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PUBLISHER'S NOTE

Although we don't attach much significance to the event, perhaps it should be recorded that the number of FORUM's subscribers last year broke through the 63,000 level—at least that is what is indicated by our recent count for the Audit Bureau of Circulations. What is significant is that a large part of last year's 1,000 increase in circulation took place in the "client" classification. FORUM now has more than 19,000 subscribers among the commercial, industrial, and institutional organizations which commission, pay for, occupy, and manage America's new nonresidential buildings.

It is this category of subscriber which sets FORUM apart from other magazines dealing with architecture and building. FORUM is edited with the client as well as the architect in mind, and its circulation among clients is encouraged. We believe that quality architecture is more apt to flourish where clients are enlightened. Other architectural publishers discourage client circulation.

The only kind of circulation we discourage is foreign—and only to the extent that we do not solicit it. Indeed, we have let the number of foreign subscribers taper off in recent years to only about 6,000—less than 10 per cent of total circulation. This trend continued last year, despite what seems to be a plot against us in the Iron Curtain countries of Eastern Europe. FORUM's subscribers on the other side of the curtain increased almost 30 per cent during the year—from 239 to 309! Some examples:

Rumania	71 (up 64)
Hungary	87 (up 7)
Czechoslovakia	12 (up 5)
Poland	120 (down 3)
USSR	14 (down 3)

There are other ways FORUM gets behind the Iron Curtain, as

the picture below attests. You probably recognize the lady in the picture: Mrs. Nikita S. Khrushchev. The gentlemen are Foy D. Kohler (center), U.S. Ambassador to the Soviet Union, and Jack Masey, Director of the State Department's traveling exhibition of American graphic art. In the background you see the cover of the July '62 issue of FORUM for which Artist Ray Komai created a random pattern of colorful paper airplanes symbolizing that issue's major story on air terminal design.



(The cover of FORUM's Chicago issue of May 1962 also shows up vaguely in the background.) Covering all the graphic arts, the American exhibition was severely criticized by *Izvestia*, the Soviet government newspaper, but it nevertheless drew hundreds of thousands of visitors during its one month stand in Moscow.

Russia's counterpart exhibit was staged in TIME INC.'s reception room on the ground floor of the Time & Life Building here in Rockefeller Center—very handy to our editors. FORUM's Art Director Paul Grotz found the Russian exhibit "interesting," a term which we've learned, is a polite negative often used by one artist in discribing the unappreciated work of another artist. So don't look for any subtle Soviet influence on the design of the pages that follow.

—J.C.H. JR.

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ARCHITECTURAL FORUM, March 1964
Vol. 120, No. 3. Published monthly
by TIME INC., 540 N. Michigan
Ave., Chicago 11, Ill.
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.
This issue is published in national
and separate editions. Additional
pages of separate editions are
noted or allowed for as follows:
Professional Edition, PE1-PE2;
Western Edition, W1-W6.
Member, Audit Bureau of
Circulations and Associated Business
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