

# EL MALCRIADITO

The Voice of the Los Angeles Boycott

Vol. 1, No. 1

MAR 15 1975

TRADE UNION COUNCIL UFW



Viva La Causa, the cry of the Modesto crowd.—Photos by Ricardo Perez, Calif. State University—Northridge

## Latest News

### The Gallo Front: Madria in Trouble

The L.A. Boycott office count of liquor stores clean of Gallo's scab products has reached 550. This includes Los Angeles, Orange and Riverside counties.

The Federal Trade Commission is investigating alleged deception in advertising by Gallo Wineries. The United Farm Workers of America and several prominent Catholic leaders charged that a Gallo television commercial, **Madria Madria Sangria wine**, is intended to convey the impression that it is made by a small winery operated by Mexican Americans, and that the actress on the commercial is one of the firm's family members.

Actually her name is Ofelia Gallo and she was born in Argentina. Her husband and uncle belong to the Gallo family. The name "Gallo" does not appear on the label of this wine. [NOTE: ALL WINES MADE IN MODESTO ARE GALLO WINES.]

Joseph Washburn, president of Local 17 of the Glass Bottle Blowers Association (the union at Gallo Glass Company of Modesto) lodged this complaint Jan. 8 with George Meany of the AFL—CIO: "This local had continually grown until the dispute between the UFW and the Teamsters came up...There is no doubt that the boycott is hurting the membership of this Local Union. I estimate that without the boycott against Gallo Wine, we would have approximately 300 more members."

We're sorry about the loss of union membership, but we wonder about several things: (1) Why does Gallo keep insisting the boycott isn't hurting them? (2) Why doesn't this local complain to Gallo about the boycott rather than to the AFL—CIO? It was Gallo's refusal to allow free elections by his workers for the union of their choice that led to the UFW boycott. (3) Or, why doesn't the local take this matter up with the Teamsters who muscled in and took over our contract without worker approval?

—Gallo was hit in January with a \$225 million law suit by three members of the UFW and three consumers. In this suit, Gallo is accused of monopolistic practices that have cost farm workers at least \$15 million in lower wages and bilked consumers out of at least \$60 million through artificially inflated wine prices.

—Gallo has assigned three district managers and three salesmen to do nothing but fight UFW effectiveness in the L.A. boycott of his products. This is costing him in excess of \$90,000 per month in this area alone. The full page ads in the Los Angeles Times are part of their effort.

### El Malcriadito Born

This is Vol. 1, No. 1 of **El Malcriadito** (El Malcriado, **Junior**), the voice of the Los Angeles boycott headquarters and all those who support the UFW's boycott of grapes, non-union head lettuce and the Gallo wines made in Modesto.

**El Malcriado**, the regular UFW newspaper, has ceased publication temporarily because of lack of funds. But hopefully **El Malcriadito** will keep Los Angeles area supporters informed of the latest UFW news.

Because of the pressure of time this issue was published only in English, but we hope to publish future issues in Spanish also.

In this first issue we are publishing a letter written by a Los Angeles woman who was served Gallo wine in a restaurant. If you can share experiences in such a way, please send us a note, explaining your ideas and telling us what happened. We can learn from each other.

THE EDITORS

# The Modesto March

An estimated 15,000 to 20,000 farm workers and their supporters gathered in Modesto Saturday, March 1 for what may have been California's biggest labor demonstration of the last decade.

Before the headquarters of the nation's largest wine producer, a massive number of marchers—far exceeding even the most optimistic hopes of the organizers—filed by for almost five hours in a powerful demonstration of support for the boycott of Gallo wines.

Throughout the preceding week three lines of UFW members and their backers, each numbering over 200, had marched in 20-mile a day treks from San Francisco, Stockton and Fresno toward Modesto. In each of the three contingents observers noted a significantly high proportion of farm workers, a fact that was also apparent at the demonstration on Saturday.

The climax of the Modesto march was a rally that literally over-flowed Graceada Park. There the foot-weary demonstrators were welcomed with music from a mariachi band, songs by Joan Baez, greetings from the nation's religious and labor leaders and plays by Teatro Campesino.

Highlighting the afternoon's program was an address by Cesar Chavez, UFW president, who called again for an election by Gallo field workers to ascertain which union they prefer.

Southern California was well represented at the demonstration. The master of ceremonies for the rally was Los Angeles boycott director Jim Drake and an estimated 600 supporters from this end of the state were present for the historic occasion, including the striking Gallo workers who comprise the Juan de la Cruz Brigade.

## Send Letters for AB-1

It's not too soon to begin contacting your legislative representatives in Sacramento and urging support of AB-1, the farm labor election bill introduced by Assemblyman Richard Alatorre. This is the **only** bill the farm workers want. We will try to have more on this in our next newsletter.



Faces of farmworkers at Modesto



City of Commerce rally, featuring Gallo's history.

## The UFW Stand

More than one message rang out loud and clear from Modesto. The sound of marching feet, shouts of Huelga, picket-line chants, parade songs and speeches from the platform at the rally all combined in communication that could not be ignored.

**To Gallo:** The truth will emerge, despite your flim-flammy, slick public relations and expensive advertising. The day you decide to hold free elections for the Gallo workers (the real Gallo workers, not the strike breakers you brought in after firing the majority of your work force that went on strike), the matter will be settled. Cesar Chavez has issued the challenge: a \$1 million performance bond says the UFW will call off the strike and boycott if we lose the election.

**To the Governor:** We will accept nothing less than an election bill the farm workers want—and deserve. As Cesar said at the rally: "We marched up once to see your daddy in Sacramento; we hope we don't have to do it again. It's not that we don't love you; it's just that we love the farm workers more."

**To the State Legislature:** Please note that, with very little publicity and promotion, 15,000 to 20,000 voters came out on March 1 in Modesto to express their support for farm workers and for the strong election bill farm workers want—AB-1. For each person present, thousands more were there in spirit.

**To liquor store owners:** Sell no Gallo products during the boycott. Many owners cleaned their shelves of scab wines from Modesto. Each week more are doing the same. To do less is to be an accomplice in Gallo's immoral treatment of farm workers. Nobody wants to hurt your business. The sooner you get their bottles off your shelves the quicker we will settle this problem.

**To the fence sitters:** The UFW is here to stay. We intend to win justice for all farm workers. **WE WILL WIN JUSTICE FOR ALL FARM WORKERS.** Join us in the struggle and be glad you could share in one of the most significant movements of this century.

**To everyone: BOYCOTT GALLO!!!!**

## Coming Attractions

El Teatro de la Tierra [Theatre of the Earth]

The UFW—L.A. Boycott is sponsoring this talented group from Fresno in five benefit performances. **COME!** **March 19, Wed., 7:30 p.m.**—Little Theater, Santa Monica City College, 1815 Pearl St., Santa Monica. \$2 donation. **March 20, Thur., 7:30 p.m.**—Harbor College Auditorium, 1111 Figueroa Place, Wilmington. Donations accepted. **March 21, Fri.,** performance to be in the San Fernando Valley, time and place yet undetermined. Call us for information.

**March 22, Sat., 7:30 p.m.**—St. Alphonsus Church, 532 S. Atlantic Blvd., East L.A. \$1.50 donation.

**March 23, Sun., 7:30 p.m.**—Unitarian Church, 2936 W. 8th St. (at Vermont Ave.) \$2 donation.



### Farm Workers Benefit Concert—April 6

What may be the largest benefit concert ever held for the UFW is slated for Sunday, April 6, at East L.A. City College stadium. From noon to 6 p.m., such groups as **War, Eric Burden Band, Jimmy Witherspoon, Eddie Palmiere,** a Mariachi group and others will be performing before an audience that may number as many as 20 to 30 thousand. Tickets—around \$4—should be purchased **early** at all Ticketron outlets.

## Served Cheap Gallo, Patron Speaks Out

Dear Mr. Terra:

For a number of years we have patronized the various Coco's restaurants throughout the greater Los Angeles area and have considered the food and service of excellent quality.

Tonight, however, for the first time we were very disappointed in your restaurant chain. We were eating at Coco's at Plummer and Tampa in Northridge. I ordered a glass of the house wine and, while drinking it, I asked the waitress what brand of wine it was and was shocked to learn that it was Gallo wine.

My error, of course, was in ordering it without asking what brand because, had I known it was Gallo, I never would have ordered it because my husband and I like hundreds of thousands of concerned people throughout the country support the United Farm Workers of America and are cooperating with their lettuce, grape and Gallo boycotts.

I guess the reason it never occurred to me to ask the brand was that in all of the quality restaurants where we have eaten the brand is usually Almaden or Paul Masson and I was shocked to learn that a restaurant chain such as yours would serve one of the cheaper lines of wines, let alone and worst of all, a wine that is being boycotted by Cesar Chavez and the United Farm Workers!

You have it in your power to assist the farm workers in this state in their struggle against the giant agribusinesses in order that they might have the right to the union of their choice and decent wages! We hope you will take that action and remove Gallo wine from Coco's restaurants!

Sincerely, Name Withheld by El Malcriadito

## Grist from Gallo's Misinformation Mill

In a full page advertisement in the Los Angeles Times, Gallo continues his reckless disregard of truth.



CLAIM: "Gallo farm workers are in the union of their choice...(and) are not on strike"

FACT: (The following is Gallo's own admission, in an interview with Ron Taylor published in the N.Y. Times Feb. 10, 1975) "Ernest Gallo acknowledged that the U.F.W. 'Gallo workers' who had gone out on strike\* had not taken part in the contract ratification process. **Only those strikebreakers working behind the U.F.W. picket lines had signed cards authorizing the Teamsters to represent them,** and the contract ratification was made by checking those cards." (emphasis added) \*144 out of 175 farm workers went on strike at Gallo's three ranches on 6/27/73. Gallo later evicted 70 families (with about 400 children—one of whom died shortly thereafter) from his housing because these workers were on strike.

QUESTION: Why doesn't Gallo get together with Gallo on which story to put out?



CLAIM: "Gallo farm workers are the highest paid in the continental United States."

FACT: As just one example of the real wages earned by Gallo's workers, Ismael Gonzales worked 27 hours last year and received only \$1.10 **total** take home pay. According to check stub #24222 dated 1/9/74, Gonzales' total pay was \$75.62, but by the time Gallo and Teamsters got through with their deductions, all he had left was enough for about two pounds of pintos for his whole family. Even though the Teamsters had promised him free housing, he was charged \$16 rent, plus \$12.50 housing deposit, plus \$3.16 for electricity, plus \$25.32 for butane (of which \$13 was refunded three months later.) All this for **four** days.

QUESTION: If Ismael Gonzales in one of the "highest paid" in the U.S., what about the **poor** farm workers?



CLAIM: "Gallo farm workers have the best package of fringe benefits of any farm workers."

FACT: As one example of Gallo's pig-in-the-poke package of benefits, his Teamster cohorts pay medical benefits only after the worker himself compiles 80 hours for the previous one month. (Gallo's own magnanimous plan requires a minimum of 1,500 hours work during the previous 12 months before benefits are available!) The UFW, plan, on the otherhand, pays benefits after the member and/or his family members have worked only 50 hours over the previous **three** months, or 100 hours in the previous **six** months, or 150 hours in the previous **nine** months.

QUESTION: Which medical plan is better designed for the seasonal as well as the year-round farm worker?



With this kind of misinformation pouring forth from the headquarters of Gallo—and costing them \$ millions—you can be sure of only one thing: **THE BOYCOTT MUST BE HURTING!!!!**

## How the News Media Missed the Message

Normally when 15,000 persons gather within the boundries of California—for whatever cause— it is considered a newsworthy event by major newspapers, the wire services and radio and television stations.

But for a number of reasons, most them lame ones, the march to Modesto and the rally itself received marginal treatment.

The Sunday edition of the Los Angeles Times, the leading newspaper in the western United States boasting a Sunday circulation of more than 1,200,000, carried 19 lines in its "News in Brief" section. But in San Francisco the rally earned a large page one photo and story. The New York Times gave detailed coverage of the California story.

Thousands of Los Angeles readers supporting the boycott, who could not travel to Modesto, were denied knowledge of what happened there.

If you depended on television for news of the march during the week, you wouldn't have known there was much going on. Finally on Friday there was some breakthrough. One example, CBS' Richard Threlkeld was with the marchers and broadcast a report on Walter Cronkite's national news show.

A few Los Angeles television stations did send camera crews to Friday's kickoff rally at the Gallo warehouse in the City of Commerce. KNBC's Saul Halpert turned in a particularly good report, outlining the reasons for such demonstrations.

On Saturday evening NBC's Roy Neal was in Modesto and that national report was used by KNBC on its 11 p.m. show. Threlkeld was not there anymore for CBS but its Los Angeles station, KNXT, had film flown down for a brief report and KABC also had a few borrowed scenes of the marching and speech-making.

This experience shows again that UFW leaders and the supporters anxious for news of important events cannot automatically count on thorough coverage. The news media's record in covering the UFW is a mixed one. Smaller rallies and legal maneuvers do not get much news play, sometimes understandably so.

But in this instance, with the highway jammed for miles with red flags and black eagles, the expectation was that more explanation would be given to the average reader and viewer.

Hopefully state legislators who eventually will decide about AB-1 were tuned to the right radio station.

## Pickers Harassed, UFW Reacts Swiftly

The Gallo Bottles-Off campaign often has to do battle on two fronts: the picket line for economic justice and in the courts for legal rights.

When members of the Juan de la Cruz Brigade were greeted with a spray of icy water from the hose of liquor store owner Ken Ulrich Feb. 7, they promptly saw to it that the owner landed in some legal hot water. After a citizen's arrest in which brigade leader Ray Ortiz charged assault and battery, Ulrich pleaded guilty. He was scheduled for sentencing March 13.

Not so lucky were Gilbert and Richard Martinez, brothers in the Pico Rivera picket crew. When fellow worker Alfredo Vazquez called the police of Whittier to report that an employee of Walt's Liquor had tried to run his pick-up truck over Gilbert, the police came all right, but arrested the Martinez brothers rather than the culprit. After spending six days in jail the brothers were released on bail and, at the time we went to press, were on trial in Whittier Municipal Court for disturbing the peace. (Whose, the truck driver's?)

Hawthorne police felt the pressure of the UFW recently after officers illegally arrested five picketers outside a liquor store.

UFW organizer Dave Hughes and four other Gallo picketers in front of Mel and Leo's Liquors were warned by police, "In Hawthorne you lose your rights (to speak to costumers) when you take up a picket sign." All five were arrested, and the next day (Feb. 9) the Hawthorne Police Station was the scene of a two-hour demonstration by 200 irate but orderly UFW supporters.

This, plus some fast legal foot work by attorney Dan Lavery resulted in the dropping of all charges by Hawthorne attorneys. The liquor store? Now clean as a whistle!

## How Old is Too Old to Picket?

Not Manya Cutler of Venice. She was only 91 on Sunday, March 9, and celebrated the occasion by doing her usual stint of picketing liquor stores that sell Gallo. That evening other Venice boycott supporters surprised her with a birthday party at their community meeting.

Pete Savino, UFW organizer for the area, stated that many of his best pickets are in their 60's and 70's—mere youth compared to Many Cutler, but still old enough to know where it's at.

**El Malcriadito**  
1434 W. Olympic Blvd.,  
L.A. 90015 (213) 381-1136



BULK RATE  
U. S. POSTAGE  
PAID  
Permit No. 32019  
Los Angeles, Calif.