

EL MALCRIADITO

The Voice of the Los Angeles Boycott

Vol. 1, No. 5, July 23, 1975



Cesar and Friends wave new ILGWU flags at L.A. Rally.

Photos by Cliff Kalick

Cesar Walks; Teamsters/Growers Deal

By SAM KUSHNER

It was a study in contrasts, one that has plagued the farm workers of California for many years.

While Cesar Chavez, together with farm workers and UFW supporters was openly walking through Southern California in his pilgrimage to bring the message of the new farm labor law to the campesinos, secret meetings were taking place in fancy hotels in Los Angeles aimed at subverting that historic legislation which is scheduled to go into effect on August 28.

These were meetings between the state's major growers and officials of the Teamsters Union aimed at coming up with a last minute "contract" to thwart the free will of the workers who will, at long last, this year have an opportunity to choose a union of their own by secret ballot.

In Oxnard on July 13, where more than 3,000 Campesinos had gathered to hear and greet the president of the United Farm Workers, it was revealed that secret negotiations had been taking place between the Teamsters and the Growers and that many ranch owners had unleashed a massive campaign of intimidation, bribery and deception against those supporting Chavez and the UFW.

On the eve of the new super sweetheart "agreement" between growers and Teamsters scheduled for July 15, Chavez asked, "Why are the growers signing contracts a full month and a half before there can be elections under the law? Their only purpose is to deprive workers of their right to vote freely and to subvert the law."

Meanwhile Jerry Cohen, chief counsel for the UFW, revealed that on July 7 Bruce Church, Salinas lettuce grower, had fired one worker who had publicly volunteered to work for the UFW and laid off five other pro-UFW workers out of seniority. This was but one of more than a dozen specific examples of acts that are considered to be violations of the spirit of the new law and

which, after August 28, would be subject to charges of unfair labor practices.

Assemblyman Richard Alatorre told reporters in Oxnard that he was calling on Governor Brown to take steps to safeguard the democratic rights of the UFW members. He also said that he would call for public hearings in Salinas by the Assembly Labor Relations Committee to air the plot against the UFW.

Despite these developments Chavez and the UFW leaders expressed confidence that, with the intensified boycott in the cities and organization in the fields, the farm workers will respond favorably to the UFW and vote for it in the forthcoming elections. The response of the farm workers to Chavez and the

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Fiesta, Rally Aug. 24

For hundreds of L. A. boycott supporters Sunday, August 24 will be the big day of the summer. One week after the Fresno convention of the UFW, and just four days before the new farm labor law goes into effect, friends and supporters from all Southern California and across the state will gather for an afternoon of fun, celebration and inspiration at MacArthur Park on Wilshire Boulevard.

This special event will highlight two major themes: the boycott still goes on "until the ink is dry on the contracts," and the people, through their community organizations, are the heart of the L. A. boycott.

Save this date! Put it on your calendar!

Date: Sunday, Aug. 24

Time: Noon to 6 p.m.

Place: MacArthur Park

We welcome Sam Kushner to these pages. Author of the recent book, *Long Road to Delano*, Sam has been an astute labor observer for years, and a special friend of the farm workers.



Cornelius Wall presents ILGWU contributions to Chavez as Ken Fujimoto applauds. Photo by Cliff Kalick

New Director Appointed

In a meteoric rise to new levels of responsibility, Ken Fujimoto was appointed director of the nation's largest UFW boycott operation in mid-June after only two years of full-time work with the Union. He succeeded Jim Drake, a veteran organizer with the Union who was shifted to Stockton to head the San Joaquin County farm worker election campaign this fall.

Ken joined the UFW staff in San Jose after completing Foot Hill College in 1973 and one year later transferred to the Los Angeles area. Serving first as an organizer in Rosemead, he was then appointed coordinator of the boycott in San Fernando Valley last October where he remained until taking charge of the entire operation in Southern California.

The grandson of immigrant farm workers, Fujimoto grew up in Mt. View 15 miles north of San Jose hearing stories of his family's experiences at the hands of California growers. In fact, it was the California Farm Bureau Federation that led the infamous campaign to incarcerate residents of Japanese background in the concentration camps set up for that purpose during World War II. It has not been easy to forget the modest onion farm bought by his grandfather just before the war and never returned to its rightful owner. Today his grandfather farms two acres of land.

As a sociology student in college, Ken was profoundly influenced by seeing "Harvest of Shame," the classic TV documentary on farm worker conditions. But it was the personal contact and persistence of the Union organizer in San Jose that finally turned his head in the direction of the boycott as a full time activity.

The new director is an enthusiastic disciple of Fred Ross, Sr., the mentor of Cesar Chavez in his early years as an organizer. As such, he is convinced that boycotts are won only by a combination of sheer hard work, a grass roots approach to organizing through house meetings, and aggressive determination to spread La Causa far and wide among the people.

Florida Leader Begins Fasting

Mack Lyons, executive board member and director of UFW operations in Florida, began fasting July 2 at Coca Cola's Auburndale office to protest the company's continued disregard of union members who have been working without contract since January 3.

The UFW signed its first Florida contract in January 1972 with Minute Maid Orange Juice, a subsidiary of the Food's Division of Coca Cola. This contract expired in January of this year, but efforts to negotiate a new agreement have repeatedly been thwarted by the company's refusal to talk unless the Union agrees to give up rights to visit its members in the fields.

In solidarity with Brother Lyons' sacrifice, the L. A. Boycott sent a wire expressing its strong support and a delegation of religious leaders visited the company's office in this area on July 12.

Grape Boycott Booms

Boycott Box Score

Stores committed to sell UFW grapes only,
or no grapes at all 155
(Los Angeles and Orange Counties only)

With the influx of 50 new organizers this summer, 16 of whom are Roman Catholic nuns, the L.A. boycott launched an aggressive campaign against non-UFW grapes on the weekend of June 22-23.

An impressive rally at the Taj Mahal in Indio on Sunday June 22 was the scene of the kick-off as hundreds of L.A. boycott supporters joined several thousand farm workers in a demonstration of solidarity and mutual support.

The following morning at 6 o'clock, two hundred boycotters appeared at the Central Produce Terminal in the heart of Los Angeles, and after an hour of vigorous singing and chanting, marched to the Grand Central Market where a brief religious service inside and a demonstration outside drew media coverage beyond any L. A. Boycott action in recent years.

Each succeeding week has produced results beyond expectation. Spearheaded by the Juan De La Cruz Brigade, picketers throughout the metropolitan area have cleared over 150 stores of scab grapes from Coachella.

Significantly, a comparison of L.A. carlot unloads for the second week of the Coachella grape harvest revealed a drop from 35 carlots in 1974 to 18 this year, the same as in 1969 just before the signing of the first UFW grape contracts the following spring.

An additional factor pointing to success of the grape boycott has been the remarkable rise in the quantity of Freedman grapes sold in L. A. markets this year. The product of a UFW contract, these grapes are in such demand that they are selling for an average of \$2 a lug more than non-UFW grapes.



Delegation visits Farmers Market

Photo By Dorrit Thompson

Farmers Market Clean

Farmer's Market in Fairfax was the scene of some effective boycott work early this month. On Wednesday, July 2, the Northwest L.A. boycott organizers gathered a group from the religious community to go to each of the seven produce stalls in the market and discuss the issues of the grape boycott with the sellers.

Sr. Betty O'Donnell and Rabbi Sidney Jacobs lead two groups of delegates, and both reported discouraging results the first day. Only one of the seven stall owners agreed to support the boycott.

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The Long Way Home

It took us all by surprise—even those veterans of La Causa—when the announcement came from La Paz that Cesar Chavez was going to walk from the border of Mexico to Salinas and then from Sacramento to Delano.

What in the world was he up to this time? Why trudge over 800 miles along the hot highways of California for two months this summer when cars could carry him the same distance in two days? Why such a tedious method of movement when he could be rushing everywhere before elections this fall convincing farm workers to vote for the UFW?

Doing things the hard way seems so out of place in this day of instant success. But maybe we have a lot to learn about how things really get done.

Take communications, for instance. In this era of mass media and phony commercials, what can you really believe? So why not go directly to the people and talk with them face to face, and tell them the simple truth of their new farm labor Magna Carta and its importance to their lives?

And in this day of super-sonic transportation, what can really be experienced? So why not move step-by-step across the land and take time to feel the heart beat and heart aches of the people you love?

It is indeed the hard way Cesar has chosen, but so refreshingly simple, so reassuringly honest. Can you imagine a Frank Fitzsimmons or a John Giumarra or an Ernest Gallo walking eight blocks, much less 800 miles, for anything other than to chase a golf ball?

The roads and fields where common people walk and work are where Cesar feels most at home. At the Moorpark rally July 12, when Teamster organizers at Egg City told Cesar to go back home the workers replied in one voice, "This is Cesar's home!" How true. He had walked his way into their hearts.

And what of us? Some staff and supporters had the privilege of walking with Cesar through a part of L.A. County and experiencing a little of the sacrifice he is making each day. Most of us, for various reasons, could not. But all of us can dedicate ourselves to a greater measure of support for this cause through financial contributions (so desperately needed at this time), boycott action, and innumerable other ways.

Farmers Market...

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The following day, however, the group returned again and was joined by nineteen members of the Echo Park farm worker support committee. While one section remained outside to distribute leaflets and converse with would-be shoppers, another entered the market and proceeded to talk with customers at individual stalls. Two and a half hours later all seven produce stalls had agreed to carry only UFW grapes in the future. Beth Goldberg, boycott organizer for the Fairfax area, is checking the market twice a week to see that sellers are living up to their agreement.

In addition to stopping sales on an estimated 180 lugs of non-UFW grapes weekly, the action also set the legal precedent that farm worker supporters have a right to discuss the issues of the boycott with consumers inside Farmer's Market. Si, se puede!

Special thanks go to the following who made up the initial delegation: Rabbi Isaiah Zeldin, Sr. Rosemond Seymour, Nancy Warner, Mitch Eisenberg, the Rev. Harry Hiegel, Mr. and Mrs. Louis Sapiro, Marie Pole, the Rev. Wayne (Chris) Hartmire, Sr. Rosemary Smith, the Rev. C. J. Farabaugh, Molly Wexler and Pat Hoffman. And thanks to the Echo Park Support Committee for their help.

Farm Worker Feature

Come September, Eugenio (Winnie) Arballo will have been in the L. A. boycott five years, which makes him far and away the UFW staff member with the longest period of service in this city. In fact some people would say he is almost an institution, for as "Mr. T. G." (Taller Grafico) he has been to more farm worker events selling UFW supplies than he or anyone else can recall.

Winnie Arballo takes justifiable pride in his skills as a salesman (and therefore consummate fund raiser) for the Union. He tells, with a twinkle in his eye, how he often sold miniature boycott stickers for "10 cents each or two for a quarter" on college campuses and the students bought scads of them in duos.

But Winnie is far more than a salesman (or "movie star," for he had a bit part in the recent film, Bloom in Love.) He is a farm worker on strike, and that fact comes out forcefully in conversations or in the numerous speeches he makes to various groups.

As a foreman on a vegetable ranch in Santa Maria, his pay and job security exceeded those of almost all other workers in the area. Even so, when the great lettuce strike erupted in 1970 and spread like wildfire from Salinas down the coast, Winnie did not hesitate to recommend it to the workers on his ranch. He was promptly fired, and after his life was repeatedly threatened, was forced to leave his family there and go on the boycott.

Winnie was born in Pasadena in 1929, but at the age of 2 1/2 his family was forced to return to Mexico during one of this government's periodic roundup of residents with Mexican names. (The depression had started and the growers had another abundant supply of cheap labor in the "Oakies.")

In Nogales, Sonora, where the family settled, the father died when Winnie was only five. With two younger sisters, Winnie was forced to stay out of school and help his mother earn a living. From the age of seven he began a life of hard labor that has not ceased to this day.

When he was 12, Winnie came back to his native land under the Bracero program and started life as a farm worker. In 1949 he settled in Santa Maria, married and raised his family.

Among the many experiences that stand out vividly in Winnie's mind was the tragic death by sun stroke of a black brother who was working by his side in the melon fields of Glendale, Arizona. As soon as this man's body stopped its convulsions, the ranch foreman dragged it aside and ordered the other men back to work.

For Winnie Arballo, the UFW is the only way to farmworker liberation.



Winnie Arballo and Customers

Photo by Linda Rifkin

Cesar Walks...

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UFW during the 1,000 mile walk which began on the Mexican border on July 1 was overwhelming. By the time the walk came through Los Angeles during the second week of July more than 5,000 persons had joined it for at least a period of time, Chavez estimated. By the time it reached Oxnard the number of marchers jumped to more than 8,000.

In La Habra an "illegal" who was working in the fields approached Chavez and asked if he could join the union. "If you are a farm worker you can join," the campesino was told. "In that case," the worker responded as he jumped with joy, "we are going to organize all of the illegals into the UFW."

At the Los Angeles meeting in the ILGWU Hall, July 10, one of many Chavez addressed as he made his way up the coastline, the UFW supporters were told of the very favorable response the union cause was getting from local residents, farm workers and others along the way. Labor support of the UFW received special emphasis at the L.A. rally when a donation of \$1,070 was presented by Cornelius Wall of the International Ladies Garment Workers Union to Cesar.

At Egg City outside of Moorpark where hundreds of workers have left the Teamsters Union to join the UFW, a rally took place opposite the plant gates on July 12. Hundreds attended while a handful of Teamsters organizers, on company property, placed a large banner on the hillside with the words, "Cesar Go Home." Local farm workers at the rally joined Chavez in saying, "This is Cesar's home," and the crowd took up the chant, "This is Cesar's home."

So it was throughout the Southern tier of the state as Chavez and his supporters walked side by side with the campesinos, holding organizing meetings every evening, while the Teamsters remained an invisible force. Once again the UFW was taking its cause to the public and, as in the past, the response was overwhelmingly favorable.

By contrast the Teamsters and growers, who had pledged to live up to the spirit of the new law in the months before it goes into effect, were doing everything they could to undermine it.

Brigade Member Detained

Jesse Constancio, member of the Juan De La Cruz Brigade for the past three months, was the target of attack Sunday July 14 by a private guard employed by the owner of the 32nd Street Market at Hoover near the USC campus.

The guard, at the order of owner Morrie Notrica, placed his handcuffs on Constancio and detained him for about two hours, allegedly under citizen's arrest. When the police came, they released the Brigade member saying there was no basis for arrest.

During the entire incident, Jesse continued to inform customers about the boycott, and was happy to note that they were even more attentive and responsive than when he was free to picket in a normal manner.

El Malcriadito

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You Are Invited...

...to the second convention of the United Farm Workers of America, AFL-CIO to be held in Fresno, California at the Selland Convention Center, August 15-17.

Farm Worker delegates, friends, supporters and staff will be gathering by the thousands for this great occasion.

Following two hard days of business beginning 9 a.m. Friday Aug. 15, the convention will relax on Saturday evening for a dance and entertainment.

Sunday will be a very special day with Mass at nine o'clock followed by a wedding of a farm worker couple and grand parade and rally in the afternoon.

Call the L. A. office for further details as the date approaches.

How To Plug In

Judging from the way the L.A. Boycott staff is moved around, some folks might say its a bunch of shifty characters. We prefer to say its a highly mobile contingent of organizers, always ready to take on new assignments as needed.

Whatever you want to call it is OK, just as long as you do call and offer your help to win the boycott. Here is a partial list of staff and their assignments:

Ken Fujimoto—Director, L.A. Boycott. 381-1136 or 221-9277 (h) (Call this office for information on special events, the Sponsoring Associate plan, **El Malcriadito**, how to schedule a film or speaker, or how to get buttons, bumper stickers, etc.)

Conrado Terrazas—Eastside Area. 723-7040 or 261-6639. (Pasadena, Pico Rivera, Lincoln Heights, Highland Park, Monterey Park, East Los Angeles, Boyle Heights, Montebello, Rosemead and Whittier.)

Tom Nagle—Northwest Area. 530-6298. (Echo Park, Fairfax, Hollywood, Pico-Union, West Central Los Angeles.)

Terry Carruthers—Southwest Area. 752-4886 or 776-0184. (Venice, Santa Monica, West Los Angeles, Inglewood, Culver City, Loyola Univ.)

Sr. Julianne DeWolf—San Fernando Valley. 896-7318. (Pacoima, San Fernando, Sylmar, North Hollywood, Van Nuys, Northridge, Reseda, and Canoga Park.)

George Sheridan—Long Beach Area. 830-7810 or 432-6676. (Long Beach, San Pedro, Wilmington, Torrance, Lakewood.)

Karen Flock—Orange County. (714) 633-8121 (July only). **Julia London** will be back in August at (714) 546-0839 or 673-9481.

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