

UNITED CIVIL RIGHTS COMMITTEE  
8501 So. San Pedro Street  
Los Angeles, California, 90003  
750-3173

February 21, 1964

To Members and Friends of the United Civil Rights Committee (UCRC):

The United Civil Rights Committee will initiate its first major "direct action" program for the year on Thursday, February 27th. It is absolutely essential for all affiliates and friends of UCRC to be a part of this action.

We are determined to get more and better jobs for minorities in the Food Industry in and around Los Angeles. The Food Employers Council representing all of the markets except Safeway, is saying we are not. They have the jobs; We have purchasing power. They will not bulge until we hit them in their pocket books with our combine strength.

Safeway has already pulled out and negotiated seperately with CORE. Ralph's, Vons and Food Giant are refusing to talk with us. They need our persuasion. We are taking them on one at a time. Ralph's has been selected to be first.

We will start picketing Ralph's on February 27th at 5:00 P.M. We will cover as many stores as we have forces to send. We will start with the store at Santa Barbara and Western the assembly point.

You have the responsibility of mobilizing as many from your group as possible. Many are saying the Revolution is dead and we are satisfied with the crumbs attained thus far. We know this is not true. But the power structure need convincing.

This is the most significant step the Civil Rights groups have thus far taken in the Los Angeles area, the combined Civil Rights groups vs the combined Food Industry. We must win this first effort quickly. We can easily win with your help.

Be at the Santa Barbara and Western Ralph's store at 5:00 P.M. on Thursday, February 27th. Picketing will continue daily until victory is our. ( Daily after Thursday - 6:00 PM; Saturday - 12 Noon; Sunday - 2:00 PM)

For additional information, telephone the UCRC office, 750-3173.

Picket captains and Monitors will meet on Tuesday, February 25th, at 8501 So. San Pedro Street, 8:00 P.M. PLEASE ATTEND!

Sincerely,

Earl L. Walter, Chairman  
Direct Action Committee, UCRC