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Thirteen years ago, in April, 1962, Cesar Chavez, Helen his wife, and their eight children moved into a two-bedroom house on Kensington Street, Delano. At approximately the same time, the AFL-CIO decided to strengthen its drive to organize farm workers and dispatched fresh organizers to several locations in the state. The California Migrant Ministry, now known as the National Farm Worker Ministry, took the historic step of placing staff in the fields along side union organizers. And, in the deep South, a campaign to liberate Black Americans was raging.

Between 1962 and September, 1965, the fledgling National Farm Worker Association, formed by Cesar and a handful of determined organizers, grew to several thousand members. A credit union, the first for migrant farm workers, an automotive cooperative, a newspaper, service center, and death benefit insurance plan were established... all without foundation or government grants, depending solely upon the will of the farm worker union members for support.

But in that incredible September of 1965, four mighty streams — the NFWA, the religious, civil rights and labor movements converged to support what is now known as the Great Delano Grape Strike.

Members of the predominantly Filippino AFL-CIO and the Chicano NFWA formed a joint strike committee dedicated to bringing the powerful table grape growers of California to the bargaining table. Their strike was met by sheriff’s deputies at riot alert, dogs, private police, guns, helicopter patrols, and of course strike-breakers recruited by labor contractors. The American Farm Bureau, the Chamber of Commerce, John Birch Society, and later the Nixon-Reagan Axis, joined hands in an alliance of Right-Might, determined to crush the farm workers’ movement. The United Auto Workers, International Longshoremen’s and Warehousemen’s Union, and other independent labor organizations threw their weight behind La Causa. And even then, the battle, as in so many in the agricultural fields before, looked hopeless.

Then a new tactic was tried. In spite of those who said it wouldn’t work, a consumer boycott of table grapes was launched. Student volunteers and farm workers literally rode the rails and hitch hiked to distant cities to ask the public not to buy grapes. Through a sacrifice rarely exceeded in the history of the American Labor Movement, workers from the lush vineyards fanned out across the entire world. Like a fist slowly closing, the grip on grower profits tightened, until, in the summer of 1970, table grape growers from Coachella to Chowchilla trooped up to the bargaining table and made their peace with the new farm workers union, now called United Farm Workers, AFL-CIO.
Meanwhile, other skirmishes were fought and won: Gallo, Almaden, Christian Brothers, Novitiate, Franzia, Perelli-Minetti, Schenley, and Italian Swiss Colony felt the sting of the strike and boycott, fought back, and finally signed contracts with the union. Thus, almost 60,000 migrant farm workers covered by union contracts saw their labor respected, their wages raised from 90 cents to $2.50 per hour, their health protected by a medical plan, and their lives lengthened by protections against deadly organo-phosphate pesticides in the fields. For a while it seemed that the dreadful statistic quoted by the U.S. Department of Labor, that farm workers enjoy a life expectancy of only 49 years, would be erased and forgotten. Victorious and exhausted, farm worker organizers returned to their homes to begin to enjoy the fruits of the long struggle. But barely before the ink was dry on the grape contracts, signed in the summer of 1970, the International Brotherhood of Teamsters announced a campaign to wipe out the momentum of the UFW by signing contracts with all the lettuce growers in the Salinas Valley. Outraged, UFW members in the lettuce fields carried out the largest and most effective agricultural strike in the history of the United States. In a matter of days, however, the picketing was prohibited by the growers' traditional friends, the medieval-minded, black-robed rural judges. Undaunted, the union pressed forward with a boycott of head lettuce, which continues to this day.

Meanwhile, labor peace settled over the vineyards. Even the hated labor contractors, with their man-slaughtering buses, were driven from the fields and replaced by hiring halls. In 1972, just ten years after Cesar, Helen and family had moved to Delano, the number of migrant children graduating from high school had risen 700%. Farm workers were settling down, participating in local politics, and enjoying long-sought stability. Then, on April 16, 1973, these table grape contracts expired in Coachella Valley. The outlook was not good for renewal. In fact, labor leaders, churchmen, and journalists were appalled to hear of the incredible alliance announced by Teamster International President, Frank Fitzsimmons at the annual convention of the American Farm Bureau. But there it was, out in the open, a blatant conspiracy between these two giants to destroy the United Farm Workers. In the face of appeals for reason from the National Conference of Bishops, the wedding took place. The Teamsters and the Growers honeymooned, and gave birth to a scrap of paper they named a contract.

Again, as in the lettuce dispute, the outraged farm workers struck with all their might. Again, the courts came to the defense of the agri-business Giants. And this time, in Kern County, the full force of the Sheriff's Department was thrown into the battle on the side of the Growers and Teamsters.
VIVA LA CAUSA!

VIVA CHAVEZ!

Joan Palevsky

BOYCOTT non-UFW GRAPES, HEAD LETTUCE and GALLO WINES

Art Torres
Assemblyman - 56th District

We, who support the struggle of the Spanish Workers to build Trade Unions of their choice and their right to strike to better their living conditions

SALUTE

The FARM WORKERS for their heroic contribution to the entire labor movement.

COMMITTEE for a DEMOCRATIC SPAIN

Victory to the UFW, Cesar, and the dedicated workers, in the greatest cause of our time.

Jerome and Julie Harris Parents of Vivian and Jim Drake

TO VICTORY!!!!!!

Syd Goldfarb and Friends

VIVA LA CAUSA!

Local 213 Leather Luggage, Handbag, & Allied Products Workers Union

Max Roth, Executive Secretary Mary Lou Medina, President Al Shaw, Vice-President Lito Moriel, Organizer
Photo: Bob Gumpert.

Above: E. & J. Gallo wine tanks and Gallo Labor Camp No. 2. In the one room shown here lived Filipe Miramontes, his wife and their three daughters. The room lacks the most basic plumbing. In June, 1973, this family, along with dozens of other Gallo strikers were evicted, after refusing to work under a sweetheart Teamster contract.

Below: A Gallo Striker working on the boycott in San Francisco.
We urge all trade unionists . . .
all working men and women
. . . to further their support
of our brothers and sisters in the UFWA

Los Angeles County Federation of Labor, AFL-CIO

J. J. RODRIGUEZ, President
SIGMUND ARYWITZ, Executive Secretary
Above: Jerry Whipple, Regional Director, United Auto Workers, Region 6.

Below: Sigmund Arywitz, Executive Secretary-Treasurer Los Angeles County Federation of Labor, AFL-CIO and Charles Bratton, President of United Steelworkers, Local 1845.
April 16, 1975

To the United Farm Workers of America, AFL-CIO:

Those of us at TELECU wish to express our support for the United Farm Workers and their boycott of grapes, head lettuce, and Gallo wines (all wines made in Modesto, Ca.).

We further applaud their new documentary film, FIGHTING FOR OUR LIVES, depicting the historic and valient strike of 1973.

Viva La Causa!

David C. Lizarraga, Director

SEIU Local 660 supports its brothers and sisters in the UFW.

We believe in your struggle because it is ours too.

VIVA LA CAUSA!
THE AMERICAN FRIENDS SERVICE COMMITTEE WISHES THEIR BROTHERS AND SISTERS IN THE UNITED FARM WORKERS OF AMERICA CONTINUING STRENGTH AND COURAGE IN THEIR GREAT STRUGGLE FOR DIGNITY AND JUSTICE.

“but they who wait for the Lord shall renew their strength, they shall mount up with wings like eagles, they shall run and not be weary, they shall walk and not be faint.”

—Isaiah

Space contributed by a friend
UAW Local 509, with a membership of ten thousand members located in eighty shops throughout Southern California, has been a continuous ally of the United Farm Workers' struggle since 1965.

The officers have not only followed the UAW — farm worker policies under the leadership of the late President Walter Reuther and President Leonard Woodcock, but have provided strong support to assure continued farm workers support throughout the membership of our great Union.

Many farm workers leave the fields and move into the industries of Southern California.

Local 509 appreciate help from those workers in our efforts to organize the unorganized.

Local 509 extends best wishes and offers continued support to the UFW efforts.

OFFICERS AND EXECUTIVE BOARD, LOCAL 509, UAW

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From the United Steelworkers of America
Local No. 1845

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"Those who profess to favor freedom yet deprecate agitation,
are men who want crops without plowing up the ground; they
want rain without thunder and lightenig. They want the
ocean without the awful of its mighty waters."

...Frederick Douglass

Labor justice for Farm Workers
is labor justice for all.

Cornelius Wall, International Vice-President
Western States Region
International Ladies Garment Workers Union

The Oil, Chemical and Atomic Workers
congratulate
The United Farm Workers of America on the
second anniversary of their strike in the
Coachella Valley and wish them success in their
efforts to organize the agricultural workers of
this nation.

OCAW District 1
COMMUNICATIONS WORKERS OF AMERICA · AFL-CIO
ORANGE COUNTY CWA LOCAL 11510

Salutes

CESAR CHAVEZ

Michael Corcoran, Pres.
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Michael Drake, Sec-Treas.
Jack Brantley, VP
Dick Luthi, VP

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Dick Bevans
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Red Burns

¡VIVA LA HUELGA!

...An injury to one is an injury to all...

Carpenters
Local 1052

Social Action Committee
of the
Sisters of Providence
of
Southern California

U. A. Pipe Trades District Council 16
Supports your efforts to obtain decent wages and working conditions for farm workers.

¡SI SE PUEDE!

Rank and File Carpenters
Local 1052
COMMUNICATIONS WORKERS OF AMERICA - AFL-CIO
BY CONVENTION ACTION
SUPPORTS UFWA

VIVA LA HUELGA

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**VIVA LA CAUSA!**
OUR EVERLASTING SUPPORT TO THE UNITED FARMWORKERS OF AMERICA

EXECUTIVE BOARD
BUTCHER’S UNION
LOCAL 563
VIVA LA CAUSA!

Steve Allen
and
Jayne Meadows
PROGRAM

INVOCATION
Roberto de la Cruz, Gallo Striker

MUSIC
Los Comperos

INTRODUCTIONS
Jim Drake

MASTER OF CEREMONIES
Steve Allen

SPEAKERS
Al Gruhn, President, California State Federation of Labor, AFL-CIO
Sigmund Arywitz, Secretary Treasurer, Los Angeles County Federation of Labor, AFL-CIO
Jerry Whipple, Director, Region 6, United Auto Workers
Assemblyman Richard Alatorre
Stanley K. Sheinbaum
Glen Pearcy, director, Fighting For Our Lives
Taj Mahal

FIGHTING FOR OUR LIVES
Cesar Chavez
People have joined together in great struggles from time immemorial and certainly one of the great struggles of the 20th century is that of the United Farm Workers Union which, like all just struggles, eventually will prevail.
"Justice, Justice shall you pursue"
...Deuteronomy 16:20

THE BOARD OF RABBIS of SOUTHERN CALIFORNIA

Rabbi Meyer Heller, President
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Rabbi Leonard I. Beerman, Vice-President
Rabbi Sidney Jacobs, Chairman, Social Action Committee

Rabbi Sanford Ragins
Rabbi Allen I. Freehling

“I wish to express my thanks to those people listed below who responded without question when I asked for their support for such a worthy cause.”
...Gil & Cristina Guzman.

Kathy Rivas
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WE'RE WITH YOU CESAR ALL THE WAY OFFICERS AND MEMBERS OF MUSICIANS UNION LOCAL 47 AMERICAN FEDERATION OF MUSICIANS AFL-CIO

“A la chingada con la lechuga y las uvas!”
...Thomas Aquinas (age 5) and Frances Genevieve (age 6)
(Children of Frank and Inez Quevedo)
DON'T BUY GALLO WINE!

Best of Luck

Barbers Union
Local 1000

HASTA LA VICTORIA!

Office & Professional Employees
International Union
AFL-CIO Local No. 30

BOYCOTT

Gallo
MADRIA MADRIA SANGRIA
BOONE'S FARM
RED MOUNTAIN
SPANADA
TYROLIA
PAISANO
WOLFE & SON
EDEN ROC
CARLO ROSSI
THUNDERBIRD
ANDRE
any wine with
Modesto, Ca. on the
label is GALLO.

Boycotts have been an
essential part of past
farmworker victories.
To help protect
farmworkers' rights
DON'T BUY
THESE LABELS.

15,000 MARCH ON GALLO!
MODESTO MARCH 1st 1975.
To the United Farm Workers of America:

All of my life, I have fought, by every legal means, the indignities and deprivations visited on blacks, browns and other minorities and subjugated peoples. I am continuing that fight and expect to carry it on until every human being has the full dignity and respect, and all the rights, to which each of us is entitled. I therefore believe that your struggle is mine. It is nothing more, nor less, than the non-violent struggle for a decent and fair chance, an opportunity to live in peace and harmony with nature, neighbors and oneself, with adequate compensation and conditions for labor and time. I personally support these efforts by UFWA and others elsewhere who are fighting humanity’s fight.

Viva la causa,

Tom Bradley, Mayor
Manuel Aragon, Jr., Deputy Mayor
Maurice Weiner, Deputy Mayor
HUELGA!
Officers and Members of Sprinkler Fitters
Local No. 709

Viva la Causa!
PAINTER'S
Local 1348

420 N. Soto, Los Angeles

YOUR FIGHT IS OUR FIGHT!

CALIFORNIA FEDERATION OF TEACHERS AFL-CIO

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Victor Magistrale
Barbara Nardella
Paul Ousted

CORRECTION:
The cover of this booklet should be -
BOYCOTT non-UFW GRAPES & HEAD LETTUCE.

Look for the Union Label.
Throughout the course of the United Farm Workers struggle for Union recognition, the United Auto Workers Union has proved itself a strong long-term ally. When the first strike was barely three months old, in December 1965, Walter P. Reuther, UAW President, went to Delano, California to pledge his Union’s support for the fledgling UFW.

Days after assuming the UAW presidency, Leonard Woodcock showed his commitment to carry on the Union’s fine tradition of Solidarity with the Farm Workers. President Woodcock joined Cesar Chavez in a downtown Detroit rally which began the journey of the historic “DELANO FREEDOM BELL”. From Detroit, the UAW’s hometown to Delano, the hometown of the UFW.

Since 1972 as Regional Director, I have followed my own dictates as well as the policy of our Union to support the Farm Worker’s struggle wherever it is, and I pledge the continued support of UAW Region 6 in the future.

LONG LIVE THE UFW!

VIVA LA CAUSA!

JERRY WHIPPLE
Director, UAW Region 6
Local 502
Air Transport Division
El Segundo, Calif.
William Finn, President

Local 505
Air Transport Division
Burlingame, California
Barney Spera, President

Compliments
of
Transport Workers Union of America
AFL-CIO

UNITED — INVINCIBLE

... THIS IS NOT A UNION "BUG"
for grapes and head lettuce

THIS IS!

The Los Angeles Union Label Council, AFL-CIO, and its officers and delegates urge all trade unionists to boycott grapes and head lettuce which do not bear the UFWA label... Viva La Causa!
THE UNITED RUBBER WORKERS TAKE THIS OPPORTUNITY TO RENEW OUR PLEDGE TO SUPPORT WHOLEHEARTEDLY OUR SISTERS AND BROTHERS OF THE UNITED FARM WORKERS.

MAY THEY SOON HARVEST THE FRUITS OF THEIR TOIL, NOT ONLY IN THE FIELDS, BUT IN THE COURTS AND AT THE BARGAINING TABLE.

MAY THE STRUGGLE FOR THE SURVIVAL OF THEIR UNION BE AN EXAMPLE FOR ALL AND BE THE FOUNDATION FOR EVEN STRONGER UNIONS OF MEN AND WOMEN DEDICATED TO THE PRINCIPLE OF DIGNITY AND JUSTICE FOR ALL WORKING PEOPLE.

VIVA LA CAUSA!

Affiliated
AFL-CIO

Peter Bommarito, Int'l. President
Kenneth Oldham, Int'l. Vice-President
Ike Gold, Int'l. Secretary-Treasurer
Tony Rodriguez, District #5 Director

THE UNION THAT CARES
On Behalf Of ILWU, Local 13
We reaffirm our position in support of the UNITED FARM WORKERS and their STRUGGLE!

¡VIVA LA HUELGA!

INTERNATIONAL LONGSHOREMEN AND WAREHOUSEMEN'S UNION
El Pueblo De Los Angeles Luchando Por La Causa

La Quebradita
(Manuel and Dolores Soto)

Los Angeles Fire Commissioner Joe Sanchez, Jr.
Dolores Sanchez

Ms. Grace Montanez Davis
Candidate, 13th District - L.A. Council Race

Commissioner Richard Guttierez
El Pueblo de Los Angeles

Commissioner Frank Munoz
Chairman, Housing Authority

M.A.P.A. - 56th Assembly District

Carlos and Delia Carbajal
(Walter Lawrence Ink)

Los Angeles City Chicano Commissioner’s Caucus
That all men are created equal and are endowed with certain inalienable rights. . . .life, liberty and the pursuit of happiness.

Lest we forget!

Jim Keysor
Assemblyman, 39th A.D.

“Viva La Huelga y el Boicoteo!”

Alfred Whitehead, President
Los Angeles County Firefighters
Local 1014.

Cesar Chavez has become the voice of thousands whose fight is everyone’s concern. The Farmworkers have become visible, vocal and vital, and their needs deserve attention and action”.

Congressman James C. Corman
21st Congressional District
Mary and Grant Tinker

Lorenzo and Henrietta

PEACE LOVE AND BROWN RICE

Peter and Roz Bonerz

Greetings from
Mr. and Mrs. Hal E. Tobin

VIVA LA HUELGA!

FEUER CORPORATION

ROBERT WISE PRODUCTIONS
Farm Workers receiving treatment in one of the four clinics built and administered by their own union under the RFK Medical Plan.

"Show me a country in which there are no strikes and I’ll show you a country where there is no liberty."

... Samuel Gompers

LIBERTAD PARA TODOS!

Mr. Louis S. Garcia
Executive Director
Northeast Valley Health Corporation

Leo T. McCarthy
Speaker of the Assembly
NOSOTROS ESTAMOS
DEDICADOS A LA CAUSA
DE LOS CAMPESINOS

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Director, AFL-CIO
Region 6

Charles Hogan
AFL-CIO Field
Representative

and Staff

To United Farm Worker Members...

Our pledge of support until justice comes to California's corporate acres.

District Lodge 727
International Association of Machinists and Aerospace Workers
Burbank, California

FELICIDADES!

My prayers and my best wishes for a peaceful solution of this good cause.

Fr. Amador Lopez, OMI.

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AFL-CIO Field
Representative

and Staff

To United Farm Worker Members...

Our pledge of support until justice comes to California's corporate acres.

District Lodge 727
International Association of Machinists and Aerospace Workers
Burbank, California

FELICIDADES!

My prayers and my best wishes for a peaceful solution of this good cause.

Fr. Amador Lopez, OMI.

Los Angeles-Orange Counties
Organizing Committee
AFL-CIO

William L. Meyers
Chairman

George E. Smith
Co-Chairman

Larry Tafoya
Secretary

Steve Edney
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CONGRATULATIONS!

TO THE UNITED FARM WORKERS . . .

Many have made the extreme sacrifice.
They believe in the dignity of man.

Lincoln
Juarez
F.D.R.
Kennedy
King
Chavez

Freedom does not come easy.

— Joe Garcia
FREEDOM DOESN'T COME LIKE A BIRD ON A WING, DOESN'T COME LIKE THE SUMMER RAIN, FREEDOM, FREEDOM IS A HARD WON THING, YOU'VE GOT TO WORK FOR IT, FIGHT FOR IT, DAY AND NIGHT FOR IT.... AND EVERY GENERATIONS GOT TO WIN IT AGAIN.
“Each time a man or woman stands up for justice the heavens sing and the world rejoices. Each time a man or woman stands up for justice and is struck down the heavens weep and the world mourns. Farm workers everywhere are angry and worried but we are not going to fall into the trap that our oppressors have fallen into. We do not need to destroy to win. We are a movement that builds and does not destroy.” (Cesar Chavez)

BOYCOTT non-UFW HEAD LETTUCE, GRAPEs and GALLO WINES.