

Expansion of Organizing Efforts Held Vital

A major expansion of union organizing efforts, particularly in the white collar field, is a vital necessity if organized labor is to maintain its traditional role as "the only effective lobbyist for the great bulk of the people," state AFL-CIO leader Thos. L. Pitts warned the opening session of a two-day AFL-CIO conference on organizing the unorganized at the Sands Hotel in San Diego yesterday.

"If the labor movement does not grow and thus remain an effective counterweight to the power of big business, a dangerous vacuum will develop in the American economy."

Pitts emphasized that "it is important to remember that even those unions that have organized the large bulk of their potential membership in a particular industry, trade or service, will be hurt unless union membership grows."

"Regardless of how strong some unions may be," he pointed out, "they will suffer because when the labor movement's influence as a group declines its ability to ward off legislative assaults upon hard-won economic gains is weakened."

"Unions which today enjoy considerable security and high economic benefits may find their position undercut in the future by adverse political and legislative action. Expanded organizing activity by all unions is, therefore, no longer a choice, but a necessity," he pointed out.

Even though AFL-CIO union membership climbed by more than 300,000 between 1962 and 1964, union membership as a proportion of all workers has continued to decline.

"The reason for this," Pitts said, "is relatively simple."

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Here's How to Spot a "Labor Paper" Racketeer

Phony labor publication ad salesmen who always bestir themselves during the pre-Christmas season to make a fast buck are apparently having a field day in California this year because the National AFL-CIO Convention is scheduled in San Francisco next month.

In an effort to alert California business firms to their bogus operations and protect legitimate labor publications, the November issue of the AFL-CIO International Labor Press Association Reporter described the phony labor ad man's pitch by telephone as follows:

He introduces himself and says he is

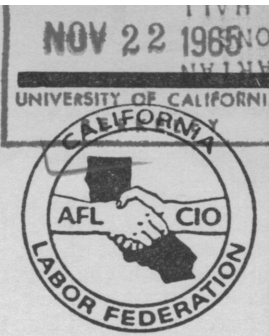
calling "for the union" or "from the union office" or for "the boys at the union." He does not say what union or

Rule Aims to Curb Phony Labor Ads

In an effort to crack down on promoters of phony labor publications, the national AFL-CIO has adopted a new rule on "Publications and Advertising." It reads as follows:

"Experience has demonstrated that ir-

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THOS. L. PITTS
Executive
Secretary-Treasurer

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State AFL-CIO Council Backs Johnson's Policy on Vietnam

Unanimous support for President Johnson's Viet Nam policy and commendation of AFL-CIO President George Meany and the AFL-CIO Executive Council for their forthright support of that policy was voiced this week in a statement adopted by the Executive Council of the California Labor Federation at the request of State AFL-CIO leader Thos. L. Pitts.

While commending the actions of both President Johnson and Meany, Pitts' statement criticized "such tactics as burning draft cards and attempting to halt troop trains" as actions that "detract from our nation's resolve to win a just and sensible peace" and warned that such actions would be more likely to prolong the conflict.

It also endorsed President Johnson's "declared readiness to negotiate" but noted that Communist terms to date have been "unrealistic and unworkable."

Here is the complete text of Pitts' statement which was adopted at the Executive Council's meeting at the Hilton Inn in San Diego on Tuesday.

"In recent months minority blocs of students and other perhaps well-intentioned but misguided factions in California and elsewhere have generated sub-

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Death of Lee P. Lalor Cuts Meeting Short

The scheduled two-day meeting of the California Labor Federation's Executive Council in San Diego this past Tuesday and Wednesday was cut one day short due to the death of Lee P. Lalor, widely respected International Vice President of the Laborers' International Union.

Mr. Lalor, a close friend of many of the Council members, had been a vigorous champion of the trade union movement for nearly 30 years. He was 54. The Council adjourned a day early to permit his friends to attend the Rosary recited Tuesday night and the Requiem Mass offered Wednesday morning in Oakland.

which "boys." If pressed to be specific he is evasive.

He says his paper is "the AFL-CIO paper," but does not name the paper. If he does, it is some sheet from far away.

He says "we know you're a friend of labor and want to help the boys out"; that he knows "you don't want any labor trouble"; that "if you have any trouble we will straighten it out for you."

If he is getting nowhere, he will hint "the boys will not feel friendly" if he is turned down.

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State AFL-CIO Council Backs Johnson's Policy on Vietnam

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stantial publicity protesting our nation's essential involvement in defending the independence and right to self-dominion of the people of South Vietnam from Communist domination via Hanoi, Peking and Moscow.

"By resorting to such tactics as burning draft cards and attempting to halt troop trains, these groups have provid-

Delano Grapes Miss The Boat

Four hardy Kern County grape pickers braved a drenching rain in San Francisco Wednesday to picket a ship loading grapes from the Delano area where farm workers have been on strike for more than two months and succeeded in halting the ship's loading operations until the grapes were hauled off to be returned to their original shipper.

The pickets, members of the AFL-CIO's Agricultural Workers Organizing Committee and the independent National Farm Workers Association, won the immediate support of Teamsters and the dock workers.

While the pickets — Sergio Tumbago, Jim Bramwell and Mr. and Mrs. Tony Mendez — maintained their vigil, APL officials called in an arbitrator to try to get the picket line declared illegal.

But before the arbitrator, L. B. Thomas, had time to reach a decision, APL agreed through the Pacific Maritime Association not to carry the grapes. Of the 1250 cases of grapes at issue, those that were already on the ship were unloaded and placed in cold storage.

Meanwhile labor, civic and church support for the striking Delano area farm workers continued to mount.

Hundreds of dollars were contributed at meetings held in various parts of the state last weekend following addresses by AWOC representative Larry Itliong and FWA leader Cesar Chavez.

But AWOC director C. Al Green points out that more is needed to tide the workers over until pruning activities get underway next month.

Cash is needed to pay the farm workers rent, meet their utility bills and purchase fresh meat. Checks should be made payable to the Farm Workers' Organizing Assistance Fund and sent to the California Labor Federation, AFL-CIO, 995 Market Street Rm. 810, San Francisco, Calif. 94103.

Food donations should be sent directly to the AWOC hall at 1457 Glenwood Street, Delano, California.

ed grist for the propaganda mills of our nation's enemies.

"It is important for all citizens to know that the demonstrations staged in various parts of the world last month were timed to coincide with the first anniversary of the execution of a notorious Viet Cong terrorist, Nguyen Van Troi on October 15, 1964.

"In short, these demonstrations were deliberately plotted and calculated to undermine our nation's resolve to help the South Vietnamese people promote social reforms and economic reconstruction in their strife-riddled land by defeating the forces of Communist aggression that are seeking to overrun it and claim it for their own.

"Let foreign nations get the impression that organized labor in California or any other substantial segment of our population have been deceived by such stunts, the Executive Council of the California Labor Federation, AFL-CIO, unanimously declares its wholehearted support for President Johnson's vital and vigorous actions in South Vietnam and urges all affiliates to voice their active support as well.

"Likewise we endorse President Johnson's declared readiness to negotiate for an equitable settlement of this conflict. To date, however, Communist terms for peace talks have been both unrealistic and unworkable. In these circumstances we regard any actions that tend to detract from our nation's resolve to win a just and sensible peace as actions that can only result in prolonging the conflict because they plant false hopes of a weakening of our resolve in the enemy camp.

"We also heartily commend AFL-CIO President George Meany and the AFL-CIO Executive Council for giving their full and forthright support to President Johnson's South Vietnam policy.

"In addition, we salute the courage and valor of our armed forces in this difficult struggle and want them to know they have our full support."

Survey of Minorities in Apprenticeships

"Substantial progress in the integration of apprenticeship programs has been made," according to Charles F. Hanna, chief of the Division of Apprenticeship Standards of the Department of Industrial Relations.

The California Apprenticeship Council, meeting in Santa Rosa recently, reviewed the findings of an Ethnic Survey of Apprentices, conducted earlier this year, which shows that minorities make

Who's Affluent?

U.S. Isn't Really Producing Enough, Study Shows

Just how affluent is this so-called affluent society of ours?

According to a recently published study by the National Planning Association, a nonprofit Washington, D.C.-based research organization, the nation's economy — even allowing for a very optimistic growth rate — will not produce enough to meet the nation's projected needs over the next 10 years.

In fact, the dollar cost of our economic goals over the next 10 years will very likely fall at least \$150 billion short of meeting those needs.

What this means, the NPA study emphasized, is that "if we are to do more than 'muddle through' in the coming decade, we face the underlying problem of planning in a democracy — of devising more effective public and private techniques for balancing resources and aspirations."

Although for the past generation, the growth in Gross National Product (GNP) averaged less than 3 percent a year, the NPA study found that even if it increased at 4 percent a year over the next 10 years and produced a GNP of one trillion dollars in 1975, the cost of our national goals such as manpower retraining, space, research and development, national defense, housing, education, health, social welfare, plant and equipment, consumer expenditures, etc., would exceed the 1975 GNP by \$150 billion.

In short, the study merely confirms what common sense could tell us: That building a strong, healthy nation in which all segments of our society may share requires planning and coordination of both the public and private sectors of our economy and establishment of a system of priorities to work toward what could be a truly "Great Society."

Truly obvious, isn't it?

up from 14 to 15 per cent of this state's nearly 24,000 registered apprentices.

"Although the progress was not uniform in all areas or in all trades," Hanna said, "the survey made clear that non-discrimination was the practice in most of the trades."

The request for the survey had been made to the Council by the Statewide Committee on Equal Opportunity in Apprenticeship and Training.

Major Expansion of Organizing Efforts Vital, Pitts Warns San Diego Conference

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"Union membership is largely concentrated in the so-called 'blue collar' areas and automation's greatest impact has been upon blue collar jobs. But the greatest growth in employment in the United States in recent years has come in white collar jobs."

In the past eight years, he said, the number of blue collar workers rose only 300,000 nationally while white collar workers increased 5.5 million.

TREND TO CONTINUE

Since all manpower experts agree that this trend will not only continue but probably accelerate in the future, Pitts said the labor movement "must greatly expand its organizing activities in the white collar area . . . (or) . . . union membership as a proportion of the total work force will fall, with a commensurate loss of power and influence for the labor movement as a whole."

Getting down to cases, Pitts noted that banks, insurance companies and real estate offices throughout the state are practically unorganized yet employment in these fields has doubled in the past 14 years.

Similarly, government employment — federal, state and local — has also doubled to 1.1 million since 1950 and, although about 20 percent of all federal employees are union members, only about one worker in 10 at the state and local government level are union members, Pitts said.

WOMEN WORKERS

Still another area of concern, he indicated, is the sharp increase in the number of women workers. Although one-third of the state's workers are women, less than 20 percent were union members last year.

In conclusion, Pitts declared:

"The size of labor union membership in California and the rate of labor union growth have a direct bearing upon our legislative efforts in Sacramento. Few things impress legislators more, whether they be in Sacramento or Washington, than the existence of a large, vigorous and rapidly growing labor movement.

"We must expand our organizing activities or our influence upon legislative bodies will be eroded."

L.A.-Orange Organizing Drive Extended Two Years

Two weeks ago, at a one-day organizing conference in Los Angeles, William Kircher, assistant director of the AFL-CIO's Department of Organization

spelled out the obstacles confronting union organizational efforts today but declared that there is "no reason they cannot be overcome."

In announcing that the pilot Los Angeles-Orange County's Organizing Committee has received the go-ahead for two more years' work after January 1, Kircher praised Bill Gilbert, the committee's director, and said that the inter-union cooperation developed by the committee is the key to opening the doors of unionism to the nation's 30 million unorganized workers.

He pointed out that in the 702 NLRB elections involving unions participating in the drive, "there were only 15 elections where two or more AFL-CIO unions competed on the same ballot — a record of 98 percent cooperation."

70,000 SIGN UP

To date the drive has recruited about 70,000 new union members.

Kircher suggested that unions should stop "wasting their time" trying to show unorganized workers how unions fought and bled to provide those things which management now "gives" them.

Instead, he said, we must try to understand their hopes and aspirations — what their fears and misgivings are — and then find the ways and means of relating unionism to these as the most reasonable machinery for the attainment of those hopes and aspirations."

The fact that by 1968 the average age in the nation will be 25 is indicative of one of the big organizational problems because it means that most of those at whom the organizational effort is directed have "no knowledge of depression and the role of workers through unionism to help in the recovery."

TOM MIX VS. 'HOSS'

"You've got about as much chance of getting that 25-year-old to accept unionism because of what it did to change conditions he never knew as you have of getting a youngster today to agree that Tom Mix was a better cowboy than 'Hoss' in the Bonanza television series," he declared.

"But," he said, "with artists, actors and writer in our ranks . . . with membership that cuts an almost perfect cross-section through the American community of working people and with numbers far exceeding the membership of any age group or similar organization, I find it difficult to concede that we don't have what it takes to get the job done."

The first objective, he said, must be

Why Barry Lost!

Didn't You Know This All Along?

Barry Goldwater overestimated the nation's conservative sentiment and "underestimated the extent to which a commitment to welfare programs prevails among the more privileged strata of American society."

This is the conclusion of an in-depth analysis of the 1964 Presidential election conducted by the Survey Research Center at the University of California at Berkeley.

The study, titled "The 1964 Election — Some Factors in Goldwater's Defeat," found that "social class voting is a continuing reality in our society" and declared that "it is evident that few Americans share Goldwater's political ideology."

Significantly, the study found that Goldwater's opposition to many New Deal programs such as social insurance and minimum wage protections that are particularly beneficial to lower income groups and his denunciation of medicare caused a majority of working class voters, including those who may have agreed with him on civil rights or foreign affairs, to vote against him.

The study also found that although Goldwater fared relatively well among those who finished college, he did not fare well among those who completed post graduate studies.

"At every social class level about four out of ten voters disagreed with Goldwater on at least four out of the five issues examined," the study said, "and when this was the case only about 12 percent voted for him."

In short, the study tends to reject the views of some public office holders that the trend in the future is conservative since the shellacking Barry took leads to just the opposite conclusion.

But maybe that's because they're deluged with too much propaganda from the National Association of Manufacturers, the various Chambers of Commerce and the John Birch Society and fail to hear often enough from the vast majority of voters with moderate and liberal views who erroneously think their job is done once they cast their ballots.

"to organize ourselves into a cohesive force, the full strength of which can be brought to bear" on the hundreds of thousands of unorganized workers today.

New Rule Aims To Curb Phony Labor Ad Pitch

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responsible publishers of so-called labor papers, year books and directories and/or unscrupulous solicitors of advertising have, on occasion, exploited the name and good reputation of the AFL-CIO to further their own selfish ends, and to the detriment of the best interests of organized labor.

"It should be clearly understood that labor publications should exist for the sole purpose of furthering the best interests of the labor movement, not as a source of additional revenue. Therefore advertising should be accepted in labor publications only if it is necessary to the publication's existence.

"No local central body shall be associated with any publication except in conformity with this rule:

"(a) Any publication, including newspapers, bulletins, year books, directories, programs or any other form of publication owned, in whole or in part either directly or through a corporation, by a central body, or which is issued in the name of, or which is endorsed, authorized or given official approval by a central body, shall be required by the central body to conform to the provisions of this rule and to such ethical trade union standards as may be determined by the President by regulation or otherwise. The central body shall furnish to the responsible officer or manager of any such publication a copy of this rule and a copy of the ethical trade union standards as determined by the President of the AFL-CIO.

"(b) No central body shall authorize or permit any publication to claim or imply by use of geographical or other terms in its name or title, or in any other way, that it is the publication of any other local central body or of a state central body unless the publication is also officially endorsed by such other local central body or the state central body, as the case may be.

"(c) No local central body shall authorize or permit such publication to solicit local advertising (as distinguished from national advertising) outside the regular area of circulation of the publication, which area of circulation shall not include any part of the geographic jurisdiction of any other local central body without the

Here Are Some Tips on Spotting Phony 'Labor Paper' Promoters

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He says he knows "you are a patriotic American and want to help us fight Communism" and that his paper is "putting out a special issue to fight Communism."

He dodges questions about where his paper is published, how often it comes out, what its circulation is and where the paper circulates. He evades a request for a copy of the paper in advance, or for putting his proposition in writing, usually pleading there is no time, because the paper is just now going to press.

He starts his pitch by asking for several hundred dollars, and keeps coming down if he encounters sales resistance, usually winding up with "well, how much can you give?"

Even if he is turned down, the merchant often gets a bill and sometimes follow-up dunning letters.

Any merchant who falls for this approach, or pays for an ad which he has not authorized, in writing, is a chump. Lots are.

The big-league fast buck boys operate out of New York or some other major metropolitan area. The minor league boys usually work a certain area, milk it dry and move on. They specify they do not want checks mailed, and that a messenger will come by, usually within an hour, to pick up the loot.

Sometimes they operate their racket by mail, using either the invoice or the statement or both.

A merchant gets an invoice on which is pasted an ad he has placed in a local labor paper. Sometimes the invoice even names the paper from which the ad was clipped. And sometimes the invoice even states "this is a solicitation, not a bill."

The invoice has the name of the solicitor's paper, but the address . . . is usually a post office box.

There is no information as to where the paper is published, how frequently it is put out, what its circulation is, the territory it covers or whom it reaches.

But the ad pasted on the invoice looks familiar to the merchant. It should, since he authorized it. It is usually for a small sum, so the merchant OKs payment in the belief that this is in fact merely a request for him to run his ad

written consent and approval of such other local central bodies.

"(d) Any contract made by the local central body for the production of such publication shall incorporate this rule as an integral part of the contract."

'Banquet' Firm Signs Union Pact

"Banquet frozen foods are now 100 percent union made."

This is the word just received from the Amalgamated Meat Cutters and Butcher Workmen's union signaling victory in a three-year effort to organize the employees at the F. M. Stamper Co., processors of the Banquet brand.

In announcing that a contract has been signed with the company, the Meat Cutters union declared that the consumer boycott of "Banquet" products was "a tremendous factor" in producing a good contract with the F. M. Stamper Co.

The contract provides for a union shop, vacations, seniority, company-paid health and welfare for both employees and dependents and other normal contract provisions.

Successful conclusion of the negotiation marks "truly a nationwide victory for all labor," the union said.

again in the paper in which it first appeared.

He never gets a copy of the paper, and he does not even know if his ad ever appeared. Sometimes he gets a proof, but never a "tear sheet"; that is, an actual page torn from the paper in which his ad is supposed to appear...

THE "STATEMENT" APPROACH

The second method of operation by mail is the "statement" kind. A merchant gets a statement which includes the name of a paper (or as in San Francisco recently a heading reading simply "Convention Directory"). The address on the statement is nearly always a post office box—no street address, no telephone number. . . . No statement as to how much space the ad will be given.

Whether the pitch is by phone or by mail, the ILPA Reporter declared, any claim that such publications are "endorsed by the AFL-CIO" is a deliberate fraud.

"The American Federation of Labor and Congress of Industrial Organizations does not "endorse" any labor papers. The AFL-CIO has only two official publications. They are the AFL-CIO News, a weekly tabloid newspaper, and the Federationist, a monthly magazine. Neither accepts advertising.

"Any merchant who bites on the 'statement' proposition is a sucker," the ILPA Reporter declared.