Honeywell, Univac Swap Lawsuits
As ENIAC Patent Case Escalates

While Univac was filing its expected patent-infringement suit against Honeywell (based on the 1954 ENIAC patent) Honeywell, in a surprise move, charged Univac with anti-trust violations. Triple damages were claimed from Univac — and indications are that these could amount to about $60 million. As well as the more or less standard patent case claims (that the inventions were not made by Eckert & Mauchly; that the 1947 filing was too late to protect the inventions if any, etc.) Honeywell claimed that the ENIAC patent had been fraudulently obtained, and that Univac had given preferential treatment to an unnamed, non-competitive computer manufacturer — obviously referring to the giant IBM Corporation. This claim is presumably based on the cross licencing agreements between Univac and IBM announced in 1963, which was then described by Sperry Rand Corporation as 'settling all outstanding patent differences between the two companies'.

While the battle between the giants continues, computer users — whether they have IBM, Univac or another make or equipment — can practice the art. The amounts involved are so large, and the stakes so high, that the issues must be decided one way or another. The increased flow of the systems into the market, together with the problems involved in implementation (which appear to have been drastically under-estimated by most firms) are holding the departments at a peak of activity. The amount of effort that is being spent is enormous, even in those firms which have been involved in implementation for some time. The increased flow of the systems into the market, together with the problems involved in implementation (which appear to have been drastically under-estimated by most firms) are holding the departments at a peak of activity. The amount of effort that is being spent is enormous. In those firms which have been involved in implementation for some time, the need to keep up-to-date with events and in the computer community is a very real thing to those people who have become interested in computers. Regardless of whether the computer is involved in the arts, business, science, construction or teaching, there is a common desire to stay up-to-date with developments, equipment news, etc. In addition, the mobility of the computer community means that the people who work on the systems have a wider range of opportunities available to them. The increasing flow of the systems into the market, together with the problems involved in implementation (which appear to have been drastically under-estimated by most firms) are holding the departments at a peak of activity. The amount of effort that is being spent is enormous. In those firms which have been involved in implementation for some time, the need to keep up-to-date with events and in the computer community is a very real thing to those people who have become interested in computers. Regardless of whether the computer is involved in the arts, business, science, construction or teaching, there is a common desire to stay up-to-date with developments, equipment news, etc. In addition, the mobility of the computer community means that the people who work on the systems have a wider range of opportunities available to them.

New Language Competes
With COBOL, RPG

ADC's ADPAC Offered by STAT-TAB

A new computer language which competes with COBOL and RPG and which can presently operate on IBM 1400 & 360 systems, and on Honeywell models 200 has been announced by Statistical Tabulating of Chicago & Applied Data Systems of Californi.

IBM has announced the withdrawal of foreign national service from zone areas in the Middle East. They will do nothing with either Englewood Cliffs, New Jersey, or with Cuban, between both have a number of foreign nationals on their staffs; and there has been considerable mothe recognition of the fact that the facts for the past. This move has been announced by IBM and the matter. The amounts involved are so large, and the stakes so high, that the issues must be decided one way or another. The increased flow of the systems into the market, together with the problems involved in implementation (which appear to have been drastically under-estimated by most firms) are holding the departments at a peak of activity. The amount of effort that is being spent is enormous. In those firms which have been involved in implementation for some time, the need to keep up-to-date with events and in the computer community is a very real thing to those people who have become interested in computers. Regardless of whether the computer is involved in the arts, business, science, construction or teaching, there is a common desire to stay up-to-date with developments, equipment news, etc. In addition, the mobility of the computer community means that the people who work on the systems have a wider range of opportunities available to them. The increasing flow of the systems into the market, together with the problems involved in implementation (which appear to have been drastically under-estimated by most firms) are holding the departments at a peak of activity. The amount of effort that is being spent is enormous. In those firms which have been involved in implementation for some time, the need to keep up-to-date with events and in the computer community is a very real thing to those people who have become interested in computers. Regardless of whether the computer is involved in the arts, business, science, construction or teaching, there is a common desire to stay up-to-date with developments, equipment news, etc. In addition, the mobility of the computer community means that the people who work on the systems have a wider range of opportunities available to them.
COMPUTERWORLD will specialize in:

☆ NEWS ITEMS ............................................ while they are still news!
☆ INTERPRETATION .................................... not just rehashed news releases!
☆ PEOPLE ORIENTATION ................................. COMPUTERWORLD will bring out the personal aspect of events and situations. The computer community IS made up of people after all!
☆ FEATURES FOR ON-THE-JOB USE .......... Practical aspects of doing the job better will be discussed — in a lively style highlighting solid advice.
☆ PRACTICAL BUSINESS IDEAS ................. Details of how to obtain better recognition from management — how to sell one's ideas — or software — or computer time.
☆ KNOW-HOW FOR ON-THE-JOB USE ........ Problems which affect everyone will be placed within the computer community's context — income tax — relocation problems — even moon-lighting will be regularly examined.
☆ OPINIONS — CLEAR-CUT OPINIONS ....... COMPUTERWORLD will have clear-cut opinions based on solid technical evaluations. These will be simple, straightforward open-to-argument opinions . . . AND WE WILL PRINT CONTRARY OPINIONS ALSO.

In short . . . COMPUTERWORLD WILL SPECIALIZE IN BEING INTERESTING . . . AND INFORMATIVE TO THE COMPUTER COMMUNITY — ALL OF IT

Regular Items Will Include:

USER'S GROUP COVERAGE .......................... details of the news about each computer family will be placed into special areas, with their special problems, and special opportunities brought out and discussed. (See GE GET-TOGETHER on Page 4)

MEASURE FOR MEASURE ............................. a special background article on broad application the various performance criteria presently being used by the community — such as the COBOL Performance Estimates issued by IBM; Magnetic Tape drop-out claims made by tape manufacturers, etc.

CONFERENCE BACK-DROP ......................... a special background article on whole application areas such as information retrieval, banking, privacy problems, etc., which will run two or three weeks before the main conference. This will discuss the problems, achievements and opportunities in the field and encourage people to attend the conference or at least take an interest in the field.

CONFERENCE ON-STAGE ............................ a special coverage of the previous week's conference, bringing out the new and exciting developments for those who were not present. This coverage will complement the Conference Back-Drop features.

PERSONAL PAGES .............................. small articles and replies to reader's letters about personal problems on or off the job. This area will include career advice, some coverage of Wall Street, and other financial matters with emphasis on tax problems, training costs, etc.
SOME QUESTIONS...

...and COMPUTERWORLD’S ANSWERS

Question: Suppose you do get the readership you are looking for — how can we know that they are a valuable audience for our advertisements?

Answer: Because they tell us that they are getting most of their information from trade publications ... indeed more data processing managers listed their prime source of information as being trade publications than gave all the other sources PUT TOGETHER.

Question: How do you know that your paper will be liked?

Answer: BECAUSE OUR FUTURE READERS TOLD US!

In the same study quoted above the three top interests of Data Processing Managers turned out to be — in order

NEWS items — right at the top of the list
APPLICATION Information — a very general interest
JOB PROSPECTS — people like to know what is going on around them.

Question: Did you also ask them what they did NOT want in your paper?

Answer: YES — and many of their comments were unprintable!

They do not want:

Undigested News Releases
Planted articles
Near-monopoly level coverage of IBM
Self-serving "Position Changes" from manufacturers
... and COMPUTERWORLD will not give them such items!

Question: When are you publishing — and where is your rate card?

Answer: Three special issues are being published this summer:

June 21 for the DPMA show in Boston
July 26th for continuity of coverage
August 30th for the ACM show in Washington

and then weekly from September 6th. Rate Card details are on the back page of this issue (based on a guaranteed 15,000 circulation).
This is part of a 'Home-Town' section, where readers can receive the special news of their own computer families ... and advertisers can direct messages straight to their specific targets.
What Price the CDB Now? Are Qualifications Worth While?

This is part of a 'Personal Page' where readers can find points which will help them improve their lot—and where advertisers can find readers with the initiative to improve their lot!

This memorandum, TV-83, is for the information of all personnel interested in the management, control, and improvement of the federal computer systems. This memorandum is a part of the management strategy of the Department of Defense to improve the efficiency and effectiveness of its computer systems.

The memorandum is an important tool for the management of computer systems. It provides a means for communicating information and ideas among the personnel involved in the management of these systems. It also serves as a reference for personnel who are responsible for the operation and maintenance of these systems.

The memorandum is divided into several sections, each of which covers a different aspect of the management of computer systems. The sections include:

1. Introduction
2. Management Strategy
3. Personnel Responsibilities
4. System Operations
5. Maintenance and Repair
6. Security and Protection
7. Conclusion

The memorandum is written in a clear and concise manner, using language that is easily understandable by all personnel involved in the management of computer systems. It is designed to be a valuable resource for those who are responsible for the operation and maintenance of these systems.

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WHAT IS THE INITIAL CIRCULATION OF COMPUTERWORLD?
The initial circulation of Computerworld will be based on the result of definitive market studies of the computer industry during the past three and one-half years by the International Data Corporation, a leading EDP consulting firm. This firm has compiled and maintained a computer installation data file which identifies in detail the vast majority of computer installations in the United States. In addition, the firm compiles and maintains detailed directories of the computer industry—manufacturers, service organizations, software houses, leasing firms, educational institutions, etc. The initial circulation of Computerworld will include copies to 12,000 of the 14,500 computer centers in the United States, and 3000 copies to leading firms in the computer manufacturing and service industries.

WILL SUBSCRIPTIONS TO COMPUTERWORLD BE FREE OR PAID?
The first three issues of Computerworld will be circulated to a minimum of 18,000 professionals at data processing installation sites, and computer industry firms. On the fourth and succeeding issues all circulation will be based paid subscriptions at a base rate of $9 per year. However, in all cases a minimum guaranteed circulation of 18,000 is provided to the advertiser.

WHAT DO THE READERS OF COMPUTERWORLD BUY?
The circulation of COMPUTERWORLD covers the entire computer community. The elements of this community include the equipment users as well as the equipment manufacturers and service firms. These people purchase or lease the following items:

- Computer Systems
- Peripheral Equipment
- Data Terminals
- Magnetic Tapes
- Punch Cards
- Paper Tape
- Continuous Forms
- Leasing Services
- Computer Subsystems
- Data System Components
- Software
- Memory Systems
- Data Center Environment Equipment
- Computer Time
- DP Furniture and Files

WHO SHOULD ADVERTISE IN COMPUTERWORLD?
The following firms can benefit from advertising in COMPUTERWORLD:

- A firm manufacturing or supplying: Computer systems, peripheral equipment, data communications equipment, data processing supplies, such as business forms, cards, magnetic tape, etc., data center environment equipment which use air conditioning, raised flooring, etc.
- Firms who supply the following services: Education courses and seminars, books and other publications, programming and software, data processing services, computer-time sales, employment services.
- Current or prospective users and manufacturers who need the following personnel: Computer Center Managers, Systems Analysts, programmers, computer operators, and related computer personnel.

PUBLISHING & CLOSING DATES
Starting August 28, 1967, published every Wednesday throughout the year, extra editions published on industry events warrant.

MECHANICAL REQUIREMENTS
Printing Process: Web Offset; Paper Stock: 50 lb. Coated. Halftones: Up to 110 x 120 screen. For RDP color ads, if engraver's proofs or scotchprints are supplied, each plate must be proofed in block, in addition to one full-color proof. Excessive stripping and benday screening charges will be billed at cost. Publication will set type styles available without charge.

Recommended for best reproduction:
- Litho-film positives or negatives
- Original artwork and mechanicals, including type styles
- Original camera-ready illustrations
- Scotchprints

Also acceptable:
- Computer proofs
- Brightridge
- Velox prints (100 screen combination)
- Tearsheets from other publications, but COMPUTERWORLD assumes no responsibility for quality of reproduction.

CONTACT REGULATIONS
Advertiser may, during the life of the contract, use additional space at some rate and upon some terms and conditions. Advertiser has the right to earn a better rate, subject to the rate schedule during a period of one year from the date the contract is effective, and refunds earned will be paid at the end of the contract.

RATES incorrectly stated on insertion orders are assumed to be clerical errors and charges will be made at card rates. Publisher reserves the right to cancel any contract on which the first insertion is not made within 30 days from date of contract. Advertiser agrees to pay all bills on or before the 10th of the month following date of insertion. Rendering bill to an advertising agency at advertiser's written request shall not qualify as advertisement agency or advertiser's written request shall not release advertiser in case of nonpayment by agency. If advertiser fails or refuses to use total amount of contracted space or to perform or comply with contract terms in any respect, publisher may cancel the contract. In this event, advertiser shall pay for all advertising actually published up to and including the date of such cancellation at the higher rate.

COMMISSIONS
Commissions to all recognized agents 15% on all advertising billings covered by this rate card. Cash Discounts 2% on net, if paid on or before 10th of month following insertion. Invoices rendered last day of month for ads that appeared during the month.

SHIPPING INSTRUCTIONS
All printing material, copy, copy instructions, and layouts to Advertising Dept., COMPUTERWORLD, 14A, First St., Cambridge, Mass. 02139. (For Rush Copy or Air, phone or wire instructions together with all mailing information.) Insertion orders, contracts and duplicate copy instructions to nearest sales office.

(RATE CARD NO. 1 IS PRINTED ON THE BACK COVER)
Advertise in Computerworld and...

☆ Benefit from immediate attention for your ad... ONLY FORTY-EIGHT HOURS between the closing date and receipt of COMPUTERWORLD by subscribers.

☆ Benefit from IMMEDIATE READERSHIP by 15,000 subscribers who hold key positions in the computer community and "pass-along" readership by many 1000's more.

☆ Benefit from COMPUTERWORLD's solid NEWS REPORTS & ANALYSES OF DIRECT INTEREST to people in the computer community. No bulky articles or other easily bypassed editorial sections. COMPUTERWORLD offers the "live" impact of today's news today.

☆ Benefit from a circulation which reaches data processing installations with OVER 90% OF THE VALUE OF COMPUTER EQUIPMENT. Three years of detailed market research have gone behind the development of this circulation.

☆ Benefit from a CIRCULATION offering thorough coverage of computer manufacturers, service bureaus, software houses, and other service firms.

☆ Benefit from an ATTRACTIVE AD RATE STRUCTURE which allows maximum flexibility in designing your advertisement for excitement and impact. See last page for ad rate table.

Publication Schedule for Computerworld is:

<table>
<thead>
<tr>
<th>Issue No.</th>
<th>Publication Date</th>
<th>Closing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>June 21</td>
<td>June 19, 12:00 noon</td>
</tr>
<tr>
<td></td>
<td>☆ This issue will have over 5,000 extra copies distributed to registrants at the Data Processing Management Association Conference and Exposition in Boston, June 20-23.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>July 26</td>
<td>July 24, 12:00 noon</td>
</tr>
<tr>
<td>3</td>
<td>August 30</td>
<td>August 28, 12:00 noon</td>
</tr>
<tr>
<td></td>
<td>☆ This issue will have over 3,000 extra copies distributed to registrants at the 1967 National ACM Conference, August 29-31 in Washington, D.C.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>September 6</td>
<td>Sept. 4, 12:00 noon</td>
</tr>
</tbody>
</table>

All subsequent issues have a publication date of Wednesday each week and close 12:00 Noon on the previous Monday.

Please send insertion orders and advertising production materials to: COMPUTERWORLD Inc., 14A Eliot Street, Cambridge, Mass. 02138
1. COMPUTERWORLD Rate Card Number 1 — Effective June 1, 1967

A. Advertising rates and frequency discounts (all space to be used within 52 consecutive issues or 12 months)

<table>
<thead>
<tr>
<th>Format</th>
<th>Min. No. Per Ad of Insertions Cost</th>
<th>Format</th>
<th>Min. No. Per Ad of Insertions Cost</th>
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<tr>
<td>MAGAZINE-SIZE PAGE</td>
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<td>FULL NEWS PAGE</td>
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</tr>
<tr>
<td>7½ line wide x 10½ line deep</td>
<td>52</td>
<td>$380.00</td>
<td>52</td>
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<tr>
<td>(150 lines x 4 cols.)</td>
<td>39</td>
<td>400.00</td>
<td>26</td>
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<tr>
<td>5½ line wide x 14½ line deep</td>
<td>39</td>
<td>400.00</td>
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</tr>
<tr>
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<tr>
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<td>465.00</td>
<td>6</td>
</tr>
<tr>
<td>(120 lines x 5 cols.)</td>
<td>1</td>
<td>500.00</td>
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MINIMUM SPREAD

Two facing magazine-size pages, or equivalent

<table>
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<tr>
<th>Format</th>
<th>Min. No. Per Ad of Insertions Cost</th>
<th>Format</th>
<th>Min. No. Per Ad of Insertions Cost</th>
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</thead>
<tbody>
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<td>$750.00</td>
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<tr>
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<td>(150 lines x 4 cols.)</td>
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<tr>
<td>6½ x 8½</td>
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<td>336.00</td>
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<tr>
<td>6 Column inches (or more)</td>
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<td>52</td>
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<tr>
<td>(184 lines or more)</td>
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<td>59.00</td>
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<td>4½ x 3½</td>
<td>13</td>
<td>58.00</td>
<td>13</td>
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<tr>
<td>8½ line wide x 6½ line deep</td>
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<td>72.00</td>
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<td>84.00</td>
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B. Lineage Contracts (All Space to be Used in 52 Consecutive Issues or 12 Months)

<table>
<thead>
<tr>
<th>Total Lines</th>
<th>Per Line</th>
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</thead>
<tbody>
<tr>
<td>117,000 or more</td>
<td>$0.53</td>
<td>6,750 or more</td>
<td>0.65</td>
</tr>
<tr>
<td>58,500 or more</td>
<td>0.56</td>
<td>3,375 or more</td>
<td>0.68</td>
</tr>
<tr>
<td>29,250 or more</td>
<td>0.59</td>
<td>Full Page (1,020 lines)</td>
<td>0.70</td>
</tr>
<tr>
<td>13,500 or more</td>
<td>0.62</td>
<td>or more in one issue</td>
<td></td>
</tr>
</tbody>
</table>

Minimum display ad accepted: 14 Agate Lines x 1 col. (One col.-inch)

Color

Color rates are in addition to earned black and white rates. Non-cancellable order required. 600-line minimum unit. Closing for color is 5 days prior to publication date. Mechanical specifications available. Run of book: AAAA Color: $150.00 in addition to black and white rates. Other colors: $350.00 in addition to black and white rates.

Special Positions

Ads at 600 lines or more guaranteed on a specific page (other than preferred positions) earn the line rate plus 10%.

Preferred Positions

Back page of half-folded issue. Magazine size ad 7½ x 10½, Earned line rate plus 25%.

Inserts

Closing date for inserts is one week prior to publication date. Inserts sold on non-cancellable order only. For page sizes and rates, contact publisher.