

# B S C A L T I M O R E



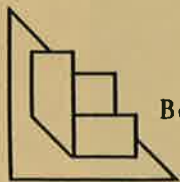
A WALKING TOUR

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Booklet prepared by Susan Shearer

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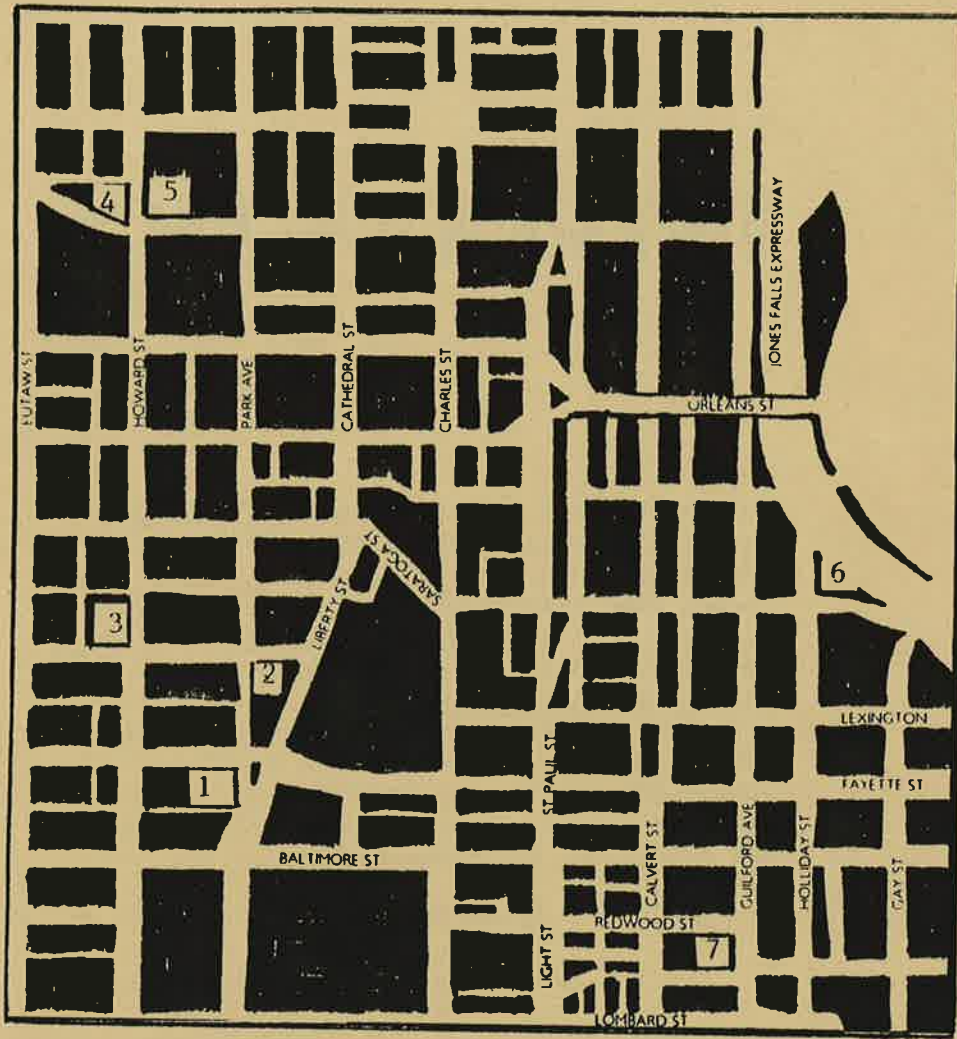
Front cover: Bromo-Seltzer Tower Building

Designed by Joseph E. Sperry to resemble the Palazzo Vecchio in Florence, the tower was built in 1911. Its total height was 357 feet which included a facsimile of the Bromo-Seltzer bottle on top. The bottle, which was removed in 1930, was 51 feet high,  $20\frac{1}{2}$  feet in diameter, weighed 17 tons and revolved at a rate of 107 feet per minute. There were 596 electric lights in the bottle and the crown surmounting it and it was reported that the bottle could be seen at a distance of 20 miles.

# INTRODUCTION

Baltimore has a wealth of sites of interest to the commercial archeologist. This tour highlights those in the downtown. After seeing what this area has to offer, we hope you will also explore other parts of the city. Sherry Cucchiella's recently published Baltimore Deco is an excellent guide to the structures and signage of the 1920's through the 1940's. Her book was invaluable in planning this tour as was the help of Donna Shapiro, a new SCA member and a lifelong Baltimore resident.

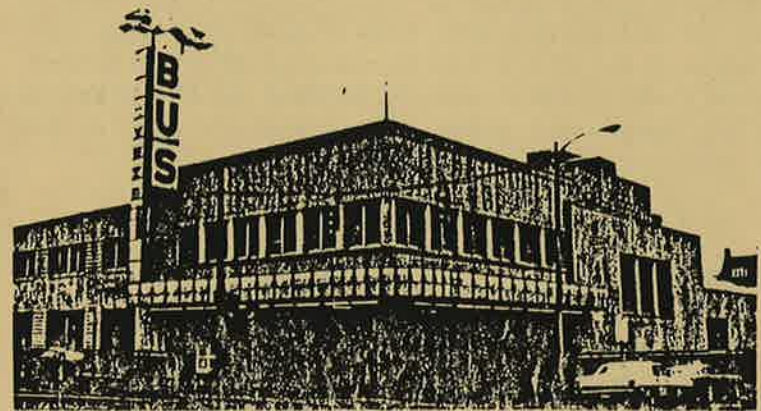
Susan Shearer  
President  
Society for Commercial Archeology



1. Little Tavern
2. Kresge's 5 & 10
3. Hutzler's Department Store
4. White Tower
5. Greyhound Station
6. Kids' Diner
7. Werner's Restaurant



When it was built in 1941, this Greyhound bus terminal won an award for design excellence. Constructed of buff concrete with black brick and stone accents, the building has a sleek, streamlined appearance as it wraps around its corner site. The marquis has been altered, but the building still retains much of its original character. With the planned move of transit services closer to the Inner Harbor, this station will be converted into a shopping mall and many of the Deco details restored.



# GREYHOUND STATION

5

Howard & Centre Streets



# KIDS' DINER

N. Holliday and  
E. Saratoga Streets



French fries and gravy, anyone? This is the diner made famous in the 1982 MGM film "Diner". The inspiration for the film was the Hilltop Diner on Reisterstown Road where writer-director Barry Levinson hung out in the 1950's. (The Hilltop is gone, but the sign remains.) After being used in the film, this 1950's diner, which came from Long Island, was purchased by WBAL Radio and donated to the city. It has been restored and is now open from 7 a.m. to 3 p.m. on weekdays. It is staffed by vocational high school students who prepare and serve food to the strains of the Big Bopper and other 50's favorites playing on the jukebox.



# WERNER'S

223 Redwood Street

Werner's, originally called the Fountain, has been a popular weekday lunchtime spot since it opened in 1938. Interior Art Deco details abound. Note particularly the mirrors, some with blue lights at either end. A new color scheme has been selected for the walls and floors that will highlight these features.





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