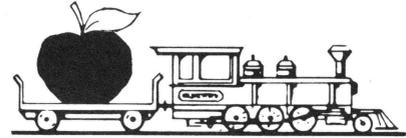


ALL ABOARD— THE WABASH APPLE, INC.



Computer Story of the 80's



The Wabash Apple's sales have been increasing 40% per month since they opened their doors last November.

When we visited the 15 people who made this happen in El Toro, California, we were impressed with their camaraderie, enthusiasm and creativity. From their eye-catching displays to their locomotive logo, they exude the Apple spirit.

Lin Austin, President, Jim Constantine, Executive Vice-President and John Salin, Vice-President Sales enjoy telling their ideas including sophisticated promotions, frequent participation in shows, and even decking out the staff in The Wabash Apple tee-shirts at Apple EXPO in Los Angeles.

Lin says the store has a three-pronged marketing approach: education, installation and service. Lin adds, "Although we've sold Apples to a surprising number of large corporations including Burroughs and MSI, our primary markets are small businesses and professionals. Since we are surrounded by probably the largest concentration of small proprietorships in California, we have a wide open market."

To attract that market the sales staff of The Wabash Apple really hustles. They estimate the education division is on the road 90% of the time.

Jim Constantine notes, "Most of our sales force have switched from data processing to microcomputers. They understand applications. And just as important, they understand the customer wants the Apple to solve specific business problems."

To demonstrate these solutions, The Wabash Apple uses a 3200 sq. ft. showroom that holds six free standing demo areas and one large glass-enclosed demo room. Decorated with mir-

rors and murals and covered with a warm burgundy carpet, the showroom presents an inviting, non-threatening place for the beginner to learn about Apples and their place in business.

Jim says, "Our six ongoing demos convince customers they can learn how to use Apples easily."

To help more people become computer literate, The Wabash Apple also outfitted a 2000 sq. ft. classroom with 12 Apples, a podium, writing board and video tape equipment. Recently the store invited educators from the 24 school districts in Orange County to see a demo. More than 60 enthusiastic administrators overflowed The Wabash Apple classroom. After showing the Apple Seed demo, distributing *Apple Education News* and answering countless questions, The Wabash Apple team thinks Apple will have an edge in future district biddings.

The Wabash Apple also uses the classroom to hold regular workshops. These include: Introduction to Microcomputers, Beginning and Advanced BASIC, PASCAL, FORTRAN and VisiCalc. They also offer seminars covering business applications and the Controller. Classes are both fee and non-fee. Usually they're held at night, but during the summer they'll also be offered in the mornings and afternoons. Frequently Jim invites managers from large corporations for private workshops.

The enthusiastic staff at The Wabash Apple doesn't wait for the public to come to them; they go to the public. Recently they attended a floating convention on the Queen Mary sponsored by the National Council of Teachers of Mathematics. Jim reports, "We had the busiest booth in the show. People stood

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Surveys Highlight Your Customers' Interest in Dealing with "Full-Support" Dealers.

Competing with mail order houses and discount outlets is tough; however, a recent survey of *Business Week* magazine subscribers proves their readers prefer to buy through dealers. In fact, 84.5% of the respondents said they'd expect to shop for a personal computer at a retail computer store while only 2% considered buying through a mail order outlet and 1.2% from a catalog.

That's the good news.

Now the bad news: 43% of the business people surveyed, browsed in a retail computer store in 1980—but only 14% of that 43% purchased a computer. That means we closed the deal with only one in three of these prospects.

And these are just the customers you want:

- 66% earn more than \$35,000 per year
- 41% earn more than \$50,000 per year
- 72% considered purchasing a computer for home use
- 51% indicated they'd use a personal computer for business

We know high income business and professional customers are looking for a computer for business and personal use. And we know they're aware of Apple. In almost every survey we review, Apple is consistently listed in the top three leading manufacturers of personal computers. In fact, in the *Business Week* survey, Apple was the brand most frequently mentioned by the respondents who had considered a computer for business use.

But what does the customer want? According to the *Business Week* survey, the primary factors in choosing a personal computer were: reliability (88%), ease of use (82%) and service availability (81%).

In other words, your customers want computers they can count on with service and support to back them up.

You offer both. You sell reliable systems and offer quick, superior service and support. Here you surpass the mail order and discount houses.

You also surpass them in another vital area: the personal touch. Only you can meet and greet your customers and personally show them the solutions to their computer problems. Unlike a magazine ad that's restricted to a few words and often tossed out with the trash, you are able to stay with the customer, showing and selling Apple's answers and your support.

So what's happening? We have the interest. We have the product awareness. Yet two out of three potential customers leave empty-handed. Here's a couple of suggestions to help you change the statistics of the next *Business Week* survey:

1. Understand that selling computers is a complex business. Unlike a traditional retail store where a customer browses then buys, the customer at a computer store is often baffled by the jargon and machinery. You need to go out of your way to answer their questions in "their language" not "computerese". In a recent survey of Apple owners many compared their buying experience to being in a foreign country or learning a new language.

Business customers are solution-oriented and accustomed to being decisionmakers. They feel awkward not knowing the

right questions to ask. So find out the specific reasons they're interested in Apple, e.g., personal finance, investment analysis, financial planning, business accounting or their children's education. Relate their application need to an Apple system in "their language."

2. Obtain the name of each person who comes in your store. How? Invite them to sign a guest register or get on your mailing list. Or have them fill out sweepstakes tickets for a giveaway. Or use Apple Writer or Apple Post to enter their name, address and business information. That way they see a demo and you have an addition to your customer list.

3. Educate your sales force to the concerns of the business/professional customer. Suggest questions they can ask to determine the customer's needs. Work with your customers, offer them solutions and speak their language. Then ring up the sale and enjoy your well-earned profits.

Next month: Gene Carter Responds to the Responses!

Apple Sets New York On Fire



Photo credit—Mike Semel, Manager of Chemung Electronics, Inc., Corning, New York

A three alarm grease fire started on the morning of March 31 beneath Apple EXPO at the New York Statler Hotel. The flames forced guests from 18 floors to evacuate to the streets. EXPO's continuation appeared threatened. But, in fact, the fire added some hot publicity and created a crowd of over 6,000 Apple-gazers!

Special Delivery Software Offers The New Deal



Those who attended Apple EXPO 81 know that Special Delivery has been redesigned. The New Deal provides increased profits, greater media exposure and improved Apple support. We call this The New Deal. Highlights include:

• Expanded Dealer Discount Schedule

Single Quantities	35%
Master Packages	40%
6—19 Master Packs	42%
20+ Master packages	45%

All product will be stocked in Apple Regional Support Centers.

• National Advertising Campaign

Special 1/2 page advertisements will be calling attention to the Special Delivery Programs and directing the customers to you.

• Special Demonstration Packages

Demonstration packages will help you in the display and sales of Special Delivery Software. Best of all, these packages will be offered to you at one time special prices well below the normal best price offerings.

• Widely Distributed Catalogs

Catalogs will be distributed in Apple Systems, through dealerships, bulk mailings and other channels.

• Improved Apple Support Through Standard Channels

In addition to the seven day satisfaction guarantee, the regional sales and technical support groups will provide both pre and post sales support.

Under The New Deal, you'll be able to offer your customers Special Delivery Software directly from your inventory. With your expertise in sales and the easy availability of the software, we think The New Deal will be a winning deal.

Tupper Snook

SERVICE CENTER



Service Earns Smiles and Profits

Service is a profit making business if run according to the Level I formula. And now we've simplified the reporting process so you can make money while making repairs. You can get paid for warranty (and extended warranty) work in two ways:

1. **Repair Return Tags (RRT)** *RRT is used for module level repairs only.* It accompanies a defective module to the Regional Service Center. If the original swap of the customer's defective module with one of your good ones was under warranty, indicate this on the RRT, and the Regional Service Center will credit you \$26.00. When the sum reaches \$250.00 or 90 days, whichever comes first, you will receive a statement and a check. Just send in the RRT, and you can count on this extra cash.

2. **Dealer Reporting Package (DRP)** *DRP is used for component level repairs only.* Assume you have swapped a customer's defective module under warranty with one of your good ones. Now you repair the defective module and return it to your service inventory. Great! However, unless you inform us that you performed this component level repair, we cannot compensate you, nor can we replace the parts you used. How to do it? Use your DRP.

With DRP you create a record of your repairs, including date, serial number, date of purchase and parts used. You also write a monthly report including number of repairs, money earned for warranty (and extended warranty) work and parts used. You may also use DRP to create a Purchase Order to augment your Service spares. To notify us of your repair activity and request payment, ask DRP for a "Report for Apple," and send this in to us.

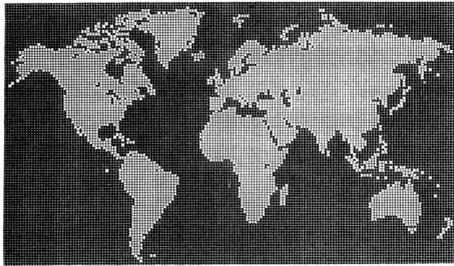
We will do the following: (1) credit you with the money due and consolidate it with RRT money so you get one check; (2) replace your parts used under warranty at no charge to you; (3) fill your parts order and bill you according to your normal terms with Apple.

Using the DRP system requires a little extra effort on your part. But the payoff is a profitable operation. You receive \$36.00 for every component level repair under warranty—but only if you use the DRP.

Now with our new release DRP version 2.1, we have made it easier than ever. Our documentation is clearer and we compensate for every plug-in component on the Apple II/II+. In less than an hour you can learn how to use the DRP program. Don't miss a good bet and a better income—Use DRP and RRT!

Fred Sommer

APPLES



ALL OVER THE WORLD

Apple has made a commitment to being an International Company. Sales outside the U.S. account for a substantial amount of Apple's total business already.

For this reason we are investing considerable care and resources to develop this often difficult and diverse market.

Manufacturing in Ireland, distribution in Zeist, and sales and distribution virtually throughout the world are helping to spread the Apple phenomena.

But consider the problems. Each country has their own power supply requirements. Voltages range from 100V in Japan to 230V in Europe. Line frequency varies from 50 to 60 Hz. (Japan uses both.) The AC plugs differ from country to country, even when the voltages are the same.

Different television systems are another headache. In Japan, NTSC (the American system) is used but at different transmission frequencies. In other parts of the world, either NTSC, PAL, (British/German) or SECAM (French) are required. Some countries even have variations of the same basic PAL system.

In addition, complex legal issues are involved with shipping. These include import certificates from the countries being shipped to, letters of credit for collection, and most important, export declarations and licensing from our own government.

Improper shipping, especially in cases where units end up in restricted countries (whether we ship directly or they are trans-shipped from agents that have not been thoroughly checked out), could mean heavy penalties not only to Apple, but to individuals within the company responsible for the sale. This is also true for dealers. That is, unless they can show reasonable care in assuring that units sold internationally will not later be trans-shipped to restricted countries, there is danger of being held responsible.

To oversee this complex business Apple has created international Sales and Support organizations in California and Europe. These experienced professionals are developing the name of Apple to be as visible and respected as it is here in the U.S.A.

Steve Shank

THE ///—A TALE OF FOUR CITIES

"It was the best of times. It was the worst of times." Remember that beginning line from *The Tale of Two Cities*?

Those who attended Apple EXPO in Dallas, New York, Chicago and Los Angeles were excited to see 23 Apple ///'s all running perfectly. The ///'s were packed up and carted from city to city and there was never a problem! Eighty hours of capability demonstrations assured all that the best of times are here at last for the once-troubled Apple ///.

"I think it's super!" exclaimed Russ Mayworm of Sanyo, Compton, California. And, Wayne Wenzlaff of Team in Marinette, Wisconsin said, "I can't wait til the /// is available on the employee purchase plan."

Feature

More Memory—96K bytes, 128K bytes

More to see—80 column screen

Characters appear in both upper and lower case.

Integrated hardware including built-in disc drive, built-in serial port and joy stick port.

Sculptured curved keyboard

Numeric keypad includes the number 0-10, decimal point, minus sign and ENTER key

Automatic Repeat—hold any key down for more than one second and it automatically repeats at 10 characters per second.

Silentype or QUME plug-in capability

Available software includes VisiCalc ///, Apple Business BASIC, SOS (soon to be released), Mail List Manager and Apple /// PASCAL.

With the addition of the same exceptional support provided by dealers to the Apple II, the Apple /// will easily overcome any of its initial start-up problems and will become a valuable, profitable product for Apple, yourself and our users.

The primary rule of selling is to sell benefits, not features. A feature states a fact; a benefit tells the customer what the feature means to him. While Apple /// is loaded with unique features, these must be translated into benefits. Remember, the Apple /// is geared for the growing small business, the middle managers and the scientific-industrial user.

Let's take a look at the features and benefits we examined at EXPO.

Benefit

Speedier processing of information. Holds more so you can do more. Handles bigger jobs.

See the full line on the screen at once. Increases readability. Better acceptance by the customers' staff.

Increases readability. Easier to catch errors and to revise text. Better acceptance by customers' staff.

Eliminates buying additional hardware. Presents a total package.

Easier to use, quality feel, professional office equipment.

Speeds up data entry. Especially handy for accountants or people who deal with a large amount of numbers.

Speeds up data input and editing.

No special knowledge or separate interface needed to use Silentype or QUME, just plug and print.

Software offers outstanding time-saving tools for today's manager. From forecasting to programming, to revising reports and updating the mailing list, the Apple /// software handles jobs efficiently and quickly.

So, the worst of times are over and each month in Applesource we will help you understand more and more about the Apple /// features that guarantee the best of times ahead.

Bryan Haas

Apple Did It Again!

There is no question about it. Apple EXPO 81 was a hit! Apple employees came home exhausted and exhilarated. We talked to dealers in four major cities. We listened to problems, offered some answers and, all in all, felt closer to the dealer network and its needs.

We overheard these comments:

Fred Kinder—Computerland of Dallas:

Great! Tremendous! Slickest series of seminars I've ever seen put on by anyone. It went according to schedule, very smoothly, and well laid out. Apple has its act together. It was worth every penny and I wish I would have sent more sales people.



Al Meisman and Carol Meisman—The Computer Post of Campbell:

Congratulations on the excellent job you are doing with Apple EXPO 81. It's very exciting and certainly validates our decision to open Apple only stores.

Jim Shuster—Compushop:

It was extremely professional. Obviously everyone did their homework. There was certainly more than \$125 worth of material given.

Phil Greene—Forsythe Computers, St. Louis, MO.:

Definitely a class act—not a hype-job. A great deal of effort to make the dealers a real part of Apple. They showed a real concern for the dealers and are spending the resources to do it.

Billy Ladin—Computer Craft:

Outstanding—Everything was positive. It was the first time in years we could visit with Apple executives. They were available to us.

Everything presented came off well. The meals were first class, the material and slides were first class. We didn't have to take notes. The materials alone were worth the price of admission.

On the second day I never saw a better presentation, they were perfect. I felt I was sophisticated on advertisement but when I heard Parker, Pickett, and Richardson, I got new ideas and am currently revamping my advertisement.

Vance Pflance—Team Electronics, Sioux City, IA & Omaha, NE (4 stores):

Absolutely phenomenal.

The quality of all the presentations were great. I came away very high on Apple. We want to do business with this quality company!

We got the information we needed to market Apple products profitably.

YOU ASKED FOR A DEALER COUNCIL: YOU GOT IT!

Apple inaugurates The Dealer Council on June 7th in San Francisco. The Council will rotate so that more of you will have the opportunity to be heard. We invite you to call the following people and tell them your concerns.

Jay Gottlieb, Computer Factory, New York (212) 687-5001
Bob Redmond, Computer Plus, Virginia (703) 971-1996
Peter Seldon, Basic Computer Shop, Ohio (216) 867-0808
Steve Freidhoff, Team Electronics, Iowa (319) 235-6507
Len Simon, Computer City, California (714) 996-0800
Bruce Burdick, Computerland, Missouri (816) 436-3737
Kirk Cervi, Compushop, Canada (403) 276-8906
Billy Ladin, Computer Craft, Texas (713) 977-0664

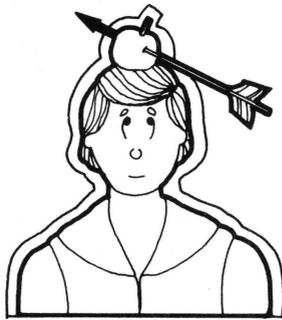
Heard Any Good Training Stories Lately?

We're looking for training application stories from large and small companies. This is a rich, untapped market because the business and industrial market holds the potential for large and continued sales. And once this market is tapped, it will provide you leads to make easy secondary sales.

If you are presently selling to a company that uses Apples in training, let me know. I'd also appreciate it if you can get a demo copy of the training program. I'll put these application stories together, along with a list of companies that are using Apples for employee training. By this Fall flyers, sales materials and a demo will be available for the training market.

The market's ready. We're ready. Let's train the training market to pick Apples.

Jon Covington



William Tells!

Dear William,

We all know the Apple III, is being sold with up to 128K, but how much am I left with if I put in BASIC, SOS or VISICALC?

Thanks for the Memory

Dear Memory,

On a 128K Apple III VISICALC gives you about 71K of user memory. When BASIC and SOS are loaded there is about 70K (depending on how many device drivers are loaded). With this amount of memory and when you consider the power that SOS and Business BASIC give, you can easily develop very powerful programs.

Dear William,

Lately people have been getting very clever with the Apple II in developing programs with animation. I say they have to be done in machine language in order to achieve the speed, but a friend of mine swears that animation can be done using BASIC? What's the story?

Animating is my Business

Dear Animating,

Yes, they can, and most are, done in BASIC. It is VERY easy to do by using the DOS Tool Kit. If you are familiar with programming and haven't already seen the Tool Kit, break open a package and look at it, it's well worth it. I would recommend you start running the RIBBIT program and interrupt it by using a Control C (don't press reset). Then just list the program and let it fly by on the screen. There are some surprises in the program that will be very obvious and I'm sure they will make you pick up the manual and investigate. From then on you'll be hooked.

Dear William,

When I use programs like Tool Kit that have relocatable modules or text or binary files that have to be moved to another diskette, how do I do it?

Dolly Diskette

Dear Dolly,

Thank you for your question; it should save a lot of questions next month when people start getting addicted to the Tool Kit. There is a program on the DOS 3.3 System Master diskette called FID which you BRUN and it will transfer files from one disk to another. Directions are in the DOS 3.3 manual.

Dear William,

I have been using Apple Plot to print plots on the QUME, so I know it will do graphics and I am very excited about it. But how can I make it print my other Hi-Res pictures?

Picture Perfect

Dear Perfect,

You can do it right now by using your Apple Plot. When you select option to load data, choose a P for picture instead of D for data. When your picture is in, go ahead and print it just like you would a plot.

Dear William,

It was really difficult for us these past few months with product delays and impatient customers. Now that production is once again meeting our needs, could you just clear up, once and for all, what happened?

Representing Many Concerned Apple Dealers

Dear Rep,

ALL of us have been overwhelmed with our own success. Neither the dealers or our sales organization anticipated our incredible sales growth. We normally hedge against unreasonable demands by keeping a three- to four-week reserve of product. In December we used up the entire reserve. Since there is at least a twelve-week lead time from when we order to when we receive raw materials and we are dependent on other vendors, it has been a challenge getting caught up. We are now providing a smooth flow of product and have set up a forecasting system to anticipate future demands more accurately.

In the last quarter of 1980 our net sales were over sixty-seven million. That means that, in just one quarter, increased sales were 58% of what had been sold the entire previous year. A report on the 3 months that ended March 27, 1981 showed that sales increased 16% over the \$67.6 million. No wonder we all had difficulty predicting such an upsurge!

Dear William,

Is there a way for me to print out Diskette Labels using the Apple Writer program and a QUME printer?

Label-less Larry

Dear Larry,

Yes, and a very easy way at that. Simply set the Print Constants Menu to correspond with the label size. You can print out a large quantity very quickly and efficiently.

Dear William,

I have an IBM typewriter and recently bought an Apple. Is there an interface available so that I can use my IBM as a printer?

I've Been Muddlin'

Dear IBM,

A company which makes such a gadget is:

Escon Products Company
12919 Alcosta Boulevard
San Ramon, CA 94583 415-820-1256

They should be able to help you out with your dilemma.

Apple Leasing Announces Two New Programs at Apple Expo

Over 1,500 members of the Apple family of dealers, salespeople and potential customers left Apple EXPO 81 with their names in the news.

A special Apple Expo 81 newsletter, *Apple Leasing Times*, was customized on the spot for each visitor to the Apple Leasing booth. At the same time, Apple Leasing representatives talked with dealers about program innovations and discussed benefits of leasing with prospective business customers.

In the Apple Pie, Apple dealers learned of two exciting new Apple Leasing programs: a general leasing program for state and local governments (SLG's) and a special Public School Classroom leasing program designed especially for placing Apples in computer literacy programs. Both leasing programs are sure to increase Apple dealers' opportunities to win business.

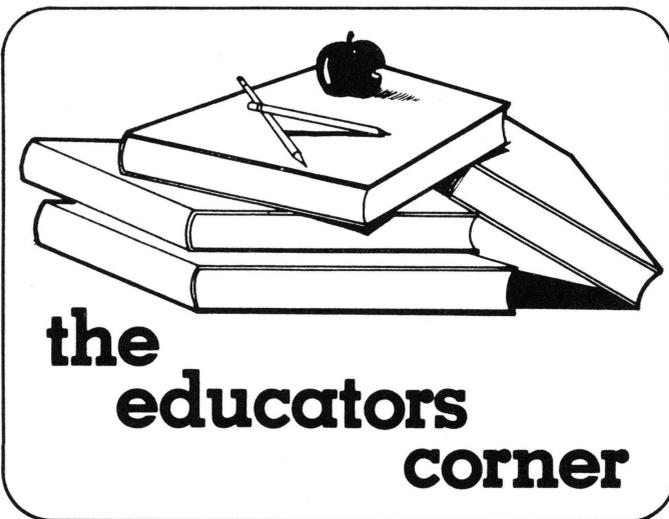
Apple Leasing has analyzed the specialized needs of government customers and has produced the finest state and local government leasing packages ever developed. Dealers will be able to offer their customers the simplest, most streamlined SLG documentation available—and they'll knock out the

competition's best efforts! Dealers will have an excellent tool for winning bid situations and at the same time they'll be meeting customer needs for expanding budget capabilities in a time of tight money.

One unique feature of the new lease designed for these programs is the inclusion of a non-appropriations provision within the document. This enables the entity to return the equipment to Apple Leasing if, in future fiscal years, funds are not appropriated for continuing the lease.

The school year is almost over and a school's unspent budget dollars offer you an outstanding opportunity to make some last-minute sales. Try Apple Leasing's new Public School Classroom Program soon. You can still help schools put their computer literacy programs in place in time for the beginning of the next school year.

Any questions? Give your Apple Leasing VIP a call toll-free at 800-323-4190. Call collect in Illinois. Or, call your Apple Leasing District Manager. Put a new lease on your profits: check out Apple Leasing.



APPLE HOW TO!

Apple is now shipping Apple How To!

Who is the customer? Educators teaching some form of computer literacy and folks at home who want to learn more about programming.

What are the programs?

1. RPN Calculator emulates a Reverse Polish Notation calculator. This program helps a teacher explain how such a calculator works.
2. Rod's Color Pattern is a fully documented program so people can follow the logic of the program.
3. Scrolling Window Tutor helps BASIC programming poke windows on the screen and put text inside.

4. Assemble-It Yourself-Multi-tone kit introduces programming in assembly language and allows the user to experiment with a program in the process.

We think this software will increase the Apple sales to schools and homes. During the next six months we will be adding several new programs for this market.

Roger Cutler

Top Educational Publishers Support Apple

Education software is one of the best selling points for Apple. Now it's received additional boosts from MECC and the major textbook publishers.

MECC Software:

The Minnesota Educational Computing Consortium (MECC) standardized on the Apple several years ago for use in Minnesota schools. Their staff has developed 16 instructional packages for the Apple. Each includes a diskette and documentation on its use in the classroom. The subjects range from elementary math to high school physics.

Dealers may now purchase all this software for resale—Order from:

Creative Computing
39 E. Hanover Avenue
Morris Plains, NJ 07950

See *Apple Education News* #4 and #5 for a complete description of MECC's use of the Apple. Now for the first time you can carry this software and actually show your local school district the kind of quality software available for the Apple.

continued on page 8



apples in education

continued from page 7

Software from major publishers:

There is one important thing for you to know—the major education publishers are making software for the Apple. And that's another selling tool for you.

Let's look at which publishers write for which machines:

Milliken Publishing	Apple, Tandy, Pet
Science Research Associates (SRA)	Apple, Atari
Randon House	Apple Tandy
Borg Warner Education Systems	Apple
Hayden Book Company	Apple, Tandy, Commodore
Harcourt, Brace, Javonovich	Apple

The one common element is Apple. SRA, which is a representative of Atari in the education market, has all their software for the Apple. Random House, which will be selling TRS-80 machines, also has their software for the Apple. Milliken's latest revision of their software runs only on the Apple. More publishers will be announcing their affiliation with Apple soon. Each time another major publisher announces for the Apple, we will let you know through the *Apple Education News*.

Other major software:

Find out about this software and other education software for the Apple in the Education Software Directory: Apple II Edition for the Sterling Swift Publishing Co., Manchaca, Texas, 512-444-7570. This directory was designed to be your sourcebook for Apple education software.

Glenn Polin

THE WABASH APPLE, INC.



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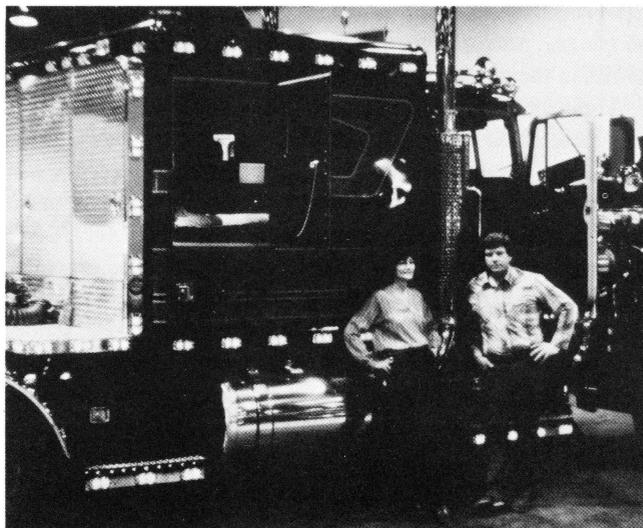
several deep to see our demo. And we developed over 200 leads from that one show."

However, The Wabash Apple offers more than showmanship. They also provide solid service. Lin says, "When we began the Wabash Apple, we reviewed what services we liked when we were users. Responsive service came to the top of the list. We apply that principle to our store. We provide ongoing software support. And, if the problem is in the hardware, we fix it immediately or give the customer a loaner—even if the machine was purchased elsewhere. This definitely results in new customers."

Lin, Jim and John believe in Apple's future. Lin predicts, "Within 20 years computers will be America's largest industry. It will be worth 500 billion dollars. And the most profitable markets for computers are education, small business and professionals."

You can count on the team at The Wabash Apple to lead in capturing that market—and to have fun while doing so.

Software for the Long Haul



Dave Hodgman of Southern Pride Trucking Company is a man with a mission. He's looking for software to run his trucking operations.

Hodgman, based in San Diego, installed an Apple in his \$140,000 Peterbilt truck several months ago. Although he has no prior computer experience and is limited by software availability, Dave says, "I see tremendous use of Apple for truckers. It can eliminate paperwork, keep track of maintenance and aid with billing and inventory. It has great potential."

Dubbing his custom built truck the Apple Crate, Dave adds, "You can buy a whole computer system for under \$3,000—that's less than the cost of six tires. And since Apple will keep track of maintenance, that \$3,000 investment can help those tires last a lot longer." Besides the tires, Apple can remind the trucker to check lights, air pressure, oil changes and oil consumption. Apple can be run on 12V., which makes it available to almost all commercial truckers.

Dave displays his truck at frequent shows and says Apple Crate is a real show stopper. At the last exposition, almost 52,000 people viewed the Apple tucked in the living quarters of Dave's shiny black truck. "People were astounded at the Apple's capabilities."

The truck had a break from its usual function, hauling machinery and jet engines cross-country, when it appeared in Smokey and the Bandit II. It was also recently shipped to Europe for a display sponsored by Peterbilt. Dave's Apple Crate has a 600 HP Cummins diesel engine and can race up to 137 MPH. The truck includes all the comforts of home: queen-size bed, video tape deck, direct dial telephone—and Apple.

Currently Dave uses VisiCalc but would like software tailored to trucking needs. "Trucking is big business, and truckers are willing to spend money on equipment. With the right software, this market could boom."

If you're interested in developing software for the long haul, contact Dave Hodgman, P.O. Box 80681, San Diego, California, 92138.

10-4, Good Buddy.