Play Trashb all... A Neat Game... A Neat City

Mayor William Donald Schaefer introduced Baltimore's new city campaign at a luncheon this week which featured new litter cans and a new slogan "Play Trashball, A Neat Game, A Neat City". Left to right, M's Joan Bareska, M's Leslie Lillien, WJZ-TV; M's Sylvia Corday, WJZ-TV; Mayor Schaefer and M's Mary Clayburn, WWIN.

Baltimore's new clean city promotional campaign was unveiled at a luncheon this week attended by members of the local press, radio and TV.

Trashball, developed by the VanSant Dugdale Company, Inc., under the sponsorship of teh Advertising Association of Baltimore, was introduced by the Mayor William Schaefer as the best game in town.

"Trashball will make keeping Baltimore clean a fun game," stated Mayor Schaefer. "There have bene numerous campaigns like Pitch In and Keep Maryland Beautiful, but we have needed a campaign that would appeal to people — old, young, rich and poor — something that would be fun and not a burden, punishment or obligation. Trashball is a game. As the slogan says, 'Play Trashball — A Neat Game, A Neat City' "

Daniel J. Loden, executive vice president of the VanSant Dugdale Company, Inc., gave a full presentation of the promotional campaign. "The object of the game is to get people to throw trash in litter cans," explained Mr. Loden.

The presentation included designs for posters, bumper stickers, outdoor billboards and decals; new designs for the graphics painted on City santitation trucks and the new design for the litter cans — white webbing and orange rims. In addition, two of the 60 second television and radio spots were shown those in attendance. The television spots featured such Baltimore sports celebrities as Sports Editor Sam Lacy, AFRO and the starting five of the National College Championship Morgan State Basketball team.

Get Your Can

Blocks and neighborhoods are urged to join the AFRO's 40th Annual Clean Block Campaign. As in previous years, when you register your block and officially join the program you will receive your new trash can.

Under the Mayor's new clean city program many prizes, including new basketballs, will be awarded to large and small citizens caught playing Trashball.

School No. 20

In East Baltimore, School No. 20 is taking the lead in organizing an AFRO Clean Block Program. Mrs. Camilla Sherrard is Principal; Ms. Ruth Thaxton, coordinator.

The school is located at Eden and Federal and their kick-off meeting is scheduled for May 14 at 1 p.m. at the school.

1700 Bentalou New AFRO Clean Block

The 1700 block of Bentalou with Kevin Richardson, captain and Corinna Gaither, co-captain has been organized about two months and meets bimonthly on Tuesday evenings in the homes of the members.

There are 23 members in the club ranging in age from 11 to 18. Officers of the club are: pres., William Hillard; vice-pres., Lois Johnson; Sec., Stephanie Best; treas., Louis Johnson; and sgt-at-arms, Reginald Best.

Thirteen members of the club will be working this summer from June 24 to August 16 for the Baltimore Summer Corps.

White and green are the club colors and the motto is "In God We Trust."

The adult supervisors are the Rev. James N. Caldwell, Sr., and Mrs. Cesley Best.

The club roster for the Clean Block Campaign is as follows: Reginald Best, Stephanie Best, Edward Cheatham, Keith Darkins, Clinton Falls, Anthony Gaither, Corinna Gaither, Debbie Gaither, Ricky Hayes, Keith Hillard, Maurice Hillart, William Hillard, Lois Johnson, Louis Johnson, Victor Kelsey, Robert Latimer, Westley Lewis, Hixie Pilgrim, Edward Polston, Charlent Polston, Lemont Polston, Westley Polston and Kevin Richardson.

Activities

The members above are all taught respect for the rights of others, cooperation and good moral values. They are learning new songs and how to conduct meeting in the proper manner.

They are planning to have programs for the parents and to go on trips during the summer. We are making a door-to-door invitation to every house on both sides of the 1700 block of North Bentalou Street to explain to every family about our program and how we plan to help keep our block beautiful.

With hte cooptration from all residents in the block we should have a lovey time this summer.

The club members seem very interested and they attend their meetings with enthusiasm.

Join the AFRO Clean Block Campagin and rid our neighborhoods of scenes like this behind the 1700 Blk. E. Madison St.

Book club presents Dr. Welsing

The Reviewers, a literary club, is giving its fourth annual "Book and Author" affair on May 5.

The Reviewers is presenting "An Evening with Dr. Frances Welsing." Dr. Welsing is a noted black psychiatrist.

One of her publications is the controversial, "Kress Theory of Color — Confrontation and Racism. (White Supremacy)."

On the enigma of continued racism in America, the author claims that white people have historically tried to make up for their lack of color by asserting that — to have color means you must be inferior.

Dr. Welsing is Assistant Professor of Pediatrics — Howard University College of Medicine and the Freedmen's Hospital and the faculty of the College of Medicine at Howard University.

Members of the Reviewers are Mesdames, Cynthia Askew (President); Phyllis Bracey, Sylvia Fleming, Mary Greene, Helena Hicks, Mabel Hubbard, Ruth Hunt, Betty Jennings, Ulrica Pope, Joan Powell, Nathalia Roberts, Norma Scott, Carolyn White, Barbara Davis, and Iris Reeves.

Haiti drums taboo

Because of dangers of possible infection with an acute skin disease, called anthrax, traced to crudely produced bongo drums on the island of Haiti, Maryland tourists are advised to purchase souvenirs of their foreign visit other than colorful goat-skin covered drums. The Maryland Department of Health and Mental Hygiene says if you have any, burn them.

Anthrax is an acute bacterial disease, usually of the skin. A person who has come in contact with the drums could get an infection from the bacterial organism which produces a spore in the animal skin that is highly resistant to disinfection.

Special Events

May

Saturday, May 4th, 10 a.m. Scout-O-Sphed at Memorial Plaza; 12-5 p.m.—Sunny Sundays Opening — Tennis Match, Inner Harbor.

Friday, 10th, Noon — Official Opening Preakness Festival, Inner Harbor.

Saturday, 11th Noon — Concerts at Center Plaza, Ft. McHenry and Constellation Dock; 9 a.m. — Balloon Race, Druid Hill Park; 10 a.m.-3 p.m. — Fire Engine Equipment Show and Muster, Inner Harbor;

10 a.m.-5 p.m. — Market Day, Cylburn Park; 10 a.m.-4 p.m. — Arts Fair, Center Plaza; 7 p.m. Susquehanna Players present The Caretakers, War Memorial Plaza; 7 p.m. — Band Contest, Community College of Baltimore.

Sunday, 12th, 10 a.m.-4 p.m. — Sailboat Regatta and Sunny Sundays, Inner Harbor; 1-5 p.m. — Federal Hill Celebration:

1-5 p.m. Bolton Hill Arts Festival; 2 p.m. — Preakness Festival Parade; 3 p.m. — Waxter Center Dedication.

Monday, 13th, Noon — Recreation Week Kick-Off Program, Center Plaza; Noon — Red Shield Day, War Memorial Plaza; 1 p.m. Senior Citizen's Art Show, Turner Auditorium.

Tuesday, 14th, 11 a.m.-4 p.m. — Thanks To You its Working Fair, Hopkins Plaza; Noon-2 p.m. — Red Shield Day, War Memorial Plaza; 7:30 p.m. — Jimmy Wells Concert, Hopkins Plaza.

Wednesday 15th, 10 a.m.-2:30 p.m. — Center Plaza Festival; Noon — Mayor's Frog Hop, War Memorial Plaza;

8 p.m. — Polka Contest Night with Eddie Beres, Hopkins Plaza.

Thursday, 16th, Noon — Baltimore Golf Championship Preview, Hopkins Plaza; Noon — Hamilton Recreation Center Day, War Memorial Plaza;

7:30 p.m. —Gene Frankin's Dixieland Band Concert, Hopkins Plaza; Noon — National Transportation Week, Inner Harbor;

Friday, 17th, 11 a.m.-3 p.m. — Senior Citizen's Hobby and Talent Show, Center Plaza; noon — Gardenville Rec. Pre-School Graduation, War Memorial Plaza; Noon — Baltimore Golf Championship Preview, Hopkins Plaza;

Noon — Gardenville Variety Show, War Memorial Plaza; 7:30 p.m. — Buddy Voelker Orchestra Concert, Hopkins Plaza; 7:30 p.m. — Fells Point Jazz Festival.

Saturday, 18th, 9 a.m.-Dusk — Preakness Day, Pimlico Race Course; 5:30 p.m. — Preakness Race.

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RSVP VOLUNTEER Mrs. Enid May, 68, a retired registered nurse, teaches reading skills to students in 2nd through 5th grades at Olney Elementary School in Olney, Md. Mrs. May holds a B.S. in nursing and an M.S. in education from Teachers College of Columbia University. Born in Trinidad, she lived in New York until moving to Maryland a year ago.

By the way...

by Joe Black

For many of you, I'd like to take a minute and tell you what Joe Black is all about.

What I'm about is an examination of the problems all Blacks share.

Not the expression of one man's interest. Ego. Or experience.

Rather, the contributions of many people and much common sense.

I am merely the catalyst.

You see, I do not believe we must foster hate and violence to keep moving forward. Although I understand as well as anyone why many think we should.

I've been there, and endured the harassment, ridicule, and rudeness, back when we were integrating the big leagues.

But, I also found myself in a comfortable enough position to wonder what all the shouting, singing, marching, and boycotts were all about. When the Movement began to gain momentum.

Except for supporting memberships in the NAACP and Urban League, I accepted the rewards of the Movement passively. Which wasn't exactly paying one's dues.

Then I met Dr. Martin Luther King. And learned the many ways a Black can aid the cause. And how much greater the Movement is than the individual.

At that time too, my mother died. A lady who spent a lifetime keeping a family together, while finding time to do for others.

That combination of circumstances taught me to extend my hand. To help Black people understand our responsibilities, within our community, during our quest for equality of opportunity.

And to help de-emphasize hate.

That, and simply that, is what Joe Black and By-the-Way, are all about.

Joe Black
Vice President
The Greyhound Corporation

City schools to get nature study center

The Baltimore City Public Schools will inauguratt the second of its two outdoor Nature Study Centers on May 8, at 9:30 a.m., at the school system's Bragg Nature Study Center, No. 175, 6501 Baltimore National Pike.

Youngsters from secondary schools in Regions 5, 7, and 8, will take part in the ceremonies.

Students from Rock Glen Junior High, No. 80; Southwestern High, No. 412; Edmondson High, No. 400; Northwestern High, No. 401; and Douglass High, No. 459 will help to open the center.

Also in attendance will be Dr. Patterson, Paul Vance, Deputy Superintendent for executive matters; Dr. Neubert Jaffa, Regional Superintendent, Region 8; William Murray, Regional Superintendent, Region 5; Dr. Jeffrey Moss, Regional Superintendent, Region 7; Curtis Lantz, Assistant Superintendent for Physical Plant; Dr. Rebecca Carroll, Assistant Superintendent for Division of Instruction and Curriculum Management; and Mr. Elra Palmer, Coordinator of Science and Environmental Education, and head of the Nature Study program.

The Baltimore City Public Schools have two Nature Study Centers for its students. These centers are a part of the curriculum for kindergarten to 12th grade.

The Bragg Center has nature trails and includes a pond, bog area, and a natural hardwood forest. The other center, the Highwood Nature Center, was opened on March 29. It strves as an evergreen area complete with nature trails.

Cultural expo honors Dr. Frisby

The Herbert M. Frisby Historical Society in cooperation with the Maryland Historical Society is presenting a cultural exhibition and program—"The Black Presence in Maryland."

It will open Sunday, May 5, 3 p.m. at the society, Anita France Auditorium, 201 W. Monument St., and will run until July 5.

Dr. Frisby, who as a youth wanted to be the second black man to venture to the North Pole, has completed 24 millions, to the world's Arctic and Alaska, Canada, Labrador, Greenland, Spitsbergen and Siberia.

He also served as Arctic war correspondent for the AFRO during World War II, and has served as head of the science department at Douglass High School.

The exhibition will include Arctic artifacts such as Eskimo ivory, soapstone, whalebone carvings and graphic art creations.

Also included are assorted photographs, placques and memorabilia from prominent Maryland blacks, such as Dr. Benjamin Quarles, Dr. Ralph J. Young, Dr. Walters Edward Turpin and many others.

The public is invited.

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