

# House & Home Interest Grows and Grows . . .

THE second large printing of the August House & Home special issue on land was exhausted almost as rapidly as the first, but fortunately another supply has been made available and while they last these are being offered at 50¢ a copy, 12 copies for \$5, or 25 for \$10.

Russel Conklin mentioned this special issue when writing to a newspaper in Livingston, Montana, and other readers brought it to the attention of newspapers and public officials in similar ways.

Enthusiastic subscribers to House & Home sent a flood of congratulatory letters, a number of which were printed in the October and November issues. These came from city planners, building designers, zoning consultants, professors, engineers, etc. Many ordered additional copies in quantity, and the publisher supplied more than 7000 reprints on requests from readers.

It was referred to as "one of the finest reporting jobs" on the major problem facing our industry," as an "up-to-date report on the body of information on land," and "a realistic objective approach to a national problem."

A Connecticut architect said of this issue, "Since land development patterns are at the bottom of modern traffic problems, traffic engineers should be acquainted with its arguments and conclusions. It should be of great interest to sociologists and economists in universities where urban problems are receiving more and more attention."

B. M. Rodman, president of Claymore Homes, Inc., wrote: "This issue has done America one of the greatest services any publisher has attempted in our era. . . . Thank you for your efforts in behalf of free enterprise and not monopolistic capitalism."

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