Dear Friends,

You all have been so helpful over the years we can’t begin to express our appreciation. It has not been easy. We have suffered many reversals: the lose of the lettuce contracts in 1970, the lose of the grape contracts in 1973, the defeat of Proposition 14 in 1976. Still you have remained with us.

Because of your support we have won many victories. In the past year we have grown from a union with 11 contracts covering 4,500 workers and a dream, to a union with 55 contracts and nearly 20,000 workers protected. The dream is becoming a reality for thousands. We have decent wages, health and safety protection, a ban on dangerous pesticides, and an end to child labor. We have built medical clinics, service centers, and union hiring halls. With your help we have won all this and more -- dignity.

Still we have a long, hard road ahead of us. The launching of our new organizing drive to win contracts for 100,000 workers within 2 years will not be easy, we will win because of your support.

Hopefully within 2 years we will have won UFW protection for the farmworkers of California. Then Florida, Texas, the east coast, and here in the mid-west, it will not be too many years from now when Illinois farm workers will have UFW contracts.

Our plans and dreams sound great. However to make them a reality will not be easy. The California growers are feeling very confident of their power after the defeat of Prop. 14. Already they are threatening to try to dismantle the newly refunded ALRB. Our constant pressure will be needed to protect this law. With the law in operation in California we can continue to win contracts.

Your support has brought us to this historic crossroad to the future. We ask you this holiday season and into next year not to forget us. Besides boycotting we need your financial support. The union is $300,000 in debt after the Prop. 14 campaign. This new drive will cost millions. Don’t let our hopes for the future disappear due to the lack of a few dollars. Please give whatever you can. We know what you give you give from your heart.

Again, thank you for your continued support and Happy Holidays.

Si, se puede. It can be done.

THE CHICAGO BOYCOTT STAFF
Maxine Lowy  Susan Schumacher
Jim Stray  Winnie McDonald
Ronn Stegner  Richard Grossman
Marilyn Lakefield  John Moore
spread the work of polling, the one way to the other, and help the process across the land.

For the next election year, the next election — that's a statement of an all-party group, a statement that no party, no interest should ever try to control. The problem is the power of the political parties to control the election process. They control the rules, they control the process, and they control the outcome.

The problem is, if you are in an election and you want to control the outcome, you can control the process. If you want to control the outcome, you can control the rules. If you want to control the outcome, you can control the process. If you want to control the outcome, you can control the rules.

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In June of 1976 the Farm Worker initiative officially qualified for the November ballot and was given a number, Proposition 14. In July the growers consulted with a public relations expert, Bill Roberts of the Dolphin Public Relations firm (1047 Gayley Ave., Westwood, phone 478-8286). Roberts handled Governor Reagan's two winning gubernatorial campaigns and President Ford's successful primary campaign in Florida against Reagan. The growers decided to employ Roberts to run the anti-14 campaign. In the same month (July) Roberts hired Haug Associates (1545 Wilshire Bl., Los Angeles) to do a public opinion survey on the farm labor issue. On the basis of that $12,500 survey Roberts recommended that the anti-14 campaign avoid attacking Cesar Chavez, the farm workers, collective bargaining, elections and the existing ALRA (even though the growers had worked for months to shut down the ALRA in an attempt to force changes in the law).

Roberts recommended a simple campaign: don't talk about the substance of Proposition 14; use the access rule of the law as a spring board for talking about "private property rights". To avoid an agribusiness identity Roberts recommended that only small farmers be used in the TV and radio spots. Most importantly, he recommended that all of the written material and TV-radio commercials strongly imply that everybody's property rights are somehow at stake in Proposition 14.

The Roberts-grower strategy is simple and deceitful: try to frighten every California voter into thinking that his/her personal property is going to invaded by "strangers" or threatened by outsiders if Proposition 14 passes.

Some examples:

(1) The standard Anti-14 brochure (with Harry Kubo's picture) states in headline type: "PROP. 14 would be a serious assault on the personal property rights of every home owner in California."

(2) In a TV and radio commercial small farmer, Cecil Sanchez says: "I think it's violating our rights, it's violating every right of a property owner."

(3) In another commercial Ernie Tevillon states: "I've raised my family and daughters on this farm and we feel threatened."

(4) Ty Parkinson of Parlier says on radio and TV: "Prop. 14 allows people to come onto my place without my permission. How would you feel if people were allowed to come onto your place or even your backyard without your permission?"

(5) On TV and radio Otamia Solomon states: "Prop. 14 really frightens me. When strangers are allowed to enter my property without my permission, I have no protection or privacy."

Bill Roberts and his associates wrote every line of every commercial and every brochure. Their conscious, deliberate purpose is to avoid a direct lie and yet leave the impression that urban dwellers (especially wives and daughters) may be the victims of Proposition 14.

Roberts and the growers plan to spend $1-2 million dollars to spread their slogan. Unless we respond they will buy this election with money and lies and the farm workers will be the victims. Even if people are unsure of how they are voting on "14",

A CLOSER LOOK AT THE ANTI-14 CAMPAIGN

by the Rev. Wayne (Chris) Hartwire
(1) California agriculture is big business; its sales exceed 10.5 billion per year.
(2) Farmworkers are still the poorest workers in our state and nation. Child labor
still exists. Pesticides still injure and kill workers. Housing is still not
good enough.
(3) Farm workers are still low salaried and suffer from many health problems.
(4) The main purpose of Prop. 14 is to set-up a secret ballot election machinery for
farm workers that will be insulated from the political pressures of California
farmers.

The Chicago boycott staff have returned from California after putting in
the long, hard months of the Proposition 14 campaign. Donn Frazee, Maxine Long, and Jo Gray are back and starting to work in their areas
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NEW ORGANIZING DRIVE IN CALIFORNIA

Because of the growers fear of Proposition 14, last July the California Legislature refunded the Agricultural Labor Relations Board. Finally on December 1st the ALRB started accepting petitions for union representation elections. The UFW has launched a major new drive to win contracts in California fields. Our drive has met grower opposition already. On the night of December 5 the UFW field office in Calexico, in the Imperial Valley, was shot up by night riders. Luckily no one was hurt. To coordinate the boycott's role in this organizing drive a new International Boycott Director was appointed. He is Larry Tramutt.

On November 30th the following telegram was received at the Chicago boycott office announcing the new drive:

WITH UNANIMOUS CONCURRENCE OF NATIONAL EXECUTIVE BOARD, I HAVE APPOINTED LARRY TRAMUTT INTERNATIONAL BOYCOTT DIRECTOR. NEW ORGANIZING DRIVE BRINGS UNION TO CRUCIAL CROSSROAD. ALL AVAILABLE RESOURCES MUST BE DIRECTED TO JOB OF ORGANIZING 100,000 NEW MEMBERS WITHIN TWO YEARS. BOYCOTT ASKED TO PLAY VITAL ROLE IN CAMPAIGN TO WIN ELECTIONS AND CONTRACTS BY RAISING MONEY REQUIRED FOR ALL-OUT DRIVE AND ENSURING GOOD FAITH BARGAINING BY GROWERS. SUCCESS DEPENDS ON OUR SOLIDARITY AND SACRIFICE. WITH LARRY'S LEADERSHIP AND YOUR COMMITMENT TO WORKERS' CAUSE, WE SHALL REACH OUR GOAL.

VIVA LA CAUSA.

CESAR E CHAVEZ, PRESIDENT
UNITED FARM WORKERS OF AMERICA, AFL-CIO

CARS  CARS  CARS

Help! We need cars to be able to organize. We presently have 4 cars for the staff in Chicago. Unfortunately, only 2 are running, and neither are in very good condition. Anyone who had a 6 cylinder car who would be willing to donate it to the UFW, please contact us immediately.

If anyone has any mechanical skills and would be willing to help us fix our cars, we need you.

Without wheels we can not operate!

HOLIDAY SPECIALS

Just for the holidays we are having a sale on Jacques Levy's book Cesar Chavez: Autobiography of La Causa. This beautiful, hard cover book sells for $12.95 in the stores. Through the holidays they will be available for $8.00 at our office. This oral history of the union is the best book ever published on La Causa. It is a must for all friends of the farm workers.

Also available are UFW Christmas cards. These come 12 to a packet and are for only $2.00. There is a limited supply so order now.
I pledge my continued support of the United Farm Workers boycott of grapes, head lettuce and Gallo Wines.

I want to pledge $____ monthly/once to the farm workers cause.


I want to purchase Christmas Cards. Enclosed is $2.00.

NAME ____________________________
ADDRESS __________________________
CITY __________________________
PHONE __________________________

send to:
UNITED FARM WORKERS, AFL-CIO
1300 So. WABASH
CHICAGO, ILLINOIS 60605

until the ink is dry on the contracts

Happy Holidays!

UNITED FARM WORKERS
1300 So. Wabash
Chicago, Illinois 60605
312/939-5120

labor donated