



PUBLISHER'S NOTE

In May, readers of FORUM were given an opportunity to comment on the editorial content of the magazine by mailing to the editors a prepaid postcard which was bound into the advertising pages. This opportunity was quickly seized by about 500 subscribers (261 cards were received within seven days after distribution of the issue). By checking various subjects, they indicated what they would like to see more or less of in FORUM.

The results were more interesting than helpful, for in general they indicated that most readers want to see more of everything! Each of the 13 subjects listed on the card received many more votes for than against. On the other hand, every subject also received some negative votes, and they were spread fairly evenly among all 13 subjects.

Some significance may be attached to the fact that two subjects did receive a great preponderance of affirmative votes: "the art of architecture" (69 per cent for vs. 5 per cent against) and, close behind, the closely allied subject of "architectural criticism" (62 per cent vs. 7 per cent). Interestingly, both of these subjects are covered regularly in FORUM's editorial content.

Among the write-in requests, the most frequent were for scholarly presentations of historical buildings like St. Sophia (FORUM, '63) and for "more student work" (obviously, from students). Most surprising was the write-in vote of a draftsman for "more of these reader comment cards."

Although, broadly interpreted, the returns constitute a landslide vote of confidence, the editors promise no complacency. Indeed, analysis of the individual returns may help them make the magazine even more interesting to even more readers.

Another measure of reader interest in FORUM is the survey conducted among subscribers every other month by Readex, Inc. For the April issue it showed that the article on the architectural work of the Saarinen office was the most interesting in the magazine. Runners-up were the list of the 100 biggest architects, and the discussion of ways to avoid high maintenance costs in apartment construction. The reader interest scores for these three very different kinds of articles—by classification of subscriber—are tabulated below.

At the other end of the scale, no article in the April issue interested less than 40 per cent of the audience—i.e., about 25,000 of FORUM's more than 62,000 subscribers.

Despite the validity of such figures, FORUM is not edited on the basis of survey results—and never will be. Instead, the editors will continue to present what they feel *should* interest the building industry. The reader interest survey is merely a useful check-up on past performance. Moreover, the editors are less impressed by anonymous statistics than by signed letters, like those regularly presented in the "Letters" column (page 39). This page is yours—

J. C. H., JR.

| Article | Architects | Contractors | Clients | Total |
|-----------------------|------------|-------------|---------|-------|
| Saarinen office | 85% | 86% | 60% | 71% |
| Apartment maintenance | 64 | 71 | 58 | 61 |
| Biggest architects | 74 | 57 | 63 | 67 |

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