

A “Counter Revolution:” The Fight Against Segregated Dining



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F. W. Woolworth Co.



BACON and TOMATO	50c
Toasted Three Decker Sandwich	
BAKED HAM and CHEESE	60c
Toasted Three Decker Sandwich	
CHICKEN SALAD	65c
Toasted Three Decker Sandwich	
HAM SALAD and EGG SALAD	50c
Toasted Three Decker Sandwich	

Above available on two slices of bread on request.

PLAIN or TOASTED SANDWICHES

HAM SALAD Sandwich	30c
EGG SALAD Sandwich	30c
AMERICAN CHEESE Sandwich	30c
PRESSED HAM Sandwich	30c

FOR A REAL TREAT!

TRY OUR SUPER DE-LUXE HAM SANDWICH—BAKED HAM SLICED VERY THIN AND STACKED
HIGH ON PLAIN BREAD, TOAST OR HARD ROLL
40¢ YOU WILL LIKE IT! 40¢

Fountain Features

DE LUXE

TULIP SUNDAE 25c

2 Dippers of Ice Cream covered
with Crushed Fruit or
Fresh Fruits in Season

CHOICE OF

STRAWBERRY, PINEAPPLE, CHERRY,
CHOCOLATE OR HOT FUDGE
Topped with Whipped Topping
Roasted Nuts and Cherry Ring

SUPER JUMBO

BANANA SPLIT 39c

1/2 Banana covered with 3
Dippers of Ice Cream and
Crushed Fruits or Fresh Fruits
in Season

CHOICE OF

STRAWBERRY, PINEAPPLE, CHERRY,
CHOCOLATE OR HOT FUDGE
Topped with Whipped Topping
and Roasted Nuts

EXTRA RICH

ICE CREAM SODA 25c

POPULAR FLAVORS

Made with 2 Dippers of Ice Cream
Crushed Fruit or Fresh Fruits
in Season

MALTED MILK	25c
Popular FLAVORS	Made with 2 Dippers of Ice Cream
MILK SHAKE	25c
Popular FLAVORS	Made with 2 Dippers of Ice Cream
BANANA SPLIT Regular	25c
Popular FLAVORS	Made with 3 Dippers of Ice Cream
FRESH ORANGE JUICE	Regular 20c Large 30c
Freshly Squeezed to Order	

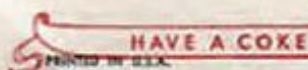
HOT NESTLE'S WITH WHIPPED TOPPING.....15c
AND WAFERS



Home Style Desserts

APPLE PIE	Per Cut 15c
10¢ Additional with Ice Cream	
LAYER CAKE	Per Cut 15c
10¢ Additional with Ice Cream	

WOOLWORTH COFFEE—ALWAYS GOOD



GOES GOOD WITH FOOD

NO. 3454 REV. 9-60



SEGREGATION



Watch:

https://www.youtube.com/watch?v=uFQ3ZCAgAA0&feature=emb_logo

Durham Group Fined On Trespass Charge

DURHAM — A local preacher and six other persons were fined \$10 and costs of court each Monday on charges of trespass which grew out of an attempt to get service on the "white side" of an ice cream parlor.

Judge A. B. Wilson of Recorder's Court imposed the fines on the Rev. Douglas E. Moore, 28

secretary of the North Carolina Methodist Conference. Melvin





“What occurred on February 1, 1960 was not the result of a casual dormitory conversation on the campus of A. and T. College. February 1, 1960 was the culminating point of an idea rigorously thought through, meticulously researched, and enthusiastically debated and refined by a handful of courageous young Black women on the campus of an all-woman’s college where learning and social activism were inextricably intertwined and endorsed.” [\(Source\)](#)



HOWARD
JOHNSON'S
ICE CREAM
-28 FLAVORS-
GRILLE



The Greensboro Sit-In: Feb. 5-6, 1960

- On February 5, about 300 students were now sitting-in at Woolworth's. Tensions were high and students feared being jailed or kicked out of school.
- By February 6, witnesses estimate there were nearly 1,000 protesters and observers filling Woolworth's.
- The sit-ins had spread to the nearby Kress department store, bringing downtown Greensboro to a virtual standstill.
- With the crowd at Woolworth's growing increasingly hostile, it was announced at 1:00 in the afternoon that the store was closing due to a bomb threat. Kress closed early as well.

The Movement Spreads

- The Greensboro Sit-In ignited a wave of student sit-ins across the South.
- Young people in more than 100 Southern cities challenged segregation in restaurants, parks, pools, theaters, libraries, etc., with over 3,600 of them being arrested for the simple act of sitting.
- Even in Northern cities, where segregation had long ago been fought and won, picket-line sprung up at Woolworth and Kress stores.



Young people demonstrating in Chapel Hill .

The Greensboro Sit-In: Feb. 7, 1960 – Summer, 1960

- On February 7, A & T students voted to suspend demonstrations, trying in good faith to give city and store officials an opportunity to work things out.
- The negotiations failed, and students resumed the protests at Kress and Woolworth's.
- When the college students left for summer recess, Dudley High School students took their place.
- Throughout the sit-ins, participants were often threatened, sprayed with food, burned with cigarettes, and tormented in unimaginable ways. However, never did they respond with violence.

The Greensboro Sit-In: July 26, 1960

- On July 26, 1960, they won their peaceful fight when the store manager agreed to integrate Woolworth's lunch counter.
- The simple, yet courageous act of sitting down to eat, by four students, was the catalyst that ignited a decade of revolt.
- Within two months the Sit-in Movement had spread to 54 cities in 9 states, including Nashville and Atlanta.
- Students had discovered the power of direct action, and a new generation came alive to transform the Civil Rights Movement.

The “End” of Legalized Segregation

- Thanks to the brave people that stood up to segregation – many of them young people – by 1968 the Supreme Court had declared all forms of segregation unconstitutional.
- By 1970, formal racial discrimination was declared illegal in school systems, businesses, the American military services and the government. Separate bathrooms, water fountains and schools all disappeared.
- The sit-ins and these subsequent rulings did not mark the end of the Civil Rights Movement, however – many believe the fight continues today.

Honoring History

In 1995, an 8-foot section of the Woolworth counter and four stools went on permanent display at the Smithsonian Institution's National Museum of American History.



On Feb. 1, 2010, the International Civil Rights Center & Museum opened in Greensboro, marking the 50th anniversary of the Greensboro Sit-Ins.