



POTOMAC VALLEY ARCHITECT

Vol. 2, No. 3 Official Publication Potomac Valley Chapter of Maryland, AIA November 1, 1957

AMERICAN INSTITUTE
OF
ARCHITECTS

NOV 9 1957

LIBRARY

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. g. g.

**POTOMAC VALLEY CHAPTER OF MARYLAND
AMERICAN INSTITUTE OF ARCHITECTS**

EXECUTIVE COMMITTEE

TED ENGLEHARDT, President
CHARLES B. SOULE, Vice President
STANLEY H. ARTHUR, Secretary
DAVID SHAW, Treasurer
RONALD S. SENSEMAN, Director
PAUL H. KEA, Director
CLIFTON B. WHITE, Director

POTOMAC VALLEY ARCHITECT

GENE GLASGOW ASSOCIATES, Editors
200 Kensington Office Building, 10315 Kensington Parkway,
Kensington, Md.—LOCKWOOD 5-0800—5-0801

Benjamin P. Elliott, Chm. Public Relations Committee
8485 Fenton Street, Silver Spring, Md.—JU 9-2546

MEETINGS

First Monday of Every Month
at 12 o'clock noon
NEXT MEETING
Monday, November 4
Stone House Inn, Silver Spring

NEW LOCAL PUBLICATIONS

We congratulate the Metropolitan Washington Chapter for its Newsletter now launched for regular monthly issue.

Catholic University's Department of Architecture through its fine newsletter is trying to locate all of its architectural graduates now scattered through 39 states and 5 foreign countries. Write the Secretary of the Department to be placed on the mailing list to receive this Newsletter. The Department now has contacted all but 48 graduates, these being in classes from 1916 through 1955.

IN THE NEWS

Pictures of buildings designed by these members have recently appeared in the Washington dailies and County press:

JACK STANN'S three-story building to be erected at 7730 Wisconsin Ave., including a "motor hotel" and designed to provide a fourth floor at a later date. Jack's new split-level \$150,000 library for Montgomery Junior College.

MILT PRASSAS' \$3 million office building proposed at 23rd and E Streets, N.W.

RON SENSEMAN'S Wheaton Presbyterian Church designed to permit its being built in segments. One wing is completed for use by the congregation while an educational wing is under construction. The main sanctuary is scheduled for the future.

LEN SLAGLE'S two new buildings for St. Peter's Parish in Olney. The church has been dedicated. A convent is still to be constructed.

PHIL MASON'S homes in the 150-unit development at Holiday Park on Viers Mill Road at Connecticut Avenue, Silver Spring.

JACK COHEN'S homes in Westchester subdivision at West University Boulevard and Reddie Drive. Silver Spring. Also Jack's synagogue for the Beth-El congregation at 8215 Old Georgetown Road, Bethesda.

PAUL H. KEA, DAVID SHAW & ASSOCIATES' Health-Welfare building in Prince Georges County.

JACK SAMPERTON'S Capitol Baptist Church at 3932 Alabama Avenue, S.E.

BEN ELLIOT'S Christ Episcopal Church in Kensington. A project also to involve an educational center later.

CHUCK SOULE' and VAN DONNALLY'S Suitland Christian Church, a three-unit plan.

JIM THOMEN'S homes in the Oxford Homes Development in the 6700 block of Wilson Lane, Bethesda.

JOHN d'EPAGNIER'S homes for Eig & McKeever in the Richland Terrace Rock Creek Forest area in Silver Spring.

RINAUDOT AND COUPARD'S modern engineering building for Dermot A. Nee on Rollins Avenue, Rockville, which is being occupied by Washington Technological Associates, Inc., to advance research and development in the field of guided missiles.

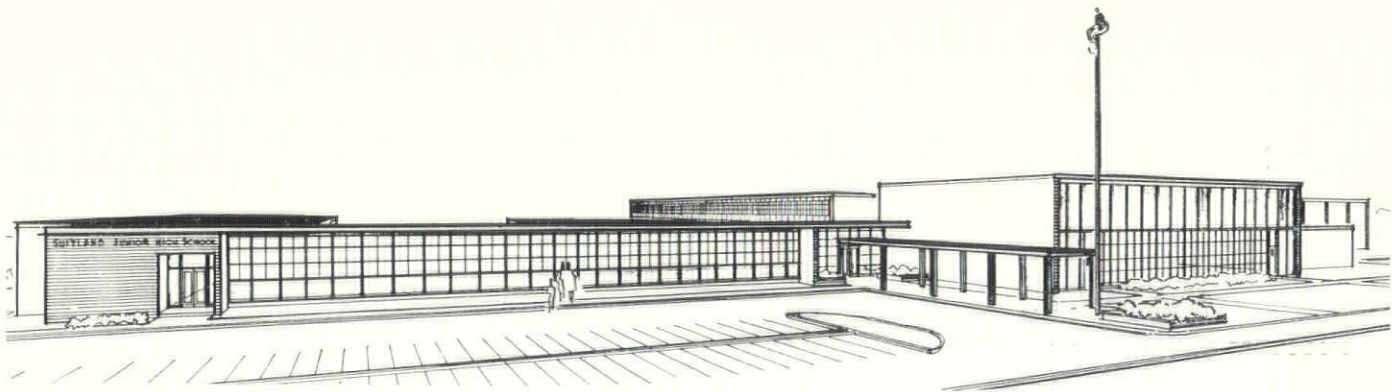
COUNCIL PRODUCES QUIZ EXPERTS

The Chapter has some hot prospects for contestants on the \$64,000 Challenge TV program. This was revealed on October 21 when most of our members enjoyed being guests at the first fall luncheon meeting of the D. C. Producers' Council.

As the entertainment feature, the Council, with the Pittsburg Plate Glass Company as host, staged a telephone quiz modeled after the popular TV program replete with booths attended by Miss Washington of 1957 and another beauty, judges, policemen guarding questions and John Watson (Armstrong Cork) doing a bang-up job in the role of Ralph Storey.

Contestant Ron Senseman knew right off what form of comfort has been eliminated from the home, that Death Valley has had the highest (134) temperature and that crystal is a metal used in electric circuits. Ben Elliott knew that Louisiana is the wettest state (rainfall) and that magnesium was the metal John was after in his questioning. Dana Johannes was quick in naming the pumpkin as the vegetable attaining the largest size and the whale as the largest North American mammal. Ron, Ben and Dana all received nice winners' prizes.

A Pittsburg Plate Glass representative did the commercial and a good job of selling Twindows. Shelton (Rip) Reynolds was in charge of arrangements. He deserved a big hand and got it.



This Suitland Junior High School designed by David Shaw won first prize in the public buildings category of the last Biennial Architectural Exhibit jointly sponsored by the Prince Georges Chamber of Commerce, the Silver Spring Board of Trade and the Potomac Valley Chapter of Maryland, A.I.A. The design then had the high honor of being selected for exhibition at the 20th International Conference on Public Education held this year in Geneva, Switzerland.

In Architecture, Photography, Sailing & Gardening Dave Shaw is a High Man

There was probably a time when our treasurer, David Shaw, was not sure whether he wanted to be an engineer, a specialized photographer, a ship's master or an architect.



David Shaw

Later he could have toyed with the idea of being a gardening consultant. His success here is suggested by his 1957 tomato plants which he nudged along to a twelve foot height, then had to pick his fat, red fruit from a stepladder.

Our treasurer is a native of Maryland, born in College Park and in all his years he has thought Prince Georges

County to be tops and the place to hang out his architectural shingle. He spent two years at the University of Maryland enrolled as a student in mechanical engineering. During that time the vistas of the architectural world loomed before him. He decided to enroll in Massachusetts Institute of Technology in this famed school's architectural department. Aside from an active interest in photography, which he also cultivated at the time, it became increasingly clear that architecture was to be his career.

But World War II interrupted Dave's studies in Cambridge. He joined the U. S. Merchant Marine.

This was fitting, as he had been devoted to boats and sailing since he was twelve years old. On active duty in the European theater he rose to the rank of Master and had command of several different ships. As one who always enjoys a brisk sea wind, he found even the chill, dangerous waters of the North Sea much to his liking.

Following the war, Dave returned to M.I.T. to resume his studies. He was graduated with a degree in architecture. At the same time he pursued his hobby of photography in the field of high speed photography. He had work exhibited at the Andover Gallery, Mass., Boston Institute of Contemporary Arts, in a traveling exhibit sponsored by the Container Corporation of America and in an exhibition of American high speed photography prepared by the Smithsonian Institution and which was shown internationally.

Dave spent a year on the staff at M.I.T. He then returned to Prince Georges County and joined the firm of Paul H. Kea & Associates. And then he had the great and good fortune to marry a lady accomplished in his same talents. She was Gretchen Van Tassel of Scarsdale, N. Y. She had majored in architecture at Bennington College. She had also become a successful photographer and was being commissioned to do special magazine features.

Soon the talented and industrious architect was made an associate in Paul H. Kea's distinguished office. Recently he was made a partner in the firm changing its name to Paul H. Kea, David Shaw & Associates.

The prize-winning Suitland Junior High School, shown above, was one of Dave's major projects. Currently off his boards are the designs for the Buck Lodge Junior High School and the Laurel Junior High School.

Salty Dave's main hobby is sailing and cruising on his auxiliary sloop "Truant" where he and his family enjoy exploring the almost endless shoreline of Chesapeake Bay. He has navigated small craft up the Atlantic Coast as far as Marblehead and Maine. He continues to show a lively interest in photography. While Gretchen is particularly adept in this field, too, she is now principally and happily occupied with their three children, Alison, 4; Stephen, 3 and Michael, 1.

NEW MEMBERS

The Chapter's Executive Committee is pleased to announce the election to membership of Fon J. Montgomery and Douglas Dolan. These Silver Spring architects will be welcomed at the November meeting.

ADVERTISERS . . .

ARCHITECTURAL CONCRETE

Earley Studio, Inc.

Applied and Precast Plastic Mosaics
Box 9747, Rosslyn, Va. JA 5-5108

Tecfab, Inc.

Precast structural insulating panels and
window wall systems. Plastic Mosaic and
tile facings.
Beltsville, Md. WE 5-3116

BUILDING EQUIPMENT AND MATERIALS

James A. Cassidy Co., Inc.

Building Products, Modernfold Doors
8th and Lawrence Sts., N.E. HU 3-8300

Cushwa Brick and Building Supply Co.

Building Materials
137 Ingham St., N.E., Wash. TU 2-1000

The Hampshire Corporation

Acoustical Tile, Plastering, Flooring
Partitions, Roof Deck
4626 Annapolis Rd., Bladensburg UN 4-0300

Mount Vernon Clay Products Co.

800 Hamlin St. N. E. Washington 17, D. C.
DE 2-6267

Pittsburgh Corning Corp.

PC Glass Blocks and Foamglass Insulation
Wash., C. A. Golladay LA 6-4800

United Clay Products Company

Alwintile Windows, Brick, Carrier Air
Conditioners, Johns-Manville, and Bryant
931 Investment Bldg., Wash. DI 7-7087

The Washington Brick Company

Modular Masonry Materials
6th and Decatur Sts., N.E., Wash. TU 2-3200

CARPENTRY AND MILLWORK

Dickerson Lumber Company

Lumber, Millwork, and Building Supplies
720 Rockville Pike, Rockville OL 2-2000

Jordan Lumber & Millwork Co.

Lumber and Millwork
41st and Utah Ave., Brentwood UN 4-0607

Silver Spring Building Supply Co.

Lumber, Stock & Special Millwork, Builders
Hardware & Paint
8226 Georgia Ave. at Ripley St., Silver Spring
JU 9-2300

Wheaton Lumber Co.

Doors, Mouldings, Millwork, Paints &
Hardware
2602 Blueridge Ave., Wheaton, Md.
LO 5-3300

FURNISHINGS AND EQUIPMENT

Baird Seating Company

Designers and Distributors, Furniture for
Churches, Schools, Public Buildings
Baltimore 23, Md.

Food Service Equipment Company

Washington's Oldest Mfr. of Kitchen
Equipment for Restaurants & Schools
4908 Lawrence St., Bladensburg, Md.
AP 7-3765

Jesse J. Hamp Company

Laboratory Furniture, Chalkboards
Tackboards and Aluminum Trim
1800 No. Charles St., Baltimore 1, Md.

Klon Row

Sanymetal & Weis Toilet Partitions
5220 Watson St., Wash. EM 3-5640

Page-Kaufman Seating Company

Factory Representative—Church
Furniture and Stained Glass
P.O. Box 8, Severna Park, Md. Sev. Pk. 395

GENERAL

Builders Hardware Corp.

Architectural Hardware Consultants—
Builders, Finishing Hardware
7120 Hager La., Bethesda, Md. OL 6-6800

James H. Carr, Inc.

Prefabricated Structural Timber,
Glulam, Trussed Rafters, Trusses
2138 P St., N.W., Wash. AD 4-7979

Phil Dieterich

Manufacturers Representative—Aluminum
Windows, Sliding Glass Doors, Curtain Walls
7727 Old Chester Rd., Beth., Md. OL 4-7227

Fenestra, Incorporated

Steel Windows, Hollow Metal Doors,
Building Panels and Roof Decks
6035 Blair Rd., N.W., Wash. II, D.C.

Fries, Beall & Sharp Company

Representative of Sargent & Co.
734 10th St., N.W., Wash. EX 3-1100

Haughton Elevator Co.

Passenger and Freight Elevators,
Dumbwaiters, Moving Stairs
2117 K St., N.W., Wash. RE 7-1213

Hope's Windows, Inc.

The Finest in Metal Windows
1820 No. Nash St., Arlington, Va. JA. 5-8910

D. A. Hubbard Co.

Aetna Steel Products Corp., Milwaukee
Stamping Co., Panelfab Aluminum Doors,
Frames, Insulated Panels
4709 Montgomery La., Beth., Md. OL 2-8425
OL 6-4985

Floyd E. Koontz

Pella — Wood Folding Doors & Windows
Miami Medicine Cabinets & Mirrors
3250 K St. N. W., Wash. D. C. FE 3-2900

Rose Brothers Co.

For Roofing & Sheet Metal Work—Serving the
Washington-Metropolitan Area since 1892—
Office and Plant—
19th St. & Ft. Meyer Dr., Arlington JA 2-1223

The Shade Shop

Venetian Blinds, Window Shades, Folding
Doors
2214-16 M St., N.W., Wash. RE 7-6262

Standard Supplies, Inc.

Everything for the Building Trades—Wholesale
Plumbing, Heating, Mill Supplies
110 E. Middle Lane, Rockville PO 2-4341

T. M. Woodall, Inc.

Plastering and Acoustical Treatment
JU 9-3811

GENERAL CONTRACTORS AND BUILDERS

Altmont Bros. Inc.

4929 Bethesda Avenue, Bethesda 14, Md.
OL 2-2662

E. A. Baker Company, Inc.

Builders
6480 Sligo Mill Rd., Takoma Park JU 5-8564

Demory Brothers

General Building Contractors
Gaithersburg, Md. Gaith. 1066

Marvin J. Duncan and Co.

General Contractors
10315 Kensington Pkwy, Kens., Md. LO 4-7075

Eisen - Magers Construction Co., Inc.

General Contractors — Commercial &
Industrial Construction
145 Kennedy St. N. W., Wash. II, D. C.
TU 2-3838

Hill and Kimmel, Inc.

General Contractors
8248 Georgia Ave., Silver Spring JU 5-3911

Martin Brothers

General Building Contractors
1609 Conn. Ave., Wash., 9 HO 2-0126

Muth Brothers, Builders

4859 Cordell Ave., Bethesda, Md. OL 2-5113

North American Contracting Corp.

General Contractors
1526 Connecticut Ave. N. W. Wash. 6, D. C.
CO 5-2060

E. A. Pessagno, Inc.

Engineers and Contractors
169 Danbury St., S.W., Wash. 24 JO 1-2400

Rockville Construction Co.

General Contractors
PO 2-2566

Eugene Simpson & Bro.

300 Montgomery St., Alexandria, Va.
KI 8-4700

Warthen & Ward

General Contractors
10410 Montgomery Ave., Kensington LO 5-1168

LANDSCAPING

A. Gude Sons, Co.

Complete Landscaping Service
Box 312, Rockville PO 2-6141

Gustin Gardens, Inc.

Architectural Landscaping
Expertly Accomplished
Rockville Pike & Old Georgetown Rd. WH 6-5600

MASONRY

A. Myron Cowell, Inc.

Masonry Contractor
8416 Ramsey Ave., Silver Spring JU 9-4580
JU 9-3340

PAINT

W. R. Winslow Co.

Distributors for: Benjamin Moore, Samuel
Cabot, and National Gypsum, Winslows'
Products
922 New York Ave., N.W., Wash. NA 8-8610

PLUMBING & HEATING

American Radiator and Standard Sanitary Corp.

Specifications for Plumbing and Heating
8641 Colesville Rd., Silver Spring JU 7-6600

Donald W. Bower, Inc.

Plumbing, Heating and Air Conditioning
Evinrude Motors, Boats and Trailers
4920 Livingston Rd., S. E. Wash. 21, D. C.
LO 7-8090

Crane Co.

Manufacturers and Wholesalers of Plumbing,
Heating, Kitchens, Pipe, Valves, Fittings
10700 Hanna St., Beltsville, Md. WE 5-4600

G. Leonard Daymude & Co., Inc.

Mechanical Contractors
10313 Kensington Pkwy., Kens., Md. LO 5-8970

SPECIAL SERVICES

Cooper Trent

K & E Engineering and Drafting Supplies
Complete Reproduction Services
4703 Hampden La., Bethesda, Md. OL 6-

Foundation Test Service, Inc.

Foundation Investigations, Test Borings, S
Testing, Auger Probe Borings, Rock Drill
James J. Schnabel, Gen. Mgr.
1605 Kennedy Pl., N.W., Wash. RA 6-

Gene Glasgow Associates

Advertising and Public Relations.
Specialists in Serving Architects, Bu
and Suppliers
200 Kensington Office Bldg. LO 5-

Leet-Melbrook, Inc.

Blueprints, Architectural Photos, Drafting
Supplies
950 Sligo Ave., Silver Spring JU 9-

Locke Studio

Architectural Photography—Black and W
or Color
1114 14th St., N.W., Wash. EX 3-

Mohican Engineering Services

Linen Reproductions, Drafting Supplies,
Blueprints, Printing
853 Pershing Dr., Silver Spring JU 5-

Palmer Insurance Agency

Architects and Engineers Business Liabil
and Valuable Papers Insurance
933 Gist Ave., Silver Spring JU 7-

J. Paul Sullivan

Estimating and Cost Analysis on
Government or Private Projects
3636 16th St., N.W., Wash. AD 2-

Tile Mfgs. Assn. of America

Edwin B. Morris
1604 K St., N.W., Wash. NA 6-

STONE

McLeod & Romberg Stone Co.,

46th & Webster, Bladensburg WA 7-

R. B. Phelps Stone Company

Building Stone—Over Half a Century
of Continuous Service
2501 9th St., N.E., Wash.

STRUCTURAL STEEL

C. R. Coxeter and Company

Macomber Steel Products
918 Ellsworth Dr., Silver Spring JU 9-

TILE

O. R. Armstrong

U. S. Ceramic Tile Co.
The Sparta Ceramic Co.
2742 S. Buchanan St., Arlington 6, V
KI

A. D'Arcangelo Tile Co.

Albert D'Arcangelo—Owner
Tile — Marble — Terrazzo
7501 Halleck St., District Heights, M
RE

Standard Art, Marble & Tile Co.

Seagliola, Marble, Mosaic, Terrazzo, TI
Ceramic, Slate
117 D St., N.W., Wash. NA