WHEN YOU FINISH READING YOUR AFRO PASS IT ALONG TO A FRIEND

Gadabouting in Baltimore

Alpha Kappa Alpha gets unit in Nassau

With Lula Jones Garrett

Alpha Kappa Alpha Sorority, Incorporated, international in its membership and scope, took another giant step toward the fulfillment of its ultimate goal of "service to all mankind," with the birth of a new chapter in Nassau, the Bahamas, last week.

Mrs. Julia B. Purnell, general president of the sorority, installed a chapter to be known as Eta Psi Omega. With the setting up of this chapter, Alpha Kappa Alpha greatly enlarges its service frontier, for the members involved are women of high cultural and professional attainment.

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PRESENT FOR the event were Mesdames Lois D. Miles and Vivian H. Griffin, Gamma Theta Omega, Tampa, Florida; Gwendolyn Smith, Apha Rho Omega, Detroit, Michigan; Pauline Austin, Yvonne Scruvella, Naomi Grant, Elizabeth Atkinson, Gussie Dobbs and Jocelyn Burroughs — all of Gamma Zeta Omega in Miami, Florida; and Verneice Reynolds of Epsilon Omega in Baltimore.

Mrs. Reynolds is a member of the National Standards Committee.

Ceremonies and workshops took place in the historic British Colonial Hotel in Nassau. Following the work period, a reception was held for Mrs. Purnell, visiting sorors, and members of the newly created chapter.

About were Mesdames Antole Rogers, Carisse Thompson, Juliette Barnwell, Mavis Adderley, Keva Bethel, Lillian Conkley; Miss Lillian Walker, Dr. Gloria Sands and Dr. Janette Bethel;

Mesdames T. A. Toote, G. S. Harrell, Erma Grant Smith, Pearl Cox, Gertrude Burnside, Thelma McMillan, Cynthia Basfield.

Mesdames Donna Donadson, Muriel Eneas, Dolores Smith, Shirley Vanderpool; Misses Shirley Wright, Vernice Moultrie, and Cypriana Bethel.

PHI DELTA KAPPAS have completed plans for their annual breakfast meeting, to be held on October 18, in conjunction with the Maryland State Teachers Convention.

Speaker will be H. Donald Spatz, public relations director for the Peabody Institute, and commentator for the radio program "First Impressions." Mr. Spatz will discuss "Of What Use Education?"

The Rev. Howard Cornish, of Morgan State College, will offer the invocation; Miss Myrtle Mack, Peabody graduate, will sing. Mrs. Rosalie McGuire is chairman for the affair, which will be held in the Sheraton Baltimore Inn.

Mrs. Gladys Wallace is basileus of Gamma chapter. Present at the planning session, held Saturday in the Madison Avenue YWCA were:

Sorors Rebecca Bron, Elmire Collins, Alice Ford, Ethel Hunter, Geneva Johnson, Della Macer, Ruth Marshall, Sedonia Merritt, Thelma Rice.

Sorors Bennie Roey, Effie Scott, Carrie Staten, Ruperta Waters, Bertha Cross, Emma Davis, Rosalie Hunt, Dorothy Husketh, Fannie Lawson, Isabelle Manns.

Sorors Anne Payne, Charlotte Robertson, Ellen Russell, Willie Stanley, Frances Thompson, Dorothy Washington, Helen Thomas, Gladys Wallace and Rosalie McGuire.

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IOTA PHI Lambda Sorors gathered in the Forest Park Avenue home of Mrs. Mary B. Ames, to iron out the program for their community activities, this season.

Mesdames Naomi Lee and Eloise E. Taylor were co-hostesses with Mrs. Ames.

This year, Kappa chapter will volunteer in the NAACP's Register to Vote Campaign. Soror Frances McCrae will model for Kappa in the Maryland League of Women's Clubs fashion show and tea on Nov. 19.

They will celebrate American Education Week, Nov. 10-17; and have a benefit party for provide funds for their aid to Civil Rights, Provident Hospital and their scholarship program.

The recent national convention of the sorority was attended by Mesdames Isabel H. McConnell, Gladys L. Ball and Fanne B. Pouson, delegates; and Misses Evelyne D. Wilkey and Vivian W. Young, visitors. At the convention they showed movies and distributed mimeographed reports of the meetings of the chapter.

Kappa won the national Iota Paque for membership growth in 1963, along with first prize for their scrapbook which showed their program and community participation.

Many of the sorors partipated in the Freedom March. A mounted display of material gathered on the March was exhibited by Sorors Isabel H. McConnell and Vivian W. Young.

Attending the meeting were:

Mesdames Mary B. Ames, Mary P. Bacote, Gladys L. Mary B. Ervin, Grace Gaskins, Bertha Green, Caudine Harden, Naomi B. Lee.

Sorors, Isabel H. McConnell, Frances McCrae, Blanche Pettiford, Fannie B. Poulson, Marian Ransom; Margaret Robinson, Eloise E. Taylor, Mary Tucker; and Misses Evelyne D. Wilkey and Vivian W. Young.

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DR. HENRY C. WELCOME had a birthday, Thursday. But, because it is practically impossible to get anything over without his discovery, Verda (Mrs. W.) and Mary Marrow set a surprise party for him on the evening before the natal day. And even at that they were successful merely by an eyeflash!

"I knew something was in the air, but I was totally off on the time," said the physician. "How could you?" I asked, knowing that a lot of the party things had been hidden in the Senator's files . . . that the cake had been smuggled in before he got home from office, etc.

"Oh, she (Verda) was all bright - eyed and excited . . . and then I saw strange beverages in the club room . . . and I do the burying in that area," he laughed.

But they did take him off . . . so off that when he opened the door and saw the bunch (they had gathered outside), he shut the door in a hurry! Maybe he thought we were the WCC's. . . in the dark, of course.

But it was a happy bunch, that came bearing gifts for that Prince of a Guy.

They included:

The Sinclair Swans, Judge and Mrs. E. Everett Lane, Dr. and Mrs. Martin D. Jenkins, the Charles Michaels, Dora Hutchinson, Marion Croxton, Judge and Mrs. Bob Watts,

The Avon Collinses, Janice Marrow, the honoree's daughter, Mary Sue Welcome, out from Morgan; The Robert Youngs; Dr. and Mrs. G. James Fleming; Harold Buchman,

John Robinson, Dr. and Mrs. Elliott Michelson, the Ronald Williamses, Lester and Audrey Butler, Hiram and Beatrice Butler, the Louis Silbersteins, Lula Patterson and Charlene Griffin.

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ALPHA WIVES gathered in their Club Room, Tuesday evening, to set up plans for their year's program, and to induct their new officers.

The latter include Audrey Davis, president; Frances Pennington, vice president; Ellen Johns, recording secretary; Estelle Pinkett, corresponding secretary; Marguerite Brown, financial secretary; Bertie West, treasurer and Barbara Bagwell, parliamentarian.

The Wives have their eyes set on a $1000 gift to Provident Building Fund, this year . . . and towards that aim will have a cabaret party in Dundalk Hall on November 23. Mary Pitts is chairman of this project. In February they will have their traditional weekend in New York. Maxine Higginbotham heads the committee which is planning this. And come June, they will have a closed party for themselves and their husbands.

When business was over they relaxed during a fellowship hour . . . with refreshments.

At the session were Audrey Davis, Daisy Spencer, Estelle Pinkett, Geraldine Gates, Rubye Walker, Mary Pitts, Doris Reese, Ellen Johns, Shirley Pinkett, Maxine Higginbotham, Barbara Bagwell, Josephine Kimbers, Patricia Press, Ada Veney and Catherine Adams.

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POT - POURRI: After a luscious dinner with the Walter Edmonds, Sunday, the Guardsmen (minus Helena) got down to the business of program planning for the year . . . the chief business being their Thanksgiving holiday parties, and the discussion of prospective new members.

That new daughter of the Marcus (Mary) Allens is sailing along at a high clip. Weighing five pounds and five ounces when she arrived at Sinai Hospital on August 31st, she now tips the scale at eight pounds. She has been named Mary Dyane. Dad is an assistant professor of modern languages at Morgan State College. Mrs. Allen is on leave from Elementary School No. 122.

That charming face and beautiful voice that greets you (as of last week) from a teller's spot in the Eutaw-Street branch of First National Bank belongs to Martha Foree, formerly of Cincinnati, Ohio. She's the wife of Joseph Foree, who is Personnel Administrator, Morgan State College R.O.T.C.

When the Principals Association of Baltimore City entertained at a banquet for retired administrators at Belvedere Hotel, Wednesday evening, among the honorees were Howard Hucles, former vice principal of school #181; Miss Hermione Wharton, former principal of Lemmell Junior High School; and Miss Dorothy Rawlings, former principal of Barclay Elementary School.

The honorees (15 in all) and hosts heard greetings from Eli Frank, Jr., president; Miss Hermione Wharton, principal of the school board, a tribute from Dr. George B. Brain, superintendent of education; and music by the Clipper Choir of Patterson Park High School, the Clarinet Choir of Douglass High School and the Chorus of Principals.

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MRS. VIRGINIA ROBINSON entertained at a house warming for Mrs. Cecelia Newton in her new home on Winston Aevnue in Northwood, Sunday.

Assisting host was Thomas Hairston.

Guests included:

Mesdames Edna Knight, Pearl Veneable, Betha Mosley, Mable West, Louise Copeland, Johnnie Chisolm, Eleanore Smith, William Pitts,

Mesdames Addle Lane, Gladys Henderson, Iola Reeves, Dorothy Davenport, Sarah Johnson, Ethel Williams; Miss Vera Poole;

Messrs. and Mesdames Clarence Fowler, B. Reed, J. Crosby, Albert Carroll; and Theodore Haskins, Jr. of New York City.

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Good idea for partying active youngsters was the one Bettye Phillips came up with on Saturday.

Her Benjamin was 10 years old (you probably know this if you read her tender article, 'To A Precious Lad,') in last week's edition.

So, she carted Ben and his friends (he stipulated there should be no girls) 'because they give me a pain in the neck; off to Colt Lane for a bowling party.

Hot dogs, cake (made by Godmother Gwen Hillian), and ice cream were served in the adjoining dining room.

Before the youngsters ate, they had grace and a moment of silent prayer for the children dynamited to death in Birmingham Sunday School.

When it was announced the silent prayer moment was over, blonde Heber Lighton looked up and announced quite seriously, "I haven't finished praying yet."

When one guest wanted to know why it was necessary to pray, the party host gave a very adult explanation, ending with, "God will forgive them, I hope!"

Party guests were: Tommy Payne, Terry and Tony Fulton, Bruce Henderson, Michael Couser, Valdemar Washington, Louis Easton, Marvin Davis, Kevin Richardson, Charles Cephas, Charles Robinson, Mark Bowyer, Wendell and Ronald Sutton, Frank and Martin Phillips, David Hughes, Rodger Mathews, Errell Taylor, James Wood, Kenneth Weaver, Reynold Lighton, Frank Faines and Patrick Lassey.

Ben's sister, Rachael, and her school mate, Kathi Flowers, were permitted to sit 'not too close to us,' said the host who opened that the boys would be 'looking at you and mess up on their bowling.'

Ho hum! Give them five five more years.

OPEN 22ND YEAR — Members of the We Wives Club, a social - civic group composed of business and professional women, held its opening meeting on Thursday evening at the Kleeco Club's new Tango Garden Room. Pictured clockwise, Mesdames Bettye Phillips, hostess Iris Mapp, Priscilla Lansey, Roberta Keets, Gwendolyn Tarter, Mae Dyson, Josephine Brown, Agnes Reaves, Lillian Ross, Ruby Reid, Ida Smith, Adelez Foreman, president; and Margaret Armstrong. Members not pictured are Mesdames Ivy Grinage, Margaret Hythe, Verniece Reynolds, Ada Weaver and Marjorie Prout.

Clubs

TOWN AND COUNTRY — The club met at the home of Mrs. Anna Williams, 3308 Winterbourne Road, Friday.

The Town and Country Club members noted a contribution of $50.00 to the President Hospital Fund. Further stress was placed on participation in the drive by working whole-heartedly to make the forthcoming Girl Friends Cotillion a success, since that affair is for the benefit of the Hospital Drive. The club is sponsoring Miss Jacqueline Bullock in the Cotillion.

Newly elected officers for the year are Mesdames Eleanor Anderson, president; Senita Chasmer, vice president; Elizabeth Dyett; secretary, Anna Williams, treasurer; and Queenie Lane, business manager.

Members present included Mesdames Mildred Curtis, Anne James, Mesda Ras, Inez Young, and Ruth Paysour. The club welcomed a new member, Mrs. Louise Mapp.

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MODERN MAIDENS — The social club members will entertain at a cabaret party in the Winchester Armory on Saturday evening.

Mrs. Dora Hardee is president of the club. Mrs. Louise Gustus and Mrs. Edith A. Mosley are cochairmen of the party.

CHANGE OF OFFICE HOURS
BEGINNING SEPT. 30, 1963
Morning 10 A.M. to 1 P.M. Mon., Thurs., Fri.
Evenings 5 P.M. to 7 P.M. Mon., Tues., Thurs., Fri.
Evenings Hours by Appointment only
DR. JAMES D. CARR
1427 MADISON AVE. NO. 9-5631

Windsor

THE WORLD LEADERS IN WIGS...NOW BRING YOU 100% HUMAN HAIR FASHION WIGS

AS LOW AS $49.00
(Lighter Shades Higher)

We don't import wigs. We make them in our own factories. Finest quality and workmanship, far surpassing most imported wigs. We save you import duty costs and middleman profits. WINDSOR, the world leaders, offers an exquisite array of 17 colors from jet black to frosty platinum. No junky synthetics. Lovely 100% human hair. Nationally advertised, the WINDSOR label is your guarantee of quality.

Now you can swim or wash your own hair only moments away from date time, and look lovely all evening long . . . Thanks to WINDSOR'S Human Hair Fashion Wigs.

Now being featured at . .

ESTHER HOUSE OF STYLES
3016 WEST NORTH AVENUE
PHONE 945-0755 FOR FREE HOME DEMONSTRATION
NO OBLIGATION

MRS. VERNIECE REYNOLDS, who attended the ceremonies establishing a chapter of Alpha Kappa Alpha Sorority in Nassau, the Bahamas, has returned home after what she termed "a delightful weekend experience." Mrs. Reynolds, a member of the national standards committee of the sorority, resided, while in Nassau, at the famous British Colonial Hotel.

"Miss American Beauty" of 1961 Uses Artra for that Brighter, Lovelier Look!

Follow the lead of lovelier women who know! Depend on Artra for your bright, beautiful complexion. Artra with the "miracle" lightening ingredient Hydroquinone gives you that sparkling, fresher skin beauty. Use anytime—it's non-oily—it vanishes. Begin today—let Artra bring out your hidden beauty!

Miss Emily Yancey, singer, rising actress and winner of the "Miss American Beauty, U.S.A." contest in 1961, says:

"Artra is my beauty secret for a lighter, brighter, more radiant complexion."

Artra Cosmetics Kenilworth, N. J.

WHEN YOU FINISH READING YOUR AFRO PASS IT ALONG TO A FRIEND

WOMEN'S CIVIC LEAGUE, INC. committee members discuss flower arrangements for their "Autumn Flowers and Melodies Show" to be held Sunday, October 6, 2:30 p.m. at Carver High. Members admire 8" prize Dahlias of Mrs. Naomi Camper and an arrangement of purple and white Ageratum, Zinnias and Petunias. Members shown are Mrs. Bernard Harris, Sr., President; Mrs. James Holloman, Chairman; Mrs. Naomi Camper, co-chairman; Melodies, Mesdames Lloyal Randolph, chairman; Roland Williams, co-chairman.

Heavy voting reported in 'Woman of Year' contest

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Ballots are pouring in and many outstanding personalities are getting consideration in the "Woman of the Year" contest which is sponsored jointly by the AFRO-AMERICAN and The Greyhound Corporation

"The returns thus far are very good and reflect genuine interest in this competition to select the Baltimore area woman who has made the most outstanding contributions in community leadership," said Mrs. Lula Patterson, women's editor of the AFRO.

The winner of the contest and her two "Court of Honor" attendants, the women who finish next highest in the final selections, will be cited for their achievements at a luncheon in the Blue Room of the Sheraton - Belvedere Hotel on Saturday, Oct. 19.

JOE BLACK, special marketing representative for Greyhound and a nationally-known leader in community programs, will be the master of ceremonies for the luncheon. The three winners will be presented with engraved Revere Silver Bowls in recognition of their achievements.

"There still is plenty of time to nominate your candidate for the award and readers are urged to do so," Mrs. Patterson said.

"It will not be easy for the judges to pick a winner from the many ballots that are being received, but we feel that the more ballots we receive, the better the contest will be for all concerned. This is Democracy in action."

A BALLOT for readers is carried on this page.

Readers may vote as many times as they desire and reasonable facsimiles of the entry blank are acceptable. Each blank must include the name and address of the person nominated, along with a statement why she is being considered for the "Woman of the Year" award.

The board of judges for the contest will consider all ballots postmarked before midnight, Oct. 9, or otherwise delivered to the AFRO office before that time. Decision of the judges on the winner and runners-up will be final.

Judges for the competition are Mrs. John Rich, executive secretary of Woman Power; Mrs. W. Winston Hunt, executive director of the Madison Branch of the Young Women's Christian Association; Mrs. Zena K. Lee, attorney and representative of the Business and Professional Women's Clubs of Baltimore; Mrs. Arthur J. Payne, representative of Baltimore church women, and Mrs. Alfred T. Dixon, national officer of ISIS.

Black former major league pitcher and a graduate of Morgan State College in Baltimore, visited with the judges and staff members of the AFRO last weekend, making final preparations for the gala affair.

How To Enter Contest

- Fill out entry blank, explaining why your choice should be named Woman of the Year.
- Enclose the candidate's name and business or home address.
- The contest is limited to women residing in the Baltimore area.
- Mail your entry to Woman of the Year, Afro-American, 628 N. Eutaw St., Baltimore 1, Md.
- All entries must be postmarked not later than midnight Oct. 12, 1963.
- Enter as often as you like. Remember that each entry must be on an entry blank from the Afro-American or a reasonably exact facsimile.
- The winner will be selected by qualified judges and be notified by Oct. 19, 1963.
- The winner will be the guest of honor at the Woman of the Year Luncheon scheduled for, Saturday, Oct. 19, 1963, at which time she will receive an award.
- Other finalists will also be invited to attend this luncheon. The host for the luncheon will be Joe Black special marketing representative of the Greyhound Corporation co-sponsor of the award.

ENTRY BLANK

My choice for Woman of the Year:

Name .....

Address .....

REASONS .....

.....

MAIL THIS BLANK TO: Woman of the Year
Afro-American of Baltimore
628 N. Eutaw St.
Baltimore 1, Md.

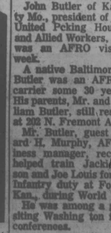
"AUTUMN FLOWERS IN MELODIES"
PRESENTED BY
CIVIC LEAGUE INC.
SUN., OCTOBER 6, 1963 2:30 p.m.
CARVER VOCATIONAL HIGH SCHOOL
PRESSTMAN AND BENTALOU STS.
Featuring:
The Baltimore Singers and Others
DIRECTED BY GERALD BURKE WILSON
Flowers—Chm.—Mrs. Henrietta Holleman
Co-Chm.—Mrs. Naomi Camper
Melodies—Mrs. Nikki Randolph, Chm.
Mrs. Anethlie Williams, Co-Chm.
President—Mrs. Bernard Harris Sr.

See the difference... with the MODERN CAREFREE HAIRCOLORING
Godefroy's LARIEUSE® haircoloring with INSTANT JEL DEVELOPER

You can see the difference in Godefroy's Larieuse Haircoloring with sensational instant Jel Developer! It's not a thin liquid, but a unique "creamy" developer. Color flows smoothly on . . . and stays!

Choose from world-famous BLACKS, romantic BROWNS, radiant AUBURN, each complete in one package, ready to use.

Get Godefroy's LARIEUSE Haircoloring with Jel Developer at your favorite drug-store or cosmetic counter now . . . your best buy at only $1.35 plus tax.



Vincent Price art collection shown at Sears Mondawmin

The Vincent Price Collection of original art is on display at Sears Mondawmin Store, Sept. 25 through Oct. 5.

The artists represented in this collection of original art are Hogarth, Chagall, Ronall, Grant, Avati, Piranesi, Sloan, Goya, Daumier, Pollack, Ross, Silverman, Albu, Kosa, Gross, Vlaminck, and Bohrod.

This collection was assembled by Vincent Price, noted art authority and actor, for exhibit and sale in Sears Stores in selected cities across the nation.

Price is a member of the Fine Arts Committee for the White House. His achievements in the art world include election to the board of the American Federation of Arts (1948); the founding and first presidency of the Modern Institute of Arts in Beverly Hills, California (1949); and the presidency of the Art Council at UCLA (1954).

He is currently a Commissioner of Indian Arts and Crafts for the U.S. Interior Department, a board member of the Arvhive of American Art in Detroit and a trustee of Scripps College, and an honorary member of the American Institute of Designers.

Clubs

TULIP — Mrs. Mildred Brown entertained the club at her home, 2801 Riggs Avenue, this week.

The organization will have a Fall Tea at the Madison Avenue Branch YWCA, Sunday afternoon, four to seven p.m.

Mrs. Mildred Brown is president of the club and Miss Mary Brown is secretary.

LES BONNE FILES — Mrs. Elsie Ball of 311 Edgewood St. entertained the club, Thursday night, at a business session.

Later the group played cards, with prizes going to Mrs. Ruby Gross, first; Mrs. Genéva Billings, second; and Mrs. Maggie McNeill, third.

The next meeting will be with Mrs. Geneva Billings of 1918 McCulloh St.

SOCIAL EIGHT — The club met in the home of Mrs. Redessa Clark, 615 Bentalou St., Tuesday evening.

Mrs. Mildred Dennis of 814 Edmondson Avenue will be hostess to the club at the next session.

John Butler, labor prexy, visits AFRO

John Butler of Kansas City, Mo., president of Local 15, United Peking House Food and Allied Workers, AFL-CIO was an AFRO visiter this week.

A native Baltimorean, Mr. Butler was an AFRO newscarrier some 30 years ago. His parents, Mr. and Mrs. William Butler, still reside here at 202 N. Fremont Ave.

Mr. Butler, guest of Howard H. Murphy, AFRO business manager, recalled he helped train Jackie Robinson and Joe Louis for U.S. Infantry duty at Fort Riley, Kan., during World War 2.

He was among a group visiting Washington for labor conferences.

Clubs

KING AND QUEEN—The pinochle club was entertained by Mrs. Eliza Carpenter of 1233 Druid Hill Avenue on Thursday evening.

Mrs. Henrietta Scott was elected president. Other officers to serve during the incoming season are Mrs. Ethel Clay, vice president; Mrs. Theresa Fonseca, financial secretary; Mrs. Eliza Carpenter, recording fecretary; Mrs. Sarah Brown, treasurer; Mrs. Gertrude Patterson, business manager; and Mrs. Henrietta Woods, chaplain.

Other members are Milton Dorsey and John Johnson. Mr. Johnson is ill in Provident Hospital.

At cards, prizes went to Mrs. Brown, first; Mrs. Carpenter, second; and Mrs. Scott, third.

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ROSA J. RICHARDSON — The Grand Court Ushers, Order of Calanthe, Knight of Pythias, met in the home of the president, Mrs. Lucille Gilliard.

Hostesses were Mrs. Violet White, Mrs. Ernestine Carter and Mrs. Lucille Gilliard.

The next meeting will be with Mrs. Elizabeth K. McLaren, 2424 Harlem Avenue, October 18.

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ECLIPSE — The pinochle club members were entertained by Miss Esther Thomas of Chase St., Wednesday evening.

Prizes went to Misses Madelyn Harper, first; Mary Smith, second; and Myrtle Dennis, third.

Miss Thomas is president of the club.

Mondawmin Center looks ahead to the bright future

Mondawmin CenterM—8

Mondawmin shopping center, this area's first and only two - level shopping center, opened in October, 1956, with 41 stores and has since added 17 stores.

It took three years to fill the empty stores, and since that time Mondawmin has substantially maintained a fully - leased position, being at this time 100 per cent tenanted.

Nine tenants have found their original facilities inadequate and have subsequently taken additional space. Five of the local Mondawmin merchants who took their first step into business at Mondawmin have become chain store operators on the success they have enjoyed here.

These five merchants now have in excess of 30 retail outlets and without a doubt will expand even more in the future.

The gross sales at Mondawmin have shown healthy increases and after six years of operation were well over 1/3 above the gross take in the opening year. This year's business overall will show a nice gain over the year ended September 30, 1962.

The expansion and upgrading of Mondawmin's facilities is part of a long - range program based on the Center's highly successful operation and of year-to-year increases in gross income despite mounting competition from almost half a dozen recently established neighborhood and regional shopping centers in the trade area.

The officials and merchants are very enthusiastic about the added potential of Mondawmin as an enclosed mall.

STRUCTURALLY, as well as architecturally, the "new" Mondawmin will be an imposing sight to behold. In 1956 the Mondawmin Center was the recipient of an award for architectural design from the Baltimore Association of Commerce. On Oct. 2 it will be a tropical paradise with man-made weather that bypasses all outside elements. Baltimore shoppers will be able to leave cold, rain, sleet and snow and step into a balmy spring temperature of 72 degrees in the summer when tempesatures soar into the nineties, it will still be spring at Mondawmin.

IT'S HERE...ETERNAL SPRING!
AT THE "NEW" MONDAWMIN COVERED MALL SHOPPING CENTER

YOU ARE CORDIALLY INVITED to join in the Grand Opening festivities . . . 4 fun-filled, value-packed days . . . in the tropical paradise that is the "New" Mondawmin.

Everything at the "New" Mondawmin Covered Mall Shopping Center has been designed and created with your comfort and convenience in mind. YOU will thrill to lush tropical trees and plants . . . an exquisite new fountain that is literally a melody in motion . . . to the exciting and glamorous new color scheme . . . and to the mild springtime temperature, man-made for your comfort.

EVERY DAY will be spring at the "New" Mondawmin, no matter the weather outside . . . be it rain, cold, sleet, snow, or even hot and humid summer weather . . . it will always be a mild 72° at Mondawmin!

Mondawmin's 57 merchants proudly present the "Seventh Wonder" of Baltimore . . . "Seven" years in the making . . . as part of our "Seventh" anniversary celebration . . . and thank YOU, our loyal customers and friends without whom this would never have been possible.

Mondawmin's 57 merchants therefore invite YOU to join them in this . . . the Grandest, GRAND OPENING celebration ever . . . to participate in the fun . . . to avail yourself of the countless special values . . . and to get the many FREE gifts and souvenirs being offered.

YOU WILL LOVE the breathtaking beauty of the "New" Mondawmin . . . where it's "Eternally Spring" 365 days each year.

WE THANK YOU FOR MAKING THE "NEW" MONDAWMIN POSSIBLE

Ayres Finance Co.
B & B Liquors
A. S. Beck
Benton's Tweed Shop
Bged Stores
Bowen & King Opticians
Brager-Gutman's
Buddy Dale Hats
Burdell Jewelry
Cathy's
Calvert Rug
Card Mart
Castelberg's—S & N Kats
Central Savings Repair
Century Shoe Repair
Char House
Chester's Shoes
Elite Laundry & Dry Cleaners
Forstater Ins
Fan & Ann Beauty Shop
Food Fair
Fin & Ben Bridal & Gown Shop
Franklin-Simon
Hyatt's
Irvin's Department Store
Pearl R. Kaufman Corsettiere
Keyes Furniture
Lann's
Lerner Shop
Loft Candy
Marky's Delicatessen
Marlene Shop
Maryland National Bank
Mayflower Shop
Thom McAn
Modern Music House
Mondawmin Photo
Mondawmin Weavers
G.C. Murphy Co.
National Shirt Shop
National Shoes
One Hour Valet
Parkaire Hosiery
Penn Fruit
Ranch Room-Restaurant
Robby's Fashions
Rogers Tots
Rudy Sporting Goods
Sachs Jr. Shoes
Sa Lee Shop
Sears, Roebuck and Co.
Silber's Bakery
Singer Sewing Machine Co.
Sorettis
Sun Ray Drugs
Vale Barber Shop
White Coffee Pot
Wig World
Wyman's

Grand Opening,
Wednesday October 2nd
thru Saturday October 5th.

GRAND OPENING PROGRAM
WEDNESDAY, OCTOBER 2nd

9:15 AM THE HONORABLE THEODORE R. McKELDIN, MAYOR and other famous guests will officially open the "New" Mondawmin covered mall shopping center

11:00 AM THE LOVABLE LORENZO, star of WJZ-TV will be here in person . . . with fun, music and the Lorenzo stomp

3:30 PM Baltimore's own BUDDY DEANE, star of WJZ-TV, broadcasts live from the "New" Mondawmin

7:00 PM and again at 9:00 PM The fabulous FRED ASTAIRE DANCERS in a Latin-American dance exhibition, with the ZIM ZIMERELI TRIO and the exciting MARGIE SHEAR

Starting Thursday, October 3rd and continuing thru Saturday, October 5th . . . these famous personalities and groups will be featured at the "New" Mondawmin . . .

• Rhea and Sunshine, WBAL-TV • The Baltimore City Ballet • Bozo the Clown • The Mt. Royal College Gospel Sing-A-Long Hootenany • Dixieland Concert featuring the Dixieland Seven and Margie Shear •

Watch your local newspapers for time and dates

NEW MONDAWMIN
Liberty Heights Avenue and Reisterstown Road
ALL ROADS LEAD TO THE "NEW" MONDAWMIN . . . PARKING FOR 4000 CARS

SAFETY ▲ FILM