

*Every List - Try and remain
unprejudiced!*

E. & J. GALLO WINERY • Modesto, California

*Also, show
to your bride!*



July 11, 1974

Ted

Mr. Edward Q. Adams
Vice President and General Manager
WCIX
1111 Brickell Avenue
Miami, Florida 33131

Dear Mr. Adams:

My brother, Julio, and I are distressed by the position taken by some groups on the jurisdictional dispute between the United Farm Workers of America and the Teamsters Union. This dispute has escalated to include boycotting of Gallo products, and some UFW boycott committees throughout the nation have resorted to false statements about our company in their efforts to gain sympathy and support.

Unfortunately, as it has turned out, we did not take firm steps to refute these falsehoods and distortions of the truth as soon as they began to be circulated. We knew Cesar Chavez to be a man with honorable motives and we had held him in high regard, personally. We also knew that he has encountered many difficulties administratively in developing his young union. We gladly gave him facilities and every possible assistance when he represented our ranch employees from 1967 to 1973, for we share his beliefs in the rights of farm workers and his aspirations to better their lives.

We realized that the inflammatory statements originated with the zealots in the various committees and trusted that (1) it was another administrative problem and would be corrected internally by the executive level of the UFW and (2) the statements were so patently lies, distortions and exaggerations that few would believe them. We now know that we were mistaken.

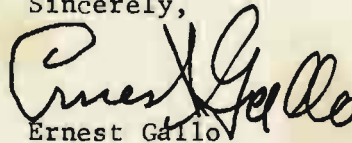
We now believe that we have turned the other cheek long enough. It appears that a number of groups have endorsed a boycott of all Gallo products in the sincere but mistaken belief that we are cruel and inhuman exploiters of farm workers and their families. Further, many supply an endorsement without inquiring about the facts; and many supply an endorsement of the lettuce and grape boycott only to learn later that they are also being credited with an endorsement of the Gallo boycott.

I will tell you quite frankly that this has been a saddening and disillusioning experience for my brother and me. Because we have honored and respected the wishes of our farm workers to change unions, we have been caught in the middle of a jurisdictional dispute between the two unions. This in turn has subjected us to vilification and character assassination. If there is any moral justification for this, we are at a loss to find it.

We should have taken the initiative in supplying background information to the media before this. To remedy this, in some measure, and in anticipation of the possibility of your future coverage of this dispute, I am enclosing a pamphlet and a few articles. We will be glad to provide any additional information you may require.

The highly ethical manner in which the news of this jurisdictional dispute has been presented by the media in various areas has alleviated an otherwise distressing experience for us.

Sincerely,



Ernest Gallo

Enclosures