

Micro Mike's, Inc. to teach programming

Instruction in North Star Beginner's All purpose Symbolic Instruction Code (BASIC) and Common SUBroutines (CSUB) begins Tuesday, May 15 at 6:30 p.m., according to Mike Moore, president of Micro Mike's, Incorporated, 905 South Buchanan.

Moore says, "the class is for beginners, as well as more experienced programmers. By the time the course is completed, students will be able to write complex BASIC programs under CSUB in as little as one tenth the time normally required to write such a program in BASIC."

Tuition for the classes, scheduled to meet every Tuesday night for 6 weeks, is \$25. Tuition is free for members of Micro Mike's Program Library and Micro Mike's employees. The public is invited to attend the first night class free of charge at 6:30 p.m. tomorrow.

"CSUB is a program within a program, already written, that forms the base of the entire program," said Moore, "CSUB was designed to free a programmer from the need to reinvent the wheel every time a new program is written." Instead of writing seemingly endless input and output routines, a person can, following the rules of CSUB, write relatively few lines of a program, append CSUB, and then have a program that looks and operates much like others written under CSUB."

CSUB is the brainchild of Joe McCarthy, Micro Mike's Inc. head programmer, and Mike Moore, president of the firm. Among other accomplishments of the pair are: time-sharing for the North Star Horizon computer, the ability for several users to operate the computer simultaneously and the addition of vastly more powerful external memory devices to the North Star computer.

When asked what the firm's primary goals were, Moore replied, "We planned from the start to make the computer practical and affordable for the average business. We also fore-



Staff photo by Lowell McKown

Mike Moore . . . with a micro processor from Micro Mike's, Inc.

saw the microcomputer's potential power and versatility. One of our goals was to accelerate the realization of the microcomputer's potential. Micros are now giving the larger minicomputers a very real run for the money. Micro Mike's Inc. now offers a system much more reliable and versatile at less than half the price of the minicomputer competition. "But," Moore said, "Our goal is the make technology uncomplicated for people."

The micro processor can do anything required by a small business and the course offered by Micro Mike's, Inc. is designed to make businessmen more comfortable with the machines and concepts that will shape their future. These computers can perform the services needed by small businesses much less expen-

sively than anything previously offered. A small computer from Micro Mike's can perform all of the time-consuming tasks that plague small businesses: the general ledger, the financial statement, the balance sheet, cost of goods sold and a number of other chores that take up valuable business time.

These machines, which cost less than you might think, can help businesses become more efficient and even prevent a business disaster before it gets out of hand.

So if you believe that Micro Mike's, Inc. holds the key to your firm's future give them a call about instruction in the North Star computer. One call to 372-3633 may well be the beginning of a profitable relationship.



The Micro Mike's Inc. system . . . opening the doors for more businesses to use computers.

Micro Mike's Inc. sets grand opening

Micro Mike's Inc., at 905 Buchanan, is holding a grand opening at 10 a.m. March 17th. Amarillo mayor Jerry Hodge will be there to cut the ribbon and there will be representatives from the Potter County Commission, the Amarillo City Commission, Texas State Technical Institute, Amarillo College, West Texas State University and other institutions as well as a host of local dignitaries.

During this special event Micro Mike's Inc. will feature a 5 to 10 percent discount on all computer equipment in stock. This special offer will run until March 24th.

Micro Mike's Inc. was a dream on a shoestring founded by Mike Moore, president of the organization. Mr. Moore was born in Canadian, Texas and moved to Amarillo at age 2. He attended Palo Duro High School and served as a Marine in Vietnam.

After his military service he attended Texas Tech where he graduated with top honors. While working at the Texas Tech Diagnostic Clinic he realized the implications for a vast market in the micro computer industry for the small businessman. This dream led him to enroll at Texas State Technical Institute where he completed the electronics program in record time with a 4.0 average. A record for the institution. He is presently 31 years old.

Micro Mike's Inc., during its short time as a company, has pioneered a

number of innovations in the computer industry. The firm was the first to introduce multi user systems with the potential to expand as the company grows. This enables the purchaser to hook up more terminals as they are needed without having to buy a new computer every few years. Purchasers of a Micro Mike's Inc. system pay for what they buy at today's prices and obtain better equipment in the process. The Micro Mike's Inc. system is currently being sold to other computer firms nationwide.

Another innovation Micro Mike's Inc. has introduced is the ability to make programming easier and cheaper for the people who purchase the system. Through the innovative use of software Micro Mike's Inc. has reduced the cost of programming to the point that the smallest business cannot afford to function without it. The firm can do custom programming for two-thirds the price other firms charge because at Micro Mike's Inc. innovation and imagination have been channeled toward making computers simpler. Not more complicated. This enables your employees to use the computer to its fullest advantage instead of shying away from it. When your employees understand and learn to operate the computer everyone benefits because work can be done faster and more efficiently than ever before.

Micro Mike's Inc. has the approach, the expertise and the dedication to teamwork that spells success and this is reflected in the capable staff that makes the company go on a day-to-day basis. Joe McCarty, Executive Vice President, is a computer genius who has pioneered many of the innovations that set Micro Mike's Inc. apart from other computer firms. Through his dedication and hard work the firm is on solid financial and technical ground.

Tom Disalvio, Vice President of Marketing, has the experience and on-hands training to know what small businessmen need because his background with J.C. Penny, Montgomery Ward, Southwest Public Service and Bell Helicopter has given him unique insights into business problems. Mr. Disalvio knows how to prevent business problems with computers and how Micro Mike's Inc. can save you and your company time and money.

During the grand opening Micro Mike's will have a drawing for 5 free programming libraries and one complete set of custom programming. Take advantage of this special event to visit Micro Mike's Inc. and see how computers can revolutionize your business. If you can't come during the grand opening just call 372-3633 for further information.

Your computer revolution can begin at Micro Mike's

The computer revolution has come to Amarillo and Micro Mike's at 905 Buchanan, is in the forefront of this new industry and will make our businesses and homes more efficient and safer in the years to come.

Mike Moore, owner of Micro Mike's, began his business two years ago as a dream. He believed the micro processor was the coming thing in computer technology for the average person. Through hard work, study and determination he completed an 18 month Texas State Technical Institute course in 12 months with a four point average, saved his money and has now opened Micro Mike's, a computer company that can revolutionize the way you do business, run your home or use your spare time.

Mike wants to do things the right way instead of following the often out-dated principles laid out by someone else. The whole point behind his organization is to provide quality computer sales, programming and service at a price the average person can afford. Mike believes that the computer revolution will not be complete until every home in America has the option of using this marvel of science. He believes that eventually every home and business in the United States will take advantage of this service if and when the costs are brought down.

Mike Moore and his associates are currently in the process of writing computer programs for small businesses, the firms that will benefit most from the micro processor revolution. Without such programs the computer, is just a high-priced assembly of transistors and keys that cannot do anything of its own free will. What Mike hopes to do is design programs that will serve small businessmen in many ways that were impossible before his dream began to come true.

The micro processor can do anything required by a small business and it can perform these needed services much less expensively than anything previously offered. A small computer from Micro Mike's can per-



Moore . . .the future is in Amarillo today and it works.

form all of the time-consuming tasks that plague small businesses: the general ledger, the financial statement, the balance sheet, cost of goods sold and a number of other chores that take up valuable business time.

These machines, which cost less than you might think, can help businesses become more efficient and even prevent a business disaster before it gets out of hand. Micro processors, which can perform 60,000 addition problems per second, can provide a short cut around the government red tape that plagues small businesses. A businessman with a micro processor can keep constant tabs on federal, state and local taxes and regulations without tying down the time of an additional employee.

The computer experts at Micro Mike's are currently writing computer programs for businesses involved in agriculture, especially feedlot operators. There are also plans being

made to provide a check writer and check book program and a complete doctor-dentist patient program with billing.

A computer from Micro Mike's can easily save enough money to pay for itself. The micro processor can generate reports, keep tabs on expenses and leave the small businessman time to do those more important things that spell higher profits and possibly economic survival. With laws and trends changing daily, the small businessman cannot afford to do without the vital services Micro Mike can provide.

The employees at Micro Mike's assemble and repair their computers in the store. When out-of-town service is needed it can often be done over the telephone.

Mike Moore has seen the future and it works. Come and see what computers can mean to your business or call him at 372-3633 for further information.



Staff photo by Lowell McKown

Some of the employees at Micro Mike's Inc. . . .wishing you and yours a Merry Christmas.

Micro Mike's grows to meet area needs

"During 1979 Micro Mike's has grown, changed and prospered to the point where the company found it necessary to purchase a building next door to house the dealership program and maintenance operations," said Tom Di Salvio, Director of Public Relations. "In the process of moving Micro Mike's relocated the tenants of the building at the company's expense. Mike Moore, president of the company, is not about to run a business that does anything to dehumanize people. Mike and the company comptroller, Robert Muir, personally helped one of the occupants of the

make sure that product is completely tested to meet our needs and specifications," Di Salvio said. "The principle parts we use are Zenith, Texas Instruments, North Star and Compu-corp."

Di Salvio said that now is the best best time to buy a computer system.

"The price went up because the basic library contains so much more and the wholesale prices we pay for equipment have also increased," Di Salvio said. "As a matter of fact Micro Mike's costs will increase 12 percent on February 1. We will try to ab-

sorb as much of the costs as possible but some will inevitably be passed on to our clients. Watch the Sunday edition of Ease Magazine for special prices on Micro Mike's equipment."

"Mike Moore and the staff at Micro Mike's want to wish you and yours a Merry Christmas and a Happy New Year," Di Salvio concluded. "Saturday I was able to secure three units of the Texas Instruments home computer in time for Christmas delivery. For further information stop by Micro Mike's at 905 Buchanan or give us a call at 372-3633."

building move to another apartment and will help the other tenant move soon."

Di Salvio said that the company, in a Christmas gesture, is giving a computer to Texas State Technical Institute.

"We will be giving a top-of-the-line 1980 model computer because we believe in only giving our best," Di Salvio explained. This computer, given to the Engineering Department, is not an obsolete machine that we just happened to have on hand but a quality tool that will be a definite asset to TSTI now and in the future when and if they decide to expand on it."

Micro Mike's Inc. is more than machines and expansion, however. It is people and Mike Moore has taken great pains to get the best people possible to make the company grow and prosper in the years ahead.

"One example of the quality of the Micro Mike's staff is Robert D. Muir," Di Salvio explained. "Robert is a former employee of Alfred Moironi and Co. of Amarillo. The most prestigious accounting firm in the city. He is the comptroller at Micro Mike's. The man responsible for seeing that the firm is always on a financially sound footing."

"Another man we are proud of is Esteban C. Briones, head of our Field Engineering Department," Di Salvio continued. "Mr. Briones has 20 years experience in electronics in the Air Force, the last 12 years in computers. He was involved in the simulation and testing of the F-16 fighter."

Di Salvio said that Micro Mike's Inc. is an Original Equipment Manufacturer (OEM) which means that the firm is able to control production and use only the best products.

"Before we purchase a product for use in the equipment we sell we

BUSINESS

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Lorrie Latham/Globe-News

New computer store on line

Mike Moore, owner of MDZ Computer Service, demonstrates one of his PC compatible computers. Moore, who specializes in designing multiuser systems, has opened a 1,355-square-foot store at 827 Martin Road.

Cattle-feeding: How empire w

Cactus Feeders moving its corporate offices to

By KAY LEDBETTER

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