

**PERKINS  
& WILL  
ARCHITECTS  
ENGINEERS**

January 30, 1958

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

Attention: Jury of Fellows

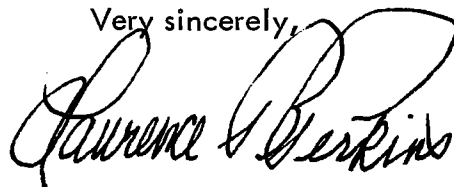
Gentlemen:

I am honored to write in support of the nomination of

William L. Pereira

for elevation to Fellowship in the American Institute of Architects. I have known Mr. Pereira for twenty years. I admire him as a man of principle, ability, and extraordinary versatility. He has done a wide range of jobs in and out of architecture with preeminence and distinction. He is a delightful gentleman. I recommend him to your favorable attention.

Very sincerely,



Lawrence B. Perkins

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OFFICE OF

# MAC KIE AND KAMRATH ARCHITECTS

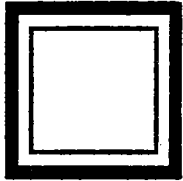
2713 FERNDALE PLACE HOUSTON 6 TELEPHONE JA 9-2696

FRED J MAC KIE JR FAIA

KARL F KAMRATH FAIA

ASSOCIATE

LLOYD BORGET AIA



29 JANUARY 1958

THE JURY OF FELLOWS  
THE AMERICAN INSTITUTE OF ARCHITECTS  
1735 NEW YORK AVENUE, N. W.  
WASHINGTON 6, D. C.

RE: WILLIAM L. PEREIRA  
NOMINATION TO FELLOWSHIP

GENTLEMEN:

IT IS MY UNDERSTANDING THAT WILLIAM L. PEREIRA HAS BEEN NOMINATED FOR FELLOWSHIP FOR HIS OUTSTANDING DESIGN BY HIS COLLEAGUES IN CALIFORNIA.

I HAVE KNOWN BILL SINCE HIS EARLY DAYS OF PRACTICE IN CHICAGO IN 1928. HIS DESIGN ABILITY STOOD OUT AMONG OTHERS FOR HIS CONTEMPORARY APPROACH TO MANY DIFFICULT PROBLEMS. SINCE OPENING HIS OFFICE IN CALIFORNIA AND HIS LATER ASSOCIATION WITH CHARLES LUCKMAN, HIS DESIGNS FOR EVERY TYPE STRUCTURE HAS WON NUMEROUS AWARDS THROUGHOUT THE COUNTRY.

PERSONALLY, I FEEL HIS ELEVATION TO FELLOWSHIP IS LONG OVER DUE, AND I RECOMMEND HIS ELECTION WITHOUT RESERVATION.

VERY TRULY YOURS,

MAC KIE AND KAMRATH, ARCHITECTS

FRED J. MAC KIE, JR., F.A.I.A.

FJM

EOB

KENNETH S. WING  
ARCHITECT  
30 LINDEN AVENUE  
LONG BEACH 2, CALIFORNIA

KENNETH S. WING, F. A. I. A.  
KENNETH S. WING, JR.

January 29, 1958

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

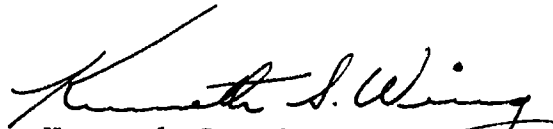
Attention: Jury of Fellows

Gentlemen:

Mr. William L. Pereira has been nominated for elevation to Fellowship by the Southern California Chapter in the field of design and education. With the intention of presenting information in a precise manner, Mr. Pereira has had a very fine background of preparation; he is a partner in the firm of Pereira and Luckman, doing some of the largest work in the Country, and surely some of the finest; he has given unstintingly of his time as a Professor of Design at the University of Southern California, wherein he has instilled imagination, as well as fine American principles, in his students.

May I, as Chairman of the Fellowship Committee for the Southern California Chapter, unhesitatingly recommend Mr. William L. Pereira for your favorable approval for elevation to Fellowship in the Institute.

Very truly yours,

  
Kenneth S. Wing, F. A. I. A.

KSW:kw

H. L. GOGERTY F.A.I.A.

ARCHITECT 3123 WEST EIGHTH STREET  
LOS ANGELES 5 - DUNKIRK 7-5263

January 28, 1958

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

Gentlemen:

The name of William L. Pereira has been presented by the Southern California Chapter for advancement to Fellowship in the American Institute of Architects.

The work of Mr. Pereira's firm in the field of architecture is well known throughout the United States. Mr. Pereira's achievements in the field of architectural design is attested by the recognition he has received by the Southern California Chapter, as well as many other organizations and institutions. It is my opinion that the work of his firm has done much to exemplify and advance the architectural profession.

In addition to this, Mr. Pereira has devoted a considerable amount of his time and efforts in the interest of his profession by making himself available to the School of Architecture at the University of Southern California, serving as instructor and lecturer to the fifth year design class.

In view of these achievements and accomplishments, it is a privilege to recommend Mr. Pereira to you and to invite your favorable consideration of his nomination.

Very truly yours,

  
D. Stewart Kerr, A.I.A.

DSK/yo

January 7, 1957

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

Attention: Jury of Fellows

Gentlemen:

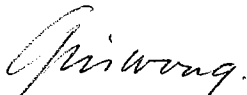
It is my privilege and pleasure to write in recommendation of Mr. William L. Pereira as it befits his nomination to Fellowship in the American Institute of Architects.

It has been my good fortune to work under Mr. Pereira's direction and to be guided by his superior professional judgment for the past ten years. During that time I have been in a position to observe at close hand the effects of his influence on the people who work with him. His high regard for design integrity in good progressive architecture, his outstanding talent for creating good design, and his complete devotion to the field of architecture have set a standard for all of them to follow.

In addition, his large and important contribution to architecture as a Professor of Fifth Year Design at the University of Southern California for the past ten years has enabled a great many students to acquire the benefit of his excellent instruction and be tremendously broadened by exposure to his philosophies and concepts of architectural design.

I am most happy to recommend Mr. Pereira for Fellowship, and feel the Institute would be greatly benefited by the addition.

Sincerely,

  
Gin D. Wong, A. I. A.

ARCHITECT MAYNARD LYNDON F. A. I. A. 3460 WILSHIRE BOULEVARD LOS ANGELES 5

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

Gentlemen:

I should like to urge your favorable consideration of Mr. William Pereira, who has been nominated by the Southern California Chapter for advancement to fellowship.

Mr. Pereira's long-standing record of achievements in design has become familiar to most architects, but those of us who know him personally have had the opportunity to realize the courage, thoroughness and directness with which he considers a design problem. His analysis seems to be clearly that of an architect at all times. His professional attitude is contagious and stimulates those about him and, perhaps, accounts for his success in teaching and working with younger men.

I heartily endorse the Chapter's recommendation and feel the profession would be enhanced by advancement of Mr. Pereira to fellowship.

Very truly yours,

  
Maynard Lyndon

January 27, 1958

GRAHAM LATTA · ARCHITECT

3112 LOS FELIZ BOULEVARD  
LOS ANGELES 39, CALIFORNIA

January 27, 1958

Jury of Fellows  
The Octagon  
1735 New York Avenue, N.W.  
Washington, D.C.

Gentlemen:

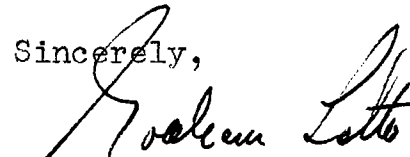
Re: William Pereira

William Pereira has made a firm and healthy contribution to architectural design in this area by dual means. The rather prodigious volume of work of his own firm has set a high standard of excellence, and his influence on the students of the University of Southern California, many of whom have subsequently served apprenticeships in his office, is being evidenced in an ever-widening volume of work from smaller offices whose principals studied under Pereira.

It is important to note that these students and ex-students have learned more than just design under his tutelage; the several whom I have known personally have all absorbed a terrific enthusiasm for good design, and this is no less important than the ability to design by itself.

I believe that William Pereira has every qualification for Fellowship.

Sincerely,



GRAHAM LATTA, Architect

GL:lc

HENRY L. EGGERS, F. A. I. A.  
WALTER W. WILKMAN, A. I. A.  
A R C H I T E C T S  
627 SOUTH CARONDELET STREET  
LOS ANGELES 57 • DUNKIRK 2-9224

January 24, 1958

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

Attention: Jury of Fellows

Gentlemen:

It gives me great pleasure to write this letter in support of the nomination of William L. Pereira for elevation to Fellowship in the Institute. It is important in my estimation that this be done in recognition of the following:

1. Mr. Pereira has made a notable contribution in activities in the College of Architecture at the University of Southern California. I need not say that he has done this at a great sacrifice to himself in the matter of time and energy.
2. His practice in Southern California is an important one from the standpoint of the size of his organization as well as the quantity of work that is done. Fortunately for the profession the quality of the work is very high and this is almost entirely due to the insistence of Mr. Pereira on careful research and sound design. Such projects as the new International Airport not yet constructed, the CBS Television City, Marineland of the Pacific, etc. will amply substantiate this viewpoint.
3. In my opinion, it would also be an advantage to the Institute, itself, to elevate to fellowship a man so outstanding in his community.

I feel sure that the Jury will carefully consider his qualifications.

Respectfully,

  
Henry L. Eggers

HLE:d1



# AYRES & FIEGE

architects

DON AYRES, A. I. A.                      HERBERT F. FIEGE, A. I. A.  
4253 COLDWATER CANYON AVENUE  
NORTH HOLLYWOOD, CALIFORNIA  
PO Box 3-4363                      STANLEY 7-7279

21 January 1958

Jury of Fellows  
The Octagon  
1735 New York Avenue, N. W.  
Washington, D. C.

Gentlemen:

I sincerely recommend Mr. William Leonard Periera for Fellowship in the American Institute of Architects. I have known Mr. Periera since 1927. We were in school together at the University of Illinois, and I know that he has a distinguished background. Not only is he a good designer but an experienced business man as well. His accomplishments are numerous and provocative. I know that he is personally responsible for the extensive architectural achievements he has been given credit for.

This self-styled hard working architect certainly deserves this honor for which he has been nominated.

Very sincerely yours,

  
Don Ayres

DA:h

HARRISON & ABRAMOVITZ  
ARCHITECTS

630 FIFTH AVENUE, NEW YORK 20, N. Y.

WALLACE K. HARRISON  
MAX ABRAMOVITZ

January 20, 1958.

CHARLES H. ABBE  
MICHAEL M. HARRIS  
JOHN J. HEALY  
GEORGE S. JOHNSTON

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

Gentlemen:

I will be pleased to recommend William L. Pereira for elevation to Fellowship in The American Institute of Architects.

I have known Mr. Pereira for many years and have watched his continual progress in design and his constant devotion to his profession. He has worked hard for the highest ideals in his work and in the use of Architecture as a basis for better living, planning and beauty.

His ability as a designer is recognized by his profession locally and nationally and the record of Honor Awards received from the Institute, such as

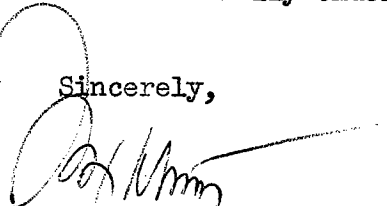
Lee General Hospital, Hobbs, New Mexico, 1951  
Jenks Convalescent Building, Huntington Memorial Hospital, 1951  
Multi Deck Parking Structure, Beverly Hills, 1954  
National Bureau of Standards Laboratories, Boulder, 1954  
C. B. S. Television City, 1954, and  
Marineland of the Pacific 1954

is positive evidence of his talents and ability.

His interest in the profession and his contribution to the education of young architects is also shown by his teaching energy at the University of Southern California.

I feel that his elevation will be a credit to the Institute and the profession and I heartily endorse his name.

Sincerely,



Max Abramovitz

OFFICE OF

# MAC KIE AND KAMRATH ARCHITECTS

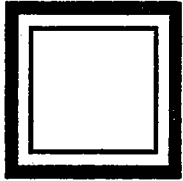
2713 FERNDALE PLACE HOUSTON 6 TELEPHONE JA 9-2696

FRED J MACKIE JR FAIA

KARL F KAMRATH FAIA

ASSOCIATE

LLOYD BORGET AIA



17 JANUARY 1958

THE JURY OF FELLOWS  
THE AMERICAN INSTITUTE OF ARCHITECTS  
1735 NEW YORK AVENUE, N. W.  
WASHINGTON 6, D. C.

RE: WILLIAM L. PEREIRA

GENTLEMEN:

IN RECOMMENDING TO YOU WILLIAM L. PEREIRA FOR FELLOWSHIP IN DESIGN, I WILL SIMPLY SAY THAT IN MY OPINION, BILL PEREIRA DESERVES THIS ELEVATION MORE THAN ANY OTHER MEMBER IN WHOSE BEHALF I HAVE WRITTEN SINCE I HAVE BEEN A MEMBER OF THE INSTITUTE.

I FIRST WORKED WITH BILL IN CHICAGO IN 1934 TO 1936 ON MANY DIFFICULT AND TRYING PROJECTS, AND BILL'S DESIGN ABILITY WAS ALWAYS THE OUTSTANDING CONTRIBUTION. THIS ABILITY HAS CONTINUED THROUGHOUT THE YEARS UNTIL NOW IN DEVELOPING THE MANY NOTABLE PROJECTS FOR WHICH HIS FIRM IS RESPONSIBLE, AND MOST OF WHICH I HAVE SEEN.

OUR COLLEGE OF FELLOWS AND THE A.I.A. WOULD DO HONOR TO OURSELVES TO ELECT BIL PEREIRA TO FELLOWSHIP.

VERY TRULY YOURS,

  
KARL KAMRATH, F.A.I.A.

K K

E O

H. L. GOGERTY F.A.I.A.

ARCHITECT 3123 WEST EIGHTH STREET  
LOS ANGELES 5 - DUNKIRK 7-5263

January 16, 1958

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

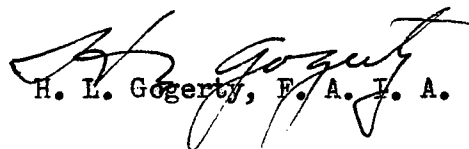
Gentlemen:

The name of William Leonard Pereira has been proposed by the Southern California Chapter for advancement to fellowship in the American Institute of Architects.

The work of Mr. Pereira in the field of architecture is well known, and particularly throughout Southern California. The excellence of design as exemplified by his work has been recognized by the Southern California Chapter and by many other organizations and institutions. Mr. Pereira has devoted a considerable amount of his time and efforts in the interest of the architectural profession in acting as professor in the School of Architecture at the University of Southern California.

In view of the achievements and accomplishments of Mr. Pereira, it is a privilege to recommend him to you and to invite your favorable consideration of his nomination.

Very truly yours,

  
H. L. Gogerty, F. A. I. A.

HLG/yo

January 16, 1958

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

Attention: Jury of Fellows

Gentlemen:

It gave me a great deal of pleasure to learn of William L. Pereira's nomination to elevation of Fellowship in the American Institute of Architects. I can think of no higher tribute nor an Architect more fully qualified to be its recipient.

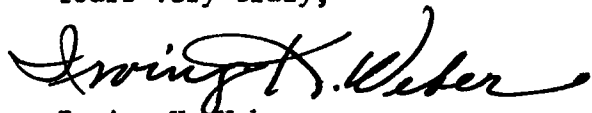
Rather than enumerate his many achievements in the field of design, of which you are undoubtedly aware, I would rather dwell for a moment upon some of his splendid personal attributes which perhaps are not as well known.

As a former student of Mr. Pereira, I found him astute, imaginative, and a most forceful proponent of good design. But perhaps his most outstanding quality is his innate ability to stimulate interest and make Architecture an exciting experience.

The creative ability which Mr. Pereira has displayed certainly cannot be considered commonplace, nor can his ability to inspire young men entering the profession. The combination of both these qualities in one man can indeed be considered a rarity.

I most heartily recommend his elevation to Fellowship in the Institute.

Yours very truly,



Irving K. Weber  
Architect

California License #C-2182

DOUGLAS HONNOLD · FAIA      JOHN REX · AIA  
ARCHITECTS AND ASSOCIATES  
306 NORTH DOHENY, LOS ANGELES 48, CALIFORNIA · BR 2-0929 · CR 1-5271

January 16, 1958

Jury of Fellows  
American Institute of Architects  
1735 New York Avenue NW  
Washington 6, D.C.

Gentlemen:

I have learned that William Leonard Pereira has been nominated for Fellowship in the Institute. It is an extreme pleasure for me to earnestly urge your favorable consideration for his advancement.

Mr. Pereira's achievements in design have earned him wide and well deserved recognition, both regionally and nationally. I have known Bill for over sixteen years, and have increasingly respected him as a professional man and an architect.

As you know, Mr. Pereira has been professor of architecture at the University of Southern California for many years. I have served as an associate professor with him for six years, in Fifth Year Design. He has been an inspiration to the students and a strong and vital force in shaping the excellence of the college.

In professional relationships, I have the highest regard for his talent and integrity.

Yours very truly,

*Douglas Honnold*

DH:R

HARRISON & ABRAMOVITZ  
ARCHITECTS

630 FIFTH AVENUE, NEW YORK 20, N. Y.

WALLACE K. HARRISON  
MAX ABRAMOVITZ

CHARLES H. ABBE  
MICHAEL M. HARRIS  
JOHN J. HEALY  
GEORGE S. JOHNSTON

January 14, 1958

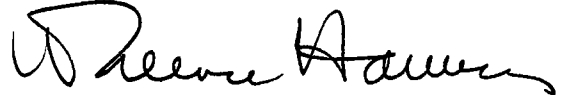
Jury of Fellows  
American Institute of Architects  
1735 New York Avenue, N.W.  
Washington 6, D.C.

Gentlemen:

I am pleased to learn that William L. Pereira has been nominated for elevation to Fellowship in the Institute.

Mr. Pereira's buildings in the West illustrate more realistically than any words of mine his professional ability - it is my sincere hope that the Jury will act favorably on his nomination and confer on him the honor of Fellowship.

Sincerely,



Wallace K. Harrison



**RICHARD J. NEUTRA AND ROBERT E. ALEXANDER**  
ARCHITECTS . PLANNING CONSULTANTS . ASSOCIATED ENGINEERS

RICHARD J. NEUTRA, F.A.I.A.  
ROBERT E. ALEXANDER, F.A.I.A.  
DION NEUTRA, A.I.A.  
ROBERT R. PIERCE  
C. HOWARD MILLER, A.I.A.

January 14, 1958

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

Gentlemen:

Mr. William Pereira has been nominated for achievement in design. I have known Bill rather intimately since 1945, and can attest to the sincerity of his interest in design, even against rather monumental obstacles of growth of the firm, etc. The results speak for themselves and have been influential in improving the quality of architecture not only here, but throughout the country.

A little known side of Bill's work and interest in design is exemplified by his untiring efforts in the interest of the Design Department of the College of Architecture, University of Southern California. The first year after the war when G.I.'s were returning he tackled the job single handed of criticizing the fifth year design. This was a monumental task in itself, but the job which he did in organizing visiting critics from private practice in Los Angeles in subsequent years has had a more far reaching effect.

During the past four years I have served under his direction as a visiting critic in this program, and can attest to his continued and ceaseless efforts and inspiration. Even during a period when his firm has grown to a size which demands a terrific amount of personal energy on his part, and when demands have been made on his time for trips abroad, he has managed to devote his efforts effectively to insuring the success of this program.

In addition to the leadership in design which Bill has shown locally the influence of his work throughout the country is such that he should surely be elevated to Fellowship.

Cordially yours,

Robert E. Alexander

REA/ep



HENRY F. WITHEY-ARCHITECT

14906 Ventura Blvd., Sherman Oaks, Calif.

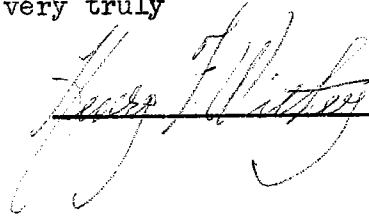
January 14, 1958

Jury of Fellows  
American Institute of Architects  
1735 New York Ave. N. W.  
Washington 6 D. C.

Gentlemen;

The Southern California Chapter, A. I. A. has nominated for Fellowship in the Institute Mr. William L. Pereira. I have known him since he joined the Chapter in 1938 and much admire the man for his ability, his talents and his service in our field of architecture. A statement of his achievements has been filed with you. There is no one more worthy of being made a Fellow of the Institute and I urge favorable action.

Yours very truly

A handwritten signature in cursive script, reading "Henry F. Withey", written over a horizontal line.

January 13, 1958

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

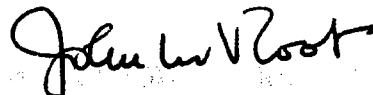
Gentlemen:

I understand that William L. Pereira has been proposed for Fellowship in the American Institute of Architects.

William Pereira joined our organization shortly after graduating from the University of Illinois. While here we recognized his unusual ability. After he left us he broadened his experience by working in the various phases of the motion picture industry. Here he did a great deal of imaginative work. One of his jobs, the Esquire Theatre here in Chicago, still, in my judgment, the best theatre in Chicago.

In his later work Bill Pereira has developed to a point where I think he is one of our most talented architects. I am glad of the opportunity to support his nomination for the Fellowship. He has in my judgment the necessary qualifications.

Yours very truly,



JOHN WELLBORN ROOT, FAIA

JWR:mc

THORNTON M. ABELL A I A ARCHITECT  
654 SOUTH SALT AIR AVE. LOS ANGELES 49, CALIF. ~~ARIZONA 7-2422~~  
GRANITE 2-7711

JANUARY 13, 1958

THE JURY OF FELLOWS  
AMERICAN INSTITUTE OF ARCHITECTS  
THE OCTAGON  
1735 NEW YORK AVE., N. W.  
WASHINGTON 6, D. C.

GENTLEMEN:

AS YOU KNOW, WILLIAM LEONARD PEREIRA, AMONG OTHERS, HAS BEEN NOMINATED  
BY THE SOUTHERN CALIFORNIA CHAPTER FOR FELLOWSHIP.

HIS FIRM HAS RECEIVED AWARDS ON MANY PROJECTS, SOME OF WHICH ARE:  
MULTI-DECK PARKING STRUCTURE IN BEVERLY HILLS, CBS TELEVISION CITY,  
J. W. ROBINSON "ROBINSONS" BEVERLY HILLS, MARINELAND OF THE PACIFIC,  
AND THE LOS ANGELES INTERNATIONAL AIRPORT.

HE IS A PROFESSOR IN THE SCHOOL OF ARCHITECTURE AT THE UNIVERSITY OF  
SOUTHERN CALIFORNIA, AND, AS A VISITING CRITIC, I AM FAMILIAR WITH  
HIS DEDICATED ATTITUDE TOWARD ARCHITECTURAL EDUCATION. HE IS MAKING  
AN INVALUABLE CONTRIBUTION THERE AND THEY ARE FORTUNATE TO HAVE HIM.

I WOULD LIKE TO ENDORSE MR. PEREIRA'S NOMINATION.

YOURS VERY TRULY



THORNTON M. ABELL

TMA:OL

LOEBL, SCHLOSSMAN & BENNETT  
ARCHITECTS - ENGINEERS  
333 NORTH MICHIGAN AVENUE  
CHICAGO 1, ILLINOIS

JERROLD LOEBL, F. A. I. A.  
NORMAN J. SCHLOSSMAN, F. A. I. A.  
RICHARD M. BENNETT, F. A. I. A.  
HARRY R. NORTMAN, A. I. A.  
WILLIAM J. MCARTHUR, A. I. A.  
FRANKLIN R. SMITH, A. I. A.

January 13, 1958

RANDOLPH 6-7350

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

Gentlemen:

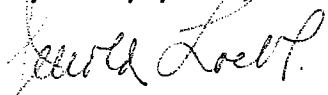
I have been informed that William L. Pereira of the Southern California Chapter has been nominated for advancement to Fellowship and I am very pleased to endorse his candidacy.

It has been my good fortune to know Bill Pereira very intimately for approximately 30 years and I have marvelled at his development, both as a great architect and an outstanding individual. He has never failed to be of service to the Institute, as well as helping the young students come along in the field of Architecture.

I believe that the quality of the work that the firm of Pereira and Luckman are doing is comparable to almost any in the United States today.

It is with real conviction that I feel William Pereira should be elevated to Fellowship in the Institute.

Very truly yours,

  
Jerrold Loeb, F.A.I.A.

JL/vm

LOEBL, SCHLOSSMAN & BENNETT  
ARCHITECTS - ENGINEERS  
333 NORTH MICHIGAN AVENUE  
CHICAGO 1, ILLINOIS

JERROLD LOEBL, F. A. I. A.  
NORMAN J. SCHLOSSMAN, F. A. I. A.  
RICHARD M. BENNETT, F. A. I. A.  
HARRY R. NORTMAN, A. I. A.  
WILLIAM J. MCARTHUR, A. I. A.  
FRANKLIN R. SMITH, A. I. A.

RANDOLPH 6-7350

January 10, 1958

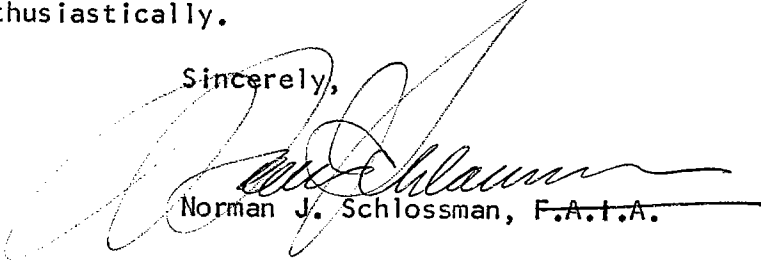
The Jury of Fellows  
The American Institute of Architects  
1735 New York Avenue, N. W.  
Washington 6, D. C.

Gentlemen:

I am informed that William L. Pereira has been  
nominated for elevation to Fellowship.

I have known Bill Pereira personally for over  
twenty years.. His career has been one of the  
outstanding ones in American architecture of  
this generation and the quality of design for  
which he has been responsible is of the highest  
order. It is a pleasure to endorse Mr. Pereira's  
nomination enthusiastically.

Sincerely,



Norman J. Schlossman, F.A.I.A.

NJS/bf

# CHARLES O. MATCHAM, STEWART S. GRANGER AND ASSOCIATES

ARCHITECTS AND ENGINEERS

1258 WEST FIRST STREET, LOS ANGELES 26, CALIFORNIA

PHONE: MADISON 6-2331

CHARLES O. MATCHAM, F.A.I.A.  
STEWART S. GRANGER  
IRA TRON EDLA MUIR  
MEMBERS OF AMERICAN  
INSTITUTE OF ARCHITECTS

January 10, 1958

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

ATTENTION: Miss Florence Gervais, Secretary to the Jury

Gentlemen:

William Leonard Pereira has been nominated for advancement to Fellowship in the Institute for Achievement in Design and Education. The long list of buildings exemplifying Bill Pereira's outstanding design skill is too well known to be repeated here. His work has become internationally famous along with the projects which he has executed in foreign countries. He is a professor and head of Design at the University of Southern California and has an excellent reputation as an educator in the architectural field.

I would like to heartily endorse Bill Pereira for advancement to Fellowship in the Institute.

Sincerely yours,

COM:elw

  
Charles O. Matcham, F.A.I.A.

January 10, 1958

The Jury of Fellows  
The American Institute of Architects  
1735 New York Avenue, NW  
Washington 6, D. C.

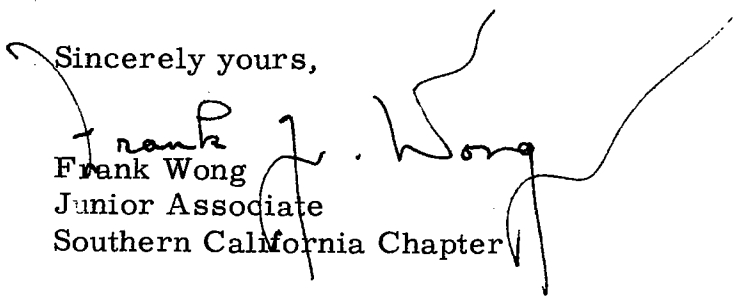
Gentlemen:

I consider it a great privilege to be able to highly recommend Mr. William L. Pereira for a fellowship in the American Institute of Architects. Mr. Pereira has been an outstanding leader in the Southern California Chapter and has contributed much to the profession of architecture.

I have been fortunate in working in Mr. Pereira's organization and am well aware of his great contribution to good design in an international field. Much of his personal time is devoted to guiding students and architects in his profession, as well as instructing at the University of Southern California.

It is my sincere belief that Mr. Pereira has earned the honor of becoming a Fellow, and I am sure the Institute will be greatly benefited by his appointment.

Sincerely yours,

  
Frank Wong  
Junior Associate  
Southern California Chapter

mc



THE AMERICAN INSTITUTE OF ARCHITECTS  
1735 NEW YORK AVENUE, N.W.  
WASHINGTON 6, D. C.

PHILIP WILL, JR., SECOND VICE PRESIDENT  
309 WEST JACKSON BLVD.  
CHICAGO 6, ILL.

8 January 1958

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

Re: William L. Pereira - Candidate for Fellowship

Gentlemen:

It has been my privilege to know Bill Pereira since the early days of his practice in Chicago. At that time he and his brother, Hal, were well known in the theater field practicing as Pereira & Pereira. In fact, at one time we shared offices.

I have always been impressed by his standards of professional service and in particular by his design achievement. This fall, it was my privilege to serve as Chairman of the Honor Awards Program for the Southern California Chapter. By unanimous action, the Jury awarded a 1st Honor Award to the Northrup Engineering office and cafeteria which Bill designed. This award was based not only on the thoughtful, handsome and orderly solution of a single building problem but the study prepared by Bill's office for the long-range development of the company. We were able to determine the client's own enthusiasm for their architect by discussing Bill's work with the Executive Vice President in charge.

Of his other work in California, others can speak better from direct observation. I can only say that I am impressed by what I have seen published in the Architectural Press. It is, however, perhaps worth noting that the deft theater remodelling handled by Bill in Chicago during the later days of the depression was responsible in large part for the survival here of the Balaban & Katz theater chain.

In my travels on behalf of the Institute, I have been impressed by the generous contributions of his time that Bill has made to the profession. He participates vigorously in regional meetings and devotes a very substantial proportion of his time to teaching.



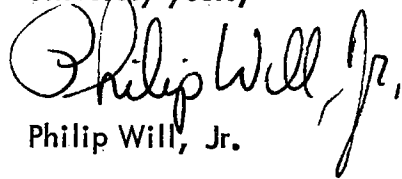
The Jury of Fellows

-2-

8 January 1958

It is difficult for me to conceive of a more outstanding candidate for  
Institute Fellowship.

Sincerely yours,

  
Philip Will, Jr.

PWJr:gdc

UNIVERSITY OF SOUTHERN CALIFORNIA  
SCHOOL OF ARCHITECTURE  
UNIVERSITY PARK  
LOS ANGELES 7

OFFICE OF THE DEAN

January 8, 1958

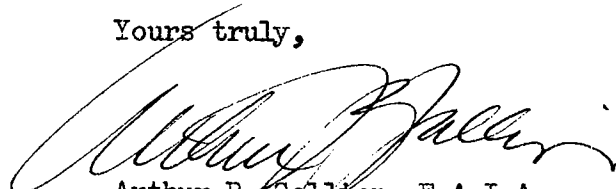
The Jury of Fellows  
American Institute of Architects  
1735 New York Avenue N.W.  
Washington 6, D.C.

Gentlemen:

Allow me to commend for your serious consideration the nomination of Mr. William L. Pereira for advancement to Fellowship in the Institute.

Mr. Pereira's work is well known, and represents the highest level of achievement in design. In addition to the conduct of his professional practice, he has been of great assistance in architectural education for the past several years.

Yours truly,



Arthur B. Gallion, F.A.I.A.  
Dean, School of Architecture

ABG/g

ADRIAN WILSON  
AND ASSOCIATES

ARCHITECTS and ENGINEERS

HOME OFFICE • LOS ANGELES (17) CALIFORNIA • 816 WEST FIFTH STREET • MADISON 6-8171  
CABLE ADDRESS: ADWIL - LOS ANGELES

January 8, 1958  
E2-j

The Jury of Fellows  
The Octagon  
1735 New York Avenue, N.W.  
Washington 6, D.C.

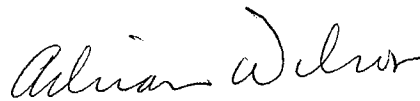
Gentlemen:

Re: Proposed Fellowship Award  
William Leonard Pereira

A recommendation will be considered by you to award Mr Pereira a Fellowship in the Institute; I heartily recommend that it be received favorably.

Mr Pereira has served long, efficiently and unselfishly in connection with the education of young architects. He is imbued with a very high sense of design and constantly seeks to develop a high design sense in all those with whom he comes into contact. He has done an outstanding job in this respect. I consider him well qualified in the knowledge of aesthetics and practice and unhesitatingly recommend that he should receive the award.

Very truly yours,



Adrian Wilson

aw/m

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WELTON BECKET AND ASSOCIATES · ARCHITECTS · ENGINEERS  
5657 WILSHIRE BOULEVARD · LOS ANGELES 36 · CALIFORNIA · WEBSTER 1-1181 · CABLE WURDBECK

January 7, 1958

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

Gentlemen -

I am indeed pleased to learn that William L. Pereira has been nominated for elevation to Fellowship in the Institute. I should like to give my complete support to Mr. Pereira. I have known the proposed Fellow for many years, during which time his contributions have been outstanding in the field of design, in his activities for our community and in the educational field with his untiring work at the University of Southern California.

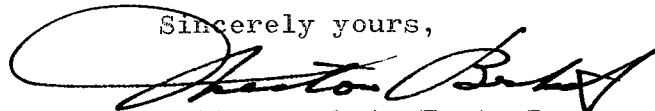
In the field of design, his honor awards from the A. I. A. include Lea General Hospital, Hobbs, New Mexico, Jenks Convalescent Building, Huntington Memorial Hospital, Multi Deck Parking Structure, Beverly Hills, C. B. S. Television City, J. W. Robinson "Robinsons" Beverly Hills, and Marineland of the Pacific. His merit awards from the Southern California Chapter are - Beckman Helipot Corporation Plant, Grossmont District Hospital, Northrop Engineering Office and Cafeteria.

Mr. Pereira is Professor in the School of Architecture, at the University of Southern California. He was appointed by the Board of Trustees and the Senate Faculty as Professor of the Graduate School of Architecture, and has continued as Professor in the School of Architecture.

In 1940 he won the Scarab Medal. He was the first winner of this award for the "Most Distinguished Record of Achievement in Architecture for Architects under thirty five years of Age." In 1942 he won the Humanitarian Medal for the Motion Picture Relief Fund Hospital and Nurses Home. He also won an A. I. A. honor award on this project in 1946.

It is my sincere belief that Mr. Pereira has earned in every sense, the honor of being made a Fellow of the American Institute of Architects.

Sincerely yours,



Welton Becket, F. A. I. A.

WB/bs

WILLIAM H. HARRISON  
*Architect*  
816 WEST FIFTH STREET  
LOS ANGELES 17, CALIFORNIA  
MADISON 6-4877

FELLOW  
AMERICAN INSTITUTE OF ARCHITECTS

ARCHITECTS' BUILDING  
FIFTH AND FIGUEROA STREETS

January 7, 1958

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


Gentlemen:

I am happy to endorse the nomination of William Leonard Pereira for advancement to Fellowship in The American Institute of Architects. He was Civilian Defense Chief on the West Coast, and has been outstanding as an educator, generously sharing his knowledge and gifts with students at the University of Southern California. He is pre-eminent as a designer.

We admire his ability in design for several outstanding qualities--excellent handling of masses, his keen sense of proportion, his great variety of solutions, all perfectly mastered, and his appropriate use of fine materials. The list of honor awards he has received speaks eloquently of his work.

Mr. Pereira is pleasant to know, and a fine representative of our profession.

Very truly yours,

  
William H. Harrison, F. A. I. A.  
Architect

WHH:E

hn

# CHARLES O. MATCHAM, STEWART S. GRANGER AND ASSOCIATES

ARCHITECTS AND ENGINEERS

1258 WEST FIRST STREET, LOS ANGELES 26, CALIFORNIA

PHONE: MADISON 6-2331

CHARLES O. MATCHAM, F.A.I.A.  
STEWART S. GRANGER  
IRA TRON EDLA MUIR  
MEMBERS OF AMERICAN  
INSTITUTE OF ARCHITECTS

January 3, 1958

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

ATTENTION: Miss Florence Gervais, Secretary to the Jury

Gentlemen:

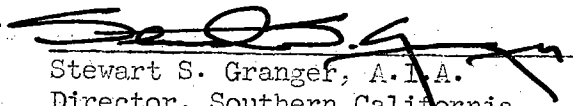
The nomination of William Leonard Pereira for advancement to Fellowship in The American Institute of Architects comes as no surprise to his fellow Architects. Mr. Pereira has been a devoted member of the Southern California Chapter for many years and has contributed much to enrich the profession of Architecture.

My personal association with Mr. Pereira has been that of a valued friend and fellow Architect. I feel as though his unimpeachable devotion to Architecture and his business acumen are prime factors in his advancement to Fellowship.

It is with great pride and please that I recommend Mr. Pereira be advanced to Fellowship in The American Institute of Architects.

Sincerely yours,

SSG:elw

  
Stewart S. Granger, A.I.A.  
Director, Southern California  
Chapter, A. I. A.

**WILLIAM WOOLLETT, A.I.A.**

AND ASSOCIATES

ARCHITECTS · ENGINEERS

124 WEST FOURTH STREET  
LOS ANGELES 13, CALIFORNIA  
MUTUAL 9122WILLIAM WOOLLETT A.I.A.  
RAYMOND S. WRIGHT A.I.A.  
FREDERICK H. FURER A.I.A.

January 3, 1958

EDWARD S. HELD


Jury of Fellows,  
American Institute of Architects,  
The Octagon, 1735 New York Ave., N.W.,  
Washington, D. C. 6

Gentlemen:

This will constitute my recommendation that William Leonard  
Pereira be considered for Fellowship in the Institute.

Mr. Pereira has set a standard of design, particularly in  
contemporary work which would be hard to match. From my  
observation, since I do not know Mr. Pereira personally,  
his reputation as a teacher and student of architecture are  
at the highest level.

Very truly yours,

  
WILLIAM WOOLLETT, ARCHITECT

WW-cv

CC: W. L. Pereira

**A. QUINCY JONES • FREDERICK E. EMMONS ARCHITECTS & SITE PLANNERS**

EMIEL BECKY  
HARRY SAUNDERS  
KAZ NOMURA  
ASSOCIATES

3 January 1958

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

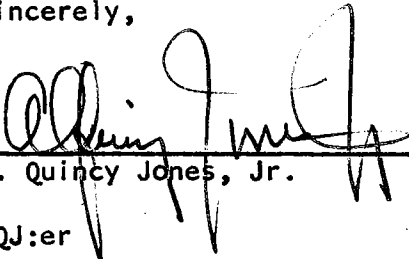
Gentlemen:

Mr. William Leonard Pereira has been nominated by the Southern California Chapter for consideration of your Jury to become a Fellow in the American Institute of Architects. I have known Mr. Pereira personally for eleven years and of his work for over twenty years. During the past eleven years I have worked with him on various architectural projects, as well as under him as Design Critic in Fifth Year Design at the University of Southern California.

It is my opinion that he is one of the best architects in the field of design in this country, and personally I know that he has contributed in an outstanding manner to the education of the students and younger architects in this area.

I feel that Mr. Pereira if made a Fellow in the American Institute of Architects will make all of us proud to be a member of the Institute.

Sincerely,

  
A. Quincy Jones, Jr.

AQJ:er



PEREIRA & LUCKMAN

*planning • architecture • engineering*

January 2, 1957

Jury of Fellows  
The Octagon  
1735 New York Avenue, N. W.  
Washington 6, D. C.

Reference: Proposed Fellowship for William L. Pereira,  
Los Angeles, California

Dear Sirs:

I consider it a great privilege to be able to write the Jury a letter urging the nomination of Mr. Pereira to a fellowship in our institute.

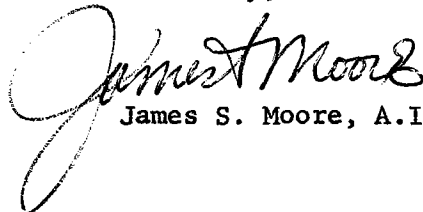
Mr. Pereira's accomplishments in architecture are well known and the many buildings to which he has contributed stand as testimony to his ability. I would like, however, to cover another facet of his colorful career which may not be so well known as his architectural ability. This achievement is in the area of his influence on young architects and future architecture everywhere.

Mr. Pereira has for a number of years taken time from a very busy office to be a Professor of Architecture at the University of Southern California. It is indeed gratifying to the architectural student who is about to graduate into the profession to have the advice and guidance of a successful member of the profession.

Hardly a week passes that some architect or group of architects either young or old, either practicing or studying and either local or foreign do not visit with him in his offices. He always has time and thoroughly enjoys discussing architecture with any person or persons who show a genuine interest, and all of those people feel a little wiser after this discussion.

I, of course, feel very strongly about Mr. Pereira's importance in our profession. I do realize that I am a little prejudiced as I am one of those people whose life and profession has had the benefit of his guidance.

Sincerely,



James S. Moore, A.I.A.

JSM/km

SMITH, POWELL & MORGRIDGE  
Architects and Engineers



MADISON 5-2736 • 208 WEST EIGHTH STREET, SUITE 300 • LOS ANGELES 14, CALIFORNIA

DAVID D. SMITH  
HERBERT J. POWELL  
HOWARD H. MORGRIDGE  
ALBERT A. RICHARDS  
R. REDMOND COGLAN

December 30, 1957

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

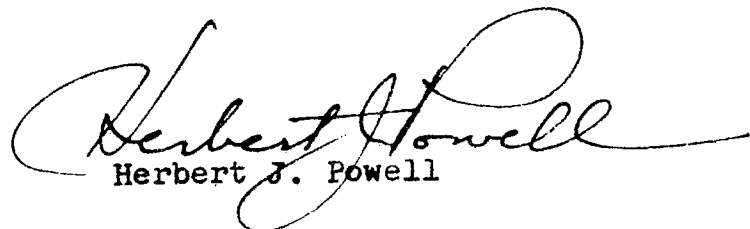
Gentlemen:

This year, the Southern California Chapter is nominating four men for advancement to Fellowship in the Institute.

Paul Hunter  
John Rex  
William Pereira  
George Russell

It is unusual that a quartet of men with the high qualifications of these four, could be submitted in one year from any chapter. I have no hesitation in recommending to your attention all four. They are all Fellowship caliber.

Sincerely,

  
Herbert J. Powell

HJP:sf

GEORGE B. ALLISON, F.A.I.A.  
ULYSSES FLOYD RIBLE, F.A.I.A.

RODNEY T. ROBINSON  
LAWRENCE E. MAWN  
RAYMOND ZIEGLER

MEMBERS • AMERICAN INSTITUTE  
OF ARCHITECTS

ALLISON AND RIBLE  
ARCHITECTS

3670 WILSHIRE BOULEVARD, AT HOBART  
LOS ANGELES 5, CALIFORNIA  
PHONE DUNKIRK 8-1361

December 27, 1957

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

Gentlemen:

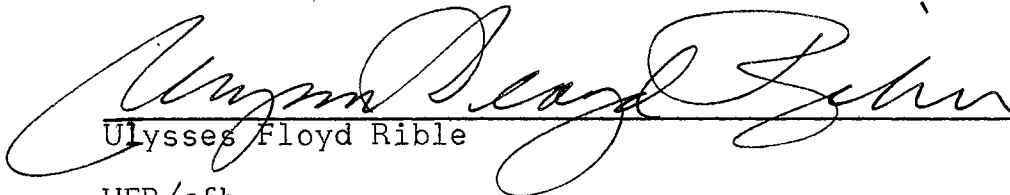
It is a pleasure to address you in behalf of the nomination by the Southern California Chapter of Mr. William L. Pereira for advancement to Fellowship in "Design" and "Education."

It has been my pleasure to know Mr. Pereira for about 15 years, and I can without reservation testify to his outstanding ability as a designer and to his contribution to good design in California. His record is clear and indicates well over a dozen significant awards in architectural design.

As a professor in the School of Architecture at the University of Southern California, he has contributed of his own personal time and professional leadership, which has resulted in attracting an increasingly more competent student body to the University. His achievement in this field of education has seldom been equalled in the history of the University's School of Architecture.

Your favorable attention to Mr. Pereira's nomination is respectfully suggested.

Very truly yours,

  
Ulysses Floyd Rible

UFR/cfh

# PAUL ROBINSON HUNTER

ARCHITECT AIA

WEBSTER 3-9161

5758 WILSHIRE BOULEVARD • LOS ANGELES 36

December 13, 1957

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

Gentlemen:

The Executive Committee of the Southern California Chapter has nominated William Pereira for advancement to Fellowship in the Institute. I am happy to have an opportunity of supporting this nomination.

For many years I have known and admired William Pereira, not only as an outstanding designer but as a well-rounded architectural practitioner. The excellence of his executed work has aroused much public interest in architecture and architects.

His active participation in heading the fifth year design staff at the College of Architecture of the University of Southern California while conducting one of the largest practices in this area, deserves the highest commendation.

For his many contributions in forwarding the practice of architecture, I commend William Pereira to you for advancement to Fellowship.

Sincerely,

  
Paul Hunter

PRH/db

edward h. fickett, a.i.a.  
architect

7421 beverly blvd., los angeles 36, california  
webster 9-7476

November 20, 1957

The Jury of Fellows, A. I. A.  
1735 New York Avenue, N. W.  
Washington 6, D. C.

Gentlemen

During the past year I have had the privilege of appearing on two Chapter programs with Mr. William L. Pereira. I have also participated as a critic and lecturer with him at the University of Southern California School of Architecture.

Mr. Pereira, as you may know, is head of Design for the School. He has the exceptional quality of leadership required but not always found in many of today's top professionals.

The high caliber of design embodied in the work from the firm of Pereira and Luckman is known nationally and is certainly a great credit to the profession.

In recognition of the exceptional design ability of Mr. Pereira and the many hours of personal time he has devoted to the younger members of our profession, I consider it a privilege to recommend to you for Fellowship in the Institute Mr. William L. Pereira, A. I. A. of the Southern California Chapter.

Sincerely



Edward H. Fickett, Secretary  
Southern California Chapter, A. I. A.

EHF:saw

KENNETH N. LIND

ARCHITECT

943 N. ALHAMBRA BLVD. LOS ANGELES 48, CALIFORNIA

January 8, 1957

Jury of Fellows  
The Octagon  
1735 New York Avenue, N.W.  
Washington, D.C. 6

Honorable Jury:

I have noted with sincere pleasure the nomination of the following men for fellowship in the American Institute of Architects:

Paul Robinson Hunter  
William Leonard Pereira  
John Leon Rex  
George Vernon Russell

I have followed the careers of each of these men for the past twelve years, and it is my belief that their contribution and achievement is outstanding, a real credit to the profession.

Sincerely yours,

  
KENNETH N. LIND, A.I.A.

KNL:jl8

ALBERT C. MARTIN, SR.  
ARCHITECT  
ALBERT C. MARTIN, JR.  
ARCHITECT  
J. EDWARD MARTIN  
CIVIL ENGINEER

ALBERT C. MARTIN AND ASSOCIATES  
ARCHITECTS AND ENGINEERS

333 SOUTH BEAUDRY AVENUE • LOS ANGELES 17, CALIFORNIA • MICHIGAN 2781

November 4, 1957

Jury of Fellows

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

RE: Fellowship Nomination  
William Pereira

Gentlemen:

William Pereira is well known to most architects throughout the United States and many of us who are his colleagues and his competitors are now given the opportunity to recognize his exceptional ability in the field of architectural design.

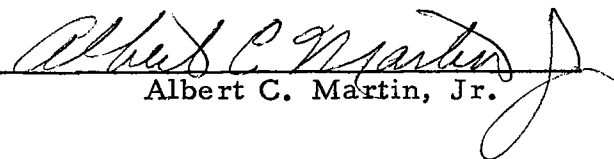
Although I have known Bill for many years, I have never had the privilege of working with him until recently when we became associated to do a large prison job.

Gentlemen, I enthusiastically recommend William Pereira to be considered as a Fellow of the American Institute of Architects.

Very sincerely yours,

ALBERT C. MARTIN AND ASSOCIATES

By



Albert C. Martin, Jr.

ACMjr:bh



# THE AMERICAN INSTITUTE OF ARCHITECTS

1735 New York Avenue, N.W.  
Washington 6, D. C.

November 15, 1957

## C O N F I D E N T I A L

Re: William L. Pereira, A.I.A.

To Members of  
The Executive Committee, Southern California Chapter, A.I.A.

An architect is advanced to Fellowship in recognition of exceptional ability or of exceptional service. The Jury of Fellows always tries to choose wisely and with discrimination, but it is limited in precise knowledge about the nominees.

To complete Nomination this form must be filled and returned before February 1st. Otherwise, no action will be taken at the forthcoming Jury meeting.

It is the opinion of the Jury of Fellows that a designer, however talented, should not be advanced to Fellowship if he possesses deficiencies of character which reflect discredit upon the profession; and that no architect, regardless of outstanding service, should be advanced if the buildings which he has designed are so notably inferior in architectural design as to reflect discredit upon the profession.

To help the Jury learn such aspects, which are not normally completely supplied through regular nomination procedure, fill in the lines below which in your opinion apply to William L. Pereira, A.I.A. and return this sheet in the addressed envelope provided.

1. Has he many friends who speak well of him? yes.
2. Do they also vouch for his accomplishments? yes.
3. Would his ethics be acceptable in business? yes.
4. What is your opinion of his character? Excellent character, has gained respect for his work and his contribution to the education of young architect

Amble  
(Signature)

Member of the Executive Committee, Southern California Chapter, A.I.A.





# THE AMERICAN INSTITUTE OF ARCHITECTS

1735 New York Avenue, N.W.  
Washington 6, D. C.

## C O N F I D E N T I A L

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1. Has he many friends who speak well of him? YES
2. Do they also vouch for his accomplishments? YES
3. Would his ethics be acceptable in business? YES
4. What is your opinion of his character? EXCELLENT

  
(Signature)

Member of the Executive Committee, Southern California Chapter, A.I.A.



# THE AMERICAN INSTITUTE OF ARCHITECTS

1735 New York Avenue, N.W.  
Washington 6, D. C.

## C O N F I D E N T I A L

Re: William L. Pereira, A.I.A.

To Members of  
The Executive Committee, Southern California Chapter, A.I.A.

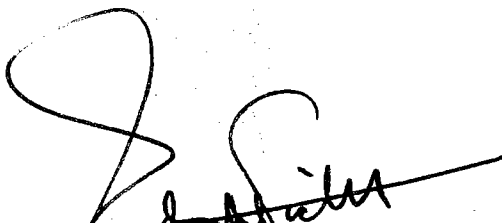
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1. Has he many friends who speak well of him? yes
2. Do they also vouch for his accomplishments? yes
3. Would his ethics be acceptable in business? yes
4. What is your opinion of his character? Excellent

  
\_\_\_\_\_  
(Signature)

Member of the Executive Committee, Southern California Chapter, A.I.A.

Edward H. Fickett



# THE AMERICAN INSTITUTE OF ARCHITECTS

1735 New York Avenue, N.W.  
Washington 6, D. C.

## C O N F I D E N T I A L

Re: William L. Pereira, A.I.A.

To Members of  
The Executive Committee, Southern California Chapter, A.I.A.

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To help the Jury learn such aspects, which are not normally completely supplied through regular nomination procedure, fill in the lines below which in your opinion apply to William L. Pereira, A.I.A. and return this sheet in the addressed envelope provided.

1. Has he many friends who speak well of him? Yes
2. Do they also vouch for his accomplishments? Yes
3. Would his ethics be acceptable in business? Yes
4. What is your opinion of his character? Excellent

(Signature)

Member of the Executive Committee, Southern California Chapter, A.I.A.



# THE AMERICAN INSTITUTE OF ARCHITECTS

1735 New York Avenue, N.W.  
Washington 6, D. C.

November 15, 1957

C O N F I D E N T I A L

Re: William L. Pereira, A.I.A.

To Members of  
The Executive Committee, Southern California Chapter, A.I.A.

An architect is advanced to Fellowship in recognition of exceptional ability or of exceptional service. The Jury of Fellows always tries to choose wisely and with discrimination, but it is limited in precise knowledge about the nominees.

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1. Has he many friends who speak well of him? YES.
2. Do they also vouch for his accomplishments? YES.
3. Would his ethics be acceptable in business? YES.
4. What is your opinion of his character? TOP RATE.

[Signature]  
(Signature)

Member of the Executive Committee, Southern California Chapter, A.I.A.



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3. Would his ethics be acceptable in business? Yes
4. What is your opinion of his character? \_\_\_\_\_

A gifted designer and teacher who has always demonstrated his willingness to give of his time and talent for the advancement of the profession.

Summit E. Turner  
(Signature)

Member of the Executive Committee, Southern California Chapter, A.I.A.



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1735 New York Avenue, N.W.  
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4. What is your opinion of his character? Excellent

Paul Peterson Hunter  
(Signature)

Member of the Executive Committee, Southern California Chapter, A.I.A.



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3. Would his ethics be acceptable in business? YES

4. What is your opinion of his character? I HAVE BEEN CLOSELY ASSOCIATED WITH PEREIRA ON FACULTY OF UNIV OF SO. CAL FOR 5 YEARS THIS HAS BEEN A PLEASURE AND ~~HAS~~ ~~IS~~ HAS GIVEN ME AN INDICATION OF HIS DEDICATION TO ARCHITECTURE

*[Handwritten Signature]*  
(Signature)

Member of the Executive Committee, Southern California Chapter, A.I.A.