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For the past few years, your club has brought you outstanding Apple products at the best prices possible. That tradition of quality is what makes us so proud that A.P.P.L.E. has chosen to make Softalk subscriptions available to you at special rates.

As background for those of you who are unfamiliar with Softalk, let me explain that Softalk is a monthly news and features magazine about the Apple computer.

In our news and reviews columns, we attempt comprehensive coverage of the mass of new product coming into the market each month.

Our feature stories are dedicated to unique uses of the Apple to address applications in all areas of our society. We have covered uses of the Apple for the handicapped, in diverse business environments, in sports, on farms, on the Space Lab, and elsewhere.

Each month Softalk is loaded with solid technical material presented in the form of tutorials. Contributors whose names would probably be familiar to you are Roger Wagner, Bert Kersey, Doug Carlston, and Mark Pelczarski. Softalk has thirteen regular columnists, covering programming, applications, and even two regular contributors writing about the Apple III.

But a word of caution is necessary for those unfamiliar with Softalk. If you only are looking for the same high quality of technical information presented by your club publication, Call - A.P.P.L.E., you may be disappointed.

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Rest assured that we'll be laboring mightily to present you with a magazine worthy of the Apple and A.P.P.L.E.

Best wishes,

Al Tommervik  
Publisher

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