

San Diego CORE
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Extension of an agreement between Northern California CORE chapters and Montgomery Ward to Ward's stores in the San Diego area and locally initiated agreements aimed at greater involvement of minority groups in local Montgomery Ward employment forces highlighted the results of a recent negotiation session between representatives of San Diego CORE and managerial personnel representing Ward's regional headquarters and local Ward stores. The late afternoon April 8 session was held at the company's store in Mission Valley Center. Ward's regional personnel manager, Wm. E. Barger, and store managers from Ward stores in San Diego, National City and Grossmont Center discussed company recruitment, employment and upgrading practices with a CORE employment task force.

The task force, spearheaded by Hal Brown, local CORE chairman, and Robert Russell, Sr., CORE employment chairman, requested and secured a promise by local Ward stores to implement a stipulation order originated in Northern California by CORE and Montgomery Ward. Among the agreements were meetings between CORE and Wards to discuss individual allegations of racial discrimination against Wards, provision to CORE of the number of supervisory and non-supervisory personnel in Ward stores, continued meetings to allow Wards to provide CORE with current distribution figures, inclusion of an "equal opportunity employer" statement in employment ads, and aggressive communication of employment possibilities at Wards to schools predominantly populated by minority groups.

Agreements were also secured concerning projection of minority group employee involvement in company publications, encouragement of minority employees to refer qualified friends and relatives to Ward's personnel offices and placement of minority workers in trainee positions, especially those leading to skilled, supervisory or executive levels.

Local Ward managerial officials and CORE also agreed to further discussions concerning the possibility of extending advertising into minority mass media channels.