

applesource22

A NEWSLETTER FOR APPLE COMPUTER DEALERS

AUGUST 1981

CHAMPIONING THE APPLE III

"The III has been flawless!" That statement and the enthusiasm with which Pete Zezima says it convinces one very quickly that this man thinks his APPLE III is the greatest thing since sliced bread (sliced Pepperidge Farm bread, that is).

Pete has had an APPLE on his desk for two years and for the past 8 months his APPLE has been a III. So far there are 40 APPLES in the 10 Pepperidge Farm plants. That's just a beginning though because Pete Zezima, Corporate Manager of Manufacturing—Computer Services, plans to see an APPLE in EVERY department.



"This system has been extremely cost effective. What used to take 3 weeks to do now takes only 15 minutes. We aren't replacing anyone, but APPLES are allowing us to vastly improve personal productivity." Pete has taught 160 employees how to use VisiCalc™. He believes that it is much more efficient to teach someone VisiCalc than to teach them programming skills. For instance, "what if" games involving marketing strategies become a piece of cake. There are presently 1500 applications on their APPLE Library worksheet. VisiCalc and a fleet of APPLES have made this possible.

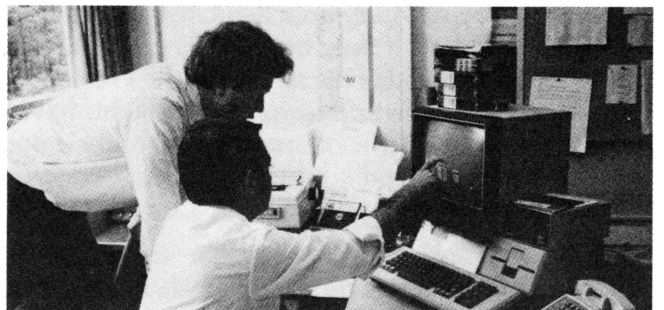
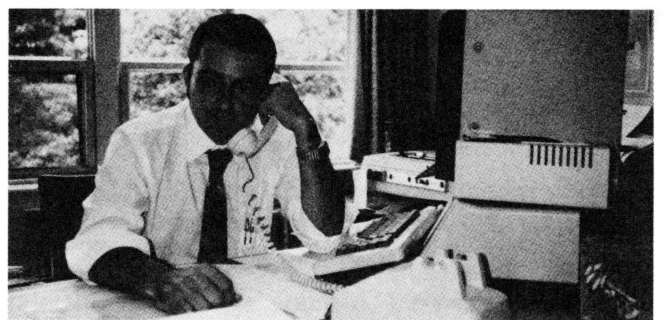
When you enter the lobby of Pepperidge Farm you are greeted by an ancient black stove. It is the very stove in which Margaret Rudkin, founder of the company, baked those first loaves of bread. Since then this company has continued to pride itself on using the same fine ingredients and creating products reminiscent of the goodness baked by Grandma. It is exciting to observe the marriage of old values with the efficiency of contemporary technology. Computing power at this third wave company is in the hands of individ-

uals and this helps managers/professionals do their jobs faster and more effectively.

How does a sale like this begin? It begins with an APPLE dealer, of course. In the case of Pepperidge Farm the first APPLES that began cropping up throughout the company were installed by Jack Tomlinson of Computerland in Hamden, Connecticut. The venture began II by II, but when the 71K VisiCalc paired up with the III, Pete wanted the consolidation capability that the additional features of the APPLE III allows. And so the change-over began. When Pepperidge Farm began applying their policy of having more than one supplier for all goods to APPLES, Keith and Curt Fox of Microcomputer Store in Norwalk, Connecticut got in the act. Now Pete keeps in constant contact with both stores which is working out extremely well since each gives Pete strong support and service.

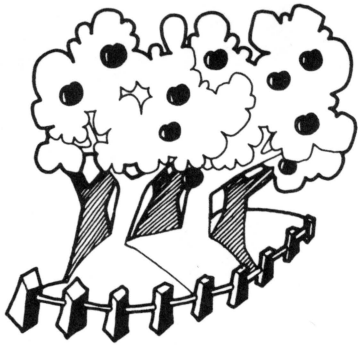
What happened to all the II's when Pete changed over to IIIs? Most of them were sold to delighted Pepperidge Farm employees, of course!

Linda Lyon



Curt Fox observes one of 1500 applications Pete Zezima is doing with VisiCalc and his APPLE III.

DELIGHTFULLY ADDICTIVE GAMES



OUTSIDE THE ORCHARD

My palms are sweaty, skin clammy, eyes blurry and red. The thumb of my right hand and forefinger of my left hand are unbelievably sore. Recurring nightmares make sleep fitful and uneasy. Fuzzballs, fuzzballs—surrounding me—destroying me! Life isn't at all easy once you're "hooked" on "Space Eggs", a delightfully addictive software jewel. Four sets of eggs float around in space, waiting to be broken open by a shot from your space ship. A monster, beginning with relatively slow SPIDERS, then through increasingly faster moving LIPS and WOLVES, through the feared and deadly nemesis—FUZZBALLS! Each creature swoops down incessantly, intent upon the destruction of your fragile craft. Points credited for each monster slain range from 15, to 30, to 45, to 80. If you're skilled (or

lucky) enough to make it through all eight fuzzballs, you then get a mixed bag—any egg may release any beast! Naturally, the object is the highest possible score! Offered by SIRIUS SOFTWARE, INC., (916) 920-1939. List price \$29.95.

The bar is placed at 14 feet and this is your third attempt. Grasping the pole tightly, beads of perspiration dot your forehead as you concentrate on the lane. Your body lurches forward, your feet pound feverishly. At just the right instant, you jam the pole into the vault box, glide gracefully into the air and execute a perfect hand stand. Suddenly, the phrase "Not enough momentum!" appears on the screen and your face turns bright red as you helplessly plummet to the ground, landing squarely on your head! This is but one of the many humorous and exciting positions you may find yourself in with "Olympic Decathlon", a high-res gem which features all 10 olympic events. Utilizing the arrow, number or letter keys, or the game paddles, you high jump, long jump, pole vault, shot put, run hurdles, throw the discus or javelin and compete in the various foot races! The object is to accumulate more olympic points than any opponent. You'll need a real shower after the games are over! Available from MICROSOFT, (206) 455-8080.

John Hazelwood

APPLE FLYING HIGH!



Parts of broken terminals, chips and packing surrounded Glen Hoag as he described his and APPLE's part in Watsonville's 17th Annual Air Show. Glen shifted on his stool, unpacked an APPLE logic board and looked up.

"The motive was that it was a neat thing to do and Computerland of Belmont made it possible."

It all started when John Winter, President of the Northern California Antique Aircraft Association (NCAAA) and member of the Experimental Aircraft Association (EAA), approached Glen and Computerland and asked if they might help create a computer program to judge the aircraft at the Watsonville Air Show. With Glen's past interest in flight, having passed the written flight examination, he and Computerland agreed to lend a hand and Glen soon found himself typing codes with assistant, Russ Ward.

"We put the program together in about two months on and off, mostly during weekends and after work. The program was quick'n dirty, but it worked very well in tabulating and exhibiting the running scores of the 78 experimental aircraft at the show."

On the morning of the show, as some of the 21,000 spectators and 1,000 planes arrived at the airfield, Glen discovered one bug in the program which he fixed in about an hour. By the time Saturday evening rolled around however, the judging was completed and APPLE had compiled the 12 judges' scores.

"The people that did hand tabulating before said they would never go back to hand work again."

A smile of accomplishment warmed Glen's face as he reflected on the project. Already he was talking about the National Airplane Competition in Oshkosh, Wisconsin.

"I think I'll start from scratch this next time and increase the program's ease of use. Now I know how they judge and what the forms look like. It will be easier this time."

In the middle of the Computerland repair room, Glen Hoag seemed at home as he picked up the logic board and went back to work.

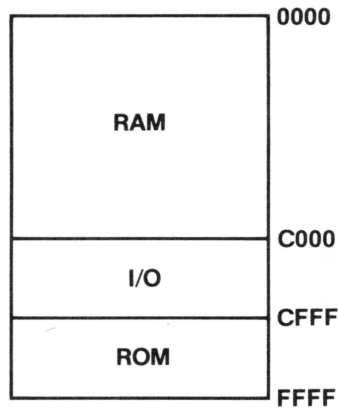
Greg Warwick

More Key Information on the APPLE III

THE APPLE III'S MEMORY

Most eight bit micro processors have the ability to access 64K of memory in this fashion:

Figure 1:



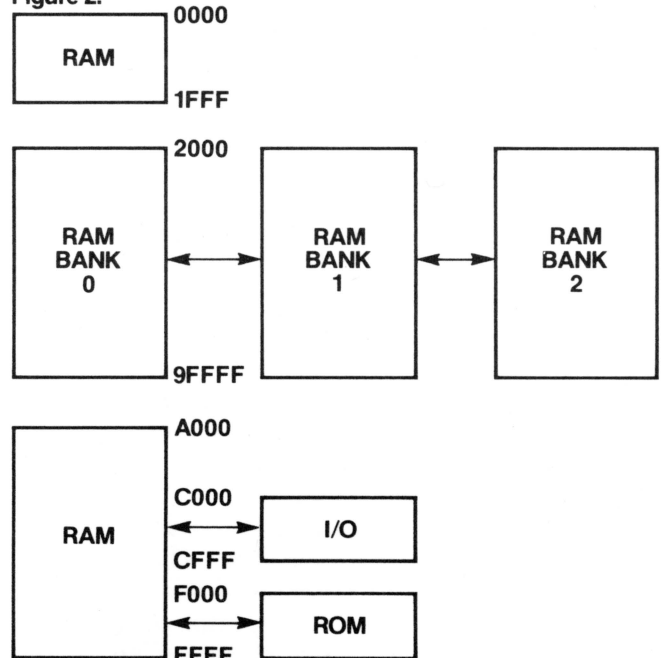
Because the APPLE III is an eight bit micro processor, it too has the ability to actually access only 64K of memory; but, by using a technique called BANK ADDRESSING, the III is given the ability to access much more. Here's how it works:

The first 8K of memory from locations 0000 to 1FFF and the last 24K from locations A000 to FFFF are fixed just like on any other micro. But the middle 32K, locations 2000 to 9FFF, are electrically switchable. The machine can choose one of up to 15 banks to place in this area at any one time. This makes the maximum amount of storage on the APPLE III equal to 15 Banks \times 32K per bank + 32K fixed storage (i.e., a 96K system would have two banks, a 128K system would have three, etc.). In

addition to this, the area in the fixed bank from locations C000 to CFFF can be switched from RAM memory to I/O space for the slots. The area from F000 to FFFF is also switchable. When the machine is turned on, this area is a ROM (a rom is a memory with a program permanently imbedded) containing the startup program. This program runs diagnostics on the APPLE III and then loads SOS in from the boot drive. SOS then switches this area back to RAM.

Bryan Haas

Figure 2:



ADDED BONUS: Here they are!!! The long awaited system death errors!!!

01	BADBRK	SOS call from SOS
02	BADINT1	Interrupt with no handler
03	BADINT2	Bad zero page allocation
04	NMIHANG	Unable to lock NMI
05	EVQOVFL	Event queue overflow
06	STKOVFL	Stack overflow
07	BADSYSCALL	Invalid request code detected
08	MCT.OVFLOW	Too many device handlers
09	MEM2SML	Memory size < 64K
0A	VCBERR	Volume control block not usable
0B	FCBERR	File control block crashed
0C	ALCERR	Allocation blocks invalid
0D	DIRERR	Directory is not correct
0E	TOOLONG	Pathname buffer overflow
0F	BADUFNUM	Invalid buffer number
10	BADBUFSIZ	Invalid buffer size



WINNING IN MICHIGAN

Rick Inatome of the COMPUTER MART in Clawson, Michigan came up with this great incentive plan. He gives out the following evaluation sheet to all of his 34 employees. They each have the opportunity

to anonymously assess each other. So far, the big winners have been Ken Schobloher and Bob Emehiser who have each won a trip to Las Vegas.

EVALUATION SHEET	NAME										
		OUTSTANDING	FAIR	UNSATISFACTORY							
JOB KNOWLEDGE	10	9	8	7	6	5	4	3	2	1	
IS PRODUCTIVE	10	9	8	7	6	5	4	3	2	1	
HAS SUPERVISORY SKILLS	10	9	8	7	6	5	4	3	2	1	
MAKES AN EFFORT TO BE HELPFUL	10	9	8	7	6	5	4	3	2	1	
MAKES MEANINGFUL CONTRIBUTIONS TO HELP BUSINESS RUN SMOOTHLY	10	9	8	7	6	5	4	3	2	1	
IS ORGANIZED	10	9	8	7	6	5	4	3	2	1	
IS COURTEOUS TO CUSTOMERS AND CO-WORKERS	10	9	8	7	6	5	4	3	2	1	
COMMUNICATES CLEARLY WITH CUSTOMERS AND CO-WORKERS	10	9	8	7	6	5	4	3	2	1	
HANDLES DIFFICULT SITUATIONS WELL	10	9	8	7	6	5	4	3	2	1	
GETS ALONG WITH CO-WORKERS	10	9	8	7	6	5	4	3	2	1	
KEEPS WORK AREA CLEAN AND NEAT	10	9	8	7	6	5	4	3	2	1	
IS DEPENDABLE AND RESPONSIBLE	10	9	8	7	6	5	4	3	2	1	
IS PROFESSIONAL IN APPEARANCE AND DEMEANOR	10	9	8	7	6	5	4	3	2	1	
SPEAKS WELL OF OTHER EMPLOYEES	10	9	8	7	6	5	4	3	2	1	
IS LOYAL TO THE COMPANY	10	9	8	7	6	5	4	3	2	1	
IS WILLING TO DO MORE THAN THE JOB REQUIRES	10	9	8	7	6	5	4	3	2	1	

In Farmington, Michigan the COMPUTER CONNECTION is also very much into the winning game. In this case it's the game of chance put on by the state of Michigan. The Michigan Lottery Commission needed help. Their daily lottery builds up to a once-a-month television game show on NBC. They needed a fair way of deciding the five winners and asked if an APPLE could do the job. Computer Connection owner Larry Rakozy and Sales Manager Cliff Grimm saw it as excellent publicity. Thirteen-year-old Scott Burke was the real hero. He wrote the graphics portion of the program, creating a basketball game. As

the five potential winners pushed buttons that were wired into the game paddles of the APPLE, the basketball players dashed back and forth across the court, randomly hitting and missing their throws. Tension mounted as the contestants tried to make baskets. The equation was developed by the Lottery Commission and the APPLE-generated random numbers to determine if a basket was made or not made. The winner received \$25,000 a year for the rest of her life!

Scott is trying to think of graphics ideas for the next time and would appreciate your suggestions.



PRICE DECREASE ANNOUNCED AT CONFERENCE

Apple Leasing held a mid-year conference at Indian Lakes Resort in Bloomingdale, Illinois recently. The meeting was attended by the 10 Apple Leasing district field representatives from across the country who call on dealers and by the Oakbrook-based divisional support group that includes the Apple Leasing VIPs, credit reviewers and lease processors.

During the three day meeting, the field representatives strengthened their knowledge of APPLE products and numerous discussions were held on how to better meet dealer needs. Several announcements were made about enhancements to the Apple Leasing

program:

- A special price decrease to encourage sales and support of APPLE products through the leasing program;
- Field distribution for APPLE state and local government and public school classroom leasing materials;
- An Apple Leasing decal, it will be given to dealers for their stores indicating to customers that leasing is available;
- A point-of-purchase package that will include a brochure for distribution to customers describing the benefits of leasing.



WINNING IN MARYLAND

A LEARNING CENTER ... It's "THE LOGICAL CHOICE" ... When George Szeless and his partner Steve Rossow opened The Logical Choice in a shopping mall in Ellicott City, Maryland, they shared a concept of providing a friendly atmosphere, an unthreatening technical expertise and the right product to satisfy market demand. Although neither George or Steve had specific academic training in computers (George is an engineer and Steve a biologist), they both share an intense interest in the computer field.



Becki Szeless with Sir Isaac Newton.

The store just celebrated its one year anniversary and they are succeeding on all counts. There is now a staff of 7 and that's not counting "Sir Isaac Newton," an English Sheep dog that thoroughly enjoys his job of greeting all customers. George's wife Becki has a background in education and her expertise inspired the creation of a learning center. The classroom is set up with 8 APPLE II's all facing a giant monitor. Classes are held in BASIC, PASCAL and VisiCalc. Becki has had no problem filling the classes. Speaking of her goals, she says, "Our purpose is two-fold. We provide a service to the community by increasing computer literacy and at the same time we increase our customer base."

The room has increased its value by serving as a meeting room for Maryland Crab Apple, the local user's group, and as an occasional demo room. When these activities are not going on, the eight APPLES are scheduled on a rental basis at \$3.00 per hour.

Learning Center memberships are offered:

Student	\$40.00	Family	\$75.00
Adult	\$50.00	Corporate	\$100.00



Standing: George Szeless. Sitting: Steve Rossow.

Membership entitles you to discounts on computer use and classes plus a monthly newsletter.

Learning Centers are a creative device being tried by many dealers across the country. George, Becki and Steve guarantee it to be a superb marketing tool!



IT IS NOT ALWAYS BETTER TO GIVE THAN RECEIVE!

Don't give away your business cards. Instead collect them! When your customers gives you a card, they are granting you the right to make contact again. That's implied in the giving. You will gain more opportunities from collecting these gems than by giving them away or exchanging them. Exchanging them neutralizes the act, but when you alone have one ... you are now in control. Don't tuck that card in a drawer. It's an "action item" on your calendar that week. Make an appointment to see this person in their office or yours and THIS time, sell an APPLE!

Linda Lyon



**William
Tells!**

Dear William,

Will BPI software work in emulation mode on the III?

B-PI Ala Mode

Dear Ala Mode,

Most will not because of the protection scheme which uses the game paddle connector. This situation is being investigated and a package that will run on the III should be available soon. The newer packages, including payroll and job cost accounting, do not use the protection scheme and should work properly.

Dear William,

Are there any clock cards that will work with the APPLE III?

Timeless Bill

Dear Timeless,

Yes, the **Thunderclock Plus** by Thunderware (APPLE distributed product #D2B0034) will work in the APPLE III in both emulation and native mode. However, to use it in native mode you will need the **Thunderclock Plus** driver diskette. A diskette may be obtained by sending your request and a blank diskette to your local SSA. You may then make as many copies as you need to handle your customers. A reasonable charge for the diskette and copying time would be about \$15.00.

Dear William,

The Answer Book was a tremendous help. When does APPLE intend to give us more?

Looking for Answers in New Hampshire

Dear Looking,

Consider it done! You can order *The Answer Book II* right now as product #6520194. This does not replace the other Answer Book, but has updates and new information. It has been broken down into the following categories: APPLE II System Software, APPLE II Applications Software, APPLE II Hardware, APPLE II Peripherals, APPLE III System Software, APPLE III Applications Software, APPLE III Hardware, APPLE III Peripherals, Vendor List, Bibliography and Users Groups. These two

books create a valuable library and no store should be without them. We have heard that some dealers have even sold the *Answer Book* to end users!

Dear William,

Since APPLE has gone to the shorter disk cables, I find customers complaining quite often of their disk drive not working. In most cases it turns out that the cable has pulled loose from the controller card. Are there any plans to lengthen the cable?

Clark Cable

Dear Clark,

As I am sure you already know, the drive cables were shortened to meet FCC regulations. Other alternatives are being investigated and hopefully, the shortened disk cable is a temporary problem. However, I do have a possible solution to your problem. I bet you are not using the cable clamp that comes with the new drives. Besides shielding the RF, the clamp also provides a good strain relief for the cable, so emphasize to your customers that the installation of this clamp is important.

Dear William,

I have created a picture using the PILOT Graphics Editor. Now I would like to put it on a DOS 3.3 diskette and print it out. Is this possible?

1K Words

Dear 1K,

Sure, anything is possible. Here is a real "hackers" solution, but it will work with any hi-res picture. First, it is a good idea to have a DOS 3.3 diskette which has been initialized with a very short HELLO program (the best idea is to just put an END statement on line 10). Now, get into PILOT and load your picture. Next, hit the RESET key twice in a row before the APPLE has time to access the disk. This will leave the machine in Applesoft. At this point you can insert your DOS disk with the short HELLO program and type PR#6 to boot it. Because the HELLO program is short, it will not overwrite the graphics area and your picture will not be destroyed. You can use the following BSAVE commands to save the picture.

If the picture is in page 1 type:

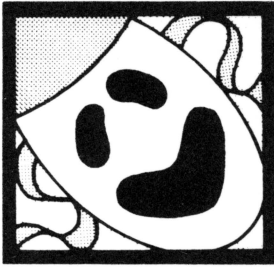
BSAVE name,A\$2000,L\$2000

If the picture is in page 2 type:

BSAVE name,A\$4000,L\$2000



**Linda Lyon, Applesource editor
10260 Bandley Drive, 4-E
Cupertino, CA 95014**



WINNERS AND LOSERS

Dear APPLE,

Today UPS delivered the latest APPLE publication regarding Special Delivery Software. It's fantastic!

Being located in a rural area in the "Show-Me" state", we've really had a challenge during the past 2 years persuading some accounts of the value of a micro-computer in their home, school or business. Thanks to you, we have been very successful in many cases. The support materials provided by APPLE are exceptional and really give us a hand in closing a sale.

We sure are proud to be APPLE dealers and appreciate the hard work of both yourself and the entire staff of APPLE in supporting the dealers and in helping make a great product even more saleable.

Very best wishes,

Andy Skinta
Kaleidoscope

1316 N. Baltimore Drive
Kirksville, MO

Bless you Andy, for those kind words. APPLE'S success has been a team effort and will continue to be so!

The residents of Walnut Creek, California are shouting the praises of their local APPLE dealers:

Dear APPLE,

I would like to take this opportunity to call your attention to the extremely prompt, courteous and professional service I received from one of your deal-

ers, Computerland of Walnut Creek.

My new APPLE II PLUS was received as a gift and had been purchased from a mail order concern. When a problem developed with the keyboard, I brought it into another dealer who worked on it but did not have the parts required.

I then brought it into Computerland. Although I had not purchased the machine from them, they repaired the problem the same day and additionally, identified and repaired a related problem which would have required another trip back to the shop.

The prompt and complete repairs by the staff of Computerland may be what you expect of your dealers, but I find such professionalism rare indeed today.

I hope that the few bugs in my APPLE have been chased away, but if a problem should arise, it is comforting to know that help is available in the form of Computerland of Walnut Creek.

Sincerely yours,

Daniel M. Sternberg

Dear APPLE,

I am the semiconductor analyst at Hambrecht & Quist and the proud, new owner of an APPLE II computer.

I am writing to commend the efforts of one of your dealers, Steve Palmer of Infomax in Walnut Creek, California.

Since purchasing my computer in April, Steve and his staff have been most helpful in providing me with the support necessary to better utilize my equipment. The service at Infomax has been prompt and extremely courteous. I plan to continue to remain a loyal customer of Infomax and APPLE.

Very truly yours,

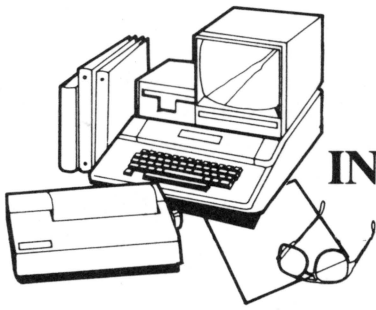
John H. Lazlo, Jr.

If we continue to get all these glowing letters, we just may have to change the name of this column to just "WINNERS"!

YOU ASKED FOR A DEALER COUNCIL: YOU GOT IT!

APPLE is committed to responding to its dealers. The Council is committed to being your voice. Soon you will be receiving a report on the June meeting and a questionnaire. Your responses will indicate what direction the second Dealer Advisory Council meeting in September should take. Here is a chance to express your concerns; please take advantage of it.

Jay Gotlieb, Computer Factory, New York	(212) 687-5001
Bob Redmond, Computer Plus, Virginia	(703) 971-1996
Peter Selden, Basic Computer Shop, Ohio	(216) 876-0808
Steve Freidhoff, Team Electronics, Iowa	(319) 235-6507
Len Simon, Computer City, California	(714) 996-0800
Bruce Burdick, Computerland, Missouri	(816) 436-3737
Kirk Cervi, Compushop, Canada	(403) 276-8906
Billy Ladin, Computer Craft, Texas	(713) 977-0664
Jim Gilligan, Computer Post, California	(408) 866-6246



APPLES IN BUSINESS

HIT THE FORTUNE 1300 THROUGH TRAINING!

Training departments are one of the keys to BIG BUSINESS sales. This is where the responsibility lies for training and developing the personnel of all the departments of the organization whether it be in typing skills (Typing Tutor), departmental budgeting or forecasting (VisiCalc™), data recording and filing (Data Base Management) or teaching a warehouse-person how to drive a fork-lift (using interactive video controlled by the APPLE). The applications are unlimited.

You can count on the fact that everyone involved in a large organization is exposed to training at some time or in some way. What that means for you is that for each APPLE sold into training for instructional purposes, extra sales in other departments will be coming your way. This will come about because once people have APPLE exposure, the ideas for other applications are limitless. He or she will check back on an informal basis to the training department for more information about the system which will include the question, "Where'd you buy it?". And there you are: another sale headed for your store!

Doug Layman at The Computer Store in Rochester, New York, assigned each of his staff an industrial account. Demonstrating APPLE'S graphics capabilities and the PILOT language created the sale of an initial pilot project to Eastman Kodak and has resulted in the sale of 40 APPLES. Industrial accounts require patience, but the pay off is well worth it. The Computer Store is currently processing 50 more orders for Kodak!

Xerox is also located in Rochester, and even though it has its own retail stores, it has purchased 40 APPLES from The Computer Store at a higher price than they would pay internally because of this dealer's assertiveness, excellent service and support.

This works in reverse as well. Sales to individuals can also help you sell to the training department. When a customer buys an APPLE, find out where they work. Ask if their company has a training department and who would be the contact for you to call. Then ask if you may use their name as a reference.

A full sales-aid kit will be available to you this fall. If there is anything in the way of materials or aids that might help you close a sale to a training department, let us know and it will be included.

Jon Covington
Business and Industrial Training
(408) 996-1010 ext. 2506

GOOD NEWS FOR BOUNTY HUNTERS!

In response to numerous requests, the APPLE /// Demo Contest entry date has been extended to DECEMBER 31, 1981. The rules were published in *Applesource 16*, but if you can't track down a copy and are hankerin' for guidance ... holler...

Attention: Bryan Haas
Sales Department/Demo Contest 4-E
APPLE Computer, Inc.



10443 Bandy Drive Cupertino, CA 95014

WILLIAM GOOFED!

In the June *Applesource* there was a letter asking for a way to use the PAYMAR Chip and Apple Writer together. William had the solution but, alas, it had typographical errors. Dennis Jolly, APPLE Regional Sales, gets a year subscription to *Applesource* for being the first to alert us of our mistake. Here's the correct version:

```
UNLOCK TEDITOR
BLOAD TEDITOR

CALL -155

811:8D 10 C0 4C 48 18
AE6:20 64 18
1549:20 6B 18
1848:C9 81 F0 01 60 AD 00 C0
1850:10 FB C9 AF D0 06 A9 DC
1858:8D 10 C0 60 C9 AD D0 F8
1860:A9 DF D0 F4 20 78 18 91
1868:28 C8 60 C9 A0 90 06 20
1870:01 15 20 78 18 4C F6 FD
1878:C9 E0 90 02 49 40 C9 C0
1880:90 02 09 20 C9 40 B0 08
1888:C9 20 B0 02 09 40 09 80
1890:60
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