Guide to the United Farm Workers Information Fair Collection MS.R.015

Processed by Karen Rosen in 2001 and Ernesto Bassi and Audrey Pearson in 2008; machine-readable finding aid created by Audrey Pearson; edited by Sara Seltzer

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Title: United Farm Workers Information Fair collection
Identifier/Call Number: MS.R.015
Contributing Institution: Special Collections and Archives, University of California, Irvine Libraries
Physical Description: 2.6 Linear feet(4 boxes and 2 oversize folders)
Date (inclusive): circa 1959-1975 and undated
Languages of Collection Materials: The bulk of the collection is in English. Select materials are in Spanish.
Abstract: This collection comprises fliers, reports, newsletters, photographs, bumper stickers, and ephemera compiled for use at the United Farm Workers Organizing Committee (UFWOC) Information Fair held in San Fernando, California in 1969. The collection is particularly strong in documenting the United Farm Workers (UFW) trade union and its formation; UFW-organized boycotts and strikes, including the Delano Grape Strike from 1965 to 1966; and the working and living conditions of migrant agricultural laborers. Other files document the economic and legal aspects of farm labor, ties between churches and the farm labor movement, and the effect of pesticides on farm laborers. Approximately ten photographs by unidentified photographers depict UFW founder and president Cesar Chavez and others at rallies; agricultural laborers, including children, at work; migrant camps; and medical and dental clinics for laborers.
Collector: Newcomb, Robert L.
Access
The collection is open for research.
Publication Rights
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Preferred Citation
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For the benefit of current and future researchers, please cite any additional information about sources consulted in this collection, including permanent URLs, item or folder descriptions, and box/folder locations.
Acquisition Information
Gift of Robert L. and Elizabeth E. Newcomb, date unknown. Additional material was donated by the Newcombs in 2011.
Processing History
Historical Background
The California farm labor movement began in the 1960s when the United Farm Workers Organizing Committee began unionizing California farm workers. The National Farm Workers Association was founded by Cesar Chavez, and later became the United Farm Workers of America (UFW). In 1968 Chavez launched a boycott of California table grape growers and was successful in mobilizing consumer support throughout the United States. In 1970 the UFW, with Chavez as president, became a member union of the AFL-CIO. Chavez made people across the country aware of the struggles of farm workers for better pay and safer living conditions and succeeded by using nonviolent tactics including boycotts, fasting, pickets, and strikes.
1962 Cesar Chavez founds the National Farm Workers Association.
1966 Cesar Chavez and a band of strikers embark on a 340-mile pilgrimage from Delano to the steps of the state capitol in Sacramento to draw national attention to the situation of farm workers.
1966-1967 A boycott and strike of the DiGiorgio Fruit Corp. forces the giant grape grower to agree to an election among its workers. The workers vote for the United Farm Workers (UFW), led by Chavez.
1966-1967 The UFW strikes the Giumarra Vineyards Corporation, California's largest table grape grower. In response to the boycott other grape growers allow Giumarra to use their labels. As a result, the UFW begins a boycott of all California table grapes.
1967-1970 Hundreds of grape strikers disperse across North America to organize an international grape boycott. Millions of Americans rally to the farm workers' cause, called "La Causa."
1969 United Farm Workers Organizing Committee Information Fair in San Fernando, California.
1970 As the grape boycott grows, most California table grape growers sign UFW contracts.
1972 The UFW is chartered as an independent affiliate by the AFL-CIO, becoming the United Farm Workers of America, AFL-CIO.
According to a nationwide poll conducted by Louis Harris, 17 million Americans are boycotting grapes. Many are also boycotting lettuce and Gallo wine.

**Bibliography**


**Collection Scope and Content Summary**

This collection comprises fliers, reports, newsletters, photographs, bumper stickers, and ephemera compiled for use at the United Farm Workers Organizing Committee (UFWOC) Information Fair held in San Fernando, California in 1969. The collection is particularly strong in documenting the United Farm Workers (UFW) trade union and its formation; UFW-organized boycotts and strikes, including the Delano Grape Strike from 1965 to 1966; and the working and living conditions of migrant agricultural laborers. Other files document the economic and legal aspects of farm labor; ties between churches and the farm labor movement; and the effect of pesticides on farm laborers. Approximately ten photographs by unidentified photographers depict UFW founder and president Cesar Chavez and others at rallies; agricultural laborers, including children, at work; migrant camps; and medical and dental clinics for laborers.

All items were collected by Robert L. and Elizabeth E. Newcomb. Robert was a senior lecturer at UC Irvine (UCI) in the Department of Social Science until his retirement in 2006. In 1970 he taught a farm labor and business course at UCI. Elizabeth was Coordinator of Volunteers for the UCI Health Education department.

**Collection Arrangement**

The collection is arranged topically. Materials are arranged alphabetically within each topical grouping.

**Separation Note**

Select publications were removed from this collection and cataloged separately in Special Collections and Archives.

**Subjects and Indexing Terms**

Chavez, Cesar, 1927-1993 -- Archives.

Newcomb, Elizabeth E., collector.

United Farm Workers -- Archives.

Activists.

Agricultural laborers -- California -- Labor unions.

Agricultural laborers -- California.

Boycotts -- California.


Ephemera.

Labor leaders -- United States.

Migrant agricultural laborers -- California -- Archives.

Photographic prints.

Strikes and lockouts -- Vineyard laborers -- California -- Archives.

Vineyard laborers -- California -- Labor unions -- Archives.

**Church and religious aspects, clippings, letters, press releases, and reports**

**California Migrant Ministry**

**General materials circa 1967-1970**

**Processing Note**

The bulk of the materials were originally housed in a three-ring binder. Select materials received in 2011 were later integrated.

**The Church and the Emerging Farm Worker’s Movement, case study 1967**

**Nonviolence 1968-1969**

**Publications**

**The Catholic Worker 1968-1969**

**Presbyterian Life 1968**

**Social problems 1965-1971**
Health, education, and welfare
- Clippings 1967-1974
- Conference packet 1969
- Reports, press releases, and fliers 1968-1969

Law and legislation
- Clippings, general 1967-1970
- Clippings, pamphlets, and reports on California Rural Legal Assistance 1967-1970
- Clippings, press releases, and reports on labor laws 1965-1969
  - *Democracy on the Farm* undated

Miscellaneous
- Angel, Cheryl. Farm labor and business project, UC Irvine 1970
- *Basta! La historia de nuestra lucha. Enough! The Tale of Our Struggle.* 1966
- La Causa Publications. 1974 Catalog 1974
- Postage stamps undated
- United Native Americans. "Warpath" 1968

Socio-economic issues
- Clippings 1968-1970
- Farm labor contractors list 1970
- Reports 1959-1970

UFW boycott materials
- Articles on Cesar Chavez 1969-1973
- Audio recording undated
- Bumper stickers undated
- Buttons undated
- Boycott factsheet and pledge 1968
- Clippings 1968-1970
- Correspondence, fliers, and reports 1967-1975
- Flags undated
- Logos undated
  - Physical Description: Includes logo on cloth banners and printed union labels.

- Newspapers 1970
- Photographic prints undated
- Posters undated

UFWOC
- Information fair materials 1969
- Pamphlets 1967