers Association, the members worked closely with independent Mexican and Japanese workers.

The National Farm Laborers Union came to life after World War II. Organizing cotton choppers in California, sharecroppers in Arkansas, and fruit pickers in Florida, the union's greatest strike was against DiGiorgio over the grower's union recognition (workers from Arvin, Lamont, and Weed-patch....sound familiar?)

Using alien strike breakers and the courts, growers finally broke the strike in 1947. Lines from a popular DiGiorgio strike ballad of the time went:

God Almighty made the Valley  
For a land of milk and honey,  
But a Corporation's got it  
For to turn it into money.

The years 1951 - 1964 were lean years for farm worker organizers. These were the years of the "temporary" Public Law 78 (Braceros). Yet, AWOC was formed in 1959 and organized workers led do-



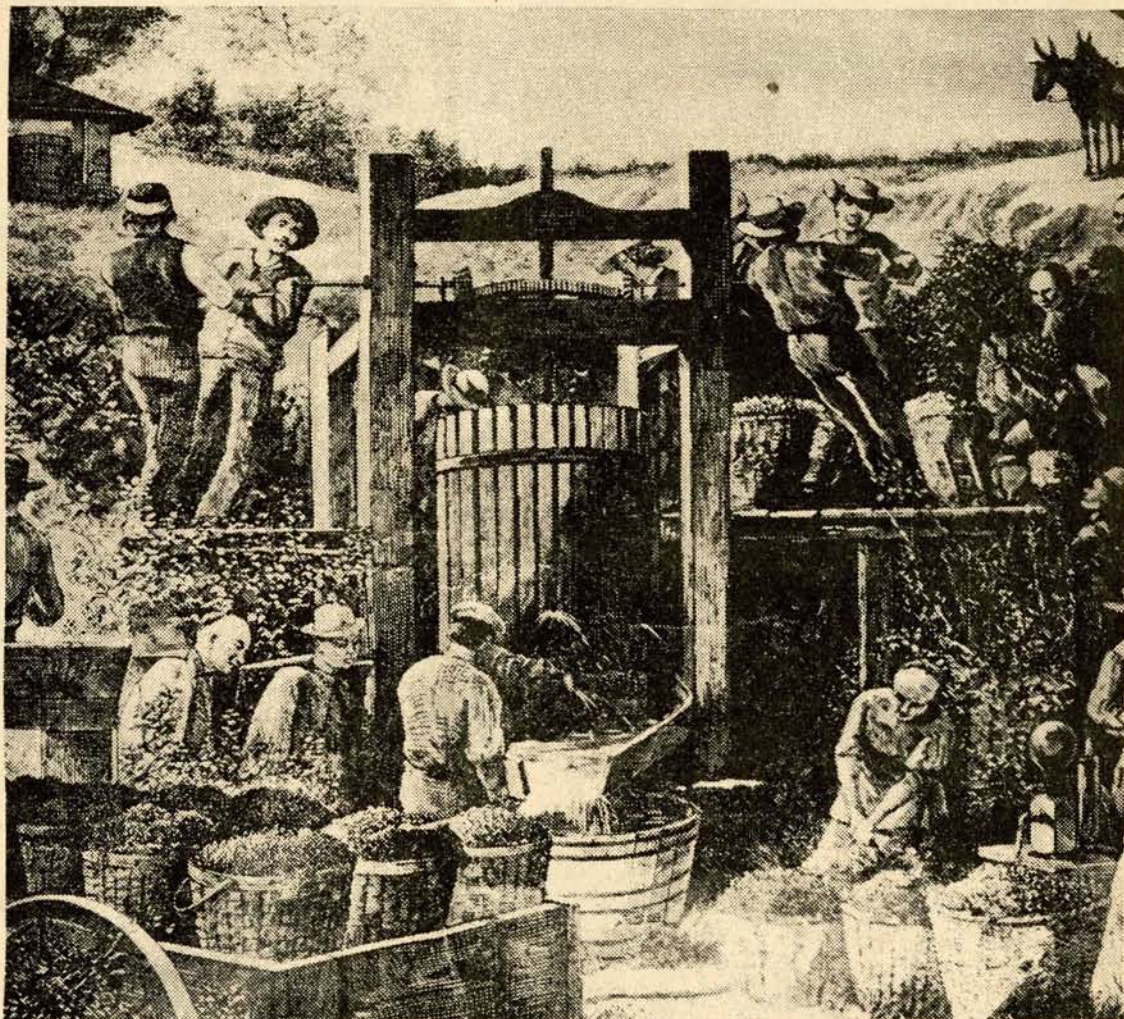
zens of strikes up and down the fertile San Joaquin and Imperial Valleys.

These, the 1960's, were the years of our beginning (UFWOC). One author put it:

Time after time in government hearings, members of AWOOC and other labor groups, as well as religious and civic organizations, called upon Congress to end the importation program. Congress finally voted to terminate

thers to those pioneers of 1959, 1946, 1933, and 1880.

The banners of those early farm worker unions have been trampled into the dusty rows of forgotten fields. Perhaps UFWOC will one day be forgotten. History may hide the conditions or the causes for change, but it CANNOT hide the results -- the change itself. UFWOC's victories on behalf of all farm workers cannot be erased, hidden, bu-



the Bracero program as of December 31, 1964. Nine months later, AWOOC and a younger group called the National Farm Workers Association undertook a united strike effort, the results of which are revitalizing the farm labor movement across the country.

On August 22, 1966, AWOOC and NFWA merged into one union: United Farm Workers Organizing Committee. On August 30, 1966, 1,343 DiGiorgio workers stepped behind polling curtains and put their "x" for UFWOC to represent them. Thus, history was created -- unique history; for we are Mexican-American, Filipino, Anglo, Black, American-Indian, and others; a harmony of races, peoples and cultures, ideas, talents, and future. And we are bro-

ried; for we haven't simply won world-wide recognition. We've given all farm workers hope; and that hope has been transformed into a lasting will which declares, "Farm workers shall always be free, never slave. They shall be partners in the harvest rewards. They are a working people who will remain free."

In a letter to the California Grape and Tree Fruit League officers, on Good Friday, 1969, Cesar said it for farm workers:

We shall overcome and change the agribusiness system that seeks to keep us enslaved and we shall overcome and change it not by retaliation or bloodshed but by those masses of farm workers who intend to be free and human.





O God, who goes to segregated schools, who is beaten physically and verbally, who is on strike, who pickets the field, help us to know you.

O God, who hangs on street corners, who tastes the grace of port wine and the sting of the needle, help us to touch you.

O God, who is pregnant without a husband, who is child without parent, who cannot play in the plush appointed parks, help us to know you.

Our father, maker of the land for the people to live and work and to know one another, help us to know one another.

Our Father, the giver this day of our daily bread, help us to love one another.

O God, who lives in pads and shacks, in tenements and projects, help us to know you.



## VIVA LA REVOLUCION



O God, chased by the cops, jailed for weeks because he can't afford the bail, with no charges brought, waiting on the convenience of the court, help us to know you.

O God, who works all day, who feeds and cares for her children at night and dreams of better days and is alone, help us to know you.

O God, helpless and with child, and waits in the clinic for hours, ignored, and gives birth unattended, help us to be with you.



O God, fired for talking union and can't pay the rent and feed the kids, help us to be with you.

O God, called lazy, a bum, a welfare chisler, and can't find work, help us to be with you.

O God, who smells and has to plead to bathe, help us to be with you.



# Litany of the Farm Worker

by Rev. Bill O'Donnell



O God, dressed in seconds and throwaways from Piedmont, help us to be with you.

O God, for 50 years a worker in the fields, going blind, with lung disease, with no future security, help us to be with you.

O God, without power, voiceless, denied, a slave in his destiny, help us to join you.



O God, whose church in town doesn't want you because you can't contribute, help us to touch you.

O God, who is cold and alone, because to marry your own was illegal, help us to know you.

O God, who live in the city housing projects and is run out if not appreciative, help us to see you.

O God, who completed his schooling in the third grade and cannot write his name, help us to touch you.



O God, who couldn't take it anymore and is on strike in Coachella and picketing in Oakland and boycotting conspirators vs the poor, help us to join you.

O God, who carries a sign, a candle, who is an embarrassment in this neighborhood, help us to join you.



O God, whose belly is empty and 3 years old, whose toys are broken bottles and whose playground is a barnyard, help us to touch you.

O God, who holds tight his mother's dress, whose eyes are empty, whose tears are large, and whose face is dirty, help us to touch you.

O God, who is uneducated, unskilled, unwanted, and unemployed, help us to know you.

O God, unorganized, too weak to change his world, his employer, people he slaves to feed, help us to join you.

O God, denied because of man's indifference and apathy and status quo -- so many with so much and so comfortable who are good, Christian, all in church on Sunday, help us to join you.



O God, who cannot read or write, who refuses slave wages and struggles to be recognized as a man, and is treated like garbage, help us to know you.

O God, who is brown and wishes to be white -- NO! Not that he be white, but that white would not wish that he were white, help us to be man.



O God, who reaches into the city and teaches his brother to rise up in defense of his brother in the field, help us to be courageous.

O God, whose name is crud, spik, communist, bastard, dumb mex, help us to know you.

O God, who pays too much rent for a lousy room because he speaks Spanish, help us to know you.

O God, who is cold in the shacks in winter, whose playmates are rats, help us to touch you.



O God, who is -- still -- help us to be a man.

O God, joining together, help us to have the guts and to be human.

O God, who is every man, help us to love.

O God, the earth, we need you, we love you.





# THE FARM WORKER MUST ORGANIZE

By William Kircher

*SECOND IN A SERIES*

History shows an almost constant interest on the part of the farm workers to unionize. The same history shows, with each high point of interest and activity, massive programs of resistance by the growers. It is no different today.





The Wall Street Journal, in an article as recent as September 19, 1969, quoted a Mexican-American field worker in the Ohio-Michigan migrant stream, when asked why workers didn't unionize, as follows:

"Look, the minute you start talking of unions and strikes, you'll get kicked out of the camp. And how the hell are you going to feed yourself and your family if you don't have any money, no work, and no place to go? It's bad enough the way it is, but it could be worse."

## GROWERS PLAN TO DEFEAT THE WORKERS

Late in 1968 a young California attorney, John G. Giumarra, Jr., speaking for the Giumarra Vineyards, against whom the UFWOC has been directing a strike since August 1967, warned the International Apple Association at its 74th Convention in Philadelphia, that the "most important problem facing agriculture is the unionization of farm workers." He then outlined a seven-point program on how to defeat such unionization efforts including the use of injunctions, legal talent, professional labor consultants, creation of a common fund contributed to by growers to combat union organizational efforts, retention of public relations counsel, special "security" details, close liaison with local police and special contacts with elected federal officials.

## A MORE SUBTLE TACTIC

Some growers, however, are today adopting a "softer sell" as the defense against unionism. The U.S. Department of Labor, in its "Farm Labor Developments" publication in October, 1969, reports on "Personnel Practices" as they are being developed today by the citrus growers of California and Arizona. Since 1964, great emphasis has been placed on "employee relations" in the citrus indus-

**"LOOK, THE  
MINUTE YOU  
START TALKING  
OF UNIONS  
AND STRIKES,  
YOU'LL GET  
KICKED OUT  
OF THE CAMP."**

**--migrant  
field worker**

EL MALCRIADO/11

try in the West, according to this article, with special classes for citrus foremen. Vacation plans have been instituted. Insurance coverage has been upgraded. A form of hospital coverage has been introduced.

There may be those who would argue that the citrus industry's program is not related to unionism. They would have to explain why the program has developed only in the West, and only after the intensification of union organizational work in the West, when the citrus industry has been employing these workers for many years.

## UNIONIZATION BRINGS CHANGE

The facts are that the AFL-CIO's efforts in agriculture, concentrated in the West since 1959, has produced dramatic results in the terms of improvement for workers, even though measurable results in terms of structured union growth have been somewhat limited.

## DRAMATIC WAGE INCREASES

In 1960, the average hourly earnings in agriculture in California were 39¢ above the national average for agriculture. By April 1969, that differential had grown to 53¢, two-thirds of which occurred after the grape strike started in 1965. The most intensive organizational work started in 1964 with the strike starting in 1965. In the five years previous to 1964 the average hourly earnings of California farm workers increased at an annual rate of about 2 1/2 percent. Since that time they have increased at an annual rate in excess of 5 1/2 percent per year, according to the U.S. Department of Agriculture.

The California State Department of Employment reported wage rates in the grape harvest in the Coaches Valley, where much of the union strike and boycott has been aimed, were less than \$1.40 per hour with no piece work or bonus before the strike. In the 1969 har-



*continued from the  
previous page*

vest, after four years of strike and boycott, those rates had grown to \$1.65 per hour plus an incentive payment of 25¢ per crate.

## GROWERS' ATTITUDE IMPROVES

This is the impact that the union organizing campaign has had upon wages. In many areas it has had a similar beneficial impact upon conditions. From the U.S. Labor department's report of the citrus industry's new personnel policies, it has even affected the attitude of growers. That report makes special mention of one grower who, last Christmas, sent greetings to every worker who had been employed by him in the previous year. He said:

"We also want to voice our deep appreciation for the part you have played in the completion of our citrus harvest this year and hope that you will continue to be a co-worker of ours in the coming year."

Farm workers who receive these messages, and who get better treatment on the job with their wages improved, are bright enough to know that the only thing that has changed from the days when such treatment was not forthcoming, is the aggressive organizational posture of the Farm Workers Union. They can't be blamed for the fact that they don't intent to give it up.

## "MY BOYS"

It is amusing to veteran union organizers to hear growers say that "My employees don't want any union. I know my boys. I've talked to all of them and they don't want the union."

Of course it's what the owners have said for years about 'their employees.' It apparently never occurred to them that workers without union protection realize their vulnerability and many of them are not about to answer the boss on

**OFTEN THOSE  
WORKERS WHO  
SMILE THE  
WIDEST, AND  
AGREE THE  
MOST  
PROFUSELY  
WITH THEIR  
BOSSSES HAVE  
A UFWOC  
MEMBERSHIP  
CARD IN  
THEIR POCKET.**

the question of "loyalty" in any way that would upset him. Often those who smile the widest, and agree the most profusely, have a UFWOC, AFL-CIO membership card in their pocket, will be at the next meeting of the union, whenever it is held, and will contribute, from their pay, money to help support needy brothers and sisters who are striking.

## STRAITJACKET LEGISLATION

Another sure indicator of the impact of the union over the past few years is the general position of the growers with respect to federal labor legislation covering the farm worker. It is only a few years ago that there was virtually no grower who would even consider that any farm worker had the right to a union, let alone had that right protected by federal legislation.

Today all that has changed. There is hardly a grower in California agriculture who is opposed to federal labor legislation covering farm workers. Most of them are openly advocating it today. Of course some of them want it in the form of an organizational straitjacket which will give the workers certain rights on the one hand but will make sure, on the other, that they can't be effectively used.

Take, for example, the legislation introduced by California Senator George Murphy.

Since the Senator is and has been close to some of the most powerful elements in the agricultural community, the farm workers cannot be blamed for feeling that the Senator's bill came only after the growers realized that this time they weren't going to be able to break the union's back through brute force, violence and state courts and local police as they had done in 1915 at Wheatland, in 1933 at Pixley, in 1947 at DiGiorgio or in 1949 among the cotton pickers.

There is no greater proof that the union is here to stay than this change of attitude by the growers toward legislative coverage.



# 'I wanted to sell my grapes'

## AN INTERVIEW WITH GRAPE GROWER JOHN J. KOVACEVICH

Arvin grower John J. Kovacevich credits the United Farm Workers Organizing Committee's nation wide boycott of table grapes for putting pressure on California growers to recognize the union.

Kovacevich signed a contract with the farm workers' union on July 1, 1970; he cited two reasons for doing so.

Several other large growers had already signed, and secondly, "I wanted to sell my grapes. The majority of the buyers are demanding union grapes only," he said.

Adding that large metropolitan areas generally are demanding union grapes, he explained that

growers want an outlet for their merchandise to continue in business.

"There's no question that in 1969 and 1970 there was a definite curtailment of the movement of grapes." Non-union grapes, he added, were sold at depressed prices.

Each individual grower, he said, has a different reason for not signing with the union. Some growers think their workers don't want the union, while other growers feel the union isn't going to work and are opposed to it. However, he noted, table grape growers realize the grape boycott is effective and must join the union for economic survival.

Also, most growers are recognizing the fact that the union has done a better job of organizing than the growers have.

Realizing that UFWOC is also a social movement for the poor, the grower said Chavez wasn't solely

involved in hiking the farm workers' wages, but the farm workers' social betterment as well.

In 1965 when the first AWOOC strike began, it wasn't a social movement, but a wage situation.

Kovacevich, with 1100 acres, calls himself a medium sized grower. He farms 700 acres

Ballot Number \_\_\_\_\_

Acepta Ud. los beneficios del contrato firmado entre la compañía John J. Kovacevich y la unión de trabajadores campesinos?

Si  
Yes

194

No

4

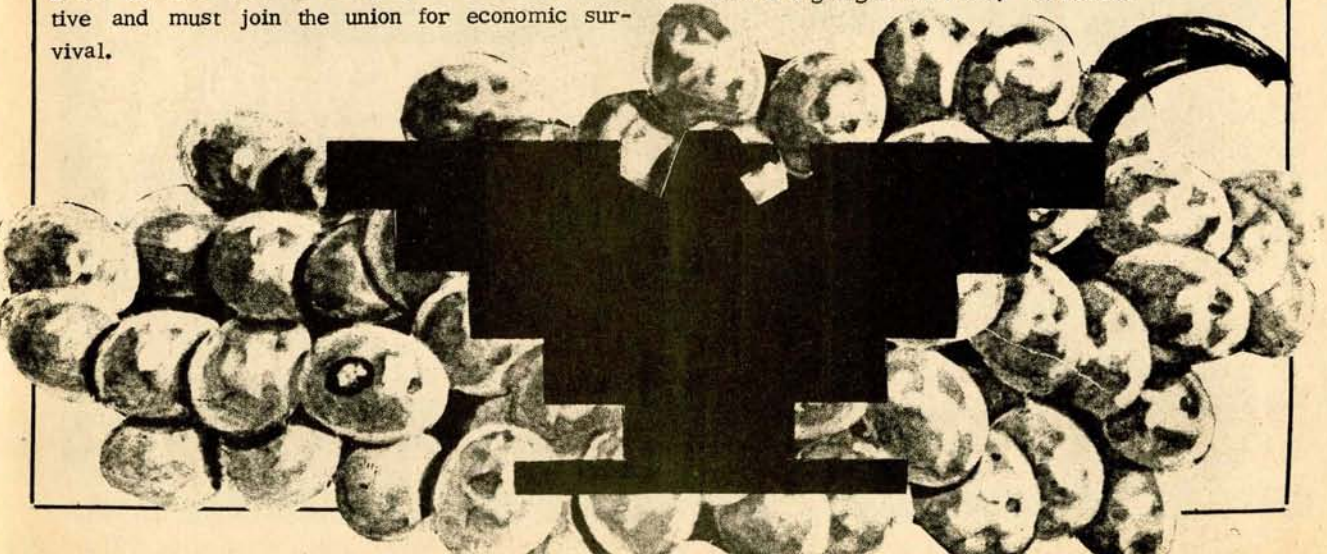
Do you accept the benefits of the contract signed by John J. Kovacevich and the UFWOC?

(Favor de marcar "X" en el propio cuadro)  
(Place an "X" in one of the boxes)

July 6, 1970

grapes and 400 acres in tree fruit, employing 400 workers at peak season. Since the same workers pick the grapes and the tree fruits, Kovacevich unionized both fields. Last Monday, July 6, Kovacevich's workers ratified the union contract 194-4. Now that the 5-year struggle between the union and Kovacevich is over, Kovacevich emphasized there should be no major problems among the worker, employee, and the union.

"The whole future lies in that road...harmony among the worker, employee, and the union. I think it's going to work out," he stated.





# FARM WORKERS' BELL ARRIVES IN DELANO

On July 4, 1970, a white 1971 Chevrolet van arrived at 40 acres, the union offices, in Delano Calif. Slogans such as "Farm workers need your support, buy only Union grapes," "Freedom, Justice, Dignity, Security," and "Nosotros venceremos," dressed up the already handsome panel truck, along with the union label. The van was donated by the United Auto Workers and houses the farm workers "Liberty Bell" which was made by the Whitechapel Bell Foundry in England and brought to the United States

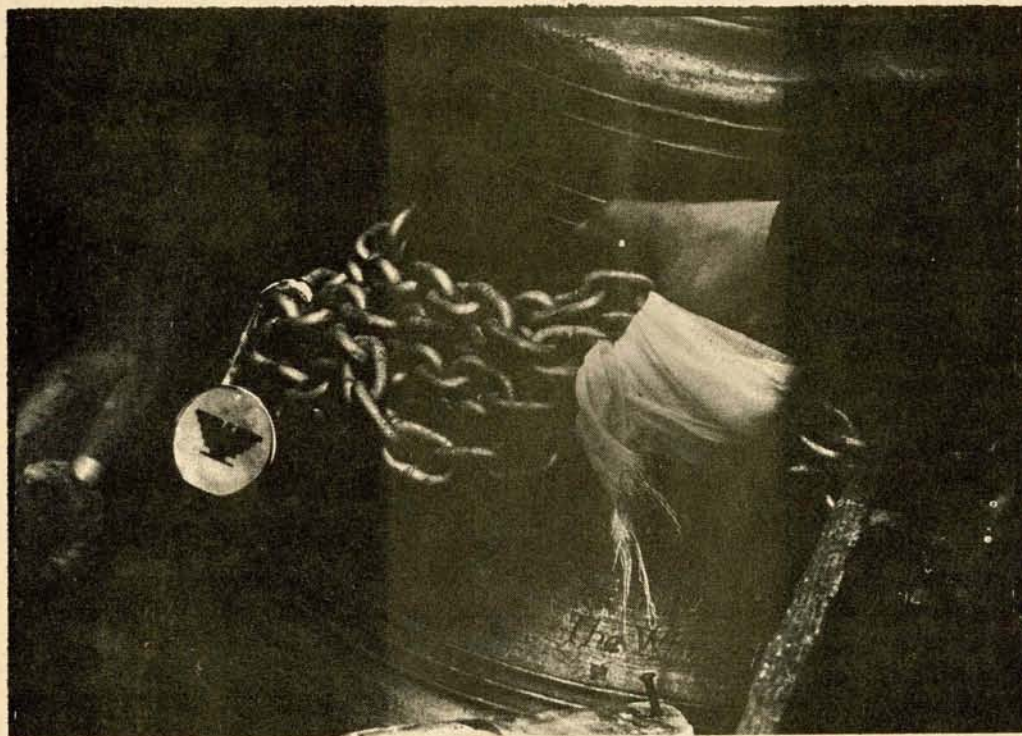
Workers Bell, City Hall, New York City, on April 17, 1970, Mr. James Drake said on the behalf of Cesar Chavez and the union, "As long as farm workers are not free, this bell shall not be free. But on the day that our strike and grape boycott brings justice, we shall ring this bell with all the joy our hearts can contain. And it is our firm belief that on that day, not only workers will be free, but also the men who enslave them will experience a new freedom as well'.

The Bell and the van traveled

because the tires were not equipped to handle the thirty-two hundred pounds, or the one-half million leaflets which were distributed during the trip.

In most cities a press conference was held, some had rallies or union conventions, and a few, fiestas. In Oklahoma City, the van was met by a picket line from the John Birch Society.

Father John Bank, chairman of the Ohio Coalition of Boycott Committees worked together with the United Auto Workers in making his



"Seeing hope in their eyes as they reached out their hands to touch the bell."

by the Transport Workers Union of England.

The chain which circles the bell, silencing the clapper, was placed there by Mayor John Lindsay of New York, and the Rev. Francis P. Sayre, Jr., dean of the Washington D. C. Cathedral, at the request of Cesar Chavez, United Farm Workers Union director. At the occasion of silencing the Farm

from New York, to Washington, Detroit, the Midwest, Oklahoma, Texas, Arizona, through Calexico, Coachella, Los Angeles, and then to Delano. The panel truck was driven by Mr. Paul Strickland, whose wife Rene accompanied him, and Mrs. Shila Kobie, from the Ohio Coalition of Boycott Committees. During the first 30 miles of the trip, the truck had two blow outs,

idea of having the bell tour the United States to let everyone know of the plight of the farm worker, become reality. Shila Kobie, one of the drivers, said about the trip, 'I think one of the most rewarding experiences of the trip was seeing hope reflected in the eyes of the Mexican-Americans as they viewed the bell and reached their hands out to touch it'.



Alice Tapia, the young dispatcher at the hiring hall, likes her work because she has the opportunity to meet a great many people. 'I'll stay here as long as I can', Miss Tapia said, "I enjoy working here." The hiring hall is open Monday through Saturday from 8 a.m. to 6 p.m., except for the harvest time when Miss Tapia begins work at 6:00 am. Although the hiring hall is slow now, when the harvest begins in August, Miss Tapia

will be dispatching about 200 people per ranch.

Dispatching is done from the seniority list, which is composed of the union membership on each ranch according to the date hired. Alice fills vacancies by calling those people highest on the seniority list for the ranch in question, and continues calling until the required number of workers is met.

Alice has been with the strike for five years. She spent her

EL MALCRIADO/15 first six months working in the union strike kitchen and then organizing. She has spent the last three and one half years working in the hiring hall.

Alice feels that the biggest problem concerning the hiring hall is that of making people understand the seniority list so that they will realize it is a benefit to them. The Harvest begins in August and more people are needed for gondola work. Why not visit the hiring hall?

## HIRING HALL: SERVING THE MEMBERS OF UFWOC



← ALICE TAPIA

→ JOE SERDA



Men and women stand before the window, waiting to see Joe Serda at the union hiring hall in Delano. When they reach the front of the line, they will be told about the United Farm Workers Union and its benefits. Joe explains about ranch and union seniority, the Robert F. Kennedy Medical Plan, the wages, and union membership, and in his friendly manner, signs workers up to fill the growers' needs. Joe works in the hiring hall with Alice Tapia, dispatcher.

Union contracted growers will place an order with the hiring hall two weeks prior to the beginning date, and will certify the order within two days of that date. The hiring hall then goes to work. Tentative workers are notified and dispatched to the union field.

Joe also meets with the super-

visors of the union ranches to explain hiring hall procedures. To insure that operations will run smoothly, co-operation and a clear understanding by both the workers and the union farm supervisors is necessary. Winning the contracts was a hard road, and administering the contracts effectively will determine future success. "I like administering contracts," Joe said, "because it's a challenge making the growers live up to their commitments."

Joe joined the United Farm Workers Union as a full-time worker on June 3, 1967. He was responsible for the opening of the hiring hall in Borrego Springs, then was sent on boycott work to Detroit, San Diego, Cleveland, and New York, and has spent the last two years in Los Angeles. He is currently

administering contracts and servicing UFWOC members in the Arvin-Lamont area.

Joe feels that the biggest problem is that of letting the workers know about union benefits and retaining them as active members. About 95% of the workers with whom he has talked have happily remitted Union dues after realizing the benefits. Through the union, the farm worker will have his first paid vacation. But the Robert Kennedy Health Plan has been the favorite of most farm workers because it provides for medical attention for the entire family. Joe hopes that more people will come to the hiring hall to find out about the union benefits for themselves and their entire families.



# PLEASE HELP THE CHILDREN OF THE HUELGA

*with the contri-  
bution of a  
guitar. Rhythm  
instruments and  
song books are  
also needed.*



CONTACT:

Huelga Music Program  
1731 Quincy Street  
Delano, Ca 93215  
(805) 725-8278

## STRIKE... *from page 3*

July. On July 8th, a wildcat strike took place at the Bell Ridge Land Co., which ships its melons through the Lost Hills Produce Company of Wasco. The company only paid workers for 1/3 of the melons they picked. One of the workers, Joe Aguirre of Richgrove, brought a crew of 15 melon workers to UFWOC headquarters. On July 9th

four crews walked off the job, protesting wages and working conditions at the Bell Ridge Company.

UFWOC attorney Chuck Farnsworth reports that the worst strike-breakers in the Yuma strike were the Sheriff's deputies. They drove their cars through the picket lines and broke up picket signs. A Federal suit was filed against the Yuma

County Sheriff's Department--and an injunction was also won against the same parties.

As the melon harvest moves north, the discontent of the harvesters is rising. Melon growers are now feeling pressure from all sides. Farm workers want contracts in all sectors of agriculture and they will get them.

## BOYCOTT... *from page 3*

and the San Jose California Produce Terminal is now refusing to handle any non-union label grapes.

Ralph's Supermarket chain in Los Angeles is selling only union label grapes. This was a major victory, since Ralph's has 58 stores in the L.A. and Orange County area.

Another endorsement of the boycott has been made -- this time by the Hawaii Federation of Postal Clerks. The endorsement voiced support for the basic rights of workers to be represented by a union of their own choosing, and to bargain collectively in good faith for just wages and decent working conditions. It also protested the purchase of scab grapes by the United States Department of Defense.

## CONTRACTS... *from page 3*

ion). The most recent growers to fight unions.

sign have been the Coachella Vineyards Company of Coachella, Edward Kandarian of Coachella, and R. Bagdasarian Vineyards of Mecca, California. Mike Bozick, head of Bagdasarian, vowed he would never sign with the union and has been the toughest and most anti-union employer in the Coachella Valley. Mike has learned the hard way that it is wiser to grow one's grapes under a union contract than to

Other growers who have signed contracts are Henry Macchioroli and Don Mardian of Arizona and two Fresno grape growers: Castiglione Brothers and the F & M Company. The American Produce Company ( a shipper ) has also accepted a collective bargaining agreement with UFWOC. Three small growers have also signed with UFWOC: Tony George, Tony De Mello, and Y. Balderas & Sons.

343 MONTFORD AVE.  
HILL VALLEY, CA 94041  
GREENSFELDER 3032