

Letter To Boycott Committees from Mike Miller/Jim Drake – Need For Funds /Movement Boycott Supplement/List of Boycott Centers – December 17, 1965

National office: Box 894
Delano, California
725-8661
Boycott office: Boycott Committee
1316 Masonic St.
San Francisco,
California
MA 6-4577

December 17, 1965

Friends,

This note is going to all those who have offered to serve as boycott coordinators in their local area. You will find enclosed the following: (1) The Movement Boycott Supplement which can be ordered for \$2.50 per 100 from The Movement; 1316 Masonic St.; San Francisco, California; (2) a letter that is being sent to all possibly interested persons and organizations asking them to participate in the boycott; (3) a list of all boycott centers and others who are involved in the boycott or in farm labor in California.

So that we can know what is being done around the country, we would very much appreciate your sending us clippings from the press about your activities, copies of leaflets that you put out, etc., etc.

If you have ideas that you think might be helpful to the boycott, send them along so that they can be included in subsequent boycott memos.

We would like to stress the following points: (1) it is our desire to see the farm workers of Delano projected as much as possible; thus we ask boycott groups to indicate in their press releases and otherwise that they are responding to the call from the National Farm Workers Association for a boycott of Schenley Liquors and Delano grapes; (2) we hope that every effort will be made to reach groups that may not be typically associated with picket lines: church social action committees and social concern committees, community groups, Spanish-speaking organizations; (3) locals of labor unions—both AFL-CIO and independent should respond very well to the boycott call.

FUNDS FOR THE BOYCOTT ARE DESPERATELY NEEDED. IF YOU CAN RAISE FUNDS, SEND THEM TO “NFWA BOYCOTT” AT EITHER OF THE

ABOVE ADDRESSES. You might have collection cans with you at stores, churches, union halls, etc.

Many thanks,

Viva la causa—Long live the cause,

Mike Miller/Jim Drake, Coordinators
National Boycott Committee

The Movement — Boycott Supplement #2

Section on Churches (Protestants, Catholics, Jews): general framework to give credit to lay activists and social action ministers, priests, to note participation of some official bodies, to ask where the major ecclesiastical bodies are—Board of Rabbis, Catholic Dioceses, Councils of Churches, denominational bodies.

Section on Unions (ILWU, AFL-CIO, Teamsters, Independents): to quote Cesar on ILWU, to note rank and file and local support around the country, to ask where big labor is.

Section on Civil Rights groups: to note CORE, SNCC, MFDP, local community group participation, NALC (N.Y.); to ask where the NAACP has been and call upon Negro political leaders to demand of Governor Brown that he publicly urge negotiations between the growers and the two unions.

Section on the students: talks about student groups across the country manning the picket lines; urges students to continue their support of the boycott.

Section on Democrats: where is the party of the people? Note failure of Governor Brown to speak out. Dig up stuff on what Wirtz should do regarding El Paso/Juarez situation. Check out CDC and reprint section of Demo County Central Committee of Santa Clara. Call upon Democrats across the State and Nation to demand of County Committees a resolution urging support of the Schenley Liquor/Delano grape boycott.

Reprint brand names/note revisions, additions, etc.

Letter to boycott supporters from Cesar Chavez, thanking them for their work, stressing the importance of continuing boycott activity.

Notes on the H.L. Mitchell discussion regarding the abortive Schenley boycott of 1950. Additional information from Anne Draper and Hank Anderson.

State-wide round-up of activities: Jerry Sampson to put together pieces of news notes from around the State; names and addresses of people around the State who are working on the boycott as boycott contacts.

Tactics: notes on different tactics. "Angry consumers across the country have taken the situation in their own hands. A group in New York, including a number of civil rights activists, went from liquor store to liquor store in Harlem asking store owners to take Schenley products off their shelves. Almost all the owners were cooperative. One who wasn't found himself with 30 or so would-be-consumers milling around in his store. They didn't buy anything, but the effect of the crowd inside kept other consumers from coming in."

Other tactics: hand-outs at factory gates, quickie informational picket lines in front of stores, resolutions from a variety of community groups supporting the boycott, resolutions from city councils urging stores in the city not to carry products from struck companies.

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December 17, 1965

Dear Friend,

The time is urgent. We are on the verge of the first major farm labor strike victory in many years. The growers are using every trick to stop our victory. They continue to refuse to negotiate with us.

We are calling for a national boycott of Schenley Liquors and Delano grapes. The enclosed supplement, published for us by THE MOVEMENT, will give you full information on the boycott. In addition, there is enclosed "Boycott memo #1".

Please help us reach the consumers of the country. Tell them that they can support the farm workers grass-roots war on poverty by not buying Schenley Liquors or Delano grapes.

Specifically, will you take responsibility for setting up a boycott office in your city which can serve as a communications center for the boycott? Or, if there is a boycott

office already established in your city, please get in touch with them to see how you can help. The enclosed list of boycott offices is for your information. Additional information will be sent to you as it comes into our office.

We look forward to hearing from you soon. WE HOPE THAT CONSUMER INFORMATION PICKET LINES WILL BE ON THE STREETS BEFORE CHRISTMAS AND NEW YEAR SHOPPING ENDS.

Viva la Causa — Long live the cause,

Mike Miller, Jim Drake, Coordinators
National Boycott Committee

For Boycott Information—

Is

(The following/according to the best information received by the National Farm Workers Association; a complete list of boycott contacts across the country.)

National List (except for California)

New York City, N.Y.—38 Park Row; 00 7-6270; George Wiley
Chicago, Ill.—125 E. Hyde Park; 493-6474 (home); WE9-5343, 829-1727, Lee Webb
Washington, D.C.—107 Rhode Island, N.W.; 387-7445; Roger Kane
Detroit, Mich.—16244 Birwood; 341-7373; Ralph Rosenfeld
Newark, N.J.—106 Huntington Terr.; MA 3-9157; Bob Curvin
Boston, MASS.—305 Washington; Cambridge; 547-6533; Peter Orris
Cleveland, Ohio—1740 Crawford Rd.; Ruth Turner
Philadelphia, Penn.—1617 Brown St.; PO 5-2229; Jim Williams
New Orleans, La.—2209 Dryades St.; 523-7625; Dave Dennis
Baltimore, MD—904 No. Gay St.; 669-6034 or 327-94442; Herb Callendar
Jackson, Miss.—507½ No. Farish St.; Monica Klein
Atlanta, Ga.—360 Nelson St.; 385-0331; Cynthia Washington
Tucson, Ariz.—2406 Miracle Mile; 624-3732; Maclovio R. Barraza
Denver, Colo.—411 S. Taft; Jack Alford
Minneapolis, Minn.—122 W. Franklin Ave.; 332-2571; Willis Merriman
Pittsburg, Penn.—714 Hastings St.; Jim Cyphers
Portland, Ore.—Box 361; Woodburn, Ore.; Ralph Cake, Jr. 982-7272

California List

State-wide coordinator: Jerry Sampson; P.O. Box 8856; Sacramento
Area Code 916: 428-6367.

San Francisco—1316 Masonic St.; MA 6-4577; Joep Posthumus

Los Angeles—1449 W. Adams blvd.; 731-8661; Ron Olson
Bakersfield—534 So. Cottonwood Rd.; 831-4780; Marshall Ganz
Fresno—479 N. Fresno St.; 268-7778, AD 3-6274; George Ballis
San Jose—269 Pamela St.; Bob Barron or 1220 San Pedro; 295-8674, Ed Mercado
Martinez—P.O. Box 222; 228-1600; Rod Larson
Monterey County—509 Grand Ave.; Pacific Grove; 372-2778; Richard Miller
Santa Cruz County—1444 Day Valley Rd.; 688-4848, 722-4338; Manuel Santana
Marin County—34 Acacia Rd.; Fairfax; 453-6716; Kay Holland
Sacramento—3015 Franklin Ave.; 457-5123; Hardy Frye
Davis—513 “I” St.; Barbara Levy
Modesto—c/o City Managers Office; 522-8235; Jerry Allaire
San Fernando Valley—9939 Laurel Canyon; Roger Hollander
Fremont—3554 Yorktown Rd.; 656-8656; Virginia Kiezel
Central L.A.—1785 E. 85th St.; speed Leas; 585-2766
West L.A.—Emergency committee—Farm Laborers; 8455 Beverly Blvd. #504,
Mickey Bennett; OL 3-5374
East L.A.—CSO Office; 824 E. 6th St.; AN 3-6783; Ursula Gutierrez
S.W. L.A.—6637 W. 82nd S.; 670-3209; Mrs. Pat Hoffman
Pasadena; 700 S. Rosemead Blvd.; 499-8644; Chuck McLain
Orange County—1031 N. Richman; Fullerton; 525-7225; Ralph Kennedy
Wilmington-San Pedro; #2 Vaquero Lane; Wilmington; TE4-2736; Harley Waite
Alhambra-Highland Park—2240 La Vanda; 223-2877; Linda Shields
Oakland-Berkeley—phone 848-7499; Kathy Lynch
Richmond—431-6th St.; 232-9321; Eduardo Rodriguez
Mid-Peninsula—2470 Alvin; Mountain View; 968-0150; Jack Ybarra
Concord—4112 Wilson Lane; 682-8390; Bill Smith