New UFW Film Premiered Here

In an enthusiastic demonstration of support for La Huelga, hundreds of Los Angelinos answered the invitation of Cesar Chavez April 16 for a $100 per guest fund-raising dinner at the Sportsmen’s Lodge in Studio City.

Coinciding with the second anniversary of the launching of the historic grape strike in the Coachella Valley, the dinner program featured the premiere showing of “Fighting For Our Lives,” the UFW’s new film that documents in an unforgettable way the bravery and brutality of the summer of 1973.

Joining the UFW’s president were elected officials from city, county, state and federal governments, officers and members from scores of labor organizations, religious leaders, screen and television notables and prominent citizens in the arts, professions and business. Please turn to page 2
The deceptive advertising charge is that there is a significant underhanded advertising practice. "As for your comment, "Let Mr. Chavez mind his own union," that is exactly what he is doing in challenging Gallo's union," that is exactly what he is doing in challenging Gallo's union, "Fighting For Our Lives" will be presented at its area premiere. The donation for dinner and film show is $10. For information or reservations please call 381-1136.

** Reader Speaks Out **

Letters Department TV GUIDE

You do a great disservice to your millions of readers by publishing examples of gross misinformation as though they were true ("As We See It," March 22). The fact that an editorial is a private opinion does not give a publisher the journalistic license to print mis-statements of truth. It is simply not true that the United Farm Workers "recently lost an election to the Teamsters for the right to represent workers at the Gallo Winery." No such election has ever been held, as Ernest Gallo freely acknowledged in an interview published in the New York Times on February 10, 1975.

The UFW's dispute with Gallo and the current nationwide boycott of Gallo products (which you conveniently failed to mention) arose from the fact that there has been no election. The union has offered to call off the boycott if Gallo were to hold an election, regardless of the outcome. Gallo has not taken up the offer because it is a certainty that the UFW would win and the Teamsters lose.

As for the deceptive advertising in the Madria Madria commercial, your editorial shows that you fail completely to understand what deception means. The facts are that the actress in the commercial is named Ofelia Gallo. Her husband is not Ricardo Madria Madria, as implied strongly by the commercial and the label on the wine bottle. The point of the deceptive advertising charge is that there is a significant difference between not mentioning the manufacturer's name and deliberately misleading the viewer to believe that the manufacturer is someone other than who it really is, which is the case with Gallo/Madria Madria.

As for your comment, "Let Mr. Chavez mind his own union," that is exactly what he is doing in challenging Gallo's underhanded advertising practices. David and Carol Thrift

Boycott Gallo!

Heat, Teamster Goons Didn't Stop Film Crew

"Fighting For Our Lives," the UFW's long-awaited film on the fateful summer of 1973, was itself the end-product of a tough two-year struggle.

During the five month period of the filming, photographer/editor Glen Pearcy and soundman Cres Fraley had to battle the torrid temperatures of the Coachella and San Joaquin valleys and try, at the same time, to cool the hostility of Teamster goons and sheriffs' deputies who rankled under the ever-watchful eye of the camera.

Without a third person to handle equipment and change magazines, Pearcy and Fraley often found themselves running with armfuls of equipment or feverishly changing film while important action developed.

After the filming was over, budgetary battles also had to be won. Because the production crew consisted entirely of Pearcy and Fraley, both working at the usual "salary" of all full-time La Causa volunteers ($5 per week plus room and board), and because post-production artists and consultants generously donated their time and expertise, the total cost of the film was kept under $25,000, an exceptionally low figure for a production of this quality.

Sweet as the victory is for all who battled to make "Fighting For Our Lives" a reality, "The struggle is not finally won," said Pearcy, "until the real stars of the film, the farm workers themselves, have brought their long and bitter struggle for justice to a successful conclusion. That's what the film is all about."

"Fighting For Our Lives" is a production of the Farm Workers Fund administered by the National Farm Workers Service Center, Inc.

Premiere Successful...

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Vivian Drake, coordinator of the premiere, said the success of this effort to raise strike funds must be credited to the commitment of a hundred persons who served as sponsors, the dedication of those who worked on the dinner committee, and the leadership of Sam Cordova of Sylmar, who conceived the whole idea and guided the project through to its conclusion.

Gallop Campaign Under Counter Attack

Due to the mounting effectiveness of the Gallo "Bottles-off" campaign, resistance also mounts from several quarters. For several weeks Gallo salesmen have been counter-picketing at a number of stores in the L.A. area, carrying signs, passing out leaflets and urging passers-by to shop at stores our supporters are picketing.

Not content with this, they have also resorted at times to calling the police in an attempt to use them to harass UFW picketers.

Chavez Here May 5

Cesar Chavez will be in the Los Angeles area on Monday, May 5, for a whirlwind tour of university campuses. His visit will coincide with the celebration of Cinco de Mayo as well as Farm Worker Week, the latter scheduled for observance throughout the United States and Canada May 4-10.

Seeking desperately needed funds for the summer strike campaign, Chavez will appear at five campuses throughout the day: 9:30 a.m.—Cal State University, Northridge; 11:30 a.m.—UCLA; 1:30 p.m.—Loyola University; 4 p.m.—Occidental College; 8 p.m.—University of California at Irvine.

June Housing Needed

Housing is needed for volunteer organizers who will be working this summer for about 10 to 12 weeks from June through August. Provide room and board and some TLC for single people. Contact Sr. Anne Russell at 213/386-8130 or the L.A. boycott office.

Cars for organizers are always needed. Can you spare an old but repairable car, preferably one with 4 or 6 cylinders and easy on the gas?

Typewriters for office use would help greatly to reduce the current budget for rentals. Prefer standard electric if possible. For both the NFWM (386-8130) and the L.A. boycott (381-1136).
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In another incident, on Thursday, March 27, Sister Ann Gabriel Marciaq stopped by Sol’s Liquor Market on 2837 West Olympic to check the store that had earlier taken Gallo off its shelves. Having been there to picket on March 14, she was recognized by the owner who began to attack her verbally.

Sister Ann, who was on her way to a Holy Thursday liturgy, was locked in the store and shoved into a back room against boxes of merchandise, receiving a bruise on her leg, and then arrested for shoplifting.

Taken to the Ramparts police station, she was accused by the owner of taking a bottle of shampoo. Hours later she was released on her own recognizance. Similar incidents to these have taken place throughout the Los Angeles area.

In response to the brutal treatment of Brian Klar at Anchor Liquors in San Pedro, a group of about 20 UFW supporters—Catholic and Protestant clergy, laity and religious—held a three-hour vigil on Good Friday in front of the store.

The following day a “solidarity” picket line was placed in front of another Anchor Liquor store in Long Beach, with representatives of Local 1-128 of the Oil, Chemical and Atomic Workers union and the American Federation of Teachers present to support the Gallo boycott.

**Picket Captains Organize**

About 70 volunteer picket captains met on Thursday, April 1 with the boycott staff and police officers at University Church, USC. The meeting began with a sneak preview of “Fighting For Our Lives”—which was received with tremendous enthusiasm.

Following the movie the captains and officers from the LAPD’s Labor Relations Division frankly exchanged viewpoints about numerous incidents which had indicated bias on the part of police.

As a result, a decision was reached to have delegations in each community meet more frequently with watch commanders in order to establish better communications.

Jim Drake then announced to the picket captains that they constitute a new organization, unique to L.A., an “urban organizing committee.” Picket captains, described by Drake as those who have “walked their way into the organization,” will now be assuming greater responsibility for picket lines. This will then free area organizers to conduct more house meetings, proven to be the most effective means of recruiting supporters for the boycott.

**Farm Worker Feature**

(Beginning with this issue of El Malcriadito we hope to present each month a brief sketch of one of the striking farm workers serving on the L.A. Boycott.)

Life has not been easy for Francisco Nava, a 54-year-old Gallo striker and member of the L.A. boycott’s Juan DeLa Cruz Brigade. He grew up in Zacatecas, Mexico and worked long hours as a child in the fields, experiencing little but sheer poverty. After marriage it was heartbreaking to see nine of his ten children die at an early age because of malnutrition and poor health care.

Moving to the USA in 1965, Nava came to California’s fields. He joined the UFW in 1967 and finally began working under union contract in 1971—first at Roberts’ Farms and then at Gallo. He had discovered a new sense of pride and purpose in his life.

The fact that Gallo betrayed his workers by signing with the Teamsters in 1973 has not dimmed this farm worker’s hope in La Causa. Nava was among the first to go out on strike and since then has been a stalwart on the boycott, first in San Diego and now Los Angeles.

As a member of the Brigade, he was at the head of the 110-mile march from San Francisco to Modesto, and despite his aching feet was ready to walk a little further to say to his former employer, “Mr. Gallo, your workers are on strike, believe it or not, and will stay that way until you allow us to vote for the union of our choice.” Viva Francisco Nava!