



Chairman John Haller
 President Margot Comstock Tommervik
 Vice-President Al Tommervik
 Vice-President William Depew
 Treasurer William V. R. Smith
 Secretary John Mitchell

Editor Margot Comstock Tommervik

Technical Editor William Depew

Contributing Roger Wagner
 Editors James A. Merritt

Art Director Kurt A. Wahlner

Production Al Tommervik
 Manager

Business William
 Manager V. R. Smith

Operations John Mitchell
 Manager

Editorial Robert Koehler
 Assistants Patrick J. Ratchford

Advertising Sales Al Tommervik
 213-980-5074 Margot Tommervik
 Bill Smith

Cover photo of the Cable News
 Network control room and news
 studio by Rob Barnes.

Composition by Photographics, Hollywood, California. Printing by California Offset Printers, Glendale, California.

Apple is a trademark of Apple Computer Inc., Cupertino, California.

UCSD Pascal is a trademark of the University of California at San Diego.

Subscriptions to Softalk are complimentary to all owners of Apple computers in the USA. Back issues, \$2; November and December issues are sold out; multiple or non-Apple-owners subscriptions for one year: one, \$10; two through five, \$8 each; more than five, \$6 each.

Softalk, Volume 1, Number 6. Copyright © 1981 by Softalk Publishing Inc. All rights reserved. ISSN: 0274-9629. Softalk is published monthly by Softalk Publishing Inc., 10432 Burbank Boulevard, North Hollywood, CA 91601. Tel: (213) 980-5074. Controlled circulation postage paid at Los Angeles, CA. Postmaster: Send address changes to Softalk, 10432 Burbank Boulevard, North Hollywood, CA 91601.

ADVERTISERS INDEX

Advanced Business Technology	3
Beagle Bros. Software	44
Book 1981	20
Broderbund Software	42
California Pacific	Cover 3
Computer Station	27
Continental Software	2
Dakin5	23
Eastern House Software	40
Edu-Ware Services	10
FSI	9
High Technology	5
Howard Software Services	11
Image Computer Products	15, 26
Information Unlimited Software	7
Lanari Investment	6
Micro-Ware	35
Microlab Software	33
Microsoft	13
MicroStand	18
Moneydisk	25
MUSE Software	21
On-Line Systems	32, 38, 43, Cover 4
Progressive Software	19
Rainbow Computing	16
Sirius Software	29, 31
Softape	37
Sophisticated Microsystems	41
Southwestern Data Systems	39
Spectrum Software	28
Stellation Two	36
Strategic Simulations	Cover 2
Synergistic Software	8, 12
Technical Analysis Group	17

Exec On-Line Systems

In six months, this husband and wife company has come from nowhere to the top of the bestseller list for entertainment programs—and stays there.

AL TOMMERVIK 4

The Pascal Path

Introducing a beginner-level tutorial in Apple Pascal written by Apple Computer Inc.'s senior technical adviser for Apple Pascal.

JAMES A. MERRITT 14

The Apple and Cable TV: Growing Up Together

The Apple has eased the production and business end of cable television since its inception. Now, new technology sends the Apple's graphics directly to the video waves.

MARGOT COMSTOCK TOMMERVIK
 AND ROBERT KOEHLER 22

Computer Living: The Apple as Homemaker

The Future Today: A look at the Apple-run home to be, and how a new program can have your Apple running your food planning today.

RICHARD L. COLEMAN, Ph.D. 30

The Miraculous Modem

First in a three-part series on the uses and advantages of having a modem.

JEFFREY MAZUR 34

Portrait of a Programmer

Closeup—in photograph and interview—of popular programmer Bill Budge.

ROBERT KOEHLER AND KURT WAHLNER 40

DEPARTMENTS

More Contest Winners	2	Assembly Lines:	
Contest	3	Roger Wagner	26
Open Discussion	8	Marktalk: Reviews	37
Tradetalk	12	Softalk Presents	
Marktalk: News	16	the Bestsellers	43

PREVIEWS

Remarking about March ... Women—in an industry too young to be prejudiced ... programming women, designing women, engineering women, managing women, selling women ... but all Apple computing women ... Exec Apple: Jean Richardson ... the Women of Apple ... Comparative review: the five eighty-column boards ... Assembly Lines, Part 6 ... The Pascal Path, Part 2 ... and more.

