

May 31, 1977

Gretchen

CHRONOLOGY - HEMET CAMPAIGN

January - March 1977

Agreement: Fed Mart will not carry Hemet until labor dispute settled

March 12 & 13

7 delegations to local retailers of Hemet

March 19 & 20

6 delegations to local retailers of Hemet

AGREEMENT: Lumber City, chain of 10 stores will no longer carry Hemet

April 11

Beginning of six week campaign against Hemet Wholesale

April 14

8 people from the religious community and I meet with Tom Hamblin, Personnel manager, Hemet Wholesale

April 15

Delegations to three nurseries asking them to stop carrying Hemet and telling them we will begin picket lines.

April 16

Delegations to 2 nurseries...

April 16

2 Flying picket lines with 85 picketers hit 7 stores

April 19

Delegations to 3 nurseries

April 21

Meeting with Robert Lindquist Jr., Mayor town of Hemet, part owner, Hemet Wholesale.
3 people from religious community, 2 from labor and one supporter from San Bernadino and myself.

April 22

3 delegations to nurseries carrying Hemet

April 22

Mayor met with Board of Directors Hemet Wholesale to discuss our meeting with Him the previous day.

April 22

4 supporters from San Diego and I meet with Mr. Bergland, President of Nurseryland a large chain carrying Hemet Wholesale

April 23

2 7 stores hit with a flying Picket line
2 VICTORIES: Tokiwa Nursery, Northridge
Sperling Supply Co, Calabasas

April 23

Ramona Pageant, Leafletted

April 24

Ramona Pageant, Leafletted

April 25

Spoke with Mayor, result of his meeting with Board of Directors, Hemet Wholesale

CHRONOLOGY - HEMET CAMPAIGN

April 25, 26, 27 Phone in, San Diego to President of Nurseryland asking him to cooperate with Hemet Boycott.

April 26 First Story in Riverside Press - Enterprise on leafletting Ramona Pageant

April 27 AGREEMENT: nurseryland, chain of 15 stores.

April 28 Met with Captain Park, Officer Stone of Riverside County's Sheriff Dept. Re: our activities at the Ramona Pageant

April 30 85 picketters at Green Arrow

May 1 Staff and 15 supporters billboard Ramona Pageant

May 5 Sister Kay, a representative of Riverside County Labor Council and I meet with Tom Hamblin, Personnel Manager Hemet Wholesale

May 7 Leaflett Ramona Pageant

May 8 ~~Article~~ 120 supporters billboard Ramona Pageant in the rain, P
Picket Mayors House

MAY 8
May 19 Big Picture, Article in Riverside Daily Enterprise on Billbalrd line
LETTER FROM MAYOR UNDERST, CA PICKET LINE, BIC EXHIBIT

MAY 10
May 14 4 stores pickett, (3 stores in L.A. County of Picket lines of 40 each)

May 18 I spoke with owners of Green Arrow Green Thumb Nurseries (Chan picketted the last two weekends).

May 20 Owners have meeting in A.M.
I call in P.M. They agree not to order from Hemet until dispute is settledn.

May 21 5 independents picketted (all chains in L.A. area carrying Hemet having agreed)

May 22 1 independent picketted, 45 people

May 24 3 week truck following campaign begun to make sure all stores that have agreed are clean and to find new retail outlets.

May 24 Found out 1 independent that had agreed may not be clean

May 28 6 picket lines

CHRONOLOGY - HEMET CAMPAIGN

May 28

Agreement: Uptown Nursery
AGREEMENT: Reconfirmed Tokiwa Nursery
with thought had bought from Hemet

May 29

1 Pickett line, 65 people

May 31

AGREEMENT: Elwood Nursery Torrance

TO: Chris S.

FROM: Gretchen L. *Gretchen*

UPDATE ON HEMET WHOLESALE BOYCOTT - - LOS ANGELES

Before beginning a full campaign five weeks ago against Hemet Wholesale we had followed trucks to find out Hemet's distributors and did delegations to many of their outlets in Southern California.

We got two chains, Fed Mart and Lumber City which carry Hemet to honor the boycott. Fed Mart is a large chain in San Deigo area and Lumber City is a chain of ten stores based in Burbank.

We had not done ^{of retailers} any picketting or put any pressure on the Mayor and the town of Hemet through action in Hemet. These were two priorities in our 6 week campaign against Hemet Wholesale.

Since we began five weeks ago we have met twice with Tom Hamblin the personnel manager for Hemet Wholesale, have had an article printed in the largest newspaper distributed in the Hemet area, and met with Robert Lindquist Jr. The mayor of Hemet who is also a partner in Hemet Wholesale. We have also leafletted and billboarded at the Ramona Pageant the biggest even in Hemet each year.

Five weeks ago we had ^{two} commitments from distributors of Hemet products now we have 5 commitments including the two major chain distributors in Southern California, Fed Mart and Nurseryland. We are now picketting the third largest chain that we know distributes Hemet products.

We have distributed over 18,000 leafletts at the Ramona Pageant, and the last two weekends billboarded so that the 6,000 people who go to each performance would learn about the Hemet boycott. This last weekend we add 120 people who stood in the rain to get across the message that Hemet Wholesale is unfair to its workers.

We have constantly received calls since we started our boycott in Hemet from the Police Department, City Hall, and the heads of the Ramona pageant. The Sherriffs office sent two policeman to Los Angeles to meet with me.

We have also begun to organize people in the Hemet area to help with the boycott. We met with the UAW retirees local in Hemet (the average age in Hemet is 64 years) and they said they would help us by joining a picket line in the mornings in front to the nursery to talk to the truck drivers who pick up the products to be delivered. They will also help us with the folowing of trucks so we can check delivery locations.

Enclosed are a couple of letters we have gotten in response to our activities in Hemet. For the next six weeks we plan on increasing the pressures on local distributors to honor the boycott and put picket lines up in front of the trucks at Hemet Wholesale and to continue or work on the town and the company owners including the Mayor.

- Fed Mart
- Lumber City
- Nurseryland
- Sperting Landscape
- Tokiwa Nursery

WEEK 1 ACTION

___ 2 flying picket squads of 25-30 each to targetted retailers in Southern California.

___ Full time organizer sent to Orange County

___ Appointments scheduled for next week with Nurseryland and Green Thumb-Green Arrow.

___ Appointments scheduled for next week with Hemet Company and the Mayor of Hemet.

___ Target at least 8 stores for the flying picket.

___ Send delegations to large retailers of Hemet not visited before to find out how vulnerable they will be to our picket.

___ Research continued on major outlets in S. Cal of Hemet including amount of sales to each.

___ Research and action on landscapers who buy from retailers carrying Hemet.

___ Talk to Winnie about Hemet plans and to get information and help.

WEEK 1 logistics

___ Hemet leafletts made.

___ Picket signs "Boycott Hemet" made.

___ Application made for Permit to use Hemet Park for a rally during Ramona Pageant.

___ Application made for a sound permit in the city of Hemet for a rally.

___ Delegations put together of heavies for visit to nurseryland and Green Arrow Green Thumb offices next week.

___ Delegation of heavies put together for visit to Mayor of Hemet and to Representative of Hemet Wholesale.

___ Small delegations put together all week to nurseries not yet visited that carry Hemet.

___ Have phone calls scheduled for before delegations.

WEEK 2 ACTION

___ Delegations to Nurseryland and Green Thumb-Ar

___ Meeting with Hemet and Mayor.

___ 50 phone calls into chains the morning of vi

___ The 2 flying picket continued.

___ 50 letters to the Ramona pageant.

___ One carload to Hemet leaflett for upcoming rally at the Ramona pageant.

___ Do paste-ups in Hemet upcoming rally.

logistics

___ Make posters for paste up in Hemet.

___ Make new leafletts rally announcement.

WEEK 3 ACTION

Have a mass picket line on a
merable independent

Send another carload to
flett at the Ramona Pageant
ut upcoming activities.

Have 50 letters sent directly
Hemet Mayor.

Try to place an Ad about
et in the Hemet news.

A concrete plan finalized
Paul Gretchen J.B. and Rob
all the Ramona pagaent
ivities.

Research continued on Hemet.

WEEK 4

THE BIG RAMONA PAGEANT WEEK

___ Billboarding at last day of Pageant

___ Marching, Picketting and small
demonstration and generally an afternoon
of fun in the sun

___ Teatro

___ leafletting

___ Bullhorns

___ Research continued on Hemet.

WEEK 5

___ Begin Chain campaign

___ A strong delegation
announcing the beginning
of picketting target

___ Phone Calls to targe

___ letters to target

___ Mass picket line of
at one store of targette
chain.

WEEK 6

5 Strong Picket lines on
neglected chain.

HEMET WHOLESALE

Mountain Grown Ornamental Nursery Stock

BOX 39, HEMET, CALIFORNIA 92343 - PHONE (714) 925-0444



May 9, 1977

Handwritten: 4/20/77 Hemet

Ms. Gretchen Laue
Chmn., Hemet Wholesale Boycott
1434 W. Olympic Blvd.
Los Angeles, California 90015

Dear Gretchen:

I was most impressed with the conduct of your people on the picket line at this last weekend's Pageant and also before my home. Impressions from townspeople and visitors were all favorable.

Additionally, I feel compelled to apologize for the inclement weather. Having received so many flattering allusions as to my great power and influence, it was impossible in this case, for me to restrain myself from further extending my influence heavenward.

Yours truly,

HEMET WHOLESALE

Robert V. Lindquist, Jr.
Partner

Handwritten: RVLjr:es

RVLjr:es

TO: Larry Tramutt
FROM: Gretchen Laue
DATE: 6/15/1977

Chair,
File - Hemet

Larry,

This is the information we have on out of state deliveries of Hemet Wholesale. On June 7 and June 14 we talked to the out of state truck drivers as they were waiting to enter the Hemet loading area. They were delivering to:

Forest Hills Nursery, Salt Lake City Utah

Valley Wholesale Nursery, Layton Nursery ~~Utah~~

West Haven Nursery, Amarillo Texas

Nursery not known, Mesquite Texas

Wilco Company, Denver Colorado

There were separate trucks for each of these deliveries.

The Colorado delivery was being made by a Coors truck driver.

We talked to him and he said that two or three weeks before he had made deliveries to Safeway Stores in Denver. There were 5 out of State trucks that we saw on June 7 besides the two Hemet owned trucks which deliver in Southern California.

On June 14, 3 out of state trucks were seen loading. One would not tell us his destination, one said he was delivering to the Santa Fe Nursery in Santa Fe New Mexico and the third truck was going to El Paso Texas but we weren't able to get the name of the nursery or store he was delivering to.

On other occasions I have seen three Coors trucks loading at one time

while waiting to follow the local trucks. From talking with the Coors drivers they deliver 90% of the Hemet they carry to Colorado. They have been doing this for about 5 years.

On June 14 another truck entered the Hemet loading area but did not load. It was from Blondell's Nursery in Ontario, Canada. We think it was probably picking up for Howard Rose and got the wrong yard.

We'll continue to try and talk with the Truck drivers asking them their destinations as they are waiting to go in and load. The problem is that it means our truck followers need to get to Hemet an hour and a half earlier than we have been going. Our truck followers have been supporters and this may be more difficult but *Si Se Puede!* There must be another way to get this information but until we think of it we'll keep talking to truck drivers.

*it means leaving
L.A at 4:30 A.M.*