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NEWS RELEASE

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NAACP BOARD STEPS UP
FIRST FEDERAL CAMPAIGN

The Board of Directors of the Detroit Branch National Association for the Advancement of Colored People announced today it is calling for a stepped up campaign to end the racial discriminatory practices of the First Federal Savings and Loan Association of Detroit. Meeting in a special session the NAACP Board expressed deep concern at the failure of the First Federal officials to negotiate conscientiously on the real differences which exist and to correct the discriminatory racial practices which have marked the entire history of that banking institution. The Text of the NAACP Board statement read:

"We are calling upon our members and friends throughout the community to join in a greatly intensified campaign, using all legitimate weapons of protest, against those practices of the First Federal Savings and Loan Association which have barred Negroes from equal opportunity in employment and home buying. We recognize that this bank has granted mortgages to many Negroes. The basic issue, however we take with the conduct of the bank is that Negroes regardless of their credit have not been allowed to buy homes in any area where they would like to buy and can afford to buy. Negroes have been systematically prevented by the lending practices of the bank from buying homes in various so-called white areas when it has been determined Negroes cannot live or integration should not take place.

The employment picture for Negroes at First Federal is even worse than the home financing picture. Out of approximately 340 employees, fewer than 12 are Negroes, and the majority of these are in menial task. Up to the time when our effort at negotiation began a month ago, First Federal had never engaged a Negro teller. These are reprehensible practices unbecoming a leading banking institution and clearly injurious to the economic well-being of the Negro community. We stand against such practices, and we are committing the full resources of the NAACP to an intensified campaign - however long it may be - to achieve a fair and just compliance with the legitimate demands we have made on the First Federal management."