This Newspaper Endorses the Democratic Party and ENTIRE Ticket

Editor Supported Governor in 1954

Stanley J. Thomas
First Negro Supervisor in Monroe County

This year once again the voters of the THIRD WARD have a special opportunity to elect a NEGRO SUPERVISOR—a man of Stanley J. Thomas, a resident of the Third Ward for nearly a quarter of a century. NEGRO VOTERS have been asking both Major Parties for representation for 50 years in this particular way and the Democratic Party was and is the First Party to grant this type of recognition. NO VOTE THE STRAIGHT DEMOCRATIC TICKET—NOW—ALPHIE L. THOMAS ALL THE WAY!

Born in Binghamton, N. Y. Came to Rochester in 1930. Resided in the Third Ward for the past twenty-five years. Married, two children. Raised from the ranks of colored boys to the highest rating of the nation's armed forces.

Alphonse L. Cassetti
Supervisor of the
THIRD WARD

The call goes out... in this vital hour of the Negro's struggle in the U. S. A. for FULL CITIZENSHIP, for EQUAL RIGHTS and protection under the law and the need of a president is very real. President Harry Truman and the Democratic Party have served the Negro well. The Democrats brought about this basic change and ended the indignity of which heaped upon the Negro by the pre-war and the Nation. The Democratic Party has worked for the Negro. The Republicans have failed in this fight. The Negro Voter will support the Democratic Party today.

VOTE THE STRAIGHT DEMOCRATIC TICKET: 1-2-3-4-5-6-7-8-11-14, eighteen and twenty-second wards for PROGRESS—NOT RETROGRESSION!

Here's what another local newspaper (The Citizen) has to say about the candidacy of Mr. Cassetti:

"The candidate most likely to carry his campaign 'through next week' this November is Alphonse L. Cassetti who is seeking to be elected City Court Judge. He has been nominated by the Democratic Party. Always a difficult post for Republicans to fill, since it involves a city-wide election without any assurance of winning. Present City Court Judge George Goodwin has already made it known that he is testing a sure test. Cassetti is a man qualified to give us a Negro Voter better post in the city. He has had experience in the Army Air Force Statistical School, he served in different states as a statistical control officer, an assistant trial judge advocate, a defense counsel, and a law member of the Court Martial Board.

The Frederick Douglass VOICE has to say:

"The candidate most likely to carry his campaign 'through next week' this November is Alphonse L. Cassetti who is seeking to be elected City Court Judge. He has been nominated by the Democratic Party. Always a difficult post for Republicans to fill, since it involves a city-wide election without any assurance of winning. Present City Court Judge George Goodwin has already made it known that he is testing a sure test. Cassetti is a man qualified to give us a Negro Voter better post in the city. He has had experience in the Army Air Force Statistical School, he served in different states as a statistical control officer, an assistant trial judge advocate, a defense counsel, and a law member of the Court Martial Board."

A VOTE FOR THE DEMOCRATIC TICKET IS A VOTE FOR THE WORKING MAN!

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A GREAT TICKET -- A STRAIGHT TICKET -- AN ALL STAR TICKET!
The Magic Hour of the Democratic Party

The Magic Hour Has Arrived!

One of America's greatest poets was Henry W. Longfellow, and if I recall correctly, he wrote a poem which contained this phrase—"Comes a pause in the day's occupation which is known as the Children's Hour."

The lines from this beautiful poem could easily apply to our present political campaign because candidates, publicity people and voters in general appear to be very much like children when we look upon them in the light of day—with charge and counter-charge bordering upon the possible and the impossible; all to gain the attention of an unsuspecting public.

Therefore, we take this opportunity to commend particularly the Democratic Party and the Entire Ticket—Plus the County Chairman, William Posner, and the Dynamic Ward Leader of the 7th—Samuel Salone, for their forthrightness in recognizing the major groups as well as the minority voters.

The program of the Democratic Party on the municipal level has always emphasized honest government, capably administered to provide residents with a clean, safe, healthful community. It is our municipal government that determines the conditions under which its residents live and the basic rights of association, discussion and group social and political action. Democracy can be real only as these elementary freedoms are secured in the local community. Political freedom is incomplete without social and economic well-being. The people who live in this community are dependent upon municipal administration for decent housing, education, sanitary conditions, welfare services, and the protection of lives and property from violence and confiscation. It is the local government to which people look for recreational services, transit facilities, and many services which are required during their daily existence.

Sam Salone—Leader of the 7th Ward deserves your support—Colored and White Americans; because he has always stood for these things and has always had a special feeling for the poor man—to wit: First Negro truck drivers in the D.P.W.; First Negro election inspectors; First Negro principal inspectors; Some of the first Negro Postal Workers; Negro Foremen on D.P.W. works projects; First Negro NTA workers; State D.P.W. and canal workers and scores of other jobs and positions in local and state government. And now the human side of the man—He can always be relied upon when you are in trouble—when coal or fuel was needed or in sickness or in health—the byword has been for years—"Send for Sam Salone"—he'll help me. And now lastly to all—those folk who may be interested in taking over his leadership in the 7th Ward we say "You've Got A Real Job on Your Hands" if you expect to even begin to fulfill this man's shoes.

Citizen Howard Coles

Let's Look at the Record!

FEPC—Following the lead set by Franklin D. Roosevelt and President Harry S. Truman, 15 states now have FEPC laws guaranteeing Negro citizens the right to earn a living and to live useful lives.

FEPC was a Democratic Party idea. Democrats fought for it.

For Your Regular Needs in Fine Wines and Liquors

Try the Plymouth Liquor Store
351 Plymouth Avenue South
Locust 6-020

GREETINGS:

We The People and Voters of the Seventh Ward Are Behind Our Beloved Ward Leader Sam Salone—100 Per Cent

Hart's Food Stores
Rochester's Friendly Neighborhood Stores

The Tremont Diner
Is A Good Place to Eat
361 Plymouth Ave., Cor. Tremont Street
Regular Home Cooked Meals and a Variety of Short Orders and Parties
Empire 1171

Purchase That New Home Today
From Howard W. Coles
For Sale—Homes, Farms, Apartments, Industrial and Commercial Property. Listings Wanted for Quick Action
Mortgages—Appraisals—Property Management
Mike Feldman, Realtor
383 Joseph Avenue
Hamilton 6-4727

A Great Ticket -- A Straight Ticket -- An All Star Ticket!
THE VOICE AND THE DEMOCRATIC PARTY

LET'S LOOK AT THE RECORD

For Assembly -- Paul H. Andrews

For Assembly -- Philip J. Hutchings

For Assembly -- James B. Doyle

For Congress -- Reed H. Harding

For Congress -- William H. Mostyn
President and business representative, Local 133, Metal Polishers, Buffers, Platers and Helpers Union. Only man to be re-elected State President of the Fraternal Order of Eagles. Member President's Committee for 4th Physically Handicapped; Board President, Day Care Center. Age 66.

For State Senate -- Michael J. Cavalier

For State Senate -- Curtis J. Berger

For Assembly John J. Gokey
Rochester real estate broker for 30 years. Member, past president, Rochester Board of Realtors. Member, New York State Association of Realtors. Former County Commander, Veterans of Foreign Wars. Member, American Legion, Elks Club, Knights of Columbus.

LET'S LOOK AT THE RECORD

FEPC—The returns to the American people gained through the employment of all Americans on the basis of ability have been tremendous, physically and psychologically.

Many private firms in the United States, following the lead of the Federal Government, voluntarily dropped racial bars in the interest of efficiency.

In 1949 all Army jobs and training courses were opened to Negroes without restriction.

SCHOOLS—The Democratic Party fought for and got through grants for state programs providing library services to rural areas and authorized $378 million in funds for schools in Federally affected areas.

The Democrats broadened the school milk program to include camps and nurseries for underprivileged children and non-profit child care centers and agencies.

Democrats fought for 20 years to ease the classroom shortage. The Republicans have given only token attention to this pressing problem.

The Democrats believe in education for all the people. The Republicans say they do too but won't build any schools for them.

Twenty years of Democratic rule by the people created an atmosphere in which big gains could be made in many areas of American life.

FAIR PLAY — During the Democratic Administrations, Jim Crow disappeared from major league baseball, professional football and from college athletics.

Men like Jackie Robinson, Roy Campanella, Willie Mays, Buddy Young and hundreds of others became ambassadors of racial goodwill in a nation which was growing to accept full Democracy for all.

HOw DOES THE SOUL GROW?

How does the soul grow? Not all in a minute;
Now it may lose ground, and now it may win it;
Now it resolves, and again the will faileth;
Now it rejoiceth, and now it bewaileth;
Now it hopes fructify, then they are blighted;
Now it walks sullenly, now gropes benighted;
Fed by discouragements, taught by disaster;
So it goes forward, now slower, now faster,
Till all the pain is past, and failure made whole,
'Tis full grown, and the Lord rules the soul.

Susan Coolidge, 1845-1905

A GREAT TICKET -- A STRAIGHT TICKET -- AN ALL STAR TICKET!
We've Had Enough!

DO SOMETHING ABOUT IT!

VOTE THE STRAIGHT

DEmOCRATIC TICKET

PULL DOWN ALL LEVERS ON ROW “B”

ESTES KEFAUVER
For Vice President
Fighter for Small Farmers
Fighter for Small Businessmen
Fighter Against Corruption

ADLAI STEVENSON
For President
A Full Time President for ALL The People
ALL the Time

ROBERT F. WAGNER
For U.S. Senator
A Senator in the tradition of Lehman, Mead, Robert F. Wagner, Sr., (his father).

A GREAT TICKET--A STRAIGHT TICKET--AN ALL STAR TICKET!