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# PUBLISHER'S NOTE

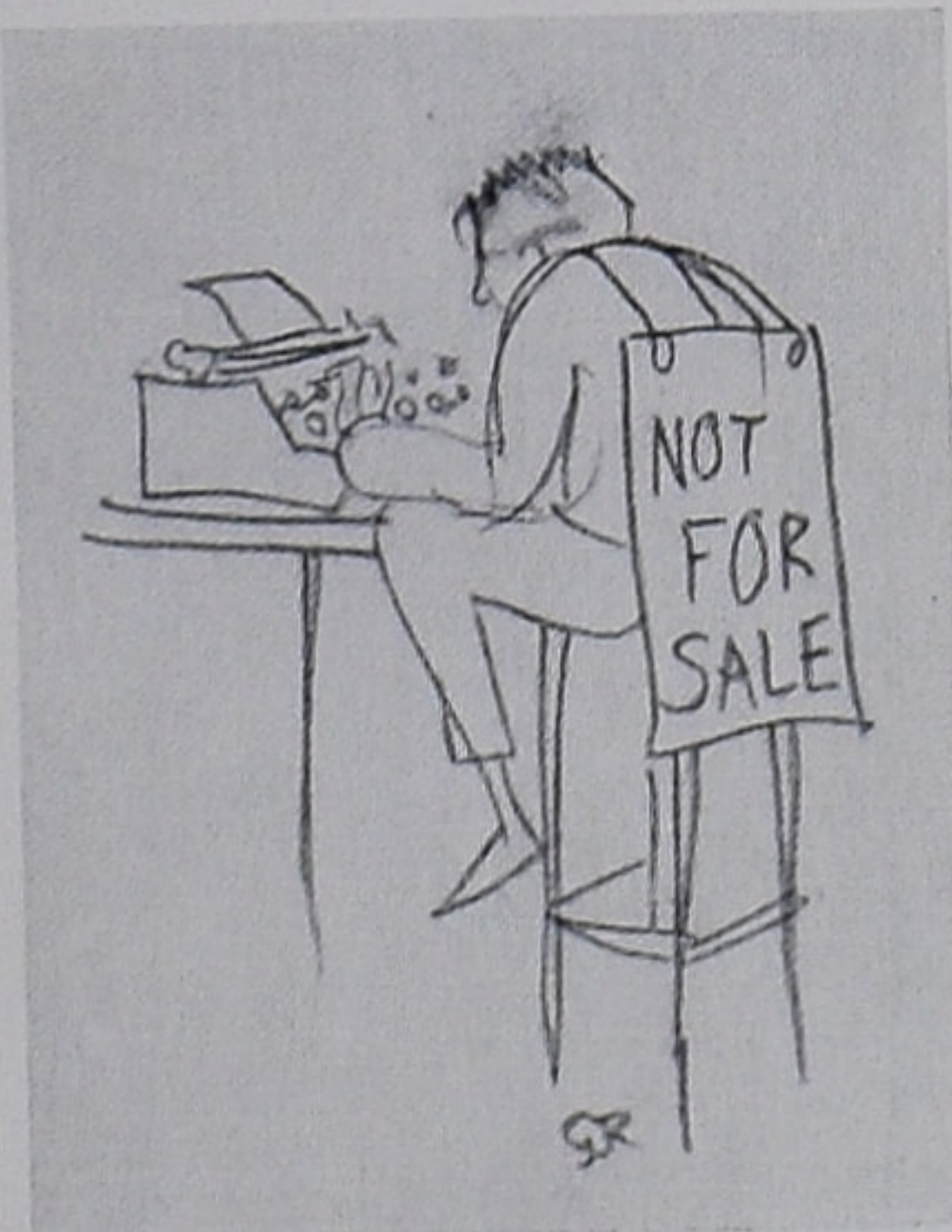
The easy way to publish a magazine is to print articles contributed by manufacturers and trade associations—and many magazines do. Mostly technical in nature, these articles are often quite informative, for who should know more about brick, for example, than the brick industry? There are other advantages to publishing these contributed articles: for one, they provide a handy escape hatch for editors who want to duck responsibility for what is printed in the magazine.

FORUM prefers to do it the hard way. All of its editorial material is staff written, except for an occasional article assigned to an independent technical expert or professional free-lance writer—and paid for. The editors select their subjects on the basis of timeliness, significance to the industry, and their judgement of reader interest—not on the basis of what comes in through the transom. They believe that information independently and objectively reported gains the trust of their readers, and although the editors are pleased to share this trust with advertisers, they will not sell it to anyone.

That's why FORUM readers

never see an article in the magazine written by someone with a commercial axe to grind or a product to sell. That's why they never see a product's trade name mentioned in an article—even though generic terms like melamine plastic laminate or cement asbestos board may be awkward substitutes for commonly used trade names. That's why these readers see only discriminating reports in the "Products" department (page 55) about items which are really new and significant—not about minor modifications of existing products. (The XYZ company's press release may be ecstatic about its new 85-foot-long centrifugal compressor, but the editors are unimpressed if, with the introduction of this "new product," the XYZ company is merely catching up competitively with the ABC company or outdistancing it by a foot or two. Nor are the editors impressed with publicity about a new "miracle" acoustical product, if independent acoustical experts advise the editors that the product has in fact no sound-conditioning properties.)

Responsible journalism, to which FORUM is dedicated, requires competent researchers and writers. They try to cover every side of every subject they report, but they know that that they cannot learn everything about every subject. They therefore run the risk of slighting something or someone. This, the editors believe, is better than risking their editorial prerogatives. Readers who take umbrage (as well as those who applaud) are welcome to a hearing in the "Letters" department (page 19). Please write soon—J.C.H.Jr.



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