

THE STUDENT MOVEMENT AND YOU

Vol. 1, # 5

STRENGTH IN UNITY! Negroes in other Southern cities have brought an end to segregation in services and employment, by working together. The boycott has proved to be the Negro's most effective weapon in the struggle for immediate recognition of his rights.

SUCCESS IN NASHVILLE

Nashville, Tenn. -----
Desegregation of downtown lunch counters and the hiring of Negro white collar workers in Nashville was brought about through a Negro boycott of the downtown area.
STUDENTS STAGE SIT-INS
Demands for the end of discrimination began with sit-in demonstrations staged by Negro students from colleges here. The student's requests for service at segregated lunch counters led to massive arrests of the demonstrators. Owners and managers of the stores involved in the sit-ins met the student's charges regarding the immorality of segregation by denying leadership responsibility. One spokesman for the merchants described the nature of their business as such that it was "most impractical for a small group of stores to assume the role of leading such a social change." "This is a student affair," the merchants said, "led and organized by outsiders. Our customers are not student types."

According to one Negro spokesman. Mass meetings and churches also helped, this source reports. "We would ask for all those present who had not spent any money downtown since the beginning of the boycott to stand up. In most cases, the entire audience or congregation would rise."
The Reverend Kelly Miller Smith, chairman of the Christian Leadership Council stated, "Our ground for the boycott is simply that it is morally indefensible for Negroes to cooperate with a system we consider evil and which we are trying to change."

DOWNTOWN SUFFERS

Nashville's businessmen began to discover what a Negro boycott meant. Customers from within a distance of 75 miles of Nashville were staying away because of the sit-ins. The absence of Negro customers meant the loss of up to 15 or more percent of business for most stores. Transit company volume fell off sharply, along with newspaper advertising and downtown parking. Finally, a large number of whites joined the Negroes in their boycott. Merchants were alarmed. They appealed to the city's

DON'T
SHOP AT
RICHES

NEGROES BOYCOTT DOWNTOWN

Nashville Negroes countered by boycotting all stores in the downtown shopping area, including those without lunch counters. The boycott was maintained for nearly seven weeks at about 98% efficiency, according to merchant's estimates. The boycott was kept alive and strong within the Negro community through "maximum use" of the telephone, ac-

white leadership and to the Chamber of Commerce. "But they didn't do a - - - thing," said one merchant, "even though they knew we were having the economic - - - being beat out of the downtown area." Said another merchant, "We had to change whether we wanted to or not."

MERCHANTS REQUEST NEGOTIATIONS

When it became clear that there was no other way out, Nashville's bus-

(continued in second column)

(continued on other side)

iness men requested negotiations with Negro student and adult leaders. The businessmen asked that the Negro leaders be "truly representative" of the Negro community's thinking, and not just Negroes of prestige. Negotiations began after some informal sessions, during which merchants stated that they were agreed "to cooperate with the inevitable." It was found that the white community was not so opposed to desegregation as the merchants had at first believed. And, as one merchant expressed it, "we discovered the deep feelings of the Negro men and women who live and work here. This wasn't just a student thing."

NEGRO DEMANDS MET

A plan for desegregation was drawn up making use of the police department, sympathetic news coverage and church

groups from the white community. At 3:15 PM on Tuesday, May 10, 1960, small groups of Negroes calmly walked up to the lunch counters in six downtown stores and sat down to an historical afternoon snack.

PEACE, PROSPERITY RETURN TO NASHVILLE

Since that time, cases against 63 of the students involved in the original sit-ins have been retired and it is reliably reported that the remaining cases will be disposed of in a similar fashion. Another result of the sit-ins has been the hiring of Negroes as white collar workers in some downtown stores. Businessmen report that merchandise sales are booming. Merchants admit to having been wrong in predicting dire consequences to integration. "It has all ended," said one, "with the pleasing sound of cash registers ringing up sales."

The Nashville story is simple. It is the story of Negro determination and Negro unity..... WHEN WILL THE ATLANTA STORY BE WRITTEN ???????????????????

WHY FEED JIM CROW?

DON'T
SHOP AT
A & P

PANEL DISCUSSION: The Student Movement and You
July 24, 1960
7:30 PM
Zion Hill Baptist Church
McDaniel and Georgia Avenue

RADIO PROGRAM: What You Should Know
July 24, 1960
3:05 PM
WERD

~~All clubs and individuals who wish to help by picketing, typing, or making telephone calls are urged to contact us at:~~ Room 105
197 $\frac{1}{2}$ Auburn Avenue, N. E.
Atlanta, Georgia
Jackson 4 0314

~~When you have read your handbill, please hand it on to a neighbor or friend!~~