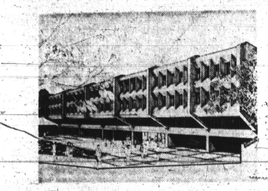
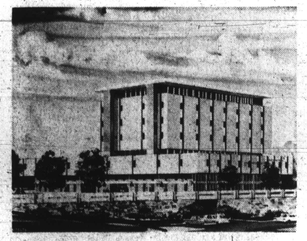
1970 Annual Report of the President of . . .

MORGAN STATE COLLEGE

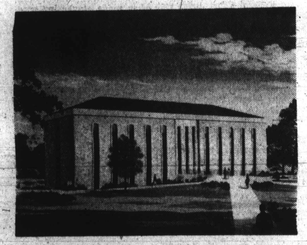
. . . to the Alumni, Friends and Citizens of Maryland and prospective students



This view of the new $3 million education building will be seen from Hillen Road. Fry and Welch are the architects.

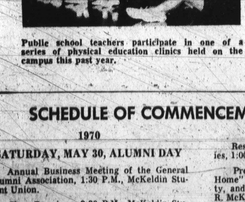


The Library to cost $3.5 million will be situated at the corner of Cold Spring Lane and Hillen Road.



Ground breaking ceremonies for the $1,500,000 George W. F. McMechen Commerce Building were held on the Morgan campus April 3, 1970. The commerce building will be used primarily for classes in economics, business administration and business education, which are now being held on the fourth floor of Holmes Hall.

Mr. and Mrs. Willard Pinkney of Michele's Fashions receive certificates of achievement from President Martin Jenkins at the awards banquet of the Baltimore Business Institute which is co-sponsored by Morgan.



Public school teachers participate in one of a series of physical education clinics held on the campus this past year.

For about 20 years now I have submitted these Annual Reports about various aspects of the Morgan State program. It was a great temptation to look back in this my final report and review the development at Morgan State during the 22 years I have been president. I decided though to devote this year's Report to one aspect of the current status of the College and to one aspect of the educational program.

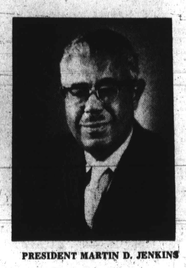
Morgan State is an outstanding college! I give emphasis to this because it is the general view in our basically racist culture that whatever is black or predominantly black is necessarily inferior! Morgan State disproves this view. A predominantly black institution, under black leadership, it is a superior institution!

The Urban Thrust of Morgan State is significant! Morgan State is in the front ranks of American colleges and universities in implementing its concern about urban problems. As a racially integrated urban oriented college, we are determined to make a significant contribution to the rejuvenation and upgrading of Baltimore.

As a final word I express my deep appreciation to the students and faculty, staff and alumni at Morgan State and to the entire Baltimore community for their cooperation and support during the 22 years I have served as president. For me this has been a gratifying experience.

Martin Jenkins

GO TO COLLEGE GO TO MORGAN STATE



PRESIDENT MARTIN D. JENKINS

A NOTE TO HIGH SCHOOL STUDENTS: WHO IS WELCOME AT MORGAN?

Morgan State is a racially integrated urban oriented college. We have long afforded opportunities or all qualified high school graduates regardless of race or economic level.

We do welcome educationally handicapped students who are frequently not regarded as "college material" for, we believe this to be a responsibility of an urban institution. If you have a real desire to further your education and if there are aspects of your high school record that indicate you have the potential to succeed in college, we are willing to GIVE YOU A CHANCE. We have a compensatory education program to help you succeed. I warn you, though, that you must both catch up and keep up if you are to continue beyond the freshman year.

We do welcome white students. Morgan State is committed to a racially integrated society. All races are represented in our student body, faculty and staff. Incidentally, there are students here from 24 foreign countries. We believe that blacks and whites must go to school together, must learn to live together. Most Americans, and I am convinced a large majority of young Americans, are dedicated to this view. If you believe this, if you can reject racism and associate on a basis of equality with black students, we welcome you to Morgan State.

By reading this page you will learn that Morgan State is an outstanding institution. Nevertheless, fees are deliberately kept as low as possible.

For a Maryland student tuition and fees for a semester are approximately $200. Financial aid is available for needy students, both black and white. Opportunities are afforded in a wide range of undergraduate majors: Art, English and Speech, Languages, Music, Philosophy, Biology, Chemistry, Health, Physical Education and Recreation, Home Economics, Mathematics, Medical Technology, Physics, Psychology, Science Education, Economics and Business, Education, History, Political Science, Geography, Sociology, urban elementary and secondary teacher education, social work, military science, and urban affairs.

Morgan State Is An Outstanding College

Many citizens and prospective students are not fully aware of the fact that Morgan State is an outstanding institution of higher education and that many of its programs have gained national recognition. Following is a statement I made to the Senate Finance Committee and the House Ways and Means Committee of the General Assembly of Maryland in February, 1970:

— Until very recently Morgan State was the only fully-developed, comprehensive liberal arts college in the State System. The other institutions until 1963 were teachers colleges engaged chiefly in the preparation of elementary school teachers.

— Morgan State is the only one of the State Colleges to have a flattering report by our accrediting agency, the Middle States Association of Colleges and Secondary Schools, critical reports.

— By the commonly accepted criteria of faculty excellence — proportion of faculty holding doctoral degrees, publication of books and articles, teaching experience, national recognition — the faculty of Morgan State is superior to those of the other colleges. Within the last year, though, at least one of the other colleges exceeds Morgan State in the proportion of doctorates on the faculty.

— Morgan State has produced more Fulbright scholars than all the other colleges combined with probably — although there are no comparative statistics — more holders of graduate school assistantships and fellowships.

— Morgan State prepares more graduates for occupations in business, industry, and government than any other college. The large number of job recruiters who visit the College — more than 250 annually — is almost certainly larger than the combined total of the other colleges.

— Morgan State has almost exactly twice the combined total of Federal fund income of the other colleges and more programs supported by Federal funds.

— Morgan State is outstanding in its educational programs with a national impact. Among these are the compensatory education program; several science programs, especially the College Science Improvement Program; the Afro-American studies; and the Urban Thrust . None of the other colleges can match this creativeness.

— Morgan State has the only Reserve Officers Training Corps program in the State College System, a unit which has produced more than 800 officers for the military services.

— The athletic program of Morgan State is outstanding and has brought the College national recognition.

The Graduate School

The Graduate School awards the M.A., M.S., and M.B.A. degrees. Curricula leading to one of these degrees are offered in the following fifteen areas of specialization: accountancy, Afro-American history, business management, educational administration and supervision, elementary education, English, European history, mathematics, music education, physical education, reading specialist, recreational administration and supervision, science, United States history, and urban teaching.

In order to accommodate inservice teachers and the full-time personnel of business and industry, graduate courses are offered mainly in the late afternoon, evenings, and Saturdays both during the academic year and during the summer session.

A limited amount of financial aid through assistantships and scholarships is available to full-time students of superior academic records. Additional financial aid is available to full-time students through work opportunities and loans.

For further information, application forms, catalogs, and class schedules of the Graduate School, write or telephone:

The Graduate School
MORGAN STATE COLLEGE

CENTER FOR URBAN AFFAIRS AT MORGAN EXTENDS THE URBAN THRUST

A new Center for Urban Affairs which constitutes a creative and unique approach to the responsibility of institutions of higher education to effect solutions to persistent urban problems will begin at Morgan State July, 1970 sponsored by the State and a $600,000 grant from Ford Foundation.

The Center together with the existing extensive program places Morgan State in the front rank of American colleges in meeting urban needs.

The Center which will deal with a wide range of urban problems includes six programs:

UNDERGRADUATE CURRICULA — URBAN STUDIES AND COMMUNITY SERVICE — In the Urban Studies and Community Service Program, undergraduates will have an interdisciplinary curriculum in Urban Studies with a variety of emphases. Plans are being made to tie the formal educational experience to the work-study, internship, field observation, research and community extension activities of the College. Both public and private colleges in the metropolitan area and local and state urban agencies will be involved in the program of the new Center for Urban Affairs.

GRADUATE CURRICULA — URBAN PLANNING AND PUBLIC ADMINISTRATION — The graduate program providing a curricula leading to the master's degree in urban planning has been formulated with the assistance of the Department of City Planning and the University of Pennsylvania. The local chapters of the American Institute of Planners and the Office of the Director of Advocacy Planning at the national level have also aided in developing the program.

THE INSTITUTE FOR THE STUDY OF THE BEHAVIOR OF URBAN YOUTH will have both on campus and off campus centers to study urban youth, both black and white. It is an interdisciplinary program, involving the departments of psychology, sociology and education as well as public school, city and state agencies. Undergraduate and graduate students of the College will participate in the Institute activities.

The major goals of the Study of the Behavior of Urban Youth Centers will be to develop programs for the adjustment of youths presenting behavioral problems, especially disadvantaged black youth, and to provide field work training for teachers, social welfare workers, and psychologists enrolled in appropriate programs in the Departments of Education, Sociology and Psychology.

THE COOPERATIVE EDUCATION PROGRAM— Two public schools, one elementary and one secondary, will be cooperatively administered by the Baltimore Public School and Morgan State College. The schools will be involved in experimentation and research and also participation, observation and demonstration teaching. The specific program is to be planned cooperatively by the College and the Baltimore Public Schools. It is anticipated that the programs developed in these centers will have an impact on public school education in Baltimore and throughout the nation.

MORGAN OWNERSHIP—TRAINING INSTITUTE —this management training institute will be a dramatic expansion of the present Small Business Institute now completing its 11th year. Some 500 owners and managers of small business firms in Baltimore have been served by the program which consisted of guest lectures concerned with teaching the principles of bookkeeping, accounting, finance, purchasing, advertising, salesmanship and marketing. The Institute will plan and execute the various components of a continuous, expanded and improved program, do limited research and follow-up work, provide technical and consultative services, coordinate the work of volunteers and synchronize activities with those of other business-oriented agencies and organizations.

THE EXPANDED URBAN RESEARCH INSTITUTE —The present Urban Research Institute has been involved formally in research and community extension activities since 1963. At the outset this program was the only one in the Nation at an exclusively undergraduate school and the first at any of the 22 institutions of higher learning in the Metropolitan area of Baltimore. The principal concern of the expanded Institute will be the development of an infrastructure that will facilitate the enrichment of the curriculum by inputs from its research and community extension programs.

The proposal for the Center for Urban Affairs was prepared by a faculty committee of urban specialists under the chairmanship of Dr. Homer Favor, who is to be the Dean of the Center. It is anticipated that Federal and foundation grants will be available in the future to enrich all these programs.

Existing urban programs at Morgan State include emphasis on the preparation of teachers for urban schools including participation in Project Mission; the newly established undergraduate curriculum in Social Work; the community participation courses; activities in political education; and extensive offerings, including a major in Afro-American Studies; a compensatory education program; and numerous courses in the social science department related to urban affairs.

As I retire from Morgan State I regard the leadership I have provided in developing relevant urban programs to be the outstanding achievement of my 22 years as president. I am confident that on the basis of this program Morgan State will, in the immediate future, be a racially integrated urban oriented university!

MORGAN STATE COLLEGE COLLEGE CALENDAR

SUMMER SESSION — 1970

June	21	Sunday	Dormitories open
	22-23	Monday-Tuesday	Registration
	23	Wednesday	Late Registration
	24	Wednesday	Instruction begins
August	4	Tuesday	Last day of summer school

FIRST SEMESTER

September	12	Saturday	Freshmen dormitories open
	14	Monday	Last day for Freshmen to report
	14-21	Sunday	Upperclass dormitories open
	20	Mon.-Mon.	Introduction to College Week
	21-23	Monday-Wed.	Upperclass registration
	21-23	Mon.-Tues.	Evening and Graduate School registration, 4-8 p.m.
	24	Thursday	Instruction begins

SCHEDULE OF COMMENCEMENT ACTIVITIES

1970

SATURDAY, MAY 30, ALUMNI DAY

Annual Business Meeting of the General Alumni Association, 1:30 P.M., McKeldin Student Union.

Class Reunions, 3:30 P.M., McKeldin Student Union, for the following classes: 1895, 1900, 1905, 1910, 1915, 1920, 1925, 1930, 1935, 1940, 1945, 1950, 1955, 1960, 1965, 1970.

(In case of inclement weather, the Commencement Exercises will held in the Edward P. Hurt Gymnasium.)

SUNDAY, MAY 31

Reserve Officers' Commissioning Ceremonies, 1:00 P.M., Murphy Auditorium.

President and Mrs. Martin D. Jenkins "At Home" to graduating Seniors, Parents, Faculty, and Friends, 3:30 to 4:30 P.M., Theodore R. McKeldin Student Union.

Commencement Exercises, Hughes Memorial Stadium, 6 P.M. Address by Mrs. Coretta Scott King.

The Evening School

The College conducts an evening program, beginning at 6 p.m., primarily for qualified high school graduates who cannot attend the day session. The admission requirements for the evening program are the same as those for the regular session. For further information, write the DIRECTOR OF THE EVENING SCHOOL.

FOR FURTHER INFORMATION, WRITE
MORGAN STATE COLLEGE
DIRECTOR OF ADMISSIONS
BALTIMORE, MARYLAND
21212

Family Fare

F-1 Food, Fashions and Homemaking

THE BALTIMORE AFRO-AMERICAN, JUNE 6, 1970

BEST BUYS:

Milk, dairy products now in heavy supply

June is Dairy Month. During the spring period when milk and dairy products are in heavy supply, there should be greater use of these nutritious foods says Mrs. Virginia McLuckie, Food Economist, Baltimore Office, Department of Markets, University of Maryland.

Today the milk on the market appears in many forms to appeal to the tastes of consumers and their demands.

At the dairy counter you will find pasteurization on the label of fluid milks. There is plain pasteurized milk, homogenized and fortified, whole and skim milks for your choice.

Since state law sets the standards of milk fat and total milk solids by weight each purchase you make will be of the same quality.

Whole milk is required to have 3.5 percent or more milk fat.

* * *

Any less amount in milk fat must be labeled skim milk. Milk may be fortified with vitamin A and D and additional non-fat dry milk solids. These are regulated by standards and are so stated on the milk container label.

You may purchase other types of milk such as flavored milk and milk drinks; soft curd milk; low fat milk; sterile milk; cereal milk; concentrated milks; cultured milks; egg nog and formula diets.

These are fluid milk products we enjoy regularly. Consumption of low fat milks has increased as the users feel the need to reduce calorie .

The evaporated milk consumption per capita is gradually decreasing each year. The use of non-fat dry milk has increased considerably as its quality has improved with better processing methods. Only the milk fat and water has been removed from non-fat dry milk.

There are three keys to keeping milk quality. Refrigerate it promptly as exposure to sunlight alters flavor and causes vitamin loss.

Keep milk covered as it absorbs odors and flavors readily.

Close the container after each use. Keep milk cold, under 40 degrees F to preserve freshness and flavor. Just remember the three "C's" clean, cool, covered.

Nutritionally speaking, you get more calcium from milk and its equal in form of cheese, ice cream, frozen custards and cultured milks than any other food you can purchase.

Milk is essential if you are to get all the recommended daily 12 milligrams of calcium in the diet. Children should get four glasses daily, teenagers and new mothers five or more glasses and adults two glasses daily.

If you prefer use part of your milk quota in cooking in form of custards, cream soups, puddings and other foods.

* * *

In addition to calcium you get phosphorus, riboflavin, protein, vitamin A, and vitamin D. Milk everyday is for everyone regardless of age.

Check your own milk usage, then use your recommended daily quota.

Other items for your shopping list should include fresh strawberries while local fruit is plentiful, fresh pineapple, rhubarb, new potatoes, cabbage and onions and fresh asparagus.

Shop for sales on beef, particularly quick cooking cuts, roasts and fryer chickens and eggs.

CHEESE FONDUE

Four eggs, well beaten, two cups hot milk, two cups soft breadcrumbs, one-half pound cheese, shredded (2 cups), one-fourth teaspoon salt.

Combine all the ingredients. Pour into a greased baking dish and bake at 350 degrees F. (moderate oven) for about 40 minutes — or until set and lightly browned on top. Serve at once. 6 servings. 1/3 cup milk per serving plus almost 1 cup milk value in the cheese.

Household Hints

By United Press International

To keep latex paint surfaces clean, use soap or detergent suds to wipe up drips and spatters within 30 minutes. Delay makes it more difficult to remove such spots.

Keep a spray bottle filled with water and several cupfuls of detergent in the bathroom to take care of tub, fixtures, and the floor.

Take fishing rods apart and wash with detergent and hot water applied with a toothbrush. Rinse the sections in clear water and dry with clean cloths. Metal ferrules can be scrubbed with scouring powder. Use fine steel wool on corroded spots. Then lightly grease metal ferrules with a dab of shortening. For glass ferrules, dust with powder.

* * *

Packaging for the freezer must be airtight to assure success. Containers and wrappings should be moisture-proof and sealed carefully to keep natural moisture in, and air out. Use special freezer foils, papers, tapes and containers.

Avoid the practice of overdrying clothes which have synthetic fibers in the fabric. This may cause fibers to become brittle and thereby reduce wear, or cause excessive shrinkage.

This will prevent quickdrying latex paint from building up and hardening at the base of the bristles.

When you have finished work for the day, thoroughly wash all brushes so they will be clean and ready for the next day's use.

Psychologists would like to call little League out

By PATRICIA McCORMACK

NEW YORK (UPI) — When a little league game heats up, mothers scream, fathers grow purple, the family dog strains at his leash and yelps.

Little brothers of the stars, confined to the spectator section, cry "I wanna play, too."

And down on the field, sweaty in their suits, the pint-sized players give it all they have — lest the family be ashamed of their performance.

This great American outdoor game —baseball, is open to tykes on an organized basis when they reach the great big age of seven. That's the magic age for eligibility for a Little League Farm Team.

While the kids are taking swipes at the ball with their bats and the normally serene parents toss temper tantrums over the unpire psychologists would like to call little league out

Donald F. Schwertley, assistant principal of Thomas Jefferson High School, Council bluffs, Iowa, makes that point in a report in the current Education Journal Of the National Education Association.

He agrees with psychologist who say little league creates too much pressure and tension for participating youngsters.

"Former Major League Pitcher Joe Jay, the first Little League graduate to reach the Major Leagues, says he feels the program is too ambitious, with far too much parental activity and supervision," Schwertley said.

What Jay said about Little League goes like this:

"I am certainly not in sympathy with the Little League program the way it has developed. Perhaps it was not intended to be this way but it is not serving the purposes it claims to be and I don't think it is helping baseball."

Jay is particularly critical of the parents' role in the program.

"Others agree," Schwertley said. "It is frightening to watch a normally serene parent transformed into a raging wild man while watching his 10-year-old son compete in a Little League game.

"The amazing thing is that this same parent seems to be a wholesome, if somewhat vocal fan when cheering his 16-year-old on the local high school team.

* * *

"What causes this transformation? The answer seems to be in the organization, supervision and purpose of the little league program. While educators question organized interschool competition below the seventh grade, the Little League program has farm teams for the first grader.

"And even though school coaches and physical education instructors are often overly ambitious with their programs they are educators first and coaches second. Also, their programs are under the watchful eye of professional supervisors, are careful to see that intra-school athletics remain a part of the total education program.

"Consequently, while children in a school athletic program may not seem aware of it, they are usually conscious of the fact that they are students first and athletes second."

* * *

Schwertley suggests that Little League organizers examine the results of the program in the light of the expressed purpose.

"They need only to observe the actions of the spectator parent to realize that Little League activities are not developing healthy values," he said.

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HEIDI Fresh Baked Nut Cookies 10-oz. pkg. of 12 29¢
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All Flavors Hawaiian Punch 3 3-qt. 14-oz. cans 79¢
Campbell's Pork & Beans 4 1-lb. cans 55¢
Assorted Flavors Jell-O Gelatin 3 3-oz. boxes 39¢
All Off Crisco Shortening 3-lb. can 65¢
Heinz Tomato Ketchup 2 14-oz. jars 45¢
Giant Food Hamburger Slices Dill Pickles 4 32-oz. jars 99¢
Giant Food Salted Mixed Nuts 13-oz. can 75¢
Giant Food Salted Salted Peanuts 13-oz. can 59¢
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GIANT FOOD MAYONNAISE qt. jar 46¢
Giant Food Stuffed Olives 3 5-oz. jars $1
Open Pit—Regular or Smoky Barbecue Sauce 2 18-oz. bottles 39¢
Giant Brand Heavy Duty 18" Wide Aluminum Foil 25-ft. roll 39¢
Libby's Tomato Juice 3 1-qt. 14-oz. cans 89¢
Sunsweet Prune Juice qt. 44¢
Aunt Nellie's Pineapple Juice 3 1-lb. 14-oz. cans 95¢
Seabrook Lemon Juice qt. 49¢
Campbell's Tomato Soup 2 10½-oz. cans 19¢

FROZEN FOOD DEPT. GIANT FOOD CRISPY SCALLOPS Premium Quality Heat & Eat 7-oz. pkg. 69¢
Grand Duchess Minute Steaks 12-oz. pkg. $1.15
Bird's Eye Tasti Fries 4 32-oz. pkgs. 95¢
BIRDS EYE INTERNATIONAL VEGETABLES Dinerlik, Japanese, Bavarian, Spanish and Mexican 2 10-oz. pkgs. 89¢

FRESHER PRODUCE
FRESH ROMAINE LETTUCE lb. 19¢
FRESH GREEN BROCCOLI bunch 39¢
WESTERN CARROTS 1-lb. bag 29¢
GOLDEN YELLOW BANANAS 2 lbs. 29¢
CALIFORNIA SUNKIST LEMONS 2 for 39¢
FRESH YELLOW SQUASH 6 lbs. 29¢
FRESH GREEN BLUEBERRIES 3 PT. BOXES 39¢
FRESH CAROLINA PEPPERS 3 FOR $1.00

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GIANT BRAND NAPKINS White & Colors pkg. of 250 28¢

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Dairyland—Mozzarella, Cheddar Shredded Cheese 6-oz. pkg. 49¢
Double H Horseradish 1-lb. jar 19¢
Underwood Pillsbury's Biscuits 2 8-oz. cans 35¢
Pillsbury's Biscuits 2 8-oz. cans 35¢
LEO'S SLICED SMOKED LUNCHEON MEATS Beef, Spicy Beef, Corned Beef, Dark Meat Turkey and Pastrami 3 for $1 3-oz. pkgs.
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2 With the purchase of TWO 1-lb., 13-oz. cans Giant Food PURPLE PLUMS. Limit one coupon per customer. Void after June 2, 1970 AA 23
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1 With the purchase of ONE box of 20 Disposable Diapers PAMPER'S DAYTIME. Limit one coupon per customer. Void after June 2, 1970 AA 23
1 With the purchase of ONE bottle of 4 oz. Giant Brand Bath Size DEODORANT SOAP. Limit one coupon per customer. Void after June 2, 1970 AA 23
2 With the purchase of TWO 1-pt. bottles Giant Brand for use in WINDOW CLEANER. Limit one coupon per customer. Void after June 2, 1970 AA 23

Aunt Nellie's (Sweetened) Applesauce 3 1-lb. 8-oz. cans $1
Aunt Nellie's Fancy Clingstone Pineapple 3 1-lb. 4-oz. cans 37¢
Aunt Nellie's (Sweetened) Apricot Halves 3 1-lb. 13-oz. cans $1
Del Monte Fruit Cocktail 3 1-lb. 14-oz. cans 95¢
Del Monte Cling Peaches 3 1-lb. 13-oz. cans 95¢

16 LOCATIONS IN BALTIMORE TO SERVE YOU
Prices in this ad are effective through the close of business SAT. JUNE 6, 1970 in Giant stores in the Metropolitan Baltimore area, including Columbia, Annapolis and Glen Burnie. Quality rights reserved