WHY YOU WILL BE UNABLE TO PREVENT YOURSELF FROM SUBSCRIBING TO KILOBAUD

If you can profit from the experience of others and perhaps manage to save a few dollars which you might otherwise blow on something inferior, then you will be able to save much more than the cost of a Kilobaud subscription.

Kilobaud will be running articles on every piece of hardware available to the computer hobbyist, and reader reports on their experiences with the hardware (and software). You can profit from the experiences of others. Kilobaud pulls no punches covering up for a lousy manufacturer serves no one in the long run and factual reporting on problems can help warn other hobbyists as well as encourage the manufacturer to get his act together. Look for a long and informative letters section where a spade will be called a spade.

If you are building a kit, a heaven's sake keep a notebook of your problems — problems with the manufacturer — with missing parts ... bad manuals ... bums parts and be sure to tell how you solved each of your problems as an aid to the next guy. Pass along data on how you got the system up and running, I/O problems and their solution — where you got software etc.

TRIAL SUBSCRIPTION ONLY $12!
The regular subscription rate for Kilobaud will be $15 per year. The TRIAL rate is only $12. Individual copies sell for a ridiculous $2.00 ... and are well worth it.

HARDWARE REVIEWS IN KILOBAUD

In addition to the letters from readers explaining about the problems they have had with hardware (and software), plus articles by readers on hardware as well as articles written about ... Kilobaud encourages the manufacturers to write articles telling you the details of their equipment — why they used such and such a chip — what it does — what this means to you as the possible user of the system ... why the bus was designed the way it was ... etc.

Manufacturers are well aware that their articles will be read with skepticism and that their credibility is on the line ... so we expect them to be relatively candid, for in a marketplace such as this one, with many manufacturers competing very briskly for your business, credibility is of the utmost importance and a loss of credibility can well mean lost business.

Most of the new manufacturers of microcomputer hardware are starting small, usually with a minimum of financial ... so they need your business and confidence. You'll get to know what people through the pages of Kilobaud.

SOFTWARE PROGRAMS IN KILOBAUD

In addition to reviews of new software and reports from the readers on their problems, Kilobaud makes every effort to encourage programmers to send in short programs for publication in Kilobaud. Kilobaud makes every effort to encourage programmers to send in short programs for publication in Kilobaud. Kilobaud makes every effort to encourage programmers to send in short programs for publication in Kilobaud ... short programs, routines, algorithms, written for use on hobby systems. It is hoped that this will eventually become a library which will be invaluable to you when you are writing programs. There have been a few programs published elsewhere, but these have been far too few.

Longer programs have a home too. Kilobaud will be producing longer programs on cassette tape for sale by mail and via computer stores complete with documentation. If you have some programs which you think might be of use and might sell well ... get in touch with Kilobaud. The page rate for articles in Kilobaud runs around 50¢ (about double that of other hobby computer magazines the last we heard), so short programs and routines could pay you very well if published. Longer programs will be on a royalty basis (15%) and the intention is to sell them at fairly low prices via stores so as to discourage copying and theft. Our experience with the 73 Morse code tapes is that if cassette tapes are made available for reasonable prices there is little problem with copying.

KILOBAUD TO SUPPORT COMPUTER STORES

Older hobbyists will recall that publisher Wayne Green predicted the proliferation of the computer store even before the first one was opened. Kilobaud will be available in every computer store that meets the Kilobaud requirements ... as well as the Kilobaud program cassettes.

In August 1975 the very first computer store was opened (in California). A year later, in August 1976 there were over 500 recognized computer stores ... and perhaps 150 one-man shops which hope to get into stores soon. Considering the growth of the hobby computer it will not be surprising to many if there are about 500 stores by August 1977 ... and 5000 by 1978.

Since only hobbyists have the background in all phases of computers to provide the services of a computer store, a great many of the readers of Kilobaud will find themselves faced with the economic opportunity of a lifetime ... once they are qualified. This is all the more reason for getting your own computer system ... and reading Kilobaud.

WHO IS BEHIND KILOBAUD?
The staff of 73 Magazine will be putting Kilobaud together ... it is a staff of over 60 people and every aspect of publishing is done right at the big 73 Magazine headquarters building in Peterborough except the actual printing of the magazine. Kilobaud requires very large web offset presses and equipment, so it will be printed in Connecticut ... and not there.

The editor, John Craig, has been running the I/O section of 73 Magazine for over a year ... a section of about 40 pages of hobby computer articles and advertising every month. Before that John was one of the editors of the famed Cabrillo newsletter. John works out of Lompoc, California. At the Kilobaud/73 headquarters, the type is set, articles proofread, and pasted up, artwork prepared, advertising sold and prepared for publication, subscriptions and readers service handled by a professional group which has been working together for years. Add to this the new prime computer system and you have a first rate organization.

Visitors to New Hampshire are invited to join the thousands of amateur radio operators who visit the HQ and say hello.

WHO IS THE KILOBAUD PUBLISHER?

Wayne Green is not totally unknown in the hobby computer field. It was his frustrations with trying to get a computer system to use with 73 Magazine that resulted in his idea of Byte magazine in 1975. In a period of seven weeks Green managed to find an interim editor, get enough articles, get the magazine started, get mailing lists of prospective subscribers, write letters for subscriptions, get envelopes printed, send out the subscription letters and get in enough subscriptions to warrant printing 15,000 copies.

Green’s visit to the microcomputer manufacturers in August 1975 was reported in detail in Byte and did a lot to help this small new industry grow. Green has followed this 1975 visit up with a new hobby computer magazine ... and this was in August 1976 and this was reported in Kilobaud.

Green started publication of 73 Magazine in 1960 and gradually built it from a one man operation to the present staff of over 60. 73 is the fastest growing ham magazine over 50% increase during 1976 ... and soon will be the largest in circulation in the ham field. It already has more pages than any other hobbyist magazine and also has more advertising.

Green, who is listed in the latest issue of Who’s Who, in addition to being the editor and publisher of 73 and starting Byte last year (no longer connected with Byte), also is the writer of a nationally syndicated newspaper column on CB radio.

COMING ARTICLES

Articles are being written for Kilobaud by some of the top people in the field ... a rundown on just about everything available.