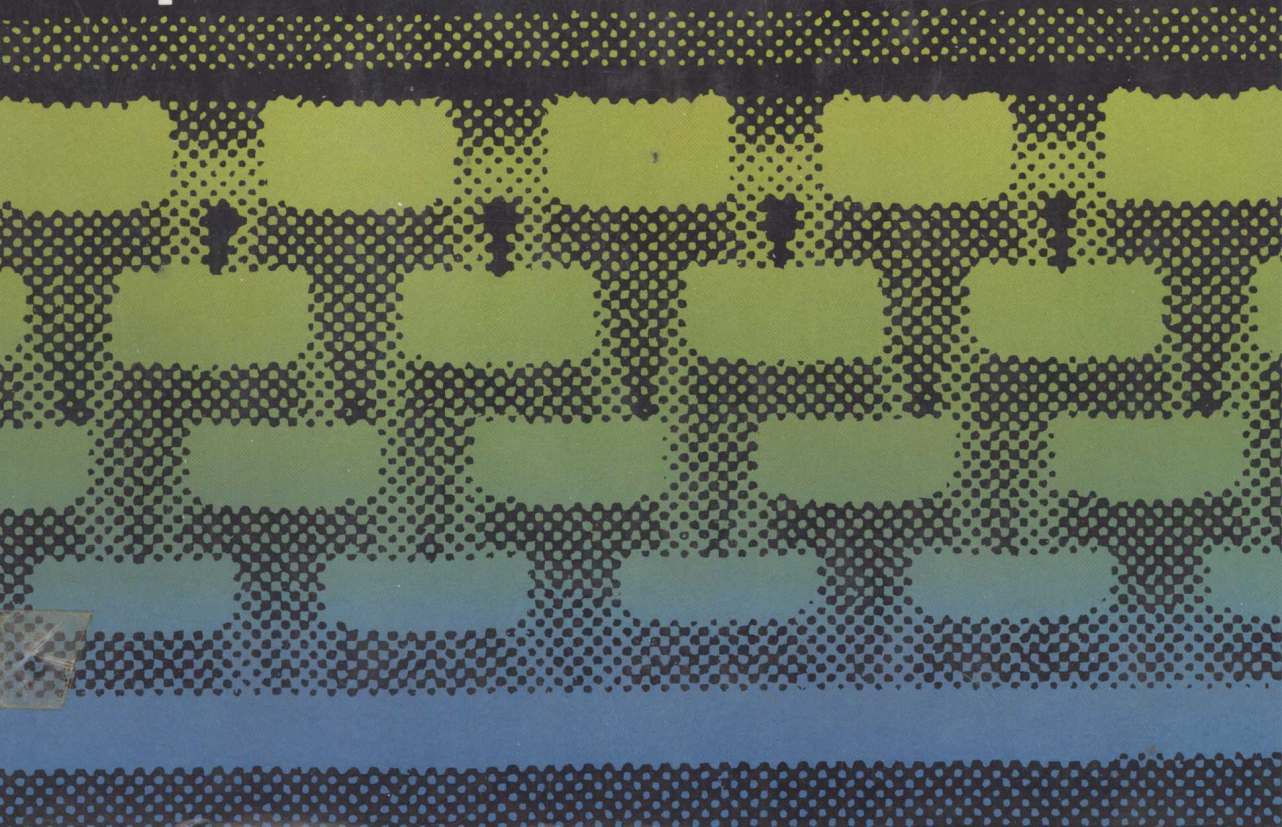


Arnold  
Rosen

# GETTING THE MOST OUT OF YOUR WORD PROCESSOR

Covers all of the functions, features,  
and applications of these  
powerful office automation tools





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# Foreword

Thank you, Spectrum, and thank you, Arnold Rosen, for the invitation to write a foreword for *Getting the Most Out of Your Word Processor*, for this book is as timely as this morning's sunrise.

For the past three decades I have observed and participated in the revolution that has taken place in office technology—a revolution that has seen equipment evolve from an electromechanical base to a base derived from minute memory chips, a revolution that has taken the computer from the giant room-size units to small desk-top machines that are even more powerful than their huge predecessors.

I recognized quickly the profound effect that the new word processing technology would have on how information is handled. Because of this perception, I have involved our company in a wide network of word processing learning centers across the country. These centers have placed our company at the leading edge of this new technology. We intend to remain there in the future through continued innovation and development.

When the history of word processing is someday written, it will show three stages, or eras. First, there was the "How does it work?" stage, and of course schools and many offices still have this question as their primary concern. If you are yourself an operator and must switch from one machine or model to another, "How does it work?" is your whole concern.

But "How does it work?" is only a passing phase. It is now well established that any skillful typist who is reasonably comfortable with the technicalities of the English language and who wants to learn how to operate word processing equipment can readily do so.

So the second stage comes about, the era of "What else is the equipment good for?"

As work force suppliers, we naturally ask "What do you wish the temporary worker to do on your equipment?" when a client calls us. The answers indicate how rapidly word processing is changing. "To keyboard a long report" or a document or a whole book is now commonplace. "To prepare a mailing, individually addressed, to our 463 dealers," is also commonplace now. "To handle this week's secretarial correspondence" is routine and ordinary. More and more new uses are evolving, from something as esoteric as "Handle our electronic mail with our computer center in London" to something as mundane as "Revise the glossary of our former equipment to fit our new model." Yes, users of word processing equipment are learning more and more ways to use their equipment, above and beyond whatever cost-effective designs led to its purchase in the first place.

With the solution of the mystery of how the equipment works and with gratifying discoveries of what the equipment is good for, it is natural that a third area of interest would emerge, and it has: "How to get the most out of this equipment?"

And that is what this book tells.

If there is anyone in America who knows how to get the most out of word processing equipment, it must be the author of this book. Arnold Rosen is a professor of secretarial science at Nassau Community

College, on Long Island. He is past president of the International Information/Word Processing Association. He is author or coauthor of many books on the subject of word processing. He is consultant to an impressive clientele of business firms—both users and manufacturers of the equipment.

His authoritative, accurate, and enthusiastic suggestions for *Getting the Most Out of Your Word Processor* will help you realize that you are truly involved in the most exciting development in the history of the office: word processing.

The opportunity for you is now.

WILLIAM OLSTEN, C.E.O.  
*The Olsten Corporation*  
Westbury, Long Island, New York

# Preface

*Congratulations!* As an owner of a word processor you have taken an important first step into the automated office. At first glance, the screen and the keys on your word processor may remind you of—a computer! For people who are “computer shy,” the first reaction can be one of mistrust. Let’s examine your new word processor more closely and see how it can help improve your office operations—especially the typing function.

Your new word processor is a magic box that makes keyboarding and creating information easy, accurate, even *fun*. To create a document, just sit down at the keyboard and type. The text is displayed on the screen as it’s typed. The display gives you the opportunity to review and revise work in progress before it is printed. Mistakes? Errors? Drop a comma? Hit a wrong key? Revise a paragraph? You don’t have to get out the correction fluid or fuss with correction paper anymore. Simply backspace to the error, make the correct keystroke, and the mistake will vanish! Insert and delete are simple keystrokes now.

Instead of having to choose between sending out your text with errors intact, or waiting for it to be typed from scratch—you get letter-perfect text quickly. With your new word processor, you can type a text at your fastest rough-draft rate. And forget about transpositions, omissions, and all the other little mistakes that used to slow you down when you typed on a standard electric. With your new word processor you can easily fix errors—a letter, word, line, or paragraph at a time. When you need to make revisions, you can move paragraphs and add text, while rearranging margins, paragraphs or column indents, and line spacing—all before you commit a single character to paper.

### **And It Has Memory!**

After you have completed typing your document, you can ask your word processor to print it out on paper. Simply give it a special command, and—presto!—you’ll get your printout exactly as it appeared on the display screen. No surprises. You can also ask it to store the page away. What a convenient filing system! Electronic filing at your fingertips. Now, instead of adding carbon copies to a bulky filing cabinet, you type letters onto your screen, give them names, and tell your word processor to “memorize them!” When you want to use them again, call them back to the screen, and ask the printer to print out as many copies as you need.

### **Great for Traditional Typing Jobs**

In addition to making it easy to type all your letters, memos, and reports faster, with no errors, your word processor handles all the basic typing jobs you do every day. These include index cards, envelopes, multipage reports, multipart forms, and more. Why keep an extra traditional typing station when your new word processor performs all your standard typing tasks?



## Handle Administrative Tasks

Think of your new word processor as your administrative assistant, too. It can handle such varied tasks as:

sorting	designing forms
follow-up lists	creating form letters
calendars and message logs	typing index cards
calculations	internal memos

### More Miracles!

If your word processor has a multifunction capability—that is, if it is connected to a computer or network—a whole new world of possibilities is opened up:

- Press a key, type in a few words, and display on the screen the inventory level of bolts of cloth in your factory.
- Press another key, and you'll find out the number of dealers in Los Angeles who carry your products and their sales volumes last year.
- Another key allows you to compare the response to an advertising campaign from year to year.
- Use the numbers on the keyboard and figure out your share of the market in Pittsburgh and what would happen to it if you changed the price schedule.
- Retrieve your alphabetized mailing list, and add two more customers and delete one.
- Press another key, and it shows you all the messages you received. You can call them up in order of importance, read them, and type in replies that will go right back to the senders. No paper to shuffle, because it's all done electronically.

. . . And on and on. At this point you may be overwhelmed by the promises and possibilities of

your new word processor. All of the features described in this introductory section exist right now. With your first word processor, you can plug into a more sophisticated, integrated electronic office.

Like a new luxury car, you may be tempted to give it a test drive and hit all the buttons. Be cautious. Go slow! Use only the options and special features of your word processor that you need now. As your business expands, your word processor can become part of the electronic office. It is capable of growing and changing. You can plug new devices into it at will; you can switch around to fit the changing needs of your company. As your business expands and your need for more and accurate information becomes crucial, your word processor stands ready to serve you more than you ever imagined. By using this tool with intelligence and skill, your journey through the automated office will be productive and enlightening.

For any new tool or automated procedure to be successful, you must be considerate and aware of other employees who will come into contact with the word processor. Although this section has emphasized the physical hardware of your word processor, we are still talking about “automation,” a word that may have frightening connotations for many people in your office. Before you can do anything about implementing your system into your office, you have to overcome the sociological obstacles that exist in your company. It won’t be an easy thing to do, but it can be done. And the secret is to proceed along an evolutionary growth path, one step at a time.

This brief overview of features and capabilities is general in its description. A more detailed and step-by-step approach will be presented throughout this book.

*Getting the Most Out of Your Word Processor* will help you become more aware of what your word processor can do. You are in for many surprises.

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# Introduction **1**

A woman in Chicago owns three travel agencies. She'd like to send out more advertising flyers but can't find the time to address them.

A doctor who shares a professional office with two other doctors has recently merged operations into a single entity in New York City. Their medical secretary cannot handle the additional paper work for this expansion.

The president of a small but growing solar energy products company in Pennsylvania had to hire two more clerks to take care of order entries and backlog reports.

A Scarsdale housewife has written three cookbooks and has a contract for two additional books. Her portable typewriter at home restricts her in revising and updating the manuscript every time she wishes to change something.

A Seattle auto parts dealer invests hours reordering necessary but low-margin items.

**WHO NEEDS A  
WORD PROCESSOR  
ANYWAY!**

Every two weeks, a Florida contractor gives up three evenings with his family to get the payroll out on time.

The VP of Communications of a major Ohio-based retailing operation is periodically troubled by the disappearance of promotional information and news releases.

A college math professor is an author, consultant, and speaker. Every semester he retypes course outlines, exams, and assignment sheets when they need only minor revisions.

The personnel director of a large New England appliance manufacturer is forever chasing down employee information records for production managers. . . .

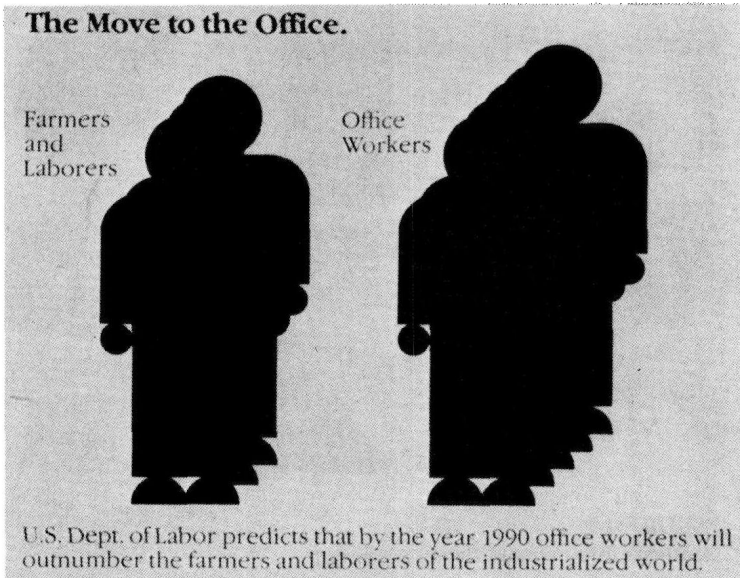
All these people have an immediate need for a word processing system. What's more, if each did nothing but solve that one problem, the word processor would pay for itself in less than six months.

Before you say, "It's not for me," think of your own operation for a minute. Think of the tons of paper work, the avalanche of forms, and the flood of information you have to handle to keep your business profitable. How much time and money would you save if, simply by pushing a few keys, you could generate a mailing list, scan your inventory, create a pie chart to highlight a statistical report, or check your employee productivity records? You stand to save plenty! It's not magic. It's using a machine to do the drudgery so that you and your people are free to make decisions for a successful business.

It's technology. That technology has made the modern word processor or information processor simple to learn and given it more flexibility and power than ever before. Today's machines have been designed with the user in mind. They eliminate the mystery, complexity, and expense in order to provide the business world with an essentially simple and universally usable tool.

**FIGURE 1-1**

U.S. Dept. of Labor predicts that by the year 1990 office workers will outnumber the farmers and laborers of the industrial world.



Since its humble beginnings, word processing has expanded from fast document processing to manipulation and sharing of data. An entire chapter in *Word Processing* (Prentice-Hall, Inc.) describes the history of word processing in detail. For our purposes, an exhaustive detailed account can be compressed into a short series of events. The need to automate has been building throughout this century, and word processing provided the justification and implementation to do so. Automation is one way of doing jobs more quickly at a reasonable cost, and the word processor became the primary tool to do the job.

## HOW IT ALL STARTED

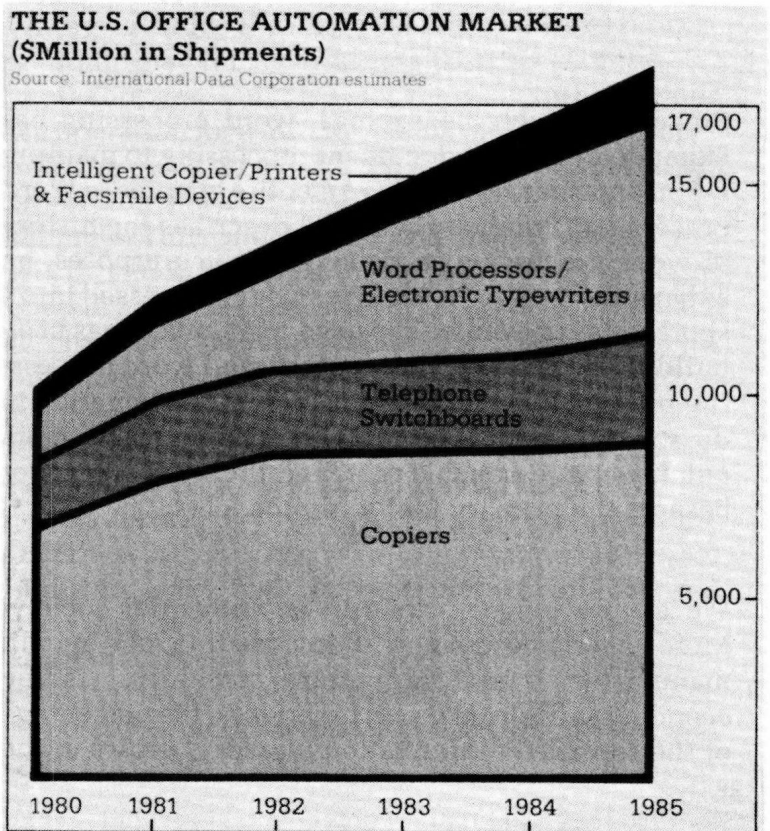
We are no longer primarily an industrial society. More Americans are now in information jobs than in manufacturing and agriculture combined. As the economy shifts from goods to services, the percentage of the so-called "information workers" grows at the

## EXTERNAL FORCES

**FIGURE 1-2**  
Displaywriter. Courtesy: IBM



**FIGURE 1-3**  
Courtesy: International Data Corporation





rate of 2 percent each year. By 1990 office workers will outnumber the farmers and laborers of the industrial world. Just look at the glass and steel towers that span the avenues of American cities. Who works there? Information workers.

Today's most pervasive technological trends started with a technological revolution. Before it is over, it will overshadow the industrial revolution in both its scope and its impact on business. Today there is one word processor or electronic typewriter for every five secretary/typists in the U.S. Eventually, Booze, Allen & Hamilton, Inc. estimates that automation will affect 38 million of more than 50 million existing white-collar jobs. This revolution started with the word processor—a magnetic tape typewriter—and with the phrase “word processing.” Today, word processing has grown into big business.

By 1985, the market for word and information processors and related peripherals will be \$18 billion. This projection can be broken down into the following components: By 1985 there will be in the U.S. 4,000,000 desktop computers, 1,500,000 other computers, and 11,500,000 word processor/computer terminals—many in office applications. The white-collar workforce in 1985 will be 60,000,000 strong. They will work with 27,000,000 office devices—not counting TVs, phones, or hand-held calculators. That's three times as many as were available in 1981.

To begin to understand the boundless promise of your new machine and our new information society, we need to define some terms. *Word processing* is the use of electronic equipment to type, change, and permanently store information for final printing and future use. Word processing is really a process, not just a product; it is an attitude as much as it is an identifiable set of hardware and software. Implicit in this definition are several important ideas, all of which center on the “people, procedures, equipment” concept. Although we will discuss how people and procedures influence and enhance the quality of work life and the value of information, this book focuses on the equipment—our primary tool of productivity.