UNITED FARM WORKERS ORGANIZING COMMITTEE, AFL-CIO

By

GUITARRA VINEYARDS, CORP.
By

NICK BOZANICH, JR.
By

BY JOHN DULCICH & SONS
By

MORRIS FRUIT COMPANY
By

SAM BARBIC
By

GUADALUPE MILLS
By

SAM BARBIC
By

DAN TUDOR & SONS
By

ANTON CARATAN & SONS
By

STEPHEN PAVICH & SONS
By

SANDRINI BROS.
By

MID STATE HORTICULTURE CO. INC.
By

JOHN DULCICH & SONS
By

LOUIS CARIC & SONS
By

JACO & MARION J. RADOVICH
By

VINCENT, V. ZANINOVICH & SONS
By

FRANK A. LUCICH CO. INC
By

JAIME CESARE & SONS
By

JACK G. ZANINOVICH FARMS
By

M. ZANINOVICH, INC.
By
another back door deal

The Teamsters Union are at the back door again, signing sweetheart agreements this time with growers in the Salinas and Santa Maria valleys. These anti-union, anti-farm worker moves were made, despite a written agreement to the contrary signed by the Teamsters. The agreement pledged to honor UFWOC's organizational rights for farm workers.

The Teamsters union has been in California for many years. But as soon as the farm workers began to build their own union, the Teamsters started to raid UFWOC's membership and capitalize on its gains.

Cesar Chavez told the press that he felt that the "unholy alliance between the massive farms and the massive union was really a gimmick designed by Governor Ronald Reagan and Einar Mohn, (West Coast Teamster Director), to kick farm workers in the teeth."

"The time is past," Chavez added, "when two white men sit in their Taj Mahal in Burlingame, California (Teamster Headquarters) and determine the future of black and brown workers."

UFWOC already has support from significant blocks within the Teamster organization which have become enraged at what their leadership has done to farm workers. The National AFL-CIO has also pledged its full support in the battle ahead, and church, minority groups, and civil rights organizations are seeking ways to help farm workers and their Delano based union.

UFWOC's director Chavez concluded his press conference in stating that the West Coast Conference of Teamsters is in for the biggest headache it has had in years. "So are the employers involved," he added. "They are going to face an all-out economic battle until they realize that farm workers will not be bought and sold like cattle."

The Teamsters should immediately pull out of farm worker organizing efforts. A vulture preys on the spoils of other animals. But it is only following its own instincts. When human beings conduct themselves as vultures, they tend to degrade themselves. Is the Teamster conscience so dull as to prevent them from realizing what they are doing?
26 Delano grape growers come to UFWOC headquarters to sign a three-year contract with their workers.... Above, Johnnie Giumarra Jr. and Martin Zaninovich.

LETUCC WORKERS IN CALIFORNIA AND COLORADO ON STRIKE

see page 12

ALSO:
Canada celebrates Boycott Day

page 10

Letters to the Editor page 22

SUBSCRIBE!

More and more people are finding out that a subscription to EL MALCRIADO is the best way to keep up with the farm worker struggle. Don't be left out—send in this coupon today!

FILL OUT THIS CARD AND SEND IT WITH $3.50 TO THE ABOVE ADDRESS FOR A ONE-YEAR SUBSCRIPTION TO EL MALCRIADO,

NAME:

ADDRESS:

CITY:  STATE:  ZIP

Urgent appeal to El Malcriado readers

Please begin to write letters of protest to your local Teamster representatives expressing your opinion regarding the recent knife-stabbing tactics of the Western conference of Teamsters. Please write similar letters to: Einar Mohn, Western Conference of Teamsters, 1870 Ogden Drive, Burlingame, Calif. Perhaps public pressure will awaken some semblance of conscience in these pathetic individuals.

THE GRAPE BOYCOTT IS NOT OVER.... UNION CONTRACTS COVER ONLY 85% OF THE TABLE GRAPE SUPPLY. MAKE SURE THE GRAPES AT YOUR STORE DISPLAY THE BLACK EAGLE -- THE UNION LABEL.

PHOTOS:

Photos pages 2, 6, 7, 8, 9, and 23 by Cris Sanchez; pages 5 and 6 by Marcia Sanchez; page 17 by the American Federalist; page 20 by R. Clark.

COVER:

COVER COMPLIMENTS OF THE HUEGUJISTAS, BOYCOTTERS, AND ALL OUR SUPPORTERS. CONGRATULATIONS!

El Malcriado

EL MALCRIADO. The Voice of the Farm Worker, is published monthly by the UNITED FARM WORKERS ORGANIZING COMMITTEE, AFL-CIO. Subscriptions in the United States and its possessions are $3.50 per year, and foreign, including Canada and Mexico, US $5.00. Editorial and business offices located at the northwest corner of Guadalupe Highway and Van Buren Avenue, Delano, California.

Address all correspondence to: EL MALCRIADO P.O. Box 130, Delano, California 93215. Second class postage paid Delano, California.
The Delano Grape Strike came to a dramatic ending at 11:10 a.m. on Wednesday, July 29th at UFWOC's headquarters at Forty Acres, one mile west of Delano. Five hundred farm workers and boycott supporters jammed the hall, sang Nosotros Venceremos, and shouted Viva la Huelga!, Viva la Causa! and Viva Cesar Chavez!

When the twenty-six grape growers entered the hall, strikers began to shout “HUELGA” in unison, and then broke into the verses of another popular song of the five year long struggle: De Colores.

It was an emotional occasion. Farm workers had suffered many long years. They had fought patiently and non-violently and had made many sacrifices. The signing of the Delano grape growers was always a distant hope. It was an event their bosses swore would never
S COVERED BY LATEST CONTRACTS

ENDS!

GLE CONCLUDES TIC SIGNING

Cesar Chavez, left, extends a hand of truce to grower John Giannarra Jr., while Martin ("there is no strike") Zaninovich signs the UFWOC contract.
happen. But it happened and there was an electric sense of joy that ran through the crowd.

The San Francisco Chronicle stated the next day that Cesar Chavez finally had his day. And no one expressed the meaning of the events at Forty Acres better than Chavez. "Today," he stated, "when we see so much violence in our midst, this event justifies the belief of so many people, that through non-violent action across the world, that social justice can be gained. We are proving this here every day, without the help of those millions of good people who believe as we do that non-violence is the way to struggle, we would not be here today." THE 42 year old union leader also thanked his supporters throughout the United States and abroad for their dedication and support of his movement. He also commented on the sacrifices of the Delano strikers. "The strikers sacrificed all of their worldly possessions," he stated solemnly. "Ninety-five per cent of the strikers lost their homes and cars. But I think that in losing their worldly possessions they found themselves, and they found that through serving the poor and through complete dedication they could find themselves.'

Newsmen, cameramen and supporters pressed tightly around the table where Chavez sat with assistant director Larry Itzong, UFWOC Vice-Presidents Dolores Huerta, Julio Hernandez and Philip Vera-cruz, AFL-CIO Director of Organization Bill Kircher, and AFL-CIO
UFWOC SIGNS WITH VALLEY'S LARGEST LETTUCE GROWER

INTER-HARVEST PACT: "best yet"

Cesar Chavez, center, details provisions of UFWOC's new contract with Inter-Harvest, Salinas Valley's largest lettuce grower and part of the United Fruit conglomerate. At Chavez's left sits Dolores Huerta, chief negotiator for the farm workers. Behind Chavez are the chairmen of the workers' ranch committees.

Cesar Chavez, UFWOC director, told a press conference on August 31, that the new contract negotiated with Inter-Harvest is the "best contract we have negotiated yet." He also appealed to the rest of the growers to negotiate so that workers could go back to work in the lettuce and vegetable fields of the Salinas and Santa Maria Valleys. One thousand striking workers are resuming the lettuce harvest after a bitter week of striking. The Teamsters union had agreed to rescind contracts with Inter-Harvest, which farms 25,000 acres of land in California and Arizona.

Field hands receive a minimum wage of $2.10 an hour, as opposed to the Teamsters' $1.85 sweetheart agreement. UFWOC's wage package will increase next year, and it contains a ban on harmful insecticides and pesticides like DDT.

Under the new contract, those who pick by hand will receive 40.5 cents a carton. Ten cents an hour will be contributed by Inter-Harvest to the health and welfare fund.
Researching this immigration story, the El Malcriado reporter also found out that bad housing conditions can also exist on unionized ranches, too. See that report on page 10.

Friday afternoon, August 7, the Fresno County Border Patrol started a series of five raids -- "immigration checks" -- on the Frank Coit Ranch outside Mendota, California and caught approximately 43 illegal Mexican workers in four days.

FOREMAN PLAYS PAUL REVERE, THEN CONCEALS ILLEGALS

According to witnesses, Carlos Gonzales, a Coit foreman, drove through the camp shouting, "The Border Patrol is coming, the Border Patrol is coming." Some seven workers jumped into the pick-up, and Gonzales drove away. He returned about 30 minutes later and the truck was empty.

FALSE-BOTTOM CABIN

Another witness said he saw 50 or 60 men scurrying around one part of the camp, apparently running and hiding from the Border Patrol. Illegal workers caught by the Border Patrol were found hiding in the fields or in the camp (some of them were in a secret basement in a camp cabin), and some of the workers were in the Coit fields working.

Another "surprise" immigration check occurred at 8 the next morning, followed by three more raids within the next two days.

ALIENS OUTNUMBER LEGALS

The 43 illegal workers caught on the five raids was just barely "scraping the surface of the illegals on the camp," a witness from the first raid said. A Coit worker said at one time prior to the raids there were more illegals in the camp than legal workers.

Informed sources report that of Coit's 75 irrigators, all of them were illegally in this country. All but five of 25 tractor drivers were illegals. Chief Deputy Herb Walsh of the Border Patrol stated that a total of 94 illegal workers were caught in the July "routine check" and the August raids. During this same period, 1104 illegal workers were picked up in the six surrounding Fresno counties.

STRIKERS TOLD: GET OUT, GO TO WORK, OR GO TO JAIL.

Events leading up to the latest raids started August 3 when 75 melon pickers went on strike for a wage increase. Police were called into the men's camp where the strike was and told them to "go to work, get out, or go to jail." One worker said a policeman grabbed his brother by the collar and told him to get to work or get out of the camp. Strikers were thrown out of the camp without being allowed to pack their personal belongings.

ALIEN SMUGGLING NETS $300 A HEAD

Walsh stated that it depends on local Patrol agents' discretion as to the number of routine immigration checks to various ranches, his overall knowledge of the area, and the information he's receiving on illegal workers. Anyone who's found guilty (a felony charge) of 'aiding, abetting, and harboring aliens' is subject to a maximum $2000 fine and up to 2 years in prison for EACH "alien." Illegal workers pay between $250-$300 to a smuggler to bring them across the Mexican border to a designated place of employment in the United States, according to Walsh.

CRLA LAWYERS LEND A HAND

The striking workers brought their complaint against Coit to the California Rural Legal Assistance in Madera, and Friday, August 7, CRLA attorneys went with 15 strikers to the camp so the workers could pick up their belongings when Gonzales drove through the camp announcing the raid.

Anonymous sources tipped off the Border Patrol about the illegals at the Coit Ranch and more raids followed because the Border Patrol was aware that a number of illegal workers had eluded them during the first "immigration check."
conditions and the wanton exploitation of human beings is a sad indication that civilization has not yet arrived in the San Joaquin Valley. When these conditions are exposed, grower spokesmen accuse us of being "bleeding heart liberals" or agitators. Mr. Coit has at least made the FIRST STEP in the right direction by signing a contract with UFWOC. Workers will now make some basic decisions to change their miserable state of affairs at the Coit Ranch.

"The splintered, cracked walls enable people to look in or out, whichever they prefer."

COIT'S SON COMPARES CAMP TO CAMPING

Coit provides the workers with torn, lumpy, urine-smelling mattresses which the workers raise from the floor with four tin oil cans at each corner. There's no heating or running water in the shacks. Toilets and showers are provided at each end of the camp. When one of Coit's sons was questioned about the miserable camp conditions, he answered that the migrant worker was used to it, and besides, he himself didn't have running water when he went camping in the woods.

EAST SIDE, WEST SIDE

On the other side of the road, not far from the family-unit camp, is a fairly new housing complex for Coit's foremen and technicians. These homes look like any new housing development area, and are maintained (at Coit's expense) by the residents who live there rent-free. However, workers employed by the Coit & Canning Company (Coit is a silent partner) pay about $135 monthly with utilities provided. This community resembles any middle-class neighborhood, and even has a bad side of town which is, apparently, the Coit family unit camp.

MINIMUM WAGE

Illegal workers, because of their status, are willing to work for below the minimum wage. Coit's melon workers, for example, are paid $1.40 an hour. No money is deducted from the workers' checks for housing in Coit's camps.

THE ROUTINE LIST OF HOUSING CONDITIONS

Coit's labor camp (family unit), approximately 55-60 "cabins", is a depressing line of unpainted, one-room shacks built 25 years ago. These shacks house from one person to as many as sixteen in one family. They are 12' x 12' rotted wood dwellings with cement floors. No stoves or refrigerators are provided, and one or two naked light bulbs, throwing a sad light across the floor, hang from rotten beams. The splintered, cracked walls enable people to look in or out, whichever they prefer.

One resident of Coit's "Family unit" labor camp stops to talk to a neighbor.
A STRIKE IS REVIVED

any repairs done on the company housing," added Tony Granados, the secretary of the United Farm Workers of Fillmore. "It took me over a year to have the plumbing fixed. If you complain about it, they tell you to leave."

"The association promises us medical attention," stated Paulo Izquierdo, president of the Santa Paula Local of the UFW. "But it turns out to be a joke. Recently a man fell off a ladder on the job. He tore a gash in his body. They stitched him up and put him back on the job in one day. He developed a horrible abscess. They gave him fifty dollars and told him to go back to Mexico and get cured."

Izquierdo added that present wages are not adequate for farm workers. "Some people have large families. You can't even feed a family on what you get." Another citrus worker, Jose Chavez, said he wanted union protection to stop the intimidation and harassment he has experienced from foremen and crew bosses. "We want them to treat us with dignity. We want them to treat us like workers and not like slaves," Chavez said.

Just before the picketing began, a rally was held at Our Lady of Guadalupe Church Hall in Santa Paula. UFWOC director, Cesar Chavez, and William Kircher, AFL-CIO director of organizing, joined local leaders Aparicio and Izquierdo in supporting the citrus strike. Chavez saluted the strikers of the 1941 strike and announced to the growers and politicians of the area that the time had come for the farm worker to achieve his just rights. "We have lighted a torch this evening that will not be extinguished," he said. "The workers will no longer make a few men rich by their sweat and suffering. We must do away with the present piece rate and the other evils of the present system of agriculture. The ranchers..."
A STRIKE IS REVIVED

must negotiate with the union or they will have two devils on their backs: the strike and the boycott. Above all, the workers want to be treated with the respect and dignity that befits every man."

Bill Kircher told the crowd that the only language the growers can understand is the

language of organized power. "This is why we must form a strong union here in this valley," Kircher added. "The more than 14 million workers I represent in the AFL-CIO stand behind you. To the extent that you unite, I pledge you my support."

The major walk-out at F & P occurred on Friday, July 17th. Workers at Rancho Sespe, Rancho de las Campanos, and several other large citrus ranches staged a sympathy strike, bringing the total up to more than five hundred. Growers claim that they have a surplus of oranges in their sheds, but worker discontent is increasing, and a general strike in the entire valley is expected in the near future. Picketing began on July 22, at the packing houses in Fillmore, and spread to the orchards and labor camp near Piru, five miles east of Fillmore. The Piru Labor Camp houses that it would comply with two of the demands of the workers: piece rates would be set and paid vacations would be guaranteed. But growers made no mention of what they would be willing to pay. Neither did they guarantee amnesty to any of the workers who went on strike.

Citrus workers returned to work on July 30th. But discontent still runs high. Grower promises have been broken many times in the past. Meanwhile, several old-timers from the 1941 citrus strike have pledged their support in the battles that are sure to come in the future. They have not forgotten the past and they want to see things change for the better for their sons and daughters — "the sooner the better," according to one of the veteran strikers.
A STRIKE IS REVIVED

The Ventura County Star - Free Press recently devoted a special story to the 1941 strike. Reporter Wally Smith reported that the strike started on January 29th, 1941. On the next day packing house workers at the Saticoy Lemon Association voted 2-1 in favor of AFL representation.

AFL organizers Ed Achstetter and Pete Peterson reported that 900 pickers walked out on the first day, and 1500 packers walked out on the second day. In the first days of the strike 75 angry and armed grower-vigilantes turned away 10 carloads and one truckload of union pickets at the orchards of the Fillmore Lemon Association.

In the first week of the strike, the growers' attorney Ivan McDaniels (still active with the citrus industry) issued eviction notices and threw entire families out of grower-owned labor camps. Tent cities appeared at nearby parks, and were called "Teaguesvilles", after Charles Collins Teague, the wealthiest grower in the area.

When violence threatened to erupt because of the homeless and jobless strikers, Roman Catholic Church leaders, headed by the Rev. Fr. Daniel Hurley of Old Mission Buenaventura called for negotiations. On April 28th, Meyer Lewis and Ed Achstetter of the AFL, three Catholic priests and Eugene Kimball, vice-president of the California Farm Labor Federation, sat down to talk at the Ventura Elks Lodge. Nothing came from the talks.

The Hooverville-type camps were filled to capacity during the critical months of the strike, but enough strikebreakers were brought in to harvest the crops. Gradually, the strikers' camps were closed down. For all practical purposes the strike had been broken, and the crop went to market. The Star - Free Press adds that although widespread violence was avoided, bitterness persisted, and lasts to this day. Inhumane treatment on the part of anti-union growers caused another walkout recently, and stirred hopes of a worker's victory in the Santa Clara Valley. Fillmore and Santa Paula strike leaders Ben Aparicio and Paulo Izquierdo have inherited an historic mission. Most observers agree that the time has come for citrus growers to accept unionism. The citrus workers have no doubts about this, whatsoever.

FARM WORKERS' FLOAT WINS THIRD PLACE IN SANTA PAULA CITRUS PARADE

On Saturday, July 19, a farm workers' float appeared in the annual Citrus Parade held in Santa Paula, California. (Note the union label on the box...). Santa Paula is about 10 miles from Fillmore, the site of the citrus strike.

The float was constructed by members of the Santa Paula Friends of the Farm Workers in response to last year's Citrus Festival in which a mechanical picking machine was in the parade with a sign referring to the obsolescence of the farm worker. The only reference to the Chicano community last year was a small Anglo boy dressed like a Mexican who carried a broom and pan and ran after a small horse-drawn buggy labeled "Tijuana Taxi". A local newspaper ran a public apology, and there are not likely to be any more floats of this type in Santa Paula in the future. Union labels will no doubt be very much in evidence, however.
SMALL FARMERS BACK U.F.W.O.C.

Boycot Coordinator, U.F.W.O.C.

Sirs:

Last winter your organization sent us a letter asking if you had ever received an endorsement from the U.S. Farmers Association. The reply has been delayed until this time primarily because of my editor’s irritation at your failure to recognize that not only has the U.S. Farmers Association endorsed the struggle of Mr. Chavez and the National Farm Workers Association, but was one of the first to speak out and participate in the early marches and make contributions while the rest of the more conservative labor “leaders” were still trying to get wound up.

Be that as it may, the U.S. Farmers Association made a token gesture of support from Mr. Fred Stover, the Association’s leader. The letter was first read at a large meeting in San Francisco and again a week later in Delano to great response.

The U.S. FARM NEWS gave two thirds of a page of its March 1966 issue to details of the march of the workers and mentioned the letter and donation. Our first major article in support of the strike was another two thirds of a page in the January, 1966 issue. For an organization of our size and with our limits these were good efforts.

We have continued to support the workers in word and deed where and when possible and shall continue to support our fellow farm workers. Basically, we represent the small family farmer of the U.S. who is slowly being driven off the land to swell the city slums, depressed by the same giant combines that hurt grape pickers in your area. Our bond is one of common struggle against the abuse of people in agriculture by corporation and government alike. The message that the military-industrial complex has had its agent in the Pentagon buying EXTRA scab grapes to help the strikebreaking tactics of the California growers has not been lost on our people.

Yours in struggle,

V.T. LEE, Assist. Editor
U.S. FARM NEWS
Des Moines, Iowa

To my friends the farm workers in Delano,

Thank you for including me in your trial subscription to EL MALCRIADO. Please send me the paper for a year. Enclosed is the $3.50.

I drove a truck to Delano with toys for children at Christmas in 1969. To me your movement is a symbol of something much larger than the freedom from slavery for your people (important as that freedom is of itself). To me it proves what a truly GOOD man (Cesar) with courage can accomplish. I believe in him. He is a great man who has risen from a good and gracious people. I consider him as made from the same material and spirit as Abraham Lincoln, John F. Kennedy, Robert Kennedy, Martin Luther King, and Charles Evers.

My prayer is, that he would consent (when the battle is won, in the fields) to become a leader of all of us who want so much to carry on the struggle against the arrogance which so dominates and crushes a country (our own beloved land).

I am a teacher of English in La Puente High School, La Puente California. I shall do what I am able to at that place to help you.

Sincerely,

JAMES H. KENNEY
Irvine, California
CALLS FOR INVESTIGATION OF DELANO POLICE DEPARTMENT, HIGH SCHOOL

Dear Friend:

In the latest issue of the Malcriado, various articles are showing the police malpractice in Delano, especially at the Delano High School graduation ceremony. I can assure everyone that there was no exaggeration and I personally feel, as many other people, that the Delano High School Board of Trustees, the School Administration, and the Police Department conspired in an effort to hurt, physically or otherwise the student strike leaders and their families.

I attended the school board meeting, in which the trustees adjourned the meeting illegally. Never have I seen such a one-sided school board. All the procedures were ignored, especially when the board realized that Chicanos know the Roberts Rules of Order, too. Ironically, or should I say "as expected" the news media only filmed and edited what was good for the establishment. The superintendent, Dr. Frank Dyer, blasted the students as being bully boys, Nazis and fascist etc. etc. I feel that this only added to the already troubled situation. I have since written to his Alma Mater, U.C.I.A. requesting that Chancellor Young and the State Board of Education remove Dr. Dyer from the education system for violating the education code. Since that time the U.S. Office of Education and State Board of Education have investigated their Compensatory Education Program for misdirection and misspending of federal monies. Their findings have found this to be true and corrective steps are being taken now.

As for the police department, the State Attorney General's Office has been asked to investigate the Delano Police Department. We are also asking a United States Attorney to come in. I feel that the need for respect for law and order has always been shown by the U.F.W.O.C. and other great crusades, perhaps all agencies, such as those in Delano should learn that justice is a two-way venture.

In conclusion, I might add that I attended and graduated from Delano High School. The problems that exist now are not new problems, they were there when I attended Delano High School. I commend the courage of the striking students and their families and wish nothing but success for justice and equality.


Viva la Causa!

JESSE R. ALCALA

A SUPPORTER IN SWEDEN

Dear Brothers and Sisters:

From EL MALCRIADO and from our own daily newspapers we are now told about a continually growing success in UFWOC's struggle as more and more grapegrowers are forced to sign contracts with the Union. This is indeed wonderful news. Even though we never doubted that victory was bound to come we are still happy to learn that this great break has been made.

Take our sincere congratulations for having made this important step towards fair working and living conditions even for the farm workers in U.S.

We all follow your struggle with great interest and hope that this important start shall prove to be the beginning of an entirely new situation for the farm workers where respect for human rights, for fair working and living conditions are recognized by every employer and authority.

Viva la Causa!

Viva la Union!

Viva la Trabajadores Campesinos!

Yours sincerely,

TORE NYMAN

Fastighetsanstalldas

Forbund, Sweden
**The First 100 Days of the Great Delano Grape Strike**

by Eugene Nelson

"HUELGA!" by Eugene Nelson remains the finest account yet published on the early days of the Delano grape strike. Nelson was a picket line captain (and later led the union drive to organize the melon fields of South Texas) and writes with intimate knowledge of the origins and beginnings of the strike. Nelson also includes a brief biography and interviews with Cesar Chavez and other union leaders, and a history of the National Farm Workers Association, the predecessor of the United Farm Workers Organizing Committee. (160 pages, with illustrations by George Ballis and others. In English only. $1.50).

**SONGS OF THE STRIKE**

"EL ESQUIROL" ("THE STRIKEBREAKER") and "HUELGA EN GENERAL", ("THE GENERAL STRIKE"). 45 rpm record.

Two of the finest songs to come out of the Delano grape strike, sung by the Teatro Campesino, the Farm Worker Theater, Augustin Lira, Luis Valdez, David Alaniz, and Danny Valdez. ($1.00 plus 25¢ postage and handling).

**POSTERS OF VILLA, ZAPATA**

Posters, 17" x 23", of Emiliano Zapata and Francisco "Pancho" Villa, with the banner headline, "VIVA LA REVOLUCION". Zapata led the Revolution in the Central and Southern regions of Mexico, with the cry "Land and Liberty." Villa led the Revolutionary Armies in Northern Mexico. ($1.50 each, plus 25¢ postage and handling. 5 copies for $5.25. Please specify how many Villa and how many Zapata posters you wish).