4 Besche Bros. have 16 displays of furniture

Four Besche Brothers of 1041-49 Light St. will be on hand at the AFRO Cooking School with a fine display of household furnishings in Booth No. 16.

Free souvenirs, and a special prize will be given away at each of the three cooking school sessions.

The Four Besche Brothers display will include the famous Real Heat gas range, and famous Norge products such as electric refrigerators, washing machines and other useful kitchen home needs.

Begun In 1870

The business was begun in 1870 by Joseph Besche. Upon his death, his four sons, Charles, Joseph, Adolph and Anton succeeded him.

They increased the business from a small two - room store at 1240 William St. to a large five - floor modern building where they now have 16 floors of room displays of fine furniture for bedroom, living room, dining room, kitchen and play room.

Floor coverings, electric appliances and sundry home furnishings are also available. Their latest addition, for the benefit of the handy man around the house, is a stock of drills, saws and other electric tools.

The present business is now managed by the grandchildren of the founder, with the same principles of fairness and help to all. They advise the men "You furnish the bride; we'll furnish the rest."

Save Customers Expense

Four Besche Brothers do their own financing, saving their customers many dollars in needless additional interest expense.

See These NEW NORGE Products
REFRIGERATORS – WASHING MACHINES – GAS RANGES – At The
Annual AFRO-AMERICAN Cooking School
SEE FOUR BESCHE BROS. — BOOTH NO. 16

GET ALL 7 MOST-WANTED FEATURES IN ONE REFRIGERATOR-FREEZER COMBINATION THE NEW NORGE "CUSTOMATIC"

11.1 cu. ft. NORGE CUSTOMATIC Model 1180
$389.95 LOW DOWN PAYMENT — EASY TERMS
UP TO $25.00 Trade-in allowance for your old refrigerator

1. Automatic Defrosting. No controls, no buttons . . . no pans to empty.
2. Shelves in Door. Holds bottles, jars. Easy to reach, yet safe!
3. Full-width Freezer. Keeps 80 lbs of frozen food zero-cold.
4. Egg Nest. Recessed in door. Correct temperature! Safety!
5. Butter Bank. Butter stays cold, yet easy to spread!
6. Moist-Cold Compartment. Foods stay moist-fresh for days and days!
7. Roll-out Shelves. Bring foods in rear to front. Effortless!

FREE! NORGE FROZEN FOOD SAW cuts frozen foods . . . eliminates food waste. Come in and get yours today.

See the new NORGE Customatic with "all 7" today!

FOR BETTER BUYS.. Four Besche Bros. 1041-49 LIGHT ST • PHONE PL 2-8700
EASY CREDIT ARRANGED Open Mon., Fri., Sat. 'til 9 P.M.

Housewives agog over AFRO Cooking School

Housewives are eagerly looking forward to the AFRO Cooking School and home demonstration exhibit May 19-20 at the Baltimore Coliseum. The free gifts are added attractions.

A rotiss-o-mat, a portable home barbecue and infra - red broiler with complete thermostatic heat control is only one of the prizes to be given away at the AFRO food show.

It will go to the person who guesses correctly the total number of AFROs sold during 1953. This rotiss-o-mat is self-basting, self turning and self-cooking; ideal for home use as well as for beaches and camping.

Other free gifts, running upwards of $5,000 in value, include two $1,000 government bonds, two 21-inch television sets, and 200 baskets of foodstuffs to be given away by the AFRO in conjunction with local merchants.

Other top prizes will be a gas range given by the Norge dealers and a modern sink unit provided by American Kitchens through the courtesy of Southcomb-Mapp.

The cooking school will be presented in three sessions, with a matinee on Thursday.

The food preparation demonstrations will be conducted by Mrs. Hallie P. Carper, nationally known home economist.

Colorful booths will display the best in food products, home furnishings and services as provided by Baltimore's leading merchants.

Other specialty features will be a $40,000 demonstration by the Ford Motor Co. and a spectacular film on new ways to make a house a home.

BREAKFAST WITH MOM WASHINGTON

Women, old, young, in-between, many of them with children of their own, had breakfast with Mama, Sunday at 9 at Metropolitan AME Church, the Rev. G. Dewey Robinson, pastor.

'Twas the Fifth Annual Mother-Daughter Breakfast sponsored by the Sunday School Guild.

Western Maryland Dairy milk is delicious, healthful.

'First Name in Ice Cream'

Hendler Creamery enters 50th year

Ever since the AFRO-AMERICAN inaugurated its Cooking School and home service exhibitions, the Hendler Creamery Company has participated, and again this year is among the exhibitors.

Famous for "The Velvet Kind" Ice Cream, Hendlers will be represented in Booth No. 40 at the Coliseum.

Hendlers is going into its fiftieth year, and has adopted as its slogan "First Name in Ice Cream."

Its plant, located in the 1100 block E. Baltimore St., is among the model ice cream plants of the country, and manufacturers from all over the United States have visited it in order to observe its efficient operation.

The plant is always open for inspection by the public. School teachers and their classes, as well as various organizations, are constantly being escorted through it by competent guides, who explain the process of ice cream manufacture, from receiving the fresh table cream to the finished product.

Once regarded as a dessert, ice cream has come into its own by being recognized as a REAL FOOD. Cream and sugar form its basis, with the addition of nuts, fruits, chocolate and vanilla.

The Hendler Creamery Company maintains its own laboratory, in charge of skilled technicians. Each ingredient is subjected to rigid inspection and analysis before being used, and every step of the manufacturing is carefully checked.

Automatic Process

The entire manufacturing process is automatic, even to the filling of packages with ice cream, thus bringing the product to the consumer untouched by hands.

Recognizing ice cream's remarkable contribution to the diet of the American family, it deserves a place in the well-balanced meal.

Because of its excellent flavor, everybody likes ice cream. It is readily available, always convenient, and easy to serve. Ice cream makes every meal a "banquet of health."

$35 at stake—so bring that cake:

Washington Flour offering cash awards in cake-baking contest

Don't forget to bring your cake to the Washington Flour cake - baking contest at the AFRO home show and cooking school at the Coliseum, May 19-20.

There'll be cash prizes of $20, $10, and $5 for the best cakes, which will be judged for texture (40 points), and appearance, depth of crust and evenness of crust (20 points).

In addition, everyone who enters a cake in the contest will get a five - pound bag of Washington Flour.

Rules Are Simple

Rules for the contest are simple. You can bake any kind of cake you like, plain or iced. Just be sure to use Washington Flour.

Write your name and address plainly on a piece of paper and pin or paste a Washington Flour label to the paper with your name and address, and put this with your cake.

Then bring your cake to the Washington Flour booth No. 29, at the home show at the Coliseum on Thursday afternoon. You can leave it at the booth any time after 12 noon.

Judging Thursday Night

The cakes will be judged at the big show Thursday night at the Coliseum, with Mrs. Hallie Carper of St. Louis, cooking demonstrator heading the judges.

Prize - winners will be announced Thursday night, when the cash awards and bags of Washington Flour will be presented to the contestants.

The Wilkins - Rogers Milling Company, one of the AFRO's oldest cooking school advertisers, still has growing pains after more than a century of operation.

Today, it is Washington's only mill which turns out family flour, baker's flour, meal and poultry feed.

The company employs 125 workers, about 50 per cent colored.

The firm was founded in 1849 but was rebuilt on its present site in 1914. It was started when Samuel H. Rogers Sr., president of the mill, came to Washington more than 60 years ago. The son of the Loudoun County (Va.) flour broker was impressed with the business, and decided to follow his father's footsteps.

Based Company

He related how he and Howard L. Wilkins, in 1941, bought out the G. W. Cissel and Company property; later taking over another former mill adjoining the property at Potomac and Grace Sts.

The team of Wilkins - Rogers boomed, but misfortune struck in the summer of 1952. A match allegedly dropped by a careless nightwatchman set off a fire which razed the R St. plant.

The pair built a new modern plant, recovered from their losses in time, and prospered. Mr. Wilkins died in 1949 and Mr. Rogers' son, Samuel H. Rogers Jr., became vice president of the company.

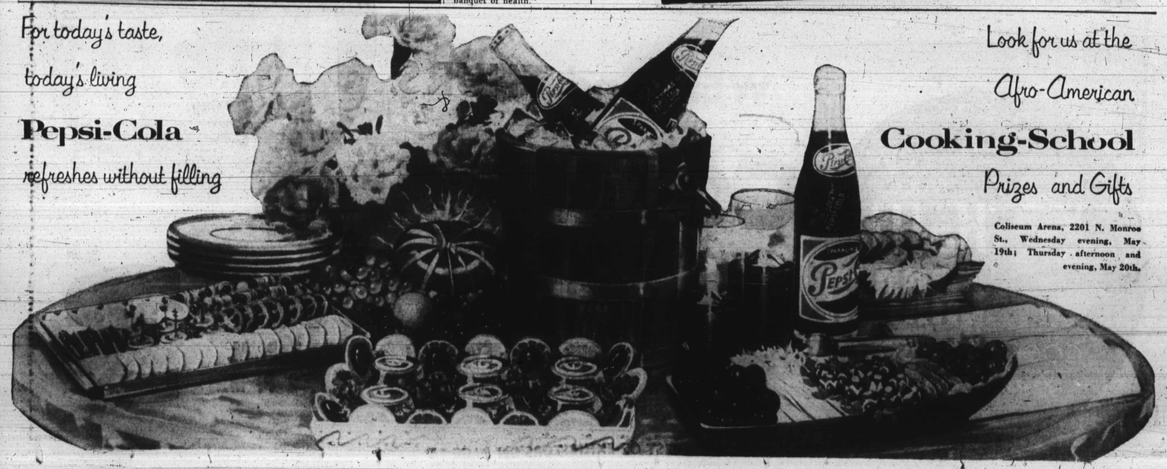
Three Operations

The Wilkins-Rogers Company has three operations, the manufacturer of flour, water ground corn meal, and poultry and animal feed.

Among some of their products seen on store shelves are: Indian Head Water Ground Corn Meal, Washington Self - Rising Flour, Washington All - Purpose Flour, and Washington Feeds for chickens, hogs and cows.

BIG FREE PRIZES AWAIT YOU AT THE ARCHWAY MOTORS DISPLAY
JUST AFTER YOU ENTER THE CENTER DOOR AT THE AFRO'S COOKING SCHOOL & HOME SERVICE EXPOSITION
LOOK!
A BONUS FOR PURCHASING AN ARCHWAY MOTORS NEW OR USED CAR!
A Gift Certificate Given To You At The Archway Display Can Be Redeemed For A Complete Set Of William Rogers & Son Silverware, Service For Eight, Containing 52 Pieces — Chest Included. $54.75 VALUE
HERE'S ALL YOU HAVE TO DO:
Get Your Certificate at The Archway Motors Display. Come to The Archway Showroom 500 N. Hilton. Select the New or Used Car of Your Choice . . . After Mr. Tonkens has properly signed Your Certificate the Silverware Is Yours at THE HOME UTILITIES CO., 125 E. Baltimore Street.
★ ALSO WINNERS OF DOOR PRIZES GET A COMPLETE SET OF SEAT COVERS FOR THEIR CAR.
Don't Drive a Down Payment, Drive An Archway Ford
ALWAYS FIRST WITH A-1 USED CARS
ARCHWAY
CONDITIONED AND GUARANTEED TO PLEASE
COURTESY & CAREFUL SERVICE TO ALL
HONEST IN PRICES FOR SAVINGS TO YOU
WITH ALL THESE ON YOUR SIDE . . .
ARCHWAY IS THE BEST WAY AND . . . YOU BENEFIT
500 N. HILTON ST. WI. 5-3600
2501 FREDERICK AVE. GI. 5-1642

For today's taste, today's living
Pepsi-Cola refreshes without filling



Look for us at the Afro-American Cooking-School Prizes and Gifts
Coliseum Arena, 2201 N. Monroe St., Wednesday evening, May 19th; Thursday afternoon and evening, May 20th.

HERE'S Goetze's FAMOUS Combination Special!

Double Treat!
1 LB. SKINLESS FRANKS
1 JAR HOT DOG RELISH
AT ONE COMBINATION PRICE!
DON'T GUESS . . . GET Goetze's
Goetze's certainly started something when they invented this wonderful HOT DOG RELISH — to go with Goetze's famous Flavor-Smoked All-Meat FRANKFURTERS. It's being imitated, but it can't be copied—because that extra-special flavor is Goetze's own, original and private recipe! And so is the unequaled taste goodness of Goetze's Franks!
Now — at one Special Combination Price — BOTH of these great treats are yours again—to give you easy summertime eating that will make you smack your lips for joy and reach for more!

Wilkins brews fine coffee

Next time you buy coffee, remember that Wilkins and only Wilkins — regular or instant — gives you a triple guarantee.

You can learn all the fine points of this fine beverage by visiting the Wilkins booth, No. 31 at the AFRO Cooking School.

You must taste that fresh-roasted flavor difference in the first sip or the Wilkins Coffee family pays you three times the purchase price of any Wilkins coffee product.

Here's the assurance you want in coffee — that Wilkins coffee is fresh roasted, that it's rushed from roaster to grocer to you, and, as a result it has more flavor and goes further.

Now, more than ever, Wilkins gives you a guarantee that you're getting the best when you get Wilkins — regular or the 100 per cent pure instant coffee.

For A Good Cup

This is the Wilkins' Company's suggestion on how to make a good cup of coffee in a standard percolator:

Use one tablespoon of Wilkins regular grind for each cup of water. Use cold water. Measure coffee and water carefully. Percolate slowly from six to seven minutes.

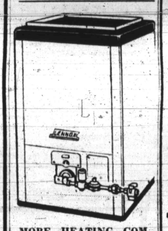
After the water stars bubbling through the tubes into the coffee, allow the coffee to stand off the heat a minute or two and any sediment will settle.

All over the Wilkins Company factory in Washington, where 50 per cent of the employees are colored, the blend is the thing.

The important thing to Wilkins is that whenever a tablespoon of Wilkins blend is mixed with a cup of water, the result is a cup of coffee with the famous Wilkins taste.

Blending Process

The process which accomplishes this aim begins with 17 bags of various types of coffee beans which at times exposes the green ready for the grocer's shelves. ardized tests by actually brew- being mixed in a huge cylinder. beans to a temperature of 420 During the process and when ing a cup of coffee to see that Two hours later, after going degrees, the coffee is finally the run is completed, a profes- the famous Wilkins taste is through a complicated process packed in vacuum sealed cans sional coffee taster makes stand- there.

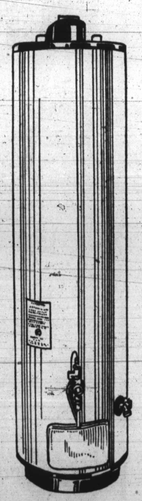


MORE HEATING COMFORT is provided by this new Lennox Perima-Flo heating system as installed by the Reid Heating Company, 1611 Clifton Ave. With this method, a curtain of conditioned air stops cold before it enters the home, saves on fuel, yet gives more complete indoor comfort.

We invite you to try the FINEST ROLLS YOU EVER TASTED
GOOD FOR HAMBURGERS
FRANKFURTERS
BARBECUES
LUNCH SANDWICHES

Here's an invitation that's much too good to pass up. Try the finest, freshest, most delicious rolls at your grocer's. Try 'em buttered and toasted with rounds of beef hash and chili sauce. Mmm, make Blue Ribbon your brand!
SCHMIDT'S SLICED BLUE RIBBON ROLLS
© Quality Bakers of America Co-op., Inc.
BE SURE TO VISIT OUR BOOTHS No. 2 AND 3 IN THE AFRO COOKING SCHOOL — WEDNESDAY and THURSDAY, MAY 19th AND 20th TO RECEIVE FREE GIFT

See Booth No. 11 Baltimore Afro-American Cooking School
NO DOWN PAYMENT
★ Liberal Credit ★ Up To 36 Months To Pay ★
COME IN NOW!
Coliseum May 19th & 20th 2201 N. Monroe St.



WE CARRY A COMPLETE LINE OF Automatic Water Heaters
• RHEEM • BRYANT
• JOHN WOOD • AMERICAN STANDARD
HOT WATER AUTOMATICALLY, ALWAYS
FOR YOUR HEALTH, COMFORT, CONVENIENCE

PEAK EFFICIENCY—Water heating efficiency plus minimum heat loss are outstanding features of our automatic water heaters.
LOW-COST OPERATION — Thick blanket of glass fiber thermal insulation holds the heat in and keeps standby heat loss low. The vapor drafted burner ports assure positive fuel combustion—deliver maximum heat to tank and water. (You pay only for the fuel used to heat water.)
LONG LIFE—Our automatic water heaters are built for a long dependable life.
PLENTY OF HOT WATER—There's little or no waiting while another tankful "heats up" with a properly sized water heater. Automatic ignition and fast recovery combine to give you hot water whenever you need it—for your health, for your comfort, for your convenience.
A Guarantee Is Only As Good As the Company Behind It!

QUIK HEAT SUSPENDED AIR FURNACE — FOR SMALLER HOMES
This compact heating unit was especially designed for homes without a basement or for apartments where tenants must supply their own heat. Completely assembled at the factory. Can be installed in minutes.
• Stainless Steel Combustion Chamber
• Flanged Quiet Automatic Gas Valve Delivers Gas Opposite Direction . . . Right Or Left Wall—Just Turn It Over!
• All Controls Mounted Front—For Easy Wiring.
• Can Be Suspended From Ceiling Of Tight Space As Basement Furnace.

HAVE ONE OF OUR QUALIFIED ENGINEERS GIVE YOU A NO OBLIGATION ESTIMATE
PHONE NOW SA. 7-6377 FOR FREE ESTIMATES

AMERICAN-Standard GAS OR OIL-FIRED FURNACE
All gas fired boilers by American-Standard deliver outstanding heating comfort with true efficiency, economy and dependability. Every feature has been designed by skilled engineers to take full advantage of the fuel used.
SUPERIOR performance in oil fired systems depends in large part upon co-ordination between boiler and burner. American-Standard oil heating units provide this co-ordination in fullest measure.

bryant FORCED AIR FURNACES
You'll like the Bryant "217" Winter Air Conditioner for two reasons. First, because it's a complete "packaged" unit, it costs less to install. "217" assembly line operations—including wiring—takes place in our factory, not in your home. Your dealer simply carries it in, attaches the burners and connects it. Then—a delightful, new experience in worry-free, carefree winter comfort is yours at the touch of a dial.

These Complete Oil Heating Units provide Year-Round Air Conditioning. Adaptable to Floor Space.
Factory-assembled, easy to handle and install, bottom covered with sheet steel to lock out dirt and dust from floor.
High operating efficiency, all components have been selected for quality and dependability.
Modern as "flying saucers".
An engineered furnace for greater economy. Can be installed in basement or first floor utility room. Furnace can be located on either right or left hand side or bottom of furnace.

WARM AIR FURNACE GAS OR OIL
Warm air, supplied by a G-E gas or oil-fired furnace, is distributed to the perimeter of each room, where the heat loss actually takes place. Controlled air velocity and temperatures permit the use of slender, 4-inch diameter ducts. These ducts are hung in the walls and are located normally in the cold outer walls where a slenderizing blanket of warm air is delivered upward in a fan-like pattern. The warmed walls in turn radiate heat downward. Gentle warm air circulation from warm air mixes with cooler air, a gently diffused arc. Temperatures from floor to ceiling remain at a surprising uniformity.

★ 1904 ★ WE DO NOT SUB-CONTRACT — WE DO ALL OUR OWN WORK ★ 1954

NATIONAL HEATING and PLUMBING CO.
900 EAST MONUMENT STREET
PHONE NOW OR. 5-8400 FOR FREE ESTIMATES