



Harold Mars, left, and William Erbland, an adviser from Kodak, supervise work of, from left, Eugene Johnson, Tony Morales, Izelle Morse and Donald Morse at Camura, Inc., office.

Camura, Inc.

The American Dream Lives

By CARMEN VIGLUCCI

America-lovers, don't throw in the towel.

If you think the dream is gone from this country's future think about:

A fledgling business given its wings by big industry.

A staff consisting of four Negroes and a Puerto Rican, which soon will add two whites and two more Negroes.

And all under the management of a 6-foot-6 American Indian with some Spanish blood.

Camura, Inc., formed with the aid of Eastman Kodak, has been unofficially doing business for about five weeks but got its formal sendoff last week when Howard Samuels, chief of the Small Business Administration (SBA), personally delivered an SBA-approved loan.

If you listen to Harold Mars, 31, a Narragansett Indian named manager of the firm, the plant just can't miss.

"Production so far is better than expected," says the former East High All-Scholastic basketball player.

He sits at a desk in the same room (which, though huge, is more like an office than a factory) with his workers, each in turn at his own desk covered with disassembled Instamatic cameras, the first workload from Kodak.

Mars, soft-spoken, serious and confident, sets the tone for the plant.

"I know I can do it. I tried three businesses before but I never had working capital. I feel there's no limit to my potential now."

The business is now owned by the Urban League, a black power group primarily involved in solving inner city housing problems. It eventually will deed the plant to Mars and the other workers.

It cost \$40,000 to start the business; the Urban League loaned \$1,000, Rochester Business Opportunities Corp., \$7,000, and Lincoln Rochester a \$32,000 SBA-approved loan.

Mars as manager will be paid \$10,000 and the employees will get \$2.25 an hour, including the two women who will soon join the staff.

The workers took part in a 6-week intensified training program conducted by Kodak which even included some photo-taking because some had never used a camera before.

They take pride in the venture not only because of the opportunity but also because they literally got the plant into shape for business.

Formerly a Delco plant, the office on the fourth floor at 350 Whitney St. off Lyell on the city's west side, had a typical factory look — dirty, dull walls and greasy floors — until the new owners got to work.

"I even put my wife (Olivia, a free-lance model) and kids to work one day," laughed Mars. "Floor covering was my business," he added, "so laying the new yellow linoleum was no problem."

But the painting, scrubbing, scraping and sanding that preceded it was.

The plant has a lifetime guarantee of work from Kodak and will renegotiate the contract every couple of years. Right now work is assured for 1 1/2 years.

"When we become an independent firm, I intend to solicit business elsewhere as well," Mars said. "We hope to go into repairs for off-the-street customers some day, with one of our initial employees heading up such a department."

Mars likes the ethnic makeup of the staff. "Obviously no segregation here," he laughs.

He chose his staff by calling on employment agencies and on the joint apprenticeship program on Joseph Avenue. Tests judging manual dexterity and intelligence were factors in the hiring.

"I could have interviewed 160," Mars says, "too bad there aren't jobs for all of them."

What are the first workers, the future owners, like?

The oldest is Izelle "Ike" Morse, 21, a native of Altamont Springs, Fla. He attended Seminole Junior College and will be enrolled at Mon-

roe Community College next semester to take a general course.

"I've been enthused about this since the first day I came to work," he says. "It's just a great opportunity."

Ike's brother, Donald, 19, is another of the staffers. He had "some business school" in Florida and also is headed for Monroe Community College.

"It's what I've always been looking for," Donald Morse says, "the chance to join a young business."

He has other irons in the fire. He's taking a correspondence course in commercial art ("which at one time I was going to major in"), and has started barber school.

How's he going to be a barber at the same time?

"I'll have others working for me and I'll pitch in like on Saturday afternoons," he says with optimism characteristic of Camura.

The road ahead is longer for Tony Morales, 19, born in Ponce, Puerto Rico, and a Rochesterian since 1952. He has only finished eighth grade and intends to get his high school diploma through night school.

"I intend to stick," he says softly. "It's great."

How was he chosen for the business?

"A social worker told me about it and I applied. They gave me a test, arithmetic and stuff. Kind of an IQ, and I did well."

Eugene Johnson, 19, a Sanford, Fla., transplant, fit the Camura mold of quiet determination. He has gone through the 10th grade and is now working toward his diploma.

Doby Howard, 18, from Newark, N.J., who has lived here eight years, "really enjoys the work." He has a year to go at East High night school and is planning to go on to college after that.

Young, ambitious, with goals and opportunities to reach them, the future executives have one other thing going for them:

They're all single.

King's Prep, Part II

A Search for the Questions

By PINCER LEAVEN

There used to be a purple and yellow theme about Rochester's minor seminary, great swathes of it clinging to the walls, lurking about the souls of the students. Today the former St. Andrew's Seminary now King's Preparatory, has changed not only the paint work but the whole atmosphere.

Janet Barrett, the first female to claim a place in King's Prep, shared her enthusiasm over the changes: "In the beginning of last year it was a little scary. But as the year went on I really came to like it. The classes are smaller and there is more individual attention. The courses are harder, but the way that they are set up you can do better in them."

Joseph DiSalvo, a senior and a receiver of the National Merit Scholarship Recommendation, reflects on the transition that he has seen in his four years: "I like it much better," he said, "the girls have added quite a bit and the courses are now really challenging. I think the change has been great."

Part of this "great" change has been in the construction of the resource centers — storehouses of information on films, tape and record to be used by the student probing deeply into a special subject. Carrels are arranged so that many students may use the center for different topics at the same time.

Another new feature is the incorporation of an inter-disciplinary approach to learning. Sister Joseph Mary, a professor of English explained how this worked:

"Suppose that Dr. Smith (the Episcopalian priest who teaches Scriptural Theology) teaches a unit on parables in his course. Then I also will teach parables in English class, but instead of using them as they are found in Scripture, I use them as they appear in the history of literature to give the students a different way of looking at them. We would like to do this throughout the course of studies, as much as we can."

Perhaps the outstanding achievement in academic programming is the brain child of Father Bernard Gross who is both professor of Sci-



JOSEPH DISALVO



JANET BARRETT

ence at King's Prep and is on the faculty of Syracuse University. His method is the culmination of several years of planning and experimentation.

In his courses, the student is expected to make a contract. He agrees to complete a predetermined amount of independent study and research in exchange for credit.

Through this program, the student is able to set his own learning pace. The more advanced scholars acquire a deeper knowledge of a unit in the same time available for the slower scholars to learn what is necessary for basic credit.

Father Gross glows as he speaks of the program's effectiveness:

"It seems to be working well. Some nights I come down to the labs and find a dozen students doing research. Yes, they even come back in the evening to work. I try to direct them, a little; they do their own work."

Father Gross issued a somber warning: "This experiment will either make or break the future for Catholic education," he said. "If we can't give a superior education, we shouldn't be in the business."

This led to a discussion with Fa-

ther Albert DeMonte about discipline.

"I believe in the hard line," he said, "but not as hard as in the old days. I just hope the students will look back and see how good it was for them."

Stressing the school's orientation for social service, Franklin Kamp, dean of studies, spoke of the plans for the near future. He said there is to be one day set aside each trimester for a special program. "We call them 'D' days," he said. "This will provide for such things as film festivals, sensitivity training and the like."

Emphasizing the need for community involvement in education and the need for education's involvement in the community, he described plans to incorporate programs set up by collegiate, industrial and social agencies into the King's curriculum.

An experiment which began as a Bishop's dream a year and a half ago has begun to expand. As with all experiments, King's Prep proves that the joy is not to be found so much in the answers as it is in the quest for the answers and the discovery of new questions.



OUR LADY OF FATIMA

Diocesan Program Honors Our Lady

A diocesan-wide program honoring the Blessed Mother in the month of October began this week under the direction of Father Patrick Moore of the Scarborough Missionary Fathers of Canada.

Titled "A Marian Renewal" and conducted like a pilgrimage with a statue of Our Lady of Fatima moving from place to place into 18 different parishes from Oct. 3 to 27, the program involves services on an evening from 8 p.m. to midnight and from 10 a.m. until 6 p.m. next day.

Evening services will consist of Benediction of the Blessed Sacrament, sermon, crowning of the Statue of the Virgin and repeated recitation of the rosary by various parish groups until midnight.

Next day, following the parochial morning Masses, the rosary recitations will go on from 10 a.m. until 4 p.m. with different parish groups participating, followed by votive Mass of the Immaculate Heart of Mary at 5 p.m. and departure ceremony of the statue to the next parish.

The itinerary for the statue during the Marian Renewal month:

Oct. 2-11 (Rochester) — Central Vicariate

Oct. 2, Wednesday — St. Mary's, Canandaigua.

Oct. 3, Thursday — St. Patrick's, Victor.

Oct. 4, Friday — St. Bridget's, Holcomb.

Oct. 6, Sunday — St. Francis de Sales, Geneva.

Oct. 7, Monday — St. Augustine's, Rochester.

Oct. 8, Tuesday — Our Lady of Good Counsel, Rochester.

Oct. 11, Friday — Assumption, Fairport.

Oct. 13-18 (Auburn) — Eastern Vicariate

Oct. 13, Sunday — St. Aloysius, Auburn.

Oct. 14, Monday — St. Hyacinth, Auburn.

Oct. 15, Tuesday — St. Francis, Auburn.

Oct. 17, Thursday — Our Lady of Mt. Carmel, Rochester.

Oct. 18, Friday — St. Rose of Lima.

Oct. 20-26 (Elmira) — Southern Vicariate

Oct. 21, Monday — St. Mary's, Rush.

Oct. 22, Tuesday — St. Mary's, Corning.

Oct. 23, Wednesday — St. Mary's, Horseheads.

Oct. 24, Thursday — St. Mary of the Lake, Watkins Glen.

Oct. 25, Friday — Our Lady of Lourdes, Elmira.

Oct. 27, Sunday — Immaculate Conception, Ithaca.

October Retreats at Rochester Cenacle

Spiritual Exercises will be held at the Cenacle Retreat House, 693 East Avenue, during October as follows:

Oct. 4-6 — Married Women — Father John Walchars, S.J.

Oct. 11-13 — General (Married and Single) — Father Gerard Murphy, S.J.

Oct. 18-20 — General (Married and Single) — Father Oliver O'Connor,

Oct. 25-27 — Business Women — Father John Walchars, S.J.

Special Meetings:

Oct. 13 — "Search" (high school boys and girls) 7:00 p.m.

Oct. 16 — St. Raphael (business and professional women) 7:15 p.m. — Father Louis Hohman.

Oct. 17 — Eucharistic — 8:45 a.m. — Father Albert Bartlett, S.J.

Oct. 17 — Married Couples — 8:00 p.m.

Oct. 23 — Blind Group — 8:00 p.m. — Father William Poorten, S.J.

Oct. 27 — "Search" (high school boys and girls) 7:00 p.m.

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