The following lists of companies and their trade names has been compiled by the Southern Christian Leadership Conference and includes only companies with plants or subsidiaries in Alabama.

It is felt that these companies, as a result of their prominent position in the state's total economy, could, were they so motivated, effect significant and long-overdue progress toward:

- Securing for all citizens 21 and older, their civil right to, in fact register and vote in all elections, and

- Ending finally the brutality and violence, both sanctioned and condemned by elected officials, which has consistently been used to discourage the Negro citizens of Alabama from fulfilling their responsibilities to take an active part in this democratic government.

Carefully chosen from the entire business community, these 144 companies represent those businessmen in Alabama who have most abdicated their responsibility to the communities they serve and support, and from which they derive benefit.

It is conceivable that individuals and local groups across this land who have in so many ways supported the drive of Alabama's Negroes for the right to vote, would want to reexamine the economic support they have been giving to these companies and therefore to the brutal and systematic exclusion of Negro citizens from the governments of Alabama.
### COMPANIES ARRANGED BY HOME OFFICE

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>COLORADO</th>
<th>CONNECTICUT</th>
<th>DELAWARE</th>
<th>ILLINOIS</th>
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<tr>
<td>BIRMINGHAM:</td>
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<td>BRIDGEPORT:</td>
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<td>ALABAMA BY-PRODUCTS CORP.</td>
<td>DENVER:</td>
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<td>FORD MOTOR CO.</td>
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</table>
DETROIT:
CHRYSLER CORP.
FRUEHAUF CORP.
JACKSON:
ACME INDUSTRIES
SOUTHFIELD:
GUERDON INDUSTRIES
MINNESOTA
AUSTIN:
GEO. A. HORMEL & CO.
MINNEAPOLIS:
MUNSINGWEAR, INCORP.
PILLSBURY CO.
ST. PAUL:
MINNESOTA MINING & MFG. CO.
MISSOURI
KANSAS CITY:
BUTLER MFG. CO.
H. D. LEE, INC.
ST. LOUIS:
HEMIS BROS., PAO CO.
MONSANTO CO.
RALSTON PURINA CO.
NEBRASKA
OMAHA:
NEBRASKA CONSOLIDATED MILLS
NEW JERSEY
NEW BRUNSWICK:
JOHNSON & JOHNSON
PASSAIC:
BOTANY INDUSTRIES
NEW YORK
BUFFALO:
NATIONAL GYPSUM CO.
NEW YORK CITY
ALLIED CHEMICAL CORP.
AMERACE CORP.
AMERICAN BRAKE SHOE
AMERICAN CAN CO.
AVCO CORP.
BEAUNIT CORP.
CENTRAL FOUNDRY CO.
CLUETT, PEABODY & CO.
CONTINENTAL CAN CO.
DOLLY MADISON FOODS
ELECTRIC BOND & SHARE CO.
GENERAL ELECTRIC CO.
GLEN ALDEN CORP.
INDIAN HEAD MILLS, INC.
INTERNATIONAL PAPER CO.
KAYSER-ROTH CORP.
LONE STAR CEMENT CORP.
LOWENSTEIN & SONS
MARLENE INDUSTRIES
MARTIN MARIETTA CORP.
NATIONAL DAIRY PRODUCTS
OLIN MATHIESON
PHILADELPHIA & READING CORP.
PHILLIPS-VAN HEUSEN CORP.
RUBEROID CO.
ST. REGIS PAPER CO.
STANLEY WARNER CORP.
STAUFFER CHEMICAL CO.
UNION BAG-CAMP PAPER CO.
UNION CARBIDE CORP.
U. S. STEEL
WARD FOODS, INC.
WARSHOW & SONS
WORTHINGTON CORP.
PHELAM MANOR:
EXQUISITE FORM INDUSTRIES
WHITE PLAINS:
REICHHOLD CHEMICALS
NORTH CAROLINA
GREENSBORO:
BLUE BELL, INC.
BURLINGTON INDUSTRIES
OHIO
AKRON:
B. F. GORDON
GOOD YEAR TIRE & RUBBER CO.
CANTON:
UNION METAL MFG. CO.
CLEVELAND:
COLE NATIONAL CORP.
DIAMOND ALKALI CO.
LAMSON & SESSIONS CO.
REPUBLIC STEEL CORP.
TOLEDO:
ELTRA CORP.
PENNSYLVANIA
ALLENTOWN:
LEHIGH PORTLAND CEMENT CO.
BRISTOL:
THOKOL CHEMICAL, CORP.
CHESTER:
SCOTT PAPER CO.
EASTON:
ALPHA PORTLAND CEMENT CO.
ERIE:
HAMMERMILL PAPER CO.
PHILADELPHIA:
BAYUK CIGARS, INCORP.
ROHM & HAASS CO.
PITTSBURGH:
HARBISON-WALKER REFRactories CO
NATCO CORP.
H. K. PORTER
WESTINGHOUSE ELECTRIC
WYOMISSING:
VANITY FAIR
RHODE ISLAND
EAST PROVIDENCE:
FRAM CORP.
TENNESSEE

CHATTANOOGA:
- DORNEY CORP.
- STANDARD-COOKA-THATCHER CO.

MEMPHIS:
- FEDERAL COMPRESS & WAREHOUSE CO.

NASHVILLE:
- GENESCO INCORPORATED

TEXAS

DALLAS:
- CAMPBELL TAGGART ASSOCIATED BAKERIES

HOUSTON:
- TENNESSEE GAS TRANSMISSION CORP.

VIRGINIA

DANVILLE:
- DAN RIVER MILLS

RICHMOND:
- REYNOLDS METALS CO.

WISCONSIN

NEENAH:
- KIMBERLY-CLARK CORP.

WEST ALLIS:
- ALLIS-CHALMERS MFG. CO.

ENGLAND

LONDON:
- COUTAU&D, LTD.

PRODUCTS AND

TRADE NAMES

FOOD

Bakery Products:
- AUNT HANNAH
- BARBARA ANN

LARD & SHORTENING:
- ARMIX
- JEWEL
- JUSTRITE-HARVEST TIME
- KOPALD
- MARHOEFER
- SILVERLEAF
- SNOWDRIFT
- WESSON OIL

DAIRY PRODUCTS:
- ADELPHIA
- BLUE VALLEY
- CASINO
- CHEEZ WHIZ
- CHURNGOLD
- CLOVERBLOOM
- DANNON
- DOLLY MADISON
- FOREMOST
- HOLLAND
- HUMKO
- KAYKO
- KRAFT
- LOUIS SHERRY
- MEADOW GOLD
- MIRACLE WHIP
- MISS WISCONSIN
- PARKAY
- P’HILADELPHIA CREAM CHEESE
- SEALTEST
- VELVEETA

FOUR, MEAL & Grits:
- AUNT JEMIMA
- BEST OUT WEST
- CASIN HOME
- COSBY’S BEST
- GOLDEN FLAKE
- JIM DANDY
- MOTHER’S BEST
PILLSBURY BEST
UNCLE SAM
WHITE TULIP

MIXES:
APPIAN WAY PIZZA
AUNT JEMIMA
FIAKO
PILLSBURY

CEREALS:
CORN CHEX
MOTHER'S OATS
MUFFETS
QUAKER OATS
QUAKER PUFFED WHEAT
QUAKER PUFFED RICE
RICE CHEX
WHEAT CHEX

FOOD STUFFS, GENERAL:
BOOTH RED DIAMOND
BREYERS
DAIRY
FULL-O-FLAVOR
GENTRY
GIBBS
HAYDEN HOUSE
KRAFT
MARY KITCHEN
MINNESOTA
OCOMA
PHILLIPS
QUAKER
RED TOP
RICHIELEU
RUSTIC
SHASTA
SIGNET
THANK YOU
WOLF BRAND

CANNED FOODS, CATSUP:
CHICKEN OF THE SEA

HUNT'S
MONARCH
PRIDE OF THE FARM
SNIDER'S
WHITE STAR TUNA

PICKLES & RELISHES:
ALABAMA GIRL
AMERICAN
BOND'S
LADY GRACE
LUTZ & SCHRAM
RAINBO
SQUIRE DINGEE
WHITFIELD

COFFEE:
CAPE VIVO
FORRUM'S FINEST
GOLD STANDARD
HOLLAND HOUSE
HOLLAND HOUSE IMPERIAL BLEND

SYRUP:
ALGA
FLINT RIVER
GEORGIA RIBBON
FLOW BOY
RED HILL

PRESERVES & JELLIES:
LUTZ & SCHRAM
SQUIRE DINGEE

CANDY & CONFECTIONS:
CLARK
HOLLOWAY CANDIES
MILK DUDS
RICHARDSON MINTS

MISCELLANEOUS
BEECH-NUT BABY FOOD
EAGLE CHILI POWDER
FUNNY FACE DRINK MIX

GESCHHARDT'S MEXICAN FOOD
JANKER FRIS
KOBAY'S POTATO PRODUCTS
LA CHOCY CHINESE FOOD
MARIO'S SPANISH OLIVES
OHIO BLUE TIP MATCHES
SARAH LEE FROZEN FOODS
SWEETA
SWEET-10
UNION SUGAR
VIGORO

PET FOODS
CAT CHOW
DOG CHOW
DASH
KEN-L-BISKIT
KEN-L-RATION
KEN-L-BURGER
KEN-L-MEAL
KEN-L-TREATS
PARD
PUSS 'N BOOTS

CLOTHING, MEN'S
SOCKS:
ADLER
BACHELOR'S FRIEND
BAN-LON
BURLINGTON'S
ESQUIRE
INTERWOVEN
PHOENIX
SUFF HOSE
TOP BRASS
VIVELLA

SHIRTS, T-SHIRTS,
UNDERWEAR
ARROW
BAN LON
BLUESTONE

WORK CLOTHES:
BIG BEN

CENTURY VANAPLUS
CLARK'S
EXCELLO
FRUIT OF THE LOOM
HATHAWAY
JAYSON
MUNSINGWEAR
PARIS
SHIRTCRAFT
STATE-O-MAINE
Van HEUSEN
VARSITY
WREN

OUTERWEAR & SPORTSWEAR
AIRMAN
ARNOLD PALMER
ARROW
BOTANY 500
DAN RIVER
GORT MC LEED
HAL JOSEPH
MARTIN OF CALIFORNIA
PARIS BELTS
PURITAN
ROBERT BRUCE
TOPSAIL
VAN HEUSEN
WINDBREAKER
WORSTED-TEX

TROUSERS:
CHAMP
LANNER
LEESURES
LEE RIDER
MAVERICK
TOWN HOUSE
T-ROUSERS
WRANGLER

THANK YOU
MISCELLANEOUS
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SHIRTS, T-SHIRTS,
UNDERWEAR
ARROW
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BLUESTONE

WORK CLOTHES:
BIG BEN
BOTANY
BUCILLA
CAPROLAN
CHEMSTRAND
CONDOTTI
DAN RIVER
DRI-DON
DUNE DUCK
FLEISHER
GALEY & FORD
GOLDMEAL THREAD
GRAND VINO
GREENWOOD FABRICS
INDIAN HEAD
INWOOD
KANTSTRADE
KLOPMAN
LOWENSTEIN
MAGNOLIA
MONARCH
MONOSTRETCH
NORTHCOOL VYCRON
OCEANIC
PACIFIC
PEERLESS
PEPPERELL
RAEFORD
RASCHEL KNIT
RED HAND THREAD
RYMPELCLOTH
SANFORIZED
SANFORIZED-PLUS
SIGNATURE
SKINNER
TAMARA
WAMSUTTA
WEBRIL
WINKLER KNIT
WRINKL-SHED
DRUG STORE PRODUCTS
ACE COMBS
ARRESTIN
BAND AID
BAUER & BLACK
BE-PHASE
BLUE JAY FOOT PRODS
CONFIDENTS
COTTON SEWING ITEMS
CURIAD
CURITY DIAPERS
FEMS
FERRANIA SPA PHOTO
FIBS
ISODETTES
ISODINE
JOHNSON'S BABY PRODS
KOTAMS
KOTEX
LA MAWR COSMETICS
MICRON
ORTHO-NOVUM
SANEK BARBER & BEAUTY PRODUCTS
SCOTCH TAPE
SCOTCHGARD
SCOTCHLITE
SCOTCHPAK
SANTOWAX
6-12 REPELLENT
SPECTROCIN
SQUIBB
STERI-PAD
TELFA
VIGRAN
HOUSEHOLD SUPPLIES
PAPER PRODUCTS:
BONDWARE
CUT-RITE
DELSEY
DIXIE CUP
DUR-A-LUG
EXCELL-O PAK MILK CONTAINERS
FACE-ELLE
GOLDEN PINE SACKS
KLEENEX
KRAFT BAGS
LILY CUPS
MULTI-PAK SOFT DRINK CONTAINERS
NORTHERN
OLIN SACKS
SCOT-TISSUE
SCOT TOWELS
SOOTTIES
SOFT-WEVE
WALDORF
WAXTEX
ELECTRIC APPLIANCES:
AIRTEMP
AMPEX
AMVIN
BROXODENT
GENERAL ELECTRIC
LAUNDROMAT
PHILCO
REVERE-WOLLENSACK
SPEED QUEEN
TOAST MASTER
TROPIC AIRE
WESTINGHOUSE
LINENS:
DAN RIVER
FAIRFAX
FURIT OF THE LOOM
DENDALL
LADY PEPPERELL
MATEX
PAGUOT
CARPET:
LEES
RIC RAC
NEEDLETUFT
CABIN CRAFT
POWER TOOLS:
DISKCROME
DISSTON
GENERAL ELECTRIC
WESTINGHOUSE
CONSUMER MISCELLANEOUS
CIGARS:
CIGARILLO
CINCO
FLOR-DE-MELBA
FORUM
GARCIA Y VEGA
PHILLIES
PRINCE HAMLET
ROYALIST
RUSKIN
TOM MOORE
WEBSTER
SPORTS EQUIPMENT:
CADDY CAR
KADDIE CAR
RENAULD OF FRANCE
GARDEN SKI SUN LAMPS
GARDEN EQUIPMENT:
DIXIE LAWN MOWERS,
BARBECUE GRILLS
GARDEN PRIDE MOWERS,
BARBECUE GRILLS
GERING REINFORCED
GARDEN HOSE
SUPPLEX LAWN HOSE
LUGGAGE:
AMELIA EARHART
LADY BALTIMORE
OTHER:
BRUCE FLOORWAX &
CLEANERS
ECUSTA CIGARETTE PAPERS
EVEREADY BATTERIES
FAMILY PLACEMATS
LONG BELL CABINETS
RICHLEIEU COSTUME JEWELRY
TARNI-SHIELD TARNISH
REMOVER
WINCHESTER FIREARMS
<table>
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<th>AUTOMOBILES</th>
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<th>PAINT</th>
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<td>TUFFAK</td>
<td>BUTLER BUILDINGS</td>
<td>KOROSEAL TILE</td>
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<td>LAWSON MILK CO</td>
<td>FALCON</td>
<td>STANDARD OIL STATIONS</td>
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<td>FREUHAUFL TRUCKS &amp; TRAILERS</td>
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HIGH EARLY
KAISER CEMENT
LEHIGH
LONE STAR
PROTLAND CEMENT

FARM SUPPLIES
EQUIPMENT & CHEMICALS:
A - C
ALLIS-CHALMERS
BUSH HOG
FORD
EZEE FLOW
FARM EQUIPMENT
NEW IDEA
OLIN CHEMICALS
ORTHO CHEMICALS

LIVESTOCK FEEDS:
AMAPOLA
CABIN HOME
FUL-O-PEP
JIM DANDY
NIXON
PURINA CHOW
RED HAT
UNCLE SAM
WAYNE
ALABAMA BOYCOTT

(Mr. NIX (at the request of Mr. GONZALEZ) was granted permission to extend his remarks at this point in the RECORD and to include extraneous matter.)

Mr. NIX. Mr. Speaker, in these days when Dr. Martin Luther King is being criticized for his expressed intention to push the Alabama boycott, let it be clearly understood that I fully agree with him, that I will lend any and all aid to him, and that I applaud his courage and ingenuity.

These kindly souls who deplore this boycott say they are fearful that the admitted slight gains in Negro-white relations might be destroyed, they say the good and decent white people of Alabama who are timidly beginning to favor Negro demands will be discouraged and will again retire to the sidelines. To these timid souls, I say that you are in effect saying to Dr. King, to the Negroes engaged in a great and just social revolution that they are moving too fast—that they must walk softly—that time and more time must be given to the whites of Alabama.

Mr. Speaker, these detractors, these objectors, do not say that the boycott is illegal, they do not say that the boycott violates the moral law, they do not say that this act will bring hardship to the innocent. If they mean that hardship will come to the Negroes of Alabama, the answer is let it come. No suffering can match the suffering that has been endured in the past and is being endured now by the Negroes of Alabama.

If they mean that the good white people of Alabama will suffer, then let these good and moral people become militant and articulate in the cause of justice. Let them denounce the bombers. Let them lift the curtain of silence behind which their brutal police hide. Let them repudiate the union which has made them brother to the murderer, the oppressor, the disseminator of false racial doctrines. Let them face the fact that there are not two Gods—one for the whites and one for the Negroes, and that these Gods require a different church for each. Let them demand and get equality in registration in voting before the law.

In short, let them cleanse their minds of blind and unreasoned prejudice. Let them cast out their distorted moral values and revert to the true and eternal values governing mankind.

When that time comes even the people of Alabama will readily see that in this month of April 1965, the 358th year of Negro oppression in America, it is more than reasonable for Dr. Martin Luther King to voice the demands of the Negroes of Alabama to:

First. Call upon industries and businesses to abandon any plans for expanding in Alabama—and if there are no results.

Second. Ask private institutions, churches, and labor unions to reexamine placement of pension funds in Alabama for investment.

Third. Ask the U.S. Government to withdraw U.S. tax dollars from Alabama banks.

Fourth. Consumer boycott against specific products.

Mr. Speaker, I conclude by reminding the Members of this House of Representatives, the critics of Dr. King and the good people of Alabama that meeting the simple conditions listed below will eliminate this boycott.

These conditions are:

First. An end to the poll tax in all elections.

Second. Allow voter registration at times convenient to working people—(nights and weekends).

Third. Appointment of Negroes to policymaking positions on State boards and agencies.

Fourth. Stop police brutality, and assure equal protection before the law for all citizens.

Fifth. Repudiation of the practice of using inflammatory racial utterance in political statements.
Lesson From Selma

Hammermill Learns Firms Can't Always Avoid Race Conflict

By Peter R. Kann

ERIE, Pa.—The racial upheaval in Selma has created a tense side drama that holds an
important lesson for Northern businessmen
eying expansion prospects in the South.

Hammermill Paper Co., based here on
the shores of Lake Erie, made a seemingly
noncontroversial decision in May, 1964, to
build a $30 million pulp plant in Selma, ac-
cepting some tax concessions and getting
some other commitments from state and lo-

cal government officials in doing so. Now
the company is one of the Rev. Martin Lau-
ther King's key targets for a boycott of in-
dustrial expansion in the state and already
faces a possible boycott of its products na-

tionally by college students supporting Ne-

gro demands.

The lesson would seem to be that a
company accepting some of the aid South-
ern politicians are offering to attract new
industry had better be wary of the possi-
ble strings attached. And in light of the grow-
ing demands integrationists are making on
businessmen in the South, the social situa-
tion had better be considered carefully
along with economic factors in choosing a site.

For Hammermill, the choice of Selma
was made on the usual economic grounds
and quite obviously without any thought the
company could become involved in any broad
racial dispute. Unlike many of its competi-
tors, Hammermill owns no softwood pulp
mill and consequently depends on open mar-
purcha

tes for its supply. Seeking to
change this, the company began an investi-
gation of possible plant sites in nine South-
ern states in early 1963. Selma was chosen
because it offered the best combination of
purchased land, softwood timber supply and
water resources, according to Hamme-
rmill President John Devitt.

Hammermill, state and Selma officials
then worked together on plans for the new
plant. The state Water Control Board ex-

amined and approved Hammermill's plans
for waste disposal. Tax benefits, amounting
to a 50% deduction in property taxes, were
offered and accepted. Financing was ar-

ranged through a revenue bond issued by
the Industrial Development Board of Selma,
an arrangement under which Selma will
build the plant and lease it to Hammermill.
The state agreed to build Selma a new bridge
to accommodate expected increased traffic.

The company didn't discuss race prob-
lems or employment practices with the state
and local government officials. "The dis-
cussions were confined to economic issues;
we were relieved that the race question was
not involved," says Mr. Devitt. Hammer-
mill executives, however, say they sought
advice from "knowledgeable Southerners"
on the race issue. The company didn't seek
advice from Negro leaders, who might have
tipped them off on potential problems in Sel-

ma.

ter of the community and its people." He
was further quoted as telling Gov. Wallace,
"We appreciate the fine job you are doing
for your state." Mr. Devitt was quoted as
saying, "We think Selma- and Alabama—of-
fer everything an industry could want."

Hammermill officials contend now that all
their statements at the conference were
made in an economic context. "They were
most decidedly not directed at the mores of
the society or meant as sociological im-

plications or fact, about the community," de-
clares Mr. Devitt.

But newspaper reports of the press con-
ference touched off bitter blasts from civil
rights leaders. Dr. Spivey called the confer-
ence, "either the height of naivete or the
depth of racism," and said he would urge
some 30 national church groups to "reex-
amine their purchasing policies in relation
to Hammermill products."

Wire From Wilkins

Roy Wilkins, president of the NAACP,
said in a publicly released telegram to Ham-
mermill: "Unless your plans have pro-
gressed beyond the point where you can
change we urge you to cancel the project to
build a mill in Selma. . . . By locating in
Selma Hammermill is approving and help-
ing to underwrite wholesale disenfran-
chisement based on race and color." Mr. Wil-
kins said that if Hammermill could not pull
out, it should issue a "firm statement that
there will be no racial discrimination in any
category of jobs or in the use of any facilities
in your plant." A similar wire was sent to
Hammermill by James Farmer, national di-

rector of CORE.

In replies to Mr. Wilkins and Mr. Far-
mer, Hammermill affirmed its intention to
proceed with the mill. The company stressed
a statement Mr. Leslie had made at the
Montgomery press conference: "Hamme-
rmill has been built on individual enterprise,
respect for the rights of others, law and or-
der. These are the fundamentals of our civ-
ilization and the foundation of our homes."
The company promised the civil rights lead-
ers it would make no distinction among em-
ployees or job applicants other than on the
basis of ability, and said it intended to con-
tribute to the "economic health" of Selma.

"The response was not considered suf-
cient," says an official of the NAACP. A
second telegram was dispatched by Mr. Wil-
kins on March 9, the day after Selma Negro
marchers were dispersed with tear gas and
clubs: "Are you not proud that Hammermill
Paper Co., by building a new plant in Sel-
ma, will be helping to support Wallace storm
trooper kind of government?"

Request From Wallace

One seemingly minor string was attached
to the state's convention: In June, 1964, Gov-
ernor Wallace wrote Hammermill requesting
that if the company decided to locate in
Alabama it make the official announcement
with him in a joint public press confer-
ence. 'This was a perfectly natural request and I gave our commitment on it," says Mr. Devitt.

In January, 1965, with financial and other arrangements completed and land options running out, Hammermill notified the Governor that "the earliest time for an announcement would be the week of Feb. 3." Governor Wallace replied that Feb. 3 would be a fine day and it was so agreed. The press conference in Montgomery would have been routine enough ('We have announced nearly every new of industry since Governor Wallace took office," says Press Secretary Bill Jones) had it not been for events in Selma.

While Hammermill was investigating Selma for its pulp potential, civil rights leaders had been examining its potential as a civil rights battleground. They found a history and pattern of Negro disenfranchise- ment and a volatile sheriff, Jim Clark, who could be expected to assist Negro protestors in making headlines around the world.

On Feb. 1 the Rev. Martin Luther King announced, "We're going to turn Selma upside down and inside out in order to make it rightside up."

On Feb. 2 the Rev. Mr. King and 270 followers were jailed during a voter registration protest.

And on Feb. 3, while Selma Mayor Joseph Smitherman and other Selma political and business leaders were in Montgomery hearing Hammermill announce its new plant, another 500 Negroes were jailed in Selma.

For Governor Wallace and the Selma leaders, under heavy fire for the Selma arrests, the timing of the press conference was ideal. "One of the finest moments of my administration as Governor," declared Mr. Wallace at the meeting. "And a reporter at the scene later said, 'I've never seen Wallace so pleased with himself.'"

For Hammermill the timing was modified awkwardly. 'We were fenced in by our commitments and obligations,' says Mr. Devitt. But he concedes the company made no attempt to cancel the press conference, not anxious to appear to be ducking any promise.

Civil rights leaders consider the timing an outrage. "Olympian indifference to the great struggle for equality now being carried on in Selma by its Negro citizens," charged Dr. Robert W. Spike, executive director of the National Council of Churches' Commission on Religion and Race.

There has been considerable controversy over the context of events made at the news conference. Hammermill Chairman James C. Call's was quoted as saying that one of the deciding factors in Hammermill's decision to locate in Selma was "the charac-

Stung by continuing criticism, Hammermill, on March 17, issued a strong statement which might have averted some of the attacks that had it been issued on Feb. 3. Hammermill finally gave public notice of its "deep concern with the denial of basic rights to Negroes in Alabama and the Selma community." The company specifically promised training programs open equally to Negroes and whites. Too, the company gave a reasoned defense of its position:

'We do not support or condone the injustices which have occurred in Selma. However, a refusal by Hammermill to locate near Selma would not remove the problems which exist, nor would our absence from Alabama advance civil liberties. To the contrary, it is our considered conviction that when Hammersmill becomes an employer in Alabama it will make a major contribution toward improving economic and civic health of the communities affected by our activities. We will provide new job opportunities and economic stimulus to the central Alabama area which will benefit both Negro and white alike and will contribute to the long-term solution of the complex race relations problem in the South."

This statement was more to the liking of at least some civil rights leaders. "They have responded; if they follow through on their promises I will be very satisfied," commented Dr. Spike, who says the church boycott will be dropped. The NAACP and CORE issued no further attacks on the company.

Plea From King

However, Hammermill was recently singled out by the Rev. Mr. King in his call for cancellation of industrial expansion plans in Alabama, the first stage of his proposed boycott of the state. The Rev. Andrew Young, executive director of Dr. King's Southern Christian Leadership Conference, says Hammermill should put immediate pressure on Alabama and Selma officials "to protect the political and physical lives of Negroes, or we will not support Hammermill's economic life."

The Rev. Mr. Young says his organization can put pressure on Hammermill through union and college boycotts of Hammermill products and by staging demonstrations in front of Hammermill's Northern plants. Also, the militant Student Nonviolent Coordinating Committee (SNCC) says it's proceeding with plans for a nationwide college boycott of Hammermill products.

Too, the drama may have a rather long second act. Civil rights leaders stress that they will keep a sharp eye for any evidence of unfair hiring, training or promotion practices during construction of the plant and after operations begin in 1967. They contend Northern companies generally are naive about the problems they'll face in the South.

"Again and again Northern industry goes South and because they have a good civil rights record in the North they believe, or want to believe, that these policies will automatically work in the South, but local patterns work against them," in Dr. Spike's view.

"It is very, very difficult for a company to be fair down here," says a Negro shopkeeper in Selma. "The local whites just won't let them. Even the state employment office isn't fair. If a company asks them to send some men out for interviews for a good job, they send all whites."

Charles White, manager of the Cleveland Table Co. plant near Selma, says his plant maintains a 50-50 ratio between white and Negro employees, but "all the other plants in town discriminate against the colored." Hammermill, of course, could hardly have been expected to foresee what was to happen in Selma when it made its purely economic decision to locate there. But its experience might save others from stumbling innocently into a similar situation. For much as companies may prefer not to play a leading role in the racial situation, events can make this impossible.