

OPEN LETTER TO ALL POTENTIAL CUSTOMERS OF HAMMERMILL CO.

In the midst of the Selma Voter Registration Campaign and Alabama's savage response to it, Hammermill paper company of Erie, Pennsylvania, announced that it would locate a \$35 million paper mill in Selma. The decision to locate in Selma according to the Hammermill president Donald S. Leslie Feb. 4, was based on the "fine reports" the company had received about "the character of the community and its people."

Rev. John Spike of the National Council of Churches called this statement "either the height of naïveté or the depth of racism."

Hammermill's decision may have been based instead on Governor George Wallace's agreement to use the credit of the state of Alabama to help finance construction not only of the plant but also of access roads, inland docks and a new bridge under a program which would employ partly federal as well as state funds.

WE ARE ASKING THAT YOU, AS POTENTIAL OR ACTUAL CUSTOMERS OF HAMMERMILL PAPER CO., CANCEL YOUR ACCOUNTS WITH HAMMERMILL AND REFUSE TO PATRONIZE THEM, UNTIL SUCH TIME AS THEY REVERSE THEIR DECISION TO LOCATE IN SELMA OR EXERT PRESSURE ON ALABAMA OFFICIALS TO DISCONTINUE THEIR RACIST POLICIES.

In view of the extremely favorable terms which Wallace offered to Hammermill in connection with a well-publicized program to attract industry to the state despite the disadvantage of an explosive racial atmosphere--in view of this we believe that the officials of Hammermill may, if pressured to do so, help move Alabama to cease brutal police repression and permit the exercise of our cherished Constitutional rights in Selma.

STUDENT NONVIOLENT COORDINATING COMMITTEE