The Little Old Winemaker is a Nasty Old SCAB.

or: YOU WON'T MISS ITALIAN SWISS!

The recent nationwide grape boycott, conducted by the United Farm Workers Organizing Committee, AFL-CIO, under the direction of Cesar Chavez, was a part of a growing struggle to attain social justice and humane conditions of living and working for the hundreds of thousands of migrant farmworkers who work the produce fields of America, and who have been continuously excluded from the legislative protections which workers in other industries have gained.

After years of non-violent struggle, including strikes and consumer boycotts, the United Farm Workers Organizing Committee has succeeded in forcing almost all grape growers to sign union contracts which guarantee substantial improvements in wages and working conditions.

Heublein, Inc., (that "Little Old Winemaker") has refused to sign such a contract. This company is a conglomerate which annual sales of close to $600 million, and which owns 82% interest in United Vintners, a cooperative of 1600 non-union wine grape growers which controls 85,000 acres and processes 460,000 tons of grapes annually. Heublein markets such products as A-1 Steak Sauce, Smirnoff Vodka, and Italian Swiss Colony Wine.

YOU CAN HELP! Boycott these and the other Heublein products listed on the reverse side of this leaflet. Call Mr. Barry, Vice President, in New York at 755-2300. Ask him why Heublein, a corporate giant with over $17 million in profits in fiscal 1970, cannot pay the minimum wage!

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Labor Donated