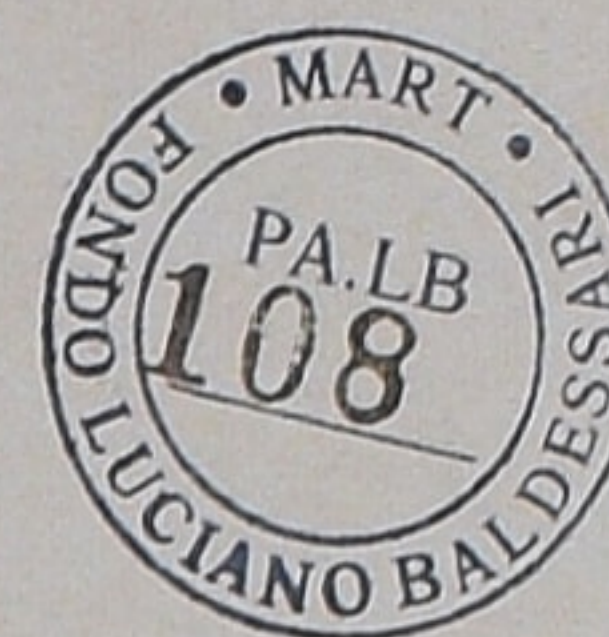




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PUBLISHER'S NOTE

Time Inc.'s Architectural Forum: 1932-1964

As explained here last month, this is to be the last issue of ARCHITECTURAL FORUM in its present form. But this is not the last you will hear about architecture from FORUM's editors or from Time Inc.

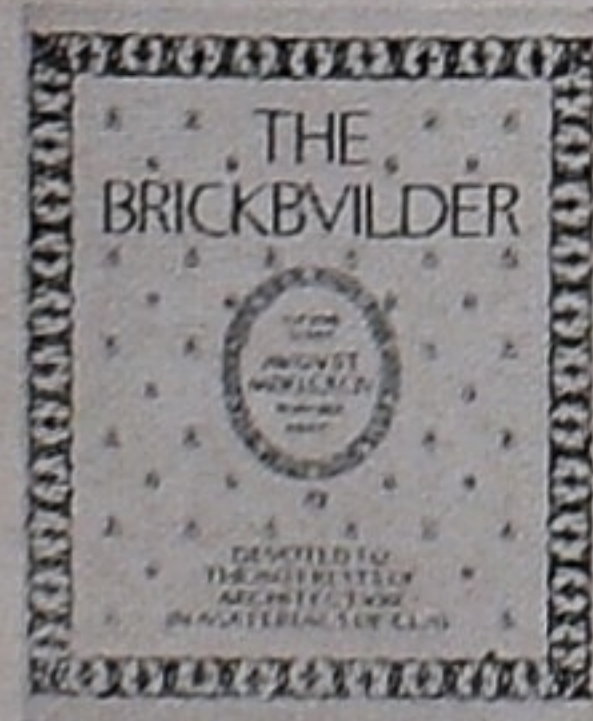
► Next month, FORTUNE, its staff augmented by FORUM editors, will begin reporting more fully on architecture and building around the world.

► Every month, TIME and LIFE will continue their lively reporting of architecture and the shape and character of the American community.

► Time Inc.'s book division, with the help of FORUM staff members, is considering publishing an annual review of the year's architectural accomplishments.

► And—who knows—others among FORUM's undaunted staff may one of these days apply their journalistic skills to creating a new magazine on architecture.

Thus, this special double issue of FORUM—which reviews three decades of architectural development, appraises the current state of the art, and looks speculatively into the future—is by no means the last word on the subject. It is rather the last chapter in the 72-year history of one particular magazine.



That history began in January, 1892 with publication of Volume 1, Number 1 of *The Brickbuilder*, a thin, staid journal of 15 pages, whose gray text and precise drawings recorded the fanciest brickwork of the times. Not until 1917

was the more appropriate name *Architectural Forum* adopted.

Wider in scope than the old *Brickbuilder*, FORUM was still edited strictly for architects. Then in 1932 Time Inc. purchased the magazine and assigned its editors a new mission: "to bring together around the central art and science of architecture all the major influences which will build America in the decades ahead." This



change from a professional journal to an industry magazine broadened FORUM's audience and its sphere of influence to include the builders, financiers, and owners of buildings as well as the designers. During the next three decades the magazine's readership increased tenfold, to 64,000—a gain that, unfortunately, did not provide an economic success.

More significant than circulation growth, however, were FORUM's far-reaching editorial accomplishments during those decades. These accomplishments you will find woven into Douglas Haskell's review of the period (p. 73). Six of them in particular have left lasting marks on architecture and the American scene. They are recorded briefly here, along with the names of the men who left lasting marks on the magazine.

1. *An architectural revolution.* Under the inspiring leadership of Publisher Howard Myers, FORUM's editorial staff in the late 1930s
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