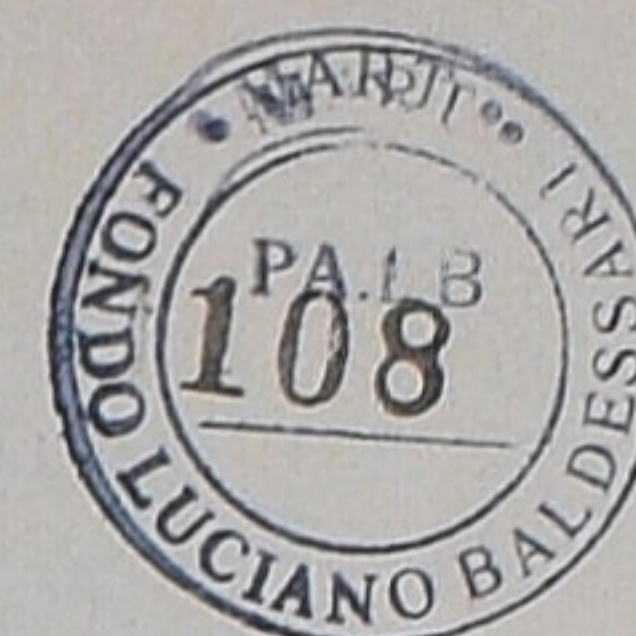


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PUBLISHER'S NOTE

In this age of increasing mobility, keeping track of the changing whereabouts of a magazine's subscribers is no mean task for its circulation department. But it will be easier for FORUM this year than it has been. Circulation Director Henry Luce III has decided to shift his subscription processing operation from the mechanical stencil equipment which has been in use for more than a decade to TIME Inc.'s new computerized magnetic tape operation in Chicago—the same equipment which electronically solves the multimillion circulation problems of TIME and LIFE. For subscribers, this move, scheduled for early spring, will mean faster handling of changes of address as well as quicker processing of new subscriptions and renewals. The electronic computers, which will store up the names and addresses of subscribers for printing on gummed labels, operate at a speed of 62,500 figures (and letters) per minute, which just happens to be the number of figures (architects, contractors, clients, etc.) who subscribe to FORUM.

Two other significant events in FORUM's history took place last month:

The editors received their 29th



award for editorial excellence from *Industrial Marketing*, the magazine which is to the indus-

trial advertising business what FORUM is to the building business. Each year for the past quarter of a century, a jury of independent experts in business paper journalism, sponsored by *Industrial Marketing*, has reviewed the accomplishments of business publications of all kinds and made awards to those of outstanding editorial excellence. FORUM's most recent award was for the "best single issue" of all magazines in its class. The issue was the one-subject January 1963 number devoted to the planning and architecture of everyone's city: Washington, D.C.

While the editors were taking deserved bows, one of their associates on FORUM's advertising staff was bowing out. Advertising Manager Jack Beard retired last



DEANE'S STUDIO

month after 23 years' service to the magazine. Unknown to readers but very well known to the building product manufacturers who serve those readers, Beard was the kind of personable, helpful salesman buyers like to buy from. The announcement of his decision to devote all of his time to fishing has been received with regret by his associates on the FORUM staff and by his many friends in the industry. It will also be regretted by the fish.—J.C.H.J.R.

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