Here to Spur Boycott of Lettuce, Farm Workers Urge: Remember the Grape

By JEAN HEWITT

A straggling group of field workers from California's Salinas Valley wailed up Broadway from 6th Street one day earlier this week, waving homemade flags and shouting to store managers about the boycott against nonunion, solid-head lettuce.

The Mexican and Puerto Rican workers, most of whom were seeing New York for the first time, were the vanguard of a group of 30 farm workers expected to arrive here by the weekend to spread the word about the nationwide boycott.

The boycott, similar to the earlier one against table grapes, was called last month by Cesar Chavez, leader of the United Farm Workers Organizing Committee.

The one-mile tour along Upper Broadway was led by New York University, talked with the produce manager, Harry Roche.

"Eagle Eye? I've got those," Mr. Roche said as he checked the list of union grower labels. "Pasco and Gold Star, too.

The three brands plus Nunez Brothers, Blue Chip, Eagle, King Pin, King City, and others appear on boxes of iceberg lettuce bought by Inter Harvest, a subsidiary of United Fruit Corporation. Inter Harvest, the nation's largest lettuce grower, is the only grower to have signed a contract with the union.

There were no shipping cartons visible in the store, so Miss Greenfield persuaded Mr. Roche to take her into the store's cooler to check. She found the union's black and white eagle label on every case.

Before the workers continued on to other markets, they were shown how to fill out a store-visit record form.

Inter Harvest also markets Chiquita and Amigo lettuce, and the union label will be on the individual overwraps of these brands by mid-October, according to Harold Bradshaw, general manager of Inter Harvest in Salinas.

The New York boycott committee, directed by James Drake, administrative assistant to Mr. Chavez, has 30 full-time local volunteers, including Miss Greenfield and Mr. Victor. The committee is seeking a total of 100 workers to cover the metropolitan area.

**Boycott to Spread**

Similar boycotts are currently being organized in more than 20 other major cities.

"We will talk to labor unions, church groups and others who helped us in the grape boycott," Mr. Drake said. His headquarters are temporarily located in a plush apartment on Central Park West with a balcony overlooking the park. Farm workers cut and sew the red flags with black eagle motifs while others plot boycott strategy.

"You just walk in and say, 'I'm from the United Farm Workers,'" a 17-year-old volunteer, Joanne Jaulus, told Larry Izquierdo, 1b. "Remind them of the grape strike," she suggested, the braves on her teeth showing as she spoke. "Tell them we won and then tell them about the lettuce boycott."

Larry, his brother, Michael, 20, and their parents, Hilario and Leonor Izquierdo, all are field workers from Salinas, and took part in the orientation tour.

**Language No Problem**

Mr. and Mrs. Izquierdo, who do not speak English, will work in Spanish neighborhoods in Queens, where the entire family and a fellow worker, Maria Jesus Sanchez, are staying.

John McCarthy, store manager of the A. & P. at Broadway and 6th Street, was another to be confronted by Miss Greenfield, He glanced down the list of labels, then promised: "I'll pass it along to my company." Miss Greenfield asked him to check the boxes in the cooler for union labels.

"I heard of Black Jack brand?" he asked. He was told that it was a nonunion Western lettuce.

The Inter Harvest contract with Mr. Chavez's union calls for a minimum wage, calculated roughly on a base rate plus the amount of lettuce picked per hour, that comes to about $1.85 an hour. The old contract, with the International Brotherhood of Team-