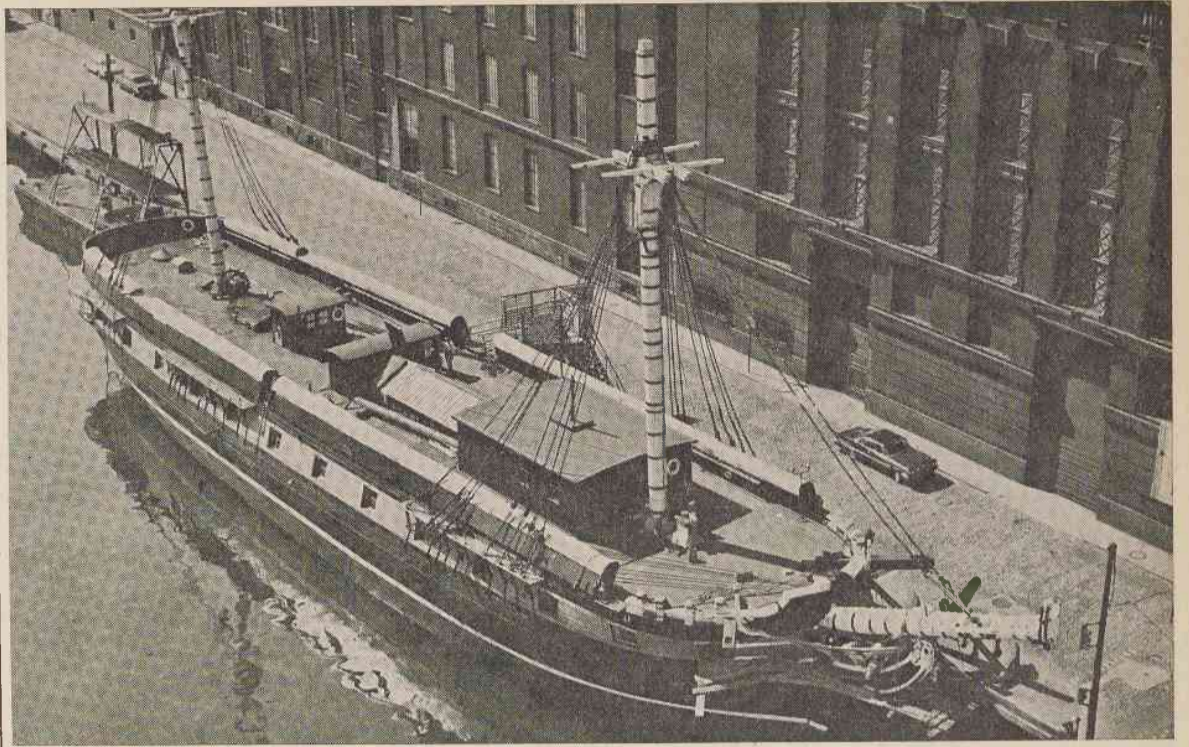




A new face for a long time industrial center is seen in the modern, high rise, Charles Center offices.



The face of a seaport is exemplified by the U. S. Frigate Constellation, one of Baltimore's most popular attractions. America's first and oldest existing ship, the Constellation was launched in Baltimore in 1797.

City Has Two Faces

Air transportation means a lot to the people of Baltimore. So much, in fact, that in 1962 when Baltimore air traffic was threatened by the opening of nearby Dulles Field, the citizens rallied behind Friendship Field and refused to yield to its competitor.

Public support was seen across the country in the form of "Use Friendship" bumper stickers. Local businesses issued edicts that executives flying on business had to use Friendship.

The airport itself hired a promotion man, Mr. Melvin L. Mallonee, to push the airport. One of the first things Mallonee did was to uncover a valuable employee working as a janitor in the terminal.

Mallonee kept hearing frequent requests for a John Canceran to come to various ticket counters throughout the airport. Investigation turned up the facts that Canceran, a native of the Philippines, had traveled through Southeast Asia, Russia, and various parts of the world before coming to the United States. In 1953, he accepted a temporary position at the airport to wait for another opening. That is how Mallonee came to learn that Canceran speaks with varying degrees of fluency, about thirteen different languages.

In an international airport, one can see that such linguistic ability is invaluable. Canceran is now the Traveler's Aid of Friendship, calming foreigners who, not speaking the language, become confused and frustrated in a busy American terminal, taking care of babies and their over-wrought mothers, and being, in general, a good will ambassador.

A typical service might include the time the Spaniard, who had not been to his home town of Madrid for many years, got confused and thought that Baltimore was Spain. Imagine his surprise and dismay when he found that he was in the United States! John Canceran took him under wing, however, and the man was put aboard the right plane for his intended destination.

Other innovations of the airport include a shuttle bus that cruises constantly between the parking lot and the terminal building, an information service giving passengers the benefit of a composite schedule of arrival and departure times for all carriers, a modern and efficient international arrival section where

passengers can pass through the U. S. Health Bureau and Customs Department with maximum efficiency, and an advertising program amounting to \$100,000 a year.

Accommodating 12 scheduled airlines, Friendship International Airport now has non-stop flights to Houston, New Orleans, Miami, Los Angeles, San Juan, Paris, Rome and London. Since jets do not land in Washington, Friendship and Dulles vie for D. C. jet travelers.

Piedmont has three arriving and three departing flights from the airport each day. Many passengers fly Piedmont to connect with flights to Europe, San Juan, and the West Coast.

Baltimore station personnel have done their share of plugging, too. Finally, after two years of service, they earned their first steak dinner. "And we're going to win more," says manager **Hank Eisenbath**.

Working with a split level operation has its disadvantages, but can be fun, too. The spiral chute located at the end of the ticket counter is really for baggage, but agents have been known to take the "short cut" to the ramp located below.

There is a spirit of teamwork between Piedmont personnel and their Lake Central neighbors at the adjoining ticket counter. "We give each other a hand loading bags and so forth; especially when there is a particularly busy flight," says agent **Jim Faucette**. Of course, co-operation ends when it comes to making a sale.

Airport operations are only half the Baltimore story, however. The other half involves a progressive area, active in industry and research and dedicated to giving Baltimore a new face.

Ask any Baltimore resident about his city and he's sure to mention the Charles Center, a precedent-setting project in urban re-development. The ten year program, adopted by the city council in 1959, calls for a complete modernization of a major portion of the downtown area. Now two years ahead of schedule, the community has already completed the 30 story glass-front Blaustein Building at One North Charles. Also completed is the 21 story rental office building, One Charles Center, and an adjoining department store.

Boast the people of Baltimore, "The effect is modern, but the

development made a subdued entrance, blending instead of contrasting with traditional landmarks." The row houses with their gleaming white stone steps are still in evidence throughout the city.

One of the biggest sources of pride is the new \$14,000,000 Civic Center, designed to accommodate fourteen to fifteen thousand people for functions ranging from circuses to operas to hockey games to symphonies.

The program has been so successful that another related area has been attacked: the Inner Harbor. Remembered from history for its old "side winders" and the famous Baltimore Clipper ship, **Three Brothers**, the harbor, third largest in the nation and the city's major single asset, has fallen into a state of decadence.

New plans call for high rise apartments overlooking the Chesapeake Bay, a marina area for pleasure boats, a junior college, and commercial buildings for marine oriented businesses.

The hope is for a modern city that still retains the flavor of the nineteenth century seaport and the heritage that brought forth Frances Scott Key's "Star Spangled Banner" at Fort McHenry.

On the one hand, Baltimore has the largest single steel plant in the world, Bethlehem's Sparrow Plant. It is also the country's largest auto import center, as can be noted by the rows of newly docked Volkswagens.

On the other hand, in sharp contrast to a purely industrial section, Baltimore is the "land of gracious living." The Chesapeake Bay yields fresh fish, clams, and oysters for its inhabitants.

The bay is also the site of sailing, water-skiing, and canoeing. Says J. D. Englar, Chamber of Commerce Business Research Manager, with tongue in cheek, "Marylanders always win the Chesapeake Bay Log Canoe races because they're the only ones who have log canoes!"

Off the water Marylanders enjoy horseracing, hockey, and football, and are, of course, staunch supporters of the Baltimore Orioles.

As a final point of interest, all of Piedmont's aircraft originally came from Maryland. The Martins were manufactured by the Martin Corporation located in Baltimore and the F-27's, by the Fairchild Company in nearby Hagerstown.



Friendship's own Traveler's Aid, John Canceran (right) talks to a group of visiting students.



Agents John Morris and Howard Lewis check in a passenger as Chief Agent Jim Faucette adjusts the flight board.



Manager Hank Eisenbath discusses a loading problem with Agent George Scherer and Roger Offley. Agents not pictured are Frank Fuller and Thomas Thompson.