New Organization Pushes Housing Among Negro and White People

NEWSLETTER FROM THE
ELITE HOUSING CORPORATION

City government has been urged time and again to face the problem of housing Rochester's overflow of low-income families. Certainly the city has responded in good faith as witness the action of the rehabilitation commission. However, the task must not be "dumped" completely on the shoulders of government agencies. The people within the government can perform a service too.

The total community has a material if not moral interest to insure the maintenance of decent health and law observance lest the malady, being contagious, disease suburbia and urbania alike.

Our corporation recognizes that a civic-minded action can affect curative measures assuming the afflicted are willing to be helped. They, that is those in substandard housing—we, the corporation, are eager for your help.

Our initial form letter, mailed to many of you, briefly announced the intentions of the Elite Housing Corporation. It does not mention racial identity. Nonetheless references to low-income and displaced families (Baden-Ormond Redevelopment) are frequently taken as references to Negroes. Furthermore the press clearly announced "All Negro Unit Maps Plan For Housing" (Times-Union, May 15, 1959, Page 32), and the following extract from a Democrat and Chronicle editorial of May 21, 1959, page 25—"Housing Hope."

(1) Here are private interests approaching a problem that involves large numbers of the city's non-white population. Its motivation is significant; its organizer was inspired to form the group because of his own unhappy experience in searching for housing.

The incorporators, although Negroes, pledge that tenants will be accepted regardless of creed or color, provided they meet other qualifications.

The point is that the Elite Housing Corporation is more interesting because it shows Negroes tackling a problem themselves.

We are selling shares; proceeds from sales go into the purchase of residential properties for subsequent occupancy by responsible citizens.

The incorporators are operating with (Continued on Page 2)
INTEGRATION—The Oriental Point of View

The following editorial appearing in the D. & C. on the morning of September 2, is self-explanatory in many ways. Of course every American Negro knows that the following nationalities are held in higher esteem than the American Negro by the masses of the American people: American Indian, West Indian, Chinese, Japanese, Korean, Porto Ricans and Africans. Mr. Reader, how do you feel about the situation? Perhaps we are too close to the situation to venture an opinion?

RACIAL REASONING

An outstanding feature of our newest state, Hawaii, is the way in which Americans of Chinese, Japanese, white, black and brown races all get along without discrimination or segregation. They did not get this way, says the new Senator, Hiram Fong, through laws.

It may surprise many, but Senator Fong, son of Chinese immigrants, is not an advocate of immediate, stringent laws against discrimination. He says, "It is difficult to legislate along such lines and I think we should be very careful in rushing legislation through. It is difficult to legislate a mode of life. And I believe, if we give it a little time, time will cure most emotional problems. And I think this is an emotional problem that will be cured by time."

This will be received indignantly by militant advocates of laws calling for complete equality immediately. But nobody can say that Fong has no experience with discrimination or intimate knowledge of the subject. The Chinese race once made up a quarter of the population of Hawaii. Laws excluding them were passed by a Hawaiian legislature, which also set up rules governing Chinese intermarriage with Hawaiians. This sort of discrimination is dead now.

Now the Chinese constitute just 6 per cent of the population. And one of them, Fong himself, is so well liked and respected that he is one of the historic first two United States senators from the new state. Senator Fong knows whereof he speaks concerning race relations.

COMPLIMENTS OF

AL LIPSCHUTZ
SUPERVISOR—SEVENTH WARD

NEWSLETTER FROM ELITE HOUSING CORPORATION

The knowledge that considerable quality residential property is available (the realtors know this too). Price tag plus restrictive covenants effectively block the individual no matter what his needs are.

A substantial number of Rochesterians indicate a willingness to aid in a "redistribution" of existing properties. For example in April the Times-Union reported that the Presbytery alone had obtained 915 signatures to anti-bias housing covenants. Furthermore the Baptist Union of Rochester and Monroe County and the Woman's Human Relations Council are tallying similar results among other denominations.

The appeal of our corporation is for investors; people who will show more than verbal interest in combatting this problem. As a potential investor be assured that you funds will be used in the frust business methods and for the stated purposes.

Shareholders are corporation voters; one vote for each SHARE of stock. The voting stockholder shares the decision of when and how much dividend the corporation may grant.

Decisions of business policies are carefully weighed together with guidance from The Genesee Valley Union Trust Company, (where we maintain an account) and Mr. Earl Beach of its professional staff; Mr. Lawrence Taggart, realtor; Attorney Frank Reins, legal representative.

We are anxious to obtain our first property but we refuse to compromise the quality of it. Obviously this attitude plus other variables mark your investment as one of long duration. We are interested in the steady growth of your investment. Its growth will put teeth into existing but often ineffectual anti-bias legislation and help many unfortunate Rochesterians find a new set of values.

For Your Regular Needs in

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CORNER FROST AVE.
Geneseo 8-5113
Popular Matron Wins
Democratic Nomination For
Supervisor of the Old Third Ward

Partial Remarks of Connie Mitchell Before the
Rochester City Council Finance Committee
APRIL 22, 1959

The Cumming’s Recreation Study presents an imaginative and concise picture of what the recreational facilities of this city should look like. If these proposals were adopted it would return Rochester to the first rank of cities so far as parks and playgrounds are concerned.

I want to call the attention of the City Council to a particular part of the Cumming’s Report. That part has to do with the need of additional facilities in the Bronson Ave. area. A trip by any member of this council to the area any hour of the day or early evening will provide adequate testimony for the establishment of a new recreational system for the neighborhood.

I do not think it is necessary at this hearing to go into detail about the Bronson Avenue proposals—they are wonderfully set forward in the Cumming’s Report. But I do want to emphasize the need to get to work implementing this report very soon. The city has found millions of dollars in the past few years for all kinds of building projects. Is it asking too much that they now find a few thousand dollars for people? And especially for children?

I don’t have to tell the Council that children who grew up with nothing constructive to do and nowhere to go are bound to get into trouble. But children who have skills and hobbies and recognize their own worth and dignity based on their ability make good citizens.

We in the Third Ward area badly need the facilities to help our children. The need is urgent now. Delay will be expensive. It will be expensive in dollars and cents. But, more important, it will be expensive in human terms. If we act now we can save hundreds of children by providing them with the adequate opportunities to develop into better citizens and better neighbors.

Connie Mitchell was born 31 years ago in New Rochelle, New York, the only child of Mrs. Constance P. Jenkins and the late William L. Jenkins. She completed her formal schooling in New Rochelle before coming to Rochester.

Nine years ago she married John C. Mitchell who is employed in Rochester Products Division of General Motors. John has been active in union and civic affairs. He is Chairman of the Fair Practice Act Committee of his U.A.W. local as well as Chairman of the Election Board.

Like her husband, Mrs. Mitchell has been active in church and civic affairs. She is a member of Immaculate Conception Church. She has been in the forefront of the fight for better playgrounds in the 3rd Ward area, testifying before the City Council on the need for more recreational facilities and in support of the Cumming’s Report. She is a member of the N.A.A.C.P. and past Vice President and Secretary of the Delta Ressie Club.

Connie is known as someone who gets things done. She has the energy to match her intelligence, and she applies herself to a job until it is done. She gets along with all kinds of people and is anxious to help wherever she can. When told of Mrs. Mitchell’s nomination for the Board of Supervisors, one of the present Supervisors commented: “If Mrs. Mitchell is elected to this Board, the THIRD WARD won’t be kicked around any more.”
Holy Trinity Moves Ahead with Bldg. Program

THE ECONOMY DEPARTMENT STORE
DRY GOODS—SHOES—READY TO WEAR
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We Give S&H GREEN STAMPS
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Dear Friend,

The Holy Trinity Baptist Church is in the process of demolishing its present unsafe, 125 year-old building in preparation for the construction of a new one on the same site.

The financial burden of the Holy Trinity Church is a great one as we wish to construct a new church whose cost will be $152,000. It is necessary that we secure an amount of $125,000 in this Campaign.

The Sanctuary and the balcony of the new structure will have a combined seating capacity of 700. The new church is to consist of, in addition to the Sanctuary and balcony, a quiet room, a missionary room, a baptismal fount, a Pastor's Study, nine private Sunday School classrooms, a secretarial room, robe rooms for the choir and chorus, a check room, and an assembly room with accommodations for 200 persons adjoining by a kitchen, dining room, and lounge.

Won't you help us to complete this objective? Any contribution will be greatly appreciated. Please make all checks or money orders payable to the Holy Trinity Baptist Church. Contributions may be mailed to 50 Concord Street, Rochester 5, New York, or you can be contacted by authorized personnel of the Church who will carry a letter of this type bearing the Church seal. In any event, we solicit your prayers in this endeavor.

This endeavor has the endorsement of the Rochester Better Business Bureau, the Rochester Chamber of Commerce, and the approval of the Baptist Union.

Yours sincerely,

REV. M. L. DANIELS

Now is the time to BUY your OWN HOME--why pay RENT -- see Howard W. Coles, with the Slater Realty, Branch Office, 98 Atkinson St.

Phone: HAmilton 6-0687

See HOWARD W. COLES, of Slater Realty Branch Office, when you decide to BUY that NEW HOME!
The page contains advertisements for various businesses in Avon, New York. Here are some of the highlighted businesses and their details:

- **Peck's Pharmacy**
  - Prescriptions
  - Plymouth Ave. S. at Adams Stf—Rochester 8, N.Y.
  - Open Evenings
  - Baker 5-5879
  - Under New Management—Formerly Styles Grocery Store
  - J. & A. Superette
  - John and Ange, Proprietors
  - Legal Beer Agvs
  - We Give S & H Green Stamps
  - 334 Clarissa Street

- **Trade at Your Neighborhood Drug Store**
  - It's Arthur's Drug Store
  - Prescription Specialists
  - At 310 Joseph Avenue Cor. Vienna Street

- **May's Apparel**
  - Ladies' — Men's — Children's
  - Wearing Apparel
  - Phone 3173

- **King Cole Bean Co., Inc.**
  - Beans and Grain
  - Avon, New York

- **D'Angelo's Shoe Store**
  - And Repair
  - 46 West Main Street

- **M. C. Watkins and Co., Inc.**
  - Coal — Lumber — Cement
  - Phone: Dial 4191

- **W. W. Farnum**
  - Pharmacist
  - Avon, New York

- **Avon Hardware Corp.**
  - Hardware — Paint — Glass
  - Washers and Electrical Supplies
  - Geneva Street

- **Clark Chevrolet Sales Corp.**
  - Chevrolet and Oldsmobile Sales-Service
  - Avon, New York

- **T. and C. Supply Co.**
  - Farm and Electrical Supplies
  - Hardware—Refrigeration—Paints—Glass
  - Phone: Avon 2151

- **Shop at Mike's Market**
  - Modern Air-Conditioned Superette
  - Cor. Clarissa and Bronson Ave.

- **For Service and Quality**
  - Try Zack's Barber Shop
  - Hat Cleaning—Self Service Dept. for TV Tubes—Shoe Shine
  - 160 Joseph Avenue

- **Ben's Dry Cleaners**
  - Laundry—Rugs—Furs—Dyeing—Hats
  - "For People That Care"
  - Open 7:00 A.M. to 7:30 P.M.
  - Pick-Up and Delivery

- **Blue Lantern**
  - One Mile West of the Village on the Road to LeRoy
  - All Legal Beverages and Chicken Dinners Served

The page also contains a business directory for Avon, New York, listing various establishments and their services.
FRIDAYS,
DON'T FAIL TO REGISTER
and
VOTE for Your Old Friend and
Neighbor
FRANK LAWRENCE
Republican Candidate for
SUPERVISOR
of the
ELEVENTH WARD

NEW...

"The Radio Gospel Hour"
On Station WSAY
Rochester, New York

NEWS LETTER
Rochesterians, Friends and Neighbors:

Beginning Sunday, September 20, 1959, THE RADIO GOSPEL HOUR will be heard each Sunday evening, over your friendly Station—STATION WSAY—(1370 on your radio dial) from 11:30 P.M. until Midnight.

This program is designed for the benefit of the community as a whole, the sick, shut-ins and for those persons who are unable to attend the church of their choice and also to assist in drawing the unsaved souls to God.

Friends, the Rev. David R. White, evangelist, is perhaps one of the most outstanding servants of God in this area. He attended Dickerson Theological Seminary at Allen University, in Columbia, South Carolina. While in that area he pastored three African Methodist Episcopal Churches in Columbia, S.C.; under the auspices of the Rt. Rev. Frank Madison Reid, the presiding Bishop over the Diocese comprising the states of North and South Carolina, Virginia and Maryland. He also devoted eight years of his life to the service of his country, during World War II and the Korean Conflict, serving as an assistant to the Chaplain on Board the U.S. Wallace Lind, a Destroyer, and also at the Norfolk, Virginia, Naval Base.

We trust and hope that you and your family will listen from time to time and if you have enjoyed this particular program, we would appreciate hearing from you and your friends. And may we add that your contributions by way of the mails will help greatly in keeping the RADIO GOSPEL HOUR on the AIR. You may address all your letters to Rev. David R. White, U. S. POST OFFICE BOX No. 3026, Rochester, N. Y.

The Radio Gospel Hour is Presented under the Direction of the HOWARD W. COLES ADVERTISING AGENCY

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S UITS AND COATS MADE TO MEASURE
30 Years Experience in Fine Tailoring—Personal Service

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The Empire Divinity Seminar, Inc.
16 Herman Street, Rochester 5, New York

Supervisors: Dr. P. Pemberton, Professor at Colgate-Rochester Divinity School; Rev. Robert Eads, Head of Field Work Department at C. R. D. S.

Faculty: Dean—Rev. Gathion Rowe (Student at Colgate-Rochester Divinity School); Registrar, Rev. Wendell H. Phillips (Student at C.R.D.S.)

Board of Directors: Chairman, Rev. B. J. Bryant; Sec'y., Rev. J. S. Whitaker, Rev. L. T. Mack

APPLICATION FOR MEMBERSHIP
Please answer all questions:

1. Name........................................... Tel. No....................................
2. Address................................. City..............................State..........  
3. Date of Birth.............................. Place of Birth...................... (City State)
4. How long at present address? ..............................................
5. How long in the Ministry? Years............................. Months...........
8. When? Month...Day...Yr... Where? City................. State............  
9. Membership of Church: Name............................. Add........................  
10. Pastor: Name............................. Add............................
11. Are you pastoring? ...... if so , how long? Where?.........;  
12. Are you an assistant pastor? .......; if so, what school?........  
13. Are you a high school graduate? ......; if so., what school?  
14. If not a high school graduate, what grade did you finish? 
15. Did you go to college? .....; where.............no. of yrs........
16. List any other training not listed above:

For any other information or questions, write either the Dean or Registrar at:

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1100 S. Goodman Street, Rochester 20, N. Y.
(Name of Dean and Registrar is found at top of this application blank)

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Open Friday and Saturday Evenings
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MAGEE MOTORS
GMC — OLDSMOBILE
Telephones: Garage 66; Home 82
GENESEO, N. Y.

McDONALD CLOTHING STORE
“QUALITY CLOTHES AT POPULAR PRICES”
GENESEO, NEW YORK

SMITH’S SHOE STORE
“SHOES FOR THE WHOLE FAMILY”
GENESEO, NEW YORK
Musician Named As Technician
On the Relocation Panel

A former tenor saxophonist with the Jimmy Lunceford band yesterday was appointed as relocation technician for the city Rehabilitation Commission.

Charles Banks, 34, of 64 Columba Avenue, was named to the $4,800-a-year post. He will augment two other technicians in assisting families uprooted by the Baden-Ormond slum clearance program to find new homes. Russell Traumstein, assistant executive director of the commission, announced the appointment.

Banks was a sideman with the Lunceford band for a time after his discharge from the Special Services branch of the Army in 1946. He was a case worker with the County Social Welfare Department for 18 months before joining the commission.

A native of Mumford, Banks attended North Carolina Agricultural and Technical College and was graduated from the University of Rochester. He is the treasurer and a board member of the Rochester Community Music Program Association and a member of the executive board of the Rochester Chapter of the National Association for the Advancement of Colored People. He and Mrs. Banks have two children.

—Democrat and Chronicle.

The Frederick Douglass Voice extends congratulations to Mr. Banks and family, also our best wishes for a successful career.
LOT OF NEGRO DECLARED BETTER UNDER NEW YORK STATE LAW

(Reprint from T-U, Wednesday, Oct. 30, 1946)

The economic lot of the Negro has improved in the thirteen years during which the New York State anti-discrimination law has been in effect, Elmer A. Carter, member of the New York State Commission Against Discrimination, told an interracial meeting at Gannett House.

Carter, sole Negro member of the commission, addressed a gathering sponsored by the Citizens' Committee Against Discrimination. The history of the law, Carter said, is one that has produced no case where a hearing on a complaint of discriminatory employment practice was required or where it was necessary to invoke the punitive features of the law.

Employers in general, Carter pointed out, have "evinced a very evident desire to adopt a policy excluding discrimination, and we have been very successful in conference with labor and management entered upon to secure affirmative compliance.''

Carter revealed that plans are being framed locally for the establishment of a regional council against discrimination like ones now functioning in New York City, Buffalo, Syracuse, Albany and Westchester County.

The role of such councils which are made up of representatives of industry, labor, educational bodies and minority groups, is to stimulate complaints of discriminatory practice, but to carry out educational programs destined to eradicate discriminatory sentiment and promote better inter-racial understanding, Carter said.

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EARL PRINCE, Proprietor
54½ PROSPECT STREET, ROCHESTER, N. Y.

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2-6 Rooms Available—Excellent Location

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Patronize Your Neighborhood Store—Trade at the
S. and R. CANDY STORE
Featuring Candies, Tobaccos, Soft Drinks and All Leading Negro Newspapers, Magazines, Ebony, Hep, Color, Tan, Jive
Store Hours: Open from 8 A. M. till 10 P. M.
71 PROSPECT STREET ROCHESTER 8, N. Y.

BIOGRAPHICAL SKETCH OF EDITOR
Howard W. Coles: Born at Belcoada, N. Y., was graduated from East High School and later was a Sociology Major in the University School of the University of Rochester.

He studied journalism in New York City. Came to Rochester in 1934 and founded the Frederick Douglass Voice Newspaper. In 1940, he was appointed by the Mayor of Rochester to represent the City at the American Negro Exposition in Chicago, and in 1942 was recommended for the Spingarn Medal on the basis of his contribution to the community in the field of social and civic work. He was recommended (honor) by Dr. John Lowe, former director of the Rochester Public Library System.

In 1941, he was historian and publicity director for the City of Rochester—sponsored transferal of the Douglass Monument to Highland Pk. His magnificent expose, "Nomads from the South," which ran serially in the Voice, was responsible for interest in the condition of the migrant worker and subsequent State-wide cleanup of Labor Camps. He is also credited by the New York State Legislature with making the first housing survey in the City of Rochester (1937), and was a member of the City-wide Housing Committee of the City of Rochester for four years, and for eight years was property manager for the Monroe County Savings Bank.

The original Housing Survey compiled by Coles, was published in 1939 by the New York State Temporary Commission on the Condition of the Colored Urban Population—To the Legislature of the State of New York — Legislative Document (1939) No. 69.

Here is a quote from the Commission's Report: "Although Rochester is a very highly organized community in relation to matters concerning social work, social and economic research, etc., it is somewhat backward when viewed in terms of recent trends in programs for adequately housing the population. It was not until very recently that it has manifested an interest in studying the housing conditions facing its population. This interest was undoubtedly given impetus by a sample survey of housing conditions among Rochester Negroes, conducted in 1938 by the Voice Newspaper, and its editor, Howard W. Coles."

(Continued in our next issue)
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A Complete Line of Fish in Season
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**PROSPECT MARKET**
Complete Line of MEATS and GROCERIES
COLD BEER AND ALE
ATKINSON and PROSPECT STS. ROCHESTER, N. Y.

For Quality Dairy Products Shop at the New and Modern

**WESTOVER FARMS**
Cor. of CLARISSA and ADAMS ST. ROCHESTER, N. Y.
Westover Farms announces the opening of another
CASH AND CARRY STORE

As an introductory offer—with the purchase of a gallon of milk at 22c per qt. together with a copy of this advertisement, entitles you to a dozen large fancy eggs which sell for 59c—purchase price 35c.

Remember we carry a full line of Dairy Products at our NEW AND MODERN STORE

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