

Picking a computer is as easy as C-O-M-P-U-T-E

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Recently I asked a friend if she were going to buy a personal computer. "What for?" she asked. "I have a fine electric typewriter, good calculator and a half-empty filing cabinet. And I hate video games."

In her case, she is probably right. However, when microwave ovens were the rage a few years back, she bought one, even though she already had a standard range, popcorn maker and egg poacher.

Something can be said for efficiency, accuracy and speed.

If you have a microwave and use it only for making popcorn and boiling

water, perhaps you shouldn't buy a personal computer.

On the other hand, if you have determined that a personal computer could help simplify your complex life, your next step is to buy one most suited to your needs.

THE SELECTION process can be easy if you remember the following acronym: **COMPUTE** (Cost, Operation, Memory, Programs, User friendly, Technical support, Expandability).

Cost — First, determine the amount you are prepared to spend. Remember, a personal computer system can range in price from less than



high tech
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\$500 to well over \$2,000. Decide on a cost ceiling and see how well it matches what you want the computer to do.

Operation — Manuals of operation, adequate documentation and instructions are extremely important. Don't let salespeople overwhelm you with jargon. What you want is simple in-

struction on operating the personal computer. Ask to see user manuals; read a few pages to see if you understand the instructions. Try it out. You wouldn't buy a pair of shoes without first trying them on.

Memory — Computer memory can be confusing to the neophyte. ROM

(read-only-memory) stores information the computer needs, such as what the letter "a" looks like. ROM is read as needed and cannot be added to. RAM (random-access-memory) is where you store the information you are working on. Both of these are measured in bytes. A computer with a minimum RAM of 48K (48,000 bytes) is popular and can run games, educational programs, financial and word processing programs and accounting packages.

Programs — The availability of ready-to-use software (called programs) is important. Many experts believe you should first decide on the software you want, then buy a computer that runs that software.

True, you can write your own programs, but this will come much later. All personal computers run on BASIC, and some of the more expensive ones also use FORTRAN, COBOL, PASCAL and LOGO. Lastly, keep in mind, not all computers have the same quality and quantity of software.

User friendly — This is more than simple jargon. A personal computer must be easy to use. The keyboard should be the same as a standard typewriter. A monitor (TV-type screen),

black and white or color, should be easy to read with no eyestrain. Peripheral equipment such as a disk drive, printers, modems and joy sticks should be simple to hook up, use and trouble-shoot if necessary.

Technical support — We hate to think of repairs and service when we buy a computer, but we cannot afford to overlook service when buying a personal computer.

Ask for information about the repair service available before you buy. Computer systems generally are reliable, but they can breakdown. Two important considerations are cost of service and time to repair. Some computers are more difficult to repair than others; thus, cost and time can be major factors. In addition, be sure to check on the warranty period and extended protection plans, if available.

Expandability — When you are choosing your computer, ask how it can be expanded or adapted to meet changing needs. A computer that can be expanded at a reasonable cost is a good value and worth the initial investment.

As your computer skills increase, you may want to buy more memory, add peripherals and expand programming language ability.

Oakland traffic deaths dip to 21-year low

Last year Oakland County had the fewest traffic fatalities in 21 years according to the Traffic Improvement Association (TIA).

Bruce Madsen, TIA managing director, said the reduction in traffic fatalities is particularly significant because there has been an 85 percent increase in the annual rate of miles traveled since 1961.

There were 111 traffic deaths recorded in 1983, a 28.5 percent reduction compared to '82. Not since 1961 have fewer traffic deaths been recorded.

From 1965 to '75, Oakland recorded 160 to 200 traffic deaths annually.

"If traffic fatalities in Oakland County had kept pace with miles traveled since 1961, we would have been reporting 200 lives lost in 1983," Madsen said. The statewide total of traffic fatalities last year

was 1,297 or 8.5 percent less than the 1,417 killed in 1982.

TIA believes the county's drunk driving project has played a significant role in the fatality reduction.

Since the project was started in 1980, alcohol-related accidents in the county have been reduced

by 20 percent. Almost half of these accidents would have been classified as fatal or serious, according to TIA.

Other factors which helped keep fatalities down include improvements in traffic engineering, law enforcement, emergency medical services and vehicle safety engineering, TIA said.

Your phone service in 1984.

How to start it.

Hello, Michigan Bell?
I'm singin' in the rain,
but I'd rather be talking
on my new phone in my
new house. How 'bout
some service, fast?

How to change it.

Hello, Michigan Bell?
Sure, I like your service,
but now I need more
of it, like another line
and Touch-Tone®
Service, too.

How to stop it.

Hello, Michigan Bell?
Can you believe it?
I'm asking you to disconnect
me... 'cause I'm moving
south next week.
So goodbye, and
thanks for everything.



New ways to handle your phone service.

On January 1, 1984, Michigan Bell separated from AT&T. As a result, there are some changes in how you go about starting, transferring, changing or disconnecting your phone service.

Services Michigan Bell provides:

Michigan Bell provides your basic local service, ranging from budget measured service to flat rate service with unlimited local calling. We continue to offer Calling (Credit) Cards and optional calling plans, plus Touch-Tone® service and Custom Calling service, where available. We also offer long distance service within certain geographic areas called LATAs. LATAs stand for "Local Access and Transport Area." In Michigan, there are five LATAs that happen, in most cases, to closely approximate our Area Codes.

Services other companies provide:

Effective January 1, 1984, AT&T Information Systems assumed ownership of the phones that Michigan Bell had been providing for a monthly fee. AT&T will continue to lease phones to you and will offer repair services for them. You also have the option of obtaining telephones from other telephone suppliers.

A number of companies provide long distance service between LATAs. You may wish to contact various companies for an explanation of their offerings.

Ordering new service:

Call a Michigan Bell Service Representative to arrange for new Michigan Bell service. You'll find a number to call listed in the Customer Guide pages in the front of your Michigan Bell Telephone Directory.

In order to use your Michigan Bell service, you need to lease or buy your telephones, as mentioned earlier, from the supplier of your choice.

You also may want to select a long distance carrier. Your basic Michigan Bell service provides access to AT&T long distance service. Or you may contact one of the other companies that offer long distance service.

Transferring service:

Call your Michigan Bell Service Representative to have your service disconnected at your old address and started at your new Michigan Bell location.

Telephone sets that you own may be taken with you to your new address. If you are leasing phones from AT&T, please call AT&T Information Systems for instructions as to the disposition of those phones (1 800 555-8111).

Adding, changing or deleting service:

Call your Michigan Bell Service Representative if you wish to add or delete telephone lines, or if you wish to add

or delete other services, such as Touch-Tone service or Custom Calling services, etc. Your Service Representative's phone number is listed on your telephone bill.

If you want additional outlets for extensions, you have these options: Michigan Bell or other companies will install them for a charge, or you may install them yourself, using conversion kits available through other service companies.

Disconnecting service:

To cancel your Michigan Bell service, simply call your Service Representative and ask that it be disconnected. If you are leasing phones from AT&T, you need to call AT&T Information Systems for instructions as to the disposition of those phones.

Michigan Bell intends to keep you informed as other changes take place in your phone company and your phone service. You expect the best... and that's our promise to you. After all...

IT'S AT&T WE'VE SEPARATED FROM...
NOT YOU.



Michigan Bell
AN AMERITECH COMPANY

Facts down the line. Because your telephone business office is busily engaged in normal day-to-day telephone service matters, we are providing this toll-free number as a source for answers to the questions you may have about your changing telephone company. We also suggest that you watch for further informational messages in your newspapers and in your monthly telephone bills. 1 800 555-5000

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- Are you an individual, company or corporation?
- Are you available for full or part-time work?
- Do you work on new construction _____ homes _____ light commercial _____ industrial _____ remodel _____ etc.
- What is the largest volume job you are capable of undertaking _____ in what trades _____
- Are you licensed _____ in what trades _____
- Are you a journeyman _____ in what trades _____
- What is your geographical area of operation? _____ (city)
- How far will you travel for work? _____
- Are you interested in bidding work for General Contractors & Home Builders of our Association?
- Are you interested in being added to our Referral List _____ (yes) _____ (no)

Name _____
Address _____
Phone _____



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