PERSONAL OPERATI

FRANK Goldingham . . . the first to put software on the wall.

Publisher turns to computers

PALMERSTON North's Frank Goldingham has opened the region's first fully fledged personal computing retail shop. The retail operation even comes equipped with large displays of software packages.

Until just recently, Goldingham owned a fleet of small community newspapers in the Manawatu. He decided to sell his publishing interests and concentrate exclusively on the very new business of personal computing.

His interest in computing had been sparked over the last five years as he had progressively seen his own typesetting operation become computerised. "It meant that I could see from my own experience exactly what computers can do."

Goldingham's unique selling benefit is to offer a very large selection of personal computers rather than just one agency brand. He believes his large software presentation is also important. "We are the only ones to display software on the wall."

Goldingham's Computer Centre stocks Radio Shack, Apple, the Dick Smith System 80 and Interact. He is also New Zealand distributor for Instant Software.

Goldingham believes that he was the first to import Dick Smith computers direct.

Now, he says, computer enthusiasts regularly drive up from Wellington to view his selection in much the same way as, say, carbohydrate enthusiasts drive to Paraparaumu to visit the hot bread shop.

"I am extremely cautious about which brands I will represent," says Goldingham. "The machines we sell must be trouble free. I have turned away a number of lines that I am not satisfied with."

Goldingham's biggest problem now is one of space as he swings over entirely from publishing to computing.

"We want to get all models on display. The greater the selection, the greater the interest." Goldingham views the Computer Centre operating in a sharply defined market area. Presently, he sees his limit as $12,000 and below.

The big demand, he says, is from the business community where people want a special purpose machine. He has been astounded by the way in which businessmen can derive so much performance from their systems.