Western New York's Oldest, Largest and Best-Selling Negro Weekly

The BUFFALO CRITERION

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"Helping to Know and Build a Better Community Since 1925"

DID YOU KNOW?

FOR MANY YEARS THE CRITERION WAS THE ONLY PAPER PRINTED BY NEGROES IN NEW YORK STATE.

Today, it is the only paper printed by Negroes between Cleveland and New York City. Send your news, photos, ads to 625 William Street

Support your ONLY and NECESSARY Press.

4 SCHOLARS TO PARTICIPATE IN CANISIUS BLACK STUDIES CONFAB

RITES HELD FOR REV. JAMES GANT

Rev. James A. Gant of 54 Eastwood died suddenly Friday, March 6, 1970 of a heart attack.

Mr. Gant, who was born in Rocky Mount, N. C., on April 15, 1893, had been a resident of Buffalo since 1918. He married Miss Birdie Hood in 1929.

He became assistant pastor of Michigan Avenue Baptist Church many years ago under the late Rev. J. E. Nash and continued in that capacity until death. He was a member of the Minister's Council and the YMCA.

Funeral services were held at Humboldt Park Baptist Church by the pastor, Rev. Porter W. Phillips, Jr. Burial was in Forest Lawn Cemetery. The Wardner H. Jones Funeral Home was in charge.

Survivors are two sons: James D. and Nicholas A.; two daughters-in-law: Mrs. Jean Gant and Mrs. Helen Gant; and three grandchildren.

CARE CLOSES IRAN MISSION AFTER $24 MILLION IN AID

New York — Closing of its mission in Iran was announced recently by CARE, after 12 years during which the international aid and development agency provided the Middle East country with assistance valued at $24 million.

In a ceremony held recently in Teheran, Iran's capital, Frank L. Goffio, CARE executive director, was decorated by the Iranian government and received the personal thanks of Queen Farah for the agency's service to her people.

CARE programs in the country, made possible by support of American and Canadian contributors, included the building of schools, health clinics and community centers and the distribution of 200 million pounds of food to the needy.

The greatest single undertaking came in 1962 when an earthquake leveled 200 villages in the northeast corner of Iran. Within a brief period, CARE had delivered hundreds of tons of food, medical supplies and tents for temporary housing of the homeless.

With the original emergency eased, the agency authorized more than $400,900 to help reconstruct the town of Nuhum, which had been totally destroyed. Roads, homes, schools, markets and municipal structures were built and the brand new town was dedicated in 1964.

ATTEND RITES

Mr. and Mrs. Jake Hogan of 243 Shumway St., have returned home from Aiken, S. C., where they attened the funeral of Mr. Hogan's mother, Mrs. Marie Marritt, who passed away Wednesday, March 18th. The funeral was held Sunday, March 23rd.

SENIOR CITIZENS PLAN 25-DAY BUS TRIP TO CALIF.

Mrs. Marie Scott, Supervisor of Recreation for the Elderly, announces a 25-day bus trip to California, leaving on May 2nd.

"We will stop each night," she said, "at a first-class hotel or motel. We will be visiting St. Louis, Kansas City, and Dodge City, Kansas.

"Stopping two nights at Colorado Springs," she continued, "we will proceed to Albuquerque, Flagstaff and the beautiful Grand Canyon. We will have two nights in Las Vegas; then on for a four-night stay in Los Angeles — with sightseeing tours.

"Three nights will be spent in San Francisco. We then proceed to Salt Lake City, Reno, Cheyenne, Omaha and Chicago."

For additional information, and reservations, call Marie Scott, Senior Citizens, 511 City Hall, 856-4200, Ext. 252.

BFLO NAACP — NAMES OF CANDIDATES FOR AWARDS BEING ACCEPTED

The Buffalo Branch NAACP Annual Dinner Committee is accepting suggestions of names of persons for consideration for the 1) Civil Rights, 2) Community Service, and 3) Human Relations awards, which will be presented at the Annual Dinner in June.

Suggestions must be submitted in writing sent to the branch office at 531 E. Ferry St., no later than May 1.

Names submitted by persons who do not belong to the NAACP will not be considered.

IN CONCERT

Evangelist Shirley Caesar and the Caesar Singers of Durham, N. C., will be presented in Concert, Friday, May 19, at 7:30 p. m., at Mt. Ararat Baptist Church, 971 Jefferson Ave.

It is sponsored by Mt. Ararat Baptist Church, Rev. W. L. Jones, Pastor and Great Jehovah Baptist Church, Rev. C. L. Perkins, Pastor.

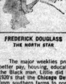
The Black Press
A vital voice in Freedom's cause

This feature prepared and distributed by Coca-Cola USA

The highest tradition in journalism is service to the people. Service by informing and by interpreting; service by giving voice to the goals, aspirations, and needs of the people. Service by calling attention to injustices inflicted on the people and by demanding an end to these injustices. Service by rallying the indignation and the action of the people when the need arises.

Such has been the role of the Black Press in America, and no other mass communication medium has been more effective in serving freedom's cause as this Press. For its crusades it has directed its attention to the practical realities in the life of the people it serves.

March has been designated as a month for celebrating the history and contributions of these newspapers and to acknowledge their contributions to the freedom and dignity of man, and in keeping with this spirit, the following historical perspective is presented.



FREDERICK DOUGLASS
THE NORTH STAR

Americans now becoming acquainted with history of the Black Press for the first time come upon such names as John H. Murphy, Calvin Chase, T. Thomas Fortune, and numerous others, who were at the forefront of the "new Negro journalism" at the turn of the century. These men marked the shift from the essay-style newspapers of the 1800's, such as John B. Russwurm's **Freedom's Journal**, to a headier, more entertaining form of journalism.

By the end of the first decade of the new century some of the metropolitan newspapers of today had been established—the **Philadelphia Tribune, Baltimore Afro-American, New York Amsterdam News, Chicago Defender,** and **Pittsburgh Courier.** It was the time when the major Black civil rights organizations arrived or were about to arrive—the Niagara Movement, NAACP, National Urban League, National Council of Negro Women, Association For The Study Of Negro Life And History, and the communications network provided for these organizations by Black newspapers was an important factor in their early growth.

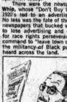
News flowing from these organizations made page one in the Black weeklies—a factor which continues to make them a strategic communications medium. Bonds of common goals and strategy to eliminate racial inequalities developed between organizations, press, and readers. The Negro newspaper became part and parcel and spokesman of the civil rights movement and gained the confidence of its readers to a degree enjoyed by no other mass communications medium.

The major weeklies promoted interest in self-improvement, better pay, housing, education, and public accommodations for the Black man. Little did Robert S. Abbott realize back in the 1920's that the **Chicago Defender's** influence in moving Negroes from southern farms to northern industries would signal a great northward mass migration. The country's wartime single V (for victory abroad) drive became the **Pittsburgh Courier's** Double-V (at home as well) and the **Cincinnati Union's** Third-V (over ourselves).

JOHN B. RUSSWURM
FREEDOM'S JOURNAL

The **Afro-American's** Clean-Block Campaign, its annual Careers supplements, the **Norfolk Journal and Guide's** voting rights and voter education activities were adopted by other newspapers and laid the groundwork for state and federal programs in operation today.

There were the newspaper activists, too. Like the **Chicago Whip,** whose "Don't Buy Where You Can't Work" venture in the 1920's led to an advertisers' boycott and eventual extinction. No less was the fate of the **Arkansas State Press** and other Black newspapers that bucked white resistance to their crusades only to lose advertising and circulation. (Occasionally the penalty for race rights perseverance was shop destruction, fire, or the command to "leave town or else.") But these forces did not stifle the militancy of Black publishers whose voices continue to be heard across the land.



CARL MURPHY
THE AFRO-AMERICAN

Papers merged, and chains developed. National editions of more than a dozen weeklies strung a communications network for the NAACP in a partnership that made protest, vigilance, and the court case indispensable tools in the Negro struggle during the first half of the century. A sense of racial unity and national community had formed, and the Black Press was a part of the catalyst.

It was only natural during this struggle that thirty years ago leaders of these newspapers should come together and cement their press and racial unity by forming the National Newspaper Publishers Association, dedicated to strengthening its member newspapers. With organization came identification of the growing market among Black consumers and a deeper penetration into national advertising budgets as firms such as The Coca-Cola Company came to recognize the communications value of these newspapers.

Today, with more than one hundred publications across the nation, the Black Press is continuing and strengthening its role as freedom's voice—reporting, informing, and interpreting the events of the day—fighting to assure that America's ideals of justice and equality become realities for all men. It remains the voice and ears of the readers it serves.

JOURNALISM SCHOLARSHIP CARL MURPHY AWARD

The Coca-Cola Company presents an annual journalism scholarship through the National Newspaper Publishers Association and the Carl Murphy Community Service Award to a member of the National Newspaper Publishers Association. For further information on these, contact any member of the National Newspaper Publishers Association.

Coca-Cola

A LOOK AT INCOME

The first step in planning a budget is to determine the pattern of your income. If you are steadily employed, you can probably forecast your income adequately for the year. If you are not steadily employed, determining your income can be a very difficult job. In the past, most poor people fall into this category of finding it difficult to plan far in the future as related to income. Since most of the black people of this country fall into the category of being poor, the following statistical information relates directly to this portion of the population.

Today, more and more black people are being included in the mainstream of employment but there still exists some deficiency in the employment of black people, accompanied by a lack of dependable income, and this [illegible] ning.

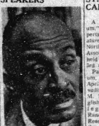
In a recent study just published, the life earnings of whites and nonwhites were reported. The study indicated that nonwhites, which are primarily blacks, pay a premium to society for not being white in a predominantly white society. For example, the average lifetime earnings of a white individual finishing elementary school is $204,530. A nonwhite person will receive somethink like 27% less than that, or will pay a permium to society of $55,000 over his lifetime earnings.

If this individual is a high school graduate, his lifetime earnings — if he is white is $272,629. A nonwhite individual will earn 31% less, or will pay a premium of $84,500 to society, and if an individual is a college graduate, the lifetime earnings of a white person is $412,516, and a nonwhite person will earn something like 22% less, or he will pay a premium to for $99,552 for not being white.

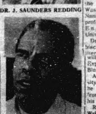
All of these bits of information tend to point to one thing when it comes to money management, and that is a nonwhite person would have to be much more sophisticated with his money management than a white person simply because he is getting less for the labor that he contributes to the ssociety even though he may compare with a white individual in society from the standpoint of education and experience — he still will earn less money than the white individual. Therefore, the burden is on

A LOOK AT INCOME
(See page 7)

SYMPOSIUM SPEAKERS



DR. J. SAUNDERS REDDING



DUDLEY RANDALL

SPRING VACATION CARNIVAL AT ALBRIGHT-KNOX APRIL 1st

The 13th Annual Spring Vacation Carnival will open at the Albright-Knox Art Gallery in Buffalo on Wednesday, April 1. No April Fool's Day treat this is, but an opportunity for children from 4 years through their teens and their parents to participate in special art classes and guided tours.

The first tour is scheduled for Wednesday, April 1, at 11 a.m., for 9-12-year-olds and will concentrate on What's Now In Art. On Thursday, April 2, the 10 o'clock tour of Colors and Shapes is for 4- and 5-year-olds, and the one at 11:30 for those in the 6-8-year bracket.

No tickets are required for these tours and all comers will be assigned to small enough groups so that nobody will get lost in the shuffle.

The Creative Art Classes will also open on Apr. 1. Sessions for 4- and 5-year-olds will be held on Wednesday, Thursday and Friday mornings. The 6-8-year-olds also get their chances for fun with paint on Wednesday and Thursday mornings and Thursday afternoon, and teenagers on Friday afternoon.

Saturday afternoon, from 2-4 o'clock, will be a special session for boys from 9 years up and their fathers. This will be a workshop in three-dimensional design, using a variety of materials.

Tickets are required for all

VACATION CARNIVAL
(See page 2)

BLACK STUDIES SYMPOSIUM AT CANISIUS APR. 3, 4

A "Black Studies Symposium," featuring a panel of experts in black American literature, will highlight the 1970 Northeast Modern Language Association Conference to be held at Canisius College April 3rd and 4th.

Participants in the sympoium, scheduled for 8:30 p.m. April 3 in the student center auditorium, include Dr. Pat M. Ryan, professor of English, State University College at Brockport; Dudley Randall, director, Division of Research and Publication of the National Foundation on the Arts and Humanities, Washington, D. C.; and Dr. Nancy M. Tischler, associate professor of Humanities and English, Pennsylvania State University at Middleton.

Dr. Ryan, who has taught black American history and literature for many years, will speak on the topic "White Experts, Black Experts and Black Studies."

A graduate of the University of California at Berkeley, he received his M.A. degree from Stanford University and his Ph.D. from Yale.

Ryan is the editor of **Black Writing in the U.S.A.**, a comprehensive reference work on black American literature, and the forthcoming book, Thomas Wolfe's **The Mountains.** He has also authored several other books and articles on American social and intellectual history.

Mr. Randall, who will discuss **"A Black Publishers's Experiences,"** is the author of many poems, short stories and articles which have appeared in such journals as **"Negro Digest"** and **"Journal of Black Poetry."**

He holds a B. A. degree from Wayne State University and an M. A. degree in Library Science from the University of Michigan, where he has taught black American literature. Since 1969, he has been a librarian and poet-in-residence, at the University of Detroit.

Randall received a Tompkins Award for poetry and fiction in 1962 and a Tompkins Award for poetry in

BLACK STUDIES
(See page 3)

DR. A. C. MALLORY WAS KEYNOTE SPEAKER

Dr. Arenia C. Mallory, LL.D., Founder and President of Saint's Junior College in Lexington, Miss., was guest speaker Monday evening, March 23rd at the Prince of Peace Church, 1551 Jefferson Ave., opening night of Western New York Jurisdiction No. One's First Women's Convention.

The convention theme was: "Christian Women United: A Powerful Solution To World Problems." It is hoped that the women who attended the sessions have gained strength, courage, and wisdom enough to return to their homes, jobs, communities, and churches determined to grasp anew the reigns of the home, for it is the convention's belief that the lack of the necessary security in the home has caused a temporary breakdown in our social structure.

Dr. Mallory is noted for her work with and for young people and her efforts to provide help for the aging.

She has taken a great interest in Africa. She organized the "Friends of Liberian Youth"—a volunteer group of American women — as a spe-American women—as a program specializing in the provision of transportation for students from the rural areas of Liberia to America fro advanced educational opportunities.

She has received many honors and awards. She has been chosen several times as one of the twelve "Outstanding Women of America" by the National Council of Negro Women. She has been designated as "Woman of the Year" by the Utility Club of New York City. The National Negro Business and Professional Women's Club gave Dr. Mallory the Sojourner Truth Award in 1963 for "Meritorius Service in the Development and Advancement of the Status of Women."

In 1965 she received another award from the NCWC and the Scroll of Honor for being a symbol of the accomplishment of Negro women in advancing education in the rural areas.

She was elected to the

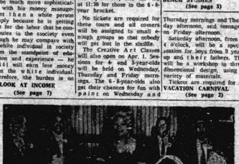
DR. MALLORY
(See page 2)

WRITES POEM

Delores A. Smith, a student of Journalism at the State University at Buffalo, wrote an Easter poem about Jesus Christ, which is found on page 6. —Criterion Photo

MRS. M. NEWKIRK RETURNS FROM FLORIDA

Mrs. Mary Newkirk returned home Sunday, March 23rd from Florida, where she went March 21st to attend a funeral. She is part-owner of the J. C. Dairy House and the Box Avenue Food Store.



HONOREES

Mrs. Joyce Allen who promoted her 15th Annual Negro History Week observance in February at the Lincoln Memorial Methodist Church honored ten persons. Standing in front row center is Mrs. Leslie Mae Craig, who received a money belt from the congregation of Friendship Baptist Church. Others are Mrs. James Garrett, Mrs. Mary White and Mrs. Allen. Standing rear row are Rev. Henry Hall, Herb Bellamy, James Garrett, Rev. J. B. Williamson. Not shown are Dr. I. L. Sruggs, Bishop H. Abdullah and June Carter. — Criterion Photo