

“When you sell to small business, learn to speak their language. COBOL-80.”

Ron Mayberry
Mayberry Systems, Inc., Belleville, Illinois

“It’s amazing what a few key phrases will do for your sales record to small businesses. Words like “faster,” “cheaper,” and Microsoft’s “COBOL-80.”

I should know. I’m in the business of selling complete computer systems to one of the most demanding enterprises around: pharmacies. That means my programs have to solve the complex problems facing pharmacies today — the deluge of paperwork, regulations, and the need for immediate access to patient information.

I’ve sold a lot of mini-computer systems with programs written in DIBOL. Then I discovered microcomputers, and Microsoft’s COBOL-80. Together, they’re faster and less expensive than my old system, yet do all the same things. And more.

Like what? Like more flexibility and versatility. I use practically the whole range of COBOL-80 features, to speed inventory, billing, labeling, pricing, accounts receivable, patient profiles and



doctor lists. And I’ll be using a lot of the same features to write a program for travel agents too.

Believe me, we checked them all, and only COBOL-80 had all the necessary LEVEL II features, plus the new CHAIN feature, program segmentation and formatted screen ACCEPT/DISPLAY.

The CHAIN feature impressed even a veteran programmer like me. With my menu-driven systems, I have total control over which program will execute

next. And it was great to find that COBOL-80’s ACCEPT/DISPLAY statements give formatted screens that look the same as my old DIBOL screens. Yet with fewer lines of code.

With 300 different program modules, you can be sure I appreciate segmentation too. In one case, I collapsed seven DIBOL programs into one segmented COBOL-80 program. Now I can organize my system according to program function rather than memory size.

My compile times? Incredible. Over 1,500 lines compile and link in just five minutes.

I know what you’re thinking. ‘Sounds great, but I wouldn’t want to be in Mayberry’s shoes when he translated all those DIBOL programs to COBOL-80.’ Well, surprise. Since most DIBOL features translate into COBOL one-for-one, we converted the source code six times faster than originally scheduled.

So simply put, that’s how Mayberry Systems Inc. learned for itself that COBOL-80 is one language that makes a lot of sense to small businesses.

In my opinion, COBOL-80 is first-class. And I thought you should know about it too.”

COBOL-80 now supports Level II ANSI SORT/MERGE statements to interface with Microsoft’s new sort facility, M/SORT.

COBOL-80 with documentation, \$750.

Documentation purchased separately, \$20.

M/SORT, \$125.

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We set the standard.