ATPM
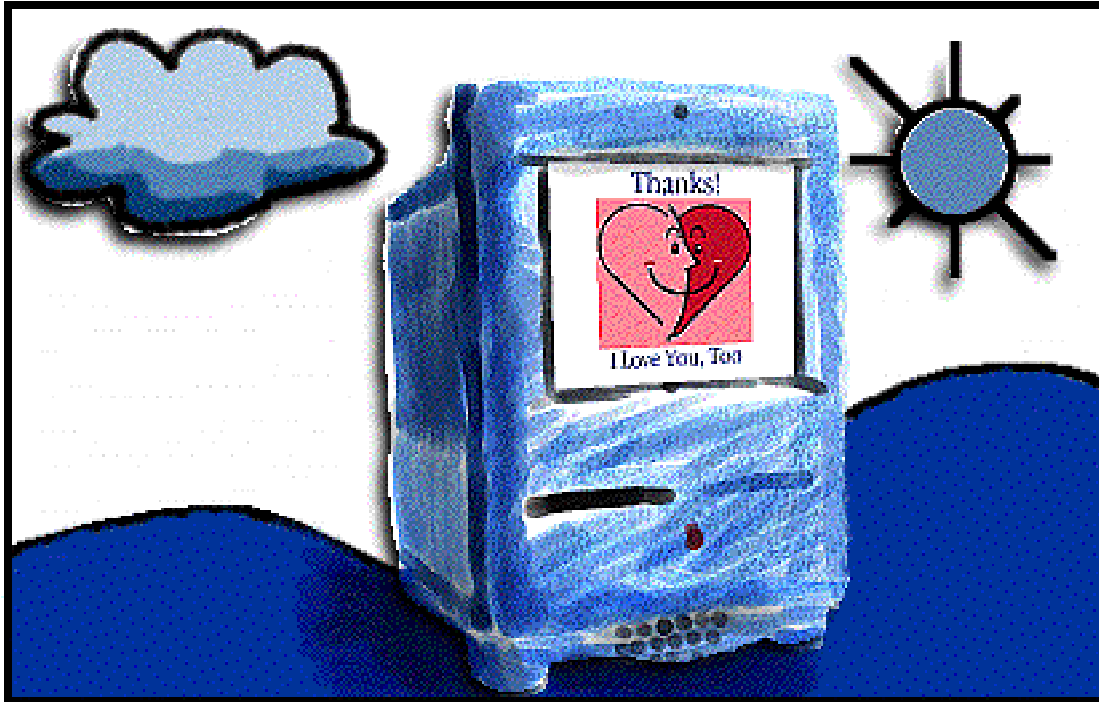
- We love you, Mac
- On the road w/dora
- Whither Apple?

About This Particular Macintosh™ 2.02: about the **personal** computing experience

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Send requests for free subscriptions to:
rdnovo@aol.com

Cover Art

"I Love You Mac"
© 1996 Romeo A. Esparrago, Jr.: romedome@aol.com
Web Page: http://205.218.104.78/Friends/RomeoE/RomeHome.html
We need new cover art every month! Write to us!

Staff

Contributors

The Tools

Pokegenia (a Mac IIci)
DOCMaker 4.5.1
ClarisWorks 4.0v3
Color It! 3.0
DeBump 1.1
Emailer 1.0v2
Graphic Converter 2.2.2

The Fonts

Arial Condensed Light
Cheltenham
Garamond
Geneva
Gill Sans
Helvetica
Isla Bella
Rosabel Antique
(now called Pabst Oldstyle)

Where to Find ATPM

America Online : search "atpm"
CompuServe : GO MACCLU
eWorld : go Shareware
North Coast BBS
NYMUG, New York City
SenseNet, New York City
Tulsa Info Mall BBS, Oklahoma
Raven Net, British Columbia
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Any others?   Let us know!

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The Legal Stuff

Welcome

Hi there. Welcome to the latest edition of *ATPM*. The month of February is very important to us, here at the magazine. It's our chance to talk about why we love our Macs so much. It's our chance to explain to so many befuddled people what charm lies in a hunk of plastic (pretty plastic, mind you) that crashes every so often. It's our opportunity to justify the twitch we get when people talk about that great new Recycle icon in Windows 95.

But this particular issue is also special. With *ATPM 2.02* we've really come of age. I dare say I'm proud, yes, proud to be publishing a magazine of this caliber, a quality reached only on the backs of the clear, entertaining, personal submissions of everyday Macintosh users, like you. Take the cover art by Romeo Esparrago. Or the new Finder icon, beautifully crafted by Marc Robinson. Or the first installment of Christoph Wiese's travels with dora, his PowerBook Duo. Or Mike Wallinga's passionate defense of all things Macintosh. Or our new duo of tech operators, Adam Junkroski and Mike Shields. Mike is also our brand new Opinionated Associate Editor, and will be taking jurisdiction of all the columnists (including myself) out of my hands. Please welcome him to the magazine. His position is the first to be filled, and marks a real step forward for *ATPM*.

And, in a perfect illustration of what I'm trying to get at, look at the responses we got to our survey last issue. Where I work (my real job) we just did a mail-in survey of a small Nebraska city, and were thrilled when we passed the 1% return rate. *ATPM*'s readers have, to date, achieved an 8.2% return. We could never have gotten here without you.

<ahem!>

Gettin' all weepy-eyed.

What else is going on? The eMail came fast and rather furious this last month. Several folks had pieces of their minds they wanted to give us, and we've printed some of them. Opinions keep pouring in for Mac & Talk, and it's getting difficult to choose among them. Actually, all we're missing this issue is a Segments piece, so please, do write in with your stories. We know you're out there.

You may have noticed that our (my) eMail address has changed. eWorld is (alas) on its way out, and we're switching over to America Online for the moment. Other options are in the works, but for now, please begin directing your mail to rdnovo@aol.com. Thanks.

And thanks for reading *ATPM*.

RD Novo
Publisher Guy

Contents

eMail

The Real MacOy

Hello. I recently read your latest issue, 2.01, and I saw your article on my magazine, The Real MacOy. I felt I should say how I feel. To call The Real MacOy a copy, is a lie. You dealt with it in the lowest way possible. The Real MacOy, and About This Particular Macintosh are not alike. Put the two next to each other, and there are very few similarities that are not universal in all mac magazines. Put any two 'zines together, and you will see similarities. Tell your readers again, objectively, to put the two magazines together. Ask them what similarities there are between them, as I am now asking you. What similarities are there? I see very few, and those that I do see are hardly worth categorizing as a copy. I came into this arena thinking there would be consideration for the new guys. I felt the general mood was "Okay, a new guy, cool, people are seeing how great this can be, I wish him luck, and I'll go on with my business." I was wrong. There is a great feeling of tension here now. For what, I see no logical reason. The bottom line: Let the people decide what they like. And don't accuse people of anything. **Chris DeAngelus,** *America Online*

Chris is right, I did handle this in the worst possible way. If I had a problem with the presentation of his magazine, I should have taken it to him privately, and not sullied either of our magazines with the affair. I have sent a letter of apology to Chris for my unprofessional actions, and an apology to his friends and family, who will have seen him hurt. The full text is available if anyone wants it. While I do not take back any of the substance of what I said, I do wholeheartedly wish the method had been different. I am sorry. I suggest that interested readers take up his challenge. Read *The Real MacOy* and see what you think. Thanks for your understanding as we continue to grow, in more ways than one.

Hey, what about us? Part Two

Oh the pain, the agony, the suffering! Having just finished catching up on most of the back issues of ATPM, i was so looking forward to reading the shiny new up-to-date issue 2.01. I double-clicked, waited momentarily, when what to my wondering eyes should appear but a

dialog box with a round black incendiary device and the following message:

     Sorry, a system error occurred.
    "About This Particular Mac 2.01"
    unimplemented trap

AAAAAAAAAAAaaaaaaaaaaaahhhh! Iπve been rendered obsolete (yet again)!! Well, ok, my Mac Plus has been given yet another two-minutes-to-forever logoff warning <pout>. Looks like DOCMaker 4.5.1 doesn't work on a Mac Plus. [In case you publish this, for the benefit of your readers: The crash box above translates to the following words from our programmer: "Hi. Your Mac needs something it doesnπt have, like a 68020 or better processor, to run my nifty swifty new program which can run multiple QuickTime movies in tiny buttons on the screen with millions of colors while simultaneously playing the Kronos Quartet, Henry Rollins, and µ-Zique in full 16-bit stereo when scrolling with the option key. But obviously YOU wouldn't know about such things since you haven't been good to Apple by buying new hardware every year. In fact, YOU haven't bought ANYTHING useful since you plunked down that $4k or so back in '86, and frankly, i can't be bothered to even put in a polite, informative dismissal box as some other programmers have done, for the likes of you since you have earned this crash, mister! Ahhahahahahahaha!]

Which leaves you with a weighty decision, Mr. Novo: drop back to 4.1.4 so nearly everyone can enjoy the wit, wisdom, and all-out pleasure of ATPM (losing whatever graphic pleasures 4.5.1 enables), or march bravely forward with the full glitz and glory of 4.5.1 (leaving all us trailing-edge users whining out in the cold, like sad abandoned puppies, looking up to you with those big, woeful eyesä)? Can you manage putting out two editions, one on 4.1.4 for CPU-challenged users (maybe subscription
only, or whatever is easiest for you)?

Hoping to read again someday (whimper, sniff) **Sonic Purity,** *America Online*

Aw man, Sonic! You make life hard for me. I have to punish your puppy-dog tale by forcing you into the 1990's, or go through the trouble of a special, Sonic Edition of ATPM... I'll look into it, but I can't promise anything.

Whaddya mean, "Best?"

IMO, you shouldn't have left out two programs from your review of publication tools. "Print2Pict", to begin with, is a printer driver that redirects printer output to numerous things, including PICT files (hence the name), the Scrapbook, and a "Postcard" stand-alone document. The latter feature could very well be—and is—used for magazines, and it's often used for application manuals etc. You can add an index by Option-clicking on a page in a /Postcard/ document and putting together an Index menu. Just as with eDoc, the reader will have to have the used fonts installed. I prefer this one over eDoc since it's simpler and more straightforward to use.

The other one *really* shouldn't have been omitted: Adobe Acrobat. This is the industry standard cross-platform electronic document standard, and many, many magazines (including cool Mac mags such as "The Rest Of Us", "MacToday", and Apple's own "InfoAlley") are published in Acrobat's PDF (Portable Document Format). An advantage is that you do *not* have to have the used fonts installed; if necessary, Acrobat substitutes them with a generic Sans or Serif font that's squeezed and resized so that the spacing and formatting remains exactly the same. You have to look close to see the difference. Also, PDF documents look like *real* magazines or books, but still allow for hyperlinks, and even links to Web sites. The main

disadvantage: Acrobat Reader (which is free) really needs 8 megs of RAM. I've been able to run it on my 4 meg original Mac LC, but only with all extensions off. Also, the software to create PDF documents is expensive. **Martijn Dekker,** *Internet*

Print2Pict was, indeed, an omission. I'm sorry I missed it, but I didn't know it existed. It works as you have described, and I suggest that interested readers look into it. Adobe Acrobat was considered, but left out. That was probably a poor decision, but time pressures forced us to relegate it to later consideration. You've made a good case for Acrobat's relevance, and, again, we suggest readers look into it, if they are interested. Heck, we suggest that you (Martijn) write us an article about Acrobat, if you like. (Always passing the buck, here.)

The Shareware Review?

Hi, I just recieved your latest issue, which covered almost all e-zines with quite a bit of depth. I am puzzled therefore, at the fact that there is no metion of The Shareware Review therein. Surely a magazine that merits commendations from Andrew Welch, David Pogue (Macs for Dummies, etc..) is worthy of at least a look?

We are currently the biggest electronic magazine around (bar IMG). Our What's New section writes small reviews going over every single piece of shareware or freeware released each month. (It takes my editor around 50 hours to do so.) We have, arguably, one of the best electronic artists around, and our design earns commediations from the most stringent designers. We cover every topic related to shareware much more throughly then anybody else — where else can you find programming columns (by Ingemar Rangemalm), How To columns (by Frank Kane), World Building columns (by Ray Dunakin), all relating spefically to shareware? We also do extremely in-depth interviews, posess the *only* defintive list of upcoming shareware games, have through previews of all sorts of upcoming games (recent ones covered were Missions of the Reliant II, Solitaire Magic, and Speed Demon), all containing information you can't get anywhere else!

Please, I urge you to reconsider your omission of The Shareware Review from your magazine. In every area regarding shareware we are far and above every e-zine. If you like I can provide you with a recent of issue of TSR, for your persual. Thanks. **Jacob Cusack, Editor-in-Chief of TSR,** *America Online*

The article in question reviewed electronic magazines that are (or were, in some cases) available on the net. The Shareware Review, as far as I could tell, is available for preview on the net, but if you want the full version, you must subscribe, for $15 per year. Not exactly a fortune, I admit, but still a fee. Although the sampler edition provides informative reviews in and of itself, TSR is a for money (albeit shareware) publication. MacSense, for example, is so too, now. During 1995 it was not, but MacSense will be ineligible for e-zine review next year. I'm sorry that the criteria I decided upon excluded your magazine. That criteria is always open for review before the next e-zine summary, next year.

The Mac is not a Typewriter

A final remark on good typography: use **real** quotes consistently (**except** when typing an inch mark, which is what the so called "straight quote" actually is), and quit typing two spaces after the period. The Mac is a DTP machine, not a bloody typewriter! Leave these bad habits for the Windoze users! ;) Also, you sometimes forget to change a word between ***asterisks*** to real boldface type. **Martijn Dekker,** *Internet*

All right, all right! <grin> I'm kidding, we really do appreciate active, involved readers like Martijn. There was a book called "The Mac is not a Typewriter," wasn't there? Anyone got a copy they don't need anymore? As of this issue, text is being dumped into Tex-Edit, a wonderful program that can find and change inch marks into smart quotes, "—" into "—" and so on. As for the asterisks, well, this is a different medium than print, this is e-mail, and if it comes to me with asterisks, I don't worry about changing it. Often writers will use many more asterisks than they would bold-faced words, as asterisks often substitute for underlining and italics, too, or any kind of emphasis. Text blocks with bold words peppered among them look ugly to my untrained eye, hence my reticence to use them.

Mac & Talk

Small Icons *are* Useful

I was just reading through the eMail section of ATPM 2.01 and caught your question about view by small icon. I do use this feature, especially for medium full folders (ie. my utility and control panels folders) and then use an option "clean up window" which is a clean up by name command. This sorts them out rather nicely and does not take up as much room on the desktop as the view by name or by icon choices. **W. DeJong,** *America Online*

Another way to view icons

About the "I Like Icons" letter by Alan Maxwell: I have most of my Finder windows sorted by name or by kind, too. My hard disk's root level window is set to large icons, though. It only contains folders, with custom icons generated by "Picon", a utility that projects the small icon of a file that's in the folder on the folder icon. And yes, I do use the view by small icons too: I have a 'drag 'n drop' folder installed in my Apple menu that uses this view. I open it when I need to drag something to an application such as StuffIt Expander or BBEdit. It opens to the lower left corner of my monitor, and it contains four columns of five frequently-used 'droplets'. By keeping it in a window I prevent these utilities from cluttering my desktop.

By the way, there's a compromise between list view and icon view that surprisingly few people seem to know about. In System 7's "Views" control panel, you can select three icon formats for the list views: small (the default, generic B&W icons), medium (the small version of the real file icons) and large (the large icons). Personally, I prefer the medium setting. So it's perfectly possible to have lists *and* icons at the same time. Unfortunately this doesn't apply to those who stick to System 6. **Martijn Dekker,** *Internet*

Happy, Happy…

"What's the wittiest thing your Mac's ever said to you?"

The wittiest thing my Mac ever said to me was when my latest system 7.5 reinstall was almost completed. I was watching the names pop by in the dialog box... now installing this... now installing that... when all of a sudden I saw, "Now making this Macintosh happy!". Really sums up what it's like to be a Mac programmer!

I let out a laugh and my wife asked what was so funny. When I told her, she didn't believe me. The message was gone in a flash! **Foster Bass,** *Internet*

Mac & Talk will publish the opinions and responses you send us. While your letters become the property of *ATPM* (so that we can edit) we won't edit much more than punctuation, so be sure you mean what you say. Submission does not guarantee publication. And be courteous. We *will* edit colorful language. But most of all, sound off! This is your Mac we're talking about! Send your comments or replies to rdnovo@aol.com

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The Usual Suspects

It has certainly been a long time since I've written this column as it was meant to be written. Originally, back in April of last year, I wanted only to write this column. Against my better judgement, a magazine grew up around it, and now I find myself on a path (upward, thank goodness) towards an end I have not yet spied. While the ride has been wonderful, I am looking forward to scaling back my endless hours of work, pawning some of it off on the newly minted editorial staff. A happy result of this is the return of my column, as it was meant to be written. I am happy to once again use this space to tell you about my computer, my life, and where the two meet.

My computer, dear, overloaded Pokegenia, is crashing way too much. Sure, over the last four years she's crashed occasionally, every computer does. (Yes, even the Holy Macintosh.) But of late, she crashes at least once a day. I'm getting very good at saving my work regularly. (Isn't that cardinal rule number one for working with computers?)

I'm also beginning to worry. You see, much as I understand the need to backup your hard drive (after all, this is cardinal rule number two), I don't. Yes, I have a Zip drive (wasn't I going to review that at one point?) but I also have only two Zip disks, both filled. One has 100 MB of games on it, the other has 60 MB of my Only Boy stuff on it. My hard drive has 190 MB (of its 200) full of programs and documents and system stuff that isn't duplicated on any of my Zip disks.

What is all this stuff?

Some of it is old school papers (has anybody had the cold-blooded strength to throw those away yet?), some of it old eMail messages from five years ago, some of it old letters and resumes and job queries. Some of it is made up of old programs I got while I was in school (Shhh... I can't tell you where I got them), a copy of Voyager (that black & white sky-watching program), an old copy of DeltaGraph, a program called MacStat, and an application one of my teachers got that shows how populations grow and die on an island ecosystem.

The usual suspects. This is stuff that everyone has on their computers. Items on your hard drive expand to fill the available space. (Especially Microsoft Word Temp files.) One of these days I'll go through and weed 'em out, tossing the old mail out with the programs that no longer work under System 7.5. Maybe I'll donate some of them to the Macintosh museum Margo Gilbert is setting up. (Write to me if you have old Mac relics you'd like to donate.)

But having too much stuff isn't a crime, and it won't make your computer crash more often. No,

the source of my frequent crashing is not an abundance of nostalgia cramming the wires. My problem is that I've been using too many new programs, all of a sudden.

You see, I have recently made many changes to my computer's software contingent. *ATPM* has been growing by leaps and bounds, and so, too, has the other magazine I edit, *AppleSauce*. In fact, *AppleSauce* has just departed the world of DOCMaker, to reside solely on the World Wide Web, distributed to subscribers as mail message news bits on a semi-daily basis. I've had to learn how to do a number of new things, and I've had to add programs to keep up.

The best way to add new programs to your computer is one at a time, over the course of a few weeks, or maybe a few months, getting used to how they work, tweaking the setup, etc. Not all at once.

In the course of working on this magazine and on the Web, I've added RAM Doubler, RAM Charger, Illustrator, Navigator, Tex-Edit, Fetch, PageMill, Web Weaver, Graphic Converter, and a few other programs. All in the space of one or two weeks.

So I began to go through them, one at a time, to determine if they were giving Pokey headaches. I rounded up the suspects. The first was RAM Doubler. From Connectix, this program is a life saver. A measly $50 or $60, RAM Doubler doubles your installed RAM. Really. I had 12 MB, now I have 24 MB, for all intents and purposes. And no, it doesn't require 12 MB of hard disk space, either. RAM Doubler is used by a ton of Macintosh users, and for most of them it works reliably. I really didn't want to discover that this was the problematic newcomer, so I skipped it, promising to come back if I found no more likely culprit.

With Illustrator (which I hardly use, see a future column) I also received 300+ free fonts, which I promptly installed. Not all 300, but close. Now every program that starts up has to load all those fonts into memory. It takes forever—combined with the disk accessing that RAM Doubler needs—to start anything on Pokegenia. I can deal. But just to be safe, I took a few of the fonts I'll never use and trashed them.

Next was RAM Charger. From OptiMem, this program optimizes the RAM your programs need, on an application by application basis. Very cool, it raises and lowers the amount of RAM programs use, depending on whether they need it now or not. So you can run more programs in less space. But it does this by blitzing the computer's regular memory matching processes, and as such it mucks pretty deep into the forbidden zone. On a hunch (and a whim, after all, I have 24 MB now, who needs optimized memory?) I took RAM Charger off.

Pokegenia began running much more smoothly. I was lucky, I think. But I did follow one basic principle. If your computer crashes randomly, remove stuff that works on the entire system. If your computer crashes in a systematic way, remove the offending program. While Pokegenia was crashing much less frequently, she still crashed almost every time I ran Netscape's Navigator 2.0 beta.

Yes, beta. As in, not-quite-ready-for-release. As in, buggy. But I couldn't live without Navigator, my web browser of choice, so I lived with it. I went through all the other suspects, but none of them seemed to have problems. And as the beta releases got steadily more stable, so did Pokegenia. Now, with the release version of Netscape Navigator 2.0 on her, she runs like a dream.

Fact is, to write this column, I have DOCMaker, ColorIt!, ClarisWorks, and Emailer all open. I switch among them at will, and (while still saving frequently) I have had no problems.

Where the wild Free Stuff roams

These past couple of months have seen some free stuff make it's way to my house. The prize item (possibly of my entire publishing run) was sent to me by Margo, gem that she is. I've got, in my possession, the one and only Only Boy Productions mug in existence! (Well, Margo might have made one for herself, I don't know, but I don't begrudge her that.) It's really cool, and it means I can have more made. News on that in future issues.

Okay, now it's back on my knees, to ask piteously for Free Stuff. There's a lot of this going around, this requesting stuff with no strings attached, so I feel I must compete on higher ground. I will attache a string, and fly it high. If you send me free stuff, I'll talk about it. This is perfect for software, books, hardware, that PowerCurve computer just sitting there gathering dust… Now that's all I'll promise. A mention. It may not be a positive mention, you've got to have confidence in your stuff to send it. To send free stuff, get in touch with me by eMail, or send it directly to me by Snail mail at: 617 S. 37th Street, #304, Omaha, NE 68105-1241. Many thanks.

Shareware of the Month

Okay, fine. I can't seem to write a regular, steady shareware review column. This issue marks my request for a shareware columnist/editor to take up these duties. But I am reminded of a promise I made some issues back, to review at least one piece of shareware per issue. I plan to keep that promise, in this column.

This month's piece of shareware is Eliza 5.0, by Tom Bender. I remember, way back when, a program called Eliza for the Apple II. She was a simple psychoanalyst, particularly deft at turning your questions back on you, who resided in your computer. Through some clever phrases it seemed almost like you were having a real conversation, though it wasn't too hard to mess with her tiny mind. A morose seventh grader, she was something of a companion, for the ten or twelve minutes it took me to break her vocabulary. Heck, which of us didn't have a crush on Eliza?

Eliza 5.0 is this same program, brought over to the Mac. Still as simple, still as easy to mess with, but nostalgic enough to bring a tear to my eye.

"What's on your mind?" she asked.

"I missed you," I said.

And in a classic bit of Eliza she crowed, "Deep down, you think we missed each other!"

I just wish Mr. Bender hadn't decided to make the icon that of a man smoking a pipe. Eliza was always a woman to me, interested, sometimes ornery. Always fun.

Next Time

Look for another shareware review, and more about Pokegenia's slight inadequacies. (Eliza's in the background saying, "In your fantasies perhaps you are both inadequate!" She's being a big help right now.) Send me your free stuff.

ON THE ROAD
WITH dora

Part one in a series, by Christoph Wiese: Krzysztof@eworld.com

"Where are you? Are you in town?"

"No but we're close. We're in Chainy." Buzzing New Zealand accent on a crackly payphone.

"Chainy? Um, how far away is that exactly?" I have no idea where he's talking about.

"It's just north of you a couple hours."

"Oh. I can't remember… where's the map… how do you spell it?"

"C-h-e-y-a…"

"Oh! Cheyanne!" (shy-ann)

"Whatever. We'll be there in a couple hours. Be ready to go out and party."

They arrived in a sunbleached VW squareback older than any of us. Her name was Frieda. They bought her in San Francisco a month ago when they arrived from New Zealand, and she had carried them up the west coast, across the Canadian Rockies, and south to Denver. I quit my job two days ago. Time for a road trip.

Tarek and I (no point changing names — none of us are innocent) haven't seen each other since highschool, in Wales. I'm meeting his friend and bandmate Warwick for the first time. Over a pitcher in a nearby pub, they tell me about their trip so far, working backwards in time. I begin trying to picture myself a member of their circus, busking our way across the rest of the continent. But then it's my turn to say what I've been doing with myself since graduating university, and I must choose from my standard idioms: "computer shamanism," or "electromagnetic karma adjusting," or simply "nothing much."

* * *

My first Macintosh was a PowerBook named dora. (She's lowercase because I was into e. e. cummings at the time.) At the end of my sophomore year, after having been knocked over by a

taxi and managing to pass finals while still recovering from amnesia, life seemed sweet and I borrowed the money and took the plunge. My previous computer, Minerva, was a 60-pound greenscreen Unix PC built from parts, with two fans and something (I never figured out what) that squeaked unbearably. Sounded like a jet engine with sand in the bearings. Dora changed my life instantly and profoundly. Instead of being tethered to a heavy, screeching behemoth, suddenly there was a tiny, sexy, silent thoughtbox clinging to my shoulder. I could sit barefoot in the grass and write my essays. I could lie in bed and read email. I could cite a reference source right in the library. And my brain simply fused with System 7.

I will never again be limited to a computer that won't sit on my lap. And I will never again use anything but a Mac.

* * *

I am too self-conscious to begin at the beginning, to admit to these scruffy musicians and poets that I feel passionately about something as material as grey plastic, as ethereal as an OS. I am wry and self-deprecating as I explain how my simple technical skills, learned by-the-way while attaining a Literature degree, have led to my first post-college job. Easy money while I pay some debts and decide what to do next. How many beers until I begin to explain how technology has become a theme in my life, until I start to say "Mac" or "Apple" in every sentence? I don't even remember — it happened often enough in the following months. That night I hasten to explain (for I had thought it through) that this journey would be my Luddite holiday, my vacation from keyboards and hard drives and electricity, a chance to see the world and ponder my future without the glow of a backlit LCD. (And I meant it!)

* * *

Warwick was suffering from an unshakable case of tonsillitis, efficiently planted in his throat by a brief intimacy in Vancouver, or so the story goes. So it seemed appropriate to stay in Denver for a few days, they catching up on sleep and food and letters while I remembered how to pack. I am terrible at packing.

They wrote email to friends and family and people they had met. They used my brother's 7100 to scan in their travel photos, and constructed a graphical montage of their journey thus far, which they mailed in lieu of overdue postcards. They wrote a "Letters from America" column for their college newspaper. They stayed up playing "The Tortoise and the Hare" CD-ROM (in Spanish). There was a Mac or two on during their entire visit.

We went to Mexico. Macless.

We returned to Denver for another couple days, to pick up the musical instruments and allow me to repack. (I'm terrible...) Tarek and Warwick typed and emailed and Photoshopped. I busked with them for the first time. We shaved Warwick's head. As we sat looking at the maps and deciding what route to take and what groceries to buy, they said, "We think dora should come along."

I knew that I would be the one to bear her weight. I knew that I would be the one to think about whether she was sitting in too much sun, which batteries were charged, and what the local eWorld access number was. I had resolved that I would do this trip on my own, without her. And I didn't hesitate a moment before agreeing that it was a very good idea.

* * *

Dora was originally a PowerBook 140. Through a refinement of my tastes (less weight! more color!) she had become a Duo 270c. (Originally the Duo was called Pan, then Pandora, then

pan(dora), then just dora again. Funny how that happens.) And if she was coming along, I wanted her to demonstrate maximum utility and minimum liability. Dora and all her luggage had to fit in my rucksack with all my other needs for a three-month road trip. Now dora, like any Duo, has major luggage potential: micro-docks, mini-docks, floppy drive, SCSI adapter, no, no, no, no! Not for this trip. Dora in her Wetsuit (ooh-la-la!), AC adapter, three batteries, a serial cable, and a phone cable. And in a fit of folly which I will never regret, a tiny acoustic coupler ordered overnight from APS. I figured we'd be able to find a phone booth far more often than we'd be able to find an RJ-11 jack, and I was right.

With far too much difficulty, I finally achieved a tolerable load. Tent, towel, sleeping bag, bongo drums, one change of clothes, two paperbacks, and a dirty green nylon bag-full of Mac. We loaded up Frieda, ran her through a carwash, and headed east.

It was going to be a hell of a trip.

To be continued next month...

Whither Apple?

By RD Novo: rdnovo@aol.com

It's been a long month for the Apple faithful. At the beginning of the month we received news that Apple had lost upwards of $60 million in the fourth quarter, the Christmas season. And you've got to do something colossally wrong to lose money over Christmas. Plus, we were told, Apple would lose more in a restructuring charge for the next quarter. Oh, and there were going to be 1,300 layoffs, with more likely to follow. And, of course, Apple was going to wither, die, and be bought up by some other company, Sun, IBM, Phillips, Sony, Oracle... you name it.

Gil Amelio

Now, just this past week, Michael Spindler, erstwhile CEO of Apple, has been ousted. He is replaced by Gil Amelio, Apple Board member and (now former) CEO of National Semiconductor, one of the originators of Silicon Valley. Call 'em the first tenants. A friend of mine in NYC works for a small publishing house that is selling his recent book. She was complaining for weeks that he didn't seem to have time to publicize it, to go out and talk about it, and, while sales were okay, they could be better. She said he was busy with some computer company. If only we had known.

What does this mean for us? Business Week had a cover story on the decline and fall of the Apple empire. Time Magazine had an inside article on the same. Newspapers are running a picture of Spindler, head in his hands, in front of an Apple logo. Magazines the world over are crying the fall of "A Great American Icon," predicting the firesale of Apple's assets, the flight of Apple's top engineering talent, and the end of computing as we know it. "From a garage to the garbage," they're telling us. And people are snapping it up. I've heard from five different people, friends whom I trust to be discerning world citizens, that Apple is dying, dead even. Beyond hope. Kaput. Institutional customers (schools, corporations, etc.) are delaying orders as a result. Individuals are buying other computers out of fear. It seems that the only people not yet jumping off the boat are those folks who already use Macs daily.

And this just cements the feeling I've always had. If you'd only try a Mac, you'd love it, and there'd be no going back.

There's also no going back for Apple. Let me put my prognosticating hat on here. As editor of AppleSauce, a daily news and rumor sheet on Apple, I have some background on the industry, on what's really going on. I'm going to push that credibility to the front here, and rest on it for a while.

Apple isn't going anywhere. Indications are, now, that the company will go it alone for a while. Gil Amelio is what's known as a "turnaround artist" in financial circles. He specializes in taking ailing companies and making them profitable once again. Often this means slashing workforces, cutting product lines, scaling back ambitious plans, and generally tightening the chinks. But I believe he won't be so drastic. As a Board Member, Amelio has been part of the Apple Culture for some time. He knows more about what it means to work for Apple, and to buy from Apple, than an outside expert would. I think this is why he was chosen.

Shareholders were up in arms about Apple's financial woes at the annual meeting two weeks ago. Apple customers will be up in arms if the new management decides to kill certain ideas, projects, or divisions. But there is no need to do so.

Kill the Newton program? Are they crazy? Sculley, far-sighted though he might have been (explains why he didn't see the wall right in front of him?) was right about the Newton. At some point in the future, hand-held, powerful, intuitive computers with communications capability, organizational programs, and cool features (never forget cool features) will rule the markets. There is no question of this. Apple has a huge jump on the rest of the market with the Newton. Apple is three generations of hardware, and two generations of software ahead of anyone else in the industry. Byt the time the rest of the world wakes up, they'll be five or six generations ahead, with a proprietary, licensed cash cow. (Or should that be "cash dogcow"?)

Pippin? When it was first conceived, Pippin was license-only game machine to take a bite of the game console market dominated by Sega, Nintendo, et al. Since then, the Internet has walloped the world on the head, and Apple has changed the specs for Pippin. Now it's a less-than-$500 Internet terminal, a dumb computer, a machine that hooks up to your TV, your phone line, and your stereo, and lets you run around on the Internet, play games, and generally spend money. It's the latest fad, but without it, the financial markets would be quick to discount Apple as a company without direction. (Wait a minute, don't they do that already?) While Pippin may fail, the company can't afford to get rid of it.

OpenDoc. Again, too much has been committed to this technology for Apple to back out now. Too many articles in BYTE, too much coverage in the PC Press, and frankly, too good a thing to miss. OpenDoc, which is pretty much available now, is the next big thing in computing, and a testament to Apple's design philosophy. Simple, elegant, powerful. The software acts as an extension to the operating system, and allows small, simple programs to work together. So a spell-checker will work with a word processor, which will work with an outliner, which will work with an HTML translator, which will work with an Internet dialer, which will work with an internet address book, which will work with a postal address book, which will work with a calendar, which will work with a calculator, and so on. OpenDoc also involves IBM, and with that involvement brings a great deal of clout to the market.

Copland? If they don't put Copland out in record time, you can say goodbye. I know a couple who are collecting Macs for a museum. You might want to get their name.

Then there are the aspects of Apple that are already on their way out, and may be accelerated by these changes. eWorld, already gasping for breath, is slated to die in the Spring, to be reborn as something else, maybe an Internet Service Provider. Low-end Macs are liable to be limited in the future, at least from Apple, which will rely instead on clone-makers to fill the low-end range. Apple will rely on higher-end machines (and their attendant higher margins) to

improve the cash flow at the company.

So, again, what does this mean for us? It means (and I say this with a sigh) there's nowhere to go but up. We'll have Macs, and Apple branded computers, for a long time yet. Many more articles will be written, and many more models of Macintosh will be produced, before Apple's "imminent" death becomes an issue again.

At least for us. Those other people still have to sell magazines, after all.

True Love

By Mike Wallinga: MLWALL@eworld.com

We Mac users are part of a strange phenomenon that puzzles everyone who does not experience it firsthand. We love an everyday household appliance. We give our computers names, clean them affectionately, and improve them.   Many of us consider our computers almost a part of our family. For the record, February 24 marks the first anniversary of my getting my LC 575. Truth be told, the machine was manufactured last January 27, but I consider February 24 to be my computer's birthday. I've given serious thought to throwing a party for my LC. Or doing something special for it, anyway, like letting it sleep in for a few hours before I hit the power button. I'd make breakfast for it, too, but it has a finicky appetite.

The people who do not understand our fascination with our machines have many questions. They do not treat their microwaves, hot water heaters, refrigerators, vacuum cleaners, or televisions like this. PC users don't even treat **their** computers in this way. Perhaps the only other possession that some people love as much as we love our Macs is their car. Why? What, people ask, is it about the Macintosh that warrants this kind of affection?

I'm not sure I have the right answer, and I'm definitely certain that I don't have all the answers. But I think I have a few important ones.

Easy and Powerful

First and maybe foremost: once you've been around a Mac for any amount of time you can't help but appreciate its ease of use and user-friendliness. I know that this has almost become a cliche, but it remains one of the top selling-points of Apple's golden egg, the MacOS. This reason may help to explain our love of the Mac as it applies to all Macs in general, not just our own computer.

For example, set-up time for a new Mac is anywhere from five to fifteen minutes, and most of that time is spent trying to get the box open and the computer out of the packaging. Last February, when my family's computer arrived, I joyfully loaded it into the family van and took it home. Opening the box, I lifted this all-in-one behemoth and sat it on the living room floor. From there, it went to the desk. Set-up? Plug the Stylewriter's cable into the port with the printer icon on it and the modem's cable into the port with the picture of a modem on it. Nothing could be easier. I had never turned on a Mac that did not have the system software

with the System 7.5 CD in the drive, everything was smooth sailing. While the equivalent of fourteen floppy disks (or something like that) was being installed on my hard drive, I left with my family and went out for pizza. We came home, and of course everything had finished a long time ago, but it had installed perfectly without any supervision. Simplicity at its best.

Once everything's up and running, organization and reorganization of your data couldn't be simpler than the desktop-folder-file metaphor. I, for example, am very picky about keeping my desktop organized. (Unfortunately, this is rarely the case with the top of my desk!) I arrange, rearrange, color-code, and pattern my folders so often that I find my self rebuilding my desktop file more often than most people, simply so my Mac can remember where everything is more quickly.

If you aren't sure how to do something on your Mac, chances are you should try the obvious and see what happens. My dad says that this attitude will one day cause me to push the button that will blow the world into floppy-disk sized pieces, but what does he know? My opinion is supported by uniformity between applications (The save command is always control-S and is always found under the file menu, which is always the first menu to the right of the Apple menu, for example) and the general interface. Just two more refined touches which add to the likability of the world's easiest-to-use computer system.

Adding periphials with true plug-and-play and relatively easy networking are additional positives. The Macintosh is also nearly trouble-free. I've had my share of INIT conflicts and such, but other than that the most serious problem I've had is that the lithium battery in my original LC went dead once and my first Macintosh (my first computer, for that matter) thought it was sometime in the 1940s and only thought in black and white.

Trouble free and easy to use. Great. But does it compute? You bet it does. Anyone here tried a PowerPC machine? Neither have I, but I hear that's power. Ask anyone who has used one. Anyone here played Marathon, or even better, Marathon 2? So have I, and I think that wonderful program alone is testimony to the computing power that is held in the bowels of our pretty-as-a-picture, user-friendly machines. A run-through of the Marathon demo was almost all it took to convince one of my best friends, a PC user, that the Mac is a legit gaming machine. I also showed him how well DOOM could be ported over to the Mac, and then he was quite impressed. Marathon is an exceptional game, but you couldn't compare it to its PC counterpart, because it doesn't have one. DOOM, on the other hand, was something all self-respecting PC gamers know by heart, and to be able to play the exact same game on a Macintosh was something my friend thought could not be done. Sure fooled him.

:-)

Mine!

That's the hardware side of the coin. The Mac is a great machine that can stay in the ring with the best of the Intel crowd in terms of speed and processing power, and an intuitive GUI makes the Mac the friendliest box of circuitry I'v ever run across. But really, though, is that why I love my Macintosh? In part yes, but that's only part of the story. After all, it's not how powerful the computer is, it's how powerful the computer makes you, right?

So, in other words, while those reasons (ease of use coupled with power) are perhaps the most obvious, they may also be the most superficial. I know if someone asked me why I like to use a Mac, one of my first responses would be the ease of use factor. If that answer satisfied my interrogator, I'd probably stop with that. However, I'll be the first to admit that that particular answer is down a few notches on my list of reasons why I love my Mac.

Even more important to me is the fact that my Macintosh is mine.   Of course it's mine, but it's mine in a different sense of the word than say, my stereo. I really like my stereo, but when you get to the bottom line, it's just a piece of equipment that I happen to own. In essence, it's the same as the stereo Joe or Bill or Jane owns.

Not so with the Mac. My Macintosh is not only in my house and owned by me, but it is truly mine. Someone else down the street may own a Macintosh or even the same model as I do, but they still do not have my Macintosh. The Macintosh gives you the ability to change, modify, alter, and tweak your system so that it is unique in it's own right, quite possibly like no one else's system in the world. For this reason, I love not only the Macintosh in general, but I love mine more than any other.

For example, I can choose my own grass-green desktop pattern if I want to. I can choose the icon view for all of my windows and then color-coordinate the folders using the labels. I can define what these labels stand for, too. I also get to pick my own system sound effect. And this is just with the features of System 7.5.
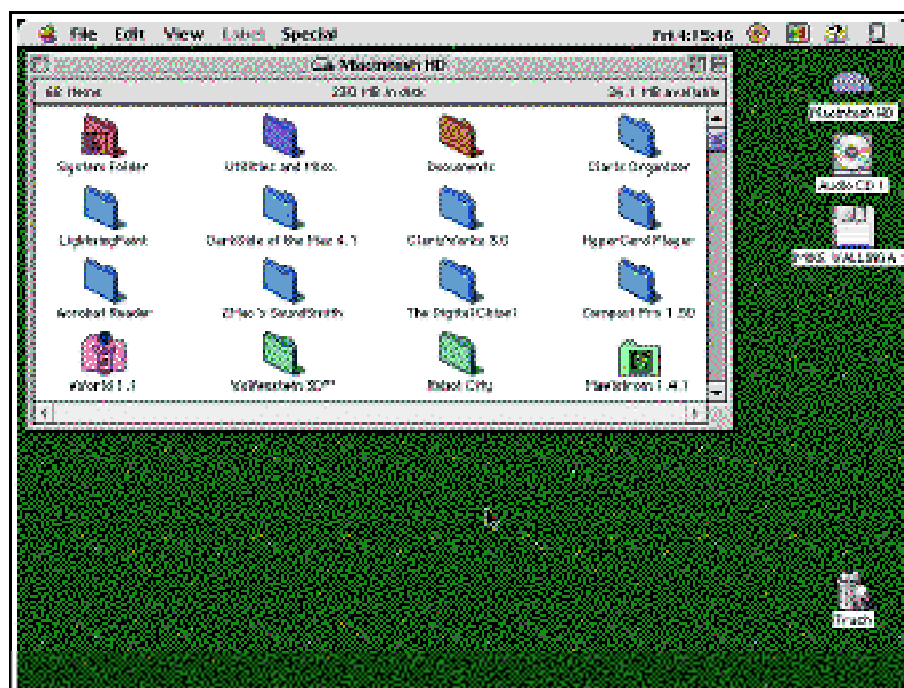
Mike's Desktop

Even better, I can use third-party and shareware extensions, utilities, and control panels to further personalize my Macintosh. When I start up my computer, I am greeted with the two-face MacOS logo, underneath which I find a slew of control panels and extensions loading. When all is said and done, I get a message saying my copy of ColorSwitch is not yet registered and that I should open up the control panel for more information. Finally, I get to behold a desktop that resembles that of the interface in the forthcoming Copland OS, thanks to Aaron, a wonderfully useless extension if there ever was one, but one that I couldn't live without (it's registered, by the way!). Because of the freeware control panel 3D Buttons, my dialog boxes have three-dimensional radio buttons and check boxes. I can switch between running applications using a user-definable keyboard command because of Program Switcher. For mathematical figuring, I can use a simple four-function calculator, a scientific calculator, or even a graphing calculator, depending on which one I need and which one I feel like using. I can control my audio CDs and change monitor depths and volume using pull-down menus in the menu bar. My notepad, clipboard, and scrapbook are at least twice as powerful as the standard, System 7.5 versions. I can make applications automatically hide when I move them to the

background. The icons that show up on the desktop when I pop in a disk or a CD-ROM are cool, colorful icons, and not the drab, black-and-white standard ones. Kudos to Ambrosia Software for their wonderful, ingenious freeware INITs Discoulor and CD Discoulor for that little perk.

If this seems like a lot of additions and changes, I've really only touched the tip of the iceberg. I've mentioned my personal revisions that I deem most indispensable. It's gotten to the point that if I ever restart my computer with the extensions off, I don't recognize my desktop. When I use one of the computers in the computer lab at school, it is the exact same LC 575 model as I have sitting in my living room. However, I find using the computer in the lab to be a boring, unaffectionate, almost businesslike affair. Not that I still don't appreciate its ease of use, its functionality, and its superiority to any other brand sitting in that room or anywhere else, but it's just the fact that I am not working on MY computer. It's like driving someone else's car, or living in someone else's room. It's just not the same. The love and the familiarity is simply not there. For a while I brought a disk containing my favorite extensions, and installed these onto the school computers for the duration that I used them. Unfortunately, our school's computer coordinator found the need to install tamper-free security software on all of the computers, and now it's impossible to make alterations to the Finder without bypassing the security system. Not being a hacker, I was forced to stop my practice, and now using a school computer is really a relative drag.

Solidarity

There's a third type of love for the Macintosh that people have. You can love the operating system and the hardware, you can love your individual machine, but you can't be a true Mac enthusiast without loving your fellow Mac users as well. There's a certain respect for a person — even a feeling of kinship — that I get when I find out the Macintosh is the computing platform of his or her choice. It shows intelligence, practicality, and most importantly, understanding. Yes, it's hard not to love another person who understands your point of view, when so many other people look at you strangely for your computing habits.

I like my PC-using friends, and that they use Gateway 2000s or IBMs or Compaqs or whatever certainly isn't enough for me to not like them. They're just a little in the dark when it comes to computers. At the same time, though, hearing a total stranger comment in a Wal-Mart store that he was considering buying the Macintosh on display rather than one of the other PCs is not enough to warrant being friends with him, but it still gives me a feeling that this is one guy who knows what he's talking about.

Maybe we love the Macintosh because it gives us a feeling of us-against-the-world. We undeniably live in a Wintel world, and to be a Macintosh enthusiast seems to be just a little rebellious. It shows a willingness to go against the grain, to rock the boat, and we can't help but love our fellow rebels.

When I start talking about how great the Macintosh is, some people start to look at me weird, or just laugh, or maybe just ingore me. And you know what? I don't care. Because I know I've got the better product, I'm the one in the know, and yes, I'm a little unique because of it. I admit I love the Macintosh because I enjoy being a little different, I like being ethnocentric about the platform, and I like cracking jokes about Bill Gates. And I love to share these things with fellow Mac enthusiasts. After all, isn't it natural to root for the underdog? Likewise, don't we cheer each time Apple gains a tenth of a percentage point of the installed base? In the back of our minds, we know it's a million-to-one that the MacOS will ever catch Windows in the platform arena, but at the same time we love to dream and love to be a part of the movement that maybe, just maybe…

Or, perhaps I've got it all wrong. Maybe we're all just delirious or have gotten stung by one of

Cupid's arrows. After all, it is Valentine's Day.

If that's the case, I've gotten hit with an industrial-strength arrow. The only computers I've ever used have come from Apple. The day I learn a DOS command is the day I dress and comb my hair like Bill Gates (and when that happens, somebody shoot me!). In fact, there's only one flaw in my undying love to the Macintosh, only one skeleton in my closet that I'm ashamed to admit.

I don't name my hard drive.

What I named my Macs (and why)

By Patti Gregson: peak@thecentre.com

"What? You gave your computer a name!? What the heck for?"

That's the kind of of response I get from my unfortunate PC-fettered associates when I ask what they named their computers. They just don't seem to understand the logic behind it. They all seem to think a computer's name has to be some arcane string of letters and numbers which no one but another PC user would be able to understand.

Well, I, and quite a few others, beg to differ. Giving a thing a name somehow gives that thing life. All of a sudden XT2000, a faceless unsympathetic box, becomes Calvin, the mischievious but lovable partner. Even the occasional, odd, misguided Macintosh user doesn't get this concept. Somehow, the thought of a roomful of networked Macintoshes, all named Macintosh HD, didn't seem to faze one correspondent of mine a bit.

I have had the priviledge (and pain) of working on quite a few different Macs. Even better, I've had the honor of christening several of them. I take the task of choosing names for my Macs with utter seriousness. I am of the opinion that once a computer is named, like a child, it cannot be re-named. Call me sentimental, but that's just how it is with me. So I take my time, mulling over dozens of possibilites, before I finally settle on the one I will use. As soon as I select the dusty old "Macintosh HD" and replace it with the new name, the computer takes on a personality, becomes a "he" or a "she", and gasps its first breath of life. It's not until the new name has been chosen and applied that I allow myself to customize other aspects of the interface, such as desktop patterns and custom icons.

The first Mac that I owned was a little Classic which is still doddering along at home. I asked my husband, a techno-plebe, to help me name it. Of course, being a Luddite with no other point of reference than science fiction movies and TV shows like Outer Limits, he suggested Hal 9000. "But call it Hal 9001," he said with a knowing wink. "That'll make it unique." And also of course, being a male, he expected me to USE his suggestion once he'd made it. So that's how my first baby was named. I learned two valuable lessons right there: 1) naming a Mac is a very private thing, and 2) never give a Mac a name that's more than three syllables.

Fortunately, after several years of use, Hal 9001's hard drive gave up the ghost. When I had it replaced, I gratefully took the opportunity to rename the computer. By then, we had acquired a pet - a precious little puppy which we had named Opal (again, after much agonizing and

experimentation). So the new incarnation of my Macintosh became OpalDrive.

I am very lucky to be able to work on Macs in my job as creative director for a weekly newspaper. It took several days to come up with a name for the first office Mac I christened, a Quadra 800. I sweated over that one, looking through dictionaries and Thesauruses, daydreaming, free association. I wanted something really special. A name that would crystalize the essence of what my Macintosh means to me. In the end, I settled on a name that is both mundane and exquisite. Opus.

Aha! I'll wager the first thing you thought of when you read that was the image of a thick-schnozzed penguin. Well, think again. I'll have you know that Opus is Latin. It means "great work". And that is at the root of what I try to do with my computer. The name inspired me to lofty heights and grand ideas. Not bad, eh?

And speaking of lofty heights. I recently came to work for a brand new newspaper that has just started up. It's called The Peak. Two sparkling new, anonymous Power Macs were waiting for me when I arrived on my first day. Because there was so much to do getting ready to publish the first issue of a new newspaper, I didn't have time to devote myself to the choosing of names for these babies. My subconscious took over and a few days later I suddenly sat bolt upright in my chair, my eyes fairly popping out of my head, and I relinquished myself totally to that wonderful feeling you get when you realize that something is JUST RIGHT.

I named my two new computers K2 and Everest. Oh, sweet inspiration, though dost inflame me so! Of course, the partitions on the 4 gig external hard drive were named accordingly as well: Matterhorn, Fuji, Blackcomb (after the ski resort in Whistler, BC).

So that's my personal history of Macintosh naming. As many of you may remember, the call went out a couple of months ago asking people to send in their own stories about how they named their digital accomplices. Next time: the results of that survey.

A Beginner's Guide to Keeping Your Mac Healthy

Here is the second part of Adam's column on getting the best out of your Mac. If you have any tips, tricks, questions or comments on how your Mac works, write to Adam at: rystan@eworld.com We rejoin the action with tip number seven:

7: **When reinstalling system software doesn't work...** but only if you can backup your internal hard drive's data first, try initializing the hard drive and then reinstalling the software. This is a tricky process, and should not be attempted unless you are certain you can backup all your data first, either to another hard drive or to some removable media like a SyQuest or Zip or Jaz drive.

Why? Because. If you need to reinstall system software (not update now, only reinstall), it is 99% likely that you are doing so because there is trouble. And that trouble could be anywhere from your actual system folder to the internal workings of your machine.

Before I continue with this, I should warn you that this is only a last-ditch necessity. Here's why.   If you reinstall your system software to a computer with a malfunctioning power supply, it still won't work. It also won't work if your SCSI bus is fried, or your serial cable is damaged, or any host of other problems. If you initialize your entire drive, little problems like bad sectors will be rectified, eliminating immediately the possibility that there is hardware trouble with your system. Your bare system will boot when you are done, and you'll know it was bad software or disk allocation problems. But, IT IS NOT NECESSARY TO INITIALIZE YOUR HARD DRIVE EVERY TIME YOU REINSTALL SYSTEM SOFTWARE. So do it **ONLY** when reinstalling to the non-initialized drive does not work.

However, if you reboot with an empty hard drive and a fresh installation of system software, and you still get error codes or a "sad Mac," it's time to panic. Something is acutely wrong, either with your copy of the system software or (gulp) with the computer itself. Time to go see your local Apple tech and fork over some bucks to locate the trouble.

I should mention here that when you call Apple Assistance for non-boot problems, their solution will almost always be a fresh installation of your system software, causing many of us to call Apple Assistance "Single-Solution Assistance." It's a pain, and almost always a larger effort than was actually necessary, but they tell you to do so because 9 out of 10 times, it actually works. Initializing is only, only, only (did I say only?) for those of you for whom a simple reinstallation did not work. There. You've been warned. Don't blame me if you unnecessarily wipe your drive, forget to back it up, and lose the 450 page novel you've been working on

because you initialized when you didn't have to.

8: Do not allow others to install things on your machine without watching! There are a million good reasons for this. The biggest is that if you don't know what's being installed, you can't remove it if it causes trouble. Extensions are installed with many programs, and can cause conflicts. If you don't know they're there, you can't recognize the problem.

Another very good reason is viruses, but that comes next.

9: Beware the nasty viruses! Another obvious one, but you'd be surprised how many people are unprepared. Buy and use virus-protection software, ESPECIALLY IF YOU DOWNLOAD MANY FILES FROM OTHERS ON THE INTERNET OR USE DISKS FROM WORK OR SCHOOL!!!!!!!!!!!! This is probably the single most important health issue for your Mac. Lock floppies you bring home from work or school and scan them before transferring their contents to your home drive or writing onto them from your home drive. Download files from the Internet to a special folder, and nest that folder within three or four other empty folders. Then scan the final download for viruses. If possible, download files directly to a floppy first, then scan the floppy.

We Mac users enjoy relative security as a niche group. Since people who write virus programs are simpletons whose parents never loved them and therefore desire lots of attention, they will write PC viruses so they affect the masses rather than the elite. But there are Mac viruses alive and well, make no mistake. Buy and use up-to-date anti-virus software.

10: Read a good book. "The Macintosh Bible" by DiNucci et al. is a great primer for beginners, explaining in fuller detail many of the topics I cover here, plus many, many more. "How Macs Work," by Rizzo and Clark explains the inner functions of your hardware in terms even Bill Gates could understand (uh-oh, now HE'LL make a clone...d'oh!). Finally, the "Inside Macintosh" series published by Addison-Wesley is written by Apple Engineers for developers, and as such is the true Bible for Mac computing. However, it is written for study and for serious users, and will not graze topics for generalized understanding. Everything is explained in detail, using advanced terminology, and so is ironically not user-friendly. If you buy any book in this series, be prepared to study, not merely read. I suggest starting with the "Technical Introduction to the Macintosh Family," although if you wish, you can purchase the ENTIRE series on CD ROM for about $150, I think. This is many hundreds less than you would pay for the printed set, so if you are truly interested, I'd consider it.

11: Keep original documentation and packaging materials for your Mac. Keeping documentation is a courtesy to your machine's next owner. They might not be an expert like you are, and they'll need those tech assistance numbers. Additionally, you might actually find yourself referring to it from time to time if only to prove a point in an argument.

Packaging is very important. It was designed by engineers to keep your Mac safe in a variety of real-world situations, and is the preferred way of shipping and moving your machine. If you have the space, try to keep it while you own the computer. Chances are that at some point, you'll be happy you did it. If you have already tossed your packaging, you might be able to obtain a replacement carton. Contact Apple Computer to inquire about packing materials for your computer.

12: Purchase a backup power supply (UPS). This has saved my butt so many times I can't even tell you. Here in Florida, electricity is still an experimental thing, and unfortunately wavers from time to time. Many areas of the country experience similar problems, due to snow or high winds. Europeans will be especially sympathetic to poorly-allocated power supplies. Save yourselves by buying a backup power supply. They are available at many brand-name office supply stores and indeed many computer stores. Different models will give you different performance, but almost all will allow you several minutes to

save your work and shut down even in total power failure. Make sure that the supply is rated to handle the combined voltages of your CPU and all SCSI components, to avoid damaging any device. Then connect a reputable, fuse-loaded power strip to the power supply and plug your components into that. I have a similar setup here, and it has saved me close to a dozen times in the past year alone. It is well worth the $150-$300 such a device will cost you.

13: **Use online help and toll-free tech support freely!** Don't be shy about not knowing all the facts. None of us does. These features exist to help you learn. Remember that you paid several thousand dollars for your setup, and you have earned the right to ask about as many dumb questions as you want to. Local Apple Techs will charge you a minimum of one hour of their time, even for simple two-minute procedures you could have learned to do yourself over the phone. Apple Techs' hourly rates start at $30 and go up from there. Nice ones will charge pro-rated, but don't count on their compassion. Under ordinary circumstances, they will suck you dry if at all possible.

Quick parable: Before I understood how my computer worked, an Apple Tech charged me an hourly fee to REMOVE A SECOND SYSTEM FOLDER that I, in my idiocy, had installed from another disk by mistake. I probably could have figured out what happened if I had forced Apple Assistance's hand a little more, but I didn't want to be rude. It was a lesson in manners that cost me $45. I am presently the world's most obnoxious tech-assistance fiend.

14: **Don't do it yourself if you can't!!** In defiance of the previous tip, you must know where to draw the line. RAM upgrades, processor card installations, PCI installations and other feats that make us all feel like experts can go terribly wrong and wind up costing you thousands of dollars in hardware and lost data. Apple provides you with instructions regarding such upgrades, but unless you are very confident in your abilities, break down and pay the Apple Tech to do it. This is a rare case where they charge about what their time is worth. No, it won't take them long, but if something goes amiss, THEY pay, not you.

In rare cases, your life might even be at risk. It seems incredible, but some people have actually suffered electrocution because they were too inattentive to disconnect the power supply before servicing their computer. Sure, sure, we all know better, but it's easy to say that because we're alive, and it seems like a dumb thing to forget *when you hear about it*. When you actually do it, though, it's probably no harder to forget than anything else.

If you feel like servicing your computer's innards is something you might do often, ask your Apple Tech to let you watch what he does when you bring it in the first time. Grounding yourself, handling delicate components, and using the proper amount of force to connect a card to an available slot are issues that will be of primary concern to you. Don't be afraid to ask. For $30 an hour, he should take you to lunch when he's done, the bastard.

Well, I hope that the information here was of use to you. It was a great review for me, a person who doesn't always practice what he preaches (I need to reinstall my virus software, now that I have a new Mac). Following these hints will help you keep a speedy system in tip-top shape for years to come, but it doesn't end here. Take an active interest in software updates, industry news, and Apple Computer, Inc. in Cupertino, California. Part of being a Mac user is that we're responsible for keeping the company afloat despite its horrible Marketing Department and bad executive decisions. If the hardware and OS weren't so good, we'd be using something else.

But if you've had your Mac for more than 24 hours, you already know there *is* nothing else.

Working for Tips is a somewhat regular column by Adam Junkroski, in which he tells us about how

best to keep our computers Happy. If you have any tips, tricks, comments or questions about how your Mac works, Adam is the man for you. Direct your mail to rystan@eworld.com

Introductions

This is the first in what I hope to be a monthly column, based on my experiences as a Desktop Mac Tech, at Hughes Aircraft, or Huge Aircrash, for those that know.

So we can get to know each other, let me tell you a little about myself. I've been in the industry for over 20 years, and of course when I speak of the industry, I'm referring to, the business. At the ripe old age of 15 years, I decided that computers were the field to be in. Now, this is back in the dark ages, when a 2400 BAUD modem was a fast thing, and cost $300. The idea of a personal computer was a drawing on someone's draft board at IBM, and Bill Gates was even more of a teenage computer nerd then he is now. Yes, I grew up in the age of mainframes, and I'm proud of it. After High School, I went to and graduated from, USC, and paid my tuition with my parents' BankAmericard. For those of you born after 1977, that's a Visa card. After graduation, I took a job at Huge Aircrash as a programmer, working mostly with Apollo workstations. This was about six months before the legendary '1984' commercial, that I did not know at the time, would change my life forever. I toiled for over 3 years at Huge, got unceremoniously laid off when GM bought the company, and decided to become an actor.

…almost ten years and five jobs later, I've returned to the Huge fold as a Mac Technician. Along the way, I worked at a radio station, which shall remain nameless, a small film production and distribution company, did computer sales, and worked at a satellite shopping network. I produced a film, star in a cable series that I'm the head writer of, etc. etc. These were my formative Mac years, which has given me my current opportunity, and brought me to you.

Currently at Huge, or more specifically, Radar Systems Group, the division I'm in, Desktop Support services a user base of over eight thousand, with servers numbering in the low five hundreds. Most of the complex is wired with ethernet, however, there are some local talk connections lurking in the WAN. The personal computer split leans toward the Mac, about 60-70 per cent, depending on who you talk to. The rest of the users are either PC afflicted, or attempting to use some form of Unix on some form of Sun Workstation. I'm one of 15 techs, and the #2 Mac tech.

So, I guess you can tell, they keep us pretty busy. Actually, the opposite is true. The truth is, I repair Macs for free. I'm paid to sit and wait for the call. And I'm paid really well to sit and wait.

The hilites of the last two months: Endless ccMail and Microsoft Office installs, extension conflict resolution, System 7.5.2 on the new line of Macs (bringing with it, its own set of problems), unhappy users, and a pager that gives me news reports twice a day. Somedays, it's

all I have to keep me company.

It's a lonely life, being a Huge Aircrash Mac Technician. I have to put up with users that can't plug in their keyboard properly, or plug their local talk connector in the right port. Examples:

A user pages me direct(!), and I call back. She tells me she can't type a new file name in the Save Dialog Box of MacDraw Pro. I go to the site, and find that her Kensington Turbo Mouse still works. Solution: Plug in the keyboard!!! Time to fix: 2 minutes. Cost: $90.

I get a ticket to go to a user that can't get his ccMail. I get there, and immediately check the Network control panel. It's set to Local Talk, so I try to change it to Ethernet. After it tells me it can't set Ethernet, and it changes back to Local Talk. Ok, I know what you're thinking. And I did. I checked the back, and found out that the local talk connector had become unplugged, because the user had dumped a pile of manuals behind his computer. I put the Farralon back into the printer port, and suddenly, as if by magic, the Apple Talk zones come back, which in turn, reconnects his mail server!!! Time to fix: 2 minutes. Cost: $90.

Another ticket comes in just yesterday, as I write this. For those of you scoring at home, that's January 19th, 1996. fourteen years to the day that my Father passed away. Fortunately, I was able to drown myself in work. I got a call to go into a secured area. Now Huge has two type of secured areas, the first type, you simply need to be escorted everywhere. The second, and more complicated, involves a flashing red light that beeps. (Don't ask.) Anyway, this call was in the first type. I get to the building, and call the user, who comes out, and takes me personally to the computer. His problem seems to be that he can't get his MS Mail. He receives it, he just doesn't get it. After rebuilding the desktop doesn't work, I check the plug in back. Now I'll give you the time it takes to read this sentence to figure out the problem. The Local Talk connector was plugged into the modem port. After properly chastising the user and switching ports, he can read his e-Mail just fine!!! Time to fix: 5 minutes. Fortunately, the cost was covered by his CSC service contract.

Oh, didn't I tell you? I actually work for a company that works for a company that works for Huge. Anyway, to make life interesting for you as well as me, I'd like a shot at answering your user questions. I can be 'e'd at MikeShields@eworld.com, or MShields@ccgate.hac.com if your daring enough to send me eMail at my work site. I believe if there is enough reader response, I can make this column entertaining, as well as informative. And I promise the answer won't always be, "Did you check the plug?"

Check the Plug is a regular column by Mike Shields. Mike covers the question and answer ("Oh My God, what happened to my Mac!") segment of our mail in between his humorous anecdotes, so send your questions to him. He can be reached at MikeShields@eworld.com, or at MShields@ccgate.hac.com

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Day of the Tentacle

by David Lindsay: GaMstR@eworld.com

What is this? Some kind of joke? Well, you have me laughing! Ha, ha, ha. Happy now? Yes, I'm talking to you, all of you out there reading over this right now. Yeah, that's right. You thought everyone else would send me e-mail so you wouldn't have to. Well, apparently, everyone thought that, so I have no e-mail in my box regarding **Sam and Max Hit the Road** or **Full Throttle**. This time, I know I will get an e-mail. If not one, possibly hundreds!! Yes! I can see it now! Opening up Eudora and having that little chicken say that I have new mail. Clicking on the mail truck in eWorld and finding dozens of e-mails! Yes, I can see it now because you are all going to finish this special February issue [Chris-insert or replace what I just wrote about the February issue with the special theme of the issue. Thanks] and then open up your Internet mail program, or your online service, and jot me off an e-mail! It can say anything! Hey, I'll tell you what, If you're really lazy, just insert my e-mail address and the subject, and paste this in:

Hi Dave! I just read your review and it was great. Looking forward to your next one and stuff like that. -Devoted reader of *About This Particular Mac*

Now that that special announcement is over with, we can get onto the review...

Did you ever wonder how the world as we know it might end? A comet? A freak accident involving a horse, a car and a hydrogen bomb (formerly known as the A-bomb). What about total annihilation of the human race? When might that happen then? Anybody's guess. It could be that mutant tentacle things take over the world and make humans their pets! Squishy little cone shaped suction cupped one eyed tentacles?! Well, it could happen, and yes Rush Limbaugh could start on some kind of diet program too. Well, maybe that Rush Limbaugh thing went a little too far, but thing about world domination and tentacles are much closer than you might think, considering LucasArts (Yes them again. Get used to it!) released Day of the Tentacle for the Mac!

Strike up the band! Alert the media! Yea! All right! Yeeesss! (Feel free to join in anytime now) It's here! Day of the Tentacle! (OK. Fine. Be that way!)

****Bye the way: Since it's a lot of work writing out "Day of the Tentacle" (You're calling me lazy, you didn't even send me an e-mail message last time. Nice try) is kinda hard, I'll just call it DotT. Kapish?****

Well, anyway, there won't be any flashbacks to 1993 in this review. No phone calls to LucasArts asking when it would come out. Personally, I didn't care about this game. I was still undergoing therapy for Sam and Max Hit the Road (just kidding). It wasn't until it was rated "Best Game of the Year" and received all these multimedia awards that it finally sunk in—I need that game! I need it in the worst way! No fair! All those DOS people (who really don't know what they're missing over here on the other platform) get to play DotT. Of course at that time, I wanted any game that was on the "DOS side".

Plot

Can you think of anything that has a stranger plot than this? (If you can, e-mail it to me pleeeese) Well, that's what LucasArts was (probably) betting on (well, that and the fact that it's a really great game) when they released DotT back in '93. The three mail characters are: Bernard, a nerdy kinda guy, Laverne, a crazy medical student, and Hoagie (my favorite!), a "heavy medal roadie". It all begins at Bernard house, when a hamster comes to the door, and delivers a note to Bernard from Green Tentacle. It says that Purple Tentacle (I'll explain later) drank some chemical that Dr. Fred (I'll explain him later, too) made and is dumping into the river. Purple is now trying to take over the world, and is (strangely enough) succeeding. The three of you go to see Dr. Fred, a mad scientist who created the tentacles and you get the whole scoop on what has been going on. He decides to send the three of you back in time one day to stop Purple Tentacle. Each of you is shoved in your very own Chron-o-John (a converted Port-o-Pottie) and the machine is activated. You start floating through time, but suddenly, the large diamond that Dr. Fred has powering the machine breaks.

"I knew I shouldn't have used that fake diamond!" Dr. Fred shouts.

Instead, the three aren't sent to the day before, but Hoagie, sent 200 years in the past, Laverne, 200 years in the future, and Bernard came back to the lab alive, in the present. You now have to stop Purple Tentacle, and get everyone back to the present. Where is David Copperfield when you need him?

Interface

Has anyone out there played the Monkey Island series (From LucasArts)? Well, DotT has just about the exact same interface. There are nine ways to interact in all. They are: give, pickup, use, talk to, open, close, pull, push, and look at. To interact let's say, with a person, you would click on the 'Talk to' button and it would bring up another screen with all the dialog choices. Let's say that person was on a chair, with wheels on the bottom of it. You could click on the 'Push' button, and push the person out of the room. Enough with the basics though. In order to complete your mission, you are able to control all three of the kids. There are two separate buttons for the two separate kids in the different time periods.

Graphics

Sorry, no full motion video here. No 3D rendered cut scenes. Nope, after all, this game was made in 1993. Just fun animated quirky graphics here. It's what makes DotT so...um...odd. Odd, in a good way that is. Pipes spewing out mucky sludge. Zipping through time in your Chron-o-John. Watching John Hancock, George Washington, and Thomas Jefferson fly through a window. The graphics are totally distorted, and not in perspective, but that's the best part. Controlling a

cartoon! A cartoon that is actually funny! One that you have to see to believe! I can go on, and on, but I can't.

After you finish this review, after you finish this issue, after you jot an e-mail message off to me, RUSH down to your software store and get this game! Drive down to Blockbuster Video, and rent this game. You have to see it to actually believe what I'm saying, or at least look at the box.Like in Full Throttle and Sam and Max, there are 4 graphic options. You can make the screen really small (I think it's something like 320x230). You can have it large screen and interlaced (every other line), which makes the game seem darker, but on slower machines faster. The "Doubled" option doubles the small screen mode. This makes the characters look somewhat blocky, and it the equivalent to the IBM PC's maximum resolution for this game. Like I always said, Macs are better, and this next one proves it. This is the Graphics Smoothing option. It is PowerPC only (Sorry 040's) and smoothes out the jagged lines for full screen crisp and clear resolution. All of the game screens are in vibrant 265 colors, which it looks just great in. The whole game is 2 dimensions adding to the cartoonish look.

Music and Sound

It says on the box that there are over 100 sound effects in the game. I guess we'll just have to take heir word for it. I wasn't counting. They are pretty good though. You can't plop this disc in your CD player and hear the music like you could do with Sam and Max Hit the Road. Nope. It's just stored as a data file on the disc. The music itself if the famous i Muse style of music that LucasArts has been using for quite a while. The music itself isn't that bad. It changes constantly depending on the location, and what is going on. You really wouldn't expect (or need) a big orchestra recording for a cartoonish game. I'd say the music works just great with the game, and I like it. It provides just the right feel for each location and what's going on.

All the lines are spoken by voice actors and actresses who aren't all that bad. After all, this is LucasArts we're talking about here. They have a sense of talent. I like Hoagie's voice the best.

Game play

So, you want good game play? Look no further than DotT. The game's puzzles have just the right balance (and in case they are too hard, there's a hint book included). They cause you to think in ways you might not have thought before. The game's length is also good. Sometimes publishers go for all the glitzy graphics and big stars. That doesn't leave them with much of a budget (or CD space) for a well thought out game. DotT has both though. The game play is gust right, not leaving you wondering why you shelled out $60 for the game in the first place. Most of the puzzles are well thought out, and require more than one kid to solve them. If Laverne is for some reason stuck in a tree, than you can switch to Hoagie, have him paint the fruit on the tree red, and have the father of our nation (George) chop it down, thus *painfully* letting Laverne down. That's the fun part of the game. You can switch to the different kids, and what one might do, can effect what is in another time period. The game is full of funny lines, and ideas, making this game a very wise investment.

Cool Stuff & Added Options

Buying DotT is like buying two games in one. It's the sequel to Maniac Mansion which is hidden somewhere in DotT. The two are totally different games. Graphic wise, interface wise, plot wise, and character wise. Bernard is the only one in both games. Don't plan on me writing a review on

it here. This game also takes a picture whenever you save your game you you will know a little better on where you were. Also, you can save your Maniac Mansion 1 games also. Oh, and one last thing. This contains some historical information. Some of it is accurate. Just remember, John Hancock didn't sign his name large to get girls.

Summary

I like this game a lot. No real surprise there, I like all LucasArts games. This one had a particular quirkiness [Chris-feel free to replace that with any other adjective that is spelled right] to it. The idea of a Tentacle taking aver the world could only be thought of be one company, and only one company could believe in the game designer to spend time and money on the game. I'm glad they did, and so are a lot of other people. I highly recommend this game.

Pros:
Fun and different graphics
Great game play for all ages
Nice price
Hint book enclosed for those that need it ;)
Good voice acting
Nice background music
Some accurate historical information

Cons:
None
If you can think of any, please tell me

Requirements: Apple Macintosh or any clone that 100% backwards compatible. You'll need at lease a 68040 chip, but if you have a PowerMac, that's even better. You'll also need System 7.1 or higher, and a double speed (2x) CD-ROM drive or faster. Oh, and one last thing. You will need at least 8 Megs of RAM (but only 4 MB free RAM). In addition to that, a 13" or larger display is needed, and a hard disk drive (who doesn't have one of those?) is requires for saved games.

Includes: When you buy the game you also get a free hint book. Don't use it though, It'll spoil everything. Lock it up. Burn it. Don't use it.

Price: LucasArts will charge you about $29.95 but I think it'll be a little less in retail stores or through mail order.

Hey everyone! Don't forget to keep those e-mails coming! That's it for now! see ya next time!

PowerBook 5300c

By Adam Junkroski: rystan@eworld.com

It was 3:00 am, about three days after Christmas. I was alone in my room, typing up resume cover letters when I got the bug. I had to spend some money.

After attempting unsuccessfully to convince my father that my mother needed a new Powerbook for Christmas, it seemed like the perfect time to get one. I knew she'd love it, and it would give me a chance to play with the thing, to boot. So I plunged into my stack of Mac catalogs from all the usual dealers and began a quest for a Duo 2300c.

It wasn't about to happen.

The Duo 2300c, Apple's new dockable Power PC laptop wonder, is unavailable due to a complete sellout. You can imagine how surprised I was, especially after reading all the news about "lackluster Powerbook sales." I thought they'd be begging me to buy the thing. No such luck.

After giving up entirely on the 2300c, I decided that I might take a chance on the less-than-praised 5300c. Yes, I've read the same stories you have... multiple system freezes, numerous incompatibilities, and so on, so after I finally located one (and they only had a dozen or so left at Mac Mall...everywhere else was...you guessed it, sold out.) I made sure that returning it would not be a problem if necessary. They assured me that it would not.

A few frustrating days later, my mother's belated Christmas gift arrived, and was she ever thrilled. Of course, she never had a chance. My brother and I were on it like Gates on copyright violation, and a good three hours passed before she even got to hold it. However, I have since had more than one occasion to peruse its features, and I submit to you the following opinion:

YOW-ZA!

Fast. This thing is really, really fast. Just fast? No. Blazing. Especially compared with her old 520c (which I inherited, I'll have you know...an unexpected perk).

The 5300c in question came to us with 12MB RAM, a 500 MB hard drive, and a PowerPort Gold modem PC card. All this from Mac Mall for $4007.00 delivered, even if it was two days late. Apple ships the 5300c in a minimum configuration of 8MB RAM and the 500MB hard drive, but I don't see how you could actually expect to run 7.5.2 and anything else effectively on that, so plan on buying additional RAM if you want one. Modems are no longer internal standard

features, but rather optional and available primarily from Global Village, Apple's communications pal.

Where to start? Let's start with the major improvements over the 500 series (or "Blackbirds"). The 10.4" active matrix screen is almost full inch larger than the 500 series screens, and so clear, you'd think you're looking at an HDTV panel. 256 colors is the standard for the full-screen resolution, but the VRAM is upgradable to allow 1000's of colors. I'd recommend against upgrading this unless you have batteries to spare.

The floppy drive is now removable, to subtract from the 5300c's already modest 6.2 pounds (lighter than the 520c, because it holds only one battery). In addition, the floppy drive is hot-swappable, meaning that it can be removed and replaced while the powerbook is running.

The two available PC card slots accept type 1, 2, and 3 PC cards, and are also hot-swappable. Inserted cards appear on the desktop, and are ejectable via the system software.

The 5300c also includes an infrared transmitter-receiver for wireless file sharing. No, Mom will never use this, but it's cool anyway. This was originally intended to allow users to communicate from Powerbook to Powerbook, but the good people at Farallon now provide the Farallon "Air Dock," an ingenious little infrared transmitter/receiver that hooks up to a serial port in any desktop Mac. It allows that computer to communicate with the powerbook as well, swapping and backing up files. With this little technology, need for a Duo line at all becomes questionable.

Everything - and I mean everything - that ran on her 520c runs on the 5300c as well. No crashes. No anomalous behavior. No complaints. Games, applications, and old documents all open and run flawlessly... at Power PC 603e speeds, being 100 MHz on this particular machine. Did I say fast? Fast. This is a Powerbook afficionado's dream come true. Finally, a speedy Powerbook.

I should note that we did have some trouble (well, okay, a lot) getting Prodigy to work, but it never worked on her 520c either, so no loss there. The kind people at Prodigy assured us that Mac users don't make up enough of their subscribers for them to give a damn.

I can't even feel justified in leveling a complaint against the 5300c's price. Even though the entry-level 5300cs is expensive at $2699.00, I should mention that it has all the same features as the 5300c minus the active matrix screen. But there is still a RAM purchase to consider before the thing is usable for any practical application, so you're looking at close to $3000.00 for an entry-level 5300 series. But is it unrealistic?

The closest match I could find to the 5300c I purchased for $4000.00 was the IBM 2630-5TU. This laptop gives you a 10.4" active matrix screen, only 8 MB RAM (not 12, as I configured for) a 540 MB hard drive, and a 75 MHz 486DX...hardly a Power PC, for $3,999.00. For another $600, you can get one with a CD-ROM, 100MHZ 486DX, and 810 MB hard drive, but still only 8 MB RAM (try to run Windoze '95 on that) and still no internal modem.

So while I might complain about the price, if I were a PC head, I'd have to pay a lot more to get many of the same features. Not to mention that the 5300 series offers greater expandibility than most PC laptops, with a RAM limit of 64 MB, versus 40 MB for most PC laptops, and a new daughter card that will allow upgrades to future Power PC processors for relatively little money.

In fact, the only two even remotely solid complaints I can offer are these: First, very little useful installed software. Sure, they give you Apple File Assistant, a solitaire game, and a few other office-related tidbits, but will the average user need this stuff? How about MacinTax,

Clarisworks, and a calendar/dayplanner program? This is an area Apple could do a little work on, especially to keep competitive with the pre-installed software-happy PC world. And let's face it, when you pay $4000.00 for a computer, you don't want to go spend another thousand on software to make the thing useful.

Second, the system software and all installed software comes in compressed, fragmented units on the hard drive that are only linked when an installer is run. A program comes complete to help you back up your software YOURSELF, an annoying process that takes 24 disks and 48 minutes. Not how I want to spend my first few days with my Powerbook. Worse, the names the program gives you to label your disks with are a bit vague. For example, there are two or three different disks called simply "Install." Great. Install what? Am I going to try to install 7.5.2 and wind up with the first install disk being for the solitaire game? Unfortunately, this lack of forethought does reek heavily of Microsoft-type thinking.

But soapbox aside, Apple has given us another solid, dependable, well-made product, one that has received an unfair amount of negative press. Apple insisted that the problems encountered by the big reviewers like MacWEEK were exhibited only in the first-released versions, and it appears that they told the truth. If you have the need and a little cash, I recommend the 5300c with all of my being, and then some.

Survey Results

Welcome back. No, there are no more questions (apologies to the reader who wrote in asking for a survey every issue). These are the results of last month's survey. The response has been tremendous, and while y'all aren't unexpected, it's nice to see who it is reads the magazine. I recognize that a lot of you shudder at the thought of ATPM with advertising. I'll try to keep it unobtrusive (as much as advertising can be, that is) and I'll always remain open to your suggestions. Expect another survey of the same ilk in about six months, to keep me current. Thanks for your response!

Results

A very large (whopping even) 8.2% of you returned surveys. Many thanks in your direction. Who are you? Who reads this thing? Read on.

10% of you are women. Not bad, considering that this is computer related, but a far cry from the 52% of you in the world out there.

59% of you are in that magic age range, between 18 and 45. In addition, 32% of you are forty-six years old or older. Now that, in my humble opinion, is good demographics. We got the big spenders, and we got the people who've been there, and done that. I find myself a little awed that people that experienced in life are finding this magazine worth their time from month to month.

49% of you work in computer related professions. That seems to make sense. 27% of you work in the Macintosh related fields. (As far as I know, none of you grow fruit, so I expect this is computers we're talking about.)

We've got every computer represented among our readers, from the 512ke to the Power Computing PowerWave 604/150. But a lot of you use one of the Performa 6000 series, and 37% of you use Macs older then the LC III.

93% of you have a CD-ROM drive, and 93% of you have access to the Web.

All of you, to a critter, read the magazine from front to back.

And while 23% of you pass the magazine on to someone else, only 7% of you upload it to another service.

What does it mean?

There are a few things we could do better, here at ATPM. For one, we need more women reading ATPM. Y'all should let me know how we can serve you better. I suspect we could reach out in a better fashion to those users of low-end computers (see Sonic Purity's letter in this issue) who the rest of the world seems to be passing by. You're a significant part of our readership. And it seems pretty clear that if we were on the Web, most of you could get in touch with us there.

There are also a few things you could do for us. Please consider distributing this magazine. You can, legally, upload it anywhere you like. You can pass it out at coffee hour, load it up on computers at work, and chat it up over Bridge or Mah Jongg.

Again, I'd like to thank you for reading ATPM, and for filling out the survey.

Help Wanted

I have finally buckled. Hereby I am officially asking for volunteers (and paid folk, eventually) to help out with ATPM. I need artists to do cover and interior art. I need willing people to assume some editorial duties. And I always need people to write.

Artists

ATPM is looking to find an artist or three who'd be willing to produce regular pieces for the magazine. I'm thinking about a cover piece in each issue, probably related to the feature for that issue. (This issue's feature is on how much we love our Macs.) Interior art is also wanted. This position may be paid (depends how much you want) and would be on a piece-by-piece basis, with rights to the interior art transferring to Only Boy Productions. Cover art pieces will remain the property of the artists. We can talk. rdnovo@aol.com

Associate Editors

ATPM is looking to fill the following editorial positions: features editor and reviews editor. At the moment these are unpaid, difficult, time-consuming volunteer jobs. The Grand Plan dictates that they will remain this way for a little while. Each editor will be in charge of one aspect of the magazine, but all four of us will get together, at least once a month, to discuss the direction, future features, changes in art, etc. for the magazine. I intend for all the editors to be involved in ATPM.

The Featured Associate Editor will be in charge of feature articles. You will (with us) determine what features are coming up, and will solicit writers to deliver articles for that feature. Look at this issue's feature section to get an idea of what I'm talking about. Two, three, or maybe four articles in a pinch. That's it. That's all you do. If need be, you must be prepared to beg me (or other friends) to write articles, or you must be willing to write them yourself. Powerful incentive to farm it out.

The Very Critical Associate Editor will be in charge of reviews. You'll contact authors, friends, and companies to get products to review and people to write them. Reviews, in the ATPM tradition, are personal accounts filled with anecdotes. It's nice if they are a little unbiased, but for the most part we want to know what it's like to use a product. This editor is also in charge of the shareware review section (missing from this issue) and should be ready to

write up two or three shareware reviews when needed. This is probably the most fun of the three positions.

Any takers? If you're interested, get in touch with me at rdnovo@aol.com

Regular Folk

ATPM is always taking any kinds of submissions.   I continue to encourage you to submit any personal accounts of Macintosh computing for Segments and Mac & Talk. But I am also looking for contributors to supply news reports, software and hardware reviews (including shareware), regular columns, and/or feature stories for publication in ATPM. If you're interested, let me know! rdnovo@aol.com

Shareware Columnist

I'm also looking for a regular reviewer of shareware. This is the single most requested feature of ATPM, and while I have tried and tried to provide reviews, I find I don't have the time, the space, or the drive to discover new shareware gems every month. I would like someone to take over these duties, to report to the Very Critical Associate Editor, and to be willing to take the occasional review from the public, as well. I want very little ego here, there won't be much room for personal expression, other than in the (short) reviews. If you're interested, get in touch with me.

...endnotes

Next Time

ATPM is just getting going. Next month's issue will have all the regular stuff. Be sure to check out our two tech guys, Adam and Mike. Also, look for another installment of dora's travels, and that new columnist we told you about last month. The feature will be on how to make your Mac work better, faster, more efficiently. (We have the technology, Oscar!) All that, and more stuff we can't remember just now. Oh, and the month after: the World Wide Web. Bandwagon or Gravy Train? Plus, reviews, e-mail, and your opinions. Please write to us about your Mac, after all, this magazine is about **your** particular Macintosh.