

UNDER authority to elect members, as vested in me by The Board of Directors of The American Institute of Architects, by resolution of The Executive Committee adopted at its meeting on December 10-13, 1934; and in accord with the attached report of The Board of Examiners, I hereby declare

APPLICATION NO AP 250

Dated March 31, 1938.
Received April 15, 1938.
Granted July 1, 1938.

William L. Pereira
elected a corporate member of The American Institute of Architects and assigned to membership in the Chicago Chapter, effective July 1, 1938.

MEMBERSHIP NO 250

Chas. J. Ingles Secretary

APPLICATION FOR MEMBERSHIP

RECORD OF THE SECRETARY OF THE INSTITUTE

- A. Name of applicant... William L. Pereira..... Chapter Chicago.....
- B. Address of applicant .. 221 North La Salle Street, Chicago, Ill......
- C. Applicant proposed by .. E. S. Hall..... and John Q. Merrill.....
- D. Application received with check for \$ 25.00..... on April 15, 1938 .
- E. Application returned for correction 19 .
- F. Application in due order on April 15, 1938
- G. Notices sent to chapter executive committee:
 - (a) Form S11, reasonable time ending on 19, on 19 .
 - (b) Form S12, 30 day extension ending on 19, on 19 .
- H. Acknowledgments to applicant, proposers, and chapter on May 2, 1938.
Advice of
- I. ~~Certified resolution of chapter executive committee recommending admission or that application be denied~~ received on April 15, 1938.
- J. No report from chapter executive committee on 19 .
- K. Application sent to The Board of Examiners on June 22, 1938 .
- L. The Board of Examiners reported on application on June 22, 1938
- M. Applicant was admitted on July 1, 1938
- N. Notice and certificate to applicant and notice of assignment to chapter and letter to proposers on June 27, 1938
- O. Notice of denial of application to chapter and applicant and \$... returned to applicant on 19 .
- P. Questionnaire, in re: Registration (Illinois) May 2, 1938. Rec'd 5/13/38
(Michigan) " " " Rec'd 5/6/38
(Indiana) " " " Rec'd 5/6/38

*in due order
April 15, 1938
J. Ingles*

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

A member, by virtue of his membership in The Institute, becomes a member of the chapter of The Institute within the territory of which he resides or has his place of business, as he elects, but he pays an admission fee to The Institute only. The admission fee to membership in The Institute normally is twenty-five dollars. (For 1936 this fee was reduced to five dollars.)

A member pays annual dues both to The Institute and to the chapter. The annual dues to The Institute normally are twenty-five dollars (for 1936 Institute dues were reduced to twenty dollars) and those to the chapter are fixed in its by-laws.

Normally the period between the time of filing

an application and the time it is acted on by The Board of The Institute is four months. The period will be longer if the application must be returned to the applicant for corrections or if additional exhibits of the applicant's work are required by The Board of Examiners.

If an application is denied, the amount prepaid by the applicant for annual dues and for admission fee, less five dollars for examination fee, will be returned to him.

An applicant whose application has been denied without prejudice may reapply for admission to membership a year or more after the date of The Secretary's notice to him of his non-admission.

I, the undersigned, do hereby apply for corporate membership in The American Institute of Architects.

1. My full name is WILLIAM L. PEREIRA .

2. State whether a natural or a naturalized citizen.

2. I am a natural citizen of United States of America .

3. My legal residence is in the City of Chicago ,

County of Cook State of Illinois .

4. State whether residence or office address.

4. My address in The Institute records will be 221 North La Salle St.,

Street 221 North La Salle Street

City Chicago , State Illinois .

5. State whether as a practicing architect, a teacher, a public official, etc.

5. I am engaged in the profession of architecture as Practicing Architect .

6. I desire to be a member of the Chicago Chapter.

7. I declare that I have read the by-laws, the rules and regulations, and the Standards of Practice of The American Institute of Architects, and the by-laws and rules and regulations of the chapter of which I desire to become a member, and that I understand the duties, responsibilities and obligations thereunder of a member of The Institute, and I do hereby expressly agree and declare that, if admitted to membership, I will to the best of my ability abide by and comply with such by-laws, rules, and regulations, and will abide by and uphold said Standards of Practice and conduct my practice of the profession accordingly. I am financially able to undertake all pecuniary obligations of a member to The Institute and to the chapter.

8. Exhibit required.

8. I filed the duplicate of this application with the secretary of the chapter above named and attach his receipt therefor.

9. I enclose my check for \$ 25.00 , for admission fee and the current annual dues. It is my understanding that if for any reason you do not admit me to membership, all of said amount will be returned to me, except five dollars which you will retain as an examination fee.

Date March 31, 1938 .

William L. Pereira
Sign full name in ink

PA 026-
4/15/38-DM

STATISTICS

10. Date of birth April 25, 1909 Place of birth Chicago, Illinois

11. I am registered or licensed to practice architecture as follows:

<i>States</i>	<i>Registration or license numbers</i>	
Illinois	#2335	Kentucky #167
Michigan	#2472	
Indiana	#385	
Ohio	#1055	
California (temporary only)	#61	
Oklahoma	-	

EDUCATION

12. I attended the following schools:

	<i>Name of School</i>	<i>City</i>	<i>State</i>	<i>Graduation year</i>	<i>(c) (d) (e) Write in initials of degree.</i>
(a) High School	Crane Tech Nicholas Senn	Chicago	Illinois	1926	
(b) Private School					
(c) College or University	University of Illinois			for 4 years.	
	Graduation Year 1930				Degree B.S.
(d) College or University				for years.	
	Graduation Year				Degree
(e) Post-graduate at				for years.	Degree

13. I held the following named scholarships:

(a)					Year
(b)					Year

14. I have traveled in the following countries:

in		Year
in		Year
in		Year

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

PROFESSIONAL TRAINING

15. I list below, in chronological order, the periods of my training as draftsman, the names and addresses of my principal employers, and my classification as draftsman while employed by each:

<i>Classification</i>	<i>From</i>	<i>To</i>	<i>Name of Employer</i>	<i>City</i>
Draftsman	June-Sept. 1929		Offices of Mayo & Mayo, Monadnock Block	Chicago
Draftsman	June 1930-Nov. 1931		Holabird & Root 333 N. Michigan Ave.	Chicago

Write in Classification Column the word Student, Junior, or Senior, to indicate your classification as draftsman in each case.

PROFESSIONAL PRACTICE

16. I list below, in chronological order, the periods during which and the states in which I have practiced architecture as an individual or as a member of a firm or corporation:

<i>State</i>	<i>From</i>	<i>To</i>	<i>Name of Firm or Corporation</i>
Illinois	Nov. 1931	Present time	In business

If your practice was individual do not write in the last column to the right.

17. I have taught architecture or the arts and sciences allied therewith as follows:

<i>State</i>	<i>From</i>	<i>To</i>	<i>Name of School or College</i>	<i>My Title</i>
--------------	-------------	-----------	----------------------------------	-----------------

18. In my capacity of architect, I have held the public offices listed below:

<i>Title of Office</i>	<i>City and State</i>	<i>From</i>	<i>To</i>
------------------------	-----------------------	-------------	-----------

19. I list below and attach photographs of two or more of the buildings or other works of which I am the author.

<i>Name of Work</i>	<i>City</i>	<i>State</i>
Esquire Theatre	Chicago	Illinois
Coronet Theatre	Evanston	Illinois
Wm. H. Block & Company Dept. Store	Indianapolis	Indiana
A. Finkl & Sons Forge Plant	Chicago	Illinois

Exhibits required.

MEMBERSHIP IN NON-ARCHITECTURAL ORGANIZATIONS

20. I am a member of civic or semi-public organizations listed below:

<i>Name of Organization</i>	<i>City</i>	<i>State</i>
-----------------------------	-------------	--------------

21. I have held offices in non-architectural organizations as follows:

<i>Office</i>	<i>Name of Organization</i>	<i>Year</i>
---------------	-----------------------------	-------------

22. I have written the following papers relating to architecture and the arts and sciences allied therewith:

<i>Title</i>	<i>Publication</i>	<i>Year</i>
"The Architect, The Theatre and Plastics"	Modern Plastics	February 1935

MEMBERSHIPS IN ARCHITECTURAL ORGANIZATIONS

- | | <i>From</i> | <i>To</i> | <i>Reason for Termination</i> |
|--|--------------------------|-----------------------------------|-------------------------------|
| 23. Member of Institute | | | |
| 24. Junior of Institute | | | |
| 25. Associate of following Chapters: | | | |
| 26. Member of State Association in | Michigan
<i>State</i> | from 1935 | to present time |
| 27. I have held offices in the architectural organizations listed below: | <i>Office</i> | <i>Architectural Organization</i> | <i>Year</i> |
| 28. I am not indebted to The Institute or to any of its chapters or state association members.
(If there are exceptions, state details) | | | |

I certify that each and all of the foregoing statements are true and correct.

Signed William R. Perin
Applicant

I, the undersigned, do hereby certify that I have read the statements made herein above by the applicant and believe them to be correct. I vouch for him and for his honorable standing in this community and in his profession. I believe he is fully qualified for membership and I propose him therefor. I have known the applicant for **eight** years. I have known the applicant for **four** years.

Signed John O. Merrill
Proposer
John O. Merrill

Signed E. S. Hall
Proposer
E. S. Hall

RECORD OF REGISTRATION TO PRACTICE ARCHITECTURE

OF William L. Pereira, Chicago

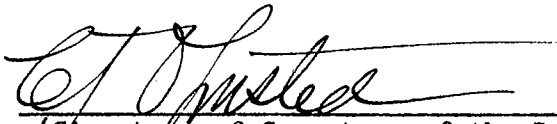
APPLICANT FOR MEMBERSHIP IN

THE AMERICAN INSTITUTE OF ARCHITECTS



1. Is the applicant registered or licensed in the state of Michigan?
_____? Answer: Yes
2. Did the applicant have a Certificate of the National Council of Architectural Registration Boards? Applied for registration thru NCARB
(Registered in Ill. by examination)
If so, please give Certificate Number _____
3. Was his registration by the State by examination or by exemption?
Answer: By examination: _____ By exemption: Reciprocity
4. If registered by examination, was that examination written or oral?
Answer: By written examination: _____ By oral examination: _____
5. What was the scope of the examination?
Answer: _____

6. Date of last registration: In good standing until Jan. 1st, 1940
7. Current Registration Number: 2472


(Signature of Secretary of the Board)

Michigan Board of Examiners for Registration
of Architects, Engineers and Surveyors
(Name of Board)

RECORD OF REGISTRATION TO PRACTICE ARCHITECTURE

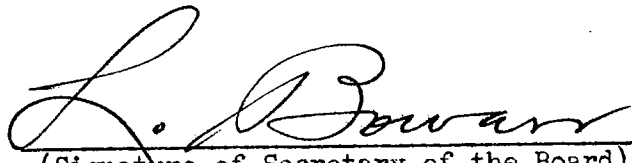
OF William L. Pereira, Chicago



APPLICANT FOR MEMBERSHIP IN
THE AMERICAN INSTITUTE OF ARCHITECTS

1. Is the applicant registered or licensed in the state of Indiana?
_____? Answer: Yes
2. Did the applicant have a Certificate of the National Council of Architectural Registration Boards? Yes
If so, please give Certificate Number 735
3. Was his registration by the State by examination or by exemption?
Answer: By examination: _____ By exemption: Yes
4. If registered by examination, was that examination written or oral?
Answer: By written examination: _____ By oral examination: _____
5. What was the scope of the examination?
Answer: _____

6. Date of last registration: 11-18-37, which placed him in good standing for 1938.
7. Current Registration Number: 385


(Signature of Secretary of the Board)

Indiana Board of Registration for Archi-
tects

(Name of Board)

STATE OF ILLINOIS
HENRY HORNER, GOVERNOR
DEPARTMENT OF
REGISTRATION AND EDUCATION

JOHN J. HALLIHAN
DIRECTOR

CLINTON P. BLISS
ASST. DIRECTOR

HOMER J. BYRD
SUPERINTENDENT OF REGISTRATION

H. J. HEBNER
ASST. SUPERINTENDENT

SPRINGFIELD

May 5, 1938

STATE OF ILLINOIS)
) SS
COUNTY OF SANGAMON)

I, Homer J. Byrd, Superintendent of Registration of the Department of Registration and Education, State of Illinois, hereby certify that the records of the said Department show that Registered Architect Certificate No. 2335 was issued to

WILLIAM L. PEREIRA

on February 10, 1931, following a Junior examination before this Department.

The records further show that this certificate is in good standing for the year ending June 30, 1938.

WITNESS my hand and the Seal of the said Department of Registration and Education at Springfield, Illinois, this fifth day of May 1938.

KH

Homer J. Byrd
Superintendent
of Registration

THE AMERICAN INSTITUTE OF ARCHITECTS
THE OCTAGON, WASHINGTON, D. C.

COPY

June 27, 1938.

Dear Mr. Pereira:

The Secretary is happy to inform you that your application for membership in The Institute was acted on favorably by The Board of Directors and that you have been admitted to corporate membership in The Institute and assigned to membership in the Chicago Chapter, as of July 1, 1938. You will be a member of that chapter, or of some other chapter if you later transfer thereto, until your membership in The Institute terminates.

Your certificate of membership, duly executed by the officers of The Institute, will be sent in due course.

The Board of Directors welcomes you to membership in The Institute and The Secretary's office is at your service to the extent of its powers.

The policies and the activities of The Institute are developed largely from problems arising within the chapters. By taking an active part in your chapter affairs you will contribute to the advancement of the objects of The Institute and will increase the benefits to be derived from Institute membership.

We bespeak your active cooperation.

Sincerely yours,

CTI:LF

Secretary.

Mr. William L. Pereira, A.I.A.,
221 North LaSalle Street,
Chicago, Illinois.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

OFFICES OF
W. L. PEREIRA
ARCHITECT
LA SALLE-WACKER BUILDING
CHICAGO - FRANKLIN 3920

THE AMERICAN
INSTITUTE OF ARCHITECTS
1944 MAR 22 AM 9:44
WASHINGTON, D. C.

LOS ANGELES CALIFORNIA

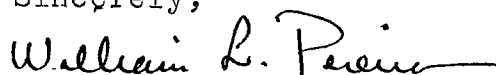
March 17, 1944

Gentlemen:

I respectfully request transfer from the Chicago Chapter of the American Institute of Architects to the Southern California Chapter of the American Institute of Architects.

I am now a permanent resident of Beverly Hills, California, and in good standing with the Chicago Chapter.

Sincerely,



W. L. Pereira, A.I.A.

WLP:eh

American Institute of Architects
The Octagon
1741 New York Avenue
Washington, D. C.

cc: Mr. Charles O. Macham, Vice President & Membership Chairman, American Institute of Architects, Southern California Chapter, 832 W. Fifth Street, Los Angeles, California.

Mr. Sam Marx, Secretary, The American Institute of Architects, 333 No. Michigan, Chicago, Illinois

THE AMERICAN INSTITUTE OF ARCHITECTS
THE OCTAGON, WASHINGTON, D. C.

COPY

April 12, 1944

Mr. Wm. H. Furst, Secretary, Chicago Chapter
Mr. Paul R. Hunter, Secretary, Southern California Chapter

Gentlemen:

In accordance with Chapter II, Article 1, Section 7 of the By-laws of The Institute, I wish to advise that Mr. W. L. Pereira, 519 Crescent Drive, Beverly Hills, California, formerly of the Chicago Chapter, has been transferred, as an Institute member in good standing, from the Chicago Chapter and assigned to the Southern California Chapter, effective January 1, 1944.

Sincerely yours,

Alexander C. Robinson III.
Secretary

Mr. Wm. H. Furst, Secretary
Chicago Chapter, A.I.A.
11 South La Salle Street
Chicago, Illinois

AGR:ER

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

COPY TO

FILES PRESIDENT SECRETARY TREASURER

Lighting by
FEDER

1199 Park Avenue, New York 28

LEhigh 4-8627

November 14, 1949

Mr. J. W. Rankin
American Institute of Architects
1741 New York Avenue
Washington 6, D.C.

Dear Sir:

The Architectural League Office here in New York has suggested that we write to you, with regard to obtaining the correct mailing address of the following West Coast Architect:

Wm. L. Pereira

We were given by that good office, a mailing address as follows: 7421 Beverly Boulevard, Los Angeles 36, California, which has proven obsolete.

Will you be kind enough to check your records and forward to us the current mailing address. Your prompt attention to this matter will be sincerely appreciated, since we are most anxious to communicate with this gentleman.

Sincerely yours,

LIGHTING BY FEDER

BY *Eleanore Colby*
Eleanore Colby

LBF/c

THE AMERICAN INSTITUTE OF ARCHITECTS
THE OCTAGON, WASHINGTON, D. C.

2-3
COPY

Power

November 16, 1949

Dear Miss Colby:

As requested in your letter of November 14, we have checked our records, and find the same address listed for William L. Pereira as that given you by the Architectural League Office; i.e., 7421 Beverly Boulevard, Los Angeles 36, California.

Yours very truly,

J. W. Rankin

J. W. Rankin
Administrative Secretary

JWR:ahn

Miss Eleanore Colby
Lighting by Feder
1199 Park Avenue
New York 28, N. Y.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

COPY TO

FILES PRESIDENT SECRETARY TREASURER

WILLIAM CHARLES
PEREIRA & LUCKMAN

ARCHITECTS

L. E. Mc CONVILLE A. I. A.
FRANK GRUYS A. I. A.
MAX R. HORWITZ A. I. A.

ENGINEERS

F. A. SAYLER STRUCTURAL
SAMUEL L. KAYE MECHANICAL

Jack White

March 26, 1951

Dear Ed:

I hope you will not mind my troubling you about this matter. Fortunately, we have been given several very important and interesting projects for the Navy Department, Bureau of Standards, and others, and we feel that we could improve our liaison with these departments by having a representative in Washington. We would be interested only in a man of substantial background in architecture or engineering, and thought you might know of such a person. If the individual had an attractive personality and was acquainted with some of the defense departments so that in his travels through these departments he could represent our firm in connection with the obtaining of additional work, that would be so much the better. If it is inconvenient for you to become involved in helping us find a man, please do not hesitate to let me know.

Chuck and I enjoyed seeing you and very much appreciated the luncheon we had at your home. We hope when you come out here we can reciprocate.

Warmest personal regards,

Cordially,



William L. Pereira, A.I.A.

Mr. Edmund R. Purves
Executive Director
American Institute of Architects
Washington, D.C.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

23
Percira

April 2, 1951

Dear Bill:

I have your letter of March 26th and am glad to hear that you and Chuck are flourishing.

It is not inconvenient for me to help you find the man you are looking for, but on the other hand my acquaintance with likely prospects for you is extremely limited not to say non-existent. There may be some architects here with small practices who would be interested in forming an association with a larger out-of-town firm. It is my suggestion that on your next trip to Washington you spend a day or so looking over the field. Individual personalities play a large part in these associations, the nature of which would have to be determined by negotiations between the interested parties. It might be worth your while to make the trip.

With all good wishes to you and Chuck,

Sincerely yours,

Edmund R. Purves
Executive Director, A.I.A.

Mr. William L. Percira, A.I.A.
7421 Beverly Boulevard
Los Angeles 35, California

ERP:MSD

Members,
Pereira, Wim

July 23, 1954

X
comp
about
Race clipp
copy state Polytechnic

Mr. Anson Campbell
Ketchum, Inc.
Chamber of Commerce Building
Pittsburgh 19, Pennsylvania

Dear Anson:

I am forwarding herewith a copy of a letter I have received from the California State Polytechnic College, together with a clipping carrying the story of Bill Pereira's speech there. A copy of my reply which is also forwarded, will indicate my feelings in this connection. This is real good going to increase the stature of the architectural component in colleges and universities and, of course, also the stature of the architect when he is asked to be a commencement speaker.

I hope you will feel that some note may be taken of this in an edition of the Newsletter.

Cordially,

Harold D. Hauf
Director of Public and
Professional Relations

HDH:ec

Enclosures

July 23, 1954

Professor George Hasslein
Head, Department of Architectural Engineering
California State Polytechnic College
San Luis Obispo, California

Dear Professor Hasslein:

Many thanks for your good letter of July 20th relating the success of your students in having an architect selected as the commencement speaker. This is fine going and is the best possible type of public relations for architectural departments within colleges and universities. Whenever things like this go off well, it raises the stock of the architectural organization within the college administration. You were certainly fortunate in having William Pereira the man.

I am taking the liberty of forwarding a copy of your letter together with the clipping to public relations counsel in Pittsburgh with the thought that they may wish to cite the instance in a forthcoming edition of the Public Relations Newsletter.

Many thanks for bringing this event to our attention.

Most sincerely,

Harold D. Hauf
Director of Public and
Professional Relations

HDH:ec

cc: Ketchum, Inc.

member
Pereira, Wm L

PEREIRA & LUCKMAN

planning · architecture · engineering

9220 SUNSET BLVD. LOS ANGELES 46, CALIF.
PHONE: CRESTVIEW 6-2073 · CABLE: PERLUC

MANAGEMENT
BOARD
WILLIAM L. PEREIRA
CHARLES LUCKMAN
L. E. MCCONVILLE
F. A. SAYLER
H. B. WILSON
WILLIAM LARKIN

October 22, 1954

Dear Miss Shackleton:

Attached is a news release prepared by Northrop Aircraft, Inc. Northrop has distributed this release to newspapers and magazines in general circulation and to the business and aviation press. They forwarded a few copies to me so that I might send them to you for your information and coverage.

As the project progresses, we will keep you informed.

Cordially,

Violet B. Nesbit

Director of Public Relations

Violet B. Nesbit

Miss Polly Shackleton, Editor
A.I.A. Newsletter
1735 New York Avenue N.W.
Washington 6, D.C.

VBN:wl

encl.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

NORTHROP AIRCRAFT, INC.

HAWTHORNE, CALIFORNIA

Cable Address: NORAIR

Telephone: OREGON 8-9111

From:
CLINE
PUBLIC RELATIONS DEPT.

NORTHROP PLANS EXPANSION OF FACILITIES

FOR IMMEDIATE RELEASE

Northrop Aircraft, Inc., has employed Pereira and Luckman, nationally-recognized planning, architectural and engineering firm, to prepare a master plan providing for multi-million dollar development and expansion of facilities at its main plant site at Hawthorne, California, Whitley C. Collins, president, announced today.

The study by Pereira and Luckman will be keyed to Northrop's plans to erect one of the nation's most advanced engineering and research centers to house the aircraft company's several thousand scientific personnel.

In addition to surveying current requirements, the study will also encompass long-range planning for further extension of Northrop facilities, according to Mr. Collins.

No equity financing is contemplated.

Need for the engineering center has arisen from the rapid growth of the company in the past few years and from the requirement for a central facility to house Northrop's engineering and research programs.

Northrop's engineering complex extends into numerous fields other than aeronautics and includes advanced programs in electronics, optics, guidance systems for unmanned aircraft,

(more)

NORTHROP AIRCRAFT, INC.

From:
CLINE
PUBLIC RELATIONS DEPT.

HAWTHORNE, CALIFORNIA

Cable Address: NORAIR

Telephone: ORegon 8-9111

NORTHROP PLANS
EXPANSION OF FACILITIES

FOR IMMEDIATE RELEASE

Page 2.

rocket projectiles, and precision equipment. The new facility is expected to enable scientists in all of these fields to conduct their research under ideal environmental conditions.

Northrop, builder of Scorpion F-89D all-weather interceptors and Shark B-62 pilotless bombers for the U. S. Air Force, is unique in that it employs more persons now than it did in World War II.

###

10214/w

THE AMERICAN INSTITUTE OF ARCHITECTS

1735 NEW YORK AVENUE, N. W.
WASHINGTON 6, D. C.

*Members
Pereira, Wm L.*

FILE COPY - PLEASE RETURN

October 10, 1956

Mr. William L. Pereira, A.I.A.
9220 Sunset Boulevard
Los Angeles 46, California

Dear Mr. Pereira:

On November 19-21, 1956, The Institute is playing host to the Second Annual Student Forum at The Octagon. The meeting will be attended by one or two outstanding students from each of the sixty-three schools of architecture, officers and staff of The Institute, and members of the A.I.A. Committee on Chapter Affairs. This Committee is the one charged by The Board with the responsibility for strengthening the student program of The Institute. The first Student Forum, held last November, was successful beyond the expectations of everyone.

The agenda for the three-day meeting includes general sessions, student executive sessions, stimulating talks by architects of particular appeal to the students, round table discussions and entertainment. With minor suggestions by the Institute staff the program is prepared by the students themselves. As a result of the 1955 Forum they have organized the National Association of Students of Architecture under The Institute's sponsorship and have developed an ambitious list of projects which are developing momentum very rapidly. To the students the contact with and inspiration of the architect speakers provides the high note of the Forum. Last year's guest speakers were Nat Owings and Hugh Stubbins.

The students have asked for a talk this year on Architecture of the Next Half Century, probably a crystal ball projection of design trends as they can be envisioned today. In Staff meeting you were suggested as an excellent person to make this presentation. I don't know whether you would consider this adequate excuse for a round trip across the continent but the thought was that you might be able to arrange it in connection with a field trip to Washington for the National Association of Life Underwriters Building.

If you are able to accept I can guarantee you a highly interested and intelligent student audience of from eighty to a hundred from all parts of the country who will give you their rapt attention, a wonderful group to speak to. The talk is planned for Monday afternoon, November 19. In the evening, following a panel discussion, there will be an open smoker in The Octagon House where you can discuss your subject informally with the students. Paul Rudolph is also being invited to be on the Monday afternoon program.

THE AMERICAN INSTITUTE OF ARCHITECTS

1735 NEW YORK AVENUE, N. W.

WASHINGTON 6, D. C.

Letter to Mr. Pereira

- 2 -

October 10, 1956

We hope that you will be able to accept this rather challenging assignment. If your decision is favorable I would appreciate receiving as soon as possible the title or subject of your remarks in order that I may include it in the printed program.

With kindest personal regards,

Sincerely,

Arthur B. Holmes
Director of Chapter and
Convention Activities

ABH:fp

THE AMERICAN INSTITUTE OF ARCHITECTS

1735 NEW YORK AVENUE, N. W.
WASHINGTON 6, D. C.

Handwritten:
Pereira N.H.

FILE COPY - PLEASE RETURN

October 25, 1956

Dear Mr. Pereira:

We are greatly disappointed that we cannot include you on the formal program of the Student Forum but realize the uncertainty of your plans.

If you could be in Washington at that time, you would be most welcome to attend any of the meetings and it would be hoped that you might make a few extemporaneous remarks to the students.

With kindest regards,

Cordially yours,

Arthur B. Holmes
Director of Chapter Activities

Mr. W. L. Pereira, A.I.A.
Pereira & Luckman
9220 Sunset Boulevard
Los Angeles 46, California

ABH:fp



THE AMERICAN INSTITUTE OF ARCHITECTS
JURY OF FELLOWS

Received Oct. 28, 1957.
Voted On Mar. 27, 19 58
Voted On 19 .
Voted On 19 .
Granted March 22, 19 58

NO M

NOMINATION FOR FELLOWSHIP

CASE RECORD

1. Name of Nominee William Leonard Pereira Date of Nomination Oct. 21, 19 57
2. Address of Nominee 9220 Sunset Boulevard, Los Angeles 46, California
3. Nominee's firm Pereira & Luckman
4. Nominee's principal place of business California
5. Nominee's Chapter Southern California
6. Nominee's State Organization California Council, The American Institute of Architects
7. Nominee admitted to Institute 1938
8. Nominee has been in good standing in Institute from 1938 19 to Dec. 31, 19 57
9. Nominee's age 48 yrs. Birthplace Chicago, Illinois
10. Nominators: , Executive Committee, Southern California Chapter:

President: - C. M. Deasy
 Vice-Pres.: - Robert A. Field
 Secretary: - Edward H. Fickett ✓
 Treasurer: - Stewart Kerr ✓

Directors: - Stewart Granger ✓
 - Burnett C. Turner
 - Paul Robinson Hunter ✓
 - George Vernon Russell

11. Achievement in Design and Education

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

CONFIDENTIAL



THE AMERICAN INSTITUTE OF ARCHITECTS
1957 OCT 28 AM 11:24
WASHINGTON, D.C.

Exhibits Rec'd
NO NF 656

(Nominators leave blank)

THE AMERICAN INSTITUTE OF ARCHITECTS

NOMINATION FOR FELLOWSHIP
BY
CHAPTER

THE JURY OF FELLOWS, A.I.A.
The Octagon, 1735 New York Avenue, N. W.
Washington 6, D. C.

Date October 21, 1957

The Executive Committee of this Chapter, at a duly called meeting on October 21, 1957
nominated* William Leonard Pereira
member of this Chapter, for fellowship in The Institute. We enclose evidence of the qualifications of
the nominee for the fellowship on which the nomination was based and certify the resolution is as
follows:

*Type in full name.

"Whereas, this Executive Committee believes* William Leonard Pereira
a member of this Chapter, has made so notable a contribution to the advancement of the pro-
fession because of his achievement in** Design and Education
that he is worthy of fellowship in The Institute; and

*Type in full name.

**Type in "Design," "Science of Construction," "Literature," "Education," "Service to The Institute," or "Public Service," as is appropriate.

"Whereas, said member has been in good standing in this Chapter for† 13
years prior to this date; therefore be it

†Type in number of years.

"Resolved, That‡‡ Southern California Chapter,
The American Institute of Architects, does hereby nominate* William Leonard Pereira

‡‡Type in name of Chapter.

*Type in full name.

for fellowship in The Institute, and the President and the Secretary be and hereby are
authorized and directed to prepare the nomination papers and forward them to The Jury of
Fellows of The Institute and to do all things proper to forward said nomination."

May Vernon Russell
Paul Robinson Hunter
Bernett C. Turner
[Signature]
[Signature]
D. Stewart Kerr Secretary.

THE NOMINATORS SHOULD SEE THAT LETTERS OR DATA ARE SENT
TO THE JURY OF FELLOWS IN SUPPORT OF THIS NOMINATION.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

BIOGRAPHICAL STATISTICS

- 1. Nominee's full name William Leonard Pereira
- 2. Nominee is a natural naturalized citizen of The United States of America
- 3. Nominee's legal residence 519 North Crescent Drive, Beverly Hills, California
- 4. Nominee's firm name Pereira & Luckman
- 5. Nominee's principal place of business, address 9220 Sunset Boulevard
Los Angeles 46, California

2. Strike out in-appropriate word and write in name of Country.

6. Type in "N.C., A., R., B." or name of State Board, as case may be.

7. Strike out in-appropriate words.

8. Type in date of birth and city and Country.

- 6. Nominee is registered or licensed to practice architecture by State Board Examinations and N. C. A. R. B.
- 7. Nominee is engaged in practice of architecture as a practicing architect—teacher in architecture—~~teacher in science of construction—public official—lecturer.~~

8. Born April 25, 1909 . Place of birth Chicago, Illinois

9. Nominee's schools, colleges and universities:

	Location	No. of Years	Year of Graduation	Degree
<i>High School</i>				
Senn High School	Chicago, Illinois	4	1926	
<i>Private School</i>				
<i>College or University</i>				
University of Illinois	Chicago, Illinois	4	1930	B.S.
<i>College or University</i>				
<i>Post Graduate at</i>				
<i>Scholarships held</i>				

10. Other data concerning nominee's record.

Please See Attached Addendum #1

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

RECEIVED
JAN 28 1961
ARCHITECTS ARCHIVES

ADDENDUM #1 - Other Data Concerning Nominee's Record.

Member

American Institute of Architects,
Gargoyle Society (Honorary Architectural Society)

Registered As An Architect in the Following States:

<u>State</u>	<u>Date of Registration</u>	<u>Registration Number</u>
N. C. A. R. B.	1938	144
Illinois	1931	2335
(Registered Professional Engineer)	1945	62-1134
Indiana	1935	1218
Oklahoma	1936	
Ohio	1936	1055
Kentucky	1937	167
New York	1938	5070
Michigan	1939	2472
California	1939	C-339
Wisconsin	1940	A-1579
Washington, D. C.	1941	A-992
Arizona	1944	1006
New Mexico	1949	87
Idaho	1949	AR-196
Colorado	1949	C-130
Montana	1949	203
Washington	1949	559
Oregon	1949	419
Texas	1949	1247
Utah	1949	159
Nevada	1950	47
Wyoming	1955	C-78
New Jersey	1955	C-3422
Hawaii	1956	826
Virginia	1956	1202
Massachusetts	1956	1288
Minnesota	1957	5686

Awards (Personal)

Scarab Medal - 1940

First winner of this award for the "Most Distinguished Record of Achievement in Architecture for Architects under Thirty-Five Years of Age." (United States)

Humanitarian Medal - 1942

For the Motion Picture Relief Fund Hospital and Nurses Home, Los Angeles, California.

(Continued)

ADDENDUM #1 - Other Data Concerning Nominee's Record

Page Two

Awards (Project)

Museum of Modern Art Citation - 1944

Lake County Tuberculosis Sanatorium, Waukegan, Illinois: Selected as one of the fifty outstanding buildings built in the United States in the last twenty-five years, and the only Medical facility selected. Published in the United States, England, France, Japan, Germany, etc.

American Institute of Architects Honor Awards - 1946

Motion Picture Country House and Hospital, Los Angeles, California.
Pan Pacific Theater, Los Angeles, California

Philadelphia Art Alliance Medal - 1949

Lake County Tuberculosis Sanatorium, Waukegan, Illinois: Selected as the "Best Building in the last Decade."

American Institute of Architects Honor Awards - 1951

Lea General Hospital, Hobbs, New Mexico
Jenks Convalescent Building for the Huntington Memorial Hospital,
Pasadena, California
Multi-Deck Parking Structure, Beverly Hills, California

Academy of Color and Design Award - 1953

C.B.S. "Television City," Hollywood, California

California Fashion Creators - 1953

Distinguished Achievement Award for Design Contribution

Community Arts Association of Santa Barbara Award - 1953

KEYT Television Station, Santa Barbara, California

American Institute of Architects Honor Awards - 1954

National Bureau of Standards Laboratories, Boulder, Colorado
C.B.S. "Television City", Hollywood, California
J.W. Robinson "Robinson's Beverly," Beverly Hills, California
Marineland of the Pacific, Palos Verdes, California

Progressive Architecture Award for Design - 1954

Los Angeles International Airport Master Plan, Los Angeles, California

Academy of Color and Design Award - 1954

Flamingo Hotel, Las Vegas, Nevada

Progressive Architecture Award Citation - 1956

Santa Barbara College, Goleta, California

(Continued)

ADDENDUM #1 - Other Data Concerning Nominee's Record

Page Three

Awards (Project) . . . continued

McGraw-Hill's Factory Management and Maintenance Award - 1956
Hunter Engineering Company, Riverside, California

Los Angeles Chamber of Commerce Award for Creative Achievement - 1957
Los Angeles International Airport, Los Angeles, California

Modern Hospital Award - 1957
Grossmont General Hospital, La Mesa, California
Valley Presbyterian Hospital, Van Nuys, California

American Institute of Architecture Southern California Chapter Merit
Awards - 1957
Beckman-Helipot Corporation Plant, Newport Beach, California
Grossmont District Hospital, La Mesa, California
Northrop Engineering Office and Cafeteria Building, Hawthorne, California

American Institute of Architecture Southern California Chapter Honor
Award - 1957
Northrop Engineering Office and Cafeteria Building, Hawthorne, California

Nominators should read "Principles Underlying the Bestowal of Fellowships", Institute Document No. 9 before completing this nomination. Additional sheets may be inserted to supplement any page, 3 to 7, inclusive. Use typewriting only.

NOMINEE'S ACHIEVEMENT IN ARCHITECTURAL DESIGN

1. Works

Type (a) Commercial (b) Monumental (c) Domestic (d) Special	Identification of Work	Location of Work (City) (State)	Completed Construction Work (Year)	Photographs Drawings, or Sketches Submitted
d	Lake County Tuberculosis Sanatorium (with W. A. Ganster, Architect)	Waukegan, Ill.	1931	<p>Under column headed "Type" type in (a), (b), (c), or (d), as the case may be.</p> <p>Type in last column to right the number submitted in each case.</p>
d	Motion Picture Relief Fund Hospital & Nurses Home	Los Angeles, Calif.	1941	
a	C. B. S. "Television City"	Los Angeles, Calif.	1952	
a	Farmers and Stockmens Bank	Phoenix, Ariz.	1951	
d	Marineland of the Pacific	Palos Verdes, Calif.	1955	
d	National Bureau of Standards (with Jess Stanton and Robert Ditzen, Architects)	Boulder, Colorado	1954	

(Please see page attached to this one)

2. Describe nominee's notable work in design, to bring out the particular achievements the nominators believe have notably contributed to the advancement of the profession.

(Please see Addendum #2 Attached)

NOMINEE'S ACHIEVEMENT IN ARCHITECTURAL DESIGN (Continued)

1. Works

- a Pereira & Luckman Offices Los Angeles, Calif. 1954
- d Grossmont General Hospital La Mesa, Calif. 1957
- a Northrop Engineering Office and
Cafeteria Building Hawthorne, Calif. 1957
- a Helipot Corporation Newport Beach, Calif. 1957

ADDENDUM #2 - Description of Nominee's Notable Work in Design

1. Lake County Tuberculosis Sanatorium

Recognized for its simplicity in plan. Emphasizes the single loaded corridor for custodial care. One of the first windowless surgeries. Architect designed all furniture and lighting fixtures. Recognized for use of therapeutic color values. One of the earliest examples of unadorned monolithic concrete using standard sheet plywood as forms and utilizing the water cement ratio system.

2. Motion Picture Relief Fund Hospital and Nurses' Home

Regarded as one of the best examples of a project dealing with the creation of a good psychological and physical environment indigenous to the industry. Regarded by many sociologists as a standard for this type of facility at a comparatively low cost.

3. C.B.S. "Television City"

The first facility of its kind developed for what was then a brand new industry, now considered the standard. It has successfully met the enormous growth and the more complex demands of television production, including the recent introduction of color television and the use of motion pictures to pre-record programs. The parts shown are approximately one-sixth of what the total development will be. All surfaces that are black metal or glass are removable to allow for expansion; the white walls are fixed. This is the largest structure of its kind to take the lateral forces of earthquakes in rotation, thus permitting extreme flexibility and expandability without excessive remodeling. Another feature is that the entire structure is developed on a platform, so that as it expands it continues to restore the land at the ground level for parking areas.

4. Farmers and Stockmen Bank

A small bank using native materials and dramatizing the two significant elements contained in this building type--the round bank vault exposed to symbolize the security of the deposits, the balance of the structure open to emphasize the commercial aspects of banking.

5. Marineland of the Pacific

This project is without adornment and is an arrangement of the structural elements with particular emphasis on graphics to bring out the use of the components: all circulation is emphasized by the color Scarlet; all structure is emphasized by the color Marine Blue; the balance is white. The need was for rapid movement of large numbers of people through relatively small spaces. The ramps as shown are the key to meeting this problem. The viewing decks on the cross section of the main tank are support for the tank and are the means to resist seismic forces. This is the largest tank of its kind in an earthquake area that is not closed at the top.

ADDENDUM #2 - Description of Nominee's Notable Work in Design

Page Two

6. National Bureau of Standards

The most interesting features of this project are: 1) The development of three kinds of space, each of which had a considerable variation in cost and use, that have been successfully resolved into a contiguous plan. The public facilities (non-security) are at the front in a simple rectangle; the small laboratories and offices for the scientists are located in the spine; and the shops are located in the wings. 2) The grade was used to solve circulation problems of equipment and people (note the connection between the wings and the spine at various levels). In order to make the building work on the site, it was necessary to orient the spine East and West to eliminate glare and provide sun control. The sunshades as shown are formed concrete and are part of the structure.

7. Pereira & Luckman Offices

The offices of the architect are located on the boundary of a very handsome residence area. The brick, basic construction material, ties in with the materials used in adjacent houses, and the scale of the building is harmonious with the surroundings. The building reflects the architect's personal taste and judgment in design, illustrating simplicity with proportion, textures of the materials, and attention to detailed design.

8. Grossmont District Hospital

This project is one of several hospitals recently designed by the architect. This particular one, however, represents a new departure in planning and the innovations have been well received in medical circles. All the clinical facilities have been grouped together and removed from restricting nurses units. The clinical facilities and other adjacent units such as the kitchen and dining room are penetrated by the vertical circulation servicing the end of the nurses unit. This vertical circulation is used only by hospital personnel. All other vertical traffic is concentrated in the center of the nursing unit. Another principal innovation is the location of the maternity unit, which eliminates the dangers of cross-infection, but which is readily accessible to the adjacent facilities. The hospital was built at a cost considerably less per bed than similar institutions in the state, and was operating in the black within four months of its completion. The stone used on the building was found near the site. The sun screens are supported by the extensions of the nursing unit partitions.

9. Northrop Engineering Office and Cafeteria Building

The simple expression of an industrial facility in groups of very basic forms. The main structure is for engineering activities, the lower, one-story element is the employees' cafeteria. Use of the most economical materials with the simplest and most direct type of design. It is designed to allow for unlimited coordinated future expansion within the defined site.

ADDENDUM #2 - Description of Nominee's Notable Work in Design

Page Three

10. Beckman-Helipot Corporation

This building type represents a new departure from industrial architecture and engineering inasmuch as it is a combination of research, development, and manufacturing of products ranging in quantities of 3-4 to 3-4,000. All of these products are manufactured under highly controlled conditions rigidly imposed on the materials from the moment they are delivered to the site until they are adequately packed and shipped. The labor force is of an extremely high educational level, of the type that would not normally be engaged in a conventional factory-type operation. While the costs of the plant had been kept at conventional levels, the design requirements were considerably affected by this unique consideration of personnel. An innovation in industrial planning is evidenced by turning the sloping sites, ordinarily a disadvantage in factory planning, into an advantage. All facilities not requiring highly controlled ambient conditions are placed at the lower level. All materials moving between departments is also moved at the lower level, thus avoiding enormous corridors on the upper level. The avoidance of these corridors made possible future flexibility in departments unhibited by circulation patterns.

NOMINEE'S ACHIEVEMENT IN SCIENCE OF CONSTRUCTION

1. CONSTRUCTION WORK

<i>Type of Work Constructed</i>	<i>Identification of Work</i>	<i>Location of Work</i>	<i>Completed Construction Work (Year)</i>	<i>Photographs, Drawings, or Sketches Submitted</i>
-------------------------------------	-----------------------------------	-----------------------------	---	---

Type in last column to right the number submitted in each case.

2. BOOKS, TREATISES, OR ARTICLES WRITTEN

<i>Subject Title</i>	<i>Where Published</i>	<i>Date Published</i>
----------------------	------------------------	-----------------------

3. Describe nominee's notable work in the science of construction and any recognition thereof by other societies, to bring out the particular achievements the nominators believe have notably contributed to the advancement of the profession.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES. For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

AMERICAN INSTITUTE OF ARCHITECTS
WASHINGTON, D.C. 20006
1957 OCT 28 1958

NOMINEE'S ACHIEVEMENT IN EDUCATION AND LITERATURE

1. EDUCATION WORK

(List the degrees and the educational positions held by the nominee, and bring out clearly the nominee's signal work and its particular force and influence which the nominators believe to be a notable contribution to the advancement of the profession, and state evidences of recognition of such work by pupils, the profession, other societies, or the public.)

- 1947 Appointed Visiting Professor of Architecture of Fifth Year Design, University of Southern California, Los Angeles, California
- 1948 Given the rank of Full Professor, University of Southern California, Los Angeles, California
- 1949 Appointed by the Board of Trustees and the Senate Faculty as a Professor of the Graduate School of the University of Southern California, and continued as a Professor in the School of Architecture.
- 1950 Professor in the School of Architecture at the University of Southern California; Professor, Graduate School, University of Southern California, Los Angeles, California
- 1951
- 1952
- 1953
- 1954
- 1955
- 1956
- 1957

2. LITERARY WORK

(List the original written works of the nominee and state clearly the particular force and influence of that work which the nominators believe to be a notable contribution to the advancement of the profession, and state evidences of recognition of such work by other societies, the profession, educational institutions or the public.)

<i>Book, Treatise or Article</i>	<i>Subject</i>	<i>Name of Book or Periodical Containing Work</i>	<i>Year Work Published</i>
Author of section dealing with neuro-psychiatric hospitals and sanitoriums.	"Sanitoriums and Asylums"	Forms & Functions of Twentieth Century Architecture, Vol. 1V	1952

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

NOMINEE'S ACHIEVEMENTS IN SERVICE TO THE INSTITUTE

1. State fully the nominee's signal service to The Institute, his chapter, or his state organization, or to the profession, which the nominators believe has notably contributed to the advancement of the profession, and list the offices in architectural organizations occupied by the nominee and the period of each.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

APR 11 1974
AIA ARCHIVES
WASHINGTON, D.C.

NOMINEE'S ACHIEVEMENT IN PUBLIC SERVICE

1. List the public offices held by the nominee and the positions of trust held by him in recognition of civic leadership, and state clearly his notable work in public service and the particular influence of that work which the nominators believe to be a notable contribution to the advancement of the profession.

PEREIRA, WILLIAM L.

Chapter Supporters:

Fickett, Edward H.)
Kerr, Stewart :
Granger, Stewart : Proposers
Hunter, Paul Robinson)

Martin, Albert C., Jr., FAIA
Powell, Herbert J., FAIA
Latta, Graham
Lyndon, Maynard, FAIA
Eggers, Henry L., FAIA
Honnold, Douglas, FAIA
Harrison, Wm. H., FAIA
Alexander, Robert E., FAIA
Matcham, Charles O., FAIA
Gallion, Arthur B., FAIA
Wilson, Adrian
Moore, James S.
Woollett, Wm.
Jones, A. Quincy, Jr.
Rible, Ulysses Floyd, FAIA
Weber, Irving K.
Abell, Thornton M.
Withey, Henry F.
Gogerty, H.L., FAIA
Ayres, Don
Becket, Welton FAIA
Wing, Kenneth S., FAIA
Lind, Kenneth M.
Wong, Gin D.
Wong, Frank, Jr. Associate

Non-Chapter Supporters:

✓ Root, John W., FAIA, Chicago
Schlossman, Norman J., FAIA, Chicago
Loebl, Jerrold, FAIA, Chicago
MacKie, Fred J., Jr., FAIA, Houston
Kamrath, Karl, FAIA, "
Will, Philip, Jr., FAIA, Chicago
Perkins, Larence B., FAIA, "
✓ Abramovitz, Max, FAIA, New York City
✓ Harrison, Wallace K., FAIA, " "

PEREIRA & LUCKMAN

planning • architecture • engineering

WILLIAM L. PEREIRA, A. I. A.

November 12, 1957

The American Institute of Architects
1735 New York Avenue, N.W.
Washington 6, D.C.

Attention: Jury of Fellows

Gentlemen:

In accordance with Instructions for Preparation and Submission of Exhibits by Candidates for Fellowships, enclosed please find fifteen (15) 11 X 14" photographic samples of my work, mounted separately and marked with the name of the building, location, year of construction, and name of architect.

*Rec'd
11-14-57
g*

Please let me know if everything here submitted is not in good order or does not entirely meet with the requirements set forth by the Jury.

Sincerely,

W.L. Pereira

W. L. Pereira, A.I.A.

WLP:bw
enclosures

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recopied, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

THE AMERICAN INSTITUTE OF ARCHITECTS
THE OCTAGON, WASHINGTON, D. C.

COPY

April 1, 1958

Mr. William Leonard Pereira, F.A.I.A.
8534 Sunset Boulevard
Los Angeles 46, California

Dear Mr. Pereira:

The American Institute of Architects desires to confer upon you the honor of Fellowship and membership in the College of Fellows for your notable contribution in Design in accord with the action of The Jury of Fellows at its recent meeting.

The purpose of this letter is to request your presence at the 1958 Convention of The Institute, to be held in Cleveland, Ohio, starting July 8, 1958 at the Hotel Cleveland.

At the formal dinner of the Convention on the evening of Thursday, July 10, those who have been elected to Fellowship will receive their certificates. Presentation will be with appropriate ceremony and it is highly important that each of the newly-elected Fellows be present.

The Officers of The Institute and The Jury of Fellows join in the request that you come to receive this honor in person.

Your Chapter has been notified and has been requested to make no public announcement until after such announcement has been released by The Institute.

Please send your response to The Institute at an early date.

Yours sincerely,

Edmund R. Purves, F.A.I.A.
Executive Director

FKG

PEREIRA & LUCKMAN

planning • architecture • engineering

WILLIAM L. PEREIRA, A. I. A.

April 8, 1958

Mr. Edmund R. Purves, F.A.I.A.
Executive Director
The American Institute of Architects
1735 New York Avenue, N.W.
Washington 6, D.C.

Dear Mr. Purves:

I deeply appreciate my election to Fellowship and will be very happy to attend the Convention of the Institute starting July 8, 1958, at the Hotel Cleveland.

I'll see you there.

Sincerely,



W. L. Pereira, F.A.I.A.

WLP:bw

THE AMERICAN INSTITUTE OF ARCHITECTS

THE OCTAGON, WASHINGTON, D. C.

COPY

*Members
Pereira, Wm Leonard*

April 11, 1958

Mr. William Leonard Pereira, F.A.I.A.
8534 Sunset Boulevard
Los Angeles 46, California

Dear Mr. Pereira:

At the recent meeting of The Jury of Fellows you were elected to Fellowship in The Institute and membership in The College of Fellows of the A.I.A. for achievement in Design.

At the Convention there will be an exhibition of the work of the newly-elected Fellows premiated for Design, and to that end the Jury has had to make a comprehensive, yet as small a selection of your exhibits as possible for this occasion.

Under separate cover your entire exhibit is being returned, and those selected are designated by pieces of masking tape and are as follows:

1. Lake County Tuberculosis Sanitorium, Waukegan, Illinois
2. Northrop Engineering Office and Cafeteria Bldg., Hawthorne, Calif.
3. Marineland of the Pacific, Balboa Park, California
(Crop approximately as marked on mat)

These should be reproduced to conform with the instructions enclosed (see pages 2 and 3) and should be forwarded to the A.I.A. Fellows Exhibit, c/o Cleveland Museum of Art, 11150 East Boulevard, Cleveland 6, Ohio, marked "Please deliver to Service Entrance, S. W. Corner of Museum," to be received there not later than June 30, 1958; otherwise photographs will not be hung.

The members of The Jury are happy to express their welcome to you in your new status.

Cordially yours,

Douglas William Orr, F.A.I.A., Chairman
The Jury of Fellows, A.I.A.

Enclosure

From: David Parry
6363 Wilshire Boulevard
Los Angeles 48, California
telephone: OLive 3-9466

For: William L. Pereira & Associates

*Members
Pereira, Wm L.*

~~Mr. Jones~~
~~P.E.S.~~

*What say do you
know!*
file

for IMMEDIATE RELEASE

The dissolution of one of the country's most prominent architectural partnerships was made public today with the announcement by William L. Pereira, F.A.I.A., that he was withdrawing from the firm of Pereira & Luckman to open his own offices in planning and architecture.

Pereira states that, following lengthy negotiations, Charles Luckman had agreed to purchase his interest in the firm, which will hereafter be known as Charles Luckman Associates, and that he himself is resuming his own architectural practice as William L. Pereira and Associates, with offices in the new Union Oil Center in downtown Los Angeles.

Pereira headed his own architectural firm from 1931 to 1950, during which time he received many distinguished awards in the fields of architectural design and planning, including the coveted Scarab Medal, the Humanitarian Award from the motion picture industry, and citations from the Museum of Modern Art, the Philadelphia Art Alliance and the American Institute of Architects.

In January, 1950 with Charles Luckman, who had returned to architectural practice after serving as president of Lever Brothers, Pereira organized the planning-architectural-engineering firm of Pereira & Luckman, with Luckman as president and Pereira as chairman of the board in charge of planning and design. The firm has designed many of the country's most notable new buildings, including C.B.S. Television Center, Marineland of the Pacific, J. W. Robinson's stores

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

FILE COPY - PLEASE RETURN

in Beverly Hills, Pasadena, and Palm Springs, Convair Astronautics outside San Diego, the Union Oil Center and IBM building in Los Angeles, and many others. Pereira & Luckman have also done the master-planning of such major projects as Cape Canaveral and Patrick Air Force base in Florida, the University of California's Santa Barbara campus, the U.S. Naval and Air Force bases in Spain, and, in association with architects Welton Becket and Paul Williams, the new Los Angeles International Airport. Among scores of other architectural awards and honors, Pereira was recently advanced to fellowship in the American Institute of Architects in recognition of his achievements in design over a continuous span of 27 years.

In explaining his reasons for withdrawing from the firm he helped found, Pereira said: This was a long and carefully considered decision. It is my conviction that I should limit the number of projects which my associates and I hope to undertake to those to which we can contribute the most and which we can follow through personally from beginning to end.

FILE COPY - PLEASE RETURN

m
Pereira, William L.

F

September 9, 1963

Mr. William L. Pereira, FAIA
1231 West Fifth Street
Los Angeles 17, California

*Published
in magazine*

Dear Bill:

Congratulations to our "cover" man. — Your fellow AIA members are proud to see a confrere on TIME's cover and such an excellent article on your work.

Sincerely yours,

William H. Scheick, AIA

m
Pereira, William L

March 8, 1965

Mr. William L. Pereira, FAIA
5657 Wilshire Boulevard
Los Angeles 36, California

Dear Bill:

We wrote to President Johnson recommending his consideration of you for appointment to the National Council on the Arts. I am delighted to learn of your subsequent appointment and congratulate you on this honor. If there is anything which we can do to support you in this endeavor, please be sure to let us know.

In the event that you do not recall the Institute's position with respect to the Council, I am attaching a copy of the testimony presented by immediate past president of the Institute, J. Roy Carroll, Jr., FAIA, before the Committee on Labor and Public Welfare of the U. S. Senate in October, 1963.

I am concerned about the attached Associated Press release which appeared in the Washington Post on March 4 reviewing Mr. Stevens' outline for a program of "stock plan theaters." As an architect-member of the Council you will be most interested in this expressed attitude of Mr. Stevens'. I would appreciate your giving this your careful consideration.

Sincerely,

A. G. Odell, Jr., FAIA

AGO:edc
Attachment

FILE 2000-10-10-10-10-10

NOV 18 1985

LA/AIA

November 15, 1985

Dear Ann,

It is with regret that we inform you of the deaths of the following members of the Los Angeles Chapter:

William L. Pereira, FAIA

David Crompton, AIA

E.E. Hanson, AIA-E

Enclosed is biographical information for Baldwin Memorial files.

Sincerely,


Juan Ricci
LA/AIA

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

Architect helped mold California's future

William Leonard Pereira '30, a distinguished architect who began his career as a designer of movie theaters and later was responsible for far-seeing planning projects in Southern California, Hawaii and overseas, died Nov. 13 in Los Angeles.

Pereira, a 1973 recipient of the Alumni Association's top honor, the Illini Achievement Award, was 76.

The Chicago native gained early architectural experience by helping to draft the master plan for the Century of Progress, the 1933 Chicago world's fair.

With his brother, **Hal**, an engineering student at the University in 1924-25, he designed the Esquire Theater on East Oak Street in Chicago which now is considered to be one of the best examples of Art Deco style in the city.

Pereira had graduated into the Depression and found architectural firms paid so little he set out to find jobs on his own. He walked the Chicago streets to spot buildings in need of remodeling and came across a Balaban & Katz theater whose management was planning to spend \$5,000 on new draperies and upholstery.

Pereira redid the whole building for the price and the theater chain was so impressed it hired him as a designer. During the next six years Pereira built 75 theaters for Balaban & Katz.

He moved west when his wife, the former Margaret McConnell who was a top photographer's model and Coca-Cola girl, received some movie offers. Once in Los Angeles, Pereira won a contract to design a new studio for Paramount Pictures and in preparing for it he characteristically learned so much about the movie business that he became the company's art director too.

In 1942, Pereira shared an Oscar for special effects for "Reap the Wild



William Pereira's farseeing plans for developing cities helped place him on the cover of a 1963 Time.

Wind," a movie made from a novel of the late Thelma Strabel, a 1921 Illinois graduate. He also helped produce the George Raft melodrama "Johnny Angel" and "From This Day Forward," starring Joan Fontaine.

Pereira also taught architecture at the University of Southern California before he formed an architectural and engineering partnership in 1950 with his U. of I. classmate **Charles Luckman '31**.

Their eight-year association produced such notable projects as the Los Angeles International Airport, Marineland of the Pacific, CBS Television City, the Los Angeles World Zoo and U.S. air and naval bases in Spain.

In more recent years Pereira was architect for the new West Terminal building at the Los Angeles International Airport, the Los Angeles County Museum of Art which "floats"

on a concrete slab atop the La Brea tar bed, the Malibu campus of Pepperdine University, libraries and several other campuses.

His most readily identifiable project is the Cleopatra's needle-shaped Transamerica building that has dominated San Francisco's skyline since 1972.

Throughout these years, Pereira also was building a reputation as a planner and in 1963 his movie actor-like features appeared on the cover of a Time Magazine issue that dealt with the world-wide growth of planned developments.

At that time, Pereira was heavily involved with the development of the Irvine ranch, a 93,000-acre Southern California tract that was an amalgam of three Spanish land grants kept intact by the descendants of an early San Francisco merchant.

Pereira was influential in locating the new campus of the University of California at Irvine. He recommended the site to the university's regents and helped persuade the corporation developing the ranch to donate the land.

Pereira also was chief planner for a science center and residential community on Santa Catalina Island. His firm, under Pereira's direction, planned an 11,000-acre section of the Santa Monica mountains, a new town in Dearborn, Mich., the 32-block Houston Center, Makaha Valley on the island of Oahu, and a new town on the Ivory Coast of Africa.

While an undergraduate in architecture, Pereira lettered in fencing, was team captain, and a captain in the University Brigade. He was a member of the University of Illinois Foundation at the time of his death.

Pereira is survived by his wife, a son and daughter.

--By Ruth Weinard

was the author of "Abraham Lincoln

Former ILL trustee Harewood dies

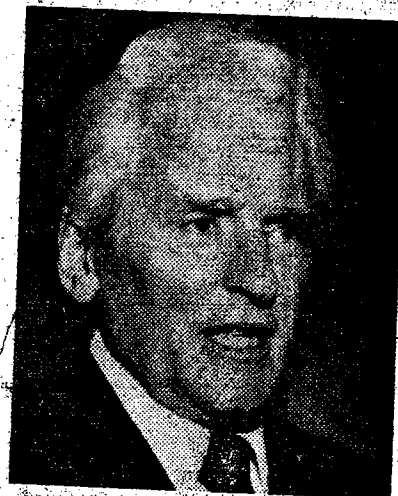
FF Pereira, Architect Whose Works Typify L.A., Dies

By MICHAEL SEILER,
Times Staff Writer

William L. Pereira, whose stylish yet efficient architecture dominated the look of Los Angeles for more than 30 years, died of heart failure Wednesday at Cedars-Sinai Medical Center. He was 76.

Pereira, architect and planner of dozens of prominent buildings ranging from the striking Malibu campus of Pepperdine University to the functionally designed Los Angeles International Airport to the fluid and friendly Marineland of the Pacific complex on the Palos Verdes Peninsula, was, as much as any other one man, responsible for the artistic topography of the city and exurbs.

Pereira was praised by critics for his ability to combine form and function in an optimistic and congenial body of work, and a list of his structures and designs reads like an architectural and planning honor



William L. Pereira

roll of livable and workable Southern California places.

He was not without achievement outside Los Angeles and its envi-

Please see PEREIRA, Page 30

architect for construction of the University of California, Santa Barbara. Pereira did Marineland in 1954, drew up the master plan for expansion of Los Angeles International Airport, and conceptualized what was to become the city of Irvine in the early 1960s.

The Los Angeles County Museum of Art followed in 1964. Then he designed a long list of campus structures at UCLA, USC, Occidental and UC Irvine as well as UC San Diego.

Pereira designed the Los Angeles Times building extension and the Peppering campus in the early 1970s, as well as the Transamerica tower, the St. Francis Hotel tower, addition in San Francisco and Irvine Towers in Newport Center.

'To Satisfy the Future'

The man was much honored for his aesthetic perceptions, and his Wilshire Boulevard firm, William L. Pereira Associates, was known internationally for the planning that featured exhaustive research, into the economic and environmental forces involved in order to grow.

"To design plans to satisfy the future" was Pereira said, his idea of regional planning. In other words, bringing thought and style to Los Angeles helped steeper growth was what Pereira was about.

William Leonard Pereira was born April 25, 1909, in Chicago, the son of a printing business owner whose great boyhood enthusiasm was architecture. He worked in his teen-age years as a draftsman and architect's assistant, graduated from the University of Illinois with a degree in architecture and went

the studio, some of it far beyond the calling of a typical architect.

In 1942, he won, with others, an Oscar for special effects on a Cecil B. DeMille spectacular. "Reap the Wild Wind," and produced a George Raft melodrama, "Johnny Angel," in 1945 and Joan Fontaine's "From This Day Forward" in 1946.

Somehow, Pereira found time for his real calling, winning awards for his designs of the Motion Picture Country House and Hospital in Woodland Hills and for the Pan Pacific Theatre.

He put his brief fling with Hollywood behind him, opted for architecture and joined USC as a professor of architecture in 1949. Charles Luckman, a University of Illinois classmate who had found some success as president of Lever Brothers and was thought of as sort of a boy wonder of the soap business, joined Pereira's firm, and Pereira's productive period in

Southern California architecture began.

Pereira and Luckman's company went from an office with a dozen architects and \$15 million in business to one with several hundred employees and \$500 million worth of work.

Contracts poured in: The Disneyland Hotel, rocket-launching facilities at Cape Canaveral, U.S. military bases in Spain. But Pereira was not completely happy.

"It was like working in a factory," he said in a 1963 interview. "Everybody was standing in line with projects for us to do. . . . I don't say we were doing inferior work; I just know I wasn't doing my best."

Pereira subsequently withdrew from his partnership with Luckman and opened William L. Pereira Associates. Business continued to pour in.

Lockheed hired him to master plan its Saugus facility. Then he

become Rauner expert at assessing our land and our resources," he said. "We carve up our mountains not for the purpose of living, but only to drag our car to our bedroom door. Having learned to rely on the T-square and the triangle in the uses of land, rather than an understanding of land itself, we have come to accept with enthusiasm the unprofessional, unappreciative, unskilled butchery of the land that goes on under the name of planning."

Pereira's role was to try to change that.

"The consensus of critics was that he did quite well. Although, as Time pointed out more than 20 years ago, as an architect and designer, he was no Le Corbusier or Niemeyer, Pereira's honors were significant.

At various times, Pereira was architect in residence at the American Academy in Rome, member of the President's National Council on

"The bean is that if o could see h Cape Canav

"At the ti there waan a few years

Sometimes what they at da Vin motor, he'd Pereira's achieve.

"What's 20 years," interview vine, "wou any other p

He is s Bronya Per liam L. P, Ferraro, an There v memorial spokesman

Architect of L.A.'s Style Dies at 76

to work for a Chicago firm.

Young Pereira helped draft the master plan of the 1983 Chicago World's Fair, won a score of industrial design competitions and opened his own firm in 1932, working on several of the fair's buildings.

By age 25, he had designed structures in 26 states, many of them for the movie theater chain of Balaban & Katz. The Midwestern chain of theaters was controlled by Paramount, and Pereira soon moved west, hired by the studio as both architect and art designer.

Special Effects Oscar

Although Pereira maintained an interest in his Chicago-based architectural firm, he did increasingly more work in Los Angeles for the studio, some of it far beyond the calling of a typical architect.

In 1942, he won, with others, an Oscar for special effects on a Cecil B. DeMille spectacular, "Reap the Wild Wind," and produced a George Raft melodrama, "Johnny Angel," in 1945 and Joan Fontaine's "From This Day Forward" in 1946.

Somehow, Pereira found time for his real calling, winning awards for his designs of the Motion Picture Country House and Hospital in Woodland Hills and for the Pan Pacific Theatre.

He put his brief fling with Hollywood behind him, opted for architecture and joined USC as a professor of architecture in 1949. Charles McKim, a University of Illinois graduate who had found some fame as president of Lever Brothers and was thought of as sort of a wonder of the soap industry, joined Pereira's firm, and the firm had a very productive period in

William Leonard Pereira was born April 25, 1909, in Chicago, the son of a printing business owner whose great boyhood enthusiasm was architecture.

Southern California architecture began. Pereira and Luckman's company went from an office with a dozen architects and \$15 million in business to one with several hundred employees and \$500 million worth of work.

Contracts poured in: The Disneyland Hotel, rocket-launching facilities at Cape Canaveral, U.S. military bases in Spain. But Pereira was not completely happy.

"It was like working in a factory," he said in a 1963 interview. "Everybody was standing in line with projects for us to do. . . . I don't say we were doing inferior work; I just know I wasn't doing my best."

Pereira subsequently withdrew from his partnership with Luckman and opened William L. Pereira Associates. Business continued to pour in. 90002 24th Street, Los Angeles, CA 90024. Lockwood Greeno, 10000 Wilshire Blvd., Los Angeles, CA 90024. Then he

went on to the Los Angeles County Museum of Art, an \$11-million complex that opened in 1965.

He strove for orderly and balanced land development in his master planning of the Irvine Ranch in Orange County, designed the massive Houston Center and then the controversial Transamerica structure in San Francisco. Pereira and his firm also master planned communities in Africa and Taiwan.

In the early 1980s, while at the forefront of the new emphasis on master planned communities, Pereira found himself on the cover of Time magazine, telling of his plans for Irvine and talking of the challenge of bringing order to disorderly Southern California.

"In recent years, we here have become rather expert at abusing our land and our resources," he said. "We carve up our mountains not for the purpose of living, but only to drag our car to our bedroom door. Having learned to rely on the T-square and the triangle in the uses of land, rather than an understanding of land itself, we have come to accept with enthusiasm the unprofessional, unappreciative, unskilled butchery of the land that goes on under the name of planning."

Pereira's role was to try to change that.

The consensus of critics was that he did quite well. Although, as Time pointed out more than 20 years ago, as an architect and designer, he was no Le Corbusier or Niemeyer, Pereira's honors were significant.

At various times, Pereira was architect in residence at the Art Center, a cademy in Rome, a member of the President's National Council on

the Arts and chairman of the Governor's Task Force on Transportation.

He received honorary doctorates from the Otis Art Institute, Pasadena's Art Center College of Design and Pepperdine. He was a fellow of the American Institute of Architects.

In recent years, though suffering from an orthopedic problem and a battle with cancer, Pereira continued to head his huge firm, defending some controversial projects like the Transamerica building and taking pleasure in others: Cape Canaveral and the Irvine master plan, to name two.

Pereira told a 1972 Times interviewer that he considered himself something more than an architect.

"There are architects who simply build buildings," he said. "But not me. I'm interested in planning in the multidisciplinary sense—anything concerning form and design."

The beauty of planning, he said, is that if one is really lucky, one could see his plans pay off, as with Cape Canaveral.

"At the time (of the master plan) there wasn't even a missile. And in a few years, we went to the moon. Sometimes people leave a record of what they might have done. Look at da Vinci—if da Vinci had a motor, he'd have been flying."

Pereira's joy was in what he did achieve.

"What's been done down here in 20 years," Pereira said in a 1983 interview with The Times in Irvine, "would've taken 300 years in any other period of history."

He is survived by his wife, Bryony Pereira; two children, William L. Pereira Jr. and Monica Ferraro; and six grandchildren.

There will be no funeral or burial. The family is planning a memorial service for Pereira at the Los Angeles Convention Center, 1201 S. Flower St., Los Angeles, CA 90015, at 10 a.m. on Monday, April 29, 1985. The service will be broadcast on KABC-TV Channel 7.

William L. Pereira, Architect; A Specialist in Planned Cities

LOS ANGELES, Nov. 14 (AP)—William L. Pereira, an architect whose California buildings range from the Transamerica Corporation pyramid in San Francisco to the master-planned community of Irvine, died of cancer Wednesday at Cedars-Sinai Medical Center. He was 76 years old.

Mr. Pereira helped draft the master plan of the 1933 Chicago World's Fair. He won a score of industrial design competitions and opened his own firm in 1932.

He worked on the Los Angeles International Airport, the Houston Center complex in Texas and the campuses of the University of California at Santa Barbara and Pepperdine University in Malibu.

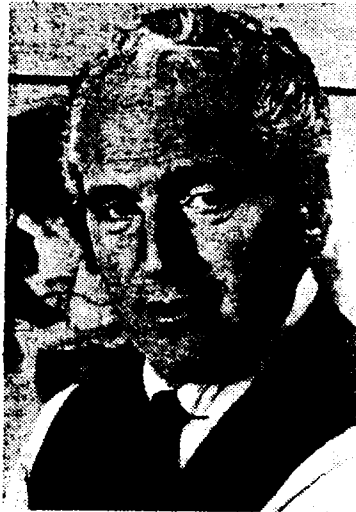
Mr. Pereira and Charles Luckman, a University of Illinois classmate, collaborated on the design of the Disneyland Hotel and of rocket-launching facilities at Cape Canaveral.

Worked on Movies

Born April 25, 1909, in Chicago, Mr. Pereira began his architectural career with several designs for movie theaters in the Midwest. He later moved to Hollywood for a fling at art design and film production. In 1942, he shared an Oscar for special effects on a Cecil B. DeMille spectacular, "Reap the Wild Wind." He produced a George Raft melodrama, "Johnny Angel," in 1945 and Joan Fontaine's "From This Day Forward" in 1946.

By the 1960's, he was a leading promoter of master-planned communities.

"We have come to accept with enthusiasm the unprofessional, unapprecia-



United Press International

William L. Pereira in a picture taken some years ago.

tive, unskilled butchery of the land that goes on under the name of planning," he said, calling for more graceful designs for cities.

He is survived by his wife, Bronya; a son, William L. Jr., and a daughter, Monica.

Pereira
See also Lockwood

BACKGROUND INFORMATION

W. L. PEREIRA

Registered Architect in the following States:

Arizona	Michigan	Oregon
California	Montana	Texas
Colorado	Nevada	Utah
Idaho	New Mexico	Washington
Illinois	New York	Washington, D.C.
Indiana	Ohio	Wisconsin
Kentucky	Oklahoma	Wyoming

Member:

Gargoyle Society (Honorary Architectural Society)
 American Institute of Architects
 Society of American Military Engineers
 Academy of Motion Picture Arts and Sciences

Awards:

Scarab Medal - 1940
 First Winner of this Award for "Most Distinguished Record of Achievement in Architecture for Architects under Thirty-Five Years of Age" - in the United States.

Humanitarian Medal - 1941
 Motion Picture Relief Fund Hospital and Nurses Home.

Certificate of Honor
 Southern California Chapter of A.I.A. for Motion Picture Country House and Hospital.

Lake County Tuberculosis Hospital: - Selected as one of the fifty outstanding buildings built in U.S.A. in the last twenty-five years, and was the only Medical Facility Selected (by the Museum of Modern Art)
 Published in U.S., England, France, Japan, Germany, etc.

Philadelphia Art Alliance Medal - 1949 Award
 Lake County Tuberculosis Sanatorium - "Best Building in the last decade".

Academic:

Bachelor of Science, University of Illinois.
 Professor of Architecture, University of Southern California since 1949.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006

WILLIAM L. PEREIRA

William L. Pereira, F.A.I.A., architect and master-planner, has been active in his profession since 1931 when, as a graduate of the University of Illinois School of Architecture, he first opened offices in Chicago and Los Angeles. In 1950, after almost two decades of successful practice, he formed with Charles Luckman the planning-architectural-engineering concern of Pereira & Luckman, withdrawing eight years later to reestablish his own firm. Today, between his 5-story architectural headquarters in Los Angeles and his master-planning center at Urbanus Square in Orange County, Pereira and his associates are busy charting the destiny of some 200 square miles of land and the lives of more than a million fellow Americans.

The principal planning projects to which the firm is presently devoting its collective time and talent include the 93,000-acre Irvine Ranch, the largest expanse of undeveloped land within any major metropolitan area; Mountain Park, a 17-square-mile area within the city limits of Los Angeles; the entire Santa Catalina Island; the new campus for the University of California at Irvine as well as master-plans for the University of Southern California and Occidental College, and others. Among the architectural commissions completed or on the drawing boards are the new Los Angeles County Museum of Art, the Hollywood Museum, research and development centers for Lockheed, Hoffman, General Telephone, Astropower and Ampex Corporation; campus buildings for U.C.L.A., California Institute of Technology, U.S.C. and Brigham Young University; headquarters building for Metropolitan Water District, Occidental Center, and others.

The recipient of many professional awards, including 17 separate awards from the American Institute of Architects, Pereira was advanced to fellowship in the Institute in 1958 on the basis of "work so distinctive that it reveals notable individuality and mastery in the art of design." He is a member of the Gargoyle Society.

SHOW BUSINESS

Architect of Success

In the dark, drab Chicago flat where he was born and brought up, there was no money for such luxuries as college. But Bill Pereira was ambitious, so he figured out a scheme with his elder brother Harold. Hal got a job as a draftsman, helped pay Bill's way through architectural school. When Bill finally began to prosper, he paid Hal back by taking him on as a partner.

By such single-minded planning, William Leonard Pereira has become, at 37, something of a phenomenon in two different fields: architecture and the movies. In his Los Angeles office, he and a staff of eight are now designing: 1) a \$7½ million Beverly Hills medical center; 2) a \$1 million experimental theater for Paramount; 3) a studio for RKO; and 4) another hospital, two other theaters, two city-planning projects. All told, their volume of business tops \$18 million. Last week, busy Mr. Pereira took on another job. He signed a five-year contract with RKO as a producer (for an undisclosed figure which added substantially to his \$75,000-a-year income).

Hurry, Hurry, Hurry! Bill Pereira has always husbanded his time, which is limited to 24 hours a day, at the expense

TIME, OCTOBER 14, 1946

of his energy, which is almost limitless. While attending the University of Illinois, he rationed his time for so many things that he wore himself down from 175 lbs. to 130. To court his wife (they have a nine-year-old son), he allotted himself one Saturday night a month.

Graduating into the Depression, he found he was being paid so little by an architectural firm that he quit to start his own business. He tramped the streets, looking for buildings to remodel. One of them was a Balaban & Katz theater which was planning to spend \$5,000 on draperies and upholstery. For the same price Bill remodeled virtually the whole theater. B. & K. was so pleased that it asked him to build a few theaters. Within 18 months, he had a \$20,000-a-year business.

He built 75 theaters for B. & K. in the next six years, found his way to Hollywood. Paramount was then planning a \$15 million studio, and firms from all over the



Loran F. Smith

ARCHITECT-PRODUCER PEREIRA

"I don't overwork..."

country were bidding on it. Brash young Bill, who had always been fascinated by big jobs—the more complicated the better—sauntered in and asked: "Do you know what you want?" Said Paramount: "No, do you?"

Bill shook his head. He suggested that he be hired and they'd both find out what Paramount wanted. He got the job and applied his usual pattern to it: five parts research, four parts deduction, one part designing. The functional plans he produced made Paramount ecstatic, brought him offers from other studios as well.

Before designing Beverly Hills' Memorial Medical Center, Pereira placed a standing order with a bookstore for every available book on hospitals, spent \$30,000 and 30 months on research, combed through local hospital records, questioned local doctors, studied disease rates and nurse-patient ratios, watched operations and laboratory tests. By the time he was

TIME, OCTOBER 14, 1946

ready to draft his plans, he was a recognized authority on hospital design.

How to Cure Ulcers. In his spare time, Bill dabbled in movies, free lancing from set design to photography (he won an Oscar for trick photography in 1942) and then to producing. Using the same functional approach—i.e., what makes a movie make money, he produced *Johnny Angel* for \$650,000 and *From This Day Forward* for \$1,000,000. Each has already netted \$2,000,000.

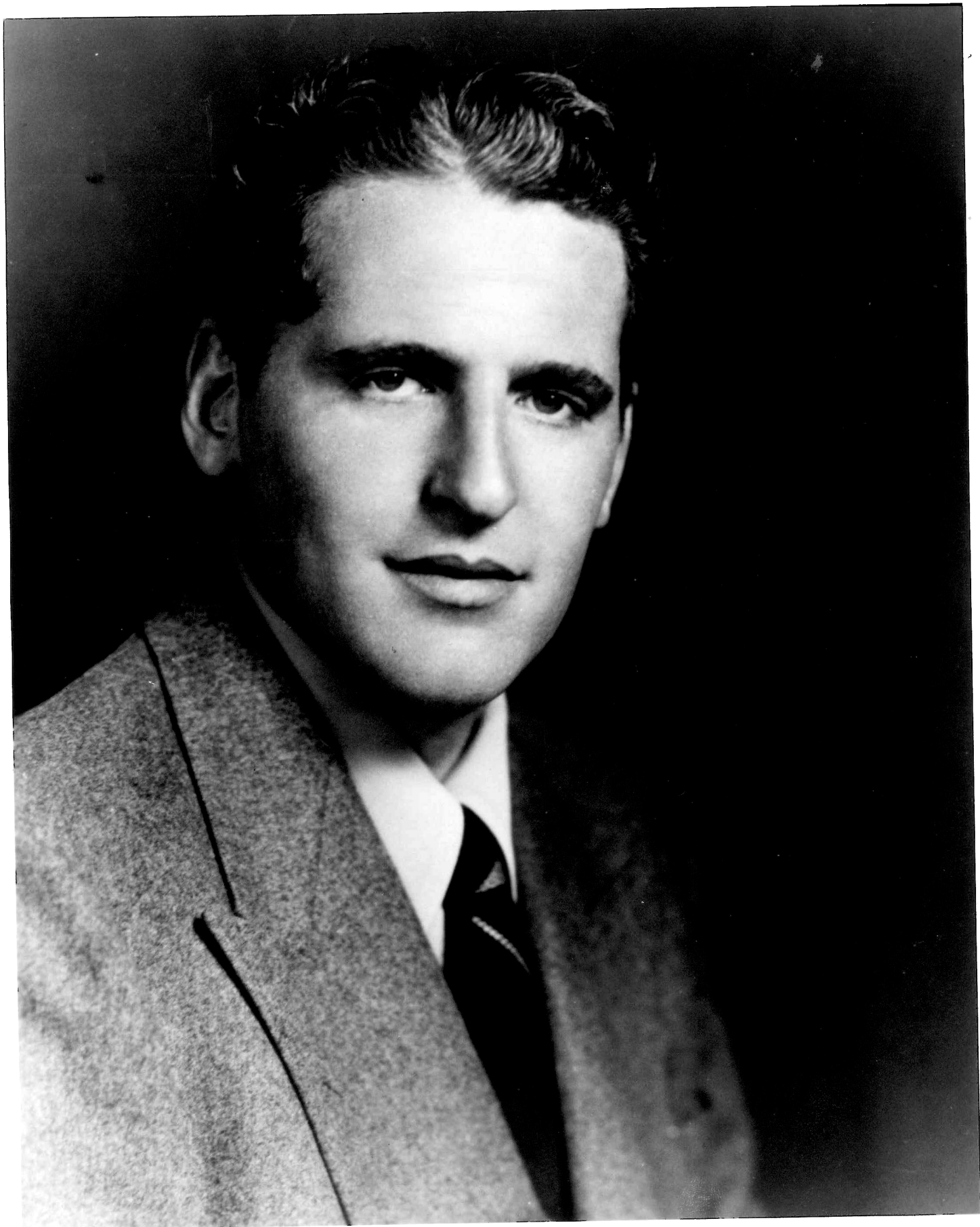
The reason he shuttles between two such diverse professions (he insists that they have one basic thing in common: "Both begin with an idea on paper") dates back to an old case of stomach ulcers. He thinks they were caused by the tension that arose from the inevitable slack periods in any architect's office. Thanks to his two jobs, Pereira now has



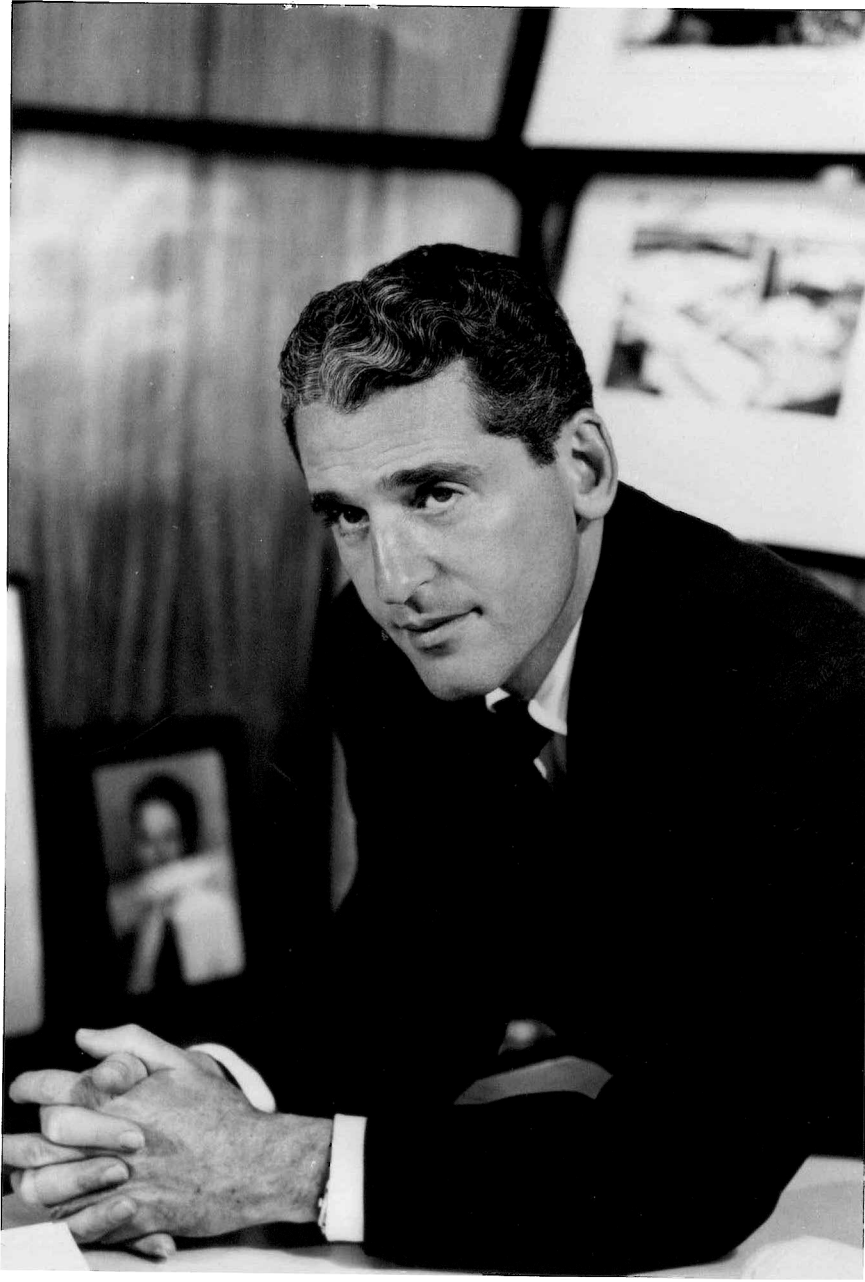
GRUMMAN
Not for the

something to do all the time. But, says he: "I don't overwork. The guy who plays every other night in the week and golfs on Sundays spends as much time as I do, only I do it at a movie studio." Since he started his second career, his ulcers have not been heard from.

THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled,
quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006



THE AMERICAN INSTITUTE OF ARCHITECTS ARCHIVES For information or study purposes only. Not to be recycled, quoted, or published without written permission from the AIA Archives, 1735 New York Ave. NW, Washington, DC 20006



Convention Elects Officers:

CC/AIA Will Honor Five Tomorrow

Institution of Architects
Library
New York, N.Y. 10006



SCHULLER
Special Award

LOS ANGELES — The California Council/American Institute of Architects in convention at the Baltimore Hotel here yesterday elected a new slate of officers, officially opened its exhibits show and heard an address by aeronautical engineer Paul MacCready, designer of the Gossamer series of man-powered aircraft.

Today the architects begin a series of professional programs that will include speaking appearances by science fiction/fantasy writer Ray Bradbury; engineer/visionary R. Buckminster Fuller; Republican Congressman Pete McCloskey; and State Assembly Minority Leader Carol Hallet. A big highlight tomorrow will be CC/AIA's awards dinner



GIOVANNINI
Media Excellence

at which five individuals are to be honored.

The council's 1982 president is William Patnaude who was elected a year ago to succeed outgoing president Harry C. Hallenbeck. Patnaude hails from Fresno where he is a principal in the firm of Lew & Patnaude.

Picked to succeed Patnaude in 1983 was Paul R. Neel. The new vice president and president-designate is director of the School of Architecture at California Polytechnic-San Luis Obispo. Edward D. McCrary from the San Francisco office of Skidmore, Owings & Merrill becomes the organization's new treasurer. Harry Jacobs of Oakland remains on as



PEREIRA
Distinguished Service

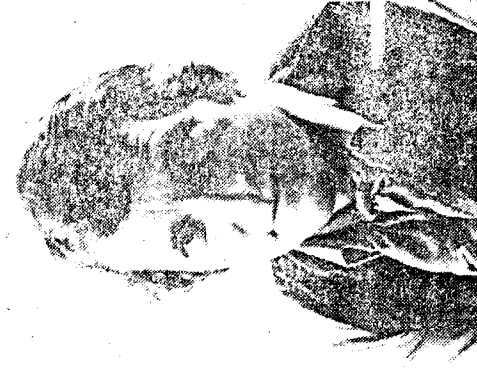
secretary since that post enjoys a two-year term of office.

Outgoing president Harry Hallenbeck won a three-man race for the post of AIA regional director. Hallenbeck, whose firm is Hallenbeck & Chamorro with of-



STUMP
Excellence in Education

fices in Alameda and San Diego, beat out Albert M. Dreyfuss, Dreyfuss & Blackford of Sacramento, and Bernard Zimmerman, Zimmerman & Assoc., Los Angeles. The new vice president-



VAN der RYN
Excellence in Technology

Lawrence P. Segrue who is with Octagon Assoc. of Fresno and the new vice president-governmental relations is to be Robert E. Allen of Bull. Field, Volkmann, Stockwell in San Francisco.

(Cont. Page 4, Col. 4)

Handwritten signature: Paul R. Neel
Handwritten signature: Harry C. Hallenbeck
Handwritten date: 10/10/81

Both Associate directorships have gone to women: Mary Katharine Randrup who is with Walter Wagner-Martin Temple, Inc. in Fresno is the new Associate director for Northern California while Norma Lopez-Cirlos, of Kurt Meyer & Assoc., Los Angeles, will represent Southern California Associates on the CCAIA board.

The awards are to be presented tomorrow night at the convention's presidential banquet. This year the council is presenting a special award, a distinguished service award and three commendation awards for excellence in media, education and technology. The awardees are:

CCAIA Special Award: Reverend Dr. Robert H. Schuller, senior pastor and founder of the Garden Grove Community Church in that Southern California suburb. Dr. Schuller is being honored in recognition of personal and "inspired" leadership in realizing architectural excellence in the design and development of the Garden Grove Church and for stimulating the design genesis of a remarkable worship facility that has become the most widely published California edifice in recent years.

Born in Alton, Iowa and educated at Western Theological Seminary in Michigan, Dr. Schuller organized his drive-in church concept in Garden Grove 25 years ago. Today his church occupies a 22-acre site on which the focal point is a contemporary glass sanctuary known as the "Crystal Cathedral." Every Sunday more than 10,000 people congregate either in the church or remain in cars and listen to the service on the radio. This unique worship arrangement has brought him international fame. His services are syndicated to more than three million people throughout the United States, Canada, Australia and overseas.

Distinguished Service Award: William L. Pereira, FAIA, chairman of William L. Pereira Associates, Planners, Architects, Engineers of Los Angeles.

Pereira is being honored for his contributions to the built environment of California, his personal influence in the design of landmark projects around the world, and in celebration of his fiftieth year of accomplishment as a practicing architect.

Educated at the University of Illinois School of Architecture, Pereira has become one of the nation's best known architects and his name is widely associated with city planning. The development of the new community of Irvine, his master planning for a new town on the Ivory Coast of Africa and the 33-block Houston (Texas) Center have earned him world-wide attention. Currently, he is supervising construction of new towns in Saudi Arabia and a community for 20,000 people near Bakersfield.

Pereira has been responsible for such important projects as the Los Angeles International Airport, the Los Angeles County Museum of Art, the Transamerica Headquarters Building in San Francisco and CBS Television City in Los Angeles.

William Pereira has applied innovative, technical approaches to his projects in response to social, environmental and energy issues. He

characterizes his approach to architecture as "a combination of art, creativity, research, technical ability, scientific curiosity, and above all, social interest."

Excellence in Media: Joseph Giovannini, architectural critic for the Los Angeles Herald-Examiner. Giovannini is being recognized for his ability to effectively communicate the design rationale of significant architectural projects in the Southern California area to the general public and for his influential and successful articles on behalf of saving the landmark Los Angeles Public Library from partial or total destruction.

Giovannini, a native of Los Angeles, received a Bachelor's degree in English from Yale University, a Master's degree in Fine Arts from the Sorbonne, and a Master of Architecture degree from Harvard University.

Excellence in Education: Professor Harold A. Stump, retired professor of architecture at the University of California, Berkeley. Stump is being honored for outstanding contribution to architectural education and for his continuing influence in the area of design excellence as evidenced in many significant projects shaped by architects who received the benefits of his instruction.

Professor Stump is a graduate of the University of California at Berkeley where he became a faculty member in 1942. At Berkeley, Stump became one of its best known professors in architecture. In 1957, Stump was appointed Assistant Dean in the College of Architecture and, in 1969, was a Fulbright Fellow. At that time he took a sabbatical and served as visiting professor at the University of Trabzon in Turkey and the American University in Beirut, Lebanon.

Stump has conducted extensive architectural research throughout the Middle East and North Africa and has lectured in Hawaii. Although retired, he continues a variety of educational activities. Harold Stump is also a recipient of a University of California citation for distinguished service.

Excellence in Technology: Sim Van der Ryn, Van der Ryn, Calthorpe & Partners, Architects, Sausalito. Van der Ryn is recognized for his dedication to research, design and implementation of energy-related technology in general and, in particular, for leadership in initiating and directing development of major architectural projects that advanced the state-of-the-art in energy conservation.

Van der Ryn has been active for twenty years as an architect, teacher, writer and environmentalist. Prior to establishing his present firm he served as California's State Architect, responsible for a \$200 million building program which incorporated climate-responsive, energy-efficient design and the use of solar and renewable energy resources. His work in government drew national attention. Van der Ryn also founded and served as director of the State Office of Appropriate Technology and was appointed by Governor Brown as the first chairman of the State Solar Council.