

Simulation The First- 40 Years

The Birth of SIMULATION by Stanley Rogers

John McLeod had been publishing his *Simulation Councils Newsletter* in *Instruments and Automation*, but the Newsletter was sandwiched in with a lot of ads. That made it awkward to clip out and preserve useful items for future reference. Nobody was happy about that, and we all wanted our own publication. The obstacles were formidable: not much money, no experience, no expertise. Then Lady Luck smiled on us. I had a chance meeting with an acquaintance and mentioned our problem to him. His response was, "Would you like to meet a talented young Danish graphic artist? He is producing a very attractive monthly magazine for a local architectural organization." My acquaintance arranged the meeting with Hans Jorgensen, who said he would give us costs for all phases of producing a monthly. He would get his figures from the local companies that did the typesetting, printing, binding, and mailing for the architect-just the info we needed to evaluate our prospects.

The Board of Directors was very skeptical that SCi could afford a respectable monthly publication, but wanted to get the cost data. I thought we should start small. So I asked Hans to get the figures for a 16-page monthly. I had excellent rapport with him because I had studied printing in school and had worked in a small print shop. Hans and I spent a great many hours talking about every aspect of the project. I kept key members of the Board informed, especially Jack Sherman, who shared my enthusiasm for it.

Hans had great faith that he could show the Board that a 32-page monthly could be produced at a cost low enough that, with reasonable income from ads, the project could fly. He prepared a presentation to the Board, complete with a dummy of the magazine and his proposed design of the cover and graphics for the inside pages. The Board liked everything except this checkboard cover design which Hans thought would instantly identify *SIMULATION* in any random assemblage of technical magazines. The Board agreed that would be nice, but would he please do another design? He did, everybody liked it, and it also was instantly recognizable.

Meanwhile, John and others let the manufacturers of analog computers know that we were considering the new magazine and needed to estimate how much advertising support we could expect from the industry. It appeared likely there would be enough for us to go ahead. But the skeptics on the Board were not so sure. The Board ruled that we could print one issue only and see how it went. Jack Sherman was named Director of Publications, and he named John as Editor and me as Publisher.

The simulation industry's response to that first issue (Fall 1963) far exceeded anything we had dreamed. The number of pages in Vol. 1, No. 1 had to be increased from 32 to 40, and we finally had to print 4000 copies. Advertising receipts not only paid for the first issue but also left us with enough money to print the January 1964 issue.

If memory serves me right (the foregoing is all from my fallible memory), Jack Sherman decided that the response meant that we were de facto in the business of publishing *SIMULATION*. After consulting SCi's attorney to determine the scope of his authority, Jack pushed the start button. He directed us to lease larger offices so we could do our graphics in house under Hans's direction. And he told us to go to work on the January 1964 issue, which we did.

One sidelight gave me a lot of pleasure: *SIMULATION* became widely known for its elegant graphics. The **American Institute of Electrical Engineers** and the **Institute of Radio Engineers** told me they could not afford such a high-quality magazine, so how could we? They gave me their production costs for comparison, and I gave them ours. They simply did not believe my figures. Our costs were the lowest, though only by a little. Good design does not have to be expensive. I

have not seen *SIMULATION* for a number of years, but have heard its graphics have been "modernized" and otherwise changed. I hope not too much. There were many financially rough times for us in the first 15 years of publication, but the money problems of *SIMULATION* ended the day SCi became a full participating sponsor of the National Computer Conferences, as Jack mentions in his article. Unfortunately for me, that day came after I became Publisher Emeritus. Nevertheless, I was very pleased to hear the good news.

Incidentally, Hans also designed our logo, which after years of use have established as the Society's instantly recognized symbol. For the record, I was the Society's Secretary for many years and, at times, also Treasurer or Assistant Treasurer. Until 1978 I was responsible for running the La Jolla headquarters office and, of course, for our publication.