

BRUIN C O R E
BOX 410, 308 WESTWOOD PLAZA
LOS ANGELES 24, CALIFORNIA

BRUIN C O R E ! A C T I O N ! B U L L E T I N No. 1

BANK OF AMERICA

The word has finally come. We are to go into action against the Westwood Bank of America this FRIDAY, 3 p.m. to 6 p.m. AND YOU DON'T HAVE TO TELL US IT'S FINALS.

When the action time has finally come, after over a month's wait, we knew it would be finals time. Privately, it must be a plot on the part of B. of A.'s strategy staff: but devil theory or no, a social revolution cannot always wait on the academic calendar.

WHAT'S IMPORTANT IS THAT THIS ACTION IS OURS. THE WESTWOOD BANK OF AMERICA IS OUR TARGET AND OUR RESPONSIBILITY. IT IS THE FIRST TARGET FOR WHICH OUR CHAPTER IS SOLELY RESPONSIBLE. WE HAVE BEEN ASSIGNED THE TASK OF WIPING OUT OUR BRANCH: A BRANCH WHICH DOES A GREAT DEAL OF VERY PROFITABLE COMMERCIAL BUSINESS. IT IS VERY IMPORTANT THAT WE DO OUR JOB WELL.

FACTS ABOUT BANK OF AMERICA: (1) Negotiations have been conducted in the name of the 26 CORE Chapters in California. It is our first coordinated regional project against the largest corporation in the world. A very great deal indeed rests upon the success of our project, with commensurate gains for civil rights. THE BANK HAS REFUSED TO MEET REASONABLE DEMANDS WHICH WOULD INSURE THE IMPLEMENTATION OF A FAIR HAIIRING POLICY. B. of A.'s PR men have worked hard to present the Bank as conducting reasonable negotiations: this publicity is misleading. FEPC AND BANK OF AMERICA: FEP HAS MADE IT CLEAR THAT IT HAS NO PRECEDENT IN TURNING STATISTICS OVER TO CORE, AND BY ITS OWN ADMISSION DOES NOT HAVE THE STAFF OR RESOURCES TO POLICE THE BANK OF AMERICA.

GAINS: The Bank had over 30,000 employees in about 900 branches, all in California and the minority persons employed were 2.5% of which only 1.9% were Negroes. Examination reveals great inadequacy in minority employment. For example, the minority population in California is as follows: Negro, 5.6%, Oriental, 1.6%, Latin Americans, 9.1, other (non-white) 0.8%. THESE FIGURES ARE SELF EVIDENT. YOU CAN DRAW YOUR OWN CONCLUSIONS.

WE ONLY ASK FOR THREE HOURS OF YOUR TIME THIS FRIDAY, AND EACH FRIDAY THROUGH FINALS--- SQUEEZE OUT THE TIME! THE HOUR YOU GIVE WILL GAIN SO MUCH

WE SHALL OVERCOME

WESTWOOD BANK OF AMERICA, WESTWOOD AND BROXTON, IN THE VILLAGE, 3-6 p.m.
Friday May 22 and Friday May 29 and Friday June 5.

BRUIN CORE