THE FOUR "C"ER

OFFICIAL USER GROUP ID#00232
Dedicated to Serving all Commodore Computers
March 1998

Editor Ramblings
By David Witmer

Greetings Fellow Computerists

For a change I would like to point your attention to the last page of this newsletter. At last month's meeting, a fellow 4 C'er stated that he would like to see a membership census detailing the equipment and interest each member had. The "old-timers" of the club remembered when such a form was commonplace with every membership application. Lucky us, we didn't have to figure out a new format!

So please turn your newsletter to that last page and fill out your membership information. You may also list if you wish to help others in areas that you are familiar. This one line of information is what club membership really means: the interchange of ideas between members. Please fill each item as fully as possible and mail the completed form to Ike Geer, 1123 Batavia Road, Batavia, OH 45013. Or, if you wish, you may bring it to this month's meeting.

On a different note, you might remember, last May in Okemos, Michigan, I traveled to see the Commodore Expo put on by the Lansing Area Commodore Club. A date has been set for this year's show. An announcement was clipped from Genie's Bulletin Board Service, and included elsewhere in this issue.

There will be an updated disk of sale items available at the March meeting. If you would like a copy of it, bring a blank disk with you to replace the one you receive. If you have a copy of the disk Roger passed out previously, bring it to trade-in. This will allow him to save time and labels for future updates.

Since we have received so many donations and they are getting more difficult to transport to monthly meetings, Roger will NOT be bringing the following items to the meetings: disk file boxes, disk storage boxes, magazines, hardware, copies of instruction manuals, GEOS downloads, blank new and used disks. If you want any of these things, please call Roger Hoyer at 248-0025 the DAY BEFORE the meeting and he will bring them to you.

Roger will be continuing to bring the software, accessories, books and disks which you may obtain by making a donation to the club.

Thanks for your cooperation!
Roger

"THE COMMODORE STORY" (PART NINE)

Copyright By Harry Blake-Knox
Box 1 Grand Beach MB
Canada R0E 0T0

Since it seemed that low price and game capabilities were responsible for the VIC 20's success over game consoles and other low end computers such as the Atari 400 and TI-99/4, some reasoned an entry level, more games oriented machine would be a sure hit. So, at the January 1982 Consumer Electronics Show, Commodore Business Machines introduced the ULTIMAX. The ULTIMAX was a 2K machine with no memory expansion and a plastic membrane keyboard. With a higher resolution 40 column screen and three-voice sound this was to be the killer game console. All programs were on cartridge as was the BASIC language. Since with the BASIC cartridge in the machine, usable memory was reduced to 1/2, it was really not practical to program. Priced

at $149.95 (half the price of the VIC 20) it could undersell most game consoles!

Fortunately, by the time the ULTIMAX was ready to market, the VIC 20 already had a street price of under two hundred dollars and the public's interest was beginning to shift from game consoles to computers. The ULTIMAX was renamed THE MAX MACHINE and eventually dumped on a very games-oriented Japanese market. I say "fortunately" as it meant Commodore had to promote their only other new product. They had decided to incorporate the ULTIMAX's 40 column screen and SID chip in an enhanced and expanded VIC 20. Initially called the VIC 64, it soon took on an identity all its own!
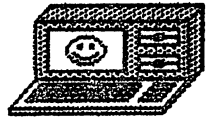
In retrospect it's questionable that Commodore really anticipated how successful the Commodore 64, or C-64, would become! Introduced with little fanfare in early 1982 at the Consumer Electronics Show, there was no advertising at the outset. In September of that year, when the writer purchased his first Commodore 64, the large Commodore dealership he visited had neither a demonstration machine nor any literature concerning it. The earliest models were even housed in modified VIC 20 cases and used the VIC line of peripherals. The dealer price was a firm $595 and, like the early PETS, Commodore Business Machines wanted the purchase price right up front! Between September 1st, 1982 and

December 1st, 1982 (a three year period) sixty-five thousand Commodore 64s were sold on this basis in Canada!

With the Commodore 64, two rapidly growing markets were joined. The home game console was an established consumer electronics product in many homes but the Commodore 64, with its advanced graphics and three-voice synthesized sound, had entertainment potential beyond any of the existing consoles. With 64K of memory, a 40-column screen and an easy to use operating system in ROM, it offered a state of the art computer environment that was both affordable and accessible.

Jack Tramiel was skilled at manipulating both cost and price to great competitive advantage. Following its introduction the Commodore 64 was shipped to Commodore Japan for cost reduction engineering. Contracts with parts suppliers were renegotiated at more favorable terms to Commodore as production volumes increased. In 1983 it was estimated that a C-64 cost about sixty-five dollars to produce. So, besides having a superior product, Commodore could reduce the wholesale cost to the point where Texas Instruments, Atari and others in the low cost home market would have to lose money to compete. In January 1983 Commodore negotiated direct distribution to K-Mart and other high-volume retailers. Within months the retail price of the C-64 dropped to around $400 and the VIC 20 dipped below $100!

EXPO '98 News
By Maurice Randall

The Lansing Area Commodore Club's annual EXPO originally scheduled for May 2nd has been moved to Saturday, May 9th. The change was made due to a few key people not being able to attend on the 2nd.

EXPO '98 was originally an event for the LACC members to show their stuff to other people in the club as well as other people in the local area. In the last several years, we have also attracted people from other clubs and even some very well known people involved in Commodore computing. It's always a fun gathering and very informal.

There will be a big Swap and Shop area set up where you can bring your old Commodore related items to sell, or purchase those sought after goodies from other people. A small commission from each sale goes to the LACC to help pay EXPO expenses.

Everyone's invited to attend. Also, if any other club or individual has anything interesting to show or display, you're welcome to set up a table at the EXPO. There's no charge for this. The only rule is that your setup must be Commodore related. You can show off your hardware or software or just show others the interesting

things you do with your computer. If you need a table, please send email to me (Maurice Randall) at:

arca93@delphi.com

This is your chance to meet and talk with other people that you've heard about or chatted with online. There's always people showing up that you've met on Delphi or Genie and even people from the old QLink days. You'll see some very interesting hardware demonstrations and software demonstrations. You'll see things done with Commodore computers that you never saw before.

This isn't a huge show, but it's a nice show. And if you come, you'll find yourself hanging around for the entire day.

Event: EXPO '98

When : Saturday, May 9, 1998

Time : 10AM - 4PM
(participants setup at 9AM and tear down by 5PM)

Where: Meridian Township Service Center
2100 Gaylord Smith Ct.
(just off Okemos Rd.)
Okemos, Michigan

Find the corner of Grand River Avenue and Okemos Road and then go north on Okemos Road about 3/4 of a mile to Gaylord Smith Ct. Turn right and you're there.

Hope to see everyone at the EXPO!

-Maurice

I recently had an opportunity to purchase some Commodore equipment. I would like to attempt to get it into the hands of Commodore enthusiasts.

I have for sale at $35 each, plus shipping: 12-C64's, 10-1541's, 6 Commodore printers. I also have available, power supplies, data sets, serial cables, joysticks, etc.

I also have available for parts, 10 non-working C64's for sale at $10 each, plus shipping.

Anyone interested in purchasing any or all of this material, please contact:

Edward P. Arrasmith
807 E. Wilson St.
Farmville, NC 27828

Or call 919-753-4876

The deadline for next month's newsletter is Sunday April 5, 1998.

Submissions may be e-mailed to the editor at the following addresses:

D.WITMER2@GENIE.COM
104057.2474@COMPUSERVE.COM
SNOGPITCH@PRODIGY.NET

The Creativity Stop 513-761-2352
E-mail User #7 or Snogpitch

4C'S MEMBERSHIP INFORMATION

Please fill in the information below that applies to you & your family.

Last Name: _____ (Or Club or Co.)

First Name(s): _____

Salutation: (Mr., Mrs., Ms., Rev., Dr.): _____

Nickname: (For name tags) _____

Address: _____

City: _____

State: _____   Zip: _____

Home phone: _____ Area code if not 513(_____)
Home phone unlisted? Y/N(___)   Keep private? Y/N(___)

Work phone: _____ Area code if not 513(_____)
Work phone restricted to business? Y/N(___)

Hours to reach you: _____ (eg. Not after 10PM)

Type computer(s):VIC20__;C64__;SX64__;C128__;C128D__;Plus/4__
    Amiga #_____;Other (list)_____
Indicate below all that apply (how many?):

Disk Drive	Monitor	Printer	Interface	Modem
___1541	___1701/1702	___VIC_____	___Gwiz	___1660
___1571	___1802	___MPS_____	___+G	___Volks
___1581	___1902/A	___Star_____	___MW350	___Wstrg
___MSD	___1084	___Pana_____	___Xtec	___1670
___Indus	___2002	___Epson_____	___	___Hayes
___Exceler	___Other	___Other_____	___Other	___Other
___CMD	_____	_____	_____	_____
___Other	_____	_____	_____	Baud:
_____	_____	_____	_____	_____

RAM Expansion Unit?Y/N(___) Size: _____
Other Equipment: _____

Main use of your computer: (rank by frequency of use)

(Games,Bus,Educ,DB,WP,SS,Acct,etc)

Frequently used programs: (most frequent first)

_____

Willing to help someone use the program(s) above? Y/N(_____)

Other computer related interests:

Category: _____ (M-Member; O-Officer; B-Business; C-Club; I-Inactive)

CLub officer title: _____ Occupation: _____

Date Joined(MM/YY): _____ Date Updated(MM/YY): _____

Renewal Date (MM/YY) _____ Paid(MM/YY): _____
                                        (current year)

The Four "C" ER

Official User Group ID# 00292

Dedicated to Serving All Commodore Computers

CCCC Officers

Julie Barr	President	513-821-2468
Steve Winkle	Vice President	937-783-5559
Jim Morris	Secretary	513-856-9894
Ed Gase	Librarian	513-829-0942
Ski Buchenau	Treasurer	513-683-1022
Roger Hoyer	Publicity	513-248-0025
Ike Geer	Membership	513-752-0512
David Witmer	Newsletter Editor	513-868-1344

Meetings are held on the 3rd Sunday of each month, from 2pm until 4pm, at Norwood Plaza Bingo. Located at 3825 Montgomery Road in Norwood, Ohio. If you have any questions, please contact one of the officers, above. Visitors are always welcomed.

Next Meeting
March 15, 1998