CHAPTER SUPPORTS LANDMARKS BILL AT COUNCIL HEARING

WILLIAM D. WILSON

The New York Chapter, A.I.A. and an impressive array of civic organizations such as the Fine Arts Federation, the Municipal Art Society, the Citizens Union have overwhelmingly endorsed the proposed Landmarks Preservation Bill No. 779 at a public hearing held on December 3 by the City Council.

Chapter President William D. Wilson, in a strongly worded statement, urged "without reservation of any kind" the early adoption of the proposed legislation. History shows, Mr. Wilson declared, that "...there is a most direct correlation between the greatness of a nation, a people or a city and the quality of its buildings which is the visible manifestation of this greatness. History also reveals that almost without exception great societies have taken pains to preserve the best of a physical heritage from an illustrious past.

"Through its various committees this legislation has been studied thoroughly by the New York Chapter. We are proud that not a few of our members have contributed notably to its framing. We find the various provisions of the proposed law eminently realistic and workable. The section relating to the issuance by the Commission of a Certificate of Appropriateness is of particular interest and value because it frees the law from the latent danger of narrow, museum-oriented interpretation and thereby permits architecture, even old architecture, to be the living, evolving thing it should be. Chartres Cathedral in France is a historical example. Many of you will recall the striking dissimilarities yet subtle harmonies exhibited by its two fine spires. Several hundred years separate the design and construction of each, both of which are thoroughly of their own time in matters of style. Yet the newer, North tower is most certainly, in the words of this legislation, 'consistent with' and 'appropriate' to the older South tower.

"The history of the world as well as the experience of many cities here in our own country have demonstrated that Landmark Preservation pays large dividends in increased property values and civic pride. Adoption of this carefully considered long range legislation will be a vital step towards the realization of our city's highest goals."

CONTINUED ON PAGE 7

MEMBERSHIP DRIVE IS ON

The Membership Committee is scheduling a cocktail party for prospective members on January 15th, 1965 at Chapter headquarters. Members are invited to suggest for the guest list persons who they feel to be qualified to become Corporate or Associate members. Please send your list of names to Mrs. Henkel not later than January 4, 1965 for invitations to be issued.

EQUAL OPPORTUNITIES: REPORT AND NEW APPEAL

Background

As members will recall, the purpose of our Committee is to enhance drastically the opportunities of the Negro, Puerto Rican and other disadvantaged minorities, in the Building Trades and Professions. In addition to other activity toward this end, we are specifically engaged in a determined effort to raise funds for scholarships for talented young men and women whose background and financial resources require this special encouragement and help.

Practising architects among these groups in the New York Area are very far below the proportions of population. For example, out of 1400 members in the New York Chapter, there are only 3 Negro Corporate members. In the whole Metropolitan area, there are only 17 registered Negro architects.

The Chapter regularly awards a number of scholarships. But we feel that it is important to make this special effort for minorities, at the present time and for the near future, in order to make immediate and hopeful impact among them.

What We Have Accomplished

We have been at work less than one year. We have received contributions from nearly one hundred of the Chapter's members. With the funds we have already been able to raise to date, there is no doubt that a multiple result already begins to be evident. To date, we have been able to award two scholarships. Mayor Wagner, the Urban League, and other professional societies in the construction industry have publicly welcomed our work with much enthusiasm.

CONTINUED ON PAGE 2
In a recent letter addressed to Governor Rockefeller, the New York Chapter deplored the short-sighted rejection of the housing propositions by voters last month. A letter to the Press was equally critical of a “myopic” protection of the public purse at the expense of civic excellence.

Letter to the New York Times
Dear Sir:
Ada Louise Huxtable’s recent article on the Washington Square Park established her again as a most perceptive writer who knows something about the forces that shape the City’s architecture. She said that “The Bureau of the Budget has an eagle eye for ‘frills’ which generally includes any overt indication of architectural quality.”

This eagle eye is obviously necessary to protect the public purse, but it can too often be myopic. The values of good design are better judged by those who have some competence than by those who automatically assume that the least common denominator is the criterion of civic excellence.

1964 NYSAA Convention—A Search for Aesthetic Solutions
The success of last year’s NYSAA Convention which was held at Grossinger’s brought the Association’s 1964 Convention back to the same mammoth Catskills resort. Skillfully hosted this year by the Long Island Society of Architects, the NYSAA met in search for aesthetic solutions and found a judicious punch of productive business sessions mixed with a dash of seminars and sweetened with cocktail parties and dinner-dances.

SUGAR...
Heeding last year’s lessons in public relations, the NYSAA brought a refreshing new twist to the proceedings by inviting the Client into the inner-sanctum of professional concern. The “Client” spoke; and was praised at a “Client Award Seminar” chaired by Daniel D. Perry and moderated by Robert W. Cutler. The panel of speakers included, among others, Commissioner-General Domingo Arcega, Philippine’s Participation, N. Y. World’s Fair; Mrs. Vincent Astor; and Mr. Abraham Lieberman, West Chemical Products, Inc.

The search was further pursued at a seminar moderated the following day by Pratt Institute’s Olindo Grossi. “Aesthetics” was discussed by Richard Snibbe of the New York Times. Furthermore, the profession recognizes that planning tools of this sort are necessary to create better conditions of urban life for all the City’s people. It is obvious that these problems of urban living are not going to disappear just because the voters happen to ignore certain recommendations. It is dismaying, however, to see in these actions an appalling shortsightedness. By such actions these voters encourage the Federal Government to step in to fill the vacuum.

Let us reassure you of our continued support for better housing and planning tools to serve the entire State of New York.
THE PHILADELPHIA APPROACH TO THE ARTS

The approach to fine arts adopted by the city of Philadelphia is even more significant, however. It is based on a recognition of the facts of urban development. It recognizes that when a redevelopment official and a developer sit down at the bargaining table, they are both under pressure to reach agreement on the basis of cost. Obviously, costs allocated to the fine arts are too frequently the first to be cut. Philadelphia's approach, however, serves as a model for responsible authorities throughout the country.

To my mind architecture is the real frontier of city improvement. It is the leavening that has been missing from so much previous urban development.

The HHFA Award Program has been a constructive influence because it focuses attention on good design. It regards excellence, and art as an inevitable component of architectural excellence.

AN ART PROGRAM FOR URBAN RENEWAL

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AN ART PROGRAM FOR URBAN RENEWAL

The Urban Renewal Administration influences the inclusion of art in projects it supports principally through its fiscal policies. By allowing the cost of art work as part of the cost of projects, the authority encourages its use. William L. Slayton, Urban Renewal Commissioner, has played a key role in the formulation of a fine arts program for the Urban Renewal Administration. He comments below, for OCULUS, the results of his organization's policies.

Urban renewal is fast becoming a focal area for the use of fine arts. With the encouragement that the Urban Renewal Administration has given to urban renewal design, cities have been stimulated to seek out developers who are sensitive to the advantage of using fine arts in their projects. Philadelphia, for example, requires that each developer spend one percent of construction costs on fine arts. This means that buildings in urban renewal areas in Philadelphia are—and will increasingly be—displaying works of fine art selected or commissioned by the architects or the developers. The Society Hill renewal area will contain a Lachaise as a major outdoor piece.

In San Francisco's Golden Gateway area, the developers sponsored a competition for the selection of a sculptured fountain. The result is a piece by Francois Stahly.

In addition, developers acting on their own accord have seen fit to weave in works of fine arts in the major public spaces of their buildings. James Scheuer has a Bertoia in his Capitol Park Towers in Washington, and of course, there are the well known Lippolds in Philharmonic Hall at Lincoln Center in New York.

Beyond all this, the Urban Renewal Administration has tried to encourage the use of fine arts in urban renewal projects by recognizing such works of art as part of the costs of a project when they are supplied by the city. In Pittsburgh, for example, a pedestrian underpass has been vastly improved with tile mosaic panels designed by Virgil Cantini, a local sculptor. In Fresno, California, the Downtown Mall includes sculptured fountains and a sculptured clock tower.

In short, with the encouragement of the Urban Renewal Administration, the growing awareness of cities of the importance of fine arts and public spaces, and the very enlightened approach of more and more developers, urban renewal project areas should become major consumers of fine art.

"Beauty," once said Daniel H. Burnham, that outstanding combination of architect, city planner, and businessman, "has always paid better than any other commodity and always will."

Indeed, it has always and always will, when you consider the ageless value of fine art.
NEW OFFICE BUILDING FOR THIRD AVENUE

The Office of Max O. Urbahn Architects, recently designed a 42 story building whose zoning solution was either unique or involved rarely applied Sections of the Zoning Law. The project will be occupied by a United States Post Office on its lower 4 floors and by commercial tenants above. The site is on the easterly 201 foot block front of Third Avenue between East 54th and East 55th Street, and extends eastward for a depth of 410 feet. Plate 8d of the Zoning Maps designates the area as C6-6 and C6-4 Districts. Section 33-122 gives the permissible F.A.R. for C6 districts (floor area ratio 33-11) as varying between 6 and 15 depending upon a second cipher designation. In commercial districts the first cipher following letter C always designates use control as described in Section 32-00, and in the following Sections. The second cipher after Letter C governs other than use controls, and in a case of C6-6 and C6-4 is primarily a bulk control (33-122). A portion of the site is therefore in a maximum density district. There are no bulk controls with F.A.R. higher than 15 for any of the 69 districts.

The architects availed themselves of the bonus provisions of the Sections 33-12, 33-131, 33-151 to increase the permissible F.A.R. from 15 to 18 for C6-6 portion of the lot; and of tower provision of Section 33-451 to escape the hemming in and resulting birthday cake effect of the sky exposure plane. The rear yards of Section 33-27 are not required within 100 feet of Third Avenue (Section 33-302) and the rear yards or rear yard equivalents of Section 33-283 are waived by Section 33-281 for through lots in all C-6 districts.

The zone boundary between C6-6 and C6-4 districts splits the plot at a line 150 feet east of Third Avenue, and gave the architects an additional advantage. Section 77-22 allows adjustment of the F.A.R. in proportion to lot area located in each district. This gives a degree of flexibility in shifting tower and building bulk within specified limits. Such limits are less rigid than would govern, if the entire plot had one bulk control.

The high F.A.R. bonus for plazas and arcades, waiver of rear yard requirements and tower privileges all were to architect’s advantage, and were fully exploited to free him of the need to design a stereotypical building to which the conventional bulk controls force him.

The problems of the zoning design were obviously much more complex than this short article can hope to cover, and was so interesting that I used this situation to design a class problem in my course in Zoning Design.

See illustrations.

LAURELS FOR A.I.A. JOURNAL

The A.I.A. Journal, monthly publication of the Institute, has won a national First Award for Editorial Excellence in the only competition open to all business publications. The award program is sponsored by Industrial Marketing magazine.

The award was given for a series of A.I.A. Journal articles entitled “Urban Design: The Architecture of Town and Cities” which was judged the “best series of related articles on one theme” in its category.

Begun in December 1962, the series culminated with the 12th installment in the November, 1964 issue. It was written and illustrated by Paul D. Spreiregen, A.I.A., head of the Institute’s Urban Design Project, and edited by Joseph Watters, FAIA, editor of the Journal. The series is scheduled for publication in book form next year.

The award marks the fourth to be won by the Journal in the Industrial Marketing competition, now in its 26th year. In 1961 the Journal won First Awards for “greatest improvement in design” and for “best single issue”. In 1960 it won a Certificate of Merit for its January 1960 issue devoted to the architect and the homebuilder.
**NEWS BRIEFS**

**Strauss Award to H. I. Feldman**
The New York Society of Architects presented its Sidney L. Strauss Award for 1964 to H. I. Feldman, A.I.A. in recognition of his outstanding service for the architectural profession.

A member of the Society, Mr. Feldman is also currently serving on the N. Y. Chapter's Building Code Committee and the Housing Fees and Contracts Committee.

**BRI Names 1965 Board Members and Officers**
Chapter member Robert W. Cutler was elected to serve a second term as President and Chairman of the Building Research Institute at its Fall Conference held in Washington last month.

Gustave R. Keane, Chairman of the N. Y. Chapter's Office Practice Committee and a member of the Fees and Contract Committee, was elected to the 9-member Board of Directors.

**House Exhibit Goes On The Road**
The recently judged Small House Competition has been incorporated into a travelling exhibit. Put together by Kenn Associates, the exhibit will be on tour of the major branches of the First National City Bank travelling through New York and suburbs throughout the coming year. The purpose is to give the general public a look at current small house design and remodelling work in various parts of the country. An important part of the exhibit will be a list of architects who are available for small house consultation.

**Edwin M. Forbes**
Edwin M. Forbes, partner in the New York architectural firm of Brown, Lawford & Forbes, has been re-elected president of the Concrete Industry Board of New York.

**Kelley & Gruzen**
Kelley & Gruzen, architects and engineers, have named Rolland D. Thompson and associate. Mr. Thompson served as project architect on the Spanish Pavilion and the American Express Pavilion at the New York World's Fair.

**TECHNICAL COMMITTEE PLANS INFORMATION CENTER**
The New York Chapter's Technical Committee under Chairman Stephen A. Kliment has recently outlined its tentative program for the establishment of an Architectural Information Center possibly within the framework of the New York Public Library Reference Department.

- Mushrooming developments in building technology combined with rapid growth in the country's population since World War II are placing an increasing burden of knowledge on architects and the other segments of the building industry.

According to Bertram Bassuk, Chairman of the Research Subcommittee, its recent survey of chapter members indicated the great need for such a facility where architects could have rapid, convenient and direct access to sources on new technological development and building information essential to their practices.

Such a center would contain:

1. Information on developments in non-product oriented building research.
2. Published information helpful in designing specific building types (e.g. hospitals). Such information could also be drawn from other disciplines, such as economics, sociology and the behavioral sciences.
3. Information on structural, mechanical and electrical engineering developments and innovations in construction techniques.
4. An up-to-date file of decisions by the Board of Standards and Appeals and other City Agencies.
5. Information on housing and housing statistics.
6. A copying service for the convenience of users.

The service performed by this Center would be guided by a standing ad hoc Advisory Board, whose members could be drawn from the architectural and related design professions; the architectural schools, producers, contractors and trade organizations.

These organizations would be invited to contribute to a joint sustaining fund to meet the annual budgetary obligations, as determined by negotiation with the Library.

The search for assistance might extend to the private foundations as well as to building trade associations, professional societies and to quasi-governmental agencies.

The Technical Committee is currently discussing this tentative proposal with representatives of the New York Public Library.

**WOMEN'S ARCHITECTURAL AUXILIARY**

**DORIC DEBUTANTE COTILLION: DECEMBER 26**

The big push is on! All members of the W.A.A. are putting their white shoulders to the wheel. We must equal or even surpass the successes of our past Doric Debutante Cotillions. The chances look very bright indeed. For in addition to our honored young ladies, there is, our always distinguished receiving line, plus a mystery guest who may well do the announcing.

Be sure you are on the list. For reservations, send your checks immediately to Mrs. R. W. Cutler, 17 West 44th Street, New York City, New York 10019, made payable to W.A.A.—$25.00 each, and tax deductible. To form tables, enclose your list, or phone 212 CI 7-4436. This is a repeat, but we do not want any disappointments.

Among the pleasurable parties surrounding the main event will be an after-rehearsal luncheon, co-hostessed by Mrs. Francisco Fernandez and Mrs. H. Donald Sills honoring the debutantes and their parents to be held in the Chateau Suite of the Savoy-Hilton.

Special arrangements have been made with this hotel, also, for overnight guests (contact their Mr. O'Brien).

Will we be seeing you December 26, 1964? 7:30 at the Metropolitan Club.

**HILDEGARDE SLEEPER**
Chairman, Public Relations
and one from upstate, won citations for excellence in design in five categories. More than 125 submissions were judged.

The architects cited and their categories were:
- Residential Buildings — Kelly and Gruzen, for their design of Chat ham Towers, James R. Mowry, from Binghamton was also a winner for designing the residence of Dr. Alexander D’Angelo.
- Educational — Warner, Burns, Toan and Lunde, for Warren Weaver Hall at New York University. Also cited were Sherwood, Mills and Smith for the Briarcliff Buildings in Westchester County.
- Institutional — Isadore and Zachary Rosenfeld, for Griffin Hospital in Derby, Conn.
- Commercial—Michael D. Schwartz for the All-Cape Shopping Center at Cape Cod, Mass.
- Industrial — Smith Smith Haines Lundberg and Waehler, for the Xerox Equipment Building, in Webster, New York. Also Daniel Chait and John B. Peterkin for the Niagara and St. Lawrence Seaway Development.

The awards jury consisted of Olindo Grossi, Rex W. Allen of San Francisco, vice president of the A.I.A.; and Joseph Wattersen editor of the A.I.A. Journal. Samuel Scheiner of Massapequa was chairman of the Architectural Competition.

...AND SPICE

In three consecutive morning sessions the Association received the reports of its various committees, voted on resolutions, submitted by the constituent organizations, adopted by-law amendments and elected its officers for 1965.

New Officers

Allen Macomber, of the Rochester Chapter, A.I.A. succeeds Simeon Heller as president of the Association. Millard F. Whiteside of White Plains has replaced Mr. Macomber as 1st vice president and becomes president elect for 1966. F. A. Evans, Jr. of Troy, New York, will be inducted as 2nd vice president; Roger G. Spross, of the New York Chapter is the new 3rd vice president; Irving P. Marks, Brooklyn, is treasurer and Max M. Simon, Bronx County, secretary.

By-Law Amendments

Four by-law amendments were adopted at the annual meeting:

1. Article IV - Section 10; Article VI - Section 11 — eliminate the gap and the ambiguity by stating that the President elect shall appoint committee members in the interim period between termination of office of committees at the adjournment of the annual meeting and the assumption of the office by the new president on January 1st.

2. Article IV - Section 9 — specifically assigns the Board of Director the duty of designating those members who will be authorized to sign checks for the association.

3. Article VI - Section 4B (h) — broadens the duties of the Committee on Hospitals and Health.

The complete by-laws, as amended, are scheduled for distribution by the NYSAA.

Resolutions

In a program efficiently streamlined by the Resolutions Committee under Chairman Albert Melniker, the Association considered and adopted several important resolutions, including five sponsored by the New York Chapter:

Resolution III — Architectural Fees and Service — called the NYSAA to reaffirm the A.I.A. policy of 2.5 times Direct Personnel Expense as a basis of minimum compensation for architectural services.

Resolution IV — Housing and Redevelopment Board — and Resolution V — N. Y. State Housing Finance Agency — proposed that the fee schedule be rejected by the Association in favor of substantially increased compensation which would enable intensive design research, structural innovation and experimentation toward new forms and economical designs.

Resolution VI — Review of Public Agency Contracts — recommends that the Association study the feasibility of retaining counsel to review the contracts of all public agencies in N. Y. State as related to the A.I.A. Standard Forms of Agreement.

Resolution IX — The State Education Law — referring to the Association’s Board for study, it recommends that the N. Y. State Joint Legislative Committee be expanded in duties and powers to study and revise the law relating to architect registration and practice in the state.

Also adopted by the Convention was the resolution citing the efforts of chapter member Samuel Kurtz as Editor of the Empire State Architect to improve the quality and scope of this NYSAA publication.

...EVERYTHING NICE

A major event of the Convention and a highlight of the annual banquet was the presentation of a special citation to the Trustees of the State University Construction Fund: Clifton M. Phalen, George A. Dudley and James Wm. Gaynor. The citation commending the objectives and achievements of the Fund was presented by A.I.A. First Vice President Morris Ketchum who praised the Trustees for their understanding collaboration with the architectural profession.

The Convention adjourned on the afternoon of October 28, after three professionally rewarding and socially gratifying, mild Indian Summer days.

CHARLES THOMSEN

Plastering Institute Scholarship

Applications are now being received for the $1,000 scholarship presented annually since 1959 by the Plastering Institute of Greater New York. The scholarship, administered by the N. Y. Chapter A.I.A., is opened to any candidate for graduation from a New York City high school, who plans to study at an accredited college or university with a view toward a career in architecture.

Applicants will be required to write a statement of 100 to 300 words outlining the reasons for choosing architecture as a profession, according to Bonnell Irvine, chairman of the Chapter’s Education Scholarship Committee.

Applications for the award must be mailed not later than February 15, 1965.
The Chapter's position was one of 84 statements supporting the new bill at the seven hour long hearing which witnessed a vigorous opposition by five builders and real estate interest groups. The Real Estate Board of New York, the Commerce and Industry Association, the Building Trades Council were among those which objected to an “unnecessary curtailment of property rights,” the tax subsidy and various other provisions of the bill.

In spite of this opposition, the enthusiastic support for the Landmarks Bill by a large cross section of the City’s cultural, professional and civic groups indicates that the law will be passed by the City Council. This might even occur before a final solution has been reached on where to relocate the Pennsylvania Station debris.

WELCOME NEW MEMBERS

The New York Chapter extends its warmest welcome to the following new members:

**Corporate**
- Peter P. Barbone
- James L. Freed
- David E. MacDonald
- John J. Regan

**Associate**
- John M. Baker
- John L. Bells

CANDIDATES

Information regarding the qualifications of the following candidates for membership will be considered confidential by the Admissions Committee:

**Corporate**
- Robert James Alderdice
- David Wells Beer
- John Desmond Evans
- Marvin Arnold Flam
- Jacques E. Guinon
- Bernard A. Marson
- Stuart King Perta
- John Rawlings

**Associate**
- Edward Frank
- Sophie C. Koch-Weser
- Mohammed Liaquatullah Siddiqui

Sponsors:
- Anne Helen Rosten Benahan
- Edward William Winter
- David A. Yerke
- Bernard Peter Eloy Ruiz

Sponsors:
- Serge P. Petroff & Leonard Jacobson
- Ernest Payer & David W. Englehorn
- H. Wallace Yager & Horace Ginsberg

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COMING EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>JANUARY 13</td>
<td>Prospective Members Cocktail Party</td>
<td>Dining Room, Wednesday, 5:00-8:00 P.M.</td>
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<tr>
<td>JANUARY 19</td>
<td>Technical Committee Lecture</td>
<td>Dining Room, Tuesday, 5:30 P.M.</td>
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<tr>
<td>JANUARY 26</td>
<td>Nominating Committee Luncheon</td>
<td>Dining Room, Tuesday, 5:30 P.M.</td>
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<tr>
<td>FEBRUARY 2</td>
<td>Hospitals &amp; Health Seminar</td>
<td>Dining Room, Tuesday, 5:15 P.M.</td>
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<td>FEBRUARY 16</td>
<td>Technical Committee Lecture</td>
<td>Dining Room, Tuesday, 5:30 P.M.</td>
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<td>FEBRUARY 18</td>
<td>Anniversary Dinner</td>
<td>Thursday, Hotel Pierre, 5th Ave. &amp; 61st St.</td>
</tr>
<tr>
<td>MARCH 16</td>
<td>Technical Committee Lecture</td>
<td>Dining Room, Tuesday, 5:30 P.M.</td>
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<td>APRIL 6</td>
<td>Hospitals &amp; Health Seminar</td>
<td>Dining Room, Tuesday, 5:15 P.M.</td>
</tr>
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<td>APRIL 20</td>
<td>Technical Committee Lecture</td>
<td>Dining Room, Tuesday, 5:30 P.M.</td>
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<tr>
<td>APRIL 29</td>
<td>A.I.A. Pre-Convention Luncheon</td>
<td>Dining Room, Thursday, 12:30 P.M.</td>
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<td>MAY 12</td>
<td>Prospective Members Cocktail Party</td>
<td>Dining Room, Wednesday, 5:00-8:00 P.M.</td>
</tr>
<tr>
<td>MAY 18</td>
<td>Technical Committee Lecture</td>
<td>Dining Room, Tuesday, 12:30 P.M.</td>
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<tr>
<td>JUNE 1</td>
<td>Hospitals &amp; Health Seminar</td>
<td>Dining Room, Tuesday, 5:15 P.M.</td>
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<tr>
<td>JUNE 2</td>
<td>Annual Luncheon</td>
<td>Dining Room, Wednesday, 12:30 P.M.</td>
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NEW WOOD HANDRAILS with an aluminum core substructure are furnished as a complete unit by Blumcraft. The solid walnut wood, with a natural hand-rubbed oil finish, is bonded to the aluminum at Blumcraft's factory. This new railing concept combining wood and metal is trademarked RAILWOOD®.

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