

Nov. 15, 1962

'YOU CANT FOOL US' WEEK

From Nov. 16 to 24, we are celebrating "YOU CANT FOOL US" WEEK.

This week of celebration is being run at exactly the same time that the BIG FARMERS are conducting their FARM-CITY WEEK during which they run a big propoganda campaign to fool the people. Our WEEK is held to counteract the PROPAGANDA OF THE BIG FARMERS.

All during the year, the large farms fill up the El Centro Post-Press, the Brawley News, and the San Diego Union with their false propoganda.

The GRAND FINALE of the propoganda campaign of the LARGE RANCHES is their FARM-CITY WEEK when they try to deluge you with all sorts of nonsense in order to get the townspeople to believe that the Big Farmers help the towns.

Little farmers help the towns. Not the big farmers.

It is therefore very helpful if you readers will pass this Newsletter around. Also pass the other Newsletters of Dr. Ben Yellen around. In this way everyone will be able to learn the TRUE NEWS about Imperial Valley and not be brainwashed by the fake news in the Pinkley newspapers and the San Diego Union.

Little farmers live here with their families. Unfortunately, they only own 10% of the farmland. SO YOU CAN SEE THAT THE BIG FARM OUTFITS DO 90% OF THE FARMING HERE. The little farmers buy at local merchants both for their families and for their farm needs.

The owners of the large ranches live on the coast. For their family needs, they spend on the coast. For their farm needs, THEY BUY ON THE COAST.

These big ranches have been squeezing out the small farmers so that the local businessmen and merchants have lost the small farmers and their families as customers.

Then the big farms have been chasing out the domestic farmworkers (as will be explained later) and this has caused a big loss in customers to the merchants and businessmen of Imperial Valley.

All you inhabitants of Imperial Valley can see all this for yourselves. Look at Niland which was featured as a ghost town in a national magazine. Look at Holtville with its empty stores. Look at Westmorland with its empty stores. Look at Brawley with its empty stores.

Then lets visit the County seat, El Centro. Many little merchants had to close up but I am only going to give you the names of the big chain store outfits that left---Thom McAn Shoestore, Western Auto Supply, Valley Hardware, Golden State Dairy bottling plant, Pap Boys Auto Supply Store, S.H.Kress and the Woolworth Store. Woolworth closed Jan. 1, 1962 and S.H. Kress closed Jan. 1, 1961.

Just one month ago, the Franklin Dress Store and Karl's Shoe Store (opposite the Bank of America) closed. Franklin Dress Store is lucky. It was able to sublease its place to the Sally Dress Store but this new company is now finding out why Franklin quit. The Gallenkamp Shoe store was going to quit also. Dr. Yellen on Oct. 17, 1962 put out a Newsletter, "GO SEE THE EMPTY STORES OF EL CENTRO". This stirred up the El Centro Chamber of Commerce to intervene in the Gallenkamp situation SO THAT GALLENKAMP DID NOT CLOSE. The closing of all these

stores IS PROOF THAT YOU CAN SEE FOR YOURSELVES THAT THE TOWNS ARE BEING HURT BY THE BIG FARMERS.

But now I am going to tell you about things that you have to be told about for you can not see them with your own eyes.

The large ranches have kept up a steady propaganda campaign of "domestic farmworkers do not want to do stoop labor". There is no denying that some do not like "stoop labor". But listen to this-- on Feb. 22, 1962, complaints were filed with the Secretary of Labor in Washington, D.C. by local domestic farmworkers who told a story that 150 of them were told to come to work for Maggio's Green Tops Inc. in a field about 30 miles Southeast of Brawley. These workers got up at 4 a.m. Feb. 19, 1962 and arrived for work. BUT INSTEAD OF BEING PUT TO WORK, THE WORK WAS GIVEN TO BRACEROS IMPORTED UNDER PUBLIC LAW #78.

Public Law #78 says, "domestic farmworkers must be given work first and if there is any work left over, then the Public Law #78 braceros can get it". Maggio is a member of the Imperial Valley Farmers Association which puts out this "domestic workers will not do stoop labor" hokum.

Does 150 domestic farmworkers going out to work at "stoop labor" sound a little different than the propaganda of the big farmers that "domestic farmworkers do not want to do stoop labor"?

Or take this instance. On March 7, 1962, 10 male and female farmworkers filed a complaint with the Secretary of Labor against the Desert Growers Association. These 10 workers had come all the way from Texas to work here because the lettuce crop in Texas was frozen out. They worked for Desert Growers for 4 weeks and then were laid off with the story that there was no work for them. They came to me. I felt the palms of their hands and the palms were as hard as the soles of leather shoes. Plenty of braceros were working for the Desert Growers Association at the time these domestic workers were laid off. I helped them file complaints and they got their jobs back. (In later Newsletters I will take up how the U.S. Dept. of Labor Compliance Officers are in cahoots with the big farmers)

The big farmers claim "domestic farmworkers do not want to do stoop labor." But they do not tell you of the thousands of farmworkers and mechanics they employ who cross the border each morning to go to work. These persons work as tractor drivers, mechanics, carpenters, stockyard employees, cooks, etc. etc. This is not the unskilled work (stoop labor) that the big farmers say the domestic workers do not want to do. These Mexican workers are not Public Law #78 braceros. These workers are permitted to do any type of skilled work, not "stoop labor".

Do the big farmers also claim that domestic workers do not want to work as tractor drivers, mechanics, carpenters, stockyard employees, etc.??? All of you know this is going on and the "no stoop labor" claim is false in regard to tractor driving etc.

The big farmers are powerful and the merchants are afraid of them. So the big farmers twisted the arm of the Kiwanis Clubs to sponsor Farm-City Week to make it look as if the merchants and businessmen just love the big farmers. Then the big farmers twisted the arm of the El Centro Chamber of Commerce to put large placards in the windows of the merchants. These placards thank the big farmers for giving a \$166 millions check to the people of Imperial County. THIS CHECK IS A BIG FAKE.

Here is the truth. The big farmers who do practically 90% of the farming are practically all outsiders who farm here, up at Salinas and in Arizona. They buy all their farm needs on the coast. The profits of management GO TO THE COAST. Between the Public Law #78 braceros and the tractor drivers, mechanics etc. from Mexicali, the wages of farmwork practically all goes to Mexicali and further South in Mexico.

SO THE MERCHANTS HERE IN THE U.S. GET PRACTICALLY NOTHING AND EITHER GO BROKE OR HAVE TO QUIT. That is why the stores are closing!!

The little farmers are good for the towns. THE BIG FARMERS ARE NOT.

Do not let the Big farmers fool you by masquerading as little farmers. I am working on Washington to get back the little farmers.

The high sign for our WEEK is to thumb your nose when you meet a big farmer and tell him, " YOU CANT FOOL US."!!!!!!