ARCHITECTS' REPORT
BALTIMORE - WASHINGTON
summer 1959
Mayor J. Harold Grady comes to office in the midst of great architectural growth and planning in the City of Baltimore, the scope of which has seldom, if ever, been seen before. His leadership will be a major influence in the projects and programs calling for an inseparable partnership between public interest and private enterprise.

A graduate of Loyola College and the University of Maryland School of Law, he has had a distinguished record of service as a Special Agent of the F.B.I., Assistant State's Attorney in Baltimore and in numerous civic activities.

J. H. Leroy Chambers, newly elected national president of the American Institute of Decorators, entered the interior designing field forty years ago when he joined the H. Chambers Company of Baltimore. Today, under his direction, this excellent organization has a staff of eleven designers, all members of A.I.D. Born in Baltimore, Mr. Chambers graduated from Baltimore City College and the Maryland Institute of Art. He is a past president of the Rotary Club of Baltimore.

His commissions in interior design extend along the Eastern Seaboard and well into the Middle West, among them the new Commercial Credit Building.

Bernard L. Werner, newly-appointed Director of Public Works for the City of Baltimore, entered the employ of the city in 1923 as a draftsman, transferring to the Bureau of Water Supply as a Junior Civil Engineer in 1925. He was appointed Construction Engineer of the Bureau in 1943 and was Resident Engineer on the $23,000,000 Patapsco Tunnels project. In 1951, he was appointed Deputy Water Engineer of the Bureau of Water Supply, moving up to the position of Water Engineer in 1954.

David W. Barton, Jr., president of The Barton-Gillet Company of Baltimore and Washington, has been selected as the 1959 “Man of The Year” by the Baltimore Art Directors Club. This is the first time public recognition has been given to a business executive for his contribution in furthering good design.

The architectural profession in the Baltimore-Washington area is particularly grateful to him for his organization’s concept, design and production of The Architects’ Report, which likewise has received honors as a first prize winner in the recent Baltimore Art Directors Show.

Editor’s Note: Although none of these individuals is an architect by profession, each has made a significant contribution to the furtherance of the appreciation of design and architecture.

Executive Committee: Archibald C. Rogers, President; Van Fossen Schwab, Vice-President; Edward C. White, Secretary; W. McNeill Baker, Treasurer; L. McLane Fisher; Paul L. Gaudreau; Mrs. Agnes M. Preston, Executive Secretary. Advisory Board, Architects’ Report: H. Parker Matthal, Chairman; S. Thomas Stathes, Washington Metropolitan Chapter; Benjamin P. Elliott, Potomac Valley Chapter; Van Fossen Schwab; Jackson P. Ketchum; David Q. Scott; Prof. Henry A. Jandl, Princeton University, Chairman, Screening Jury. Editorial Board, Architects’ Report: Grinnell W. Locke, Editor; John R. Orrick, Business Manager; Thomas R. Sileo, Advertising Manager; Thomas Gaudreau, Circulation Manager; Ian C. MacCallum; Hugh McD. Martin; Mrs. Helen Ross Staley; Van Fossen Schwab; David Q. Scott; Lucius R. White, FAIA.

Exhibit Policy

a. An Advisory Board, consisting of four members of the Baltimore Chapter, A.I.A., appointed by the Executive Committee, in addition to other duties, shall sit as outlined below to screen all photographic exhibit and advertising material intended for publication in the Architects’ Report.

b. The Advisory Board, when sitting as a screening jury, will have as its special Chairman an out-of-state Architect. Since it is the intent that the Architects’ Report be of the highest possible standard and that anything published therein be of credit to the profession, the instructions to the screening jury are to identify material acceptable for publication on the basis of quality, both architectural and photographic, keeping in mind the Editor’s intent to display varying categories of work from different parts of the broad area of Maryland and the District of Columbia. It is further intended that acceptance by the screening jury will not in any way imply permission of Material approved.

c. The screening jury will further be empowered to make recommendations modifying exhibit material if, in its opinion, such modification improves the standard.

d. Material which is accepted by the screening jury shall be considered suitable for publication whether included in the next succeeding issue of the Architects’ Report or not. Material accepted will be returned so noted to owner.

By following the above policy, we have, in three issues, presented projects by 26 different architectural firms representing 82 principals and over 85 corporate members of the AIA.
Table of Contents — Summer 1959

Frontispiece 1
Editorial 2
"The Rapid Rate of Change"
The Heart of Metropolis
Archibald C. Rogers 3
The Revolution In The City
James W. Rouse 6
The Future of the Downtown Areas of Our Cities
William Zeckendorf 8
Monawmin Shopping Center
Fisher, Nes, Campbell & Associates, Architects 9
First National Bank Branch
Fisher, Nes, Campbell & Associates, Architects 10
Cockeysville Dial Center
Schwab and Jewell, Architects 10
Harundale Mall Shopping Center
Rogers, Taliaferro & Lamb, Architects 11
Augusta Building and Loan Association Office
Gaudreau and Gaudreau, Architects 12
Brotherhood of Railway Clerks Office Building
Gaudreau and Gaudreau, Architects 12
Wildwood Manor Branch, Bank of Bethesda
John Henry Sullivan, Jr., Architect 13
Drive-In Bank of Bethesda, Maryland
John Henry Sullivan, Jr., Architect 13
Century Savings & Loan Association Office
J. Prentiss Browne, Architect 14
Pleasure Dome for Downtown Shoppers
The Planning Council 15
Drumcastle Shopping Center
Finney, Dodson, Smealie, Orrick & Assoc. Architects 19
Hanover Shopping Center
Cochran, Stephenson & Wing, Architects 20
Stow-A-Way Motel
Ronald S. Senseman, Architect 20
Chapter News and Notes 30
Events of Special Interest to Architects 32


PRODUCTS AND SERVICES
EDITORIAL
THE RAPID RATE OF CHANGE

This has been commented on so many times that one hesitates to mention it again. But we are living in a revolution that is changing our way of living, changing the country side and breaking down the historical pattern of the cities.

One of the meanings of the word “revolution” gives a mental picture of something going around and around in circles—this is the effect revolution has had on many of us. No wonder we grow dizzy as the legendary fillaloo bird from the mere contemplation of it.

Many of us are so stupefied by the multiplying small indications of change that we retreat into a nostalgia for the simpler days and quite miss the implications of the broader meaning—that revolution is rapid change in its most real sense and, unless we are content to be left far behind, we must accept it as such and prepare to live with it. As Confucius is supposed to have said, “... relax and enjoy it.” We live in the steel age, the air age and the new space age; the common denominator is change. Our age is no longer just one of these but the Age of Rapid Change.

There are people still living who came from Europe in thirty-day boats lighted with whale-oil and who traveled west on wooden wheels drawn by animal power. Now they can brunch in London and dine in Los Angeles the same day. If the known history of Egypt from the pyramids to Cleopatra were compressed into one hour, then Imperial Rome would last five minutes and our Age of Rapid Change would be, so far, a matter of forty seconds. Or, compared with nonagenarian Egypt our age is a child of one.

In architecture, we can no longer take time to study, test and savor the past. Change is a daily thing. We must suit our solution to the problem of now and all of our efforts must bend to its need. There is no longer any question of doing “modern”—our craftsmen and our materials can put together nothing else.

During the Golden Days of Greece there were two or three building trades, in the Middle Ages there were four or five, at the time of Jefferson perhaps ten or twelve. Today there are a hundred or more, and thousands of new materials. Nor is this change peculiar to architecture. There is no surviving trade, business or profession whose members can practice as they did those few seconds ago.

The new architecture reflects, as the old architecture did for so many millenia, the history and the economics and the social trends of its time. Beginning with a new expression in industry it has moved by turn into commerce, education and religion. It has taken over the first three completely, the latter almost as completely within the last five years and is moving into the domestic most rapidly by way of the apartment house. Even in our houses it has taken over the kitchen, bathroom and basement, leaving only the bedroom and the exterior.

Relax and come along with it. Let the experts enjoy the race to give you their best possible interpretation. If you are one of them, and a good one, you will thrill to the adventure of the new space. Together we can do things the like of which the world has never seen and out of which must come—and this is the promise—a clean world pleasing to the artist in each of us.
THE HEART OF METROPOLIS
by Archibald C. Rogers
A digest of a talk delivered by Mr. Rogers to the Boston Society of Architects on March 24, 1959.

The decaying heart of metropolis is, I believe, basically an architectural problem, and it is my conviction that the directors of downtown will turn increasingly to the architectural profession to seek, if not the solution, at least a major facet of the solution for their downtown problem.

I would like first to consider the nature of downtown.

What function is performed by the heart of metropolis?

One answer is that it serves today no function at all—that downtown is obsolete and doomed to become a minor eddy by-passed by the rushing stream of technological progress. With this answer, I am in complete disagreement. Firstly, to accept such an answer is to accept our technological progress as something revolutionary—I happen to believe our progress is evolutionary.

Secondly, such an answer simply does not fit the facts, and these facts are quite apparent once we look beneath the tawdry surface of our metropolitan heart.

There is, for instance, the physical fact of downtown as the geographic center of a region.

From this regional centrality it follows:

That downtown is the nerve center of its region, the control point for utilities, the regional communication center, the interchange point for traffic, the regional distribution center.

And it follows that downtown, the most central, is therefore, the most convenient site for the unique uses—the use of which there is but one in the region and which must, therefore, serve the entire region.

There is next the economic fact of downtown as the focus of its region.

The neighborhood shopping center grows to a regional shopping center. Still it can serve but one sector of the region and but a fraction of the regional population. There is but one truly regional shopping center—and that lies at the heart of the region with an unmatchable range of merchandise and services.

The suburban bank when focused in downtown has grown to a vast banking institution, and the country lawyer is transformed into a high powered legal firm to serve the great corporate clients that call downtown their home.

There is lastly the historical fact of downtown as an acropolis—as the seed from which has normally grown an entire metropolis.

We are delighted, but not surprised, to see a Trinity Church surrounded by the towering skyscrapers of New York's financial district.

The heart of metropolis serves these purposes—

As the economic and cultural focus of its region,

As the regional communication center,

As the regional forum,

As the acropolis.

That it no longer serves these purposes well is not because the need is now met elsewhere in the region, (the need cannot be adequately met except at the heart) but simply because downtown has failed to respond to the challenge of change.

It has failed to renew itself to keep pace with its own vigorous growth—for downtown’s use has become more intense each year as regional population has grown.

Like the Chesapeake Bay crab, whose own healthy growth will kill it if it fails to shed last year’s shell, so downtown must shed its old shell for a new one or be strangled by its own growth.

The ills of downtown are generally viewed as stemming from traffic congestion, inadequate parking, excessive property taxes, the out-migration of solid citizens and the in-migration of transients and the decay of buildings. The relative importance assigned to each of these causes changes radically depending upon the specialized view of the commentator.

Serious as these problems are each is only a symptom of the real trouble—yet in most cities these symptoms are being attacked quite independently as though each were a cause in itself.

In my view, which is perhaps oversimplified and colored by an architect’s belief in the importance of physical environment, the root trouble from which these symptoms spring is the conflict between a healthy and dynamic life force of 1960 seeking to function and grow within the unshed shell of the last century.

Certainly, we must do our best to relieve traffic congestion—but I submit that this congestion is not a revolutionary problem faced by us for the first time. Carrere and Hastings, for example, in a 1912 planning report for Hartford, expressed concern at the congestion of carriages on Main Street and at the failure of the city to relocate a horse trough contributing to this situation, a move opposed by the then Teamsters Union (which apparently had considerable political power even in those supposedly anti-labor days).

Assuming we were to build our radial expressways, our parking reservoirs and our inner-loop so that traffic for once moved easily to and within the city, this would not of itself restore the health of downtown unless, at the same time, there was developed an attractive and efficient downtown plant that would serve as a magnet to draw visitors over these new highways.

As to the flight of the solid citizenry to the suburbs, I really do not concede that this represents any great new revolution in our society.
After all, the dichotomy between "working" and "living" stems from the renaissance. You would not have thought of asking a medieval man, "Where do you live" and "Where do you work?". The Georgian squire of England could afford to maintain a town house and a country seat—although, by contrast with today's commuter, your squire would probably have considered that his work lay in the country and his living in the urbane society of the city. The phrase "the carriage trade", was, after all, coined in the last century.

It is not the flight to the suburbs that is unique, but rather the tremendous change in our standard of living that permits the average American to be a "squire" with the attendant luxuries of horsepower and green lawns and his own castle to which he can retreat.

Indeed, it is the very economic strength that underlies this "flight to the suburbs" which makes it possible to seriously consider rebuilding our obsolete inner cities.

To accomplish this rebuilding, five basic steps are necessary.

First—Recognition by the region of the need to rebuild.

Second—Recognition of the opportunity for rebuilding.

We look at a dilapidated downtown and the situation seems hopeless. Yet at the same time, we readily accept, a predication of a national population increase of 100 million persons by 1980.

This national productivity, taking place largely in our metropolitan areas, cannot help but result in a vast new building program somewhere in and around our cities—including downtown, if appropriate sites can be made available.

Thirdly—The creation of an action agency.

Those few private citizens who make up the power structure in any large city by constituting themselves as an action committee and working with the political leadership can see to it that the necessary community decisions are taken to bring rebuilding about.

Fourthly—The preparation of a physical plan for the new shell.

Fifthly—Implementation of the plan.

The physical rebuilding of a new shell for the inner city on an orderly schedule.

Accepting our ability to devise a new shell for the inner city, the final and to me most vital question is what this shell will be—not alone economically or functionally—but aesthetically.

For if our new shell is to be no more than a sterile monument to the machine, it will not be worth the effort of doing. Such a heart, unloved and unloving, cannot be the magnetic force required to center metropolis.

We misread our times if we justify such a monument as expressive of our culture. For we are, I believe, at the threshold of a new time—and we are leaving an old one.
This, we, as architects, should sense more quickly than our fellows. For we are the generalists—they today are the specialists. It is their lot to contend with the mechanical rabbit of technological progress. It is ours to stand aside—to watch the race—to understand and to utilize.

It is our lot—and our challenge—to hold in our hands, like a skillful coachman, the reins of many specialties and to see from our box quite clearly the road ahead.

We are leaving “The Age of Enlightenment” in which we have travelled for almost 500 years. These centuries have tested exhaustively the premise that the human animal is a self-sufficient, rational being, quite capable of achieving his own salvation by constructing an orderly society dedicated to improving our lot on earth. Yet today, we see about us vast disorder created in the name or order, and the ultimate human misery of atomic holocaust looming behind the facade of physical comfort and scientific progress.

We are entering, I think, what may be called “The Age of Mystery”. This is not, of course what we are used to hearing it called. It is to be “The New Space Age”—and I am quite sure that technically this label is correct. But I somehow doubt that man in space will really greatly excite us. After all, how many of us have been willing to sacrifice an hour’s sleep in the morning to see the sputniks and satellites in the heavens? The new space age will not, at this late date, validate the tottering premise of the age of enlightenment.

And there will be a new architecture to express this new age we enter—not new in the sense of style, for we have had our fill of styles. But an architecture, unself-conscious and communicant, concerned with its message and not with vocabulary.

For it is not the words of poetry that move you—it is the spirit between the words and in architecture, it is not the logic of structure or the grace of ornament but the spirit of the whole that is sensed.

We architects must speak from the common ground of the spirit to be understood. If we speak from style—or even from great personal talent—we are misunderstood. But from the ground of the spirit, common to all, we will speak and be dumbly heard by the most insensitive of our fellows.

The new architecture must accept communion as its purpose, and beauty as its vehicle, and beauty it will seek not in the slide rule or in the formula but in the mysterious land of the spirit.

I hope that in accepting the challenge of today, we can truly understand the tomorrow that lies unborn within us.

That in rebuilding the heart of metropolis we will search our hearts and talents for the beauty that should be mounted like a crest jewel on its acropolis.

That we architects will, like Aeolian harps, turn ourselves to the wind of the spirit which today blows strongly across the ground of our being—and that this wind may make a memorable music, understood and loved by all.
REVOLUTION IN THE CITY
by James W. Rouse

James W. Rouse is president of the James W. Rouse & Company and Community Research & Development, Inc., a unique organization for the development of shopping centers and other enterprises. Aside from his business activities in the mortgage banking and research fields, he is a man of wide experience and influence in major efforts to rebuild urban centers.

Now the president of A.C.T.I.O.N., he was one of the founders of the Greater Baltimore Committee, a member of the Board of Directors of the Mortgage Bankers Association of America, co-author of a workable program of urban renewal for Washington, D. C., a member of the President's Advisory Committee on Housing, and one of the founders of the much-acclaimed Fight Blight Fund.

In developing commercial buildings we must begin by recognizing that we are in the midst of a revolution in the city. Never before in our history have such powerful forces combined in so short a space of time to exert such an overwhelming pressure on the structure of the city. Sometimes we are unwilling or unable to recognize this massive reorganization for what it really is, and thus we often fail to deal with it realistically. We are so busy struggling with the symptoms of violent change that we often fail to get at the source of our problems and recognize the full sweep of our opportunities.

The symptoms are everywhere: worn out buildings, worn out neighborhoods, "decentralization" "flight to the suburbs", congestion, disorder. Underlying these conditions are three main forces:

1. POPULATION GROWTH: Just when it appeared that our population was leveling off, our country's birth rate took an enormous surge. And, most of this growth has been added to the cities. From 1940 to 1950 the population of the United States increased by more than 19 million. Over 15 million (80% of the growth) was in 168 major metropolitan areas. Since 1950 more than 85% of the nation's growth has been in our cities. During that time we have added the equivalent of two "New Yorks" to our major metropolitan areas. Baltimore, since 1940, has added to its metropolitan area a population larger than that of San Diego, Denver or Atlanta. And this growth continues unabated.

It is projected that our country will grow by about 56 million in the next 20 years, and that 55 million of these people will be added to our major cities. This means an average 50% increase in these cities.

The results of this growth: marginal farm population piling into the central city from rural areas; people pouring out from the central city into the suburban sprawl; industries and offices attracted to the labor force thus made available; enormous new markets; shopping centers springing up to serve these new markets.

2. AUTOMOBILE GROWTH: Automobiles have increased in numbers even faster than people, and with devastating results. There has been more than a 100% increase in automobiles since 1940 with the great bulk of this increase coming after World War II. We have revolutionized the technology of transportation in the past decade and have thus made the physical structure of our cities obsolete. The trend continues. It is estimated that over the next 20 years we will double again the number of automobiles. Automobilies will increase twice as fast as the people in our cities.

The results of the automobile flood: street systems rendered almost completely inadequate; residential areas inundated; central cities strangled.

3. WAY OF LIFE. This vague and all embracing phrase inadequately describes the most important force at work in the reorganization of our cities.

The enormous increase in family incomes (example: 1,500,000 families each year move into the $5,000 bracket); shorter working hours; more time for leisure, mean that families do more things together; work less; play more. All this adds up to a more casual and informal way of living—blue jeans, outdoor cooking, station wagons, fishing rods.

These "way of life" changes bring about one of the most fundamental conflicts between the city as it is and the aspiration of the people. With more time for recreation, gardens and families, and more money to spend on them, people are looking and behaving less and less like the formal, regimented, brick and concrete cities in which they are asked to live. They seek space and they are finding it.

But it is not just people and their houses that are revolting against the city, it is also business and industry. No longer are new industrial plants associated with grime, filth, smoke stacks; no longer huddled together in bleak and dirty factory districts. New industrial plants have clean lines and clean faces, grass, flowers, parking areas and elaborate
employee facilities.

A fine new office building like The Connecticut General building, near Hartford, does not represent a "flight" from the problems of the city. It is a forthright attack upon them. At the Connecticut General Building an insurance company has revealed itself as an organization of people instead of machines. Every clerk has been made important by the environment in which he has been put to work. It is obvious that someone had to care in order to give him the landscape across his desk and the color panels which divide the spaces in which he works. The people have been made important by association with each other, their building and the country about them.

Visitors (whether from other departments or other cities) seem to move among rather than past the worker. The corridors are a series of main streets. The exchange of greetings, the faces, the conversations among the huge clerical staff and the executives indicate the response of people to the openness, the color, the gardens and, above all else, the obvious concern which the building demonstrates for the welfare of the people who work in it.

The magnificent mechanical efficiency and smooth flow of the building are economically important, but the lake at the end of the lawn, the swan on the lake, the green grass, the trees and just plain spaces lift the souls of the people who work there and the company for which they work. Compare this city with the building it leaves behind. Compare it with the steel and concrete, the grim impersonal jam which represents the city. It is not difficult to see which is closer to the best efforts in us, or from which we can expect the best to emerge.

And so it is with retailing. No longer are blocks of stores piled into a maelstrom of people, automobiles, streetcars, buses, traffic lights, noise and dirt. The new centers are convenient, gay and human. They make the people who work and shop in them important. This is the new spirit in commercial building: to be successful, a building must make the human beings who use it important. In great new office buildings like Connecticut General; in fine new retail centers like Southdale, Northland and Old Orchard, money has been spent—lots of money—to create an environment to serve and gratify the masses of people who will use the buildings. The big expenditures at Connecticut General were not made to monumentalize the institution, glorify the executives or impress the public. It was spent to make the building beautiful, efficient and effective for the mass of people who use it—"the employees."

And this is the big change in shopping centers: the landscaping, sculpture, music, color is not directed at persuading people to buy or permitting them to move more efficiently. It is to provide an atmosphere in which men and women and their children can be happy and comfortable. With auditoriums, displays, shows, etc. they seek to be community centers in a true sense, centers in which people can not only shop and work but also be entertained, drift, relax, smile, contemplate and enjoy the living, working and shopping for which they are there.

It is no longer enough for a commercial building to work efficiently; or even to be architecturally "honest" or to make a good impression on the "public". Success in a commercial building now demands that in the planning of spaces, color, landscaping and every aspect of appointment and design, it upgrade and dignify the people who use it. This real concern for the human individual—how he lives and works and plays—is at the root of the revolution in our cities. It is reflected throughout the Charles Center planning and distinguishes it from the downtown redevelopment. It marks the great new office, industrial and retail developments. It is the strong new force in commercial building.
I should like to address my attention quite broadly to the future of the downtown area in large urban centers, with particular emphasis on the role to be played by private capital in this picture.

The question of downtown urban's future relates most strongly to the overall problem of the battle of decentralization versus centralization and a revitalization of the downtown core of the great cities of our country. Decentralization has been going on since the start of civilization, but the greatest force in resisting this trend has been the individual characters of the great urban centers of the world. For example, take the City of Rome. At the height of the Empire, some two hundred years A.D., Rome had a known population of two million. During the death of the Roman depression in the Dark Ages, Rome fell to a population of seventy-five thousand. The City grew again, had a rebirth and became a city in 1920 of just under seven hundred thousand. Rome in 1954 had a population of two million.

That is quite an interesting cycle. But Rome is a timeless city, less even than New York, and its citizens who have conducted its destiny have been alert and have realized that the potential and the growth and prosperity of Rome are not to be surpassed by any city anywhere. Paris, London and New York represent quite similar stories.

Baltimore has its own particular destiny. Decentralization will continue to happen. This is inevitable but in inverse ratio to this force comes that tremendous advantage to the central city stemming from its opportunity to reattract to itself the buying power, the cultural interests, the congregational, gregarious interests that are all parts of the human psychology. It is instinctive for man to seek the company of man. Gregariousness is not invented. It is innate. A city, to attract people living on the peripheral areas, must analyze its own particular character and what it can best offer as an incentive to promote the return to centralization and the reestablishment of the healthy balance which finds the guts of the community established at the downtown core.

I could "exemplify" what I am talking about by telling you a New York story on decentralization of industry. New York for years and years, being at the seaboard, had the industry of America. It was a great harbor. It had the benefit of the canal systems for communication and later the railroads. It was the market place. It had the tremendous labor pool, thanks to the wave upon wave of immigration. It was industry and it lived off industry.

However, industry changed and the Island of Manhattan, which was the core of it, did not change because it could not change, surrounded as it was by rivers. New York had to go in for "verticalization" and industry had to go in for "horizontalization." The city stood at a crossroad and commenced to lose industry to the balance of the nation. It continued to lose industry until today. I would hardly call New York an industrial city in the accepted sense of the word. It lost industry, but it realized that it could do something else for the nation and play another part.

It recognized than in inverse ratio to the urge to decentralize came the necessity for recentralization of a center market place, an idea center; the advertising agent, who is the generator of ideas; the merchandiser; the executive level. If New York could only go about the business of reattracting the sales and buying forces of these very industries that left it, it might then find a function in the national orbit.

It went about that business and I will say that it went about it with extraordinary success. We have some statistics that indicate, for example, that there has been built in the City of New York on the Island of Manhattan, since the year 1947, more first-class office space than there exists in all of the City of Chicago today.

We lost our industry to the rest of the nation paying fifty cents a square foot, and we captured the expensive offices at five to eight dollars a square foot. It turned out to be a good trade. To achieve this swap, New York used its own particular incentives—the theatre; the outstanding art and music it had to offer; the greatest shopping avenue in the world. Other cities are not blessed with the abundance of such things as New York. But every city, upon close self-analysis, can recognize its own particular weapons to bring about the revitalization of its core and heart. In my opinion, a great catalyst to hasten the return of many to the cities is the natural desire of many men and women to leave suburbia and return to urban living. In many cases this involves older men and women whose children have grown up and who find themselves alone in a large house in a suburban area, with the very difficult problem of transportation in getting back into the city. With suburbia flooding our land and rapidly becoming one fluid mass between the cities, there is a real desire for these people to enjoy the greater convenience of urban living. Another group is the young married couples who as yet do not have children and to whom the "commute" has become so obnoxious.

One of the most important considerations in the attempt of the city to woo its decentralization population back to the downtown core is, of course, the eradication of its slums which will always be found close to the central business district and to replace them with whatever is most attractive to the particular character of that particular community, be it residential, retail or commercial. A great weapon for the elimination of these slums is found in the Federal Government's Slum Clearance Act of 1949, as amended. This machinery not only furnishes financial aid to the local redevelopment agencies to permit them to undertake projects which they could never afford without it, but it also underlines the power of eminent domain which is so essential to the assembling of any large area of downtown urban land. This device, in turn, makes the business proposition of sponsoring these urban-redevelopment projects a most attractive one in the long run to private capital interests. Never before, to my knowledge, could private capital acquire large tracts of downtown urban at a write-down price, with FHA mortgage insurance practically guaranteeing availability of financing to the extent that the actual cash equity in the project can be as little as ten percent of the total construction costs. Added to this the tremendously uplifting feeling for any engaged in this program, that being a part of the rebirth and revitalization of our cities represents a great contribution to the healthy future of the economy and way of life of the United States.

The marriage of Federal, State and local City Governments to the private entrepreneur who will, in the final analysis, do the job and be responsible for its success or failure has been, at times in the past, a troubled and frustrating one. However, I sincerely believe that great progress has been made and that we are accelerating to the point where a well organized and streamlined operation will result in getting these projects quickly and efficiently off the ground so that the city will have a finished product of which it can be justly proud and that the job can be done through the medium on which the great economy and character of this country has been built—private capital.
Mondawmin Shopping Center. Area: 490,000 square feet of rental space; 70,000 square feet of basement area. Cube: approximately 8,000,000 cubic feet. Contractor: Crow-Bart. Owner: The Mondawmin Corporation. Structural Engineer: Van Rensselaer Saxe. Mechanical Engineer: Egli & Gompf.
Architect: Fisher, Nes, Campbell & Associates  
Baltimore, Maryland

Fred J. Maroon


Architect: Schwab and Jewell  
Baltimore, Maryland

Cockeysville Dial Center: Location: Cockeysville, Maryland. Builder: John K. Ruff, Inc. Owner: Chesapeake and Potomac Telephone Company of Maryland. A utilitarian building for the housing of telephone dial equipment and related power apparatus. The building will be virtually unmanned and fully automatic.

M. E. Warren
ARChITECT:
Gaudreau and Gaudreau
Baltimore, Maryland

AUGUSTA BUILDING AND LOAN ASSOCIATION

Wildwood Manor Branch, Bank of Bethesda. Location: Wildwood Manor Shopping Center, Bethesda, Maryland. Completion date: February 1959. Contractor: Aubinoe Construction Co. Two officers, one receptionist, four tellers, one note teller, two safe deposit booths, Mosler Vault door and safe deposit boxes, night depository, stone planter, walnut bench, walnut plywood paneling, walnut and bamboo divider screen. Cost of interior finishes and equipment: $50,000.

Architect:
Taylor and Fisher
Baltimore, Maryland


Architect:
J. Prentiss Browne
Baltimore, Maryland

PLEASURE DOME FOR DOWNTOWN SHOPPERS

In a single bold project, shopping in the heart of Baltimore is to be radically redesigned... for people!

To take full advantage of the opportunities presented by Charles Center and the Civic Center, a dramatic project is proposed to improve the functioning of the Retail Core.

Howard and Lexington Mall converts Downtown's two main shopping streets, into one continuous, all-weather shoppers' mall; heated in the winter and air-conditioned in the summer, it will provide a delightful year-round shopping experience for everyone.

You, as a shopper, will be able to walk from the huge, new Charles Center to the department stores and specialty shops unhindered by street traffic of any kind. You will move through a pleasant and exciting environment, entering the stores from either of two levels, ... from the street or from a second level pedestrian concourse. Escalators and stairs are conveniently placed so that movement from one level to another is quick and effortless. Shopping Downtown will become fun. The Retail Center looks and works like one big store, functioning as a unit to maximize Downtown's greatest strength... the variety and depth of its retail offering.

Coming Downtown to the center of things means a multi-purpose trip for shopping and business errands. And when shopping or business chores are done, there's still plenty of time for the art or science exhibit at the new Civic Center. New expressways and improved transit make it easier to get Downtown. And there's plenty of cheap parking within a block of the Mall in a new 2900 car parking facility. For those who come by bus, an all-weather bus depot is located at the heart of the Mall.
DESIGN PRINCIPLES APPLIED TO THE RETAIL CORE.

In designing the Mall, the principles tested and proven in suburban shopping centers are applied to Downtown. The Howard and Lexington Street area is uniquely suitable for a Mall development. Unlike the central retailing in most other cities where malls have been considered, the main stores in Baltimore are already grouped in a "natural" Mall.

The jumble of individual stores, 1, should be subordinated to a unified design so that the shoppers impression is a pleasant one, suggesting that he or she is really in one large store, 2.

Reinforcing the present pattern, 3, there must be cheap, close and adequate parking, concentrated in large, easily accessible structures. 4. These parking improvements, combined with the real advantages the CBD has in transit, would provide the necessary convenience of access that a large retail center requires.

Analysis of existing pedestrian and vehicular traffic, 5, showed a need to separate the two to permit the pedestrian unhindered and safe movement between retail frontages, 6. Service should be completely separated and hidden.
DEVELOPMENT PROGRAM.

There are three elements in the development of the Mall. Elements One and Two involve the construction of the Mall itself, first over Howard Street and then along Lexington Street with a second story link to the existing Lexington Market Garage. Element Three involves the construction of a 1500 car parking facility in two phases north of, and over, a remodelled Lexington Market. The development of both phases of this element depend for economic feasibility on the success, measured in terms of sales, of the first two elements.

The estimated cost of Element One is $1,500,000; Element Two $1,150,000; Element Three $3,000,000 (of which $450,000 would be equity). Total cost of all elements is estimated at $5,650,000.

A non-profit corporation can be formed to lease the bed of the street from the City and build, operate, and maintain the Mall.
People move comfortably in and out of the Mall. Buses bring shoppers and workers to the on-street, covered depot in the heart of the Mall. Escalators carry them to the upper level concourse. Moving sidewalks bring those arriving by auto from the new shopper’s garage, close by, into the very center of the retail district.

The jumble of signs and store fronts have been unified into a pleasant visual experience and a garden-like atmosphere.

All the conveniences of the suburbs, plus the tremendous assets of Downtown!
Architect: Finney, Dodson, Smeallie, Orrick & Associates
Baltimore, Maryland

Architect:
Cochran, Stephenson & Wing
Baltimore, Maryland


Architect:
Ronald S. Senseman
Silver Spring, Maryland

Robert C. Lautman
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Maryland firms that are pre-eminent in their fields turn instinctively to Chambers for the designing and furnishing of executive offices, board and conference rooms. We know how to use space for maximum effectiveness, to eliminate clutter, to provide a pleasant, stimulating business setting.

We would like very much to show you photographs of some of our recent office and banking room installations.

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REYNOLDS METALS COMPANY

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Through the years, we at Reynolds have striven to attain and hold that position in the field of finishes. By carefully selecting, and continually educating our men; by showing equal care in selecting our sources of supply, and by keeping abreast of latest developments through reading and trade associations, we have constantly worked to maintain our reputation as a dependable source of accurate information and reliable products.

In line with our policy of furnishing the finest, we depend on Masury Paints as one of our main sources of supply. The House of Masury, founded in 1835, is one of the oldest and finest manufacturers in the business. For outstanding beauty, and praiseworthy performance...professionals have long agreed...MASURY IS GOOD PAINT!

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Upon request we will be happy to present you with your individual copy of Masury's Architects Specification Manual. We are sure you will find one of these modern books an invaluable aid in choosing and specifying finishes for all surfaces.

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CONCRETE CONTRACTOR:
Permanent Construction Co.

Entire show room floor treated with Green HYDROMENT and Lex Floor Dressing to beautify and protect floor surface from staining and chemical action of oil and grease at low installation and maintenance cost.
Hardware Consultants nearly everywhere recommend that Architects, in preparing their drawings, assign consecutive numbers to each door opening throughout a building—exterior and interior—for the following reasons:

1. Consider the time it takes in writing specifications to describe the location of every door, when simply a number would suffice.

2. Considerable time can be saved in all correspondence pertaining to doors and door openings.

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4. Hardware schedules and templates can be furnished more quickly.

5. The marking of doors, frames and hardware—to insure proper location in the building—can be simplified.

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Serving the Electrical Requirements of Commerce and Industry for a Half Century — 43 S. Liberty St.

More sound control for less...

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Architect: Leon Chatelain, Jr., A. I. A.
Builder: Martin Bros.
Architectural millwork furnished by: C. O. Wurzberger & Sons

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Glen Burnie, Maryland

General Contractor: Crow Bart Construction Co.
Bricklaying Contractor: John E. Riley & Sons, Inc.
Architect: Rogers, Taliaferro & Lamb

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We note with regret the loss of the following members since our last issue and extend our deepest sympathy to their families and business associates.

HORACE W. PEASLEE, FAIA., former director of the AIA, was one of the most distinguished members of the Washington-Metropolitan Chapter. Long active in Institute, Chapter and civic affairs he was a leader in our profession and an authority in Landscape Architecture.

BENTON C. MULLIKIN, of the Baltimore Chapter, was a craftsman in the old and very real sense of the word. Those who were privileged to work beside this quiet man saw what it was to do a job thoroughly and accurately.

FREDERICK L. W. MOEHLE, of the Baltimore Chapter, whose firm is best known for the numerous churches he planned in and around this area.

EBEN D. FINNEY, founder of the firm of Finney, Dodson, Smeallie, Orrick & Associates of Baltimore, that has executed many schools and institutional buildings throughout the state.

In April the Baltimore Chapter held a very unusual and successful dinner meeting in the ballroom of the Belvedere Hotel, at which Paul M. Nelson gave a detailed presentation of his American Hospital at St. Lo France. Among our guests were General Wm. C. Purnell of the 29th Division, the French Consul and Mme. Girard and Messrs. Albert H. Cousins and J. H. LeRoy Chambers representing the American Institute of Decorators. The room was decorated with a display of Myron-Paul Original Fabrics and the sculpture of Reuben Kramer.

At the May Meeting of the Baltimore Chapter Waldron Faulkner, FAIA, showed us the importance of color control and color standards not only for paint, enamels, etc., but for limestone, whiskey and even blood! He strongly recommended the use of the Federal Color Card issued by the U.S. Government Printing Office and the R.I.B.A. 101 standard colors, which, incidentally, were developed by the Munsell Company in Baltimore.

At the June meeting Alexander S. Cochran appeared as Chairman of the National AIA Committee on Education. He opened our eyes to their numerous activities which range all the way from helping establish new schools of architecture to developing aptitude tests for embryo architects.

We wish to congratulate the Building Committee of the new facilities for the Hospital for the Women of Maryland and the Presbyterian Eye, Ear and Throat Hospital upon selecting the associated firms of Rogers, Taliaferro & Lamb and Wilson & Christie to be the architects for this $10,000,000 project.

The Baltimore Chapter extends a hearty welcome to the following new corporate members:

- William Albert Lewis of Meyer and Ayers
- Robert Heckman Sipple of Mandris and Sipple.

and the following new associates:

- Harry C. Moore of Meyer and Ayers
- William L. Gaudreau of Gaudreau & Gaudreau.

The following new firms have been announced:

- Louis A. Cuomo . . . . 320 W. 24th St., Baltimore 18, Md.
- Dimitri N. Mandris and Robert H. Sipple as Mandris and Sipple . . . . . . . 410 Delaware Ave., Towson 4, Md.
- Warren A. Sargent . . . 8035 13th St., Silver Spring, Md.
- Glen A. Watkins, Jr. . . 8 W. 25th St., Baltimore 18, Md.

It was no surprise to see which five buildings won awards in the 1959 Architectural Awards Contest of the Baltimore Association of Commerce as they were all indeed worthy of recognition. However, we are equally sure that these five are only samples of the general improvement in architectural design in the Baltimore area.

The following owners, architects, builders are to be congratulated for their projects and the awards made at the June 15 Meeting of the Association:

- HARPUNDALE MALL
  Community Research & Development Inc.—Owner
  Rogers, Taliaferro & Lamb—Architects
- REV. WINFREE SMITH for his Residence
  Cochran, Stephenson and Wing—Architects
  Robert O. Wood, Builder
- SAMUEL KIRK & SON, INC. Towson Branch
  Wilson & Christie, Architects
  Robert C. Hook, Builder
- CHURCH of The REDEEMER
  Pietro Belluschi, Rogers, Taliaferro & Lamb—Associated Architects
  Consolidated Engineering Co.—Builder
- PARKVILLE SENIOR HIGH SCHOOL
  Baltimore County Board of Education—Owner
  Fisher, Nes, Campbell & Associates—Architects
  Leimbach Construction Co.—Builder

The Association of Commerce also made its first "Metropolitan Baltimore Planning Awards." The first going to the late Arthur D. McVoy in recognition of his leadership creating an interest in planning.

A second award went to the Planning Council for its Charles Center Project and was accepted by its Chairman, John R. Motz.
NEW ADVISORY BOARD MEMBERS

Two new members have been named to the Advisory Board, Mr. Benjamin P. Elliott, long time Chairman of the Potomac Valley Chapters Public Relations Committee and incoming President of that Chapter has been named to represent that Chapter and S. Thomas Stathes has extended his duties as Chairman of the Public Relations Committee of the Washington-Metropolitan Chapter to include working with us.

We not only welcome this recognition but feel sure that their participation will increase the effectiveness of our magazine.

APPOINTMENTS:

Dr. John H. Fischer, Superintendent of Baltimore City Public Schools is leaving that post to become Dean of Teachers College at Columbia University, New York. The loss to Baltimore is underlined by the importance of the position he is assuming.

Oliver C. Winston, Director of the Baltimore Housing Authority since 1947 and of the merged Baltimore Urban Renewal and Housing Agency since 1956, has resigned his $18,000 job to accept a similar position at $25,000 with the Valley Development Foundation, Binghamton, New York. That a community only a fraction of the size of Baltimore can hire our officials away is only another indication of the demand for top notch planners.

James J. O'Donnell has been named director of the reorganized State Planning Commissioner by Governor Tawes. Mr. O'Donnell, the retiring Director of the Department of Public Improvements will be directly responsible to the Governor for a program designed to give the State a concrete development plan.

Albert P. Backhaus, deputy director of Public Works for Baltimore City, returns to the Department of Public Works of the State of Maryland. A department he had previously served as principal engineer.

C. S. I.

A local chapter of the Construction Specifications Institute is now being formed in Baltimore. C. S. I. is a national organization of some 4000 members in approximately 40 cities throughout the United States and is devoted to bringing architects, engineers, contractors, and manufacturers' representatives together in a concerted effort to improve specifications.

C. S. I. is used as a "clearing house" for information on all phases of construction technology, which is disseminated nationally via the institute's bi-monthly journal the "Construction Specifier," and locally by informational meetings, workshops, technical committees, and chapter publications.

ARCHITECTURAL COURSES OFFERED

The following courses relating to Architecture and Planning will be offered in the Fall at McCoy College, Johns Hopkins University. Registration can be made in person or by mail after September 1st.

"Planning for Better Cities" 31-193
Wednesdays, 8:30-10:00. Ten meetings beginning October 7
Moderator: David A. Wallace, Director of the Planning Council of the Greater Baltimore Committee.

This series of lectures is offered through the cooperation of the Baltimore Chapter of the American Institute of Planners and the Citizens Planning and Housing Association. It is an attempt to bridge the gap between the professional planner and the taxpayer and to help the layman understand the role of city planning in our rapidly changing cities.


14 What is a City and Why?—Morton Hoffman, Urban Economic Consultant.

21 What is a Well-Planned Neighborhood?—James W. Rouse, Mortgage Banker and President of ACTION.

28 Can the Automobile be Tamed?—Alan M. Voorhees, Traffic Planning Engineer for Automotive Safety Foundation.

Nov. 4 Greenbelt and Open Spaces.—Franz J. Vidor, Director, Baltimore Regional Planning Council.

11 How are Plans Made?—William E. Finley, Director, National Planning Commission.

18 Putting Plans into Action.—Richard L. Steiner, Director, Baltimore Urban Renewal & Housing Agency.


9 The City of the Future.—Edmund N. Bacon, Executive Director, Philadelphia City Planning Commission.

Fee $20.00

Wednesdays, 8:30-10:00. Eleven meetings beginning October 7.

This series of illustrated lectures and discussions is offered through the cooperation of the Baltimore Chapter of the American Institute of Architects. The course is intended for individuals planning to build or buy a home, as well as for builders, realtors, and architectural draftsmen. Time will be provided at each meeting for a question-answer period. The topics treated and the members of the American Institute of Architects or other organizations who will give the lectures are as follows:

28 Site Selection—Wendall D. Little, A.I.A.

Nov. 4 Financing—Leslie S. Wilson, Jr., of W. Burton Guy and Company, Inc.

Dec. 2 Furnishing the House—Frederick Miller of Frederick Miller, Interiors.
16 Seminar and Conclusions—The Moderator and panel of experts.

Fee: $20.00

History of Architecture 50. 109-110
Th., 8:30-10:10. Mr. Ian C. MacCallum.

A survey is made of dominant types of architecture in Europe and America and detailed consideration of the various building techniques involved.

First term: Pre-classical, Classical, and Medieval Architecture.

Second term: Architecture from the Renaissance to the present.

Fees: First term $40.00; Second term $40.00. (4 credits).

Structural Design for Architects (I) 50. 103-104
Th., 6:20-8:00. Dr. Worthington Ewell.

The fundamental principles of mechanics and structural theory used most frequently in design are presented in this course. Basic structural design formulae are subsequently applied to problems involving the use of steel. The following subjects will be covered: analysis and design of simple and cantilevered beams, design of steel roof trusses by graphical and analytical methods, steel column design, riveted and welded connections.

Fees: First term $40.00; Second term $40.00. (4 credits).

Architectural Design 50. 107-108
Tu., 7:00-10:00. Mr. W. M. Baker in charge; Mr. Paul Gaudreau, Mr. J. W. Ilmanen.

A series of design problems, discussions, and illustrated lectures, with stress upon functional planning, architectural design and composition.

The class will be divided into three divisions: elementary, intermediate, and advanced.

Prerequisites for the elementary division: Employment in an architect's office or special permission of the instructor. Students are required to bring examples of drafting and/or art work, including a constructed perspective, to the first meeting of the class.

Prerequisite for the intermediate division: Satisfactory completion of the elementary division.

Prerequisites for the advanced division: Satisfactory completion of the intermediate division, Structural Design for Architects (I) 50. 103-104 and (II) 50. 105-106, and History of Architecture 50. 109-110. The latter may be taken concurrently.

Note: If, at the first meeting of the class a student's preparation for the course is discovered to be inadequate, he will be required to withdraw and will be sent a full refund of tuition.

Fees: First term $40.00; Second term $40.00. (4 credits).
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EVENTS OF SPECIAL INTEREST TO ARCHITECTS

AIA MEETINGS

CALIFORNIA COUNCIL OF ARCHITECTS
Oct. 7th-14th—First Pacific Rim Conference, Honolulu.

Baltimore Chapter
Sept. 16th, 6:30 P.M. Dinner Meeting.
   Speaker, Mr. Richard Howland, President of National Trust for Preservation of Historic Buildings.
   October meeting and inspection at Church of the Redeemer (date to be determined).

POTOMAC VALLEY CHAPTER
Meetings tentatively set for 1st Wednesday of the month, Brooks Farms Restaurant, Chevy Chase, Maryland.

ART EXHIBITS

Baltimore Museum of Art (Hours 11-5 Tues.-Sat.—Sunday 2-6)
July 12th-Sept. 8th—New Painting and Sculpture from Baltimore Collection.
   Sept. 27th-Oct. 25th—Vaughn Flannery Memorial Exhibition.

Walters Art Gallery
July 26th—Last day of “Noah’s Ark,” exhibition of animals in art.
   Aug. 8th-Sept. 13th—“Egyptian Faience.” The first exhibition of a collection in a field in which this museum is preeminent.

OTHER EVENTS

Society of Architectural Historians
August 21—2 P.M. Informal Tour of Baltimore Townhouses.
August 22nd—9 A.M. Railroad trip via “Old Main Line” of B & O to Harpers Ferry. (One of Bill Hunter’s famous expedition, don’t miss it.)
August 24th—Bus trip to Annapolis.

Building Congress & Exchange
Sept. 26th—Annual Bull Roast.
Historic Annapolis, Inc.
Oct. 13th-18th—Heritage Week.

Baltimore Symphony Orchestra—Peter Herman Adler, Conductor
Oct. 14th—Opening Concert, Wednesday Evening Series.
Oct. 24th—Opening Concert, Saturday Evening Series.

Ninth Annual Modern House Tour
Oct. 18th—Sponsored by Wellesley Club of Baltimore.

Construction Specification Institute
Baltimore Chapter—First Meeting 3rd week in Sept. Washington Chapter—“Spex School.”
   National Housing Center 1625 L St., N.W., D. C.
October 20th—7:30 P.M.—First Meeting.