

# In Search Of ...

The Wooden PET

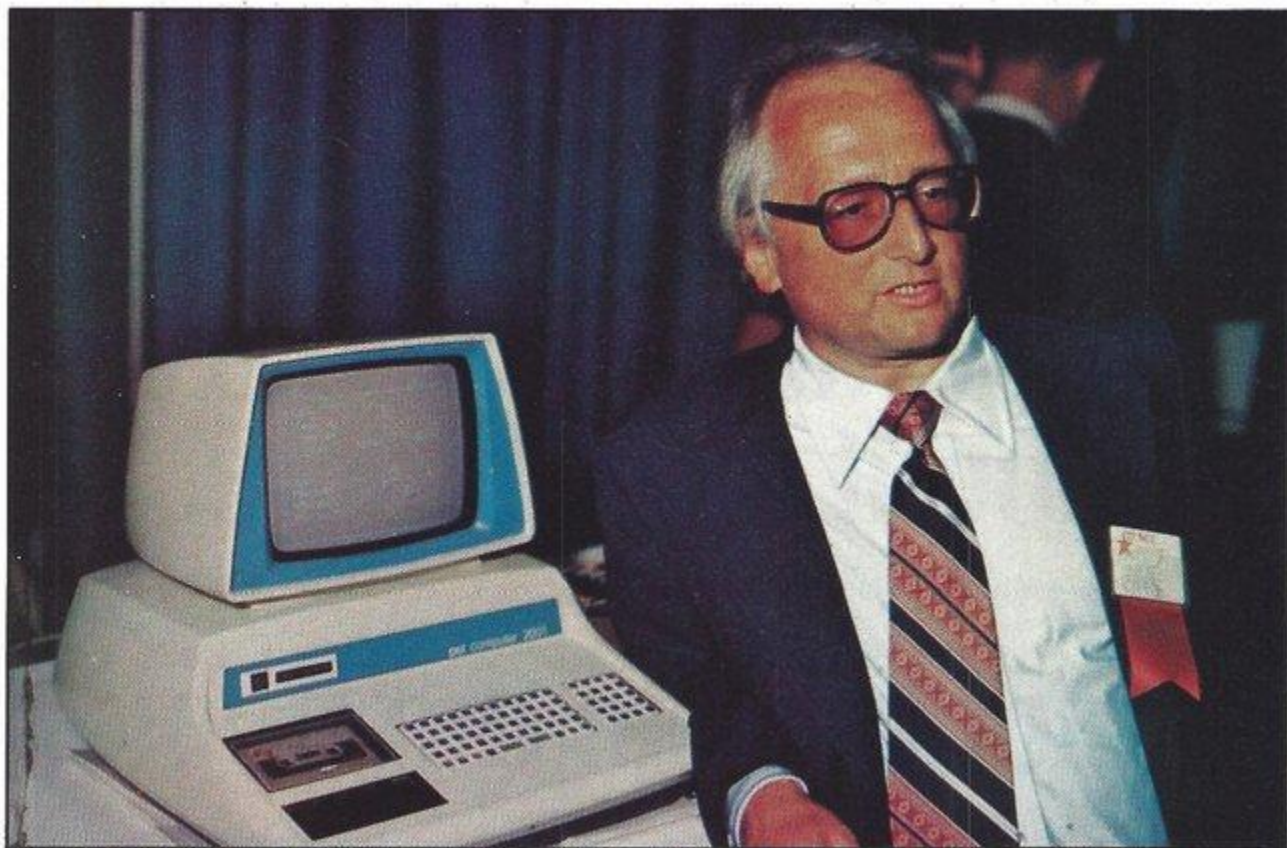


Photo by Tom Munnecke

*Chuck Peddle is Microprocessor Manager for Commodore Business Machines, Inc. of Palo Alto, California and is the key technical man behind the PET computer.*

# Popular Science

The **What's New** magazine

Feed logs to  
your oil burner?  
**MULTI-FUEL  
HOME  
FURNACES**

## New \$595 home computer

Low-cost models can  
change your life-style

**GM and CHRYSLER  
for '78  
the shrink goes on**

**First really promising  
U.S. MAN-POWERED  
AIRCRAFT**

**VW's 60-MPG  
TURBO-DIESEL  
SAFETY CAR**

**Our changing weather:  
COLDER WINTERS  
AHEAD?**



PET DOA

## EXPORT SUCCESS



Gordon Moore

## Tree fellers go to school

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**FORESTER Mike Colley** (right in picture) does an annual 55,000-mile safari round Britain's woodlands in an effort to reduce imports and boost exports. Employed by the Furniture and Timber Industry Training Board, his task is to increase the safety and efficiency of the men who fell trees.

Colley's classroom is a converted Range Rover—a combined workshop and demonstration unit. Most of his pupils are contractors working on piece rate, and, therefore, grateful for the training which can increase output by 20%.

"Bringing the tree down takes only seconds," Colley explains. "But it is the

'snedding'—removing all the side branches from the trunk—which consumes 65% of their time and I can help them to reduce that considerably."

Last week Colley was training men working for harvesters Forest Thinnings in a Dartmoor forest. He has previously trained many of the firm's 600 contractors.

Of Forest Thinnings' £5m plus turnover last year nearly £1m was earned from pulping wood exports to Sweden—because Swedish forests can no longer cope with the demands of Swedish paper mills for pulp to make high quality paper.

Graham Rose

## A Pet to run your home

JAMES POOLE reports on a £600 computer

I WANT one. You will probably want one. If you think owning a family computer on the kitchen sideboard is an impossible joke, don't blink. The next electronic revolution is here.

Last week the first really cheap computer, appropriately named Pet, was shown to a select few in London. The first 20 of the machines will roll off the Commodore Business Machines production lines in Palo Alto, California, in July.

Later this year you, the local grocer, and eventually most schools will be able to buy one. At £600 Pet costs more than pin money, but it compares well with colour TV and videotape recorders and the other status symbols of the electronic age.

The home computer is a brainchild of Jack Tramiel, a former Canadian typewriter mechanic who 22 years ago started a repair shop in Scarborough, Ontario. Today he has parleyed the business into a \$55m a year calculator company with an offshoot in office furnishing. CBM is incidentally, the biggest calculator-maker in the UK.

Last week Tramiel's son, Leonard, and the firm's European sales director, Kit Spencer, brought Pet to Europe. The odd thing about Commodore is that its calculators are small beer in the US market but the company is neck and neck with Casio of Japan as the number one in Europe. So, its main sales outlets are outside the US.

However, America leads in the just-emerging home computer business. Commodore in the US has a speciality in kits of electronics and assemblies for computer enthusiasts to build themselves. Now there are over 300



Leonard Tramiel (left) and Kit Spencer and their Pet.

"byte" (or electronics) shops spread around the country, several with turnovers of \$500,000 or more a year. Privately-owned computers started in the early seventies with a few enthusiasts picking up old obsolete machines second-hand.

The Tramiels are confident that their Pet will start home computing on the road to mass production. They have done it by designing the simplest machine they could. And so as not to scare off potential customers for whom "computing" is a mystery, they envisage some very humdrum uses.

It could be used to store the family telephone directory, for example. Another idea is a

recipe record with the added twist that the computer will recalculate quantities for the size of meal wanted.

But the real beauty of it is that the machine has an "intelligent" television screen, or is "interactive" as they say in the trade, and makes an ideal teaching machine. There are already language learning programmes. Kit Spencer sees the day when every educational establishment will have one.

On top of these saleable applications Pet is a very useful programmable calculator. The nearest computer competitors cost 10 times as much and even some sophisticated calculators can cost twice as much.



Where is that PET?







**Commodore PET**

In 1977, Commodore introduced the Personal Electronic Transactor with an 8080 Technology 8001 CPU. It came with 8K of RAM and a built-in BASIC interpreter. This machine became an early favorite in schools since it was easy to program, provided extensive graphics capabilities and was affordable. You had the year of an Apple II. It built its own tape recorder provided some storage.

For more information on the Commodore Personal Electronic Transactor contact:  
10170

**Apple PASCAL 1.1**

In 1978 Professor Niklaus Wirth and Kathleen Jensen developed Pascal at the ETH in Zurich, Switzerland. Their intent was to create a simple and effective introductory programming language. Pascal was widely adopted at Stanford University used Pascal as its language from the late 70s through 1991.

This ...

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**THEY FOUND IT**





