

Margot Comstock

Tommervik Editor

Bill Depew Technical

Editor

William

V. R. Smith Advertising

Manager

Al Tommervik Marketing and

Production

Kurt A.

Wahlner Art Director

John Mitchell Assistant

Production Manager

Robert Koehler Circulation

Manager

Matthew Yuen Editorial

Assistant

Kirin

Tommervik Editorial

Assistant

Paul Essick Circulation

rights reserved. Editorial offices at 10432 Burbank Boulevard, North Hollywood, CA 91601; (213) 980-5074.

September fulfillment courtesy of Apple Computer Inc., Cupertino, California.

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

Composition by Photographics, Hollywood, California.

Printing by California Offset Printers, Glendale, California.

OFTALK is published monthly for \$12.00 per year by Softalk Publishing Inc., 10432 Burbank Boulevard, North Hollywood, CA 91601. Controlled circulation pending at Bur- The Basic Con Job bank, CA.

Postmaster: Send address changes to Softalk, 10432 Burbank Boulevard, North Hollywood, CA 91601.

ADVERTISER'S INDEX

Advanced Business Technology 25
Artsci
AxiomCover 2
Book Publishing Company2
Cavri Systems, Inc5
Computer Corner of New Jersey 18
Continental Software11
Edu-ware9
FSI27
Futureworld25
Information UnlimitedCover 3
Muse12
On-Line Systems 17, 19, 21
Personal Software, Inc Cover 4
Programmers Software Exchange . 22
Rainbow Computing, Inc24
Realty Software Company27
RTR Software, Inc
Small Business Computer Systems 3
Software Publishing Corp8
Southwestern Data Systems 23
Strategic Simulations4
0

Exec Apple: John Couch

Apple's software v.p. talks about new concepts in computer usage and how Apple software will deal with them.

Dealing with DOS

Assembly Lines: Disk snafus in assembly language programs don't have to occur, if you just leave a forwarding address.

BILL DEPEW10

Copyright © 1980, Softalk Publishing Inc. All Apple Helps the Empire Strike Back

The Celebrated Apple: Making it in the movies is a matter of hard work, intelligence, and endurance—even for Apple.

Meet the Man Who Conquered a Contract

Ideas at Work: Alan Gornick loves taking pictures, but spending three days figuring one payroll wasn't worth it. So he bought an Apple.

The Logical Way: sometimes supersedes the "legal" way, at least when the rules are set by Integer Basic.

PREVIEWS

Whispering about October . . . can we stay afloat in the wake of the software pirate? . . . Apples offer independence to New Jersey handicapped . . . bestsellers ... part one of assembly language for the novice . . . Exec Personal . . . the man who refused to buy a disk drive . . . Halloween contest: bobbing for apples . . . and more.













