

Research into the Press Coverage of Cafeteria and Lunch Counter Integration in downtown San Antonio on March 16, 1960

Report by Kolby Lanham, History Researcher at the Alamo

On March 16, 1960, six downtown businesses and one chain with 23 locations in San Antonio integrated their lunch counters and cafeterias. Press photographers attended and the news was reported across the nation. Now, 60 years later, there has been some debate over the events documented that day. Historians and community members are in disagreement on whether:

- 1) There was more than one published photograph of events that day.
- 2) The photograph referenced by the leaflet of the San Antonio Conservation Society, originally published in the *San Antonio News*, was taken inside the Woolworth building.¹
- 3) All lunch counters were integrated on the same day.

The Alamo Trust's research team set out to answer these questions and determine if anything else could be revealed from sources dating to the time.

A summary of our evidence is provided on pages 1 through 3, with supporting original press clippings, photographs, and documents on pages 4 through 26.

Question 1) Was there more than one published photograph of events that day?

Alamo Trust researchers conducted archival research online via the microfilm records at the San Antonio Public Library and online at Newspapers.com. Two discoveries were made:

- a) It is true that only one major San Antonio newspaper published a photograph of events that day, the *San Antonio News* (Image 1). Two other leading San Antonio newspapers at that time, the *San Antonio Express* and *San Antonio Light* published articles reporting on the integration on 16-18 March, 1960, but neither published a photograph (Images 2 through 7). The *San Antonio Light* front page article on March 16 references photographs on later pages, but these refer to related events, not those in San Antonio. The *San Antonio Register* also wrote of the events of March 16 in its March 18 edition.
- b) Outside San Antonio, the San Antonio News photograph was not the only one published. At least two other photographs were published depicting lunch counter integration in San Antonio on March 16, 1960 (Images 8 and 9). Both were attributed to national news agencies rather than San Antonio-based publications: Unifax and Associated Press. Unifax's photograph appeared across multiple outlets. Alamo Trust researchers contacted the Associated Press Archive and United Press International (the current name of Unifax) in an effort to discover the attributions made in these archives. Unfortunately, Associated Press was not able to find any record of the image originally

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¹ The Woolworth Building on Alamo Plaza, leaflet published by the San Antonio Conservation Society, December 2019. Copy provided in Appendix 1.

attributed to its photographers, which is unfortunate as it is strikingly similar to the photograph found in the *San Antonio News* and in the archives at UTSA Libraries Special Collections. No response was received from United Press International.

Question 2) Was the photograph referenced by the leaflet of the San Antonio Conservation Society, originally published in the San Antonio News, taken inside the Woolworth building?

Research into the S.H. Kress and Company Collection at the National Building Museum² shows that the photograph originally published by the *San Antonio News* was taken at the Kress store basement cafeteria and <u>not</u> inside the Woolworth building.

In addition, all but one of the photographs in the *San Antonio Express News* archive at UTSA Libraries Special Collections was taken from the Kress store. This is proved by comparing the *San Antonio Express News* photographs with images from the Kress store. The Kress cafeteria and first floor lunch counter had distinctive fixtures, furniture and artwork which match in both images. See images 10 and 11 for example, and see Appendices 2 and 3 for a full set of images.

In addition, further research of the UTSA Institute of Texas Cultures Digital Collection produced a photograph of the Woolworth lunch counter which does not share any similarities with the interior photographs in the UTSA file (Image 12).

The folder of photographs in the *San Antonio Express News* archive at UTSA Libraries Special Collections contains nine images in total and an assignment card. One image in the folder is of Woolworth but does not depict integration (Image 13, depicting an African American boy outside looking through the glass door of the Woolworth). The assignment card lists "Bill" as the photographer, the place name as the "F.W. Woolworth Building" and the photographs labeled as "Negros at lunch counter." The folder is labeled alternatively "Integration: African Americans at F.W. Woolworth lunch counter, 1960/03/16" and "Racial integration at a lunch counter in downtown San Antonio."

Question 3) Were all lunch counters integrated that day?

Joske's did not integrate its lunch counter that day. Over the coming months, numerous newspapers ran stories on the protests that followed, including sit-ins and pickets, for example as reported in the *San Antonio Express and News*, on April 24, 1960 (Image 14).

Questions Raised

This research has raised two further questions:

1) Where were the Associated Press and Unifax photographs of lunch counter integration in San Antonio taken?

² https://www.nbm.org/collections/s-h-kress-company/

³ https://legacy.lib.utexas.edu/taro/utsa/00306/utsa-00306.html UTSA Libraries Special Collections finding aid, accessed on January 23, 2020.

⁴ <u>https://digital.utsa.edu/digital/collection/p16018coll13/id/202/rec/3</u> UTSA Libraries Special Collections digitized records, accessed on January 23, 2020.

Unfortunately, the original source of Image 8 – United Press International – has not responded to the Alamo Trust's inquiries. Even when the picture is lightened, it is hard to definitively say where it was taken. It does appear as if trash cans of the same design appear in this photograph as in images of the Kress building first floor lunch counter. However, without access to contemporary photographs of all the other lunch counters integrated that day, it cannot be proved conclusively.

Associated Press, the original source of Image 9, is not able to find a copy of this photograph in their archives. It may have been lost over time. However, using the images from the *San Antonio Express News* archive as a comparison, it is possible to state that it was taken inside the Kress store.

2) Can we determine a reason why photographs at UTSA might have been misattributed to the Woolworth building?

While most news of San Antonio's lunch counter integration was initially published on March 16 and 17, some outlets followed this up on with additional coverage on March 27. One article in particular may suggest a reason why photographs at UTSA had become mislabeled. The High Point Enterprise wrote that "The San Antonio Express and News sent reporters to one variety store for all-day observation. Only seven Negroes, all dressed better than average, ate there" (article copy in Appendix 4). It is possible that this "uneventful" location was the originally intended shoot location, the Woolworth, but like any good reporter, "Bill" went to a busier shoot location — which was at the Kress. In other words, perhaps the folder label wasn't wrong — the folder location might indicate the location of the original shoot assignment of the Woolworth — it just wasn't the location eventually depicted in all but one of the photographs, which was the Kress. We believe this is a valid working theory, but there is no definitive proof of it.



By PAUL THOMPSON

Starting this morning downtown variety stores

opened their eating facilities to Negroes.

The stores were F. W. Woolworth, Kress, Neisner's, Grant's, Green's and

ner's, Grant's, Green's and McCrory's.

Sommers drugstores also agreed to go along.

The move came after two meet-lags yesterday between city religious leaders, general managers of the stores, ministers and laymen representing Negroes.

later by Negro ministers who at-tended the two meetings.

All Sects

Thirty Days

S.A. Lunch Counter Integration Qu

Television Logs Page 7-B

Page 10-C

SAN ANTONIO

The Dependable Home Newspaper

Wednesday, March 16, 1960

Wants The Veep In White Ho

Dick Gets Ike Ble



ALL QUIET AT LUNCH COUNTER-All we Wednesday morning as lunch counters in several San Antonio stores were opened to Negroes. Only two took advantage of the integrated service in

downtown store above during breakfast hours, are shown going through line behind white c ers, who paid little attention.—Staff Photo.

Negroes Not Eager

Integration Quiet

\$1,253 in Possession

Substitute Clerk

500 Negroes Are Arrested

and got a chuly reception with this problem.

The Soviett Brustians, The Soviett Brustians are the Control of the No. Soviett Brustians are the Control of the No. Soviett Brustians are the American Soviett Brustians are the So

Russ Urge 4 3 Nations **Cut Forces**

Support Formal

1: San Antonio News, March 16, 1960. Courtesy of San Antonio Public Library.

Coal Miners Foun

ntonio Express

SAN ANTONIO, TEXAS, WEDNESDAY, MARCH 16, 1960

C# 32 PAGES IN 4 SECTIONS 5 CENTS

DRIVE WITH CARE

CONTROL OF THE PARTY AND ADDRESS.	A 100 CO
ity	
ounty	
otals	
Deathless Days	
959 Deaths	

Hope Gone or Five Other Men **Group Unable** To Barricade. **Wait Out Fire**

? Post Office nvestigators

atally Shot

Aotherwell

Convicted

Lunch Counter Integration Set To Begin Today In S.A.

Russ Chill West's Arms Proposal

> 10-Nation Meet Gets Off To Sour Start

It's In, Then Out-For Referee Plan



ALICE WHL STAY—Alice Marie and her foster father, Richard Combs, ember bappily at their Old Bridge, N.J., home Tuesday, after the New Jersey Board Child Welfare gave up its efforts to take the tot away from Combs family

Foster Parents Allowed To Adopt Gifted Child

heher is meet to the record Humphrey Claims Butler **Outlives Usefulness**

Decision Told After Meeting

some Nan Antonio business places open their lunch counters to Negroes beginning Wednesday. The surprise move to integrate stores here was announced Tuesday night by local religious and busi-ness leaders.

"Leaders of all San Antonio ligious groups, Baptist, Catholic, wish and Protestant, in a closed eeting with representatives from Set for Jobs

After a secret, day-long meeting in the Chamber of Commerce building on Market St., the group building on Market St., the group building of Market St., the group ically released the statement ically released the statement read: "Leaders of all San Antonjo eligious ground Resister or

GOOD READING INSIDE

Don't Tweeze Him, Gal, Just Tame Him



2: San Antonio Express, March 16, 1960. Courtesy of San Antonio Public Library.

Mother Watches Slain Youth As Son Shot

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APB Rogista in
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limmy Dellarlise Garcia.
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with geology of the 4

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Lacked S.A. Police Record

Trinity Gets

Neuberger Post Goes to Judge

Copter Saves Five In Downed Plane

Youth to Face Murder Charge

The 16-year-did killer w

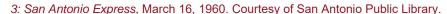
Miss Fiesta Presentation Chiefs Named

More Snow Hits Kansas, Missouri

Hays Residents Win Damages









A DAY FOR TH' WEARIN' O' TH' GREEN

IN OUR TOWN

Jury No-Bills S.A. Policeman

Levy Questioned rested.

Lunch Counters Integrate Quietly

Clerk Admits Patrolman I g n a c i o T a p i a
Wednesday was mobilled by a
grand jury in the death of a 16yavarold youth the policeman in
Juan Castillo Perez, 4033 San
From Letters

Heiress' Vows

Found Slain In Cav Russ Seek Armament

SHARON GARNER

West Introduces Control System With Teeth

Blue-Eyed Brunette Is Miss Fiesta

Juror Admits Making Threat

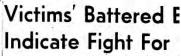
LOS ANGELES (AP)—The Neptro jurn in the Finch murder
trail admitted Wednesday that
during deliberations he suggested
he might throw someone out of
Deaths Ordered

Deaths Ordered

WASHINGTON (AP) — An in-vestigation of the Brazilian air crash that kitled 19 members of the U.S. Navy band was ordered

GOOD READING INSIDE

If He Drinks Like A Fish, Go Swimming!



OTTAWA, III.—(AP)—The bodies of three women found Wednesday in a cave in Starved Rock State. The victims were wives of Chicago business execusheriff Ray Eustey said, "it is definitely murder."





Storm Du Snow on I

4: San Antonio Express, March 17, 1960. Courtesy of San Antonio Public Library.





WEDNESDAY, MARCH 16, 1960

60 PAGES 5 CENTS

'Sit-ins' Local

Problem, Ike

Advises South





80th YEAR-NO. 57 ***

3 Die in Plane

Collision

Knife Branding

Federal

Rejected

Aid

Ask Extension

Argentina Becerra Wins Record 9320 **Fights** See Champ In Close Win **Terrorists**

Bright

Outlook

Diablo Dam Hearings Set

SUMMARY COURTS

FORECAST

Dust Leaves: Fog Hits Valley

Some S.A. Stores Integrate

NATIONAL

Defense Chief Testifies

U.S. Top Power

Notes Bear

Murder

Suspect Held

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Midwest

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Lashed Again

Whiz on Phizz

TV to Census Quiz Today's Index

5: San Antonio Light, March 16, 1960. Courtesy of San Antonio Public Library.



EASTER CASH SAVINGS COUPONS **GOOD ALL DAY THURSDAY!**

DOWNTOWN & NORTHSIDE

(MOST COUPONS GOOD AT BOTH STORES)



DOWNTOWN & NORTHSIDE OPEN THURSDAY NITE UNTIL 8:30 Clip and Bring This COUPON

FULL FASHIONED, SHEER

NYLON HOSE

Clip and Bring This COUPON

HALF PRICE! 1 DOZ. 5° SPOOLS

MERCERIZED SEWING THREAD

Stre No. 50. White. Colors and assorted best selling colors. 60c value, Limit 12 pack. Ozz.

Good Only Thursday, March 17th (L)

Clip and Bring This COUPON

INFANTS' FITTED

BIRDSEYE DIAPERS

White. One size adjusts to all sizes. Worth \$2.98 a dozen if per-

Good Only Thursday, Merch 17th (L)

GOOD ALL DAY THURSDAY

Clip and Bring This COUPON

Clip and Bring This COUPON

36" SOLID COLOR **DRIP-DRI COTTONS**

GOOD ALL DAY THURSDAY

Clip and Bring This COUPON

36" PRINTED COTTON

CRINKLE CREPES

DOWNTOWN & NORTHSIDE Full bolts and mill rem-nants. Scores of pat-terns and color com-binations. No ironing 25 yd

Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY

Clip and Bring This COUPON

36" GENUINE

INDIAN HEAD

DOWNTOWN ONLY Wite and colors. Mill ram-nants of the a yard. For detents of uses. Apparel, car-tains, dropes, tablecloth, and many decorative pur-putes.

qualities. Pastel, medium and high shades. 29yd Mill remnants of better

Good Only Thursday, March 17th (L)

Pretty new Spring and Baster shades. Sizes 8½ to 10%. Worth 98c if perfect. Good Only Thursday, March 17th (L)

MEN'S NYLON STRETCH SOCKS

Clio and Bring This COUPON

First quality and famous brand irregulars. New Spring patterns and solids. Limit 6 pairs.

Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY

GOOD ALL DAY THURSDAY

Clip and Bring This COUPON

MEN'S SHORTS AND

T-SHIRTS

efter seconds. Shorts of ne quality broadclish, Full AGC madard size 24 to 80, T. Shirts of fine cotton kinit, and large cut. Small, addism and large. Limit & Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY GOOD ALL DAY THUR SDAY

Clic and Bring This COUPON

BOYS' DOUBLE KNEE BLUE JEANS

Heavy 11%-pz. coarse weave denim. Western style. Regular or slim sizes 4 to 12. Limit 6.

Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY

Clip and Bring This COUPON

KOTEX

48's DOWNTOWN & NORTHSIDE

LIMIT TWO

\$119

Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY

Clip and Bring This COUPON

\$159 LILT HOME PERMANENT

DOWNTOWN & NORTHSIDE

LIMIT TWO

98°

Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY Clip and Bring This COUPON

100

He rejected as untrue re-orts from abroad that he had a agreement with Soviet remier Khrushchev to avoid tocking the boat" pending he May summit meeting.

Ike Says Sit-Ins

Local Job

(Continued from Page 1)

DENIES REPORTS

but to help them out.

Dold of the apprehension
some businessmen about
picture of future prestity. Eisenhower said he
ught the national economic
look for the rest of this
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y fine. He admitted that
tain economic indicators
economic indicators

ke Steven-

in Austin evenson jr.

Blind

Stevenson hild's par-

Share TV

his campaign real-printing CORPUS CHRISTI (AP—The are in Braille Corpus Christi Caller-Times ancrees here and the University of Corpus of al. to significant the University of Corpus Christi plan to file for TV are being distributed to the total the standard of the Twantian and the University of Corpus and

d fer sight

CORPUS CHRISTI (A)

Ahen selling's Mr. and Mrs. Mike Moreno, t about your ded Tuesday of burne sufLight Want fered 23 days ago when the quick. Dial

dress caught fire from a gas

range.

D THE

Iouse Speaker claams a poli-his campaigni Permit Sought

GOOD ALL DAY THURSDAY Clip and Bring This COUPON 39" PRINTED

Good Only Thursday, March 17th (L)

SHEER COTTONS

DOWNTOWN & NORTHSIDE

2 to 10-yard lengths of regular to 79c a yard. Wide assertment of patterns in assorted weaves and color combinations.

Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY

Clip and Bring This COUPON

20" x 30" **CHENILLE RUGS** DOWNTOWN ONLY

First quality. Rubber-ized non-skid backs. Choice of colors. Reg-ularly 79c.

Good Only Thursday, March 17th (L) GOOD ALL DAY THURSDAY

Clip and Bring This COUPON

36" PRINTED

5° HERSHEY BARS DOWNTOWN ONLY

fect. Limit 4 dozen.

Sweet milk chocolate. 30 Plain or with toasted almonds. Limit 6.

Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY

Clip and Bring This COUPON BOYS'

SPORT SHIRTS DOWNTOWN & NORTHSIDE

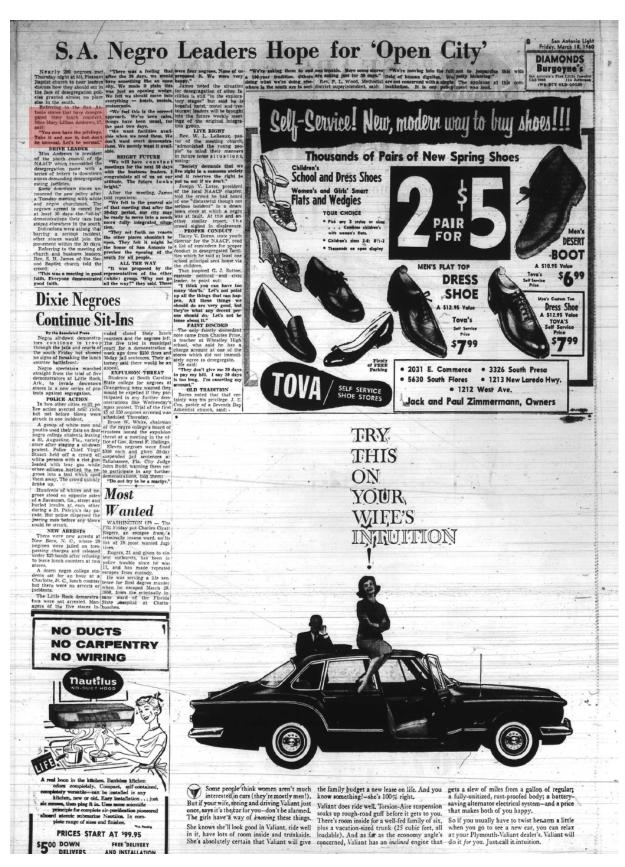
Sanferized cottons and weah and wear shirtings with short sleeves. Plaids and fancy patterns, Samples and irreg-ulars. Worth to \$1.59, Sizes 2 to 6. Limit 5

Good Only Thursday, March 17th (L)

GOOD ALL DAY THURSDAY Clip and Bring This COUPON

WOMEN'S

6: San Antonio Light, March 16, 1960. Courtesy of San Antonio Public Library.



7: San Antonio Light, March 18, 1960. Courtesy of San Antonio Public Library.

San Antonio Lunch Counters Integrate



SAN ANTONIO, Tex.—Two Negro women quietly sip coffee and chat Wednesday on the first day of integrated lunch counters in San Antonio. Local businessmen met Tuesday night and decided on integration in an unanimous vote. There were no incidents.—(Unifax).

8: "San Antonio Lunch Counters Integrate," *The Greenville News*, Greenville, South Carolina, March 17, 1960, Page 5. Accessed on January 23, 2020: https://www.newspapers.com/clip/19959226/san_antonio_lunch_counter/



ALL QUIET AT LUNCH COUNTERS - There was little activity Wednesday morning as lunch counters in several San Antonio stores were opened to Negroes. Only two look advantage of the integrated lunch counter in the store above during the three-hour period before noon. One is shown going through the line behind white customers. (AP Wirephoto)

San Antonio Desegregates **Lunch Counters in Stores**

town variety stores and a city-Wednesday, wide chain of drug stores began Newsman

By THE ASSOCIATED PRESS operating their limen counters and Protestant, Catholic and Jowish SAN ANTONIO (AP)—Six down-cofeteries on an integrated basis churchmen took part in the meet-

wide chain of drug stores began

Mrs. West

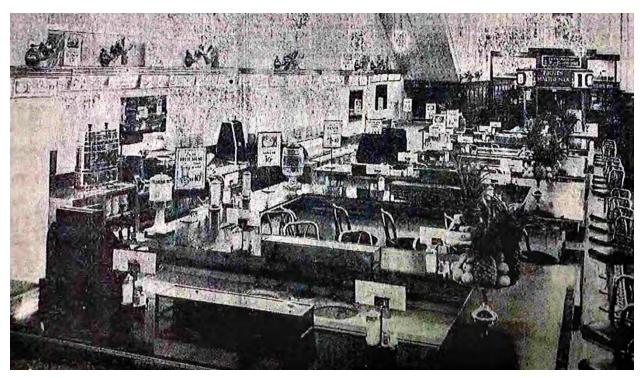
9: "All Quiet at Lunch Counters," Abilene Reporter News, Abilene, Texas, March 17, 1960. Accessed on January 23, 2020: https://www.newspapers.com/clip/42862599/abilene reporternews/



10: Original copy of a photograph of San Antonio lunch counter integration, San Antonio Express News archive, Courtesy of UTSA Libraries Special Collections.



11: Basement cafeteria of the San Antonio Kress store, Courtesy of National Building Museum.



12: Photograph of the Woolworth lunch counter in July 1937, originally published in the *San Antonio Light*, July 2, 1937. Courtesy of UTSA Institute of Texan Cultures.

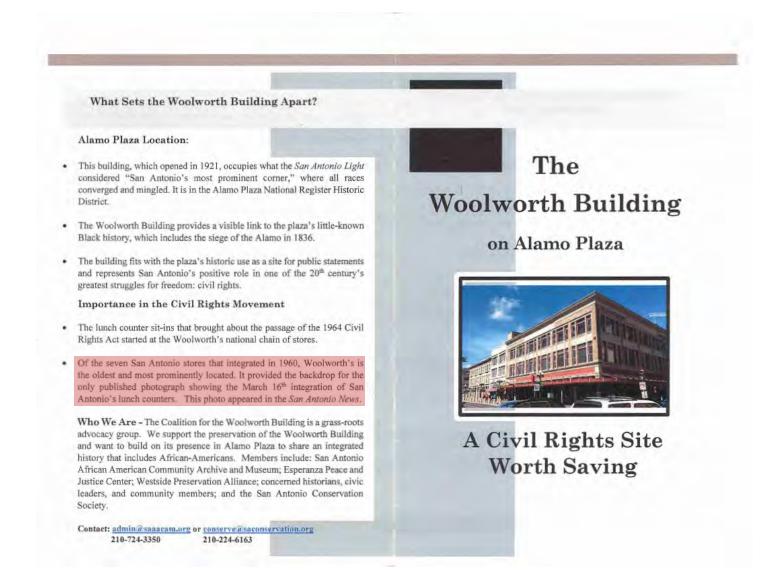


13: Original copy of a photograph from the *San Antonio Express News* archive contained in the same assignment folder as others from lunch counter integration on March 16, 1960. Courtesy of UTSA Libraries Special Collections.



14: "Negro Sit-Inners, Pickets Appear at Joske's of Texas," San Antonio Express and News, April 24, 1960. Courtesy of Newspapers.com.

Appendix 1: The Woolworth Building on Alamo Plaza, leaflet published by the San Antonio Conservation Society, December 2019.



Appendix 2: Photographs contained in Folder E-0006-017, Integration: African Americans at F.W. Woolworth lunch counter, 1960/03/16, UTSA Libraries Special Collections.















Appendix 3: Photographs of the San Antonio Kress store lunch counters and cafeteria, S.H. Kress and Company Collection at the National Building Museum.











Appendix 4: The High Point Enterprise, High Point, North Carolina, 27 March 1960, Page 29, accessed on Newspapers.com. January 23, 2020,

https://www.newspapers.com/clip/4837440/hp03271960p9san antonio/# accessed on January 23, 2020.

San Antonio Integration Is Quiet

SAN ANTONIO. Tex. (AP)—
This Southern city integrated nearly 30 eating places to days ago and the only notable result is that Negroes rarely take advantage of the lacilities newly open to them.

This was the consensus Saturday about the local outcome of an issue which has awept the South, resulting in violence and arrests in many cities.

The San Antonio cating places were integrated without demonstrations or incidents Wednesday a week ago. The desegregation took place at six variety stores and 21 chain drug stores.

White patrons of the functional patrons of the functioning appeared more interested in reporters and cameramen when integration first took place than they were in finding that other customers were Negroes.

In Houston, Waco and Galveston, store managers have closed their lunch counters rather than integrate them.

their lunch counters rather than integrate them. The San Antonio Express and News sent reporters to one variety store for all-day observation. Only seven Negroes, all dressed better than average, ale there. How did San Antonio achieve integration without trouble? You get a number of answers. Clarence LaRoche, managing editor of the San Antonio Express, says "San Antonio is very metropolitan and mere of a Western culture area rather than Southern."

ern."

He said the "same smoothness that characterized school integration, golf courses, swimming pools, buses and the like has been demonstrated in the lunch counter.

demonstrated in the lunch counter integration."
Bert Wise, city editor of the San Antonio News, added other reasons, pointing out that the city has fewer Negroes than many Southern cities and "people have seen Negro and white soldiers from the military installation here logether a lot and have become accustomed to it."
The integration agreement wasworked out in quiet conferences between businessmen and church leaders of many faiths after National Assn. for the Advancement of Colored People officers threat-

of Colored People officers threat-ened sitdowns like those in many

ened sitdowns like those in many other Southern cities.

Columnist Dick Mesquill, writing in the Alamo Messenger, official Roman Catholic diocese, publication, quoted an unnamed Protestant minister as saying, "The agreement was possible because the archbishop put some backbone in us."

He referred to Archbishop Rehert E. Luev of San Antonio,

He reterred to Archoistop to-bert E. Lucy of San Anlonio, whose city is strongly Catholic. Catholic parochial schools, in-tegrated some years before the 1955 Supreme Court decision rul-ing public school segregation is unconstitutional.

unconstitutional.
Clarence A. Laws, NAACP field
secretary, said "much credit
should go to Harry V. Burns.
(NAACP leader in San Antonio),
to the church leaders and to the
San Antonio business men and citizens.

"It should be a shining example for the rest of the nation. This is social action in the best democratic and Christian tradition."