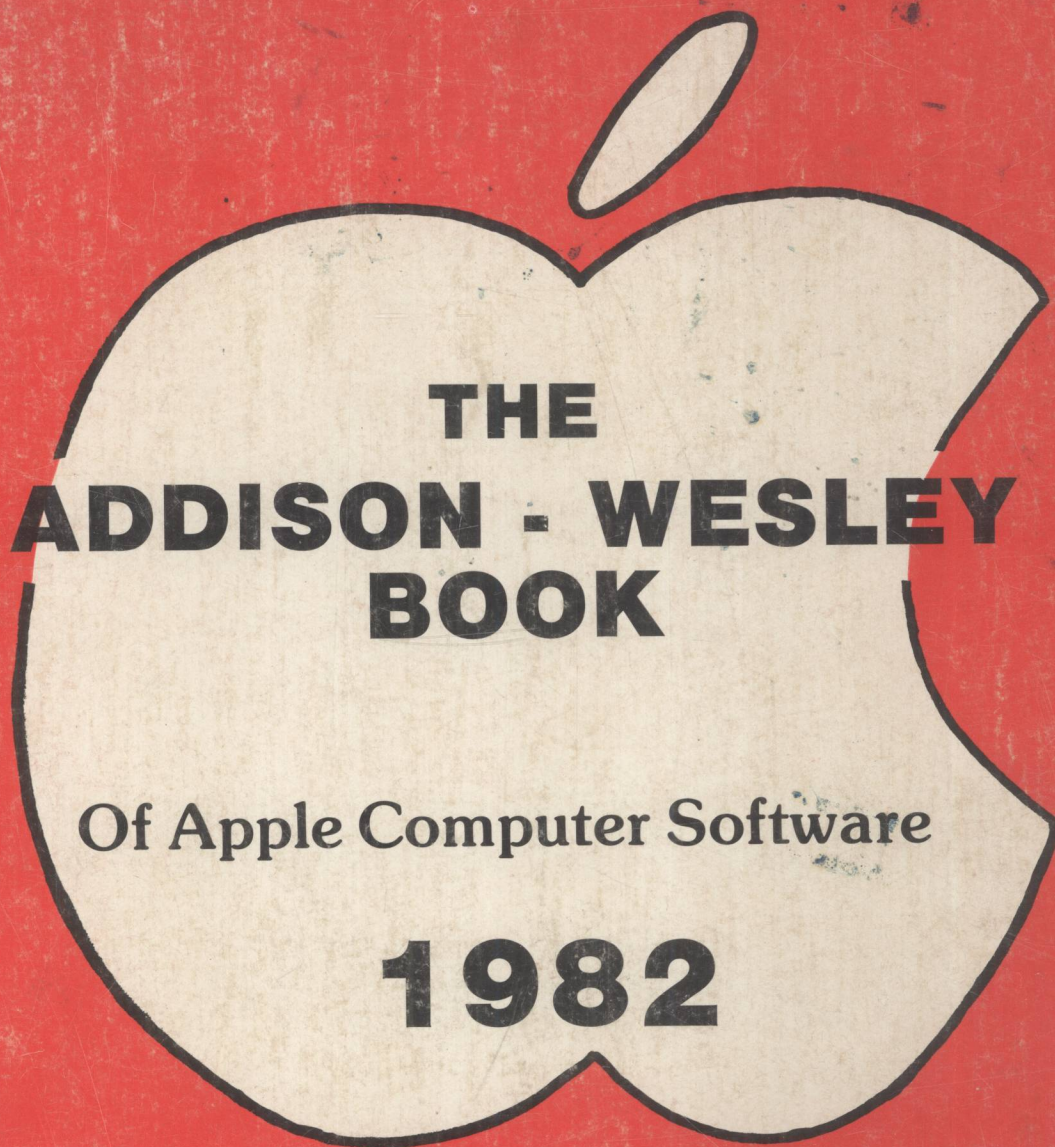


*The one necessary book that should
be on all Apple Computer owners shelves.*



**THE
ADDISON - WESLEY
BOOK**

Of Apple Computer Software

1982

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**EDITORS:
JEFFREY STANTON
JOHN DICKEY**

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INTRODUCTION

This edition the THE BOOK OF APPLE COMPUTER SOFTWARE — 1982 combines previous editions (some re-written) and new articles, reviews and evaluations. Judging from the response accorded the first edition, which immediately sold out, there is a great need for a guide to the hundreds of programs that compete for the Apple owner's dollars. With the introduction of the Z80 card, choices get even harder concerning what to purchase; therefore, we dedicate this book to you, the consumer. We hope you will use it for a guide and as a reference to assist you in making intelligent and informed decisions when purchasing software.

Currently, the Apple Computer owner is presented with a bewildering selection of software from which to choose. On the one hand, this should please you in that, as the owner of probably the most popular micro-computer in the world, you have a wide and rapidly growing selection of software from which to choose. On the other hand, this wide and growing selection presents some problems. The vast majority of retail computer store staff people simply just do not have the time to adequately review each new piece of software that comes in their store. The problem is compounded if the new program is an extensive or complicated one, such as an accounting package or a word processing system, or a comprehensive data base management program. This does not mean that store personnel do not want to give you the best service possible; it's just that it is an almost impossible task. If you purchase software through the mail, the risks that you assume, without a reliable guide to assist you should be apparent.

Other pitfalls await the uninformed buyer. For instance, in too many cases you cannot decide by the appearance of the package whether the program requires Integer Basic or Applesoft Basic or whether it needs 16, 32 or 48K of RAM. It is also often difficult to tell when you purchase a program on tape whether it can be transferred to disk or, if a disk program is purchased, whether it can be copied or not.

Another area that can present problems to the buyer is the similarity of software. A well-stocked computer store may possibly offer five different word processing packages, four assemblers, ten different adventure type games and/or several mail list programs (the choices seem endless); all of which have obvious advantages and disadvantages as well as different prices.

The goal of "The Book" is to eliminate as many of these potential problem areas for the software buyer as possible.

We welcome any comments or criticisms from readers that will help us in reaching this goal.

The past year, 1981, saw continued phenomenal growth for one of the world's most popular microcomputers, the Apple II. Tandy Corp., producer of the Radio Shack line of microcomputers, was the only computer manufacturer to actually deliver more systems. However, when you consider that Tandy has, in place, a distribution network of over 6,500 Radio Shack and Tandy computer stores, Apple's ability to deliver approximately 80% as many systems with a distribution of only 1,000 stores is truly impressive.

1981 also saw the somewhat disappointing debut of Apple III. Initial production and quality control problems plagued the introduction of this machine, which was designed to address the specific needs of small business. With no more disk storage than could be had on the Apple II and, considering the lack of application software available for it, the machine has received a lukewarm response from the public as well as Apple's dealer network. However, certain internal projects under development of Apple could finally get the Apple III off the ground (see "A Look Ahead to 1982").

Probably the biggest corporate event for Apple during 1981 was the fact that they became a public company. The offering was one of Wall Street's most exciting. A measure of the public interest in Apple Inc. is the fact that their shares, introduced at \$22, represented a price/earnings ratio of over 100. Subsequently, Apple's shares have traded in a range of between 22 and 35. For 1982, who knows?

Another interesting development during 1981 (though not specifically related to Apple) was signs of a starting "Shake-Out" among computer stores. Now that the distribution and sales of microcomputers are becoming big business, many of the earlier stores started primarily by engineers and other computer people who lack sufficient business and financial expertise have started to dwindle. In general, they have not been able to adjust to the rapidly changing market conditions. Usually, early customers were engineers, computer people or hobbyists. Now, the more typical customer is a small businessman who does not have any computer background but is looking, rather, for a tool with which to perform some specific function for his business. Evidence of such dwindling stores can usually be found daily in almost any newspaper. They are the ones who advertise computer equipment (often Apples) at large discounts. Unable to offer the kind of service, knowledge and support that today's customer needs, they can only resort to discounting in order to try to move hardware. Consider carefully your own requirements in terms of service and support before patronizing these types of stores. The good news is that newer stores, as well as a number of the older ones, are being run by businessmen who understand the new customers' needs and are willing and able to meet them. They deserve your business.

Since this is primarily a book about software, I feel we must at least touch on one of the more perplexing problems confronting the software industry today — piracy and (the other side of the coin) — copy-protected disks. The average person has little conception of just how difficult it is to produce a decent program. Suffice it to say that even a game program (forgetting about business programs) can take many weeks or months of coding and testing to produce. Then comes packaging, advertising and support. All in all, an expensive undertaking, both in terms of money as well as time. Consequently, what happens? Many people, not recognizing or caring about the work that went into producing the diskette that they purchased at their local computer store, will happily copy the program and give it to their friends, who in turn will give a copy to other friends, and so on. In order to protect themselves, software producers often will "copy-protect" their disks, which means, in most cases, that users cannot make a copy from the original diskette. This brings us to the other side of the question. Is it fair or reasonable for a consumer to walk into a computer store, purchase a \$30 game or a \$250 business program, take it home and then find that the diskette, for some reason, will not work? If the store will not replace it, then the only alternative is to send it to the software publisher for replacement and wait one to two weeks. Or, what if the disk (especially a business program) goes "bad" or you step on it? Does that mean that your business comes to a halt while you wait for a replacement? As in many controversies, there are valid arguments for both sides of the question. Unfortunately, a good solution is not in sight. In the meantime, take the following steps to protect yourself:

- 1 If you purchase a program in a store, insure that the diskette "boots" properly *before* leaving.
- 2 If the program is copy-protected, ask what the replacement policy is from the publisher should the diskette go bad after a specified length of time.
- 3 If you are buying a business program, deal only with those companies that have some type of policy for providing you with a back-up disk should there be a problem.

A Look Ahead to 1982

If, in simplistic terms, the value of a computer to a businessman can be defined as "having economical storage and manipulation of information", then the expected introduction by Apple Inc. of their Winchester hard disk should be a major event in 1982. It is quite probable that by the time you read this, the announcement will already have been made. For now, though, few (if any) hard facts are known. Without getting into technical explanations, a Winchester hard disk is simply an external memory device that can store much more information than a floppy disk, with the added advantage of accessing that information much faster.

Internally code-named "Doublemint," the rumor is that the device will store approximately 5 megabytes of information. That is the equivalent of some 36 floppy disks. The expected price range is \$2500-3500. Such a device would make the Apple II, and especially the Apple III, a much more valuable small business computer.

Possibly the most significant development for Apple Inc. in 1982 will come not from internal technological innovations, but in the market's reaction to significant new competition and Apple's marketing policy, in particular, in dealing with the competition. That competition is gearing up from many different quarters.

Tandy Corp and its Radio Shack line will lead the industry in terms of units shipped.

Commodore International, which produces high capacity, relatively low-priced microcomputers, could be a source of significant competition if the company can straighten out its internal problems.

Xerox Corporation has entered the battle with the "Sam," a moderately-priced, well-designed microcomputer at \$2995.

IBM is finally getting into the quest with a new line of microcomputers.

Lastly, the Japanese are expected to hit our shores in force in 1982 with microcomputers from many leading Japanese companies.

The battle appears to be long and bloody.

1982 will be an interesting year.

CRITERIA EXPLAINED

In order for you to gain the maximum benefit in terms of information from the reviews, we feel that an explanation of how those ratings are derived would be useful.

Before each master section, you'll find a general commentary on what we look for in evaluating that particular type of program.

Each program will then be listed, starting first with a summary rating followed by general descriptive comments.

The point scale used is as follows:

10-20	21-40	41-60	61-80	81-100
(unacceptable)	(poor)	(fair)	(good)	(superior)

The specific criteria used are:

- (1) **Ease of use** — Are the screen layouts or documentation, if necessary, sufficiently clear and well laid out to enable the new user to "run" the program with a minimum of difficulty?
- (2) **Documentation** — Does it answer all the questions — is it clear — is it sufficiently extensive?
- (3) **Reliability** — Does the program do what it's supposed to do?
- (4) **Price/Usefulness Ratio** — This means: is the buyer getting value for his money? For example, a fair program from one vendor priced at \$7.95 might be a better value than only a slightly better program of the same type from another vendor but priced at \$24.95.
- (5) **Vendor Support** — Does the software company back its products? Are they available to answer questions? Will they replace a program that's defective (bad disk or tape)?
- (6) **Visual Appeal** — For game or graphic programs, does the program take advantage of the Apple Computer's capabilities?
- (7) **Error handling** — Does the program "bomb" during execution? Are there proper "error trapping" routines?
- (8) **Creativity** — (Entertainment) — Has the author been creative and imaginative?
- (9) **Challenge** — (Entertainment) — Does the game challenge the participant or is it a game one will tire of quickly?
- (10) An * indicates that the tape or disk is not copyable.
- (11) **Availability** — Using a scale from 1 to 10, this figure indicates whether or not the program will be found in most stores (10 = all stores).

THANKS TO REVIEWERS

Before going any further, we must gratefully acknowledge and thank the reviewers who have made "The Book" possible. They have toiled many hours without pay to share their knowledge and experience with other Apple Computer owners. Again, many thanks to:

John Dickey
Kathy Farmer
Mike Farmer
George Lee
Pieter Lechner
Bob Male
William T. Mooney
John Mudd
Susy Sadlier
Lou Rivas

Robert Schoenburg
Kim Schuette
Robert Silva
Tom Simondi
Jeff Stanton
John Tinsman
Henry Waldman
Carl Work
Don Worth

APOLOGY IN ADVANCE

While every effort has been made to include the majority of known Apple software on the market, we know that there are probably many programs that are not included. In most cases, this is because we were simply either not aware of the program or we were not able to obtain it.

We would be pleased to hear either from our readers or from authors of software about those programs not included, so that the next edition of "The Book" will be even more complete.

It is appropriate here to point out that while every effort has been made to present a fair and objective summary of Apple Software, neither our reviewers or the publishers of "The Book" will be held liable for any mistakes, comments, or omissions that have occurred.

We, of course, welcome comment and we will revise or correct, in future editions, any errors that are pointed out to us.

Remember, "The Book" is intended only as a guide. It is your responsibility as a consumer to do whatever "checking" you deem necessary BEFORE making your purchase.

A CALL FOR NEW PROGRAMS

When some people look at the wide variety of programs on the shelves of computer stores or flip through the pages of "The Book," we've heard them express the idea that there is "not much room for new programs".

DON'T BELIEVE IT! On the contrary, the market has not even been dented. There is a huge, unfilled demand for new programs in literally hundreds of areas. Not just for games (see "How to Write Games That Last") but for specific areas of application.

There are three essential ingredients for a good program:

(1) A programmer knowledgeable in Basic or Pascal or another high level language. He/she should also be familiar with assembly or machine language. The programmer should know and be able to utilize the specific capabilities of the machine.

(2) An individual who is intimately familiar with the specific field of knowledge to which the program applies (such as an accountant for business programs or a lawyer or a doctor, etc.) in his/her particular vocation or area of experience. Too often, we see programs from someone who obviously is a good programmer but who, just as obviously, is not sufficiently familiar with his subject.

(3) An individual who can look at the program from the end-user's standpoint and who can make sure that the documentation is clear and sufficient.

Putting this "trio" together is not easy, but the rewards can be great. And remember, the market is there.

"The Book" would like to contribute to bringing new programs to market. To that end, we offer a "pre-evaluation" service. Send us your idea or program. Using the criteria we've stated above, we would be happy to review, critique and make suggestions on improvement. When the time comes, we can also refer you to an appropriate marketing agency for distribution of your program.

A very small list of possible new program ideas is as follows:

- (1) Games — yes, games, there is always a market for a new creative and challenging game.
- (2) Job Costing
- (3) Real Estate
- (4) Construction
- (5) Architecture
- (6) Medical/dental billing
- (7) Medical/dental insurance
- (8) Insurance agencies
- (9) Travel agencies
- (10) Employment agencies
- (11) Education
- (12) Manufacturer's Representatives

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MEMORANDUM

1. PURPOSE: To provide information regarding the proposed changes to the existing contract for the purchase of office supplies.

2. BACKGROUND: The current contract for the purchase of office supplies is set to expire on 12/31/2023. The contract is currently being renewed for another year.

3. ANALYSIS: The proposed changes to the contract are as follows:

- a. Increase in the unit price for paper from \$0.10 to \$0.12.
- b. Increase in the unit price for pens from \$0.05 to \$0.06.
- c. Increase in the unit price for ink from \$0.08 to \$0.09.
- d. Increase in the unit price for toner from \$0.15 to \$0.16.
- e. Increase in the unit price for copiers from \$0.20 to \$0.21.
- f. Increase in the unit price for printers from \$0.25 to \$0.26.
- g. Increase in the unit price for fax machines from \$0.30 to \$0.31.
- h. Increase in the unit price for shredders from \$0.35 to \$0.36.
- i. Increase in the unit price for copiers from \$0.40 to \$0.41.
- j. Increase in the unit price for printers from \$0.45 to \$0.46.
- k. Increase in the unit price for fax machines from \$0.50 to \$0.51.
- l. Increase in the unit price for shredders from \$0.55 to \$0.56.

4. CONCLUSION: The proposed changes to the contract are reasonable and in line with the current market prices for office supplies.

5. RECOMMENDATION: It is recommended that the contract be renewed with the proposed changes.

BUSINESS

At the present time, many if not a majority of so called "personal" computers, like the Apple, are not being sold to the home consumer, which was the intended marketplace, but to the professional or small businessman.

It appears that the long anticipated mass consumer market has not yet materialized. The reasons usually given for this fact are that the general public is still not aware of small computers and needs further education, or that the public is naturally hesitant to adopt new technology, especially technology that may alter their way of living. Both of these reasons are probably correct and though no one doubts that the mass consumer market will appear, it just is not here yet.

In the meantime, the personal computer market is exploding, fueled not by consumers but by professionals and now small businessmen. At first glance, this is somewhat surprising, since until relatively recently there was very little application (of a practical nature) software available. The answer is, the first buyers of personal computers were hobbyists and other professionals who had experience with larger computers, saw the potential of the personal computer, and had the knowledge to write their own programs. Some of these programs were of sufficient general use to be marketable and are now commercially available.

However, though there are now some business-oriented programs currently available (as you will see in the succeeding section), the business software industry as a whole is still in its infancy. There is a reason for this situation. It is very difficult to produce good programs. A good program needs three things (as we mentioned earlier in THE BOOK): an expert programmer, an expert in the particular application for which the program is designed and someone who can view the whole program as an end-user would; that is, making the program error-proofed, easy to follow and making sure that it has adequate documentation. This procedure is time-consuming and difficult, not to mention expensive. Fortunately, some software houses are now making the necessary commitments, in terms of time and money, to produce good quality software. Some is available now, but more, much more, will be available in the near future.

It is not a supposition or a prediction, but a fact, that in order for the small businessman to remain competitive he will have to learn about and use small computers.

CHAPTER 1

The first part of the book is devoted to a general discussion of the nature of the problem. It is shown that the problem is not only a mathematical one, but also a physical one. The second part of the book is devoted to a detailed discussion of the mathematical aspects of the problem. It is shown that the problem can be solved by a variety of methods, and that the solution is unique. The third part of the book is devoted to a detailed discussion of the physical aspects of the problem. It is shown that the problem is a physical one, and that the solution is unique. The fourth part of the book is devoted to a detailed discussion of the numerical aspects of the problem. It is shown that the problem can be solved by a variety of methods, and that the solution is unique. The fifth part of the book is devoted to a detailed discussion of the experimental aspects of the problem. It is shown that the problem is a physical one, and that the solution is unique. The sixth part of the book is devoted to a detailed discussion of the theoretical aspects of the problem. It is shown that the problem is a physical one, and that the solution is unique. The seventh part of the book is devoted to a detailed discussion of the practical aspects of the problem. It is shown that the problem is a physical one, and that the solution is unique. The eighth part of the book is devoted to a detailed discussion of the historical aspects of the problem. It is shown that the problem is a physical one, and that the solution is unique. The ninth part of the book is devoted to a detailed discussion of the future aspects of the problem. It is shown that the problem is a physical one, and that the solution is unique. The tenth part of the book is devoted to a detailed discussion of the conclusion aspects of the problem. It is shown that the problem is a physical one, and that the solution is unique.