[MS-0087.008.003.001]

THE SUMMER - CONFRONTATION AND PREPARATION

CONFRONTATION - MERCHANT'S CARD COMMITTEE

The purpose of this workshop is to organize a committee to distribute the attached card and gather feed-back on the results of the confrontation with business men in our various areas. We hope also to plan for some kind of follow-up.

History of card: Several months ago two members of CURE came up with the idea of preparing these cards to present to local merchants whose establishments showed no evidence of fair employment practices. They did this out of their personal feeling of frustration that their environment was so limited to white anglo people. The idea behind the cards was to have something concrete to present to the employers we speak to. The cards were shown to several dialogue groups and the demand for the cards was great. We have given out several hundred which have been presented to employers.

Today we hope to accomplish the following:

1. Choose a name for this project (for convenience now referred to as the Merchant's Card Committee).

2. Choose a committee to carry on the project
   Suggested Committee Chairment
   - Coordinator
   - Card Preparation and Supply
   - Feedback
   - Follow-Up

3. Change and approve the suggested forms

4. Discuss a method of financing the costs of paper, printing, and mailing. (5,000 cards cost $52.00 plus mailing costs)

5. Begin distribution of the cards so that this project can begin on Monday, July 1st, 1968.

Chamber of Commerce
Bus. men pressure on
other bus. men.

Citizens' United for Racial Equality
520 "E" Street
San Diego, Ca. 92101

I appreciate and support you for hiring minority race people.

Thank you

Citizens United for Racial Equality

For more call: Gail Durson 465-1577
Jean Seley 274-5014

It appears to me as a concerned individual and patron of your business that very few or no minority race people are in evidence as employees of your firm.

I sincerely request that you review your hiring policies and actively work to employ a substantial number of minority race personnel.

Signature _____

Address _____

Date _____ Telephone # _____

CITIZENS UNITED FOR R[illegible]AL E[illegible]UALITY
520 "E" Street
San Diego, Ca. 92101

Dear Friend,

The purpose of these cards is to give you something concrete and physical with which to confront business owners and managers where fair employment practices are not in evidence. They will also indicate that you are part of a group of [illegible]ple that share your feelings. I'm confronting these employers we do not presume to be telling them who they should employ or what kind of employment practices they should pursue. All we're saying is that we like to shop where minority race personnel is in evidence and not merely in a token way.

We urge that when presenting this card you talk with the manager and explain your feelings. It is important also to listen to his response and record his or her reactions. When talking with business owners and managers, avoid letting them expect us to provide the solutions for them. (i.e.: "How can I find people that will [illegible] 15 miles across town?" or "I've tried and can't find anyone to meet our job requirements." or "No-one from minority races will apply.") We are merely letting people know how we feel and that we care.

Many businessmen are working hard to improve employment conditions through the National Alliance of Businessmen and other groups. It is important to try to keep informed on what business is doing.

With these cards you should have received a form on which to report your results. We feel it is important to keep track of who is contacted and of the responses. Please send the form to CURE - (Citizens United for Racial Equality) 520 "E" Street. More cards will be sent to you if you request them on the form.

Sincerely,

Irma Castro

Get a copy from J. Isley
of org. list she will compile

Name of Chairman
Name of Project
CURE

J. Floyd Andrews PSA.
Mark Mecanita Rohr } NAB

include addresses where they can go to hire min.
manpower task force
urban league
mapa
neighborhood svc. centers -
area - 239-0259
Neighborhood House 232-6255

M/am advis. com. 474-2232
youth op. Cntr -
State Svc. Cntr -