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**SPECIAL EDITION**

# THE STUDENT VOICE

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The Student Nonviolent Coordinating Committee, 6 Raymond St., N.W., Atlanta, Ga., 30314

November 21, 1963

## XMAS BOYCOTT CALLED



STUDENTS PROTEST JOB DISCRIMINATION AT RICH'S

## RICH'S SAYS NO TO JOB DEMANDS

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68-2519

# 'Don't Buy At Rich's,' Say Civil Rights Groups

ATLANTA, GEORGIA - Operation Breadbasket, the Committee on Appeal for Human Rights, and the Student Non-violent Coordinating Committee united today in a massive downtown march to obtain more jobs for Negroes at Rich's.

The leaders of the three groups called for a Christmas boycott until a settlement is reached.

COAHR leaders and leading Negroes here - who formed a community-wide "Summit Leadership Conference" several weeks ago - have been trying to get Rich's and other stores here to upgrade Negro employees and hire additional Negro workers in higher paying positions.

"Last year, Rich's agreed to hire 12 Negroes and only hired 6", COAHR Chairman Larry Fox said. "This year they proposed hiring 41 Negro saleswomen by Christmas and up to 100 others by June 1, 1964. When they were asked to put this agreement in writing, they rudely refused," Fox said.

The student leader said that only 6 of 740 sales people at the store are Negroes.

Fox asked all Atlanta citizens interested in participating in further protests and in the selective buying campaign to call the COAHR office at 524-0207. The office is located in Rush Congregational Church.

Student leaders here said they requested written copies of the agreement because of broken promises made by Atlanta businessmen several times in the past.

In the spring of 1961, 77 Atlanta stores agreed to integrate their lunch counters and to upgrade Negroes. The counters now serve all comers, but Negroes still hold only menial jobs in most stores.

Last summer, 50 private restaurants agreed to integrate after continued protests from COAHR-led demonstrations. Most "re-segregated" however, as have some hotels that formerly agreed to integrate.

Although Atlanta has made some progress toward integration, several other Southern cities have moved ahead of Georgia's capital.

Both Knoxville and Nashville, Tennessee are now considered "open cities" after continued student protests there.

Other Southern cities such as Houston, Texas and Greensboro, N. C., have moved far ahead of Atlanta in offering jobs and public and private facilities to all their citizens.

James Forman, SNCC Executive Secretary who participated in today's march, said Rich's refusal to hire Negroes is "a deliberate slap in the face of every Negro who ever spent a dollar there."

COAHR leaders have called on the Atlanta community to "support equal opportunity by joining the selective buying campaign." They have also asked for volunteers for office work and picketing to report to the COAHR office daily. Fox said that COAHR leaders hope to arrange picketing schedules so that no student would miss classes, and also made a plea for adult support, both financial and on the picket line. He said cars were needed badly.

Fox said students from each of the 6 Negro schools here, in addition to Turner, Washington, Howard and Archer high schools, Emory University and Georgia Tech participated in the massive march.

Ministers from "Operation Breadbasket" and representatives from other groups also participated.

Student leaders said the march was "the beginning of an all-out drive to make Atlanta a truly integrated city."

ATLANTA, GA., Nov. 21 --- Four hundred singing and clapping students marched here at Rich's Department Store for more than an hour today to kick off a Christmas boycott.

The students, mostly from the Atlanta University Center, high schools and some from Emory University and Georgia Tech, (predominantly white colleges here) carried signs and distributed leaflets calling for equal job rights.

The march was led by the Rev. Ralph Abernathy, Secretary-Treasurer of the Southern Christian Leadership Conference, and Larry Fox, head of the Atlanta University Committee on Appeal for Human Rights.

Police Captain R. E. Little told leaders twice that unless marchers spaced themselves 15 feet apart, "I'm gonna start cleaning up." There were no arrests although marchers did not strictly adhere to the order.

The marchers carried signs reading "6 out of 740 - Equal Job Rights?" and "Does Rich's Condone Segregation?"

They chanted "Don't Buy at Rich's," "We Want Jobs," and "We Want Freedom Now," and sang "We Shall Overcome."

Leaflets urging the selective buying campaign were given out to bystanders and were thrust to riders in passing buses and cars by the students.

The march, which took place at the rush hour, drew attention from motorists and pedestrians, as well as Rich's employees who watched from the store windows.

The Rev. Ralph Abernathy addressed the marchers at Morehouse College where the demonstration originated. He told them that Atlanta's image as a progressive city did not measure up to the facts.

## HOW YOU CAN HELP

If you want to see Atlanta's Negroes get better jobs, you can help by:

giving your time as a volunteer worker to the Committee On Appeal For Human Rights; asking your friends and neighbors to respect the selective buying campaign; helping COAHR with transportation and expenses; remember: "don't pay to be segregated!"

### High School Students

The battle will continue for Jobs and Civil Rights. You can help!

1. Join the picket lines.
2. Speak to your friends.
3. Come to the office.

Contact Larry Fox at the COAHR office at Rush Memorial Church on Chestnut.