

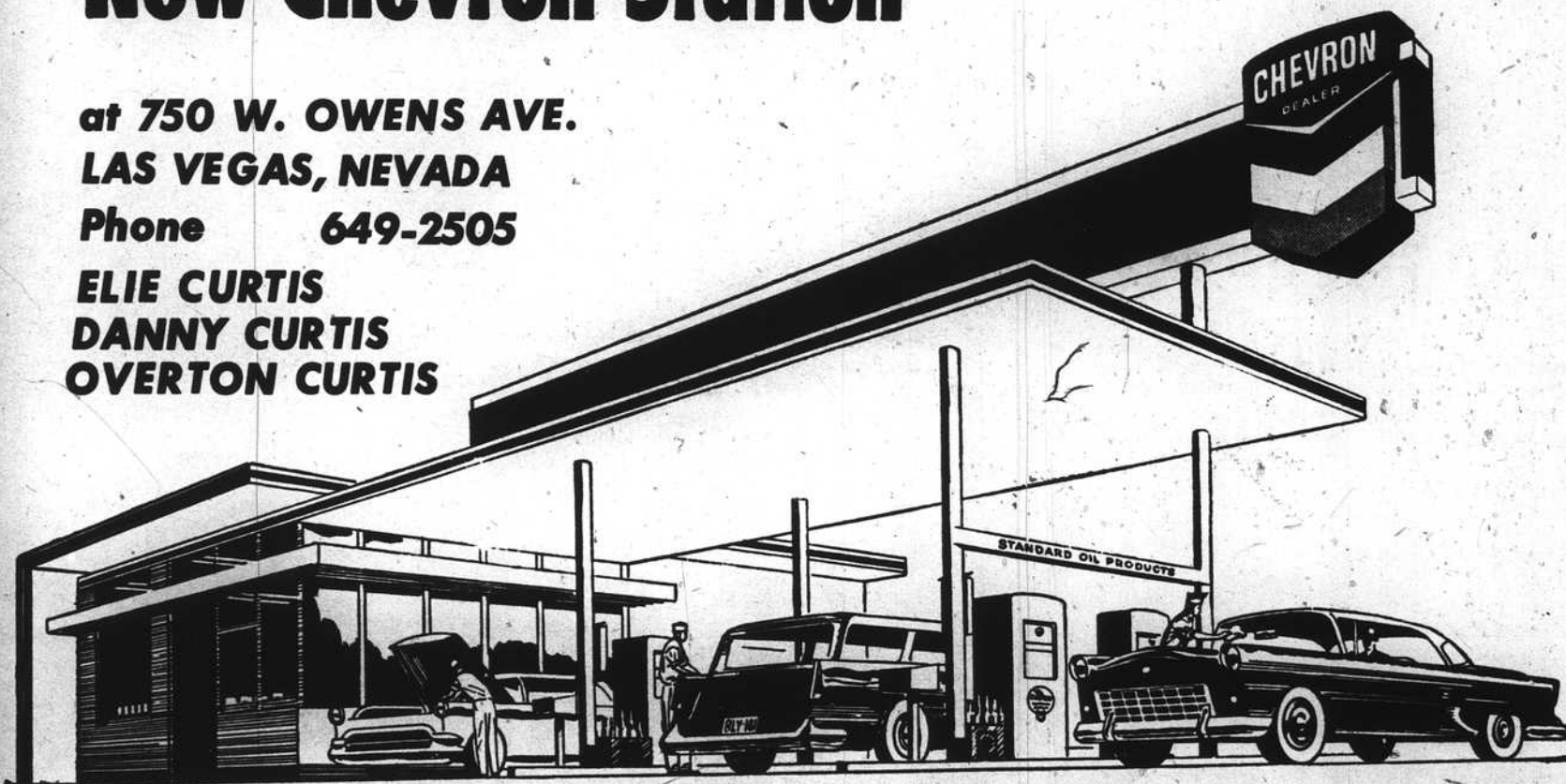
THE CURTIS BROTHERS announce the opening of their New Chevron Station

at 750 W. OWENS AVE.
LAS VEGAS, NEVADA
Phone 649-2505

ELIE CURTIS
DANNY CURTIS
OVERTON CURTIS



ELIE DANNY OVERTON



FRIDAY JULY 15 5 a.m. TILL 12 MIDNIGHT



We're mighty proud of our new station. You can be sure that when you swing in for one of our Chevron Gasolines and RPM Supreme Motor Oil, we'll give you friendly service that'll make you want to come back again.

Chevron National Credit Cards are good as gold at our station; if you haven't one we'll be glad to give you an application form. Standard Road Maps and personalized Travel Information Service are your assurance of carefree motoring.

WE TAKE BETTER CARE OF YOUR CAR

(SAWYER, from page 4)

our states and localities the commitment and urgency required to produce significant improvement in the lives of people.

And it is one thing to overcome flagrant examples of racial prejudice--segregated hotels, buses and parks. But it is another to eliminate the more subtle and sophisticated techniques which effectively restrict true freedom of choice in jobs, education and housing.

There is difficult, unglamorous, back-breaking, heart-breaking, day-to-day work ahead in every ghetto...every election district--and every school district--for only there can our lofty goals and promises be redeemed.

WE SHOULD strive to do these things because they are proper and just...because we have the moral obligation to match our promises with performance and to reward faith with fulfillment. But we should also do them because this nation will know little tranquility and peace until all Americans have an opportunity to share in her well-being.

We must understand that now the question is not whether all men shall have a full measure of freedom and justice, but how it shall be provided. We must enlist new allies in our struggle against discrimination and deprivation--from

business, labor, religious, and community groups.

The next phase of the battle will be less dramatic, and it will attract a smaller number of those interested in the simple issues and the easy victories. Yet this next phase--one of the nuts and bolts of the expansion of employment opportunities--is vital.

Out-moded training programs, biased testing and recruitment procedures, apprenticeship requirements and promotion patterns can deny equal employment opportunity as effectively as the old fashioned "white only" classified ads.

WE MUST TAKE vigorous affirmative action through skillfully designed training programs to help compensate persons who have been denied training programs to help compensate persons who have been denied all opportunity to prepare themselves for today's job market.

We must give special attention to working out equitable procedures so that arrest records, juvenile offenses, and lack of a high school diploma are not permanent barriers to employment where a person has otherwise established his trustworthiness and ability.

The time has come to broaden the base of the Civil Rights movement...to reach out into the community and enlist vital new sources of energy and strength. We must now reach out even

further with the message: "Brother we NEED YOU for freedom."

THIS APPEAL cuts to the core of those questions of philosophy and of strategy which currently engage the civil rights movement. It seems to me fundamental that we cannot embrace the dogma of the oppressors--the notion that somehow a person's skin color determines his worthiness or unworthiness. Yes, racism is racism--and there is no room in America for racism of any color. And we must reject calls for racism, whether they come from a throat that is white or one that is black.

Legitimate pride in the achievements and contributions of one's forebears is, of course, another matter. One of the great tragedies of America has been that so few persons--white or black--appreciate the remarkable contributions of Negroes to this Nation's history. I have just returned from Los Angeles. How many of us, for example, know that 26 of the 44 settlers who established Los Angeles in 1781 were Negroes?

But pride in Negro history and achievement should establish a basis upon which to build a new climate of mutual respect among all elements of society--not false doctrines of racial superiority. We must strive to create a society (See SAWYER, page 10)