

To: Cynthia Washington, Atlanta SNCC, 360 Nelson St, Atlanta, Georgia

From: Boston SNCC, 1555 Massachusetts Ave, Cambridge, Mass & Don Shaw

Re: Prospectus for "sncc store" in Cambridge, Mass.

Although the Boston Friends of SNCC has raised funds over the past few years through special events, collections, art sales, etc., we have seen a need for a regular source of funds which would not be so susceptible to varying public opinion and would draw from sources that we have not previously tapped. Therefore, we are opening a small store in Cambridge which will donate all profits to SNCC. The store will sell products from the Poor Peoples Corporation, works done by local Boston artisans, toys and SNCC materials. The store's legal status is still not clear; it will either operate under the auspices of another store or become a legal entity in itself. The store itself however, will from the beginning be a going concern in and of itself.

The store is located at 30 Brattle St, Harvard Square, Cambridge, Mass. It will be downstairs from a giftshop, the Ploughshare. The owner has agreed to let us use one of her display windows for our store; area approx. 20' x 40'. The area immediately available is rent free, however we may expand it if it becomes more profitable to do so and the rent would then be \$35.00 a month--this is not foreseen until after Christmas. The owner of the store both up and downstairs has worked with the Boston SNCC office in the past.

The following is a list of the items which will be sold in the store, keeping in mind that we will only sell those items which move quickly. The idea is first of course to make money and secondly to establish a place where Movement items are always available.

1. Poor People's Corporation: shoulder bags, pocket books, hats, hip pouches, belts, aprons, coin pouches. After the store has been operating for a while, we might send special orders for new products which would have a market in the Harvard Square area.
2. Local Artisans: some of this work can be sold on consignment; some of which will be donated. Clothing items--sewing done free, jewelry--silver and bronze, leather goods, hand woven rugs, ceramics and pottery, prints and paintings, refinished furniture and hand crafted lamps.
3. SNCC materials: Books--"Movement"; songbook; "SNCC, the New Abolitionists," Negro history books; records; posters; pins and pamphlets.
4. Other miscellaneous products. We have written to the Society of Brothers in Rifton, NY to inquire about their wooden toys.

There will be a few continuing expenses for the running of the store; the salary of the store manager being \$50.00 a week, we in the Boston SNCC office propose to pay the managers salary for the first two months and then if it appears the store will be a profitable adventure to have him put on SNCC salary. The store manager will be responsible for coordination of the store: publicity, stock, financial records, daily operation, etc. We are seeking the help of an accountant or business student to keep records, someone to do publicity and newspaper work, and store clerks. We see the managers job as keeping him out of the store a good part of the time looking for items to sell in it. We understand fully the necessity of exact records and monthly financial reports.

The following is a general estimation of what it will cost to get the store going:

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| First month salary for manager (starting Nov. 15) | \$200.00 |
| Building supplies, some work needed | 50.00 |
| Cost of stocking the store | |
| Poor People's Corp. | 337.75 |
| Material for dresses and moccasins | 50.00 |
| paper bags and incidental supplies | 20.00 |
| | <hr/> |
| | \$657.75 |

Because of the short time before the holiday season, which is clearly the most advantageous time to open the store, we were not able to initiate a drive to finance the store's opening. Robert and Pam Emerson have agreed to loan the store \$200.00 and the Boston SNCC office will loan the balance.

The facilities of the Boston SNCC office will, of course, be available to the store's manager; however, we see the store as evolving into an entity in itself.

We are planning an opening for the store on December 3rd with the press and SNCC mailing list invited. The store will open to the public on December 4th.

This prospectus is open to revision and suggestion--it is tentative until the final form is written.

For Freedom,

Don Shaw, Store Manager
Martha Kocel and Patty Mapp, Boston SNCC

November, 1965