

NAACP Steps Up Protests Against General Motors

'G.M. Crow Must Go' Is Slogan

Demonstrations Set In Various Cities Across Nation

NEW YORK—Branches and state and regional units of the National Association for the Advancement of Colored People will be spearheading mass demonstrations this week at showrooms, offices and manufacturing plants of the General Motors Corporation in various cities across the country.

Herbert Hill, NAACP labor secretary, made the announcement here this week. Mr. Hill was appointed coordinator of the NAACP campaign against General Motors by executive secretary Roy Wilkins.

SOME OF THE cities planning protests are St. Louis, Mo.; Cincinnati, Ohio; Buffalo, N. Y.; and Flint, Mich.

"The many local demonstrations in major cities across the country is only the beginning," commented Mr. Hill. "The NAACP will conduct a mass public demonstration at GM national headquarters in Detroit, Monday, May 4."

NAACP members from all over the nation have been urged to descend on Detroit for that protest, Mr. Hill said. And he added, "our slogan is G. M. CROW MUST GO."

EMPLOYMENT policies being protested, according to the NAACP, include G. M.'s failure to hire Negroes or to employ them in only menial and unskilled jobs, denying Negroes apprenticeship training opportunities and refusing to advance them in accordance with their abilities and seniority.

Also, being protested is the fact that no Negro has been permitted to hold a G. M. franchise in the U. S.