CHRISTMAS CAMPAIGN NATION WIDE

Delegates attending the Student Nonviolent Coordinating Committee meeting held in Atlanta, Georgia, November 25-27, unanimously voted to rally student action throughout the Nation with a "CHRISTMAS SHOPPING WITHHOLDING CAMPAIGN". This action will call attention to the fact that NO Lunch Counters in South Carolina, Georgia, Alabama, Mississippi, and Louisiana have dropped their racial bars. The stores throughout the Nation make an extra volume of business during the Christmas Season, and if customers refrained from this usual buying, the stores in areas not already desegregated might decide to serve Negro customers if there is a threat of great loss in sales.

In addition to the "CHRISTMAS SHOPPING WITHHOLDING CAMPAIGN", the Student Nonviolent Coordinating Committee unanimously voted to urge students to use the victories already won. The Coordinating Committee urge Negro students traveling during the Christmas holidays by public conveyances enroute from College to Home, to sit in Waiting Rooms marked "White Only", ride in the front of Buses, and to take advantage of the Dining facilities in Airport terminals and on Trains. We urge White students traveling in the like manner, to sit in Waiting Rooms marked "Colored Only" and to ride in the back of Buses.

The Mechanics of the Christmas Withholding Campaign

The Demonstrations should occur at once and should continue until the day before Christmas. The demonstrations should include "Sit-Ins" (as applicable to your area),
active student organizations, labor, youth councils, farm labor organizations and protest and civic groups. Call a Mass Meeting to inform the community of your proposed action and point out why it is necessary that every citizen cooperate with your plans.

POSSIBLE SUGGESTIONS FOR POSTERS

(1) "Send A Freedom Card Instead Of A Gift"

(3) "This Christmas Invest In Your Own Dignity"

(4) "Don't Shop Downtown"

(5) "This Christmas Give Freedom"

NOTE: WATCH FOR NEXT ACTION DAY PROJECT, FEBRUARY 1, 1961!!!