

El Malcriado

THE VOICE OF THE FARM WORKER

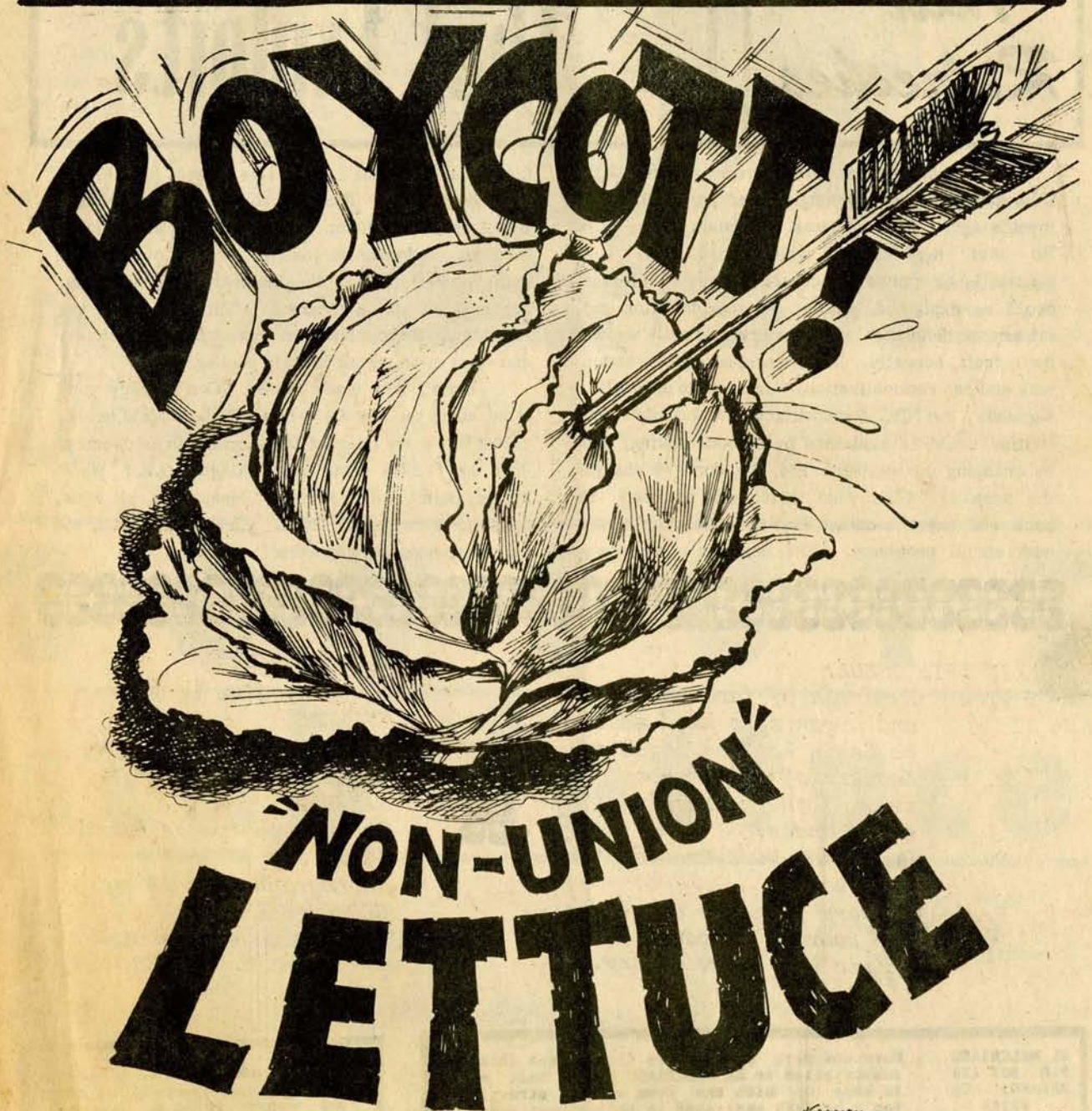
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In English

Vol. IV, No. 8

Delano, Cal.

Oct. 1, 1970



THE BOYCOTT OF SCAB LETTUCE BEGINS

...See Page 3

Editorial: *Coca-Cola*

*The
Pause
That
Refreshes,*

OR

**The Conglomerate
That Exploits**

The public relations department of the Coca Cola Company was working around the clock a few months ago. Their job was to explain to the public that they really weren't bad guys. The squalid labor camps the company owns in Florida could be explained, really. The exploitation and misery of thousands of farm workers really wasn't their fault, honestly. Costly packets of information with endless rationalizations were sent to the public. Somehow, the NBC documentary on CocaCola's activities could be explained by smooth talking, and by changing the subject. Yes, why don't we change the subject? Give your taste buds a treat! Sit back and enjoy a coke. Don't puzzle your minds with social problems. The next time you see a

coke machine, don't associate it with human misery in Florida. Think of something positive like the American Dream. You know, "Better living through conglomerate control." Think of the more than seven thousand conglomerates spreading out across our nation's farms. Think of their tax loopholes, their claim on government subsidies, and most of all, think of their profits.

There, now that's better. Don't worry your mind about the CocaCola-owned Minute Maid grove, called the worst migrant labor center in the country. Just don't think about those things. O.K.? We'll all be better off that way. Meanwhile, sit back, open up a bottle of Coke. Clear your mind, and take the pause that refreshes!

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P.O. BOX 130
DELANO, CA
93215

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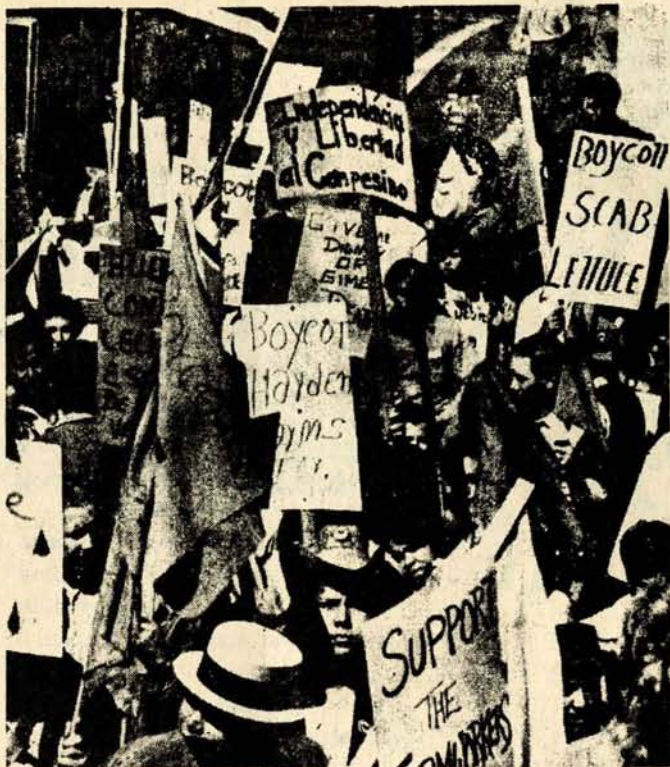
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SALINAS, CA Sept. 26 -- The national boycott of scab lettuce was really begun by Judge Brazil of Monterey County and the stubborn growers of the Salinas Valley. Brazil forbade further picketing and upheld the validity of the Teamster Sweetheart contracts. Within a week the pressures of the lettuce boycott were already heavily felt in California. Picket lines were found all over the state. Attorneys for such markets as Purity, Lucky Stores, Safeway Stores, The Shopping Bag, and other stores immediately sought and were refused injunctive relief from the effective boycott.

In other court action, it appears that the more than 140 UFWOC pickets who were arrested during the strike will have charges dropped, and the State Supreme Court declared that they were arrested and the injunction was passed without proper warning.



Lettuce boycott picket lines go up in front of stores this week.

At left: San Francisco.

Meanwhile, UFWOC is filing a \$240 million anti-trust suit against Salinas Valley lettuce growers for restricting the volume

of lettuce produced in the valley, in order to keep prices artificially high. The consumer suffers because of such a situation,

BOYCOTT scab lettuce



Eliseo Medina returned this week to Chicago to begin the boycott of scab lettuce there. Eliseo, a farm worker from Delano, was the #1 enemy of scab grapes for three years in Chicago.

and workers have lost wages because of the decrease in production. Twenty-three growers have been served so far in this suit.

Jerry Cohen (UFWOC attorney) reports that lettuce growers are the most irresponsible users of pesticides in the state. Workers are suffering because of the harmful effects of the poisons. More than 240 declarations have been taken on one ranch. Workers have difficulty in breathing. They

continued on page 4



Two of our
strikers
from the
Salinas Valley.



continued...

have skin rashes, and many have contacted serious diseases caused initially by the pesticides.

UFWOC attorney Bill Carder is remaining in Salinas full-time in order to handle the pesticide abuses and the anti-trust suit.

On the negotiations scene, Freshpict, D'Arrigo Brothers, and Strawberry growers have suspended negotiations with UFWOC and are now facing new picket



BOYCOTT

"YOUR HELP IS
NEEDED NOW TO
FIGHT THE
GREEDY
LETTUCE
RANCHERS.

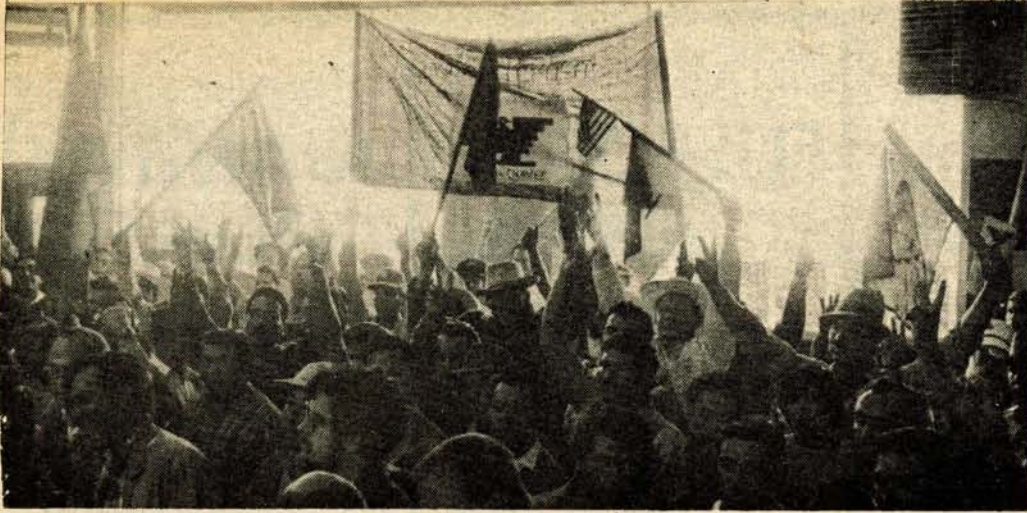
PLEASE
CONTACT THE
BOYCOTT
OFFICE IN
YOUR CITY
TODAY...."



lines. With increased pressure, however, it appears that they will soon resume negotiations.

The national boycott of lettuce includes two hundred farm workers from the Salinas Valley. Former grape boycott coordinators are also heading back to their original cities for an intensive drive against all non-union winter lettuce. Churches, unions and other groups have already promised their support. It appears that the boycott will achieve an early success.

One of the final scenes of the lettuce strike was the celebration of a religious service near the Southern Pacific tracks at Chualar, south of Salinas. More than three thousand workers gathered in order to commemorate thirty-one



Farm workers pack the UFWOC meeting hall in Salinas to voice their approval of Cesar's announcement of a nation wide lettuce boycott.

Mexican farm workers (braceros) who had been killed seven years previously when the flimsy truck in which they were travelling collided with a train. It was one of the many accidents occurring because of the callous disregard of growers toward their workers' safety. During the Mass, at the time when the dead are remem-

bered, farm workers from the home states of the deceased solemnly read their names over a microphone.

The heaviest volume of lettuce is shipped to Los Angeles, New York, Chicago, San Francisco, and Boston. Over 85,000 carlots are shipped from the Salinas Valley

alone.

Thusfar, only the Inter-Harvest (La Chiquita Brand) lettuce is union-label. Please contact your boycott office and find out what you can do to support the boycott. People are needed to pass out leaflets, conduct meetings, and to attend demonstrations throughout the country.

Scab Lettuce



"I think it was my boycotting California grapes AND scab lettuce that got me up here!"

From Our People

Every farm worker has a long, bitter story to tell. But farm worker organizers have a double story to tell. They speak with pride about their work to liberate their brothers from hundreds of years of bondage in the fields of California. Here, then, are more personal accounts from UFWOC's organizers--people who are leading the struggle for justice, and fighting on the front lines:

ELISEO MEDINA

Eliseo, a 24 year old farm worker, was born in Zacatecas, Mexico. He came to Delano when he was thirteen years old and began to work in the vineyards during the summers. "When the strike started, I say a copy of the EL MALCRIADO," Eliseo said. "There was a story how a crooked labor contractor, Jimmy Hirones, got caught cheating the people. From that time on, I knew that the Union was for the people."

Medina said that Dolores Huerta got him involved in the Di-Giorgio elections, and before he knew it he was in charge of the boycott in Chicago. "I got to Chicago with only five names (three of which had left Chicago), a bag of huelga buttons, and \$100. We got office space from the Cardinal's Office for the Spanish Speaking on South Wabash Avenue."

Eliseo organized one of the most effective boycott campaigns in the United States. "We became convinced that you get the best results by contacting the man in the streets," Eliseo said, "rather than concentrate on mayors, congressmen and other leaders for support. We must have had more than fifty meetings a week with Jewish, Catholic, Protestant, Chicano, student groups, and many other organizations. Our biggest campaign was with the gigantic Jewel Tea Company. After they took the grapes off their shelves, the rest of the food chains followed suit. It was a long and hard fight, but we won."

JUANITA HERRERA

Alfredo and Juanita Herrera organized the boycott in Denver, Colorado. "We suffered a lot in the fields around Delano, Juanita said. "We knew that the strike was the only way to secure our rights. I couldn't stand to see our children suffer."

"We made a commitment to stay with this movement until our union was recognized. We recieved a lot of support in Denver, especially from organized labor and from the churches. Whenever we got discouraged, we thought about the miserable conditions on the ranches back home. We had to work like animals -- sometimes fifteen and eighteen hours. But we never got paid overtime."

"We have good leadership in this movement," Juanita added. "Cesar tells us to cooperate with other groups, not to try to do it alone. This is one of the reasons we have been so successful."

MARION MOSES

Marion Moses has been with the strike since January of 1966. She has worked as a volunteer nurse as well as an organizer.

"I feel that the farm workers movement is the only thing of real importance happening in the United States," Marion stated. As a nurse, she believes that the medical profession should serve the people. She says that too often people are forced to serve a cruel and unjust system.

"The struggle for better medicine is the same as the struggle for civil rights. I think that the Huelga can do a great deal to improve medicine, because it is a movement that has its roots in people. This is what we tried to do when we set up the Kennedy Health Program. We went right to the workers. We offended some of the cherished canons of the health profession. But maybe that was good. We got the job done."

Marion feels that the boycott was successful in many ways. "One of the greatest things about the boycott is that now we have new leadership. We will be able to carry on and help farm workers all over the country."

CELIA SALUDADO

"When the strike started I was only fourteen. I'm nineteen now. I learned a lot from the people. I've done a lot of picketing, and worked in two boycott cities.

"My father has benefitted a lot from the strike: when the strike started he was only earning \$1.40. Now he is working for Schenley Industries, and he is getting \$2.35 an hour.

"Our family has suffered quite a bit. We haven't seen our sisters for three years, because we have all been in different cities on the boycott. My father and mother have really lost all of us during the strike."

PETE VELASCO

"The job is not really completed yet. We have made a good step in the right direction. I could get a good job, if I wanted to go back to work. But the fight is not over with, as far as I'm concerned.

"It was never until I got involved with this fight, that I learned that human values are more important than money. After I got together with more of the brothers and sisters who put their best efforts into the strike, that I learned that money does not compare with human concern and dedication. It has been that way with me ever since. Since my recent automobile accident, I applied for disability. I have been receiving payments. But I don't really think that money belongs to me. I am giving it to the Union. I think we have a real wealth in terms of human relationships.

"We get people from all over the United States who are drawn to our movement because they are drawn by the warmth and dedication of the strikers. They are ready to face hardships and live on a shoestring out of their dedication.

"Cesar Chavez has put our group together. He has used his knowledge and his personal touch and charm into the movement. You know, Cesar is a man who has a real touch with people. He has the spellbound appeal to people. They recognize him as someone distinctive. That's what makes him successful and has attracted the attention of the whole world to our movement."



Dolores, the center of attention at a recent news conference...

Dolores Huerta: A Picture of Our Vice-President

Dolores Huerta defies the ancestral image of the subservient Mexican woman in a world where only the toughest men survive... the labor union world. Dolores is vice-president of the United Farm Workers Organizing Committee.

Admitting it is hard for a woman to be in a leadership role because a female is more emotional, Dolores said men will accept a woman's position to a certain point. However, when the fight (negotiations, etc.) comes down to the wire, women have to fight a lot harder to push their point across, Dolores said.

Dolores, her long black hair tie back, sat at the edge of a swivel chair fingering rosary beads in both hands. She's an energetic, almost nervous person who expresses her feelings with her face and hands. Born in New Mexico and reared in Stockton, the petite Dolores has seven children ranging from 20 to six years.

A Fred Ross protege like Cesar Chavez, Dolores learned the basic organizing rudiments from the Stockton Community Service Organization when Ross organized in that area: things like applying pressure in the community where it counts,

how to organize, maintaining people's interest, and learning from organizing mistakes (your own and others').

Dolores first met Cesar when he was heading CSO in San Jose but wasn't too impressed with him because of his shy and quiet manner.

She said, "As I worked with him, I saw how hard he worked and his effectiveness. I have a lot of admiration for him because he's a real leader. He's a very modest individual, unassuming and quiet, who doesn't impose his will or opinion."

continued on page 10



...and alone to think out negotiation tactics in her office in Delano.

“ The
responsibility
of leadership
is
headcracking. ”



In New York City, Mrs. Huerta confers with Senator George McGovern, left, and Rev. Gene Boutilier, a farm worker lobbyist in Washington.

Dolores first became active in the union when she was a CSO lobbyist in Sacramento in the early 60's. During this time, Cesar was starting to organize a farm workers' union resolution to present to CSO for approval.

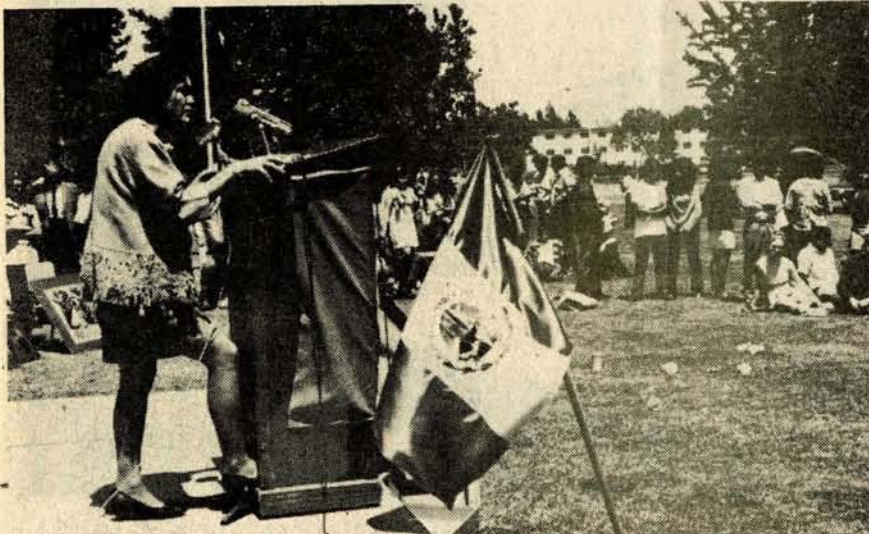
"The middle-calss Mexican American in CSO didn't want to alienate labor, so they turned the resolution down. So in May of 1962 Cesar quit CSO and started organizing on his own without any financial support," Dolores remebered.

She was constantly swiveling the chair right

and left during the interview. She spoke quickly and surely, never mincing her words.

Dolores lobbied in Sacramento for another year and quit to help organize the farm worker in the Stockton - Modesto area. Then in 1964 Cesar asked Dolores to come to Delano, and she's been here ever since.

Dolores' role in the union has changed along with the union. For a time she worked in the service center, and when the strike started in 1965, she became a picket captain. Ever since then she's



A group of M.E.C.H.A. supporters in Fresno hear about farm workers in their own community from Dolores.

“ Only poor
people go to
jail. I see it as
an honor to
be arrested. ”



In 1962, Dolores was organizing farm workers in the Valley.

“ Decisions
we make
affect a lot
of people. ”

done various jobs in the union such as setting up the first hiring hall, bookkeeping, membership reports, and other jobs.

When the union signed with Schenley (spring of 1966) she was put in charge of negotiations for that contract. She then was sent to the New York

boycott for 10 months and returned last year to Delano as a negotiator.

Feeling the boycott has changed the union since the strike first started, Dolores believes the boycott has expanded UFWOC, making the public aware of the boycott and, in turn, brought public

“ Cesar
encourages
other people
to help. ”



At an information table, Dolores goes over some boycott data with interested friends.



“ UFWOC
has been a
fighting union. ”



Dolores' sharp tongue is famous on the picket line.

support.

“Cesar encourages other people to help. The union doesn't have the attitude 'it's our thing and nobody can help',” she said.

She quickly continued, “The union has changed in size but not in principle. Because of Cesar's strong leadership, the union's direction has remained the same. Also, people have sacrificed in their commitment to the union...sacrifices of family and material aspirations.”

Dolores' dark brown eyes were always moving. She swung her chair slightly, right and left, using her feet to brake her movement.

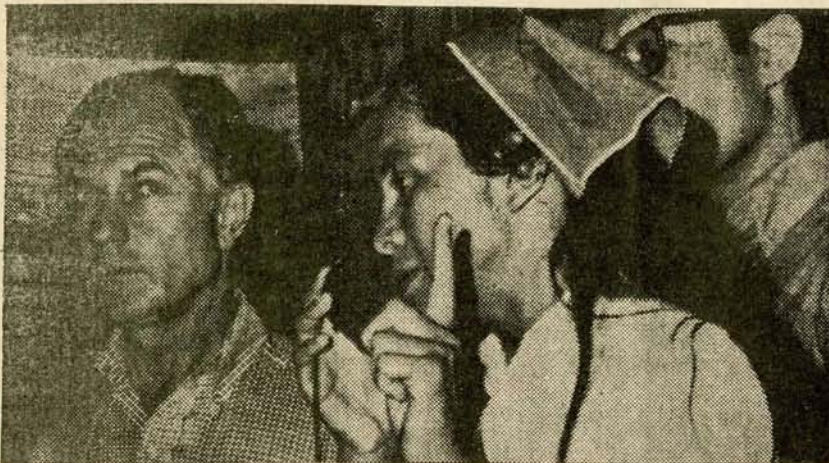
As a woman, Dolores has had to pay a “tremendous price” by putting the union before her

family. She questioned if it was worth neglecting her children for the union.

Feeling badly the first time she was arrested (for trespassing-picketing in the early 60's) when she first became active in the movement, Dolores thought, at that time, that it was a loss of status and reputation. Now, six arrests later, she has a reversed attitude about jail.

“It's a terrible thing to be in jail. However, more people should go to jail to realize how unjust it is. Only poor people go to jail. Now I see it as an honor to be arrested,” she said.

However, one of the toughest challenges the controversial negotiator has had in the union is her decision-making role.



Coachella grape grower Lionel Steinberg (left) doesn't stand a chance against negotiator Huerta....He signed.

“ Women have to
fight a lot
harder to push
their point
across. ”



“...Sacrifices of family and material aspirations”

Two of her children, Angela and Emilio, join Dolores to sing "Nosotros Venceremos" after a Union meeting.

“One of the hardest things in a decision-making position,” Dolores said, “is when we’re working and not knowing at that time whether or not we’re doing the right thing. The responsibility of leadership is headcracking, because decisions we make affect a lot of people.”

This leadership responsibility, she explained, is a lot more exciting but not much fun because “you feel your life isn’t as free as it used to be.”

However, these sacrifices have made the union grow, thus entering a new phase in UFWOC’s development.

“Apart from now, UFWOC has been a fighting union in the sense of personal non-violent struggle, endurance, and sacrifice. Now there’s a heavier emphasis on administration because contracts are

being signed and must be administered,” she commented.

She charged that one thing she learned while lobbying in Sacramento was that laws weren’t administered once passed.

The UFWOC supported Robert F. Kennedy’s Presidential primary campaign in 1968 because, “we felt he would make a difference. We wouldn’t support any politician,” she stated.

“He (Kennedy) had a sense of what was wrong and had the courage to enforce the law,” she added.

Would Dolores enter politics if she ever left the union?

“No,” she firmly answered. “If I ever leave the union, I’ll do more organizing.”

“The union has changed in size but not in principle.”



Dolores is nearly lost in the crowd of Kennedy enthusiasts who thronged to Delano when Bobby Kennedy came to visit us.

Letters to the Editor EL MALCRIADO

PO Box 130 Delano, California.



MALCRIADO "AN EDUCATION"

EVEN GRAPES IN THE FAR EAST BEAR THE UNION LABEL!

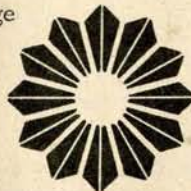
Queridos huelguistas,

Yesterday as I was walking the back market streets of Macau (this small island off the coast of Mainland China), I noticed a fruit stand with a big box of purple grapes. Since I left the U.S. before the first contracts were signed, I was still trained to think of grapes as symbols of the oppression of and the injustice done to farm workers in America. I approached the vendor, wanting to find out where he'd bought the grapes -- and as I got closer, a very beautiful and familiar sight greeted me. There, on the corner of the packing box the triumphant Aguila Negra and the almost unbelievable words "Union Label"! I was so happy bursting with happiness -- and so, in my broken Cantonese, I explained to the man why I was jumping and singing around his stand. He too was a farm worker, and so, though my explanation suffered greatly for the translation, he understood right away. He told me he was proud to be selling Union grapes and that I should tell him what other Union fruits there are. He shook my hand and smiled. "Mei Guisk Nung Yan -- Dai Yut!" American farm workers are Number One!

One small fruit stand in one far corner of the world -- multiplied by tens of thousands --

shows in the smallest and grandest ways what the United Farm Workers have done to win freedom and dignity for California grape strikers and farm workers all over the world. You have given the world its most brilliant example of People Power.

Viva la Huelgal
ELAINE ELINSON
Linson College
Macau



"SPIRIT"

Sirs:

Enclosed is a check for a one-year subscription to your very informational newspaper. Without EL MALCRIADO I believe that I would miss 9/10 of what is necessary to understand what the struggle is all about.

EL MALCRIADO gives not just the news of the strike and boycott; it gives the reader a sense of the spirit of the farm workers of the Valley and elsewhere.

Right on!

Viva la Huelgal
TIM STEPHENS
Irvine, California

Dear El Malcriado--

I have been very happy with EL MALCRIADO, read every word of it (even the Spanish) as soon as it comes, and pass them on to receptive people in this (McMinnville) somewhat -less -than-sympathetic farming community.

I expect to take off soon on a year's odyssey, with the intention of working the greater part of the year for some movement that really grabs me (maybe UFWOC?).

My brother and nephew, who will be taking care of my mail for me, have been instructed to read any periodicals that come in and happen to catch their eye. While they're un-involvedly sympathetic, I think EL MALCRIADO, if they read it, will be a valuable part of their education.

Yours for a bigger and better victories for the farm workers' movement.

KAY CARPENTER
Corvallis, Oregon

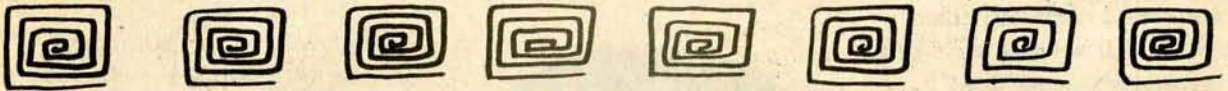
POWER TO THE PEOPLE!

Howdy:

Things are really looking better for UFWOC. You've got them on the run, Cesar, and y'all are the only real example I see of the slogan "Power to the People".

Thanks

DON EGGLESTON
San Francisco, Ca



TEACHER FINDS HARASSMENT FOLLOWS UNION BACKERS

To the Editor:

My work on the grape boycott brought out in a particularly clear way the interrelation of various issues involving justice and individual liberty. Beginning in December, 1969, a boycott committee organization began to form in Monmouth County with a nucleus of students from local high schools and several teachers. It was not long until Birchers and local farmers began to call for the resignations or disciplining of those teachers involved, and the issue of rights of teachers to political activities of their choosing had to be confronted by the school where I teach. My teachers association took a stand on the side of freedom, but only after a stormy debate, and by far too narrow a vote (23-14).

It wasn't long, however, until the administration of the high school became sensitive to complaints from the community. Articles about the grape boycott and other subjects in the school paper led to an attempt at censorship, but the students and the newspaper's advisor resisted such attempts.

Local police had harassed our boycotters in a number of Monmouth County towns, and our A.C.L.U. attorney advised us to take a stand and have a test case. Consequently, I was arrested in Middletown (which has a reputation for police abusiveness) while leafletting in front of an A&P, and charged with "soliciting without a license." I was found innocent, but the town kept us out for 2 months in the interim. Soon one of the high school board members was spreading malicious gossip

about me to the effect that I taught one-sidedly about the strike and boycott in class (my subject was U.S. History), though in fact I had avoided the issue completely.

The pattern of harassment became quite clear, and during the summer I was informed that I would be teaching 9th grade European History and Geography, though I had been teaching 11th and 12th grade U.S. History for years. The teacher who replaced me was the daughter of a member of the board. The advisor to the newspaper was removed from that position. Neither one of us could be fired, since we have tenure. No reason was given for the administration's action. Since our teachers have refused to undertake collective bargaining with the Board of Education, our grievance procedure is too weak to be meaningful.

I was not too particularly surprised at the course of events. I

have always seen a relationship between teachers' rights, academic freedom, rights of political organization, the right to organize collectively, freedom of speech in public places, opposition to the war, advocacy of civil rights, and protest against economic injustice. I hope some of my fellow teachers have learned something, however. These highly "educated" teachers, mired in narrow, selfish concerns and political conservatism, have yet to learn the benefits to be gained when workers stick together.

Finally, to all the members of UFWOC, whom I have come to regard as my brothers in a difficult struggle, my congratulations at this time of victory in the grape vineyards, and my offer of continued help in whatever way will assist the still unorganized and unliberated farm workers of the United States.

Viva la Causa!

ROBERT E. MOIR

ex-U.S. History teacher
Monmouth County, N.J.

BOYCOTT LETTUCE

Dear Boycott Coordinator:

For a long time I have been an enthusiastic supporter of UFWOC and its struggle to organize California's oppressed farm workers. My support has been shown in the past in the form of persistent leafletting and picketing of supermarkets that chose to oppose the workers by selling scab grapes.

Recently I heard on the news that Cesar Chavez was considering

a boycott of lettuce in the fields that are now being struck. With EL MALCRIADO, could you please inform me on what future action the Union plans to take; in other words, are there any plans being made for boycotts on any crops or companies?

Viva la Huelga!

ALAN KLEINFELD
Culver City, Ca

EL MALCRIADO SAYS: See the story on our lettuce boycott, page 3.

The most important thing we want is for our union members to understand that this clinic is theirs and that we need their help in maintaining good service."

To anyone who's never been a farm worker, this statement (by one of the clinic staff members) may not sound very startling. But to the campesinos who have labored for years in our fertile valleys with no semblance of benefits, this is indeed a very new and significant concept. For never before has there been a clinic aimed at specifically meeting the serious medical needs of farm workers. Medicine, through UFWOC, is now making it possible for campesinos to live longer than their average of 49 years.

Now, under a union contract, a worker no longer must face the fields as slave-like labor. In the past, due to poor attention, the men and women who harvest the fruits of the earth have been neglected by and dissatisfied with medicine in general. But with a place of

"THIS CLINIC



IS THEIRS."

their own, campesinos can begin to trust the doctor and nurses.

For example, many patients are now undergoing tests on the hundreds of allergies developed through heavy exposure to pesticides in the fields. Such allergies used to be taken for granted because doctors, needles, thermometers, and high payments seldom produce positive results. Doctor Bill Davis emphasizes this in his reason for coming to our clinic. "I like the

Cause, and am deeply concerned with the poor medical care given in the U.S. today, especially the care received by poor people."

As more and more workers come into the Union, an increasing number of patients are being treated in the clinic. In order to avoid repetition of past treatment received by farm workers, the clinic has requested workers to make appointments ahead of time. (Except, of course, in emergency cases.)

UNION WORKERS AND
THEIR FAMILIES ARE
OFFERED SERVICES AT
THE CLINIC ON:

Monday	9-5:30
Tuesday	1-8:30 p.m.
Wednesday	9-5:30
Thursday	1-8:30 p.m.
Friday	9-5:30
Saturday	9-5:30

RODRIGO TERRONEZ
MEMORIAL CLINIC
"40 Acres", Delano
725-9703

The clinic nurses are no exception to the untraditional nature of our union. They've learned to handle some medical work which does not necessarily call for a doctor. Further service is rendered by the nurses with their ability to bring medical aid into the workers' homes.

The clinic will be able to furnish better treatment if certain needs can be met. These needs include the acquisition of an X-Ray machine, another full-time doctor to insure better 24 hour availability, and also interested volunteers (nurses, lab technicians and X-Ray technicians).

Irene Terrazas, Sister Veronica, Sister Carmen, and Doctor Bill Davis make up the staff which dedicates attention never before offered to the people whose daily toil on the land provides the fruits and vegetables of the country's dinner tables.



Bill Davis M.D., is the new doctor on the staff of the Clinic in Delano.

R. J. GREENSFELDER 302E
343 MONTFORD AVE.
MILL VALEY, CA 94941