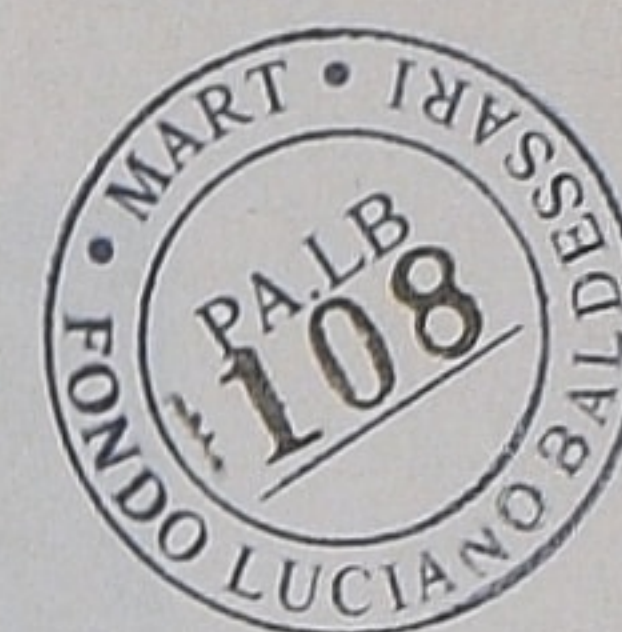




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PUBLISHER'S NOTE

Summer is synonymous with travel, and FORUM's editors are not ones to buck a trend. But, their travel is not limited to the summer months, nor is it usually done for the fun of it. It is the policy of the editorial staff to take a firsthand look at every major building project it publishes and to take part in as many industry conferences as time permits. Travel is part of the job, but it seems to have been a bigger part than usual this summer.

Assistant Managing Editor Ogden Tanner spent a week in Seattle interviewing one of the northwest's most prolific architects, Paul Kirk, inspecting his buildings (page 102), and analyzing the Century 21 Fair (June issue). He also spent two days in Wilmington, Del., learning what new developments the DuPont people have in store for the building industry. At the same time Associate Editor Marshall Burchard was traveling through Canada, rounding up this month's portfolio of our northern neighbor's most significant new architecture (page 80) and Mary Jane Lightbown, assistant to the editor, was in Trinidad to inspect the new Hilton Hotel which will be published later this year.

Senior Editor David Carlson covered Chicago, Washington, Providence, New Haven, and Baltimore for his article on rehabilitation (page 130), the fourth installment of the series on urban renewal. Technical Editor Bernard Spring spent several days at MIT in Cambridge, researching a future article on the use of computers in design. Managing Editor Peter Blake, recently returned from a speaking engagement at the International Design Con-

ference in Aspen, Colo., will shortly take off for a flying visit to West Germany where he has been invited to talk at two leading architectural schools.

Let no one accuse FORUM's editors of cloistering themselves in an ivory tower!

* * *

Speaking of travel, the man you see across the airliner aisle reading ARCHITECTURAL FORUM is not necessarily an architect or engineer. In fact, the chances are three to one he isn't. Most likely he is a business man with a corporate or institutional building problem on his mind—an actual or potential client of an architect—for more than 25,500 of FORUM's 62,000 subscribers fall in this category. Or, perhaps he is a contractor or subcontractor; 7,700 of them are subscribers.

Whoever he is, the man across the aisle is apt to be an important figure in the building industry, for FORUM seems to appeal to the industry's leaders. Indeed, there's a better-than-slim chance that this man represents one of the 100 biggest architectural or contracting firms in America or one of their 100 most prolific clients. To wit: last month the circulation department checked its subscriber galley against the editors' lists of the 100 biggest architects, contractors, and clients* and found that 1,662 men in 267 of these 300 firms are subscribers.

So, it might be smart to move across the aisle and get acquainted with that man. You have much in common—J.C.H. Jr.

*These articles from the May, June, and July issues of FORUM have been consolidated in a reprint which is available for 50 cents per copy from the publisher.

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