



K 3909947
D 3909940

Qbra
Per 213

PUBLISHER'S NOTE

As a service to readers—and to advertisers—FORUM is launching something new this month. The last four pages of the magazine constitute what is perhaps a unique invention in publishing—a combination of manufacturers' product announcements and pre-paid postcards. A reader interested in receiving more details about any product mentioned need only tear out the corresponding perforated postcard, fill in his name and address, and drop it in the mail. The card is addressed to the manufacturer, who should receive it within a few days and promptly dispatch the requested information.

This service is unlike that offered by other magazines. They usually provide the reader with a single coupon on which he must check off his interests in many products, and the coupon then goes to the publisher for processing. This is a time-consuming process, usually handled by an outside agency, and the inquiry often does not get from the reader to the manufacturer for several weeks.

The FORUM service, on the other hand, is direct between reader and manufacturer and should take no more than two or three days, if the postal people do their part. Another big difference is that FORUM's advertisers pay for this service and should therefore be keenly interested in receiving and servicing inquiries.

* * *

Speaking of reader services, once each year FORUM's editors compile an index of all the major articles which have appeared in the magazine during the preceding 12 months. The index for the

period January–December 1962 recently came off the press, and while this index is intended mainly for the use of the 800 libraries, professional clubs, and industry associations which subscribe to FORUM, any reader may have a copy by asking for it.

* * *

Among FORUM's other reader services is the availability of various kinds of lists which are maintained by the editors—lists of architectural photographers, lists of architects (compiled geographically, alphabetically, and by scope of practice), and lists of books on various building subjects. Several thousand copies of these lists were sent on request to readers last year.

Readers are also welcome to the market research material prepared by FORUM mainly for the manufacturers of building products. For example, many architectural schools have written in for copies of the chart titled "The Building Construction Market—How It's Concentrated and Covered."

* * *

The editorial content of the magazine is, of course, FORUM's main line of reader service, but not everything the editors know is published in the magazine. If you want more, let them know. And, if you would like to see more (or less) of certain subjects covered in FORUM's editorial content, there is an easy way to make your wishes known. The editors have reserved for this purpose one of the prepaid post cards on page 220. They invite you to use it.

—J. C. H. JR.

YAMASAKI'S FIRST SKYSCRAPER

<i>Michigan Consolidated Gas marks several milestones</i>	98
<i>A lobby of Turkish fantasy; offices for a worker's delight</i>	100
<i>Curtain walls that advance the technology of concrete</i>	106
<i>Mechanics: integrated ceilings, and boilers on the roof</i>	108
<i>City planning and economics behind the architecture</i>	110
<i>Appraisal: Yamasaki stands back to criticize the result</i>	112

THE OFFICE BOOM GOES NATIONWIDE

<i>What's happening on the skyline of six key U.S. cities</i>	114
---------------------------------------------------------------	-----

BIG BAYS IN CHICAGO

<i>The new Continental building enlarges on old traditions</i>	120
----------------------------------------------------------------	-----

BEARING WALLS IN IOWA

<i>An insurance headquarters displays structural virtuosity</i>	126
-----------------------------------------------------------------	-----

ST. SOPHIA RE-EXAMINED

<i>A fresh evaluation of one of the world's masterpieces</i>	131
--------------------------------------------------------------	-----

PORTFOLIO: ARCHITECT ULRICH FRANZEN

<i>A "main-stream" designer seeks a new order in his work</i>	139
---------------------------------------------------------------	-----

TECHNOLOGY: CLEANING UP THE CEILING

<i>A handful of systems to make clutter into architecture</i>	146
---------------------------------------------------------------	-----

REBUILDING

<i>N.Y. youth center . . . Nashville motel . . . Atlanta brokerage</i>	150
------------------------------------------------------------------------	-----

Cover:	Partial floor plan of St. Sophia, Istanbul; drawing by Robert L. Van Nice (see page 131)
5 NEWS	41 Editorial, subscription, and advertising data.
38 LETTERS	214 Advertising index.
57 PROJECTS	ARCHITECTURAL FORUM, May 1963. Vol. 118, No. 5. Published monthly by TIME INC., 540 N. Michigan Ave., Chicago 11, Ill.
79 FURNISHINGS	SUBSCRIPTIONS: U.S., U.S. Possessions and Canada, one year \$7; elsewhere, one year \$12. Single copies, if available, \$1. Address all subscriptions and correspondence concerning them to ARCHITECTURAL FORUM, 540 N. Michigan Ave., Chicago 11, Ill. Second-class postage paid at New York, N.Y., and at additional mailing offices.
97 EDITORIAL	This issue is published in national and separate editions. Additional pages of separate editions are noted or allowed for as follows: western edition W1-W6.
154 EDITOR'S NOTE	Member, Audit Bureau of Circulations and Associated Business Publications. © 1963 Time Inc. All rights reserved.
165 BOOKS	
186 ABROAD	
216 PRODUCTS	