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U.S. Report on Food Marketing Backs Fed Stand

A suggestion that many fruit and vegetable growers are boxed in—and possibly bilked and intimidated—by middlemen is contained in a long-awaited majority report by the National Commission on Food Marketing.

The report, just made public last month, proposed six reforms in fruit and vegetable trading, most of which are designed to protect growers.

The Commission's studies showed that in many cases fruit and vegetable trading contracts are never put in writing. As a result, the Commission said, disagreements frequently arise on details of trading and in most cases the buyer (or middleman between the grower and the consumer) wins.

In view of this, the Commission proposed that all shippers, packers, and other handlers be required to keep full written records on their operations.

Another reform would require agents to give growers full settlement statements with information on prices, marketing charges, and similar information.

Another weakness in the fed-

(Continued on Page 4)

Di Giorgio Vote Probe Launched

Investigation of a farm union representation election staged unilaterally by the DiGiorgio Corporation two weeks ago got under way in earnest this week as Governor Edmund G. Brown's fact-finder, Ronald Haughton, began gathering testimony from all sides.

Haughton, a Michigan industrial relations expert, was appointed to conduct the investigation last week by the American Arbitration Association after Governor Brown asked the AAA to select a top man for the job.

In introducing Haughton to the press last Friday, Governor Brown explained that he was calling on him to study both the election and the charges that it doesn't accurately reflect the farm workers' wishes for representation at the two DiGiorgio properties and to recommend "a fair and equitable resolution of the problem."

The Governor also asked Haughton to develop guidelines for representational elections in agriculture.

"There is a growing acceptance of collective bargaining in the agricultural industry," the Governor observed. "We need a

procedure which can lead to peace in this most basic industry in the state. I am hopeful that the impartial investigation and recommendations of Mr. Haughton will help us to advance toward this goal."

AFL-CIO Director of Organization William Kircher praised

(Continued on Page 4)

Computerized Vote Drive Accelerates

Key Bay Area labor leaders participating in the pilot project to computerize union voter registration efforts in the nine-county San Francisco Bay Area met with Assistant National COPE Director Walter Davis in San Francisco this week to shift the project into high gear for the general election registration drive.

The project, one of three pilot projects initiated by COPE nationally, will use the mailing lists of cooperating International Unions to develop much of the raw data heretofore com-

(Continued on Page 3)

Peg MD's Fees To Usual Fair Sum, Fed Urges

The California Labor Federation, AFL-CIO, this week voiced support for a flexible fee schedule for doctors' services to workers hurt on the job that is pegged to the "usual, reasonable and customary" fee charged by doctors for various services in a given area.

In testimony made at two hearings held by the Division of Industrial Accidents in San Francisco and Los Angeles on Tuesday and Thursday respec-

(Continued on Page 4)

Now Even Ron Says Reagan's A Goldwaterite

California's GOP nominee for Governor this week came up with what, to the best of our knowledge, is the first direct answer he's made to any question asked him in the current campaign.

After denouncing the U.S. Congress and the State Legislature for having "sold us a bill of goods" on Medicare at a press conference staged in the Hilton Hotel in Los Angeles Tuesday where the National Governors' Conference was in progress, actor-businessman Ronald Reagan was asked:

"Have you modified your thinking since you campaigned for Goldwater in 1964?"

"No," Reagan declared flatly. "I am saying the same thing I said in 1962 and 1964. I am still advocating and believe in constitutional limits in government."

Perhaps it shouldn't be nec-

(Continued on Page 3)

A Look At "The Speech"

Never has one man gone so far on one speech that had so little substance.

This, in capsule form, is the story of Ronald Reagan's political career. He has given many speeches, and in the course of his campaign as GOP candidate for governor of California he will give more.

But one speech, "the speech," propelled him into the gubernatorial picture. Since it was a speech the basics of which he had given hun-

dreds of times, it follows that it must represent his political thinking—else why did he use it so often? An examination of "the speech," then, is in order. But first, its history.

For several years before the presidential campaign of 1964, Ronald Reagan toured the country under the auspices of the General Electric Company, sponsor of his television show. He spoke to civic groups, business groups, in-company GE

(Continued on Page 2)

A Look At "The Speech"

(Continued from Page 1)

groups. Uniformly, he gave "the speech." It was pure Goldwater. As newspaper files show, where he went he made good press, but only local press.

In these years, he sharpened "the speech," altered it mildly from time to time, occasionally changed its arrangement. But the tune was always the same. Bringing his actor's skills to it, he perfected its delivery.

On October 24, 1964, shortly before the election, "the speech" — updated for campaign use—made it on network television, sponsored by the Goldwater forces. It was acclaimed the best speech in behalf of Goldwater of the entire campaign. It was credited with raising hundreds of thousands of last-minute dollars in small contributions for the Goldwater cause.

It was hailed generally by out-and-out right-wingers as a brilliantly persuasive statement of their views.

It transformed Ronald Reagan from a TV-movie personality into a political reality and certainly laid the foundation for his present gubernatorial campaign. In the parlance of show biz, a star was born.

On network TV, his delivery was superb. His earnestness was evident. His style was forceful. It was a great speech. It said hardly anything.

What, really, is "the speech"?

Read carefully, in the absence of the drama a supporting crowd gives it, it is little more than a catalog of random spites and petty beefs glued together by the common theme of contempt for the federal government and its efforts to improve the quality of American life and the security of the American people.

Moreover, it is a very familiar catalog. It has assailed our ears and eyes, coming from the direction of the far right, for years. And like the products of the right it imitates, it offers no genuine alternatives to the programs it berates and belittles. It gives no blueprint for meeting social problems. Indeed, it rarely concedes the problems exist.

Following are quotes from "the speech" as it evolved over the years. Unless, otherwise

noted, they are from "the speech" given Oct. 27, 1964.

● Reagan scolds taxes:

"No nation in history has ever survived a tax burden that reached a third of its national income."

No further explanation.

● He frets about the budget:

"We haven't balanced our budget 28 out of the last 34 years."

If there are virtues in a balanced budget, if there are services that would be improved by balancing the budget, no mention is made of them.

● He attacks, as the right wing attacks, the federal government:

The issue is whether "... a little intellectual elite in a far-distant capital (Washington) can plan our lives for us better than we can plan them ourselves."

The federal government does not try to "plan our lives for us." Its programs benefit the great majority of Americans and enhance their freedoms.

● Reagan invokes the Founding Fathers:

"They knew ... that outside of its legitimate functions, government does nothing as well or as economically as the private sector of the economy."

If they knew it, they never expressed themselves on the subject. The Founding Fathers were concerned primarily with political liberty, not economic license. It's a fair bet that they would have repudiated present-day extremist economic doctrine.

● He blasts the farm program:

"Since 1955, the cost of this program has nearly doubled."

No solution to one of our most complex problems is offered, except the old cry to free our farmers from government control.

● He blasts the city program, urban renewal:

"Meanwhile, back in the city, under urban renewal, the assault on freedom carries on (It is) a program that takes from the needy and gives to the greedy ..."

Is there a problem in our cities? Are they congested and snarled? Is transportation a problem? Housing? Education? If there are such urban prob-

lems, Reagan doesn't mention them.

● Reagan scorns the poverty program:

"We were told four years ago that 17 million people went to bed hungry every night. Well, that was probably true. They were all on a diet. But now we are told that 9.3 million families ... are poverty stricken on the basis of earning less than \$3,000 a year. Welfare spending is 10 times greater than in the dark depths of the depression ..."

He offers no program to help the poor. He simply ridicules the programs that are making the effort and shifts the onus for society's ills to those who suffer most from them, the poor and dispossessed.

● Reagan raises the specter of Marx, suggesting he engineered the trouble Reagan thinks we're in:

"We have received this progressive tax from Karl Marx who designed it as the prime essential of a socialist state ... Here is the main battleground. We must reduce the government's supply of money and deny it the right to borrow." (From speech to Business Education Institute of New Jersey, printed in the rightist *Human Events*, July 21, 1961.

Marx didn't invent the concept of the progressive tax. Many persons advocated it long before he did, among them Thomas Jefferson who, in a letter to James Madison, Oct. 28, 1785, suggested a way to lessen the inequality of wealth "is to exempt all from taxation below a certain point and tax the higher portions ... in geometrical progression as they rise."

● He predicts doom:

"One of the foremost authorities on communism in the world today (Reagan doesn't name him) has said we have 10 years. Not 10 years to make up our minds, but 10 years to win or lose—by 1970 the world will be all slave or all free." (From *Human Events* reprint listed above, July 21, 1961)

He could be quoting Fred Schwarz or Birch Society leader Robert Welch, both of whom have seen doom around the corner.

● He urges reactionaries to bombard Congress with mail:

Ron Linked To Segregationist

Another relatively unpublicized side of California's GOP nominee for Governor came to light this week at the Governor's Conference in Los Angeles, when Louisiana's Governor John J. McKeithen disclosed that Ronald Reagan "came all the way to Louisiana" two years ago to speak for his opponent, Leander H. Perez, an arch-segregationist.

Perez, described as an "ex-communicated millionaire political boss of Louisiana's Plaquemines Parish," has sometimes been referred to as "the swamp-land Caesar." Asserting that Perez is "not all bad," Governor McKeithen observed Monday that:

"If Reagan makes the type of campaign he's capable of making, he can out-Perez Perez."

"Grass roots mail in the last session of Congress stopped federal aid to education. Grass roots mail headed off the socializing of the farm economy (in other speeches he suggests it's already socialized). Grass roots mail put off the consideration of medical care ... Forty thousand letters at Washington on any issue is considered evidence of a trend. That's why the communists in America boast they can put 50,000 letters in Washington in 72 hours on any issue they choose." (Speech to San Antonio Chamber of Commerce, Feb. 21, 1962)

The bit about the communists and 50,000 letters is straight from John Birch Society chief Robert Welch, who wrote in his *Blue Book* more than three years before the quoted Reagan speech: "The communists boast that they can now land 50,000 individually written letters in Washington, on either side of any subject, within 72 hours."

● Reagan borrows from other Birchers. In an attack on the compulsory features of the Social Security program, he cites John Rousselot, then a California congressman and an admitted Bircher who is presently national public relations director for JBS. (Quoted in April 1964 *The Cross and the Flag*, right-winger Gerald L. K. Smith's publication, reprint

(Continued on Page 3)

A Close Look At The Actor's Stock Speech

(Continued from Page 2)

of Reagan speech to Los Angeles Young Republicans)

● Reagan attacks medicare: *"Traditionally, one of the easiest first steps in imposing statism on the people has been government - paid medicine."*

(Speech reprinted in 1961 and distributed as a pamphlet by extreme right wing Committee for Constitutional Government)

The statement would be hard to prove. Furthermore, medicare is not *government-paid* medicine. It is paid for by the people through Social security.

● He uses another right-wing theme implying that federal aid programs play into the hands of the communists when he urges Americans to examine *"each domestic policy to see wherein it helps the enemy to fulfill his goal."* (St. Louis Post-Dispatch, Jan. 25, 1962)

Reagan's list of spites is endless. He fires negative broadsides, a la Goldwater, at everything. Nothing that has been done has been good. He attacks TVA, the income tax, foreign aid, the United Nations, housing, civil rights laws, aid to education, Social Security, farm programs, the gold drain, unbalanced budgets, federal programs generally as "the advance of socialism."

In many instances, he repeats right-wing arguments directly, one of them being the charge that the government is "operating and running 17,500 businesses (that) compete openly" with private business, a plank from the right-wing repeal-the-income-tax crowd.

Ronald Reagan is now running for Governor of California, the biggest state in the Union. He may or may not be a Birch Society admirer. He may or may not be a right-winger. Whether or not he is, for years before his nomination, he was singing the songs the right-wingers yearn to hear, just as Barry Goldwater did. He sang them too long and too consistently to be able to say now, "I didn't mean it." For if he didn't mean it, why did he say it so often?

Computerized Vote Drive In S. F. Bay Counties Speeds Up

(Continued from Page 1)

piled laboriously by hand at the local union and central body level, Davis explained.

While it will not by any means eliminate the need for hard-working volunteers, Davis emphasized, it will definitely greatly reduce and simplify this work.

More than 40 international unions with significant membership in the nine-county Bay Area have already provided membership lists. Data from these is being stored on magnetic tape in Washington.

To kick off the project, Davis brought a number of boxes of 3x5 cards containing the names and addresses of nearly 100,000 Bay Area union members that have already been run off by the computer in Washington. Thousands more are being added daily.

But in the future, a magnetic tape containing the lists will be sent to California Labor COPE headquarters in San Francisco and the cards will be run off locally to minimize shipping expenses.

The cards distributed this week will be used at the central body level to check the members' registration status and obtain their precinct, phone and zip code numbers. Once this information is acquired it is transcribed to "scan cards" so it may be merged with other vital information already stored on tape about each union member through the member's individual identification number.

Once the pertinent information is on the "scan card" it is fed into the computer and collated at the rate of 40,000 names an hour.

With this done, the computer can then produce on a push-button basis:

—Lists of registered and unregistered voters arranged alphabetically or by precinct.

—Walking lists for campaign work arranged in alphabetical order by streets or numerical order by street numbers.

—Mailing lists for selective mass mailings at a fraction of the cost in labor and money such efforts have required in the past.

But Davis stressed the fact

that this is a pilot project and its success demands the active and energetic cooperation and help of trade unionists and their wives and families throughout the nine-county area.

The immediate job facing county and district COPEs is to recruit volunteers and take an inventory of the international unions already on tape and those that need to be worked on.

In instances where membership lists are not yet available from the international union, the data will, as in the past, have to be gathered from each local union on 3x5 cards to be added to the computer's memory bank.

Tripocards are already available from the California Labor Council on Political Education for this purpose and may be ordered for \$8.74 per 1,000 sets. These cards are especially designed to reduce the work involved in setting up voter registration card files. They are so called because there are three cards to a set. Each of the cards in a set is a separate color and carbon paper is pre-inserted between the cards. Each strip contains five 3x5 cards perforated horizontally so that a typist may type up the voter registration data on five families without changing paper.

The cards provide the County COPE with an original and two duplicates of each voter's registration data. The original may be used to send the information to the computer, the second for a master alphabetical file, and the third for a union file.

Davis urged the participating central bodies to have volunteers recruited by July 20. Experience in other areas has indicated that about one out of every six calls made to trade unionists has produced volunteers.

Plans for training sessions to be held for the volunteers shortly after July 20 are presently being mapped out.

To provide an inkling of the potentiality of the computer program to bolster organized labor's muscle at the polls, Da-

Now Even Ron Says Reagan's A Goldwaterite

(Continued from Page 1)

essay to note that practically all citizens believe in constitutional limits in government. But most citizens also believe that the government has a responsibility to prevent unbridled abuses of our free enterprise system such as the multi-million dollar price-fixing scandals in which top officials of the General Electric Company—Reagan's former employer—were involved.

Most thinking citizens also favor Medicare and federal aid to education and oppose renewal of the bracero program that had impoverished hundreds of thousands of U.S. farm workers for years until Congress abolished it in 1964.

But not Reagan.

He jumped into the American Medical Association's multi-million dollar propaganda drive to try to thwart its passage.

And now he wants to bring back the braceros. Such an action might make wealthy stockholders in certain big farm corporations happy but it would shatter the farm workers' hopes for decent wages and boost the welfare burden on California's general taxpayer.

So in taking a closer look at the smooth talker from Tampico, Illinois, California voters are going to have to decide whether they really want their government limited to quite the extent Reagan's public statements suggest—like maybe to an agency of the National Association of Manufacturers.

vis pointed out that the New Jersey AFL-CIO and its affiliates used a computer operation last year to put together the first multi-union mailing in the state's history. It went to 535,000 union members and resulted in the re-election of a Democratic governor for the first time in 50 years.

Moreover, he said, of 15,000 phone calls made in Newark in getting-out-the-vote, 85 percent of the people called could identify the mailer!

U.S. Report on Food Marketing Backs Fed Stand

(Continued from Page 1)

eral perishable agricultural commodities act, the Commission said, was that the responsibility for reporting any violations of trading rules is left to the injured party, not to the agriculture department officials.

"The end result, and one which is growing as buyers get larger, is that if the seller believes he has been unfairly treated he does not report a violation . . . for fear the buyer will retaliate by discontinuing him as a source of supply," the report observed.

To correct this the Commission proposed that if federal officials in the Agriculture Department's fruit and vegetable division suspect that buyers are making unwarranted rejections of shipments, the government should require official notice of any rejections.

Moreover, the report said, if the department believes that discriminatory concessions are being made in fresh fruit and vegetables sales, it should require submission of notices on charges in the sales contracts.

The report also recommended that buyers should be required to give sellers written confirmation within some fixed time.

In short, the report corroborates the California Labor Federation's long-held stand that both California's farm workers and its independent farmers have long been victimized by the efforts of huge corporate farms to drive the cost of produce down in order to maximize their profits on their canning, freezing, shipping, and wholesaling operations.

The report also suggests that the independent farmers' real interest is best served by supporting the farm workers' battle for better wages and working conditions since such an alliance could go a long way toward curbing many of the gross abuses of human labor callously perpetuated by corporate farm interests in their blind pursuit of maximal profits.

Di Giorgio Vote Probe Launched

(Continued from Page 1)

Governor Brown's action saying:

"I think the Governor's action has been very courageous and statesmanlike and his strong voice has introduced an atmosphere of stability and realism very much needed in this confused situation."

"The people of California should be thankful for the role he is playing," Kircher added.

Kircher and Cesar Chavez, Director of the National Farm Workers Association, who were both on hand in the Governor's office at the press conference, later met with Haughton privately to discuss various aspects of the election and related matters.

Kircher noted that Haughton has a reputation of great stature with both management and labor and is very much in demand by enlightened participants in labor-management relations on both sides of the fence."

At Haughton's request, the hearing on the court action

Net Earning of DiGiorgio Up 15%

Contradicting the claims of some irresponsible conservative politicians that farmers can't afford to pay wages competitive with other industries, the DiGiorgio Corporation, one of the state's biggest users of hired farm labor, has disclosed that its net earnings were 15 percent higher during the first quarter of 1966 than in the corresponding quarter a year earlier.

Moreover, the firm's increase in earnings nearly paralleled, on a percentage basis, its 16 percent increase in sales during the same period.

This is indicated by the corporation's report that net earnings during the first quarter totalled \$528,000, equal to 30 cents per share of stock outstanding, compared to \$466,000 or 26 cents a share, in the first quarter of 1965. Sales for the same periods were \$60.8 million this year compared to \$52.2 million last year.

sought by the AFL-CIO to void the election which was initially scheduled to come up this week has been postponed by agreement of all parties because Haughton felt that any court report or ruling would unnecessarily encumber his investigation.

The fact-finder, a co-director of the Institute of Labor and Industrial Relations of Wayne State University and the University of Michigan, made it clear at the outset that he planned to do a full-scale job but that he was fully aware that time was of the essence in the matter.

Asked what elements would be essential for what the Governor described as a "fair and equitable resolution of the problem," Kircher said:

"We feel confident inasmuch as any criteria he (Haughton) could use—whether various state labor laws or the procedures set forth under the National Labor Relations Act—must recognize that the essence of representational election procedures calls for elections to be free of coercion and intimidation and further calls for the right of all workers to participate in any such election. In view of this we feel that any equitable resolution would undoubtedly include the right of workers who have been on strike for union recognition for more than 10 months to vote in any subsequent election."

The AFL-CIO is currently supporting a nationwide consumer boycott of food products grown and marketed by the DiGiorgio Corporation.

In the DiGiorgio-engineered election held June 24, the striking workers were denied the right to vote and imported strikebreakers as well as office personnel and other non-farm workers were permitted to vote, the NFWA has charged.

The right of strikers to vote in representational elections is affirmed by the Landrum-Griffin amendments to the Taft-Hartley Act even if such elections are called for by management, Kircher pointed out.

Peg MD's Fees To Usual Fair Sum, Fed Urges

(Continued from Page 1)

tively, the Federation emphasized that protection of the quality of medical care is one of the most important functions of the Workmen's Compensation program and that any fee schedule adopted must accomplish that end.

The hearings resulted from a petition filed by the California Workmen's Compensation Institute, an organization made up of the state's biggest workmen's compensation carriers. The carriers are seeking to include the California Medical Association's relative value study as a basis for a revised fee schedule presently being considered by the DIA.

The relative value study assigns a certain number of units to each professional service, with more difficult services receiving a higher number of units.

While not commenting on the merits of the relative value study, the Federation pointed out that if a dollar coefficient such as the carriers' proposed \$5 per unit figure was selected and this figure resulted in a fee that was less than the usual and customary fee, it would jeopardize the quality of medical care under workmen's compensation because no doctor would want to take workmen's compensation cases if his fee were to be less than his usual and reasonable fee.

Calling attention to the fact that both the California Medical Assistance program that went into effect March 1, and the Medicare program that went into operation last Friday, fixed doctors' fees on a "usual, reasonable and customary" basis, the State AFL-CIO urged the DIA's administrative director Thomas Saunders to be sure that, if the relative value studies are incorporated in the revised fee schedule, any coefficient or basic unit value adopted be in accord with "usual, reasonable and customary" fees in order to assure adequate medical care to workers hurt on the job.