

June 15, 1994/Isaacson/ "About Us" text for Pathfinder's opening screens.

Pathfinder

From Time Warner

Welcome to our emerging website!

What is Pathfinder? And who?

Welcome to Pathfinder, a new website created by a group of us at Time Inc. We're doing this because, like many people on the net, we want to explore. Our goal is to see what new ways we can find to inform and be informed, entertain and be entertained. [Our e-mail addresses are listed here](#), so please tell us what you think and offer up suggestions.

Our company publishes dozens of magazines, among them Time, Life, Sports Illustrated, Fortune, People, Parenting, Health, Southern Living, Vibe, Entertainment Weekly, Martha Stewart Living, Money and Sunset. There's also Time-Life books and videos, Little, Brown Books, Warner Books and Oxmoor House. In addition, our corporate cousins at Time Warner include a movie studio, music company, cable company, and a lot of cable programming, including Home Box Office.

That makes us a pretty big company, and our aim is that our website will someday allow you surf through most all of it. But we hope it will always feel friendly, a place where you can read and talk and find a group of writers who are eager to listen and talk back.

At the moment, we have only a small sample of our products on this website, most notably Time, Vibe, Time Warner Electronic Publishing, and a place called the Virtual Garden. Soon we will have more content, since our colleagues at our other magazines are eager to join us. Let us know what you'd like to see come on next.

As for the name Pathfinder, among other things it is a tribute to a great character trapped in a dreadful novel: Natty Bumppo, the uncorrupted natural man who follows the wilderness westward in the James Fennimore Cooper novel that threatened to turn us off to reading when we were in high school. As he meanders his way through Cooper's works, he picks up a bunch of other names, but most of us agreed that Pathfinder was a better name for an Internet service than Leatherstocking or Deerslayer.

When Henry Luce and Britton Hadden founded our company 72 years ago, they spoke about how the glut of information in our daily lives created the need for a guide to what was important and interesting. We like to think that if they were alive today, among the things they would do is build a website.