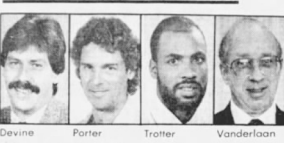


LOCAL BUSINESS DIGEST



Devin Porter, Chronicle staff member.

Chronicle staff increased

Three new staffers have joined The Chronicle's newsroom in recent weeks. Jim Trotter, 23, has joined the Sports Department. Trotter is a graduate of Howard University where he majored in journalism. He served as sports editor of the university newspaper and as a correspondent for the Winston-Salem, N.C., Chronicle. Trotter also worked as a summer intern for the CBS News, Washington, D.C., bureau in 1983. James P. Devine, Jr., 32, has been named the Chronicle's social services reporter. He is a native of the Youngstown, Ohio, area and is a graduate of Youngstown State University. He served as state editor for the Lorain, Ohio, Journal and was news editor and special projects writer for the Niles, Ohio, Daily Times. Devine and his wife, Sheryl, have a daughter, Kerry, 4, and are expecting a second child in September. David Porter has joined The Chronicle staff as an artist in the Creative Services Department. Porter, 32, comes to Muskogee from Richmond, Va., where he was a graphic artist for the Virginia Legislature. He also has done work for newspapers and magazines. He is a graduate of the Tyler School of Art at Temple University in Philadelphia. Porter and his wife, Donna, have one son.

Sealed Power appoints three

Sealed Power Corp. has appointed Art Vanderlan to the position of international accounts manager with its Export Division in Muskogee. Vanderlan will be responsible for Europe of the division's automotive replacement products in Europe and the Middle East. Thomas H. Hall has been named process engineer, and David D. Tealander, machine design engineer. Sealed Power's Sintered Metals Division is in Zeeland.

Johnson Early Bird speaker

William L. Johnson, vice president for direct operations for Meco Consultants Co., will discuss the topic of "Meco's Interest and Involvement in Muskogee County" at the Muskogee Area Chamber of Commerce's next Early Bird Breakfast on Aug. 1. The 10 a.m. breakfast will be held at the Muskogee Harbor Hilton Hotel. Price is \$7.50 for chamber members, \$11 for non-members.

Leach named president

Frank G. Leach has been named president of the Dake division of J&J Corp., effective Aug. 4. Leach will succeed Don DeVoung, who is retiring after seven years as president and 20 years as general manager. Leach comes to Dake from Danis Machine Corp. of Chicago, where he was vice president of marketing and sales.

Service firm adds to staff

Chambers Personnel Services has announced the addition of Susan Peterson and Randy Woffis as executive assistants on its staff.

Helsinki honored

Samuel Helsinki, Muskogee district manager for the Franklin Life Insurance Co., has qualified for Franklin's Centennial Club, one of its top sales awards.

GenTel promotes Fry

Thomas M. Fry has been promoted to supervisor of General Telephone of Michigan's area switching services operations, covering the southeastern territory. Fry had been supervisor of switchings construction in Muskogee for the past seven years.

Workshop scheduled

The recently formed Muskogee Area Women's Network, an organization for working women, will sponsor a workshop Aug. 11 at 7:30 p.m. at the Century Club. Nancy McCarthy of the McCarthy Education and Consulting Service will speak on "Power and Influence of Women in the Work Force." For further information call 726-1400.

STATE BUSINESS DIGEST

U.S. Mazda workers in Japan

PLAT ROCK, Mich. (UPI) — Mazda Motor Manufacturing (U.S.A.) Corp. said Friday the initial group of employees who will work at the automaker's Fiat truck assembly plant has departed for a month-long training program in Japan. Mazda said that all, about 40 workers will be trained at its headquarters and plant in Hiroshima and take to the U.S. plant, which serves as a model for its \$450-million U.S. assembly plant under construction. Production at Mazda's new plant is scheduled to begin in September, 1987.

Earnings rise

KALAMAZOO (UPI) — First American announced Thursday it earned \$2.3 million for the six months ended June 30, compared with \$1.6 million during the year-ago period.

Participation of several banks was cited in several previous comparisons with the affected person since their numbers have not been disclosed since their dates of affiliation.

For the quarter ending June 30, earnings were \$12.4 million, up from \$10.1 million.

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BY CLAUDIA COHL

Franklin's computer programs are participating in their favorite sports. If you also require some active juggling of the joystick and keyboard for your favorite sports, Family Computing games critic James DeLorenzo has compiled a list of 100 sports, events and/or between-diffs in the pool. Here are just a few:

The sole tennis program on note on the market is Tennis. Tennis is a superb simulation that allows players to set the length of a match, the type of court surface and the computer opponent's style of play for one- or two- player. Every shot can be joystick-controlled for speed, angle and direction. On-Court Tennis, \$29, for C 64/128. From Gamemaster, a division of Emerson, 415-960-6110.

THE PRECISE mathematical aspects of golf make it an ideal sport for computer simulation. And in Golf's Best one has the chance to play the game, or learn how to better one's real golf skills, or a combination of the two. This program for one to four players who you choose a club, determine how hard the ball should be hit and at what angle, then watch the ball land. Golf's Best, \$30, for 64K, Apple, IBM PC/XT. From 1 Stop Software, 704-525-6626.

For active play simulation, two joystick-oriented strategy/arcade baseball games are available: Hardball and Championship Star League Baseball. The first combines statistics analysis in which you choose teams and set strategies; the second is a more joystick-oriented, run-bases and field balls. In Star League, opponents are pitted against a tough computer opponent as they pitch, bat, field and pick off base runners. Hardball, \$30 to \$35, for 64K, Apple, C 64/128. From Accidre, 408-466-5757.

Championship Star League Baseball, \$25 to \$35.

BY MICHAEL L. HIMOWITZ

Baltimore Evening Sun

A couple of years ago, the home computer market was booming, with a half dozen manufacturers turning out millions of small, relatively inexpensive machines that were supposed to bring computing power to the masses.

But a funny thing happened. The masses who bought home computers found they had no use for the things once they tried of games. Or they found the machines were too limited for any kind of serious work. By some estimates, there are now as many computers sitting in closets than are actually being used.

So the home computer market went bust. Texas Instruments, Tandy, Sincinair, Mattel and Coleco eventually dropped out of hundreds of millions of dollars in losses.

The shakeout left only Commodore, Tandy and Atari still in the small home computer business. It's a tough place to be these days, with the price of more powerful computers coming down every day.

BUT THE THREE manufacturers are hanging in there. Two of them have produced newer, more powerful versions of the computer that captured the public's imagination years ago.

Commodore, which is expected to lose \$130 million this year, just announced a new version of its workhorse C-64, the most popular small computer in history with an estimated 14 million units sold.

Called the 64C, the new machine, along with its disk drives, printers and other peripherals, sports a

computer games bring sports into the home on rainy days

FAMILY COMPUTING

for 64K Apple, Atari, C 64/128, Macintosh, From Gamemaster.

■ ■ ■
We say that the computer-science majors are looking brighter than ever. You say: "Prove it!" Here goes.

ACCORDING TO THE U.S. Department of Labor, Bureau of Labor Statistics:

- Of the 10 occupations projected to be the fastest growing through 1996, seven relate to computers.
- The number of computer systems analysts is projected to grow 69 percent from 1984 to 1996, or more than 212,000 jobs.
- The need for computer programmers is expected to increase 72 percent between 1984 and 1996, or 242,000 jobs.

A recent survey by the National Center for Education Statistics in Washington, D.C., gives a good idea of what 180 computer- and information-science graduates were doing one year after graduation.

■ ■ ■
Ninety-seven percent of the graduates were in professional, managerial and non-retail sales occupations, the highest proportion of all majors.

OF THESE graduates, 86 percent were in jobs in occupations related to their majors.

Sixty-one percent were very satisfied with their jobs, while just 3 percent weren't satisfied.

■ ■ ■
Some educators and consultants advocate adventure games as thinking tools for children.

"Adventure games can cause children to think and develop divergent, creative strategies," says Dr. Lee Drogemoller, director of the University of Arizona's educational microcomputing lab and director of research for Tandy Corp.'s educational division. He points out that adventure games let children develop their own strategies and thinking styles as they work their way through the adventure. A certain amount of trial and error is part of the game is soliciting," says Drogemoller.

To achieve the full benefits of an adventure game, Drogemoller says that parents should provide their children with materials such as maps and magazine articles that give hints and tips for solving the game.

PICK UP THE WEEK

Has your computer become the exclusive property of resident game players? If it has, you are not ready to retire yet. A second game—the Sega Master System may help you reclaim your computer.

Sega Enterprises Ltd. of Tokyo, which has been in the coin-operated arcade and video-game business since 1965, has formed a U.S. subsidiary that will sell the Sega Master System (1519), a hardware and software ensemble that connects to your television and allows you to play home-video games. The system includes a controller, a cartridge and a Light Gun. The cartridge is inserted, two Control Panels and a Light Phaser, both of which act as a joystick and control movement on the TV screen. The Light Phaser that includes two games, Hang On and Safari Hunt, is packaged with each unit. Twenty-five more titles are scheduled for release in the unit by September. From Sega of America Inc., 1149 Paragon Drive, San Jose, Calif. 95131; (408) 433-0201.

Small PC makers fighting to survive

So the home computer market went bust. Texas Instruments, Timex-Sincinair, Mattel and Coleco eventually dropped out of hundreds of millions of dollars in losses.

new, sleeker look. It will also carry a price tag about 5 to 10 percent higher than the current model, which retains for about \$400 with a disk drive.

The main selling point of the new machine will be a revamped, graphics-based disk operating system called GEOS, which will allow users to use a point-and-click "mouse" to open windows on the screen, manage files and run programs.

WHILE THE hardware isn't changing much, the easy-to-use operating system will be a boon to first timers who have struggled with the herculean commands the C-64 requires you to remember.

For those who want something a little slicker, Commodore will continue to offer its C-128, a well-packaged computer which is compatible with the old C-64 but has faster disk access, a better BASIC programming language.

Selling at about \$350 with a disk drive, the 128 has been something of a disappointment for Commodore, as has the company's state-of-the-art Amiga, recently reduced to \$1,200. Obviously, by retaining the ability to access the huge library of software available under the CP/M operating system.

But Atari hasn't done much to promote it.

I don't blame the company much, since Atari's new line of 16-bit computers, the 520ST and 1040ST, offer an incredible combination of price and performance for under \$1,000. With the 520ST, it's hard to make a case for the older line of computers.

TANDY, MEANWHILE, continues to offer its venerable Color Computer, a 1980 design that hasn't changed much since it was

introduced. The Tandy's main drawing card is that it works more like a larger, more powerful computer than the others. It has an excellent BASIC programming language and fast, industry-standard disk drives. It's the only one of the three I'd recommend for any kind of serious work.

But the computer has a horrible video display, and until fairly recently, Tandy hasn't produced much good software for it. Tandy has been promising a new machine for more than a year now, and some of the folks familiar with it say it will be available by the fall.

Reportedly it will be a dual-processor computer, compatible with the new 16-bit chip for more serious applications. Some folks think the new machine will run the IBM-compatible MS-DOS operating system. Others speculate that it will run the powerful but little-used OS-9 operating system, which is emerging as a standard for the high-capacity compact disks that can put entire libraries on a single platter.

BUT TANDY FACES a real problem. Tandy offers its hugely successful, IBM-compatible Model 1000 for a little as \$1,000 with a color monitor. If it makes a low-end computer that's too good, it could hurt the company's biggest profit margin. The other manufacturers are similarly squeezed.

A few years ago, when larger Apples and IBMs were selling in the \$2,000 to \$4,000 range, small home computers looked like a good deal. Some people trying to break in were spending a bundle. But with prices of powerful machines that can put entire libraries on a single platter, the small computer may become a dinosaur.

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