TUNE IN WSAY EVERY SUNDAY MORNING 9:30 A.M. HOWARD COLES with VIGNETTES of the NEWS

The Rochester VOICE



Vol. XXXIII No. 4 August thru September, 1964

(Vox Populi)

15¢ per copy



Mrs. Vivian Silas and former Attorney General

Robert F. Kennedy

Thousands Greet Bobby

and

POLITICAL

WORKERS

Circulation Figures this issue: Free Circulation 10,200 press run TRY



MAIN at UNION

For the BEST

CAR WASH

YOUR CAR

Has Ever Had

as low as

99c

with purchase of



GASOLINE

F. DOUGLASS LEAGUE Non-Violent Committee

OPERATION GRASS ROOTS

New Location -567 - 569 Plymouth Ave. S.

> Information Center

Get an Extra Carton Today!



SAMUEL'S CLEANERS & LAUNDERERS

New & Bigger Plant

For Delivery
1 Hour Service At The Plant
1 Day Service At the Stores

3 Convenient Stores

BA 5-2985 Pick Up & Delivery



NORTH CONTROL CONTROL

Hello, Hello, HELLO! ROCHESTERIANS
When you need a Taxi Real Fast, FAST
Think of JOHN'S CABS

Sit down and call them at Remember the number BA 5-6310

They are as near as your phone.

CLEAN, COURTEOUS, MODERN, RELIABLE, DEPENDABLE

JOHN'S CABS 5 Cabs 24 hours a day





THE ROCHESTER VOICE

Successor to the "Frederick Douglass Paper"

Branch Office

567-569 Plymouth Ave. S.

Editor in Eternae Frederick Douglass

Publisher Howard W. Coles

Photographer James Watkins
Circulation William Walker, Sam Watson, Junior Rainge
Cartoonist Claude Paul
Special Representatives: Yvette Coles,
Joan Lockhart, Julio Diaz, Audrey Walker,
SUBSCRIPTION RATES

One Year \$5.00 Six Months \$3.00

Three Months \$2.50 (add 50c for foreign subscriptions)

All checks and money orders should be made payable to:

THE ROCHESTER VOICE NEWSPAPER

This paper is registered at the Monroe County Clerk's office, County of Monroe, Rochester, New York.

Entered as third class matter December 15, 1938 at the Post Office in Rochester under Section 563, P. L.&R.

ADVERTISING RATES

Display - Local and National Rate Cards and Tear Sheets furnished upon Request, Classified: 25c per word.

NATIONAL REPRESENTATIVE

Interstate United Newspapers, Inc., 545 Fifth Ave., New York
ASSOCIATED NEGRO PUBLISHERS ASSOCIATION
MEMBER: (ANPA)

EDITORIALS

ROCHESTER AS I SEE IT

by J. WALTER JONES, B. S.

This article appeared in the first issue of the Rochester Voice on October 1934 and caused a great sensation at this time. The author of this article, J. Walter Jones, while living in Rochester supported the candidacy of Judge Jacob Gitelman. Today Mr. Jones is a leading politician in New York City.

A few years ago I made a short visit to Rochester; the city impressed me to the extent that I made a return trip. This time I paid more attention to the social, economic and political condition of my race, rather than the beauty spots of the city.

I am still somewhat a stranger (though I have lived long enough in this city to become a Rochesterian). After mingling with the people of my race and scrutinizing people of the white race, I find that they live in a whirlpool of prejudice, checked in the state statue laws and covered with religious policies. These two elements protect the race relations of the city of Rochester from national ridicule.

With all fairness to the citizens of Rochester, regardless of race, creed or color, I cannot place the burden of fault upon any particular group's shoulders, but I must add that the Rochester Negro is far behind other cities in social, economic and political progress. These conditions, I firmly believe, must be changed through the efforts of the Negro citizens of the city. It is also my belief that three-fourths of our struggles will be eliminated through

such metamorphosis.

Social adjustment is one of the first steps toward the betterment of our standard of living. A plan must be formulated that will lift the race to a social standard; this plan is a simple one: Our women must be taken out of the fields of domestic employment and encouraged to devote themselves to domestic home life. By this we will create better homes, strengthen the moral and cultural background for our children. With the burden of gainful employment placed entirely upon the shoulders of our male folk, it will give the race an opportunity to reach a higher standard of education which is the foundation of social progress.

I do not mean that I am in favor of pushing women from the fields of gainful employment, but I wish to make it clear that if our home life is given the attention by our women folk, our social opportunities will be one hundred per cent improved.

Economic developments should be the next point considered. In my experience with the Negro in other states and cities, I find that they fare best where they are as economically independent as can be possibly permitted. We, in Rochester, are far from being economically independent. I find two reasons for this: First, we are not concentrated-that is we live in broken groups, apart from each other. I do not believe in segregated communities but we mass economic wealth by being closely connected with each other. For instance, there is a Hart Store on a corner that exists off its volume of Negro trade and yet the Negroes are not strong enough in the district to force the grocer to employ Negroes, Our barbershops are scattered over the city in one and two chairs when there could be one large shop, centrally located in a Negro locality, that would give every competent barber in Rochester a job and at the same time, yield each one a substantial differential gain. Second: If our churches would look for their support from the surplus of their congregations' income, rather than dappling around in the restaurant business, they would realize more continued on page 3

You can wear the OLYMPIC EMBLEM

Support your United States Olympic Team by wearing the official red-white-and-blue emblem. Send your contribution of one dollar or more to the Olympic Fund in care of Lincoln Rochester Trust Company and we will see that you receive your Olympic Emblem. or just stop in at one of our 29 convenient offices.



Black and gold wall plaque

If you contribute \$10.00 or more to the Olympic Fund, you will receive a hand-some plaque with a reproduction of the famous Olympic Gold Medal. All contributions are tax deductible.



Lincoln Rochester

TRUST COMPANY

VENUETA SEDENA, METERIE TERMI MENNERI CENERAL DEPUISIT NEGRANCE COURT HATTING

ROCHESTER AS I SEE IT

Continued from page 2

than one-half of their present assets. The restaurant business is. a legitimate business and should be conducted by competent people. It would give employment to a number of persons, rather than the donation of services and food stuffs to the church that does nothing for the economic support of families.

The political advantages are related to the social and economic progress of the race. If we live in concentrated districts, our vote demands recognition; political prestige can only be realized from a machine that can control the movements of the political power house. Concentrated districts of Negroes, when social conditions are at par or above, raise the value of Negro business as well as Negro owned real estate. All of these elements make a complete atom of political advantages.

We as Negro citizens of Rochester, must throw our wholehearted co-operation behind these elements to realize any change in our general standard of living in this city. I firmly believe that if we concentrate ourselves in one ward and its districts, coupled with giving our wholehearted support to the Monroe County Democrats (who are interested in the betterment of the Rochester Negro) we will run to place in the race of progress.

Friends --Patronize your

neighborhood package store

IT'S THE

GENERAL LIQUOR STORE

> 498 MAIN ST. WEST ROCHESTER, N.Y. LO 2-5425

GET REAL TO ACTION.

7-UP YOUR 77///257 AWAY

Now Going On! R A



Enjoy that REFRESHING NEW FEELING you get from Coke!



ROCHESTER COCA-COLA BOTTLING CORPORATION

NATIONAL BISCUIT COMPANY

Bill Long

PAINTING CONTRACTOR

Gutters A Specialty

539 Central Avenue Phone BA 5-2326

Dutch Boy PAINT PRODUCTS used and recommended!

ALWAYS 175

CHOOSE FROM (All Makes)

Make your selection from a big stock of fine used cars at the Lowest Prices in Town.

Judge's!

THE BIG FORD DEALER 81 Lake Ave. - Open Evenings FRANK HORTON COMMITTEE ORGANIZED

The first meeting of the new Citizen's Committee for re-election of Congressman Frank Horton was held at the home of Mrs. Caroline Werner Gannett. Mrs. Gannett and Mr. Gaylord C. Whitaker have been elected co-chairmen by the executive committee formed two months ago.

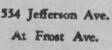
Plans were announced this evening for the September 30th opening of Headquarters for the committee at 67 East Ave. (the corner of East and Chestnut). The telephone number at that location will be HA 6-8390. Headquarters will serve as the central location for all volunteer activities and as a general information bureau for all voters. In addition, a schedule of special eventsincluding luncheons, fashion shows, special guest appearances, TV interviews and perhaps a fish fry will be announced.

Working under the co-chairmen, Mrs. Gannett and Mr. Whitaker, are the following members of the executive committee: Mrs. Kenneth Power, Mrs. Grover Lloyd, Mrs. Gaylord C. Whitaker, Mrs. Daniel G. Kennedy, Mrs. Daniel J. Meagher, Mrs. Mark Ellingson, Mrs. Saul S. Frankel, Mr. Peter French, Mr. Wayne M. Harris, Mr. William C. Wygant, Mr. E. Robert Anderson, Mr. William B. Power, Mr. John A. Tomlinson, Rev. Arthur L. Whitaker, Mr. Carl L. Stevenson, Dr. Matthew E. Fairbank.

JEFFERSON LIQUOR STORE



Lic. 2722



ROCHESTER New York

Posner's

Northside

Liquor Store Inc.

L-2724

286 NORTH ST.

HAmilton 6-9194

VETERAN'S LIQUOR STORE

Uines - Liquors - Cordials
BAker 5-9015
395 HUDSON AVE.
(Near Herman 51.)
ROCHESTER, NEW YORK



WE DELIVER

When You Think of FRESH VEGETABLES & FRUITS
You Naturally Think of

FICO'S 366 PLYMOUTH AVE. S. at TREMONT ST.

Specials this week:

Kale, Collards, Turnip Greens, Turnip Roots, Chicken Neck Bones and Wings, Slab Bacon

Slab Pork, Smoked Knuckles, Chitterlings, Frozen & Canned Goods, Ham Hocks, Large Variety of Frozen Foods by Summerdale, Sweet Potatoes & Yams, a full line of Canned Goods.

OPEN 24 HOURS A DAY Phone HA 6-6980

FREE DELIVERY . . . RIGHT TO YOUR DOOR —

"ORGANIZE

THE

UNORGANIZED"





The words "Corporate Image" simply stand for Corporate Personality. Every company has one and Rochester Gas and Electric is no exception. Its personality is affected by its responsibility to supply customers everywhere with good, reliable service.

RG&E's Service must be the very best and the very safest. If it isn't, its customers won't be satisfied. And then its operating departments will have to redouble their efforts because a dissatisfied customer is never a good customer.

So we mean it when we ask you to tell us if any RG&E employee ever fails inadvertently to measure up to the job he is supposed to do for you. We are determined to see that the service you get is the very best it can be. So good, in fact, that you can honestly say: "RG&E Service is the best buy in my family budget today."



ROCHESTER GAS AND ELECTRIC

An investor-owned Company with more than 25,000 shareholders

For Fine Foods and GOOD HOME COOKING Form the habit of dining at

NANCY JANE'S RESTAURANT

MENU:

Southern Style Foods Chicken Gumbo Special Bar-B-Que Special Legal Beverages

482 Central Ave.

HOURS: 8a.m. 11p.m. Thur. Fri, Sat. Sun. Open Daily

TANDON CONTROL CONTROL



MAD PREAABLE ARABAR ARABAR KATARAK KATAR KATAR KATARAK KATARAK

Join the Smart Buyers, Join the Crowd at



The KING



348 PLYMOUTH AVE. SOUTH ROCHESTER, N. Y.

WHOLESALE & RETAIL

A large variety of Sea Food — Fresh and direct from the fishing grounds — Florida, Arkansas, Tennessee, Canada Bullheads, Catfish, Red Snappers, Pogues, Bulffalo, King Fish Mackerol, Hard Shell Crabs, Butterfish, Speckled Perch, Rock Bass, Selt Water Mallots, Sunfish, Flounders, Sheep Heads, Oysters, Clams, etc. Specialty — Fresh Fried Fish Daily to take out with Macaroni Cole Slaw. Free Delivery, Free Parking Right Next Deer:

Telephone LO 2-6240

When You Think of FRESH VEGETABLES & FRUITS You Naturally Think of

366 PLYMOUTH AVE. S.

at TREMONT ST.

Specials this week:

Kale, Collards, Turnip Greens, Furnip Roots, Chicken Neck Bones and Wings, Slab Bacon

Slab Pork, Smoked Knuckles, Chitterlings, Frozen & Canned Goods, Ham Hocks, Large Variety of Frozen Foods by Summerdale, Sweet Potatoes & Yams, a full line of Canned Goods.

Phone HA 6-6980 OPEN 24 HOURS A DAY FREE DELIVERY . . . RIGHT TO YOUR DOOR

NEED A JOB? INFORMATION REGARDING PROBLEMS OF THE COMMUNITY VISIT "OP-ERATION GRASSROOTS" INFORMATION AND COORDINATING CENTER AND OPPORTUNITY SHOP. Clothing, Electrical Appliances, Furniture, Toys, Shoes; Formerly located at 16 State Street -- NOW 567 and 569 Plymouth Ave. South, Rochester. We have placed hundreds of applicants in jobs, positions, etc. in the downtown area without charge. SOCIAL SERVICE PERSONFIED -- DROP IN AND SAY HELLO". Regular meetings every Tuesday night at 8:00 P.M.



Play it cool with 2 Genesee six-packs. Or a new roll-out 12-pack. That way you won't run out of Good Time Taste.

ROCHESTER

DECLARATION

0 F

DEMOCRACY

The right to full enjoyment of all public
facilities and prerogatives is an inherent right
of all American citizens, sanctioned by our
laws and by the highest
principles of our democratic society. It must,
therefore, be granted
and enforced not only by
constituted authorities,
but by the daily acts of
all Rochester citizens.

We, therefore, pledge ourselves, that by our personal acts and through our respective organizations -- from pulpits and pews, labor halls, classrooms, business institutions and offices of government -- we will do everything within our power which will establish these principles as the way of life in Rochester.

In our daily lives, we pledge ourselves to work vigorously to demonstrate that Rochester wants no race-inspired violence, but rather, that Rochester is determined to be a city of decency and democracy, where all citizens, regardless of race, creed, or color, may walk with . heads high, in peace and dignity, with complete security, no matter where they work, play, live, pray, or go. This is our firm and fervent belief and our open declaration of action. We invite all Rochesterians to join with us in making these principles a firm controlling force in the life of our city.

(PLEASE CUT OUT AND FRAME)

Throughout the world

Known by the company it keeps



Seagram's V.O.



WORLD'S FINEST CANADIAN WHISKY

BEAGRAM - BISTILLERS COMPANY, NEW YORK CITY. 86.8 PROOF. CANADIAN WHISKY A BLEND... OF RARE SELECTED WHISKIES - SIX YEARS OLD

SEAGRAM'S V. O. IMPORTED IN THE BOTTLE FROM CANADA

You'll really go for the BREWNESS of



NO RETURN!

NO DEPOSIT!

in modern glass cans

Pure glass safeguards that light, dry exciting Standard Dry flavor and brings it to you brewery-fresh. And Standard Dry glass cans cost you less —because they're no deposit, no return. It's your best buy—for flavor, for economy—Standard Dry in modern glass cans. Buy some soon.

Standard Rochester Brewing Co., Inc., Rochester, New York

REYNOLDS ST. COR. TREMONT BE5-9577 BE5-9403

Now Open 9AM - II Sunday 9AM - 3 PM



BABATUNDE OLATUNII

THE ARTIST

Babatunde Olatunji was born in Ajido, educated and raised in Lagos, Nigeria, West Africa. As a boy he sang in a choir and played drums in the African Methodist Church in Nigeria. He later attended Lagos Baptist Academy, worked in the Labor Dept. from 1947-49, came to the United States in 1950 on a roscholarship he won to Morehouse College, Atlanta, Ga.

While at Morehouse, Olatunji was president of the student body, a member of YMCA and varsity track team. He worked intermittently at construction, tobacco picker and at other odd jobs to help defray expenses and pay for his studies. He has never learned to read or write music, but constant practice and exposure to other drummers at major festivals in his homeland developed his excellent natural talent.

So famous did he become as a drummer that 1958 found him appearing with a 66 piece symphony in Radio City Music Hall, N.Y.C., for a period of 7 weeks. He was featured soloist in a composition called "African Drum Fantasy".

The Olatunji story continues to be fabulous one. He has worked with UNICEF; appeared on local and national radio and television net-works for UNESCO on "Voice of AMERICA''; composed music and choreographed a scene in award winning "A Raisin in the Sun"; recorded a Columbia album entitled 'Drums of Passion' and was consultant for the 1960 edition of Ballet L'Africaine.

Olatunji is married to the former Amy Bush, a graduate of Talledega College and Syracuse University. They have two children, Kwame and Folashade.

For the past eight years he has maintained and trained a composite group of Americans of African descent and Africans performing authentic African dances, songs. Olatunji is working for a doctor of philosophy degree in Public Administration at N.Y. University, plans a career in the Diplomatic Corps.

SENATOR KEATING NOMINATION will return Ken to the Senate with an overwhelming margin of victory. Republican Committee in nominating I intend to concentrate a part of Senator Kenneth Keating for re-my campaign on Senator Keating's election to the United States Senate re-election, as well as putting my was wisely decided and well de-record before the people.



Ken's candidacy and urge the voters to return him to the Senate so that he can continue his distinguished representation of our state.

I will support Senator Keating and his position on the important issues involved in this campaign. For nearly twenty years, Ken Keating has served our state fully and faith-fully. As the Congressman from this district for 12 years, he responsibly represented us and our interests. And, for the past six years, Senator Keating has become a man of truly national prominence, working for the preservation of peace and protecting the rights of our entire state.

Ken's is a distinguished record. Because of its merit, his candidacy deserves solid support.

There is no one better qualified in SENATOR KENNETH B. KEATING the people of his native state. I know the voters realize this and will return Ken to the Senate with

CUSTOMERS GET

LF'S SIPERMA 189 PORTLANDAVE, AMPLE PARKING PHONE: BA 5-8355 FREE DELIVERY OPEN SUNDAY MORNING

OVER 25,000 PRIZES

PLAY STAR MARKETS-TOP VALUE STAMP'S GIFT BINGO!"





WINNERS EVERY WEEK, THOUSANDS of WINNERS to DATE!

SWEEPSTAKES ENTRY! WWW

Grand Prize — Corinthian White 1965 Ford



MUSTANG
RETAIL \$2.485.90

Standard Transmission, 6 Cylinder, Heater, Radio, Seat Belts etc.

SECOND PRIZE

S SKIN AUTUMN HAZE

MINK STOLE

RETAIL

\$795.00

3rd thru 7th PRIZES
CASHMERE SWEATERS
RETAIL VALUE \$89.50 WITH MINK COLLAR

Print name and address and deposit this entry in special box at any Star Market before Sat. Nite Oct. 3, 1964. Drawing will be held Tuesday Oct. 6, 1964. Grand Prize winner will be announced in our ad Oct. 7th. Other winners will be notified by mail. No purchase necessary.

NAME -

ADDRESS

STAR MARKETS



GET YOUR FREE
GIFT BINGO SLIP
EVERY TIME YOU
VISIT A STAR &
PLAY ON YOUR
BINGO CARD...YOU
CAN PLAY MORE
THAN ONE CARD!

CLIP THIS ENTRY FOR SWEEPSTAKES PRIZES!