

SEGREGATION HURTS!

DEPARTMENT STORE SALES RISE?

An article in the Atlanta Journal Constitution of Sunday, July 24, reported that department store sales in central Atlanta showed a 22% drop for the week ended July 16 as compared with a year ago. A report issued by the Federal Reserve Bank of Atlanta disclosed the Atlanta department store slump, despite a general rise in sales for other cities in the southeast. The decrease in sales caused by a Negro boycott of Rich's Inc., largest department store in the southeast, was felt by some to have been the chief reason for sales lags in the Atlanta area.

BOYCOTT BRINGS INTEGRATION

Negro demonstrations and boycotts brought desegregation of lunch counters to three more southern cities this week. Integration of lunch counters in Norfolk, Portsmouth and Greensboro raised the total number of southern cities where desegregation of eating facilities has taken place since February to 30. According to one store official in Norfolk, a Negro boycott could have meant the loss of 40% of business.

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D O N ' T

S H O P A T

R I C H ' S

It is difficult to understand how certain brides and brides-to-be can thoughtlessly force their friends into positions of having to choose between loyalty to them and loyalty to the Negro's struggle. Yet, this is exactly the situation which is created when silverware is registered at Rich's and when gowns and gifts are ordered from Rich's.

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1. Are you completely against all forms of segregation?
2. Are those whom you consider your leaders against all forms of segregation?
3. How much will you sacrifice to end segregation?

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CLOSE YOUR ACCOUNT WITH SEGREGATION!!!