

PEREIRA & LUCKMAN
9220 SUNSET BLVD.
LOS ANGELES 46, CALIFORNIA
CRESTVIEW 6-2073

FOR RELEASE: SUNDAY, JANUARY 8, 1956
OR THEREAFTER

"Grossmont District Hospital in San Diego County is 100% completed and fully operating," it was announced yesterday by R. Marvin Jackson. In making the announcement, Mr. Jackson said, "The new hospital embodies a series of economy features in both construction and operation which we believe will make Grossmont a model for other low-cost hospitals."

Built at a cost of \$1,700,000, the hospital will serve an estimated population of 80,000. It is so designed as to permit expansion of the initial 100 beds to 250 beds.

Placing emphasis on economy, the planning, architectural and engineering firm of Pereira & Luckman centered the building around the clinical and diagnostic departments and medical supply room. This central core serves the surgical and delivery departments as well as the outpatients' department. Reduction in air conditioning, plumbing, electrical and allied service costs is facilitated by the central grouping.

Because of the way in which the hospital has been designed, ultimate expansion of surgical, delivery, diagnostic and service facilities can take place without interfering with the function of the existing core. Nursing units can be added either vertically through building an additional floor which has been provided for, or horizontally.

Placement of the maternity wing in a separate unit has resulted in minimizing the dangers of infection. This wing is, however,

connected directly with the central supply section so that wasteful duplication is avoided.

Pereira & Luckman has taken advantage of the sloping site on which the hospital is located by placing the service unit, including laundry, kitchen, storage and mechanical equipment, at a level below the first floor where it receives natural light and ventilation.

Exterior walls of the nursing units are prefabricated metal frame which were plastered after erection. Columnar cantilever-type construction is unique to this type of institution and none of the weight of the building is carried on the exterior walls. Trepte Construction Company, Inc. was the general contractor. Louis M. Peelyon served as consultant on planning and is now Administrator of the hospital.

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A.W. MCKELVEY

FOR RELEASE: SUNDAY, JANUARY 22, 1956
OR THEREAFTER

Northrop Aircraft, Inc. has awarded contracts for construction of a new 250,000 square foot engineering center and other facilities to the Vinnell Company, Inc. of Alhambra, Whitley C. Collins, Northrop President, announced yesterday.

Work is expected to begin shortly. Total cost of all construction, equipment and supporting activities is estimated at \$8,000,000. The new buildings are part of a long range program to consolidate Northrop's facilities on a more efficient basis.

The planning, architectural and engineering firm of Pereira & Luckman designed all buildings to be constructed for Northrop. In addition the firm conducted several studies designed to provide a long range facilities development program for the air frame manufacturing company.

Largest structure to be erected by Vinnell is Northrop's new engineering building consisting of two large floors and a 6 story tower.

This air conditioned building will house Northrop aeronautical and scientific personnel devoted to the advancement of company programs in electronics, optics, guidance systems for unmanned aircraft and other precision equipment.

Pereira & Luckman has created a basic module design for Northrop's research center using modular partitions, wiring and floor slabs as standard equipment. The structure will be constructed of steel, concrete, aluminum and glass.

Other Northrop facilities to be constructed by Vinnell simultaneously with the science center are an engineering test laboratory and a new cafeteria. The buildings will be situated on Northrop's site at Hawthorne.

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David Parry

Public Relations

June 6, 1961

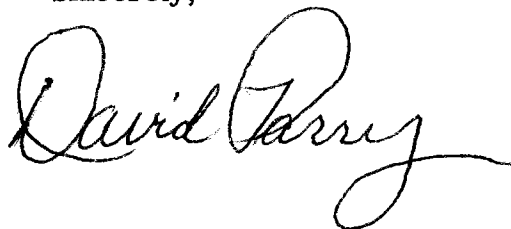
Mr. Wolf Von Eckardt
The American Institute of Architects
1735 New York Avenue, N.W.
Washington 6, D.C.

Dear Mr. Von Eckardt:

As this office directs public relations for William L. Pereira & Associates several communications addressed to them from you and dated May 11 have been referred to me. We are compiling the material you request and will send it on as soon as it is complete.

Meanwhile I do want to remind you that official credit for CBS-TV City, Beckman/Helipot and Robinson's, Palm Springs, all completed prior to the dissolution of the partnership, should be credited to Pereira & Luckman. The laboratories for National Bureau of Standards should be credited to Pereira & Luckman and J.E. Stanton, architects and Robert W. Ditzen, associate architect.

Sincerely,



DP:jd

5657 Wilshire Boulevard

WEbster 8-7138

Los Angeles 36, California

PEREIRA & LUCKMAN
Submitted for
MID-CENTURY
ARCHITECTURE
IN AMERICA

PEREIRA & LUCKMAN

Los Angeles, California -- William L. Pereira, FAIA, has been actively engaged in planning and architecture since 1931 when he first opened offices in Los Angeles and Chicago. Between 1931 and 1950, he not only established himself as one of the west coast's leading architects but simultaneously pursued a successful career as a motion picture producer and production designer. He became recognized as an authority on theater architecture and motion picture studio planning. Although Charles Luckman graduated Magna Cum Laude in architecture from the University of Illinois, during the 30's he took a temporary job with a soap company eventually becoming President of the Pepsodent Company and later President of all American companies of Lever Brothers. However at the peak of his business career he left Lever Brothers and returned to architecture, going into partnership with Pereira In 1950 Pereira and Luckman formed their planning-architectural-engineering firm. In 1958, this partnership was dissolved with each now operating his own offices. forming their planning-archtecture and engineering firm.

Specialty Shop - H '58
Julius Shulman

CBS Television Studio - M '54
Julius Shulman

National Bureau of Standards - M '54

Beckman/Helipot Corporation - M '58
Julius Shulman

FROM: DAVID PARRY
5657 Wilshire Boulevard
Los Angeles 36, California
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William L. Pereira, F.A.I.A., internationally recognized as one of the most brilliant designers of his time, has been actively engaged in planning and architecture since 1931, when he first opened offices in Los Angeles and Chicago. A graduate of the University of Illinois School of Architecture, he was in 1940 awarded the coveted Scarab Medal for "the most distinguished achievement in architecture for architects under 35 years of age," and has since then received virtually every other honor that can be accorded a man of his profession, including the Museum of Modern Art Citation, the Philadelphia Art Alliance Medal, and 17 separate awards from the American Institute of Architects. In 1958 he was advanced to fellowship in the A. I. A. on the basis of "work so distinctive that it reveals notable individuality and mastery in the art of design."

Between 1931 and 1950, Pereira not only established himself as one of the west coast's leading architects but simultaneously pursued a successful career as a motion picture producer and production designer, and one of his films won an Academy Award in 1942 for special effects. ^{James} He became recognized as an authority on theater architecture (he has designed more than 75 theaters) and motion picture studio planning, and was commissioned by both Paramount and RKO to design new production facilities for them in Hollywood.

In 1950 he formed with Charles Luckman the planning-architectural-engineering firm of Pereira & Luckman, withdrawing in 1958 to re-establish his own offices. During those eight years he was in charge of planning and design for all projects, and was responsible for such celebrated buildings as CBS Television

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City, Marineland of Pacific, Union Oil Center and IBM Buildings in Los Angeles, Disneyland Hotel, Berlin Hilton, and many others. The firm also did the master-planning of Cape Canaveral, the University of California's Santa Barbara campus, the U.S. Naval and Air Force bases in Spain, Bunker Hill Redevelopment in downtown Los Angeles, and, in association with Welton Becket and Paul Williams, the new Los Angeles International Airport.

Since reopening his own offices in 1958, Pereira has been commissioned to design, among many other major buildings, the new Los Angeles Museum of Art, the largest art museum to be built in the United States in 20 years; research and development centers for Lockheed, Hoffman, General Telephone, and Ampex Corporation; fine arts centers for U.C.L.A., Brigham Young University and U.S.C.; the new headquarters building for Metropolitan Water District; Hollywood Motion Picture and Television Museum; Occidental Center in downtown Los Angeles, and 18 different planning projects, together comprising 200 square miles of land in Southern California and including the 93,000-acre Irvine Ranch. Only those commissions which can be individually directed by Pereira and his associates, and to which they can devote their personal attention from beginning to end, are accepted by the firm.

Intensely interested in education, Pereira served as a Professor of Architecture at the University of Southern California for many years, and is chairman of the board of Governors of Otis Art Institute of Los Angeles County. He is the author of many publications on architecture, especially as it relates to hospitals, urban renewal, and college planning. He is a Fellow of the American Institute of Architects, the Gargoyle Society (honorary architectural society) and the Academy of Motion Picture Arts and Sciences. He is a registered architect in 25 states.

Biographical Data -- Charles Luckman

Charles Luckman was born in Kansas City in 1909. His first job, at the age of nine, was selling newspapers after school. All during high school he worked as a soda-jerker in a drug store, as a delivery boy for a grocery store, and as a stockboy in a department store.

After graduation from high school, he moved to Chicago and worked for two years, then enrolled in the School of Architecture at the University of Illinois. It was there he met William Pereira, who today is his partner. Four years later in 1931, Mr. Luckman graduated magna cum laude in Architecture.

While at Illinois he was elected to wear the key of Tau Beta Pi, the nation's highest honorary engineering fraternity.

Because 1931 was the most serious depression year in the history of our country, and therefore there was no building, he took a "temporary" job in the soap business. '

He earned yearly promotions, going from Retail Store Salesman to Supervisor of Salesmen, to District Manager, to Sales Manager, to Vice President in Charge of Sales, to Vice President in Charge of Sales and Advertising, to Vice President and General Manager, to Executive Vice President. Then in 1942, at the age of 33, he was made President of the Pepsodent Company, and subsequently became part owner of the company.

Two years after he was made President, the gigantic British-owned Lever Brothers Company bought the Pepsodent Company. Shortly thereafter, Mr. Luckman was elected Executive Vice President of Lever Brothers, and on June 1, 1946 at the age of 37, he was named President of all American companies of Lever Brothers. During his stewardship, Lever Brothers enjoyed the highest peak of sales and profits in the entire history of the Company.

During and after the war, he undertook several difficult assignments given him by the President of the United States. Several countries honored him for his work. He was awarded the Cross of Chevalier of the French Legion of Honor, and the Italian Republic's highest award to a foreigner - the Star of Solidarity.

In 1950, at the peak of his business career, Mr. Luckman left Lever Brothers and returned to his first love, architecture.

He moved to Los Angeles seven years ago. For five months he studied night and day; then he took and passed the California State architectural examination, and secured his license to practice in California. With William Pereira he formed the firm of Pereira & Luckman, Planning, Architecture and Engineering.

Mr. Luckman has also become active in community and civic affairs. He is President, and a Member of the Board of Directors, of the Southern California Symphony Association. He has served as a Member of the Board of Directors of the YMCA, the Community Chest, the American National Red Cross, The American Heritage Foundation, and the National Junior C. of C. He serves as Chairman of the Beverly Hills Civic Center Development Committee, and on the Advisory Comm. of the Industrial Relations Inst. at U. of Calif. He is a member of Board of Associates of Northwestern U. and of Calif. Inst. of Technology; member of U. of Illinois Foundation; and member of President's Council of George Pepperdine College. He holds architectural licenses in 28 states where Pereira & Luckman does work.

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