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A REMARKABLE MAGAZINE



David Ahl, Founder and
Publisher of *Creative Computing*

creative computing

"The beat covered by *Creative Computing* is one of the most important, explosive and fast-changing."—Alvin Toffler

You might think the term "creative computing" is a contradiction. How can something as precise and logical as electronic computing possibly be creative? We think it can be. Consider the way computers are being used to create special effects in movies—image generation, coloring and computer-driven cameras and props. Or an electronic "sketchpad" for your home computer that adds animation, coloring and shading at your direction. How about a computer simulation of an invasion of killer bees with you trying to find a way of keeping them under control?

Beyond Our Dreams

Computers are not creative per se. But the way in which they are used can be highly creative and imaginative. Five years ago when *Creative Computing* magazine first billed itself as "The number 1 magazine of computer applications and software," we had no idea how far that idea would take us. Today, these applications are becoming so broad, so all-encompassing that the computer field will soon include virtually everything!

In light of this generality, we take "application" to mean whatever can be done with computers, *ought* to be done with computers or *might* be done with computers. That is the meat of *Creative Computing*.

Alvin Toffler, author of *Future Shock* and *The Third Wave* says, "I read *Creative Computing* not only for information about how to make the most of my own equipment but to keep an eye on how the whole field is emerging.

Creative Computing, the company as well as the magazine, is uniquely light-hearted but also seriously interested in all aspects of computing. Ours is the magazine of software, graphics, games and simulations for beginners and relaxing professionals. We try to present the new and important ideas of the field in a way that a 14-year old or a Cobol programmer can under-

stand them. Things like text editing, social simulations, control of household devices, animation and graphics, and communications networks.

Understandable Yet Challenging

As the premier magazine for beginners, it is our solemn responsibility to make what we publish comprehensible to the newcomer. That does not mean easy; our readers like to be challenged. It means providing the reader who has no preparation with every possible means to seize the subject matter and make it his own.

However, we don't want the experts in our audience to be bored. So we try to publish articles of interest to beginners and experts at the same time. Ideally, we would like every piece to have instructional or informative content—and some depth—even when communicated humorously or playfully. Thus, our favorite kind of piece is accessible to the beginner, theoretically non-trivial, interesting on more than one level, and perhaps even humorous.

David Gerrold of *Star Trek* fame says, "*Creative Computing* with its unpretentious, down-to-earth lucidity encourages the computer user to have fun. *Creative Computing* makes it possible for me to learn basic programming skills and use the computer better than any other source.

Hard-hitting Evaluations

At *Creative Computing* we obtain new computer systems, peripherals, and software as soon as they are announced. We put them through their paces in our Software Development Center and also in the environment for which they are intended—home, business, laboratory, or school.

Our evaluations are unbiased and accurate. We compared word processing printers and found two losers among highly promoted makes. Conversely, we found one computer had far more than its advertised capability. Of 16 educational packages,

only seven offered solid learning value.

When we say unbiased reviews we mean it. More than once, our honesty has cost us an advertiser—temporarily. But we feel that our first obligation is to our readers and that editorial excellence and integrity are our highest goals.

Karl Zinn at the University of Michigan feels we are meeting these goals when he writes, "*Creative Computing* consistently provides value in articles, product reviews and systems comparisons . . . in a magazine that is fun to read."

Order Today

To order your subscription to *Creative Computing*, send \$20 for one year (12 issues) or \$37 for two years (24 issues). Readers of *Science News* may circle 121 on the reader service card to be billed for a one-year subscription. If you prefer, call our toll-free number, 800-631-8112 (in NJ 201-540-0445) to put your subscription on your MasterCard, Visa or American Express card. Canadian and other foreign surface subscriptions cost \$29 per year and must be prepaid. We guarantee your satisfaction or we will refund the entire subscription price.

Join over 80,000 subscribers like Ann Lewin, Director of the Capital Children's Museum who says, "I am very much impressed with *Creative Computing*. It is helping to demystify the computer. Its articles are helpful, humorous and humane. The world needs *Creative Computing*."

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