



Qbra  
Per 213



# PUBLISHER'S NOTE—THE FUTURE OF FORUM

As many of our readers have already learned, the September issue of FORUM is to be its last. It was a decision most reluctantly taken. Since announcing it, we have received a great many letters and telegrams deploring the news, asking questions, pleading for a reversal, and expressing a sense of loss.

We share the feeling of loss and regret. Our concern—Time Inc.'s concern—with the field of architecture and building is longstanding, and it will not diminish now. When we took over ARCHITECTURAL FORUM in the midst of the depression, Henry R. Luce assigned it a challenging mission: "to bring together around the central art and science of architecture all the major influences which will build America in the decades ahead." That mission was later extended to the city itself—to urban renewal, city planning, the public environment.

How well we have succeeded in our task is apparent in the appreciative letters we are now getting (a selection will be published in the next issue), in the awards we have won, and in the circulation we have reached—an all-time high of 64,000. But, alas, editorial performance and prestige have not brought financial good health.

As Mr. Luce put it in a letter last week to one of the nation's leading architects: "FORUM has served an important purpose for more than three decades, and we have not required that it show a real profit. Unfortunately, despite the best efforts of many knowledgeable people, its losses have increased to the point where its continuance in its present form cannot be justified."

In many years of seeking a formula for FORUM to sustain itself, a great deal of thought has been given to its purpose and to its audience. (One formula we have not considered is to lower its standards.) FORUM has sought to unite three groups of readers—the professional architects, engineers, and designers; the contractors; and the client-owner-finance groups. This concept of a three-way interplay within the building industry answered to logic and experience, but it required FORUM to seek and maintain a volume of circulation which advertisers would not buy in sufficient amounts to give FORUM a profit. In effect, Time Inc. has subsidized FORUM for more than 30 years.

Perhaps one of FORUM's insuperable difficulties has been that the cost structure of a small magazine within a large publishing enterprise tends to move up to the standards set by the big, broad-audience magazines, so that the usual advantages of size become disadvantages to a small publication. This has been true for us.

In searching out and encouraging better architecture and

## PENNSYLVANIA AVENUE

65

*The long-awaited plan to rebuild the nation's Main Street*

## JOHN DEERE'S STICKS OF STEEL

76

*New Illinois headquarters are one of Saarinen's last designs*

## POWERFUL GRID FOR A PRAIRIE TOWER

86

*Kansas City offices in marble and high-strength steel*

## A "THINKING MAN'S" FAIR

92

*The Swiss build a handsome exposition with something to say*

## CHURCH OF THE AUTOSTRADA

100

*On an Italian expressway, Michelucci's masterpiece*

## FACTORY WITH THE GRACE OF A BRIDGE

110

*Nervi builds a bold suspension structure for a paper mill*

## DRAMATIC RENEWAL ON CAMPUS

114

*Warm new interiors for Columbia's Lewisohn Hall*

## "ENVIRONMENTAL SCULPTURE"

118

*Architect-Sculptor Frederick Kiesler describes his work*

Cover: Detail of Deere & Co. headquarters; photograph by Ezra Stoller (page 76)

53 Editorial, subscription, and advertising data.

181 Advertising index.

### 5 NEWS

### 14 100 BIGGEST CLIENTS

### 33 PROJECTS

### 43 FURNISHINGS

### 52 LETTERS

### 134 BOOKS

### 143 PRODUCTS

ARCHITECTURAL FORUM, July 1964  
Vol. 121, No. 1. Published monthly  
by TIME INC.  
EDITORIAL CORRESPONDENCE: Please address the Managing Editor, ARCHITECTURAL FORUM, Time & Life Building, Rockefeller Center, New York, N.Y. 10020.  
SUBSCRIPTIONS: U.S., U.S. Possessions and Canada, one year \$7; elsewhere, one year \$12. Single copies, if available, \$1. Address ARCHITECTURAL FORUM, 540 N. Michigan Ave., Chicago, Ill. 60611. Second-class postage paid at New York, N.Y. and at additional mailing offices. This issue is published in national and separate editions. Additional pages of separate editions are noted or allowed for as follows: Professional Edition, PE1-PE8. T & E Edition 118A-D. Western Edition, WE1-WE4. Member, Audit Bureau of Circulations and Associated Business Publications. © 1964 Time Inc. All rights reserved.