

JAN 27 1958
of the A.I.A.

Library
January, 1958—No. 58-1

BALTIMORE CHAPTER A. I. A.

ARCHITECTS' REPORT

"A man is a bundle of relations, a knot of roots, whose flower and fruitage is the world"—RALPH WALDO EMERSON

TIPS ON YOUR PUBLIC RELATIONS

YOUR PUBLIC RELATIONS ARE YOU.

You are the man that looks back at you from the shaving mirror every morning—knowing your real abilities and your honest attitudes about all you do.

What your professional capabilities are, and what kind of a man you are before your fellows—particularly before clients and any close friends—they will soon come to know very well. They pass along the good word about your skills and your social assets. Or they tell another sort of story.

At your public relations worst you can be the fellow whom other men, when at lunch, would prefer to sit down at another table. When fishing, they would hope to have you on another party or boat. Most architects, like doctors and lawyers have attractions as able gentlemen. Unless you have missed your respected calling, you become qualified in the profession, you like people and know how to conduct yourself at all times and hours.

If you are young in the profession, and properly ambitious, you can make the mistake of thinking good public relations can be accomplished through publicity and promotion. Certainly the public can be impressed by seeing in the press examples reflecting the high quality of your work.

Here a caution for you is that, because a newspaper accepts from you and uses a few of your renderings of schools and churches, this does not mean you have become accomplished in publicity. Publicity and public relations work that gets results is done by trained, experienced people, who at their best, have professional skill in their field matching your own in yours. You may find it disappointing, even dangerous, to your interests and those of your clients, to attempt to handle the news and picture releases for your more important projects.

Your public will like to read of your being active in your Institute—the American Institute of Architects. Within reason, and to the extent it does not take you too much away from your creative profession, your public will appreciate your taking an active part in the affairs of your community—in the

leading civic and social organizations. It will be nice if the community's leaders are saying you are a man who responsibly "gets things done!"

Your public will give the man looking back at you from the shaving mirror time to wake up and to know what day it is. Clients will allow you a day now and then to get up on the wrong side of the bed.

You need, though, quite consistently to be the architect and man you can get along with yourself and with little kidding of yourself involved. If you can make this grade honestly, then your share of the public will go along with you in the friendly-to-you manner you hope for.

And when you see yourself as others see you, and the inventory stands up, then you have attraction and so good public relations. It follows that a chapter composed of men of similar character will enjoy the highest esteem.

Gene Glasgow in the "Potomac Valley Architect"

President's Annual Report

L. McLane Fisher has just retired from the Presidency of the Baltimore Chapter of the AIA after serving in that capacity for two years—two years during which the profession grew enormously in stature locally due to Mr. Fisher's remarkable leadership and devotion to duty. We are all indebted to him for his efforts.

Maintaining the expanded activities of the Chapter, emphasis in the past year has been on the profession's growing interest in civic design and other public planning problems. Although we failed in our efforts to have a logical and inspiring site selected for the so-called "Civic Center", this failure was caused by the unreceptive attitude of those who favor expediency over permanent worth. Meanwhile, an active part has been taken in the Urban Renewal program to assist the City and to clarify the Architects' part in it. Our interest and advice in advance planning for public institutions and communities continues and assistance has been initiated to help at least one county in the solution of the school construction problem.

As its principal recognition of the Institute's Centennial celebration, the Chapter held last February a large commemorative dinner at which Dean Belluschi of M.I.T. was the principal speaker. His scholarly address and the presence of many distinguished guests made the evening one to be remembered. During the autumn a centennial medal was presented to the Governor in recognition of his declaration of Architects' Week and his interest in our profession.

Another gathering of interest is planned for Baltimore in April of this year, a regional conference of the Middle Atlantic District of the Institute. Its subject is to be the Architect's part in revival of the city, its seminars to be addressed by the most distinguished leaders in Urban Renewal. We are fortunate to be able to act as hosts to the District on so timely a subject.

In matters that affect our economic welfare, progress has been made toward erasing inequities in fees, but this work is far from complete and should be pursued. Public officials with whom these problems have been discussed show a very fair attitude. However, to present the matter properly, your Committee needs facts which the membership has not provided.

The splendid work of those responsible for the Report and the Yearbook has continued. Both are enjoyed and remarked upon by many outside the profession. After careful consideration of the Editors' suggestion, it has been decided to substitute a quarterly publication for the present ones. It should have a wider appeal and provide a more effective medium for presenting our thoughts and illustrations of our accomplishments.

During the past several years, it has become increasingly evident that the Chapter has only begun to realize the value of engaging in related interests, for the benefit of the Community and the profession's standing in it. We now realize, I believe, that we must maintain these broader activities and, in fact, increase them. There are many meetings and discussions of other groups affecting community and institutional planning, the other arts, professional and youth education and many matters in which we should take a part. However, with the press of day-to-day practice, it is impossible for a few to satisfy these other demands. Although we have from time to time asked the members to offer their service, I feel that we have failed to tap the resources in our growing numbers. Your incoming leadership will need much work to be done. Offer your help.

Many thanks to all the membership for their support and in particular to the chairmen and members of the committees who have done the Chapter's work and have been ever at hand to offer suggestions and encouragement to further it.

L. McLane Fisher.

New Officers

Our new officers elected at the annual meeting this month are all very active in both Chapter and Community affairs. The brief biographies presented herewith will serve not only to better acquaint you with them but will show how fortunate we are to have them working for us. You are urged to give as generously of your time and talents as they do of theirs.

Paul L. Gaudreau, President, moves up from the Vice-Presidency of the Chapter in the midst of a brilliant architectural career. He started life in Braintree, Mass., as the son of his present partner and the brother of two associates. Besides growing up in the profession he also obtained a degree in architecture from Catholic University. Air bases in Alaska kept him busy during the war. With his father, his major commissions have been the Loyola College Chapel, Baltimore County Court House, The Lexington Terrace Housing Project and numerous schools in Baltimore and Harford counties. He is a member of the National Alumni Board of Catholic University, Vice Chairman of the Planning Board of Baltimore County and for many years the head of the Architectural Design Course at McCoy College, Johns Hopkins. Somehow or other he finds time to keep his golf in the seventies and to travel extensively with his wife, two children and talented camera.

Archibald C. Rogers, of Rogers, Taliaferro & Lamb, Vice-President, has already accomplished in twelve years what most of us would like to do in a lifetime—in that short time he has built his one-man office into the largest practice in the State with offices in Annapolis and Baltimore. To boot, he is Vice-President of the Anne Arundel County Chamber of Commerce, Vice-President of Hammond-Harwood House Association, member of the Planning Council of the Greater Baltimore Committee, Superintendent of Schools, St. Anne's Episcopal Church, and has served as the original Executive Director of Greater Baltimore Committee, and as Zoning Commissioner for Anne Arundel County.

Mr. Rogers prepared for this career by obtaining both A.B. and M.F.A. degrees in Architecture at Princeton University and a certificate of Naval Architecture from the U. S. Naval Academy. Unlike his fellow Chapter officers who were attached to the Air Corps, during the war he controlled drainage in the Navy so effectively as to be decorated for his efforts.

He is a native of Annapolis, where he joins his wife, Lucia, and his son and daughter between appointments and keeps a sailboat for relaxation.

Kelsey Y. Saint, Secretary, a native of Yakima, Washington, obtained his professional schooling at MIT and Yale University where he graduated in 1935. The war took him to India with the Corps of Engineers and the Air Corps. Both before and after

that experience he pursued his profession in Washington, D. C. until 1950 when he came to Baltimore with the firm of Buckler, Fenhagen, Meyer & Ayers. In July 1957 he became associated with John Carroll Dunn.

What spare time is not occupied with his wife and three daughters is used to serve as a Regional Commissioner for the Episcopal Diocese of Maryland, and a member of St. Andrew's Episcopal Church. Until recently, Mr. Saint was the Chapter's Program Chairman, and his successor in this capacity will have pretty large shoes to fill.

John R. Orrick, Treasurer, won his spurs in the Chapter as advertising manager of the Report and Chairman of Exhibits. He is a native Baltimorean who attended Polytechnic Institute, Johns Hopkins and then left home long enough to study radar (!) at MIT and Architecture at the University of Pennsylvania. He served with the Air Corps in Corsica and Italy during the war. On his way to becoming a partner in the firm of Finney, Dodson, Smeallie, Orrick and Associates he worked in the offices of Lucius R. White, the Ferguson Co., Whitman, Requardt and Assoc. and Howard G. Hall. He is active in the C.P.H.A. and Building Congress and goes home to his wife and two children and their modern house in Ruxton.

Olmsted and Roland Park

The death at 88 of Frederick Law Olmsted cannot pass unnoticed by thinking Baltimoreans. Baltimoreans dwell and move about in many of his works but one is of singular national significance. He himself lists Roland Park, Baltimore, among the first of the most important commissions of his career. Too many of us do not remember or realize how unique was the layout of this pioneer suburban community. Visiting planners are always anxious to have the experience of travelling through the winding drives, the courts, and the small parks of Roland Park. This pioneer instance of masterful cultivation of suburban beauty has been the model for subsequent ventures across the country.

Olmsted demonstrated in this signal Baltimore example that good design pays off. The subsequent stability of values there since has corroborated this. Realizing this, it should be our great concern that more has not been learned from this episode. The rolling wave of virtually unplanned "developments" all around us is shocking, to say the least. Many of those responsible would admit their pride in the smallness of the amount spent for the design of these fast-enveloping projects. May our hope be that some few persons who have the opportunity will be inspired to utilize the very best design ability, inspired by the work of Frederick Law Olmsted, of which one of the greatest examples lies in the heart of our present Baltimore.

Alexander S. Cochran.

BALTIMORE CHAPTER AMERICAN INSTITUTE OF ARCHITECTS EXECUTIVE COMMITTEE



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ARCHITECTS' REPORT

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Hours: Eleven to Five.

Producers' Council, Inc. will present an all day seminar on *Curtain Wall Construction* on January 30th at the Lord Baltimore Hotel. This will be an excellent opportunity for Architects, engineers, builders and their clients to study the advantages, problems, and costs of this popular new type of building construction. Experts will speak on and answer questions on: Design & Fabrication, Glazing, Structure, Aluminum Framing, Structural Masonry, Insulation, Back-Up Materials, Sealants, Specifications and Erection. There will also be extensive exhibits on the various types of curtain walls.

The seminar will start at 9:30 A.M. and last until 4:30 P.M. The registration fee will be \$1.00 and the lunch \$1.50. Remember, January 30th, at the Lord Baltimore Hotel.

The following companies will participate in this January 30th seminar—either as speakers, exhibitors, or both:—Ramset, Fasteners; Minn. Mining and Mfg.; Truscon; H. H. Robertson Co.; Libbey, Owens Ford; Owens Corning; Std. Sanitary; Alcoa; Reynolds; Ceco; Structural Clay Products Institute; Celotex; Zonolite; Tremco; A. F. Sparks, Erectors; Cupples Company; Kawneer.

Building Congress and Exchange will hold its Annual Oyster Roast at the Alcazar from 1 to 5 P.M. on Saturday, February 1st.

Chapter News

The Annual meeting on January 8th was attended by nearly ninety members of the Chapter and their guests. Professor Robert W. McLaughlin, Dean of the School of Architecture, Princeton University, gave a brief but interesting talk on the general education of the architect. Next regular meeting of the Chapter will be held on February 12th, time, place, and subject to be announced later.

An organizational meeting of the new Executive Committee was held in the Board Room of the Chapter on Thursday, January 16th. New Committee Chairmen were suggested, and a complete list of the new group will appear in the next issue.

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