JOIN THE SALUTE . . . TO THE BLACK PRESS IN THE U.S.A.

General Motors Salutes BLACK NEWSPAPERS
150 Years of Achievement

It is with great pride that we salute the 150th anniversary of Black newspapers in America. Throughout much of America's history, it was against the law for Black people to learn to read, write, and express opinions concerning their own destiny.

On Friday, March 16, 1877, FREEDOM'S JOURNAL, the first Black newspaper was published. It was created by Samuel E. Cornish, a Black minister, and John B. Russwurm, one of America's first Black college graduates. They were two men whose firm belief was that there ought to be 'some channel of communication between us and the public through which a single voice may be heard in defense of 500,000 free people of color.' This great pioneering effort was then followed by other newspapers such as THE NORTH STAR, published by the great Black statesman and abolitionist, Frederick Douglass.

These newspapers provided the first means of real communication between Black people and the only united voice of Black ideas and opinion to white America. The Black press told the story when no one else would, and served as an inspiration to those dedicated to equality and freedom in the United States of America.

Today, more than 300 Black newspapers with over two million circulation are still expressing these key issues. We salute their achievements and their strong contribution toward maintaining the free exchange of ideas among all people living in America today.

"There ought to be some channel of communication between us and the public through which a single voice may be heard in defense of 500,000 free people of color." — John B. Russwurm

"One With God is a Majority" — North Star and The Frederick Douglass Newspaper — Year 1847
The Bicentennial year ended with joblessness among blacks returning to 1975 recession levels, according to the latest National Urban League "Quarterly Economic Report on the Black Worker."

"Clearly, many black communities today are economic disaster areas in need of urgent and substantial Federal aid," the report states.

Moreover, the National Urban League found that despite claims that the economy had improved and that more people were back at work, unemployment among all workers increased to recession levels of the previous year. Using the Hidden Unemployment Index developed by the NUL Research Department, total unemployment during the fourth quarter of 1976 increased to 11.77%, resulting in 20.000 more jobless workers than in the same quarter of 1975.

The report traced the rise in unofficial unemployment "to a surge in the number of discouraged workers from 4.1 million to 5.2 million." Thus, it states, "the proportion of all unofficial unemployed workers who were discouraged rose from three out of ten to four out of ten during fourth quarter 1976."

Furthermore, the report found that the increase in black discouraged workers increased by about one-fourth to four million, the number of black discouraged workers jumped by 41 percent to 1.2 million — equalling the number of discouraged workers among blacks a year ago." The report concluded: "Thus, while official unemployment statistics indicate that one out of every three black teenagers were unemployed, the NUL Hidden Unemployment Index revealed that three out of every five black teenagers were in fact jobless."

When holes taste good, we'll put them in our bread. The report also found that while the official number of unemployed teenagers dropped in the last quarter of 1976, so did the number of employed teenagers, thus increasing the percentage of unemployed teenagers and returning it to the jobless rate of nearly 19 percent of a year ago. However, according to the NUL Hidden Unemployment Index, the jobless rate among all teenagers increased from 26.6 percent to 31.5 percent, equaling the hidden jobless rate for all teenagers a year previously.

When these numbers are broken down into hidden unemployment levels for white and black teenagers, the totals become 28.1 percent for whites and 36.3 percent for blacks.
Waterford...an affordable treasure to invest in now.

The tall lamp, **$225**
The mini size, **$94.50**

Sibley's Crystal, Fourth Floor Downtown; Irondequoit,
James A. Joseph Sworn in as Under Secretary of the Interior

Washington, D.C., on March 23, 1977 — James A. Joseph was sworn into office today as Under Secretary of the Interior, the first black person to hold the second highest position in the Department.

Secretary of the Interior Cecil D. Andrus presided at the swearing-in ceremony in the Department's auditorium.

"We were most fortunate that Mr. Joseph agreed to serve in this position," Andrus said. "He is one of America's most outstanding executives. I am pleased he will be with us."

Joseph brings to his new position a broad experience in economic and social development affairs, and feels strongly about the need for the Department to protect human resources.

"The mission of the Department of the Interior is usually defined in relation to its role as guardian of the Nation's natural resources," Joseph said recently. "With increasing acknowledgement of the interdependence of energy, water, land, and other elements of the planet's life-support system, the responsibilities of the Department have magnified. It must not overlook its parallel mission to serve as trustee of selected human resources as well."

"We have a responsibility," he added, "to address all our citizens, whether they live in small towns or crowded cities, have an opportunity to enjoy the beauty and benefit of our natural resources."

A native of Opelousas, Louisiana, Joseph was graduated from St. Landry Parish High School and holds degrees from Southern University at Baton Rouge, Louisiana, and Yale University.

At Southern, he was class president for three years and was named the outstanding senior. While at Yale, he was awarded a Danforth Foundation fellowship.

In 1972, Joseph was named Vice President of Cummins Engine Company and President of Cummins Engine Foundation. Reporting to the Chief Executive Officer and serving on the company's Board of Directors, Operating and Environmental Affairs Committee, he oversaw all of Cummins' responsibilities at Cummins involving all aspects of the operation of the world's leading independent producer of diesel engines for on-highway trucks and industrial equipment.

He participated in International economic and political studies and served as a consultant in the Middle East, Western Europe, Latin America, the Soviet Union, Japan and Africa. His presentation in a symposium in Southern Africa on the role of international corporations in national development was published in the Christian Science Monitor earlier this year. Joseph is the author of a number of articles and was an editor of Three Perspectives on Ethnicity, published by Putnam Press in 1976. He also served for three years as host for a public affairs TV program on the NBC affiliate in Indianapolis, Indiana.

From 1958-1968, Joseph served as First Lieutenant and Commander of a Medical Detachment in the U.S. Army. He is also a former Chaplain of the Clarenst College in Claremont, California, where he also served as a member of the faculty of the School of Theology.

From 1969-1973, he was Executive Director of the Irwin-Sweeney-Miller and Cummins Engine Foundation, with national philanthropic programs in education, community development, religion and the arts.

He was Secretary of the Council on Foundations, a Member of the Board of Governors of the Opportunity Funding Corporation, Director of the African-American Institute and President of the National Black United Fund. He is a Trustee of Antioch College, Atlanta University, Pitzer and Union Theological Seminary.

An ordained minister of the United Church of Christ, he is a former chairman of a special committee on racism and development for the World Council of Churches in Geneva, Switzerland and is a former director of an Operation Crossroads Africa project in Ghana. He also served on the Treasury Department's Advisory Committee on Philanthropy and Public Needs and is the former Chairman of the Board of Directors of the Association of Black Foundation Executives.

He is married to the former Doris Taylor of Plainfield, New Jersey. They have two children, Jeffrey and Denise.
Let's keep it working. For all of us.

UNITED COMMUNITY CHEST/RED CROSS CAMPAIGN

Please, tell your children not to climb or play near high voltage transmission towers, utility poles, or electric lines of any kind. Tell them anyone who does is playing with death. Every electric line and cable carries potentially fatal amounts of electricity. You don't even have to touch anything to get electrocuted. If you get very close to high voltage cables, electricity can jump short distances through the air and deliver a shock. A shock that can kill. So, keep your children to play away from electric facilities. Please, do it now and help us prevent a tragedy.
Kodak reports to the community

Give us half an hour, and we’ll show you a year.

Kodak Reports to the Community on Tuesday, April 26, at 7 p.m., on Channel 10, Tune In.

See why 1976 was an exciting year for us—one that saw continued progress for Kodak. In addition to a message from our board chairman, Walter Fallon, and an interview with Colby Chandler, Kodak’s new president, the program will take you inside our plants in Rochester, Windsor, Colorado; and Kingspoint, Tennessee for a look at our operations there. Can film help make a better hamburger?

Help wanted.

Three Kodak people have a special interest in the success of the United Community Chest/Red Cross Campaign, which helps support more than 150 local human service agencies.

The first two, Claudette Jones, supervisor trainer, Industrial Relations, and Bob Cross, accountant, Business Services, both from Kodak Apparatus Division, are loaned executives who will work for the Chest for two months on this spring’s fund-raising drive while Kodak pays their regular salaries. Along with 44 other men and women loaned from the Rochester business community (eight of them from Kodak), they are prepared to work additional hours and midnight shifts, to deliver presentations in groups, and to assume goal-making responsibilities for the division to which they will be assigned. Their donated time helps to keep Chest administrative costs down. That kind of effort makes the dollars you contribute go farther.

Ray Hicks, head of Photographic Services at Kodak Research Laboratories, has a field day by viewing the telecast. To show how our products meet people’s needs, we’ll pick you to an environmental lab in Las Vegas, to a fast-food franchise in Kentucky, and to the Jet Propulsion Laboratory in Pasadena. We think you’d be surprised by some of the unusual ways in which people are benefiting from Kodak products.

We’ll also acquaint you with a new international language that is minimizing the need to translate Kodak service manuals into other languages for overseas use. And you’ll get a close look at consumer products announced a couple of weeks ago. You’ll also meet the most photographed girl in the world; some Kodak people who earned worldwide recognition; and interesting folks who took Kodak plant tours last year, including members of a Model A Ford club.

Education’s going to the kangaroos. And other animals.

A concept utilizing a series of cartoon-type animals reproduced on microfilm and viewed on a Kodak Ektaflex 120E reader has become a practical way for teachers to evaluate students’ learning skills in elementary-level mathematics.

The program, developed jointly by the Business Systems Markets Division of Eastman Kodak Company and the Educational Testing Service of Princeton, N.J., is called DICOM. Results help teachers evaluate students’ levels of comprehension and pinpoint areas that require additional instruction.

Dr. Helen Lisson of Kodak Research Laboratories comments DICOM Testing Program being used by second-grade students.

We think you’ll enjoy the places, the faces, and the accomplishments as Kodak reports to the community, the same day we report to our shareholders. Remember to watch Channel 10, Tuesday, April 26, at 7 p.m. You may see some of your friends and neighbors.
Gold Circle Observes Arbor Day

The greening of Rochester will take another step Friday, when Gold Circle Observes Arbor Day as the city and Gold Circle plant tree planting programs in suburban areas.

This is the second year for the Gold Circle tree planting program in the Rochester area. The Rochester school will receive the 3,000 Austrian and white pine three and four-year-old seedlings which were planted by Gold Circle school children on school grounds. A planting flyer will be given to the children participating in the tree plantings. The flyer contains graphic descriptions of planting techniques and instructions on how to care for trees.

"The purpose of the planting is to further enhance the beauty of the Rochester area and strengthen the sense of public pride in the community," Brian Little, city forester, said.

Gold Circle chairman Hal W. Field said his company's involvement in tree conservation began six years ago when the store chain contracted with nurseries to grow some 75,000 seedlings which were given away in the stores. Based on the tremendous response to the program and the chain's rapid growth in Ohio, the company expanded the give-away to 175,000 trees in 1978. Most of the seedlings were gone within two or three hours after the stores opened.

In addition to the Rochester plantings, Gold Circle has donated some 50,000 seedlings and larger hardwoods to cities in their Ohio markets and Lexington, Kentucky.

Gold Circle 1977 ARBOR DAY FACT SHEET

*Gold Circle Stores, headquartered in Columbus, Ohio, will sponsor Arbor Day celebrations, April 28, in major Ohio cities, Rochester, New York and Lexington, Kentucky. This is the fourth consecutive year the store chain has given away trees in April.

*Gold Circle will donate some 50,000 pine seedlings, including over 500 hardwood trees, to the city parks department and schools for Spring plantings. The hardwoods are between ten feet and fifteen feet tall and many are in bloom. Ceremonies to recognize city officials including the mayor will accompany the hardwood plantings.

*Seedlings, consisting of Austrian and white pines, will be planted by school children and scout troops in each city. The plantings will be coordinated by the city parks department. Various hardwoods to be planted include red oak, sugar maple, sycamore, ash and flower crab trees.

*Cities receiving Gold Circle trees are: Canton, Cincinnati, Cleveland, Columbus, Dayton, Kettering, Springfield, Lexington, Kentucky and Rochester, New York.

*Gold Circle's involvement in tree conservation began six years ago when the store chain contracted with nurseries to grow some 75,000 seedlings which were given away to 175,000 in 1976. Most of the seedlings were gone within two or three hours after the stores opened.

In addition to donating trees, Gold Circle is distributing a planting flyer to school children who are involved in the plantings. The brochure will provide a graphic description of planting techniques and instructions on how to care for trees. The brochure will be distributed by the city parks department.

For additional information contact: Denny Lynch or Bob Cunningham (614) 436-4444

Funeral Service for Delores Crawford Pennington

Tuesday, April 12, 1977, 11:00 a.m. at the LATIMER GENERAL CHAPEL 983 E. F.getState Ave., Rochester, New York Rev. Zack Cooper, Officiating ORDEALS SERVICE Organ Prelude (Taped Music) Seating of Family and Friends Scripture Prayer

"Precious Lord" — Joyce Johnson

Accompanied by Lee Crawford Remarks by Ministers or Friends Oblatory and Acknowledgments Ms. Kilis Klug, Registrar Eulogy — Rev. Zack Cooper Sermon— Rev. Howard Infirmment — Mt. Hope Cemetery At the request of the Family, there will be no reception following this funeral.

ACKNOWLEDGEMENT The Family of the late Mrs. Delores Pennington is sincerely grateful for the many kind expressions of sympathy bestowed upon them by friends during this time of bereavement.

OBITUARY

Delores Crawford Pennington was born in Pittsburg, Pennsylvania, on December 27, 1916, the daughter of Rev. C.C. Crawford and the late Pearl Harrison Crawford. She attended Allentown Elementary School of Pittsburg, Pa. Delores and John Pennington were joined in marriage on May 15, 1939 in Rochester, by her father, Rev. C.C. Crawford. She did occasionally attend the Friendship United Baptist Church on Second Street under the pastorate of Rev. Zack Cooper.

Mrs. Pennington departed this life on Wednesday, April 6, 1977 at Strong Hospital. She leaves to mourn her passing, her husband, John; one son, Timothy; husband Ann (Pennington) Smith; five step-grandchildren: two brothers, Mrs. Dorothy Crawford of Rochester and Cleveland Crawford of Pittsburgh, Pa.; her sister, Mrs. Roy, C.C. Crawford of Pittsburgh, Pa.; aunts, uncles, nieces, nephews and other relatives.

ARRIANG THE CLOCK ANS. SERVICE 436-0870 OPEN 10 -7 P.M. SAT. 10 - 2 P.M.

PORTRAITS by LONG WEDDINGS - FAMiliy GROUPS 605 W. MAIN ST. ROCHESTER, N.Y. 14611

Take Pride in Rochester

Join the Clean Machine

The Clean Machine

The Clean Machine is a matter of pride. Pride in the way the community looks. The kind of pride shown in the work of men like Frank Longenecker, Ernie Davis, John Costello and others like them (job is to be super- vised) cleaning up in your neighborhood.

They'll work with you on your Spring Clean-Up Weekend to make sure that your bulk refuse is picked up and your street is swept and flushed clean.

If you need help with a problem during Spring Clean-Up, call the people in the City Service Bureau at 425-7065. They'll see that you get help... from men with pride.

Clean Up Schedule

If you're uncertain as to which sector you live in, you can still discover your Clean Machine weekend on the schedule below by simply re- membering your regular refuse collection day. For instance, if your regular refuse collection day is Monday then your sector I (Section 1) and special equipment will be in your neighborhood on Saturday, May 21 and Monday, May 23.

1. Monday— (Regular Collection Day) Saturday, May 21 from 10 am to 3 pm. Monday, May 23 from 7 am to 2:30 pm

2. Tuesday— (Regular Collection Day) Saturday, May 22 from 10 am to 3 pm. Monday, May 24 from 7 am to 2:30 pm

3. Wednesday— (Regular Collection Day) Saturday, May 23 from 10 am to 3 pm. Monday, May 25 from 7 am to 2:30 pm

4. Thursday— (Regular Collection Day) Saturday, May 24 from 10 am to 3 pm. Monday, May 26 from 7 am to 2:30 pm

5. Friday— (Regular Collection Day) Saturday, May 25 from 10 am to 3 pm. Monday, May 27 from 7 am to 2:30 pm

How You can Help

The Clean Machine is a special effort by you, helping us, by putting your bulk refuse and debris out at the right time, in the right place, and in the right way.

Be a part of the Clean Machine. The men with pride can do a better job of making your neighborhood and your city clean and attractive. Follow the special spring clean-up rules if you follow these rules:

1) All debris must be placed in refuse containers or in heavy-duty plastic bags. Place debris between the sidewalk and curb. Never use paper bags or cardboard boxes or place debris in the street or gutter.

2) Place large bulk items (appliances, furniture, etc.) between the sidewalk and curb. Never place bulk items in the street or gutter.

3) Hedge and tree trimmings must be bundled or put in refuse containers. Never place hedge or trimmings in the street or gutter. Stacks of paper or wood must be bundled. All bundles should weigh less than 75 lbs. and be three feet or less in length and 18 inches in diameter. Place bundled stacks of paper or wood between the sidewalk and curb. Never place paper or wood in the street or gutter.

4) Loose leaves should be bagged and placed between the curb and the gutter. Never place leaves in the street or gutter.

Beautifies Suburbs

Gold Circle Stores, headquarter- ed in Columbus, Ohio, will sponsor Arbor Day celebrations, April 28, in major Ohio cities, Rochester, New York and Lexington, Kentucky. This is the fourth consecutive year the store chain has given away trees in April.

*Gold Circle will donate some 50,000 pine seedlings, including over 500 hardwood trees, to the city parks department and schools for Spring plantings. The hardwoods are between ten feet and fifteen feet tall and many are in bloom. Ceremonies to recognize city officials including the mayor will accompany the hardwood plantings.

*Seedlings, consisting of Austrian and white pines, will be planted by school children and scout troops in each city. The plantings will be coordinated by the city parks department. Various hardwoods to be planted include red oak, sugar maple, sycamore, ash and flower crab trees.

*Cities receiving Gold Circle trees are: Canton, Cincinnati, Cleveland, Columbus, Dayton, Kettering, Springfield, Lexington, Kentucky and Rochester, New York.

*Gold Circle's involvement in tree conservation began six years ago when the store chain contracted with nurseries to grow some 75,000 seedlings which were given away to 175,000 in 1976. Most of the seedlings were gone within two or three hours after the stores opened.

In addition to donating trees, Gold Circle is distributing a planting flyer to school children who are involved in the plantings. The brochure will provide a graphic description of planting techniques and instructions on how to care for trees. The brochure will be distributed by the city parks department.

For additional information contact:

Denny Lynch or Bob Cunningham (614) 436-4444

Funeral Service for Delores Crawford Pennington

Tuesday, April 12, 1977, 11:00 a.m. at the LATIMER GENERAL CHAPEL 983 E. Fayette Ave., Rochester, New York Rev. Zack Cooper, Officiating ORDEALS SERVICE Organ Prelude (Taped Music) Seating of Family and Friends Scripture Prayer

"Precious Lord" — Joyce Johnson

Accompanied by Lee Crawford Remarks by Ministers or Friends Oblatory and Acknowledgments Ms. Kilis Klug, Registrar Eulogy — Rev. Zack Cooper Sermon— Rev. Howard Infirmment — Mt. Hope Cemetery At the request of the Family, there will be no reception following this funeral.

ACKNOWLEDGEMENT The Family of the late Mrs. Delores Pennington is sincerely grateful for the many kind expressions of sympathy bestowed upon them by friends during this time of bereavement.

OBITUARY

Delores Crawford Pennington was born in Pittsburg, Pennsylvania, on December 27, 1916, the daughter of Rev. C.C. Crawford and the late Pearl Harrison Crawford. She attended Allentown Elementary School of Pittsburg, Pa. Delores and John Pennington were joined in marriage on May 15, 1939 in Rochester, by her father, Rev. C.C. Crawford. She did occasionally attend the Friendship United Baptist Church on Second Street under the pastorate of Rev. Zack Cooper.

Mrs. Pennington departed this life on Wednesday, April 6, 1977 at Strong Hospital. She leaves to mourn her passing, her husband, John; one son, Timothy; husband Ann (Pennington) Smith; five step-grandchildren: two brothers, Mrs. Dorothy Crawford of Rochester and Cleveland Crawford of Pittsburgh, Pa.; her sister, Mrs. Roy, C.C. Crawford of Pittsburgh, Pa.; aunts, uncles, nieces, nephews and other relatives.

ARRIANG THE CLOCK ANS. SERVICE 436-0870 OPEN 10 -7 P.M. SAT. 10 - 2 P.M.

PORTRAITS by LONG WEDDINGS - FAMiliy GROUPS 605 W. MAIN ST. ROCHESTER, N.Y. 14611