

# Seek Better Jobs for Skilled Negroes

LOS ANGELES--A massive campaign was launched here this week by the local branch of the Urban League to provide better jobs for skilled Negroes and members of other minority groups. The project is designed to bring together workers who are not fully utilizing their employment skills and employers who need those skills.

"We are setting up more than 50 registration centers in areas heavily populated by minority groups where workers who are presently 'under-employed' can register their skills," Wesley Brazier, executive director of the Urban League, explained.

"Registrants will be screened by Urban League staffers, who will then try to arrange interviews with companies seeking employees with particular skills," he said.

Brazier said the league hopes to register as many as 10,000 persons qualified for better jobs within the first week of the drive. He said employer reaction to the project has been "enthusiastic," with more than 300 firms already signed up for the program.

"BETTER JOBS ARE AVAILABLE," added Paul Cane, chairman of the league program. "Now we're looking for skilled people to fill those jobs."

Brazier and Cane said that unconsciously erected racial barriers, often more passive than active, have caused Negroes and other minority group members to accept employment far below their level of training and ability.

"Mutual misunderstanding has created a double-edged sword," Brazier conceded. "Employers have often felt they could not find qualified workers in minority groups, and prospective employees have often felt that job offers were not sincere. But we are satisfied that many

Southern California employers are unbiased in their hiring and advancement practices, and will take on qualified persons regardless of their race."

Brazier said that although the program is specifically designed to meet the problems of skilled Negroes and Mexican-Americans, all persons wishing to register are welcome to do so. He said the league intends to direct those with potential, but insufficient vocational education, in certain fields, to training centers in the area where they can develop latent skills.

"RIGHT NOW, WE'RE CONCENTRATING on those qualified for sales, management-trainee, merchandising and technical work," he said. "And by placing persons with the necessary skills in proper positions, we will open their present jobs to others with lesser skills."

"Our registration centers may be likened to branch offices of a gigantic 'Skills Bank,' or clearing house, where people can deposit records of their skills until they are withdrawn for proper use," he continued. "It's hard to estimate the number of openings that will develop from this program, but we hope to help some 75 per cent of registrants."

Most of the registration centers will be located in private businesses, according to Brazier, and will be staffed by both Urban League and business house volunteers. Locations of the various centers will be listed at Urban League headquarters, 2107 W. Washington Blvd., Los Angeles.



LAUNCH JOB PROJECT--Wesley Brazier, executive director of Urban League, explains new program launched last week in Los Angeles area to find better jobs for qualified Negroes. Paul Cane, project director is seated left. (See story this page.)

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