

## Boycott Lucky Stores To End Discriminatory Hiring

Three months ago, Lucky Stores employed 33 Negroes out of a total work force of 1600. Bay Area CORE chapters negotiated with the management of Lucky Stores to correct this discriminatory pattern. A three month trial period has shown that this firm has no intention of changing its hiring practices to eliminate racial discrimination. By their own report, Lucky Stores has hired only 18 Negroes out of 320 new employees in the past three months, and these in predominantly Negro areas. Apparently, the management feels that 51 Negroes out of a work force of 1600 is a fair pattern, since they refuse to commit themselves to any further progress.

In a comparable period, Safeway Stores hired 25% Negroes and 40% non-whites among its new employees, after signing a similar agreement with CORE. This is what CORE considers meaningful progress in an industry whose annual job turnover is more than 50%.

With the unemployment rate among Negroes more than twice that of whites, and with 71% of Negro families earning less than \$5,000 per year as compared with only 39% of white families forced to live on these low standards, we are confronted with an immense social problem which cannot be solved by the type of feeble and token efforts that Lucky Stores seems unwilling to go beyond.

Racial discrimination and the disgraceful conditions under which Negroes are forced to live will only be ended when you, as responsible citizens refuse to patronize employers, such as Lucky Stores, who will not change their discriminatory employment practices.

CORE WILL BE PICKETING LUCKY STORES+ TELEGRAPH AT HASTR+  
FROM 3 to 7 P.M. on SATURDAY AND FROM 4 to 6 P.M. DURING  
THE WEEK

CORE WELCOMES ALL SUPPORTERS WHO WILL DEMONSTRATE NON-VIOLENTLY  
HELP END RACIAL DISCRIMINATION--PLEASE DO NOT BUY AT LUCKY STORES

BERKELEY CAMPUS CHAPTER  
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WE SHALL OVERCOME