

ADL CHARGES

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of the tremendous volume of business the company was doing in Egypt, Lebanon and other Arab countries, and that this rather than the claimed objective "business judgment" was behind the decision not to do business in Israel.

When an Israeli company at the end of 1964 applied for the franchise to bottle Coca-Cola in Israel, the company "advised the applicant that as a result of careful study of his representation it remained our considered judgment that economic and market conditions in Israel were not yet such as would permit establishment and development of Coca-Cola bottling operations in that country on a mutually profitable basis," a spokesman for the company disclosed, adding that his company had taken the same position toward prospects in a number of other countries in the world, including some in the Middle East, such as Jordan and Syria, and that it kept the ADL informed of its position, which, it claimed, "was based upon local economic and market conditions rather than political considerations."

In its statement of retort, which, it said, was based on a lengthy examination of all facts involved, the ADL declared: "Weighing all the factors at hand, in our view the conclusion is not unreasonable that the Coca-Cola Company has been concealing its real reason for refusing to grant a franchise to an Israeli bottler. In light of all the evidence, including the reported statements of certain of its spokesmen, that reason, in our judgment, is political, not economic. On balance, we are forced to the conclusion that the Arab boycott is the likeliest reason for the position of Coca-Cola."

Concluding, the ADL statement said that "market feasibility was obviously measured" by the Coca-Cola Company "by different standards for Arab countries."

According to the ADL, there are 31 Coca-Cola bottlers franchised in the Near and Middle East. The deducible facts seem strongly to indicate that, while submitting to the Arab boycott," the ADL declared, "Coca-Cola assiduously attempted to camouflage its submission as a pure non-political, economic decision."

JEWISH NEWS BRIEFS

UNITED NATIONS, N. Y (WNS) Ambassador Michael S. Comay, Israel's permanent representative to the United Nations, has formally advised Secretary General U Thant that his country was willing to play its part in a negotiated and agreed program for settling the Arab refugee problem "in a constructive and peaceful manner, including the settlement of compensation claims."

JERUSALEM (WNS) Premier Levi Eshkol has assumed the chairmanship of the Atomic Energy Commission following the resignation of Professor Ernst David Bergman, who headed the commission since its establishment fourteen years ago.

MONTREAL (WNS) A call on the Austrian Government for "energetic and effective steps against the menace of anti-Semitism" was sounded here by the Canadian Jewish Congress in a letter by its president, Michael Garber, to Dr. Franz H. Leitner, Austrian Ambassador to Canada.

MINNEAPOLIS (WNS) The Jewish Community Relations Council of Minnesota has asked the Archdiocese of St. Paul to cancel its endorsement of the planned commercial showing in this area of a film on the life of Jesus it deems offensive to Jewish sensibilities by its perpetuation of "age old hatreds" and revival of the deicide charge against Jews.

TORONTO (WNS) A clause in a will providing that his grandchildren would lose their shares of the bequest if they married outside of the Jewish fold and did not observe Jewish dietary laws after marriage, was upheld here by a judge in the Ontario Supreme Court who ruled that such a provision was neither against public policy nor in restraint of the marriage rights of the recipients of the bequest.

JERSEY CITY (WNS) A large menorah on the outside wall of Congregation B'nai Jacob here has been damaged by unknown vandals.

NEW YORK (WNS) Completion of the redemption of the first issue of the State of Israel Bonds will be celebrated here on May 2nd at a luncheon meeting of the Board of Governors of the Israel Bond Organization where Israel's Minister of Finance, Pinhas Sapir, is to be guest of honor.

NEW YORK (WNS) The "effect of President Johnson's decision to resume 'Food for Peace' shipments to the United Arab Republic has been not to advance the cause of peace but simply to whet President Nasser's appetite for more American aid," the New York Herald Tribune declared editorially.

OTTAWA (WNS) A special committee of the House of Commons, headed by Dean Maxwell Cohen of the McGill University School of Law, has recommended federal legislation that would make it a punishable crime to disseminate hate propaganda and to advocate genocide.

LAS VEGAS ISRAELITE

COKE REPLIES

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that he was "deeply distressed by the charges," adding that he wished to "assure the public that the Coca-Cola Export Corporation has not and will not conduct its affairs in response to any boycott, and that includes the so-called Arab boycott." Insofar as Israel is concerned, he declared, his company until now has "found no reason to alter earlier judgments with respect to the advisability of starting a new plant" there, but that it would consider changing its decision "if the situation changes." At the same time he disclosed that the Israeli company which had most actively sought a bottling franchise from Coca-Cola, the Tempo Beverage Company, had been found guilty by an Israeli court in 1963 for infringement on Coca-Cola trademarks and bottle design. It was that unhappy experience, he said, which precluded his company from entering into any business agreement with the Israeli firm.

This was denied here by Moshe Bornstein, managing director of Tempo who is now in this country. At a press conference at the headquarters of the Anti-Defamation League, he asserted that the design of the bottle was never an issue in litigation. In 1960, he said, the Coca-Cola company threatened to sue his

GOVERNORS

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Western Governors' Conference. Gov. Grant Sawyer announced. Interior Secretary Stewart L. Udall also will address the conclave on April 26, according to the governor.

Goldberg, secretary of labor under President Kennedy and later an associate justice of the Supreme Court, will address 15 state and territorial chief executives and their guests at the Riviera Hotel. About 500 persons are expected to attend the dinner.

The annual meeting of the western governors is scheduled April 24-28 at the resort hotel. Sawyer is chairman of the conference, which is being held in Nevada for the first time.

Scheduled to attend the conference, in addition to Sawyer, are governors from California, Arizona, New Mexico, Utah, Oregon, Washington, Idaho, Montana, Colorado, Wyoming, Hawaii, Alaska, Guam and American Samoa.

"We are grateful that Mr. Goldberg has consented to appear before the Conference," Sawyer said. "He is a distinguished American who, as a cabinet officer, jurist and statesman, has rendered service of inestimable value to the nation and to the free world."

Goldberg was appointed to the United Nations post by President Johnson in July of last year. He succeeded the late Adlai E. Stevenson as the permanent representative to the U. S. to the international body.

In accepting the position, Goldberg resigned a lifetime appointment to the Supreme Court. He had been appointed to the high tribunal by President Kennedy in 1962 after two years as secretary of labor.

company for using the name "Tempo-Cola," but that an amicable settlement was made when the Israeli company agreed to name its drink "Tempo-Kola." At the same time he pointed out that the element of litigation had been mentioned by Mr. Farley in correspondence on the Tempo application for a franchise.

Mr. Farley's statement was welcomed by Arnold Forster, general counsel of the ADL. However, he noted that it was rather "strange" for Coca-Cola to have failed to mention "the litigation as the reason for the franchise refusal in the long period since first we were in touch with the company about the matter." The "continuous shifting grounds which Coca-

Cola officials have offered to us and the public for not licensing any Israeli company," he added, "gives further substance to the charge that, in truth, it is submitting to Arab wishes." At the same time it was disclosed that the New York City Commission on Human

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Rights was looking into the matter.

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