Lucky 'Shop-ins' End

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hired "an equitable number of Negroes," was prompted not by public opposition to it but by a "tactical decision" that it had served its purpose. CORE's William Bradley told a press conference.

That purpose, Bradley said was "to make the public aware of existing unfair hiring policies"—a charge Lucky officials vehemently denied.

He made the announcement at a joint conference with officials of the powerful Baptist Ministers Union, who had denounced the "shop-ins" as "more destructive than constructive."

Bradley said he respected the ministers' opinion, but disputed it. "We recognize that the 'shop-in' has not been an overly popular tactic, and that well-meaning citizens might oppose it," he added. "But it didn't create any ill-will in the community that didn't already exist."

Now that this "short-range tactic" has been abandoned, he added, the Ministers' Union will give its "full physical support" to CORE's Lucky campaign.

The ministers said the campaign will include picketing, boycotts and "other forms of direct action" which they will urge on their 40,000-member congregations.

Lucky officials expressed surprise at CORE's announcement, and pointed to "almost unanimous" public opinion against the "shop-ins" as the main reason for dropping it.

They said it would be "very difficult" to ascertain what damage may have been caused by the "shop-ins," and didn't know "if we'll even try."

Bradley maintained there had been physical damage—violence he asserted had been done to "11 or 12" CORE demonstrators by Lucky employees.

He didn't elaborate, however, and Lucky said he had refused to supply the firm with any details.

CORE's announcement came after a morning meeting in Mayor Shelly's office attended by ten of the city's most prominent Negroes and Edward Howden, executive officer of the State Fair Employment Practices Commission.

Bradley and officials of the Ministers Union also had been invited by the mayor, to discuss the "shop-ins," but declined to attend.

Shelly said there has been unanimous agreement that "no one wants to interfere with CORE's right to picket," but that there was great concern about the effect "shop-ins" were having on "human relations in San Francisco and elsewhere."

"We now have the good offices of the mayor in the civil right struggle," he said.

Bradley said that if Lucky refused to agree to CORE's demands, the "shop-ins" could start up again.

Since the firm's agreement with CORE to hire more Negroes four months ago, he said, 18 Negroes have been hired, out of 320 new clerks. He and the ministers denounced that as "tokenism and gradualism."

But to hire more Negroes, said Lucky, would be to engage in "reverse discrimination."