American Registered Architects of Georgia
American Registered Architects of Maryland
American Registered Architects of Kansas

The Society of American Registered Architects

August 1959

The Only American Professional Society for All Registered Architects
622 Mortgage Guarantee Building
Atlanta 3, Georgia
MY COMPETITORS,
GOD BLESS THEM ALL!

MY COMPETITORS DO MORE FOR ME THAN MY FRIENDS DO; MY FRIENDS ARE TOO POLITE TO POINT OUT MY WEAKNESSES. BUT MY COMPETITORS GO TO GREAT EXPENSE TO ADVERTISE THEM.

MY COMPETITORS ARE EFFICIENT, DILIGENT, AND ATTENTIVE; THEY MAKE ME SEARCH FOR WAYS TO IMPROVE MY PLANS, DESIGNS AND SERVICE.

MY COMPETITORS WOULD TAKE MY BUSINESS AWAY FROM ME IF THEY COULD; THIS KEEPS ME ALERT TO HOLD WHAT I HAVE.

IF I HAD NO COMPETITORS, I WOULD BE LAZY, INCOMPETENT, INATTENTIVE; I NEED THE DISCIPLINE THEY ENFORCE UPON ME.

I SALUTE MY COMPETITORS: THEY HAVE BEEN GOOD TO ME.

GOD BLESS THEM ALL.

ARA
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622 Mortgage Guarantee Building, Atlanta 3, Georgia

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MESSAGE FROM THE PRESIDENT

To continue the growing list of ARA achievements we must continue to avoid all selfish by-plays. We must also avoid the great temptation of trying to get members on a soft music program. We feel that existing discord must be cleared away before any harmony or unity is possible. There is work to be done and time is not endless.

The Saturday Evening Post recently highlighted malpractice suits in the medical profession. Nine thousand (9,000) suits are each year pestering one out of four doctors. "In most cases they spring from political skill, malicious gossip and constant bickering among doctors, nurses, and hospital officers."

Many of these suits have been filed and won without any clear sign of negligence on the part of the doctor and have no basis in fact. Judgments of $100,000.00 to $250,000.00 have raised insurance policies to $600.00 per year. Present suits of $1,000,000.00 to $2,000,000.00 scare insurance companies and doctors.

The ARA program of $10.00 a year is much cheaper and a much more effective answer. It aims at stopping "malicious gossip and constant bickering" instead of insuring against it.

In this brochure we are highlighting the part that competition plays in this profession. Many activities become less mysterious when the motivation of the dollar is understood. It even clears up at least the probable reason why the California Board plays such strange roles.

No other reason can satisfactorily explain why a Board created to register architects has set out to discredit internationally famous architects.

In a letter to this Board, dated May 18, 1959, we called attention to their disservice to the profession and the need for them to serve in the capacity for which their Board was created. We pointed out that prompt registration of qualified architects would be a powerful movement to block those who would destroy our registration laws. It would also be a step in the direction of harmony in our profession which has suffered too much discord.

Something is vitally wrong when 90% of all residences and 80% of all other buildings in California are designed by other than registered architects.

We must always keep in mind that competition between architects must not destroy the good name of ARCHITECT or we will all be out of business.

Why not institute the program of ARA? Speak only good of other architects. It can work wonders, try it! Incidentally, join ARA now. We all need each other. There is no other answer to profitable practice.

WILFRED J. GREGSON,
National President and Founder

FIRST ANNUAL MEETING

The Society of American Registered Architects has progressed in membership and in influence so that its members, now representing each of the 49 states, need to come together.

The first annual meeting of ARA has been set for the Muehlebach Hotel, Kansas City 5, Missouri, on Friday and Saturday, September 25 and 26, 1959.

Acting as hosts will be the first chartered state organization of ARA, the American Registered Architects of Kansas. The welcome address will be by its president, Carroll T. Hutchens, FARA, of Prairie Village.

National Election

National officers will be elected for the first time. Formerly named because of their willingness to serve the society and architecture, officers at this meeting will be chosen by vote of the membership in a democratic manner: one vote for each member.

On the Agenda

Highlight of this first national meeting of ARA members will be a report by President and Founder, Wilfred J. Gregson, of Atlanta, Georgia, on what ARA has accomplished to date. He will tell you:

- How your practice has already improved.
- How your practice can continue to improve through ARA.
- How ARA can be the means of tremendous improvements for all architects.
- How members can work together to achieve "a brave new architecture."
- A forum discussion on the advantages of ARA membership will give:
  - Legal suggestions and tips to steer trouble away.
  - Ideas on friendly legislative relations.
  - Information on forms which have helped other architects and can help you.
  - News on how you can help and be helped through advertising.

New Ideas

A time saving filing system will be introduced by Hal Stonebraker, FARA, of Overland Park, Kansas. This system was designed by an architect for architects.

Don Harter of Kansas will discuss a new retirement system.

Information will be given on insurance which can save forty percent for ARA members.

You will hear in addition:

- A report on how an increase in ARA membership will speed up the good things this organization is doing.
- A discussion of ARA of Kansas of the advantages of a state organization.

The presentation of awards to members who have made outstanding contributions to ARA, and awards in duplicate to members submitting renderings and/or photographs of outstanding work, in competition. Gold, blue and red ribbons will be awarded to winners in each state in each class, duplicates to be sent to client.

You Are Invited

ARA will be taking its real shape at this meeting and all Registered Architects are invited to participate by joining the organization now.

To be a part of this dynamic gathering write immediately to the Muehlebach Hotel, Kansas City 5, Missouri, for ARA reservations, stating desired accommodations.
Frank Lloyd Wright and John Lloyd Wright versus the California Board.

ARA takes the positive stand that architecture can be saved in California; that the situation can and will be improved.

Frank Lloyd Wright vs. California Board

ARA files show that the California Board withheld registration from the late Frank Lloyd Wright from 1924 to 1953, a total of 29 years, during which time he filed three different applications. According to a story from the Associated Press, the great Wright filed a $502,000 malicious prosecution suit against members of the board.

The California Board vs. John Lloyd Wright

John Lloyd Wright, FARA, FLW's son, has suffered embarrassing and harassing treatment by the California Board. Records show he started the independent practice of architecture in California in 1912, but the board has continually refused him registration.

The California Board went so far as to have John Lloyd Wright arrested and put in jail for using a sign, "John Lloyd Wright, AIA, Design Supervisor, Owner's Agent."

This treatment was despite a letter to Wright from Ralph Walker, president of AIA, who said:

"As far as the use of the letters AIA is concerned, we believe very strongly the right is yours, regardless of where you are, and should not be interfered with by the people of California."

Stacked Boards

Despite President Walker's authorization, the AIA-stacked board continued its spiteful action.

Why? How far does this go?

Was this a part of an organized scheme to harass and embarrass both the Wrights?

What can be the cause, other than greed, or seeking all the commissions for a favored few of the stacked board's stack?

Are the powers of a state to be used by any board for personal gratification, spiteful retaliation, and vindictiveness?

In any case, ARA is against stacked boards and is continuing to eliminate them. Democratic procedure requires fair representation.

The Architectural Forum has stated that "sixty-five year old John Lloyd Wright is the victim of shameful persecution, compounded by whisperings, plotings, and legalistic abracadabra."

Says the Forum: "What could be more ridiculous fiction than the one you (the board) are caught with, the pretense that John Lloyd Wright could do California harm."
Why did a member of the California Board feel it necessary to sidetrack facts in a debate with Wright over Radio Station KFSD, as reported in “San Diego and Point,” Magazine for March, 1956?

Why such treatment of Wright? Why was the board so determined to withhold registration from Wright that it could ignore his senior examination in 1949 by the National Council of Architectural Registration Boards (NCARB) as well as his registration in other states?

Although the California Board withheld registration from both the internationally famous Wrights, they have seen fit to grant registration to less famous men without any examination whatsoever.

Just how do they defend this position?

**How Many More?**

How many more qualified architects, other than the Wrights, have received the same treatment in California? Just how does the board defend the position that many qualified men, including men with masters degrees in architecture, are practicing “legally” as building designers. They are doing the work of architects, but are not allowed to call themselves by that honored name. This is morally wrong and discriminating.

**Governor Approached**

ARA, believing that all qualified architects have a right to registration, has approached Governor Pat Brown of California for aid in relieving conditions there.

The situation is ripe for change because of its political implications. The possibility of spiteful action by one board under the Governor’s control could create doubts as to the Governor’s ability to manage committees of greater influence.

The Governor’s secretary is now studying a report from the Director of Professional and Vocational Standards on the situation concerning John Lloyd Wright.

ARA will continue the positive belief—that Architecture in California can come back—that this is a problem concerning 35,000 Registered Architects—that we must combine the efforts of every member of the profession or suffer similar disaster everywhere else.

**Building Designers**

In 1957, $327,794,000 worth of construction in California was designed and supervised by “building designers”—men not considered by the California Board as “qualified” to be registered, but allowed by law to design any size or type structure.

If they are not qualified architects, why are they allowed to endanger the lives, health, and reputation of the State of California? If they are architects, why are they not allowed to use the name and be registered?

_These men are actually forming a threat to architecture all over the world. We must either register qualified men, or lose the profession altogether._

Herbert Mann, FARA, architect of Pasadena, California, is widely known for his prize-winning public service radio program on building. He has long fought to raise the status of architecture in his state.

Mann has pointed out the vast number of extraordinarily fine buildings designed by architects barred from registration by the short-sighted policy of the California board.

Said he, “I have called Governor Brown’s attention to the seriousness of the infiltration of the group of “building designers,” by men who are not qualified, and who are endangering life and the reputation of California.” Any governor who permits this to continue is risking the good name of his state!

Herbert J. Mann, FARA; John Lloyd Wright, FARA; Wilfred J. Gregson, National President, ARA, at Pasadena where on the spot information was picked up on “The California Story”.

**ARA Radio and TV**

Herbert J. Mann, National Vice President, Pasadena, California, has lectured for several years on “The advantages gained by clients building architect designed homes and buildings.” He has forwarded tapes on his last KFI Los Angeles broadcast. He has a regularly sponsored KFI program every Sunday morning, 10-00-10-15. We have many architects who realize the value his program has been to all registered architects as well as to the public.

**Dreams Come True**

Stella Terrill Mann (Herbert’s wife) has just had a new book published, “How To Live In The Circle of Prayer,” and m-ke your dreams come true. (Dodd, Mead Co., New York Publishers, $3.00) It is a process of formulating a pattern both systematic and complete. It has much to offer in systematic thinking as well as praying. It has unqualified recommendations of ARA National Headquarters as useful to architects, especially those still able to dream and still willing to have them come true.

**ARA and a Strong Profession**

Even a little analysis produces the inescapable conclusion that a united profession is a strong profession. Restricted membership is a blow to unity, and ARA refuses such policy. Its rolls are open to all Registered Architects.

An architectural class system is opposed to unity, and ARA refuses such a system of upper, middle, low, cast out, and out of cast—as well as no cast! All members of ARA are of equal value, with equal votes in the society’s affairs.

ARA must first spend valuable time stopping fights. We are asking that members who pay high-priced dues to distribute misleading “Facts About Your Architects” take an active stand to stop this and other bad-taste advertising. Most of the members profess ignorance, which is probably part of the program. Yet, if your dues pay for it, why are you kept in the dark?
ARA ACCOMPLISHMENTS

We are suffering growing pains. Our first efforts have been in overcoming negatives.

We stopped a fraudulent and incomplete “List of Registered Architects,” in Georgia.

We stopped a group who were removing names of architects from prize-winning drawings of “non-members” in Georgia and elsewhere.

We have slowed down attacks on “non-members” all over the United States.

We have not stopped, but we are fighting, the insidious, “He isn’t a member, probably isn’t even registered,” coming from a group which should know better.

We have slowed down, but not yet stopped, wolf pack hunting.

We are making members of other professional groups alert to the questionable plays made under cover of “ethics.”

We have made all architects conscious of when they hurt others.

We have given hope to thousands of architects.

We have established the fact of inherent good of all architects.

We have a real educational program for better plans and specifications at full fee.

We already have underway a program of radio and TV advertising for architects.

We have been granted a tax free status by the Department of Internal Revenue.

We hope to continue opening federal design projects on an equitable basis.

Hai Stonebreaker, chairman of the Committee on Materials and Research for ARA, has developed a proposed filing system for architects, and copyrighted it in the name of ARA.

Its purpose is to reduce filing time for architects and increase availability of material. Because of rising production costs we must incorporate all time-saving devices.

ARA has worked with a society testing materials, and has established our organization as an approval agency for materials, thus saving architects much time.

ARA is working toward the development of a new architect-owner contract, which is badly needed. All architects have been requested to send in suggestions for improvements.

The national offices of ARA took a firm stand against two bills introduced into the House and Senate of the General Assembly of Pennsylvania. The bills would have given three architects in a minority group the power to rate (and low-rate) other architects, and to establish lists of “qualified architects.” As part of their duties as members of the Public Building Commission, these three men would select architects for all public, state and municipal buildings.

In a letter to every member of the Pennsylvania Senate and House, ARA President, Wilfred J. Gregson, pointed out that the bills would give to three members of a minority organization “the exclusive right to pick their own members for all state work.”

“In a highly competitive market,” he said, “this gives the minority group an unconstitutional advantage by establishing all their members as qualified, and all others as unqualified. Such dangerous discrimination is in violation of the Pennsylvania State Registration Law, which has already registered the architects and proved their qualifications.”

Stock Plans Stopped

Hardly had this fight ended than ARA was again asked for help in Pennsylvania. This time ARA wrote to the General Assembly of the dummies in approving a bill which would allow stock plans and prefabricated parts to be used in the building of Pennsylvania school houses. Letters were again sent to each member of the House and Senate warning of the possibilities of disaster and tragedy to Pennsylvania school children from stock plans with coded data on plumbing, heating, electrical, ventilation, sewage and disposal.

Georgia Bill

Swift action killed a bill which jeopardized architectural practice in Georgia in February, 1939. It would have granted to those members of the board the power to sue any architect or firm, subpoena witnesses, books, papers, documents, and to proceed against any architect who disobeys them.

It would have granted these the right to file a petition against any architect in the Superior Courts for a temporary restraining order or permanent injunction, without requiring allegation or proof that the petitioner had no adequate remedy at law.

The board could have called a hearing and passed judgment without the architect’s presence.

This bill now dead in Georgia for this session of the Legislature, still has poison in Georgia and other states. A chapter of architects still has not given up.

Qualified Architects

In Kansas, as in Georgia, ARA has fought the insidious list of “qualified architects” posted by an organization which is actually discriminating against all architects except a very few of its privileged members.

A booklet, “So You’re Going To Build,” published by the University of Kansas, under the auspices of the U. S. Department of Agriculture, bids those interested write to “the AIA, Kansas State Office Building,” for a “list of architects registered in Kansas.”

In response to requests from this advertisement, this institution sent out a partial list of its own members.

We pointed these facts out in letters to Ezra Taft Benson, U. S. Secretary of Agriculture; and to officials of the University of Kansas.

ARA seeks to serve ALL Registered Architects, not just the few.

Fenced Out Architects

Both nationally and locally, ARA has worked to eliminate the coralling of architecture by the exclusive few. More fences will come down on our work. Georgia, Kansas, Texas, have fewer such unnatural restraints because of ARA.

One thing ARA didn’t do. We did not enter the bitter fights over the east front of the capitol building. This feud saw a professional organization asking its members to wire their congressmen to buck violation and revocation of contract of one of their own members. The member was quite bewildered. He had thought he was in good standing, but it was obvious he was not standing in good.

ARA does not propose to change the wrongs of groups, or even expose them in their weird complexity.

The Ten Biggest

Several pages in a news magazine listed America’s Ten Biggest Architects. The article had the earmarks of public relations by one of the leading contenders. ARA rebuts at the very damage done the profession by the statement that “The best architects in America work for the top ten.”

Architects, injured to foul blows, made no fuss.

The Hundred Greatest

A recent issue of Architectural Forum listed 100 firms doing ten percent of all architectural work in the United States. This means each of these architects is doing the work of 350 architects.

Why such greed? Who contributes to this unreasonable situation?
ARA vs. Economic Sanctions

ARA steps economic sanctions—the fight between architect and architect.

In every competitive field groups try to impose sanctions to cripple competition. This arm struggle becomes a great power when enforced legally.

One can doubt the economic advantage gained by legal smelting. This can be easily observed when one group gains control of a state board, or when members of a minority organization are appointed to architect-classifying positions. The work of all architects and the democracy of our country are thus jeopardized.

There are groups in every society who feel that their troubles could be settled by being furnished weapons with which to destroy those who disagree with them. ARA will stop this foolishness in our profession, and then set to work to enact legislation benefiting all architects.

All modern societies realize the extreme danger in punitive laws, and like ARA, are constantly alert to stop them. Laws are more easily stopped than changed after adoption.

The prevalence of the theme that there is nothing wrong with adding punitive laws so long as their group has control; and so long as they add only one or two punitive laws at a time.

Eternal Vigilance vs. the Dollar

The desire to whip others dies hard. Some architects are still trying to beguile other architects into an acceptance of the punitive policy. Make no mistake about it. If there is a dollar advantage in it, there will be supporters for it, no matter how harshly such laws deal with others.

ARA is insistent on ending economic warfare through such policies.

Profits From Gunpowder

Those who see profit in the sale of gunpowder do not advocate peace. Those who get an advantage from discord and intra-architectural strife, will not rush to join ARA. It takes little to discover the strife. Watch the plays under the table, not the fanfare.

Join ARA and help to stop your practice from being whitened away.

ARA—TWENTIETH CENTURY APPROACH

ARA is for all Registered Architects, regardless of their membership.

ARA is interested in what you have been, or what others may say you have been.

ARA is interested in what you can become—not only individually, but collectively—all Registered Architects working together.

ARA seeks to improve all Registered Architects. If ARA were out only for its own members, we could also be charged with being a "special privilege group." Such groups are a danger to society.

ARA recognizes that no man is perfect. All men distrust "advertising perfectionists."

The Road Ahead

We have a great deal more to fear from within the profession than from without. We must unite to promote harmony and homogeneity. It is the only answer to tough and ruthless individuals who are determined to have their way, regardless of consequences. The road ahead of architecture is not paved, graded, surveyed, or designed. The sons of architecture will travel the road YOU build. Join ARA and help make it a straight, wide and good road. Help ARA make it a road of honor and integrity for all Registered Architects.

Said the wise one, "My son, the priceless ingredient of every product in the market place is the honor and integrity of him who makes it."