Special Message from the Editor-in-Chief

Dear Reader,

In the relatively few years since its debut, this magazine has become a widely respected archival publication. Meanwhile many other groups have discovered the allure, the appeal, and the money in graphics. All of us now receive beautifully illustrated newspapers and magazines extolling facets of our field. However, CG&A's articles are extensively referenced and quoted years after publication. We have published seminal articles and are seeking such continually. We have presented incisive tutorials and in-depth reports (for example, "Computer Graphics: The Next 20 Years" by Ware Myers in the August 1985 issue). Of the computer graphics monthlies, we consistently publish more full-color illustrations for technical articles, and we maintain a mix of features, departments, and product information.

All this requires repeated rewrites and much editorial time. Our production costs are high. Your comments have encouraged us to maintain the technical quality and even try to strengthen the tutorial and in-depth coverage.

To ease our expenses we need your help. No, we are not asking for increases in subscription cost, but rather your help in broadening our support base. We would appreciate your help in the following three areas:

1. **Individual subscriptions.** Certainly we would like to extend our subscription base. Perhaps we each can ask a friend to become a new subscriber. All our issues contain membership forms we can pass along with an encouraging word.

2. **Library subscriptions.** Although I guard my copy of CG&A jealously, perhaps far more so than most readers, nevertheless I often find that an article I am looking for is in an issue "borrowed" from me by an unknown admirer of the magazine. The archival nature of this magazine necessitates that our organizations' technical libraries should have a permanent file copy. Library subscriptions will help each organization to maintain its own archive and will help CG&A keep its costs to reasonable levels. Please visit your librarian and ask that a library subscription for our magazine be taken out; or at least let us know whom we may contact in your organization.

3. **Advertising.** Like all magazines CG&A depends for a large part of its budget on various forms of advertising. You may note that we have some product ads, typically of newly marketed displays and software packages. However, the archival nature of the magazine is even more suitable to corporate image ads, which could present your organization's long-range capabilities, people, ideas, and aspirations. Clearly, we value product ads as well. We would appreciate your visiting your organization's advertising manager (typically product ads) and/or the vice president(s) of public relations or of technical areas (for image ads). At the least, talk with them and let us know whom we can contact.

Notwithstanding the above paragraphs we are grateful for the support we have received from you. New subscriptions are continuing at an encouraging rate, renewals are at a healthy clip, paper submissions are at an all-time high, and correspondence is crisp.

We thank you for your support.

[Signature]

John Staudhammer
Editor-in-Chief

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