Fieldmark Construction booth has aids to home

The Fieldmark Construction Company display at Booth No. 38 will be a highlight at the AFRO Cooking School.

"See the new and magnificent Jalousie Aluminum Combination Storm door." It features glass louvers that move with a twist of a knob, a full piano style hinge, permanent screen, and a full 1 1/16 inch door thickness.

See also, the newest and most secure Triple Track Storm window, not only a gracious addition to your home, but a window to lend security thru all seasons of the year. Enjoy unsurpassed year round comfort with the Aluma Kraft Styled awnings.

Gas Water Heaters

On display you will see also the latest in Gas Water Heaters and the new Roper Gas Range.

The Fieldmark Construction Company is equipped to handle all your home need in construction, remodeling or repairing.

Esskay quality reason for three new plants

The roots of Esskay are deeply entwined with Baltimore's life and history. And like their home city, they have survived and grown in the face of every conceivable obstacle: major depressions, the Civil War and the devastating Baltimore Fire of 1904.

Esskay will occupy Booth No. 30 at the AFRO Cooking School.

These roots reach back nearly a century, to 1858, when William Schluderberg opened a small retail meat shop. But modest as this beginning was, it typified the courage and faith that led to the modern Esskay organization, as the great panic of 1857 had laid a heavy hand on the nation.

Only the hardy and resourceful could then face the future with confidence; but William Schluderberg was one of these.

Slaughtered Own Livestock

Through the Civil War and into the turbulent Reconstruction era, William Schluderberg slaughtered and processed his own livestock on a modest scale.

Growth was slow, but progress was continuous, and by 1887 he was in a position to build his own complete meat processing plant in Highlandtown, just east of Baltimore.

Many of the great national meat packers were not yet established. William Schluderberg and Son, which was by then the Company name, was pioneering in the American tradition and contributing to Baltimore's progress.

Succeeds Father

In 1901, the year of the Baltimore Fire, George Schluderberg succeeded his father as owner of the expanding business.

In 1880, Thomas J. Kurdle was filled with the same eager ambition and established a retail meat shop despite the uncertainty of the times, as the effects of the depression of 1873 were still felt.

By the turn of the century he was operating five retail stores. However, his interest then turned in the direction of meat packing, and in 1901 he acquired a meat packing plant in Highlandtown.

Thus two separate businesses, founded at different periods under similar conditions, came to grow side by side.

Merger Creats New Horizons

The next great advance, logically, was to pool their resources and business ideals to form one great organization capable of the most complete service in Baltimore and the surrounding area.

The two businesses were merged in 1919, forming the William Schluderberg-T. J. Kurdle Commany.

Both companies contributed in their unique way to an organization and facilities which are outstanding, not only in Baltimore and its vicinity, but along the entire Atlantic seaboard, where Schluderberg-Kurdle ranks as one of the great independent meat producers.

At the time of the consolidation George Schluderberg, son of the founder, relinquished the leadership to his son William F. Schluderberg, who became president the new company.

Today the Esskay facilities include the vast Baltimore plant, with 450,000 square feet of floor space; an oil refinery, which affords unequalled equipment for processing raw materials for Esskay shortenings, salad oil and cooking oil, and new covered livestock yards.

Also a new beef building with slaughtering and cooler capacity for greatly increased distribution of beef, lamb and veal and a great fleet of rapid delivery refrigerated trucks.

The packing plant is a modern marvel of efficiency and sanitation. It surpasses, in many respects, the requirements of the U. S. Department of Agriculture, Meat Inspection Division and the Production and Marketing Administration of the Department of Agriculture.

Recent Plant Additions

The latest additions extend Esskay plant facilities across the Chesapeake Bay to the Eastern Shore of Maryland, where the Esskay Livestock Buying Station is located at historic Wye Mills; two modern poultry processing plants, one at Cordova, Md. and another at Berlin, Md.

The two Eastern Shore poultry plants are located close to the pluttry producing areas to insure the minimum of handling so that poultry is in prime condition when dressed.

All poultry processed at these plants is government inspected for wholesomeness and quality by the U. S. Department of Agriculture.

$1,500,000 Plant

In Baltimore, Esskay now has a million and a half dollar addition to the plant under construction.

Being built of re-inforced steel and concrete, when completed it will provide additional facilities for the production of Esskay Meat Products and will enable the company to render quicker and more efficient service to its customers.

U. S. Inspection No. 649, which designates the Esskay meat packing plant, is a definite guarantee of wholesomeness in all meat products sold under the Esskay branch.

Esskay products are all clearly identified with the name "Esskay" on the package, wrapper or band; this is always a reliable guide to flavor and quality.

KITCHEN UNITS • PLUMBING & HEATING • CLUB CELLARS • BATHROOMS

"Home improvements are an investment, not an expense"

This Magnificent New "Jalousie" Aluminum Combination Storm Door and Windows May Be Demonstrated For You, By The . . .

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It's the soap in DUZ that does it!

Yes, you get finer, richer soap . . . for dazzling white washes that are softer, smoother!

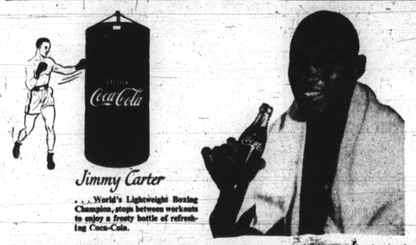
If you've been using a detergent, change to Duz next washday. Your wash will be dazzling white and clean—and it will *feel softer!* Only honest-to-goodness soap like Duz can do it!

Oh, so clean! Duz really gets in there and *scrubs!* Your toughest wash is shining clean. And clothes have that special soap-and-water fragrance . . . fresh, "outdoorsy."

Ah, so soft! Duz leaves fabrics softer, silkier, smoother. *Easier to iron,* too! No detergent can give you results like that!

M'mm, hands feel smooth! Duz gives hands almost *toilet-soap* mildness! Get Duz today!

DUZ DOES EVERYTHING



Jimmy Carter

. . . World's Lightweight Boxing Champion, stops between workouts to enjoy a frosty bottle of refreshing Coca-Cola.

When you're working toward a championship fight, it's easy to take yourself too seriously, get too wrapped-up in your work, and lose perspective. That's why champions in all sports find it a refreshing idea to stop on the job for a frosty bottle of delicious Coca-Cola. They know that the minute you spend to "pause and refresh" with a bottle of Coke is a minute well-taken from routine. How about you? Ever get so involved with what you're doing that you lose sight of yourself? When that happens . . . take a break. Get yourself a frosty bottle of Coca-Cola, and work . . . or play . . . refreshed.

Follow the Champions. Enjoy a Bottle of Delicious Coca-Cola . . . Right Now!

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BUDDY YOUNG SAYS -

"GIVE ME THAT OL' FASHIONED FRESHNESS!"

Buddy Young is a fine athlete. He must keep his healthy, vigorous condition at all times. Buddy appreciates the value of enriched bread, but he always chooses Hauswald's. Why? Because Hauswald's is not only enriched . . . it has that wonderful old-fashioned right-from-the-oven flavor. Buddy tells all his friends to "Reach for Hauswald's Bread . . . The Freshest Thing in Town!"

ALWAYS REACH FOR . . .

SEE BUDDY AT THE AFRO COOKING SCHOOL

Buddy will take part in the wonderful program at the school Wednesday evening, May 19th and Thursday afternoon and evening, May 20th. YOU CAN SPEAK WITH BUDDY PERSONALLY AT THE HAUSWALD BOOTH — BOOTH No. 12.

The Freshest Thing in Town!

FIBER WOOD FLOWERS FOR ALL OCCASIONS Call LO. 6-4283

Mt. Zion wines, Madera, make meals tastier

Mt. Zion wine makes delicious beef stew. You can pick up pamphlets with dozens of such tasty recipes at the Mt. Zion Booth No. 33 at the cooking school.

Equally as popular and equally as serviceable for cooking are Madera wines, on display in Booth No. 6. You can make any meal a banquet with Madera.

Here's the recipe for the Mt. Zion beef stew:

2 lbs. beef stew meat, cubed
½ cup flour
3 tbsps. bacon drippings
2 cups Mt. Zion Wine
2 cups boiling water
1 onion, thinly sliced
1 cup sliced celery
Several sprigs parsley
Dash of thyme
1 bay leaf
Salt and pepper to taste
6 medium-sized carrots, cut in strips
1 cup cooked peas

Shake meat and flour together in a paper bag. Heat bacon drippings in a heavy skillet or Dutch oven; add meat and any flour remaining in bag; saute, stirring frequently, until meat is nicely browned.

Add Mt. Zion wine and water; cook, stirring constantly, until gravy is thickened and smooth; add onion, parsley, thyme, bay leaf, salt and pepper.

Cover tightly and simmer, stirring occasionally, for 1½ to 2 hours, or until meat is almost tender. Add carrots and celery; continue cooking for hour, or until meat and vegetables are tender. Add peas just before serving. Serves five or six.

Favorites Everywhere

Mt. Zion Kosher wines, made from lucious New York State Concord grapes, from big red cherries and from wonderful blackberries are favorites everywhere.

Have you tried that wonderful grapegerine, the sensational new wine that has become so popular so fast? It truly captures the aroma and the flavor of the grapes.

Mt. Zion wines are so good chilled—so good mixed with soda—so wonderful for cooking. Mt. Zion wines "goeth down sweetly."

Madera, Madera. Madera is a familiar theme heralding Maryland's most popular wines. Made from rich sun-ripened grapes, Madera wines are 100 per cent pure California wines.

There are no better wines at any price. Madera's supreme quality is inexpensive. Madera's sherry, port, muscatel and white port are tops.

$5 DELIVERS

22-Pc. Plastic SOFA-BED OUTFIT

Just imagine this attractive plastic sofa-bed outfit at this unbelievably LOW price! Features sofa that opens to a full-size bed in seconds, with smart plastic arms. Includes plastic platform rocker, cocktail chair, end table, coffee table, table lamp and 16-piece glass and coaster set. Plastic is washable and will give you years of service.

$79

CREDIT TERMS TO SUIT YOU!

$5 DELIVERS

12-PC. HOLLYWOOD BED OUTFIT

Modern Hollywood beds featuring comfortable innerspring mattresses in fine quality ticking, box springs on legs and colorful, washable plastic headboards. Plus 2 pillows, 2 pillow cases, lamp table and pretty vanity lamp at this new LOW price!

$88

We Handle Our Own Accounts!

The Exchange
661-665 W. BALTIMORE ST.

VISIT US AT BOOTH No. 13 AT AFRO-AMERICAN COOKING SCHOOL.
BE SURE TO SECURE COUPONS FOR OUR FREE GIFTS

Floorcrafters' folding door ideal

If you're interested in saving space and money in your home, Foldoor is the answer to your prayers.

Demonstrations of this ideal folding door as installed by Floorcrafters of Baltimore, 423 Ste Paul St., may be seen at Floorcrafters' Booth No. 34 at the AFRO home demonstration show.

More space for furniture, more space for storage, more space for entertaining guests — all is provided by this unique device, Foldoor.

Made up in an attractive drapery effect, Foldoor adds to the beauty of any room. Its frame is made of steel, and the door collapses upon itself when folded back.

Every Foldoor has a cornice so that none of its mechanism is ever exposed.

The frames are covered with washable, plastic fabrics in rich colors of platinum, rust, willow green, rose beige, sand, yellow, aqua and fawn.

The Foldoor is effective for dividing off two rooms, for making room, for creating alcoves, for walling off a closet, for separating the dining room from the kitchen.

They may be installed in two ways. One section may be used to cover an entrance, or the door may be divided in the middle. They may be installed in old houses and apartments as well as in buildings under construction.

They are soundproof and serviceable and are equipped with locks.

Floorcrafters' installation cost is nominal, and a demonstration of Foldoor is free. Here are some of its outside the home uses:

CHURCHES AND PARSONAGES—Separate the social room, the basement or even the main floor with Foldoor for individual needs. Use Foldoor to create new cloakrooms, choir rooms, sacristies, baptismals and extra rooms or divisions of church kitchens or other utility rooms.

In the parsonage, Foldoor forms gracious study rooms, libraries and offices throughout the home.

RESTAURANTS AND SHOPS —Foldoor divides a large room for private parties, opens up the room for crowds, provides an intimate or busy atmosphere whenever desired. Cocktail lounges can be created from a lobby or dining room.

BUSINESS OFFICES—Rooms needed for salesmen or buyers may be enlarged or divided according to demand. Small private offices can be made from a large one—units may be used as reception rooms or stenographic areas. For large conferences Foldoor quickly folds aside, making every foot of space accessible.

FUNERAL PARLORS — Recommend Foldoor to increase capacity, to form small rooms for smaller services, yet allow expansion at any time. Owners can handle separate groups with dignity.

Use Foldoor to create office and conference rooms, to bring salesrooms up to date, to control traffic at the entrance, to form additional slumber or service or family or smoking rooms.

INSTALLED BY CONTINENTAL — This club basement, including a real fireplace, built-in leather chairs, circular bar, panelled walls with Spanish type plastered ceiling, attests to the top workmanship of Continental Home Improvement Company. The floor is of asphalt tile and the electric fixtures are inconspicuously installed.

Baltimore is model Pepsi-Cola city

About 30 years ago, Pepsi-Cola was aroused from a long slumber, and given a vigorous try-out in Baltimore.

The rest of the story is one of those business dramas which sound too sensational to be true.

When Pepsi-Cola was first bottled in Baltimore it was at the bottom of the list which included about 42 competitors. Today, Pepsi-Cola is world wide in its fame.

Model For Bottlers

The establishment of this position is a model for soft drink bottlers everywhere.

Pepsi-Cola has always striven to be the best flavored, the best among all soft drinks.

Baltimore sales of Pepsi-Cola are so great, that it has become a model Pepsi-Cola city. Other soft drink bottlers all over the country, make frequent pilgrimages to Baltimore to learn more about their business and to be at all times in touch with the finest and best equipment.

Local Territory

The local Pepsi-Cola territory is in many respects a beacon light to other soft drink bottlers everywhere.

No food show can be without Pepsi-Cola, no home can be without Pepsi-Cola, because it just naturally fits in with every tradition of good living.

Pepsi-Cola at this moment stands first among all carbonated beverage bottlers, in providing a beverage which is refreshing without filling and which sets new standards of quality.

Look for the Pepsi-Cola exhibit at the food show, and look for Peipsi-Cola at your dealers. When you see Pepsi-Cola, you are looking at quality.

Pepsi-Cola will occupy Booth No. 1 at the AFRO Cooking School. The Baltimore plant is located at 400 Key Highway.

NORGE DELUXE GAS RANGE will be used by Mrs. Hallie P. Carper, nationally known home economist, in her demonstrations at the AFRO Cooking School. It will be one of the grand prizes given away at the closing session by the Norge dealers of Baltimore.

REAL Tea Drinkers Prefer TETLEY!

IT'S A FACT! In a survey, in a leading American city, women who drink tea *every day* preferred TETLEY 2 to 1 over any other brand.

It takes a hearty, full-bodied blend to bring plenty of rich flavor through the tea bag! TETLEY is so much richer, the flavor actually comes through the tea bag *better!* Prove this yourself. Compare TETLEY's full-bodied flavor with any other tea . . . and see! Yet, TETLEY costs less than other leading brands! Get TETLEY tea bags or package tea!

TETLEY — Highest Quality for Pennies Less

Hauswald, Parks products win Cherry Hill acclaim

Buddy Young, sales promoter for Hauswald Bakery and Henry Parks, president of Parks Sausage combined in presenting an unusual promotion to a jam-packed meeting of tenants of Cherry Hill recently.

The crowd enthusiastically participated in a raffle of 25 big boxes of Hauswald delicious bakery products — bread, buns, sweet rolls, cakes, etc., and Park Products — sausage, bacon, lard and frankfurters.

Association Significant

The Cherry Hill project director, R. Clarke Davis, conducted the lively meeting and introduced Buddy Young and Henry Parks.

They spoke briefly on the role that Hauswald Bakery and Parks Sausage Co. play in the community, and the significance of two such companies working together.

Hauswald Bread and Parks Sausage will be featured at the AFRO food show to be held at the Coliseum on May 19-20. Hauswald products will be on display in Booth No. 12. Parks, in Booth No. 8.

Buddy Young and other Hauswald Bakery officials will be on hand to greet you and demonstrate the many delicious Hauswald products.

Henry Parks and Parky, the pig, will also be on hand to display and give samples of Parks Sausage Company products.

'Oh Boy' doesn't do 'Boh' justice

"Oh Boy What a beer!"

That's the unanimous exclamation of beer drinkers in all parts of town after they take a taste of National Bohemian beer.

National Brewery will have two booths, No. 7 and No. 32 at the AFRO Cooking School.

The high esteem in which "Boh," is held is no accident.

Although, the present National Brewing co., brewers of "Boh," was founded in 1933, just after prohibition was repealed, the history of the model brewery goes back to 1885, when it predecessor was founded.

Business Boomed

When the National Brewing co. started its post — prohibition operation, the business boomed so that plans were drawn to expand the plant.

Although, National's management guards its production records very closely, the brewery ranks 25th among the nation's 327 brewers. This ranking is due to the effective management of its agressive president, Jerold C. Hoffberger, one of the youngest topflight executives in the industry.

National's plant, located in Baltimore at 1027 S. Conkling St. is considered to be a model for the industry. It was designed by Carl T. Kreitler, a brewmaster, with 60 years experience in brewing and a member of Brewmasters' Association since 1903.

Checked Carefully

All shipments of grain and yeast ingredients are tested in the firm's laboratory and periodically checked in outside laboratories.

The imported hops that go into National's brews are personally ordered by Brewmaster Kreitler.

The building in which National Bohemian is brewed is considered a "brewer's dream." It is ten stories, thus enabling the brewing process to follow the gravity flow.

The operation starts on the ninth floor, where the malt is fed into the hoppers. On the eighth floor the yeast is added and on the seventh floor are the cereal cookers along with a 14,000 pound ground malt hopper.

Tub On Fifth Floor

Below it on the fifth floor is the mash tub from which long tubes lead to glass - lined fermenting tanks. On the third floor are the copper brew kettles, which hold a special fascination for plant visitors.

From the ketiles the brew goes into specially designed storage tanks, where it is aged. The final operation is the bottling, which is done in a high speed bottle shop that uses machinery for sterilizing the bottles recans and packaging the beer.

A staff of six assistant brewmasters maintains an around-the-clock vigil of National's brews. Samples from the storage tanks are checked several times daily, and bottles are constantly pulled from the bottling lines for testing.

One is never enough—

when it's an ARMOUR STAR FRANK!

Plump! Juicy! Tender! You're always sure of good eating when you choose Armour Star Franks. They're plump with tender beef and pork—fine *Armour* beef and pork. They're juicy, too, because they're made fresh daily in the Armour Kitchen right here in town. And they're seasoned with a special *Armour* blend of spices — just the way you like them. Get some today in the handy one-pound packages!

Made fresh daily right here in Baltimore!

VISIT THE ARMOUR BOOTH AT THE 24th ANNUAL AFRO-AMERICAN COOKING SCHOOL COLISEUM MAY 19 & 20

Armour Star frankfurters appetizing

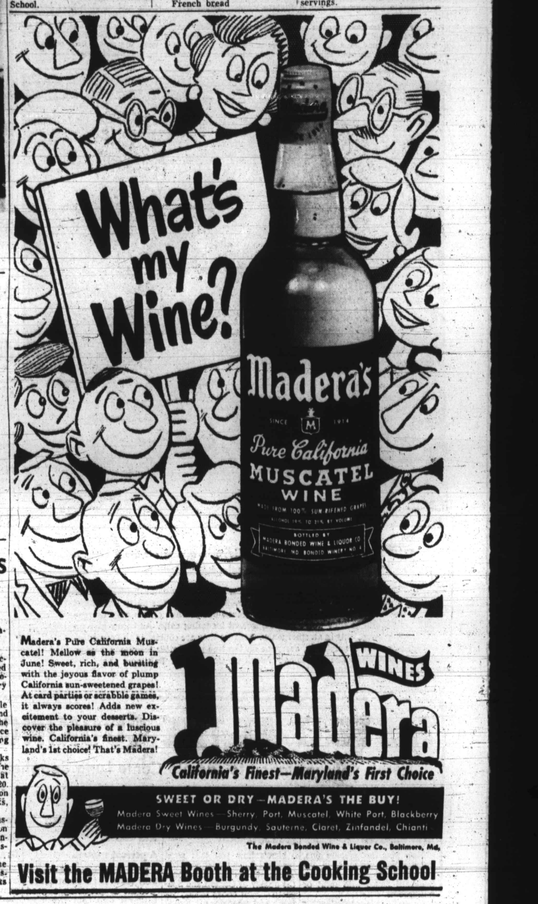
Chili Red Hots are being featured as a Memorial Day favorite as made with Armour Company Star frankfurters.

Recipes for this and other delectable dishes will be available at the Armour Company Booth No. 14 at the AFRO Cooking School.

Here are some of the more popular Star franks recipes:

Chili Red Hots
"Hot, Hearty—Heavenly Fare"
1 pound Armour Star Frankfurters
1 can Armour Star Chili Con Carne
French bread
Dill pickles

Heat frankfurters in boiling water. Heat chili con carne to boiling and pour over frankfurters. Serve with sliced French bread which has been buttered, topped with thin slices of dill pickle and toasted lightly. Five servings.



Madera's Pure California Muscatel! Mellow as the moon in June! Sweet, rich, and bursting with the joyous flavor of plump California sun-sweetened grapes! At card parties or scrabble games, it always scores! Adds new excitement to your desserts. Discover the pleasure of a luscious wine. California's finest. Maryland's 1st choice! That's Madera!

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