

N-VAC (Non-Violent Action Committee)

Box 11277, Los Angeles 11

Phones: 469-7610 389-5841 255-4156

Fact sheet on Van De Kamp's action

Investigations by N-VAC disclosed discriminatory hiring patterns by Van De Kamp's in their restaurants and bakeries. N-VAC asked to meet with representatives of Van De Kamp's and such a meeting was held on February 12, Lincoln's birthday.

N-VAC asked that Van De Kamp's review their hiring and promotion policies and provide a breakdown of job classifications with regard to Negro employees and those with Spanish surnames. Van De Kamp's refused to do this and also refused to negotiate further with N-VAC.

Demonstrations commenced with a picket line at Van De Kamp's Wilshire Blvd. restaurant on Feb. 20. Further demonstrations were held at that restaurant and at Van De Kamp's retail outlets in grocery stores.

On Wednesday, March 4, N-VAC stepped up the demonstrations to include Shop-Ins. At many grocery stores in the Los Angeles area, N-VAC demonstrators piled up Van De Kamp's products in shopping carts and leaflets were placed on the shelves asking the public not to buy Van De Kamp's products.

The Shop-Ins and whatever other demonstrations are deemed necessary will continue until Van De Kamp's sees fit to review their personnel policies.

Non-Violent Action Committee, P.O. Box 11277. L.A. 11

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