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PUBLISHER'S NOTE

Last month the editors published the fifth and last installment of their series "What it Takes to be a Client." This month, in response to reader demand, they have reprinted the entire series as a 24-page booklet. It is available at 50 cents a copy prepaid. Directed at



the inexperienced building client, the reprint tells him how to pick an architect, what to expect of him, how to work with him, how to deal with contractors, and how to behave during the construction process.

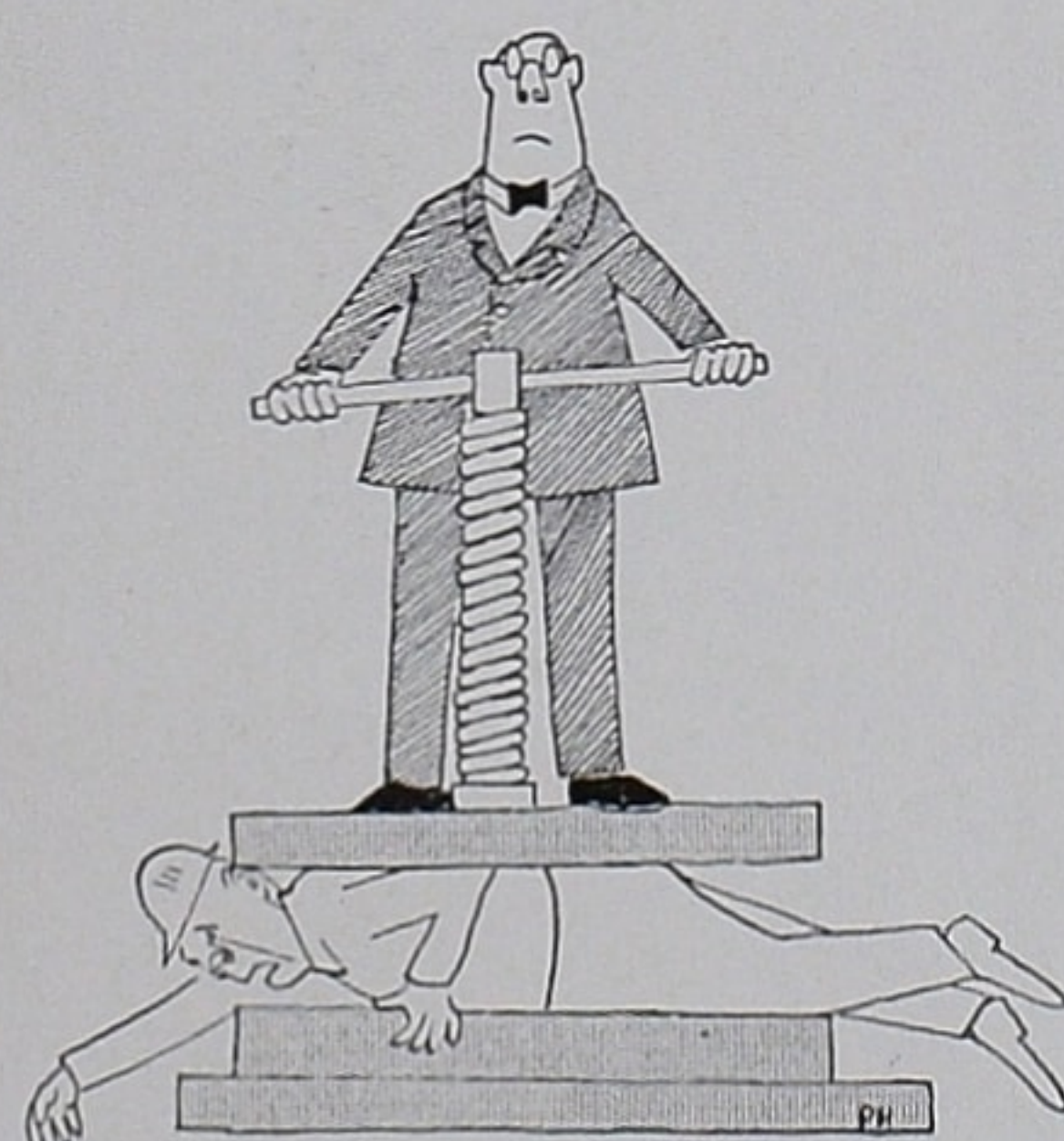
Among the magazines dealing with architecture and building, only FORUM would present a series of articles for clients, for only FORUM is read by clients as well as architects and contractors. In addition to some 13,000 architectural subscribers in the U.S. and Canada, FORUM's 63,000 circulation includes 23,000 clients of one kind or another. About 13,000 of these are building-minded men on the staffs of industrial companies, department stores, hotels, restaurant chains, utility companies, and such institutions as colleges, schools, hospitals, and churches; about 3,000 represent the building departments of local, state, and federal government agencies; some 3,000 are real estate owners, managers, and brokers; and close to 4,000 more are affiliated with building finance institutions and miscellaneous organizations.

Not every client subscription represents a different company or

institution, for among the bigger clients there are, of course, many multiple subscriptions to FORUM. For example, at far-flung American Telephone & Telegraph, the building industry's biggest client, 72 different people are subscribers. Other examples:

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Columbia Broadcasting	15
E. I. Du Pont	28
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Int'l. Business Machines	36
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University of California	20

FORUM is edited for such clients and its circulation among them is encouraged because the editors are convinced that quality architecture and quality building flourish when clients are informed. When they are not, the architect's job is often more difficult, and the design and building process is often delayed.



So, if you are a client and missed the original FORUM series on your part in the building partnership, the editors have a reprint for you. And, if you are an architect or contractor, the articles were also reprinted in your interest—perhaps you know a client or two who would benefit by reading what the editors said.—J.C.H., JR.

PIER LUIGI NERVI

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