

EL MALCRIADITO

The Voice of the Los Angeles Boycott
Vol. 1, No. 6, August 25, 1975



Chavez and Leonard Woodcock.

Delegates on parade.

Mack Lyons
Photos by Sam Kushner

UFW Demands Fair Election Rules Warns Coke of Boycott

By SAM KUSHNER

Lt. Gov. Mervyn Dymally put aside his prepared speech and told the delegates to the Second Constitutional Convention of the United Farm Workers that "the eagle must be on every ballot in every election." In addition he told the applauding delegates that "you must have access to the fields so that you can bring your message to the workers."

With these comments Dymally joined with labor officials, religious leaders, other political luminaries and Cesar Chavez in a mounting demand for fair administration of the newly passed farm labor representation bill. At the heart of the comments by Chavez, Jerry Cohen, UFW general counsel, Leonard Woodcock, United Auto Workers Union president and others was a three-part demand on the recently appointed farm labor board.

★ Top priority was given to the calling for access to the fields by the UFW. It was noted that the board in its tentative rules had included an inclusive access provision but had withdrawn it under pressure from the growers. Chavez told the convention and the press that "without access we don't have a law we can live with."

★ In order to insure each farm worker being able to cast a vote for the union of his or her choice the emblem of the union—in the case of the UFW it would be the black eagle—should be on the ballot. Assemblyman Richard Alatorre, who Cesar Chavez described as the father of the farm labor bill, has stated that during the negotiations prior to passage of the new law Gov. Edmund G. Brown, Jr. committed himself to inclusion of the union insignia on the ballot.

★ UFW President Cesar Chavez and others told the more than 500 delegates representing over 70,000 farm workers that it is impermissible for the new board to allow the Teamsters to use dues authorization cards to petition for elections. He demanded that the Teamsters, like the UFW, be required to get the workers to sign up specifically for the elections.

The convention was typically UFW; colorful, enthusiastic, hopeful and hard working. Delegates ate in a common dining hall and slept in schools, parks and the homes of farm workers and UFW supporters in the Fresno area. Time and again farm worker delegates gave standing ovations to the boycotters who were present and leaders and guest speakers voiced appreciation to those who are on the boycott and those who are supporting it. In a special resolution the delegates declared "that the efforts of every single boycotter are appreciated and commended."

The delegates also served notice on the Coca Cola Company that "the renewal of the Coca Cola Contract shall be a major

Please turn to page 4

Union Seeks Legal Curbs on Boys Market, Sheriffs

The Los Angeles office of the UFW recently launched a course of vigorous legal action to seek restoration of First Amendment rights for Union members and supporters who have been forcefully prevented from talking to customers of Boys Market about the boycott of table grapes.

Dan Lavery, ACLU attorney for the farm workers, filed a cross-complaint in the L.A. County Superior Court August 14 petitioning for a temporary restraining order that would prohibit employees of Boys Market (BM) as well as the L.A. County Sheriff's Department from infringing upon these constitutional rights of free speech by UFW supporters.

At issue has been the repeated misinterpretation of a TRO obtained by BM on July 14 that restricts the number of pickets, their behavior and location, but clearly does not prohibit con-

Please turn to page 4

Pickets Arrested, Assaulted at Boys Markets



Gagged pickets demonstrate on Wilshire Blvd.

On Sunday, August 3, Torrance organizer Carol Likins closed a presentation to Pacific Unitarian Church in Palos Verdes with a request that church members join her at a Boys Market picket line following the service. Three women and one man responded to that request and all, including Likins, ended up as victims of a false arrest by the L.A. County Sherriff's Department.

One of those arrested was Kris Ockershauser, acting director of the Unitarian Universalist Service Committee Los Angeles region. In an interview with *El Malcriadito*, Ms. Ockershauser gave details of the incident. Instructed in picketing procedures by organizer Carol Likins, the four church members had been turning away customers at the Boys Market for about an hour when three squad cars of the sheriff's department arrived in response to the store manager's call. The five picketers were handcuffed and arrested, with the four women placed in the back of one car. They were never informed of their rights nor told on what grounds they were being arrested until later when one officer, responding to the persistent question by one of the women, said "You're not supposed to talk to the people."

Once at the substation, the women were stripped and subjected to an anal search for drugs. The booking procedure was dragged out, the deputies looking through pictures, and reading personal letters. Finally, three hours after the arrest, a copy of the injunction was obtained and read. The TRO states, "Nothing herein shall prevent defendants from conversing in normal tone of voice with persons who voluntarily listen or talk to defendants." As a result, the sherriff's deputies acknowledged that there were **no grounds for arrest** on the basis of talking to customers and returned the five picketers to the market.

On Tuesday, August 5, the arrestees met with Capt. James Wheatly of the Carson Station, L.A. County Sherriff's Department, seeking an investigation of the whole incident. The harassment continued, however. The following day one of the women who had been arrested was stopped by sherriff's deputies on her way home from the beach with her three children. Stating that the woman had an "arrest record," the deputies demanded that she account for her actions over the last three hours. Among their comments were the following: "Yeah, that's the right license plate;" "We're keeping track of you;" and, "I heard the guys down at the station had a lot of fun with you on Sunday."

The L.A. Boycott held a press conference and did further

picketing outside the Boys Markets headquarters in Pasadena on August 7, protesting the arrests and intimidation of UFW pickets by the Boys management. The Rev. Al Henriksen of the Pacific Unitarian Church spoke out against the violation of freedom of speech and religion represented by the arrest of his parishioners and Ms. Likins.

Ms. Ockershauser indicated that she and the others arrested have met with Supervisors Edelman and Hayes seeking an investigation of the incidents and that members of the church are planning a vigil protesting the actions of the Sherriff's Department.

As a result of this and numerous other incidents of harassment by Boys Market personnel, the Los Angeles boycott office began a 24 hour vigil of protest on Friday evening, August 8 at five stores of this chain throughout the metropolitan area.

Several hours after the vigil began at the Inglewood store on Crenshaw and 101st Street, Pete Savino, one of the UFW organizers, was accosted by a security guard from the store because he was talking to customers in the parking lot. The organizer was then dragged by the throat across the parking lot and into the store where another guard began twisting his arm while the first one continued to choke him. Savino was then handcuffed and held in a back room until the police arrived. Although the police told Savino the guards were their friends, they refused to place him under arrest as requested by the guards. Savino was later treated at a nearby hospital and released.

That same evening another picketer, Ray Huerta, Jr. was knocked down by a car driven over the curb directly at him. This was while picketing the Boys Market at Beverly and Wilcox in Montebello. When the police came they would speak only to the security guards at first. **Only after repeated requests** did they finally take a statement from the victim of this hit and run assault!

Subsequently, the entire boycott staff and many supporters staged a demonstration on Wilshire Boulevard near Fremont Place where Ed Goldstein, chairman of the board of Boys Market, lives. On Wednesday afternoon, August 13, over one hundred UFW supporters paraded in front of the entrance to the private street, many wearing gags over their mouths to symbolize the deliberate and sustained attack on free speech by the Boys Market management.

During this demonstration, several members of the Interfaith
Please turn to page 4

Vietnamese as Strike Breakers

Food For the Hungry, a church sponsored refugee agency, has recently dispatched an undetermined number of Vietnamese refugees to work as strike breakers at Egg City in Moorpark. Furious at this shocking lack of concern for moral values, over 75 UFW strikers from Egg City converged on the Glendale-based office of Food For the Hungry on Monday, August 4 and picketed their headquarters all day.

Egg City, owned by Julius Goldman, is reputed to be the largest operation of its kind in the world today. An estimated three million hens lay over 1 1/2 million eggs a day at this factory.

The workers at Egg City, however, are not so docile or predictable as the chickens. For months now, they have been on strike and their "union," the Teamsters, has sided with the employer in the labor dispute (as usual). The strikers now seek a UFW contract, but have been repeatedly denied access to the workers inside.

A Family Affair

If you missed the Second Constitutional Convention of the United Farm Workers of America held in Fresno August 15-17 (or the first one held two years ago,) you must make a firm resolution to attend the next one in 1977! You have to be there among this most refreshingly honest, simple, spontaneous joyous, hard-working, enthusiastic, unpretentious gathering of the farm worker family to know how much your hope for the future can be renewed—not only for this movement but for the whole troubled land.

The convention was a beautiful example of democracy at work. In the election for a new board of auditors the delegates addressed themselves seriously to the problem of genuine representation by choosing a Chicana sister from Arizona, a Black brother from Florida and a Filipino and two Mexican brothers from California to oversee the Union's financial affairs.

But aside from all this, the convention was the most amazing demonstration of labor solidarity ever experienced by this observer. Delegates and friends were there from Canada, (over 60 of whom came to work for weeks without pay in the pre-election campaign,) Puerto Rico, the Dominican Republic, Germany and Great Britain, from many labor unions, and from a cross-section of religious organizations.

Amidst all this there was time for reaffirming the unique "family" nature of this union. On Sunday morning following Mass, a young couple were married and two babies were baptized. What better place to perform these symbols of unity, hope and continuity than among the brothers and sisters of La Causa? We congratulate Elaine Esparza and Alfred Jogoleff and the babies who were baptized. Here's to a future filled with beauty and hope made possible by the sacrifices of the present.



El Malcriadito is published primarily for those who contribute monthly to the support of UFW activities in Los Angeles.

If you are not now a Sponsoring Associate, or if you have fallen behind in your pledge payments, PLEASE—do what you know you should to support this most authentic movement for economic justice in the USA today.

For more information on how to plug in, call the office and ask Linda Garcia about it. Let's hear from lots of you!

Farm Worker Feature



Elizer, second from left, and Brigade members.

Photo by Linda Rifkin

Eliasar ("Elizer") Vasquez is only 36, but is a battle-scarred veteran of the farm labor movement. (And we say that not just because he has been walking around on crutches for the past several weeks as a result of an injury suffered while serving as a member of the Juan DeLa Cruz Brigade.)

Back in 1961, even before Cesar started his great work among the campesinos, Elizer joined the predominantly Filipino Agricultural Workers Organizing Committee (AWOC) while working in the fields around his home in Earlimart. The following year, when Cesar launched the National Farm Workers Association (NFWA) and came to Earlimart on an organizing trip from nearby Delano, Elizer's home was one of the first in that area to host a house meeting.

Three years later, when AWOC and NFWA closed ranks to form a united farm worker force against the Delano grape growers, Elizer and his brothers Mike and Manuel were on hand and ready for the action. From then until now, the Vasquez brothers have been no strangers in the struggle for La Causa.

Like so many farm workers associated with the movement from its early days, Elizer did not actually have the opportunity to work under a UFW contract until the first grape boycott was over in 1970. At Roberts Farms he enjoyed three years of such benefits, only to see them swept away in the infamous avalanche of sweetheart contracts contrived by the growers and teamsters in 1973.

Born in Brawley, California, Elizer grew up in a typical migrant family setting. Of the fourteen children born in the Vasquez family, only eight survived early childhood. Each year the family would follow the harvest. In the spring it was melons in the Imperial Valley, then summer potatoes near Bakersfield, plums in Sacramento, fall cotton in Earlimart, winter potatoes again in Bakersfield, then back to the Imperial Valley for melons and another year of the same. Finally in 1946, weary of the endless, rootless quest for survival, the family settled in Earlimart so the children could have a home and stay in school.

Even so, it was not school so much as life itself that provided the kind of education most appreciated by Elizer. During the odyssey of this farm worker he has learned how to survive on the next-to-nothing income of a boycott worker, he has been disciplined in the tough art of non-violence and schooled in the need for patience as weary weeks and months stretch out into years.

For Elizer Vasquez, the struggle and sacrifice have brought forth their own rewards: an inner peace that comes from knowing where he is going, a deep sense of purpose in life, a quiet confidence that the future will be brighter than the past, and a new respect for all who have joined forces in the battle for liberation of farm workers.

Fair Election Rules...

Continued from page 1

national priority of this organization" and that the boycott apparatus will be available if necessary for the 1,200 workers in Florida whose contract expired on January 3, 1975 and who are now attempting to negotiate another agreement.

In another significant action the convention said it "urges the enactment of legislation granting amnesty to all illegal workers" and stated that "if the growers can bring illegal workers to this country for the purpose of exploiting them, then we can organize illegal workers to liberate them."

Time and again delegates and visitors to the convention—who at the August 17 mass rally numbered about 4,000—cheered union officials and others who had come to assist the UFW. One of the largest ovations of the convention was given UAW President Leonard Woodcock whose union has aided Cesar Chavez and the UFW from the earliest days of the organization.

Legal curbs sought...

Continued from page 1

versations and normal speech between pickets and customers.

Specifically, Attorney Lavery asked for restraint on the following acts: (a) ordering UFW pickets to stop speaking to customers; (b) arresting UFW pickets for speaking to customers under the guise of enforcing the previously issued TRO; and (c) assulting, battering, falsely imprisoning, handcuffing or otherwise molesting or injuring UFW pickets for talking to customers or potential customers.

Incredibly, this request was turned down! In what would appear to be an astonishing lack of familiarity with the U.S. Constitution and its Bill of Rights, or else a selective application of it to big business and law enforcement agencies, Judge Norman R. Dowds could only see fit to order the defendants to show cause why such TRO should not be issued, but refused to grant the injunction itself. The show cause hearing is scheduled for Thursday, Sept. 4 at 9 a.m. in District 85.

As a result of this action, described by Dan Lavery as "an outrageous reluctance to exercise judicial responsibility to uphold our First Amendment rights," the UFW has determined to take the petition to the Court of Appeals.

Pickets...

Continued from page 2

Committee to Aid Farm Workers entered Fremont Place and distributed leaflets at each home appealing to the conscience of the chain store owner and his neighbors.

"We ask him (Mr Goldstein) to consider the suffering that farm workers have endured for too many decades. We ask that he use his considerable influence to stop the attacks by Boys Markets against peaceful leafleters. We ask that Boys Market join in the boycott of non-UFW grapes."

El Malcriadito

1434 W. Olympic Blvd.,

L.A. 90015 (213) 381-1136



Canto El Gallo??

Gallo (the "rooster" in Spanish) is having trouble crowing these days, even though the nation's largest winery can afford to pour \$ millions each year into advertising its scab products.

A knowledgeable source recently confided to one of the L.A. Boycott staff that Gallo's advertising agency, Young and Rubicam, is having a tough time finding actors and film studios who will agree to make commercials on behalf of a winery that has stabbed farm workers in the back. Our source has indicated that reputable actors and film makers who put decency above the dollar, (please note, Peter Ustinov) refuse to prostitute their talent to this kind of client.

And while we're about it, let's also mention the anonymous letter that arrived in our office several months ago, along with an equally anonymous money order for \$112.50. It seems that the writer, an actor, had done a commercial for a Welch's grape product, but before doing it could not ascertain whether this was a boycotted item. "However," the actor wrote, "instead of declining the job, I decided to do it and donate my fee to the UFW. Enclosed is a check for said amount. Viva La Huelga!"

Writer Suzanne DeBenedittis is another example of a professional who values integrity. After suing a publisher for some work she had done for them and winning the suit, she (with her attorney, Lawrence E. Mason who drastically reduced his fee for this cause,) decided to donate the settlement to the UFW. "Since I sued them on principle, I had decided that you would get the settlement to help in our struggle for social justice." Her check for \$600 was enclosed.

The UFW and the L.A. Boycott salute their friends in the arts and the film industry who stand by the farm workers in their struggle. Viva La Causa!

Orange County Wins Support

At the National Women's Political Caucus convention held recently in Boston, two Orange County delegates not only carried the ball for the farm worker boycott but were also elevated to national posts in the organization.

Elected as first vice chairperson was Vivan Hall of Irvine, and the top vote getter for first representative-at-large was Helen Barrios of Newport Beach.

Both women, significantly, are active supporters of the farm workers, according to Julia London, Orange County coordinator for the L.A. Boycott. As a Sponsoring Associate member of the UFW, Ms. Hall has been a regular contributor over a long period of time. Ms. Barrios, an airline flight attendant and pre-law student, has been a strong advocate of farm worker justice on numerous occasions.

In the resolution introduced by Ms. Barrios, the two thousand delegates, representing over 35,000 members across the nation, voted to support the boycotts of non-UFW table grapes, head lettuce and all Gallo wines.

**BULK RATE
U. S. POSTAGE
PAID
Permit No. 32019
Los Angeles, Calif.**