

FRENCH BID TO BAR COCA-COLA FOUGHT

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PARIS, Dec. 30—In connection with a growing campaign to bar manufacture and sale of Coca-Cola in France, United States Ambassador David K. E. Bruce has told Premier Georges Bidault that the United States Government would resist arbitrary discrimination against any American product, it was learned here today.

Feeling in United States circles is that a ban on Coca-Cola, a product which, whatever its merits, has been on sale in France since 1919, would constitute discrimination, particularly since no discrimination is made against French products in the United States.

Begun several months ago by the newspaper *Journee Vinicole*, of Montpellier, in the name of French wine interest, the anti-Coca-Cola campaign was taken up by the Communist press and reached a climax early in December with the introduction in the National Assembly of a bill designed to outlaw Coca-Cola.

This bill, sponsored by Paul Boulet, Republican deputy and Mayor of Montpellier, and by Edouard Thibault, Republican deputy from the Gard Department, was approved by the health committee for urgent consideration in Parliament. Urgent consideration was denied by vote in the National Assembly on Dec. 14, but the bill still is pending.