

Susie Meyer meets PL/I

The story of how a single language answers the question, "Can a young girl with no previous programming experience find happiness handling both commercial and scientific applications, without resorting to an assembler language?"

Let's face it. The cost of programming just keeps going up. So for some time to come, how well you do your job depends on how programmers like Susie Meyer do theirs.

That's the reason for PL/I, the high-level language for both scientific and commercial applications.

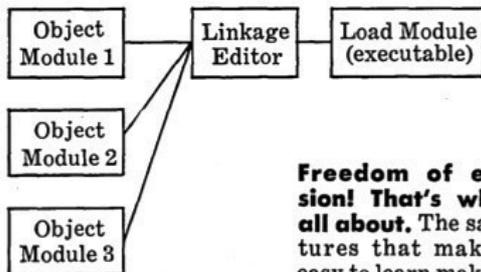
With PL/I, programmers don't have to learn other high-level languages. They can concentrate more on the job, less on the language.

So think about PL/I. Not just in terms of training, but in terms of the total impact it can have on your operation.



Take it a step at a time. Programmers don't have to learn all of PL/I to use it. Take New York Life Insurance Company for example. First programmer trainees get a good grounding in computer basics. Then a combination of PL/I self-study courses and workshops readies them to code meaningful and useful programs.

As the new programmers gain skill and experience they use other parts of the language on tougher problems. Most importantly, they learn while doing.



Freedom of expression! That's what it's all about. The same features that make PL/I easy to learn make it easy to use. First of all, programming time can be shortened by using a single high-level language. In most cases, assembler languages aren't even needed anymore.

There's also a feature that simplifies coding for inexperienced programmers. It automatically makes a choice among alternatives. The language itself provides a new ease of writing. It's neither cryptic nor verbose. The result is a new freedom of expression — freedom from arbitrary language restrictions—freedom to concentrate on application development.



A bright future for Susie. PL/I has growth built in. As your system grows, PL/I will grow right along with it.

Continued growth of PL/I means a brighter future for your programmers. It also means continued use of your programs and equipment—with a minimum impact on your investment.

It's time to get involved.

We'd like to get you more involved with PL/I. As a first step, send this coupon for more information.

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