

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

July 13, 1964

Dear Friend:

The United Civil Rights Committee is beginning a series of "shop-ins" at Thriftmart Markets on Friday, July 17th at 5:30 P.M.

WHAT IS A "SHOP-IN"?

It is a legal "window shopping" demonstration that consist of entering the market and occupying all shopping carts in order to suspend completely normal operation of business. A small token purchase is optinal, five, twenty-five cent, etc.

We would like to have at least 100 persons to participate in the "shop-in". Assembly point:

Thriftmart Market  
Adams & Vermont  
5:30 P.M. - July 17, 1964

MASS DEMONSTRATION - SATURDAY, JULY 18th, 12 NOON TO 4:00 P.M.

The UCRC Executive Committee at its last meeting voted to hold a mass demonstration at Thriftmart Market on Saturday, July 18th, Adams & Vermont.

Our goal is one thousand people. This goal is far short of the turn out in San Francisco, however, the issue is just as important and we need your support to end discrimination here in Los Angeles. Please support our efforts to secure more jobs for minorities by participating in this demonstration.

The bigots are organized, lets show them that we are too! Please be there and bring friends.

Together,

WE SHALL OVERCOME

*H. H. Brookins*

H. Hartford Brookins, Chairman

Earl L. Walter, Chairman  
Direct Action Committee