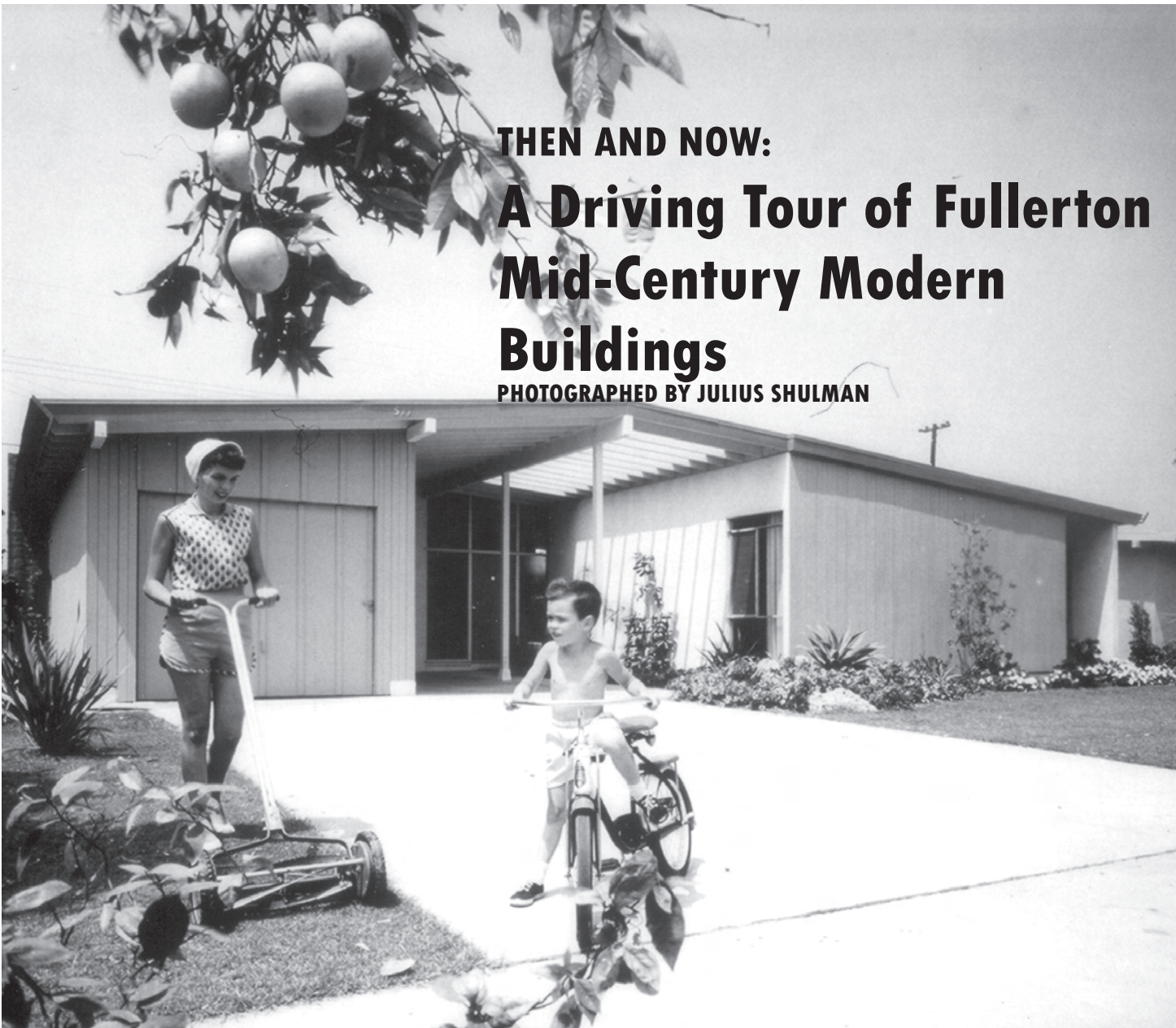


A black and white photograph of a mid-century modern house. In the foreground, a woman in a patterned sleeveless top and shorts is mowing a lawn with a push mower. To her right, a young boy is riding a bicycle. The house in the background has a low, horizontal profile with large windows and a covered entrance. A tree with fruit hangs down from the top left corner of the frame.

THEN AND NOW:

A Driving Tour of Fullerton Mid-Century Modern Buildings

PHOTOGRAPHED BY JULIUS SHULMAN

From the 1950s to the 1970s, Julius Shulman, one of the leading architectural photographers of the 20th century, made several visits to the City of Fullerton to photograph businesses, schools, and homes, documenting new modernist buildings just being constructed. Some of these photographs are currently featured in an exhibit ("Forever Fullerton: Julius Shulman") at the Fullerton Museum Center, April 4, 2009 through July 19, 2009. This driving tour highlights some of the Fullerton buildings photographed by Shulman.

Driving Tour Sponsored by





A. The Forever Houses are south of Valencia, between Richman and Euclid on Maplewood, Jefferson (east side), Rosslynn (north side), Richman (west side), Adams, Oak, West, Ash, Elm and Washington. Although some of the homes have been modified or fallen into disrepair over the decades, the well-maintained ones still reflect the elements of modernism and high design that Eichler was seeking. Shulman photographed the Forever Houses in phases as they were constructed, shooting both interior and exterior views. The photographs promoted not only the homes but a new modernist lifestyle for California homeowners.



Forever Houses

(Fullerton Grove)

In 1954, developer Joseph Eichler convinced his two major architects, A. Quincy Jones and Frederick E. Emmons, to appear on the “House that Home Built” segment of the NBC *Home* television show that came on daily after the *Today Show* from 1954 to 1957. On the nationally syndicated show, hosted by Hugh Downs and Arlene Francis, Jones and Emmons offered to create house plans for any developer that could come up with \$200. The plans were designs that Jones and Emmons had created earlier for Eichler. The local building firm of Pardee-Phillip took up the challenge and constructed over 100 Eichler homes for what was called the Fullerton Grove development. Advertised as the “Forever House” model, the aluminum, glass, steel and masonry dwellings sold from \$12,950 to \$19,500 for the deluxe model, requiring a \$1,250 to \$2,000 down payment (with little or no down payment for veterans). The architects offered seven floor plans for the three and four bedroom, two bath homes that featured floor-to-ceiling fireplaces and glass walls, color coordinated kitchens and bathrooms, birch cabinets, sliding glass doors, and an electronic weather control system. Eichler homes were noted for their simple, plain facades, few windows, flat roofs and carports situated front and center.

B. Nicolas Junior High School

1101 West Olive

By the 1950s, Fullerton was growing by leaps and bounds and there was a great need for additional schools. Many of the city's elementary and secondary schools were built or expanded during both the 1950s and 1960s when education funding was plentiful. School builders and architects hired Shulman to photograph their newly constructed buildings in the hope that the photographs would lead to new projects. Nicolas Junior High began its first year in 1956 with 350 7th graders, 360 8th graders, and 26 teachers, and by 1960, all classrooms were fully occupied by 1,118 junior high school students. The school was named for Pierre Nicolas, a French emigrant who owned an extensive ranch and citrus orchard on the corner of Chapman and Euclid. Euclid was originally named Nicolas Avenue. The school entrance is on Olive, with the parking lot on Hill.



C. Hunt Foods Foundation Library

201 South Basque

Constructed of aluminum, steel and glass, the 10,500 square-foot Hunt Library, a branch of the Fullerton Public Library, was built in 1962 with funds donated by the Hunt Foods and Industries Foundation. The Library was designed by prolific architect William L. Pereira (1909-1985), who had just completed the Santa Fe Springs Public Library. Pereira designed dozens of buildings in Orange County, including the Langston Library at UC Irvine, Bullock's Fashion Square in Santa Ana (now MainPlace), the Laguna Playhouse, and Golde West College. Industrialist Norton Simon, President of Hunt Foods and Industries at the time the gift was made, was a noted art collector, and he had hoped to build a museum in Fullerton to house his collection. For awhile, there was a continuous display of Simon's paintings and sculptures at the Library, including original works by Gainsborough, Ruben Boucher, and Rodin.



D. Fern Drive Elementary School

1400 Fern Drive

Fern Drive Elementary was constructed in 1954, but additional buildings were added to the school grounds in 1955, 1957 and 1964. The back portion of the school consists of a city park. Tucked into a residential neighborhood, the school is noted for its small scale and sloping roofs. The school was named for Fern Estelle Corcoran Cadman, the daughter and husband of the men who developed the Golden Hills area.



E. Golden Hills Elementary School

732 Barris Drive

The sixth elementary school in Fullerton, Golden Hills was constructed on open land once popularly known as the "polo field" in 1950 for a cost of \$217,388. The masonry, glass, and aluminum school was constructed by the Allison-Honer Company and designed by the noted architectural firm of Marsh, Smith, and Powell, the same design team that had just completed Valencia Park Elementary School (3441 W. Valencia Drive). After founding their firm in 1927, Norman F. Marsh, David Smith, and Herbert J. Powell went on to design over 500 Southern California school projects, estimated to exceed \$150,000,000 in building volumes, as well as churches, post offices, and commercial buildings. The architects initially designed very traditional buildings, but after World War II moved into more modern styles. To find the school, go north on Euclid from Malvern, turn right on Fern Drive, and then take a quick right on to Barris Drive.

F. Fullerton Community Bank*

200 West Commonwealth

Started in 1927 as Fullerton Building and Loan, the Bank had a number of name and location changes before becoming the Fullerton Community Bank in 1998. The current reinforced concrete building, with red brick facing and aluminum and glass exterior, is the fourth home of the firm. The Bank is the largest locally owned and managed savings and loan association in Orange County that services Orange County. The facility, which opened with almost 12,000 square-feet of floor space, was designed by architect Melvin A. Rojke. The interior features a lovely series of paintings (visible through the front glass wall) of historic Fullerton landmarks painted by artist Anthony Trasport.



*Although not photographed by Shulman, the Hunt Library and Fullerton Community Bank buildings are also excellent examples of mid-century architecture in Fullerton.

Driving Tour Route: Point-to-point directions can be found on the back panel

Shulman's photographs are archived at the Getty Institute in Los Angeles, but the Launer Local History Room of the Fullerton Public Library has prints of many of Shulman's photographs of Fullerton. The Library also has additional photographs of the interiors and exteriors of Forever Houses.

G. California State University, Fullerton Art Building

800 North State College

Designed by architect Thornton M. Abell of Los Angeles, the CSUF Art Building/Center opened in 1970 as the 7th permanent structure on the campus. When the \$1.9 million building opened, the complex consisted of four connecting buildings with semi-enclosed atriums, an interior courtyard and water and garden features. Abell is best known for his Case Study House No. 7 in San Gabriel (1948). The Case Study House program (1945-1966), concentrated in the Los Angeles area, oversaw the design of 36 innovative, prototype homes that could be easily and affordably constructed during the postwar building boom. Shulman has photographed other buildings designed by Abell, most notably the Lebrun Residence (1966) in Zuma Beach (6339 Bonsall Drive), featured in *Malibu: A Century of Living by the Sea*. The Art Building (now the Visual Arts Building) is visible from State College Blvd., but the water features, sculpture and open spaces make this a lovely facility to wander through. CSUF parking is free on weekends. Two additional buildings were added to the complex in the 1980s.



Driving Tour Map



After visiting the Forever Houses, begin at Point A: S Euclid St & W Valencia Dr.

Drive to Nicolas Jr. High (Point B):

- 1: Start out going SOUTH on S EUCLID ST toward W WEST AVE.: 0.2 mi
- 2: Turn RIGHT onto W ASH AVE.: 0.1 mi
- 3: Turn LEFT onto S ORANGE AVE.: 0.1 mi
- 4: Turn RIGHT onto W OLIVE AVE.: 0.1 mi
- 5: End at Point B (Nicolas Jr. High): 1101 W Olive Ave

Drive to Hunt Library (Point C):

- 1: Start out going WEST on W OLIVE AVE toward S ORCHARD AVE. 0.4 mi
- 2: Turn RIGHT onto S BASQUE AVE.: 0.3 mi
- 3: Turn LEFT onto W VALENCIA DR.: 0.0 mi
- 4: Turn RIGHT onto S BASQUE AVE.: .3 mi
- 5: End at Point C (Hunt Library) 201 S Basque Ave

Drive to Fern Drive Elementary (Point D):

- 1: Start out going SOUTHEAST on S BASQUE AVE toward W VALENCIA DR.: 0.3 mi
- 2: Turn LEFT onto W VALENCIA DR.: 0.5 mi
- 3: Turn LEFT onto S EUCLID ST.: 0.6 mi
- 4: Turn LEFT onto W MALVERN AVE.: 0.5 mi
- 5: Turn RIGHT onto CARHART AVE.: 0.3 mi
- 6: Turn LEFT onto W FERN DR.: 0.1 mi
- 7: End at Point D (Fern Dr. Elementary) 1400 W Fern Dr

Drive to Golden Hills Elementary (Point E):

- 1: Start out going EAST on W FERN DR toward CARHART AVE.: 0.3 mi
- 2: Turn RIGHT onto N ARROYO PL.: 0.1 mi
- 3: Turn LEFT onto W ARROYO DR.: 0.2 mi
- 4: Turn RIGHT onto N EUCLID ST.: 0.0 mi
- 5: Turn LEFT onto W FERN DR.: 0.0 mi
- 6: Turn RIGHT onto CASA BLANCA DR.: 0.0 mi
- 7: Turn LEFT onto BARRIS DR.: 0.1 mi
- 8: End at Point E (Golden Hills Elementary) 732 Barris Dr

Drive to Fullerton Community Bank (Point F):

- 1: Start out going SOUTHWEST on BARRIS DR toward CASA BLANCA DR.: 0.1 mi
- 2: Turn RIGHT onto CASA BLANCA DR.: 0.0 mi
- 3: Turn LEFT onto W FERN DR.: 0.0 mi
- 4: Turn LEFT onto N EUCLID ST.: 0.6 mi
- 5: Turn LEFT onto W COMMONWEALTH AVE.: 0.9 mi
- 6: End at Point F (Fullerton Community Bank) 200 W Commonwealth Ave

Drive to Cal State Fullerton Visual Arts (Point G):

- 1: Start out going EAST on W COMMONWEALTH AVE toward S HARBOR BLVD.: 2.1 mi
- 2: Turn LEFT onto N STATE COLLEGE BLVD.: 0.5 mi
- 3: End at Point G (Cal State Fullerton Visual Arts) 800 N State College Blvd