| 8           |  |   | 1             |
|-------------|--|---|---------------|
|             |  |   |               |
| <b>&gt;</b> | Chairman John Haller<br>Editor Margot Comstock   | Exec Edu-Ware   | MARY TO       |
|             | Tommervik Managing Editor Al Tommervik Associate Editor Craig Stinson  | AL TOMMERVIK4   |               |
| <           | Art Director Kurt A. Wahlner<br>Contributing   | Applefest '8112   |               |
|             | Editors Roger Wagner<br>Jim Merritt<br>Frank Malone  | Where Does the Money Go?—Finale   |               |
| L           | Robert Koehler<br>William Depew  | CRAIG STINSON14   |               |
|             | Guest Reviewers Greg Tibbetts Jeff Mazur Assistant Editor Robert Koehler   | Taking Apples for Granted   |               |
| ~           | Circulation David Hunter<br>Ron Rennells   | RENNY MARYS30   |               |
| ):          | Systems William V. R. Smith<br>Advertising Sales Al Tommervik<br>213-980-5074 Margot Tommervik   | On Planting Seeds in Our Schools: An Essay  | <b>%</b>      |
|             | Cover photo by Tim Hartley.  | GEORGE HOPMEIER   |               |
|             | Composition by Photographics, Hollywood, California. Printing by California Offset Printers, Glendale, California.   | Sesame Place  |               |
|             | Apple is a registered trademark of Apple Computer Inc., Cupertino, California. UCSD Pascal is a trademark of the University of California at San Diego.              | MARGOT COMSTOCK TOMMERVIK 38  | 1             |
|             | VisiCalc is a trademark of Personal Software,<br>Sunnyvale, California.<br>ubscriptions: Complimentary to all owners of Apple  | A Flight Plan for Teaching  |               |
| ter         | puters in the USA.  Sack Issues: \$2 through February 1981; \$2.50 thereaf-  | CRAIG STINSON   |               |
| tion        | uary and March, 1981, are in short supply.<br>Moving? Send new address and old to Softalk Circula-,<br>11021 Magnolia Boulevard, North Hollywood, Cali-<br>ia 91801. | The Schoolhouse Apple,  |               |
| talk<br>Hol | ioftalk. Volume 1, Number 9. Copyright 1981 by Sof-<br>Publishing Inc., 11021 Magnolia Boulevard, North<br>lywood, CA 91601. Tel (213) 980-5074. Controlled cir-     | from Minnesota to Florida   |               |
| Sen         | tion postage paid at Los Angeles, CA. Postmaster:<br>d address changes to Softalk, 11021 Magnolia Boule-<br>d, North Hollywood, CA 91601.                            | STAFF49   |               |
| A           | DVERTISERS INDEX   | Hartley Software: A Family Affair   |               |
| Ap          | ple Computer Inc   | ROBERT KOEHLER54  |               |
| Bit         | agle Bros  | The Miraculous Modem, Part 2  | ******        |
| Bu          | derbund Software   | JEFF MAZUR  |               |
| Cal         | ifornia Pacific  | Give Your Apple a Videotape Machine   |               |
| Da<br>Ed    | ta Transforms  | DENNIS BRISKIN  |               |
| FS<br>Hig   | 40<br>  thiand Software  | DEPARTMENTS   |               |
| Ho<br>Inf   | ward Industries 9 ormation Unlimited 42, Cover 4 eractive Microware 34, 76   | Software Anachronisms: The Basic Solution:  Contest   | 4             |
| Inv<br>Ma   | estors Software  | More Contest Winners         2 Tradetalk           Open Discussion         7 The Pascal Path: | 4             |
| Mi<br>Mi    | erocom 18, 55<br>ero Co-op 67<br>ero Lab 51, 53  | Marketalk: News   |               |
| Mi<br>Mi    | cromate  | Frank Malone 21 Roger Wagner  |               |
| My<br>On    | JSE Software     33, 66       topia     73       Line Systems     8, 13, 16, 21, 22, 29  |   |               |
| Ra<br>Ser   | Elings   | PREVIEWS  |               |
| Sof<br>Sof  | ius Software   | Commencing June Exe<br>New CEO Mike Markkula  | What's        |
| Sof<br>Sof  | tape   | New from the Computer I<br>Business applications tutor<br>Modems, Part 3: Tying               | rial begins   |
| Spe<br>Ste  | athwestern Data Systems       .65         actrum Software       .61         llation Two       .45  | works Leslie Evans: a st<br>age and a town's love   | tory of cour- |
| Str<br>Str  | neware   | Forth with speed Intro<br>ginners' banter: especially   | oducing be-   |
| Syn         | nergistic Software   | who've owned their Apple<br>and a half or so  |               |
|             |  |   |               |

