

Here!  
Rochester  
Joining



# 2nd BIG WEEK 6th ANNIVERSARY SALE

SALE  
DATES  
JULY 30-31  
AUG. 1

The author, executive editor of the Gannett Newspapers, with headquarters in Rochester, is the editor and director of The Road to Integration series of articles which this year received a Pulitzer special citation for public service.

By VINCENT S. JONES ROCHESTER, N.Y. (AP)—Why did it happen here? Days after racial riots reduced parts of this quiet city to an armed camp, this question still was unanswered by city officials, by most residents, and especially by outsiders who think of Rochester as an ultra-respectable community, famed for good works and a sort of built-in, indestructible brand of prosperity.

Rochester erupted the night after the flames died down in Harlem. Everyone had expected trouble in Harlem. No one, especially city officials, had expected anything really serious in Rochester.

Second - guessing has produced the usual crop of omens and rumors: Black Muslims systematically preaching hate in a housing project; vague threats of "big trouble" just around the corner.

But Rochester is not New York City. Its prosperity, in terms of employment, wages, housing and sales, usually is at the top of most indices. Furthermore, Rochester has a well-deserved reputation as a city of good will, a bit parochial, perhaps, a city long in the black book of any hell-bending traveling salesman because of its penchant for pulling in the sidewalk at sundown.

The Harlem riots were triggered by the controversial killing of a boy by a policeman Rochester's weekend of terror started with an ordinarily routine attempt to handle a drunk at a block dance.

LIVE IN TENEMENTS Harlem's half-million Negroes live in tall tenements. Most of Rochester's 20,000 Negroes (about one-tenth of the city population) live in two- or three-story dwellings, many of them decrepit, inherited on one side of town from earlier and more fortunate immigrants and on the other side from the aristocrats of the last century, whose descendants long ago moved to the suburbs.

Most of Rochester's Negroes came since 1950 and they came suddenly and in great numbers to a community which, for all its generosity, was unprepared to deal with them. For example,

Rochester has more jobs—steady jobs, at good pay—than almost any city of its size in the world. But these jobs, making photographic, optical and electronic goods and the more sophisticated parts of automobiles, are for skilled workers. There are few openings for men of little education or skills.

Some people think Rochester has been a soft touch; that public housing and ample relief have attracted a steady stream of Negroes who had no real hope of making out here. The long-established settlement houses and the well-financed agencies of all kinds have done their best to meet these new problems. Almost overnight the old Negro leadership was overturned. The successors seem to have little influence.

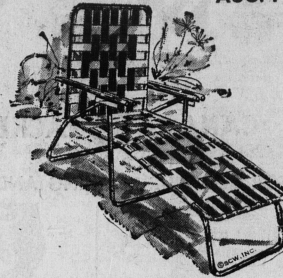
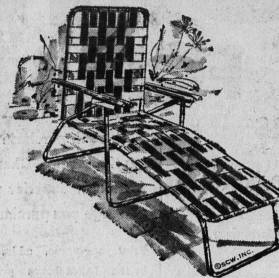
Unquestionably there has been some covert discrimination in both jobs and housing. On the other hand, the city has replaced the worst of the old slums with both high rise and garden type apartments (financed), and recently the council approved new programs for both public housing and urban renewal. Realtors are pledged to obey the laws against discrimination. Most of the big employers have made a deliberate effort to recruit Negro workers.

The board of education is deeply committed both to improving the teaching and facilities in predominantly Negro areas and to open enrollment and pupil transfers, despite the active opposition of some white parents.

A bi-racial police advisory board (one of the Harlem's demands) was set up 18 months ago. It has yet to bring charges against the police. There have been no mass demonstrations—sit-ins and lie-ins—because restaurants and hotels here long have been open to all able to pay and willing to behave.

And so, the riots of last week-end caught city officials and most citizens completely by surprise. Ironically, the creation of the police advisory board hurt public morale. It may have contributed to the disaster. For two days the police, long accused of brutality, held their fire—and took a most brutal beating. When tactics were changed and the police, backed by national guardsmen, began to enforce the law, the situation came under control.

FREE! FREE! FREE! FREE!  
(ONE IN EACH STORE)  
**45 CHAISE LOUNGES**  
**270 CENTENNIAL SILVER DOLLARS**  
(6 IN EACH STORE)  
**DRAWN FOR Sat. Aug. 1st**



GRADE "A" READY CLEANED  
**CHICKEN** Lb. **39<sup>c</sup>**  
DAVIS & FRASER PORK CANADA PACKERS SMOKED  
**Sausages** 1 L.B. PKG. **49<sup>c</sup>** **PICNICS** L.B. **39<sup>c</sup>**

Maple Leaf  
**BACON**  
1 lb. Picture Pak  
**69<sup>c</sup>**

CLARK'S IN TOM. SAUCE  
**BEANS**  
WITH PORK  
**2** 20 OZ. TINS **45<sup>c</sup>**

VOGUE TOILET  
**TISSUE**  
**8** ROLLS **65<sup>c</sup>**

Heinz Cooked  
**SPAGHETTI**  
**2** 20 OZ. TINS **45<sup>c</sup>**

FACIAL TISSUE POP UP  
**KLEENEX** 2 400 TISSUE PKG. **59<sup>c</sup>**  
SILVER LASSES  
**MOLASSES** Quart Container **39<sup>c</sup>**  
CLARK'S  
**IRISH STEW** 15 OZ. TIN **33<sup>c</sup>**  
ROBIN HOOD CELEBRATION  
**CAKE MIXES** PKG. **45<sup>c</sup>**

CLOVER FARM  
Apple Jelly 2 8 OZ. JARS **49<sup>c</sup>**  
KLEENEX PAPER  
Towels 2 ROLLS **49<sup>c</sup>**  
BALLET PAPER  
Napkins 2 PKGS. **35<sup>c</sup>**  
BARBOU'S PREPARED  
Mustard 6 OZ. JAR **14<sup>c</sup>**  
LEVER BROS.  
Surf KING SIZE **1.09**

KELLOGG'S  
**CORN FLAKES** 12 OZ. PKG. **29<sup>c</sup>**

Heinz Tomato  
**JUICE**  
**3** 48 OZ. TINS **1.00**

HEINZ  
**PICALLILI** 12 OZ. BOT. **33<sup>c</sup>**

Heinz White  
**VINEGAR**  
**2** 16 1/2 OZ. BOT. **21<sup>c</sup>**

CLOVER FARM SALAD  
**DRESSING** 32 OZ. BOT. **59<sup>c</sup>**

CLOVER FARM  
**APPLE SAUCE** 2 20 OZ. TINS **37<sup>c</sup>**

Heinz Tomato  
**KETCHUP**  
**2** 15 OZ. BOTTLE **29<sup>c</sup>**

CLOVER FARM LIQUID  
**DETERGENT** 24 OZ. BOT. **45<sup>c</sup>**

HEINZ SANDWICH  
**SPREAD** 8 OZ. JAR **29<sup>c</sup>**

HEINZ BREAD 'N BUTTER  
**PICKLE RELISH** 11 OZ. JAR **33<sup>c</sup>**

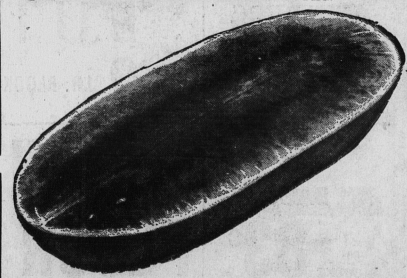
Heinz  
Bread 'N Butter  
**PICKLES**  
**3** 16 OZ. JAR **35<sup>c</sup>**

NEW DIET FOOD  
**LIMMITS** PKG. **79<sup>c</sup>**

STURDY  
**PUP TENTS** **2.29**

ALL COLOUR  
**BALLONS** 6 FOR **10<sup>c</sup>**

Heinz Country Good  
**SOUP**  
Chicken Noodle 2 PKGS. **23<sup>c</sup>**  
Onion 2 PKGS. **27<sup>c</sup>**  
Beef Noodle 2 PKGS. **27<sup>c</sup>**



RED, FIRM  
**PLUMS** DOZ. **39<sup>c</sup>**  
NEW, LOCAL  
**BEETS** 2 BCHS. **25<sup>c</sup>**  
NO. 1 CANADIAN  
**ONIONS** 2 L.B. BAG **17<sup>c</sup>**

COOL, COOL  
**WATERMELON**  
Lb. **7<sup>c</sup>**

FROZEN EASTPACK COD PERFECTION  
FOOD FILLETS 1 L.B. PKG. **33<sup>c</sup>** ICE CREAM HALF GAL. **99<sup>c</sup>**

WESTON'S  
Jelly Beans, A.B. Gums  
And Scotchmints  
1 L.B. PKG. **39<sup>c</sup>**



CRISPY FLAKE  
**SHORTENING**

STUART HOUSE  
**FOILWRAP**  
25 FT. ROLL **29<sup>c</sup>**

INTRODUCTION OFFER  
**Canned Beverages** 10 TINS **99<sup>c</sup>**  
MAXWELL HOUSE  
**INSTANT COFFEE** 6 OZ. JAR **1.15**  
**2** 1 L.B. PKGS. **49<sup>c</sup>**