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We feel that it should be clearly understood that there is no compulsion to join our professional society. Under no circumstances should members embarrass other architects by pretending that those who do not belong could be deficient in any way. No extravagant claims should be made to imply that ARA members are better than others. No advertising or remarks should create any sense of disparagement or discredit to other members of the profession.

Great care should be exercised in pointing out:

That RA means Registered Architect, which is the legal qualification demanded by state law. That the American Registered Architects is a mature organization of registered architects. That each Architect is examined and authorized to practice by the several states under very rigorous laws which were designed to protect the public.

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THE FORMATION OF THE SOCIETY OF AMERICAN REGISTERED ARCHITECTS

There are some 35,000 registered architects in the U.S. and 25,000 of them do not belong to any organization. We cannot complain that they are disgruntled because common sense stands out that the majority cannot be disgruntled. There must be another answer.

Research produces the inescapable conclusions that there is a need for a society of architects whose aims are universally acceptable and whose procedures do not offend in any way.

This requires a very complete study of what is important. Equally, it requires complete consideration of all the factors that have influenced so vast a majority of architects to refrain from joining any other organization. With standards acceptable to all architects, revitalization of the profession can be almost instantaneous. Because of the urgency brought on by accelerating professional depreciation, it is imperative that immediate corrective
action be taken. No one can deny that there are overwhelming advantages to membership in a professional society, apart from the prestige and the feeling of belonging. The public has been led to believe that such membership implies acceptance of the architect by his professional group. Still more important is that the public has been advised by unfortunate advertising that non-membership may imply rejection. The time, money, effort and study, necessary to become a registered architect represents an enormous investment. It requires the protection of membership in a professional society.

GOLDEN DOORS
The doors we hold in open invitation are the doors to the greatness that is already yours. We invite you to join. If you seek imperfections in your associates, you are not quite ready for membership. American Registered Architects will continue to work for your perfection and protect your interests.

NON-PROFIT
Extremely low dues of ARA are possible because there are no expense accounts, no special favors or privileges for the few. We do not seek profit or reward nor payment for our services. Neither do we propose to take advantage of offers or equal payments to our membership from manufacturers. We have also graciously acknowledged and not accepted, offers of advertising in our publications. Nor do we entertain lavishly or modestly at the expense of our membership. There is an element of obligation that goes with all Greeks bearing gifts or receiving them.

Every cent paid in dues to ARA is spent in service to American Registered Architects, all of them, members and non members alike. We have so notified the US Treasury Department. Our books are audited by Certified Public Accountants and show no salaries or personal compensation whatever. That is why we can assure members that there will be no extra assessments, no concealed charges or obligations. We operate in the black on fees of $5.00 yearly for architects not in private practice and $10.00 yearly for those who are in practice.

35,000 Nurses joined the ANA (American Nurses Association) in one year. This recently formed live wire 20th century organization follows the latest ideas in professional organizations, giving all manner of help, information, service, and representation for $10.00 a year. We believe architects can do as well.

That is why ARA is such a fast growing society and has been able to accomplish so much, for so many, with so little, without beating of drums. ARA is not in the job getting business for top officials.

We don’t aim to attract the attentions of the crowds to ourselves; only to all Registered Architects is honor due.

ARNOLD TOYNBEE
This world famous historian, said that, nations, institutions, societies and professions have developed into special privilege groups. Armed with various ethics and ideologies they feel justified in all manner of evil, and refuse to do business unless they are recognized as “holy.”

Ab initio recognition is demanded of the simple truth, “You are your brother’s keeper.” The alternative is annihilation, with not much time left to cogitate.

ATOMIC URGENCY
Previous to the atomic age man could develop dislikes into hates and normal savagery without too serious results.

Today whole nations can be fused instantly into a vaporous state as a result of unrestrained hate. It is important to recognize hate for what it is, a purely negative state of being. The opposite state must be cultivated, the positive brotherly or altruistic.

THE SOCIETY OF AMERICAN REGISTERED ARCHITECTS
Ours is the most recently formed of all Professional Societies. Consequently it is quite natural that we should apply all the modern principles and techniques found successful in revitalizing old professions. We must carefully examine old errors so that we also know what to avoid.

SPECIAL PRIVILEGE GROUPS
Any group seeking special privileges for its members, discriminates against non members. No matter how lofty or ethical the preamble; in blunt terms, it damages, and embarrasses non members. It takes from them, their chance of equal success for equal output.

It becomes quite obvious that such a group thrives on less than full membership, and cannot purvey its wares on full membership.

It is equally foolish to expect a personal privilege group to represent non members.

ARA EQUALITY
That is why American Registered Architects gives an equal vote to each architect, it prevents the division into classifications of rich vs. poor, strong vs. weak, powerful vs. unimportant and city vs. country. As we see it one organization should be maintained for the good of the entire profession.

There is no other organization of architects with the single objective of helping all registered architects.

YELLOW ADVERTISING
Look in the yellow advertising to be found in the telephone book classified section. It is worth very close examination. Observe the subtle ways of damaging non members of the various trades, skills, unions, sub-proessions and the professions. Calculate the damage done by extravagant claims of virtues. Observe the special boxed advertising, the double entry system of getting two or more listings and the pathetic requests “Call us for information.”

Notice too, that beer salesmen are generally the most ethical of all groups in the telephone book. Their fear of public rebellion seems to have made them paragons of virtue. Anyhow they set an example of non violence towards each other.

ARA believes all architects should seriously consider raising the level of their advertising to the high standing they once enjoyed before greed destroyed discretion. Cer-
tarily they should discontinue advertising that they don't advertise. It makes architects look foolish to the public.

There is probably nothing that has damaged the professions more than phony ethics.

**ARA—THE BETTER WAY**

Checking into other professions, both worse and better than ours in this and in other countries culminates a six year search for a better way.

There must be a better way. All architects are invited to join us in seeking it, and in applying what we find.

The solution like all others is a result of study which we as a profession excel by years of abstract deductive reasoning.

**ARA AND THE FLY SWATTER**

When a new fly swatter was introduced it came out with a slogan “Kills without squashing.” Its success was assured because it got rid of what was bad without leaving a nasty mess. That's how ARA works.

Your practice improves silently. The value of your registration constantly increases. ARA, the united energy of all registered architects, directs its force for a greater profession with 35,000 greater architects.

**BIGGER ARCHITECTS**

It must constantly be kept in mind that growth is the natural healthy order of things. ARA objectives can be obtained by 35,000 bigger architects. Each a vital force in the growth pattern. You are only one, yet by your efforts you can start the process of alignment. Yet it will gain you 34,999 architect friends all working for your growth just as hard as you work for theirs.

**ARA IS A TREMENDOUS FORCE**

Allied to the greatest force on earth, the Golden Rule, it combines the good will of all architects.

**LEADERS MUST WORK FOR ALL**

As a leader, there is no choice of direction, it must be upward. It must be altruistic working for the good of all and to create harmony. We must seek those who are willing to be leaders in every community, leading the way to greater respect for all architects.

We have no worries or fear that some will get greater shares than others. This very activity of working for the common good slows down the efforts of those who would corner the market.

**YOU ARE IN DEBT**

You owe it as a debt to yourself to join the forward progression of American Registered Architects. The honor that you bring to this society will repay the debt you owe to the unnumbered thousands who have brought honor and glory to the profession as your instructors.

You must repay, giving honor where it is due, to those who are now working as well as those sons of the T-square yet unborn.

**HONOR RETURNS**

He who honors is honored, he who is worthy of honor is he who gives it. This essence of greatness is the first rung on the ladder of unity.

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**SOLID GOLD CADILLACS**

The luxury car has always been a symbol of prosperity. Percentage-wise architects rate lower in Cadillacs than the twentieth—from the top—position assigned the professions.

Isn't it time all architects set about the task of trend reversal?

**IRON CURTAIN ARCHITECTS**

Inside Russia, architects rate higher than doctors. Architects create, doctors only repair. (See John Gunther.) We don't advocate any branch of Communism but we do think it's high time architects took a mature outlook of their inherent possibilities of greatness, and having looked, do at least one constructive thing about it—join ARA immediately.

**DO-IT-YOURSELF ARCHITECT KIT**

Many architects gladly give plans of houses, fine remodeling details and plans for the thin reward of their names in print. If we dried up that architectural leak alone there would be need for thousands of new architects.

See House & Garden’s Book of Building Fall-Winter 1958-1959 “You can afford good design, 30 houses and plans $1.25.”

**U. S. SIDETRACKS ARCHITECTS**

There are untold numbers of public buildings being constructed without architects and in defiance of existing laws. This will continue and even get worse until architects snap out of their ethical crotchets and sectional self deceptions. Architects must have representation as a profession. Unification beats isolation and stops swiftly those who would save the architect’s fee. Our national government is not alone on this sorry economy. Architects have been beguiled into fighting each other while the ravages continued unnoticed. Wake up architects and face real issues!

**POORLY POSTED**

Architects are the poorest posted and poorest represented of the professions. News is censored so that it is soft and hard truths are concealed. Read the occasional jibes in Engineering News Record. That is why ARA is such a vital need for the profession, it permits getting facts to architects.

**PARTNERSHIP FOR SURVIVAL**

All parts of the world have been called into partnership to ensure survival. To meet massive Soviet challenge we must unite and adopt sound economies as vital need. No less urgent is the need for calling all architects to unite in partnership for the survival of our profession. Many forces for destruction can easily be met by united effort in fact the more successful we are in organizing a solid architect front—the less the effort to be expended for survival.

**ARCHITECTS: LEADERS OF LEADERS**

It could happen that architects lead all professions. We must first abandon all those activities that resulted in the decline of architecture to the 20th place in the professions. To get to first place we must first merit it.

This requires 35,000 strong architects and most of all,
a recognition by the public and the profession alike.

START WITH LISTING

Do you know there is no available list of architects? There is no national list, many states have no lists, and few are correct?

ARA has the early objective of getting all architects listed and kept up. This is a real undertaking and can only be done when all architects join.

ARA REVERSAL OF TREND

ARA IS A CONCEPT

Of a great many architects who have observed the downward drift of the profession. Instead of regarding it as inevitable, which is a negative attitude, they take a positive stand.

We are architects of our buildings and our future. We must discover ways of helping each other and the profession.

We must provide for speedy organization of ARA as a society of architects all pulling together with the single objective of raising the value of the services of all architects.

ARA architects join on an equal basis. It is impossible to pull together unless all stand on the same level ground.

ARA is for you and for every other registered architect. A little thought will convince you that it is impossible to have a professional organization for all registered architects except you. It is your profession and is not complete unless you are included: You are ARA.

ARA recognizes your right to individual expression, which consists of where you are in more than geographical considerations. Wherever you are, there is an American Registered Architect filling a necessary function in the profession. To ignore you or any other architect filling any void in the scheme of things, is to walk in an unreal existence as with one eye shut. It would be as stupid as limiting the medical profession to those who practiced on Harley Street, or to those who did not.

Naturally, ARA members will grow fast. Associating with those who work selflessly for the common good is like power attracting power. There is much to be done and we can do it. You know too that we can do more, more quickly when you take advantage of our welcome invitation. Why not join now?

THE ARA CHARTER

ARA was chartered to do all the things that all architects know should be done to improve the practice of Architecture.

• To unite into one organization all registered architects who subscribe to the high level ethical standards.
• To promote and protect the profession of Architecture.
• To encourage and promote the architectural profession as a social and economic influence vital to the affairs of men of the United States of America and all peace loving nations.
• To advance the professional, economic, and social interest of its members.
• To improve public appreciation of the work of the Architect; to advance the general public welfare.
• To establish the finer human relationships among all architects, creating a nobler faith in each other, and a loftier aspect to the practice of every architect.
• To improve the practice of all architects, not reduce the number of them.
• To apply the good of all for the good of all.
• To unite a well-posted organization of architects is a national necessity.
• To be the means of posting all architects on vital news. This will stop many things that adversely affect the profession.
• To establish each architect as important as the next. We don't approve of sliding scale members.
• To help each architect to the success that is rightfully his by virtue of his years of hard work and preparation.
• To constantly remind all architects of the enormous power for good each architect is capable of exerting.
• To encourage all registered architects to take the positive path and help all others to do the same. When all architects pull together their value, their work, their respect, and self-respect move up.
• To increase the value of your registration your value to the community the nation and yourself, the greatest improvements can be speedily attained when all architects work together in a united effort.
• To remind truly great architects to help all other truly great architects who as yet don't even know how great they are.
• There is no liability to membership, beyond a willingness to try to improve the profession by sound, tried, positive, wholesome means already proved successful in other professions. There will be no additional assessments, over yearly dues.

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USA CHARTER MEMBERSHIP CERTIFICATE

WALTER HENRY SIMON, F.A.R.A.

A beautiful charter membership certificate is already printed. It is in black and red with the corporate seal of 
AIA in gold. It is 10" x 14" and was designed after the 
manner of those common to the legal profession, to 
impress the public with the importance of your registration.
Cost is $25.00 with application which represents actual 
printing and mailing costs.

FELLOW MEMBERSHIP F.A.R.A.

An architect who has been in practice for ten years 
could also take the title of Fellow AIA, without having to 
depend upon the uncertain whims of a committee. In the 
teenth century acknowledgment that every architect is 
etitled to, as an honor. It also imposes a great respon-
sibility of more tolerant, sympathetic and helpful attitude 
towards the profession and all its members.

ARA IS NON-PROFIT

It is not the policy to collect any more dues than the 
actual cost of operation.
ARA is an organization of architects for architects.

(SEE OVER)