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## PUBLISHER'S NOTE

FORUM's ultimate purpose is to contribute significantly to a better America — better architecturally, better in terms of planning, and better to live in. To serve this purpose, FORUM long ago broadened its scope to interest not only architects but all those who participate in the building of buildings, including client-owners of all kinds. Today FORUM's audience is 62,000 subscribers, which conservatively means 200,000 readers with an interest in building. This is big by the standards of industry publications, but small compared with the number of people who need to learn about architecture if America is to be rescued from the man-made ugliness which is engulfing it.

To expand its influence beyond its immediate audience, FORUM's editors engage in numerous activities outside the magazine:

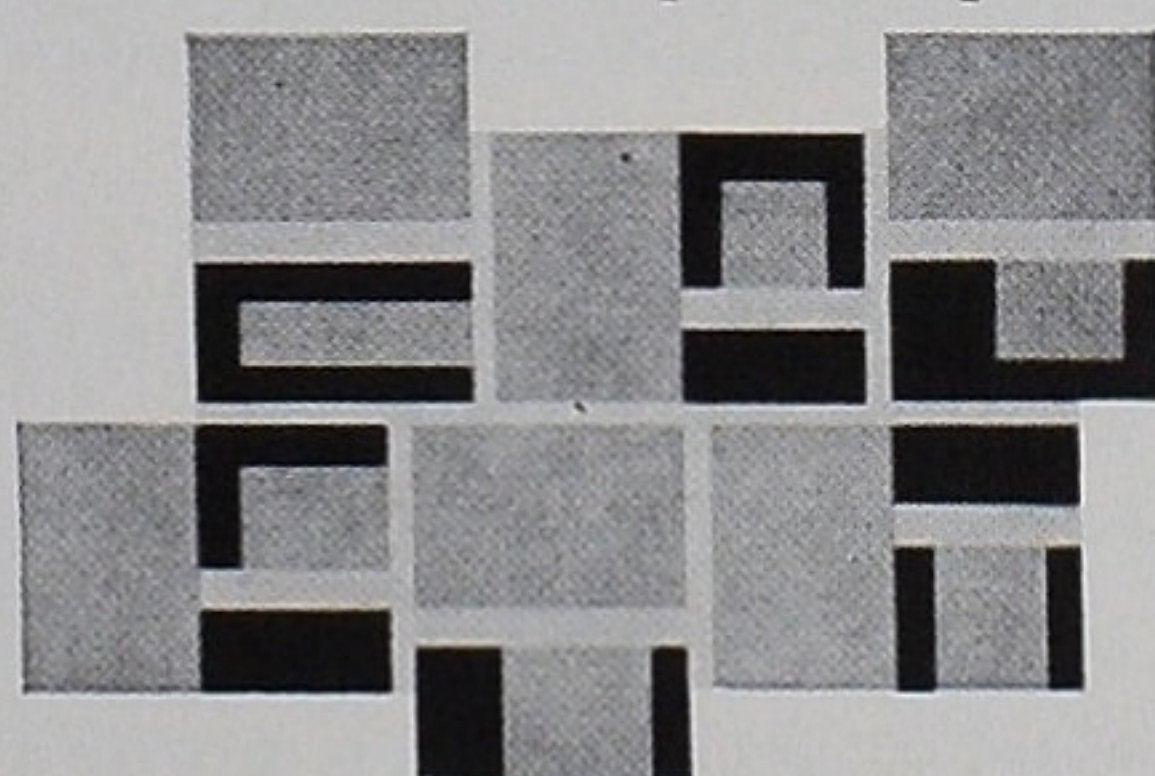
► They speak to large groups of people who want to know more about the architecture of buildings and the architecture of communities. A dozen such meetings in the last two months have run the gamut from the Scarsdale, N.Y. Women's Club to the Cleveland Engineering Society.

► They encourage their sister publications, TIME, LIFE, and FORTUNE, to bring great architecture to the attention of their multi-million-reader audiences, assist them in the selection of buildings to be presented, and otherwise consult with them on the developing art of architecture. As a result, FORUM's editors view with some pride the fact that these magazines devote more editorial attention to good contemporary architecture than any other general-circulation magazines, and that all three have earned awards from the American Institute of

Architects, including an honorary AIA membership for Editor-in-Chief Henry R. Luce.

► FORUM's editors prepared a 42-minute documentary film called "The New Age of Architecture" in which the "actors" are such architectural leaders — past and present — as Gruen, Harrison, Saarinen, Stone, and Wright. Since its release four years ago, the film has been shown five times on television and to some 5,000 organizations.

► And they are now publishing a series of posters showing the most significant buildings around the world completed in the last two years. Titled "Great Architecture for the Sixties," the set of ten colored posters was designed by Walter Allner, an outstanding graphic artist and assistant art director of FORTUNE, to be displayed on the walls of public exhibit rooms, in display windows, and in other conspicuous places



(they take up a space 5 feet high by 12 feet long). The posters will be offered as a public service to AIA chapters and architectural schools for exhibit. The limited supply remaining will be made available at cost (\$5 per set) to anyone who will publicly display the posters and thereby join the editors in their effort to encourage an appreciation of great architecture (details on page 184).

In short, the editors go far beyond the pages of FORUM to promote better architecture and building in America.—J.C.H. Jr.

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