

on Apples

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Apple

The Magazine

For Apple

Computer Users

The Expandable Apple II

Apple And The
Chocolate Factory,
Casanova Style

Apple III:
Professional Solution



Apple on Apples

The Magazine For Apple Computer Users

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ABOUT THIS ISSUE

In the past few years, we've seen a growing stack of letters from Apple owners who want us to put out a regular publication about Apples. We've learned that many of you don't have the time to pour through an endless sea of electronic magazines to find out what's new for the Apple. You would like us to pull it together for you in one neatly bound magazine...

So we have. This is our first issue of *Apple On Apples, The Magazine For Apple Computer Users*. It's been written specifically to keep you in tune with what's new for your system, so you can get the most use out of it year after year.

In an industry which offers so many changes, it's important to keep up with the new technology. Apple On Apples will connect you with the latest developments in Apple software and hardware. Each issue will contain features on Apples, and software programs you might not be aware of. Other sections will cover hardware news on recent product releases which might help you do more with your system. Besides product information, the magazine will connect you with Apple-related events nationwide, interviews with top Apple management, books which could be helpful, little-known technical hints you might otherwise never discover, user groups, and more...

We hope that you will join us in shaping the direction of Apple On Apples. This is our first stab. We want the publication to be very useful to you, and there's only one way that can happen. Send letters. Tell us what you liked, and what information you'd like to see included in future issues which was missing in this one. With this feedback, we can be sure to create the kind of magazine you'll look forward to getting, because it will be filled with a mountain of new—and useful—information about your Apple investment.

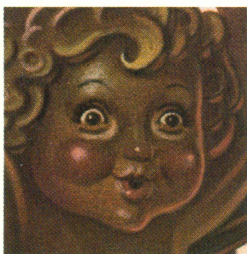
Jane Willson

October, 1982

C O N T E N T S



APPLE III: PROFESSIONAL SOLUTION	2
BYTES AND NIBBLES by Albert Chu	4
PROFILE AND THE PROLIFIC APPLE by Clayta Morand	5
THE SECRET BEHIND THE AGELESS APPLE II: EXPANDABILITY	6
APPLE AND THE CHOCOLATE FACTORY, CASANOVA STYLE by Mike Malone	8
COMPATIBLE AND RELIABLE: APPLE'S NEW PRINTERS SOLVE OLD PROBLEMS by Lauryn Jones	11
GETTING PERSONAL: AN INTERVIEW WITH A.C. MARKKULA by Jane Willson	12
THE GRAPHIC APPLE AT BLOOMINGDALE'S	14



Page 8

BOOKS	15
PUZZLER	15
CLOSE FOCUS	16
COMING EVENTS	16
FROM OUTSIDE APPLE	17



Page 2



Page 11

The Apple III System: “Professional Solution”

As we move into the 80s, 14 million business offices across North America find themselves facing the same office problems:

- (1) Increasing workloads
- (2) Pressing deadlines (for executives, professionals, and support staff)
- (3) Need for more people and more time
- (4) Rising costs of personnel, space, equipment, and supplies
- (5) Uneven workload, with unpredictable peaks and valleys.

As with many problems, office problems can be broken down into smaller parts. Thus, text editing needs (letters, memos, word processing), financial planning needs, information management, and filing needs are the small problems behind the big problems in business.

Apple's answer to tackling the big problems is to tackle the small ones first. The strategy is to provide one system which will meet text editing, financial planning, and filing needs, so that managers have time to sit down and address the bigger issues at hand.

The Apple III personal computer system provides complete solutions to small office problems. It organizes information, writes reports, performs financial forecasting and accounting tasks, does fancy business graphics, and more. Recently, we took a close look at small office problems, and decided to sharpen the Apple III's ability to serve business managers and professionals. The result is The Apple III “Professional Solution” package.







The Package

The Professional Solution Pak is a neatly "bundled" collection of Apple III hardware, software, training guides, and resource materials. The hardware consists of a 256K Apple III and a Monitor III. In addition, there are three powerful software programs.

Apple Writer III, a sophisticated word processing system, lets you create, edit, format, and print a wide range of documents quickly and accurately. Apple Writer offers paragraph and column tabulation, underlining, automatic print formatting, an 80-character-per-line display with uppercase and lowercase, and more.

VisiCalc III, a powerful "electronic spreadsheet" for modeling and forecasting, eliminates the calculator, pencil, and paper approach to developing financial plans and analyzing results. VisiCalc answers your "What if?" questions without your having to perform tiresome recalculations.

Quick File III, an easy-to-use filing system for managing small to medium size collections of information, allows you to arrange records in alphabetic, numeric, date, or time order. The program also saves time and effort in producing repetitive reports, calculations, and corrections.

Also in the package are "Product Training Paks" (PTPs) which train you to use the software programs, and an interactive program called *The Keyboard....An Introduction*. This program acquaints you with the keyboard layout and teaches you some of the fundamental keystrokes in a friendly, easy-to-learn format.

When you first open the lid of the new system box, you'll find a *Read Me First* manual. This book answers questions about the system and helps to eliminate the common problems a new owner could run up against. In essence, the Apple III Professional Solution Pak contains all the hardware, software, and training materials that you need to get started.

Product Training Paks

Because they employ a new concept in self-paced software training, the Product Training Paks deserve some extra mention. These programs provide a built-in Apple III orientation program for anyone who might use the computer. With the Training Pak, most users can familiarize themselves with a program in 30 to 40 minutes. The Paks highlight the main

menus of each software program and actually teach you how to "press the buttons" to make the programs work. A self-paced, easy-to-follow, tutorial manual accompanies each software training program. Some programs include a data diskette, which has sample data files that correspond to short exercises in the manual.

Growth Path

Also included in the Professional Solution is "growth path" information which gives you ideas for future expansion possibilities for your Apple III system. Suggested programs include two programming languages, and applications programs for financial modeling and forecasting, business graphics, mailing

list management, spelling correction, and data communications. Hardware options include storage devices, printers, and modems. A book of coupons worth hundreds of dollars off on a selection of these products is included with the growth path material.

A Growing Base of Software

New system and application software is constantly being written and produced for the Apple III. Programmers and software vendors have introduced ten times as many new software packages for the Apple III as there were a year ago (see ProFile article for specifics). We'll be sure to keep you posted as interesting new software is released.

In the meantime, the versatility of performing word processing, graphics, financial modeling, data base management, and communication functions all on one Apple III system puts your office in a strategically advantageous position. When you solve the smaller office problems with the right Professional Solution, there's a lot more time to focus on the big picture.

For specific information on the products mentioned in this article, see Close Focus in the back of this magazine.

*The strategy is to provide
one system which will
meet editing, financial
planning, and filing needs...*

BYTES AND NIBBLES



Open the Door, Close the Door ...

Is it best to leave the drive door open or closed when the disk drive is not in use? ...Leave it open. Inside the drive, a spring-loaded cone pushes down against a diskette when the drive door closes. If you leave the door closed at all times, constant pressure on this cone may cause it to weaken prematurely.

Be Nice to Your Diskettes...Or Else.

Diskettes can hold a tremendous amount of precious information. With reasonable care, a diskette will have an average life of about forty operating hours—which is a lot, when you consider the few seconds it takes to load a file from a diskette. But with just a little bit of carelessness, a diskette can be ruined, permanently. So beware—treat your diskettes gently and don't:

- Write on a diskette label with a pencil or ball-point pen. Use a FELT TIP pen instead.
- Place diskettes close to magnetic fields. Keep your diskettes away from magnets and electric motors, the tops of television sets, and loudspeakers.
- Touch the brown or grey surface of the plastic disk inside the diskette package. Handle the diskette only by its black plastic cover.
- Keep diskettes in the sun, on car dashboards, or other hot places. Diskettes can be damaged by temperatures as low as 125°F, which is not very hot.

By Albert Chu



PROFILE AND THE PROLIFIC APPLE

by Clayta Morand

The "Old Woman In the Shoe" complex is common to Apple owners whose data storage has gotten out of hand. A daily rummage through stacks of disks to get to the information you need can be exasperating and time consuming.

Now, Apple's new ProFile Personal Mass Storage System for the Apple III personal computer helps you overcome this problem by centralizing 5 million bytes (35 diskettes) worth of data.

ProFile™ fits between the Apple III and Monitor III, hardly taking up any room. It is compact, light, simple to install, and quiet. ProFile accesses information ten times faster than a floppy disk, at a cost of less than one-tenth of a cent per byte. This increases general productivity while cutting expenses.

Since the release of ProFile, a growing number of Apple III software and language programs for the big disk are becoming available this fall:

BACKUP III. This program provides backup security for large storage devices, such as the ProFile. As with diskettes, it is important to have a backup copy of the information and software stored in the ProFile. Backup III, a floppy-disk based system for saving files, marks the files that it copies from the ProFile.

When a new version of a file replaces the saved version, that file's mark is cleared, signaling to update the backed-up copy.

SENIOR ANALYST III. This program is a corporate financial tool for managers who need to develop financial projections, determine cost figures, or work on "What if" scenarios. Senior Analyst III consolidates files from different users in different locations, develops complex models, and documents assumptions in plain English. In conjunction with the ProFile, the program makes it easy to develop or link large financial models on your Apple III.

QUICK FILE III. Quick File III helps you organize small to medium collections of information such as address lists, appointment calendars, expense reports, and investments. It is RAM-based, loading its entire database from disk into memory before use. This gives it extremely rapid access to moderate-sized files of information.

APPLE III COBOL. COBOL (Common Business Oriented Language) is the most widely used programming language for commercial and administrative data processing. It is useful for compiling, testing, debugging, and executing ANSI standard COBOL programs.

APPLE III RECORD PROCESSING

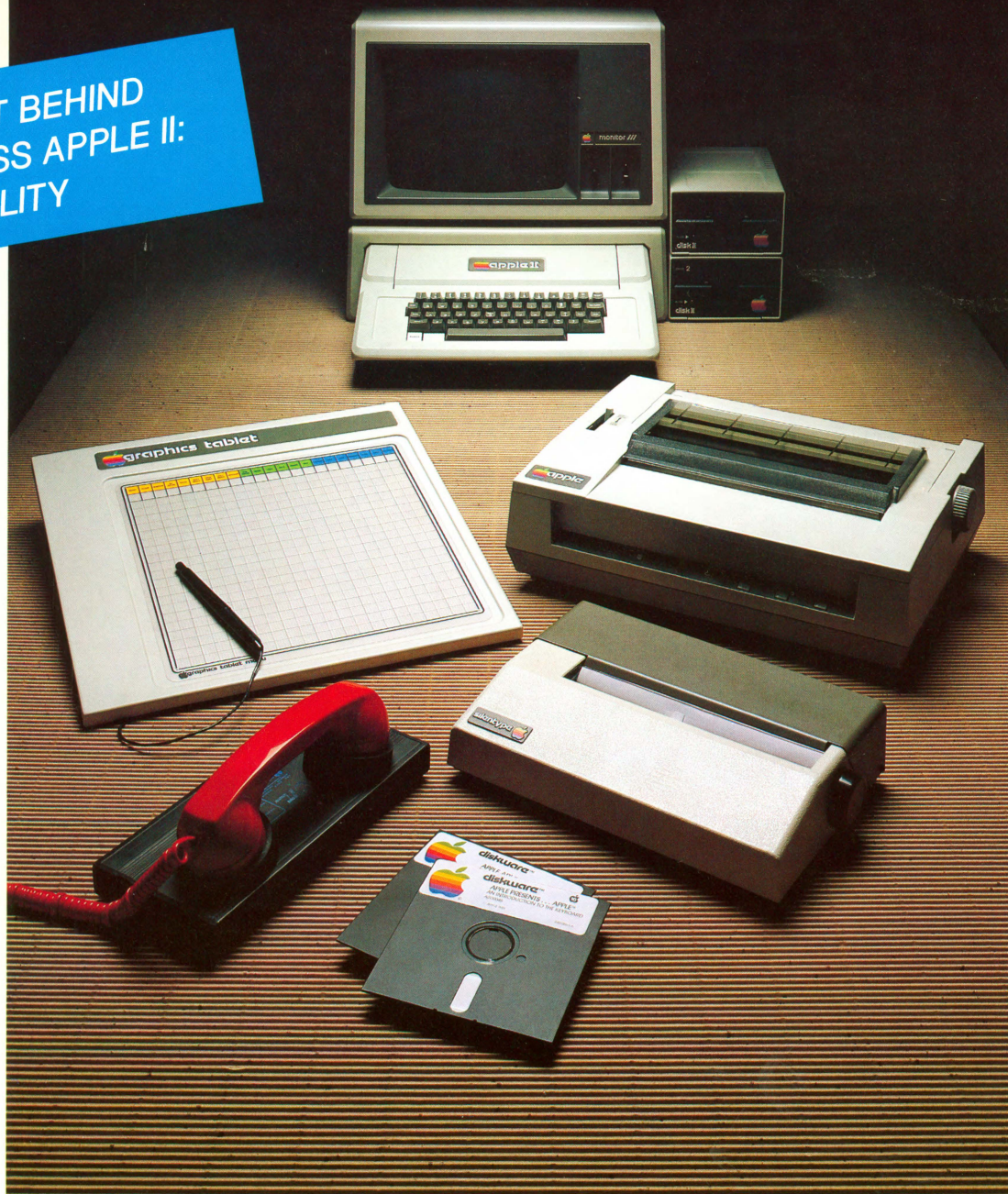
SERVICES (RPS). RPS is a multi-keyed file access method that saves Pascal programmers costly development time. It allows you to do data storage and retrieval at the record level, providing a solid base for programs handling large quantities of data.

All of these new programs will "run from the ProFile," which is a real plus because of ProFile's rapid access time to programs or text files. For instance, you can place the Senior Analyst program on ProFile along with financial models that you have created using the program. This allows you to compile calculations from several, separate models stored on ProFile without having to first load them from several floppy diskettes.

Of course, the software programs mentioned above can be added to the list of programs currently available from Apple, including: Apple Writer III, Apple Access III, Mail List Manager, Apple III Business Graphics, Apple III Pascal, Apple III Pascal Utility Library, Apple SoftCard III, and Apple Business BASIC. There's also a growing list of software for the Apple III from other companies.

For specific information on the products mentioned in this article, see *Close Focus* in the back of this magazine.

THE SECRET BEHIND THE AGELESS APPLE II: EXPANDABILITY



In the beginning, there was a bare-bones box with 4K....

Five years ago, Apple made sure that the first mass-market personal computer was a machine that could be easily expanded into other applications. Since then, nearly half a million people have become Apple II owners, using their computers in business, education, government, science, and the home.

But much has happened in five years of industry-wide technological advancement. The Apple II personal computer is now capable of being expanded to perform even more functions.

There are at least six major areas in which the Apple II is easily expanded: memory, storage, peripherals and interface cards, languages, and telecommunications devices.

User Memory (RAM)

The Apple II lets you expand your system's memory without altering the hardware. If you have a 16K or 32K system and want more memory capacity, you buy Random Access Memory (RAM) chip sets from your local authorized Apple dealer and insert them into the system's main-board plug-in sockets. In this way, you can expand your system up to 48K RAM.

If you want even more memory capability, Apple has a 16K Language Card which plugs into slot zero of eight built-in expansion slots at the back of the Apple II. This provides you with a total of 64K RAM. [The Apple II Disk Operating System (DOS) only "understands" 48K of

memory, but the additional 16K can be used by some programs—like VisiCalc® and Pascal-based programs—that work with more than 48K memory.]

If you're still not satisfied, expansion up to a phenomenal 256K of memory is possible using cards sold by companies specializing in add-on products for the Apple.

Storage

Up to six disk drives can be used with the Apple II. Since one diskette holds about 50 pages of single-spaced information, six drives allow the system to accommodate about 350 pages "on line"—as well as an infinite number of pages stored "off line" in a diskette holder on your desk.

Disk drives for your Apple may be purchased with or without a controller card. However, the first drive you buy must have a controller card to connect the drive to your Apple. Up to three controller cards and six disk drives can be added.

Peripherals and Interface Cards

Eight peripheral board connectors are built into the system so you can add accessories without making system hardware changes:

▪ *Printers*

Whatever you need—a thermal dot matrix, dot-matrix, or letter-quality printer—Apple has them, with everything (interface card and connector cable) that's necessary to be up and printing in no time.

▪ *Monitor*

Apple offers a 12-inch screen-monitor which produces sharp, highly readable, 80-character by 24-line text and high resolution graphics. The monitor comes with a non-glare screen so you can work comfortably with it for hours at a time. Monitors are available with either green or white phosphor screens. Connection is easy with a standard cable.

▪ *Numeric Keypad*

This is a 16-key accessory numeric keypad for the Apple II, with additional keys for addition, subtraction, multiplication, division, and parentheses. For VisiCalc users, there are special keys for entering data, deleting entries, and moving the cursor in four directions.

▪ *Graphics Tablet*

The Graphics Tablet provides a versatile electronic medium for creating computer graphics such as: block diagrams, architectural renderings, logic diagrams, schematics, mechanical shapes, and artistic illustrations.

▪ *IEEE-488 Interface Card*

This card enables your Apple to program and operate virtually any test, measurement, or control instrument that is bus-compatible with the IEEE-488 interface standard. This includes such equipment

as frequency generators, digital voltmeters, programmable power sources, spectrum analyzers, and more.

▪ *Hobby/Prototyping Card*

You can build custom interfaces for your Apple on this card. It accommodates most integrated circuits and components, and has built-in facilities for attaching a variety of connectors and switches to your circuits.

Languages

If you want to program or learn to program, there are a number of Apple language packages. Certain languages are better for education, others for business, and still others for mathematics, engineering, and science applications. With

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most of the language packages, you'll have to have an Apple II Language Card. The card allows you to load different languages into your Apple. It also makes both Applesoft and Integer BASIC available at one time in the system, while increasing the internal memory of a 48K Apple to 64K.

Apple software packages are available for programming in Pascal (good for business, scientific, and educational applications) and FORTRAN (for mathematics, engineering, and scientific purposes).

CIS COBOL, a powerful, CP/M-based implementation of COBOL, allows you to create and modify business applications software. This language requires the addition of the SoftCard™ Z-80 board.

SuperPILOT and Logo, languages particularly useful for developing training materials, are also available.

Telecommunications Devices

Another world of expandability opens up when you get a modem (telephone connecting device) for your Apple. A modem allows you to access information by plugging into data bases like Dow Jones, newspaper services like UPI, and other services such as The Source and CompuServe. A modem will also let you send electronic mail. Many companies offer modems compatible with the Apple II.

For specific information on products mentioned in this article, see Close Focus at the back of this magazine.



Apple and the Chocolate Factory,

Casanova Style

By Mike Malone

Even the world of chocolate making can be made a little bit sweeter with the help of an Apple computer.

After all, chocolate is a business. Behind all of those chocolate Easter rabbits and Valentine hearts is an advanced manufacturing line, an experienced administrative office and a highly trained sales force—just the place for an Apple.

The Casanova Chocolate Co. of Milford, Connecticut, manufactures milk chocolate holiday 'novelties' (Easter eggs, bunnies, and Valentine's Day hearts) as well as jellybeans for sale to supermarkets, drug store chains and firms such as Woolworth's. Behind this charming business is a moving story. Co-founder Alex Thau, now vice president and chief candy chef, learned his trade in Switzerland. He came to America in 1937 and worked at a Manhattan candy factory.

Following the Second World War, Thau met brothers Emerich and Zoltan Guttman, two Czechoslovakian survivors



GOMEZ



of Nazi concentration camps. The Guttman brothers knew nothing of the candy business (or English for that matter), but had come to the United States to start a new life. In 1947, with \$9,000, the three men started Casanova. This year sales are expected to reach approximately \$6 million, with a seasonal staff of more than 60.

It wasn't long after the firm was acquired in 1977 (the principals remained active) that the new owner, Murray Buttner, decided that it was high time the firm entered the computer age. Unfortunately, his first attempt—using a minicomputer recommended by his accounting firm—was “a very unhappy experience” that lasted three painful years before Buttner and company decided that the computer was well beyond their needs.

Luckily, both Casanova Chocolate and Buttner's belief in computers survived intact. With two staffers—production manager Stanley Guttman (Emerich's son) and bookkeeper/secretary Karen Anderson—Buttner went to the local computer store in mid-1980 during the annual break period between holiday seasons. There, after perusing shelves and trying demonstrator models, Buttner and his staff decided on an Apple II Plus. Even with a daisywheel printer, the system still cost less than \$5,000—compared with \$150,000 for the minicomputer.

The Apple II Plus computer and software, including VisiCalc, were delivered in July. Responsibility for the Apple's operation was placed entirely in the hands of Anderson, who had utterly no experience in the use of computers. According to Anderson, she just sat down in front of the computer with a manual and started in.

It took her three months. “At first you're afraid you'll touch something wrong,” she recalls, “but once you get over that initial threshold you're okay.” Using a BPI software package priced under \$1000, Anderson found that by the beginning of the busy Fall manufacturing season, she had much of Casanova's business activities on the computer.

“Starting with the first program is difficult,” says Anderson, “because you really don't know what to expect from the computer.” Even so, the BPI software was pretty easy to learn. “From the documentation I've seen, BPI documentation is well-written. It's easy to follow.”

Anderson also feels the company offered her great support. “We made a few calls to BPI when we got stuck. They were very helpful to us.”

In the span of a summer, the Apple II Plus, operated by a self-taught user, was handling all of the firm's accounts payable and receivable, invoices, and general ledger. In subsequent months, Anderson added a check-writing function. Since then, she has taken three computer courses—including one on the Apple itself.

Anderson has now become so adept with her Apple II Plus that she is closing the books just three days after the end of the month—compared with more than a week with the \$150,000 minicomputer. Anderson adds that she is presently becoming proficient at VisiCalc in order to prepare budgets and more complex sales analyses. She says that she is also planning to add word processing to the computer for memo and report writing.

In fact, Anderson admits, she's “been bitten by the computer bug. At some point I'd like to get one for myself.” In the meantime, the Apple at Casanova keeps her busy with new challenges.

Anderson isn't the only staffer who's fallen in love with the Apple II Plus. Stanley Guttman, the production manager, has taken a computer course, and has written a number of programs for the computer for inventory control, sales analysis, commission computation and scheduling—a welcome improvement over the firm's previous method of scheduling by hand. The programs are written in Applesoft BASIC, which Guttman learned to use through the Apple Tutorials. In addition, Guttman is using Apple Plot to prepare sales graphs. The Apple is a distinct improvement over the ‘shirt board’ manual record keeping Guttman was forced to use in the past.

President Buttner has also taken to his new computer. He bought a second one to conduct similar operations at his other firm, \$4 million Waterbury Lock Co., manufacturer of security devices.

And that is just the beginning. Buttner also has bought an Apple for use at home, following the stock market and educating his children.

Meanwhile, at Casanova Chocolate, as the firm begins to prepare for the holiday rush, the Apple II Plus is keeping the bottom line as sweet as the Easter eggs and the jellybeans.

COMPATIBLE AND RELIABLE: APPLE'S NEW PRINTERS SOLVE OLD PROBLEMS

by Lauryn Jones

One of the most common peripherals bought after the purchase of a personal computer system is a printer. Adding to the variety of printers to choose from, Apple has recently introduced two new printers: the Letter Quality Printer and the Dot Matrix Printer.

When you are shopping for a printer, you should be looking for the best piece of hardware that satisfies both your printing needs and your budget. But keep in mind that hardware isn't everything. You must also consider a printer's reliability and software compatibility with your Apple—two factors that many printer owners-to-be, unfortunately, tend to overlook when choosing the right printer.

Each printer model has a list of what it can do, known as its "technical specifications." You may buy a printer based on its technical specs alone. Though a printer may have an impressive *can do* list, it will not print anything unless you have the compatible software to drive it. Nothing is more frustrating than to buy a feature-loaded printer only to find that just a few features of the printer can be used. Thus, software compatibility is a critical factor; it is the software that determines what your printer will *actually* do.

Reliability, like software compatibility, is another major consideration when choosing a printer. The typical printer has a large number of electronic and mechanical parts. Because of its bulkiness and its moving, mechanical components, a printer is extremely sensitive to improper handling. A sturdy and dependable printer will save you time and money from constant printer repairs.

Apple now has three reliable printers, which are all compatible with

your Apple system. The Apple Letter Quality Printer gives you the same quality printing as an electronic typewriter. The Apple Dot Matrix Printer is a versatile printer producing draft-quality printouts of both text and graphics. And the Apple Silentype, a thermal graphics printer, is a low-cost printer capable of both text and graphics printouts.

Compatible and Reliable

All three printers have been customized for your Apple computer. With the Apple Dot Matrix Printer, for instance, you can choose between any one of its seven multi-language character styles and symbols by just flipping a switch. You can embed graphics in text, or create your own custom character set without having to buy additional software.

The Apple Letter Quality Printer uses condensed microprocessor control electronics with an innovative drive mechanism. The traditional steel

cables and multiple-adjustment pulleys have been replaced with a custom-designed ribbed belt. This printer design requires fewer mechanical and electronic parts, thus increasing its reliability.

All of Apple's printers have been designed for out-of-the-box, straightforward installation with your Apple system. So, forget about the soldering wire and the special tools. These dependable printers plug right into your Apple and are ready to go in minutes. For more information, or a demonstration of the printers, visit your Apple dealer.



PHOTOGRAPHY: DAVID CAMPBELL

GETTING PERSONAL: An Interview With A. C. Markkula

A.C. "Mike" Markkula has been a significant force behind Apple's success in the personal computer market. In 1977 he joined with Apple cofounders Steven Jobs and Stephen Wozniak to help them lay the fiscal foundation for a company which would be able to grow as Apple has. Previously, Markkula had successfully managed marketing in two semiconductor companies that had experienced dynamic growth—Intel and Fairchild Semiconductor.

Markkula is now president and chief executive officer of Apple, a position which he has held since 1981. At work, he resides in a spacious "Herman Miller" cubicle in an open office environment. He looks like your typical "ordinary guy." His manner is pleasant and direct, and his office is disgustingly orderly. Tucked away on Herman Miller-designed shelving are Markkula's Apple, monitor, disk drives and the rest of the computer paraphernalia. As I begin to ask him some questions, I feel myself relaxing. This fellow is easy to talk with. Though there must be a myriad of things on his mind, he appears to be totally focused on our conversation...

Willson: In your opinion, is Apple going to become a typical billion dollar company or is it going to be different?

Markkula: Well, I don't know what a "typical company" is, really. Each company differs from each other company by what I like to think of as a "corporate character." IBM is not like Hewlett Packard. And Hewlett Packard isn't like Sony. And Sony isn't like Intel. Each has their strengths and weaknesses...

W: What are Apple's strengths?

M: Apple would like to be as good as any company on each count that we consider to be important. For example, quality. Most people would say that Sony makes very high quality products. We'd like to be known as making better products than Sony. Most people would say that HP treats their employees in a favorable manner. We'd like our employees to think that we do a better job for them, than if they were at HP. Most people would say that Intel is a technology leader. Well, we'd like to be more of a technology leader than Intel... So, I guess if there's one thing that separates us from other companies, it's that we really want to be the best at what we do.

W: What is Apple planning for the after-sales education and ongoing support for people who buy computers, but don't know a lot about them?

M: Well, we're trying to attack that problem from two points of view. One approach is to try to make sure that people who buy our systems can be well supported...so they have a very positive experience. We know that once people get over that initial learning process, they just jump in and really get a lot of use and benefit out of the product. There's been a lot of press, recently, about Apple being against mail order sales. Some of our potential customers don't like it because they think they can get a discount by buying the other way. And that's true.

So why are we against mail order? Well, one very real reason is that we know that a computer is still fairly complicated. Most people need a little help to get it going, and the only way that that help can be provided is through a full support dealer. We received many letters from customers who had problems as a result of buying through mail order and not having that personal relationship—somebody they could phone and say, "Gee this doesn't seem to do what I thought it would do. What am I doing wrong?" or, "can you help me?"

W: ...Because it's the unknown.

M: Roger. Then there's another direction we're taking toward solving the problem.



"Today, it takes about twenty hours to use an Apple II and be comfortable with it...We expect to be able to reduce that twenty hours to twenty minutes..."

We're trying to develop technologies that make computers easier to use than those we have today. If we can make them so easy to use that they don't take any instruction, or learning, then we've really got the right answer.

W: Everybody knows that Apple is developing new products. What are they going to be like?

M: Well, they're going to be revolutionary in ease of use. I think you measure things as being evolutionary or revolutionary by the magnitude of the change. Today, it takes about twenty hours to learn to use an Apple II and be comfortable with it. We expect to be able to reduce that twenty hours to twenty minutes. If we can accomplish that, that's a factor of 60. That's revolutionary...And that's the major thrust of our new products.

W: Then, with these revolutionary new products in the works, where does that leave the 450,000 Apple II owners? Does this mean their systems will be obsolete?

M: Not at all, in the same way that one of the most popular cars on the road is a Volkswagen. Nobody looks down on that car and says, "Oh well, that's obsolete." They're reliable. They do the job they're intended to do.

W: Will Apple continue to support the Apple II, then?

M: Oh, absolutely. Besides, I think that the Apple II will still be in production another 3-4 years, and in good volume.

W: How are software developers responding to the III?

M: Very favorably. The number of third party software developers that are using the product, and developing software for it, is somewhere between 50-60. The Apple III in particular, with the ProFile using the Pascal system, is one of the finest development systems on the market today. One particular software developer that I worked with said it's a "software developers dream"...

W: So, you anticipate that software for the III will grow?

M: Yes, very rapidly. It already has, just since last January. There were eight major packages in January. Now there are more than one hundred. And I'm talking

about substantial software, not just games.

W: What do you think about software protection? Should people be able to copy programs?

M: I think the answer to that is yes. On the other hand I don't think people should copy software for any purpose other than to make a back-up...The problem boils down to the accounting package that's a \$600 diskette, and a game diskette for \$9.95. People say, "Gee, it's just a diskette. Why should I pay \$600 for one and \$9.95 for the other? For \$600, maybe I can copy one from the guy down the street."

W: Yes. That would be tempting...

M: Right. So I think we need to provide an economic solution where our software is priced very aggressively, so that people who purchase it feel that it's truly a worthwhile price. They need to weigh things like the fact that they can take a defective diskette back to the dealer and get a new one...that they get a real, honest-to goodness manual, that's printed and done properly—instead of a copy of somebody else's. And that they can feel good about calling up the company who produces the software if they have a question...because they purchased it legitimately.

W: How do you use your personal computer?

M: For everything.

W: What's everything?

M: I keep all of my information on a little data base. I use it for accessing remote data bases like the stock market, Dow Jones, and newspapers and all that stuff. I make extensive use of the modeling programs like VisiCalc, Business Graphics...and I type all my own memos with Apple Writer.

W: Do you also use it in your home?

M: Yep.

W: What for?

M: The same things.

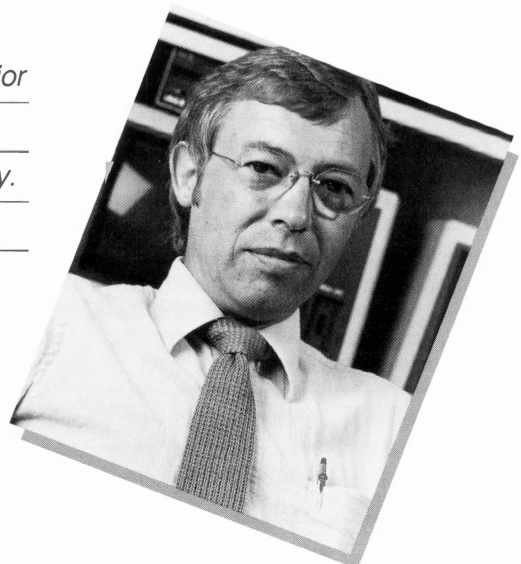
W: You don't have your garage door hooked up to it or anything?

M: Um..yeah, as a matter of fact I do. And, of course, the kids play a lot of games...I use it for all kinds of things.

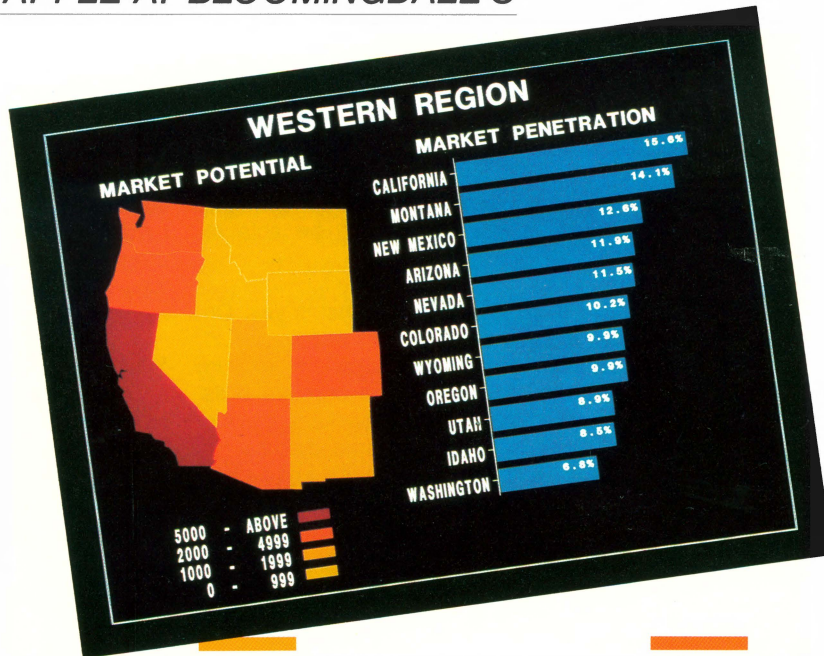
W: If you could deliver one message to Apple owners, what would it be?

M: I guess it would concern customer support...It should be made very clear that it is the company's commitment to support Apple owners now, and until they decide they no longer have a use for the product. A part of our company's philosophy is to build a computer that gives more than it was expected to give when it was purchased. The more an owner uses his Apple, the more pleased he becomes that he bought it in the first place. We try to do that in a lot of ways, and this little magazine is probably just one example. So, Apple owners should expect that kind of commitment from us.

"There were eight major software packages for the Apple III in January. Now there are more than one hundred..."



Converting the endless streams of numbers into useful, easy-to-understand graphs and charts, an Apple works behind the scenes at Bloomingdale's...



M

anagers in Bloomingdale's New York systems office have an Apple II Plus computer generating numerical information and handling the store's business graphic presentations. Using a combination of Apple II Business Graphics software and a special plotter, the Apple II produces dramatic, visual displays of information valuable to managers in both formal presentations and informal briefings. The colorful charts and graphs produced by Apple II Business Graphics portray customer profiles, forecasts, profit and loss data, and gross margins. Bloomingdale's management uses the information to evaluate the facts behind decisions more effectively.

Systems analyst Mike Fruchter has the job of preparing this statistical information for the company's semi-annual planning meetings. "It used to be a formidable and expensive task," he reflects. Information came in late and suddenly there were a myriad of graphs to produce—manually.

His first experience with Apple II Business Graphics was enough to convince Fruchter of the program's value. "I loaded in the software, and within a couple of hours I was producing graphs," he claims. "Almost right away I could do the rudimentary things, and in about two weeks I had full command of the program."

Fruchter also says the software saves money. He estimates that Apple Business Graphics cuts the time and costs related to displaying graphic information by eighty percent.

A Case In Point

Now that he is using the Business Graphics program, it only takes Fruchter about ten minutes to produce a graph—so he has time to toy with different ways to format the information before settling on one approach.

Recently, Bloomingdale's Apple II was used to prepare the financial reviews for the new King of Prussia store, in Pennsylvania. Fruchter needed to compare the store's real growth to projected growth. After experimentation, he combined a line graph, which corresponded to the projected growth, with a bar graph that showed the store's actual growth. The combination of graphics worked.

"I often use bar graphs in presenting this kind of information, because they show up better for large group presentations," Fruchter explains. In the past, experimentation has led him to develop customized graphics using vertical and horizontal bar charts, pie charts, line graphs, area graphs, and different colors to enhance the presentation formats. The contrasting colors, says Fruchter, make complex statistical information easier to comprehend.

Business Graphics and Apple Owners

Apple Business Graphics is not limited to corporations the size of Bloomingdale's, either. Anyone who needs to present numerical information will find the easy-to-use features of the graphics program useful.

Operating the software requires no knowledge of programming and no artistic skills. First, you choose the graph format that best displays your informa-

tion. After giving the program the statistical information to put on the graph, you use simple commands such as "DRAW BAR" or "SET COLOR GREEN". The computer then arranges the information and displays it on the screen of the monitor. You can print the graph to a printer, draw it on a plotter, or save the image on your diskette for future use.

With this method, you can produce colorful pie charts, or horizontal and vertical bar graphs. You can plot two or more graphs on the same set of axes; generate line, dash, and area-filled graphs; create scattergrams; and much more.

Simple pictures, rather than lists of statistics, can be used to represent numerical data such as: sales and stock activities, production schedules, quality control data, investment comparisons, etc.

The Apple Business Graphics program also allows you to load, plot, and analyze data from VisiCalc, Apple BASIC, Apple Pascal and Apple Plot files. You can perform statistical analysis on data files to determine minimum, maximum, sum, mean, standard deviation, and variance. Or you can establish data trends through fitting least squares, constant, parabola, logarithmic, and sine curves.

The program works with the Apple Silentype® and Qume Sprint 5 printers, and Hewlett-Packard and Houston Instruments plotters.

For specific information on products mentioned in this article, see *Close Focus* at the back of this magazine.

BOOKS



Don't (Or How to Care for Your Computer)

by Rodnay Zaks

Cartoons by Daniel LeNoury
200 pages, 100 illustrations
Sybex, 1981. \$11.95

Don't (Or How to Care for Your Computer) is an ideal reference book for both beginning and advanced computer users. Though it assumes that readers have had no previous experience with computers, it presents information that even the advanced computer user will find helpful.

Author Rodnay Zaks focuses on how to care for your computer system and keep it running properly. Throughout the text, Zaks sprinkles true and often perversely amusing "horror stories" about problems that have been caused by poor maintenance or ignorance on the part of the user.

One relates an owner's frustration with a program that wouldn't run. Servicing revealed no hardware problems, and the software publisher found nothing wrong with its product. The owner, it turned out, had ruined his data diskette by labeling it with a ball point pen. Unfortunately he went on to ruin the main system diskette too, before learning that diskettes aren't meant to be handled that way.

The book's 13 chapters discuss how to care for floppy and hard disks, CRTs, printers, tape systems, and software. Also covered are tips on security and maintenance. Daniel LeNoury's light-hearted computer cartoons add a nice humorous touch.

Don't (Or How to Care for Your Computer) is available through Sybex, Inc. To get your copy, send \$11.95 (plus \$1.50 for postage and handling) to Sybex, Inc., Dept. AOA, 2344 Sixth Street, Berkeley, CA 94710.

Reviewed by Linda Merrill

Apple Pascal: A Hands-On Approach

by Arthur Luehrmann and Herbert Peckham

McGraw-Hill, 1981. \$16.95 (Order# 49171-2)

Learning how to program in Pascal can be a bit like learning how to play the piano. On the piano, practicing scales develops your dexterity so you can play with ease and style. In Pascal, learning the structures of the language teaches you how to structure your thinking so you can write programs that run efficiently.

Luehrmann and Peckham have developed a lesson-oriented guide that walks you through the first stages of learning the Pascal language on the Apple II. (Apple III owners can use its Pascal programming information as well, although some of the actual key-strokes will be different.) By means of 14 two-hour lessons, you'll learn how to write Pascal programs and how to get around in the Pascal operating system.

Each lesson is a step-by-step exercise that shows you how to develop different types of programs. You'll draw pictures, make music, and utilize other features of the language. The authors even lead you into an occasional pitfall, making you experience many of the most common mistakes before you start writing your own code. Fear not. They always show you in detail how to get going again.

The instructions in the book have been written specifically for systems with one disk drive. Admittedly, Pascal is easier to use if you have two drives. But many Apple owners (particularly novices) have only one. By orienting the book to one-drive systems, they've made it universally applicable.

Apple's Pascal manuals are designed as reference guides to the special features of Apple Pascal, rather than as teaching guides to the language itself. This book provides an ideal complement to them. It doesn't attempt to offer a complete summary of Pascal's features, but it does get you started with the language. The book is available from many computer dealerships, and is included with the Apple II Pascal language package.

Reviewed by Tony Dirksen

THE PUZZLER



...is a frivolous game designed to waste the time of busy people who are desperate for diversion. It focuses on five categories of the most trivial questions we could come up with about Apple and Apples, and promises you nothing to show for your efforts—unless, of course, you should win...

There are two ways to win the Puzzler. The first method is to be one of the first five people to send in a postcard with correct responses to all five questions. The second method is to be the person who sends in the most creative set of completely incorrect responses.

The reward? ...is a piece of software from a select list of Apple software packages, an Apple T-Shirt with "I solved the puzzler" silk-screened on the front, and your name printed for all to see in the next issue.

So...here's the collection of stumpers:

Q1: Apple/Organization:

-What do the initials "A.C." stand for in A.C. Markkula (President of Apple Computer, Inc.)

Q2: Hardware:

-In which slots will the Language card function properly?

Q3: Software:

-Apple II VisiCalc will allow up to _____ rows and _____ columns.

Q4: Technical:

-Using standard floppy disk drives, what is the maximum floppy disk storage you can achieve with an Apple III in emulation mode?

Q5: Basic Apple:

-What is the weight of an FCC approved Apple II?

Rush your answers to:

The Puzzler
c/o Apple On Apples
20525 Mariani Ave., 9L
Cupertino, CA 95014

CLOSE FOCUS



...On the details about the products mentioned in this issue. For an even closer look, visit your authorized Apple dealer.

	Suggested Retail Price	Apple Model Number	System Configuration
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ProFile and the Prolific Apple III

APPLE III PERIPHERALS

ProFile® Disk Drive	\$2995.00	A3M0305	A///
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APPLE III SOFTWARE

Backup III	free for ProFile owners		A///
Senior Analyst III	\$350.00	C3B0005	A///
Quick File III	100.00	A3D0020	A///
Apple III COBOL	495.00	A3D0021	A///
Apple III RPS	n/a	A3D0018	A///
Apple III SoftCard	450.00	D3D0098	A///
Apple Writer III	\$225.00	C3B0001	A///
Apple Access III	150.00	C3B0003	A///
Apple III Mail List Manager	150.00	A3D0003	A///
Pascal Utility Library	75.00	C3S0001	A///
Apple III Business Basic	125.00	A3D0004	A///
VisiCalc III	250.00	A3D0002	A///

The Graphic Apple at Bloomingdale's

APPLE II SOFTWARE

Apple II Business Graphics	\$175.00	A2D0049	All +
VisiCalc®	200.00		All +
Apple Pascal	250.00	A2D0024	All +
Apple Plot	70.00	A2D0033	All +

PRINTERS

Silentype® Printer Apple II	\$ 395.00	A2M0036	All +
Qume Sprint 5/45	2995.00	D2M0060	A/// or All +

PLOTTERS

Hewlett Packard 7225B	\$2750.00		A/// or All +
Hewlett Packard 7470A	1550.00		A/// or All +
Hewlett Packard 7220 Series	5800.00 to 7900.00		A/// or All +
Houston Instruments			
HIPILOT DMP Series	1085.00 to 2680.00		A/// or All +

Apple and the Chocolate Factory

BPI SOFTWARE

BPI Accounts Receivable	\$395.00	D2D0002	All +
BPI General Ledger	395.00	D2D0003	All +

Compatible and Reliable: New Printers Solve Old Problems

PRINTERS

Silentype Thermal Printer III	\$350.00	A3M0001	A///
Silentype Printer Apple II	395.00	A2M0036	All +
Apple Letter Quality Printer	2195.00	A3M0025	A/// or All +
Apple Dot Matrix Printer	695.00	A2M0058	A/// or All +

Apple II Expandability

APPLE II PERIPHERALS

Monitor III	\$249.00	A3M0006	A/// or All +
Graphics Tablet with Interface	795.00	A2M0029	All +

	Suggested Retail Price	Apple Model Number	System Configuration
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APPLE II INTERFACE CARDS

Prototyping/Hobby Card	\$ 24.00	A2B0001	All +
Parallel Printer Card	180.00	A2B0002	All +
Language Card (16K RAM Card)	195.00	A2B0043	All +
IEEE-488 Card	450.00	A2B0015	All +
AppleSoft II ROM Card	200.00	A2B0009	All +

MEMORY EXPANSION BOARDS

Saturn System 128K RAM			All +
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APPLE II SOFTWARE

Apple Fortran	\$200.00	A2D0032	All +
Apple Pascal	250.00	A2D0024	All +
Apple Logo	175.00	D2D0100	All +

MODEMS

D.C. Hayes Micromodem II	\$379.00		A/// or All +
D.C. Hayes Smartmodem	289.00		A/// or All +

COMING EVENTS



The following trade shows and expos are Apple-related events which you might be interested in attending this fall. If you know of upcoming events in December and January, please forward the dates and event description to the editor.

EVENT	DATE	LOCATION
Edmonton/Alberta		
Computer Show	Oct. 4-7	Canada
National Premium		
Show	Oct. 11-14	Chicago, IL
AppleFest	Oct. 28-31	Houston, TX
Canadian		
Computer Show	Nov. 15-18	Toronto, Canada
L.A. Computer		
Showcase	Nov. 18-20	Los Angeles, CA
AppleFest	Nov. 18-21	San Francisco, CA
Comdex '82	Nov. 29-	
	Dec. 2	Las Vegas, NV
Training '82	Dec. 6-7	New York



More than 1000 companies produce programs and peripherals for your Apple computer. In this column, we will describe some that you may find of interest. These are not Apple products, and are not endorsed by Apple Computer, Inc.

VisiSchedule: VisiCorp

If you have ever had to plan a large project before, you know that projecting deadlines, calculating costs, and generating reports and schedules can get rather complicated. VisiSchedule is a project planner program which is useful for scheduling projects and estimating costs.

It applies the critical path method for planning your task by treating your project as a series of jobs. Each job's input consists of a name, duration, direct costs, manpower mix, and a list of prerequisite jobs that must be completed first. VisiSchedule uses the prerequisite list to link all the jobs together into an overall project schedule, showing which jobs are critical. With VisiSchedule, your "what if?" questions can be answered instantly, and updating your schedule and costs is very simple. The program gives you printouts in four forms: project description report, job description report, tabular job report, and schedule. The VisiSchedule software package comes with two program diskettes, program documentation, and a tutorial. Suggested retail price: \$300.

VisiSchedule is available for the Apple II and the Apple III at your authorized dealer.

**SuperTalker SD200:
Mountain Computer**

SuperTalker, unlike the other speech simulators in the market, produces computer speech with natural intonations and distinctive voices of both sexes. The SuperTalker digitizes human speech recorded through a system microphone and stores it into the computer's Random Access Memory (RAM). The speech data in RAM can then be easily manipulated. The main advantage SuperTalk has over the other speech synthesizers is intelligibility. It is much easier to understand SuperTalker, because of the digital recording technique, than to understand computer speech generated by a synthetic approach.

Applications with SuperTalker include computer aided instruction, speech therapy, teaching foreign languages, and voice-controlled appliances. The SuperTalker can also be hooked up with your home alarm system and a modem. When an intruder enters your house, your computer can automatically dial the police station, and the SuperTalker can give the police your house location and tell them to come immediately...

Peripherals included with the SuperTalker package are a peripheral card, a microphone, an eight-ohm speaker, operating software and demonstration programs, and documentation. The SuperTalker Preparation program allows you to store voice files on diskettes. Suggested retail price: \$199.

SuperTalker is available for the Apple II at your authorized Apple dealer.



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