The Rochester Voice

(VOX POPUL)

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SKETCHES OF THE ROAD TO FREEDOM

EXPANSION OF EMPLOYMENT FOR NEGROES SEEN AS WIDE LINK IN ECONOMY OF ROCHESTER THRU INCREASED PURCHASING POWER

INCREASED EMPLOYMENT FOR NEGROES AIDED BY DOUGLASS LEAGUE

FREDERICK DOUGLASS
Originator of the

Protest Movement in the United States

For the past 5-1/2 months the Frederick Douglass League Non-Violent Committee (Operation Grassroots), has been in the process of securing jobs for the masses of Negro citizens, boys and girls, men and women, from all walks of life who have been numbered among the unemployed.

The League met with members of the Retail Merchants Association of the Rochester Chamber of Commerce several months ago, as a result of this meeting, plus picketing, personal contacts, street meetings and negotiating sessions, scores of jobs and positions have been filled by Negro men and women. These positions are representative of all facets of employment, mental, vocational and professional services. While on the other hand, scores of jobs and positions have been given to Negro applicants, by various merchants, institutions and corporations via their own volition, in the downtown area since October 25, 1963, the following places of business have cooperated with the League's "Jobs for Freedom" Committee in placing scores of Negro applicants in responsible jobs and positions, which were not formerly held by Negro workers during any period of the history of this city, namely: Scranton & Whitmanos, B. Forman & Co., Lane Bryant in Midtown Plaza, McCurdy & Co., Stibneys, McFarlin's Clothing, E. W. Edwards Dept. Store, Neiman's, H.L. Green & Co., National Clothing Co., Bond Clothes, Worthwhites, Nasham's and Cole's Dept. Stores, Waldorf Restaurants, White Tower Restaurants, Rochester Telephone Corp., Security Police, Ambulance Service Cars, Garbage Disposal & Truck Drivers (in nearby towns), and Genesee Valley Union Trust Bank.

The following types of jobs are representative of the various avenues of employment in which Negro workers are now engaged, to wit: sales people, male and female, Counter girls in restaurants -- front lines, clerks, office and business workers, typists and stenographers, bookkeepers, shipping clerk, furniture salesman, factory workers, truck drivers, property management, caretakers, night watchman, security police guards, graphic arts (Case-Hoyt Corp.), bookkeeping personnel, etc.

For the past three months negotiation sessions have continued with the Rochester Retail & Motel Association. We have met with management of this (11) member group, headed by Mr. Robert J. Kohler. Our overall requirement was the following stipulation, "that this group integrate on all levels of employment from mental work (mopping floors) to top level jobs, in the field of service to the general public. Plans are now being developed whereby the League representatives may meet with the (5) labor unions that are involved in connection with services rendered by this group of hotels and motels in this particular area.

This work has been carried on by the League's Co-ordinating and Information Office at 16 State Street, Suite 420-421, BA 5-8660, which is open to the general public from Monday through Friday from 9:00 a.m. until 6:00 p.m., Saturday from 10:00 a.m. until 5:00 p.m.

The League is presently attempting to negotiate with the Rochester Retail Auto Dealers Association, requesting that Negro sales people be employed in used car and new car departments, as well as auto mechanics and office workers. Thousands of dollars are spent each year with the Negro's purchasing power has been sadly overlooked in this very necessary field.

For the past two years numerous civil rights groups are being picketing and attempting to negotiate with Fanny Farmer Candy Company and her subsidiaries; however, without success.

The League, during the past two months, has been pushing for action, promises have been broken, applicants have been hired at the factory on Griffith Street, in limited numbers, but no counter girls is the downtown retail stores, as originally requested by the League's Committee on jobs.

The League's executive committee has decided if there is no action by November 23, 1963, that a system of "selective buying" will be instituted, whereby all members of friends and sympathizers, will refrain from buying Fanny Farmer Candy during the holiday season or until such time as Negro women are being used in the downtown stores.

The Frederick Douglass League Non-Violent Committee (Operation Grassroots) office is being maintained by membership (campaign opened October 20, 1963, continuing through February 28, 1964) and the medium of social service --- newspapers, old clothes, toys, used furniture, rummage sales, and iron, etc. The items will be picked up by truck from any part of the city or nearby towns, after calling BA 5-8960.
VISIT KURLAN PHARMACY

DRESSER SETS $6.98 up

Timex WATCHES from $6.95

Evening in Paris GIFT SETS from $1.00

Ronson ELECTRIC SHAVERS

PLAYING CARDS 89c

Parker PENS $1.49 up

BILLEFOLDS, PURSES, WALLETS

98c and up

HAIR BEAUTY AIDS

Hair beauty aids of all descriptions such as combs and curlers shown above; well known lotions, creams, shampoos

KURLAN PHARMACY

424 JEFFERSON AVENUE
CORNER BRONSON
FA 8-5049

“The Family Drugstore”
WE DELIVER

Bring this coupon to our store for FREE ST. JOSEPH FAMILY ALMANAC CALENDAR

30 pages all in color! Many helpful home hints, Plus contest per month with $120,000 in prizes
Are We Sticking Together?

By PEGGY ADAMS

(Guest editorial)

Are we, as American Negroes, sticking together? Do we patronize our business friends or our religious programs? Do we really take an interest in how our friends are treated?

Let's stop a moment and look over our past lives, and see whether or not we, as a group, do everything we can to uplift our race.

Have we come a long way from slavery days or are we still a downtrodden race? Are we really trying to make a place in this land. Religion, home and communities need the support of our race.

In order to make friends we have to be friendly and not wear a chip on our shoulder. We can expect to have equal rights when we put our best foot forward and learn to live with our friends and neighbors.

We are living in a free world but we must stick together in order to gain the things we want in this land. We must learn to live by the law of the land. Use your voting privileges at all times.

Stick together and we may gain the equal rights we so need in this land. Religion, home and communities need the support we can offer.

Make the word "American" really mean what it stands for by sticking together at all times.

Final editorial by the late Mrs. Peggy Adams.
The Personality Behind Urban Renewal

Negro Family Housing Survey

Reveals Startling Facts

The study of the Negro citizen, the Negro family and Negro culture in Rochester is not definitely linked to the unsolved problem of race prejudices in America, with special concern for housing and education in the metropolitan community. Therefore, this study will attempt to bring into every problem of the Negro's economic and social status as a living part of the social structure of this community.

One of the main objectives of this study was to present a broad view of the historical background of this cultural group with an insight into their general living conditions, activities and other social phenomena occurring in an urban society.

This study will endeavor to show what to degree of participation the Negro, his housing, is facing to show in the economic structure of this community. It will reveal the type of the buildings, the amount of money and amount of wages received for work; his consumer and buying power; his educational facilities; his problems of health, recreation, hospitalization; his participation in welfare, through welfare agencies; membership in labor unions and his participation in politics.

Five years ago, a Negro publication called "The Voice" came into being with the idea of uplifting the Negro masses in every phase of community life, while also creating a strong desire for a better understanding between all racial groups and a better appreciation of the Negro and his capabilities. Improved housing for our group was and is pointed to in the foreword, we find that Negro people are faced with a problem quite different from problems of other groups in need of improved housing. It is difficult for Negro people to rent due to prejudice practiced against them indirectly. Inflexibility must be remedied by the fact that he isn't wanted in certain parts of the city. Even in areas where he is not under adverse circumstances, with severe exposure in all kinds of weather, there are many cases where he is forced to live in unsafe and unsanitary houses without safeguard from disease and contagion.

Many Realtors Inconsistent

We hear much about his word "deterioration" of property. For the Negro people there is another type of "deterioration" in which Mr. White does not speak of in his explanation. The consensus of opinion arrived at public meetings is that Negroes and other people, and others, is that the moment a Negro family moves into a certain neighborhood — and there are many instances where Negro people are already living, it is felt that the property values of the immediately begins to deteriorate, not from general wear and tear — but because of the Negro family now established and living in that particular neighborhood.

Electrical and Sewerage Required

In the Seventh Ward, a vast number of ramshackle, dilapidated apartment houses are rented to the Negro people that are not fit for human beings at any time. Yet rents of $2.25, $4.00, $5.00, and $5.50 are charged weekly. We have cases proving that one pretext another is used to raise rents, when landlords know that Negro tenants must submit due to having nowhere else to move. For instance a Negro woman who had been paying $3.00 weekly for at least three years for a cottage in the Third Ward, with three rooms, without either a bath or cellar. A few months ago she was evicted and commanded $8.00 a week, saying that with the extra $2.00 he would make extensive repairs. She said that if the tenant refused to increase, no sign of the repairs has since been seen!

CENTRAL ECONOMIC STATISTICS

No doubt, economic status of the Negro is definitely related to bad housing. The fact is that Negro homeowners are refused jobs in Rochester factories, hotels, breweries, or on either police, fire or water departments, or in city hospitals or parks, or in hundreds of other places throughout the city.

The result is that Negro people are left in the lowest income bracket, both in depression and prosperity. Formerly Negroes could choose from are domestic work, washing cars in a garage, acting as porter and bouncer, unless he has a business or profession. Since the Negro is not abominaed as others, it is only natural he can't better his housing conditions.

High Death Rates Among Negroes

The yearly death rate among the Negro people is far too high in proportion to the entire population of approximately 5,000. Unsanitary homes, crowded, badly ventilated — undermine the Negro people's general health. Poverty delays his seeking medical care. Usually sent to Leila Sanatorium for x-rays. In further examination, he often finds himself in a state where cure is impossible due to past neglect. Slums are a source of serious disease.

A "Bad Risk" for Life Insurance

A Negro is considered a "bad risk" by life insurance companies. is seen in the reluctance of companies to write insurance for Negroes. There are many cases to prove this, despite pressure of the government authorizing insurance for those eligible after undergoing physical tests.

The "Voice" supports the plan of a federal housing policy. Half a billion dollars is now available with more forthcoming to rehouse the Negroes, and low-rent dwellings for the city dwellers. But the "Voice" finds its way by carriers elsewhere.
Negro Family Housing Survey
(Continued from page 4)

child had scarlet fever two months ago, another had a defective eye condition.

SEVENTH WARD
Survey covered 62 families involving 192 persons:
- Dark Rooms ...................................... 15
- Without baths .................................. 25
- Stoves ........................................... 77
- Furnaces ....................................... 12
- Trap door to cellar ............................. 1
- Gas ................................................ 17
- Lamps ............................................ 7
- Cesspool in cellar .............................. 1
- Bad Toilets ..................................... 15
- Damaged furnaces .............................. 29
- Leak in roof ..................................... 14
- No cellars ....................................... 3
- Outside cellar door ............................ 6
- Sewer pipes broken ......................... 11
- 2 Bath tubs out of order ...................... 14
- Toilets in hallway ............................. 11
- Servicing 11 1-room apartments .......... 17
- Including approximately 15 persons.

EIGHTH WARD
Survey covered 19 families involving 109 persons:
- Dark Rooms ..................................... 4
- Without baths .................................. 5
- Damaged furnaces .............................. 24
- Leak in roof ..................................... 11
- Trap doors to cellar ........................... 6
- Electric .......................................... 13
- Gas ............................................... 6
- Lamps ............................................ 5
- Bad Toilets ..................................... 13
- Damaged cellars ............................... 16
- Sewer pipe broken ......................... 13
- Leak in roofs ................................... 13
- Outside cellar doors ......................... 3
- Three outstanding cases of serious overcrowding from a health and moral standpoint.
  1. One family of 9 in 6 rooms, 8 children.
  2. One family of 12 in 6 rooms, ten children.
  3. One family of 10 in 6 rooms, 8 children. Five boys sleep in one bed. Ages 3, 6, 8, 10, 12.

GENERAL IMPRESSIONS
In going about from house to house interviewing persons in the recent survey made which includes 43 Negro persons, we found them willing and eager to answer questions, show their homes and the conditions under which they are obligated to live.

In many cases we found that the houses were unfit to live in. The majority of places surveyed needed major repairs to the stairways, floors and walls, also the plumbing was bad. Many were found without bath tubs and furnaces. The majority of cellars are dirt and are damp from water settling when it rains, which has a tendency to make the entire house damp, a very dangerous situation as it breeds diseases such as tuberculosis.

Several bad cases of overcrowding were found which have been listed in summary. Rats, mice, roaches and bedbugs were found in many homes, even to the large and offensive sewer rats.

RECOMMENDATIONS
1. That the 11th ward where a number of Negroes live in bad houses be included in the areas listed for Housing Study, also from Clarissa St. west to Prospect Street.
2. That prevailing laws governing housing be enforced, as making repairs.
3. That discrimination against Negro tenants be abolished.
4. At least 2 of the 20 investigators to be picked to make the Housing Study be Negroes.
5. That the Negro be included in whatever kind of project is built here.
6. That since New York City, Buffalo, Syracuse, Utica, Schenectady, Yonkers, Fort Jervis and Lackawanna have set up necessary authorities and have petitioned the U.S. Housing Authority for loans that Rochester will follow suit in as soon a time as possible since it has been proven that Rochester does have neglected areas which should be eradicated and that private Realtors and Bankers would not be able to build low-rent houses at any profit.

Faith is the fuel and the power that activates the doer of good. Thus it is our faith in God, the knowing that with Him all things are possible, that transforms our prayers into meaningful form.

Season's Greetings

At this joyous season, we extend to you our best wishes for the holidays.
May the New Year bring to all of us that cherished dream of "Peace On Earth."
Renovation Office Opens

A site office for the Third Ward Urban Renewal Project will be opened at 10 Friday morning at 140 Edinburgh St., with a meeting of city officials and a representative of the Urban Renewal Administration.

The opening will mark the first meeting of the Third Ward Urban Renewal Advisory Council, a group of residents, clergymen, educators, social workers, professional men and area leaders who either live in the Third Ward or have a primary interest in it.

Formation of the new Advisory Council of 38 members was announced today by Deputy City Manager William F. Denne, Administrator of the Department of Urban Renewal and Economic Development.

The purpose of the Council, Denne said, is to act as a means of communication between those doing the planning for the Third Ward and those who will be most affected by the plans. The Department hopes to consult with members frequently to develop a flow of information in both directions, he said.

Advisory Council members will be addressed at the opening meeting by Mrs. Anne Roberts, Deputy Administrator of the New York Rehabilitation project began last July.

Following approval by the Urban Renewal Administration, the Federal government also earmarked a capital grant of $6.4 million as its two-thirds share of the $9.6-million net cost. The project is bounded by the Genesee River, Pennsylvania Railroad, Main Street and the Inner Loop.

Pine said the opening of a site office in the planning stage of a project is an unusual step and is a result of recognition by the Department of Urban Renewal that section must be taken at an early stage to prevent deterioration in the neighborhood.

Opening of the office, Pine said, will help provide information for residents and maximize citizen participation in the planning process. The office will also serve as a staff headquarters for project planning activities.

Engaging and planning studies to determine the cost and location of needed improvements, such as new playgrounds and streets, are already underway.

Within two weeks, the Department will begin interviewing families in the area to determine their housing needs and financial ability. A house-to-house architectural survey to determine what must be done to bring each house up to minimum standards is expected to be completed by mid-December.

Those and other studies required by the Federal government are expected to be completed by December 1964. They will be submitted to the Federal government with the completed plan for the project and public hearings will then be held. Actual construction of facilities and rehabilitation of houses is expected to begin in late 1965 and will take several years.

Members of the Third Ward Urban Renewal Advisory Council include: Rev. Robert Kreckel of Immaculate Conception Church; Rev. Andrew Gibson of A. M. E. Zion Church; Rev. Arthur Whittaker of Mt. Olivet Baptist Church; Rev. Herbert T. Shankles of Church of God; Rev. Harry Williams of Corn Hill Methodist Church; Rev. Franklin D. Florence of Church of Christ; Rev. Eugene Kemp of Church of God by Faith; Rev. Samuel A. Hutchinson of Jefferson Avenue Seventh Day Advent Church; Rev. Murphy Greer of Aenon Baptist Church; and Rev. John Salmon of Trinity Presbyterian Church.

Fred Parker, principal of No. 3 School; Rodney Peterson, principal of No. 2 School; John Chipp, principal of Madison High School; Dr. James Wishart, principal West High School; John Franco, principal of No. 4 School; John Thomas, principal of No. 19 School; Mrs. Karmina Nisbiit, principal of Jefferson Avenue S.D.A. Church school; Sister Helen principal of Immaculate Conception School; Margaret C. Kenney, Administrative Director of Rochester Elementary Schools.

Mrs. Constance Mitchell, Third Ward Supervisor; Mrs. Lydia Payton, 215 South Fith Street; Alfred Nori, Executive Director of Montgomery Neighborhood Center; Dr. Juanita Pitts, Director, Community Child Care Center; Dr. Blake McKenzie, City Historian; Marion Leatty, Case Work Supervisor; Mrs. Betty Nickels, Monroe County Department of Social Welfare; Francis Hickey, Southwest Neighborhood Council, Chairman.

Jesse Lee Kendrick, Exalted Ruler, Elks, Flower City Lodge No. 91; Roy Scott, Trustee, Masonic, Eureka Lodge No. 36; Mrs. Marion Newbie, President, Rochester Negro Women's Professional and Business Club; Robert Morrison, President, Rochester Chapter of NAACP; Hannah Storr, President, Rochester Chapter of CORE; Mrs. Corrine Wilson, President, Non-Partisan Committee.

Carmen Del Gaito, 30 Exchange Street; William Skally, 47 Greig Street; Mrs. D. Hillary, 79 Glasgow Street; Jack Washington, 59 Glasgow Street; Lester Pech, 326 Flynn Avenue South; Eugene Greenwell, 80 Adams Street, Howard W. Cook, Editor, Rochester Voice News.

ANE M. ROBERTS

Mrs. Anne Roberts is the Deputy Administrator of Region I, Housing and Home Finance Agency, which has jurisdiction over the Housing Programs of New York State and the six New England States.

Mrs. Roberts was born in Cincinnati, Ohio. She is a graduate of the University of Cincinnati. Prior to entering Federal Service in 1945, Mrs. Roberts taught in the Cincinnati Public School System and served as Local Correspondent for the Pittsburgh Courier, a weekly newspaper. She began her Government career as Consumer Relations Officer in the Office of Price Administration and has served in several capacities in the Federal Housing Program for the past 16 years. Her appointment as Deputy Regional Administrator in 1960 until her appointment as Deputy Regional Administrator.

Mrs. Roberts is a member of Alpha Kappa Alpha Sorority, the National Council of Negro Women and the National Urban League Guild. She is the wife of veteran-newman Stanley Roberts, a reporter with the New York Journal-American.
'THE LETTER CELEBRE'

Special attention of Supervisor Mitchell and the Frederick L. Douglass League:

Before you close your mind to these suggestions with your by-now familiar remark that anyone that does not agree with you can just be a bigot, I want to say to all of you that the Negro never had a better friend than the writer of this letter until he realized that you are all talk and no action. You want others to act. How about doing it yourselves?

The only thing you are doing with which I am in accord is protesting the closing of School 41. May I make some suggestions which I believe would do more good for your ward than this massing you plan?

1. Round up all the drunks and have them clean up the empty wine bottles with which they are littering lawns and streets. This goes for Mitchell and the Frederick L. Douglass League:

2. Educate your people enough so it is safe for a person to walk about in your ward.

3. Get the bums off the streets immediately but don't crowd demonstrators on them to give them a change to congregate in the name of freedom.

4. Tell your people that when they rent a room for one person the landlord does not expect to house ten. If tenement conditions exist, the landlord does not expect to house ten. If tenement conditions exist, your people have created them. They insists to crowding together to knife, to loaf; Those of us who have offered you jobs have seen how long you have worked -- long enough to make enough to buy a jug of wine. Believe me, you don't impress me! I want to say the Negro never had a better friend than the writer of this letter until he realized that you are all talk and no action. You want others to act. How about doing it yourselves?

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Business Directory

JIM'S NEWSSTAND
Main and Clinton

NEISNER'S
300 Main St. East

SPECTOR'S
30 South Avenue

NEWSSTAND
236 Clinton Ave. S.

HEATH DRUG STORE
141 Clinton Ave. N.

NEWSSTAND
Main H State Sts.

PECK'S DRUG STORE
Cor. Adams & Plymouth

CIRCLE FOOD MARKET
330 Plymouth Ave. So.

M. FICO DELICATESSEN
366 Plymouth Ave. So.

CLARISSA GROCERY
333 Plymouth Ave. So.

ACE FOOD MARKET
456 Plymouth Ave. So.

POWERS DRUG STORE
553 Plymouth Ave. So.

JOE'S GROCERY
783 Plymouth Ave. So.

KEOGHAN'S GROCERY
1013 Plymouth Ave. So.

AN'S GROCERY
275 Reynolds St.

CIRCLE SUPER MKT.
600 Jefferson Ave.

PEAK SUPER MARKET
663 Jefferson Ave.

WHEELER Corner Grocery
122 Bronson Ave.

KUHLIAN PHARMACY
Bronson at Jefferson.

M & C SUPERETTE
365 Jefferson Avenue

BOB'S SHOE REPAIR
368 Jefferson Avenue

A & L DELICATESSEN
118 Reynolds at Tremont

DEPERR'S MARKET
93 Prospect St.

PROSPECT SUPER MKT.
Cor. Atkinson & Prospect

SAM SNREAD'S Groceries
48 Prospect St.

LOMBARD SUPER MKT.
Genesee & Bronson Ave.

GENESEE FOOD STORE
Cor. Genesee & Lennox

IKE'S SUPER MARKET
Bronson & Clarissa Drs.

BARTLETT SUPER MKT.
257 Reynolds St.

TRIANGLE DRUG CO.
516 Main St. East

ARTHUR'S DRUG Store
300 Joseph Avenue

BEAUTY SHOP
445 North St.

SANTUCCI MARKET
454 North Street

ARROW FOOD MKT.
312 North Street

SMITTY'S Shoe Shine
273 North Street

SLIM BROWN'S
Scio at Weld St.

D'AMBROSIO DRUG
294 Scio Street

FRUIT STAND
125 Central Park

ALFIEROS FOOD STORE
146 Central Park

MEAT and GROCERY
315 Central Park

AL POLITZI'S MARKET
311 Central Park

CHARLES Barber Shop
Joseph Avenue

L. & E. GROCERY
Clarissa & Adams Sts.
The Negro Family in Rochester

(Continued from page 3)

There are of course, exceptions to this rule. In some homes there is little or no parental control and children from these homes invariably grow into the so-called "problem children." However, it is safe to say that the average Negro home is religious and God-fearing. Homes are clean and well-kept even though this means an extra effort on the part of the mother and it has been noted that when a colored family moves into a previously all-white area, special effort is made to maintain the premises in first-class condition.

The Negro Child

The Negro child cannot live in peace and conform to both social worlds at the same time. The accident of birth, the color of his skin react in such a manner on his Nordic neighbors that he is held in a vice-like grip by sheer prejudice and discrimination kept alive by American tradition. Thus from the cradle to the grave, American Negro youth is forced to run the gauntlet of unfair competition in all fields of endeavour. In his effort to achieve the respect of his fellowmen and the status of a free American citizen, he is constantly at war. Too often, the spirit of defeatism takes hald of him and regulates his very way of life.

Out of this disappointing state of affairs rise the gangs which afford the Negro youth a social world in which he finds his only recognition. Richard Wright's "Native Son" correctly portrays this type of youth and the processes of disorganization from which all manner of social disorder arises.

The situation of the Rochester Negro of course is not in all ways parallel to the above - nevertheless despite its liberal background Rochester has not afforded as much chance of advancement to its Negro residents as could be hoped.

Impact of the War - Korean Conflict

Post War Era

Social irritation, executive orders both federal and state directed against discriminatory practices have provided sufficient machinery for the integration of the Negro citizen into the general pattern of the community to the extent that his standard of living has improved vastly.

Genealogy

To trace the origin of the Negro in Rochester is an interesting task. It is generally known that he is a mixture of Negro and American Indian, Negro and white (this includes white of Italian, German, Spanish, etc., origin) Negro and West Indian. Broken down into color groups, the statistics are roughly: 15% light complexion, 15% olive or bronze; 40% brown-skinned and 30% dark complexion or black. Some of the first group could easily pass as native Americans, other as Spanish, Mexican and Italian.

In economic status, the Negro in Rochester may be divided into several groups; the highest income group are the professionals. Then come the better educated ministers, school teachers and the so-called "liberal". The majority fall into the lower middle income group whose bread-winners are mechanics, factory workers, bank messengers, porters; their wives do domestic work. The remainder can be lumped into the poorer class, many of whom are on relief. In the class group and slightly on the rise whose bread-winners are mechanics are the habitants of the underworld.

A smile adds something when a stranger takes you at face value.