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The Sacramento Union, Saturday, June 22, 1974—

Chavez Making Last-Ditch Stand

Hard times have come for Cesar Chavez and his United Farm Workers of America Union. The mercurial labor leader this week launched a \$10,000-advertising campaign to bolster support for his union's sagging grape and lettuce boycotts.

As usual, Chavez is concentrating on heavily populated metropolitan areas which have little knowledge of his immoral strategy.

Chavez' advertising pitch, financed by the Los Angeles County Federation of Labor, AFL-CIO, will feature large signs on rapid-transit buses throughout Los Angeles County. Each ad will urge consumers not to purchase non UFW grapes and lettuce. Explaining the campaign, Chavez said:

"This is the beginning of what we hope is a nationwide campaign to add another dimension to the boycott."

The advertising endeavor obviously shows the desperation of the Chavez union, which in the past has resorted primarily to

picketing and volunteer leaflet distribution.

The United Farm Workers of America Union is locked in a battle for survival with the Teamsters Union over representation of Golden State agricultural field workers. During the past year, many of the state's growers have signed contracts with the Teamsters upon expiration of contracts previously held by the UFW.

Chavez' determined effort to force unionism upon thousands of California farm workers has wrought havoc for the agricultural community, hardship and fear among field laborers and frustration for both business and consumers. His boycotts as a major sympathy ploy have failed to impress the buying public.

In a last-ditch stand, Chavez now is attempting to use advertising — a prime mover in the free-enterprise system he condemns — to make his point for forced unionism. We doubt if Californians will be impressed.