

Boycott Developments #1 from Mike Miller – c. March 1966

National Boycott Schenley Liquors And Delano Grapes

Memo #1

To: Boycott Centers
From: Mike Miller, Boycott Coordinator
Re: Boycott Developments

1. There has been some question over the origin of the boycott and the auspices under which it is being organized. The following points should help to clarify these questions (1) the boycott is being initiated by the National Farm Workers Association (NFWA). The NFWA is calling upon all organizations and individuals who support the cause of the farm workers to support the boycott; (2) the following organizations have already endorsed the boycott: the California Migrant Ministry, the Coordinating Committee, The Bay Area Friends of SNCC, the Mississippi Freedom Democratic Party; (3) ad hoc committees of organizations and individuals are being formed throughout the country to support the boycott; (4) it is our understanding that the Agricultural Workers Organizing Committee of the AFL-CIO is supporting the boycott and is working within the AFL-CIO. This fact, however, should not discourage local committees from seeking support from local unions of the AFL-CIO or from such independents as Teamsters, ILWU, UE and others.

2. The ad hoc committees. The NFWA hopes that ad hoc committees will develop across the country in support of the boycott. These Committees should include all those concerned with farm labor. Sources for the recruitment of these committees would be: churches, liberal organizations, student groups, trade unions, civil rights organizations, civic clubs and associations and others. In as many cities as possible, we hope these committees will be formed.

3. Leaflet instructions. The Movement Boycott Supplement provides the basis for a boycott leaflet to be handed out at stores. USE THE TOP HALF OF THE FIRST PAGE FOR THE LEAFLET CONTENT. (NOTE: ADD THE WORD “FARM” AFTER “CALIFORNIA” ON THE NEXT TO THE LAST LINE.) Then, LIST YOUR LOCAL SPONSORS. Finally, at the bottom of the leaflet, add: “Funds are desperately needed. Send your contributions to Farm Workers Relief Fund; Box 894; Delano, California.” ON THE BACK SIDE OF THE LEAFLET, LIST THE SCHENLEY BRAND NAMES AND THE DELANO GRAPE NAMES (also to be found in The Movement Boycott Supplement). The name, address and phone of your local support committee should also be listed someplace on the leaflet.

4. Picketing instructions: We are forbidden by law to: (1) ask customers not to shop in stores carrying struck products, (2) ask Teamsters not to deliver, (3) ask employees not to go to work. Picket lines should be at customer entrances only. Slogans should indicate that you are not picketing the store. For example, “Don’t Buy Schenley Liquors” or Don’t

Buy Delano Grapes” or “Support striking farm workers in California—Don’t Buy Delano Grapes”. Your purpose is to inform consumers so that they may decide to support you.

5. IT IS IMPORTANT THAT YOU LET US KNOW WHAT YOU ARE DOING. IT IS ALSO IMPORTANT THAT THE GUIDELINES SET FORTH IN THE MOVEMENT BOYCOTT SUPPLEMENT AND IN THIS MEMO BE FOLLOWED. FAILURE TO FOLLOW THESE GUIDELINES COULD LEAD TO LEGAL ACTION AGAINST THE NFWA. PLEASE SEND NEWS OF YOUR ACTIVITIES TO: BOYCOTT COMMITTEE; C/O 1316 Masonic St.; San Francisco, California.

(NOTE: We can’t supply with bulk copies of this memo or of the boycott supplement, unless you can pay for them. Boycott supplement is \$2.50 per 100. We suggest that you mimeograph your own copies of this and subsequent memos.)