

National Boycott

The National Farm Workers' Association Asks You, Please, don't Buy Schenley Liquors and Delano Grapes

anon.

1966

Over 4,500 farm workers in Delano, California have been on strike against Delano grape growers since September 8, 1965.

These California farm workers are seeking the rights you take for granted: UNION RECOGNITION and COLLECTIVE BARGAINING. Delano grape growers refuse to recognize and respect these rights.

It is vital to us—consumers and workers—that this strike be settled soon and settled fairly.

Delano grape growers can keep on avoiding their economic and moral responsibilities only because it is profitable for them to do so.

YOU CAN MAKE THIS INJUSTICE UNPROFITABLE—YOU CAN SPEAK FOR JUSTICE!

Support the unity of Mexican-American and Filipino farm workers in the longest strike in California labor history.

AMONG THE BAY AREA SPONSORS ARE

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An ad-hoc committee of AFL-CIO, ILWU and Teamster leaders Is being formed.

CALL BY FARM WORKERS FOR NATIONAL BOYCOTT

Since September 8, 1965, two farm worker unions, the independent National Farm Workers Association (NFWA) and the Agricultural Workers Organizing Committee AFL-CIO (AWOC), have been striking the rich and powerful Delano, California grape growers. The workers are striking to gain a just portion of the huge wealth they create. Now that the harvest season is over, the workers need nationwide support to impress the growers with the justice and urgency of their cause.

The strikers are asking for a nationwide consumer boycott against Schenley products and Delano fresh grapes. Inside this MOVEMENT BOYCOTT SUPPLEMENT you will find sample instructions which can be used by persons interested in constructive action.

The principal boycott is aimed at Schenley. This huge corporation farms approximately 4,500 acres of land around Delano. Schenley is the largest producer of wine and other alcoholic products under strike.

When informing your community or organization about the boycott, there is a useful fact to remember: The Delano growers are being aided in business by immense subsidies, many of which are received illegally. Almost the entire water supply for Delano grapes comes from the federally-constructed Friant-Kern Canal. According to federal officials, the total cost to bring this water to the land is \$700 an acre. The farms repay \$123 per acre; The rest—\$577—is pure profit.

In numerous cases—notably Schenley's—the subsidized water is received in violation of federal regulations.

BOYCOTT CHECK LIST:

SCHENLEY PRODUCTS

DON'T BUY:

Any SCHENLEY Label, plus these brands:

Bourbon

I.W. HARPER

ANCIENT AGE

J.W. DANT

OLD CHARTER

Blends and Scotch

DEWAR'S WHITE LABEL

O.F.C.

MELROSE DIAMOND 12

MACNAUGHTON

ORDER OF MERIT

LONG JOHN

Other hard liquor

CARIOCA rum

CORONET VSQ Brandy

CHERRY HEERING
SEAGERS Gin
COATES PLYMOUTH Gin
SAMOVAR

DELANO GRAPES

A & A
ALL-AMERICAN
ALILA
ANTONE'S QUALITY
BETTER TEST
BLUE FLAG
BLUE RIVER
BONOPHIL
BOUQUET
CAMELOT
CARIC
CASHMERE
COLUMBINE
DELANO GOLD
DELANO KING
DEL-VIN
DIAMONDS
EARLY MART
ELMCO
ELTORO
FLAMINGO
GEE JAY
HIGHLAND
HONEY BEE
HI-STYLE
JINDY
JOVISTA
KENNEY JR.
L BAR L
LOUIS IV
MARUSKA
MZ
MARLIN
MC
MOTHER
MOSES'
MARY-JO
MID-STATE
MR. KK
NEW YORKER
PBI
PIA
PROSPERITY
RADOVITCH
RENNIE

ROY
RODES
ROXIE
ROYAL K
ROYAL DELANO
SALL-n-ANN
SILVER KING
SILVER KNIGHT
SIERRA MOON
SOUVENIER
SCOTSMAN
SPRINGTIME STEADY
SUNVIEW
SUPERSWEET
SUNTEST
STEELE
TABLE QUEEN
THREE BROTH
TRI-VALLEY
TREASURE
TROCHA
TUDOR
TUXEDO PARK
VBZ
VINES BEST
VERKO
VINLAND
ZORA

Send Your Support to The Families Of Strikers

Farm Workers Relief Fund
Box 894
Delano, California

fifth Estate

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Fifth Estate #3, January 1966

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