

Architectural Forum Dropped; House and Home Magazine Sold

By ADA LOUISE HUXTABLE

The Architectural Forum, the professional magazine with the largest circulation in the architecture field, will cease publication with its August issue.

One of the two trade periodicals owned by Time, Inc.—the other is its companion magazine, House and Home—it will be absorbed by Fortune in September. House and Home has been sold to McGraw-Hill, Inc., which will begin publishing it in August.

The announcements were made yesterday by Hedley Donovan, editor in chief, and James A. Linen, president of Time, Inc.

The Forum, as it is known to the architecture profession, has been a leader in its field but an economic loser for Time, Inc., even though its circulation of 64,000 places it first among the three architecture publications in the United States.

Progressive Architecture, owned by the Reinhold Publishing Company, is second, with 42,296, and the Architectural Record, a McGraw-Hill publication, third, with 37,611. The Forum's circulation figure is small, however, among the other mass-market magazines of the Time, Inc., group, and it has had to compete with the two other professional publications for advertising revenue.

The magazine offers news, discussion and analysis of world-wide, large-scale building activities on a high professional level. It is well-known to laymen because of its readable, journalistic style in the Time tradition.

It has aimed increasingly at big business, as well as at the architecture profession, and for this reason, according to Mr. Donovan, it is being incorporated into Fortune, a magazine with 400,000 circulation among business leaders "who influence the shape of America's buildings and the direction of her

\$27 billion building construction industry." Fortune will add a new editorial department for architecture.

The Forum was purchased by Henry Luce in 1932, one of the rare instances when he bought a magazine instead of creating it.

A popular and perhaps apocryphal story is that he was building a house at the time and wanted to have some first-hand information about the subject. It is believed that his personal interest in architecture kept Time's two business publications going long after their unprofitability had become a problem. They were terminated just five weeks after Mr. Donovan succeeded Mr. Luce as editor in chief.

In 1952 House and Home was split off from the Forum and set up as a separate magazine, aimed at the home-building industry. It was also expected that manufacturers of house materials would buy advertising. Its circulation grew to 100,000, considerably larger than the Forum's, partly because the Forum restricted its appeal to a more limited professional group. But it was still far below other circulation figures in Time, Inc.

House and Home has crusaded for better design in home building. It incorporated its design message in practical construction and trade information.

It was always a trade magazine, however, rather than a consumer publication, and its purchaser, McGraw-Hill, specializes in trade publications and is experienced in their circulation and economic problems.

Shelton Fisher, president of McGraw-Hill, said in an interview yesterday: "We are delighted to have it, and we intend to keep it as intact as possible. When you acquire a publication, it's not like a manufactured product—its best resource is the people who run it."