

Why is this magazine so late!

Happy Holidays?

This issue was originally our December issue when, way back in November, we received some especially hot inside information that the sale of Commodore was imminent. Since imminent means any moment now in my vocabulary and since I believed my source (and still do, it wasn't his fault), we held the issue back a few extra days for the final announcement.

Except the announcement did not come. It had not come in the last six months, but I had hoped against hope that this was it. That here would be the answer. But, the answer did not come.

No Room at the Inn

After our self appointed deadline had passed, I drew in a breath, let out a sigh, and called my printer, "Sorry we are late. The films should be on your desk this coming Tuesday."

Quietly, from the other end of the line came a very softened version of my printer's rep's voice, "Uh, Don, we have a problem."

"Oh?" Often in the printing market, when a printer says that "We" have a problem, they mean it is their problem. It can never be the customer's problem, after all, we are the customer.

"When you missed your date, we had to reschedule and I just discovered that you are not on the current schedule list."

Was that all. No problem, they can find a place to squeeze us in. It may take a few extra days, but we will make our commitments. "Well, how about rescheduling us now? When will be our new deadline?"

The reply took almost as long as the first time, "I don't know if we can reschedule you. We are over booked for the month."

This was serious, if we missed getting the book completed in November, we would have to ship by mid-December. The December issue was looking very bad. "Well I can't wait to get this done in December, it will be too late."

"I am sorry, but we are overbooked in December also."

"Do you mean you have no time in the schedule?"

"The holidays always cause a problem because we lose so much time to the actual holidays and we cannot

schedule our normal overtime. Also there are the catalogs."

"What catalogs?"

"Every year, in December, we begin the catalogs for the mail order houses which mail by mid-January. With the postal increases coming January 1, all of the mail order catalogs have been pushed up and are already scheduled."

"Is that all?" I had a feeling it wasn't.

"No, most of the catalogs have increased their runs because of the increase in the economy. We have also seen an increase in our other magazines as they have increased their ad pages."

I guess that last was the cruelest blow of all. Because, while the rest of the industry was accelerating, the Amiga market was still on hold.

Another Imminent Sale

Today is the last chance I have of writing anything for this issue. It is Wednesday, January 11. Last Tuesday, I spoke with Franklyn Wilson, the trustee in charge of selling the Amiga technology and the rest of Commodore's remaining assets. He told me that a sale would be announced relatively soon. He expressed regret that the sale had taken so long, but he restated that, when dealing with a multinational company like Commodore, it takes a great deal of time to completely satisfy all parties.

Since my talk with Mr. Wilson, I have spoken to Mr. Proudfoot in the UK and Mr. Amor at CEI. Both have assured me that they have high expectations of winning the bid and producing Amigas. Yet, if either won the technology today, they would not be able to take possession until mid February or even the first of March. No one still has a clear idea of the status of inventories and responsibilities in the Philippines and elsewhere. Even if everything runs smoothly, it could take several more months before Amigas will once again be seen in a neighborhood dealer.

What To Do Until The Amiga Comes

The biggest problem for the Amiga, at this stage, is what to do. Most of us do not remember the depression of the 1930's when thousands of people lost everything they owned, no one could get work, and the economy ground to a complete halt.

Most believe that the great depression was started by wildcat investments with no backing that eventually fell through. But, the real tragedy of the depression was not how it began, but how it continued.

Even though some people had limited money, they held on to it. They would not invest. No one could take that chance. Things were too scary. If you spent a dime of cold-hard cash, you were likely never to see it again. It was best to wait until things got better before you spent your money.

I know I have oversimplified the problem, but generally the people were frightened. They felt like a rabbit caught in the middle of the road, at night, with a pair of headlights racing toward them. All they could do was stare back with their red gleaming eyes and wait. They were frozen by their own fears and held by their instinct.

Most Amiga developers are held by this same fear, and until they hear from you, they will remain standing in the road or possibly they will move to another field and we will not have an Amiga market.

Please take a moment and complete the questionnaire on the next page and we will send it to the winner of the bid. Or, if no one has won the bid, we will send it to both bidders in anticipation that one will be the winner.

There is a lot more I want to say, but time and space are running short. We at AC will continue to bring you information and market coverage, but we will also need to adapt to the changing Amiga market and all of us must make people aware of just what that market is.

Contact a few Amiga developers. Explain why you like their products and what you want to see from them in the future. You would be surprised what a few letters and well placed telephone calls could accomplish. While your at it, tell them you read *Amazing Computing*, who knows it couldn't hurt.

Stop The Presses?

Now, since I have heard from several sources that the sale should happen by Friday, should I wait. No, I don't think so.



Don Hicks
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