

EL MALCRIADITO

The Voice of the Los Angeles Boycott

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AB-1, NLRA Amendments Proposed

In both Sacramento and the nation's capital, proposals have been introduced that would profoundly affect the entire future of union organization among farm workers, including AB-1, now before the California legislature.

Assemblyman Richard Alatorre is amending this bill and a summary of the amended AB-1 has been prepared by Wayne (Chris) Hartmire of the National Farm Worker Ministry. A copy of his analysis is included as an insert in this newsletter.

Readers are urged to study this material carefully and do everything possible to support AB-1, possibly the most comprehensive farm labor bill ever introduced anywhere. We will be keeping you informed as the legislative battle develops in Sacramento and will suggest further actions needed as the bill moves through committee. It is not too early to start communicating with your state representatives.

In sharp contrast with the serious approach of AB-1 is a proposal recently introduced in the U.S. Senate. Against the will of America's farm workers, and over the protest of the United Farm Workers Union, Sen. John Tunney has reintroduced a one line bill which would simply remove the exclusion of farm workers from coverage by the National Labor Relations Act. The whole bill is so short that the E. and J. Gallo company has turned it into a leaflet urging its passage!

Sen. Tunney, ask yourself: What sort of law would the Gallos support? One that would guarantee workers the full right to organize, or one that would make organization more

difficult? Knowing that the Gallo company has fought against free elections at its own ranches, Sen. Tunney, you must surely know that this bill is not going to serve to liberate the workers.

In fact, the bill introduced by Sen. Tunney would bless the illicit marriage which exists at the Gallo ranch and at the other grape and lettuce ranches where sweetheart deals have been arranged. Only the Alatorre bill would permit a divorce procedure if the farm workers want it. Therefore, we must conclude that Sen. Tunney is dancing to the tune of the Teamsters and the Gallo-Grape-Lettuce Orchestra.

John, the farm labor matter is much more complex than your simplistic one-line bill, S. 285. Withdraw it, and listen, just this once, to the voice of the farm workers. If you are not willing to do that, then drop those phony wrappings of liberalism with which you encase yourself.



Amended AB-1 to be Discussed

On Sunday, May 4, from 6 to 8 p.m., a "Conversation with Jerry Cohen" will be held at United University Church on the USC campus. Cohen, chief counsel of the UFW, will focus on the new amendments to AB-1. The Church is located at 817 W. 34th St., near Jefferson and Hoover. Ample parking is available on Sunday evening.



New UFW Film Premiered Here

In an enthusiastic demonstration of support for La Huelga, hundreds of Los Angelinos answered the invitation of Cesar Chavez April 16 for a \$100 per guest fund-raising dinner at the Sportsmen's Lodge in Studio City.

Coinciding with the second anniversary of the launching of the historic grape strike in the Coachella Valley, the dinner program featured the premiere showing of "Fighting For Our Lives," the UFW's new film that documents in an unforgettable way the bravery and brutality of the summer of 1973.

Joining the UFW's president were elected officials from city, county, state and federal governments, officers and members from scores of labor organizations, religious leaders, screen and television notables and prominent citizens in the arts, professions and business.

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Area Film Showings

The public is cordially invited to either of these area benefits featuring the new film:

Friday, April 18, 7:30 p.m.

Golden Gate Theater, Whittier and Atlantic Blvd., East Los Angeles. In addition to the film showing, the program will include the nationally renowned **Teatro Campesino**, the ballet group from the Huelga School in Delano and Manuel Chavez, national strike director of the UFW. The donation for this extraordinary program is \$5.

Saturday, April 19, 7 p.m.

Casa Escobar, 10951 West Los Angeles. Following dinner at 7 p.m. and music by Conjunto Papaloapan, "Fighting For Our Lives" will be presented at its area premiere. The donation for dinner and film show is \$10.

For information or reservations please call 381-1136.

★★★★★

Reader Speaks Out

Letters Department
TV GUIDE

You do a great disservice to your millions of readers by publishing examples of gross misinformation as though they were true ("As We See It," March 22). The fact that an editorial is a private opinion does not give a publisher the journalistic license to print mis-statements of truth.

It is simply not true that the United Farm Workers "recently lost an election to the Teamsters for the right to represent workers at the Gallo Winery." No such election has ever been held, as Ernest Gallo freely acknowledged in an interview published in the *New York Times* on February 10, 1975.

The UFW's dispute with Gallo and the current nationwide boycott of Gallo products (which you conveniently failed to mention) arose from the fact that there has been no election. The union has offered to call off the boycott if Gallo were to hold an election, regardless of the outcome. Gallo has not taken up the offer because it is a certainty that the UFW would win and the Teamsters lose.

As for the deceptive advertising in the Madria Madria commercial, your editorial shows that you fail completely to understand what deception means. The facts are that the actress in the commercial is named Ofelia Gallo. Her husband is not Ricardo Madria Madria, as implied strongly by the commercial and the label on the wine bottle. The point of the deceptive advertising charge is that there is a significant difference between not mentioning the manufacturer's name and deliberately misleading the viewer to believe that the manufacturer is someone other than who it really is, which is the case with Gallo/Madria Madria....

As for your comment, "Let Mr. Chavez mind his own union," that is exactly what he is doing in challenging Gallo's underhanded advertising practices....

David and Carol Thrift

Boycott Gallo!

Heat, Teamster Goons Didn't Stop Film Crew

"Fighting For Our Lives," the UFW's long-awaited film on the fateful summer of 1973, was itself the end-product of a tough two-year struggle.

During the five month period of the filming, photographer/editor Glen Percy and soundman Cres Fraley had to battle the torrid temperatures of the Coachella and San Joaquin valleys and try, at the same time, to cool the hostility of Teamster goons and sheriffs' deputies who rankled under the ever-watchful eye of the camera.



Without a third person to handle equipment and change magazines, Percy and Fraley often found themselves running with armfuls of equipment or feverishly changing film while important action developed.

After the filming was over, budgetary battles also had to be won. Because the production crew consisted entirely of Percy and Fraley, both working at the usual "salary" of all full-time La Causa volunteers (\$5 per week plus room and board), and because post-production artists and consultants generously donated their time and expertise, the total cost of the film was kept under \$25,000, an exceptionally low figure for a production of this quality.

Sweet as the victory is for all who battled to make "Fighting For Our Lives" a reality, "The struggle is not finally won," said Percy, "until the real stars of the film, the farm workers themselves, have brought their long and bitter struggle for justice to a successful conclusion. That's what the film is all about."

"Fighting For Our Lives" is a production of the Farm Workers Fund administered by the National Farm Workers Service Center, Inc.

Premiere Successful...

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Vivian Drake, coordinator of the premiere, said the success of this effort to raise strike funds must be credited to the commitment of a hundred persons who served as sponsors, the dedication of those who worked on the dinner committee, and the leadership of Sam Cordova of Sylmar, who conceived the whole idea and guided the project through to its conclusion.

Other dinner committee members were: Sigmund Arywitz, Bishop Juan Arzube, Rep. Yvonne B. Burke, the Rev. Priscilla A. Chaplin, Rep. James Corman, Sen. Alan Cranston, Supervisor Ed Edelman, Rabbi Meyer Heller, Mr. and Mrs. Norman Lear, Mr. and Mrs. Paul Mazursky, Sister Patricia M. Mulpeters, Paul Newman, William Piercy, Jr., Rep. Edward Roybal, Dr. Carl Segerhammar, Stanley K. Sheinbaum, and Jerry Whipple.

Gallo Campaign Under Counter Attack

Box Score as of April 1: 606 stores clean of Gallo!

Due to the mounting effectiveness of the Gallo "Bottles-off" campaign, resistance also mounts from several quarters. For several weeks Gallo salesmen have been counter-picketing at a number of stores in the L.A. area, carrying signs, passing out leaflets and urging passers-by to shop at stores our supporters are picketing.

Not content with this, they have also resorted at times to calling the police in an attempt to use them to harass UFW picketers.



Chavez Here May 5

Cesar Chavez will be in the Los Angeles area on Monday, May 5, for a whirlwind tour of university campuses. His visit will coincide with the celebration of **Cinco de Mayo** as well as Farm Worker Week, the latter scheduled for observance throughout the United States and Canada May 4-10.

Seeking desperately needed funds for the summer strike campaign, Chavez will appear at five campuses throughout the day: 9:30 a.m.—Cal State University, Northridge; 11:30 a.m.—UCLA; 1:30 p.m.—Loyola University; 4 p.m.—Occidental College; 8 p.m.—University of California at Irvine.

Farm Worker Week will also be observed widely in the Los Angeles area by scores of religious institutions and schools.

Nationally, 10,000 churches and synagogues in 150 towns and metropolitan areas are expected to join in services and special events focused on the needs of America's two million seasonal and migrant farm workers.

Endorsed by the National Council of Churches, the Synagogue Council of America and the U.S. Catholic Conference, Farm Worker Week is coordinated by the National Farm Worker Ministry, with headquarters in Los Angeles.

Ruth Gilbert, president of the NFWM, noted the close association between farm workers and the theme of hunger: "As you consider world-wide hunger, consider the cry for bread and justice that comes from those hungry workers in America who, by their labor and sacrifices, feed all of us and our children."

Where that has failed, they have apparently urged store owners to do the same, or to create some kind of incident that disturbs peaceful, law-abiding efforts.

Anchor Liquors in San Pedro recently has been the scene of such intimidation. On Sunday, March 16, UFW organizer Brian Klar was struck in the face eight times without cause by an assailant who had just entered the store. On the following Tuesday, a volunteer supporter, with whom Klar had lived shortly before this incident, was attacked in his home in a similar fashion by assailants who evidently assumed Klar still lived there.

On Wednesday, March 19 when the Juan De La Cruz Brigade was picketing at Midge's Liquor at the corner of Pico and Hoover, one of its members, Barbara Ortiz, was pressed up against the wall of the store by Gallo salesman Harvey Lewis. Lewis tore up her picket sign and threatened the Brigade with a gang beating. When Manuel Hernandez called police, they came, but arrested Barbara rather than the salesman.

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Gallo salesman, police. — Photo by Linda Rifkin.

June Housing Needed

Housing is needed for volunteer organizers who will be working this summer for about 10 to 12 weeks from June through August. Provide room and board and some TLC for single people. Contact Sr. Anne Russell at 213/ 386-8130 or the L.A. boycott office.

Cars for organizers are always needed. Can you spare an old but repairable car, preferably one with 4 or 6 cylinders and easy on the gas?

Typewriters for office use would help greatly to reduce the current budget for rentals. Prefer standard electric if possible. For both the NFWM (386-8130) and the L.A. boycott (381-1136).

Counter...

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In another incident, on Thursday, March 27, Sister Ann Gabriel Marciacq stopped by Sol's Liquor Market on 2837 West Olympic to check the store that had earlier taken Gallo off its shelves. Having been there to picket on March 14, she was recognized by the owner who began to attack her verbally.

Sister Ann, who was on her way to a Holy Thursday liturgy, was locked in the store and shoved into a back room against boxes of merchandise, receiving a bruise on her leg, and then arrested for shop-lifting.

Taken to the Ramparts police station, she was accused by the owner of taking a bottle of shampoo. Hours later she was released on her own recognizance. Similar incidents to these have taken place throughout the Los Angeles area.

In response to the brutal treatment of Brian Klar at Anchor Liquors in San Pedro, a group of about 20 UFW supporters—Catholic and Protestant clergy, laity and religious—held a three hour vigil on Good Friday in front of the store.

The following day a "solidarity" picket line was placed in front of another Anchor Liquor store in Long Beach, with representatives of Local 1-128 of the Oil, Chemical and Atomic Workers union and the American Federation of Teachers present to support the Gallo boycott.

Picket Captains Organize

About 70 volunteer picket captains met on Thursday, April 1 with the boycott staff and police officers at University Church, USC. The meeting began with a sneak preview of "Fighting For Our Lives"—which was received with tremendous enthusiasm.

Following the movie the captains and officers from the LAPD's Labor Relations Division frankly exchanged viewpoints about numerous incidents which had indicated bias on the part of police.

As a result, a decision was reached to have delegations in each community meet more frequently with watch commanders in order to establish better communications.

Jim Drake then announced to the picket captains that they constitute a new organization, unique to L.A., an "urban organizing committee." Picket captains, described by Drake as those who have "walked their way into the organization," will now be assuming greater responsibility for picket lines. This will then free area organizers to conduct more house meetings, proven to be the most effective means of recruiting supporters for the boycott.



Francisco Nava and Ray Ortiz

Photo by Linda Rifkin

Farm Worker Feature

(Beginning with this issue of *El Malcriadito* we hope to present each month a brief sketch of one of the striking farm workers serving on the L.A. Boycott.)

Life has not been easy for Francisco Nava, a 54-year-old Gallo striker and member of the L.A. boycott's Juan DeLa Cruz Brigade. He grew up in Zacatecas, Mexico and worked long hours as a child in the fields, experiencing little but sheer poverty. After marriage it was heartbreaking to see nine of his ten children die at an early age because of malnutrition and poor health care.

Moving to the USA in 1965, Nava came to California's fields. He joined the UFW in 1967 and finally began working under union contract in 1971—first at Roberts' Farms and then at Gallo. He had discovered a new sense of pride and purpose in his life.

The fact that Gallo betrayed his workers by signing with the Teamsters in 1973 has not dimmed this farm worker's hope in *La Causa*. Nava was among the first to go out on strike and since then has been a stalwart on the boycott, first in San Diego and now Los Angeles.

As a member of the Brigade, he was at the head of the 110-mile march from San Francisco to Modesto, and despite his aching feet was ready to walk a little further to say to his former employer, "Mr. Gallo, your workers are on strike, believe it or not, and will stay that way until you allow us to vote for the union of our choice." Viva Francisco Nava!

El Malcriadito

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