

WAC Journal

March 1987

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A Monthly Publication of the
Willamette Apple Connection, Inc.
An Apple II & Compatible User Education Group
P. O. Box 7252 . Salem OR 97303-0053 . (503) 585-0811

March Meeting Information

The meeting is scheduled for March 19th, 1987, with a starting time of 7:00 p.m.. The meeting will be held on the Chemeketa Community College campus, in Building 2, Room 112.

The topic to be covered, will be: Using the Database and Mail Merge functions of AppleWorks. Of course, we will continue with the question and answer session; so, bring your problems, programs and solutions to the meeting. We hope we can help one another.

Please come and join us, we would like to see you and hear from you.

Board Meeting Peelings

The Board of Directors set a fee schedule for advertising in the WAC Journal, at its February 26th meeting. Members will be entitled to a one-half inch by one column wide advertisement each month, as part of their membership benefits.

Additionally, the "Corporate Sponsor" membership fee was set at \$60.00 per year. This membership includes one full page ad, or the equivalent, during the year. The first 12 corporate sponsors to sign up, will be given the opportunity to advertise on the outer cover (half page) of the WAC Journal on a first come, first choice of issue month.

We will also be looking into helping with community education "fairs", to show what personal computers are capable of doing. One of our organizational goals, is to help educate the public in the use of personal computers. If you have any other ideas along this line, LET US KNOW.

APPLE TRICKS

By John Moore, WAC Member

I imagine that everyone has, on occasion, wanted to be able to reserve a space in their catalog listing, perhaps to have a text file follow it's parent file. The simplest way to do this is to create a "dummy" file and then to delete it when you are ready to load the real file. If you want to save more than one space or for some other reason want to have a number of dummy files, the following simple program will allow you to create up to a little over a hundred.

```
10 FOR N=1 TO X : REM X EQUALS  
   DESIRED NUMBER OF FILES  
20 PRINT CHR$(4);"SAVE FILE";N  
30 NEXT
```

A word of caution, this is time consuming as 15 files will take about one minute.

I know that a few of you are mumbling something about your favorite utility program that allows you to do the same thing in 11.2 seconds. Well, there are a few Apple Users who haven't yet invested in a commercial program and others, like myself, who can never seem to find the blasted thing when they need it.

I showed this to a young student friend of mine and he tells me that he's since had a lot of fun with it. Seems the person on the next computer had to go to the front desk and.....

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MEETINGS

The Regular Membership Meeting is held on the third Thursday of the month, with a start time of 7:00 p.m.. The meeting is held on the Chemeketa Community College campus, in Building 2, Room 112. The general public is invited to attend.

WAC JOURNAL

The journal is published monthly. Authors should submit their copy via MODEM to the Salem Public Library BBS (Apple SIG), or mail a diskette with the article written in ASCII text file form, AppleWorks or AppleWriter files by the 7th of the month. Hard copy should be mailed by the last day of the month preceding the publishing month.

DISCLAIMER

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WHY COMPUTERS COST SO MUCH by Andy Reese (MAUG GUESTOP)

I constantly hear the question from people "why do Apple products cost so much?" It comes from Apple users, from educators, from people trying to figure out if they want an Amiga or a Mac, a Tandy IBM compatible or an Apple IIe. In most cases they point out how they can get the alternative computer for much less than an Apple system.

Then comes the financial report from Apple that their net income more than doubled in 1986 over 1985 and they have increased their gross profit margins significantly. This was on the same sales volume as 1985. For people asking the "why" question, this seems to add insult to injury. Why doesn't Apple lower their prices if they have lowered their costs?

I do not want to sound as if I am defending Apple's pricing strategies, as I too am an end user always looking for the best deal. What one must look at when purchasing a computer is the value of the machine or software. The value includes the service and support, both current and in the future. This is why Apple products cost more than the competition.

As Alan Kay said in May, "the low cost producer cannot be a market innovator". This is true, as you look at the alternatives you will see very little new technology, but features that have been copied from the market leader and innovator. Apple has invested heavily in the past four years in research and development of products and ideas that today are becoming the standard. Just go back to 1983 and see how much you find written in trade magazines on the following items:

Windows, Pull Down Menus, Desk Accessories, Icons, Mouse, Bit-mapped Graphics, 3.5" disk drives, Desktop publishing, Laser printers
Postscript, SCSI interfaces, Low cost networking

Now see how these items are the hot topic in virtually all of the computer magazines. Apple did not discover or invent many of these items, but took the concepts and threw in lots of money and effort to come out with computers that bucked traditional concepts. Then Apple had to sell these concepts to the public to show us how they make computing life more efficient. Once the concept was sold to the public and accepted, then step in the low cost producers who copy the technology without having to invest in the lengthy and expensive research and development process, as did the market innovator.

Yes you can save yourself lots of money by purchasing the alternative. But where will that get you in one to two years? While the clone makers are busy trying to figure out how to make copies, guess who is working on the next generation of computers? Just because the product is now on the street does not mean that the market leader and innovator can take a breather. The R&D dollars continue to flow into development to insure that the market leader today is the market leader tomorrow.

If you have trouble relating to the R&D end of pricing a product, then lets look at service and support. Many people have complained about the poor support they receive from Apple dealers, about

the compatibility problems with new equipment and features, and how expensive upgrades for existing products can be. Apple is not immune to marketing blunders. The Apple /// and Lisa are two of their most noted failures, mostly due to marketing and pricing errors. Even the big boys make mistakes (i.e. IBM PCjr). But Apple has taken a much better approach to supporting their users than you can find with most computer companies. They did make a trade in policy for Lisa owners to exchange for a Macintosh. Even after Lisa production was terminated, they continued to work on a migration package and MacWorks where the Lisa and XL could run existing Macintosh software. Although many Lisa and XL owners considered it a poor alternative to their expensive machines, Apple did at least address the problem.

Probably the most significant thing that Apple does for their users is to provide a means where existing Apple owners can upgrade their machines to the latest technology. Look at the upgrades available for the Apple //e to IIGS and the Mac 128K to a Macintosh Plus. No other manufacturer spends as much time and money as Apple does to provide an upgrade path for existing users. Most other manufacturers consider such a move would just steal sales from their new machines, so they leave the existing customer high and dry. To some people, the upgrade costs are too expensive in light of the amount they paid for their original machine. But they do have an option to upgrade, whereas many computer owners do not.

And then there is system software. Apple continues to update their system software and provide the enhancements at no charge to existing owners. Other computer companies charge for each additional operating system upgrade. Of course Apple does seem to use it's user base as Beta testers for their upgrades, but I guess that is the price we have to pay to get the current technology.

Other areas of Apple support for end users include their support of User Groups, the Apple Programmers & Developers Association, Applelink, and lots of technical documentation. These areas of support are expensive to maintain, but they do provide Apple users answers to their questions and help them make their machines useful tools. Very few computer manufacturers offer this level of support.

This is by no means an endorsement for Apple products. Some third party peripheral and software products are much better than those currently provided by Apple. But even with these products, it is very important to look at the level of service and support you can expect to receive from them. Users must look beyond price when selecting a product. The question you should ask yourself is not "How much does it cost?", but "What value do I get for my money?" Now go back to the items you have purchased in the last six months and apply these ideas. I bet there are several items that you would not have purchased if you had looked at value over price.

ADVERTISING RATES

1/2" x 1 column	-	\$ 3.00 / month
1" x 1 column	-	\$ 4.00 / month
2" x 1 column	-	\$ 7.50 / month
1/4 Page	-	\$14.00 / month
1/2 Page	-	\$25.00 / month
Full Page	-	\$45.00 / month

Members are entitled to one 1/2" x 1 column ad, as a benefit of WAC, Inc. membership.

Send advertisement information to;
 Willamette Apple Connection, Inc.
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 Salem, OR 97303-0053

Articles Needed for the WAC Journal

The Journal can only be as good as the information it contains. Many of the complaints that surface about a newsletter are centered around not applying to the readers. We need your submissions!

One monthly article we would like to write is "CUTTING to the CORE", which would help section for question and answers. If the answers can't be found then the question will be printed for a response from the readers.

Any other suggestions on the format and content of the WAC Journal are welcomed.

This month's journal was compiled from articles listed on CompuServe, in the Apple User Group area of Micronetworked Apple Users Group (MAUG), and WAC from members.

Thank-you for your contribution.

Apple II: Here to Stay, and Getting Stronger Every Day

Power can mean all sorts of things in a personal computer: speed, memory, software, graphics, expansion, and ease of use, to name a few. But there's another kind of power: staying power. And there's no better example of it than the Apple® II.

Already 10 years old and boasting more than 2.7 million owners and 10,000 software programs (and still counting), the Apple II is the world's most popular personal computer. And to ensure that it stays that way, Apple Computer has just introduced an enhanced Apple IIe to the product line. Available immediately, the updated version features an expanded keyboard, improved training and reference materials, Apple's new color scheme, and, of course, complete compatibility with all existing Apple IIe software and peripherals.

Like the original Apple IIe, the enhanced model provides 128 kilobytes of user memory (RAM), built-in speaker, 40- or 80-column text display, and built-in graphics that can be displayed in three different resolutions in up to 16 colors. But unlike its predecessor, the new version includes a redesigned keyboard with an 18-key

numeric keypad, as well as two programmable function keys (like the Apple IIgs™ keyboard). The machine comes with an owner's manual, a guide to AppleSoft Basic, and two double-sided training diskettes, all of which have been newly revised. And just so you can't miss it, the updated machine sports Apple's new platinum product color—a light gray with darker gray keycaps and accents.

According to Delbert W. Yocam, executive vice president and chief operating officer, "The introduction of an updated IIe completes the revitalization of the Apple II product family that Apple began in September by launching the IIgs, a memory expansion module for the IIc, and several new peripherals." These three systems constitute what Yocam calls "a foundation on which the Apple II family can grow far into the future."

And grow it will, thanks largely to the expandability of the Apple IIe. Its versatile open architecture provides eight expansion slots—one with the Apple 80-Column Card already installed—that accommodate a wide variety of accessories. Here are just a few of them.

▶ **Apple II Memory Expansion Card.** Plugged into one of the expansion slots, it can add from 128 kilobytes to a full megabyte or more of extra memory.

▶ **Apple II SCSI Interface Card.**

A new standard for peripherals, the Small Computer System Interface (SCSI) can connect several peripherals in a "daisy chain" from a single slot in the IIe. What's more, it can move data to and from those peripherals up to six times faster than it would through an ordinary serial port.

▶ **Apple Personal Modem.** This 300/1200 baud modem, along with a communications program, will put you on speaking terms with computers all over the world, using regular telephone lines.

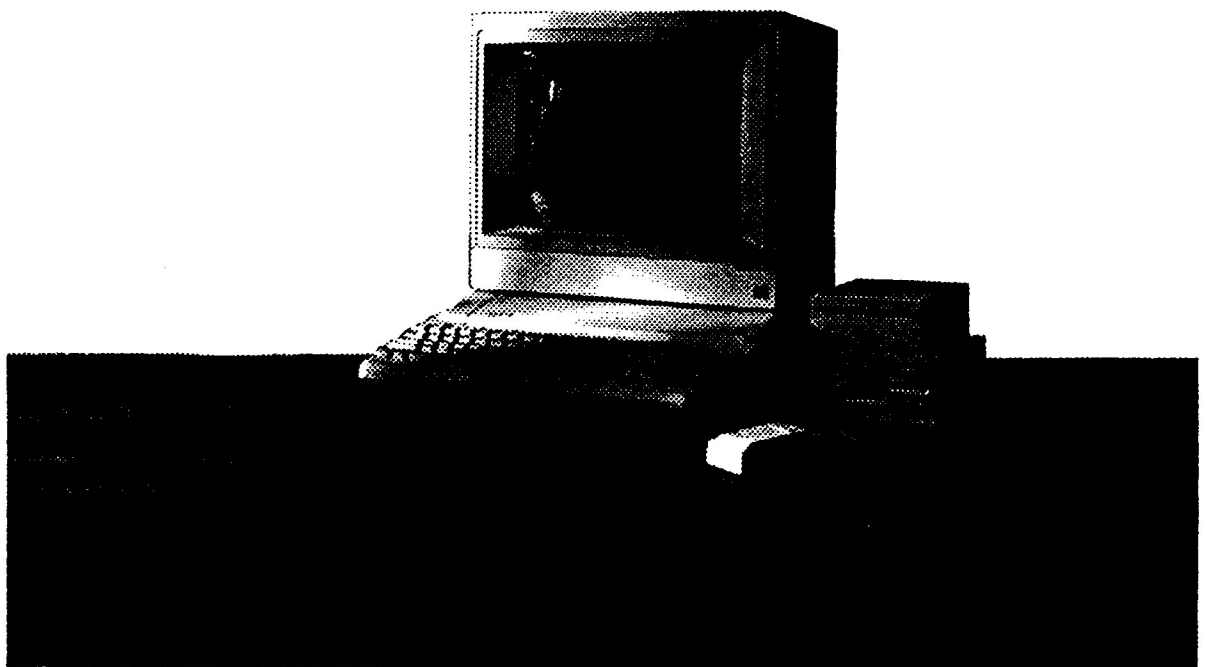
▶ **AppleMouse IIe.** With appropriate software, a mouse can turn the IIe into a Macintosh-like machine, allowing you to point, click, and drag to make things happen on the screen.

▶ **Apple 5.25 Drive.** This high-quality drive runs all 5.25-inch Apple II software and can store up to 140 kilobytes of data. There's also a connection for plugging in a second drive.

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► UniDisk™ 3.5. This drive uses 3.5-inch disks, which have more than five times the storage capacity of a 5.25-inch disks (800 kilobytes). It's also faster than the Apple 5.25 drive.

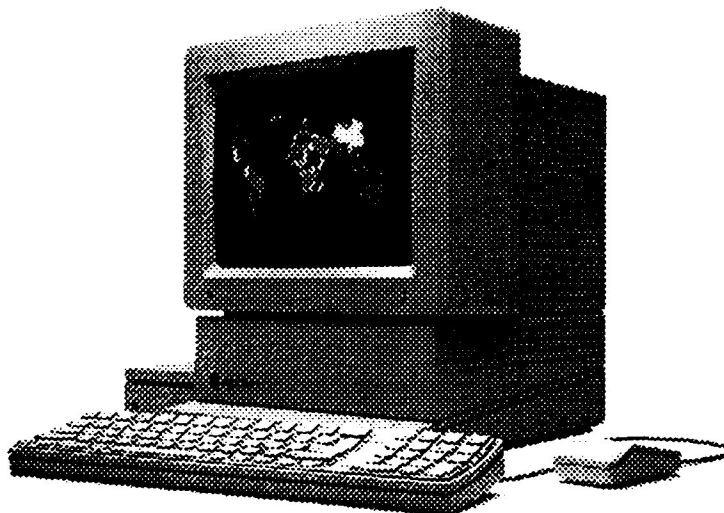
► Apple Hard Disk 20SC. With a capacity of 20 megabytes (about 10,000 pages worth), this hard disk can store all your applications and files in one location. Because it works through the Apple II SCSI Interface Card, data access is six times faster than with a 5.25-inch disk drive.

► ImageWriter® II. Printing at speeds of up to 2 1/2 pages per minute, the ImageWriter II can produce quick drafts or near-letter-quality documents. By switching the ribbon and using the appropriate software, it can even print full-color graphics. Options include an automatic SheetFeeder attachment and a 32K Memory Option printer spooler that lets you continue to work on the Apple IIe while the ImageWriter II is printing.

► Apple Monochrome Monitor IIe. This 12-inch, high-resolution monitor features a black and green display, 80 columns, and a nonglare, tilt-adjustable screen.

► Apple Color Composite Monitor IIe. By pushing a button, you can switch from monochrome to full color on this 13-inch, high-resolution, 80-column monitor.

And if all these ways to make an Apple IIe grow aren't enough, consider the upgrade kit that will soon allow conversion to the new Apple IIGs—the next generation of Apple II computers. With a direct line to the most powerful member of the family and its recent enhancements, the updated Apple IIe ensures that the Apple II family is here to stay.



What a Connection!

Five lucky User Groups have just been drawn from the hat to win one of the Apple IIGs systems awarded in the Apple II Connection contest. The winning groups are:

*Davidson Apple Users Group
Davidson, North Carolina*

*Country Computer Club
Wooster, Ohio*

*Caldwell Apple Users Group
Caldwell, Idaho*

*Apple SMUG
Salinas & Monterey, California*

*Champaign-Urbana Apple
Users Group
Rantoul, Illinois*

These groups were randomly selected in a drawing by Apple's President and CEO, John Sculley, with the assistance of the Apple IIGs Marketing Manager, Tom Virden, and Apple User Group Evangelist Ellen Leanse.

The Apple II Connection put authorized Apple dealers and Apple User Groups together to spread the word on something they both were excited about: the introduction of the new Apple IIGs. More than 320 User Groups met with local dealers to host the special Apple II meeting that qualified them for the Connection contest. All participants—dealer

and User Group coordinators—received a colorful, limited-edition Apple IIGs T-shirt in appreciation for their involvement in the program. All dealer reps also qualified for an individual certificate recognizing their role in the successful introduction of the Apple IIGs.

The winning groups have some hard work in store for their new systems—demos at meetings and BBS support are of interest to each of the winning groups. In addition, the Davidson group plans to place their system in a local college's Computer Service Center to provide an alternative to other systems available on campus. The Caldwell group will place their new GS in their local library (where they hold meetings) so that the entire community can benefit from their winning ticket.

We greatly appreciate the involvement of each group that hosted an Apple II Connection meeting—and the 320 dealer representatives that supported their local groups in this contest. We hope the Apple II Connection contest helped your group connect with a local Apple dealership—and that yours will be a winning combination!

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