

Boycott Coors

THE COORS CORPORATION SYSTEMATICALLY DISCRIMINATES AGAINST MEXICAN AMERICANS AND OTHER NON-ANGLO PEOPLE. THESE ARE THE FACTS:

1.) COORS CORPORATION IS LOCATED IN THE METRO DENVER AREA WHERE 120,000 OF THE POPULATION IS MEXICAN AMERICAN.

2.) IN 1966, COORS CORPORATION EMPLOYED 1330 PEOPLE OF WHICH 27 HAD SPANISH SURNAMES.

3.) IN 1967, COORS CORPORATION INCREASED ITS NUMBER OF EMPLOYEES BY 490 NEW EMPLOYEES. ONLY 47 HAD SPANISH SURNAMES.

4.) IN 1967, COORS CORPORATION CLASSIFIED 22 MEXICAN AMERICAN EMPLOYEES AS LABORERS WHILE ONLY (1) WAS CLASSIFIED AS PROFESSIONAL.

5.) COORS CORPORATION HAVE BEEN CONVICTED FOR RACIAL DISCRIMINATION IN THE TREATMENT OF NON-ANGLO EMPLOYEES.

6.) COORS CORPORATION "WEEDS OUT" NON-ANGLO PEOPLE FROM EMPLOYMENT THROUGH THEIR BIASED TESTING PROCEDURES.

7.) COORS CORPORATION HAS BEEN ABLE TO TAKE MILLIONS OF DOLLARS FROM THE CHICANO COMMUNITIES AND AT THE SAME TIME PRACTICE A RACIST/DISCRIMINATION EMPLOYMENT POLICY.

8.) COORS BEER HAS CAUSED CHICANOS TO DISLIKE CHICANOS. ASK A CHICANO BROTHER TO SUPPORT THE BOYCOTT COORS MOVEMENT AND HE BECOMES DEFENSIVE.

9.) COORS BEER OUTSELLS EVERY OTHER BEER IN THE CHICANO COMMUNITIES THUS MAKING HYPOCRITES OF CHICANOS.

10.) IT'S WRONG FOR CHICANOS TO SUPPORT THOSE WHO DISCRIMINATE AGAINST CHICANOS.

11.) A UNITED EFFORT BY THE CHICANOS TO BOYCOTT COORS (OR ANY PRODUCTS THAT DISCRIMINATE AGAINST PEOPLE BECAUSE OF THEIR RACE) WILL BRING ABOUT CHANGES BENEFICIAL TO ALL PEOPLE.

12.) THE END TO RACISM MUST BE OUR COLLECTIVE GOAL, OTHERWISE WE WILL CONTINUE TO SEE EMPLOYMENT DISCRIMINATION AND POVERTY.

13.) TOGETHER THE PEOPLE OF LA RAZA CAN NON-VIOLENTLY CHANGE INJUSTICES WITHOUT GOING TO THE STREETS FOR RESULTS.



We're making some changes ...

The Golden Hill News-letter is in its third year of informing you about Golden Hill.

With this issue some changes are being made to make it more readable and more enjoyable for you.

First, we have turned it around. The newsletter is now printed 'sideways' or in magazine form instead of being printed lengthwise.

Second, this is a special edition -- a one-page bilingual issue that will go to 6,000 homes, businesses and organizations in Golden

Hill. We have been distributing 1,000 three-page editions every month. With your support we want to publish 6,000 full-size editions monthly.

We plan to print news, features, opinion, anecdotes and pictures by, for and about Golden Hill people. Our features will be about people who live in Golden Hill, and our news will cover issues important to you and to your neighborhood.

and our advertising.

This will all depend on whether you want to read about your community. It will also depend on your contributions in money for subscriptions, on your efforts to get news to us and on your help in producing the newsletter.

We ask that you make a voluntary subscription for the Golden Hill Newsletter by returning the form on page 2. Whatever you can give will be appreciated.

We also want your comments and criticisms. What kinds of news, features and regular columns would you like to see? What does the newsletter do that you don't like?

Write the editor, Paul Danison at 2801 'B' St. or call him at 232-5126 and let him know what you think; and let him know if you want to help.

special edition

Our deadline for you to get your stories and listings of events to us is the fourth Monday of each month.

This is a preview or shortened version of what's to come. We hope to increase and to improve our pages, our coverage

What to do about rent increases

Some tenants 'get together' rather than move

Can anything really be done about rent increases?

Some tenants in the 1100 block of 26th Street think so.

That's why they got together in September when a new landlord informed them rents would be going up from about \$100 a month to about \$175 a month.

The tenants -- Joe Zavodny, Sheila Lopez, Linda Jones, Ernie Quintero, Ralph Howland, Nick Houser, Jane Jackson, Eddie Nelson and Jan

and Dan Stesiak -- met and talked things over, and they decided to plan a meeting with their landlord, Monte Kahler.

Monte obliged and told the tenants he had to make a monthly payment on the building and also to show a profit.

The tenants, who have lived in the building (1131, 1131½, 1133, 1133½ and 1139 are the addresses) almost six year, said they had been able to keep rents low because they

were handy and willing to do work around the place. They also informed him that they could not afford such as increase.

Both sides agreed their claims were reasonable; so at another meeting Monte quoted

a figure that he needed to make payments, and the tenants proposed what they could pay. A compromise figure was negotiated, and the landlord

agreed to make any expensive repairs to the building. Rents will go up for the tenants but only one-third or about \$25 of the original proposed increase.

Instead of moving or paying more rent than they could afford, the tenants got together; and the land-

lord listened. Result: a solution they both can live with.

You can change our name

The Golden Hill Newsletter is changing its name and wants you to choose the new name, and maybe win a free pizza.

All you have to do is send in your suggestion for what you think we should call our Golden Hill publication.

The winner will be selected by Golden Hill

Hotline

The Golden Hill Newsletter has a special hotline every Tuesday evening.

If you have any complaints or comments about the newsletter or about Golden Hill please call the editor Paul Danison at 232-5126 from 4 p.m. to 8 p.m. Tuesdays.

Rent referral

FREE rental referral service. If you have a rental available or if you need a place call Neighborhood Outreach Program at 234-7297 and ask for Ysidra or Nancy. 1 - 5 p.m. Mon. - Fri.

community groups and will receive one free large pizza from Pizzons Pizza, 1237 "28" St. The two first runner-ups will each get a medium-size pizza from Pizzons. Send in as many names as you like until Nov. 15. The winner will be announced in the next edition. Remember: you have three chances to win a free pizza. Send it today to: Name the Newsletter 2801 "B" St. San Diego, Calif. 92102

seniors

If you are a senior and are interested in helping other seniors who are disabled and confined to their homes, you may be interested in a program beginning in November called Senior Peer Project.

For more information call Neighborhood Outreach Program at 234-7297 and ask for Shiela or Nellie.

BINGO

The Latino Community Association is sponsoring Bingo games every Saturday night at 7pm. They are held at the Community Hall at 2222 Broadway. Jackpot to be announced.

For youth

There are still a few openings for children 8 - 12 to join the eight-week 'Exploring you environment' program.

Through the program the children will learn about the history, culture, and institutions of the Golden Hill community.

For more information call 232-5126 and ask for Laurie.

Rummage sale

The Brooklyn Heights Presbyterian Church is sponsoring a rummage sale Saturday, Nov. 12 from 9 a.m. to 2 p.m. The sale will be held on the church playground at the corner of 30th and Elm Streets.

A pancake breakfast will be served in the morning of the sale. Part of the proceeds of the sale will go to the church.

help needed

The production of the Golden Hill Newsletter is dependent on community volunteers. We need your help.

Volunteer jobs available are:
Typists
Layout artists
advertisers
promoters
subscribers
reporters
translators

If you have a special interest in any of these areas or want to learn and get involved in your community call 232-5126 and ask for Paul or stop by 2801 'B' St.

Volunteer Subscription Form

YES! I WANT TO SUPPORT THE GOLDEN HILL NEWSLETTER IN ITS WORK FOR OUR COMMUNITY. I WANT OUR COMMUNITY TO BE A BETTER PLACE TO LIVE, AND I SUPPORT THE GOLDEN HILL NEWSLETTER'S EFFORTS TO INFORM THE RESIDENTS OF OUR COMMUNITY. I WILL DONATE THE AMOUNT SHOWN BELOW TO JOIN THE GOLDEN HILL NEWSLETTER CLUB. ALL MEMBERS WILL BE SHOWN AT LEAST ONCE A YEAR IN THE NEWSLETTER. ALL DONATIONS ARE TAX DEDUCTIBLE!

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ADDRESS _____

DONATIONS (please mark an X)

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_____ Friend (\$5)

_____ Sponsor (\$10)

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PLEASE MAKE CHECKS AND MONEY ORDERS PAYABLE TO SAN DIEGO YOUTH SERVICES(Golden Hill Newsletter)

CLIP AND SEND COUPON WITH CHECK OR MONEY ORDER TO:
EDITOR
2801 "B" St.
San Diego, Calif, 92102

Su ayuda necesario

Hacemos una sup-
plicacion de donar una
subscripcion para esta
revista (Golden Hill

Newsletter) al llenar la
forma en la pagina 2. Lo
que sea su voluntad sera
recibido con mucho gusto.

Tambien buscamos sus
comentarios y criticas,
noticias de interes,

presentaciones, y columnas
del tipo normal que pueden
ser de su agrado, y cual

Golden Hill Newsletter

The GOLDEN HILL NEWSLETTER
is a monthly publication
for the Golden Hill commu-
nity of San Diego. Its of-
fice is located at 2222
Broadway St., San Diego,
92102.

PHONE: 232-5126

The Golden Hill Newsletter
welcomes letters to the
editor concerning Golden
Hill and its people.
Because of space limita-
tions letters must be
no more than 400 words.

This edition was made
possible by the follow-
ing volunteers:

QUINCY COOPER
LAURA COULTHARD
NANCY HORA
RODNEY KNOX
YSIDRA MAGALE
KEN MILLER
DEANNA DURON
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ERIN SHIRK
STEVE JERNIGAN
ELIZABETH BUSTOS
JUAN VALDEZ

EDITOR: paul danison

es son las cosas que no
les agradan de nuestra
revista?

Escriba al editor
Paul Danison al 2801 B
St. o llamele al 232-5126
y tambien si se interesa
en ayudarnos.

¿ y el nombre?

El Golden Hill quiere
cambiar el nombre de su
revista. Y quiere que usted
escoja su nuevo nombre. Y
podra ganar un pizza.

Todo lo que tiene que
hacer es mandar sus opiniones
de lo que piense usted que
seria un buen nombre para la
revista de Golden Hill.

Manda su nombre y sus
opiniones a "Nombre su
revista" concurso, 2801 'B'
St., San Diego, 92102.

El ganador sera electado
por el grupo de la comunidad
de Golden Hill. Y reciben
un pizza grande gratis de
parte de Pizzons Pizza, 1237
28th St. Tambien daran dos
pizzas medianos para el que
este en el segundo y en el
tercero lugar de parte de
Pizzons.

Pueden mandar todos los
nombres que usted guste,
hasta nov. 15.

El ganador sera anun-
ciado en nuestra siguiente
revista. Acuereuse tiene 3
chancas para ganr un pizza
gratis. Mandelo ahora!
"Nombre su revista" 2801
'B' St., San Diego, Calif.
92102.

Francisca Astorga
hace trabajo de casa.
Si necesita ayuda llame
238-0369.



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BINGO

La Asociacion de
Latinos tiene juegos de
Bingo todos los Sabados
a las siete. Se llevara
a cabo en el Community
Center del 2222 de la
calle Broadway. El premio
mejor sera anunciar.

Explorando

Hay todavia unos lugares
para jovenes de 8 años a 12
para que inscriban en el pro-
grama de ocho semanas 'Explor-
ando su Alrededor.'

Durante el programa los
niños conoceran, la historia,

cultura y instituciones de
Lomas de Oro.

Habra paseos, clases de
arte, discusiones y una cena
preparada por los niños.
Para mas informacion llame
232-5126 y pregunte por Laurie.

para ancianos

Si usted es mayor de edad,
y desea ayudar a otras personas
tambien mayor de edad que no
puedan salir de sus casas, usted
quizas esta interesado en un
programa nuevo que empezara

en Noviembre llamado 'Proyecto
de Compañeros Mayores.'

Para mas informacion llama
a Neighborhood Outreach Pro-
gram al 234-7297 y pregunte
por Sheila o Nellie.

Si necesita cuidado
de niños llame Gloria
Sanchez. Direccion 1217
30th St. en Golden Hill.

Pizzon's Pizza

1237 '28th Street
Phone: 234-9141

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CLOSED TUESDAY
Fri. & Sat. 4 - 12:30
Sun. 3 - 10:30
FREE DELIVERY

Estamos haciendo algunos cambios

El Mini Periodico de Golden Hill pasa por su tercer año de información en Golden Hill.

Dentro de esta edición usted notará algunos cambios para hacer de esta revista más cómoda para el lector.

Primeramente hemos cambiado la revista ahora se publica de otra forma o sea del tamaño de una revista, contraria a la forma abierta, y larga.

Segundamente esta es una edición especial con una sección bilingüe que llegará a 6,000 hogares, comercios y

organizaciones en Golden Hill. Hubo una distribución de 1,000 ejemplares de tres páginas mensuales.

Estamos planeando publicar noticias, presentaciones, fotos y anécdotas para y por personas que viven en Golden Hill.

Nuestras presentaciones tratarán sobre esta gente, y las noticias cubrirán temas importantes para usted y su vecindad.

El plazo para someter artículos y lista de eventos se vence cada último lunes del mes.

Esto es una pequeña versión de lo que usted puede esperar de esta revista. Esperamos a

mentar y mejorar las páginas, la forma de cubrir historias y la publicidad.

Mucho de esto dependerá siempre y cuando usted tome interés en leer acontecimientos de la comunidad. También dependerá en sus

contribuciones y dinero para suscripciones, y sus esfuerzos en remitir noticias y su ayuda en montar esta revista.

Que podemos hacer en aumentos de renta

En vez de moverse muchos anquilinos prefieren juntarse

Que podemos hacer verdaderamente de las rentas que suben de precio?

Algunos anquilinos en el bloque de 1100 de la calle 26 creen que sí. Es por eso que en Septiembre se juntaron, cuando el nuevo dueño les notificó que iba a subir la renta más o menos de \$100 a \$175 por mes.

Los Anquilinos -- Joe Zavodney, Sheila Lopez, Linda Jones, Ernie Quintero, Ralph Howland, Nick Houser, Jane Jackson, Eddie Nelson y Jan y Dan Stesiak se juntaron y hablaron acerca de esto, y

decidieron una junta con el dueño, Monte Kahler.

El Señor Monte dijo que él tenía que hacer el pago mensual del edificio y también ganar interés.

Los anquilinos que han vivido en el edificio (1131, 1131½, 1133, 1133½ y 1139 son las direcciones, casi por seis años, ellos dijeron, ellos han podido mantener la renta baja porque, ellos

siempre están dispuestos a ayudar en mantener el edificio limpio. Ellos le dijeron que no podían pagar el ingreso.

Los dos partidos decidieron que sus motivos eran razonables, y a la junta siguiente, Monte trajo una figura que necesitaba para hacer el pago mensual.

edición especial

Un compromiso fue arreglado, y el dueño aceptó hacer cualquier arreglo al edificio costoso, la renta será ingresada un tercio saliente \$25 de el propósito original.

En lugar de moverse o pagar, los inquilinos se juntaron, y el dueño escuchó, los resultados; una solución con la cual los dos pueden vivir con.

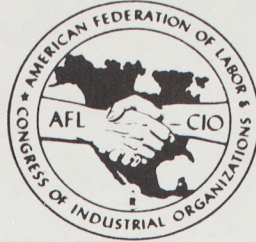
Neighborhood Outreach Program Non-Profit Org.
2801 "B" St. U. S. Postage
San Diego, CA 92102 San Diego, CA
234-7297 Permit No. 15

Committee on Chicano Rights
1837 Highland Ave.
National City, Ca. 92050

This document was prepared under contract with the San Diego Regional Employment & Training Consortium, funded under the CETA Act of 1973. Its contents do not necessarily reflect the views or opinions of the Consortium.

Brewery, Bottling, Can and Allied Industrial Union-Local No. 366

AFL-CIO • D.A.L.U.



AFL-CIO • D.A.L.U.

JAMES B. SILVERTHORN,
PRESIDENT
KENNETH DEBEY
BUSINESS REPRESENTATIVE

4510 INDIANA STREET
GOLDEN, COLORADO 80401
303-279-3656
279-7423

Reply to:

2724 W. Eighth Street
Los Angeles Ca 90005
Tel. (213)-389-8693
381-1608

 26

November 12, 1977

Ralph Inzunza
Committee on Chicano Rights
1837 Highland Ave.
National City, Ca. 92050

Dear Ralph:

Enclosed please find a packet of information concerning the Strike And Boycott against the Adolph Coors Co. by the Brewery Workers Local #366, Golden Colo. For Further information please contact Boycott Headquarters at (213) 389-8693 or (213) 381-1608.

Any assistance you can provide us in our struggle against this anti-american, anti-people company, will be greatly appreciated.

Sincerely,

Evelyn M. Desmarais
Robert J. Salas

Evelyn M. Desmarais
Robert J. Salas
CALIFORNIA BOYCOTT COMMITTEE

EMD:n
opeiu-2
afl-cio

Oakland
PRIS

5-22-77

Privacy Question

Private Use Of Lie Detector Hit

GALTHEBSBURG, Md. (AP) — The federal privacy commission will recommend next month that the use of lie detectors by private businesses be outlawed, according to the vice chairman of the commission.

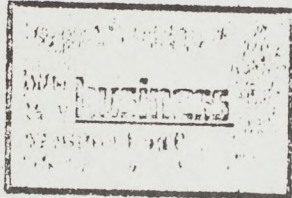
Willis Ware, vice chairman of the Privacy Protection Study Commission, also said the panel would suggest an end to common insurance company information-gathering practices and would urge legal guarantees giving consumers greater access to their credit files.

Ware, a Rand Corp. official, told a gathering of computer security experts that the commission would suggest in its final report that private organizations and businesses be required to protect the confidentiality of information on individuals just as the federal government is required to do so.

"Certain methods of information collection should be prohibited," Ware said. "For example, polygraphs."

In an interview, Ware said the recommendation would cover lie detectors, psychological stress evaluators and similar devices. A psychological stress evaluator measures tones in a person's voice to indicate whether the person is lying.

He emphasized that the recommendation would apply



only to private organizations, not to government law enforcement.

"There are just other ways to get this kind of information," he said, calling lie detectors too intrusive a means of collecting personal data.

Some businesses use lie detectors to interview prospective employees and in attempting to identify employees involved in pilferage.

Ware's talk was the keynote address at a day-long seminar on computer security.

The commission's forthcoming recommendations are to be included in its final report to President Carter and Congress in late June.

Ware said the commission would suggest that insurance companies cease to demand that consumers give the companies blanket permission to gather information on their medical, financial and personal history.

"No more open-ended, broad-gauge, insurance-type forms should be allowed," he said.

Lie Detectors Lie

Lie detectors tell lies and should be banned in job interviews, says one congressman.

Furthermore, he said, lie detectors are used to ask applicants questions about their families, sex life and politics, which are invasions of privacy.

"People have been deceived by a myth that a metal box in the hands of an investigator can detect truth or falsehood," said Rep. Edward Koch (R-N.Y.). "There's nothing to document claims of accuracy."

Many factors, such as embarrassment or anger, neurotic feelings about lie detectors, skin pigmentation (blushes are considered in evaluating answers), and cultural differences toward morality all make lie detection inaccurate, he charged.

More than 200,000 job applicants and employees are subjected to lie detector tests each year and their use is growing. Businesses are increasingly turning to them to stop employee thefts.

Lie detectors so intimidate job applicants and employees, Koch said, that people frequently tell all sorts of personal information for fear they'll be evaluated as guilty if they don't. Such coercion is an unconscionable invasion of a person's privacy, he charged.

Koch has introduced a bill in Congress that would make it unlawful for any government agency or private business doing interstate commerce to require lie detection tests of employees or job applicants.

6-2-77 GOLDEN TRANSCRIPT

Coors taping picketers' remarks at main gate

Comments of Coors picketers are now being recorded by the company. Company spokesman Bob Russo said that the company installed an 18-inch diameter microphone at the main gate in view of the picketers earlier this week.

The microphone and taping equipment was installed on advice of legal counsel, Russo said. He refused to comment on whether the tapes will be used at a later date.

Russo said the microphone was installed to "discourage picketers from using vulgar obscenities." He said the action was taken because the company has observed that obscenities have been directed at employees, especially females, and visitors by the picketers at the gate.

The company is now giving tours of the brewery and the guests coming in are

another concern, Russo said. He said the visitor volume is about normal for this time of year and that not too many questions are being asked about the strike. Visitors with questions about the strike are directed to industrial relations employees.

Dick Hunter, spokesman for Brewery Workers Local 366, said the taping is "just another technique to harass the picketers." He doesn't believe there have been many incidents of obscene language and the few incidents of people getting out of line don't warrant the company's action.

Hunter said the union is conferring with legal counsel about future use of the tapes. The picketers have been told "to conduct themselves with dignity," he said. He said he doesn't know of any incidents of visitor harassment.

Shouldn't the Coors' brothers agree to a polygraph?

Miller Hudson
Contributing columnist

I was astounded the other day when Bill Coors decided to identify the secret ingredient in his fine, light beer. All along he had me fooled into believing it was the pure Rocky Mountain spring water. What a shock to find it was the "monkeys" he had hired to brew it.

Now, that put me to thinking. What kind of a chap would hire monkeys rather than human beings to work in his brewery? Evidently, Mr. Coors must feel more comfortable with an employee that can be purchased, rather than individuals with whom he must negotiate on the basis of equal rights.

The Coors brothers must view themselves as in some way superior to the mere pukes that work for them. No one who respects the dignity and worth of each and every human life could ignore the very real human tragedies that occur within the families of striking workers. Poverty, divorce and alcoholism will prove inevitable for many.

Let's talk about right and wrong for a minute. The brewery workers union is the legally recognized bargaining agent at the Coors plant. The management has a contractual obligation to negotiate with the union as the agent for its employees. A majority of those employees

authorized a strike by democratic vote because of their concerns.

Prior to even discussing these issues with the union, Coors notified employees that they would be replaced by scabs and permanently lose their jobs. Irrespective of the so-called "facts" at dispute, I believe this action constitutes bad faith bargaining. Certainly it shows a disrespect for the value of the strikers as individuals, and a disregard for their opinions.

The Coors brothers would like us to believe they are patriotic defenders of the true American way. I believe we should examine that contention. It is apparent their respect for democratic procedures does not extend to their monkeys. They fail to appreciate the contradiction between advocating trust and openness between employees and managers, while accepting the thesis that more powerful individuals have the right to manipulate the less powerful.

The Coors management has abandoned any sense of alliance with their employees. This is no joint enterprise. Workers are expected to surrender their dignity and rights when they accept employment. Lie detector tests put a lie to the principle of "innocent until proven guilty." After all, these people are making beer, not ICBMs. So much for the Constitution.

Now, what kind of mentality does it take to rationalize the police state tactics implicit in the use of polygraph examinations? Only if one views man as basically lazy, dishonest and dangerous is it possible to deny him a respectful positive regard. Is it any wonder that the Coors brothers are worried about Red menace and homegrown revolution?

However, the revolution won't be the product of people's idiocy and irresponsibility. It is far more likely that the institutional inhumanity of individuals that can call other people monkeys will precipitate the outrage that ends

in rebellion. I would like to add that there is no reason to look forward to such an eventuality. The new communists will prove fully as evil as the managers, demanding that we sacrifice our individuality and dignity for the state, rather than the company.

I don't believe the Coors family deserves our unquestioning trust merely because it had the initiative to inherit a multi-billion dollar fortune. Surely, no one remains who believes that high position and great wealth provide an indicator of personal integrity. Why should we trust the Coorses any more than they trust their own employees?

After all, the Coors money is really our money. In a capitalist economy, we franchise individuals to perform functions, at a profit, which the government would otherwise do. The damnable dilemma for the socialists is that the capitalist system works more efficiently, in most cases, than their own.

Nonetheless, the Coors family is basically a custodian of public monies. Your and my beer money. I believe we should be concerned about how that money is spent. And, we are displeased with the purposes for which it is being used, we should withhold our beer dollars. Apparently, many people don't share this point of view or boycotts would be more effective.

Still, I would like to subject the brothers Coors to a little lie detector examination of my own. I don't see why honorable men, who have expressed a faith in the value of polygraph procedures, shouldn't agree to answer publicly the following questions:

- How much money did the Coors family donate to conservative political causes and candidates during 1976?
- Do you directly or indirectly reimburse your

Continued on page 3

Polygraphs and Coors, cont.

Continued from page 1

executives with raises or bonuses for their political contributions?

- Are you aware of or have you approved of any falsification of information on your personal or corporate income tax returns?
- Have you ever deliberately misled or misinformed your employees regarding the nature or consequences of labor negotiations?
- In order to minimize personal hardships, do you feel an obligation to seek a prompt settlement to the present

strike?

Don't hold your breath waiting for the Coors brothers to roll up their sleeves on the steps of city hall. My request for a polygraph test will prove no more irritation than a fly to an elephant. The protestations of a commoner, a peon like myself, will scarcely ruffle the righteousness of the Coors dynasty.

Bill and Joe see human beings as merely another ingredient in their beer, along with the barley, malt and hops. A commodity to be purchased, preferably at the

lowest possible price. They sell a tiny piece of a human life in every can.

To some extent, I can agree with that philosophy. The differences between us lie in the conclusions we draw. When a man and woman dedicate unrecoverable years of their lives in an enterprise, be it their job or marriage, they deserve a say in how those years will be spent. Until Coors demonstrates that they share my respect for their monkeys, I'll keep reaching for a Bud.

Miller Hudson is a Denver Democratic captain at-large.

More NLRB charges filed

COLO. DAILY *MAJ* MAY-1977

Two more charges were filed last week against the Adolph Coors Co. by the National Labor Relations Board, bringing to five the number of charges to be brought before an administrative law judge on July 19.

Francis Sperandio, regional director for the NLRB, alleges in the complaint that the company announced retirement benefits on Feb. 9 that circumvented "its duty to bargain with the union."

In addition, he said, the company included a savings and investment plan as part of the wage increases and benefit improvements announced Feb. 7, without bargaining with the union.

Sperandio said in his previous findings issued at the end of April that the company has been continually attempting to discredit, undermine and subvert the union and it has been interfering and coercing employees.

The charges say the company refused to bargain, it made an offer to the union during bargaining sessions and made a better one directly to employees and it misrepresented the explanations of what the employees were getting in the new contract.

The union filed charges of unfair labor practices on Feb. 9, two days after the company put its "best and final" contract offer into effect.

THE COMPANY HAD no comment on the two new charges.

Brewery Workers Local 366 spokesman Dick Hunter said, "These charges are very serious and the union is confident that the ruling on July 19 before an administrative law judge will be in our favor."

The union went out on strike April 6, and as the walkout enters its eighth week, no more talks are scheduled between the union and the company.

Tours have resumed at the brewery, and company official say production has returned to normal for this time of year.

The union, with the backing of the AFL-CIO, has initiated a national boycott against Coors beer, which it says is picking up support. Movie star Jane Fonda and labor organizer Caesar Chavez in California are actively supporting the boycott, Hunter said.

Following the hearings this summer before an NLRB administrative law judge, the case could then go to the NLRB in Washington, D.C. and possibly to the Court of Appeals and the U.S. Supreme Court.

If the decision is favorable to the union, its attorneys have said, strikers who were replaced may be reinstated with back pay and future benefits.

Hearings on Coors' labor practices begin Tuesday

By STEPHEN FOEHR

Colorado Daily Staff Writer

The National Labor Relations Board Tuesday will begin hearings on alleged unfair labor practices by the Adolph Coors Company. The Brewery, Bottling, Can and Allied Industrial Union Local 366 has accused the company of violating seniority rights, discrimination against minorities, subjecting employees to polygraph tests and body searches at will and attempting to bust the union in favor of a company union.

Coors wants to include its right to conduct the polygraph test and searches in a new contract.

The union has been on strike for 13 weeks, protesting Coors' practices and the lack of what they consider a just contract dealing with non-labor issues.

The hearings are expected to continue through the week at the Old Custom Building, 1600 Sherman St., Denver. A finding is not expected for four or five months, according to the union's public relations officer Dick Hunter.

In defense of the polygraph tests, Coors public relations director Bert Summers said they enabled the company to check employees' health background, especially for back injuries. Questions on the test delve into "acts of deviant sexual behavior," sexual dealings with wives, "relationships with anyone other than your wife," "acts of undetected crime" and participation in "any type of marches, sit-ins, organizations or riots," according to a union source.

Coors employees can presently be fired for numerous offenses not related to their job performance, such as saying bad things about the company's beer.

The AFL-CIO has called a national boycott of Coors beer in support of the local strike, and it seems to be affecting sales. The company admitted last week that its sales were off 5.6 per cent for the second quarter of 1977, declining to 3,316,000 barrels from 3,511,000 barrels for the same period a year earlier.

The decline was attributed to several market factors, including the boycott, by Coors chairman William Coors.

Union sources claim Coors beer sales are down more than the company admits because of the boycott, but they have no figures available. The boycott has received good support in Montana, Nebraska, Texas, Utah and California, the union claims.

Coors has not released a dollar figure for how much the strike cost the company. The strike and boycott will not affect the company, president Joe Coors said. "We are not concerned. We are prepared to ride it [the strike] through," he said.

While grudgingly admitting the strike has had an impact on sales, the company doubled its semi-annual cash dividend to shareholders from 5 cents to 10 cents per share.

The local union has spent about \$50,000 supporting the strike, and the AFL-CIO has paid nearly \$100,000 in strike benefits to the 500 workers who remain on the picket line, according to the union business manager Ken DeBey. The local has taken a loan on its meeting hall to raise money and "hundreds of groups have helped in raising fund for us," he said.

Originally, 1450 workers went on strike but most have returned to their jobs and Coors has hired non-union workers, called "scabs" by the union, to replace striking workers.

The strikers have vowed to continue the boycott and strike until a fair contract is won, DeBey said.

COLO. DAILY

JULY-1977

Coors wants workers to give up basic rights

Contrary to the propaganda put out by the Adolph Coors Company, the size of the wage increase is not the issue which prevents reaching an agreement with Brewery Workers Local 366. Both sides are close to an agreement on the economic issues.

Rather, one of the main outstanding issues concerns the protection of the rights and the dignity of the Brewery Workers. The union contends that if it were to agree to the demands made by the company in negotiations that it might as well sign an agreement that workers would leave their human and civil rights at the plant gate.

One of the most outrageous of the company's demands is that it have the right to discharge an employee if he refuses to submit to a lie detector (polygraph) test at any time. Already the company requires a lie detector test for prospective new workers as a condition of employment.

The following are some of the questions which are asked of new workers while their bodies are attached to the machine:

"Have you ever committed an undetected crime?"

"Have you ever stolen any money in your life?"

"Have you ever participated in any type of march, riot, sit-in, or demonstration?"

"Is there anything in your personal life that might tend to discredit or embarrass this company if it were known?"

"Do you have any overdue or delinquent debts?"

"Are you homosexual?"

"Have you had any extra-marital affairs?"

"Have you ever been served a summons to appear in court on either a civil or criminal case: if so, what and when?"

Many of these questions are degrading and demeaning. Several seem expressly designed to create a climate of intimidation and paranoia. Others are clearly invasions of privacy and are not tolerated in any other areas of American life. The questions about previous criminal activity require that a person testify against himself.

Whether a prospective worker ever exercised constitutionally guaranteed rights to express a political position is clearly no business of the company. It will not do to protect such rights in the public arena if private owners are able to deprive workers of a livelihood for exercising the same rights.

The company is not shy about dis-

cussing rights. William Coors, president of the company, has publicly stated, "You have a constitutional right not to work at Coors." The implication is that if you do work for Coors, however, you should expect to give up the rights protected by a democratic society.

The most important right to the company is the right to profit, and if that goal can be furthered by demeaning the dignity of workers and intimidating them, then other rights, such as those of workers, are con-

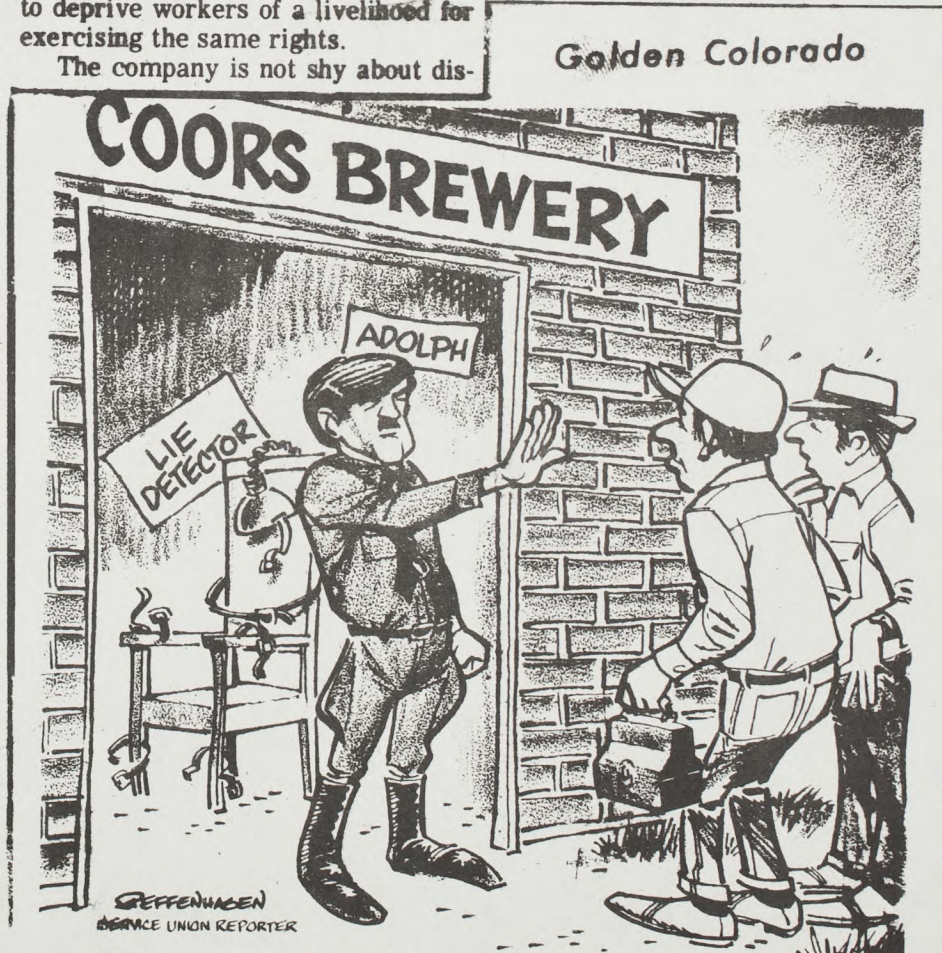
sidered secondary at best.

The lie detector demand is not only one which exemplifies the company's attitude in this regard. The company also proposes that it be able to discharge an employee if he refuses to submit to a physical examination. Apparently the constitutional provision against unreasonable search does not extend to the Adolph Coors Company.

Further, the company demands the right to discharge an employee for making disparaging remarks about the Employer or the Employer's products, or any words or deeds which would discourage any person from drinking Coors beer. In other words, when you go to work for Coors there are certain things which you must be willing to give up, like your right to freedom of speech.

Finally, the company continues to attack basic trade union rights which have been taken for granted since they were won by workers' struggles in the 1930's. To give just one example the company demands that grounds for discharge be the "willful refusal to cross a picket line."

The Coors strike is not about wages. It is about human rights. It will decide whether police-state tactics and deprivation of rights, which are prohibited in society at large, can be utilized by a private company against the workers who produce its product. Shall profit-oriented companies be allowed to use tactics of coercion which we deny to our democratically elected governments?



"You have a constitutional right not to work at Coors. But if you do come in the door, you have to sit down in that chair and give up all your American rights."



ON THE line at Coors Brewery in Golden Colorado. (see story on

July, 1977

Angel City Carrier

Coors Boycott Takes Effect...

Word of the Boycott is starting to spread through California. Positive results are coming in from many different sources that show Coors is feeling the pressure of the Boycott. Coors has stepped up their advertising on T.V. and Radio and has hired Anti-Boycotters to work in the area. Word of mouth advertising from Union brothers and sisters has been very effective. Let's keep the heat on and make this Boycott of Coors Beer a success. Whenever you're at your favorite "watering hole", let them know that you don't like seeing that 'scab' beer there. Why? Because no industry, not even Coors, has the right to force their workers to give up their Union, their Rights and their Dignity, just to keep their jobs. It's a sad day for all of us when an American worker is deprived of his Rights in the name of Profit. Remember, it's a bitter brew that flows from Golden, Colorado these days, and Coors truly is poison to the working man.

If you would like more information about the Boycott or would like to help, call one of these numbers: 389-8693 or 381-1608. "BOYCOTT COORS!"

Coors strikers hang tough

GOLDEN, Colo
THE WORKERS who walked out of the Coors brewery April 5 have voted overwhelmingly not to return to work. Without a contract at a packed union meeting June 29, the members of Brewery Workers Local 366 also resolved to launch a major fund-raising effort and to intensify the call for a boycott of Coors beer. After the near-unanimous vote, the striking workers were joined by cheering families and friends for a rally at the brewery's main gate and a march—over 400 strong—to the mansion of Joseph Coors.

Though Coors claims the boycott is having no effect, figures from the United States Brewers Assn; Inc. show that Coors sales in California alone were down 1.9 percent during first month of the strike, compared to the same month the year before.

Along with the boycott, a drive to raise funds is crucial to the success of the strike. Strike pay is only \$25 a week. But as one young striker, whose wife is eight months pregnant, said "We're not going back to those same conditions, that's all there is to it."

FAST BECOMING a symbol for the conditions which drove the workers to the picketline is the polygraph (lie-detector) test which Coors requires of his employes when they are hired, or change departments, or miss work. Workers say they are asked demeaning questions that have nothing to do with the job, but which focus on their personal lives or their political beliefs. Following in Coors' footsteps, a number of Colorado shops and gas stations have also instituted the polygraph.

Coors workers must submit at any time to searches by company guards or examinations by company doctors. Refusal to do so is cause for dismissal, along with 21 other reasons, some of them extremely vague, including "making disparaging remarks about the employer."

Another sore point is Coors' arbitrary change in seniority rules which would give management sole right to determine schedules and layoffs.

At the heart of the strike is the struggle for a union shop. The company's latest offer provides that "this Agreement shall be and remain an open shop agreement." According to Dick Hunter, a member of the union's publicity committee, "Coors wants to break the union—or they want a contract where they have all the control, which amounts to the same thing."

LONG KNOWN for discrimination against Blacks and Chicanos in hiring and promotion, Joseph Coors is a prominent contributor to right-wing causes and a leading member of the National Right to Work Committee, which organizes anti-union lobbying efforts around the country. Boycott co-ordinators point out that Coors takes his profits—\$76,461,000.000 net in 1976, or \$9,439.61 per employe — and "uses them against all of us." A brewery worker adds, "Joe Coors uses his money to buy the power to hold people in a form of slavery. I should know — I worked for him."

UNIONS BROKE BY COURSE

1960 thru 1968

Asbestos Workers Local Union #28
Boilermakers Local Union #101
Brick Layers Local Union #1
Carpenter District Council
Cement Masons Local Union #577
Electricians Local Union #68
Glaziers Local Union #930
Iron Workers Local Union #24
Lathers Local Union #68
Linoleum Layers Local Union #419
Millrights Local Union #2834
Painters Local Union #79
Pipefitters Local Union #208
Plumber Local Union #3
Roofers Local Union #41
Sheet Metal Local Union #9
Tile, Marble & Terrazzo Helpers Local Union #85

952 Initiates Orange County Coors Beer Boycott

Confronted by an offer from Coors Distribution Company of Orange County which would virtually destroy employee security and benefits built up over the last 30 years, Teamsters Local 952 has severed its relationship with the company and initiated a boycott on Coors beer in Orange County.

Declaring his union would never be a party to a sweetheart agreement of the kind sought by Coors, 952 Secretary-treasurer Lee Kearney listed the following rollback demands among those in the Coors ultimatum:

- Elimination of the timeclock and overtime payments for drivers.

- Elimination of all Teamster benefit plans and replacing them with company programs. The company programs provide no vision care or retiree medical coverage and require the employee to share the cost of its pension program.

- Open shop.

- A list of 36 specific violations for which an employee may be immediately discharged, many of them so picayune as to give the company virtually a free hand to fire any employee it wishes.

- The right to compel any employee to take a lie-detector test before he is eligible to testify in a grievance hearing.

- Increasing the present 37 1/2-hour work week to 40 hours.

The company, known as Rayell Company of Santa Ana, was re-

cently purchased by the Coors Brewery and is under the direction of Pete Coors.

Kearney characterized the Coors offer as "a clearcut attempt to destroy a collective bargaining relationship that has prevailed for many years to the benefit of the

company, its employees and the public they serve.

"The company obviously wanted us to strike them," Kearney said. "They have their scabs in the wings, ready to take over our members' jobs. I am convinced their aim is to eliminate the old-time employees and bring in presently unemployed workers who will be cowed by the company and ready to work under sweatshop conditions."

Therefore, he said, he has advised the Coors employees to remain on their jobs, but to carry the message of the company's behavior to the people of Orange County and to ask them not to purchase Coors beer.

Boycott support

Kearney said the Coors boycott would be supported by the 90,000-member Central Labor Council of Orange County as well as the 14,000 Teamster families in the area.

Another major ally in the boycott is the National Organization of Women (known as NOW) which is boycotting Coors statewide because several of Coors' top officials have contributed money to the campaign against the Equal Rights Amendment.

MORE GRIPES

- A former Coors attorney, Irwin Lerten, is given credit for getting the load limit per driver eliminated from contracts, making driving a lot more hazardous to truckers.

- Coors, unlike all other major brands of beer, is not pasteurized, causing it to go stale if not refrigerated or within a month even in an icebox. Non-pasteurized beer has been banned in Oregon since 1968 as a health hazard.

- During the United Farmworkers strike in the late '60s, Coors trucks were used to haul scab grapes. This last summer, they were hauling scab grapes again.

These actions are lightweight compared to the Coors family's role in beefing up the police department to harass the Chicano movement in Denver. Adolph Coors personally donated a police helicopter which the Denver P.D. has put to good use in persecuting the peoples' organization, Crusade for Justice. In April 1973, 60 police armed with shotguns, automatic rifles, and impact grenades--without provocation--devastated an apartment house where activists, teachers in the Crusade's free school, and innocent families lived. One man died (Luis "Jr." Martinez) and 19 were hurt in the seige. Last year, 5 militants were killed when a bomb exploded in their car. These right wing attacks are directly linked to the Coors' family's "leadership" in bringing about racial inequality and hostility.

Coors is still the best selling beer in the West, and, here in San Jose, is the #1 beer in the Chicano community. Apparently a lot of people are still unaware of the racist and anti-union policies of the Coors family. Put this article up where you shop or work, tell your friends, and next time you reach for a cold beer: **BYPASS COORS!**

Coors ban attempt fails in Texas

AUSTIN (AP) - A Texas legislator, unhappy because there are no black distributors of Coors beer, failed Thursday in his attempt to ban the beer from the state.

Rep. Mickey Leland asked permission to introduce legislation banning the sale of unpasteurized beer in the state. The only unpasteurized beer sold in Texas is Coors.

"There is not one black Coors distributor in the country," said Leland. "The times dictate that you give everybody an equal chance, but the Coors people have done everything they can to keep black people from getting a distributorship."

Leland needed a two-thirds vote of the House to introduce the bill, but his motion was defeated 52-40, with 40 members not voting.

5/1977
DAILY
TEXAN

Coors Co. Found Guilty Of Race Discrimination

WEDNESDAY

By GEORGE LANE
Denver Post Staff Writer

The Colorado Civil Rights Commission Tuesday afternoon ruled that the Adolph Coors Co. was guilty of racial discrimination in the 1969 firing of a black employee.

The complaint against the Golden brewery was filed with the commission in April 1969 by Booker T. Mays, 50, of 2395 Clermont St., Denver.

Mrs. Armando Sisneros, commission chairman, read the decision to Mays, three attorneys involved in the case and a handful of spectators in the State Services Building conference room.

"We overrule the conclusion of the hearing examiner to the effect that race didn't play a part in the dismissal," she said. **'RACE WAS FACTOR'**

"And specifically find that race was a factor."

Mays was fired for insubordination after he came to work when he was supposed to be serving a five-day suspension in February 1969.

The suspension was given to him after he had been timed on relief breaks.

The company charged him with overstaying two timed breaks — three minutes on one occasion and seven minutes on another.

Mays filed a grievance with the brewery workers union immediately after he was fired, but the union ruled in favor of the company.

He followed that action with the complaint to the commission. The hearing started Dec. 9, 1969, and concluded March 13. Sessions weren't daily, however.

Edward J. Scheunemann, Mays' personal attorney, and James Dotson, assistant attorney general assigned to the commission, presented the case to the commission.

Erwin Lerten, of Beverly Hills, Calif., represented Coors. **CONCLUDING ACT**

Mays and his attorneys contended that the dismissal wasn't an isolated incident, but rather was the concluding act in a long chain of racial acts directed toward him from the time he became the second black person employed in the brewery in 1962.

Among the specific incidents of alleged racial discrimination were:

—A supervisor threatened to have him fired in 1964 after he refused a request to find the supervisor "a nice colored girl for a date."

—William Coors, president of Adolph Coors Co., urged employees in a 1964 meeting to write their congressmen opposing the upcoming Civil Rights Act. Mays said Coors said at the meeting that if the legislation was passed 60 white employees would be replaced by black men.

Lerten used as a defense the present company practice of "going out of their way" to obtain minority persons as employees.

He called to the witness stand approximately 20 present black employees of the company. Each stated that he hadn't experienced any racial discrimination and felt he had been treated fairly.

After listening to all of the testimony and reviewing the transcript of the proceedings, a

hearing examiner, Frank Plaut, a Lakewood attorney, recommended that the commission find that Mays' race had nothing to do with his dismissal and uphold the company's action.

Mays appealed this recommendation.

Each of the attorneys reviewed the testimony of the hearing during final arguments Tuesday.

Scheunemann told the commission members that they mustn't be concerned with "what the company did" (the suspension and firing of Mays).

"The real issue is why did they do it," the attorney said.

He said that Mays felt that certain persons in the brewery were "out to get him" and he was forced into a trap.

TREATMENT CITED

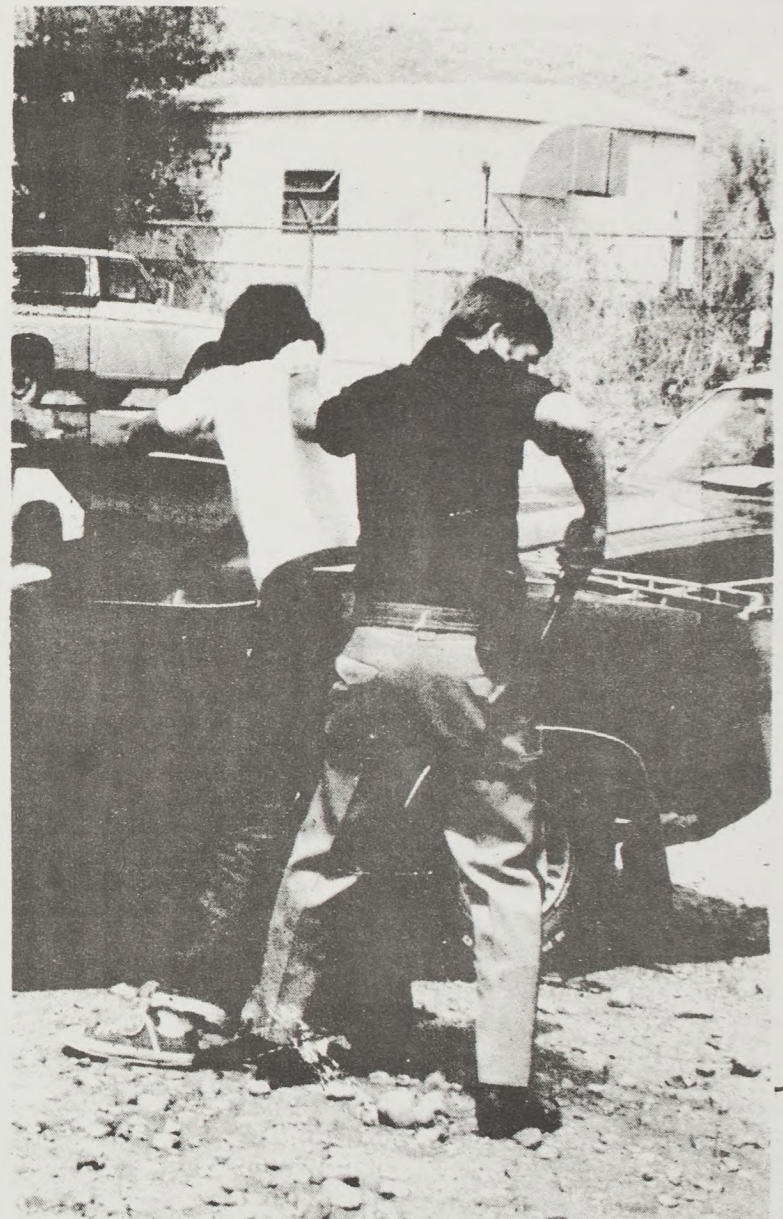
Lerten, in his closing argument, said, "Coors has proved that Mays was treated more leniently than non-minority employees."

He also told the commission members that the Golden company "waives every rule they have to employ these people (minority persons)."

Along with finding the brewery guilty of racial discrimination in the case, the commission ordered that Mays be reinstated in his job with full back pay—less any money he might have earned since his dismissal.

A spokesman for Coors said late Tuesday said that the company is disappointed with the commission in that it is contrary to two previous rulings in Coors favor.

He said the company will appeal the decision in the District Court in Golden.



COPS AND PICKETERS—Recent action on the picketline at Adolph Coors Brewery in Golden, Colorado saw this area sheriff's deputy detain Coors Brewery striker Eddie Washington. It seems that Washington's vehicle matched the description of a robbery getaway car earlier. Local 366 strikers reported that Washington was later released. Brewery Workers Local 366 has filed a lawsuit seeking \$200,000 in damages against the Coors company, the Golden Police Dept., the Jefferson County Sheriff's Dept. and other parties claiming conspiracy to intimidate the strikers through threats and violence at the brewery in Golden.

Aug-26-1977

Denver Post

Coors signs anti-bias employment pact

By CLAIRE COOPER

News Staff

Without admitting past bias against black, Chicano and female workers, the Adolph Coors Co. has signed an agreement in federal court promising its future employment practices will be nondiscriminatory.

The settlement agreement was the result of a suit filed by the U.S. Equal Employment Opportunity Commission (EEOC) in Denver U.S. District Court on Sept. 19, 1975.

EEOC charged the Golden brewery had "intentionally engaged in unlawful employment practices" since July 2, 1965. The alleged unlawful practices were discriminatory hiring, firing, compensation and working conditions, including such specific acts as:

- Maintaining a recruitment system that perpetuated the brewery's "non-minority male work force."

- Using job tests that gave unfair measurements of the capabilities of minorities and women.

- Questioning employes about their arrest records, economic status and marital status.

- Relegating women to clerical and service jobs, and blacks and Chicanos to semi-skilled and unskilled jobs.

Attorneys for Coors and the EEOC agreed on employment practices designed to end whatever discrimination the brewery may have been practicing. They signed the agreement April 22. Chief U.S. Dist. Judge Fred M. Winner signed it Monday.

One provision is that either Coors or the EEOC can go back to Winner for further court action if there appears to be a violation of the agreement before Jan. 1, 1980.

According to another provision, the agreement was to be kept secret. Coors and the EEOC agreed they would prepare a press release about

the document, and neither side would divulge further details.

However, the agreement was stacked among the open records of the court clerk's office Tuesday. No press release was distributed.

The agreement says "Coors intends to comply in all respects" with the 1964 Civil Rights Act, which bars employment discrimination on grounds of race, color, sex or national origin. It also says Coors doesn't admit having violated that law.

Key terms of the agreement include the following:

- Coors will continue its program of recruiting employes through minority job agencies, colleges and professional societies.

- Coors "does not and will not" give hiring preference to friends and relatives of its employes.

- Coors "does not and will not" require high

school diplomas for clerical, craft, semi-skilled, unskilled and service jobs.

- Coors "is not and will not be concerned" with whether job applicants own their homes.

- A felony conviction "does not and will not" automatically bar an applicant from employment at Coors.

- Marital information "is not and will not be considered" in hiring.

- Coors will pay \$1,100 apiece to two employes - Michael Richardson and Jenene Perry - who said they were victims of discrimination at the brewery.

While it wasn't specifically part of the court agreement, Coors noted it will spend \$50,000 a year to train minority and female workers, a plan that was acceptable to EEOC.

Coors also said it will keep a bank of job applications from women, blacks and Chicanos and contact them if there are openings for which they might qualify.

Coors Antibias Pact With EEOC Signed; New President Named

C-12-772

Special to THE WALL STREET JOURNAL.

GOLDEN, Colo. — Adolph Coors Co. said it signed an agreement with the Equal Employment Opportunity Commission promising that it won't discriminate in its hiring. The brewer also announced that it elected a new president, extended its market area into Iowa and has dropped plans for a 3% increase in most wholesale beer prices.

The company said Joseph Coors, 59 years old, was elected president to succeed his brother, William K. Coors, 60, who continues as chairman and chief executive officer. Previously Joseph Coors was executive vice president.

Coors signed the agreement with the EEOC without admitting past bias toward blacks, Mexican-Americans and females. A federal judge in Denver subsequently dismissed a discrimination suit brought by the EEOC against Coors and three of its unions in September 1975.

The Operating Engineers Union entered into the agreement, but brewery workers, who have been on strike against the company for five weeks, didn't sign the accord. Charges against the company's construction workers local were dropped earlier this year.

The EEOC had charged that Coors gave employment preferences to nonminority white males, used job tests that unfairly measured the abilities of minorities and women, asked employes about their arrest records and economic and marital status and relegated women and Mexican Americans to clerical and semiskilled or unskilled jobs.

Coors said it agreed to continue a program begun in 1972 that will increase its minority and female employes in all major job classifications to a number proportionate to the total number of such workers in the Denver labor market.

The company said it will spend about \$50,000 a year to train women and minorities and will supply employment agencies and college-placement centers that cater to women and minorities with information about job openings.

The company added that it also will counsel women and minority employes on promotional opportunities and will investigate complaints made by minority employes.

In separate developments, Coors said it's expanding its marketing territory into a fifth state and expects to begin sales in Iowa by March 1978. Last year, Coors announced plans to extend its market area into Nebraska and said it will begin sales there in July.

Coors added that it dropped plans to boost wholesale beer prices an average 3% on most products throughout its marketing area beginning June 1. The brewer said it acted so that it could "evaluate the effects of competitive conditions" in the industry. The price increase will remain effective only on Coors quart-size bottles of beer, the company said.



Bribe Count Faces Fired Coors Buyer

GOLDEN — A charge of commercial bribery was filed in District Court here Tuesday against the former senior buyer for the Adolph Coors Co. in Golden.

Stephen H. Johnson, of 171 Orchard St., Golden, is charged with soliciting and accepting bribes in return for letting contracts to selected purchasers while acting in his official capacity as purchasing agent for Coors.

Johnson, who was fired May 31, is alleged to have solicited and received about \$3,000 in kickbacks from Jerry Carlson, of the Lakewood Machine Company, 2595 W. Barberry Place, Denver, between April 7, 1972 and Nov. 23, 1973.

The matter was first brought to the attention of Coors officials several months ago by an unidentified third party, and the investigation was later turned over to the district attorney's office here.

According to the district attorney's office Carlson fully cooperated with the investigation, and is the principle witness against Johnson.

1974

Coors Says He Supports Some Birch Society Ideas

By LEONARD LARSEN

Chief, Denver Post Washington Bureau

WASHINGTON — Joseph Coors Wednesday said he supported some of the "thoughts and ideas" of the radical right-wing John Birch Society and "at times supported them with funds."

The statement by Coors, a presidential nominee to the board of directors of the Corporation for Public Broadcasting (CPB), appeared to have pushed the Senate Commerce Committee into a deeper look at his political views.

Although committee members suggested Tuesday, the opening day of Coors' confirmation hearing, that his political beliefs weren't a primary concern, his Birch Society support statement and other criticisms raised against him apparently were prodding the panel in that direction.

Sen. John Pastore, D-R.I., chairman of

the Coors confirmation hearing, said the sessions, originally scheduled for only Tuesday and Wednesday, would go on again Thursday.

He said Coors would be offered a chance to "rebut" some testimony against his confirmation and, Pastore suggested, the extended hearing would examine more closely the potential of a Coors conflict of interest as a public official and his political activities.

The Birch Society was brought up Wednesday by Charles R. Baker, a spokesman for the Institute for American Democracy, who hit at Coors' ideological views and said it was "no more logical" to confirm Coors to the public agency than it would be to confirm U.S. Communist leader Gus Hall.

Baker cited Coors' support of John

Birch Society publications, and he was challenged as to his personal knowledge of such activity by Sen. Lowell Weicker, R-Conn.

When Baker suggested the committee should ask Coors the question, Weicker then directed his attention to Coors, who was sitting in the audience, and asked:

"Mr. Coors, are you a member of the John Birch Society?"

Coors responded that he wasn't a member of the society, and Weicker then asked, "Do you support them?"

"I have at times supported them with funds, and I support some of their thoughts and ideas—yes," Coors responded.

The committee members then let that line of questioning drop but with the implication that Coors would be questioned further on the subject Thursday.

Coors 'freak' boycotting

To the Adolph Coors Co.:

I am one of the infamous "Coors freaks" from back east. I have occasion to travel to the west coast from two to four times a year, and invariably I stop somewhere along the way on the return trip to load up my station wagon and trailer with as many cases of Coors as I can carry. Last year, I brought back a total of more than 150 cases in four trips for myself, family, and friends.

The fifty plus cases that I picked up in Amarillo, Tex. last November is now nearly gone. Fortunately, I have a trip to southern California planned for the latter part of this month.

Unfortunately, I have learned that your employees are on strike and have filed an unfair labor practices complaint against you with the National Labor Relations Board. I also understand that this matter will be going to court, and that in the meantime a boycott has been instituted against you.

I'm afraid that I will not be able to purchase any more Coors beer until this matter is resolved to the mutual satisfaction of yourselves and your employees. I hope you will be able to take affirmative action on this soon so that I will not be stuck drinking Budweiser, Pabst, etc., for too long.

Incidentally, I am a salaried employe of a local governmental unit and have never been a member of any labor union; however, I think I can recognize what is fair.

Sincerely,

John L. Smiskol
Chicago, Illinois

RKY MT. News 1977

Wirth defeat goal of group aided by Coors

By ROBERT THRELKELD
News Washington Bureau

WASHINGTON — Rep. Tim Wirth, D-Colo., has been targeted for defeat in 1976 by a Washington-based political group heavily funded by Golden brewer Joseph Coors.

The Committee for the Survival of a Free Congress recently launched a fund drive to help defeat certain "radical" members of Congress. It has initially zeroed in on 10 Democratic House members, including Wirth.

The Second District freshman said he was gratified the conservative group found his performance "so impressive" it put him on its list.

The committee is headed by Paul Weyrich, a friend of Coors and a one-time aide to former Sen. Gordon Allott, R-Colo. The committee's contributors and activities were recently detailed in a four-part series on Joseph Coors in the Washington Post.

The biggest contributions to the committee last year came from Joseph Coors, his family and various Adolph Coors Co. executives. According to the Post's stories and Weyrich, the Coors interests gave about \$20,000 of the \$412,000 raised by the committee last year.

Wirth, whose Second District includes the brewery, said he realized Coors had contributed to the campaign of his Republican opponent in last fall's election, former Rep. Donald Brotzman.

But, Wirth said, he came to Washington "keenly aware of my responsibility" to serve all members of his district regardless of their political affiliation.

"Certainly it does not serve the public's interest for any individual or group to pre-judge a public official's performance in office," Wirth said.

He denied that his voting record or past statements justified his being labeled a radical and said such labels "only serve to confuse people."

However, Wirth said he is "very gratified that Mr. Coors' organization has found my performance in office so impressive that such a concerted effort against me is required."

Wirth said he has had a good relationship with the employees of the Coors' enterprises in Golden and that he welcomes "a dialog and continued competition of ideas with Mr. Coors and others who may support his committee."

Weyrich maintained that any attempt by the Washington Post of Wirth to call his group a "Coors committee" was totally inaccurate. He said Coors had no say as to which candidates were targeted for defeat.

Weyrich said the committee had a "broadly based membership" and has received some 10,000 contributions from "ordinary people who want to see radicals like Wirth defeated."

Wirth was targeted for defeat, Weyrich said, because "unlike the image he is apparently trying to portray, he is very much an inside man among the radical new congressmen."

Weyrich said Wirth "bragged that he got a grant from the far-left Committee for an Effective Congress" in order to assist the organization efforts of the House Democratic freshmen. This organizational effort, Weyrich asserted, has helped to defeat certain congressmen.

HOOPS / MAY 3, 1975

Group seeks to oust liberal lawmakers

Washington Post

WASHINGTON — About 50,000 Americans received letters from Sen. James McClure, R-Idaho, in early April pleading for their dollars to help "defeat 100 radicals in 1976."

The letter is part of a test to see how much money the Committee for the Survival of a Free Congress can raise. The committee is headed by Paul Weyrich, Colorado brewer Joseph Coors' man in Washington.

Coors' his relatives and his executives were the committee's biggest contributors in 1974.

The goal of the committee is to raise 2 million to help defeat certain congressmen.

The mailing has targeted 10: Thomas Downey, D-N.Y., Robert Drinan, D-Mass., Joseph Fisher, D-Va., Tom Harkin, D-Iowa, Andrew Jacobs, D-Ind., John Krebs, D-Calif., Abner Mikva, D-Ill., Gladys Spellman, D-Md., James Weaver, D-Ore., and Timothy Wirth, D-Colo.

McClure's letter said:

"If we can (gear up) in 100 congressional races we will deal the liberals a staggering defeat and turn this country away from socialism and prevent a Communist defeat of America..."

The committee first filed with the clerk of the House of Representatives on July 17, 1974. Between that date and its post-election day filing this year, the committee raised \$412,248.20.

It contributed to 71 candidates for the Senate and House, targeting that money to help conservatives or try to unseat liberals.

The filings of the committee show that Coors campaign money tends to come in bunches and often is unidentified.

Reagan Still Eying Presidency: Coors

GOLDEN, COLO. (AP) — Joseph Coors, a political conservative whose nomination to the board for the Corporation for Public Broadcasting has been shelved, says former California Gov. Ronald Reagan still plans to run for president in 1976.

Coors, who has donated \$1,000 to Reagan's unofficial effort to take the Republican nomination from President Ford, said he based his conclusions on "what I know," rather than personal conversation with Reagan.

Coors said he was making the prediction although several conservative congressmen are urging Reagan to refrain from running because of Vice President Rockefeller's decision not to seek a full term.

The brewery executive said Reagan has discouraged the formation of state campaign structures until after formal announcement of his candidacy.

BOYCOTT DISPUTE

L.A. TIMES 7-30-77

Coors Rejects Alatorre Charge

BY HARRY BERNSTEIN
Times Labor Writer

Officials of the Adolph Coors Co. Friday denied charges by Assemblyman Richard Alatorre (D-Los Angeles) that the beer firm's campaign against him is designed to defeat him politically.

Alatorre recently recorded a series of radio commercials in Spanish urging support of a Coors' beer boycott called by the AFL-CIO and the Teamsters Union as part of a major strike against the firm based in Golden, Colo.

Alatorre said when Joe Benitez, a Coors official in Colorado, heard of Alatorre's planned support of the boycott, "they offered to fly me back to their brewery at their expense to hear their side of the story."

When Alatorre refused, he said, Benitez visited him here but failed to dissuade him from making the tapes in support of the boycott.

"And then I got the word: Coors is launching a political campaign to fight me," he said.

Benitez, in a telephone interview, denied the company is seeking political revenge against Alatorre but said, "We certainly will answer every statement he makes about us and we're taking time on the radio to do just that."

right-wing organizations

Coors Politics

By STEPHEN ISAACS
Washington Post

WASHINGTON — In Colorado, the name Coors is a household word. Even more, it is a mystique, an in-group symbol of recognition in America's youth culture, standing for beer.

In the East, Coors beer has been so hard to get that grown men have been known to fight over a six-pack.

Now, because of a decision by the Federal Trade Commission forcing Coors to let the beer be sold in the East, more and more of it is going there.

But not just Coors beer is going East.

Joseph Coors, 57, the younger of two brothers who own the company that makes Coors beer, has been pumping millions of dollars a year into new national organizations with headquarters in the East, designed to push the United States to the right.

Coors is reported to believe that this country needs a return to the days of a purer morality and religiousness, freer enterprise, smaller government and less regulation.

COORS' ENTRY into national politics has had one measurable impact: A new schism within the nation's conservative movement.

Organizations headed by people aligned with Coors have been established to compete with old-line conservative organizations here, such as the American Conservative Union.

Among organizations that have received Coors' money:

—The Heritage Foundation, a tax-exempt research organization that its founders hope will

someday be a right-wing equivalent of the Brookings Institution, which they see as left-wing. Coors provided the seed money to start the foundation in 1973 and at one time reportedly contributed more than half its annual budget. Heritage now has a yearly budget of more than \$500,000.

—The Committee for the Survival of a Free Congress, which raised \$42,000 in four months last year for 71 conservative candidates for Congress.

—TELEVISION News Inc., a 2-year-old national television network financed by Coors to counter what he believes is the ultraliberal news bias of the three major networks. TVN is mostly owned by the parent company of the Coors empire, the Adolph Coors Co.

—Midwestern Industries, a Washington Lialson organization located until recently at premises now occupied by Heritage, which originally had one client: Adolph Coors Co.

Persons who have been supported by Coors money in the past, and other linkages involving Coors' associates, include:

—The National Association of Manufacturers, the \$6.8 million-a-year trade organization with headquarters near the White House. Its new senior vice president, in charge of most of its Washington operations, is Forrest I. Rettgers — the man Coors set up to run Midwestern Industries.

—THE COMMITTEE of Nine, a group set up in the name of nine conservative senators. It has done research for conservative candidates since 1966. Its only contributions last year came from the Coors family.

—The National Federation of Independent Businesses, a 410,000-member organization based in San Mateo, Calif. It recently hired as its Washington counsel and office head former Rep. James D. McKeivitt, once the district attorney of Denver. He received Coors' financial backing when he ran for Congress.

—The House Republican Study Committee, a network of more than 50 conservative House members. Its director, Edwin J. Fuelner, was an original trustee of the Heritage Foundation.

JOSEPH COORS was nominated to head the board of the Corporation for Public Broadcasting

by President Nixon one day before Nixon resigned. President Ford announced recently that he would resubmit that nomination, which is due to come before the Senate Commerce Committee for hearings.

Many of Coors' national political activities have been shepherded by Paul M. Weyrich, 32, a staff assistant to Sen. Carl Curtis, R-Neb., who came to Washington eight years ago with then-Sen. Gordon Allott of Colorado.

When Allott was defeated for re-election in 1972, Weyrich went to work for Curtis. He uses Curtis' office in the Capitol, as the Committee for the Survival of a Free Congress a few blocks away. He recently became that committee's full-time director.

WEYRICH said he first met Coors at the 1968 Republican National Convention, which Coors attended as a Colorado delegate pledged to the candidacy of former California Gov. Ronald Reagan.

By 1968, Joseph Coors already had an extensive political reputation in Colorado.

For the six years ending in 1972, Coors was a regent of the University of Colorado.

He took a fervent stand against student radicalism, urging that the Students for a Democratic Society be barred from holding its national council on the campus. When the president of the uni-

versity voted to allow the meeting, Coors demanded his resignation.

SEVERAL YEARS ago Bill Grant, then chairman of the Colorado State Democrats, accused Coors of using his position as regent to propagandize right-wing extremism.

Coors quit the National Association of Manufacturers in 1971, after being a member for some years, reportedly because he felt it was ineffective and too liberal.

He rejoined the NAM last October after his man, Rettgers, became senior vice president there, and Coors also joined the NAM board of directors.

One of Coors' friends within NAM said that "he's one of the doom-sayers who feels the whole country's gone down the drain — that it'll never recover from the revolution of the '60s."

COORS REFUSED to be interviewed about his philosophy or his political activities, saying that, since his company was known to be considering the sale of some stock to the public, any interview with the media might be interpreted by the Securities and Exchange Commission as an illegal promotion of the firm.

Subsequently — last Monday — the company

announced it would go public. In a prospectus filed with the SEC, Coors said it plans to offer 4.1 million shares of a non-voting Class B stock. With an expected initial trading price range of between \$26 and \$30 per share, the offering would raise from \$105 to \$125 million.

The Coors family would retain ownership of 1.26 million shares of Class A voting stock and 30.1 million shares of B

common, leaving overwhelming control of the company in its hands.

Some of Joseph Coors' philosophy surfaced in his 1969 commencement address at the Colorado School of Mines, of which he was a director for nine years; when he blamed his generation for failing to set a bet-

ter example for the young "in the field of morality and in attempting to preserve a spirit of patriotic enthusiasm for our fine country."

Weyrich, an unstinting admirer of Joseph Coors, said he should be on the endangered species list, because there "just aren't any people like him in this country anymore."

Strike support costs GI Forum big Coors grant

By ALAN CUNNINGHAM

News Staff

A \$50,000 grant for the American GI Forum of Colorado was listed Tuesday as the latest casualty in the 15-week-old strike at the Adolph Coors Co. of Golden.

Directors of the Adolph Coors Foundation, which gets its funds from the estate of the late Adolph Coors Jr., canceled the grant after the forum threw its support behind the strike and rescinded plans to drop a long-standing boycott of Coors beer.

But a foundation official insisted the grant may yet be approved once the strike is over.

News of these developments came on the same day that a hearing on unfair labor practice charges against the giant brewing firm got underway in Denver.

It is expected to continue most of the week, and the hearing officer, an administrative law judge for the National Labor Relations Board, probably won't rule for several weeks after that.

THE STRIKE APPARENTLY came at the wrong time for the GI Forum, a Mexican-American group which had been negotiating for nearly a year with officials of the foundation and the Adolph Coors Co. to bring about a truce in a long-standing dispute.

For nearly a decade before that, the Forum urged its members to boycott Coors beer on grounds that the firm practiced racial discrimination in its hiring practices. But Forum officials said they would drop this boycott if Coors would help launch a number of programs to aid Chicanos.

Among these were outreach job recruitment offices in Denver and elsewhere. The Forum also applied to the Coors Foundation for a grant to continue operating an economic development project started earlier under a grant from another source.

Ivan Padilla of Denver, who headed the Forum's national boycott of Coors, said the boycott was temporarily suspended early this year as talks with the Coors company and the foundation moved ahead.

The grant, which was to have been given in two installments of \$25,000 each over the next year, was approved in April by the foundation board. It is made up of family members Joe, Bill, Pete and Jeff Coors, as well as Robert Windsor, a relative.

WHEN THE STRIKE BEGAN in early April, Padilla said Tuesday, the Forum's leadership was caught in a bind, since many of its members were sympathetic to the walkout. But it decided to support the strike even at the risk of losing the grant.

As a result, the Forum did an about-face and decided to keep its boycott in effect. A nationwide boycott of the beer has been carried on by the AFL-CIO since the strike began.

Seeking a compromise, Padilla wrote the foundation, asking that the money be put in escrow until the strike is ended.

Last Wednesday, foundation board members held their quarterly meeting and decided this wouldn't be done. Instead, they cancelled the grant.

Gordon Jones, the foundation's executive manager, said Tuesday that the directors had no choice since it is a standing policy not to put any grant in escrow.

"There are other organizations that need the money now," he said. "If we put it in escrow, it just sits there and doesn't do anybody any good."

Jones said the foundation also seeks to be sure that any potential recipient of its funds is stable and nonpolitical. He said the G.I.

Forum's decision to back the strike made it a political group and indicated its policies might not be as stable as the foundation would want them to be.

HE ALSO ACKNOWLEDGED that he had told Padilla in a meeting Monday that the Forum's strike support "was like biting the hand that feeds you." He added: "I don't like the quote, but I didn't like that attitude."

Nevertheless, Jones said, he assured Padilla there was still a good chance that the Forum could apply again and get a similar grant once the strike is over.

Leo Cardenas, a member of the U.S. Justice Department's Community Relations Service, said he had taken part in dealings between the forum and the foundation, as a neutral party, right up through Monday's meeting. He said he hoped the matter would eventually have a happy ending.

The foundation was started last year with assets of \$52 million, much of it bequeathed by Adolph Coors Jr. Grants must be used in Colorado, Jones said, and the foundation seeks to maintain total independence from the Adolph Coors Co.

"We're not here to help them sell beer," he said.

DENVER POST JULY 14, 1977

American G.I. Forum

National Coors Boycott Chairman, Ivan Padilla, of the American GI Forum of the U.S. and the State of Colorado, has learned today that, the GI Forum of Colorado is reinstating its boycott and is honoring its resolution to support the Brewery Workers Local #366 AFL/CIO strike against Coors and the AFL/CIO boycott against Coors as called by George Meany, president of the AFL/CIO.

The Colorado American GI

Forum lost a \$50,000 grant previously awarded them by the Coors Foundation.

Federal mediator, Leo Cardenas, was present when Gordon Jones, executive manager of Adolf Coors Foundation, informed Mr. Padilla of the action taken by the Board of the Coors Foundation on July 13, 1977.

For more information on the boycott or this action, contact American GI Forum at 458-7215.

EL VECINO

GOOD NEIGHBOR

August, 1977

Vol 1 #10
20,000 Copies

FOR COMMUNITY BETTERMENT IN ELYRIA, GLOBEVILLE, SWANSEA, WESTSIDE AND THE NORTH DENVER NEIGHBORHOOD OF HIGHLANDS, JEFFERSON PARK AND SUNNYSIDE

Local Organizations Support Coors Boycott

The Coors Boycott and Strike has been going on for some time. But just recently a Strike Support Coalition has been formed by community and labor people to support the Brewery Worker Local #366 in their strike against Coors Company.

The Coors Boycott and Support Coalition of Colorado has been voted upon and endorsed by the Brewery Workers Local #366.

The strike is not an economic strike over wages. Local #366 is striking for human and democratic rights which are being attacked and denied by the Adolph Coors Company.

We the Coors Boycott and Strike Support Coalition support the strike because Coors:

- 1) violates the dignity of workers and of the community.
- 2) busts unions
- 3) discriminates against all working people, including minorities.
- 4) gives token support to environmental concerns for public relations purposes only.

On April 27, 1977 the National Labor Relation Board filed complaints against Coors for unfair labor practices.

The NLRB found that Coors misrepresented facts in a letter distributed to workers regarding changes the company was trying to make, and was found guilty of refusing to bargain with the union in its decision. (Coors is currently on probation for this.)

Adolph Coors Company has since 1960 pushed for open shops (non-union) and technically 15 Union are still on strike because negotiations were never concluded.

Before the strike there were only 92 Chicanos, 59 Blacks, 1 Native American, 2 Orientals and 65 women. Most of these people are in the lowest paid categories and 90% were hired since 1969. (Most of the women were hired since 1972.) This total number of minorities were hired from a total work force of about 1500 workers.

Coors has stated they have a great deal of concern for the environment. We believe this to be only a token and for public relations because the Coors Company fought to defeat the proposed bottle deposit amendment last fall

on the Colorado Ballot and Joe Coors contributed money personally for the bill's defeat.

The Coors Boycott and Strike Support Coalition of Colorado feel that to defeat the Coors Company's anti-labor and anti-democratic practices it is necessary to educate the general public on Coors practices and enlist your support.

If you are interested in helping or would like more information concerning the Boycott, strike, and making contributions please call the Local Union hall #366, PH 278-9906.

Supportive Organizations and Coalition members include: GI Forum, La Raza Unida, United Farm Workers, Texas Farm Workers, Our Lady of Guadalupe, Denver Area Labor Federation, Colorado Labor Council, and Westside Action Center.

Mexican Council Against Coors

The Mexican-American Labor Council headquartered in East Los Angeles May 31 passed a resolution to support united Labor's boycott of Coors Beer.

In a communication addressed to Joint Council of Teamsters 42 President Pete Kurbatoff and Western Teamsters Director M.E. "Andy" Anderson, the Council moved to "Support the Boycott and Strike against Coors."

Southern California Teamster
Vol. XXXVII — No. 13, June 29, 1977

Denver 1977
COMMUNITY PAPER

Chicano Groups Renew Coors Protest

By JACK OLSEN

Denver Post Staff Writer

Following a two-week lull, Denver-area Chicano activists Saturday resumed their week-end picketing of downtown bars which serve Coors beer.

More than 150 persons picket-

ed about 12 drinking establishments on Larimer Street between 20th and 23rd Sts. They said they want the Adolph Coors Co. of Golden to stop job discrimination against Chicanos.

The demonstrators included

members of the Denver Crusade for Justice, the United Mexican-American Students of Boulder, the American GI Forum and the Brown Berets. They carried signs saying "Ayude La Causa" (help the cause) and "Coors Discriminates," and left without incident following two hours of marching and chanting slogans.

EVERY SATURDAY

Paul Gonzales, 45, of 900 Hazel Court, national chairman of the Boycott Coors Beer Movement, said members of several Chicano organizations will picket every Saturday "until the Coors company stops discriminating against our people."

"We began this the first of this year," he said, "and we're going to keep it up until Coors' officials sit down with us and discuss the issues."

Gonzales said the aim of the pickets is to discourage bar owners, primarily Chicanos in that area, from selling Coors draft beer.

"If that doesn't work, we'll be forced to intensify our demands," Gonzales said.

BEGUN IN 1968

A boycott of Coors beer among some students, Chicanos and blacks was begun in 1968 in Colorado. The American GI Forum, an organization made up mostly of Chicano veterans, has given the boycott its top priority.

The Denver Crusade for Justice has endorsed the boycott and picketing. John Haro, crusade vice chairman, led the demonstrators. He described the Coors company as being "racist" in its hiring practices.

"Coloradans, I believe, are finally waking up to that fact," he said.

"We simply want to sit down

with them," he said. "But they won't even let us have access to see for ourselves if there is evidence of discrimination."

When contacted, officials representing the Coors Co. wouldn't comment on the demonstrations.

BROWN BERETS

About 15 of the pickets were members of the Brown Berets, a militant Chicano group. They arrived a half hour late for the demonstration, caught up with a parade of pickets and, unfurling a bright yellow banner, assumed the lead in the line. The banner said "La Causa."

Gonzales said the pickets would return to the same part of the city "in the coming months."

"This is a Chicano area," he said. "We would very much

like to make our point here."

Louis Estrada, owner of the Star Bar, 2137 Larimer St., didn't appear to be bothered by the parade of pickets by his open tavern door.

'CONTINUE TO SERVE'

"I don't have anything against Coors," he said. "We'll continue to serve it." As for the charges of discrimination, Estrada said, "If a man is qualified, he gets hired. It's always been that way."

Willie Garcia, who has owned the Juarez Lounge, 2100 Larimer St., for 18 years, said he would continue to serve Coors beer.

"I don't mind people demonstrating for what they believe in," he said. "But this place is my bread and butter. This is my living."



Denver Post Photo by Dave Buresh

CHICANO ACTIVISTS PICKET ALONG LARIMER STREET

Several groups were represented in Saturday demonstration.

46 Rocky Mountain News

Fri., March 28, 1975, Denver

Californians back Coors boycott

A northern California boycott of Coors beer has been endorsed by the California Democratic Council, it was announced Thursday.

Andris Cirkelis, field director for the boycott by Beer Drivers and Salesmen's Local Union 888 in San Francisco, said the council passed a unanimous resolution of support at its recent convention.

The council, an arm of the California Democratic party, charged the Golden corporation "has a long history of arrogant exploitation of workers and consumers, as exemplified by its racist hiring policies, payment of its substandard wages to its workers and refusal to pay overtime."

Cirkelis said Local 888, an affiliate of the Teamsters Union, has been involved in disputes with Coors distributors which he claims are controlled — if not owned — by the Colorado firm.

There have been "on-going confrontations" between labor and management at the Golden brewery for years, Cirkelis said.

He said the boycott committee will "continue its fight against the billionaire Coors company until Coors realizes the working man has a right to a decent wage, health and welfare, pension and human working conditions."

¡CHALE CON COORS!

10-9 Attitudes #4
Col. Daily

Concerning the President's Leadership Class, Sept. 25, 1974.—

In response to Eric Johnson and all other persons who share the same racist and ignorant attitudes.

It is true that we were not invited to the lecture, which was pointed out by some, but when the thoughts prevalent in our minds are of our people's oppressed lives, the matter of invitation seems hardly worth mentioning. Your pettiness concerning our

continued from page 6

"interruptions" identify you with those in your class. When the right to express oneself, through the usual process of raising one's hand, is not acknowledged, you can hardly think that people will contain their facts concerning Coor's racial discrimination and inherent capitalist tendencies. It is our right and duty to wake you up!

Though representatives from YSA, Womens Liberation and New American Movement were present and initiated the questioning, you referred only to the chicano people attending the class. Only after the black brother Mike was insulted in Coor's referral to "a black paint job" did the chicanos defend their stand against the ignorant and impudent Coors.

We cannot and will not tolerate the insults that revealed your limited knowledge and indifferent attitudes toward ours and others brave and beautiful history in this land. How dare you distinguish us from our Indian brothers, as we are of Indian descent. We are the Mestizo race and we will continue to stress our ties with this land. You have the typical Anglo audacity to ask what possible difference it could make that "we were here first." It "proves", as you put it, that the Anglo was the uninvited and wasteful intruder who came into our unpolluted and peaceful land, and has since colonized and subjected us to oppression, exploitation and degradation by a capitalistic government that the Coor's Corporation not only advocates but supports financially.

Our surnames have been subject to Anglo mis-pronunciation for too long. You revealed your lack of sensitivity to the problem

of deculturization in considering our objections to Coor's mis-pronunciation of the name Gallegos, something petty.

To say that you are not defending Coors is a Class A cop-out. You not only defend him but you also place yourself in the same ranks as those who, like Coors, place the "American Ideals" above the needs of the people.

We will not apologize for our profane exclamations aimed at the mentality of the speaker or to the class. Instead we say, "COME OFF IT!" It's an ugly and corrupt world and we are learning to fight it, and racist people like yourself. WE will continue to be obvious, we will continue to shout, we will continue to march in the streets, and you cannot stifle us with the rhetoric bullshit you hold so sacred.

BOYCOTT COORS!!!!!!

Juan Trujillo
Deborah Espinosa
Theresa Gallegos

LETTERS...

EDITOR'S NOTE: Seems sort of strange, how children can understand the truth of a matter sometimes easier than some adults. We offer the letter below as an excellent example of a youngster's understanding and compassion.

4495 So. Delaware
Englewood, CO 80110
April 29, 1977

Dear Mr. Silverthorn:

You don't know me but my name is Judy, I'm thirteen years old and in 7th grade and go to All Souls Catholic School.

My parents make me read the newspapers and watch the news on TV so that I know what's going on and I can do better in school.

I have been reading about the Coors Strike and Boycott. I asked my mother what these poor people do for money to eat and other things, while they aren't working and she said, "Union Brothers and Sisters will help with donations," so I said, "I want to help too."

It's not very much but I will send you a \$1.00 per week which is 1/2 of my allowance until the strike is over.

I hope everyone can get together and work things out so that the strike will be over soon.

Sincerely,
Judy Karrick

RKY MTN. News 5-7



DON'T BUY

COORS BEER

Who picks up the tab in the battle over ERA?

STOP ERA founder denies links to Birch Society

Fourth in a series.

By LOUISE SWARTZWALDER

Register Staff Writer

A woman named Marion Blaser paid out \$464.81 in 1975 to lobby Illinois legislators for passage of the Equal Rights Amendment (ERA).

The expenditure was reported by Blaser, of Springfield, Ill., a lobbyist for the Illinois ERA Coalition, under the state law requiring lobbyists to register and report their activities.

It is the only record on file in the Illinois Secretary of State's office that any money was spent by supporters or opponents of the ERA in Illinois, one of the states where the ERA battle has been the most fierce.

It is one of only a handful of public records anywhere that show money has been spent to influence action on the proposed twenty-seventh amendment to the United States Constitution.

Lobbying records in Missouri, the scene of another ERA battle, show no expenditures on the issue. ERA supporters in other unratified states say that although they have registered as lobbyists where required, they have not found any records of their opponents and neither side has reported its spending.

Yet both sides contend that vast sums are being spent to influence legislators and the public, and both say they are being hopelessly outspent by their opposition.

Backing the ERA are a large number of national organizations, the most visible including the National Women's Political Caucus, the National Organization for Women (NOW), the League of Women Voters of the U.S., and an umbrella organization called ERAmerica.

The Women's Equity Action League (WEAL), an organization formed in 1968 to work in the area of education and job discrimination, publishes a list of more than 100 organizations it says favor the ERA.

Opposing the ERA are the John Birch Society, a number of ad hoc committees bearing such names as the Committee for the Protection of Women and Children, and STOP ERA, the creation of Phyllis Schlafly of Alton, Ill.

Schlafly, the chief national spokeswoman against the amendment and publisher of a monthly newsletter called the Phyllis Schlafly Reports, publishes a list of some 30 organizations that oppose the amendment.

Supporters admit they have spent thousands of dollars trying to get the ERA ratified, either through financial backing for pro-ERA legislative candidates or by providing other types of services.

League of Women Voters officials say the organization has collected almost \$355,000 since 1973 for the ERA effort. The Women's Political Caucus has raised about \$30,000 through its national organization and about \$40,000 through efforts of state and local caucuses for women's campaigns, and gave about \$15,000 to state pro-ERA candidates, national officials say. A NOW spokeswoman said that organization spent about \$150,000 in 1976 for the ERA.

ERA's opponents will not reveal what they are spending, and efforts to track down the source of anti-ERA financing disclose little.

Thirty-five state legislatures have ratified the ERA. Three more must do so by Mar. 22, 1979, before it becomes part of the Constitution.

Because Schlafly has emerged as the most visible spokeswoman in the anti-ERA forces, feminists have focused their ire over the slowdown on her.

Schlafly has traveled extensively to states where ratification battles are going on (she says she has testified in 30 states), has rounded up her STOP ERA troops for demonstrations at state capitols and has widely distributed lit-



Phyllis Schlafly

erature attacking the amendment.

Feminists contend she is getting heavy financing somewhere and have speculated that elements of the insurance, liquor and cosmetics industries have given her financial backing.

Schlafly is 52, the author of several books on politics and the military, and the wife of Alton, Ill., lawyer J. Fred Schlafly. She has published the Phyllis Schlafly Reports since 1967 and began writing about the ERA in 1972.

In a typical speech, Schlafly talks about what she calls the ramifications of the ERA. She contends that women will be drafted, males and females will have to share restrooms, college kids won't be able to form fraternities and sororities and a wife's right to support will be wiped out.

She cites laws and court decisions. Schlafly is in her second year of law school at George Washington Universi-

(OVER)

ty in St. Louis, Mo., and she has said her husband helps her look up court cases to back her arguments.

Lawyers on the pro-ERA side call her approach "pseudo-legal." They say she bases her arguments on faulty readings of cases that any first-year law student should be familiar with.

Schlafly said she has 15,000 subscribers to the Phyllis Schlafly Reports, which is published through an entity called the Eagle Trust Fund. A person who pays a minimum \$5 to the Eagle Trust Fund will receive the monthly reports.

Other literature Schlafly distributes bears the address of the Eagle Forum in Alton. Schlafly said that organization is a tax-exempt educational foundation associated with STOP ERA.

"Speaks for the Majority"

There are STOP ERA committees in 45 states, Schlafly said. Asked about STOP ERA membership figures, she responded only that it "represents the majority of women."

Schlafly said she is financed by "voluntary contributions," and hasn't spent much money on anti-ERA activities. A lawsuit she and two other women filed against the Commission on the Observance of International Women's Year (IWY) "I got my husband to do," she said.

Feminists contend elements of the liquor industry financed Schlafly and other ERA opponents, and point to a statement against the amendment by Joseph Coors, a director of the Adolph Coors Co. of Golden, Colo., brewer of a popular beer.

Coors said in a telephone interview it is true he opposes the ERA, although his opinion should not be viewed as the position of the company, which has many employees who favor the amendment.

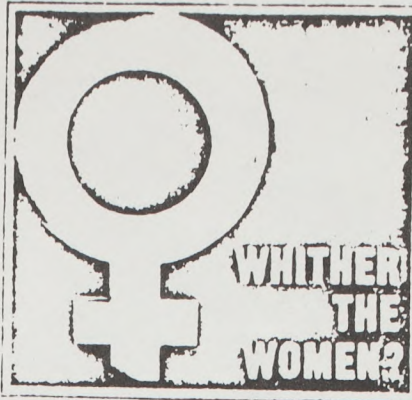
Coors said that he personally has made contributions of \$1,000 a year to Schlafly and that he believes the money is used for varying purposes and not solely to fight the ERA. He said he also subscribes to the Schlafly newsletter.

Coors said he began making contributions to Schlafly long before the ERA became an issue, and payments are made to Schlafly through a foundation whose name he does not recall.

The contribution to Schlafly is the only one he had made to support opponents of the ERA, Coors said. He and the Coors company were not involved in any way in the unsuccessful attempt to rescind the state ERA in Colorado last fall, he said.

Insurance Money?

Speculation by feminists that the insurance industry has financed ERA opponents was triggered by a 1974 report compiled by the Lincoln, Neb., chapter of NOW, and by a disclosure by



Chicago insurance executive W. Clement Stone that he once gave Schlafly money for an unsuccessful race for Congress.

The NOW report concluded that the insurance industry is a likely candidate for financier of the anti-ERA movement because it would lose money if companies were forced to offer insurance to women on a non-discriminatory basis.

Stone, chairman of the board of the Combined Insurance Co. of America, disclosed in late 1973 that he had contributed \$33,500 to the campaign of Schlafly when she ran for Congress in 1970, the largest of the contributions: he made to 42 candidates.

Stone has been quoted as denying that he ever has given any money to an anti-ERA effort.

Feminists have charged that the Mary Kay Cosmetics Co. of Dallas, Tex., has aided ERA foes because of a broadside against the amendment signed, "Lovingly, Mary Kay," that was circulated in several southern states.

The wording of the material is identical to that on leaflets circulated by an organization called Women Who Want to Be Women, a Texas-based organization that is working against the ERA, and on materials distributed by state STOP ERA committees.

Gay Hill, an assistant in the cosmetic firm's legal department, said by telephone that the company is aware it has been tied to anti-ERA activities but that it did not distribute the broadside.

Mary Kay Ash, chairwoman of the company's board, has denied that either she or the company opposes or supports the ERA, or that either has made any contributions.

Hill said Ash's position was stated in a memorandum to company "consultants," salespersons who work on a basis similar to that of Avon representatives.

The memorandum, published in a January, 1975, magazine distributed to consultants, urged each person to decide the ERA question individually.

It has not been learned exactly where the anti-ERA broadsides originated, although backers of the

amendment suggest it could have been the work of some of the consultants acting on their own.

There are no public financial records of the two entities Schlafly admits are involved with STOP ERA, but she is associated with two foundations that have spent at least \$156,000 on their activities since 1971, records show.

Schlafly's Eagle Forum was incorporated in October, 1975, under the Illinois non-profit corporation act and has a stated purpose of providing "educational services of all kinds for women and in support of moral, family and patriotic principles," according to records in the Illinois Secretary of State's office.

One of the members of the organization's board of directors is Lottie Beth Hobbs of Fort Worth, Tex., founder of a group called Women Who Want to Be Women.

The other entity with which Schlafly is directly associated is the Cardinal Mindszenty Foundation.

Schlafly is listed as a member of the first board of directors of the foundation, incorporated in Missouri as a tax-exempt, non-profit corporation in 1959, records in the Missouri Secretary of State's office show.

The foundation's stated purpose is to "conduct schools and to combat Communism with knowledge and facts; to distribute educational information concerning the tactics, strategy and objectives of Communism in order to oppose its growth and influence in the United States of America and elsewhere; to encourage and assist others to participate in carrying out these purposes."

The Cardinal Mindszenty Foundation, IRS records show, spent \$104,358 for the years 1972 through 1975 for its activities.

In addition to the interest groups with which Schlafly is directly associated, her husband is listed as agent and a member of the board of directors of an organization called Defenders of American Liberties, which was incorporated in Illinois in 1962 as a nonprofit group, records show.

The purpose of the organization is to "operate exclusively for charitable and educational purposes; to defend human and civil rights secured by law, including the civil rights of indigent American citizens."

IRS records show the organization spent \$51,738 for the years 1971, 1972, 1974 and 1975 for its activities.

(CONT.)

Same Address

C X A Margaret Gaul of Godfrey, Ill., is listed as treasurer of an organization called America Wake Up, in its annual report filed in the Illinois Secretary of State's office.

Margaret Gaul of the same address is listed as treasurer of Schlafly's

Eagle Forum, records show, and according to the IRS, books of the Defenders of American Liberties are in the keeping of Margaret Gaul located at Fairmount Addition in Alton, Ill., the location of Schlafly's home.

Although the Eagle Forum and America Wake Up are incorporated in Illinois as nonprofit corporations, they are not tax-exempt, the IRS records show.

James Kappel, an attorney with the charitable trusts division of the Illinois attorney general's office, said the operations of the Eagle Forum have been called to the attention of his office. He said the organization is "basically lobbying although they call it education."

Although Illinois law requires that persons register if they have made contacts with legislators regarding Illinois legislation, there is no evidence the Eagle Forum has violated the law because his office "has never had any evidence as to what they're doing," said Kappel.

Birchers "Pleased"

John F. McManus, director of public relations for the John Birch Society, headquartered in Belmont, Mass., said that organization is "quite pleased" to say the society has played a leading role in "slowing and probably killing" the ERA.

McManus said he has no idea how much the society has spent in opposing the ERA, although it's probably "very little."

The society encourages its members to act on their own against the ERA, and that opposition is not directed from the headquarters office, he said.

The membership of the society nationwide is 60,000 to 100,000, McManus said, declining to be more specific.

McManus said he has no idea how many members are working against the ERA. He said the society does have a speakers bureau and a field staff and it aids members locally on many activities, including the ERA.

The society has a field staff of 90 persons, and has local offices in southern California, Dallas, Tex., and in Washington, D.C.

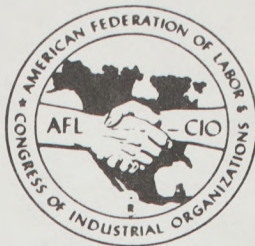
John Birch Society founder Robert Welch in 1960 said Schlafly and her husband were "loyal" society members. Schlafly has denied she is a member.

McManus said Welch made the statement after checking with Schlafly and receiving her permission. He said the society stands by Welch's statement.

The society supports the work Schlafly is doing, McManus said, and "wishes her well." Her literature is distributed through Birch Society franchise American Opinion bookstores, he said.

Brewery, Bottling, Can and Allied Industrial Union-Local No. 366

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THE COORS STRIKE AND BOYCOTT - FACT AND FICTION

WHOEVER YOU ARE - it is in your self-interest to boycott Coors beer.

If you are female it is in your self-interest to boycott Coors. Joseph Coors has consistently given financial support to anti-ERA groups and spoken out against the legal protection of women that is needed if women are ever to overcome their second-class status. Coors has been cited repeatedly by the EEOC for unlawful discrimination in the hiring and placement of women. The token women that have been hired into non-traditional jobs have been subject to varied and demeaning harassment. Don't let the assurances of Coors fool you. The Coors family has always been an enemy of women everywhere!

If you are Black, Chicano or another third-world minority, you don't want to buy Coors beer. The Coors company has a record of racial discrimination stretching back to the day it was founded. It has been repeatedly cited by the Equal Employment Opportunity Commission for violations of the 1964 Civil Rights Act. It was not until 1972 when the company was forced to do so that any significant minority hiring took place. In September of 1975, the EEOC again was forced to file suit, charging that minorities had been discriminated against in hiring and that when they were hired, they were placed in only low-grade jobs.

Are you Gay? If so, it is in your self-interest not to drink Coors beer. The lie-detector test and company policies that provide for dismissal for "offending the morals" of the community are aimed at you. Coors has not been hesitant to lie and misrepresent the long-standing policies of a company which excludes Lesbians and Gay men from employment. If Coors has not discriminated against Gays why is not 10% of the work force Lesbian and Gay? Coors has been waging a clever propoganda campaign in the Gay community and has sent agents to talk to bar owners and managers seeking to allay their fears of hate against Gays. Why can't Joe Coors send up-front Gay management personnel to present his case? The answer is simple - there are none! You can be sure that as Coors increasingly loses sales in the Gay community, pressure will increase to come up with Gay company spokespersons. Coors money can surely buy one. Coors already has one in the reactionary person of Goodstein of the Advocate. We salute the Velvet Hammer bar for refusing to finance the repression of Lesbians and their Gay brothers!

If you are a Union member or believe in the rights of the working class, boycott Coors beer. Not only does Coors insist on lie-detector tests before hiring, they seek to strip working people of practically every right won since labor Unions first began. The company seeks to use police-state tactics and deprive workers of rights that are guaranteed in society-at-large. The company seeks to strip the workers of seniority rights and to lay-off workers at any time with no reasons given, solely at the discretion of management. Coors seeks to eliminate the Union Shop which has been in effect at Coors for 42 years. In December of 1976, 92.4% of the workers in the brewery unit voted for the Union Shop. When negotiations began, the company agreed to this demand. Yet, after the strike, the company reneged on its agreement and is now demanding an open shop. Coors proposes to discharge any employee under the catch-all term of "any just cause."

THE COORS ADVERTISING CAMPAIGN - LIES AND MISREPRESENTATIONS

Coors claims that the Brewery Workers Union and the AFL-CIO have been spreading "false propaganda" in an effort to persuade consumers to boycott Coors beer. On the contrary, Coors has been spending thousands of dollars on a massive advertising blitz in the electronic and printed media that has no respect or regard for the truth.

Coors claims that it has an "excellent record in hiring minorities and females." The company cites current employment figures of 13% minorities and 17% women. This, they claim, shows that Coors has "one of the finest hiring records of any major company in the Rocky Mountain Region." What Coors omits saying is that until 1972, not a single woman was employed in the brewery department. The record of Coors in hiring minorities was atrocious until 1972 when the company was forced to take part in the Affirmative Action Program.

We challenge Coors to provide figures of minority hiring before 1972 and indeed, the period between 1972 and the present. Trying to get Coors to comply with the Civil Rights Act of 1964 has been a constant battle. Chicano groups have been boycotting Coors for almost ten years now because of blatant discriminatory practices.

Coors boasts of a special program to hire and train ex-offenders and the disadvantaged since 1968. Yet, the company insists on asking questions on the lie-detector test inquiring if the applicant ever committed an undetected crime, stole money and been served with any type of summons or had been offered deferred prosecution or convicted of a felony.

In May of 1977, Coors agreed in U.S. District Court, in response to a suit filed by the EEOC, to end many discriminatory practices. The EEOC charged that the Golden Brewery had "intentionally engaged in unlawful practices" since 1965. The EEOC said that Coors engaged in discriminatory hiring, firing, compensation and working conditions. These included a recruitment system that continued the overwhelmingly white-male work force, job tests that were unfair to minorities and women, and questions about arrest records, economic status and marital status. The EEOC charged that women were relegated to clerical and service jobs. Black and Chicano workers were put into semi-skilled and unskilled jobs.

In the agreement with the EEOC, Coors agreed to not require high school diplomas for jobs that did not require a full high school education. They agreed not to be concerned with whether employees owned their own homes. Coors consented not to take marital status into consideration in hiring nor to automatically disqualify applicants with a felony conviction.

Coors claims to work "with many groups to advance women." Yet, the director of the company admits to opposing the ERA and personally making many contributions to anti-ERA groups. He contributes \$1,000 a year to Phyllis Schlafly, the leader of the anti-ERA movement. The Coors family is well-known for supporting extremist right-wing groups such as the John Birch Society.

Coors claims to not forcing employees to take the polygraph test after employment. Yet, the company is seeking the right to force employees to take the lie-detector test at any time or face immediate dismissal.

Coors has called the strikers "monkeys", "chicken" and said that "they have no dignity left to preserve." Bill Coors also suggested to picketing strikers to buy a brewery and make their own beer if they were "so good."

THE LIE DETECTOR TEST - IRRELEVANT AND OUTRAGEOUS QUESTIONS

These questions include but are not limited to: Do you have any overdue or delinquent debts? How many bank accounts do you have? Have you ever committed an undetected crime? Have you ever stolen any money in your life? Have you ever used marijuana? Did you ever use or sell narcotics? Do you drink alcoholic beverages to an excess? Have you ever given an employer a false reason for being absent? Have you ever deliberately wasted time while on the job? Have you ever participated in any type of march, riot, sit-in or demonstration? Have you ever participated in any organization which advocates the overthrow of the United States government? Is there anything in your personal life that might tend to discredit or embarrass this company if it were known? Have you had any extra-marital affairs? Did you have relations with your wife last night? Are you a homosexual? How often do you change your underwear? Is there anything that you know of for which you could be blackmailed? Have you discussed the requirements of this job with your wife/husband? Whom do you respect the most? Has anyone suggested or instructed you to lie during this interview and examination?

Coors claims that "only questions relevant to the job are asked on the polygraph test. Job applicants are not asked questions about sexual background or preference." This is a bald-faced lie. We have a copy of a questionnaire used in the polygraph test. We also have on file, signed affidavits of job applicants testifying that they were, indeed, asked questions about sexual preference and conduct. The lie-detector test used by Coors strips workers of their dignity and inalienable rights. Coore steadfastly refuses to release the questions asked and did so in a case before the state civil rights commission.

Many of the questions are degrading and demeaning. Some seem expressly designed to create a climate of intimidation and paranoia. Others are clearly an invasion of privacy and are not tolerated in any other area of American life.

Whether a prospective worker ever exercised constitutionally-guaranteed rights to express a political position is clearly no business of the company. Protection of such rights in the public arena are meaningless if workers can be deprived of a livelihood for exercising such rights.

Nor is there any valid reason to pry into a prospective employee's personal and sex life. Facts about an employee's finances are irrelevant. The Coors company also proposes that it be able to discharge an employee if he or she refuses to submit to a physical examination by company doctors at any time. The company insists on the right to search employees for contraband. Regular searches of personal lockers are conducted. Apparently the Coors company does not believe in the constitutional provision against unreasonable search.

Further, the company demands the right to discharge an employee for making "disparaging remarks about the employer or the employer's products, or any words or deeds that would discourage any person from drinking Coors beer. In other words, if you go to work for Coors, you must be willing to give up your freedom of speech. Bill Coors has stated publicly, "You have a constitutional right to not work at Coors." The implication is that if you do go to work for Coors, you are expected to give up the rights protected by our democratic society or face immediate dismissal. The most important right of the company in the eyes of the Coors family is the right to maximize profits, and if that goal can be furthered by demanding the dignity of workers and intimidating them, then other rights, such as those of the workers, are considered secondary at best, if at all.

The Privacy Protection Study Commission, created by Congress in 1974, has recommended that employers be prohibited from requiring workers to take the lie-detector tests. The commission's recommendations were outlined at a joint meeting of the Senate Government Affairs Committee and the House Government Information Sub-Committee. In response to the issued study, Rep. Edward Roch, D-N.Y., and Rep. Barry Goldwater Jr., R-Calif., introduced 10 bills in the House on July 12th of 1977. We urge you to write your representatives and Senators calling for the passage of strong laws to safeguard the rights of Americans that are being steadily eroded by companies such as Coors.

The National Labor Relations Board has filed suit against the Coors Brewing Company in support of the Union's contention that the company has a thorough and callous disregard for the rights of its employees. The NLRB also charged the Brewery with violating federal labor laws.

The Rocky Mountain News has dared to risk its advertising revenue and came out against the Adolph Coors Company. The News condemned the polygraph tests, calling them "nonsense." Came out against the making of "scabs" permanent employees and charged the company with refusing to negotiate in good faith. In closing, the paper said that Coors was "ignoring common sense" in refusing to settle.

The AFL-CIO, the United Farm Workers, the Communication Workers of America, the Stonewall Democratic Club (the largest Gay-oriented political organization in California), The National Gay Leadership Conference held in Denver and even the Royal Court of the Los Angeles Gay community have endorsed the boycott. Cesar Chavez of the United Farm Workers has said that Coors "subjects its workers to humiliating violations of civil and human rights that no American should suffer. Coors demands that employees be forced to submit to lie-detector tests, searches and seizures by company officials and physical examinations."

Bill Coors has even gone so far as to claim that Coors conserves enough fuel to heat 13,000 homes by eliminating pasteurization. What he avoids saying is that far more energy is wasted by transporting Coors beer in refrigerated trucks and having to unnecessarily refrigerate beer in liquor stores and in the home. Despite what Coors claims to be rigid controls on the handling of Coors beer, many liquor stores ignore safety considerations and store Coors beer in unrefrigerated areas or even openly display and sell Coors that is unrefrigerated. Coors is well known for an attitude of contempt towards federal laws aimed at preserving the environment and puts profit considerations well above ecological interests. Bill Coors stated, "I just question whether it is worth billions of dollars to do away with eight percent of work-related accidents," displaying his total lack of concern for human life and value.

It is not true that the strike is having little effect on the sale of Coors beer. The company has lost its first place in beer sales in California and admits to preferring to pulling out of the state altogether rather than fight poor publicity and an introduced law restricting the sale of unpasteurized beer. Many bartenders in the Denver area report much less demand for Coors beer. Production for the week of September 18th is down 30% from normal seasonal levels. The boycott of Coors beer is having more and more of an effect.

Brewery Workers Local #366 urges all people who love justice and freedom to support the Coors boycott. We believe that if you buy Coors beer you are financing an industrial scenario of "1984" and Nazi vintage. The most notorious factory owners of the 19th century never could have envisioned in their wildest dreams the range of repressive tactics that the Coors company is using. Whether you are politically-inclined or not, if you truly believe in the Bill of Rights then you must also believe in the just cause of the strike and boycott. Don't finance repression!

PLEASE DON'T DRINK COORS BEER!

Brewery, Bottling, Can and Allied Industrial Union-Local No. 366

AFL-CIO • D.A.L.U.



AFL-CIO • D.A.L.U.

JAMES B. SILVERTHORN,
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Reply to:

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381-1608

November 28, 1977

To: ALL LABOR AND COMMUNITY ORGANIZATIONS

From: COORS BOYCOTT COMMITTEE-BREWERY WORKERS LOCAL #366, AFL-CIO

Your assistance and participation is urgently needed at the forthcoming planning meeting being held by the COORS BOYCOTT COMMITTEE.

At this meeting on-

December 6, 1977

10:00 a.m.

San Diego Labor Council, 2232 El Cajon Blvd.

San Diego

we will lay the foundation and make necessary plans for the MOTORCADE AND RALLY to "Drive Coors out of San Diego." Volunteers will be needed to handle the numerous assignments.

We urge you to MARK YOUR CALENDAR and plan to be with us on the above date. For further information, please call Boycott Headquarters in L.A. at (213) 389-3693 or (213) 381-1608. Information may be also obtained locally by contacting Terry Quick at (714) 298-6883 or (714) 291-4692.

Fraternally,

Evelyn M. Desmarais

Robert J. Salas

Evelyn M. Desmarais

Robert J. Salas

CALIFORNIA BOYCOTT COMMITTEE

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Amigos
Your casa
mi casa

2/6

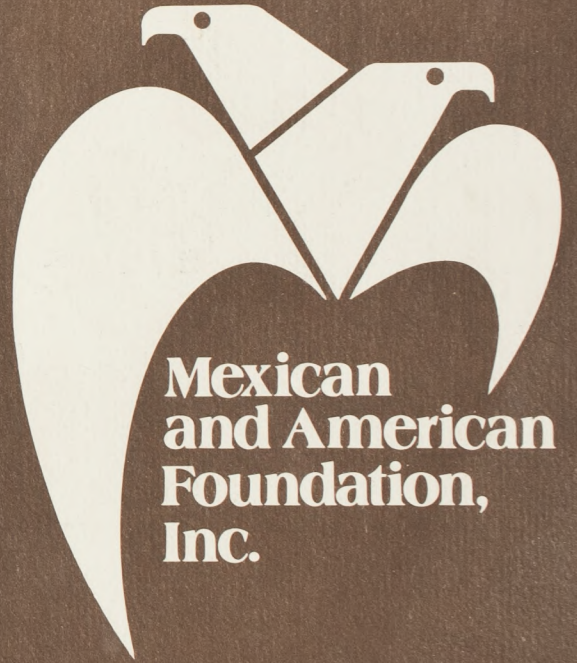
I also know
Him

- 1 Profile - Jesse Beltran
- 2 K.K.K. Article
- 3 S.W.P. Article
- You can help
- I want to subscribe
Register to vote
- 4 Que esto Pasando?
- 5 To do do
- 6 Front Pg?
- Kalender Article
- 7 Ads | NC Bus Issue
- Judge in Escobedo
- Sweetwater Issue
- Bonds - | Bokke
- 100 Agents + Castillo history

The Mexican and American Foundation, Inc.

U.S. GRANT HOTEL, SUITE 525, 326 BROADWAY
SAN DIEGO, CALIFORNIA 92101 (714) 232-7175

Cartoon | S.Y. Issue?
Ad | North Carolina



Mexican and American Foundation, Inc.

Different cultures...
common dreams.



What is the Foundation?

The Mexican and American Foundation, Inc. is an organization dedicated to increasing the cooperation and understanding between the English- and Spanish-speaking communities of the Border area. Its goals are based on a concept as old as humanity—neighbor helping neighbor.

The Foundation supports a variety of projects to improve the quality of life for the more than 10,000 residents of San Diego's Barrio (Mexican-American community), as well as supporting intercultural projects which allow members of the English- and Spanish-speaking communities to share each other's special talents and abilities.

We are working for the day when our two cultures can truly embrace as brothers and sisters—delighting in our differences, yet working together for our many common needs.

What does it do?

The Foundation supports extensive health-care programs. Sponsors luncheons to bring major civic, business and cultural leaders from both sides of the border into the San Diego Community. Aids programs that serve the youth of the Barrio through its support of the Barrio Youth Center. Produces a major bi-cultural benefit featuring major entertainers from Mexico and the United States.

Family Health Services Center
Please contact or apply to the center
2100 La Jolla Village Drive, San Diego, CA 92161
Tel: 324-2126

This health center in the Barrio is a major recipient of Foundation funds.

The Center was founded in 1972 by a group of concerned citizens. At that time, there were only two physicians to care for the Barrio's more than 10,000 residents. Because the people tended to be community bound due, in a large way, to their inability to communicate in English, many of the area's residents were virtually without health care.

Today, the clinic is a thriving health care facility, serving more than 1,700 patients each month. The clinic offers cancer screening, family planning, dentistry, nutrition education, a speech and hearing clinic, medical clinic and psychiatric care. All professional services, doctors, nurses and technicians, with the exception of the medical director, are voluntary.

Barrio Youth Center

Founded in 1970, the Barrio Youth Center sponsors educational counseling and tutoring for bilingual youths, recreation programs, advises troubled young people and offers other ongoing services for the youth of Southeast San Diego.

An Hour In the Barrio

The Foundation's An Hour In the Barrio luncheon series brings members of the Mexican and American communities together with business, cultural and civic leaders from both the United States and Mexico.

Speakers have included San Diego Mayor Pete Wilson; Ray Kroc, chairman of McDonald's Corp. and owner of the San Diego Padres; Fernando Gonzalez, D.L., major Mexican newspaper publisher and director of Agua Caliente Racetrack; Helen Copley, publisher, San Diego Union and Tribune; and other local, national and international leaders.

Amoroso
wondered for your call on the
Oct 1, 1971 meeting. It is best
because we could not attend
for it was Charles V. Birthday.

An Evening With the Stars

The Foundation also sponsors An Evening With the Stars, its annual fund-raising event to support the clinic, youth center, luncheon series and other activities.

The benefit includes a dinner, art show, stage performance featuring Mexican and American talent, and a reception.

Stars who have donated their time and talents to the stage show include: Desi Arnaz, Eartha Kitt, Tito Guizar, Cantinflas, Gene Barry, Elena Verdugo, Kaye Stevens, and many others.

As mentioned previously, this event represents the major fund raising vehicle for the Foundation activities, primary of which are the Family Health Services Center and the Barrio Youth Center.

Who Supports and Directs it?

The Foundation and its programs is aided by volunteers from all areas of the community. Business and civic leaders from both the Mexican and American communities serve on its Board of Trustees, as well as its Advisory Board to administer Foundation activities.



1977

THE GOOD OLD DAYS!



Printed on 100% recycled paper

Once upon a time...

...not so long ago in 1968, a prestigious university gathered together a group of well known scientists and asked them to predict what the world would be like by the year 2000.

As each presented papers describing how our children and grandchildren would be living, a glowing picture emerged.

They saw a world...

...where cheap, clean, abundant, fuel would provide all the good things of life

...where in futuristic cities weather would be controlled, the air forever fresh, the water pure

...where all our needs would be produced by automation and our work week short

...where poverty and want would no longer exist.

The realities as we have learned them in the few years since that conference took place are quite different. An exploding world population is the reality we have to deal with.

In the year 2000 a child born this year may look back at 1977 as the good old days.

Ten thousand years ago there were more lions on earth than people

In 1850 there were one billion of us. By the year 2000 there will be eight billion of us.

From 1950 until the early nineteen seventies, the amount of food produced for each person in the world edged upward in a steady, encouraging way. Governments had reason to feel optimistic about nutritional progress. Since that high point available food resources have declined.

Today, experts are hard pressed to decide whether this historic reversal marks a temporary interlude or the beginning of a downward trend.

Over the past twenty-five years North America has emerged as the breadbasket for the food-deficient countries. Grain exports have almost doubled since 1970.

If our population had continued to grow at the same rate as it did in the 1930's, the additional people would now absorb all current exportable food surpluses and we ourselves would be struggling for self-sufficiency.

Aside from the overly rapid growth in demand for food, production problems are already plaguing farmers and fishing fleets throughout the world. None of the basic resources, so abundant twenty-five years ago, can be considered abundant today.

As a result, upward pressures on prices affect us all, most especially the poorer nations. As governments jockey for access to resources needed for their growing populations, the global politics of scarcity promise to fan the embers of discord and distrust.

The hope that we would be able to turn to the oceans to satisfy protein needs is being shattered

From 1950 to 1970 the world fish catch more than tripled. Marine biologists now feel that the global catch is at or near the maximum sustainable level.

As population pressures increase, desire for more water to improve agricultural production intensifies.

Weather modification experiments to produce more rainfall often do nothing more than cause rain to fall in one place at the expense of another, presenting a serious source of international tension.

The impact of the growing world population on weather is not yet fully understood. A change in rainfall patterns in the American wheat and corn regions could easily upset the earth's already precarious food-people balance.

As the developing countries attempt to industrialize to provide for their expanding populations they are faced with staggering water requirements.

240,000 gallons of water are required to produce one ton of newsprint—650,000 gallons to produce one ton of steel.

What is being done about population control?

Attitudes on population matters differ widely among countries. Some governments announce as official policy their determination to slow population growth through various types of family planning programs. Others, though espousing no official policy, permit private family planning organizations—such as Planned Parenthood—to function, and may even support and encourage them.

Still other countries have adopted some form of birth control but cannot implement the programs by themselves. The majority however, have not yet developed any significant national policy.

These differing attitudes stem from broadly varying historical, cultural, religious, and economic factors.

Countries where infant mortality is high as a result of malnutrition of both the mother and children, tend to have the highest birth rates.

Does she...or doesn't she?



Japanese mother and child.

Does she...or doesn't she?



South American mother and children.

COURTESY OF UNICEF

Family planning is resisted in a pathetic attempt to ensure that some of their children will survive. Unfortunately the children that do survive are often stunted in body and mind.

Vast numbers are trapped in an endless cycle of high fertility, low status, illiteracy, and unemployment and cannot lift themselves out of poverty or help themselves.

In many countries where illiteracy was on the decline until 1970, it is rising again as the population increases. Not surprisingly, the number of illiterate women is rising at a much faster pace than that of men, as men are given preference for the limited educational and training opportunities.

More options are opening up for women

Program experience has shown that in countries where women are achieving a more equal status, non-maternal options are opening up for them. Although they are no longer willing to bear unwanted children, they may still hesitate to go to a contraception clinic.

Where family planning is integrated into community health service centers, women have been far more receptive to learning about birth control. Where this occurs, fertility rates have dropped dramatically and constantly. As a result, well spaced children, and mothers have become healthier, illiteracy rates have dropped, and a more stable society has been achieved ... a society that can help itself if it is provided with the tools.

Although awareness of the world's high annual rate of population growth has increased greatly, views on that growth show wide variations. Some see rapid growth as leading to sure disaster for the next generation. Others feel that if economic and social development can be brought to poorer nations, population growth will slow of itself.

The more general view is that programs to dampen population expansion must go hand in hand with social and economic development. Specialists in population control believe, based on program experience to date, that reduction of the world-wide birth rate to manageable proportions is feasible within another ten years, given adequate programs, resources, and initiatives.

This is why Planned Parenthood's appeal for funds at this time is so important.

Ecologist LaMont Cole, a member of the doomsday school of ecologists, is starting to be a little more encouraged. He recently said, "There has been so much progress in the past five years, that if I'm not careful, I'm liable to become a little optimistic."

What is Planned Parenthood?

The Planned Parenthood Federation of America Inc., (PPFA) provides the largest private community based reproductive health services in the United States.

Beginning with the founding of America's first birth control clinic by Margaret Sanger in Brooklyn, New York, in 1916, the Planned Parenthood movement has spread throughout the world.

More than three in four American families who seek help at Planned Parenthood facilities have low or marginal incomes.

No one is ever turned away from its clinics because of inability to pay.

This year Planned Parenthood clinics have provided:

- Over one million people with contraceptive and collateral services.
- Over six million diagnostic examinations.
- Over one million individual counseling sessions.
- Over one hundred thousand referrals to other sources of health care.

PPFA also provides the nation's largest network of help and advice to those with a problem pregnancy, handling over a quarter of a million cases in 1975. Those who wished to carry a pregnancy to term were recommended

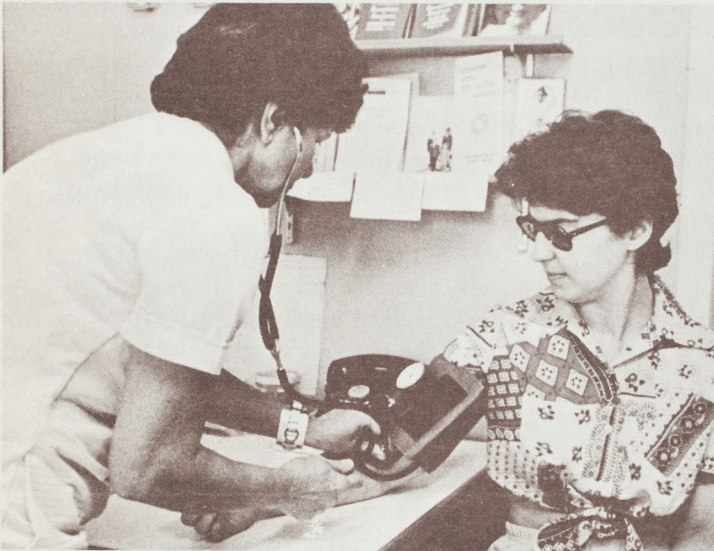
to a source of pre-natal care and, on request, were referred to adoption agencies.

Those who wished an abortion were guided to high quality medical services. During the year, 19 of the 650 community based clinics provided abortion services and follow-up contraceptive guidance in their own facilities...eight more than in 1974.

The organization also serves as a major source of service and referral for persons seeking voluntary sterilization. More than fifty of the community based affiliate clinics offered vasectomy services. Over eleven thousand received requested vasectomy services, counseling, or referral.

The national headquarters of PPFA serves three major roles:

- As a guide to its national network of community services.
- As a major advocate and analyst in the family planning field.
- As a continuing source of family planning assistance to other nations, through its own programs, and through its important financial support of the International Planned Parenthood Federation.



You may be interested in receiving one of the booklets described below. Please indicate on the response card which one you would like to receive.

- A. How to talk to your teenager about something that's not easy to talk about.
- B. Basics of birth-control.

Help us to help each other to a better future

The support of people such as yourself is vitally important.

Your \$10 buys one year's contraception supplies for one person who could not otherwise afford them.

Your \$25 buys five pregnancy tests.

Your \$50 buys the part time weekly services of a family planning counselor in a hospital maternity center.

Your \$150 buys the services of 3 doctors & 2 nurses to serve 25-45 acceptors at one clinic session.

Your \$250 buys an educational film on family planning, for use in schools and community centers.

Your \$1,000 buys the medical equipment and furnishings for a clinic examination room.

Please send your check as soon as possible, using the enclosed response card and return envelope.

A copy of our last financial report filed with the New York State Board of Social Welfare—Office Tower, Empire State Plaza, Albany NY 12223, may be obtained on request at that address or from Planned Parenthood

**PLANNED
PARENTHOOD**
The Sane Way

Planned Parenthood-World Population
810 Seventh Avenue—7th floor
New York, NY 10019

PLEASE don't buy Coors Beer

The Adolph Coors Brewery in Golden, Colorado is a billion dollar, family controlled industrial **dictatorship**.

Through their **private police force**, the Coors family imposes and enforces its rules. Most people cannot believe that in the U.S.A., in the year of 1977, the following could be possible.

EVERY EMPLOYEE MAY BE FORCED TO SUBMIT TO A LIE DETECTOR TEST UPON DEMAND!

Questions totally unrelated to the job which probe deeply into the personal lives of brewery employees are commonly asked, such as: What is your religion? Do you live by the rules of your religion? If not, why not? Do you believe in abortion? What is your marital status . . . single, divorced, living out of wedlock? What about your sexual habits, preferences, practices . . . with whom, where, when? Do you own property? Do you owe money . . . to whom, how much? Do you use drugs, take pills, smoke marijuana, etc., etc.

REFUSAL TO SUBMIT TO THE LIE DETECTOR TEST CAN MEAN IMMEDIATE DISCHARGE.

UNBELIEVABLE? Well, you can believe it because 1,500 brewery workers have **walked off their jobs** in defiance of these vicious company practices.

THAT'S ONLY PART OF IT! The Coors **private police** can also demand and in fact, **impose** a physical search upon any employee — male or female — of their outer clothing or under garments **at any time**. The employees' refusal to submit can mean immediate discharge!

The Coors **private police** can also search any employee's vehicle on company property. This practice can also be extended to locker "shakedowns" at any time. Again, refusal to submit can mean one's loss of job.

THE HISTORY OF MINORITY HIRING PRACTICES OF THIS COMPANY IS A MATTER OF RECORD WITH THE FEDERAL GOVERNMENT . . . A "HORROR" STORY IN ITSELF.

We could go on and on by explaining in further detail the calculated method of forcing employees, regardless of their years of service, to submit to extensive physical examinations by company employed doctors. These doctors may then provide the type of medical reports desired by the Coors company to "weed out" their employees.

Yes, 1,500 brewery workers could not tolerate this kind of intimidation. They refused to fall to their knees and submit to these dictatorial practices. Instead, they walked off their jobs.

WOULD YOU WORK UNDER THESE CONDITIONS?

WOULD YOU SUBMIT TO THIS KIND OF INTIMIDATION?



YOU CAN HELP THESE WORKERS STAND UP AND FIGHT FOR THEIR HUMAN DIGNITY! HOW?

DON'T BUY-DON'T DRINK COORS BEER

ISSUED BY: COORS BOYCOTT COALITION — AFL-CIO

“¡Por Favor No Compre Cerveza Coors!” Gracias

La cervecería de Adolph Coor en Golden, Colorado, es una industria de un billon de dolares, controlada por la familia en forma de dictadura.

Por medio de su policía privada, la familia Coors impone y ejecuta sus reglamentos. La mayoría de las personas no pueden creer que en los Estados Unidos, en el año 1977, lo siguiente pueda ser posible:

¡CADA EMPLEADO PUEDE SER FORZADO A SOMETERSE A UN EXAMEN EN EL DETECTOR DE MENTIRAS!

Preguntas totalmente desconectadas del trabajo, las cuales indagan profundamente en la vida personal de los trabajadores cerveceros, son comunmente preguntadas, tales como: ¿Cual es su religión? ¿Vive usted bajo los reglamentos de su religión? Sí es no, ¿Por qué no? ¿Cree usted en el aborto? ¿Cual es su estado marital? ¿Soltero, Divorciado, conviviendo sín estar casado? ¿Cuales son sus habitos sexuales, practicas, preferencias? ¿Con quien, donde, cuándo? ¿Tiene usted alguna propiedad? ¿Debe usted dinero . . . a quien, cuanto? ¿Usa usted drogas, toma píldoras, fuma mariguana,? etc., etc.

EL RECHAZO A SOMETERSE AL DETECTOR DE MENTIRAS SIGNIFICA INMEDIATO DESPIDO.

¿Increible? Bueno, usted lo puede creer porque 1500 trabajadores cerveceros han salidos de sus trabajos en desafío a esas viciosas practicas de la Compañía.

¡Esa es solamente una parte! La policía privada de Coors puede también demandar y con hechos, **imponer un registro personal a cualquier empleado** — hombre o mujer — de sus ropas de vestir o interior, en **cualquier momento**. El rechazo de los empleados a someterse, puede significar, ¡despido inmediato!

La policía privada de Coors también puede registrar el vehículo de cualquier empleado en la propiedad de la Compañía. Esta practica puede ser extendida hasta registrar sus armarios “exculcar” en cualquier momento. Otra vez, rechazar a someterse a tales practicas, puede significar la perdida del trabajo.

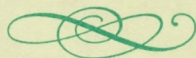
LA HISTORIA DEL METODO PARA EMPLEAR A LA MINORIA EN ESTA COMPAÑIA ES UN **ASUNTO REGISTRADO CON EL GOBIERNO FEDERAL . . . POR SI SOLA ES UNA HISTORIA DE “HORROR.”**

Podriamos seguir explicando con más detalles el método calculado para forzar a los empleados, sín consideración por sus años de servicios, **a someterse a extensivos exámenes medicos**, por medicos empleados por la Compañía. Estos doctores pueden, entonces, dar los reportes medicos deseados por la Compañía Coors, para darle la excusa necesaria para “extirpar” a sus empleados.

Si, 1500 trabajadores cerveceros no pudieron seguir tolerando estas clases de intimidaciones. Ellos rehusaron caer de rodillas y someterse a esta dictadura. En vez de eso, ellos salieron de sus trabajos.

¿TRABAJARIA USTED BAJO ESTAS CONDICIONES?

¿SE SOMETERIA USTED A ESTAS CLASES DE INTIMIDACIONES?



USTED PUEDE AYUDAR A ESTOS TRABAJADORES A PARARSE Y PELEAR POR SU DIGNIDAD HUMANA. ¿¿COMO??

POR FAVOR, NO COMPRE, NO TOME CERVEZA COORS.

Hecho por: La Coalición para boicotear a Coors, AFL-CIO

Coors Boycott Committee

Progress Report

October 12, 1977

To: ALL LABOR UNIONS AND ORGANIZATIONS

From: COORS BOYCOTT COMMITTEE - BREWERY WORKERS LOCAL #366, AFL-CIO

The purpose of this letter is to inform you about the status of the current Strike and Boycott against the Adolph Coors Company.

We are now in our 190th day of the strike, with still no end in sight. As the boycott intensifies, its effects are having a tremendous impact on Coors. President Joe Coors and Executive Chairman of the Board Bill Coors, are running around the country speaking to many groups such as the Gay's, Chicano and Women's groups all of whom he has offended in the past in a desperate attempt to get these people on his side and back to purchasing his beer. With sales sliding down rapidly, Coors has stooped to a new low and is accusing other breweries of using illegal methods such as kick-backs and incentive in return for business.

At the brewery, production of brews have slid from a seasonal norm of 52 to 24 brews. Production has been cut approximately 150,000 barrels per week...this amount sets them back to 1963 production schedules. Budweiser has the number one spot in California and Schlitz has taken over the lead in Texas.

Coors Can Plant was forced to cut its production and the Bottle Transload Plant has eliminated the graveyard shift and is laying-off its workers.

Production is at such a low ebb, that workers in the Brewery are now having to face reduced job classifications which mean lower hourly rates and undesirable shift changes. Workers are also being placed in labor pools and are being assigned to massive clean-up projects and plant overhaul....which has been advanced 3 months.

Coors Boycott Committee - Report
Page - 2

Terminations and lay-offs are a daily occurrence. Chaos and confusion are running rampant in the plant....thus forcing company supervisors to turn in their resignations and call it quits.

Bars, Restaurants and Liquor stores are reporting other beers are rapidly overtaking Coors sales.

THE SQUEEZE IS ON...IN FULL FORCE. We urge you to keep up the good work. With your kind help and support, we can look forward to a great victory and put this union busting company under control. By maintaining our boycott on a high level, we will be able to reach the kind of settlement we are striving to attain. However our boycott is still in great need of funding to continue. Contributions of any amount--large or small--are welcome.

SPREAD THE WORD AND PROTECT THE RIGHTS OF WORKING PEOPLE

In unity,

Evelyn M. Desmarais

Robert J. Salas

Evelyn M. Desmarais
Robert J. Salas

CALIFORNIA BOYCOTT COMMITTEE

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afl-cio

P.S. Please make checks payable to: Coors Boycott Committee, Brewery Workers Local #366, 2724 West Eighth Street, Los Angeles, California 90005 or, Los Angeles County Federation of Labor, attention, Marilyn Vergara, 2130 West Ninth Street, Los Angeles, California 90006.

Information may also be obtained by telephoning (213) 389-8693 or (213) 381-1608.

BOYCOTT COORS BEER

THE COORS CORPORATION SYSTEMATICALLY DISCRIMINATES AGAINST MEXICAN AMERICANS AND OTHER NON-ANGLO PEOPLE. THESE ARE THE FACTS:

- (1) Coors Corporation is located in the metro Denver area where 120,000 of the population is Mexican American.
- (2) In 1966, Coors Corporation employed 1330 people, of which 27 had Spanish surnames.
- (3) In 1967, Coors Corporation increased its number of employees by 490 new employees. Only 47 had Spanish surnames.
- (4) In 1967, Coors Corporation classified 22 Mexican American employees as laborers, while only (1) was classified as professional.
- (5) Coors Corporation has been convicted for racial discrimination in the treatment of non-Anglo employees.
- (6) Coors Corporation "weeds out" non-Anglo people from employment through their biased testing procedures.
- (7) Coors Corporation has been able to take millions of dollars from the Chicano communities and at the same time practice a racist/discrimination employment policy.
- (8) Coors Beer has caused Chicanos to dislike Chicanos. Ask a Chicano brother to support the Boycott Coors Movement and he becomes defensive.
- (9) Coors Beer outsells every other beer in the Chicano communities, thus making hypocrites of Chicanos.
- (10) It's wrong for Chicanos to support those who discriminate against Chicanos.
- (11) A united effort by the Chicanos to boycott Coors (or any products that discriminate against people because of their race) will bring about changes beneficial to all people.

BOYCOTT COORS BEER —BOYCOTT COORS BEER— BOYCOTT COORS BEER —BOYCOTT COORS BEER—

BOYCOTT COORS BEER —BOYCOTT COORS BEER— BOYCOTT COORS BEER —BOYCOTT COORS BEER—

Brewery, Bottling, Can and Allied Industrial Union-Local No. 366

AFL-CIO • D.A.L.U.



AFL-CIO • D.A.L.U.

JAMES B. SILVERTHORN,
PRESIDENT

4510 INDIANA STREET
GOLDEN, COLORADO 80401
303-279-3656
279-7423

BUSINESS REPRESENTATIVE

Kenneth DeBey

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To understand the Labor-Management relationship between Brewery Workers Local #366 and the Adolph Coors Company, we have to go back over the years.

In 1934, the Local Union was recognized by Coors as the Bargaining Representative for Production and Maintenance employees in the Brewery. For 16 years, the Local in Golden, Colorado, operated largely under Company influence. Old Timers say it amounted to a "Company Union." Union officers tended to be men who had pronounced management sympathies. During this period, wages generally lagged behind those of major Breweries in other areas.

In 1950, more than 100 members signed a petition asking the International Brewery Workers Union "to take the Union away from the Company and return it to the members." With the International's help, a new regime was elected in the Local and the era of Company influence in Union affairs came to an end.

Under the new regime in the Union, a strike was called in 1953, but the Company and the Union came through it on good terms. The next contract in 1955 was agreed on without any friction.

The second chapter in the Company's Labor history is related to the 117-day strike in 1957.

In January, 1956, workers at Coors Porcelain Plant went on strike and threw a picket line around the Brewery although they had no dispute with the Brewery. Local #366 members refused to cross the porcelain workers' picket line. The porcelain strike was a long and bitter one.

The Coors brothers were shocked by the violence and bitterness of the porcelain strike. They charged that the Brewery Local had engaged in an illegal strike by refusing to cross the picket line of the porcelain workers. They felt responsible for the 15 men who had crossed the picket line at the company's invitation to return to work in the Brewery. They say they lost respect for the Union and its leaders and they feared a new era of lawlessness might be opening at the Brewery.

When the porcelain strike ended, the Company and the Brewery Local got together and pledged to forget old bitterness and start afresh. Neither was able to keep this pledge.

The Union continued to persecute the 15 who had crossed the picket line. It brought innumerable grievances to management about conditions in the plant, and management reacted with growing annoyance.

In January of 1957, negotiations opened for the Brewery contract. The Union wanted to talk about higher wages and fringe benefits but the Company wanted to discuss the issues raised by the porcelain strike. The Company tied its wage offer to a demand that the Union scrap the clause which allowed the members to refuse to cross a picket line.

When the contract expired on March 1st, no agreement had been reached.

The Company agreed to extend the contract for four days. Then, it posted notices announcing that the Union Business Agent could no longer visit the plant without special permission, that Union dues would no longer be deducted by the Company, Union bulletin boards were being abolished, and that the Company would no longer consider Union grievances.

A few weeks later, the Local voted to ask the International for permission to take a secret ballot strike vote. Bill Coors called a meeting of workers in the plant and read them a long statement which he said was prepared by the Company Attorney. The statement was a warning that the Company would continue to operate the Brewery in the event of a strike and that workers who failed to show up would be replaced. No questions were allowed.

A secret ballot strike vote was held and the strike began on April 24th. A week later, the Union held another secret ballot vote on the Company's last offer. The members rejected the offer 258 to 37.

All that the Union was asking for was the old contract language with a wage increase of 15¢ per hour. The average rate, at that time, was about 75¢ per hour less than other major Breweries. The Company wanted the picket line clause and an agreement that the Union would take no action against the people who crossed the picket line.

All during the 1957 strike, Bill Coors said he felt that the International Union was dominated by a radical element and that the Local in Golden showed itself to be lawless and irresponsible. Even if the Union agreed to the Company terms, in writing, Coors said he wouldn't trust the Union to keep its word.

Later on during the strike, Bill Coors withdrew from the negotiations and brought in a California Lawyer (Lerten) to handle the negotiations. Local #366 has had to deal with this lawyer since that time.

After three months of the 1957 strike, the Union had made many concessions. All of which were rejected by the Company. The feeling among the Union members was "the only way to satisfy Coors is to have the men crawl back on their bellies." This finally came to pass after 117 days of the strike.

In a lengthy strike settlement agreement, the Company agreed to return all striking employees to their jobs except five members who had been discharged and 120 members whose jobs had been filled or eliminated.

The 120 members would be paid three months severance pay if they would agree to terminate their employment at Coors. Ten of the employees were given a disciplinary layoff of two weeks to one month for their action during the strike. This was deducted from their "severance pay," if they decided to terminate. One of the employees was required to apologize for offensive statements to his supervisor, as a condition of reemployment. Several of the employees were not brought back to work until six months after the end of the strike.

Since 1957, there has been mistrust and antagonism displayed at every contract negotiations. Bill Coors many times in his meetings has told the employees, "I've got the big stick and I intend to use it. The Union will never again tell me how to run the plant."

Over the years since 1957, the Union has lost the dues checkoff, has accepted the language which limits the visitation rights of a full time Union representative on the property, etc. Twenty-six rights of Management are spelled out in our contract with the addition of the following language:

"It is agreed that the enumeration of management prerogatives shall not be deemed to exclude other management prerogatives not specifically enumerated."

A section entitled Discipline and Discharge has been added, listing twenty-two reasons for immediate discharge. The last item states, (v) Any other act of dishonesty, gross misconduct or neglect not listed.

Only the question as to what acts are prohibited and whether the employee committed any of the prohibited acts shall be subject to the grievance and arbitration procedure.

These are a few of the reasons listed for immediate discharge:

- (H) Conduct on Company premises which violates the common decency or morality of the community.
- (L) Lying to Superiors with respect to matters concerning plant operation, including work duties and discipline.
- (M) Making disparaging remarks about the Employer or the Employer's products, or any words or deeds which would discourage any person from drinking Coors beer!!!
- (N) Prowling about the premises of the employer without justifiable reason.
- (U) Refusal to permit inspection by plant guard of objects brought into or taken out of the employer's property.

In order to protect themselves in case of minor acts and still using the "big stick" the Company has added nineteen (19) other reasons for taking progressive discipline which starts with (1) reprimand, (2) 5-day layoff, (3) discharge. The twentieth reason states, "Any other just cause."

Back in the early sixties, the Company started using the polygraph (lie detector) as a condition for hiring. For some years, it was only used for Brewery employees but has expanded to management and all other Coors employees.

Realizing the importance of this little machine in keeping the "big stick" the Company added the polygraph to the arbitration procedure and a section which states, "The Employer may require any employee to take a polygraph test in connection with investigations under the following circumstances:

- (A) There is reason to believe that there has been:
1. Sabotage of the employer's property or product.
 2. Willful destruction or misappropriation of the property of the employer or other employees.
 3. Gross negligence.

Even with all of these items in the contract, the Company continues to add to them in every negotiating session.

The Union, in the past year, has had six arbitration cases--winning five of the six. So, the Company has proposed language under Rights of Management to eliminate the possibility of losing should a like case go to the arbitration procedure.

The odds against the Union winning an arbitration get greater with every contract. The Union can no longer represent the members effectively and the Company can continue to use the "big stick."

In the past 20 years, Bill Coors has become a dictator whose word cannot be questioned. He had told the people, "You have the constitutional right not to work for Coors."

All other constitutional rights, freedom, basic human rights and democracy are checked in at the gate when you enter the plant. If you have any dignity left after the ten to twelve hours work, you can pick them up at the gate on your way home.

Is Coorsville a part of a free and democratic nation, or is it more like the Coors fatherland, under Adolph Hitler? We of Local #366 have presented our case. You, the public can be the judge.

COORS BOYCOTT COMMITTEE
BREWERY WORKERS LOCAL #366
AFL-CIO

We need your help!

Things your group can do to help the Coors boycotters:

1. Cash donations, large or small urgently needed.
2. Donate mimeograph paper for printing.
3. Purchase a rubber stamp marked "BOYCOTT COORS BEER" and use it to stamp all your outgoing mail.
4. Ask members to purchase one of our "DON'T DRINK COORS" T-shirts for a \$5.00 donation. Bumper stickers may be purchased for 75¢; "Don't Drink Coors" buttons may be purchased for \$1.00.
5. Please place a sign-up sheet on your bulletin board and ask members to volunteer to help picket and handbill when we are in your area.
6. If you have a news publication, please give a prominent play to the Coors story to inform members of the issues involved and boycott activities in local areas.
7. Ask members to inform local grocery, package stores, restaurants, taverns, bars, clubs about the Coors boycott and urge them to stop promoting and selling Coors beer.
8. Ask leaders of political, civic and community organizations not to use Coors beer at any functions they conduct or participate in.
9. Invite a Coors Boycotter to your next meeting.

Anything your group can do to help make the Coors boycott a success will be greatly appreciated. For further information, please call (213) 381-1608 or (213) 389-8693

Sincerely,

EVELYN DESMARAIS

RAY MARCOUILLIER

Coors Boycott Committee
Brewery Workers #366
2724 West Eighth Street
Los Angeles, California 90005



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P.S. Cash donations and/or orders for T-shirts, Stickers or Buttons may be mailed to the above address.

This is a national AFL-CIO boycott!!

Brewery, Bottling, Can and Allied Industrial Union-Local No. 366

AFL-CIO • D.A.L.U.



AFL-CIO • D.A.L.U.

JAMES B. SILVERTHORN,
PRESIDENT
KENNETH DEBEY
BUSINESS REPRESENTATIVE

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BACKGROUND PAPER

HISTORY OF THE STRIKE

Golden, Colorado---Working without a contract since December 31, 1976, brewery workers struck the Adolph Coors Company April 5, 1977. Local #366 of the Brewery Workers union AFL-CIO represents 1,472 workers at the world's largest single brewery.

On April 11 the workers appealed to the public to support the strike by boycotting Coors beer. Union pickets not only patrol the entrances to the plant, but informational pickets march in front of retail liquor outlets in the Denver area.

Fifty strikers have been dispatched in teams travelling in the 13 western states where Coors is sold to build support for the boycott. On April 14, George Meany announced that the boycott has been endorsed by the national executive committee of the AFL-CIO.

The major issue in the strike is not wages. Company and Union negotiators are close to agreement on economic issues.

"The issue is human rights," says Dwight Sickler, member of the executive board and of the negotiating committee for Local 366.

"The company wants to be able to require workers to take a physical exam and a lie detector test at any time, and to discharge them if they refuse."

Such an outrageous demand is particularly ironic in view of the fact that the company has been lying to workers in letters sent to try to convince them to become scabs. The company has been misrepresenting to workers its offer to the union negotiating committee, and the union has charged the company with an unfair labor practice.

As one worker told a packed union meeting hall, "If we lied like that we'd be fired immediately." Oddly, no officer of the company is willing to submit to a lie detector test.

The company has long had a practice of requiring a lie detector test for new workers as a condition of employment. Workers report that the following questions are often asked:

"Are you a homosexual?"

"Have you committed crimes you were never convicted of?"

"Do you smoke pot?"

"How often do you change your underwear?"

Another battery of tests given to new employees asks "Whom do you respect the most?" and "Could you give orders to a friend?"

Many of these questions are clear invasions of privacy. Most are derogatory and demeaning and are designed to create a climate of intimidation. Some aim at identifying loners, people who are anti-organization, anti-union. "They are looking for people who agree with their philosophy," says Sickler.

The Coors family, which tightly controls the company, is notorious for its rabidly reactionary views. Joseph Coors has been

linked in the news media with right-wing extremist groups. Chicanos have boycotted Coors for nearly ten years to protest its racist hiring policies.

The women's movement has denounced the Company as sexist in its hiring, and has drawn attention to the family's financial contributions to groups which oppose the ERA. High on the family's hate list are unions, and the company is clearly out to destroy Local 366.

Union negotiators report that the company has refused to bargain in good faith. The company is trying to roll back gains which the workers had won in previous contracts.

For example, the company wants to be able to change shifts and force longtime employees to work week-ends at the "sole discretion" of the company, regardless of the seniority of the worker.

When negotiations resumed after the boycott was announced, the company escalated its demands to include an open shop, which means that the union would have to represent and bargain for workers who were not union members.

"The company wants to keep the union label, but make us so weak that we could not defend our rights," said Don Bodemann, vice-president of the Local.

The company adopted a take-it-or-leave-it negotiating position in order to leave the union no choice but to strike. Soon after the strike began the company announced it was hiring scabs to replace strikers.

It also began phoning union members to try to coerce them to return by misrepresenting the union's position. The company claims

more than half of the union members have returned to work, while the union contends the actual figure is closer to a third. Those who return are pressured by the company to resign from the union.

The company says hundreds have applied to work as scabs. Coors obviously hopes to take advantage of the great number of unemployed workers looking for jobs to try to destroy the union.

Still, despite those willing to become scabs and the defections from the union, strikers think they have a fighting chance to beat the company. Over 700 strikers filled the union hall the night before negotiations resumed and enthusiastically supported those who called for standing firm in the negotiations and for building the boycott.

Vice president Bodemann says that without a successful boycott, the union is in danger of losing seniority rights, the union shop, and the ability to defend its members against company which would like to see workers leave their rights at the plant gate.

The strikers need the public's SUPPORT for the boycott. By taking on Colorado's leading union-buster, the brewery workers are showing the way for all Colorado workers.

Brewery, Bottling, Can and Allied Industrial Union-Local No. 366

AFL-CIO • D.A.L.U.



AFL-CIO • D.A.L.U.

JAMES B. SILVERTHORN,
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April 27, 1977

FOR IMMEDIATE RELEASE

Striking members of Brewery Workers Local #366 won a major victory today when the National Labor Relations Board filed complaints against the Adolph Coors Company for unfair labor practices.

The federal agency's actions vindicated charges that the union has made since before the strike began that the company was violating the rights of employees, and that the company was refusing to bargain in good faith with the union.

The NLRB's actions refute Coors company assertions that it is a benevolent employer. They also prove that the company has misrepresented the true facts to its employees and has in fact been lying to them as the union has contended all along.

"It is obvious that the lie detector test has been given to the wrong people," said Ken DeBey, Business Agent for Local #366. "It's the company executives who should be forced to take it, not the workers." A major issue in the strike has been the company's demand that it be allowed to discharge employees who refuse to take a lie detector exam whenever the company demands.

MORE

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The strike was called on April 5 for the sole purpose of halting the company's unfair labor practices. The major battle of this war has now been won by the issuance of the NLRB's complaint against Coors.

"We are sure that the NLRB's decision will strengthen substantially the public's acceptance and support of our boycott of Coors beer," said Don Bodemann, Vice President of Local #366.

"We are gratified that the NLRB has supported our contention that the Coors company has a thorough disregard for the rights of its employees" said Dick Hunter, union spokesman. "We are confident that the public, who may have been confused by the propaganda put out by the company, will now wholeheartedly support the workers and the boycott of Coors beer."

The following are the key quotations from the NLRB's decision:

Part V: "Since on or about February 7, 1977, and continuing to date, Respondent (Coors company) has interfered with, restrained and coerced, and is interfering with, restraining and coercing, its employees in the exercise of rights guaranteed in Section 7 of the Act (National Labor Relations Act), by the following acts and conduct occurring at its Golden, Colorado plant:

"(a) On or about February 9, 1977, Respondent, acting by and through Kaveny (Coors vice president, Employee Relations), prepared and caused to be distributed to all production and maintenance employees a two-page letter together with a two-page attachment entitled LANGUAGE CHANGES EFFECTIVE: FEBRUARY 7, 1977 which contained

substantial misrepresentations of the changes in the seniority rights of the production and maintenance employees.....

"The notice to the employees inaccurately by way of omission materially misrepresents that the previously executed agreement was amended and/or implemented..." in ways contrary to what the company was alleging to its workers.

"(b) On or about April 15, 1977 Respondent, acting by and through Kaveny, caused to be distributed to all Production and Maintenance employees a letter attached herto and marked Appendix A which contains in pertinent part' ...the Company has made no substantial changes in seniority under its final offer.' Whereas, as set forth above, the seniority provisions of the Respondent's final proposals in Subsections 8.02, 8.03, 8.05 and 13.04 substantially differed from the relevant and pertinent provisions of the last executed contract between the parties."

Part X: "Commencing on or about February 9, 1977, and at all times thereafter, the Respondent did refuse and continues to refuse to bargain collectively with the Union as the exclusive collective bargaining representative of all the employees in the unit described above in paragraph VI in that:

"(a) Since on or about February 9, 1977, Respondent has unilaterally and without consultation with the Union communicated to the employees terms and conditions of employment with regard to seniority which are much more favorable to the employees than those offered to the Union.

"(b) Since on or about February 9, 1977 and continuing to date Respondent has engaged in the acts and conduct described in

paragraph V in order to discredit, undermine and subvert the Union and to dissipate its status as the bargaining representative of the employees described above in paragraph VI."

Part XI: "By the acts described above in paragraphs V and X, Respondent did interfere with, restrain and coerce, and is interfering with, restraining and coercing its employees in the exercise of the rights guaranteed in Section 7 of the Act, and thereby did engage in, and is engaging in, unfair labor practices affecting commerce within the meaning of Section 8 (a) (1) and Section 2 (6) and (7) of the Act."

Part XII: "By the acts described above in paragraph X, and by each of said acts, Respondent did refuse to bargain collectively, and is refusing to bargain collectively, with the representatives of its employees, and thereby did engage in, and is engaging in, unfair labor practice affecting commerce within the meaning of Section 8(a) (5) and Section 2(6) and (7) of the Act."

The company is required to answer this complaint within ten days, or an NLRB court will automatically find in favor of the Union. The NLRB complaint will be presented by the federal agency before a federal Administrative Law Judge of the NLRB on July 19, 1977.

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For more information, contact:

Dick Hunter (303) 279-2216

THE NAACP NEEDS YOU.

For almost seven decades the Association has led the civil rights battle to destroy barriers to equality for black Americans. Considerable progress has been made but racism is still undefeated. Until that goal is reached, the NAACP will continue as the standard-bearer of justice, pressing America to honor the letter and essence of its Constitution.

The battle has been a costly one, in lives and in money. But freedom-loving Americans cannot be content until every vestige of racial bigotry is eliminated.

Help America. Help the NAACP.

JOIN TODAY

NAACP, 1790 Broadway, New York, N.Y. 10019 or your local branch

I wish to become an NAACP member and enclose \$ _____

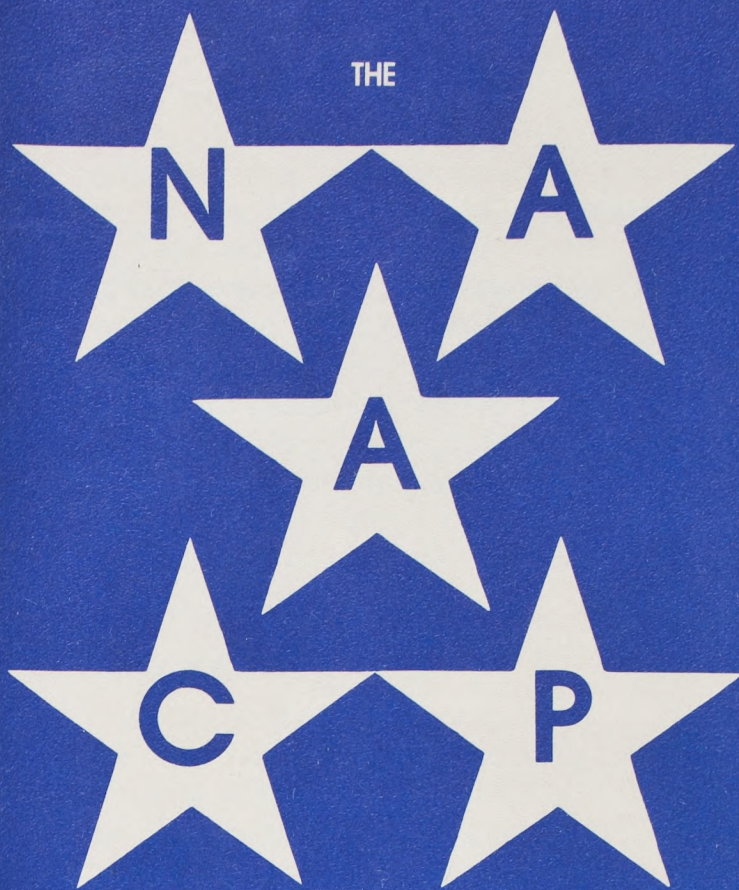
Enclosed is my contribution of \$ _____

Name _____

Address _____

City & State _____ Zip _____

Annual Membership \$4.00, \$6.00, \$10.00, \$25.00 and up. Youth Membership (under 17) \$1.00; (17-21) \$2.00. Life Membership \$500.00. Memberships of \$6.00 and up include one year's subscription to The Crisis magazine.



ITS STORY,
ITS PROGRAM
AND
OBJECTIVES

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

1790 Broadway, New York, N.Y. 10019

THE NAACP STORY

is one of dedication to winning the struggle to obtain racial justice for all Americans. The Association was formed in 1909 by a group of black and white citizens, appalled at the injustices that some Americans suffered solely because of their race. The Association has grown steadily since then and is, today, the largest and most influential civil rights organization in the country. The basic strength of the NAACP derives from its historic victories in the courts, Congress and state legislatures. To keep pace with changing times, the NAACP has launched a number of dynamic social programs that are speeding its march toward victory over racial hatred, bigotry and poverty.

NAACP COVERS THE COUNTRY,

in all 50 states, the District of Columbia, West Germany and the Panama Canal Zone. The strength of the Association lies in its members, organized into nearly 1700 branches, youth councils and college chapters. There are five regional offices, with the national office of the Association in New York City. There is also a Washington Bureau for legislative work and contact with federal agencies. Most of the national staff operates from field offices around the country. Augmenting this small but effective force are thousands of volunteers who carry the burden of the NAACP mission.

THE BALLOT: DEMOCRACY'S WEAPON.

The vote is a most precious right and a crucial tool for insuring meaningful involvement in the nation's political processes. Many civil rights workers died in the struggle to remove barriers between blacks and the ballot box. The NAACP's continuing struggle to enfranchise black Americans is as old as the Association itself. A concerted drive was begun in 1956, with a goal to register 3,000,000 voters throughout the South in time for the national elections. The NAACP was a key force in the enactment of the 1965 Voting Rights Act. The NAACP conducts voter education programs which include all areas where minorities represent a significant political force and it assists hundreds of thousands of people to register.

CIVIL RIGHTS LAWS.

The NAACP played a vital role in the passage of the Civil Rights Acts of 1957, 1960, 1964, 1965 and 1968, which were created to provide equality for all citizens, regardless of race or color. These laws forbid racial discrimination in public accommodations, voter registration, employment, housing and in any federally-assisted programs. Securing full enforcement of these laws is another major NAACP goal.

OPEN HOUSING.

A major NAACP goal is opening the suburbs to low and moderate income resi-

dents, especially minorities. The Association was a vital force in the passage of the 1968 Open Housing Act, which made it illegal to refuse to rent or sell property on racial grounds. Earlier NAACP victories date back to 1917 when the Supreme Court banned statutory residential segregation and to 1948 when the Court invalidated judicial enforcement of racially restrictive housing covenants. The NAACP trains local branches in housing programs: how to sponsor and fund housing developments, how to monitor government and private activities for their impact on the black community and how to attack restrictive zoning ordinances.

PRISON REFORM.

The Attica riots provided a sobering reminder that "correctional institutions" do not cure criminals but only embitter and destroy the people they are meant to help. American prisons are perhaps the major breeders of crime; two-thirds of those committed return. Another sad fact is that black prison populations are considerably larger than in the general population. The NAACP has launched a program to provide assistance to inmates and ex-inmates. Prison branches have been established to give hope and to encourage inmates to participate in the educational and training programs provided. The Mid-Manhattan, New York, Branch;

the Flint, Michigan Branch and the Cleveland, Ohio Branch operate "project-rebound" programs which assist newly-released prisoners in adjusting to society.

LYNCHING—NEW STYLE.

The police murder of a ten-year-old in New York City ranked with the Black Panther raid and slaying in Chicago. Police rampages through other northern cities demonstrate that black citizens are confronted with another menace to their civil rights. Such occurrences are grim reminders that the civil rights struggle has not yet ended. The NAACP worked to obliterate the lynch mob. It now works to erase its modern-day counterpart.

SCHOOL DESEGREGATION.

While civil rights activists battled to destroy legalized, or **de jure**, segregation in public schools throughout the South, the North practiced an equally sinister form of **de facto**, or residential, segregation. The Supreme Court's 1954 **Brown** and 1969 **Charlotte-Mecklenberg** decisions curtailed segregation, Southern-style. The NAACP has directed its resources to the North, seeking metropolitan-wide desegregation plans that cross city and county lines.

JOB OPPORTUNITIES.

Without decent jobs, blacks must continue to live in the poorest neighborhoods and

send their children to the worst schools. The NAACP has waged a relentless fight to end job discrimination by employers and labor unions. A powerful weapon in its arsenal is Title VII of the 1964 Civil Rights Act under which judicial rulings banning racist employment practices are sought. The NAACP has attacked seniority and promotional practices affecting large numbers of black workers at large corporations and has won unprecedented back-pay awards.

MILITARY JUSTICE.

The NAACP has consistently led the fight to protect the rights of black servicemen, end segregation and secure equal administration of justice. The NAACP-funded study, **Search for Military Justice**, which Executive Director Roy Wilkins submitted to the Department of Defense, impelled former Defense Secretary Melvin Laird to take immediate action on several recommendations. NAACP General Counsel Nathaniel R. Jones co-directed a broader DOD survey, **The Task Force on the Administration of Military Justice in the Armed Forces**, which became the basis for further improvements. Embattled black service personnel, stationed in such diverse places as Goose Bay, Labrador; West Germany, New York's Governor's Island and on the super-carrier, Kitty Hawk, were all defended by the NAACP when faced with racially-motivated charges.

T H E I S S U E I S D I G N I T Y

Contrary to the propaganda put out by the Adolph Coors Company, the size of the wage increase is not the issue which prevents reaching an agreement with Local 366. Both sides are close to an agreement on the economic issues.

Rather, one of the main outstanding issues concerns the protection of the rights and the dignity of the Brewery Workers. The union contends that if it were to agree to the demands made by the company in negotiations that it might as well sign an agreement that workers would leave their human and civil rights at the plant gate.

One of the most outrageous of the company's demands is that it have the right to discharge an employee if he refuses to submit to a lie detector (polygraph) test at any time. Already the company requires a lie detector test for prospective new workers as a condition of employment.

The following are some of the questions which are asked of new workers while their bodies are attached to the machine:

"Have you ever committed an undetected crime?"

"Have you ever stolen any money in your life?"

"Have you ever participated in any type of march, riot, sit-in, or demonstration?"

"Is there anything in your personal life that might tend to discredit or embarrass this company if it were known?"

"Do you have any overdue or delinquent debts?"

"Are you homosexual?"

"Have you had any extra-marital affairs?"

"Have you ever been served a summons to appear in court on either a civil or criminal case; if so, what and when?"

Many of these questions are degrading and demeaning. Several seem expressly designed to create a climate of intimidation and paranoia. Others are clearly invasions of privacy and are not tolerated in any other areas of American life. The questions about previous criminal activity require that a person testify against himself.

Whether a prospective worker ever exercised constitutionally guaranteed rights to express a political position is clearly no business of the company. It will not do to protect such rights in the public arena if private owners are able to deprive workers of a livelihood for exercising the same rights.

The company is not shy about discussing rights. William Coors, president of the company, has publicly stated, "You have a constitutional right not to work at Coors." The implication is that if you do work for Coors, however, you should expect to give up the rights protected by a democratic society. The most important right to the company is the right to profit, and if that goal can be furthered by demeaning the dignity of workers and intimidating them, then other rights, such as those of workers, are considered secondary at best.

The lie detector demand is not the only one which exemplifies the company's attitude in this regard. The company also proposes that it be able to discharge an employee if he refuses to submit to a physical examination. Apparently the constitutional provision against unreasonable search does not extend to the Adolph Coors Company.

Further, the company demands the right to discharge an employee for making disparaging remarks about the Employer or the Employer's products, or any words or deeds which would discourage any person from drinking Coors beer." In other words, when you go to work for Coors there are certain things which you must be willing to give up, like your right to freedom of speech.

Finally, the company continues to attack basic trade union rights which have been taken for granted since they were won by workers' struggles in the 1930's. To give just one example the company demands that grounds for discharge be the "willful refusal to cross a picket line."

No, this strike is not about wages. It is about human rights. It will decide whether police-state tactics and deprivation of rights, which are prohibited in society at large, can be utilized by a private company against the workers who produce its product. Shall profit-oriented companies be allowed to use tactics of coercion which we deny to our democratically elected governments?

Local 366 says NO! We will hold firm in defense of these rights, and call upon others--in the union movement and in the public at large--to recognize that an attack on the human rights of some is an attack on the rights of all. This strike can be won against a company which is attempting to maintain production by hiring strike-breakers only if the public expresses its support of the strikers by a massive boycott of Coors beer. Support our rights and yours as well. PLEASE BOYCOTT COORS BEER.

Brewery, Bottling, Can and Allied Industrial Union-Local No. 366

AFL-CIO • D.A.L.U.



AFL-CIO • D.A.L.U.

JAMES B. SILVERTHORN,
PRESIDENT
KENNETH DEBEY
BUSINESS REPRESENTATIVE

4510 INDIANA STREET
GOLDEN, COLORADO 80401
303-279-3656
279-7423

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BACKGROUND PAPER

COORS ATTACKS SENIORITY RIGHTS

One of the major issues prolonging the strike between the Adolph Coors Company and Brewery Workers Local #366 concerns seniority rights of the workers. A review of the importance of seniority rights will explain why workers are holding out against Coor's attack against these rights.

The achievement of seniority rights was one of the major victories of the massive workers' movement of the 1930's, when unions won the right to organize and to protect their members. And protection of workers is exactly what seniority rights are all about.

Seniority rights in general protect workers with the longest experience at a plant from lay-offs, undesirable schedule changes, and so forth. Seniority clauses protect experienced workers and require that the newest workers be the first to suffer lay-offs and other undesired actions.

Older workers who would have a difficult time finding other work, are thus protected during lay-offs. Younger workers, more easily employed, are the first to go. This protection to older workers is necessary because employers would prefer to keep on those with the lowest wage, those with the least experience.

Seniority clauses also prevent employer favoritism. Such clauses provide that promotions, opportunities for overtime and so forth be allocated according to experience. In the absence of such rules employers would deny earned advancement to workers who strongly support the union or who challenge unreasonable demands of the employer.

Through the seniority gains won during union struggles in the '30's' workers began to get some control over their working lives. The alternative is for workers to be forced to obey the whim of employers, which will be determined by what maximizes profits. Employers will not be sensitive to what effects lay-offs, arbitrary work schedules and last-minute schedule changes will have on the lives of workers and their families.

To abandon the seniority rights which workers have won through union struggles in the 20th century would return workers to the 19th century labor-owner relations of the Robber Baron era.

The following are the specific areas in which the Coors company is attacking the seniority rights of brewery workers:

The company proposes that any worker can be laid off--without regard to seniority--at any time, without any reasons being given, at the sole discretion of the company.

The company proposed that **assignment** to shifts be by seniority "if practicable to do so" and "subject to employer requirements." Either of these vague phrases would allow the employer to assign workers with high seniority to the graveyard shift or to change without warning a previously announced schedule.

The company proposes to eliminate a 42 year old agreement with the union which defines the normal work week as Monday through Friday. The company wants to define Saturday and Sunday as normal work days for some employees at the company's discretion.

The company proposes that seniority be defined by departments. Thus a worker with eight months of seniority could be laid off, while another worker in another department with only one day's service could be retained.

The company proposed that workers may be recalled from lay-offs "according to employer requirements," which is vague, may **differ** from employee to employee, and may not correspond to **seniority**.

It is obvious from these examples that Coors is undertaking a major attack on seniority rights. The company not only wants to destroy the union--by forcing it out on strike, hiring scabs, and demanding an open shop--but is also attempting to roll back the gains American labor has won over the last forty-five years. Local #366 will not stand by and allow seniority and other worker's rights to go down to defeat. We realize we are fighting not just for ourselves, but for the working movement as a whole.

THIS UNION WILL NOT BE DEFEATED.

BOYCOTT COORS BEER.

For more information, contact:

Dick Hunter (303) 279-2216

BACKGROUND PAPER

THE OPEN SHOP ISSUE

Brewery Workers local #366 struck the Adolph Coors Company on April 5. At the first negotiating session after the strike, held Monday-Tuesday, April 18-19, the only major change in the position of either side was a new company demand that the contract be changed to provide for an "open shop" rather than the previous "union shop". The company's position on this issue typifies their approach to the current dispute.

The union shop has been part of the contract between Local #366 and the company for 42 years. A union shop means that if workers vote to authorize a union as its bargaining agent, workers in the bargaining unit must become union members and pay dues in return for the bargaining, grievance and other services which the union by law must provide to all members of the unit.

In June 1976, however, the Colorado Supreme Court ruled that the Colorado Labor Peace Act of 1943 was applicable even to companies engaged in interstate commerce, such as Coors. That Act requires that any negotiations over a union shop must be preceded by an election

MORE

OF THE UNION SHOP.

The Labor Peace Act is reactionary, anti-union legislation. Notice that it requires 75% rather than a simple majority, and 75% of the total members of the unit, rather than of those voting. Further, no absentee ballots are allowed, so that those who cannot vote are counted as votes against the union shop regardless of their actual position. Colorado is the only state in the union to have such a repressive law.

Since the Coors-Local #366 contract was expiring at the end of 1976, and since the union wanted to maintain the union shop provision, an election was necessary. The union proposed early December for the election; the company held out for December 20-22, which would coincide with many workers' vacation and travel plans. Obviously, the company hoped that many absent workers would be counted as negative votes.

The outcome of the election must have come as a shock to the company. 98% of those eligible voted, including several who left hospital beds to do so. Even more impressive, 92.4% of the members of the bargaining unit voted for the union shop. The democratic expression of the workers was that they wanted and needed the security which the union shop provides.

When contract negotiations began, the union proposed the union shop. On December 29, 1976, the company agreed to this demand, with some minor modifications which the union accepted. The issue was apparently settled.

Yet when negotiations resumed after the strike began, the company went back on its earlier agreement and is now demanding an open shop.

This typifies the company's attitude toward the negotiations. Rather than bargaining in good faith and attempting to reach a fair agreement with their workers, they have consistently challenged gains won by workers in previous contract negotiations. In this case they have even reneged on their agreement in CURRENT negotiations.

Why will Local #366 hold firm for the union shop? Primarily because it represents the democratic will of the members expressed overwhelmingly in a state-supervised election. And why was that support so strong? Because Local #366 members realize what would happen to their union if the open shop were instituted.

The open shop means that while the majority may want a particular union as its bargaining agent, no one is required to join the union or pay dues. Yet the union is still required by law to represent ALL workers in the unit, whether they pay dues or are merely free riders.

The services a union provides--bargaining with management over wages and working conditions, representing workers in grievances, paying half of arbitration costs--do not come free. Officers must be salaried if they are to have the time to represent those who elect them. Secretarial Staff is necessary. Lawyers must be hired.

If these services must be provided to all but dues are voluntary, dues will have to be raised on those who voluntarily pay. With a lack of money the quality of services the union provides will decline. With dues increasing and services declining, more members will decide it is not worth it. Membership will decline until only a minority will belong to the union and it will be decertified. At that point the Workers will have no democratic organization with which to protect themselves and will be at the mercy of the owners, whose devotion is

to profit, not people.

The Adolph Coors Company has pursued these union-busting tactics before. In 1956-58 the Coors Porcelain Company workers were represented by the International Brewery Workers Local #368, as were workers in the brewery proper, and wages were comparable. In 1958 the company succeeded in its campaign to have the union in the Porcelain works decertified. Today Coors Porcelain workers receive wages far less than those the brewery workers enjoy. Average wages in the Porcelain plant are about half those of new workers in the brewery who get union wages.

The Coors company is proposing the open shop, despite the vote of workers and its own agreement with union negotiators last December, because it knows the union will not accept it. The Company is trying to prolong the strike. It does not want to settle.

The company is hiring strike breakers in an attempt to maintain production. It is sending letters almost daily to strikers in an attempt to frighten them into returning to work. Its main goal in this dispute--the reason it forced the union to go out on strike in the first place--is to destroy the union.

The union has responded in the only way it can: by calling on the public to boycott Coors beer. If Local #366 is destroyed or, what amounts to the same thing, if it is forced to accept an open shop, working people all over the country will suffer a major defeat. Many companies would love to follow Coors' lead back into 19th century labor relations if they thought they could get away with it. And Coors would eagerly spend part of its millions of dollars of profits to spread its union-busting techniques.

MORE

The weapon which can prevent a major defeat to the workers movement is a boycott of Coors which has massive public support. Local #366 is building that boycott through informational picketing at Denver area retail liquor stores. Further, more than fifty of the strikers have left Golden for states where Coors is sold to explain the boycott in each area and to call for public support. Already sales have been badly hurt and production in the Coors can plant has been slowed because of lack of demand for Coors beer.

This union will not be destroyed. Please Boycott Coors Beer.

-30-

For further information, contact:

Dick Hunter, (303) 279-2216



Committee on Chicano Rights, Inc

July 23, 1980

Henry Goldy
Henry's Place
Aztec Center
San Diego State University

Mr. Goldy:

The purpose of this letter is to lend support to San Diego State MECHA in their efforts to contribute to the National Boycott of Coors Beer.

Long known for discrimination against Blacks and Chicanos in hiring and promotion, Joseph Coors Company is a prominent contributor to right-wing causes and is a leading member of the National Right to Work Committee, which organizes anti-union lobbying efforts around the country.

For more information concerning the boycott contact:

American GI Forum
San Diego Chapter
P.O. Box 13633
San Diego, Ca. 92113

-or-

AFL-CIO D.A.L.U.
4510 Indiana Street
Golden, Colorado 80401

Sincerely,

Howard Hollman
Vice-Chairman

cc: S.D.S.U. MECHA
Chicano Studies Advisory Board
Amer. GI Forum

Office of the White House Press Secretary

THE WHITE HOUSE

The President today announced his intention to nominate Matt Garcia, of San Antonio, Texas, to be Commissioner of Immigration and Naturalization. He would replace Leonel J. Castillo, resigned.

Garcia has been a State Representative for District 57K, Bexar County since 1973.

He was born November 7, 1927, in San Antonio. He received an LL.B. from St. Mary's University in 1951.

Garcia also has been in private practice since 1951.

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**NATIONAL AGREEMENT
BETWEEN
ADOLPH COORS COMPANY
AND A COALITION
OF HISPANIC ORGANIZATIONS**

I. PARTNERSHIP

This partnership is based on achieving equity and parity for the Hispanic community within Adolph Coors Company. Equity and parity are defined operationally as returning a share of company resources back to the Hispanic community in direct proportion to the percentage of business that Coors enjoys from that community.

The share of Coors business within the Hispanic segment of the U.S. community is of paramount importance; therefore, the current Hispanic barrelage percentage, 5% of Coors' total business, is an appropriate benchmark.

Coors will return a fair proportionate share of the company's resources to the communities it serves through a variety of programs, including Employment, Education, Economic Development, Public Issues, Governance, and Monitoring. This share will be based on an initial incentive commitment of 8% through 1985. The percentages reached in future years will depend on the future Hispanic share of Coors volume and could reach beyond 8% to 10, 20, or 25%, etc. In the event that the Hispanic share of the Coors volume drops below 5%, the fair share standard to be used by Coors will be the actual volume share plus 3%, not to exceed 8%. Once an 8% share volume is reached, the percentages to be used for the Hispanic community will be the same as the actual market share:

Volume Share	Hispanic Proportionate Share
5 - 8 %	8 %
< 5 % (x)	x + 3 %
> 8 % (y)	y

It is agreed that a mutually acceptable methodology to arrive at the Hispanic community's fair volume share of Coors' total barrelage will be used.

II. EMPLOYMENT

Coors will have Hispanic employees represented at a level that is, at a minimum, equal to the Denver area SMSA or national work force availability in all job categories as soon as possible, but no later than the end of the initial five-year life of this agreement. Coors establishes its hiring goals using a combination of national and Denver SMSA labor market availability data to be a market parity. In addition, Coors will endeavor to comply with the spirit of the intent of this agreement between Coors and the Hispanic Coalition by endeavoring to reach Hispanic hiring goals as measured by the Denver SMSA. Both Coors and the Hispanic Coalition recognize that there may be factors that may adversely affect Coors' ability to deliver on this goal. Meeting this objective will involve concentrated monitoring, long-range planning, hiring and promotion of Hispanics. Until that goal is reached in all categories, for Hispanic women as well as for Hispanic men, Coors

agrees to hire Hispanics at a rate of 12% of those hired, the average Hispanic hiring rate from 1979 - 1983. Such hiring will be done according to Coors' Affirmative Action Plan. This plan will be amended to include an addendum which specifies gender-specific language. Coors is sensitive and concerned about Hispanic women being underrepresented in the current work force in several of ~~the job categories~~. Accordingly, Coors will implement a good faith effort which will concentrate on the hiring and promotion of Hispanic women in all of the major job families until anticipated parity is reached in 1990.

This hiring rate will be maintained until specific hiring goals are reached in each of the following categories, as stated in the Affirmative Action Plan:

- Officials and Managers
- Professionals
- Technicians
- Office and Clerical
- Craft Workers
- Operatives
- Laborers
- Service Workers

Efforts to reach this goal will include the appointment of Hispanics in the following offices and positions: a Vice-President, an additional Department Director, an additional Second Level Operations Manager, and an additional First Level Support Supervisor by 1985.

This program will involve Coors' researching, reviewing and identifying an internal methodology which will facilitate the ultimate implementation of gender-specific numerical objectives and timetables for the Hispanic group. This expanded accomplishment/timetable program will be based on the set of national and local labor market availability data currently used by Coors and approved by the Office of Federal Contract Compliance Program, Department of Labor.

Additionally, Coors agrees to:

1. Identify and expand the services of Hispanic employment agencies; this will include both licensed employment agencies and non-profit agencies and organizations;
2. Expand the funding of its management internship program to include targeted Hispanic universities and other educationally oriented organizations;
3. Seek the assistance of the Coalition in identifying Hispanic candidates for executive and managerial positions as they become available; and
4. Increase the number of Hispanics in internship programs.

III. CONTRIBUTIONS

It is recognized that Coors' contribution to the Hispanic community has been significant over the past years. Coors agrees to continue its commitment during the term of this agreement. Coors agrees to earmark a minimum of \$500,000 per year for contributions to the Hispanic community. Coors will increase this amount in relation to increases in pre-tax profits.

At least one-third of the amount designated for the Hispanic community will be spent on education.

A. Coors agrees to support education efforts in the Hispanic community, with emphasis on the following initiatives:

1. **Pre-College Support for Hispanic Students.** Emphasis in this effort will be placed on providing funds for supplemental programs in English, Mathematics, Science, and Engineering, as well as other counseling and enrichment components.
2. **College Support for Hispanic Undergraduate Students.** This program will be geared to address the unique needs of Hispanic undergraduate students in colleges and universities in areas such as study group support, counseling, tutoring, etc.
3. **Education Institutions**
Coors agrees that all the following criteria will be used in determining the eligibility of any applicant institution:
 - a. A Hispanic educational institution whose charter or primary mission is for the education of Hispanics;
 - b. A state-credited and/or authorized institution of higher education, whose Hispanic student enrollment exceeds 50% of total student enrollment;
 - c. A minimum two-year track record of implementing programs addressing primarily Hispanic student concerns;
 - d. A majority of qualified faculty who are Hispanic;
 - e. A documented history of working closely with Hispanic community-based organizations;
 - f. A majority of Hispanic representation on the institution's governing board and administrative staff; and
 - g. An existing documented strong support mechanism for Hispanic recruitment, retention, counseling, tutoring, graduation, and placement.

In addition, any other recognized Hispanic controlled organization that will meet criteria to be established in consultation with the Monitoring Committee may be eligible for such funds.

B. Other eligible projects of equal priority within this category include:

- Economic development technical assistance;
- Public policy analysis and advocacy; and
- Funding of national groups to provide local groups with technical assistance for fund raising.

Emphasis will be placed on long-term commitments, and grants of \$10 thousand or more, even if this results in a reduced number of grants.

IV. DISTRIBUTORSHIPS

Coors understands the importance of utilizing Hispanic independent businesspersons as distributors. Therefore, Coors agrees that:

1. The ultimate goal for Hispanic distributorships is to have parity based on market share. It is understood that this goal may not be met for many years after the duration of this agreement.
2. The goal for the five-year period of this agreement is to award 20 additional Hispanic-owned distributorships. This goal is different from others contained in this agreement, in that there are many more variables outside of Coors' control which may affect the ability to attain this goal. Therefore, Coors' ability to meet this goal may be limited.

To this end, while it is recognized that distributorships are owned by independent business people, Coors agrees that as it becomes aware of distributorships for sale in any area, it will actively assist interested and qualified Hispanic buyers.

Coors also agrees to:

- Maintain an active file of interested Hispanic buyers, including those provided by the Coalition;
- Support the development of Hispanic-owned distributorships through complete financial, operational and sales counseling;
- Assist eligible Hispanic business people in obtaining bank loans for the purpose of purchasing distributorships, including counseling on applying for the loan formulation of the buy/sell agreement and loan terms; and
- Review the policy manual for distributors in order to determine ways of exerting more influence in areas such as hiring of Hispanics, etc.

V. BANKING

Coors agrees to pursue business relationships with Hispanic-owned and/or controlled financial institutions.

Coors will work with Hispanic banks, and (in cities or neighborhoods with large Hispanic populations but no Hispanic banks) other banks to encourage them to increase loans to Hispanics, and to assist in developing and supporting neighborhood revitalizations programs, Hispanic non-profit organizations, and capital development projects. In accordance with its fair volume share, Coors will invest 8% (approximately \$3-\$5 million) of its cash available in Hispanic banks willing to pursue development of the aforementioned programs and activities during the initial year of this agreement. Thereafter, Coors will invest a percentage equal to the Hispanic share of Coors volume using the formula specified in Section I.

Coors will endeavor to redirect 8% (\$7.6 million) in accordance with its fair market share of its pension fund (currently \$95 million) through Hispanic-owned investment firms and/or Hispanic managers, and transact daily cash transactions with Hispanic-owned banks in such service areas as:

- Payroll accounts,
- Tax deposits, and
- Shareholder dividend disbursements.

Any such redirecting of pensions is subject to fiduciary guidelines, compliance with court cases and ERISA (Employee Retirement Income Security Act of 1974) provisions.

Coors also agrees that over a period of five years, it will make available \$5 million for investment in projects which will, in part, help to finance distributorships.

VI. PROCUREMENT

Coors will expand its procurement program within the Hispanic community. The procurement goal for 1985 within the Hispanic community is \$12.8 million. Both parties agree that such goal is attainable with no change in the standards or specifications currently prescribed by Coors in terms of quality, service, and price.

The expansion potential of the Hispanic procurement program is limited by the realities of the types of goods and services Coors procures. Items such as aluminum can stock and rail freight make up a major share of Coors' procurement and this fact poses an obstacle to reaching parity.

Coors will increase procurement from Hispanics to a level of 8% in all categories other than items such as aluminum stock and rail freight. Further procurement goals will be based on volume share using the same approach.

The ultimate goal is to eliminate all obstacles and to reach parity in procurement across the board.

In order to effect this procurement policy, Coors will hire a minority business development manager in the materiel function.

Procurement emphasis will be placed in all of the following areas:

- Construction
- Maintenance
- Raw materials
- Merchandising and promotions
- Direct materials
- Fleet contract
- Real Estate
- Uniform manufacturing
- Fabricated metal products
- Gas, oil, diesel fuel
- Trucking

Coors agrees to explore the possibility of establishing an in-house bonding program to assist Hispanic contractors doing business with Coors to obtain bonding. Some options for effecting this may be use of a self-insured program or not requiring bonding from Hispanic contractors.

VII. INSURANCE

Coors incurs a total of \$14.2 million per year in insurance costs. Of this amount, \$12 million is self-insured; \$2.2 million is provided by outside companies in the following areas:

1. Auto liability,
2. Umbrella liability,
3. Aviation liability,
4. Boiler and machinery,
5. General liability,
6. Hazardous waste,
7. Life Insurance, and
8. Accidental Death and Dismemberment.

In the implementation schedule, Coors will make expenditures to Hispanic-owned and operated businesses in the following areas:

- Electronic media (TV and radio)
- Print and outdoor advertising
- Hispanic-owned magazines and newspapers
- Hispanic oriented specials and/or regular television shows
- Public relations and promotions
- Community related activities

Coors will develop programs that depict Hispanics in a positive role in all of its advertising in which Hispanics are depicted, including its mainstream advertising. Coors will also strongly recommend that its advertising agencies use Hispanic production companies.

XI. GOVERNANCE

Coors believes that Hispanics should be included at all levels of its corporate structure, including policy development. To this end, Coors will hire/promote a Hispanic to the vice-presidential level. Coors pledges to work towards this goal. In addition, Coors will create a 10-member Advisory Board to interface directly with its Board of Directors. This Corporate Advisory Board will include no fewer than two Hispanics.

It is recognized that Coors' Board of Directors consists exclusively of current executive level employees. Though no change in the current structure is anticipated, as Coors hires and promotes Hispanic employees to executive level management positions, they will become eligible to serve on the Board of Directors. Should the company appoint any outside directors, Hispanics shall be included.

XII. MONITORING

A Monitoring Committee made up of representatives from Coors and at least an equal number of representatives from the Coalition will be formed to measure the progress of commitments made in this Agreement and to explore other areas of mutual interest and concern. Each member of the Coalition shall be entitled to one representative on the Monitoring Committee.

This Committee will function for the duration of this agreement and will meet at least quarterly during the first year, and at least semiannually thereafter.

This monitoring mechanism will be comprehensive in scope, as it relates to the implementation of this agreement and is pertinent to its monitoring.

In order to make the monitoring process as efficient and effective as possible, Coors agrees to engage the services of a Hispanic consulting firm(s) to serve as monitoring agents for the duration of this agreement, and to do research to provide needed information. The selection of such a firm is subject to approval by the Coalition. The firm(s) will have access to company records that relate to this agreement and will be free to meet with the Monitoring Committee to fully understand any requests that may involve the implementation of this agreement.

Coors will reimburse reasonable travel expenses incurred by the Monitoring Committee members.

XIII. RECIPROCAL COVENANT INCENTIVES

The Coalition will assist Coors in obtaining cooperation from other national and local organizations in our mutual interest.

Members of the Coalition agree to participate in an annual program providing status reports to the national Hispanic community concerning the fulfillment of the specifics and of the spirit of this agreement.

This agreement stands as a commitment by the Coalition to assist in increasing the understanding of Coors and its products within the Hispanic community.

The Coalition will take positive and visible action to help eliminate misconceptions of Coors within the Hispanic community.

Each member of the Coalition agrees to cooperate with Coors, including appointing an organization officer to address ongoing issues and potential political and social difficulties that may occur in the national scene regarding Coors and its products over the life of the agreement.

Coors, in the spirit of expanded cooperation, will encourage its corporate executives and the independent businesspersons who distribute its product to expand their relationship and involvement with the Hispanic community. In the spirit of mutual benefit, the Coalition will endeavor to encourage its affiliates and organizations to assist and advise Coors and its distributors in these efforts through seminars, workshops and other appropriate forms of interaction.

In witness whereof, the parties hereto have executed this agreement as a moral, not a legal commitment, based in mutual trust and good faith as of October 29, 1984.

FOR THE COALITION:

ADOLPH COORS COMPANY

By *[Signature]*

NATIONAL COUNCIL OF LA RAZA

By *[Signature]*

NATIONAL IMAGE, INC.

By *[Signature]*

NATIONAL PUERTO RICAN COALITION, INC.

By *[Signature]*

UNITED STATES HISPANIC CHAMBER OF COMMERCE

By *[Signature]*

AMERICAN G. I. FORUM

By *[Signature]*

CUBAN NATIONAL PLANNING COUNCIL, INC.

By *[Signature]*

[Signature]

In Witness
Community Relations Service
U.S. Department of Justice

[Signature]

In Witness
Community Relations Service
U.S. Department of Justice

Do We All Chug-a-Lug Now for Social Justice?

By FRANK del OLMO

The Los Angeles Olympics had everything from an official automobile to official junk foods, so I suppose that there's nothing wrong with a handful of Latino organizations deciding that Coors should be the Official Hispanic Beer.

Under the plan announced Monday by Adelphi Coors Co. and six Latino advocacy groups, the brewing company agreed to put 8% of its sales, estimated to be \$1.1 billion in 1983, into Latino-owned banks, investment firms, insurance companies and Spanish-language advertising across the country. It also agreed to hire more Latino workers, name a Latino vice president and increase the number of Latino distributors who handle its beer.

Finally, the company said that it will donate \$500,000 per year to nonprofit Latino groups like the six organizations whose leaders signed the Coors agreement: the National Council of La Raza, National MAGE Inc., the American GI Forum, the Hispanic Chamber of Commerce, the National Puerto Rican Coalition and the Cuban National Planning Council.

It sounds like an agreement with something for everyone—investments for Latino business, private-sector support for Latino activists, and more potential beer sales for Coors in the growing Latino market. But wait. There's a catch.

The plan includes what Coors officials call an "incentive commitment," a clause saying that when the agreement lapses in 1990 all future benefits will be pegged to how much Coors beer Latinos have consumed in the meantime. Company officials estimate that Latino consumers currently represent about 5% of their sales. That must rise to 8% by 1990 if Coors is to increase the benefits.

In other words, the more Coors that we Latinos drink, the more money that Coors will put back into our community.

It follows that the community activists who made this deal are now expected to make it a success by pushing the "official" Latino brew.

The agreement announced Monday is similar to one that the company reached two months ago with the Los Angeles chapter of the NAACP, including the "incentive commitment."

Coors has been doing poorly in minority markets lately. Latino and black leaders, alleging discriminatory hiring practices by Coors, have called for consumer boycotts. So has the AFL-CIO, charging the family-controlled Colorado brewery with anti-union activities. The company's chairman, William K. Coors, has long been identified with conservative political causes, and recently was quoted as saying that blacks are intellectually inferior in a speech to a minority-business conference in Denver. Company spokesmen say that the quotes were taken out of context.

With Coors sales concentrated in the Western states, where the Latino market is strong—and strongly pro-union—I suppose that the trade-off between the brewery and the six Latino organizations makes cold-hearted business sense. But what about other groups concerned with the well-being of the Latino community?

I wonder what the reaction was in the Alcoholism Council of Greater East Los Angeles, which has been campaigning for years to focus public attention on the problems caused by alcohol abuse in the Latino community. A state-sponsored survey in the late 1970s found that among Latino males the incidence of death from alcohol-related causes was 10% higher than for other ethnic groups.

And I wonder what the reaction was in corporations that have generously donated to Latino causes over the years, but never insisted on "incentive commitments."

Will Atlantic-Richfield, a leader in constructive corporate involvement in the

Los Angeles area, now insist that Latinos buy more ARCO gasoline before it supports projects in East Los Angeles?

Will the Bank of America refuse to donate money to Latino groups unless they bring in more Spanish-surnamed depositors?

Will Security Pacific Bank peg its aid to the number of consumer and business loans made to Latinos?

And how about The Times? For years editors and business executives here have explored ways of gaining more readership in the Latino community. They have talked about more news coverage of Latino issues, or special Spanish-language editions. Instead, maybe they should hold hostage the Latino community groups that this newspaper helps support, like the Plaza de la Raza arts center in Lincoln Heights or the nearby Los Angeles Boys and Girls Club.

Of course, I don't expect any of these corporations to take such a cynical view. They see corporate giving as philanthropy, not a marketing tool. And, considering the wretched record of Latino hiring that Coors had before the boycotts of the late 1980s, one could make a case that the brewery owes Latinos more than just philanthropy, but redress for past injustices.

The Latino leaders who signed the Coors agreement Monday hailed it as a precedent, which it is. A bad one.

Frank del Olmo is a Times editorial writer.

COORS BOYCOTT
PG. 2

has come to our attention that they were not given the opportunity to voice their concerns regarding the vital issues related to the Coors Boycott. This undemocratic process further invalidates the agreement.

It is apparent that Coors has embarked on a very sophisticated campaign to divide not only the Chicano community, but also the African-American and Labor movements. It is a strategy which includes a massive "Hollywood" style publicity campaign in a serious attempt to distort the facts and disguise their actual agenda - the raising of sales and profits, and the destruction of the Chicano/Mexicano, Black and Labor movements.

We are also concerned that in essence, the signing organizations have become promotional agents and salesmen for the Coors Company by "pledging" to participate in Coors organized press conferences (as stipulated by the Coors agreement).

The terms of the agreement are unacceptable, unrepresentative, and counter to best interests of the Chicano/Mexicano community.

THE COORS BOYCOTT CONTINUES!!!

THIS NEWSRELEASE IS ENDORSED BY THE FOLLOWING LOCAL ORGANIZATIONS:

CAFE - CHICANOS ADVOCATING FOR EQUALITY

CHICANO MORATORIUM COMMITTEE

CHICANO PARK STEERING COMMITTEE

CHISPA -- CHICANOS IN SOLIDARITY WITH THE PEOPLE OF CENTRAL AMERICA

LCLAA - LABOR COUNCIL FOR LATIN AMERICAN ADVANCEMENT

MECHA SAN DIEGO STATE UNIVERSITY - MOVIMIENTO ESTUDIANTIL CHICANO DE AZTLAN

LA UNION DEL BARRIO

VOZ FRONTERIZA

#

COORS BOYCOTT:

The Struggle Continues



El tiempo cambia My 78-Avnds

UNION DEL BARRIO
SAN DIEGO, CALIFAS - AZTLAN

FEBRUARY 24, 1985

CALL FOR COORS SUMMIT

TWENTY YEARS AGO, CHICANO ACTIVISTS LAUNCHED ONE OF THE MOST MASSIVE, BROAD-BASED, EFFECTIVE AND LONG LASTING BOYCOTTS IN UNITED STATES HISTORY, "THE BOYCOTT OF COORS PRODUCTS". INITIATED BY THE CRUSADE FOR JUSTICE AND THE G.I. FORUM IN 1966, THE BOYCOTT CENTERED ON THE OVERT RACIST ANTI-CHICANO/MEXICANO EMPLOYMENT POLICIES OF THE COORS COMPANY. COORS IMMEDIATE RESPONSE AT THAT TIME WAS FILLED WITH ARROGANCE, DISRESPECT, AND DISDAIN FOR THE CHICANO/MEXICANO COMMUNITY AND BELITTLED OUR ABILITY TO ORGANIZE AN EFFECTIVE BOYCOTT. SINCE THEN, COORS SALES HAVE DROPPED FROM FIRST TO SEVENTH PLACE IN AZTLAN, AND LABOR, WOMEN, AND AFRICAN (BLACK) ORGANIZATIONS HAVE JOINED THE BOYCOTT. DURING THIS TWENTY YEAR STRUGGLE, BOYCOTT ORGANIZERS HAVE EXPOSED THE RIGHT-WING POLITICS OF THE COORS CO./FAMILY. CONFRONTED BY THE WRATH OF THE MASSES, COORS EMBARKED ON A MULTI-MILLION DOLLAR CAMPAIGN TO REGAIN ITS PROFITS, HIDE ITS RIGHT-WING POLICIES, AND DESTROY PROGRESSIVE ORGANIZATIONS IN THE UNITED STATES. THIS CAMPAIGN HAS INCLUDED THE BUYING-OFF OF CERTAIN "HISPANIC" ORGANIZATIONS, THE DEVELOPMENT OF FRONT GROUPS, AND IN THE STYLE OF FBI COUNTER-INTELLIGENCE TACTICS OF THE 60'S AND 70'S, COORS IS ATTEMPTING TO DIVIDE THE CHICANO/MEXICANO MOVEMENT.

FOR THESE REASONS, WE ARE CALLING FOR A NATIONAL CHICANO COORS BOYCOTT SUMMIT MEETING. THE PURPOSE OF THE SUMMIT WILL BE TO: CONCRETELY SOLIDIFY OUR RANKS AND OUR STRUGGLE AGAINST COORS; TO COME TO CONSENSUS WITH KEY ISSUES SURROUNDING THE BOYCOTT; AND TO DEVELOP COHESIVE AND CONSISTENT STRATEGIES AND TACTICS. THE SUMMIT WILL BE HELD IN SAN DIEGO, CALIFORNIA, ON APRIL 21, 1985.

UNIDOS EN LA LUCHA,

LA RAZA UNIDA PARTY (NATION-WIDE)

MECHA (UC IRVINE AND CAL-STATE
FULLERTON)

UNIÓN DEL BARRIO (SAN DIEGO, CALIFAS)

IF YOUR ORGANIZATION WOULD LIKE TO PARTICIPATE, PLEASE COMPLETE FORM AND MAIL IMMEDIATELY TO:

UNION DEL BARRIO
P.O. BOX 8095
SAN DIEGO, CALIFORNIA 92102

NAME OF ORGANIZATION _____

ADDRESS _____

PHONE _____

NAME OF CONTACT PERSON: (INCLUDE NAME AND ADDRESS)

BRIEFLY DETAIL YOUR ORGANIZATION'S PAST/PRESENT COORS BOYCOTT ACTIVITIES OR POSITIONS:

PLEASE ENCLOSE ANY NEWS ARTICLES, PRESS RELEASES, FLYERS POSITIONS PAPERS, OR RESOLUTIONS REFERING TO THE COORS BOYCOTT.

FOR SECURITY REASONS, THIS SUMMIT WILL BE INVITATION ONLY.

NO REPRESENTATIVE OF ANY ORGANIZATION CAN BE A MEMBER OF ANY ORGANIZATION WHICH HAS A HISTORY OF A DISRUPTIVE NATURE SUCH AS THE RCP, CWP, SWP, LRS, ETC.

REGISTRATION PER ORGANIZATION IS \$10.00.

EACH ORGANIZATION WILL HAVE ONLY ONE (1) VOTE.

MAKE CHECKS PAYABLE TO: UNION DEL BARRIO

DRIVE COORS OUT OF SAN DIEGO

JOIN THE MOTORCADE & ATTEND THE RALLY

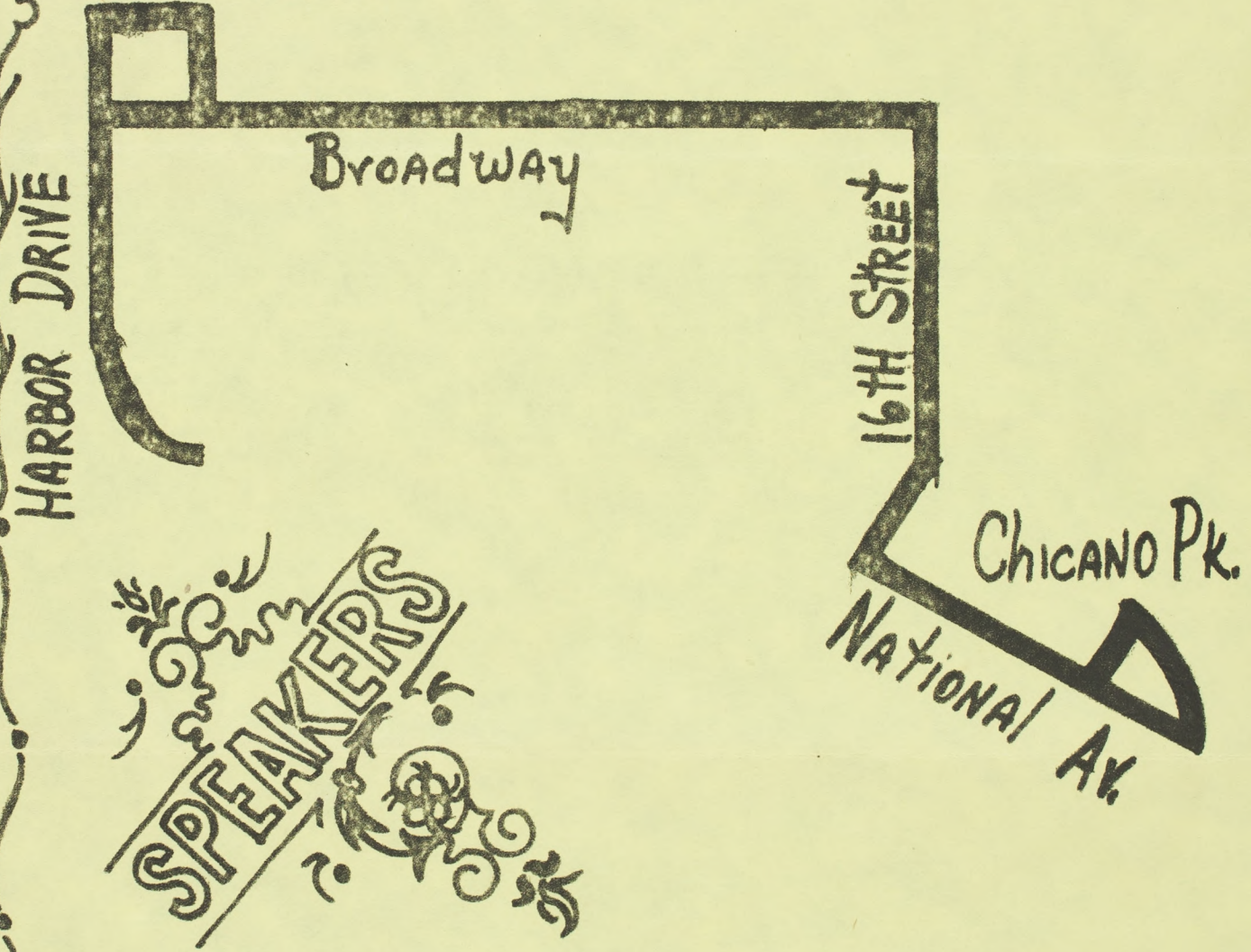
SATURDAY DECEMBER 17 TH

Assemble: At County Administration Parking Lot
Broadway and Harbor Drive

11:00 AM

DRIVE TO CHICANO PARK

County Administration
PARKING LOT



PLEASE DONT DRINK COORS

GOLDEN, COLO.

BREWERY WORKERS LOCAL 366



MISA DE DEMOSTRACION DE UNIDAD A FAVOR DE UN OBISPO HISPANO

SE CELEBRARÁ UNA MISA
en el KIOSCO del
CHICANO PARK A LAS 10:30 AM.

DOMINGO 13 de Agosto

OFICIARÁ el REVERENDO
JUAN HURTADO

VENGAN TODOS y ESCUCHEN lo que
esta sucediendo en NUESTRA IGLESIA
PARA MÁS INFORMACION. 236-1228

**ABAJJO CON
COORS**





BOYCOTT
COORS

American
GI Forum