50th Annual Clean Block Parade and 92nd Birthday

AFRO-AMERICAN Newspapers - Today at 12 Noon War Memorial Plaza

Honors Day Program

Opening Prayer
The Lord's Prayer.....Miss Vanessa Stewart
Miss Baltimore Is Best

Welcome.....Mrs. Ida Murphy Peters
Director - AFRO Clean Block

Greetings.....Robert W. Matthews III
Executive Editor - AFRO-AMERICAN NEWSPAPERS

Parade Marshals...Happy Birthday AFRO...Baltimore's Whatnauts

Greetings - Proclamation.....Mayor William Donald Schaefer

Presentation of Flags 20-50 Years
50 Years of Service - George B. Dozier
Greetings.....City Council President Clarence Du Burns

Fire Dance.....Fatima and Kevin Kay

History of AFRO Clean Block.....Dr. Elizabeth M. Oliver
Granddaughter of John H. Murphy, Sr.

Greetings.....Mrs. Floraine Applefeld
Head of Baltimore Is Best

Introduction of Queens.....Miss Vanessa Stewart
Miss Baltimore Is Best

Miss Talented Teen Maryland
Miss Kelly - 3rd out of 50 in Jamaica
Miss Pinnie Ross

AFRO Board of Directors Greeting.....Carl E. Smith
C & P Telephone Co. - Great-Grandson of John H. Murphy, Sr.
Presentation WJZ-TV.....Mrs. Phyllis Shelton
Music.....Whatnauts
"Party On"

Introduction of Consultants:
Dr. Lenwood Ivey - Mrs. Elva Edwords.....
Urban Services
Ms. Mereida Goodman.....Neighborhood Progress
Leonard Folio Chief.....Solid Waste
Charles Ferguson - Assistant Chief
James Garrett - Northwest
Shirley Madden - Western
Robert Romanski - Northeast
Franklin Salisbury - Eastern
Bureau of Highways.....Don Kushner
Bureau of Animal Control.....Miss Victoria Evans
Norman Ross.....Cultural Arts
Cleveland Brister.....Neighborhood Services
Clayton Tucker.....Neighborhood Transportation
Golden Emphasis.....Container Gardening
Mrs. Jacqueline Keller
Miss Pamela King

Milton Branson Jr.....Baltimore Gas and Electric
Weatherization
Ms. Ronna Stokes.....Baltimore Gas and Electric
Del. Hattie Harrison.....Dunbar Mayor's Station
Mrs. Kittie Broadie.....Upton Mayor's Station
Police Commissioner.....Bishop Robinson
Officer Isabella Washington.....Block Watch

Special Thanks:
Abdul de Bravo & Gideon "Walking With God - Holding His Hand"
Vincent Cook - D.C.'s Funniest Comedian
School 98 - Whole School a Clean Block Pad
Dunbar High School - Cultural Arts Summer Program
Mrs. Camilla Sherrard - Arena Players
Dr. Elzee Gladden - Dunbar High School
Mrs. Elaine Harris - McCulloh Homes Project
G.E. Employees Fund - Clyde Rucker

Dance by Tony Williams . . . Winner of $500 Michael Jackson Look-A-Like
Flag Presentations

Band Demonstrations
Invocation.....Rev. Vashti McKenzie
Pastor of Chesapeake Circuit - Chesapeake, Md.
Great Granddaughter John H. Murphy Sr.
Cutting of AFRO's 50th Birthday and 92nd Birthday Cake



Baltimore's own Whatnauts will be Parade Marshals and sing their Pic Hit Record "Party On" at the AFRO's 50th Annual Clean Block Parade and Honors Day at War Memorial Plaza at 12 noon today (Friday). From (L) Crystal Ware, Robert Chew, LaVerne Marshall, Phyllis Poore, Michael Alexander and Juliet Jennings.



Mrs. Frances Mackay was Clean Block Lady from 1953 until her death in 1962.



Mrs. Michelle McRae McNeal served under various Ladies and finally ran the campaign in the early 1970s.

How Clean Block Started



Miss Frances Murphy founded AFRO Clean block. 1934-1958.



Frances Murphy II took over from her aunt as Clean Block Lady in 1947.



Mrs. Jeanette Leath took over from Mrs. Mackay and served for more than seven years.

This year marks the 110th anniversary of the birth of "Miss Frances" and Aunt Frank to hundreds - Miss Frances L. Murphy.

She was born April 21, 1874, the fourth of eleven children in the family of the late John Henry and Martha Elizabeth Murphy. Her father was the founder of the AFRO-AMERICAN Newspapers, 92 years ago.

From 1895 to 1934, she was teacher and supervisor of Theory and Psychology in the Baltimore public schools and upon her retirement became known in Baltimore and other cities of the United States as "The Clean Block Lady."

"I just can't sit still and see a thing in need of being done and doing nothing about It," said Miss Murphy after being asked why she didn't fold her hands and gracefully retire from the public scene.

At the age of 60, she decided to do something about what she saw on an early summer morning near her Madison Avenue home.

She saw streets littered with paper and trash; windows and steps unwashed; woodwork needing painting; backyards and cellars not cleaned and most important of all, children out of school with plenty of time on their hands.

Miss Murphy got the children and the problem together and initiated the AFRO Clean Block Program. in 1934, signing up 3,800 children that first summer.

Now in the 50th year 340 blocks registered plus three housing projects. Miss Murphy started with less than $1,000 in cash prizes. This year 136 Honor Flags at $18 each, American Flags at $10.00 each were given away from the prize fund.

Miss Murphy successfully guided the Clean Block Campaign for 12 years. Since then, there have been several "Clean Block Ladies" heading the clean-up, paint-up program.

"Miss Frances" as she was fondly called by those who knew her, turned over her program to her niece, Mrs. Frances L. MurphyII, former chairman of the board of the AFRO, now a professor at Howard University.

She was followed by the late Mrs. Francis Mackay, wife of the late Cliff Mackay, AFRO executive editor.

The late Mrs. Francis Mackay took over the program in 1953 and successfully guided the program until her death in 1962. Her slogan was "Every house a beautiful house, every block a clean block; Baltimore, a beautiful city." The petunia became the clean block flower. In 1952, she registered 86 blocks. By 1953, she had increased her blocks to 359.

She was appointed in 1953 by Gov. Theodore R. McKeldin to the Governor's Committee to Keep Maryland Beautiful. In 1960, she was honored by Gov. J. Millard Tawes for her devoted service to Baltimore and Maryland thru the AFRO Clean Block.

Others included Mrs. Jeanette Leath, Housing and Community Development; Ms. Paula Brooks Guest, Senior Executive Advertising Representative of Retail Advertising at the Sun Newspapers and Mrs. Michelle McRae McNeal, Public Relations for Provident Hospital.

Reading the 50th campaign is Mrs. Ida Murphy Peters Clean Block Director, AFRO's Mrs. Santa and Entertainment Editor. She took over the program in 1972 and is a niece of Miss Frances, the daughter of the late Dr. Carl Murphy.

During Miss Murphy's 39 year career in the classroom, she pioneered many teaching techniques and humanitarian programs.

As a first-grade teacher, she noticed the undernourished condition of many children. She was determined to do something for them and with the help of friends, the first penny lunches were instituted in the public schools. The policy of serving milk and free lunches to undernourished children was later adopted by the school system.

In 1908, she introduced in the city a definite plan using hand work to teach disadvantaged children in classes below the sixth grade. Recognizing the wisdom of this work, the shcool system adopted in classes in certain schools.

When she was supervisor for cadet teachers, Miss Murphy bought in and used mental tests to classify children, aiding in assigning the right pupil to the right teacher.

The Clean Block Program was praised all over the country and she also received honors at home.

In 1944, Mayor Theodore McKeldin, presented her a Certificate of Award and Merit as "a formal expression of appreciation and gratitude for her fine quality of public service." At that time only six such awards had been issued.

In 1961, Coppin State Teacher's College named its new demonstration school after their one time teacher and supervisor honoring her life in education.

The school was known then as the Coppin Normal School and was a part of the public school system.

Miss Frances died in 1958 at the age of 84. All of her years were spent in helping others...in teaching and guiding young people.



AFRO Clean Blockers, some 1,400 strong attended the Hippodrome Theatre last week to see the top hit "Gremlins." This top hit has been drawing crowds all summer and AFRO Clean Blockers saw no evil mind bending in it and laughed and screamed. Above, the courteous staff of the newly renovated Hippodrome are Stanford Garrison, manager; Vanessa White, Bernice Harris, Michael Gorham and Samuel Adenaike, District Manager for J. F. Theatres. Movie party courtesy of Jack Fruchtman was third this summer for 4,500 Clean Blockers.

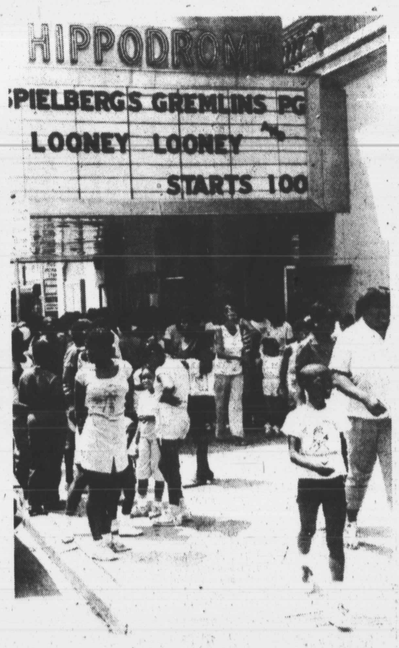


Photo by Michael Roberts
Clean Blockers meet the Gremlins. The AFRO invited over 1,400 Clean Block workers and participants to see producer Steven Spielberg's summer hit, "Gremlins."



AFRAM honored the AFRO-AMERICAN Newspapers 50th Annual Clean Block Program in opening services last week. From (L) Cleveland Brister, Ida Peters, Norman Ross and Clayton Tucker.

