

"Come Alive" With F.E.P.

CHICAGO--(NPI) -- Two leading soft-drink manufacturers decided that "Things go better with Operation Breadbasket" as they agreed that fair employment practices "hit the spot."

Negro purchasers of Pepsi-Cola and Coca-Cola could once again "Think young" about Pepsi as the soft-drink firm announced that it will create 32 more jobs for Negroes in Chicago area plants, bringing \$200,000 more each year into the Negro neighborhoods.

Not to be outdone, Coca-Cola offered 39 new jobs for Negroes, bringing \$250,000 more to Negro workers yearly. Getting "Twice as much for your nickel, too" was out of the question, but both firms were offering the Negro community a greater return on its millions of dollars of soft-drink purchases yearly.

Pepsi-Cola Bottling company agreed to Operation Breadbasket demands after being picketed for 10 days by persons who evidently did not "think young." Breadbasket officials charged that Pepsi employed Negroes primarily in low-paying jobs.

Coca-Cola didn't wait to be boycotted. The firm agreed to upgrade its Negro employees shortly after negotiations started with Operation Breadbasket, which is affiliated with Dr. Martin Luther King's Southern Christian Leadership Conference. Coca-Cola officials said nine jobs had been filled by Negro employees since Operation Breadbasket ministers contacted them.

Officials of both Pepsi-Cola and Coca-Cola said they had long ago "come alive" with fair employment practices. Long before the "Operation Breadbasket generation," they said, they were hiring Negroes on a non-discriminatory basis.

"The Coca-Cola Bottling company of Chicago is cooperating with Operation Breadbasket, as it involves only an extension of our long-standing non-discriminatory hiring practices. We have always recognized and will continue to live up to our community obligations," said a Coca-Cola official who found that business goes better with job equality.

Pepsi-Cola Bottling company officials said their firm has "a long history of non-discriminatory employment practices. Wages and benefits for Negro managers and other employees exceeded \$3 million last year."

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WALLACE SET FOR SHOWDOWN

MONTGOMERY, Ala.--(NPI)--Gov. George C. Wallace was set for another showdown with federal officials as he signed into law a bill nullifying the U. S. Office of Education's desegregation guidelines in Alabama and prohibiting the state's school systems from signing compliance statements with the federal government. The governor said he would prefer to take his chances with a local federal judge than a "bureaucrat 1,000 miles away." Federal officials indicated, however, that Alabama school districts proceeding with desegregation would continue to receive federal funds, despite the new state law.

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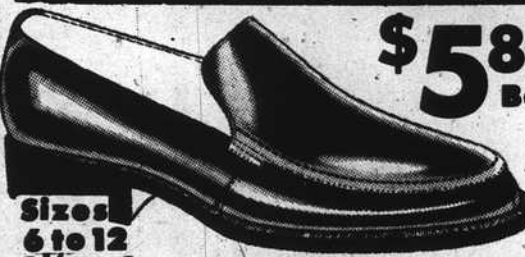
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