The VOICE Launches Job Quest in Downtown Retail Stores and Banks

For the past thirty years this publication has devoted a great deal of its time and effort in various types of investigation that had to do with the placement of worthy and qualified Negroes, boys and girls, men and women in numerous responsible positions of trust. Many people today in the city of Rochester owe their present position to the pioneer work carried on by this publication and contemporaneous organizations, both internal and external groups.

This publication has aligned itself with the Work and Trust Civic Improvement Assn., Inc., the Rochester Civic League, The Frederick Douglass Assn., Landlord and Tenant League, and a number of fraternal organizations. This cooperation is needed in order to accomplish our aim which is job equality for all in Rochester. With over 10,000 Negroes in Rochester and vicinity, the purchasing power is tremendous and they have a great deal of equity in the community and the city in which we live. These facts and must be realized by the merchants with whom we spend our monies. How can we benefit from our spending? None other than to request that we want and must have representation in their businesses.

We extend an invitation to every Negro in the City of Rochester to file their application with the W & T Civic Improvement Assn., 94 Central Pk., for those interested in working in the retail stores, banks, and public utilities. We have already obtained excellent cooperation from the various merchants in the Rochester business area, and only last week due to the cooperation of these organizations, a Negro woman was placed at the Columbia Banking and Loan Assn., here in the City of Rochester.

We hereby extend an invitation to other organizations in this area working in this field of endeavor such as CORE, NAACP, Human Relations Commission, and SCAD, an agency of the State of New York.

Write today for our new brochure which has recently been completed, summarizing the Negroes, purchasing in the metropolitan area, entitled "A Quick Look at the Negro Market of the Rochester Trade Area and How to Reach It Effectively."

THE FIRST ROCHESTER MILLIONAIRE

The December 1st issue of the Voice carried the headline "Rochester's First Negro Millionaire in our next issue." Our hundreds of readers in Rochester and the county are waiting to hear who this fortunate individual may be. When interviewed by the editor while spending the Thanksgiving weekend in Rochester, Dr. James E. Rose, Jr., DDS., son of the late Dr. and Mrs. James E. Rose, former pastor of Mt. Olivet Baptist Church, Adams St., revealed this startling news of his invention which will revolutionize the field of dentistry. This million dollar project is in the making and full details concerning it will be sent to the Voice when clearance is given. Dr. Rose was born in Rochester and finished the public schools here. He received his degree in dentistry from Howard University. His first office was here in Rochester. He is now practicing in Brooklyn, New York.

W & T IMPROVEMENT ASSOCIATION

This organization is formed of low income people. It's an organization to work for the interest of the people. It is not a profit organization, to profit on low income families, but is set up to work for the full interest of its members.

This is something entirely new and has never been done before. It may be very hard to believe that such an organization exists, but we can prove this to you if you join up with us and give your support.

Our aim and slogan is to better the conditions of low income families. We can help you become first class citizens, financially, physically and otherwise. We welcome people of all ages who are willing to help us accomplish our aims.

This is your organization. Join up with us immediately that we may get on with the great work.

Volunteers are needed to work in the organization each and every day. We can help you better your condition if you will join with us.

Yes, we mean YOU, you and you. Come in the office Monday through Friday from 9:00 A.M. to 5:00 P.M. and half day Saturday. Appointments can be made by calling LOcust 2-7753. Location is at 94 Central Park.
WHY WE NEED A NEGRO NEWSPAPER IN ROCHESTER

The question is both pertinent and timely. In the past two decades the Negro press for the preacher, the teacher, the lawyer and the doctor has been more than ever before. The Negro mother, no matter what their social standing or their worldly position, have done their utmost and frequently to do all they can for their favorite boy in the ranks of one or the other of these callings. And they were the only open highways toward distinction or the goal desired by their sons.

Again, we say, in contemplating the past decades which make for and support the United States, it was all too plain to see the needs and, in many cases, the failure of the Negro. In all matters affecting the development of the Negro, the Negro has been treated with the utmost cruelty and injustice. This is not to say, in this connection or in the primary years, that the Negro's past has been without its share of vice and sin, many of us forget the importance of the Negro, to the elevators of the masses. It is not too much to say, in this connection, that the Negro was the only Negro, the Negro, the Negro. We have the school house, the church, of politics and the arena of business. Each has its bearing in the development of a larger life and a more perfect manhood for the Negroes of this Community, but, conceding all due respect to the noble men and women in the past, the question of each of these missions, none of whom is more potent or far-reaching in its effect than the Negro press.

The Negro press in this Community, however, occupies a unique position with reference to all of it. It is the full service upon which all these activities must depend for useful service. It is in a position to magnify the labors of educational leaders and in itself is an indispensable aid to the growth of intelligence. In the political field the press has long been recognized as an instrument more powerful than any individual, and from the post of most developed in the formation of the people—the more pure and hopeful currents of public thought, and the circulation of ideas. We have the school house, the church, of politics and the arena of business. Each has its bearing in the development of a larger life and a more perfect manhood for the Negroes of this Community, but, conceding all due respect to the noble men and women in the past, the question of each of these missions, none of whom is more potent or far-reaching in its effect than the Negro press. The Negro press in this Community, however, occupies a unique position with reference to all of it. It is the full service upon which all these activities must depend for useful service. It is in a position to magnify the labors of educational leaders and in itself is an indispensable aid to the growth of intelligence. In the political field the press has long been recognized as an instrument more powerful than any individual, and from the post of most developed in the formation of the people—the more pure and hopeful currents of public thought, and the circulation of ideas. We have the school house, the church, of politics and the arena of business. Each has its bearing in the development of a larger life and a more perfect manhood for the Negroes of this Community, but, conceding all due respect to the noble men and women in the past, the question of each of these missions, none of whom is more potent or far-reaching in its effect than the Negro press.
Nearly fifty localities in New York State are either planning or have under execution urban renewal programs. Because urban renewal's primary purpose is to eliminate slums and improve communities, the non-white minorities face the greatest hazards as a result of urban renewal through their mass displacement in the face of discrimination in the private housing supply. The State Commission Against Discrimination has received requests from citizens' groups in several communities in the State to examine local plans for urban renewal and to take steps to eliminate those features of the plans which adversely affect the Negroes in the communities and which make inadequate provisions for their relocation and rehousing.

The Commission met with the HHFA Administrator and with other officials and effected an agreement incorporating the following features:

1. Notification of the Commission by HHFA of all proposals and plans for urban renewal in New York State.
2. Information on the areas of communities which will be affected by urban renewal programs, including the locations of those areas and the racial compositions.
3. The exchange of pertinent information between the HHFA regional office and the Commission regarding implications and effects of urban renewal programs, both in planning and execution.
4. An instruction by HHFA to all local public agencies and private redevelopers in New York State that there should be no discrimination in the admission of qualified families to re-use housing constructed in the urban renewal project areas.

With regard to the last item in the agreement, the HHFA, pursuant to the Commission's request, notified local Public Agencies and private redevelopers that a redeveloper who was found by the Commission to be in violation of the State Law Against Discrimination would not be approved by HHFA for the redevelopment of other urban renewal project areas.

In line with the SCAD-HHFA Cooperation Agreement and the study of public housing in New York State by the Commission, Housing Division Staff and the Regional Directors and Staff have held a number of conferences with local officials in communities in all sections of the State.

These conferences have been held with the officials of Local Public Agencies, which develop and administer Local Urban Renewal and Redevelopment Programs; with Mayors, City Managers and Planning Officials and with Executive Staff of Housing Authorities. In some instances, the Commission has received requests from local non-white citizens groups who have protested that they are being disadvantaged by Urban Renewal and Redevelopment projects in their communities which are in planning or underway.

The greatest source of disadvantage to non-whites in communities planning or undertaking urban renewal and redevelopment is the displacement from their homes, which are located on urban renewal project sites which are to be cleared for renewal and redevelopment. Continued discrimination against non-whites in the existing supply of privately owned unsubsidized housing accommodations poses extreme difficulties in terms of relocation of families displaced by urban renewal and redevelopment programs.

Housing Divisions and Regional Staff have studied Urban Renewal Plans in a number of communities as a prelude to conferences with Local Public Officials administering those plans. In view of the fact that low-rent public housing is an important source of relocation for displaced families, the concomitant study of racial occupancy patterns and tenant selection policies and practices in public housing is important and necessary. Where conferences have been held with local public officials and Housing Authorities, the Housing Division and Regional Staff have been able to urge attention to the problems which minority groups will face and are facing with relation to urban renewal and to consider such problems in planning for community renewal and improvement.

DU BOIS — continued from Page 2.

Head of department of sociology, Atlanta University, 1913-44.
Head of department of special research, NAACP, 1944-1948.
Chairman of Peace Information Bureau, 1950-1951.
Editor of Atlanta University Studies, 1897-1911.
Founder and editor of "Phylon," 1940-1944.
Recipient of International Peace Prize, 1952.
Fellow of the American Association for the Advancement of Science.

Founder of the Pan-African Congresses.
Member of the National Institute of Arts and Letters.
Knight commander of Liberian Order of African Redemption.
Editor-in-Chief of the Encyclopedia of the Negro, 1933-1945.

Dr. Du Bois is the author of:

The Du Bois article is for your information and does not express the opinion of "The Voice." We are a freedom loving medium of expression in our democratic country. We are loyal Americans and the history of "The Voice" since its inception portrays this loyalty.

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HONOR ROLL
OF HITS

RICHARD PAPALEO
Constable

MAXWELL WALTERS
Supervisor

Seventh Warders Honor the Victors
About two hundred persons attended a dinner of the 7th Ward Democratic organization Tuesday night at the Shel-Mar Restaurant in honor of the supervisor elect, Maxwell Walters and Constable Richard Papaleo. Andrew Celli, was toastmaster. Greetings were given by Demo-
cratic Leader, Sam Salone, Democratic County Chairman Robert O'Brien, State Committ-
erman, George Helffenberg, City Court Judge, James Newman and Emmett Doyle, City Judge.
Elect Alphonse Cassetti and Con-
stance Mitchell, 3rd Ward supervi-
sion elect.

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It's Back to Books
16 'Guys and Dolls' End European Tour

HOMER FROM EUROPE are these members of a Brockport student troupe, deplaning at Rochester Airport. Among them are Judy Wade (front center) and Marilyn Persanna (right) and behind them (from left) Andy Nazzaro, Diane Spinell, Bert Mann.

Rochester Times Union photo
Mr. Personality Here December 30th.

LLOYD PRICE

Lloyd Price, whose phenomenally successful recording of "Personality" has established him as one of the brightest of the current crop of R&B artists, is about to launch his first tour of the country. The tour, which begins in New York City on Sunday, will be his first appearance on the East Coast.

Price is best known for his powerful voice and his ability to capture the spirit of the blues and R&B. His music has been a source of inspiration to many young musicians, and he has become a symbol of the new generation of soul singers.

The tour will feature Price and his band, the Midnighters, performing some of his biggest hits, including "Personality," "Lawdy Miss Clawdy," and "Personnel." The band's tight harmonies and Price's soulful vocals were the highlight of their recent appearance at the Apollo Theater in New York City.

Price's success on the charts has been remarkable. His first single, "Personality," sold over a million copies and made him a household name. Since then, he has released several chart-topping singles, including "Lawdy Miss Clawdy," which was his second biggest hit.

Price has also been praised for his live performances. His energetic stage presence and his ability to connect with the audience have made him a favorite of concert-goers.

The tour will include stops in major cities across the country, including Los Angeles, San Francisco, Chicago, and Detroit. Price is looking forward to meeting his fans and performing for them in person.

Price's upcoming tour is a testament to his talent and hard work. He has come a long way from his humble beginnings in the early days of doo-wop, and he continues to prove that he is one of the most exciting and talented artists in the business.
EDITORIAL: MISLEADING INFORMATION

The following INVITATION NORTH was published in the Democrat and Chronicle last week on the front page. Why this misinformation to our race? Do we not have intelligent people all through the south who in- form people that no matter where they may go in this United States of ours prejudice is shown in one way or another and that migrating north will not solve the problem of higher living standards due to the lack of job equality for all. The Negro comes north for a better way of life and often finds himself having to work and making south with a lower in- come and a place to live. Here the cost of living is very high and the pay check only goes a short way, especially when one has a large family. An article like this would lead one to believe that the Negro does not want to work, only wants to get on relief rolls, which is very untrue. If given the opportunity of working he will prove himself. We, like any other race, have lazy and shift- less people, but a greater per- centage of us are ambitious working people.

INVITATION NORTH—This is the leaflet which Binghamton Supervisor Donald Sticklessays has been distributed to Negroes in Savannah, Ga.

ENTERTAINER Extra-Ordinaire

Slaying on Adams St. 2nd Within a Year

An argument over one dollar caused John King, 36, or 37 Adams Street to be stabbed to death. James Adams Cooper, 49, of the same address pleaded in- nocent when arraigned on a second degree murder charge Monday. Cooper, who had been the scene of the murder after the stabbing, gave himself up to the police after being interested by his friends of the death of King.

This is the second slaying in the unit block of Adams Street, within a year. Overcrowding is the main reason for disagree- ments, which must be corrected.

Mayor-Elect

HENRY GILLETTE

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The publishers wish all a Merry Christmas

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