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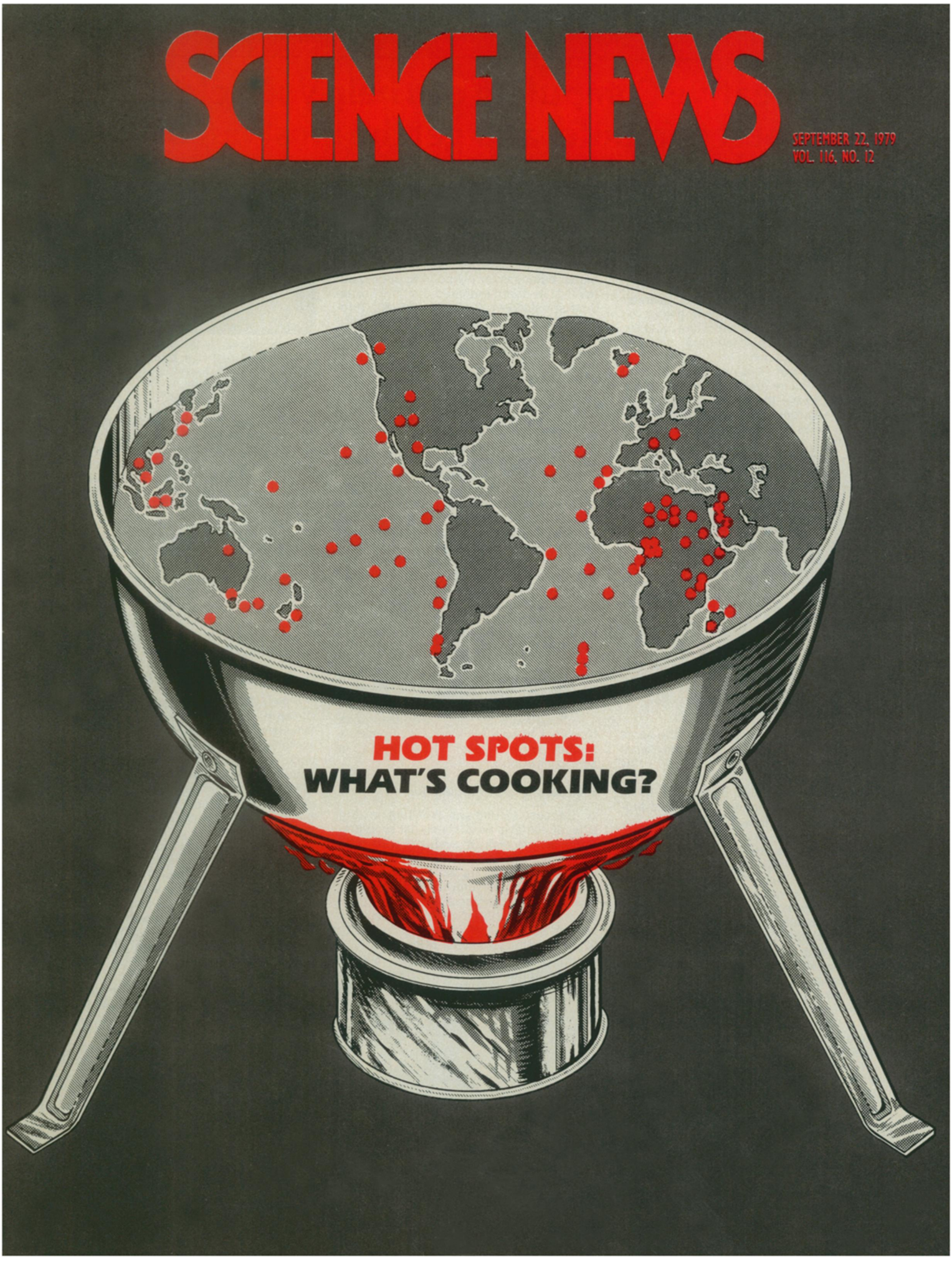
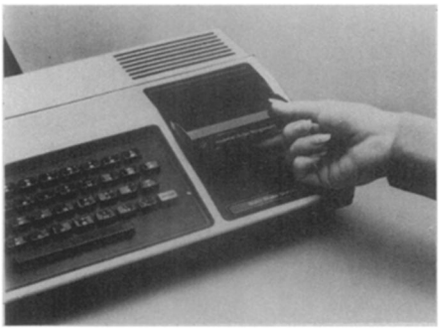


Creative Computing can help you select the best computer and get the most out of it.

With so many new personal computers being announced and the prices coming down so rapidly, isn't the best bet to wait a year or so to buy a system?

We think not. A pundit once observed that there are three kinds of people in the world: 1) those who make things happen, 2) those who watch things happen and 3) those who wonder what happened. Today, it is those who are getting involved with microcomputers who are making things happen by learning to use computers effectively.

Furthermore, it is not likely that we will see the same dramatic price declines in future years that have already taken place. Rather, one will be able to get more capability for the same price.



The TI-99/4 has excellent color graphics and costs $1150 including color TV monitor.

Which system is for you?

No two people have exactly the same needs. You'll have to determine what capabilities are important to you. Key variables include:

- Upper and lower case. Obviously vital if you are planning to do word processing or anything with text output.
- Graphics. Most systems have graphics but the resolution varies widely. How much do you really need?
- Color. Some systems are B&W, some have 4 colors, others up to 256 colors. Many colors sounds nice, but do you really need 4, or 16, or more?
- Mass storage. The smaller systems are cassette based; larger systems offer floppy disks or even hard disks. What size data bases do you intend to use and is it important to have high-speed random access to an entire data base?
- Languages. Basic is standard but increasingly Pascal, Fortran, Cobol and special purpose languages are being offered.
- Audio, Speech, Music. Are these features important for your planned applications?
- Applications Software. Third party software is widely available for some systems, non-existent for others. Do you need this, or can you write your own?

Unbiased, in-depth evaluations.

At Creative Computing, we obtain new systems as soon as they are announced. We put them through their paces in our Software Center and also in the environment for which they are intended — home, business, or school. We published the first in-depth evaluations of the Texas Instruments 99/4, Atari 800, TRS-80, Ohio Scientific Challenger, Exidy Sorcerer, Apple II disk system and Heath H-8. We intend to continue this type of coverage, not only of systems, but peripherals and software as well.

Sorting: A Key Technique

While evaluations are important, the main focus of Creative Computing magazine is computer applications of all kinds. Many of these require that data be retrieved or sorted. Unfortunately, most programming texts focus on the bubble sort (or straight insertion) and, very infrequently, another technique (usually delayed replacement) and let it go at that.

Yet, except for comparison counting, the bubble sort is the least efficient. Tutorials and articles in Creative Computing demonstrate that the Shell-Metzner and Heapsort are from 50 to 13,000 times as fast as the bubble sort! Consider a sort of 100,000 items on a DEC System 10:

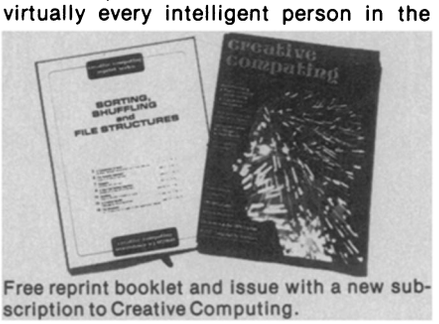
Bubble sort	7.1 days
Delayed replacement	3.8 days
Heapsort	17.3 minutes
Shell-Metzner	15.0 minutes

Needless to say, on a microcomputer, a bubble sort of even 1000 items is agonizingly long.

Free Sorting and Shuffling Reprint

Because sorting and shuffling (mixing a list of items) is so vital in most programming, we are making available a 20-page reprint booklet on Sorting, Shuffling and File Structures along with our May 1979 issue which has several articles on writing user-oriented programs and making the most of available memory space. The reprint booklet and issue are free with 12-issue or longer subscriptions.

At Creative Computing, we believe that computers can be of benefit to virtually every intelligent person in the country. We do not believe that the "Computer priesthood" should confuse and bully the public. As Ted Nelson stated in the Computer Lib Pledge, we do not treat any question as a dumb question, since there is no such thing. We are against computer terms or systems that are oppressive, insulting or unkind, and we are doing the best we can to improve or replace such terminology or systems. We are committed to doing all we can to further human understanding and make computers easy to understand, interactive wherever possible, and fun for the user. The complete Computer Lib Pledge is contained in our May 1979 issue which we are furnishing free to new subscribers.



Free reprint booklet and issue with a new subscription to Creative Computing.

Contributing editor Ted Nelson (L) is author of "Computer Lib/Dream Machines." Publisher David Ahl (R) is a pioneer in computer models, simulations and games.

Computer literacy to everyone

The Creative Computing Software Division is participating with Children's Television Workshop in an important new venture, Sesame Place. These theme parks are being designed to bring interactive computer games and simulations to young children (and their parents) and remove the mystique of computers from the youngest segment of our population. In addition, we are participating in projects with several school systems and museums to write reading comprehension and ecology simulations software. We are also involved in a major college-level computer literacy project.

As a subscriber to Creative Computing, you will benefit from all of these activities. Creative Computing is the Number 1 software and applications magazine. Subscribe today — 12 issues for $15 ($9 saving over the newsstand price). Or, beat inflation and get 36 issues for just $40. Money back if you're not satisfied. Send payment or Visa, Master Charge or American Express number to:

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