

March 9, 1961

CORE - Congress of Racial Equality
38 Park Row, New York 38, New York

CALL TO ACTION!

TO: CORE groups, student contacts

FROM: Ann Arbor Direct Action Committee - CORE
Detroit CORE, James Farmer, National Director

NATIONAL KRESGE DEMONSTRATIONS
(March 24 and 25)

The Ann Arbor Direct Action Committee-CORE and Detroit CORE are urging the S. S. Kresge Company to complete integration of their Southern lunch counters at rallies and demonstrations in Detroit, national headquarters of Kresge. The Ann Arbor NAACP and other interested groups and individuals are joining the two CORE groups in the effort. James Farmer, National Director of CORE will participate in the meetings and public action planned to highlight concern for the few Kresge stores still segregated in the lower South.

Kresge now has segregated eating facilities in only three to five cities in the South. We know that counters in Birmingham and New Orleans (1 store each) are among the few left. Atlanta's three stores, also still have segregated service.

The Kresge chain owns 752 stores. Approximately 92 are in Canada, one is in Puerto Rico and the rest are in the United States. Most Kresge stores are located in the Midwest and East. There are none on the West Coast and only a few in the Mountain area of the West. Kresge operates 50 stores in nine of the Southern states that have customarily segregated public accommodations. All Kresge stores south of Virginia are located in suburban shopping centers which are usually away from centers of Negro population.

According to a Kresge official, the chain has followed a policy of (a) not arresting students in sit-ins; (b) instructing local managers to integrate when they are sure of community acceptance; and (c) working in conjunction with other chains on lunch counter desegregation, both locally and nationally.

MAKE THIS A NATIONAL EFFORT

With your support, Kresge can possibly be influenced to desegregate the remaining 2% of its lunch counters.

1. If you live in areas where Kresge's counters are still segregated, visit your local managers first, then hold sit-ins Friday, March 24 or Saturday, March 25.
2. If you live in a city where Kresge has a district office, talk to the district manager and demonstrate March 24. We know of district offices in Chicago, Minneapolis and Lansing, Mich. There are surely others. New York City has downtown business offices.
3. In other places, visit the manager of the main store and demonstrate there March 24 or 25.

(continued)

Everybody write Pres. Harry B. Cunningham, 2727 Second Ave., Detroit 32, Mich., pressing Kresge to be the first national variety chain with 100% integration in its lunch counters.

Please write the Ann Arbor Direct Action Committee, c/o Anna Holden, 502 E. Kingsley, of your plans for March 24-25.

SUGGESTIONS FOR DEMONSTRATIONS

1. Give Kresge credit for what it has done in your talks and letters to their representatives. Request "complete integration," "desegregation in the Deep South" or "a national policy prohibiting segregation," rather than "a change in policy."
2. Include the message that there must be change in the Deep South in your talks, letters and picket signs.
3. Be sure your picket signs reflect the spirit of the effort. Suggested slogans: "Most Kresge lunch counters are open; why not all?" "Kresge, Finish the Job," "Kresge could be first with 100% lunch counter integration," "We want to shop at Kresge's again," "Democracy for the Deep South, too," "No chain should be only 98% free."

WHY FOCUS ON KRESGE

1. Kresge is nearer desegregation than the other major dime store chains. It has not yet been a major focus in the sit-in movement, but officials have publicly admitted the national boycotts have hurt their business. The chain has taken steps to integrate counters where it felt sure of community acceptance.
2. Efforts to correspond and talk with Kresge officials have produced no results. National CORE wrote Kresge about its few remaining segregated stores Oct. 11 and Nov. 2, 1960. There was no reply. On January 13, 1961, Anna Holden, National Secretary of CORE, and representatives of Detroit and Ann Arbor CORE spoke to Kresge's public relations director. Wires were sent to Kresge and other leading chains, January 16, requesting a joint policy statement on February 1, anniversary of the sit-in movement.
3. Desegregation of Kresge will serve as a lever in securing integration of other chains. EFFECTIVENESS OF THE NATIONAL MOVEMENT IS AT ITS LOWEST EBB, NOW, WHEN THE DEEP SOUTH COMMUNITIES WHO NEED HELP MOST ARE ENGAGED IN A VALIANT STRUGGLE.

NO CHAIN SHOULD BE ONLY 98% FREE

March 10, 1961

Cities where Lunch Counters of Drug, Variety, Department Store or Bus Terminals
have opened since February 1, 1960.

Arkansas

Fort Smith

Florida

Barton

Bradenton

Cocoa

Coral City

Coral Gables

Daytona Beach

Fort Lauderdale

Fort Myers

Hialeah

Homestead

Lakeland

Lantana

Largo

Key West

Melbourne

Miami

Miami Beach

North Hollywood

North Miami

North Miami Beach

Orlando

Pompano Beach

St. Petersburg

Sarasota

Tampa

Vero Beach

West Hollywood

West Palm Beach

Ybor City

Kentucky

Ashland

Bradley Park

Covington

Frankfort

Lexington

Maryland

Annapolis

Baltimore

Brooklyn Park

Salisbury

Missouri

Chillicothe

Clayton

Columbia

Independence

Jefferson City

Kansas City

Missouri-cont'd

Marysville

Mexico

North Kansas City

Poplar Bluff

Saint Charles

Saint Joseph

Sedalia

Sikeston

Oklahoma

Ada

Bartlettville

Durant

Enid

Miami

Oklahoma City

Shawnee

Tulsa

West Virginia

Bluefield

Charleston

North Carolina

Asheville

Chapel Hill

Charlotte

Concord

Durham

Elizabeth City

Fayetteville

Gastonia

Goldsboro

Greensboro

High Point

Kannapolis

New Bern

Salisbury

Raleigh

Winston Salem

Wilmington

Wilson

Tennessee

Bristol

Chattanooga

Elizabethton

Kingsport

Knoxville

Johnson City

Madison

Nashville

Oak Ridge

Texas

Abilene

Amarillo

Austin

Beaumont

Brownsville

Bryan

Corpus Christi

Dallas

Galveston

Houston

Huntsville

Hurst

La Marque

Laredo

McKinney

Pasadena

Port Arthur

Richardson

Rosenburg

San Angelo

San Antonio

Temple

Texas City

Victoria

Waco

Virginia

Alexandria

Annandale

Arlington

Charlottesville

Falls Church

Fairfax

Fredericksburg

Hampton

Harrisonburg

Hopewell

Manassas

Newport News

Norfolk

Petersburg

Portsmouth

Richmond

Roanoke

Staunton

Suffolk

Warrenton

Williamsburg

Winchester

TOTAL: 138

March 16, 1961

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38 Park Row, New York 38, New York

TO: CORE Group Leaders, Advisory Committee

FROM: James Farmer, CORE National Director

The attached reports from field secretary Richard Haley give an excellent summary of the present crisis in Western Tennessee, of its origins in the desire to register to vote, and of the prospects for the future. I feel that Haley has done an excellent job in terms of getting the facts, in making friends with local leaders and in formulating constructive programs. CORE has been justified, I believe, in assigning him to this critical area for a three month period.

The National Action Committee has endorsed Haley's recommendations. In summary these are:

1. Greatest priority should be given to long-term solutions through Operation Freedom. Contributions should be sent to:

Rev. Maurice McCrackin
Operation Freedom
1111 Dayton Street
Cincinnati, Ohio

2. Relief needs which are still serious should be met by sending contributions of money to:

Mr. John McFerren
Original Fayette County Civic
and Welfare League
Route 4, Box 133 A
Somerville, Tennessee

Mr. Odell Sanders
Haywood County Civic and
Welfare League
307 West Margin
Brownsville, Tennessee

Operation Freedom is not a money-making organization. It does not compete with banks or other lending agencies. Persons in need of a loan make out an application which is processed by a League Committee of Review. Haley serves on this committee. Applications representing extreme hardship have been given priority. Recipients sign notes indicating their intention to repay with 2% interest. Operation Freedom, however, will not foreclose on crops or possessions. It is now intended that repayments will be used to provide capital for long range efforts. Contributions should be designated as either a gift or a loan.