

SCHENLEY CONTRACT:

\$2 AN HOUR GUARANTEED

El Malcriado

IN ENGLISH

NO 37

"The Voice of the Farm Worker"

10¢



"JUSTICE," TULARE COUNTY STYLE

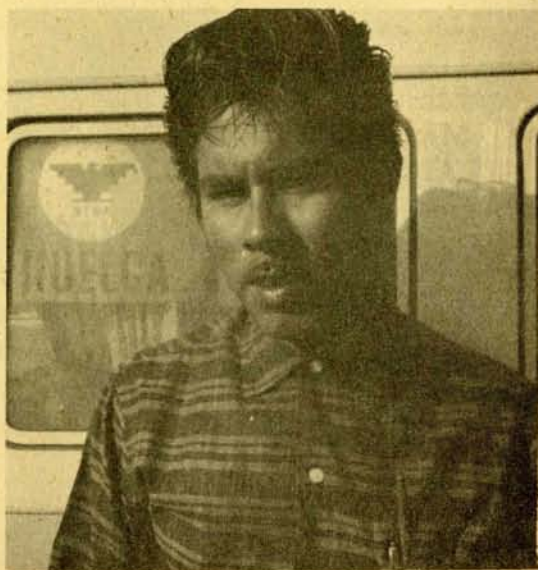
Last week, DiGorgo Corporation made a new series of arrests of strikers, in an effort to break the strike against them. And one arrest indicates that one of the highest officials in Tulare County is guilty of gross stupidity, and/or deliberate conspiracy to prevent justice and subvert the laws of the state and nation.

In one case, one of the editors of El Malcriado was arrested for "tresspassing" on DiGiorgio's property. He happens to be a stockholder in DiGiorgio Corporation, and that means that he is one of the owners (even if one of the smallest ones) of their property. He was visiting the ranch one Sunday evening, explaining the reasons for the strike to some of the workers who had just come in from Texas. The police refused to arrest him, since they didn't see how he could break the law by "tresspassing" on his own property. But DiGiorgio's guard Bull Fernando made a "citizens' arrest" and accused him of "interfering with business."

Far more serious is the case of Pete Cardenas. Several weeks ago, Cardenas was visiting a girl who lived on DiGiorgio's camp. DiGorgoo demanded that he be arrested. But the police and the district attorney refused to arrest Cardenas. They said that if Cardenas was invited to visit the camp by someone who lived there, he had a perfect right to be there. For over a week, nothing more was heard of the case. But DiGiorgio and the growers began to put political and financial pressure on various politicians, especially Tulare County District Attorney JAY BALLENTYNE. BALLENTYNE is now running for judge, and wants the growers' votes and money. BALLENTYNE agreed to re-open the case and arrest Cardenas anyway, even though the police, judge, and even Ballentyne's own office had already agreed that Cardenas had not broken the law.

EL MALCRIADO demands that Ballentyne immediately drop the charges in this case. Otherwise he stands accused of conspiracy with the growers to subvert the legal, judicial, and civil rights of the citizens of Tulare County and should be impeached from any office he now holds and barred from any further positions of public trust.

Cardenas: Victim of Conspiracy?



El Malcriado

Published every two weeks in Spanish and English by
Farm Worker Press, Inc., P.O. Box 1060, Delano, Calif.
Office of Publication--1224 Fremont, Delano, California.
Second class postage paid at Delano, Calif. To subscribe
at \$2 a year write Box 1060, Delano, California, 93215.

This issue is # 37

dated

6/2/66



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THE SCHENLEY

The first week in June, 1966, is an historic week for farm workers. For the first time in history, a major grower signs a contract with the National Farm Workers Association. For the first time in history, farm workers are protected by a written contract guaranteeing a wage of not less than \$2 an hour. For the first time in history, the farm workers are protected by a union. Here is what that protection means:

The F. W. A. demands that Schenley industries pay all farm workers at least \$2 an hour, guaranteed throughout the year. Irrigators will get \$2.25 an hour. Tractor drivers will get \$2.50 an hour. Sprayers, truck drivers, and pipe men will get \$2.75 an hour. Mechanics will get \$3 an hour. Swampers, who load boxes on the trucks, will get 9¢ a box for a crew of four. The crew leaders will get 25¢ above what the crew is receiving on an hourly basis.

In the pruning season, pruning by hand will pay \$2.50 per hour plus a bonus of \$1.50 per row in cane and \$1 per row in spur pruning. (A row is 80 vines.) Pruning by machine will pay \$3.50 per hour plus a bonus of \$1 per row.

The Schenley workers were not sure how they wanted to be paid for the wine grapes (for gondolas). At first they wanted \$4 an hour guaranteed, plus \$1 per ton for the grapes picked. But then the workers voted to ask for a straight piece rate of \$8, \$10, or \$12 per ton picked, depending on the field and picking. **BUT IT WAS THE WORKERS THEMSELVES WHO DECIDED WHAT THE WAGES WOULD BE!**

Wages are only a part of the story. Schenley will fire all its contractors (including Frank Herrera) and promise not to use any more contractors who cheat the workers. Instead, the union will set up a hiring hall. Schenley will call up the union and say, "We need 3 crews, 60 workers this week" and the union will send over the workers needed. Everyone who works at Schenley's will be protected by the union.

The workers will get six paid vacations. They get the day off but they still get paid the same wage as if they had worked. The vacations are Mexican Independence Day (Sept. 16), Labor Day, Thanksgiving, Christmas, New Year, and Fourth of July. If they do work on these days, they get their wage plus a 50% bonus. They also get 50% extra wages for all the time they work over 48 hours per week.

Workers will be allowed 3 days off (with pay) for funerals of members of their families, and days off (with pay) when they are sick.

Schenley will pay for all tools and equipment used by the workers, and will also pay for special clothing for sprayers.

Still to be worked out is the special "Health and Welfare Plan" to provide medical insurance and pensions for the workers.

But wages, vacations, and pensions are still only part of the story. For at last the worker, protected by the union, can work with dignity and pride. No boss, contractor, or crew leader can treat these workers like animals, insult them or look down on them. The boss can't fire the worker just because the boss doesn't like him. And the bosses know that if they are unfair to any worker, or try to shove anybody around, they will have the whole union to deal with.

CONTRACT!



HOW TO END A STRIKE: Schenley officials sat down at this table with leaders of the Farm Workers Association and workers from Schenley's Ranch to work out a contract. Left to right are: Gil Padilla, Dolores Huerta, Alex Hoffmann (lawyer) and Cesar Chavez, leaders of the FWA; Bill Bassett and Bill Kircher of the AFL-CIO; Sidney Korshack, high official of Schenley Industries; and five members of the Farm Workers Association who are now workers at Schenley Ranch near Delano, Srs. Alviso, Ariola, Garza, Sanchez, and Jordan.

EL MALCRIADO SAYS: VIVA SCHENLEY INDUSTRIES, which have the good sense to recognize the Farm Workers Association and sign a fair contract. And VIVA CESAR CHAVEZ, and the ASSOCIATION, and the STRIKERS, who

won this great victory. The 250 years of feudal agriculture and grower tyranny in California are ending, and the campesino is winning his long struggle for justice.

Schenley Industries, Inc.

6 DiGiorgio Demands New

The DiGurgio Corporation thinks and acts as if it owns the Tulare County courts, judges, district attorneys, and even the policemen who are supposed to defend the citizens of the Valley. During the Delano Grape Strike, DiGurgio has demanded the arrest of hundreds of people, and they have physically assaulted many strikers and have not themselves been arrested for it. Week after week, their workers join the strike, and now DiGorgo is getting desperate. So they are demanding that the Tula-

Confession

of DiGiorgio

Besides wanting to outlaw picketing, DiGoogoo's "injunction" contains some interesting confessions about the strike. The growers have repeatedly told newspapers, "There is no strike." But in demanding an injunction, DiGorgon confesses that this is a lie. In their own words they admit "Employees have left DiGiorgio's employment," and that if picketing is not outlawed, "many, if not all of DiGiorgio's employees will quit their jobs and leave DiGiorgio's vineyards, and DiGiorgio will thereby suffer irreparable and great financial loss by the lack of crews and the inability to obtain crews." These are the exact words of DiGiorgio's statement.

EL MALCRIADO SAYS: The reason for the strike and picketing is to get DiGi-o's farm workers to "quit their jobs and leave DiGiorgio" so that DiGiorgio is forced to sign a fair contract. Now DiGoogio himself admits that we are succeeding. On to Victory!!

re County Courts outlaw all picketing on the DiGiorgio ranch and that policemen help them to break the strike. In addition to demanding an end to all picketing at the Sierra Vista Ranch, DiGorgio is also demanding that all strikers be arrested if more than six of them are picketing together even "near" the 4,700 hundred acres of vineyards or 206 entrances to the Sierra Vista Ranch. They also demand that the courts outlaw shouting by strikers who are trying to talk to the scabs in the vineyards. Kern County Growlers arrested 44 people last October for shouting "HUELGA!", but Senator Kennedy said that this arrest was unconstitutional and illegal. (Not a single member of the FWA has been convicted of breaking any laws during the strike.)

con't on p. 7



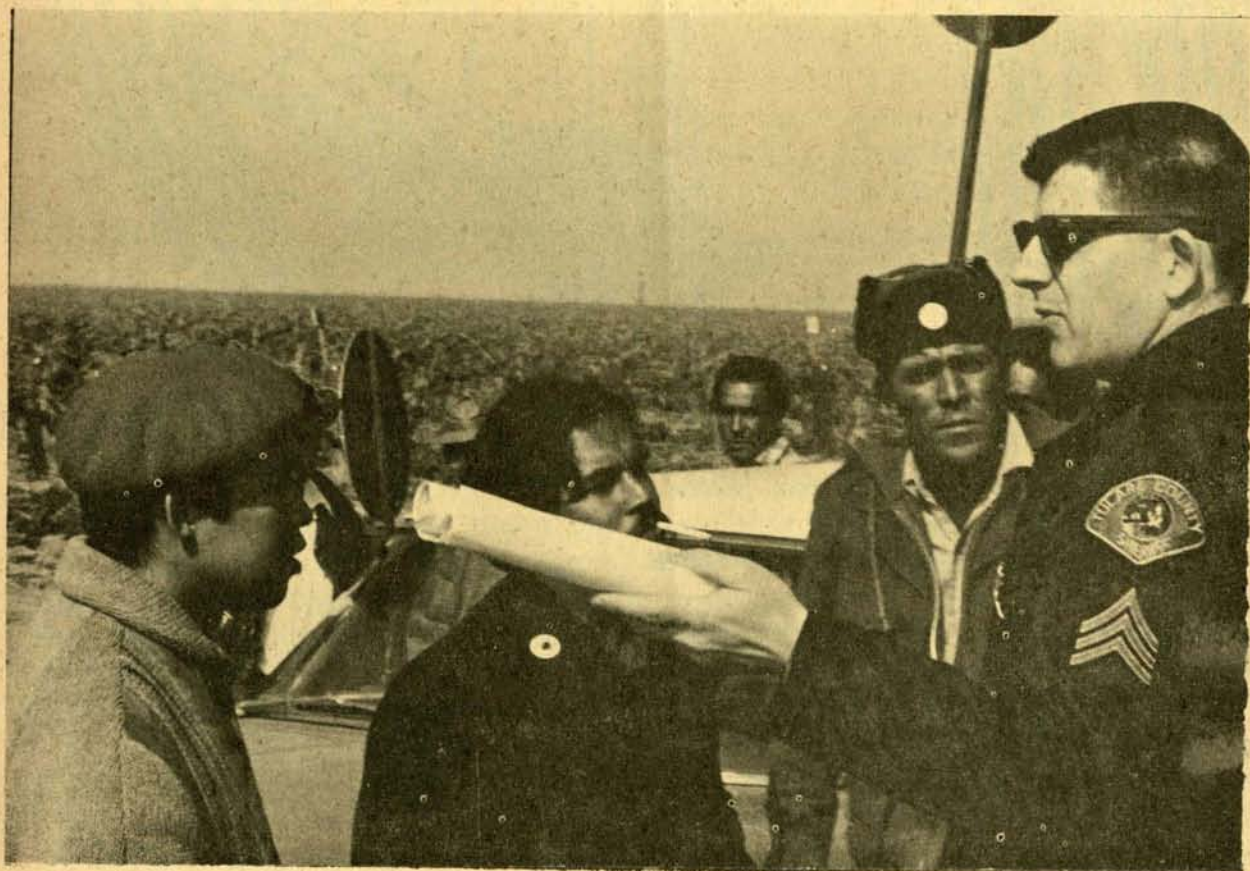
Mr. and Mrs. Robert DiGiorgio

Laws to Break Strike

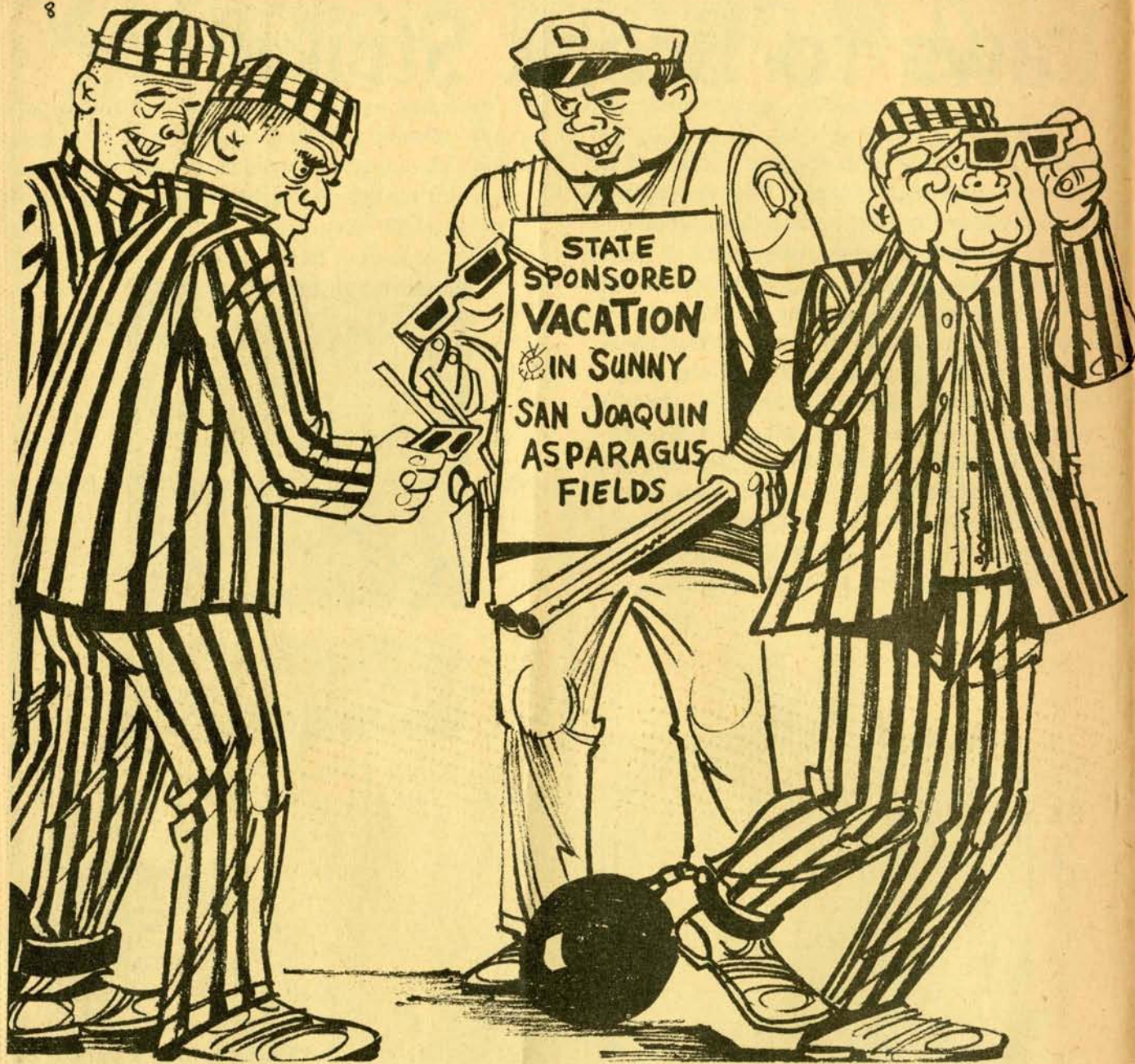
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con't.

All the DiGiorgio demands are contained in a complicated legal form called an "Injunction". DiGiorgio wants the Tulare County Judges to make this injunction part of the law. They are getting so desecrate, with the harvest only two months away, that they will try anything to break or outlaw the strike. The lawyers for the farm workers, including Alex Hoffmann and Abraham Lincoln Wiren, will ask the judges to throw the whole injunction into the garbage can where it belongs. Farm workers will soon know whether Tulare County's judges are owned or dominated by DiGorgo Corporation, or whether they will uphold justice.



Cop informs picketers in Delano of DiGoogoo's injunction.



'BETTER THAN BRACEROS'

Asparagus growers in the San Joaquin Valley have been convicted of paying some of the worst wages and having some of the worst working conditions in the whole state. Until this year, the asparagus growers could always get foreign labor to do their dirty work. Even though Congress outlawed the Mexican Bracero program 2 years ago, thousands of Braceros worked in the asparagus last year and the growers expected to get them again this year. But U. S. Secretary of Labor Wirtz finally put his foot down. He said that the growers were not paying decent wages or trying to get American workers, and that their "labor problems" were their own fault. So then the growers went crying to their old buddy, Governor Brown, who is always willing to go around the law to win a campaign dollar or vote. Brown gave the growers 500 state prisoners to help out "free enterprise", and suggested that if farm workers wanted jobs, they should be content with lower wages. If the prisoners complain or strike, they are sent back to prison. "Even better than Braceros," the growers cheer.

What is the Name of This Town?



*The first answer
wins \$5.00*

SEND YOUR ANSWER AND
YOUR NAME AND ADDRESS
TO:

"GAME OF THE TOWNS"
P.O. BOX 1060
DELANO, CALIF.

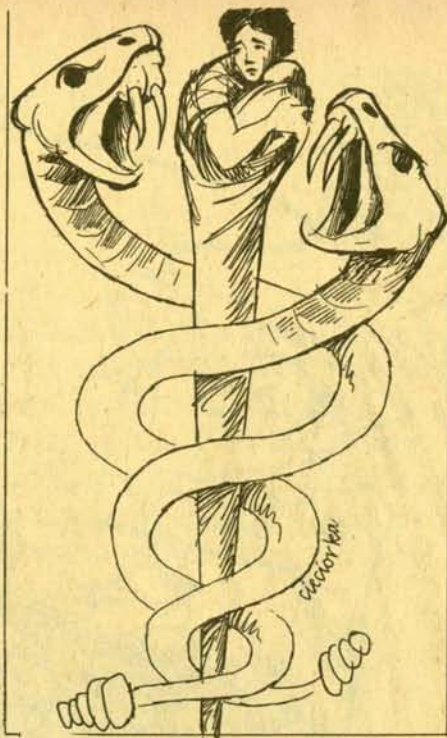


Dear Editor:

The answer for WHAT IS THE NAME OF THIS TOWN? (Issue #35) is the CONCENTRATION CAMP OF DIGIORGIO, CALIF., which is to the east of the town of Lamont, California. Soon the eagle of the Association will be flying from the guard tower in this despicable place.

George Zaragoza
Bakersfield, California

(Mr. Zaragoza has won the \$5 prize.)



A Clinic is Born

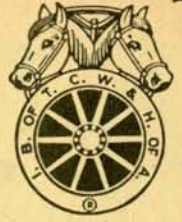
Farm Workers get lousy medical care. The private hospitals won't take poor people and the county hospitals are out to give farm workers as little care as they can get away with. So the Farm Workers Association has decided to build its own clinic, to serve farm workers and their families in cases where the county hospitals are either inadequate or cause great hardship. F. W. A. nurse Peggy McGivern, who has been helping the strikers since last October, is making plans for a modern clinic to be built next year. It will be called the "Rodrigo Terronez Memorial Clinic", in honor of one of the Association's finest leaders, who lost his life last January. There will be a full-time doctor and staff and it will be set up to meet the special needs of Spanish speaking farm workers.

It will take thousands of dollars to build the clinic. Mr. Fritz Dreislien of San Francisco contributed \$300 last week to start the fund drive. Doctors, ^{and} nurses, and all those who can contribute are asked to write to the Farm Worker Clinic, c/o Miss Peggy McGivern, P.O. Box 894, Delano, Calif.



CONTRACTOR
GROWER
FARM WORKER

Will the Teamsters Stick With Us?



The Teamsters Union is one of the biggest unions in the United States. Almost all truck drivers are members of this union. And recently the Teamsters have been helping workers in the packing sheds around Exeter and Lindsay to get higher wages and a union contract. They also have some contracts in some packing sheds in San Joaquin and Stanislaus Counties. Many members of this union have been helping the striking Delano farm workers, with contributions of food and money, and have helped in the boycotts. Teamsters in San Francisco refused to carry Schenley products in their trucks and played an important part in helping the FWA to win their fight against Schenley.

But last week some Teamster officials in Washington hinted that they wanted to take over the whole farm worker movement, the fields as well as the packing sheds. Teamsters officials were even arranging a secret deal with DiGorGo Corporation to break the farm workers' strike. Luckily for everyone, Cesar Chavez of the F. W. A. had a meeting with the Teamsters, and the Teamsters agreed to help, and not interfere with the Delano strike. The F. W. A. will continue to support the Teamsters in the packing sheds around Exeter and Lindsay.

EL MALCRIADO SAYS: Unions should help each other. United, we can win contracts for all of California's workers whether they work on the fields, in the packing sheds, in the cold storage plants, or anywhere else. If unions fight against each other, the growers always win.



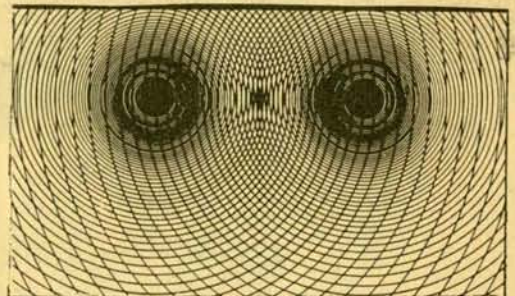
JAMES HOFFA, President of the International Brotherhood of Teamsters

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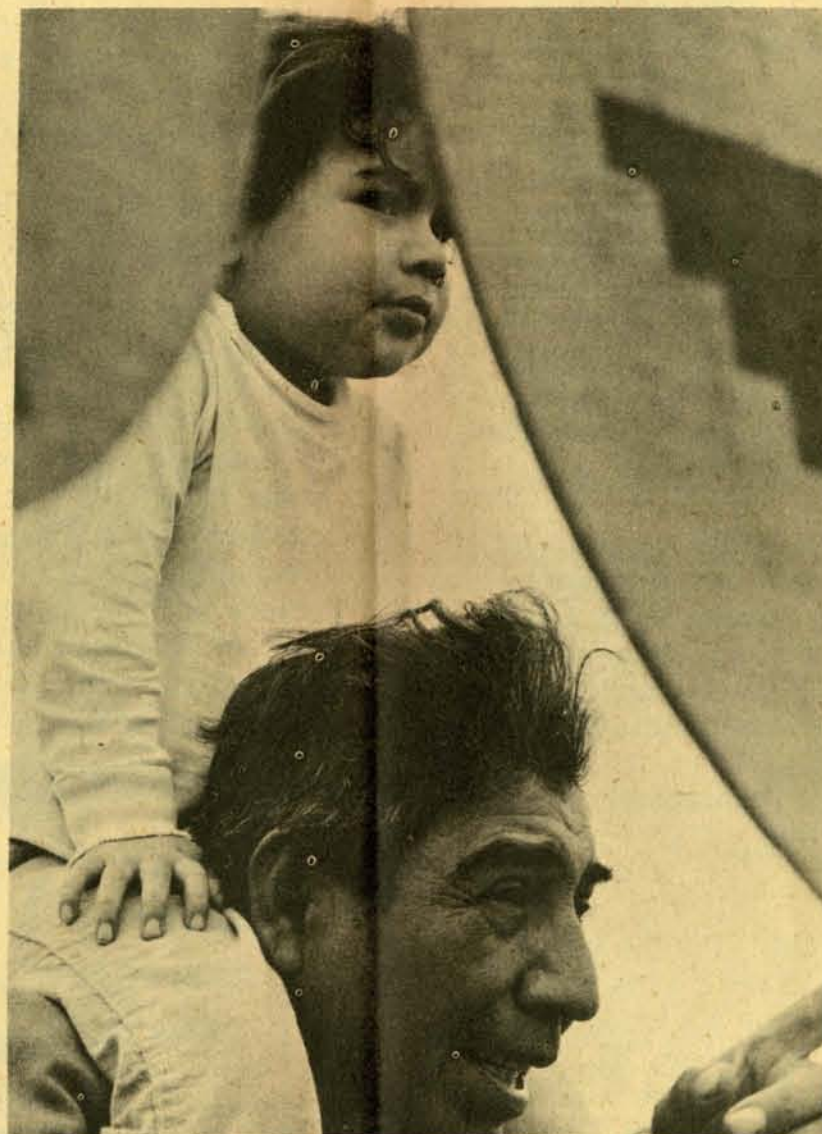


For What Are We Fighting?

Farm workers all over California are beginning to stand up and demand a fair wage and a decent life, and social justice for themselves and their families. Some, like the farm worker on the cover, have spent almost all their lives in the fields, making this Valley and the growers rich. Now we are only asking for what is rightfully ours, for a living wage, better conditions, a little dignity and security in life. For ourselves But even more, for our children to spare them some of the hardships and pain that we have suffered



To give them a good education and opportunity for a better life



to give them the food they need, good clothes, medicine when they are sick

to give them pride in their parents and in their people



Letters to the Editor

Dear Editor:

If you'll notice, most of the people who are against the strike are sick! Wealthy people who don't even know what a grapevine looks like. People who have never been out in the hot sun killing themselves for a few dollars a day.

I would like to challenge all those wealthy people to go out in the fields for two weeks and work under the hot sun and see if they would not be yelling for higher wages.

A Farm Worker's Wife
Delano, Calif.

EL MALCRIADO SAYS: We would like to challenge a few wealthy people, too. A few weeks ago the farm reporter for the San Francisco Chronicle said, "raising a crop is not like turning out automobiles. Crops are living things and they must have immediate and careful attention." We say that people are living things too, and need a living wage for themselves and their families. If growers want strikes and rotten crops to prove this, we will strike against them in every county of the state.



Sr. Editor:

I am a woman with a large family and therefore I am not able to help you in anything. And even though I am with you in your steps and in your moments of suffering but I am also suggesting that even though you are being victorious among the ranchers please don't forget about Pete Divizich. With all of the workers which your servant have worked with in the vineyards, before your

blessed strike, there is no other rancher so mean and low rotten as Divizich. He wouldn't even let us stop to drink water nor stop to fix our hats and for this he was paying \$1.20 an hour. But as soon as the work started we left that job to that no good for nothing devil. I have read your Malcriado issue after issue and I have not heard you mention him.

Yours affectionately,
A friend from Corcoran



Gentlemen:

You are getting this letter because I discovered this morning that DiGiorgio sent a letter to all the priests saying that the farm workers do not wish to be organized. I must confess that I am extremely upset because the priest who told me this seems to think this was a sufficient excuse to stop listening to your claims and to place a little weight on your hopes for the workers.

I am a student--and a poor one at that--and therefore I am not in a position to aid you financially. But at least I wish to become a more articulate spokesman for your cause. For that I cannot rely on emotion alone-- I need facts and figures.

James P Campbell
Monterey, Calif.

EL MALCRIADO SAYS: People whose basic prejudice or greed makes them against us will never be convinced by facts and figures. However, EL MALCRIADO #28 has an article on page 10, THE GROWERS V. S. THE FACTS. Single copies of this issue are available for 15¢ including postage. Almost every day in national magazines, stor-

What The People Are Thinking

ies appear by newsmen who have been to Delano and seen with their own eyes. DiGiorgio's letter to the priests was full of the most cynical lies and distortions. Most priests could see the hatred and injustice which lies behind these attempts. Did you know that DiGiorgio has spent between \$75,000 and \$200,000 hiring professionals who can turn out this skillful trash?



Dear Huelgas:

In the latest farm worker paper I received you show the "hired for violence brute" who injured one of your fellow workers.

Now that's a rotten way the DiGiorgio outfit is treating people. Where is justice? Well justice is blind.

We of the American Legion say: **MAKE RIGHT THE MASTER OF MIGHT.** Carry on your Just Cause for all the misery and suffering they gave you.

"Governor Brown's packing crates" as you call them in your paper will be done away with. I have seen how you people live and you deserve a better deal.

Legionnaire
Indio, Calif.



Dear Editor,

I am not going to vote for that rat Harlan Hagen for Congress. But there is no one running against him. So I'm going to write in Gilbert Padilla of Hanford.

A. G.
Visalia



Dear Mr. Chavez:

I am giving you and your family and helpers some money so you can buy the things you need. I heard you went to Sacramento. It must have been a long walk. I am praying for you and your family. I am a Mexican-American too, just like you. God love you.

Nanette Marie Silva
Chicago, Ill.

P. S. This is a picture of myself.

Nanette's teacher writes:

This is sacrifice money saved by Nanette during Lent. She is in grade 3. God and people are very real to her.

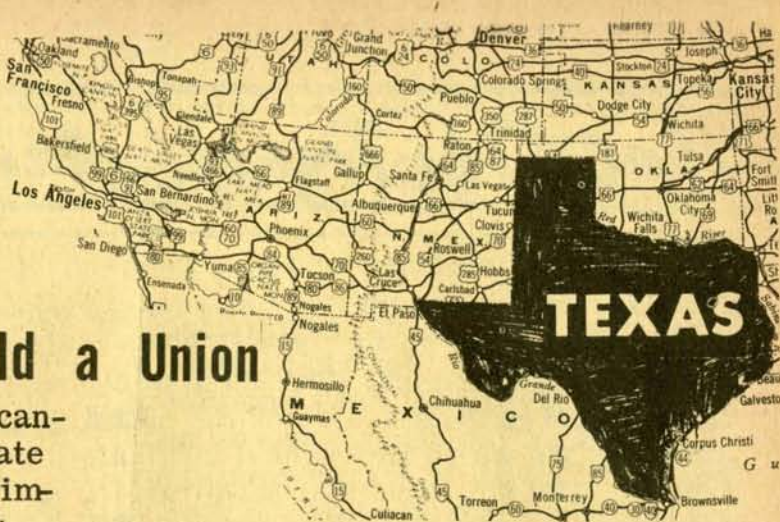
Sister Rosemary Meyer
Chicago, Ill.



To Whom It May Concern:

I am writing in the name of the 85 Spanish-speaking families of Marshall, Michigan, who through their hard work, enthusiasm and sweat sponsored a Spring Semi-Formal Dance for the grape strikers of Delano. Our families here are not by any means "rich"--many, indeed, are wanting but all have a deep sense of Christian brotherhood and love with their friends in the human family. They had hoped to do many things with the money but felt that you in California needed it more. Our love and Prayers go out to you. You are indeed great. May God bless you and be with you always.

From your brothers and sisters in Marshall
Reverend Ronald Loehner
St. Mary's Church



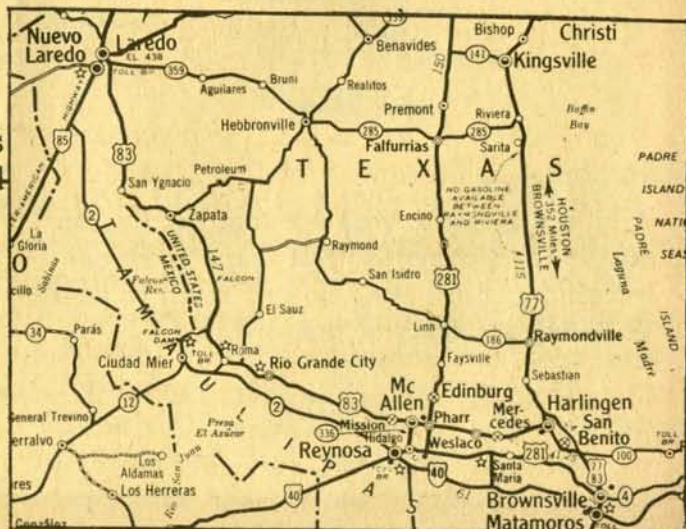
Texas Farmworkers Build a Union

For hundreds of thousands of Mexican-Americans, Texas is Hell. The state and local governments openly discriminate against Chicanos and Negroes. There are laws to keep us from voting, to keep us out of the good schools and colleges, to keep us in semi-slavery. Growers sometimes pay as low as 40¢ an hour. Work is often 12 to 14 hours a day. Texas has no health and safety laws like California, or even workman's compensation, to pay a worker's doctor bills when he is hurt on the job. No wonder each year thousands and thousands of Texans come West, looking for better jobs and a decent life for their families in California. Things are bad here, but in most cases, they are far worse in Texas.

But our revolution for justice which is sweeping over California is also beginning to reach Texas. Cesar Chavez has promised that when the farm worker has won throughout California, he will go on to Arizona, New Mexico, and Texas, to help in the struggle for justice there. And Texans themselves are beginning to demand an end to discrimination and the miserable conditions that oppress them. They are proud of what the Mexicans are winning in California, and they too want to stand up and be treated as equals by the growers and officials. Dr. Hector Garcia, founder of the G. I. Forum (of Mexican-American War Veterans), recently blasted the Texas Establishment and warned: "We are sick and tired of being abused by the power structure." Senator Harrison Williams has ordered an investigation of the horrible conditions and low wages of Texas farm workers.

But most important of all, over 300 workers in the Mission, Texas, area have started an Independent Farm Workers Association to gain higher wages and a written contract. The Association was started in Texas just a month ago, and has already grown to over 300 dues-paying members. One of the leaders who helped found this union is Gene Nelson, who was a picket captain in the Delano Grape Strike and wrote the book, *Huelga!* Other leaders include Lucio Galvan and Margio Sanchez. The union has had rallies in Mission and Rio Grande City, and will soon be organizing throughout the Rio Grande Valley.

EL MALCRIADO SAYS: We salute those Texans who are willing to stand up and fight for their rights. It will be a long, uphill fight. But the farm workers of Delano have proved that brave and determined men can win their cause against even the richest and most stubborn growers. Viva la causa!



Senators Investigate Low Wages in Texas

The United States Senate has a special committee to investigate the problems of farm workers and to write federal lawz to help us. Two months ago these Senators (including Robert Kennedy and George Murphy) were in California investigating the Delano runchers, the low wages, the baad housing, the cheating contractors, and all the other bad things that make up the daily life of the farm worker. They recently announced that they will go to Texas for the next investigation. Senator Harrison Williams of New Jersey said that though conditions in California were terrible, Texas treated its farm workers even worse.

One of the laws that the Senators are supporting will probably pass Congress this summer. It would give farm workers everywhere in America a minimum wage of \$1.25. This is too low to feed a family in California, but it will help the people in Texas. But usually these laws can't be enforced and the growers ignore or cheat on the law.

HUELGA

by E. Nelson

...THE FIRST 100 DAYS
OF THE GREAT
DELANO GRAPE STRIKE



A thrilling account of the biggest farm strike since the thirties, now going on. This book, 160 pages with many photos, is one you'll want to keep. \$1.50 each

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FLASH: MELON STRIKE IN TEXAS

Farm workers in Texas, who recently began to form their own union, have already gone on strike in Rio Grande City, in the melons. Over 700 melon pickers are demanding \$1.25 an hour and an additional 75 workers are striking at La Casita Farms packing house. Reports indicate grower violence against the strikers, and the arrest of Gene Nelson, who quit the FWA several months ago to help found this new union. There is even a rumor that a train carrying melons from the struck ranches was blown up. Help is desperately needed. Contact Box 826, Mission, Texas. El Malcriado will give a complete report on the melon strike in Texas in the next issue.

DESERT WORKERS DEMAND JUSTICE

In Riverside and Imperial Counties, hot desert winds and the burning desert sun help to ripen the grapes and dates, the vegetables and cotton, but they make the life of the farm worker there miserable. It was hundreds of Imperial Valley lettuce pickers who stood up in 1961 and demanded a living wage and an end to the sub-human conditions. It was Coachella Valley's Filipino grape pickers who stood up and demanded \$1.40 an hour in May of 1965. After a short strike, they won the raise, but they didn't get a written contract, and growers have been trying to lower the wages ever since. Last week, over 600 farm workers and their friends gathered in the Taj Mahal Auditorium in Indio to hear Cesar Chavez and Gil

Padilla of the National Farm Workers Association call for farm worker unity and for everyone to join in the struggle for justice for the campesino. Riverside and Imperial Counties will be important battle grounds in that struggle and the rally in Indio may be the opening of a victorious campaign to bring justice to the desert sands. The eagle of the Association has come to the desert.

David Garcia of the Packinghouse Union promised full support for the farm workers and has helped organize the Riverside Committee in Support of Farm Workers. Local Workers raised money and collected food for the Delano strikers. They have picketed Market Basket and Alpha Beta stores in Riverside and San Bernadino that carry DiGiorgio's S&W products.

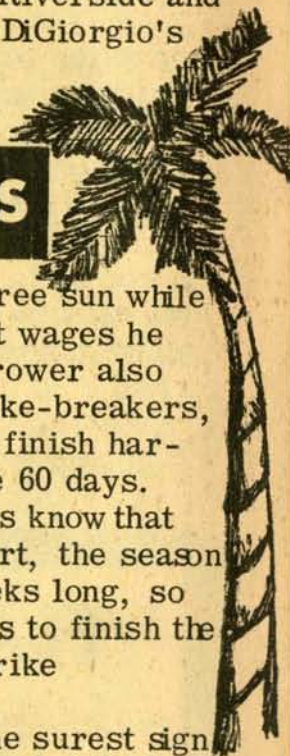


A LAW TO BREAK STRIKES

Farm workers in Riverside and Imperial counties are joining the Farm Workers Association in greater and greater numbers. To help them in their struggle for justice, a Riverside Committee to Aid Farm Workers has been formed. But the desert county also has a "Committee Against Farm Workers". Its official name is the Riverside Board of Supervisors. These politicians fear that the farm workers are sick and tired of low wages and inhuman working conditions, and that there may be strikes soon throughout the area. So the politicians are drawing up a law to make strikes illegal (just like in Nazi Germany.) The law says that a worker can go on strike by telling his employer, "I am on strike." BUT HE CANNOT QUIT WORK FOR 60 DAYS or he will be thrown in jail. The Supervisors say this is a 60-day "cooling off" period, during which the worker must continue

to work under the 115-degree sun while the grower pays the lowest wages he can get away with. The grower also has 60 days to recruit strike-breakers, if by any chance he cannot finish harvesting his crop during the 60 days. The growers and politicians know that for most crops in the desert, the season is not more than a few weeks long, so the law would force workers to finish the harvest before going on strike

EL MALCRIADO SAYS: The surest sign of totalitarian tyranny is when a government passes a law making strikes illegal, and forces people to work against their will. This is slavery. But the Eagle of the FWA will soon be strong enough in this Valley to destroy the petty tyrants and corrupt politicians who are trying to keep the farm workers in slavery. VIVA LA HUELGA!!



HENRY FORD SAYS:

VIVA LA HUELGA

19

Henry Ford II, whose Ford Motor Co., soon starts new contract negotiations with the United Auto Workers, said willingness to accept a strike is "part of the price" of preserving "free and responsible clooective bargaining."

"There seems to be a widespread assumption that government and public opinion will no longer tolerate strikes in major industries and therefore that a real strike in the automotive industry is out of the question this year." Ford said.

"I am convinced that responsible bargaining is most unlikely if the very possibility of a strike is ruled out from the beginning. Willingness on the part of the public, government, and management to accept a strike, if necessary,

is part of the price we must pay for the preservation of free and responsible collective bargaining--whether that willingness is ever put to the test or not."

The best and possibly the only effective way to prevent one party's overreaching is to preserve the possibility that a strike will occur, he said.

Ford made the observations in a speech Monday to the American Society of Corporation Secretaries.

EL MALCRIADO SAYS: Henry Ford has learned to pay high wages, and bargain with the unions, and still make all-time high profits, millions of dollars every year. Growers should follow his advice and example.



Important Announcement

Are you looking for an interesting summer job? The Farm Workers Co-op needs responsible teenagers to collect information house-to-house.

All persons applying must understand some Spanish. Apply to Alice Jiminez 702 Belmont, Delano, Calif.



FREE RECORD OFFER!



THE RECORD:

"CORRIDO DE DELANO"

EL CORRIDO DE DELANO, A NEW 45 RPM RECORD BY LALO GUERRO, TELLING THE STORY OF THE STRIKE AND THE MARCH TO SACRAMENTO, IS NOW AVAILABLE TO THE PUBLIC.

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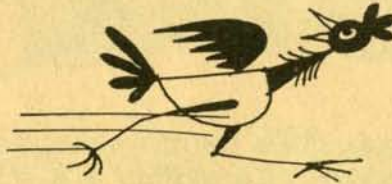
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Sick of Stinking S&W!



A Boycott is a very simple idea. When you boycott a company you tell them, "We will not buy your products until you treat your workers fairly." The giant DiGiorgio Corporation is learning all about how the boycott works, because unions and churches and Mexican-American groups all over the state are sick and tired of the way DiGiorgio treats its workers. This week, the Labor Council of San Francisco, representing almost every major union in the city, appointed a special director to make sure that no union member in the San Francisco Bay Area buy any DiGiorgio products. Another union of Mexican-American construction workers, the Centro Social Obrero (which has been helping farm workers since the beginning of the strike), sent letters to every major grocery store in the city asking them to remove their S&W products. And over 100 pickets marched down Market Street shouting, "Viva la Huelga" and passing out leaflets explaining the strike. In one day, they got 7 big supermarkets to take off all the S&W products from their shelves. The story is repeated in city after city. In San Jose, the retail clerks union and and F.W.A. representative Sal Gonzalez got promises from over 80 stores not to buy any more DiGiorgi goods. But these victories are just a prelude to the massive boycott that will get under way next month when 60 new boycott centers are set up throughout California and a great many more dot the whole United States.

The growers are so scared of the Boycott that they say they will set up a "counter-Boycott". Maybe they plan to eat extra S&W beans every night, to make up for the thousands of farm workers and city workers who have promised not to eat S&W foods. EL MALCRIADO SAYS: Patroncito, you are going to have to eat an awful lot of beans!



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Farm workers in Proctorville warn customers not to buy S&W Foods, made by DiGiorgio Corporation. One major supermarket in Proctorville has removed all S&W products from the store.



# DON'T BUY DI GIORGIO

*Avoid:*

## S & W FINE FOODS

Treesweet

Premier

White Rose

Sun Vista

Redi-Tea

Sunnyland

Pique

Jolly Farms.

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WITH THE DELANO FARM WORKERS



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