berforce University, Wilberforce, O. The CE CREAM BUSINESS

parlor is the retail end of the ice trade of social functions. lection, location and equipment rests sends out men with push carts, who Stolen goods not located and no medithe success of marketing the product peddle ice cream for a per cent. of cal practice. Information and help ing a location and fitting up the parlor | When the business has been well spirit aid and guides. Consultations one fact should be constantly borne developed and a storage system is and meetings every day. Have you seen in mind, that is, that an ice cream necessary, the manufacture and sale

interor appearance. It is as a social centre that an ice cream parlor will succeed because no inviting parlor, functioning as a social stated sum of money ran be put into

LOCATION OF PARLOR.

should be located as near as possible of 50 to 100 per cent, and this repeatto the centre of social activities of ed on an average of 200 days to the as to the exact centre of social ac- to \$6,000 a year, with profit of frorm tivities may be made. The most suc- \$1,500 to \$3,000. This principle o cessful parlors the writer has known;

Parlor number three-In a building in which were several lodge rooms and turned to him with profit. a dance hall. Of the choice of locations in the above cases may have been made thru sheer luck, but it is best not to

EQUIPING A PARLOR. parlor again appears in the problem | cessfully develop it, while men with of fitting up the parlor. Attractive the requisite training scorn it as havand inviting interior and exterior deco- ing no attractions for their trained (?) rations, fittings and furnishings are es- minds. White men have dignified the are successful in the business, fit up edge of physics, chemistry and bioltheir parlors with exceeding good ogy to a mastery of its intricacies, mirrors around the walls and install a new icec cream company being or-) furniture of a pleasing design. Often ganized with a capital of from ten to

phasize the social nature of their en- dollars terprise. A soda fountain is indispensible as a means of selling the for which he finds no opportunity to smallest quantity of ice cream for the use in other fields, and with the necesmost money. It may cost from \$200 | sary capital funds, can not only find } to \$1,000 or even more to fit up a here a profitable undertaking, but one parlor, but if it is done in a manner that will give him the opportunity to to make the place inviting—if it gives gratify scientific inclinations, build up the parlor the "come hither" appear- a business that will become a dignified ance, it is well worth spending.

PROFITABLE SIDE-LINES Cigars, candy and fruit forh profit- | become a respected and influential) able side lines for the retail ice cream citizen of his community, as much business for the following reasons: 1. Men smoke after they eat or partake of refreshments.

Women Raise \$50 for E. St. Louis Sufferers.

Baltimoreans of Her Experiences In East St. Louis During Riot

Fund for the relief of the St. Louis is well known socially. sufferers, recently made by a com- resides in Boston, and is possessed of mittee of ladies has met with an en- the respect and confidence of her ascouraging response and on Friday, sociates, and is willing for anyone to July 20, Mrs. Mamie Thomas, chair- call on her to verify the following man with Mrs. Fernancis handed to "I have suffered from stomach Night. the headquarters treasurer of the trouble for the past seven years. It

Magruder of this city who has been in my stomach. I had plans all over temporarily engaged in emergency my body, and was chronically constiwork at the Washington headquarters pated. My liver was torpid, and I felt correspondence from St. Louis was generally miserable. I had doctored shown these ladies in which it was and been sent to the hospital, but restated that the pressing need for re- ceived no permanent relief. I was so habilitation work required a sum of nrvous and restless that at night

of what she actually saw of condi- pains; in fact it has cure dme and tions among the refugees. Miss Queen has informed the com- friends, as it has been a Godsend mittee here that she -as special per- me." mission from the Red Cross headquarters to come to Baltimore to tell sells and guarantees tonoline. her St. Louis experiences. The com- There are numerous symptoms of

fund subscribed for the need in St. bad breath, sick throbbing headache, Louis was most timely and they have poor circulation, night sweats, that concluded to keep open the campaign. | tired feeling, costiveness. Hodges pounds or more should not take it

The following are the subscriptions Allen A. M. E. Church Madison St. Presbyterian Church and Sunday School Trinity Baptist Missionary Society Centennial M. E. Church The Afro-American Office Mr. W. Ashbie Hawkins Women's Cooperative Civic

Paid Treas. of Red Cross.

ladies into an ice cream parlor are As He Is The Best And usually in a "spending mood," and will generally spread themselves on candy or fruit for the young lady ac-Stocking up in these and similar side lines that will sell, not only is

profitable, but renders the business less In Washington, D. C. is a firm that all that come with good intentions.

parlor is a social centre, and it should of artificial ice may be entered upon Mysterio Messenger the Wonder Board be located near the centre of frequent with profit in itself, and with great Come see it work. It is the greatest social activities, and be made as in- saving to the ice cream business.

PROFITS

be put in ice cream today and the vear, the result is total sales of \$4500 The ice cream dealer carefully calculates the amount of cream necessary to supply his trade each day, and 5 day, should his calculations be 1.

portunity at the door of the Negro. Those who enter it, in many cases The social nature of an ice cream lack the necessary education to suc-Greeks and Italians, who business, have applied their knowl-They arrange continuous and it is no unusual thing to hear of). they install a player piano to em- fifty or even one hundred thousand

Negro men of brains and training social centre—a power for good as against some of the disreputable OFFICES: "joints" maintained by others-and for his ability to do good, as for the money or wealth he may succeed.

BOSTON WOMAN RECOMMENDING IT TO HER FRIENDS.

Popular Boston Lady Says Tonoline Has Proven a Godsend to Her. It is always interesting to listen to the statements of our rriends, and especially when you know they are sin- furnish you money to connect your sewers, 6 Percent. cere and honest in what they say. Added interest is created when a statement coming from one who has Home Office Madison 1613 J. The appeal for a special Red Cross spent a lifetime in Boston, where she

Such a person is Annie Stewart who

American Red Cross at Washington, took the form of indigestion and dys-D. C. \$50.00 to be used for this speci- pepsia. I had dizzy spells and head-(aches, and after I ate a little food it) Through the courtesy of Dr. J. W. would ferment and cause gas to form l could scarcely sleep. The gas pressing This statement came from the St. | under my heart caused palpitation office through Miss Hallie and when I rose in the morning I was of Howard University Red just as tired as when I retired. About Cross Auxiliary who has been acting two weeks ago I began to take tonoas a special agent with the Red Cross line, and I can truthrully state that i. has done wonders in my case. I and Miss Queen has very recently re- feeling like a new woman and can turned from St. Louis and filed a 're- eat any kind of food. I sreep the night. port at headquarters in Washington through and have no more aches or am recommending it to all of

Reid Drug and Chemical Compan, hopes to arrange a public this trouble that tonoline can relieve. meeting for this purpose at an early In fact, any of the following may de-They are convinced that the special gestion, dyspepsia, belching of wind, | Carriages for All Occasions. Phones: Mad. 4067.

"MONICA"

3.00 | rough or how dark. 4.50 compared to advantages it gives and 2.50 may mean the chance of your life. A pretty, lasting complexion gains more 5.00 | than pretty clothes. If not at druggist send 50 cents for 4 ounce bottle.

> T. C. LUCAS, Mention paper in ordering.

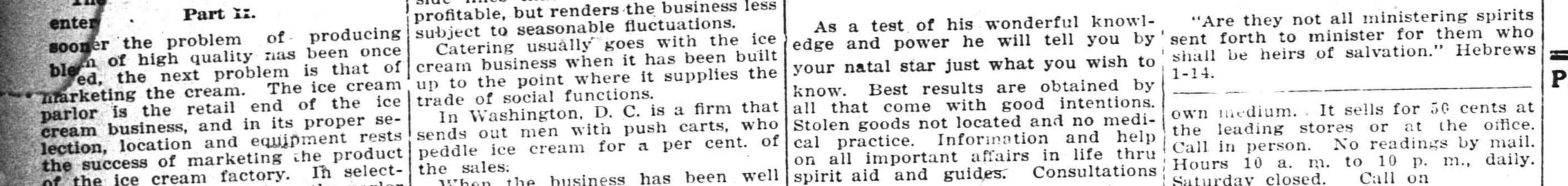
CALL ON

THE AFRO-1 MERICAN

FOR A

Highest Recommended

Medium.



LEO S. OSMAN. 1625 PENNA AVE.

SATURDAY, JULY 28th, 1917.

WITH THE 2 EYES

EYES IN SEEING, IT IS, OF COURSE, NECESSARY THAT BOTH EYES BE DIRECTED EX-ACTLY TOWARD THE OBJECT VIEWED. THIS CALLS FOR A CERTAIN TENSION OF THE MUSCLES THAT MOVE THE EYEBALLS.

If for any reason these muscles are lacking in strength, vision will be painful and cross-eyes, even, may result.

Special lenses are required to relieve weak muscles, and and the reader will readily appreciate that finding the form of lenses to cerrect the various errors of vision should be other businesses, is a neglected op- intrusted only to those who make a specialty of eyestrain

> We Offer You the Result of 12 Years' Experience as Practical Optometrists and Opticians.

BERMAN,

Cut-Rate Optical Company

309 - N. Eutaw Street - 309 Good Glasses Up From One Dollar.

C. TOLSON REALTY CO. AND INSURANCE SOLICITORS

BAKER ST. AND FAYETTE AND PEARL STS FOR SALE

1 3-story in 700 block Eutaw street 1 3-story in 1300 block Stricker street 2 2-story in 1400 block Carey street Garage in rear. G. R., \$40 2-story in 400 block Laurens street . G. R. \$54.00 1 2-story in 2200 block Division street G R., \$50.00 11 2-story in 2100 block Division street G. R. \$50.00 2 2-story in 2300 block Division St.,

1 2-story in 1500 block Carey street 3 3-story in 1300 block Druid Hill, G. R., \$79.00 3 story, 1400 block Monument St. 1 1 Ct. G. R. 2-story Denmore Ave., Pimlico 1 in 1600 block Presstman, 3 story __Most of the ouses can be bought on a small oc

Address 506 BAKER STREET Postal will bring me to your home. Down town Office St. Paul 1933

...THEODORE WHITE... A SUCCESSFUL UNDERTAKER Is still doing business at the same old stand.

Orders promptly served in First-Class Style. Carriages for Hire for Weddings and Receptions. Call or Phone Wolfe 1857 J. 113 S. WOLFE STREET

Baltimore's Leading Colored Undertaker In Prices JOHN H. OWENS UNDERTAKER & EMBALMER High-Class and Complete \$75-FUNERALS-\$75

Including handsome hearse and five carriages. Also beautiful casket, any shade, outside case, embalming the body, advertising funeral, opening grave, six pairs of gloves, door crepe, superb funeral, opening grave, six pairs of gloves, all for funeral, opening grave, six pairs of gloves, door crepe, superb robe, chairs, pedestals, candles, candelabra, all for

538 Dolphin St., Bet Division St., and Penna. aves. SHIPPING FUNERALS COMPLETE \$25.00 and \$50.00 **NEVER CLOSED** AUTOMOBILE FUNERALS A SPECIALTY

already expressed their willingness to Caution—As tonoline is recommend-help increase the fund and to this ed as a flesh builder those not wish-help increase the fund and to this ed as a flesh builder those not wish-Being Introduced in Baltimore for the First Time.

> grow Long, Straight, Glossy, and easy combed Mme Johnson's (SHUR PLEEZE) Hair Grower Mme. Johnson's (ONE NIGHT) Hair Straightener Mme. Johnson's [MEDICATED] Shampoo-Dandruff Remover 35 Cents. WHEN ORDERING SEND P. O. MONEY TO MADAM JOHNSON, Box 453 Louisville, Ky. Hair Growers and Scalp Specialists Outfit \$1.00

Agents wanted everywhere \$2 00 will start you Resting B. TIP MACEC 19 9 ID LONG



Successor to the late ALEX. HEMSLEY

Funeral Director & Embalmer

Prompt Service Day and Night

CARRIAGES FOR ALL OCCASIONS FUNERALS FROM \$75.00 UP

Office and Residence, 578 W. Biddle Street

Phone: Mt. Vernon 2578

Phone: Madison 5315

NEVER CLOSED

RINGGOLD

With James H. Dennis for the past eight years. Wishes to announce that he has entered the business of

FUNERAL DIRECTOR & EMBALMER And will give to all best and most courteous service possible. Carriages to Hire for All Occasions.

1463 NCRTH CAREY NEAR GOLD

... The Cut Rate Funeral Director... JAMES H. DENNIS

1303 PRESSTMAN ST.

BALTIMORE, MD.

Is it the quantity, no it is the quality at the most reasonable prices. Money, or no money see me first. Bodies transferred from Hospitals to Homes, and from Homes to any place named either by Rail or Water, free of charge. Baby funerals with Carriages or Limousines, complete with Casket for \$10. Don't forget, Money or No Money, see me first.

Limousines and Carriages for weddings, parties and funerals. Phone Madison 1084

Carriage for all occasions CLARENCE C WRIGHT FUNERAL DIRECTOR AND EMBALMER

> 1364 NORTH CAREY STREET BALTIMORE, MD.

Some people prefer QUALITY, others look at PRICES. I can suit you. My prices make in expensive to go elsewhere when in need of an UNDERTAKER.

BALTIMORE, MD.

...JOHN H. TOADVIN....

142 W. HILL STREET

The Up -To-Date Undertaker

3-story in 500 block Lafayette Av. Who can furnish a funeral for \$10.00 and Tr. caskets for \$3.00 and up. He can furnish you carriages for Funerals, weddings, Parties, Receptions, etc., from his own stables at the most reasonable rates. You need not come to see him, just call

Mount Vernon 5438

142 W. Hill Street and 826 Druid Hill Avenue

C. & P. Phone, Madison 692 GEORGE H. HOLLAND

Formerly Manager for the late Alex. Hemsley

"Funeral Director & Embalmer 1631 DRUID HILL AVENUE

Will furnish funerals at a price that will suit you. Polite Courteous and Expert attention guaranteed Open day and night Carriages for all occasions

TO THE PUBLIC ALSO MY MANY FRIENDS AND PATRONS

It has been generally circulated that Charles B. Jones, has represented himself as being in partnership with me. I wish to make it ex plicit that he is not in any way connected with this office. Anyone using my name illegally will be dealt with according to law Respectfully

MRS.ROBERT A. ELLIOTT

Funeral Directress and Embalmer 1 506 ROGERS AVENUE, NEAR HILLEN ST BRANCH OFFICE: 2109 DRUID HILL AVENUE Phone Mt. Vernon 4528 HMMEDIATE SERVICE DAY AND NIGHT

I am desirous of taking this opportunity of thanking my many friends and patrons of my father, the late SAMUEL W. CHASE, for their past patronage and to announce that the business will be carried on in the name of

SAMUEL W. CHASE & SON

and that I promise to give all calls my personal attention, guaranteeing most polite and courteous service at all times, whether in city or suburbs, and most reasonable charges. Thanking you all again for your past patronage and asking for a continuance of the same, I remin

Yours respectfully P. MORTON CHASE

Branch: 811 I. Street. Sparrov's Point Elijah Johnson, Agent. Phon-, Sparrows Point, 232 R.

Phone, Madison, 1990 Ifred Nixon, General Agent 433 N. Gilmor St. The: Cilmer 3361 J.

CARDOZO IS TENNIS KING.

In Straight Sets Threatening skies kept down the gallery in Druid Hill Park last Friday. when the finals in the city tennis championship matches were staged. Frank N. Cardono and Ralph Reckling treated the loyal few to an exciting match in which the former emerged the victor. The final scores were 6-3, 6-2, 6-1. Most of the games went to deuce, and advantage waver-In the first two sets. Cardozo was 3-1 against him in the first set before he could brace. The initial games showed Cardozo winded and without any speed to his service. His short lobs fell just right for smashng, and the advantage was

all Reckling's. With the fourth game Cardozo found his opponent's back hand too strong and began trying the other side, carrying off the set by narrow margin. Reckling's double point together with an "off" decision by a lineman deprived him of hi As the match progressed, Cardoz vice, that cut the side lines, fan steamed over and Reckling found impossible to handle it. This is the

The results of the tournament Rhetta defeated Stewart, 6-2, 6-0 McCard defeated Wright, 6-1, 6-1

Reckling defeated Braxton, 6-2; 4-Reckling defeated Rhetta, 7-5, 6-6 Jones defeated Hubert, 6-4, 5-7, 6 Cardozo defeated Davis, 6-2, 6-1. Cook defated Wheeler, 6-3, 8-Cardozo defeated Cook, 6-1, 6-4. Cardozo defeated Jones, 6-1, 6-2.

Finals: Cardozo defeated Recklin 6-3, 6-2, 6-1. The local club has entered the to nament of the Chautauqua Tenn Club to be played at Strawberry Ma sion, Fairmount Park, Philadelph August 11th to 18th inclusive.

PLAY GROUNDS IN FULL BLAS "Happy hearts and happy face Happy play in grassy places, This is how in ancient ages

Children grew to kings and sage blast. Stay-at-home children of play ground have not missed sea weather, that has prevailed in city up until now. In Druid Hill Pa and in the school yards, future gr Americans are being educated play. Everybody's child is treated an in this democratic instution, w. means the "good get lessons from bad." Play centers have béen ablished in the following places: Druid Hill Park, 3 to 6 p. m. Lea

Adelaide Green, Hattie Hawkin Caroline and Jefferson Street S. 4 to 6 p. m. daily except Satur Leader Marie McMullen, Eliza Connlley, Assistant. Hill and Sharp Street School, 12 a. m. daily. Gladys Washin Leader, Deane Chambers, Assist Carey and School Street . 9 to 12 a. m. daily. Adelaide Ga. Leader, Hattie Hawkins, Ass. Waesche Street School 2 to 5

daily Saturday. Gladys Washin Leader, Deane Chambers, Ass. The Melvale Home for Co. Girls, the House of Good Shen and the Maryland Industrial features of the work in Druia. Park is the 24 small gardens for by the Children.

CHURCH 18 YEARS OLD

its 18th anniversary last a night. Rev. Junius Gray, th getic builder and pastor was t. ent spoke of the work of Dra

LIBERIA 70 YEARS OF

RED CROSS BRANCH L Northwest Baltimore.

FATHER EVERS GON

JUST MARRIED.

WOULD STOP SALE day. The pastor, Rev. J. strong, is leading the rally fo