

# Spreading Prosperity and Equality

## Chapter Preview

### Terms:

civil rights, separate-but-equal concept, integration, North Carolina Fund, community college system, service industry, shopping center, Cold War, commute, consolidated high school, interstate highway system, bypass, discrimination, sit-in, freedom riders, Civil Rights Act of 1964, Voting Rights Act of 1965, busing

### People:

Terry Sanford, Bill Friday, Frank Porter Graham, Thad Eure, Kerr Scott, Thomas H. Davis, Ezell Blair, Franklin McCain, David Richmond, Joseph McNeil, Jesse Jackson, Dr. Martin Luther King Jr., Reginald Hawkins, Henry Frye, Howard Lee, I. Beverly Lake, Darius Swann, Judge James B. McMillan

### Places:

Laurinburg, Dallas, Mount Airy, Cherryville, Grandfather Mountain, Newton, Old Fort, Hamlet

At the end of World War II, hundreds of thousands of North Carolinians came home to make new and better lives. Two of them were Terry Sanford and Bill Friday. Sanford had grown up in Laurinburg in Scotland County. Friday was raised in Dallas in Gaston County. Both had families that had struggled to get through the Great Depression. Both had been among the first in their families to go to college—Sanford to UNC, Friday to State College. Both had served in the war, Sanford as a paratrooper in Europe, Friday at a munitions dump in Virginia.

To make their lives better, each went to law school on scholarships provided by the GI Bill, one of the federal government's programs to give veterans a way to find good careers. Terry and Bill—and their wives Margaret Rose and Ida—lived above and below each other in a duplex just north of the Chapel Hill campus. From there, they went on to achieve things for themselves and others that still affect the daily lives of all North Carolinians.



After quickly rising to prominence in the 1950s, Sanford and Friday became the best-known leaders of the state into the 1970s. Sanford practiced law in Fayetteville, then became governor in the 1960s. As governor, he worked to expand opportunities in business, education, and civil rights. Sanford later led the effort that turned Duke University into a world-class school. Friday never left Chapel Hill. In 1956, he became the president of a university that he grew into sixteen campuses spanning the state. Under Friday, North Carolina became nationally respected for its approach to higher education.

Most of all, both men worked to give state residents a chance to better themselves, whether it was to gain a vocation or develop a career. This was a legacy of the hard lessons North Carolinians had learned about themselves during the 1930s and 1940s. As the *Daily Tar Heel*, the UNC campus newspaper, announced in 1945, “A great future is everywhere evident.” The Sanfords, the Fridays, and others like them spent their lives making that great future possible for others. The result was North Carolina’s emergence as one of the notable places to live in the modern United States. While Sanford was governor, the *National Geographic* magazine called North Carolina a “Dixie Dynamo.”

**Background:** Terry Sanford was a paratrooper during World War II.  
**Above Left:** Terry Sanford served as our state’s governor, was president of Duke University from 1969 to 1985, and then served one term in the U.S. Senate. **Above Right:** William Clyde “Bill” Friday, a notable champion of public education, served as president of the University of North Carolina system from 1956 to 1986.

# Signs of the Times



## U.S. Expansion

Alaska and Hawaii became the 49th and 50th states in 1959.

## Population

North Carolina's population stood at 5.1 million in 1970. Charlotte, Winston-Salem, Greensboro, and Raleigh all had populations of more than 100,000. A third of the state had become urban.



## Technology

In 1961, the pilots of a B-52 aircraft based at Seymour Johnson Air Force Base lost control of their plane as they tried to return to base for an emergency landing. The crew bailed out, and the plane broke apart before impact north of Goldsboro. One of the two hydrogen thermonuclear bombs on board automatically went through three of the four steps needed to arm itself. Fortunately it missed performing the fourth step, thus narrowly avoiding a nuclear disaster!

## Literature

Betty Smith, who came from New York City to Chapel Hill to study with the Playmaker dramatists, wrote *A Tree Grows in Brooklyn*, one of the best-selling novels of the post-World War II period. Ms. Smith lived in Chapel Hill until her death in 1972.

## Food

For the first time, North Carolina restaurants began to be famous. National food critic Duncan Hines raved about the Sanitary Fish Market in Morehead City. Motorists along I-95 stopped at Bob Melton's in Rocky Mount, one of the oldest barbecue joints.

## Fashion

When the hippie movement helped popularize blue jeans in the 1960s, Wrangler brand was introduced by a Greensboro company.

## Fads

Beauty pageants were at the height of their popularity across the nation in the 1960s. In 1961, Maria Beale Fletcher of Asheville became the only North Carolinian ever to become Miss America. In 1970, Pauletta Pearson of Newton became the first African American contestant in the Miss North Carolina pageant.

## Music

During the folk music revival of the 1950s, the Kingston Trio had a number-one hit with "Tom Dooley," based on the murder of a young girl in Wilkes County after the Civil War. In 1970, James Taylor of Chapel Hill gained stardom with folksy songs like "Carolina on My Mind."

## Religion

George W. Truett, a native of Hayesville in Clay County, became one of the founders of the "fundamentalist movement" in American Christianity. Fundamentalists, who were strong in North Carolina after the 1920s, believed in the historical accuracy and literal translation of the Christian Bible.

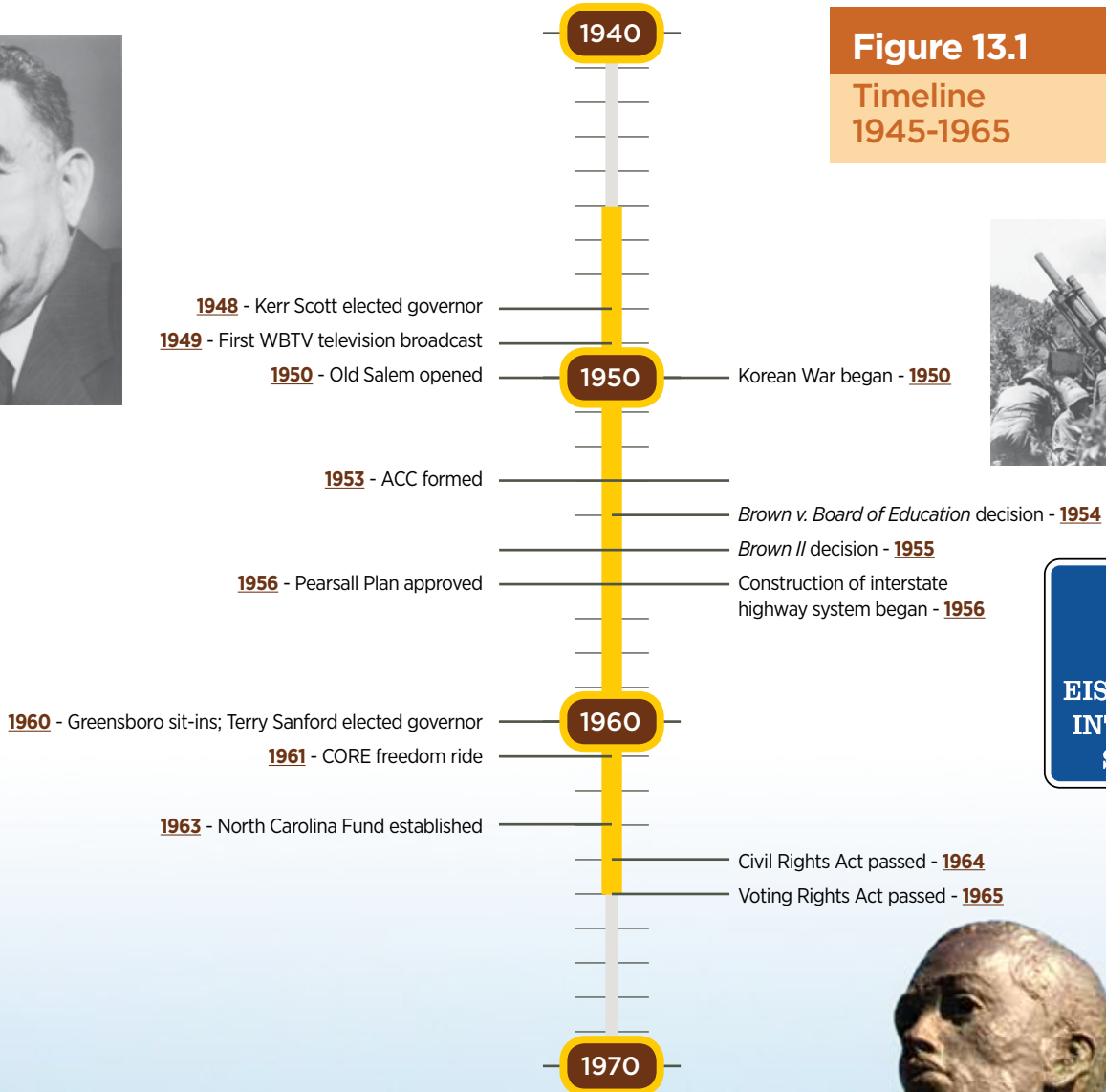
## Architecture

Dorton Arena at the State Fairgrounds in Raleigh became world famous for its cantilevered roof structure. The crossing steel beams in the top allowed the structure to have an all-glass roof. A similar structural arrangement was used to build the first Charlotte Coliseum in 1956.



Figure 13.1

Timeline  
1945-1965



## Section 1

# The Politics of Reform and Reaction

## As you read, look for


 Setting a Purpose

- ▶ the beginnings of the civil rights movement in the state;
- ▶ education reforms;
- ▶ the leaders who helped North Carolina move forward;
- ▶ **terms: civil rights, separate-but-equal concept, integration, North Carolina Fund, community college system.**

## DID YOU KNOW...



The baseball career of Frank Graham's brother, Archibald Wright "Moonlight" Graham, was told in the 1989 movie *Field of Dreams*.

**Below:** "Moonlight" Graham, the baseball player, and his brother, Frank Porter Graham.



Young people like the Sanfords and the Fridays had a hero, a North Carolinian known across the state for the help he gave to young people and the disadvantaged. Frank Porter Graham's Scots-Irish ancestors had been among the first to go to school in colonial Mecklenburg County. He was appointed president of the University in 1930 by Governor O. Max Gardner. For twenty years, he worked to make education better and more affordable at Chapel Hill, State College, and Woman's College in Greensboro (UNCG). The students who graduated from these schools often went back to their hometowns to be lawyers, doctors, and teachers. They talked about "Dr. Frank" the rest of their lives. He had criticized

segregation. He had treated his African American chauffeur with respect. He had openly criticized business when it refused to even talk with labor unions.

After being the University's president, Graham helped the United States establish the United Nations. In 1949, he was appointed to fill a vacancy in the U.S. Senate. When it came time, however, to win the next election, Graham lost, in part because many North Carolinians were more conservative than the liberal "Dr. Frank."

Graham’s loss in 1950 showed that once again, just like in every other period of its history, North Carolina was a divided state. After World War II, some North Carolinians wanted to continue the ideas of the New Deal—to extend more benefits and opportunities to more citizens. They wanted the state government to push those ideas and to pay for them. Others, however, did not want government changing society as rapidly. This division grew in the state in the years after the war. By the time Terry Sanford was elected governor in 1960, it resulted in the kind of sectionalism found in the state before the Civil War. In this case, the east continued to vote for more liberal Democrats, but the west increasingly voted for more conservative Republicans.

### Kerr Scott and Rural Roads

During the Great Depression and World War II, the associates of the Shelby Dynasty ran the state government. From a base at the Sir Walter Raleigh Hotel in downtown Raleigh, the state’s Democratic leaders chose agreeable candidates and won elections. One, Thad Eure of Hertford County, was elected secretary of state in 1936. He eventually served fifty years, the longest term of service for any North Carolinian, ever, in one office.

In 1948, Kerr Scott, a cigar-chomping dairy farmer from Alamance County, beat the Shelby Dynasty and became governor. Scott, who often went campaigning in the same shoes he wore on the farm, challenged the state’s industrial leadership to spend more money for education and to pave rural roads to “help farmers get out of the mud.” Scott urged the state to “Go Forward” in the manner of the New Deal. The people of the state agreed and passed a referendum that raised special taxes for rural roads. Scott used state government to influence power companies to string lines along the paved rural roads. He did the same with the telephone companies.

Scott also reached beyond the usual “old white men” to help run the state. He appointed Susie Sharp as the first female superior court judge and he named the first black man to the state board of education.

**Below Right:** Kerr Scott appealed to the common people to win election as governor in 1948. **Below Left:** Power lines crisscross the skies above downtown Kernersville in this view from the 1940s.



## From Segregation to Integration

Scott's Go Forward spirit spread services and opportunities to more North Carolinians than ever before. However, after his term, the state became more cautious about change. The Democrats who followed him slowed the pace.

This was in part caused by national developments in **civil rights** (the rights of citizens). During the Great Depression, thousands of southern black families had moved to northern cities in the Great Migration to seek better jobs. In the North, they could more easily register to vote, and their children went to integrated schools. As blacks became more prosperous in the North, they began to vote for New Deal leaders. They also pressured the federal government to end segregation in the South. In particular, civil rights advocates wanted black children to go to the same schools as whites.

North Carolina and most other southern states had passed Jim Crow laws that separated the races in public places. In 1896, the U.S. Supreme Court had agreed with those laws by creating the **separate-but-equal concept** in its ruling in *Plessy v. Ferguson*. It ruled that states could require separate facilities for African Americans if those facilities were equal to those used by whites. Those facilities were rarely equal.

In 1954, the Supreme Court reversed itself in the *Brown v. Board of Education* case. It ruled that the separate-but-equal concept was never really applied in the South. It ordered the **integration** of southern schools to give black children equal opportunities. Integration is the process of bringing different groups (races) into society as equals. In 1955, the Supreme Court ruled in *Brown II* that states should integrate their schools "with all deliberate speed."

Unlike Virginia, where the state closed many public schools to keep blacks out, North Carolina took what it called "a moderate course." In 1956, the largely white voting population approved the Pearsall Plan, named for Edgecombe County legislator Thomas J. Pearsall. The plan allowed each of the individual school systems in the state to integrate on an independent basis. The plan also called for "freedom of choice," which meant that parents could apply to have their child go to any school. Yet, each case was to be handled individually. This ended up slowing, rather than speeding up, the integration of schools. In 1957, only a few blacks had been accepted to white high schools.

### DID YOU KNOW...



In 1966, federal courts struck down the Pearsall Plan as unconstitutional.

**Below:** When Dorothy Geraldine Counts became the first African American to attend Charlotte's Harding High School in 1957, she was greeted with taunts and aggressive acts. After officials said they could not guarantee her safety, she went to live with a relative in Pennsylvania where she could peacefully attend an integrated school.



During these years, the state government worked to keep North Carolina as “calm” as possible, because the state was making major efforts to get outsiders to invest and create new jobs.

## Sanford, Civil Rights, and Education

Terry Sanford rose quickly to the leadership of the Democratic Party and the state after graduating from law school. He tied himself closely to Kerr Scott and ran for governor in 1956. He lost, in part because the state was so involved in stopping the implementation of the *Brown* decision. In 1960, Sanford won the governor’s chair, although the western half of the state voted for his Republican opponent over concerns about civil rights.

Sanford was as young as Charles B. Aycock had been when he took office. Like Aycock, Sanford concerned himself with advancing the interests of both black and white citizens but in a dramatically different direction. He invited black supporters to attend his victory rally and, when he was governor, visited both white and black schools.



Like Aycock, Sanford moved boldly. In 1963, he supported the creation of the **North Carolina Fund**, which was designed to “seek out the poor and help them become self-respecting and self-supporting.” The fund, which operated for five years, helped the rural black farm families of the east as well as the inhabitants of mountain coves. The money came from wealthy donors inside and outside of the state.

Sanford also convinced the General Assembly to create the **community college system**. During the 1950s, many counties had set up “industrial schools” to train workers to use the new technology developed during the world wars. Sanford’s plan took these schools and, like Aycock, provided equalization across the state. This way, citizens seeking advancement had more opportunities regardless of where they lived.



The North Carolina Fund served as a model for national programs such as Head Start and VISTA (Volunteers in Service to America).

**Above:** In 1964, President Lyndon Johnson and Governor Terry Sanford visited the tenant-farming Marlow family in Rocky Mount to bring attention to the North Carolina Fund.





**Top Right:** University of North Carolina, Chapel Hill. **Above:** The Old Main building at UNC Pembroke dates to the time when the school was known as Pembroke State University.



Working with his old schoolmate Bill Friday, Sanford expanded access to higher education. The schools that had been started as two-year colleges in Wilmington, Charlotte, and Asheville joined Woman’s College in becoming campuses of the University of North Carolina. The new North Carolina School of the Arts in Winston-Salem was later included in the University system, as were the old Appalachian, Western Carolina, and East Carolina normal schools. After the civil rights movement, the African American institutions at Greensboro, Fayetteville, Winston-Salem, and Elizabeth City were made part of the system. Pembroke, the Sandhills school first set up for the Lumbee, was another addition to the system. During this time, tuition was kept quite low, which allowed thousands of North Carolina families to seek higher education for all their children.

To address the growing civil rights movement, Sanford set up “Good Neighbor Councils” in every significant town. The councils were made up of leaders of each race, so people familiar with each other could continue the “moderate” course on which the state had come to pride itself.

To pay for all the changes, the General Assembly widened the sales tax set up during the Great Depression. The greatest impact came in the taxing of food for the first time. Sanford’s critics, who would later nickname him “tax ’em Terry,” pointed out that the very people the programs were designed to help had to pay for them with more of their incomes than did the rich and better-off. However, Sanford’s defenders pointed out that more and more of the state’s revenues were coming from income taxes, because the postwar prosperity of the state generally raised salaries and wages.

## It’s Your Turn

1. In what ways was Dr. Frank Graham too liberal for most North Carolinians?
2. What was Kerr Scott’s emphasis as governor?
3. What did the 1954 U.S. Supreme Court decision in *Brown v. Board of Education* require? How did North Carolina proceed with this ruling?
4. What steps did Terry Sanford take to improve North Carolina?

## Section 2

# Postwar Prosperity Spreads across the State

### As you read, look for

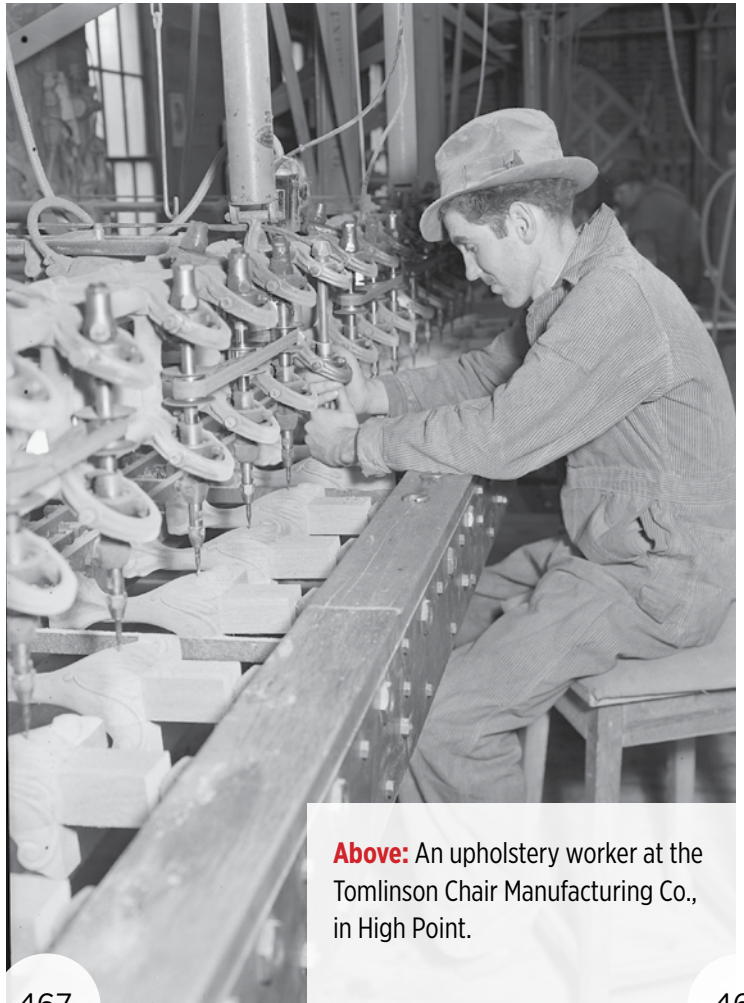
- ▶ the strength of the state's economy after the war;
- ▶ the early airline industry;
- ▶ how the Cold War affected the state's economy;
- ▶ terms: **service industry, shopping center, Cold War.**



In 1949, William J. Pace, an Alamance County farmer, enjoyed a moment of fame. His family became the one millionth in rural America to have a telephone installed since the end of World War II. Like the Model T before it, the telephone could be any color as long as it was black. It had a rotary dial, and the Paces were on a party line, which meant they shared the phone line with several neighbors. Still, it was state-of-the-art technology for the time. Rural North Carolinians appreciated the other changes going on around them. Kerr Scott convinced the state to pave almost half of its rural roads. Duke Power Company added 144,000 rural customers for its electricity in five years.

### The Postwar Economy

In the years after World War II, North Carolinians took pride in their high rankings for things they made for other Americans. For example, they made more wooden and upholstered furniture for dining rooms and bedrooms than any other state. They continued to produce over half the cigarettes rolled in the nation. Some years after the war, they raised more sweet potatoes and peanuts than anyone else.



**Above:** An upholstery worker at the Tomlinson Chair Manufacturing Co., in High Point.



## DID YOU KNOW...

Synthetic fabrics include polyester, rayon, nylon, spandex, and acrylic.

## DID YOU KNOW...

Much of the population increase was due to the postwar baby boom. The term “baby boomers” was used to describe those born right after World War II ended in 1945.

**Above:** In the 1920s, the High Point Chamber of Commerce built a 20-foot-tall chest of drawers that served as the local “bureau of information.” Renovated in 1996, the bureau now stands 38 feet high and has two pairs of socks dangling from a drawer. It symbolizes High Point’s furniture and hosiery industries.

### The “Big Three”

A larger number of North Carolina families worked in factories than any other state in the postwar years. Most had jobs in the “big three”—tobacco, textiles, and furniture. Most of these factories were in the same places they had been since the 1910s, and most of the owners were the same families who had founded the businesses.

The biggest moneymaker in the state remained the manufacturing end of Tobacco Road. After the war, R. J. Reynolds in Winston-Salem outsold American Tobacco in Durham to become the nation’s largest tobacco company. After the war, R. J. Reynolds Jr. continued to run his father’s company, until he died of lung cancer. About the time the federal government began to warn Americans about the health risks of smoking, RJR introduced two new “filter-tipped” cigarettes designed to cut down the toxins a smoker inhaled. The Winston and Salem brands became leading sellers in the nation by the 1960s.

Burlington Mills, with 26,000 employees, and Cannon Mills, with 15,000, remained the largest textile operations. Each operated mills across the western end of the state. Burlington continued to lead the nation with the making of *synthetic* (not natural) fabrics. Cannon introduced “fitted, preshrunk sheets” in 1949, which made it easier for Americans to make their beds. The Hanes company in Winston-Salem continued to be the largest maker of hosiery and underwear.

Over half the western counties had at least one furniture factory after the war. In High Point, the Exposition Building was open all year for furniture store owners to browse and buy North Carolina products. Twice a year, thousands of buyers from stores all over the nation came to “the furniture show.”

### Attracting New Industry

The state’s population increased in the postwar period, and more jobs were needed. State leaders in the 1950s worked to recruit northern manufacturing companies to the state. Local communities provided cheap land and low taxes; wages for employees were lower than in the North.



Dozens of companies took up the state's offer. Western Electric took over an old blanket factory in Winston-Salem. The Proctor-Silex Company was soon making half the nation's toasters in Mount Airy. Kewanee Technical Furniture, which moved to Statesville, made the laboratory tables used in high school science classes. DuPont opened several facilities on the Coastal Plain. This migration of northern companies particularly benefited the east by diversifying its tobacco-dominated economy.

Lance in Charlotte and Krispy Kreme in Winston-Salem became famous for making something North Carolinians ate on work breaks—crackers and doughnuts. Lance put food-dispensing machines in every factory it could, and Krispy Kreme opened its own shops in Piedmont cities. Trucking companies, like Carolina based in Cherryville and McLean based in Winston-Salem, made it easier for goods to be shipped in and out of the state.

North Carolina also moved forward in what came to be called the service industry. The **service industry** includes those companies where giving someone help is as important as the making of a product.

### Innovations

The biggest innovation after the war pointed North Carolinians skyward. Before the war, state citizens who flew did so in their own planes or on airlines from other places. In 1948, Thomas H. Davis turned the Camel City Flying Service into Piedmont Airlines. Piedmont started out with propeller-driven planes that crisscrossed the state. The planes landed in the major cities like Charlotte, Greensboro, and Wilmington. Piedmont then connected passengers to the Midwest. Piedmont grew slowly in the 1950s. As flying grew more convenient for state residents in the 1960s, Piedmont gained connections to Atlanta and New York, which encouraged more people to fly to their destinations. Piedmont put up a sign in New York that said "Piedmont puts New York on the map!" Profits soared.

The most significant innovation was the development of the Research Triangle Park. Located in some old pine woods between Raleigh and Durham, RTP (as it was always called) took advantage of the facilities and faculties at UNC, State, and Duke. The idea was to have the laboratories and libraries of the three universities available for research and development companies. It worked. By the 1960s, large companies like IBM had moved into the park.

**Below:** After its formation in 1948, Piedmont Airlines grew from a small airline covering the state to a national air carrier.



## Labor Union Failures

Despite the great growth of industry and industrial training schools, North Carolinians continued to have some of the lowest wages in the nation. In addition, most workers continued to be suspicious of labor unions because there had been so many failures in the past. Unions from the North did make great efforts to enlist workers.

African Americans, who had some of the lowest-paying jobs at the R. J. Reynolds factories, tried to grow a union in the 1940s. Its links to communism again made most people suspicious. Another textile union made a new effort to organize cotton mill workers in 1948 with “Operation Dixie.” Rising wages, however, kept most workers from joining. One union organizer in Kannapolis wrote back that “not only did these people not want a union” most “had no idea what a labor union was.” North Carolina matched its low wage rank with an equally low unionization rank. This came at a time when almost half of the workers in northern states were in a union.

### DID YOU KNOW...



Today, North Carolina ranks 49th out of 50 states in the percentage of its workers who belong to a union. Only South Carolina has fewer union members.

## Commerce and Trade

Just about every downtown in every North Carolina town was at its peak after the war. So many people came to shop that most cities had problems with parking. The Belk Stores of Charlotte expanded its chain of department stores across the state, opening one a month in some years. In addition, some merchants tried to move to the edge of the downtowns, where they could pave parking lots. These “supermarkets,” as they were called, focused on groceries, with shoppers told to service themselves in the provided carts. By the 1950s, developers hit upon the idea of **shopping centers**, where a group of stores lined up next to a parking lot. The first ones in the state were Cameron Village in Raleigh and the Friendly Shopping Center in Greensboro. In 1961, the



Charlottetown Mall became the first enclosed shopping center (one with a roof over the entire complex).

Because North Carolina had always allowed its banks to operate anywhere within the state, the leading ones were spread across their regions. BB&T, headquartered in Wilson, had offices in fifteen Coastal Plain towns. First Citizens operated twenty-five offices south of Raleigh. Wachovia, the largest bank at the time, had offices in the larger cities: Winston-Salem, Asheville, Charlotte, and Raleigh.

## The Cold War and the State's Economy

During the time North Carolina became more prosperous, the United States was the richest nation on earth. The United States, however, had an enemy. The Soviet Union continued to oppose the influence of America. To counter the Soviets, the United States kept its military as strong as possible after World War II. To do so, Army bases like Fort Bragg, Air Force bases like Seymour Johnson, and Marine bases like Camp

**Right:** In the 1950s, this Durham supermarket offered ample parking places for grocery shoppers.

Lejeune were essential. North Carolina became one of the most important training grounds for the Cold War. **Cold War** refers to the hostilities between the United States and the Soviet Union after World War II. It was “cold” because it was fought mainly with words and diplomacy.

Occasionally, the Cold War turned “hot.” Thousands of young people at North Carolina bases prepared for the Korean War, which was fought in the early 1950s. When American involvement in Vietnam escalated in 1965, Fort Bragg became one of the basic training sites for soldiers from across the country.

The growth of military bases continued to create jobs for North Carolinians in the 1960s. Civilians were needed for a variety of jobs on every base. Businesses in nearby towns like Jacksonville and Fayetteville grew when military families shopped there. Fayetteville, for example, came to have more used-car lots, per resident, than any other town in the state.



## Farming after World War II

Almost half the state still farmed in some way. In fact, North Carolina had more of its citizens connected to agriculture than any other state except Texas. Farms were smaller than ever before because tractors and other machines made it possible to grow more on less land. Farm incomes were eight times higher after the war than they had been during the Great Depression.

The tobacco allotment program became part of daily life on the Coastal Plain. In Nash and Pitt Counties, new tobacco farms were opened. As cigarette consumption continued to grow across the nation, more and more Mountains farmers grew burley tobacco, which was added to give cigarettes more flavor. Cotton production, concentrated along the South Carolina line, slowly declined year by year, as larger farms were being opened in Texas and Mississippi that produced more for the market more cheaply. In western counties like Iredell and Rowan, more farmers switched to dairying, growing hay in their fields and milking their cows with new mechanical suction devices. Biltmore Dairy, an outgrowth of the Biltmore Estate, became the state’s leading marketer of milk.

## It’s Your Turn

1. What were North Carolina’s “Big Three”? Why were they called that?
2. How did postwar North Carolina rank among southern states in the number of factory workers?
3. Give two examples of a service business.
4. How did the growth of military bases affect North Carolina’s economy?



In 1947, 40 out of every 100 jobs in the state were in agriculture.

**Above:** Migratory workers at Fort Bragg.

# special Feature



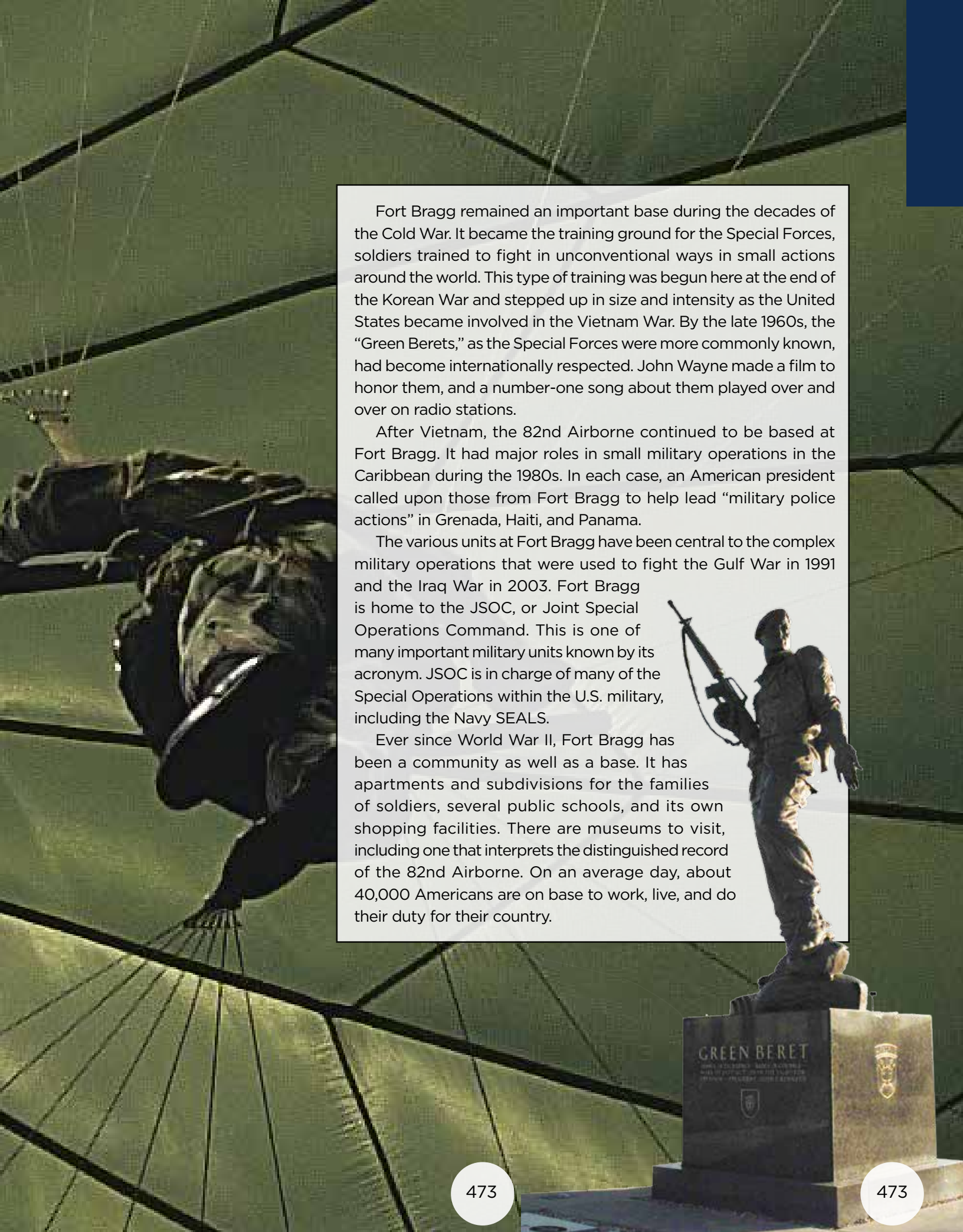
## Carolina Places Fort Bragg

One of the most important military bases in the United States has been in North Carolina since the early 1900s. Hundreds of thousands of American service personnel have trained here. Thousands of North Carolinians have worked here, at what is the largest single community, in terms of acres, in the whole state.

As hard as it is to believe today, Fort Bragg is a century old. Near the end of World War I, the United States Army bought up thousands of acres of Sandhills woods. The idea was to use the soft ground for long-range artillery practice. So few people lived in the area west of Fayetteville that it was pretty easy to set up Camp Bragg. Although the war ended before the base was fully used, the Army decided to keep it open. Keeping Fort Bragg turned out to be very important when the next big war came along.

After the attack at Pearl Harbor in December 1941, the United States had to mobilize as quickly as possible. Almost overnight, Fort Bragg went from the size of a small town to that of a huge city. More than 100,000 troops were brought through Fort Bragg in the first year of the war. More than 31,000 men from the Sandhills were hired to construct barracks and other facilities. The 9th Infantry Division alone needed more than 600 buildings. North Carolinians were soon putting up a new building every 32 hours.



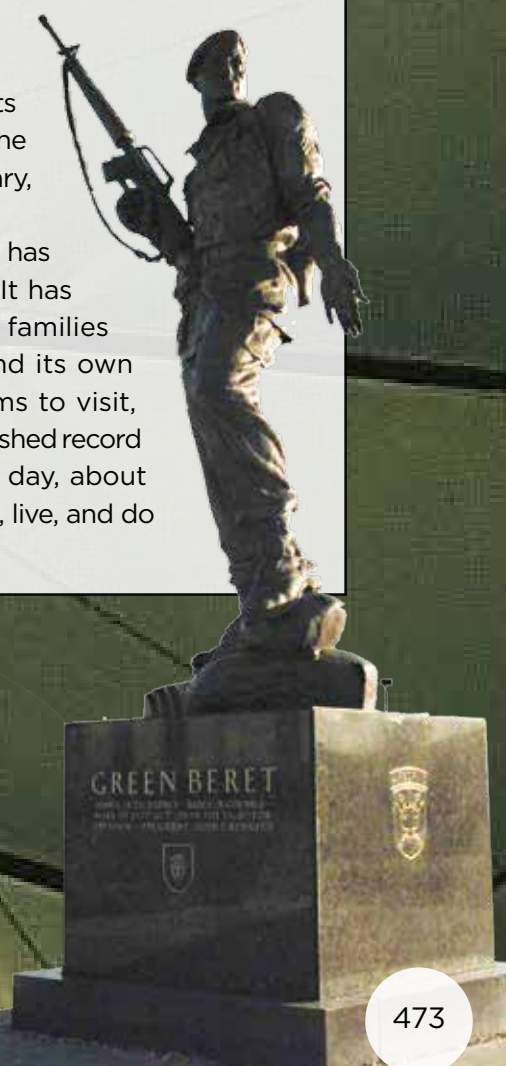


Fort Bragg remained an important base during the decades of the Cold War. It became the training ground for the Special Forces, soldiers trained to fight in unconventional ways in small actions around the world. This type of training was begun here at the end of the Korean War and stepped up in size and intensity as the United States became involved in the Vietnam War. By the late 1960s, the “Green Berets,” as the Special Forces were more commonly known, had become internationally respected. John Wayne made a film to honor them, and a number-one song about them played over and over on radio stations.

After Vietnam, the 82nd Airborne continued to be based at Fort Bragg. It had major roles in small military operations in the Caribbean during the 1980s. In each case, an American president called upon those from Fort Bragg to help lead “military police actions” in Grenada, Haiti, and Panama.

The various units at Fort Bragg have been central to the complex military operations that were used to fight the Gulf War in 1991 and the Iraq War in 2003. Fort Bragg is home to the JSOC, or Joint Special Operations Command. This is one of many important military units known by its acronym. JSOC is in charge of many of the Special Operations within the U.S. military, including the Navy SEALs.

Ever since World War II, Fort Bragg has been a community as well as a base. It has apartments and subdivisions for the families of soldiers, several public schools, and its own shopping facilities. There are museums to visit, including one that interprets the distinguished record of the 82nd Airborne. On an average day, about 40,000 Americans are on base to work, live, and do their duty for their country.





## Section 3

# New Choices in Daily Life

## As you read, look for


 Setting a Purpose

- ▶ the social changes for North Carolinians in the postwar period;
- ▶ widening educational opportunities for high school and college students;
- ▶ the development of the interstate highway system;
- ▶ terms: **commute, consolidated high school, interstate highway system, bypass.**

After World War II, North Carolina became the state with the greatest number of a new kind of American. “Rural non-farm” described families who still lived in the country but who did not spend all of their time farming. Nor did these families gain most of their income from the land. By the 1940s, thousands of families in the state lived in rural neighborhoods but **commuted** (went to and from) nearby towns to work. Sometimes the mother was a schoolteacher while the father continued to farm. Other times, the father worked in a factory and farmed on the side evenings and weekends. What made North Carolina distinctive in this regard was the number of people who still wanted a country life even though they worked in industry. Larger companies like Cannon Mills in Kannapolis even sent buses through the nearby countryside to pick up workers, like school buses picked up their children.



**Right:** In the postwar period, Cannon Mills became the world’s largest producer of household textiles. Here, designs are being printed on fabric at the Cannon Mills plant in Kannapolis.

This new kind of North Carolinian existed because of the prosperous times in the nation. With incomes rising and employment broadening, state residents for the first time had a variety of choices about how to live and where to live. If they chose to stay in the old rural neighborhood, they could. They could also choose to move to town and, perhaps, live in one of the new *subdivisions* (areas divided into lots for houses) being built on the edge of the city.

By the 1960s, sons and daughters of farmers built houses in High Meadows, just north of Rocky Mount. Many families across the state made a choice to live in homes that were very different in style from the old farmhouses or shotgun houses of the past. The new brick ranch houses had carports on the side and one long hall down the middle. Even mill village residents had new choices. Many companies began to sell their company mill houses. Workers could stay with the mill but could now own their homes. In spite of these changes, most families retained their traditional habits. Just over half the state belonged to a church in 1950, and half of the church members were either Baptists or Methodists.



The new brick ranch houses were based upon a model designed at the architecture school at State College.

## Widening Educational Opportunities

North Carolina's young people also had similar freedom of choice in education and career. There were twice as many high schools in the state in the 1950s as there had been in the 1920s. Eight times as many residents were high school graduates. During the 1950s, the variety found in the high schools also increased.



The old schools of the 1920s were replaced by fewer and larger **consolidated high schools**. Before, in places like Troutman in Iredell County, a student went in one door for grade one and out the opposite door at the end of grade twelve. With consolidation, the old schools became elementary schools, and the new high schools were centrally located. The newer high schools had more teachers and more courses to choose from. There were more sports to play, even football in rural areas. Before 1960, some of the schools had been so small they actually competed in seven-man football, rather than the standard eleven players to a side.

**Above:** South Edgecombe High School in Pinetops was part of the statewide consolidation movement of education in the postwar period.

More and more students from farm and factory families could go off to college when they graduated from high school. Many young people chose to become schoolteachers in the growing schools. This swelled the size of the old normal schools like Appalachian and East Carolina. UNC and NC State more than doubled in size during the 1960s. The children of World War II veterans crowded onto those campuses. Students who wanted to work in manufacturing could take courses at the new community colleges set up in the 1960s.

## DID YOU KNOW...



There were only 200 televisions in North Carolina when WBTB put out its first broadcast. Within a month, there were more than 1,000; within a year, more than 6,000.

**Below:** The North Carolina State College basketball team played to a full house at Reynolds Coliseum in the 1950s.

## Entertainment Changes

North Carolinians, like all Americans, had loved entertainment throughout their history. The increased amount of time they had for leisure after the war also gave them new social outlets. North Carolina had more minor league baseball teams than any other state. Movie theaters multiplied in every town after the Great Depression. Many of the ballparks and theaters did not last, however. Television, the new technology of the postwar period, put them out of business.

Television had been developed in New York before World War II, but it did not get to North Carolina until later. In 1949, WBT of Charlotte, which had been the state's first radio station, broadcast the first television show on Channel 3, WBTB. Within a year, television stations opened in Greensboro, Raleigh, and Winston-Salem. Wire *aerials* (the antennae needed to receive the broadcasts) were soon placed on top of those new brick ranch houses in many parts of the state.

Television gave North Carolinians a second new love: college basketball. The state's residents had long supported their high school teams. Almost every county had a tournament during the 1920s and 1930s for both boys and girls. However, only the richest patrons went to the college games. After the war, Reynolds Coliseum was opened at State College. The new coach, Everett Case, promoted his team with the Dixie Classic Tournament, where local teams played the best teams from the rest of the country. In 1953, Wake, North Carolina, Duke, and State helped establish the Atlantic Coast Conference. From the beginning, their games were televised. By the 1960s, North Carolina had won a national championship, and Duke and Wake had come close. All of the "Big Four" teams had fans across the state. The construction during the 1950s of Dorton Arena at the State Fairgrounds in Raleigh and the Greensboro and Charlotte coliseums allowed twice as many people to see a game as before.

## Going Places, on New Roads

After the war, North Carolina advertised itself as “Variety Vacationland.” Because industrial workers had more time off, they could go more places. The four regions offered lots of recreation. Factory workers used their savings to build small beach houses on the coast, like Long Beach in Brunswick County. Wealthier citizens continued to play golf in Southern Pines and Pinehurst. In the Piedmont, people could visit Old Salem, set up in 1950 to tell the story of the early Moravians in Wachovia.

The Mountains region became a favorite place to go. Visits to Grandfather Mountain were enhanced when its Mile High Swinging Bridge was completed in 1952. Its attraction was an incredible view of the Blue Ridge. The “Mile High” designation referred to its altitude of 5,280 feet above sea level, not the 188 feet down to the bottom of the crag it spanned. Biltmore Estate was opened to the public in 1956, and state citizens could visit the largest and richest house in the country. After Fontana Dam was completed in 1944, the hundreds of cottages used by the construction workers were converted into guesthouses. Thousands came to boat, bike, and see the area. Thousands more did the same thing around Lake Lure.

To get everyone to these places, North Carolina began to imitate northern states. It invested in multilane highways. One of the first went between Newton and Hickory. It was later extended past Morganton and Marion to Old Fort, at the base of the Blue Ridge. Originally called Highway 70, it gave way eventually to Interstate 40. The multilane, limited-access **interstate highway system** was set up by the federal government in 1956 to connect all parts of the nation.

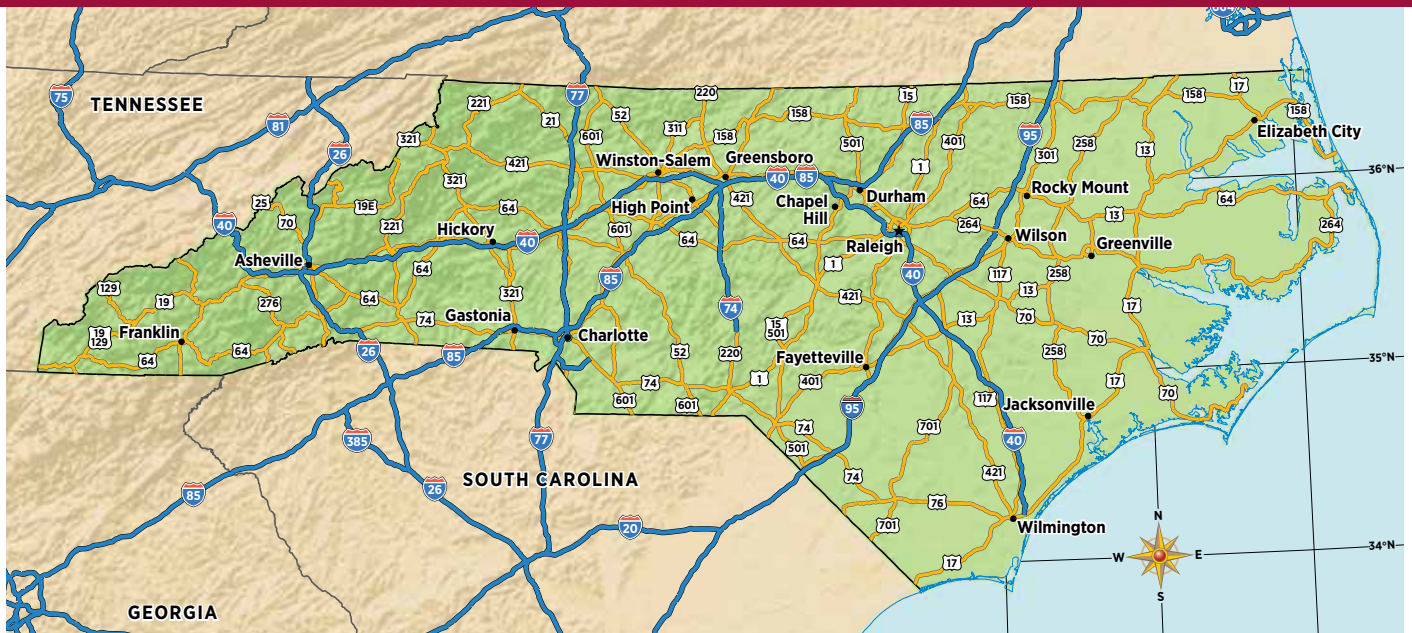
The new types of roads went around cities to avoid downtown congestion. These **bypasses**, as they came to be called, became common in many communities. One of the first in the east was the Highway 70 Bypass around the north end of Goldsboro. An exception was the expressway built right through the middle of Winston-Salem. By the 1960s, this section of I-40 became the most crowded road in the state.



The original purpose of the interstate highway system was to enable the quick movement of troops in case of a nuclear attack.



**Above:** The Winkler Bakery is one of many buildings open for visitors at Old Salem. **Left:** Grandfather Mountain’s Mile High Swinging Bridge was completed in 1952.

**Map 13.1**

### North Carolina Interstates and Major Highways

**Map Skill:** Which interstates run through Charlotte? Which interstate connects Wilmington and Asheville?

## For Some, Few Choices

Despite widening prosperity statewide, the ability to choose how to live was more of a privilege for whites than for blacks. Segregation was still the law, and the custom, everywhere. Black families went to their own beaches, like Atlantic near Morehead City. Blacks still sat in the balconies of movie theaters and had their own entrances.

African Americans had begun to make more money and, in some cases, live in better environments. In Edgecombe County, for example, black families who worked for Thomas J. Pearsall (the legislator who put together the Pearsall Plan) had clean housing, medical care, and the personal attention of Mr. and Mrs. Pearsall. More common, however, were shotgun houses with no window screens, no new gyms at black high schools, or no sewers in black neighborhoods in some parts of Charlotte.

As blacks became more educated, the use of literacy laws to keep them from voting began to fall away. Blacks voted regularly in the cities, particularly in Durham and Greensboro. There they were elected to city council. But as late as 1962, a black person who went to register in Edgecombe County was turned away by a public official.

Yet, after the war, black citizens made an important choice. They protested the treatment they received at the hands of whites. They risked their own hard-won prosperity, in some cases even their lives. The actions of North Carolina blacks became important parts of the civil rights movement sweeping the nation in the 1950s and 1960s.

## It's Your Turn

1. How did housing change in the postwar period?
2. What was the state's first television station?
3. Give two examples of how North Carolina was a "Variety Vacationland."
4. What transportation improvement helped North Carolinians get around in the postwar period?

## Section 4

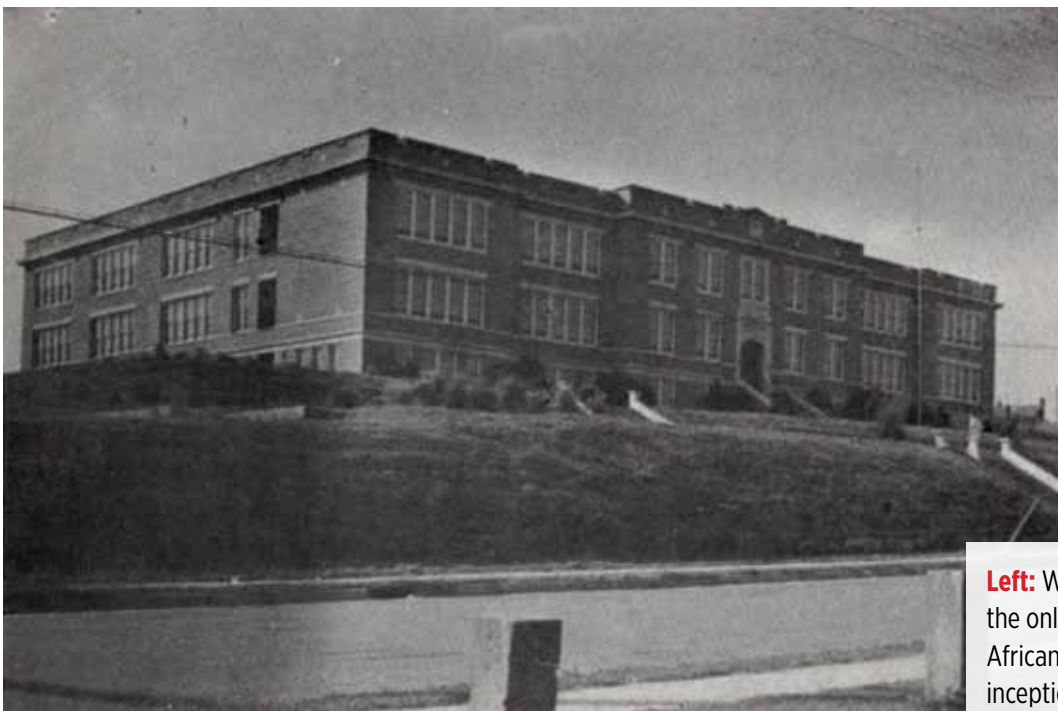
# The Civil Rights Movement Comes to North Carolina

### As you read, look for

- ▶ the Greensboro sit-ins and their effect;
- ▶ federal civil rights legislation;
- ▶ an important North Carolina case;
- ▶ terms: **discrimination, sit-in, freedom riders, Civil Rights Act of 1964, Voting Rights Act of 1965, busing.**



Phairlever Pearson first saw the black high school in Newton when he was named principal in 1945. The school had eleven grades in one building. Many of the windows were patched. Most of the lights were bare bulbs hanging from the ceiling. One potbellied stove heated the entire place. The coal delivered by the school system “was so fine it fell through the grate.” There was no refrigerator to cool the milk bottles delivered every day. The high school had a basketball team, but they practiced outside in winter on a dirt court.



**Left:** Washington High School was the only public high school for African Americans in Raleigh from its inception until 1953.

## DID YOU KNOW...



Phairlever Pearson served as principal of Central High School for twenty-one years.

Pearson made a choice. He asked the all-white school board to come see the terrible conditions. None of them had ever visited the school. Although one member insulted Pearson for being such “a smart little fellow,” the school board after the war built a gym, a cafeteria, and a shop. Pearson kept his job and helped hundreds of black students make their way. He personally took some of them to places like A&T University in Greensboro to see the choices they could make and the places they could go.

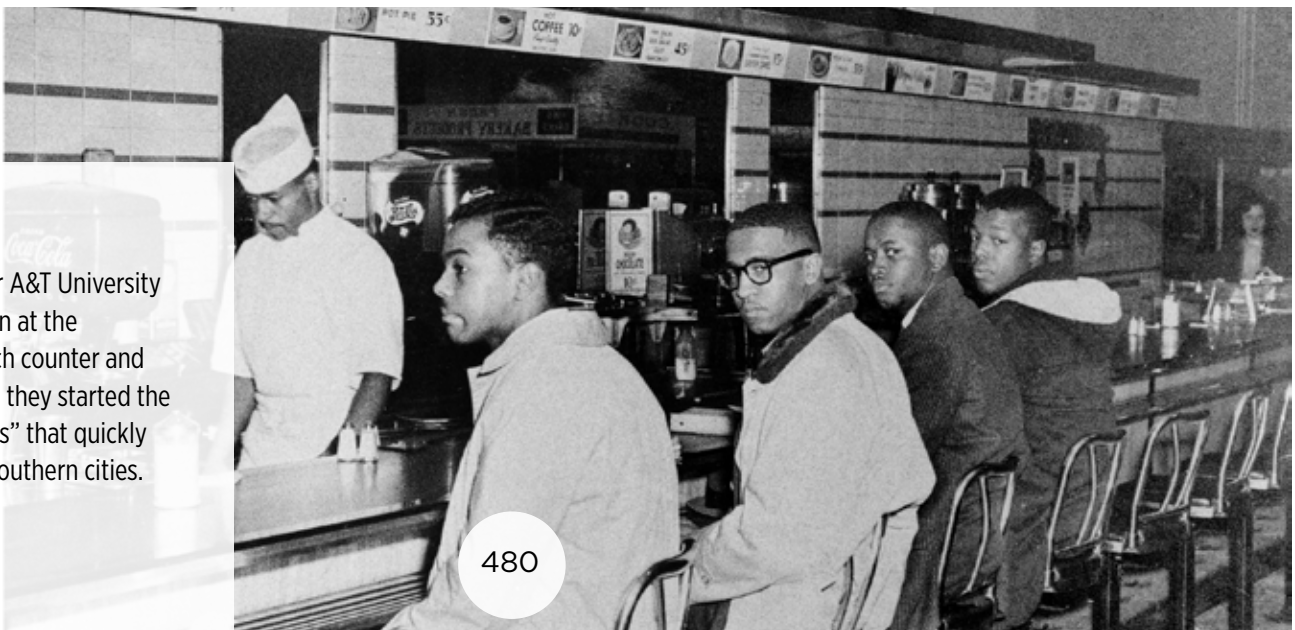
Pearson was one of hundreds of black North Carolinians who helped bring the civil rights movement to the state. “The separate but equal thing couldn’t go,” he remembered later, “and it didn’t go, and we were able to change.” It was a long struggle. In 1959, five years after the *Brown* decision, only 53 of 225 requests for black student “freedom of choice” transfers were approved. Over half of those requests were in Fort Bragg, where federal influence was strong. In 1957, Josephine Boyd of Greensboro had become one of the first “freedom of choice” students to switch from a black to a white high school. She endured taunts and abuse. One boy spit on her in class. She stuck with it and graduated an honor student. She helped create a higher sense of expectation that choice was possible.

### The Greensboro Sit-ins

By the late 1950s, Greensboro was one of the key places for black activism. Blacks had protested the **discrimination** (ill treatment) in stores, restaurants, and other public places. Although one black resident had been elected to the school board, black physicians could not practice medicine in the new Moses H. Cone Memorial Hospital. Students at A&T University had even shuffled their feet in protest when a North Carolina governor, in a speech, referred to them as “Nigras.”

On February 1, 1960, four A&T University students made one of the pivotal choices in American history. Ezell Blair, Franklin McCain, David Richmond, and Joseph McNeil sat down at the lunch counter at the Woolworth’s store and asked to be served. When, by custom, they were refused, they came back the next day with more A&T students. Soon, the students occupied every seat at the lunch counter. These “sit-ins” quickly caught the attention of the nation. A **sit-in** occurs when people enter a public facility and refuse to leave until their demands are heard.

**Right:** When four A&T University students sat down at the Woolworth’s lunch counter and asked for service, they started the practice of “sit-ins” that quickly spread to other southern cities.



Within two months, this new form of protest spread to fifty-four other southern cities, including Winston-Salem and Charlotte. Within a year, college students—black and white—were leading demonstrations in more than one hundred cities. In Chapel Hill, UNC students lay down in the street in front of traffic to alert motorists that nearby drug stores would not serve blacks the same way as whites. Some Americans have equated the Greensboro sit-ins of 1960 to the Boston Tea Party of 1773. Each started a wider movement for freedom.

It took almost two years for the blacks of Greensboro to integrate places that served the public. Blacks tried an economic boycott. They refused to do business on any terms with white businesses that continued to discriminate. Then, thousands of local high school and college students marched on downtown businesses day after day. One told a white cafeteria manager, “My father cooks for y’all, and I’d like to come in and eat some of his cooking.” When most of them were arrested during one march, almost every black adult in Greensboro—school-teachers, doctors, ministers, businessmen, and factory workers—came downtown to protest the next day. By 1963, the restaurants and movie theaters were opened to everyone. Out of these marches emerged Jesse Jackson, who had been the quarterback of the A&T football team. Jackson went on to be an important assistant to the leader of the national civil rights movement, Dr. Martin Luther King Jr.

By 1963, Greensboro was part of the racial change across the South. Dr. King and others had led marches in Birmingham, Alabama, and other southern cities to protest segregation. In North Carolina, young black college students formed a local chapter of the Congress of Racial Equality, generally called CORE, at Saint Augustine’s College in Raleigh. CORE helped bring freedom riders into the South. **Freedom riders** were whites and blacks who, together, rode public buses and attempted to integrate bus stations along their route. One of the first freedom rides passed through North Carolina. CORE led protests in different North Carolina towns, including Statesville, where the city refused to integrate its public swimming pool. Statesville simply closed down the pool.

Change came very slowly, but there was positive progress. In Rocky Mount, Thomas Pearsall and his wife Elizabeth integrated their family-owned restaurants without demonstration. Mrs. Pearsall convinced her more conservative employees to serve black soldiers from Fort Bragg in the same dining room with whites. She asked the waitresses, “Why, if they are good enough to defend you, are they not good enough to be served by you?”



One of the Greensboro Woolworth’s lunch counter stools is on display at the Smithsonian National Museum of African American History and Culture, which opened in 2016.





# special Feature

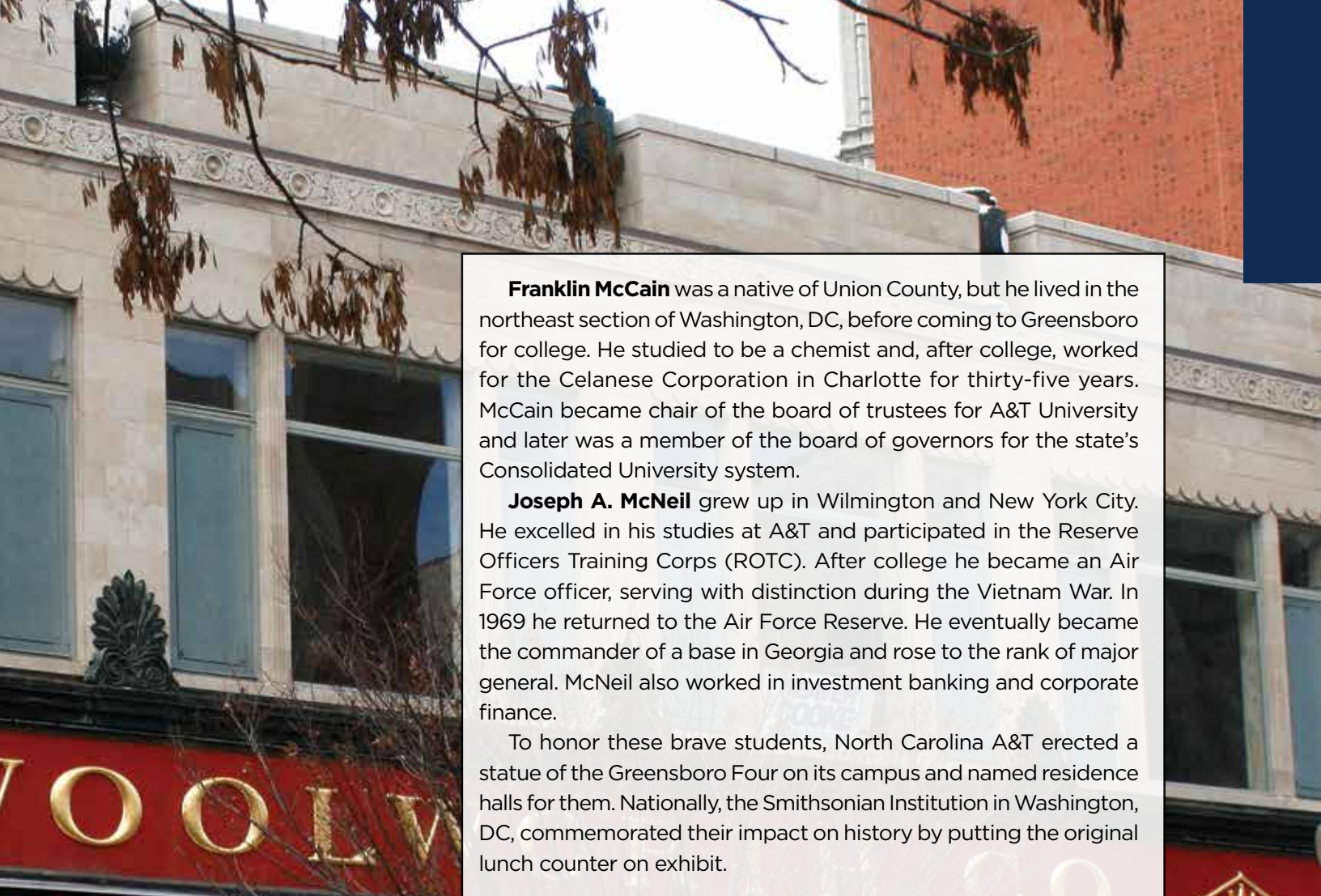
## Carolina People The Greensboro Four

Sitting down and asking North Carolinians to end segregation was a courageous act by the young men known as the Greensboro Four. The famous sit-in at the Woolworth's lunch counter, however, was just the beginning of the accomplished lives of the A&T students who helped launch the civil rights movements. All went on to jobs and careers that took them to different places and a variety of later achievements.

**David Richmond** grew up on the African American side of segregated Greensboro. After attending college for a while, he became a trainer for a federally funded program to help disadvantaged youth have better job opportunities. He lived in the mountains for a time, then returned to Greensboro, where he performed a variety of jobs. Richmond was said to have had the most difficult time dealing with the celebrity that came with his civil rights work. The city of Greensboro eventually honored him with the Levi Coffin Award (named for the founder of the Underground Railroad), and a former A&T faculty member wrote a play about his struggles in life.

**Ezell Blair Jr.** was the son of a Greensboro high school teacher who had stood firm for the rights of African Americans during the time of segregation. The young Blair had attended a talk by Dr. Martin Luther King while he was in high school. He, like David Richmond, left Greensboro after college. Blair became a teacher of challenged students in New Bedford, Massachusetts. He became a Muslim, changed his name to Jibreel Khazan, and became an inspirational speaker later in life.

**Background:** The F. W. Woolworth store, often called Woolworth's, was the site of the Greensboro Four's sit-in. **Opposite page, Bottom:** The Greensboro Four (left to right: David McNeil, Franklin McCain, Ezell Blair, and Joseph McNeil) walked in downtown Greensboro to protest the local merchant practices of refusing service to African American customers.



**Franklin McCain** was a native of Union County, but he lived in the northeast section of Washington, DC, before coming to Greensboro for college. He studied to be a chemist and, after college, worked for the Celanese Corporation in Charlotte for thirty-five years. McCain became chair of the board of trustees for A&T University and later was a member of the board of governors for the state's Consolidated University system.

**Joseph A. McNeil** grew up in Wilmington and New York City. He excelled in his studies at A&T and participated in the Reserve Officers Training Corps (ROTC). After college he became an Air Force officer, serving with distinction during the Vietnam War. In 1969 he returned to the Air Force Reserve. He eventually became the commander of a base in Georgia and rose to the rank of major general. McNeil also worked in investment banking and corporate finance.

To honor these brave students, North Carolina A&T erected a statue of the Greensboro Four on its campus and named residence halls for them. Nationally, the Smithsonian Institution in Washington, DC, commemorated their impact on history by putting the original lunch counter on exhibit.



## DID YOU KNOW...



Charlie Scott went on to play professional basketball in the American Basketball Association and the National Basketball Association. He retired in 1980.

## The Civil Rights Acts of 1964 and 1965

The bravery of the civil rights demonstrators caught the nation by storm. In 1964, after a long debate, the U.S. Congress passed the **Civil Rights Act of 1964**. That legislation made it illegal for any government office or place of business that served the public to practice segregation. Signs that said “Colored” or “For Whites Only” were made illegal. The next year, Congress passed the **Voting Rights Act of 1965**. This law identified counties throughout the South known to have kept blacks from registering to vote. It provided for federal enforcement of voting rights that had been set out in the Fifteenth Amendment to the Constitution. (That amendment had been ratified in 1870.)

Although state leaders like Terry Sanford and Bill Friday welcomed the laws, many North Carolina leaders opposed them as going too far too fast. All of the state’s representatives in Congress had voted against the civil rights laws. In the case of the Voting Rights Act, thirty-eight counties in eastern North Carolina were placed under federal supervision. At the time, only one-third of eligible black citizens were registered to vote statewide, only about one-sixth in the Coastal Plain counties.

The civil rights laws had a profound impact upon North Carolina. Black citizens quickly came out to register. Because the Democratic Party in the North had led the effort to pass the laws, almost all of them registered as Democrats. The 1964 law also provided for the federal government to speed up the process of integrating the public schools. More black children applied to and were accepted at white schools. Most of all, black and white families began to interact more closely in public places like movie theaters and restaurants. In 1970, two young black people became state celebrities. Charlie Scott led UNC to the finals of the national basketball tournament, and Pauletta Pearson, daughter of the Newton principal, was first runner-up in the Miss North Carolina beauty pageant.

By the election of 1968, blacks had become an important part of the electorate in the state. More black leaders sought public office. Dr. Reginald Hawkins of Charlotte, a dentist, ran for the Democratic nomination for governor and received more than 100,000 votes. Hawkins was the first African American in state history to run for statewide office. The same year, Henry Frye, a Greensboro lawyer, became the first black elected to the state legislature since the days of the Fusionists. Howard Lee was elected mayor of Chapel Hill.



**Above:** At a signing ceremony televised from the U.S. Capitol rotunda, President Lyndon Johnson signed the Voting Rights Act of 1965.

## The Art of Politics

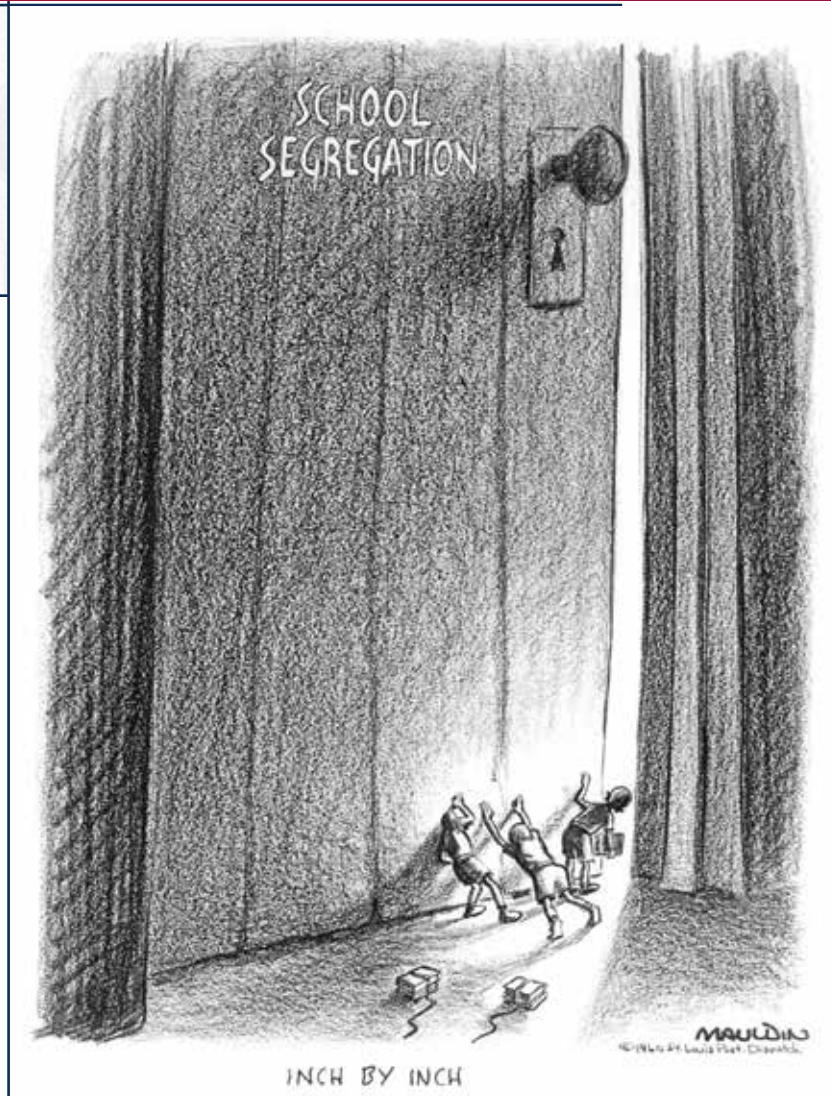
Cartoonist Bill Mauldin was a strong opponent of segregation. This cartoon, titled “Inch by Inch,” depicts the struggle to end school segregation as a long, slow push against massive opposition.

### Conservative White Reactions

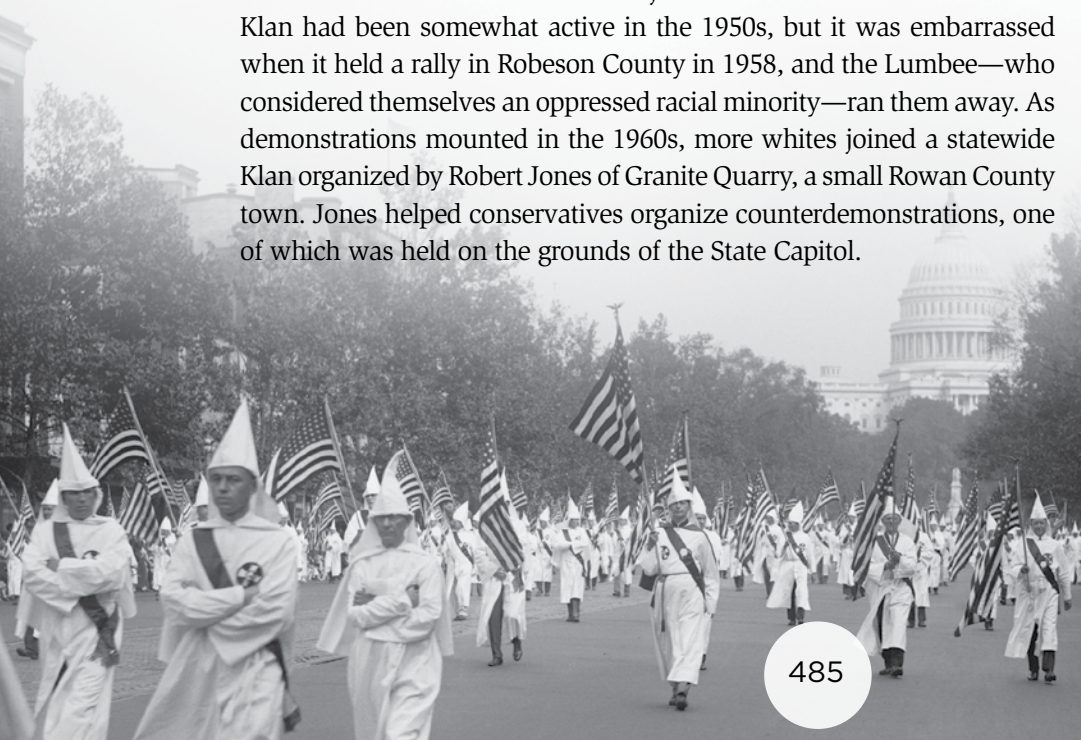
Many North Carolina whites did not easily accept the idea of equality for blacks. Whites born since 1900 had never known anything but segregation. They assumed that racial separation had always been the case. In each election during the period, the more conservative whites had voted for segregationists, leaders who wanted racial matters to remain the same. One of the leading conservatives of the period was a man named I. Beverly Lake, who ran for governor in the Democratic primary against Terry Sanford.

After the civil rights acts were passed by Congress, thousands of Democrats switched to the Republican Party. In the west, voting Republican actually meant a return to pre-1900 voting patterns. In the east, however, many Democrats remained registered in their party but voted more and more for Republicans. In 1968, they voted for the national segregationist candidate, Alabama’s Governor George Wallace, even though “moderate” North Carolina gave Republican Richard Nixon the state’s majority.

The most extreme conservatives joined a revived Ku Klux Klan. The Klan had been somewhat active in the 1950s, but it was embarrassed when it held a rally in Robeson County in 1958, and the Lumbee—who considered themselves an oppressed racial minority—ran them away. As demonstrations mounted in the 1960s, more whites joined a statewide Klan organized by Robert Jones of Granite Quarry, a small Rowan County town. Jones helped conservatives organize counterdemonstrations, one of which was held on the grounds of the State Capitol.



**Background:** Membership in the Ku Klux Klan diminished nationally following its peak years in the 1920s (when this 1925 parade in Washington, DC, attracted an estimated 50,000 marchers). The Klan was somewhat active in North Carolina in the 1950s and gained more popularity as a reaction to the civil rights movement. Klan members held marches across the state in the mid-1960s.



## DID YOU KNOW...

Judge McMillan received death threats and was hanged in effigy. The office of the Swanns' attorney was firebombed.



**Above:** As a result of the *Swann* case, busing was started in the late 1960s as a means of integrating public schools. These schoolchildren are boarding a bus in Mecklenburg County.

## The Swann Case

In 1969, the Justice Department in Washington, DC, used the authority of the Civil Rights Act to order the closing of black schools throughout the South. A school could only be used if it was fully integrated. Across North Carolina in 1970, all school systems for the first time in state history put white and black children in a district in the same school. In general, integration occurred without violence, although there were demonstrations in some of the consolidated high schools. When disorder broke out in one high school, the principal canceled all dances and other social activities for the school year.

Integration, however, presented a new problem for some black families. Because of segregation, they lived in all-black communities, particularly in the cities. Their school districts were predominantly black, even when integrated. In Charlotte, African American leaders like Kelly Alexander sued the local schools to gain better facilities for blacks.

In 1965, Darius Swann, a professor at Johnson C. Smith University, sued to have his son admitted to a neighboring white school. In 1969, Federal Judge James B. McMillan ruled that the civil rights laws called for “equality.” To give blacks the same “initiative” as whites in education, schools would have to be mixed according to the racial makeup of the community. That meant, for example, if half the town was black, then black students should make up half the students in most of the schools. To achieve this end, McMillan ordered Mecklenburg County Schools to use **busing** to achieve racial balance. Angry Charlotteans took the case all the way to the U.S. Supreme Court, which, in 1971, sided with McMillan.

The *Swann* case had a profound impact on North Carolina and the rest of the nation. Mecklenburg County soon implemented a business plan that drove young students all over town to schools miles from their homes. Busing in Charlotte was done without violence, as was the case in Winston-Salem. But when busing was ordered to integrate northern cities like Boston, violence erupted. In fact, as busing became a national controversy, North Carolina became a model for racial cooperation.

## It's Your Turn

1. Why did college students stage a sit-in in Greensboro?
2. What did the freedom riders hope to do?
3. What is busing? Why was it used?

# special Feature

## History by the Highway John Coltrane

John Coltrane became one of the most respected figures in the history of American music during the 1950s and 1960s. After gaining a musical background in his hometown of Hamlet, in Richmond County, he went north for further training. He played with the U.S. Navy band in World War II. After the war, he perfected a new style for playing the saxophone. Coltrane learned to play multiple notes at the same time, changing the depth of the music. His own quartet developed new ways of interpreting jazz that have lasted since his death in 1967.



# Chapter Review

## Chapter Summary

### Section 1: The Politics of Reform and Reaction

- Governor Kerr Scott’s “Go Forward” spirit spread services and opportunities to more North Carolinians than ever before. In particular, Kerr emphasized the paving of rural roads.
- The 1954 U.S. Supreme Court decision in *Brown v. Board of Education* required states to integrate their schools. North Carolina responded by implementing the Pearsall Plan.
- Governor Terry Sanford worked to improve the state’s schools.

### Section 2: Postwar Prosperity Spreads across the State

- North Carolina’s postwar prosperity generally raised wages, although the state’s workers had some of the lowest wages in the nation. Union membership was the second lowest in the nation.
- Most jobs continued to be in the “big three”—tobacco, textiles, and furniture. After the war, an effort was made to bring new industries to the state. Research Triangle Park was an important part of that effort.
- North Carolina’s economy benefited from the Cold War because of the state’s military training sites.

### Section 3: New Choices in Daily Life

- In the postwar period, North Carolinians had more time available for leisure activities and entertainment. Multilane, limited-access interstate highways were built to accommodate the growing number of vacationers.
- Despite increasing prosperity statewide, black people did not have the same choices as white people. Segregation was still the law and custom everywhere in North Carolina.

### Section 4: The Civil Rights Movement Comes to North Carolina

- Greensboro was the site of the first sit-ins in the civil rights movement. This form of protest spread to other cities and initiated a wider movement for freedom.
- The Civil Rights Act of 1964 and the Voting Rights Act of 1965 were two important pieces of federal legislation during this period.
- Many white North Carolinians did not agree with the idea of integration, but the U.S. Supreme Court decision in the *Swann* case ensured integration of the state’s schools.

## Activities for Learning

### Reviewing People, Places, and Things



- |                         |                          |
|-------------------------|--------------------------|
| integration             | North Carolina Fund      |
| Terry Sanford           | Cold War                 |
| Research Triangle Park  | community college system |
| Judge James B. McMillan | freedom riders           |
| discrimination          | Frank Porter Graham      |
1. governor in North Carolina during the 1960s
  2. groups of blacks and whites who attempted to integrate bus stations throughout the South
  3. the process of bringing different groups into society as equals
  4. popular president of the University of North Carolina at Chapel Hill
  5. an idea designed to help poor people in North Carolina
  6. refers to hostilities between the United States and the Soviet Union after World War II
  7. poor treatment (often based on one’s race or gender)
  8. ruled in favor of the Swann family in the famous Supreme Court case dealing with busing

- area near Raleigh that was designed to bring innovative research and development companies to the state
- idea to bring higher education to more people across the state

### Understanding the Facts



- Why was North Carolina a divided state in 1950? For whom did people in the east vote? For whom did people in the west vote?
- How did North Carolinians describe their approach to the integration of the schools? What did that mean?
- Did the Pearsall Plan slow down or speed up the integration of schools?
- Which North Carolina governor supported the creation of the North Carolina Fund, the community college system, and Good Neighbor Councils?
- Which three industries provided the most jobs for North Carolinians in the postwar period?
- What were the two significant industrial innovations in North Carolina's postwar period?
- Why were farms smaller than ever in the postwar period?
- What new form of entertainment dominated the postwar period?
- Which two pieces of legislation in the 1960s had a major impact on the civil rights movement?
- How did the *Swann* case impact North Carolina and the rest of the nation?

### Developing Critical Thinking



- In what ways did the “moderate course” North Carolina took in integrating its schools give black families more choices? In what ways did it limit black families’ choices?
- What changes do you think have occurred in the “big three” industries in North Carolina from the 1950s to the present? Why do you think these changes occurred?

- Why do you think Josephine Boyd continued to attend school where she did, despite being taunted and abused by her fellow students?

### Applying Your Skills



- With the development of consolidated high schools in North Carolina, organized high school athletics were started. Describe the benefits of organized sports in high schools.
- Draw a graph showing the growing number of televisions in North Carolina from 1948 to 1950.

### Exploring Technology



- Use a credible search engine to find more information on the North Carolina Fund. Write down some ideas of how you think a project like this could work today in your area of North Carolina.
- Go to website [www.congressofracialequality.org](http://www.congressofracialequality.org), the official website of the Congress of Racial Equality. Make a list of the activities that the organization is involved in today. How do they compare to the activities the organization was involved in when it began in the early 1940s?

### Writing across the Curriculum



- Pick two innovations in North Carolina after World War II and describe in a paragraph how they benefited North Carolina then and today.
- Develop a travel brochure for residents of other states, describing the many travel opportunities of the “Variety Vacationland.”

### Exploring Diversity



- In what ways was Kerr Scott different from previous North Carolina governors? How do you think the state’s Democratic leaders at the time viewed Scott’s achievements and projects?
- Describe the ways in which segregation, which was still the law in 1960s North Carolina, perpetuated the stereotypes and racist feelings that many white North Carolinians had toward the state’s black North Carolinians.