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3390-J

City Directory

of

Negro Business and Progress 1939-1940

Howard W. Coles

Compiler and Publisher

446 CLARISSA ST. ROCHESTER, N. Y.

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"Always A Good Show"

Plymouth Avenue at Main St.



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Main 2227

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446 Clarissa St.

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CONTINENTAL CASUALTY COMPANY
ACCIDENT SICKNESS
INCOME INSURANCE

Sickness WHEN IT COMES IS BAD
ENOUGH WITHOUT HAVING
MONEY TROUBLES TO WORRY ABOUT
THIS PLAN MAY NOT PREVENT SICKNESS BUT
IT CAN AND DOES
RELIEVE FINANCIAL WORRY
WHY NOT BUY NOW ?

EMPIRE STATE MUTUAL LIFE INSURANCE
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BRANCH OFFICE 446 CLARISSA STREET
PROTECTION FOR ENTIRE FAMILY
A COMPLETE POLICY FOR EVERYONE
FROM DATE OF BIRTH TO 40 YEARS
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PLANS WHOLE LIFE 20 PAY LIFE
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INSURANCE AGENTS

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ELMER BALL.....	301 Adams Street
Gen. 6288-J—Main 3733—Main 4130—Main 2227	
OSCAR HAWKINS.....	63 Ford Street
Main 2167-J—Main 4130—Main 2227	
MOSES WHITLEY.....	32 Clarendon Street
Main 5918-W—Main 2227—Main 4130	
ULRICH WILSON.....	16½ Henry Street
Main 8242—Main 2227—Main 4130	
WILLIAM WALLACE.....	384 Troup Street
Gen. 1824-M—Main 2227—Main 4130	
EDWIN TYLER.....	249 Clarissa Street
Main 8252—Main 2227—Main 4130	
H. W. COLES.....	446 Clarissa Street
Main 4523—Main 2227—Main 4130	

Branch Office: 446 Clarissa St.

Main Office: Wilder Bldg.

Negro Progress in Rochester

1816-1939



Austin A. Steward

In attempting to narrate in brief the progress of the Negro in Rochester and near vicinity, one must first take into consideration the handicap under which the writer must labor on account of the scarcity of authentic records prior to 1835, therefore the writer in showing what progress and to what standard the Negro in Rochester and vicinity has attained in the past half century, is compelled to rely upon those facts which have been left by association of certain individuals, newspapers and old records.

It has been said that some men possess the power of at least seeming to be in the front of events, so with the progress of the Negro in Rochester and vicinity, so great has been the progress of the city and vicinity during the last half century that seemingly if the Negro has made progress by keeping astride with the city's growth, it has been shadowed on account of his fewness in numbers. Yet if we would stop for a moment to raise the curtain of apparent obscurity we could readily discern that the Negro of Rochester has both made progress and endeavored to keep pace with the city's advance.

Rochester, the city of today, located in the heart of the great Genesee Country and the falls of the Genesee, in the County of Monroe, noted for its leading industries, beautiful homes, scenic parks, beautiful lakes and Western New York's veritable flower garden, with its history dating back to 1812-1815, becoming a city in 1834 with a population of 13,000.

The Negro became closely identified with the growth of Rochester during the early period of 1816. The pioneer-patriot founder, Col. Nathaniel Rochester, brought the wilderness of the Genesee Country new hope, vision and great desire to build a great city. During this same period of 1816, a poor, insignificant fugitive slave found his way, guided by the North Star, to the village of freedom and hope. That poor, humble slave was Austin A. Steward, who later became a successful business man, author and statesman, founding in the evening of his life, the Wilberforce Colony in Canada for fugitive slaves.

The people of Rochester became noted as a hospitable, liberal and tolerant people and as a result of this attitude, the great emancipator, Frederick Douglass, found a haven here in 1847. While here he founded the "North Star," famous newspaper, and later became the father of our present school system, abolishing separate schools for Negroes.

The second evidences pertaining to the Negro's progress locally was noted in 1836 when the Society of the First African Methodist Church was incorporated, through a deed for property as a gift from Ahera Fitch and his wife, Mary. Prior to this Rochester's Negro population numbered less than 400 and the majority of those were slaves who had settled here through Abolitionist's assistance.

It is a pleasure to note the wonderful improvement and progress of this society. Since in the face of the many disadvantages with which it had to grapple; the denied free speech; it lived later to become a part of the great A. M. E. Zion Church, Favor Street.

That this society made its influence felt for local patronage was demonstrated by the active interest taken on the part of those stern abolitionists, who gave their means and help in order that the same might be a success.

Frederick Douglass in 1847 saw the value and standard that the Negro of Rochester was attaining for it was here in the basement of the First African Church that he began the publication of his paper, "The North Star," later changed to the "Frederick Douglass Paper," which was an incentive to attracting foremost abolitionists as Wm. Lloyd Garrison, Beecher, Shaw, Elizabeth Cady Stanton and our most lamented Susan B. Anthony in his fight for the freedom of his race in the Southland.

The Negro in Rochester whom Douglass found was in a great way dependent upon the white man; for he himself had to rely upon their benevolence both for the success of his paper and work for freedom. Yet in a few years after his advent, we find such men as Roswell Jeffreys, Thomas James, William Bruce, Lewis Sprague, Morrison, Jackson and Williams credited in the city's records as possessors of much real estate, and in the Archives of the County; Scotts-

Pioneer Businessman



Jesse Stevens

shop on Exchange St., were the city's leading places engaged in such business.

Rochester from 1882 to 1892 on account of the steady growth as an industrial center drew an unlimited number of the laboring class to come as home seekers; especially foreigners, who being all classes in professions, soon became successful competitors with the Negro in his chosen profession as tonsorial artist, and to such an extent that the Negro, although having numerically increased, had to seek other avenues of vocation, hence the hotel, the private home and the livery, afforded him the greatest inducements; since those who had made Rochester their home were from Southern plantations, and were accustomed to this kind of work in Anti-bellum days, because in such vocations they applied themselves diligently, saved their means, bought homes, educated their children and conducted themselves as good citizens.

Educationally, Miss Patience Johnson, a graduate of the local high school in 1878 represented the race well as a teacher at Lima, N. Y., and legally before the Monroe County Bar during the 70's. Mr. Henry Johnson ably practiced as the first Negro lawyer to act in such a capacity, he being later followed in the 80's and early 90's by another active and aggressive young man, Mr. Chas. Lee.

The period from 1892 to 1909 is marked with much advancement on the part of the Negro in Rochester and vicinity, and should be both noted and commended by every Negro who prides the city as his or her home; for the race in Rochester as well as in other places, and I might say, as all races similarly conditioned, has often disagreed to eventually agree, yet always when called upon to show a possible latent strength—, race pride among the Afro-Americans in Rochester is just as staunch as the best that the race affords anywhere in America.

Rochester was the city the great Frederick Douglass designated as home, because here prior to 1861 he spent most of his energies in his noble work for the emancipation of his race in the southland; therefore the Afro-Americans in Rochester in 1894 thought nothing more fitting to the memory and respect of their most famous citizen and leader, than to erect here a monument to stand for all time.

The undertaking was a gigantic one, especially in a community consisting of a Negro population less than 5,000, but under the untiring leadership of Mr. John W. Thompson, a man with much executive ability, the Afro-Americans in Rochester, on February 20, 1895, unveiled to the world, a monument in honor of America's greatest Negro statesman, Hon. Frederick Douglass. This work alone within itself has caused to be noted the Negro's progress in Rochester more than any other act or accomplishment.

That the Negro in Rochester has made progress in 75 years is possibly not so apparent to some, yet the fact must be admitted when his ability to succeed amid difficulties is compared to other cities, considering his per cent as to inhabitants, the Negro in Rochester and vicinity has well played his part.

It is said that less idlers and more law abiding citizens are not found in any other city of its size in the country. Progress comes to no race on flowery beds of ease, and today the Negro in Rochester, like his brother everywhere, is overcoming the difficulties and hardships involved by hatred and prejudice.

Rochester today has 10 churches; 1 weekly newspaper; 6 Civil Service positions: Miss Ellyce Dennis, State Dept. Harry Spencer, Postal Clerk, Main P. O. Karl Burke, Mail Carrier. John Brown, Railway Mail Clerk. Asa DuBois, R. R. Mail Clerk; Thomas Reed, R. R. Mail Clerk.

N. Y. A. Supervisor—Miss M. Elizabeth Langford. 1 School Teacher —

Mrs. Elizabeth Walls. 8 Bank Messengers—George Burks, Henry Williams, Oliver Adams, Eugene DuBois, Floyd Morris, Daniel Jackson, Howard Lee and John Lee.

1 Retail Grocer, 2 Negro Hotels, 3 Physicians, 2 Dentists, 2 Undertakers.

Political Leaders:

James Bolden, 7th Ward, Republican

Robert Caston, 7th Ward, Democratic

John W. Coles, 3rd Ward, Republican

Stanley Thomas, 3rd Ward, Democratic

Although a great deal has been said about the Negroes in Rochester, his brothers through the vast rural areas in and around Rochester and adjacent counties has progressed as well. Through the county of Monroe, the towns of Mumford, Scottsville, East Rochester, Coldwater and Caledonia, the Negro in most cases owns his own home and has some land; in rural areas in this same section he is engaged in farming.

Through the sections of Avon, Caledonia and LeRoy, in the towns, he also more or less owns much private property while through the rural section, he is engaged in dairy farming. These are several outstanding farmers in this district, namely, George Price, James Johnson, George Wilson, Daniel Carpenter, Ash Thompson, and scores of others who have studiously applied themselves to the tasks in hand—which clearly shows hard work and decent living has indeed its reward. Union is what we need now!



Negro Census Data

In discussing questions of race building and at the same time, ways and means to increase our present population, it is but just that we recognize the causes that have led up to the condition that may exist. If we are to suggest methods by which we may correct our weak points, we should first attempt to make plain what these are and then offer our remedy.

In Rochester we have enterprises, modest in number, enterprises of all classes and kinds, humble and pretentious, scattered here and there. But these do not take on the sturdy growth of permanency and prosperity that usually attaches to the affairs of others. On the contrary, we are surprised if they exhibit undue vitality and outgrow their long clothes.

Some of our businesses are lasting monuments to our commercial and professional ability, and stand out proudly against a background of restricted opportunities while the unnumbered many fade into the shadow of the horizon and are lost to sight.

We glory that we are a full-fledged race. It is a splendid thing to glory over. But do we realize what we have missed in our sudden growth? Imagine a man who has had no babyhood, no childhood, no youthhood; a man born into manhood without the pleasures and experiences of boyhood; who has never fallen into a pond, battled with wasps, played truant, or done any of these innocent mischiefs, that develop the boy both in body and in mind, and fit him for the strenuous duties of life. Imagine such a man and you have our race.

Since the year 1909, through the great World War period until the present time, the Negro population of Rochester has gradually decreased each year. As a race, our economic condition does not allow us to hire many of our own, therefore, our main source of revenue must come from the general public, and at the present time under prevailing conditions there is hardly sufficient employment for the Negro population now living here. As a result, young qualified people either stay here and do anything that comes to hand while others seek employment in other cities, hence the continuous decrease in our population.

The Negro can change this situation when he decides to really and truly co-operate with one another for the mutual benefit of the entire race and the community in which he lives.

Population by Wards: Ward 1—74; 2—16; 3—831; 4—3; 5—5; 6—76; 7—505; 8—200; 9—11; 10—16; 11—274; 12—63; 13—5; 14—111; 15—1; 16—57; 17—15; 18—129; 19—81; 20—29; 21—21; 22—135; 24—0; 24—22. Total 2679.

No. Negro Families—693.

Medium size of Negro Family—2.46.

Percent of Negro families having one or more boarders—25.4.

The Negro as a Property Owner

Some of the first evidences pertaining to the Negro's progress locally was noted 1836 when the Society of and First African Methodist Church was incorporated, through a deed for property as a gift from Ahera Fitch and his wife, Mary. Prior to this, Rochester's Negro population numbered less than 400, and the majority of those were slaves who had settled here through Abolitionist's assistance.

It is a pleasure to note the wonderful improvement and progress of this society. Since in the face of the many disadvantages with which it had to grapple; the denied free speech; it lived later to become a part of the great A. M. E. Zion Church on Favor Street.

The Negro's real progress in Rochester and near vicinity up to 1892 has often been questioned. If he has made progress, where and how? The writer will say that in the face of many obstacles done largely by competition with the serf foreign element from all European countries who have emigrated to America to become citizens in the various large cities, North and South. The Negro in Rochester, he believes, when compared to similar places North has well deported himself.

We find the Negro, although restricted by certain labor, has kept in touch with the city's current progress, for he has increased his financial possessions on taxable property from \$400 in 1836 to over \$300,000 in 1892, we also find that by keeping religiously, educationally and civically in touch with the city's growth due progress has been made.

In 1905 through growth and enterprise, Rochester became a city of the first class, at which time the state census gave her a population of 181,672. How does the Negro compare with this growth?

The Negro population of Rochester and Monroe County was less than 7,000. Yet we find that the Negro had made wonderful progress. He owned church property valued at \$50,000 and private property valued to the amount of \$700,000, making a total valuation as to the Negro's realty in the city nearly one million dollars.

There are three Negro churches, one capitalized Negro realty company, two monthly and one weekly papers edited, three Negroes employed in City Civil Service departments, thirteen Negro Bank Messengers, one retail grocery store and two Negro hotels.

That the Negro in Rochester has made progress in 75 years is possibly not so apparent to some, yet the fact must be admitted when his ability to succeed amid difficulties is compared to other cities, considering his per cent as to inhabitants, the Negro in Rochester and vicinity has played his part well.

Beginning with the national catastrophe and stock market crash of the year 1929, in the course of events, the Negro property owner suffered more as a result of this perhaps than any other group within the city. His inability to maintain his present economic status proved disastrous in the end and caused him to lose much property representing his life's savings.

A recent survey of property owned by Negroes and its assessed valuation shows that in the Third Ward alone he owns forty-five homes with an assessed valuation of \$100,615.00. West of the river including the 14th, 19th, 11th and 1st wards, he owns property valued at \$37,140, with a total amount of property owned by Negroes west of the Genesee River of \$137,755.

Property owned by Negroes east of the River including twenty-four homes in the 7th, 18th and 22nd wards, he owns property assessed at \$67,090.

These figures show that property owned by Negroes in the City of Rochester, excluding church property, has a total valuation of \$204,845. Church property owned by Negroes in the entire city, which is tax exempted, is \$127,000.

These figures were taken from the records of the Department of Assessments, 26 City Hall, Rochester, New York.

THRIFT MARKET

433 Clarissa Street

GROCERIES AND MEATS

Occupations of the Negro in Rochester

For two hundred and fifty years, the American Negro has been a drawer of water and a hewer of wood. He felled the trees and turned the forest into fields of cotton and corn; he drained the swamps and turned them into fields of rice; he graded the highways and made them passable for railroad transit and traffic. In summer, he was to the white man, his owner, an umbrella; in winter, to the same owner, he was his winter wood, and always a ready servant with hand brawn, as bread and meat and shelter.

The question of labor is one of bread and meat. To the bread-winner it means much. To the unemployed it often lends a charm for crime, etc., for after all, the unemployed needs food, clothing, medicine, a shelter and employment alike for body and mind.

The early Negro pioneers coming to Rochester were most certainly some of Rochester's most conscientious workers. Those pioneers of our race were glad to be a part of Rochester, the city of liberalism and justice for all.

Today, the Negro worker has managed to fit in here and there into the throbbing industrial and commercial life of this city but the scope of his activities is greatly limited in the field of labor. As a result, the majority are related to specific types of work such as menial, domestic, car-washing, porters, catering and some hotel work.

During the period before and during the World War, the Negro worker was an essential part of the staff in all the leading hotels, in the various departments also as butlers and chauffeurs, the Negro was employed in the homes of some of Rochester's leading citizens, but since that time, the Negro has lost out in this lucrative field. As a laborer the majority are conscientious workers, trustworthy and thrifty and their only hope for the future is that "possibly some day we may find the road back through cooperation within the race and better race relations."

Male Occupations

Agriculture 8; farmers—owner and tenant 1; farm laborers—wage workers 7; forestry and fishing—extraction of minerals 1; manufacturing and mechanical industries 278; bakers 2; blacksmiths 1; brick and stone masons and tile layers 5; builders and contractors 2; carpenters 18; composers, linotypers and typesetters 1; cranemen, derrickmen, hoistmen, etc. 2; electricians 3; engineers—stationary 4; Firemen—except locomotive and fire department 5; Foremen and overseers—manufacturing 1; Iron molders, founders and casters 9; Jewelers and watchmakers—not in factory 1; Machinists 5; Manufacturers 1.

Mechanics—not otherwise specified—automobile factories, garages, repair shops, railroad car shops 23; All other industries 3; Millwrights 1; Painters, glaziers and varnishers—building 12; Paper hangers 2; Shoemakers and cobblers—not in factory 1; Structural iron workers—building 3; Tailors 3; Tinsmith and sheet metal worker 1; Upholsters 1.

Operatives—not otherwise specified: Iron and steel industries 7; Button factories 1, Food and allied industries 1, furniture factories 1, Suit, coat and overcoat factories 2, Other clothing industries 2, Other industries 10. Laborers—not otherwise specified: Clay, glass and stone industries 6, Food and allied industries 2, general and not specified laborers 31, Iron, steel, machinery and vehicle industries 18, Laborers, helpers, building construction 75, Other industries 7, All other occupations 5.

Transportation and Communication 186: Chauffeurs and truck and tractor drivers 77, Draymen, teamsters, and carriage drivers 10, Foremen and overseers, steam railroad 1, Garage laborers 46, Laborers, road and street 42, Laborers, steam railroad 6, Owners and managers, truck, transfer, and cab company 1, All other occupations 3.

Trade 75, Stock brokers 1, Clerks in stores 1, Decorators, drapers and window dressers 1, Deliverymen, bakeries and stores 4, Insurance agents, managers and officials 10, Laborers, coal yards and lumber yards 53, Retail dealers 3, Salesmen 5, Undertakers 1, All other occupations 3.

Public Service—not elsewhere classified—34, Guards, watchmen and doorkeepers 9, Laborers, public service 25.

Professional Service 34. Actors and showmen 25, Clergymen 9, Dentists 2, Musicians and teachers of music 9, Physicians and surgeons 2, All other occupations 11.

Domestic and personal service 257. Barbers, hairdressers and manicurists 8, Cleaning, dyeing, and pressing shop workers 3. Elevator tenders 14, Hotel keepers and managers 1, Janitors and sextons 51, Laborers, domestic and per-

sonal service 3, Laundry operatives 2, Laundry owners, managers and officials 2, Porters—except in stores 99, Restaurant, cafe and lunchroom keepers 3, Servants 42, Waiters 12, All other occupations 17.

Clerical occupations 20. Clerks—except clerks in stores 9, bank messengers 8, errand and office boys 3.

Female Occupations

Manufacturing and mechanical industries 13. Dressmakers and seamstresses—not in factory 5, Tailoresses 1, Suit, coat and overall factories—operatives 2, Other clothing industries—operatives 1, Operatives—not otherwise specified 1, Laborers—not otherwise specified 2, All other occupations 1.

Transportation and communication—Trade 6, Saleswomen 6.

Professional Service 10. Artists, sculptors and teachers of art 1, musicians and teachers of music 1, Teachers—school 1, Trained nurses 5, All other occupations 5.

Domestic and personal service 505. Barbers, hairdressers and manicurists 12, Boarding and lodging house keepers 13, Charwomen and cleaners 17, Housekeepers and stewardesses 4, Laundresses—not in laundry 39, Laundry operatives 9, Nurses—not trained 3, Restaurant, cafe and lunch-room keepers 7, Servants 367, Waitresses 7, All other occupations 27.

Clerical Occupations 6. Bookkeepers and cashiers 1, Clerks—except clerks in stores 3, Messenger, errand, and office girls 2.

Composer



Dr. R. Nathaniel Dett

Teacher



Mrs. Elizabeth Walls



Residential Phones and Directory

Terrell Beauty Salon, 415 Clarissa St.—Main 8206

Thorne, Lila R., 65 Gleenleaf St.—Culver 5054-W

Turner, Rufus H., 82 Kelly St.—Stone 5650-R

Walls, Robert L., 351 Clarissa St.—Main 6091-J

Williams, Jennie, 58 Favor St.—Main 2989-M

Young, Mrs. Solomon C., 8 Alma Place—Monroe 3050-W

Y. W. C. A., Clarissa St. Branch, 192 Clarissa St.—Main 3471

Insurance Agent

Louis Scott, 56 Agnes Street

HAWKINS' LIQUOR STORE

600 Plymouth Ave. S., near Clarissa

YOUR NEIGHBORHOOD DEALER

Residential Phones and Directory

- A** Alexander, Bessie Z., 35 Clarendon St.—Main 5918-J
 Atkins, Florence, 16 Oregon St.—Stone 5613-X
 Adams, Alicia, 41 Morton St.—Culver 2271
- B** Bailey, Cornelius, 1541 N. Goodman St.—Culver 3724-R
 Ball, S. R., 120 Copeland St.—Culver 2227-R
 Brown, John F., 84 Redfern Rd.—Monroe 1653-W
 Byrd, Mary R., 154 Adams St.—Main 2833
- C** Coles, Howard, 446 Clarissa St.—Main 4523
 Coles, John, 427 Clarissa St.—Main 2766-R
 Cooper, Bertha, 315 Clarissa St.—Main 3188-M
- D** Daniels, Joseph H., 379 Clarissa St.—Main 8111
 Davis, Martha, 505 Clarissa St.—Main 5114
 Derham, G. W., 40 Cypress St.—Monroe 1269
 Dey, Herbert W., 1159 Garson Ave.—Culver 4891-R
- E** Egling, Mary, 7 Oregon St.—Stone 5574
- F** Foster, Allie O., 14 Favor St.—Main 3257
 Flower City Lodge No. 91, 285 Clarissa—Main 8483
- G** Green, Harold F., 253 Columbia Ave.—Genesee 2649-R
 Griffin, T. T., 359 Holland St.—Stone 4194-J
- H** Hancock, George W., 108 Cypress St.—Monroe 8088-R
 Hargrett, Mary G., 11 Gladstone—Genesee 5916
 Harris, Ira O., 126 Baycliffe Dr.—Culver 4107-R
 Harrison, Benjamin R., 616 Clarissa St.—Main 734-W
 Hartzog, J. McNeil, 16 Clarendon St.—Main 1491
 Harvey, Rev. Pearl, 263 Edinburgh St.—Main 2876-W
 Hawkins, B. J., 37 Favor St.—Main 8242
 Hawkins, Arthur, 21 Oregon St.—Stone 2093-J
 Henderson, Rev. C. J., 279 Clarissa St.—Main 5169
 Hunter, Raymond, 214 Spring St.—Main 2630
- J** Jackson, Carro, 293 Clarissa St.—Main 8252
 Jackson, Daniel E., 73 Barton St.—Genesee 2854-W
 Jackson, Elizabeth, 37 Nassau St.—Stone 4747-R
 Jentons, Lottie F., 269 Columbia Ave.—Genesee 6170
 Johnson, Archie, 69 Ford St.—Main 2167-J
 Johnson, Mrs. Cordelia, 90 Prospect St.—Genesee 5198-W
 Johnson, Eli, 139 Randolph St.—Stone 5601-R
 Johnson House, 86 Industrial St.—Main 8446
 Jordan, Anthony L., M.D., 136 Adams St.—Main 3588
- K** Kearney, A. M., 326 Clarissa St.—Main 6404-S
 Kelso, Mrs. Maude, 500 Clarissa St.—Main 609-J
- L** Langford, Shirley, 360 Ellison St.—Culver 1647-R
 Latimer, M. E., 170 Clarissa St.—Main 2357
 Lee, John, 108 Garson Ave.—Culver 2232
 Levy, Van Tuyl J., D.D.S., 505 Clarissa St.—Main 3444
 Lindsay, Miss Lulu E., 574 Clarissa St.—Main 1106-J
 Lindsay, S. A., D.D.S., 750 Arnett Blvd.—Genesee 6078
- M** McIntyre, Mrs. Mabel, 616 Clarissa St.—Main 734-W
 Miller, I. J., 369 Ormond St.—Stone 3390-J
 Mitchell, Mrs. Edith V., 130 Clifton St.—Genesee 2914-W
 Morris, Floyd H., 282 Adams St.—Genesee 616-W
 Murdock, Mrs. James L., 17 Winter St.—Main 1166-J
 Myers, Walter R., 638 Bay St.—Culver 1550
- P** Paul, Margaret, 498 Clarissa St.—Main 1311
 Phelps, Claude E., 26 Fair Place—Culver 2134-M
 Pidgeon, Mrs. Marietta, 130 Ford St.—Main 1832-M
 Price, Mrs. A. L., 31 Clarendon St.—Main 5918-W
 Price, Chas., 89 Prospect St.—Genesee 7068-W
- R** Robinson, Rev. Harvey C., 169 Mitchell St.—Stone 2533-J
 Rose, Rev. James E., 261½ Edinburgh St.—Main 7165
- S** Scott, Mrs. Harriet, 5 Edith St.—Genesee 4796-W
 Scott, Louise H., 276 North St.—Stone 5593-J
 Shields, H. T., 33 Cypress St.—Monroe 2181
 Smith, John, 612 Clarissa St.—Main 2213-W
 Sprague, Ernest A., 15 Alford St.—Culver 4623-W

Negro Business Directory

Architect

William Boyd, Baycliffe Drive

Authors

Dr. R. Nathaniel Dett (Music), 577 Plymouth Ave. S.

Howard W. Coles, Housing and History, Negro Directory and Progress,
446 Clarissa St.

Barber Shops

Hawkins' Barber Shop, 37 Favor St.—Main 8242

Ray's Barber Shop, 60 Ford Street

Brown's Barber Shop, 390 Ormond Street

Buckman's Barber Shop, Caledonia, N. Y.

Quality 4 Barbers, 227 Clarissa St.

Restaurants

Dan's Restaurant, 379 Clarissa St.—Main 8111

The Big Apple, 418 Ormond St.—Main 8402

The Kosy Corner, Napoleon Harding, Prop., 358 Ormond St.—Main 8106

Chiropodist

Mrs. Ira Harris, 126 Baycliffe Drive—Culver 4107-R

Cleaners—Pressers—Tailors

Unique Dry Cleaners, 214 Spring St.—Main 2630

Dressmakers

Mary G. Hargrett, 11 Gladstone St.—Gen. 5916

Allie O. Foster, 14 Favor St.—Main 3257

Contractor and Builder

Charles Price, 89 Prospect St.—Gen. 7068-M

Coal Dealer

I. J. Miller Coal Co., 369 Ormond St.—Stone 3390-J

Dentists

Dr. Samuel A. Lindsay, 117 Main St. W.—Main 1257

Dr. Van Tuyl Levy, 505 Clarissa St.—Main 3444

Hotels and Apartments

L. W. Kellam Apartments, 29 Favor St.—Main 2547-J

Coles Apartments, 446-452 Clarissa St.—Main 4523

Gibson Hotel, 461 Clarissa St.—Main 7639

Gibson Apartments, 449 Clarissa St.—Main 7639

Johnson House, 86 Industrial St.—Main 7446

Freeman House, 112 Industrial St.—Main 1310-J

Physicians and Surgeons

Dr. Charles T. Lunsford, 572 Clarissa St.—Main 5714

Dr. Anthony L. Jordan, 136 Adams St.—Main 3588

Dr. Andrew Roberts, Atkinson Street

Insurance Companies

The Empire State Mutual Life Ins., Branch, 446 Clarissa St.—Main 2227

Continental Casualty & Sick & Accident Ins., 446 Clarissa St.—Main 2227

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EDWIN TYLER.....249 Clarissa Street
Main 8252—Main 2227—Main 4130

H. W. COLES.....446 Clarissa Street
Main 4523—Main 2227—Main 4130

Negro Business Directory

(Continued)

Garages

G. W. Derham's Garage, 40 Cypress St.—Monroe 1269.
Smith & Wallace, 455 Clarissa St.—Main 2063.
Jarrett's Auto Wash, 12 South Water St.
Robert Walker Garage, North St.
Complete Auto Service, 367 Clarissa St.—Main 3559.

Grocery Store

Shaw's Grocery, Ford Street.

Hair and Scalp Culturists

Vordie's Beauty Salon, 37 Favor St.—Main 8242.
Karalene Beauty Shoppe, 399 Clarissa St.—Main 8317
Rose Beauty Salon, 425 Clarissa St.—Main 1604-J
Kurly-Q Beauty Shoppe, 7 Waverly Place—Main 2446
Terrell's Beauty Salon, 415 Clarissa St.—Main 8206
Steele's Beauty Shoppe, 41 Favor St.—Main 2547-M
Madame Louise Scott's Beauty Salon, 276 North St.—Stone 5593-J
Apex Beauty Shoppe, 13 Oregon St.—Stone 1282-R
Adkins Beauty Shoppe, 29 Favor St.—Main 2547-J
Poro Beauty Shoppe, 498 Clarissa St.—Main 1311

Funeral Directors

Myers' Funeral Home, 638 Bay St.—Culver 1550
Latimer Funeral Directors, 179 Clarissa St.—Main 2357

Laundries

T. T. Griffin, Hand Laundry and Dry Cleaner, 357 Ormond St.
Byrd Laundry, 154 Adams St.—Main 2833

Pool Rooms and Billiard Halls

Bishop's Billiard Parlor, 218 Spring Street
Clarissa Street Billiards, 384 Clarissa Street
Seventh Ward Republican Club Rooms, 397 Ormond Street

Printers and Publishers

The Voice Newspaper, 446 Clarissa St.—Main 4523

Real Estate

Ernest Sprague, 15 Alford St.—Culver 4613-W

Shoe Shine Parlor

Jack's Shoe Shine Parlor, 293 Clarissa St.—Main 8252

Trucking

T. T. Griffin Trucking Co., 359 Ormond St.—Stone 4194-J
L. Franklin, 456 Clarissa St.
Archie Johnson, 69 Ford St.—Main 2167-J
Miller's Trucking Co., 369 Ormond St.—Stone 3390-J
Reed & Son, 195 Angelo St.—Stone 3610

Orchestras and Bands

Babe Venter, 549 Clarissa St.
Johnny Hartzog, 16 Clarendon St.—Main 1491
Bill Geeder, 352 Edinburgh St.

Artists and Sign Painters

Benjamin Harrison, 616 Clarissa St.—Main 734.

Organizations

West Side Y. M. C. A.—Geo. Hancock, Exec. Secretary, 108 Cypress St. Phone, Monroe 8088-R.

Clarissa St. Branch Y. W. C. A.—Miss Estelle Fitzgerald, Exec. Secretary, 192 Clarissa St. Phone, Main 3471.

N. A. A. C. P.—Pres., Rev. Paul Schroeder, 230 Franklin St. Stone 5571.

National Negro Congress—Local Chapter. Pres., Howard W. Coles; Vice-Pres., G. W. Durham Treas., Elizabeth Langford, 446 Clarissa St. Main 4523.

The Society of Negro Improvement—Pres., John Jones; Vice Pres., Karl Burke; Sec., Earl Sprague; Treas., Elmer Ball, 133 Adams St.

Rochester Civic League—Pres., George Schench, 471 Clarissa St. Main 7639

Army-Navy Union—Pres., Benjamin Harrison.

Auxiliary—Mrs. Marion Parnall.



Churches

St. Simon's Episcopal Church—Cor. Oregon and Central Avenue. Rector, Father Frank L. Brown.

C. M. E. Bethel—5 Leopold St. Pastor, Rev. B. J. Brown.

A. M. E. Zion Church—Favor and Spring Sts. Pastor, Rev. C. J. Henderson.

Mt. Olivet Baptist Church—148 Adams St. Pastor, Rev. J. E. Rose.

Trinity Presbyterian Church—Cor. Bronson Ave. and Reynolds St.

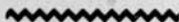
Seventh Day Adventist—Cor. Troup and Ford Sts.

Church of God in Christ—452 Ormond St. Evangelist, Rev. J. H. Jefferies.

Church of God—445 Ormond St. Pastor, Rev. D. W. Downer.

Mumford Second Baptist Church—Mumford, N. Y. Rev. H. Curry, Pastor

LeRoy Second Baptist Church—LeRoy, N. Y.



Fraternal Organizations

Fraternal Leader



Hon. John Cannon

Hiji Temple—O. & M. S.

Rochester Lodge No. 15—K. of P.

Charles F. Moore Co. No. 17—U. R. K. of P.

Empire Lodge No. 3124—G. U. O. O. F.

East Gate Lodge No. 33—A. F. & A. M.

Order of Patriots—G. U. O. O. F.

Estella Chapter—Order of Eastern Star.

Alberta Court No. 58—O. O. C.

Flower City Court No. 27—O. O. C.

Marilda Household of Ruth No. 759

Good Samaritan, Gold Star Lodge No. 54.

Order of Moses—I. O. of M.

St. Luke's Lodge, I. O. of St. L.

East Gate—Order of Eastern Star

Daughters of G. A. R. Eldorado Temple No. 32—I. B. P. O. E. of W.

Eureka Lodge No. 36, F. & A. M.—M. E. Latimer, G. W. M., 179 Clarissa St.

Flower City Lodge No. 91, I. B. P. O. E. of W.—S. Davis, 285 Clarissa St.

Knights of Pythias—Chancellor Com., G. Walter Derham, 285 Clarissa St.

Rochester Needs:

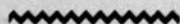
A Negro Attorney

Two More Negro Teachers

Two Negro Welfare Investigators

A Negro Business League

Two Negro Policemen



Why Not Be A Booster of Your Group?

Places of Interest

The Frederick Douglass Monument in Franklin Square at the intersection of Central Avenue, St. Paul and Franklin Streets. Douglass, the ex-slave, abolitionist, orator, author and editor, came to Rochester in 1847.

The Frederick Douglass Shrine, located at Mt. Hope Cemetery, Mt. Hope Avenue, near the old home of Douglass.

The A. M. E. Zion Church, first Negro Church founded in Rochester, year 1836. It is called the Memorial African Methodist Episcopal Church. Many windows are inscribed by Rochester's leading citizens and patriots such as Susan B. Anthony, Mrs. Jerome Jeffrey, etc.

Airport, Municipal—Scottsville Road, four miles southwest of city. Service from the American Airlines, schedule transport service, Robinson Flying School and Aerial Service.

Art Gallery—Rochester Memorial—University Ave. near Prince St. City public art center, carries on an active program of art education. Art lectures, modeling and drawing classes for children and adults. Weekly events include Gallery Talks on the current exhibitions and Sunday music programs, which are open to the public.

Cobbs Hill Park—Monroe Ave., 61 acres. Artificial Lake for boating in summer and skating in winter. From the drive around the reservoir, a panorama of the surrounding country for 25 miles can be obtained.

Colgate-Rochester Divinity School—Gift of John D. Rockefeller, Jr. Situated on a hill overlooking the city to the north and Genesee Valley to the South; located next to Highland Park on a beautiful landscaped campus. Considered the most beautiful and useful school devoted to theological education in this country.

Eastman House—900 East Ave. Home of the President of University of Rochester, gift of George Eastman, his former home.

Eastman School of Music and Theatre—Main St. East. Your trip to Rochester will not be complete until you have seen this beautiful building dedicated to music.

Exposition Grounds—Edgerton Park, between Backus St. and Dewey Ave. 42 acres. Buildings 3, 4 and 5 contain 105,400 sq. ft. of exhibit floor space. The Peristyle Building has a hall with seating capacity of 2,600 and a stage. Many of Rochester's outstanding conventions, exhibitions and sports events are held here.

Genesee Valley Park—River Blvd. 635 acres. Adjoining new University Campus. Improved roads, walks and trails through the Park. Public golf links and picnic grounds. 600 varieties of American Hawthorn are planted in this pk.

Highland Park—South Ave. 110 acres. 3,909 varieties of trees, shrubs and perennials are located and labeled in the park. 28 varieties of Magnolias; 70 Rhododendrons; 96 Azealas; 452 Peonies; 375 Evergreens and 385 lilacs. Lilac Week is observed every year, attracting thousands of visitors to the city.

Home of Susan B. Anthony—11 Madison St., off West Ave., is still intact. She came to Rochester, when 5 years old. Many years President of the American Women's Suffrage Association. A courteous pioneer in the new movement for broader life for women.

Maplewood Park—Lake Ave. 145 acres. Rose garden divided from Seneca Park by the Genesee River Gorge, following the bank of the river is an old Indian trail. At the lower end was Hanford's Landing and Brewers Dock, the original ship loading zone.

Museum and Historical Society—Edgerton Park. Extensive collection of books, maps and relics; also a remarkable gallery of 200 oil portraits of pioneers.

Ontario Beach Park—Lake Ave. 35 acres. Lake Ontario frontage of 2,000 feet. Bath House and Bathing Beach. Picnic grounds and dance pavilion. The finest and most popular bathing beach in Western New York. Owned and operated by the City of Rochester.

Patronize Our Advertisers

The following places of business whose advertisements appear herein, receive a goodly share of the Negro patronage, while at the same time, they encourage and support Negro enterprises; patronize them whenever the occasion arises—they too deserve your support, namely:

Bond Bread, Hawkins' Liquor Store, Thrift Market Market, Grand Theatre Miller's Liquor Store, Stone 15 Taxi, Dailey's Restaurant and Neiman's Store.

Celebrating Six Years of Service

The Voice should be in every Negro home every other Wednesday evening. Why? Because in its inception it has accomplished the following in the interest and welfare of the Negro people of this community:

- 1—It has given part-time employment to 16 newsboys and five agents.
- 2—It is the only reliable and dependable colored newspaper published in Monroe County for Negroes by Negroes.
- 3—It has been the only outlet in Monroe County thru which the Negro has the opportunity to publish his social, religious, political, and fraternal news.
- 4—It has urged the Negro to build and support his own businesses.
- 5—It has urged the Negro to spend his money where we as a race receive some returns.
- 6—It has sponsored the idea of Negroes centralizing their purchasing power.
- 7—It founded the Afro-American Co-operative Buyers' League of Western New York in 1934—adopting the slogan "Spend Your Dollars Wisely."
- 8—It has demanded an investigation of discrimination charges and assault charges at the N. Y. State Employment Office, receiving the complete cooperation of the honorable Gov. Herbert Lehman and Elmer Andrews, head of the State Division and local manager Paul Smith.
- 9—Took initiative in pushing the Anti-Lynch Bill and the NAACP Button Crusade, selling 200 buttons.
- 10—Promoted the work of the National NAACP and the local unit using news releases constantly from general headquarters.
- 11—Spent \$568 with local orchestras and bands, \$180 with out-of-town bands in the promotion of charity and benefit dances and gave away \$62 in prizes to the dancing public.
- 12—Urged the appointment of Negro jurors in City and County Courts.
- 13—Urged, through a representative speaking before the City Council, that Colored nurses and internes be admitted to city-taxed hospitals.
- 14—Sponsored movement for appointment of colored deputies and policemen.
- 15—Originated movement to move into 7th and 3rd Wards.
- 16—Urged appointment of Negro Election Inspectors in both major parties as well as workers at general headquarters during campaigns.
- 17—Promoted goodwill and cordial relations and cooperation between all races.
- 18—Contended at all times for better jobs.
- 19—Has stood for law and order at all times and exposed and unveiled all injustices, malpractices, immoral, unfair, and deplorable conditions existing in this community.
- 20—Has contended for more colored school teachers in public schools.
- 21—Has protested use of such books as "Black Sambo" and others of like nature in our school system.
- 22—Asked Hart's Food Stores, Inc., to hire two Negro clerks in 1936 for the first time.
- 23—Conducted Survey of Negro Census in City of Rochester, which is approximately 3,000.
- 24—Conducted Survey to determine the extent of Negroes' purchasing power in city and county, which is approximately \$18,000 weekly for material, necessities of life and \$936,000 per year with a small percentage spent with Negroes.
- 25—Spent two years on an intensive Housing Campaign during which time a Housing Survey affecting 569 Negroes was made as well as noticing conditions affecting other races.
- 26—Received appointment by the City Manager, Harold Baker to the Citizen's Housing Committee, representing the Negro people of Rochester which was the first recognition of a civic nature given the Negro in 20 years.
- 27—Housing movement received endorsement of numerous organizations.
- 28—Published 1,000 Revised Housing Surveys given and sold to the public.
- 29—Recommended Housing Survey and stipulated that five Negroes be appointed on the Survey with the result that one Negro, Donald Swann, received an appointment.
- 30—Founded the Rochester Negro Housing Committee.
- 31—Acted in Holmes discrimination case at the local Y. M. C. A.



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Ask For it by Name



At Your Neighborhood Grocers

DAILEY'S SEA FOODS

Steaks, Chops and Chicken

112-114 Main Street West

Rochester, New York

NEIMAN'S LIQUOR STORE

To our most welcome colored patrons, we dedicate this ad. Open 8 a.m.-12 midnite
In selecting your needs of the finest wines and liquors, call on us

288 Main St. West

License L-4163

We deliver

Main 4120

DOUGLASS MONUMENT



Quality 4 Barbers—227 Clarissa St.—W. L. Hutchinson

35¢ TAXI — Call STONE 15 — Sta. 2, Alpha Lunch

Local History

Rochester Public Library