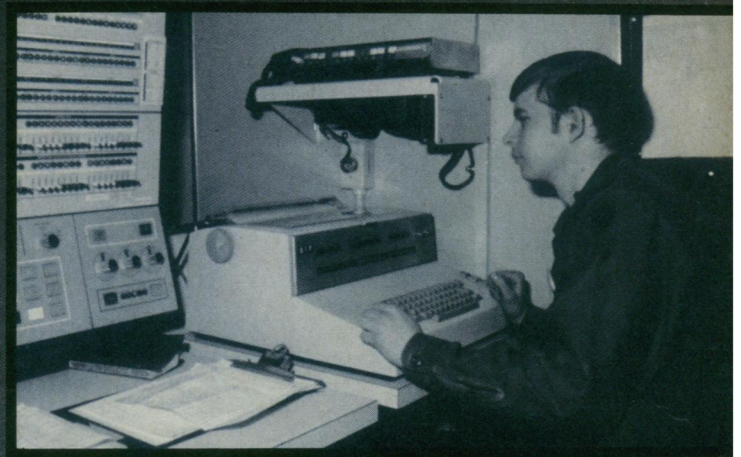
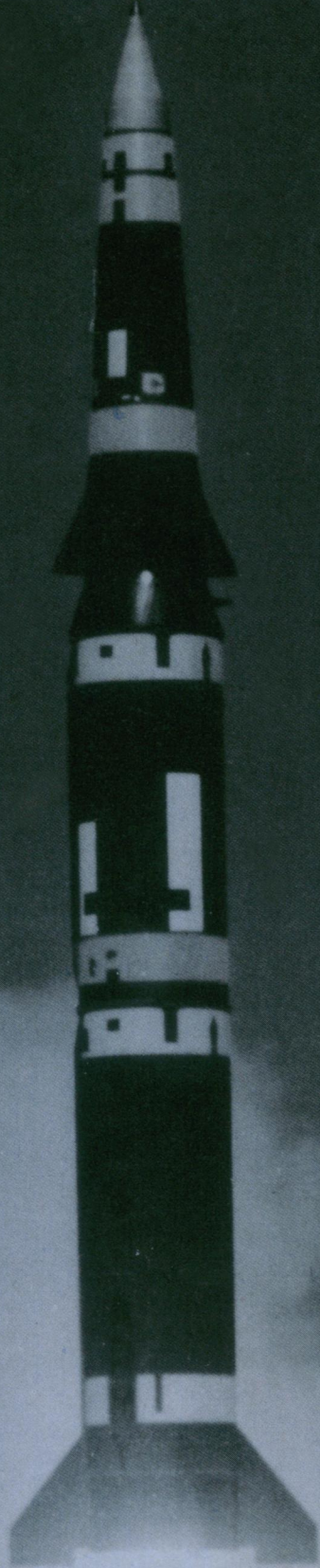


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Computer Program Problems

More Misinformation

More fables, fallacies, and fictions from *More Misinformation* ... exploded by Tom Burnam:

- "Mind your p's and q's." This admonition is not derived from old alehouse tallies of "p" for pint and "q" for quart.
- The cesarean section is not named for Julius Caesar, nor he for it, and he wasn't born that way.
- The "Franklin" stove — as designed by Benjamin Franklin — never worked.
- Sake is not wine, or spirits; it's a kind of strong beer.
- Dew does not fall.
- "Come with me to the Casbah." The late Charles Boyer said he never said this at all; he said a press agent said he said it in a movie.
- Lemmings make a nice metaphor, but they do not periodically commit suicide by marching *en masse* into the sea.

A witty and provocative sequel to the best-selling

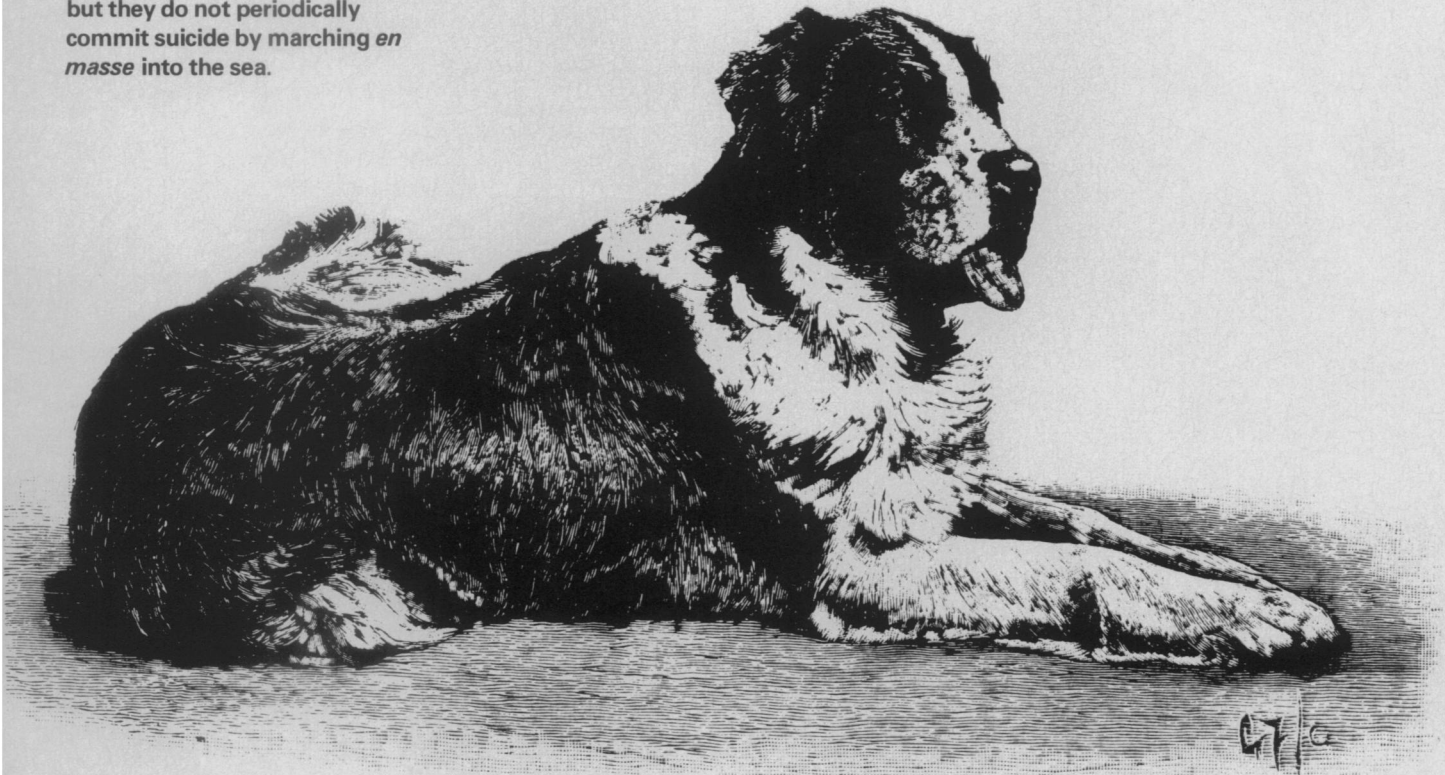
The Dictionary of Misinformation

So much of what we're told and what we self-importantly tell others isn't true — it's misinformation, false facts, and bunkum. In this fascinating sequel to his best-selling

The Dictionary of Misinformation,

Tom Burnam continues to unravel the misconceptions and straighten out the little fallacies we've been earnestly passing off as the real McCoy.

(Incidentally, no "real" McCoy has been found. The name, popularly assumed to originate with the welterweight champion Kid McCoy, came into usage long before McCoy gained fame as a boxer.)



St. Bernard dogs of Switzerland never carried casks, of brandy or anything else.

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All material is presented in a sturdy, three-ring binder, making it convenient to add or subtract information according to each subscriber's needs. The June 1983 issue contains 150 pages. There are two editions—one for private investors, one for corporations.

Major Industries Surveyed

- Aerospace
- Biotechnology/Genetic Engineering
- Chemicals
- Computer Hardware
- Computer Software and Services
- Computer Peripherals
- Electronics (General)
- Environmental Control
- Fiber Optics
- Laser Technology
- Materials Science
- Medical Devices
- Pharmaceuticals
- Robotics
- Semiconductors
- Telecommunications

Hi-Tech Investment Newsletters

Each issue of the Guide presents three separate newsletters with suggested stocks for different investor types:

CONSERVATIVE ADVISOR

Directed to cautious investors who look for established corporations in the high technology field with good track records and, in most cases, moderate-to-high quarterly dividends. Risk to investors is low. Long-term purchases are generally recommended.

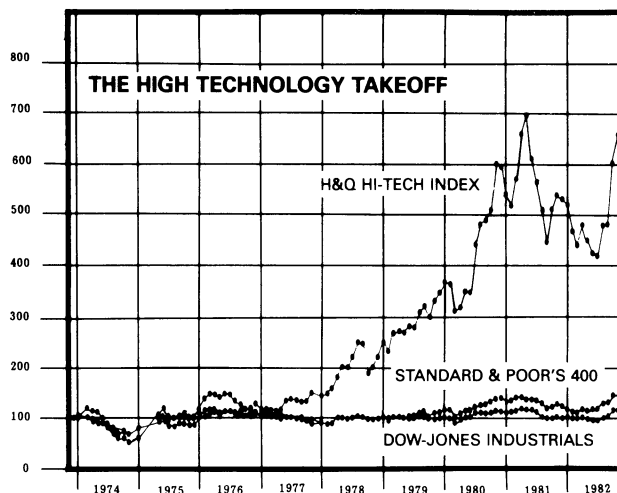
MODERATE ADVISOR

Directed to investors willing to take moderate risk in emerging corporations, usually from 2-9 years old. Long-term purchases are generally recommended for investors willing to grow with these emerging companies over the years, despite the possibility of temporary setbacks.

SPECULATIVE ADVISOR

Directed to investors willing to assume higher risk in new corporations with little or no records, but with potential to bloom (quickly or otherwise) into substantial corporations.

(Investors should be aware that, even though the stock market has trended upward since 1897, there are periods of economic recession that depress the value of many stock portfolios. New investors are cautioned to read the introduction in the Guide very carefully.)



The growth of high technology corporations is evidenced by the chart prepared by the investment banking firm of Hambrecht & Quist, whose index of some 100 hi-tech stocks greatly outperforms the major market indexes. For the purpose of comparison, all indexes have been set at 100 as of December 1973. The H&Q Hi-Tech index at the end of March 1983 stood at 770.74, well over 100 points higher than at the close of 1982.

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- R & D commitments
- Stock price history
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- Liabilities
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News Briefs and Industry Trends

The Guide provides concise reports of the high technology field, investment news, and projected growth trends for selected industries.

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In addition to the material presented in the private investor edition, the corporate edition contains information of interest to money managers in small, medium, and large corporations that hold or are planning to hold stock portfolios.

Since favorable dividend tax credits exist for corporations owning preferred stock (currently offering a greater return than bonds and money market funds), the first issue highlights some of those stocks paying attractive dividends.

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