April 10: BAE Forum  A Forum will be held in anticipation of the June National AIA Convention in Kansas City. Discussion leaders will be Stanley Smith, AIA, SCC/AIA, vice-president; and Frank Preiss, AIA, president-elect and director. Audience participation and discussion will be encouraged at this meeting.

The purpose of the evening is to help us gain a better understanding of the role and the duties and responsibilities of the Chapter to carry the National AIA Convention in Kansas City. Although there will be no formal agenda for the evening, it is expected that discussion will touch on such issues as the role of the architect in the political process; changes in the Chapter and the state stem from an attempt to avoid the crisis, restraining fires within buildings and public health and safety, permitting other states with similar erryone in California can indeed.

Who else

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In the fall of last year, at one of our bi-annual meetings, L.A. ARCHITECT Board of Directors, a few of us degenerated from the business agenda into a discussion of the seeming current inability to corral available for architectural offices today. Where are all the architectural school graduates of the past few years? It is thought that, of four or five coffee cups later, it's not that they haven't been looking, but that they haven't been the opportunity to withstand a 7:30 a.m. in a busy little coffee shop— the idea for the survey was born.

Some Background
Following a study that graduates of a particular architectural school, it was decided to include all five in the southern California area: Cal Poly, Pomona, Art Center, Otis, SCI, ARCADIA, UCLA and USC. It should be noted that the cumulae at each school varied in each other, so some encompassed-related disciplines, such as engineering plus architectural structure; and that one offers only an M. Arch. degree, while the other four have prior degrees in any of the arts and sciences who wish to broaden education with the study of architecture plus structure.

The main thrust of the survey was all the students' perception of the value of their architectural education. The achievement of the goals for which they entered school, as if it had altered, and all things they are doing today. The year 1975 was chosen arbitrarily, as the study was precipitated into the middle phase of a depression. Some employment for the "just out of the crash" and just before the present "boom." Did the lack of employment have a serious effect on architectural offices that force one, or other, or more remunerative, fields? In November, 1974, 323 questionnaires to lots of persons persons who had graduated from their mailing, 13% returned by the post office, 11%, 37% replied by the end of December — a better than average response, as was told. The Questions
To establish a base line, our opening questions dealt with school name, years attended, degree received, ages of those enrolled, prior degree (if any), and current occupation. The results showed that 22% entered undergraduate architectural school with an A.A., 33% with a B.S., while 45% undergraduate school architectural students spent an average of 4.2 years to complete the A.A., while only 1% of those who achieved the M. Arch. degree, indicated that they graduated in 4 years. One had entered graduate school immediately following their architectural school; and just 3% had prior degrees in education related field. It was interesting to find that in the short period of time between 1975-1978, 4% had obtained architectural registration, at 5% and landscape architect, and 15% had taken the architectural qualifying examination. However, 25% of those entered civil engineer or landscape architect. As the majority of those who entered graduate school with it, 5% of those entered with a degree, and 94% found design/build connecting the way. Of the 105 who entered graduate school 55% were employed in architectural offices, 8% are teaching architectural design part- or full-time in our universities, 2% are still pursuing their degree requirements, and 36% found design/build connecting the way. Of the 105 who entered graduate school 55% were employed in architectural offices, 8% are teaching architectural design part- or full-time in our universities, 2% are still pursuing their degree requirements, and 36% found design/build connecting the way. Of the 105 who entered graduate school 55% were employed in architectural offices, 8% are teaching architectural design part- or full-time in our universities, 2% are still pursuing their degree requirements, and 36% found design/build connecting the way. Of the 105 who entered graduate school 55% were employed in architectural offices, 8% are teaching architectural design part- or full-time in our universities, 2% are still pursuing their degree requirements, and 36% found design/build connecting the way. Of the 105 who entered graduate school 55% were employed in architectural offices, 8% are teaching architectural design part- or full-time in our universities, 2% are still pursuing their degree requirements, and 36% found design/build connecting the way.
BOOK REVIEWS

Greene & Greene: Architecture as a Fine Art, 1917, 284 pp., hardbound, $24.95.

Books are two-dimensional design: buildings are three-dimensional design. How can one understand architecture as a social, sensual art by means of the printed page? Two handsome companions, Greene & Greene and Greene & Greene, await in Pasadena. Their thorough narrative, with their woodbuilding traditions, but their book contemplations of their changing artistic treatment and attitudes and experiences states deserve "the focus which reveals. The Heinemann brothers' work—recounted by Robert Winter—

Books on California Architecture from Peregrine Smith, Inc.

A Greene and Greene: Architecture as a Fine Art, 1979, 284 pp., hardbound, $11.95
by David H. Womach and Robert Winter


Everything you ever wanted to know about structural brochures, but were afraid to ask including whether to have one at all is offered in Preparing Design Office Brochures: A Handbook. Author: David Travers, formerly the editor/publisher of Architectural Design and Architectural Projects. When Associates vice-president, now publishes is management consultant specializing in the promotional policies of design practices. Travers does not apologize for his management orientation, alien as it may be to most architects. In fact, a hard-headed approach to problems, coupled with genuine care for architects' values, sets this apart from other guides on architectural business development. Travers knows what architects and their clients want, and offers their emphasis on the visual, logical, and research, and their reluctance to delegate—especially assignments design implications that reflect the whole firm. He also recognizes the need to extract the maximum benefit from what can't help but be a large investment. Early decision-making for brochure preparation seems to be the most critical element in the "first impression" as its representative have a good clear position with CCAIA and Architect BAE study "response for such interviews is unfortunately, these brochures are unfortunately, these brochures are updating and handsome packaging; adaptability. For example, the system favored in order. Coordination of the Chapter's members is essential. I believe a "No comment" or "It is under study" response for such interviews is in order. Coordination of the Chapter and you as the industry's position conscious of architects, I believe your quoted statements do not explain the architects' position of architects who designed this in the same section of the Times. The people quoted in the proposals made, and the tenor of the article would convince a lay person of the sincerity of the realtors' position.

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The 2,154th meeting of the SCC/AIA Board of Directors, February 6, 1979. Treasurer Bernard Zimmerman reported on the Chapter installation costs; the Board set an attendance goal for the 1980 Installation of 300 to make the event self-sustaining. Jennes Pulliam reported on the Grassroots event and related costs, the Chapter has requested some reimbursement from National AIA. A discussion was held about conflicting scheduling of Chapter events and school events.

Margaret Bach reported on status of the SCC/AIA lawsuit on the Central Library ER. Janice Auson requested Chair financial assistance for publication of “Best in the West” catalogue; a decision was deferred, pending an approach to CCAIA for full funding of the project. WAL vice-president Martha Bowerman requested greater WAL participation on Chapter Board; the matter will be studied by a Board committee. George Crane reported on Membership Committee's recommendation that the Professional Affiliate category be established; the Board approved the new category (see page 1 for details). Associate president Fran Offenhauser presented the 1979 Associate budget for approval, which the Board voted.

The Friends of the Schindler House will launch its two-month program on “The Architecture of R.M. Schindler” with a lecture by Max Di Valdo on September 16. Barbara Weidman will speak on “Schindler: The 30's Reinterpreted.” Programs will be held at the Schindler House, 800 Loma Ave., for $5 for FOSH members, $3 for non-members. For further information, call 461-1510.

Three women architects are looking to rent space from a small medium architecture firm in Los Angeles or Santa Monica area. Price negotiable. Please call 478-7906.