

SUPERMARKET

HIGH SCHOOL

PARK APARTMENTS

CITY HALL

CHURCH

TRADE SCHOOL

MUSEUM

NEW BUILDINGS FOR 194

THEATER

BANK

OFFICE BUILDING

BAKERY

RESTAURANT

RAILROAD

BUS TERMINAL

HOTEL

POST OFFICE

HEALTH FACILITY

HARDWARE STORE

SHOPPING CENTER

John & Sarah Harkness
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 Wheeler & Will . John caze . Ralph Walker

THE ARCHITECTURAL FORUM

SERVICE STATION

HOUSE FACTORY

AIRPORT

MAY 1943

economically, that joint action of city and state (under a proposed Department of Commerce) would be required to save it. The Committee recommended immediate life-saving measures:

►Business should be helped to become more efficient, by the elimination of



The Mayor wasn't very happy . . .

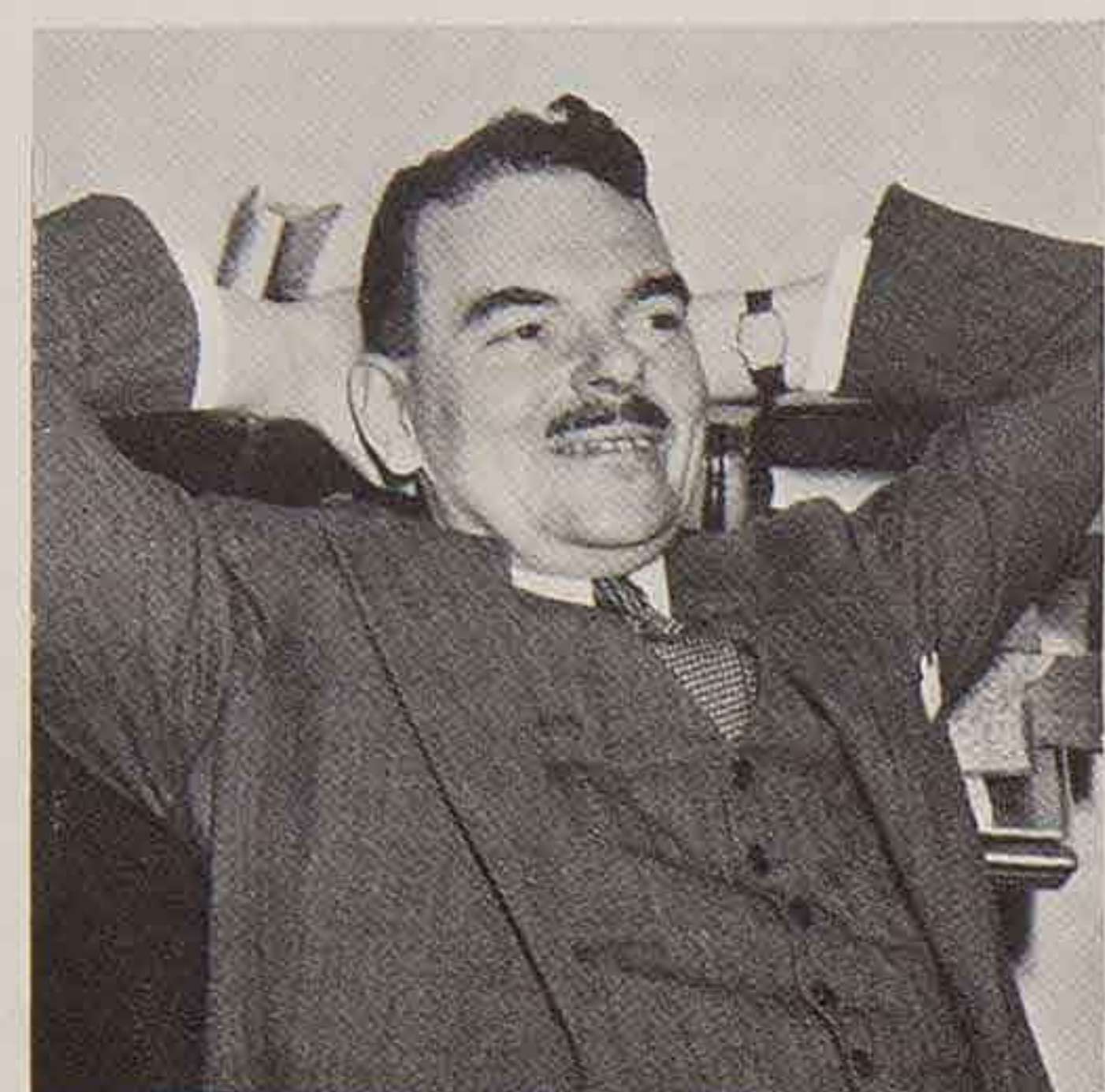
antiquated methods, replacement of obsolete machinery and adoption of a progressive point of view by management. An industrial engineering division under the proposed Department of Commerce was proposed.

►The Department of Commerce should establish a section specializing in the problems of New York City and coordinat-

ing its efforts with those of the Department of Commerce of New York City.

►The state and city should cooperate to improve highways, dock, terminal and airport facilities.

►The entire legal code pertaining to incorporated business should be stream-



. . . but the Governor had the answers.

lined to meet modern conditions, to attract corporations to the state.

►The studies of the problems undertaken at the direction of the Governor should give particular attention to the budget and tax problems of New York City, and the Legislature extend no further authority to the city to levy taxes.

►The Governor is urged to take the lead

in challenging industry, labor, commerce and the civic authorities to a concerted effort to remove the handicaps which now stifle business and employment opportunities and to develop a program for encouraging the future expansion of the economic life of the city.

Reasons for the decline of the city were outlined:

"The burden of taxation, high assessments on city real estate, and the high level of stock transfer tax; labor differentials; congestion in the city which limits further expansion; density of traffic and inadequacy of terminal and through-traffic facilities; trend toward decentralization of population; decline of Wall Street; Washington hostility."

Mayor La Guardia had little to say about the report when it was first shown to him, but next day his good friend, Commissioner of Investigation William B. Herlands, showed he was ready to hold the scrappy little Mayor's coat. He said the report was "misleading," its statistics "puffed up," what was worse, the Mayor had not been consulted. His major contentions: that the committee failed to consider figures on trade and employment in relation to the rest of the country, and the rest of the state; that New York's record of employment was above most other industrial cities.

Taxation Troubles

This was not the end of civic troubles. Late in March the State Legislature killed the Mayor's proposal to increase the amount of city sales tax, and adjourned, leaving him to face his new city budget difficulties on the basis of present city revenue-collecting methods.

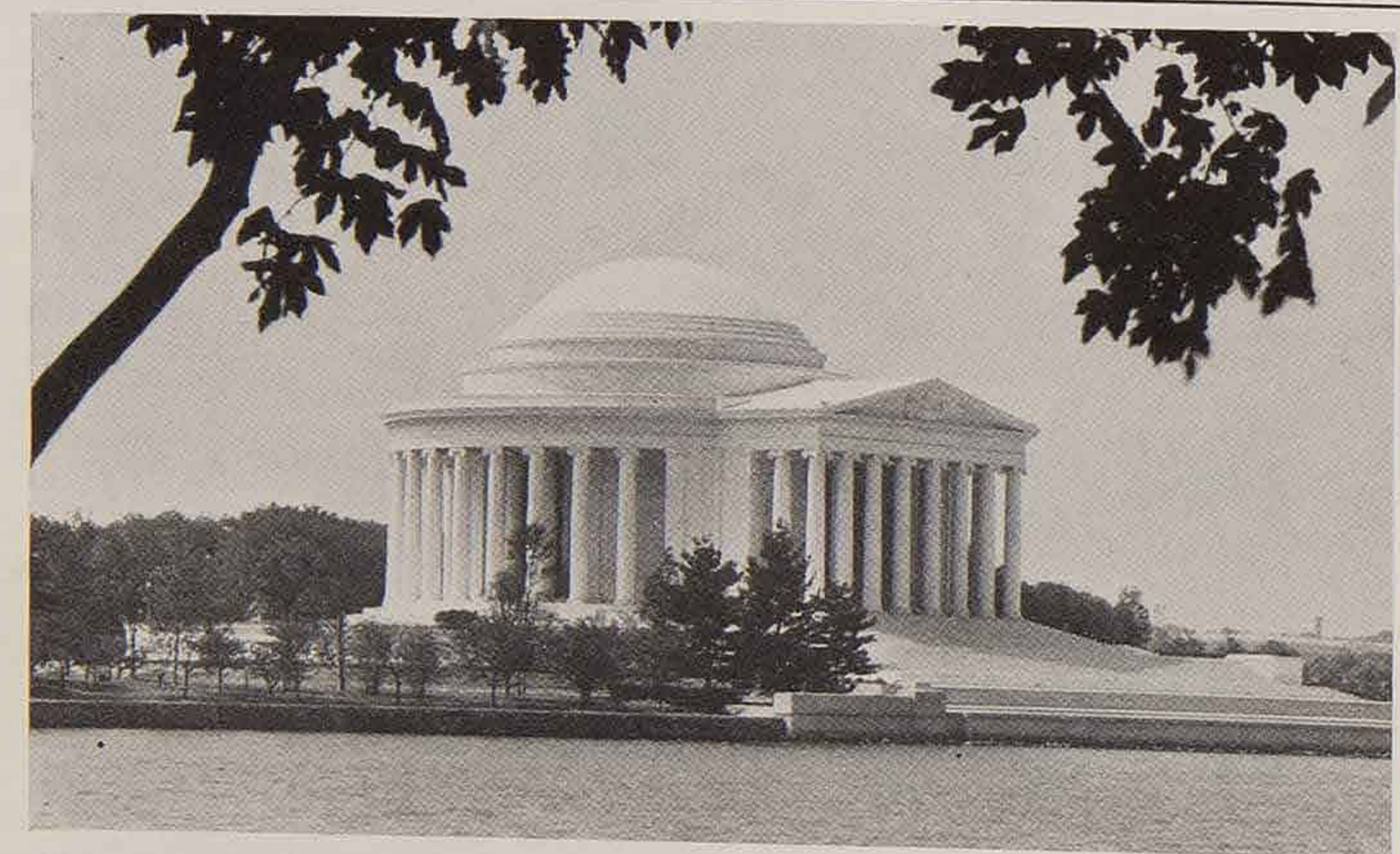
Not knowing precisely which way to turn to meet a terrific budget deficit (\$36 millions) La Guardia chose the most oft travelled road, decided to raise real-estate taxes another 15 points (an additional \$1.50 a thousand of assessed value), declaring "you property owners must piece out the deficit—pass it on to your tenants."

The result was mass meetings in front of City Hall, with property owners bearing posters reading "Keep the Tax Rate Down." The Board of Estimate's chambers were jammed to the doors with citizens wanting (probably for the first time in their lives) to hear proceedings on the proposed budget.

Other result was announcement by Lord & Taylor's president, Walter Hoving, of an offer of a \$50,000 gift to the Mayor for "special research on proposed budget reductions," received sourly by City Council President Morris: the gift, he said, was "gratuitous and uncalled for."

To city officials, the public clamor was also gratuitous and uncalled for. To date no action has been taken by the Board, effect of the demonstration and indignation is still undetermined.

(Month In Building continued on page 160)



THOMAS JEFFERSON MEMORIAL

On a chilly, dullish day last month, official Washington turned out to dedicate the capitol's newest architectural show-piece, the memorial to Thomas Jefferson commemorating the 200th anniversary of his birth. In an impressive war setting, the marble steps patrolled by armed troops, the U. S. Marine Band sounding appropriately patriotic notes, the public was allowed to gaze at the high-domed, multi-columned building. Clutched in

10,000 spectators' hands was the elaborate program of the exercises which contained names of those responsible for its erection—Senate and House Commissioners, Chairmen of the Committee, the Thomas Jefferson Memorial Committee, Presidential Commissioners, the Executive Committee, Executive Agent for Construction.

And over the air waves boomed the names of the architects: the late John Russell Pope, and his associates, Otto R. Eggers and Daniel Paul Higgins.

NEW BUILDINGS FOR 194X

The presentation of projected designs is an integral part of a FORUM policy which goes back to 1935, when an entire issue was devoted to designs for modern schools. The School Reference Number gave rise to a series of disputes, both amiable and acrimonious, for it attacked the approach which considered quasi-Georgian the complete solution to all the problems of housing educational activities. Soon afterwards, schools of a new type began to appear in three dimensions. Ideas can make things happen. And, in this case of schools, they did.

This publishing pattern was further developed with the INTERIORS issue of October, 1937, DESIGN DECADE (October, 1940), NEW HOUSES FOR 194X (September, 1942). In all of these ventures the purpose was the same: to show how buildings might be improved through fuller and more imaginative use of existing resources. In this respect the current issue does not differ from its controversial predecessors.

NEW BUILDINGS FOR 194X contains a variety of building types, all of which might reasonably be erected in any city of moderate size in the course of its normal building activities. They are not "prophecies." Except for an occasional guess as to what industry will produce in new, better or cheaper materials and equipment, they could all be built without waiting for some ever-receding technological millenium.

The architects who produced this impressive body of work did not waste their time dreaming up structural techniques and decorative innovations. We haven't even begun to realize the potentialities of those which already existed before the war, not to mention those newly developed. The importance of these designs stems from the critical examination of the basis on which urban building has been done, and the new assumptions as to financing methods and land use which have been made. These assumptions may also be open to question, but that is as it should be.

For questions provoke answers, and the right answers are needed if Building is to provide better communities for all of us. Particularly, these answers are needed now lest we build the wrong things in the wrong places.

NEW BUILDINGS FOR 194x in relation to the plan of a hypothetical town of 70,000



CITY PLAN AND TRAFFIC DIAGRAM

The twenty-odd projects which were designed for this issue had to meet certain requirements which were of a community rather than individual nature. Most important were those which applied to the buildings to go into the town center. It was stipulated that Main Street, for a distance of several blocks, and some of the streets which intersect it, would be converted into a pedestrian area. This proposal seemed far from Utopian. Downtown merchants are becoming concerned with the loss of trade to new shopping areas where parking is less of a problem. Tax officials and investors are disturbed by the likelihood of further declines in downtown real estate. There is a very real basis, consequently, for effective cooperation to remedy this situation. An examination of the projects designed for the city's business center will reveal many interesting departures produced by this one deviation from the usual program.

Another assumption which seemed realistic was that commercial structures for stable, long-term investment will, in the postwar period, show greater emphasis

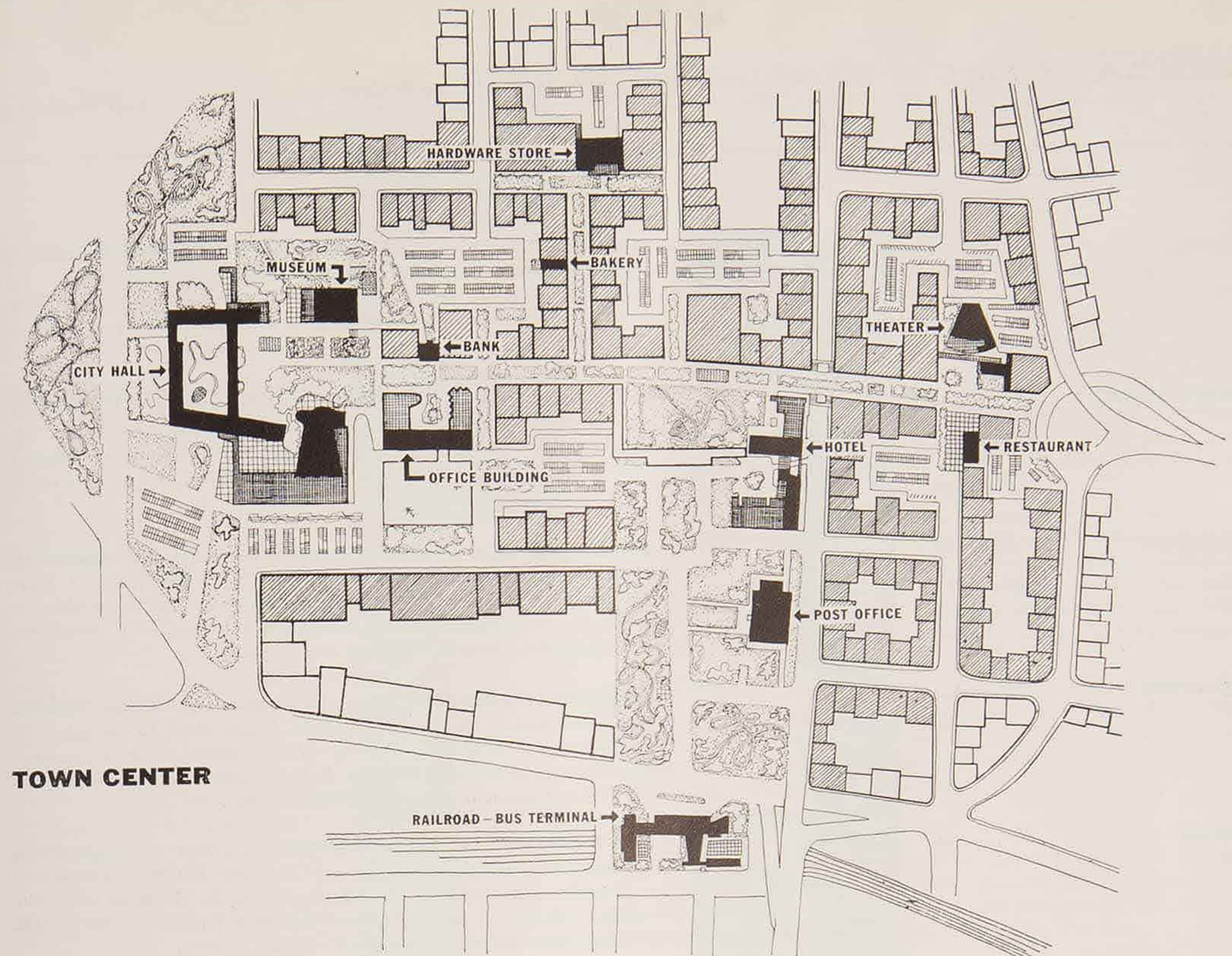
on light, air and similar amenities as factors tending to reduce turnover and retard obsolescence. The requirement that all structures be provided with adequate off-street parking underlines the very real possibility that future building regulations will contain such stipulations.

The introduction of two dozen buildings into a community already equipped with several thousand obviously does not constitute a city planning project. These plans are shown only to stress the very important point that individual buildings must take into account the increasingly important factors of community development. A single building, designed to meet a progressive and farsighted program, can become a potent force towards better over-all planning.

About half of the buildings were designed for the Main Street area. At the west end, where values were lowest, the new city hall has been placed as a dignified terminus to the new Mall, forming a large plaza which might well become the town's social and cultural center. The office building and museum form a logic-

part of this group. For the moving picture theater, at the east end of the Mall, a portion of the former street was used as part of the site. The railroad and bus station is located on the site of the old one, but it now has depressed tracks and is connected with the town center by a park plaza which replaces a number of derelict structures and empty lots. One of the narrow streets which formerly helped increase the congestion of the business section has been retained for pedestrian use, and it would be occupied primarily by specialty shops. Some of the larger retail establishments (furniture, hardware, etc.) might be placed at the end of this street. The remaining projects are scattered through the town and outside of it, depending upon the requirements.

As noted above, this issue does not attempt to deal with the larger questions raised by a program of individual buildings. These questions exist, however, and they will be important considerations in the postwar period. In this connection, the announcement of the Syracuse planning project will be of unusual interest.



TOWN CENTER

SYRACUSE, N. Y. At the beginning of this year, the editors of *FORTUNE* and *THE ARCHITECTURAL FORUM* discussed a venture of impressive proportions with representatives of the city of Syracuse, New York. It involved the preparation of plans for the complete redevelopment of the city after the war.












Syracuse was chosen for this cooperative effort for a variety of reasons. A busy industrial community of 200,000, it has many of the characteristics and the problems of a thriving city of medium size. It has a highly diversified industry, an excellent university, no real slums. Like other typical communities it is still trying to force motor traffic through horse-and-buggy streets, it has too much noise, too little sun, too few parks and too many commuters who waste years of their lives in a daily escape to the fringes and open country. Most important, it has a citizenry which is progressive and interested in improving the community.

At this writing the planning program is under way. There are a number of groups, working under official sponsorship, which are gathering data on the city's needs and problems, studying ways and means of implementing accepted proposals. Plans are being developed under Sergei Grimm, head of the City Planning Commission, with the active assistance of outside consultants. Russell Van Nest Black is chief city-planning consultant; Hugh Pomeroy, President of the American Institute of Planners, has been retained as special consultant. Chief of the economic advisers is Ernest Fisher of the American Bankers Association. Other specialists will be made available to the city as they are needed.

The importance of a project of this scope needs no emphasis at this time. Progress of the studies will be watched by communities all over the U. S. For the citizens of Syracuse there exists a unique opportunity, not only to give the development of their city direction toward new goals of livability and human efficiency, but to take the leadership in a movement which may well capture the imagination of the entire country.

It will be the joint privilege and responsibility of *FORTUNE* and *THE ARCHITECTURAL FORUM* to report the story of the new Syracuse.

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OSCAR STONOROV AND LOUIS I. KAHN have been working together, in association with George Howe of Philadelphia, since 1940. Stonorov was educated at Florence and Zurich, and immigrated to the U. S. in 1929. Kahn got his degree in architecture from the U. of Penn. in 1924. Both have worked extensively in private and public housing.

DOUGLAS ORR received his architectural education at Yale (B.F.A., M.F.A.) and traveled abroad on the William Wirth Winchester Fellowship. He opened his New Haven, Conn. office in 1919, and has since maintained a general practice. His collaborator, Robert McMillan, is a student at the Yale School of Architecture.

LORIMER RICH is a graduate of Syracuse University who received his early training in the offices of McKim, Mead & White and Charles A. Platt. He has practiced independently in New York since 1929, specializing in public and semipublic buildings such as post offices, court houses, etc. Now engaged in hospital work and city planning.

LUDWIG MIES VAN DER ROHE, one of the world-famous founders of modern architecture and foremost exponent of the "open" plan, is the son of an Aix-la-Chappelle stone mason, never received formal technical training. Now professor of architecture at the Armour Institute of Technology, Chicago, he first began to practice in Berlin in 1911.

JOHN C. HARKNESS AND SARAH HARKNESS are recent graduates of the Harvard Graduate School of Design and Cambridge School of Architecture, respectively. John Harkness won the Second A.I.A. Medal in 1941, and, together with his wife Sarah, the Boston Society of Architects Prize in 1940. Both are now working in New York offices.

CHARLES EAMES was born in St. Louis, Mo. in 1907 and studied architecture there at Washington University. He has worked for Eliel and Eero Saarinen, taught design at Cranbrook Academy of Art. With Eero Saarinen, he won a first prize in the Organic Design Competition of the Museum of Modern Art. Now doing experimental work for the Government.













PERKINS, WHEELER AND WILL of Chicago are perhaps best known for their collaboration with the Saarinens on the Crow Island School. Lawrence Perkins and Philip Will, Jr., were roommates at Cornell, graduating in 1929 and 1928. E. Todd Wheeler is now doing postwar planning for the state of Illinois, has left the firm for the duration, is not pictured here.

RALPH WALKER (Voorhees, Walker, Foley & Smith) was graduated from the Mass. Institute of Technology in 1916, traveled abroad on the Rotch Traveling Fellowship. Designer of many of the country's big telephone and insurance buildings, he was awarded the gold medal of the Architectural League of New York in 1927, is a Fellow of the A.I.A.

J. GORDON CARR studied engineering and architecture at M.I.T., marketing and industrial production at Harvard. After working for Raymond Hood and for Eric Mendelsohn in Berlin, he opened his own office in New York, designed the Aviation Building (with William Lescaze) and the House of Jewels at the New York World's Fair.

GRUENBAUM AND KRUMMECK, of Hollywood, Calif., have designed retail stores in all parts of the U. S., as well as apartment interiors and industrial products. Before their association in 1939, Elsie Krummeck worked in the exhibit field (auto shows, Chicago and New York fairs), while Victor Gruenbaum practiced architecture in Vienna.

MOORE AND HUTCHINS won first prize in a national competition for Goucher College, Baltimore, Md., and have designed numerous commercial and residential buildings in the New York area. John C. B. Moore studied at Harvard and the Ecole des Beaux Arts (1927), Robert S. Hutchins at the U. of Penn. Both got their early training with Delano & Aldrich.

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JED S. REISNER AND J. STANLEY SHARP are graduates of the Universities of Illinois and New York, respectively. Reisner won the Plym Fellowship (1938), spent 2 years in France and Scandinavia, is now with Harrison, Foulhoux & Abramovitz. Sharp worked for Edward D. Stone for 3 years, and has spent the last two on defense projects.

PIETRO BELLUSCHI was born in Ancona, Italy, in 1899, and educated at the University of Rome, later at Cornell. He joined the office of A. E. Doyle in 1925, becoming chief designer after two years. Practicing under his own name, Mr. Belluschi has designed many buildings in the Pacific Northwest, is President of the Oregon Chapter, A.I.A.

CARL KOCH AND JOHN JOHANSEN were graduated from the Harvard Graduate School of Design in 1937 and 1941. Koch held the Bacon Traveling Fellowship, 1938-39, had his own practice from 1939 to 1942, and is now Senior Research Technician with the NHA. Johansen has worked on housing and postwar planning, is also with the NHA.

PETER SCHLADERMUNDT was born in Bronxville, N. Y., in 1907. He was graduated from the Yale School of Architecture in 1929, worked with Raymond Hood and Henry Dreyfuss. His independent work has been primarily for Chase Brass & Copper Co., Adolph Zukor and General Cable Corp. Since 1938 he has been with Norman Bel Geddes as head designer.

ERNST PAYER was born in Vienna in 1904, studied sociology, economics, international law, and, later, architecture with Josef Hoffmann. After coming to the U. S. in 1936 he studied at the Harvard Graduate School of Design for two years. He has done cabinet work, worked in a lumber camp and saw mill, and designed a number of excellent houses.

ANTONIN RAYMOND was born in Prague in 1889, where he received his degree as Architect-Engineer. In 1916 he joined Frank Lloyd Wright, with whom he went to Japan four years later. He practiced there until 1938, when he returned to the U. S. to design private residences, housing developments and numerous large projects for the War Dept.

JOHN A. HOLABIRD AND JOHN W. ROOT were graduated together from the Ecole des Beaux Arts in 1913, and joined the firm of Holabird & Roche in 1919. Since that time their office has been one of the most successful in the U. S., designing many large structures, including the Chicago Daily News Building and the new Statler Hotel in Washington.

WILLIAM LESCAZE was born in Geneva in 1896, studied under Karl Moser, and came to the U. S. in 1920. A pioneer of modern architecture in this country, his designs include the Philadelphia Savings Fund Society office building (with George Howe), CBS studios, the Aviation Bldg. and Swiss Pavilion at the N. Y. World's Fair, and the Longfellow Building, Washington.

CALEB HORNBOSTEL was born on Long Island in 1904. Son of the famous Pittsburgh architect, he studied at the Carnegie Institute of Technology and the Ecole des Beaux Arts. In practice for himself since 1933, he has built a number of houses in France and the U. S., won the Wheaton College Art Center competition with Richard M. Bennett in 1938.

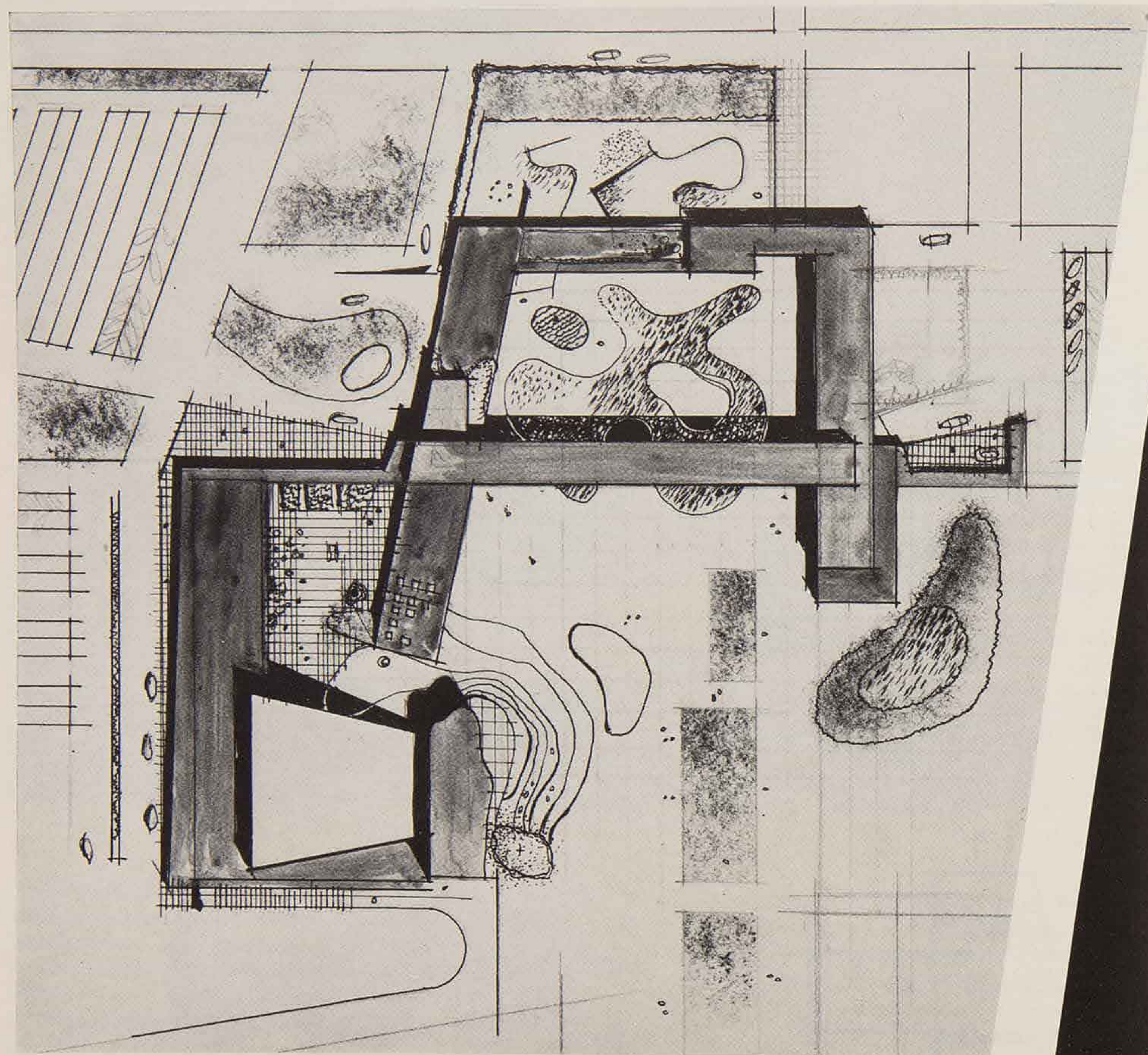
SERGE CHERMAYEFF practiced architecture in Great Britain, designed the Bexhill Pavilion with Eric Mendelsohn. In the U. S. since 1940, he is now professor of architecture at Brooklyn College. Collaborator Abel Sorensen worked in Denmark, France and the U. S. for 4 years. Peter Blach was with Chermayeff in London, has worked here since 1940.

HUGH STUBBINS, JR. was born in Birmingham, Ala., in 1912 and studied architecture at Georgia Tech. (B.S., 1933) and Harvard (M.A., 1935). He won third prize in the Smithsonian Competition (1939), and has designed outstanding war housing projects. Now in private practice and an instructor at the Harvard Graduate School of Design.

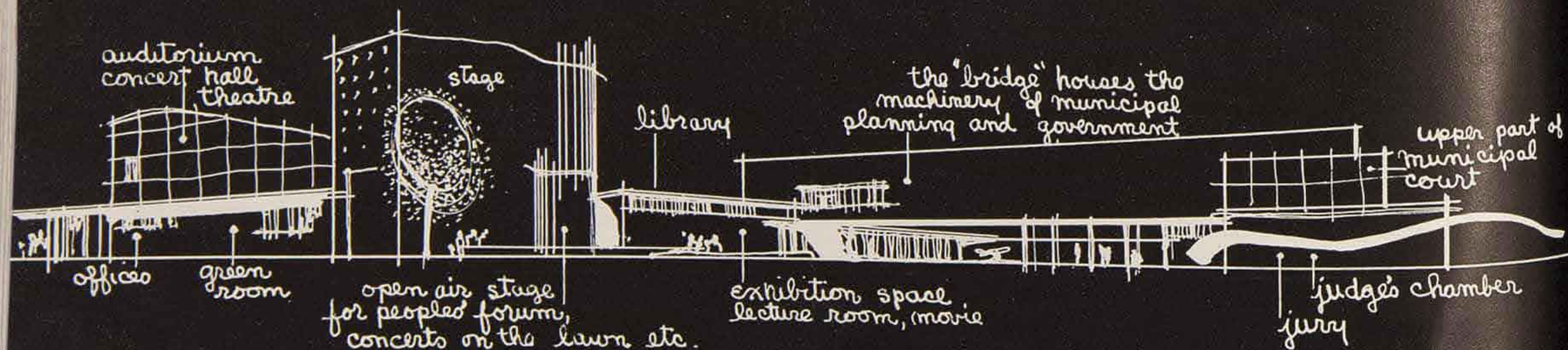
ISADORE ROSENFELD AND SIMON BREINES collaborated on this project after working together on a postwar hospital for the City of New York. Rosenfeld is Chief Architect of Hospitals in the N. Y. Dept. of Public Works, Breines a member of the firm of Pomerance & Breines, American architects for a number of the foreign pavilions at the N. Y. World's Fair.

CITY HALL

CHARLES EAMES, LOS ANGELES, CALIF.

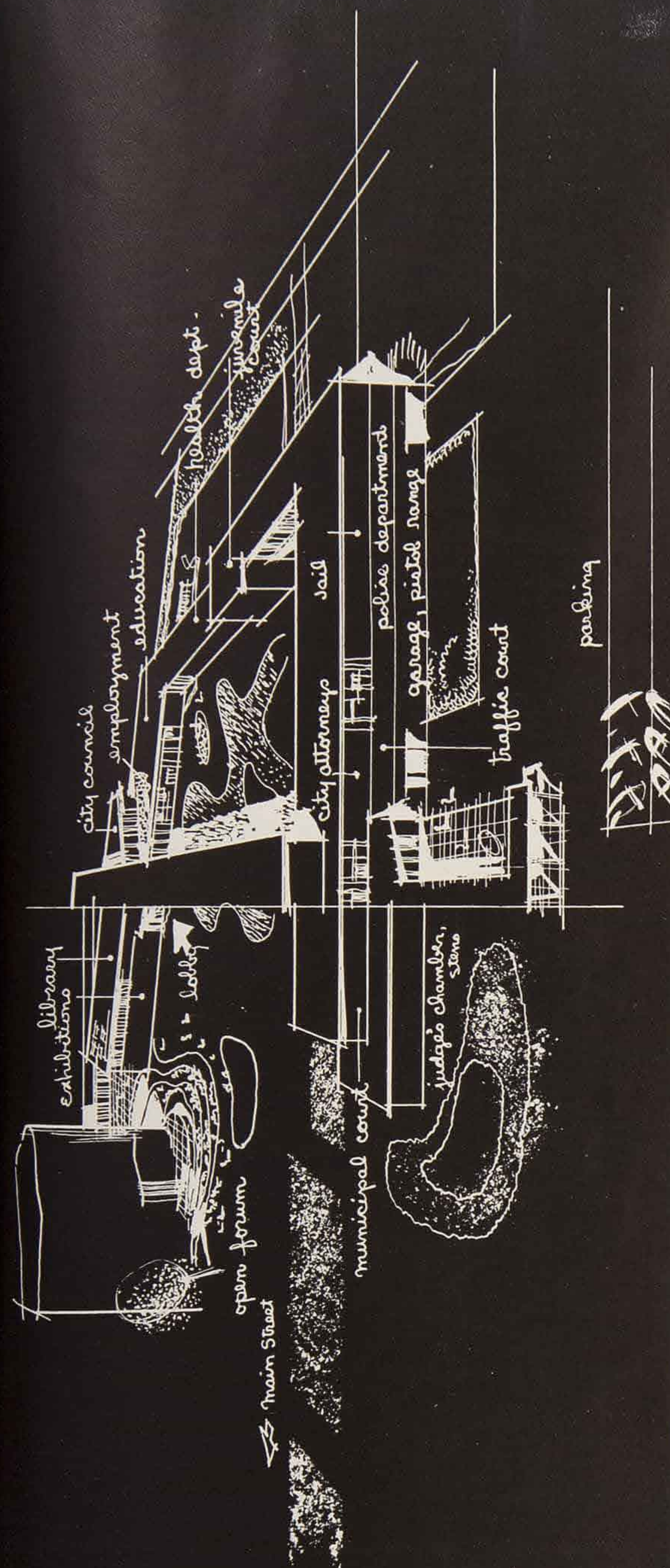


1.



VIEW 1.

2.



VIEW 2.

Probably no other project in this issue was prepared under as adverse circumstances as this city hall by Mr. Eames. As the result of a misunderstanding, Mr. Eames was left blissfully unaware of the program until a few days before closing time, when he finally received an urgent wire from THE FORUM. Despite preoccupation with important Government work, he submitted these brilliant sketches for the design of a city hall, based on the following:

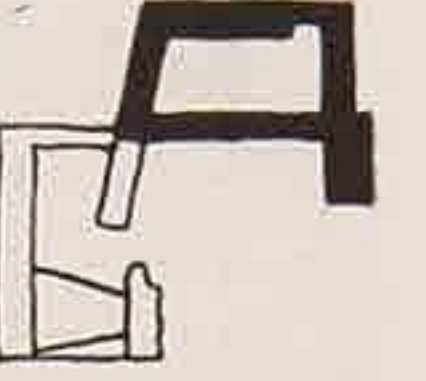
"In a typical American community with 70,000 people, about 27,000 are registered voters. In 1943 only 12,000 voted in a municipal election.

WHY?

Among the several important reasons:
 A lack of the facilities by which the people can educate themselves to understand the techniques of government.
 A city government should—must—be housed as the center of a mutually cooperative enterprise in which:

THE GOVERNMENT TALKS TO THE PEOPLE. AND THE PEOPLE TALK TO THE GOVERNMENT.

The administration of government is the business of the people.



The obligations of the people in a democracy consist not only of an exercise of franchise, but participation in, and active direction of the rules or laws by which government exists. The city hall must properly be considered the heart of any community, the house of government.

A building in which provision is made not only for the administration of rules and regulations, but a building which must contain facilities for the expression of the idea of government, which is never static and which can never be complete without the direct participation of the people who create it.

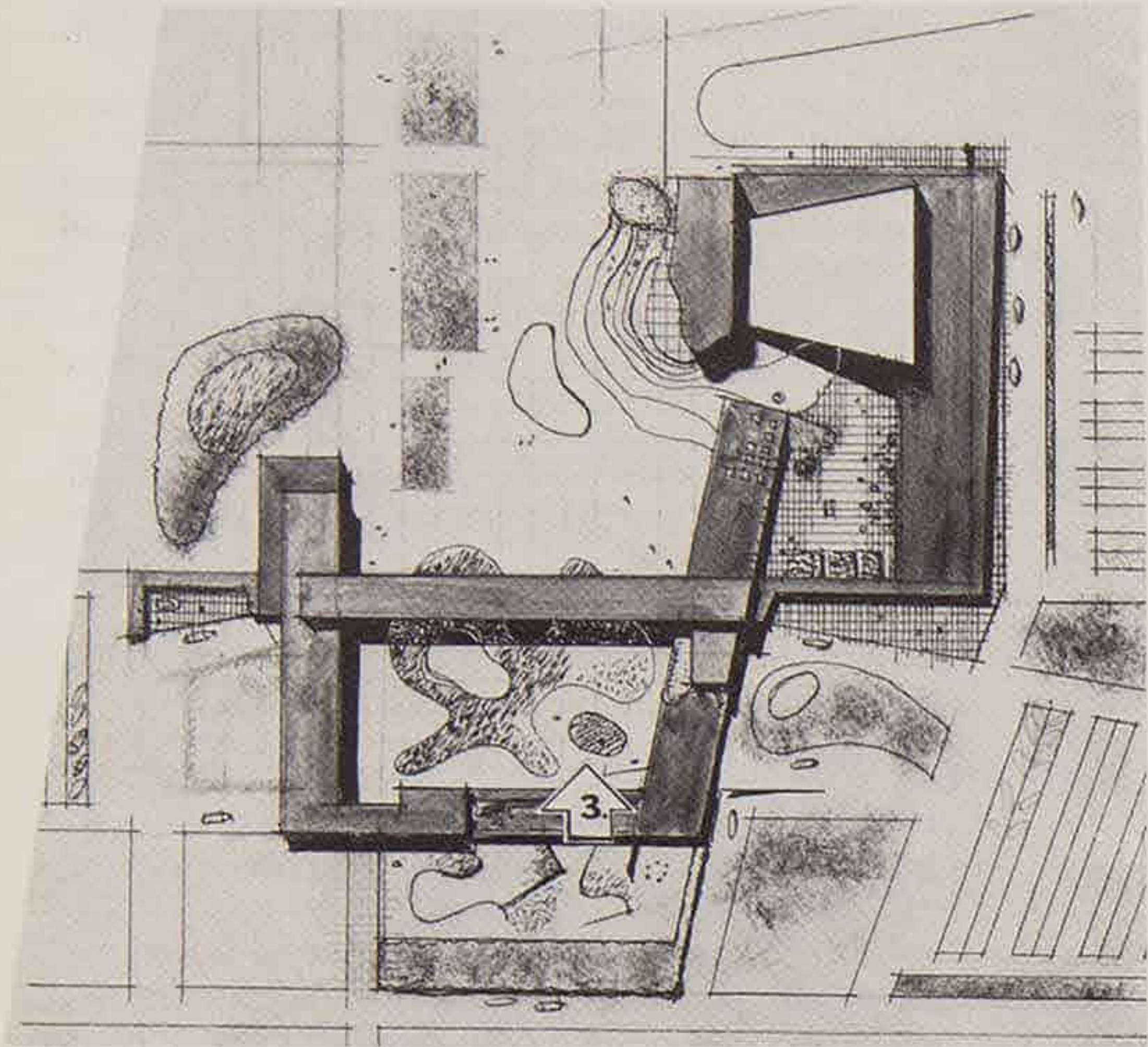
The facts or the functions of administration can not properly be considered as existing independently of one another.

It should be impossible to think in terms of the juvenile court without thinking in terms of the children's clinic, without thinking in terms of a Board of Education. Such a Board of Education can best function through activities within the

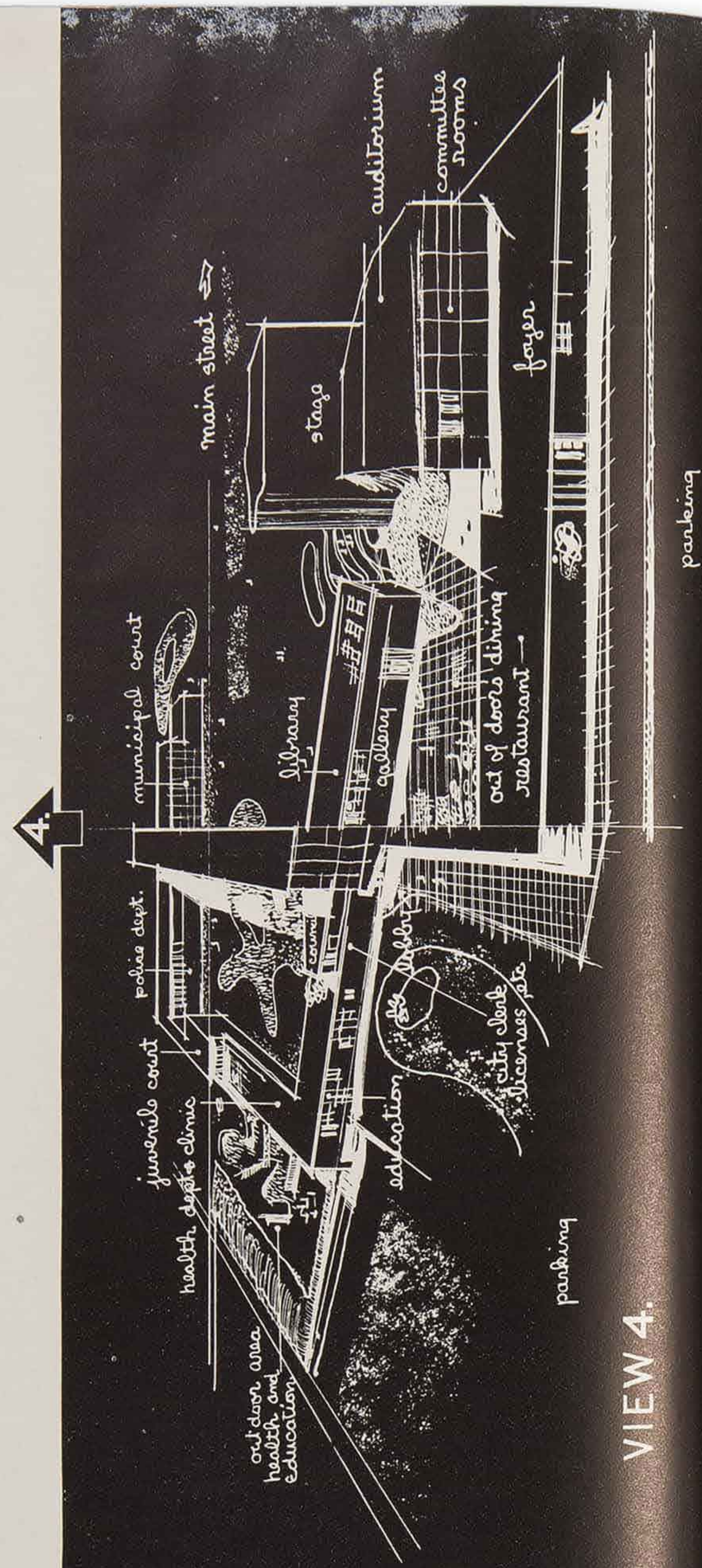
house of government itself by presenting in active cooperation with all departments: exhibitions, motion pictures, study and lecture groups, open forums

TO THE END THAT WHEN THE GOVERNMENT TALKS TO THE PEOPLE AND THE PEOPLE TALK TO THE GOVERNMENT — IT IS ONE AND THE SAME VOICE."

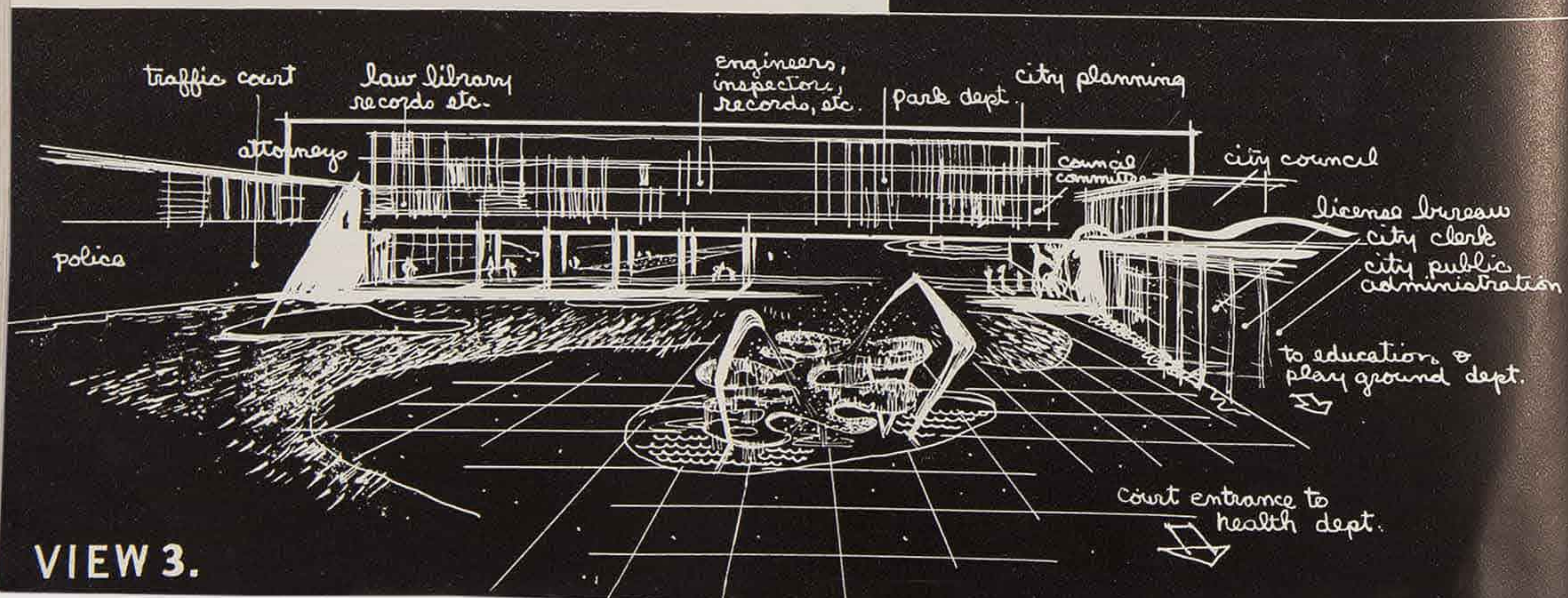




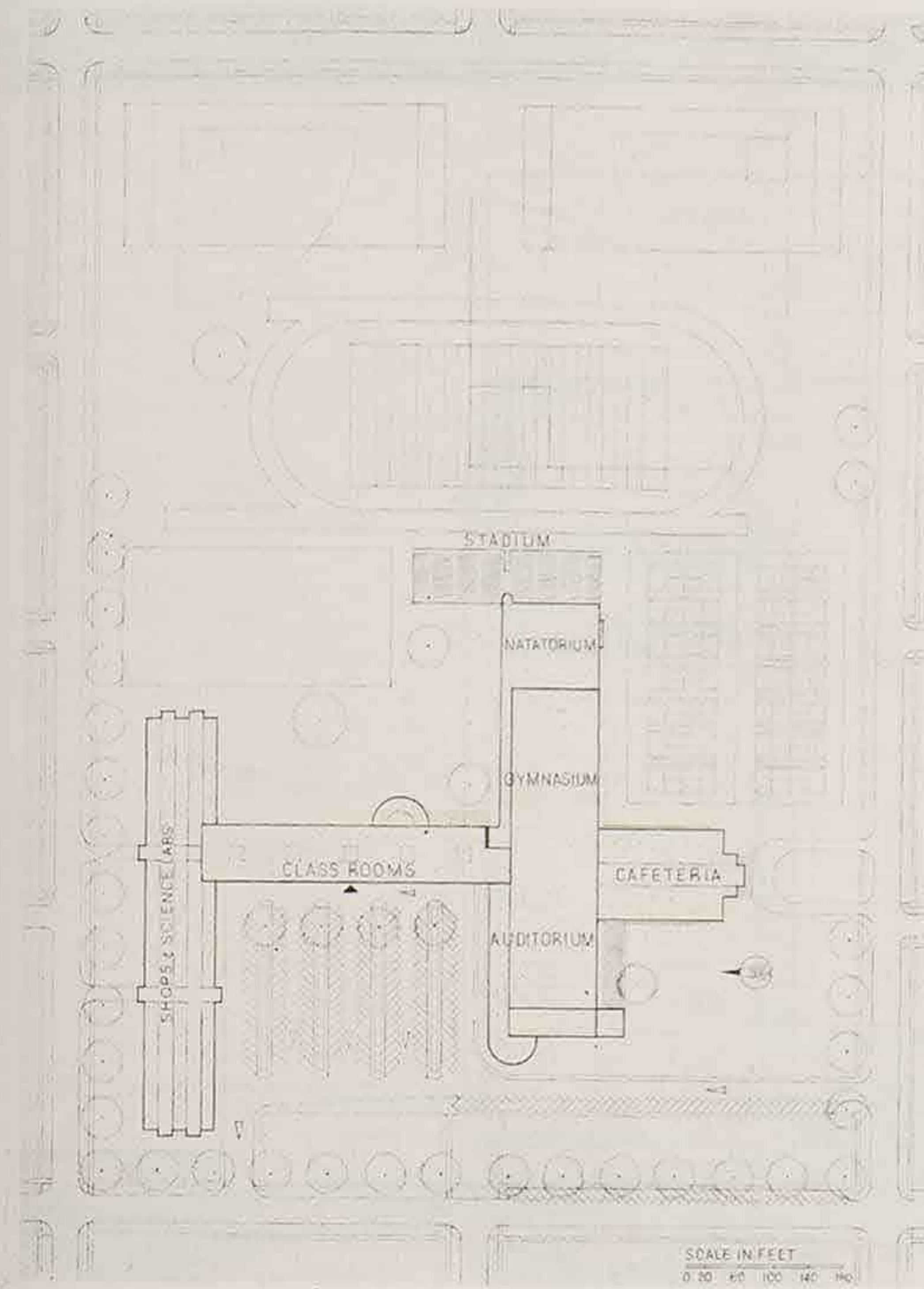
The design of the city hall is conceived as an integral part of the city plan. Located at the end of the new mall, it fits admirably into this natural position. The inter-penetration of public spaces, parks and the purely administrative functions of government symbolizes a truly democratic type of community, of which this group of buildings becomes the center.



VIEW 4.



VIEW 3.



"The town of 70,000 needs more than one High School. This one is the Central High School and Community Center. It is to serve 2,000 students. The site is obtained by taking several blocks near the business district and closing the streets that divide them. This location gives access to the crowds that give life to the commercial area. A building used sixteen hours a day is a definite possibility in such an area.

"The objective of a high school is to provide opportunity for students to develop social, cultural and applied skills. A community center has the same three jobs for adults. The effort to get them together has been increasingly successful for thirty years. In this building their identity of purpose is assumed from the outset. The physical plan reflects the living relationships of these three activities.

"Provision for 'cultural skills' goes beyond a collection of various sized classrooms for languages, mathematics, social science, and English literature. Each department has its particular tools. For instance public speaking requires platforms, practice rooms with mirrors, recording devices and provision for an audience. English needs not only room for group study and discussion but a smaller place where student and teacher can hammer out the rough spots in a paper on Eighteenth Century art."

