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JUNE 15

MEDICAL SERVICE CENTER — Architectural rendering of Baltimore's new Northwest Community Medical Services Center, set to open in July, located at 4432 Park Heights Ave.

Health care planned for Northwest Baltimore

The free enterprise system is making a reality of comprehensive health care for northwest Baltimore, in what may be the beginning of a nationwide network of community medical centers.

On the heels of signing a "unique contract" for the State of Maryland's payment for healthcare provided by the new Northwest Community Medical Service Center, its organizers admit interest in developing a national network of such centers with perhaps as many as 12 throughout metropolitan Baltimore — in anticipation of growing interest in pre-paid medicine.

"In fact," says Medical Services Corp. Board Chairman Allan L. Zalesky, "We are already negotiating with the elements of six prospective locations including non-ghetto areas."

The "elements" to which he refers are the component forces which he credits as having produced the first center at 4432 Park Heights Avenue — scheduled to open in July.

According to Zalesky, who is Chief Executive Officer of the publicly-held company, MSC acted as "catalyst" in bringing together under one roof — privately practicing physicians and the advisory support of neighborhood citizens concerned with their community's need for locally-offered medical services.

MSC is providing these physicians with extensively equipped, modern facilities and management of the center's administrative functions — thus enabling the doctors to concentrate on practicing medicine.

To qualify for a temporary contract through which the state has now agreed to pay a fixed fee per-patient-visit for the first center's care of those eligible for medicaid assistance, the doctors and MSC have agreed that the center will provide "comprehensive healthcare" and related "preventive services," such as:

Prenatal and well-baby care, family planning services, x-ray, laboratory and pathology services, social services, nutrition services, community health services, rehabilitation and physical therapy, transportation, plus a full range of general and specialized medical services to children and adults.

In addition to the administrative and para-medical staff, the center will initially offer the full-time services of at least two general practitioners, one internist and a pediatrician augmented by the part-time services of various specialists.

The center is also completing arrangements with local hospitals to facilitate admission of those patients requiring hospitalization.

The Baltimore-based Medical Services Corporation currently owns and operates more than a dozen extended-care facilities in five states, as well as pharmacies.

"The establishment of Medical Service Centers," says Zalesky, "is part of MSC's program to continue innovating a diversity of enterprise to help meet the nation's healthcare crisis."

The centers advisory board consists of Mrs. Goldie Backer, Mrs. Henri Ann Daniels, Mrs. Mary Davis, Mrs. Margaret Dockins, Mrs. Maire Day, Allen Felton, Mrs. Angie Lee, Mrs. Lena Lee, Dr. Stanley Madison, Mrs. Thelma Wills, Mrs. Sarah Smith, and board chairman Vincent Miles.

Doctors participating in the center will include Dr. Charles Venter, Dr. John Braxton Jr., and Dr. Simon Carter Jr.

Provident Neighborhood Center to have new $2 million facility

Provident Comprehensive Neighborhood Health Center has passed another milestone leading to a new facility to serve its patients, manifested by the purchase of part of the Immaculate Conception Church property, located at Division and Mosher Streets.

According to Charles G. Tildon, Coordinator for the Project, the church is to be razed and replaced by a smaller one more suited to the needs of its parishioners.

On the site will be built a new Health Center to serve the health care needs of the local community free of cost.

The Health Center is funded by the federal government, through the local Community Action Agency, and is dedicated to providing health care with dignity to indigents.

Some see the razing of the church as the loss of a religious structure of some historical significance. For others, it is seen as an opportunity to provide health care to 30,000 people who might otherwise receive no care.

No hasty decision regarding the purchase of the property was made on the part of Provident or the church. Instead, it was a cooperative move based on the considerations of all concerned.

When it was learned that Baltimore was chosen as one of the 40 cities nationwide to receive federal money to provide health care for its poor, Health Center officials started combing the city for a building that could be renovated to serve its needs.

It was later announced that a linkage had occurred between the Federal Housing Authority and the Office of Economic Opportunity which would make possible the financing of a new 45,000 sq. ft. building.

With the knowledge that a new facility could be available, Provident leaders enlisted the cooperation of the Community Action Agency, Baltimore City Health Department, Department of Housing and Urban Development, Upton Planning Committee, and local political leaders to find land on which to build the new structure.

Among the sites considered were the West End Motors lot and the Aristocrat Dairy.

Several factors led to the consideration of the Immaculate Conception property, one of which was a study made under the auspices of the Archdiocese of Baltimore on Catholic Churches in the inner city.

This and other studies revealed that Immaculate Conception, built when the neighborhood was populated by middle class whites, was designed to accommodate approximately 2,000 parishioners.

It included a church, convent, school, and a residence for the clergy.

When the neighborhood began to change racially, the congregation steadily dwindled.

The school closed in 1945, the convent was later boarded up, and church officials were reluctant to make extensive renovations.

The property is centrally located within an area that is in desperate need of health care facilities.

Several transit lines are convenient to the property and it is adjacent to the recently vacated Provident Hospital site.

Provident Comprehensive Neighborhood Health Center, at its present location, 907 Edmondson Avenue, is able to serve only a fraction of the patients that it will ultimately serve in the new facility.

The program is family oriented and stresses preventative health care. It includes a training program for neighborhood residents to occupy positions within the center in clerical and allied health fields.

Under the leadership of Dr. Talmadge H. Pinkney, Project Director, Provident Comprehensive Neighborhood Health Center is meeting many needs of the citizens of Baltimore.

'Hair' will open here Tuesday at Mechanic

"Hair," the "tribal love rock musical," is set to open Tuesday, June 15, at the Morris Mechanic Theater, where it will run for two weeks. The show has received rave reviews from critics and viewers alike.

Its songs have been recorded many times by all kinds of artists. The musical was written by Gerome Ragni and James Rado, and has been hailed as bringing a new style to the American stage.

Flag Week opens with ceremony at Ft. McHenry

The annual public celebration to initiate National Flag Week, June 13-19, will be held on Sunday, June 13, at Fort McHenry, birthplace of the national anthem.

Co-sponsored by the U.S. Army and The Star-Spangled Banner Flag House, the speaker of the day will be the Army Chief of staff, General William Westmoreland.

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Dad says our Rock is Prudential, but it sure sounds like gold to me.

Sunday is Provident Hospital Day

The Provident Hospital Sunday (June 13) proclamation by Mayor Thomas D'Alesandro is as follows:

"The Provident Hospital Complex has an important and continuing role in the field of health services to the Baltimore Community. The addition of the new facility to its already multifaceted complex will promote even greater improvement and expansion of its services.

"In the struggle against disease, our City has a major commitment to provide the best facilities and services available in the field of health.

"The Provident Hospital Complex is to be congratulated on its construction and opening of the new hospital and its ongoing programs and projects, making possible better services through better facilities and equipment.

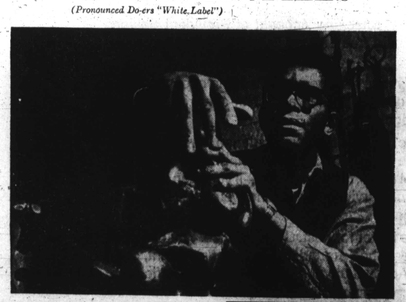
"The people of Baltimore are also to be congratulated as a community cooperating and contributing both time and money that this mighty goal could be accomplished.

"Now, Therefore, I, Thomas J. D'Alesandro, III, Mayor of the City of Baltimore, gratefully for the splendid work of the Provident Hospital, do hereby proclaim Sunday, June 13, 1971, as 'PROVIDENT HOSPITAL SUNDAY' IN BALTIMORE."

JUNE 26

Leadership training for more than 200 PTA officers and chairmen from throughout Maryland will be offered by the State PTA at Hoot College, Frederick on June 26 and 27.

DEWAR'S PROFILES
(Pronounced Do-ers "White Label")



RICHARD HUNT
HOME: Chicago, Illinois
AGE: 33
PROFESSION: Sculptor
HOBBIES: Horticulture, listening to classical music.
LAST BOOK READ: Samson Agonistes
LAST ACCOMPLISHMENT: Voted one of the ten outstanding men in Chicago.
QUOTE: "I'm political in the sense that I have strong ideas about the important contributions art can make to society."
PROFILE: He quietly gives metal life, filling spaces with a strength, movement, and force worth preserving.
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TRANSPORTATION SERVICES — The Model Cities Neighborhood Transportation Project was officially dedicated tuesday, at a ribbon-cutting ceremony at City Hall. The service provides transportation for all agencies of Model Cities benefit are senior citizens and small children, as well as mothers. Left panel — a senior citizen is helped from a transportation project bus; right panel—Mayor D'Alesandro and Robert Diggs, direitor of the post with children who will use the service as well as others connected with the project.

Transportation project opened

City Hall Tuesday was the scene of a ribbon cutting ceremony officially opening the transportation service for Baltimore's Model Cities areas. Mayor Thomas J. D'Alesandro 3rd officiated at the ceremony. Several adults and young people were present to assist with the ribbon cutting.

In addition to the mayor, other distinguished guests in attendance were William G. Sykes, director of Model Cities; Elva Edwards, senior deputy director; Albert Williams, chairman of the Policy Steering Board; Joseph Obey, coordinator of Social Services; and Robert H. Diggs, director of the Neighborhood Transportation Project.

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After the cutting of the ribbon, Mayor D'Alesandro congratulated the key people of the Model Cities Neighborhood Transportation Project.

This project is provided for all citizens living within the six Model Cities areas.

• • •

The Model Cities Neighborhood Transportation Project office is located at 4200 Edmondson Ave., from 7 a.m. to 10 p.m., seven days a week.

Citizens are asked to call their Model Cities Councils in order to avail themselves of this transportation service.

• • •

The project's nine burnt orange mini-buses started rolling on February 1, 1971. Robert Diggs, project director, through the facilities of the Diggs Driving School, personally recruited and trained the ten drivers who man the buses.

The mini-buses are equipped with two-way radios and telephone, tinted glass, wall-to-wall carpeting and air-conditioning. The drivers are uniformed, and ably assist the elderly and young children in and out of the vehicles.

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Talent costs closing clubs

PITTSBURGH, Pa. — Rising business costs have put the lights out in many major supper clubs around the country in the last 10 years.

San Francisco, which had three "name" clubs a few years ago, now has only one. Baltimore has none. Even New York has fallen on hard times.

One of the major problems seems to be the rising salaries asked by name performers.

John Bertera, manager of the Holiday House in Monroeville, Pa., said 10 years ago, "Pearl Bailey worked our club for $9,000. Today she can't be booked because she gets high prices for television performances."

LOVED ONE DEAD? — You can get a death notice in the AFRO Classified as late as 5 p.m., the day before publication of our Tuesday and Friday editions. Ask your undertaker to call your death notice in to 723-8200.

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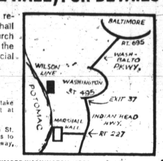

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GWYNN OAK Picketers dismissed from jobs

Approximately 24 employees of the Gwynn Oak Amusement Park walked off their jobs recently to protest low salaries and other management procedures.

One of the picketers told the AFRO that employees were working close to 12 or 14 hours a day and making only $10 per day.

Sources indicate that about 24 workers walked off their jobs with 10 of them returning to work later that day. The 10 who went back to work that day were reinstated in their jobs, but the other 14 apparently were escorted off of the property by police and dismissed from duty.

The manager of the park told the AFRO Thursday that the incident did not affect the park's business in any way and that its operation is normal.

Smith quits chair post; cites age

ATLANTA — J. Craig Smith, appointed by President Nixon as the chairman of the Alabama Desegregation Advisory Committee, has resigned his position.

Smith, who also serves as chairman of the board of Avondale Mills (an Alabama textile Manufacturer), has given health and age as reasons for his decision.

His daughter, Mignon C. Smith, said that he had become fearful that such committees in the southern states would eventually "promote integration" as opposed to easing the problems of segregation.

Miss Smith says that her father considered certain talk of vice-chairmen of these committees to be "militant."

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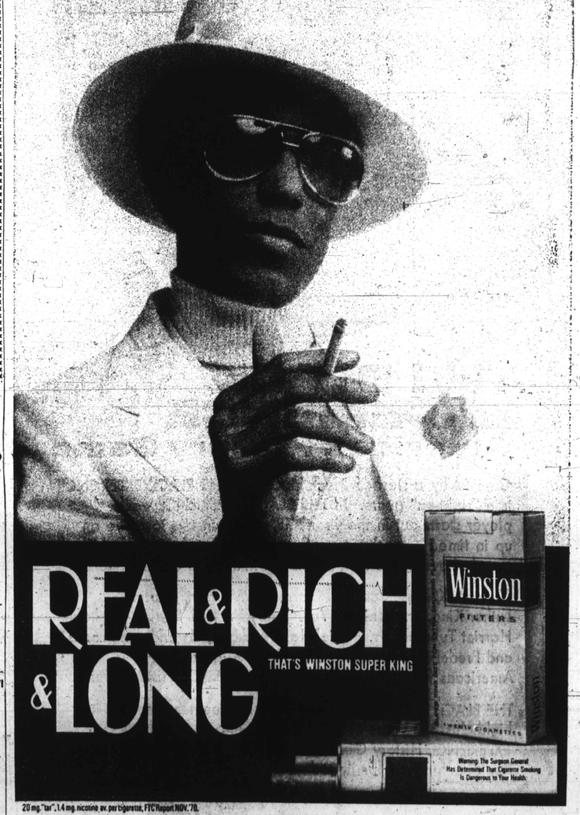

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