

| Chairman                | John Haller                               |
|-------------------------|---|
| President               | Margot Comstock<br>Tommervik              |
| Vice-President          | Al Tommervik                              |
| Vice-President          | William Depew                             |
| Treasurer               | William<br>V. R. Smith                    |
| Secretary               | John Mitchell                             |
| Editor                  | Margot Comstock<br>Tommervik              |
| Technical<br>Editor     | William Depew                             |
| Contributing            |   |
| Editor                  | Roger Wagner                              |
| Art Director            | Kurt A. Wahlner                           |
| Production<br>Manager   | Al Tommervik                              |
| Business<br>Manager     | William<br>V. R. Smith                    |
| Operations<br>Manager   | John Mitchell                             |
| Editorial<br>Assistants | Robert Koehler<br>Patrick J.<br>Ratchford |
| Circulation             | Carmen Cowper                             |

Tommervik William V. R. Smith Cover by Kurt Wahlner. "Pascal Spoken Here" sign used with permission of Apple Computer Inc., Cupertino, California. New York City taxi courtesy of Michael Strum, driver. In the background is the statue of At-las in Rockefeller Center in New York, New York

Advertising Sales Al Tommervik 213-980-5074 Margot

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

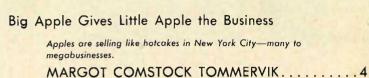
fornia.

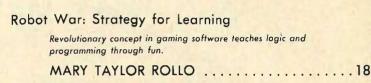
Apple is a trademark of Apple Computer Inc., Cupertino, California.

Softalk. Volume 1, Number 5. Copyright 1980 by Softalk Publishing Inc. All rights reserved. ISSN: 0274-9629. Subscriptions to Softalk are complimentary to all owners of Apple computers in the USA; multiple or non-Appleowner subscriptions for one year: one, \$10; two through five. \$8 each; more than five, \$6 each. Back issues, \$2; November and December issues are sold out. 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.

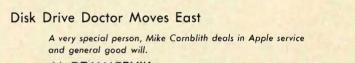
## ADVERTISERS INDEX

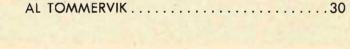
| Avant Garde                     |            |
|---------------------------------|------------|
| Book Publishing                 | 17         |
| Broderbund Software             | 29         |
| California Pacific              | Cover 2    |
| Cavri Systems                   | 31         |
| Continental Software            | 34         |
| Datasoft                        | 3          |
| Edu-Ware Services               | 8          |
| FSI                             | 28         |
| Image Systems                   | 12, 33     |
| Information Unlimited           |            |
| Micro Lab                       | 14         |
| Microsoft                       | 7          |
| MUSE Software                   | 24         |
| On-Line Systems                 | 23, 25, 27 |
| Peripherals Plus                | 11         |
| Rainbow Computing               | 22         |
| Sirius Software                 | 13, 15     |
| Small Business Computer Systems | 16         |
| Software Publishing             | 35         |
| Southwestern Data Systems       | 26         |
| Spectrum Software               | <b>3</b> 0 |
| Stellation Two                  | 2          |
| Strategic Simulations           | Cover 3    |
| Synergistic Software            |            |
|                                 |            |











## **Exec California Pacific:**

Quiet, thoughtful Al Remmers has made his software company a howling success.

RICHARD KNUDSEN ......32

| Contest and Contest Winners |                |     |
|-----------------------------|----------------|-----|
| The Logical Way: Bill Depew | Marketalk News | 3 . |



