

The History Of California State Package Store And Tavern Owners Association

The California State Package Store and Tavern-Owners Association, Cal-Pac, was the materialization of an idea by its founder and now State President, William Bill Boyette, who in 1960, gathered other Liquor Store and Tavern Owners together in a meeting at Esther's Orbit Room and Breakfast Club 1753 Seventh Street, Oakland and formulated one of the most powerful and productive organizations ever to hit the Bay Area.

This all-black organization put minorities in their cars and drove them to their wholesalers and distributors, demanding that some of these be hired, in that a percentage of their products were being consumed by these minority groups.

It was this organization that was instrumental in getting Coca-Cola Bottling Company of California to hire their first black community relations representative, Mr. Charlie Hardy. Coca-Cola also hired fourteen black truck driver-salesmen.

It was his organization that negotiated with the liquor and beer companies to employ salesmen and truck drivers. All without fanfare, working quietly behind the scenes.

Since it's inception, this organization has now become a State-wide organization with chapters in Bakersfield, Los Angeles and San Francisco.

They have sponsored many children's affairs, including Little League Baseball Teams Bowling Teams and other athletic activities.

Not once forgetting the communities from which their revenue was derived, Cal-Pac continues to put back into the community that which they have received, and they continue to grow.

TOM NASH

Maxim Hosts Cal-Pac

The Maxim Hotel will be the site for the 8th Annual Cal-State Package Store and Tavern Owner's Association, August 24-28, with hundreds of delegates, members and friends pouring into Las Vegas from all over the country.


The Association is a fledging organization which has been instrumental in bringing into reality more and more involvement among its members in the total business community. It has opened the doors for many.

Las Vegas is very proud to be its host and sincerely hope that during these five days in "The Entertainment Capital Of The World" all will reap full benefits from not only the many special meetings and conferences planned but also through the many pleasurable recreational and entertainment sources offered everywhere.

WELCOME — CAL-STATE PACKAGE STORE & TAVERN OWNERS ASSOCIATION.



Cal-Pac President Clem Daniels



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