MEMO:
From the land of sky blue waters.

...to the man who enjoys a bottle of beer each day!

Because you are a man to whom beer is more than just a beverage...

Because you are a man who gets a hard-to-describe, deep-down satisfaction from a bottle of fine beer...

Because you are a man who has always had a yen for a wonderful beer that's a little bit different...

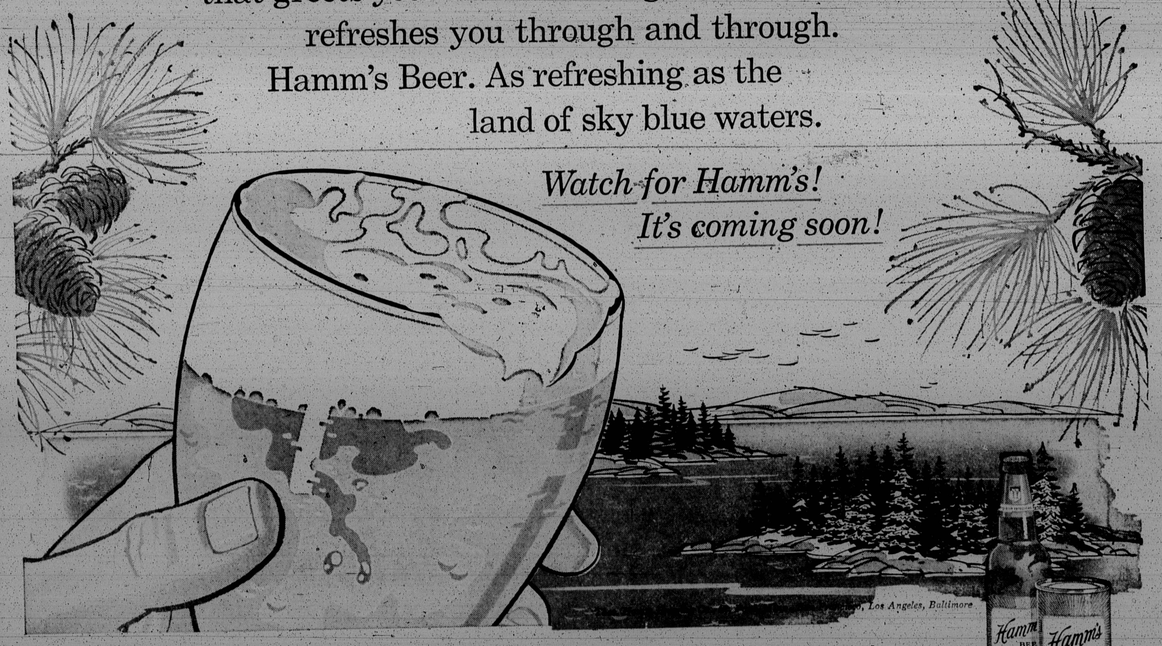
You will soon enjoy a unique experience in refreshment!

Hamm's the beer refreshing from the land of sky blue waters is coming to Baltimore soon!

Hamm's Beer. Crisp and clean-cut to the taste. The beer that greets your thirst with a gentle tingle, and refreshes you through and through.

Hamm's Beer. As refreshing as the land of sky blue waters.

Watch for Hamm's!
It's coming soon!



You've never tasted a beer just like Hamm's.
Soon to be brewed in Baltimore... yours at LOCAL PRICES!

"For outstanding service to the purposes and ideals of this associaiton."

CERTIFICATE of merit from PALMA is given Stanley Samuelson, left, budget and finance committee chairman, by Herman Katkow, president, at sixth annual dinner meeting. On Wednesday evening.

CITY COUNCILMAN Walter T. Dixon, right, Democrat, 4th District is presented PALMA Man of Year award by Isidore Samuelson, a member of the organization's executive committee. Mr. Dixon was described as a helpful friend to the businessmen's group.

PALMA WOMAN OF YEAR award went to Miss Marion L. Jones, left. Mrs. Victorine Adams, a member of the group's executive committee, made presentation. Miss Jones is active in a number of civic groups and heads the Provident Hospital Ladies' Guild.

ALSO PRESENT at PALMA dinner on Wednesday evening; left to right, Miss Alberta Robinson and Miss Nancy McNair, both employed at Fashion Fair; and Ralph Carter of Hendin's.

ACTION leader speaks at community institute

The matter of "people living with people" has been overshadowed by emphasis on physical change in city planning, a noted Baltimorean said this week.

James Rouse, president of **the American Council to Improve Our Neighborhoods, discussed the situation Wednesday as first speaker in a five-week Community Organization Institute.**

The institute, sponsored by the Baltimore Council of Social Agencies, in cooperation with the Division of Adult Education of the Baltimore Department of Education, is being held in the Mt. Royal School recreation center at 10 a.m. Wednesdays.

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MR. ROUSE said that a key to developing a healthy community is to bring about a close-knit understanding and cooperation among the residents.

He said breaking the city into small physical units is an important step in planning for a healthy community.

Mr. Rouse is of the opinion that through traffic must be limited to as few areas as possible.

Asserting that the Jones Falls Expressway "might have been one of our greatest mistakes," he said "we've got to get people away from cars — or cars away from people."

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WHILE THERE is not yet a comparative measuring stick to determine the health of various **communities, Mr. Rouse said these are among the things which must be included in planning:**

1. Dignifying the human individual.

2. Creating the best opportunity for individual and family growth.

Mrs. James T. Vernay Jr., chairman of the Community Organization Committee of the Council of Social Agencies, presided.

Approximately 100 persons attended the first institute.

Miss Esther Lazarus, director of the Baltimore Department of Public Welfare, will be the speaker on Wednesday, Feb. 24.

AMONG THOSE PRESENT at sixth annual PALMA dinner on Wednesday evening, wer left to right, Walter Hendin, Mrs. Cornelia Finney, Mrs. Jean Pozarck, Mrs. Irving Plant and Mr. and Mrs. Stanley Ambuch. Mrs. Ambuch is better known as 'Miss Betty' of Liepman's. All are from Liepman's save Mrs. Finney who is with Fashion Fair, and Mr. Hendin who is with Hendin's.

3 honored at PALMA's 6th annual dinner

BY B. M. PHILLIPS

PALMA, the Pennsylvania Ave.-Lafayette Market Association, held its sixth annual dinner on Wednesday evening at Wilson's Restaurant.

In attendance were 156 persons, including merchants, their employees and guests.

Highlight of the evening was presentation of three special awards. These went to City Councilman Walter T. Dixon (D-4th), Miss Marion L. Jones, civic worker, who were named PALMA man and woman of the year, and Stanley Samuelson of Tommy Tucker's, a vice president and chairman of the group's budget and finance committee.

All three honorees received engraved certificates of merit, already framed for hanging.

IN ACCEPTING his award given because "he is always ready to be helpful, give honest values, and more than earns his salary," Councilman Dixon commented:

"When I first came to town, the merchants of this area were at each other's throats . . . I am glad to note this organization has learned not to hate, and I am happiest of all that we have learned to live together without hate.

"In this community, until the day comes when they make black dollars and white dollars, we have got to understand that we are our brother's keeper . . ."

* * *

MISS JONES, a YWCA secretary and president of the Provident Hospital Ladies' Guild, who is active in numerous civic groups, was cited because of her service to the community.

Her citation stated "One of the concepts of our association is that we return to the community some of that we take from the community . . . and it goes to those whose thoughts and ideals are similar to ours . . ."

Enumerated were the organizations with which Miss Jones is affiliated — the Madison Ave. YW, Provident Ladies Guild, Leadenhall Baptist Church, executive committee Md. League of Women's Clubs, executive committee, Council of Colored Women and the Order of Eastern Star.

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MR. SAMUELSON certificate of merit was because of his persistence and energetic administration of the office as chairman of the buget and finance committee.

Humorous reference was made to the difficulty he sometimes encountered in collecting dues.

Of his award, Mr. Samuelson said, "This comes as a complete surprise. The job I was able to do was made easier by everyone in PALMA."

Dr. Al Besbris of Livingston Cut-Rate, presided at the affair which also featured a discussion of the aims and progress of the Association by Herman Katkow, president.

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MR. KATKOW, who is also president of the Affiliated Merchants Assoc., explained that the dinner meeting started out as an annual meeting for installation of new officers.

He said: "What makes us unique among organizations is our community consciousness. We know there has been a gradual changing policy in our community, both commercial and residential and an exodus of some of our customers to the far west."

However, Mr. Katkow noted that while other shopping areas have a large number of store vacancies, such economic blight has not hit Pennsylvania Ave.

* * *

MR. KATKOW noted:

"The sixty-four dollar question is can we keep space with the changes. PALMA is at the crossroads. We can continue to progress or we can go the way of other neighborhood centers.

"The answer depends on how we treat the most important person, the customer, who walks into a PALMA store . . ."

"Integrity in business," he said, "means courtesy, honest values and service, the bywords of our PALMA association." He urged members of the group to continue to follow these slogans because "you have a responsibility not only to your jobs and stores but to all PALMA members."

NEW OFFICERS of the Association for the year are: Mr. Katkow, re-elected president; Stanley Samuelson, executive vice president; Albert Mittleman, 1st vice president;

Dr. Daniel M. Chasson, re-elected treasurer; Al Arenson, recording secretary; Bernard Nachlas; executive secretary; Al Besbris, sergeant-at-arms.

The following members were elected to the executive committee:

Leon Albin, Charles Covington, Samuel Hendin, Morgan Weathers, Seymour Sussman, Robert H. Waskey, Mrs. Victorine Adams, Isidore Samuelson and Sam Kurland.

* * *

BESIDES THE honorees and their wives, other head table guest included: The Rev. Mr. and Mrs. Edward G. Carroll (he is pastor of Sharp St. Methodist Church); the Rev. J. Timothy Boddie, pastor of New Shiloh Baptist Church; Dr. Daniel M. Chasson, the optometrist; Isidore Samuelson, Crown Loan; Joseph Katz, World Green Stamps; Samuel Hendin, president of Hendin's;

Mrs. Victorine Adams; Charm Centre, co-chairman of the group's public relations committee; and Dr. Besbris, presented the awards.

Miss Ethel Ennis, currently appearing at the Red Foxx, accompanied herself and rendered several songs at the close of the program. Appearing with her were: Monty Wilson on bass and Howard Kelly on drums.

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DOOR PRIZES went to: Miss Phyllis Randall, Crown Loan; Mrs. Minnie Davis, Hendin's; Crown Loan; Jerry Foland, Kelly's Men's Shop; and John H. Smathers, J. J. Brill detective.

Bernard Nachlas, executive secretary of PALMA, staged the affair.

Other guests who signed the AFRO register follow:

And Mrs. Bessie Jones, Mrs. Emma Tisdall of the Beverly Shop; Charles Caldwell, Miss Tulia Caldwell, of Elmer Thompson; Manuel Hirsh, Abe Blum, Jack Kravitz, Theodore Sherbow, Joseph Hoffman, Margaret Schobert, Howard Cohen, Nathan Miller, Herman Rent, Booker Brandy and Mr. and Mrs. Seymour Sussman, all of Northwestern Loan Co.

Mrs. Jeanette B. Leath, Mrs. Julia Young, Harry Kessler, Della Jones, Lavern Dunson, Manish Jones, Dorothy Jones, Ralph Robinson, Ella Dorsey, Nancy Dorsey, all of Hendin's; Sidney Fenton, Armond Kessler, Lillian Livingston, Irvin Miller, all of Simpson Loan Office; Mrs. Mary Pozarck, manager of PALMA Green Stamp Center; Mrs. Minerva Watlins, I. Platt, Irving Yolman, Greta Hoff and Ruby Kaufman, all of Wolvermann's; Irving Friedman and Mrs. Benny Freeman, Benny's Shoe Store; Mr. and Mrs. Theodore Lisser, Mann, Morgan Jewelers; Ben Kaufman, Lafayette Liquors; Mrs. Louise Harris, Charm Centre; Sam Brown, King Furniture.

And, Miss Phyllis Randall, Langston Furniture; Ernest Bryant, Jim Faucett, Louis Small; Miss Catherine Johnson, all of Automotive Crown Loan; Sam Brown, King Furniture; Mrs. Margaret Thomas Livingston's; Miss Geneva Holden, Samuel Silverstein, Ben Sussman; Jack Kravetz.

ATTRACTIVE GUESTS AT PALMA sixth annual dinner meeting at Wilson's on Wednesday evening. Included Miss Agnes Marshall, left, and Mrs. Ernestine C. Smith, both employed at Fashion Fair.

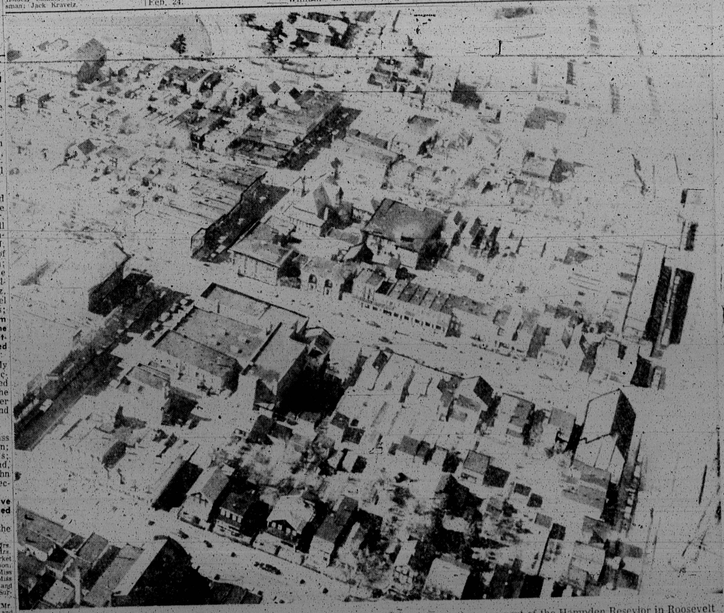
Businessmen organize league

A group of leading business owners met recently at the YMCA to organize a business owner league.

Acting as coordinator was William L. Wilson, grocery store owner on the eastside.

The purpose of the group is to get as many interested business owners together as possible to discuss ways and means by which they can reach and satisfy the consumer.

Attending the first session were: Wesley McNeil, George Carroll, William Jordon, Cy Stevenson, William Mumby, Ernest Senior and Mrs. Charlotte W. Downie.



IF THIS PICTURE seems familiar, it's quite understandable. It was published in last Friday's edition of the AFRO. The photograph was taken by AFRO staff photographer I. Henry Phillips from an Army helicopter. We weren't quite sure of where it was located and so we offered $5 for a right guess. The entries poured in and were unique, to say the least. One writer said it was the area of the House of Correction, another said it was the Bethlehem Steel Plant, another sat the location as the McCulloh St. section and yet another writer said it was the vicinity of Light St. The only winning answer came from Richard L. Steiner, director of the Baltimore Urban Renewal and Housing Agency. He correctly identified it as the Falls Rd-36th St. area. At the upper left of the picture can be seen part of the Hampden Reservior in Roosevelt Park. Further to the right is the Hampden Elementary School. Chestnut and 37th St. The wide street running from about the top of the picture to the bottom (to the left) is 36th St. Running across the top of the picture is Falls Rd. and in the middle is Roland Ave. Nice going Mr. Steiner and thanks Readers for taking part in the contest.