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February 19, 1964

For Immediate Release from N-VAC

Boycott of Van De Kamp's called for Thursday

N-VAC (Non-Violent Action Committee) today called for the public to boycott Van De Kamp's business operations. Van De Kamp's operates 6 restaurants, a food processing plant and a bakery. Van De Kamp's food products are also sold in more than 500 retail outlets.

N-VAC charges that Van De Kamp's has few Negro employees, these restricted almost entirely to janitorial work. Van De Kamp's has no Negro truck drivers, no Negro waitresses and although over 500 women are employed in retail outlets, only 5 are Negro, two of whom are part time.

Van De Kamp's has refused to negotiate with N-VAC.

Direct Action demonstrations will start with a picket line at Van De Kamp's restaurant, 5665 Wilshire Blvd., Thursday, February 20th at 5 pm.

On Friday the demonstrations will expand to include outlets at 10 supermarkets.

Further demonstrations are planned for the weekend.

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