

EL MALCRIADITO

The Voice of the Los Angeles Boycott

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Victory at Coca Cola; 3 Year Agreement

Coca Cola, which spends many millions to deliver its commercial message, itself got a series of messages which resulted in the signing of a new three year contract with the UFW for 1,200 workers employed by the Coca Cola Foods Division of Florida.

The new agreement which was reached in La Paz following negotiations in which Board Member Mack Lyons and Cesar Chavez participated was consummated on Nov. 4, 7:30 pm. Details were withheld pending ratification by the UFW Florida membership and agreement on final details which both parties expected to be worked out in a week or ten days.

"A substantial wage increase," pensions, a health program, sick pay, paid holidays and vacations were among the features of the new agreement. In 1971 Coke workers voted overwhelmingly for the UFW in a representation election run by the U.S. Dept. of Labor. The contract



Mack Lyons

expired in January and until the settlement was reached the company had resisted signing an adequate agreement. The Coke workers, almost all of whom are Blacks, stood solidly with the UFW and at the convention in Fresno delegates backed them by pledging a Coke boycott unless a satisfactory agreement was reached.

Meanwhile boycotters throughout the United States, Europe and Canada began to pressure the Coca Cola management to bargain genuinely and to come to an agreement with the UFW. And then there were the California elections which demonstrated that the UFW is a viable union with the backing of the overwhelming majority of farm workers participating in elections.

Taking all of these things into consideration the powerful Coca Cola company apparently decided that settlement is the better part of wisdom. Si Se Puede.

Farmworkers Reject Teamsters - 2 To 1

As we went into the third month of farm labor elections the United Farm Workers had an almost two to one edge over the Teamsters in the number of workers represented as a result of election victories.

By October 30 the UFW had won a majority of all elections held, 152 out of 290, and represented 21,728 workers. The Teamsters had come out the winner in 91 balloting, representing 10,984, and no union emerged the victor in 16 elections with 2,060 workers on these ranches.

Still undecided were 31 elections with 10,380. Of the undecided elections, according to the tally released by the UFW national office, were 10 with a total of 3,437 workers in which votes of strikers were key.

This most recent election tabulation reflected the growing trend of UFW victories, which week by week increases the margin of UFW wins over the Teamsters. An indication of how wide that margin would really be if the Teamsters had not come into the fields at the growers' bidding was reflected in the votes in 127 elections in which the UFW was faced with "no union" on the ballot.

Here the UFW won 101 times, representing 13,668 workers, and "no union" came out on top 11 times, representing a total of 1,237 workers. Still undecided in this category were 15 elections with 3,897 workers.

A total of 54 ranches formerly under Teamsters Union contract (as a result of sweetheart deals) with 7,440 workers had switched to the UFW. On six ranches with 938 workers the vote was from the Teamsters to No Union.

In large part as a result of the state-wide and national pressure movements on the Agricultural Labor Relations Board the UFW was certified the winner on 38 ranches as of October 31. Currently the UFW has four teams of negotiators whose goal it is to translate these certifications into contracts. These teams are operating in the Salinas Valley, the San Joaquin Valley, Northern California and the Southern Coastal area.

UFW supporters should be encouraged especially by the voting results on ranches formerly under contract with the union. The victory margins range from 96.2 percent at Interharvest to 100 percent at Novitiate, Smeds,

Vie Del and Pik'D Rite. One of the latest returns on a former UFW ranch, and still a UFW stronghold, was at Paul Masson where 313 workers cast ballots for the UFW, 11 for no union and none were challenged.

1975 Freedom March Begins December 14

During the holiday season ten years ago Delano farm workers walked the picketlines in what was the beginning of the most historic of all farm labor campaigns in the nation's history.

This year United Farm Workers union supporters will commemorate that event by walking 77 miles through Los Angeles County. "We will be walking through the streets of Los Angeles," said L.A. Boycott director Ken Fujimoto, "to bring to the attention of the public the great necessity of increasing support for the UFW at this time. We may well be on the eve of our greatest victory and we are calling on all to join in the walk for freedom at this most decisive moment in the life of the UFW."

The walk will begin in the San Fernando Valley at about 1 p.m. on Sunday December 14. Seven days later the walk will come to a triumphal conclusion in East Los Angeles with a mass rally in Salazar Park. In the course of the walk farmworkers and union supporters will travel through Long Beach, Compton, Watts, West Los Angeles and many other communities.

For details on where the march will be each day call the UFW office at 381-1136. If you can't walk you may be able to organize an evening meeting in your community at which walkers can speak, or contribute food for those on the walk. In addition many may sponsor a marcher, paying so much for each mile walked.

Before the walk is ended it is expected that many new people will be reached and many present and former friends of the huelga will be involved in this dramatic rededication.

Farm Labor Board Sustains Unfair Charges

"State investigators have found evidence of substantial misconduct by growers during the first two months of farm labor elections, including widespread threats against union organizers and sympathizers and more than a dozen cases of firings of employees for union activity."

So reads the first paragraph of a lengthy story in the October 29 Sacramento Bee about the findings of state investigators following UFW charges. As a result of these findings more than 30 complaints against growers were issued by the Agricultural Labor Relations Board.

The issuance of the complaints, the Bee reports, "for the first time extends official credence to charges of threats and other misconduct by growers, which has been lodged repeatedly, primarily by Cesar Chavez and the United Farm Workers union."

After citing a number of specific charges against the growers the Bee reports that "Penalties for growers found guilty of the charges include back pay, public apologies to workers, compensation for emotional distress and other losses, reimbursement to the Board for expenses incurred in investigating the complaint, expansion of a union's right of access during peak season and in some cases certification of a union as bargaining agent even if it lost the election."

All of which further confirms the multitude of unfair labor charges made by the UFW and should be an effective reply to those who have said the UFW should not complain about growers' practices. Holding elections are not enough. There should be fair elections, free of intimidation. As a result of the demands of the UFW and of its supporters it looks like we may be getting there.

45,000 SAY KINTZ MUST GO

More than 45,000 persons in Southern California responded to the appeal of the UFW that they write to Governor Brown to oust Agricultural Labor Relations Board Counsel Walter Kintz. One of the persons who communicated the UFW's grave concern over Kintz's role was Mayor Tom Bradley who phoned Gov. Brown following a visit from a farm worker delegation during one of his "open house" days.

The UFW has accused Kintz of incompetence in supervising the elections in the fields. Despite the mounting pressure Kintz has thus far not resigned his post. But some changes have taken place in the fields that apparently reflect his listening to some the criticisms of his conduct in conducting the elections. One of the notable changes is reflected in the power and authority of local board agents.

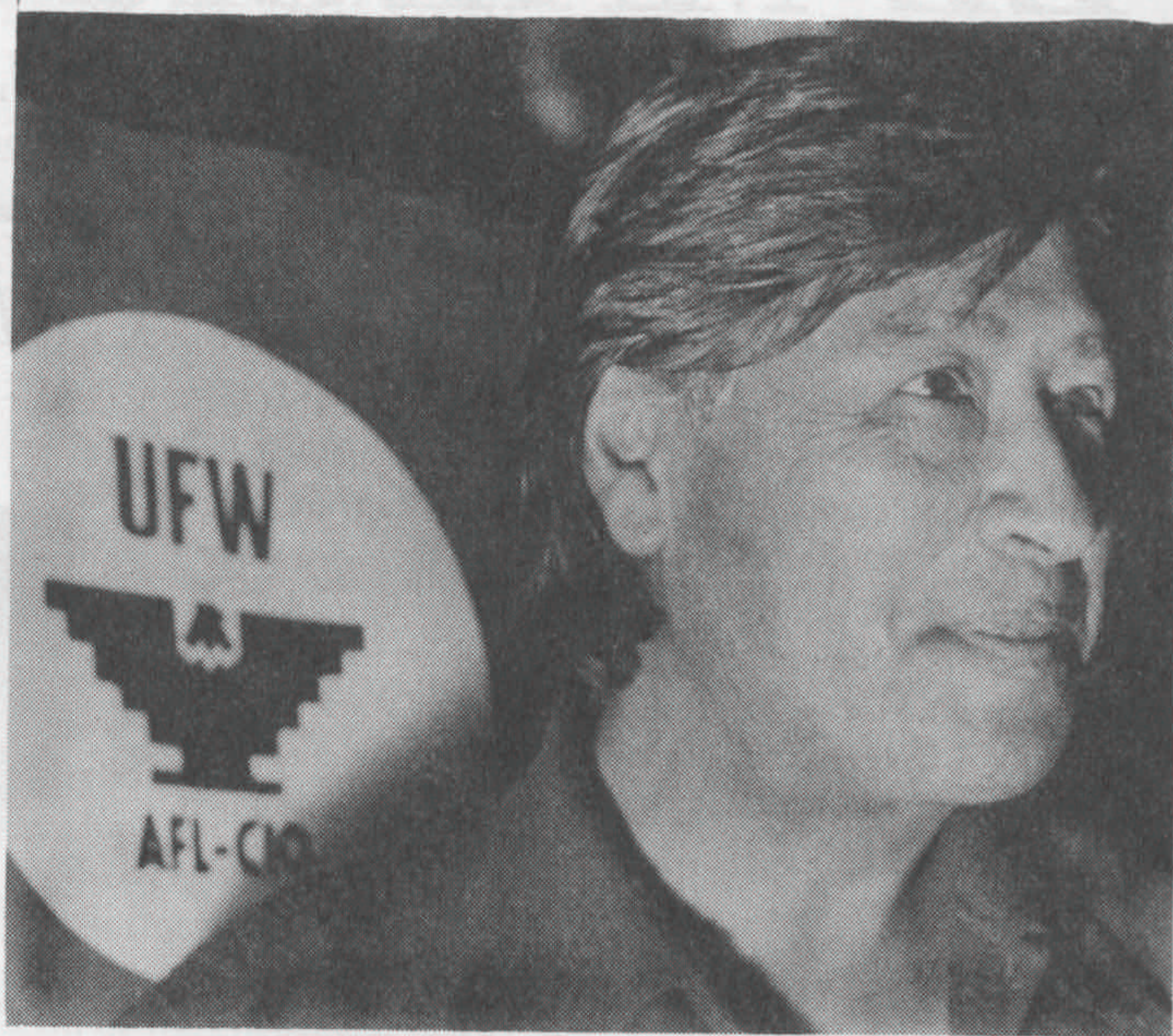
WEST COAST NEWSPAPER GUILD URGES GOV. BROWN REMOVE KINTZ

Delegates to the Western District Council of The Newspaper Guild, AFL-CIO, meeting in San Diego November 8 and 9, supported the UFW demand that Governor Brown act to remove ALRB general counsel Walter Kintz. The union newspaper workers from four Western states and Hawaii cited the many complaints against Kintz's administration of the new law.

The vote for the removal of Kintz was unanimous and was the latest action by this union in support of the UFW campaign to organize the California field workers.

FOR THE HOLIDAYS...

With the holiday season already in view, consider giving gifts to your friends & family that demonstrate support for the UFW. You will find a multitude of lovely handmade items such as Cesar Chavez bronze plaques, eagle pendants, ashtrays and mugs available from Dora Keysor. All proceeds from the sale of these works go to the UFW union, so your purchase will be a present for both your friends and all farmworkers. Orders may be placed by calling Dora Keysor at (213) 664-8756.



Cesar Chavez, speaking to Local 13 of the International Longshoremen's and Warehousemen's Union in San Pedro on October 30 predicted 40-50 percent of Teamster victories will be reversed in new balloting as a result of inconsistencies in voting.

Chavez also sharply attacked Walter Kintz, general counsel of ALRB, for failure of the board to act effectively in conducting ranch elections and handling unfair labor practice charges.



Harris Poll Reports Millions Back Boycotts

The nation last month was given a dramatic demonstration of how effective the UFW sponsored boycotts have been. The Harris Poll, printed in the Long Beach Press Telegram (Oct. 20) and in newspapers across the nation, revealed that a scientifically chosen cross-section of the population favored the UFW over the Teamsters by a better than six to one margin.

Even more significant for those of us on the boycott was the finding that 12 percent of all people have stopped buying grapes, 11 percent boycott lettuce and Gallo is on the don't buy list of 8 percent of the people.

Polls are not necessarily known for their consistency. People often hold contradictory views and these are reflected in the polls. In the Harris Poll those questioned were also asked whether they sympathized with the UFW or the growers. In this instance the UFW also came out ahead — 34 percent to 29 percent — with the remainder "not sure" or sympathizing equally with both.

But no matter how one reads the figures it is obvious that the boycott has been a very effective instrumentality and that millions who sympathize with the UFW have not yet taken the next step of joining in the boycott. If they did so the economic pressure would be irresistible and the growers would be signing many contracts and the Teamsters would leave the fields where they had no business in the first place.

We Go to Court!

In a significant legal decision Judge Robert J. Kelleher of the Central District Court upheld a \$75 million lawsuit filed by attorney Dan Lavery of the ACLU Foundation of Southern California. The defendants are the International Brotherhood of Teamsters, various Teamster officials including Frank Fitzsimmons, Einar Mohn and William Grami, 45 Teamster "guards" and 29 Coachella grape growers who are charged with violently depriving members and supporters of the United Farm Workers of their civil rights during the turbulent farm labor strikes of 1973.

In the complaint Lavery and the ACLU spell out the grounds for the lawsuit. It is that more than 90 percent of the farm workers are non-white and that they were deprived, by the actions of the defendants, of the right to make and enforce contracts and to the equal benefit of the law. It is claimed that these anti-UFW actions are a violation of the Civil Rights Act of 1866.

Fifteen Teamsters and grower attorneys argued that the court lacked jurisdiction to try the case. This was overruled by Judge Kelleher. Now Lavery is interviewing defendants in preparation for bringing the whole issue to trial some time next year.

CALEXICO field office is desperately in need of supplies for the upcoming election campaign: mimeo paper 3x5 index cards, file drawers, folding chairs, tables. Please help us out — call UFW 381-1136.

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!

HISTORIC BOOK ABOUT UFW AND FARMWORKERS' STRUGGLES

There is a new and authoritative book about Cesar Chavez and the United Farm Workers that is well worth reading. It is "*CESAR CHAVEZ: Autobiography of La Causa*," by Jacques E. Levy. Published by W.W. Norton & Co. it is 546 pages and the price for this amply illustrated volume is \$12.95.

In its review of this book The Nation says, "Levy's Chavez emerges as an untarnished figure, an integrated personality, a 'positive hero' of a cause beyond reproach. Levy's approach yields a mine of well edited, exceptionally interesting and intimate oral history. And Levy isn't finished yet: he, too, was out at Gallo during the elections writing his 'final chapter' for a later edition.

"Levy arranges his book in lively, almost cinematic sections. Each chapter begins with a tape recorded section, 'Chavez Recalls' — childhood, youth, first political activities, UFW events — which is complemented by recollections of relatives, associates and even enemies of the UFW. Levy adds valuable descriptions from his own notebook of events. Because Chavez's own eye for detail is vivid, the chronicle of his early life is absorbing reading."



Proclamation

UNITED FARM WORKERS OF AMERICA

WHEREAS, since its formation thirteen years ago, the United Farm Workers of America Union has struggled on behalf of the farmworkers; and

WHEREAS, this organization has endured many hardships in its struggle to obtain fair treatment and justice for farmworkers everywhere; and

WHEREAS, the outstanding leadership Cesar Chavez has provided, has resulted in the improvement of working conditions for all farmworkers; and

WHEREAS, the great service provided by the United Farm Workers of America deserves recognition.

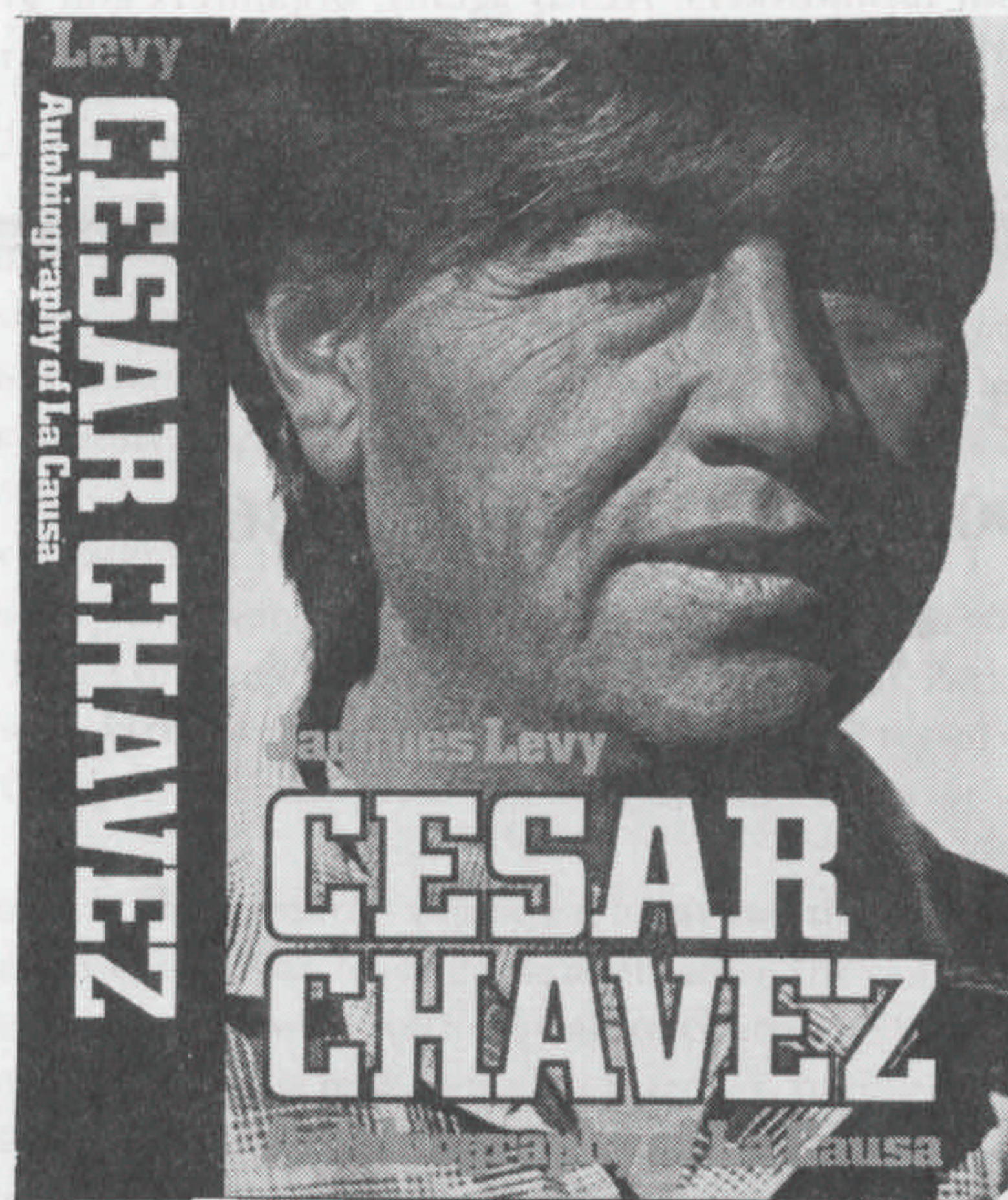
NOW, THEREFORE, I, William J. Loehr, Mayor of the City of Pico Rivera, do hereby proclaim the week of OCTOBER 27 to NOVEMBER 2, 1975, "SEMANA DE LOS CAMPEÑINOS" (Week of the Farmworkers), in Pico Rivera.

William J. Loehr
William J. Loehr, Mayor

Dated: October 6, 1975

In recognition of the UFW struggle in behalf of the farmworkers and the outstanding leadership of Cesar Chavez, resulting in the improvement of working conditions for all farmworkers, the Pico Rivera City Council voted to proclaim October 27 - November 2 "Week of the Farmworkers". Several events that week included a fiesta and a menudo breakfast in support of the UFW.

Simultaneously, the California State Senate Rules Committee passed a resolution to extend best wishes to Chavez and the UFW for their promotion of the rights of farm labor and declared this same week as "United Farm Workers of America Week" for the "enormous advances in farmworkers' health, compensation, and living conditions secured by them in the course of its 13 year campaign to obtain fair treatment, justice and decent working conditions for farmworkers everywhere".



FRONT LINE REPORTS:

Coachella Victories; Ventura Injunction

On three Coachella Valley ranches, one of which was formerly under contract with the Teamsters, farm workers during the first week of November voted to be represented by the United Farm Workers.

It was virtually certain that the Maggio Tostado workers had dumped the Teamsters in the balloting on that ranch where the main product is vegetables. 43 voted for the UFW and 34 for the Teamsters. Teamster organizers conceded that the outcome of the 10 challenged votes (6 by the UFW and 4 by the Teamsters) would not change the outcome of the election.

At Sun World the UFW beat the teamsters by a better than three to one margin in a run-off election. The final vote was 45 for the UFW and 14 for the Teamsters. In the first election, 6 days earlier, the UFW nosed out the Teamsters 34 to 33 with 2 votes challenged. Citrus is the product on this farm.

At Schell 17 workers voted for the UFW while only 2 cast ballots for the Teamsters. There were also three votes for "no union."

ALRB GETS INJUNCTION IN VENTURA

The first injunction against a grower sought by the Agricultural Labor Relations Board was awarded in the Superior Court in Ventura on November 6 according to the Oxnard Field Office. Superior Court Robert L. Shaw enjoined the Deardoff-Jackson ranch from interfering

with the right of union access to its fields during lunch and break times.

Also the company was ordered not to threaten workers with loss of jobs if they voted for the union. In addition surveillance or other interference by supervisors while workers were talking with union organizers was also barred.

UFW complaints against company intimidation had been filed on October 20 and the Board agents did not act on these complaints until Nov. 4. It was only then that Board agents asked the company to cease its interference. Two days later the Board went to court and got the injunction.

On the following day, Nov 7, the election took place on the Oxnard ranch (tomatoes and celery). On the day of election, the field office reports, a worker instead of a supervisor handed out paychecks and told other workers it was the last one they would receive if the vote went for the UFW. Also supervisors visited workers at homes the night before the voting, and after the injunction had been handed down, and threatened them with loss of jobs if they cast ballots for the union.

The vote on November 7 was 24 for the UFW, 28 for no union and 8 were challenged. The union believes it has this one won because of the probable disposition of the challanged ballots as well the company's unfair labor practices.

Attend the Sopa
in your Neighborhood

In celebration of Thanksgiving and the continuing farmworker struggle, each regional L.A. boycott committee is sponsoring a poor person's meal consisting of soup and bread. Particularly during harvest time everyone should consider the source of the food on the table and the plight of those field workers who may not have enough to feed their own families.

Included in the evening gatherings will be various programs of entertainment, slide shows and guest speakers talking about the present status of the farm workers' movement.

Prior to the sopas, religious & lay delegations will make expeditions to ranches in Santa Maria, Oxnard, and San Diego County in order to converse with farmworkers, ALRB agents, organizers and growers, and to observe the elections firsthand. These people will then return to share their experiences during the sopa.

Locations:

SOUTHWEST L.A.:	Holy Faith Episcopal Church 260 N. Locust Inglewood Nov. 23, 6 pm
NORTHWEST L.A.:	Holman United Methodist Church 3320 W. Adams Bl. W. Central L.A. Nov. 23, 6:30 pm
EAST L.A.:	St. Alphonsus Church 532 S. Atlantic Nov. 23, 5 pm
SAN FERNANDO VALLEY:	First United Methodist Church 18120 Saticoy Reseda Nov. 24, 6:30 pm

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