Pure and simple foods to give your baby a solid start. By Gerber.

Your doctor will probably recommend the first solid foods, depending on your baby's individual needs. These will be the simple varieties. Single-grain cereals. Single-fruit juices. Plain strained meats, vegetables and fruits. They'll make up your baby's basic diet. Once accustomed to these simple foods, your baby will be ready to try many new tastes and textures.

The traditional starters.
Cereal is the most frequently prescribed first solid, because it is suitable for the youngest of babies. All five Gerber dry cereals are enriched with iron, calcium and important B vitamins. In fact, of all baby foods, cereals can meet your baby's special needs for the longest time, to help protect against iron-deficiency anemia throughout the first and even second year.

Strained meat, another early solid food, provides high-quality protein your baby needs during this most active growing year. Gerber strained meats are made from carefully selected and trimmed meats, then specially processed to keep fat content uniformly low and to give the meats the smooth texture, moistness and flavor babies love.

And when your baby is ready for more variety, Gerber has a year-round selection of strained vegetables and fruits, "custom cooked" to help protect their natural food values as well as colors and flavors.

The Vitamin C providers.
A dozen full natural strength juices ready to be picked—from plain strained to combination juices. One can of any Gerber fruit juice will provide all the Vitamin C your baby should have every day.

Gerber offers over 60 different strained foods to meet your baby's growing needs. And all are prepared with Gerber's special care to assure quality, purity and safety.

The health and well-being of babies are Gerber's concern. And have been for almost 50 years.

Gerber makes gentle baby shampoo.
Gerber Baby Shampoo lathers up fast, rinses out thoroughly and leaves your baby's hair beautifully clean and manageable.

And for after the bath, there's soothing Gerber Baby Powder to help prevent skin irritations and make your baby feel so much better.

Babies are our business...

Gerber

Gerber Products Company, Fremont, Mich. 49412

New Thrust At Morgan

(Continued from Page 4)

But unlike many of his young militant contemporaries, Billingsley's rationalism and humanism roosts on the positive strengths of black people. In his works, Billingsley emerges as an advocate of love, tolerance and action for co-existence in a perfectly integrated society.

Probably, the most significant contribution he will ever make to Morgan will be his invaluable experience at Howard University. For the past five years, he was vice president for academic affairs and professor of sociology and Social Work at Howard.

A rare blend of Booker T. Washington's pragmatism and W. E. B. DuBois' intellectualism, Billingsley is a genius among educators. The secret of his emergence as an unbiased educator from the turbulent Sixties and the Black Pride syndrome of the early 70s, lies in his solid work ethics. He is a hard worker and believes that excellence is impossible without consistent hard work.

He recently declared that he will be accessible to the members of the college community without sacrificing his daily problem-solving sessions with his key administrators and staff. He said:

Morgan graduate is among the youngest black university presidents in U.S.

"I will not be aloof or isolated or removed from the faculty, students or campus community. I will also want to be in touch with the community.

"I know that I will have to resist some invitations to do a lot of things outside the university at the beginning, particularly until I get my hands on the university itself," said the astute administrator.

At Howard, "Andy" was popular with his fund-raising wizardry. He helped in raising millions of dollars in grants for Howard during his five-year work at Howard. But when you ask Billingsley the successful formula of college fund raising, the educator turns out to be a nuts-and-bolts man. He is meticulous; he looks into every detail of the program that he tries to sell to private foundations as well as government agencies that grant funds.

According to Billingsley, the key to university fund-raising is in putting together sound academic programs that meet the needs of the community. Time and again, he has proved that substantial grants materialize only when the quality and attractiveness of the programs are irrestible to the funding sources.

One of the youngest black university presidents in the country, Billingsley is quite modern in his approach to campus life. He fully endorses open dorms and a total co-educational community life in the campus. He is opposed to excessive supervision of the young adults by the university.

He ridicules the idea of substituting the university as the parents or guardians of the students as archaic and ineffective as the ancient Roman chastity belt.

He is a strong advocate of preserving the identity of black colleges and universities from a utilitarian point of view, not for merely promoting racial and cultural pride. According to the Alabamian educator, black colleges have already demonstrated their ability to train competent manpower for the nation. To him, the successful black colleges and universities are true examples of interracial cooperation in an enlightened way.

"I will not be aloof or isolated or removed from the faculty, students or campus community..."

As a black educator, he is aware of the needs for educating the ill-prepared and the poor who enter the college. He has publicly supported every possible remedial program for such students at Morgan. But he insists that the quality of education should never be lowered to accommodate the ill-prepared.

A Morgan graduate, Billingsley says, students must excel in three major area of knowledge, when they leave the university to face the world — the humanities, the social sciences and the physical science.

Billingsley, the sociologist, is also an internationalist in educational philosophies. A member of the Committee to Review Afro-American Studies at Harvard University, and director of Friends International Student Center at University of Michigan, Billingsley is known in academic communities as a broad-minded universalist, an international citizen of the highest order.

Perhaps, Billingsley developed this ideal of the educator during his educational exchanges with visiting educators from around the globe and through his own exploring visits to other countries. He has visited educational institutions in Monrovia, Liberia, Lagos, Nigeria, Tanzania and several other African countries.

Billingsley is a promise to Morgan in its fourth and final phase of development, from an institute to a university. With his youthful ideas and reputation for fund-raising and hardwork, he will trailblaze the future of higher education in Maryland. He and the university are new thrusts in Maryland higher education.

With his author wife, the former Amy Tate of Chicago, and his two daughters, Angela Eleanor, 12, and Bonita-Rebecca, 11, the Billingsleys make an ideal university family.

Morgan Presidents

J. Emory Round, D.D., 1872-1882
W. Maslin Frysinger, D.C., 1882-1888
Francis J. Wagner, D.C., 1888-1901
Charles Edmond Young, D.D., 1901-1902 (acting)
John O. Spencer, Ph.D., LL.D., 1902-1937
Dwight O. W. Holmes, Ph.D., LL.D., 1937-1948
Martin D. Jenkins, Ph.D., LL.D., 1948-1970
Dr. P. Fraser, Ph.D., August, 1970-February, 1971 (Interim)
King V. Cheek, J.D. February, 1971-August, 1974
Thomas P. Fraser, September 1974-May 1975 (Interim)
Andrew Billingsley, Ph.D. June, 1975.