

About This Particular Mac

Welcome

to About This Particular Macintosh® 1.06

September 6th, 1995

WELCOME TO THE six-month mark, celebrated in brand-new relationships, brand-new puppies, and brand-new publications. ATPM has been continuously published for six months. Yowza, indeed.

Yes, the changes have slowed. You'll note only a few, minor changes from the last issue of ATPM to this one. A by-line here, a title tweak there. You see, I got that job I was looking for, and I've gone and lost almost all of the free time in which I used to write the magazine. But do not despair, faithful readers. ATPM is reaching the point where it can begin to publish itself. Sort of. Roughly speaking, ten percent of this issue was written by someone other than myself, and that means less time required of me for each issue. Ultimately, this will lead to a broader, more timely publication. I hope. If you're interested in helping, let me know how.

Whatever you do, please do continue to write and submit your work. See the endnotes.

In this issue you'll find an evolution of last month's news column: a regular feature called AppleSauce. Now, that's not sauce as in "saucy," but rather sauce as in... well... you'll see. This month's issue also features a review of Claris EMailer and a review of Owen Linzmayer's book, *The Mac Bathroom Reader*. In addition, the new shareware reviews debut with a contribution from Brian Bergstrand (I hope he'll write for ATPM again). My column about my computer and a continuation of last month's contest round out our selections for September.

Some corners were cut in order to get this out before a week-long conference I have to attend. My apologies to any readers who might feel slighted.

Thanks for reading ATPM,



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Editor, About This Particular Macintosh



eMail



Send your own commentary to: rdnovo@eworld.com
All eMail received becomes the property of Only Boy Productions, and may be edited for length and clarity

Now in Technicolor

I APPRECIATE YOUR hard work putting ATPM together. By the way ATPM looks real cool when printed on an Apple color ink jet. Your creative skill and energy isn't going unnoticed.

Robert Paul Leitao, *America Online*

- ▶ This is what I get for not owning a color printer. Would someone like to send me a printout of, say, this issue? If so, get in touch with me at rdnovo@eworld.com

Which Tree?

I AM CURRENTLY trying to do some work making order out of the family's history in some sort of genealogy software. (By the way, did I say, I like the zine.) My parents are approaching 90 and lucidity may soon be a problem, so IT'S TIME! But I have downloaded four separate programs, all listed as System 7 compatible, and even with no extensions or other goodies running none of them will even boot. And when I go back to the libraries and fora there is no way I can find to get help or give feedback.

Steve Denson, *America Online*

- ▶ Well, Steve, I already answered you privately (didn't I, lucidity seems to escape me regularly, too) but the readers might be interested in what the Novo (tm) family uses to track its own family tree. We use Reunion, a wonderful commercial program. There is a demonstration version available online, and I used it to convince my mother of the program's worth. After all, she's the one doing all the hard work. If you're stuck for a good genealogy program, download the Reunion demo and give it a whirl.

We Could Learn Something

SIR, I HAVE just read ATPM 1.05 which I enjoyed very much. However, I do have one small criticism! Although I'm only a relatively new member of eWorld, it is my impression that everything relating to it is geared to you Americans with little if any reference to International subscribers - this also seems to apply to your magazine. Sincerely,

Clive Birch, *eWorld*

AppleSauce by RD Novo

Sauce *n.* 3. Something that adds zest, flavor, or piquancy. - *American Heritage Dictionary*

Big Blue Stains

EVERYTHING COMES OUT in the wash. If you wondered why your rainbow striped Apple boxer shorts came out of the laundry blue last summer, it's because they were washed with IBM's power suits. An IBM executive (who thought it might be better if his or her name weren't mentioned) has admitted to a reporter that, during the middle of 1994, IBM considered a takeover of Apple Computer, Inc. They ceased and desisted when they decided that Apple did not have enough to offer. After all, the article goes on to quote the executive, IBM already had a number two operating system. Why would they want another?

In my humble opinion, it might be because they actually have a number three operating system.

There are twenty million Macs out there. Each one runs the Mac OS, of some version or another. At Apple's own insistence, most of the more recent versions can run software written for most of the older versions. IBM's OS/2, on the other hand, has sold considerably fewer copies. By all accounts it is powerful, but unintuitive. It runs on computers for which there is Another Operating System of considerably greater market penetration. In short, OS/2 doesn't stand a chance. While the Mac OS' downfall may be that it only runs on Apple's computers, that is also its strength. OS/2 must go toe to toe with Microsoft, and it'll lose.

IBM should have bought Apple last year, when the stock price lay moribund. It would have been good for IBM and probably good for Apple, in the long run. However, Apple should never have been for sale. A company like Apple could not continue to put out "insanely great" products under the watchful eye of a Big (Blue) Brother figure. We'd have no QuickTake camera, no LC 5200, and no customizable interface for the next system software.

We'd have OS/2 with a trash can. I leave you to debate the merits of that fate.

In further news, Apple's executives have been offered a "golden parachute" plan that will pay them two to three times their salary and bonuses if they are fired any time soon. Usually, this is done to protect management in case a firm is taken over by another company, but Apple officials hastily claim that there are no buyout plans in the works.

For what it's worth, I don't think there are, either. But I've been wrong before.

Populating eWorld

EVEN I HAVE to face it. eWorld is a virtual unknown in the online arena. Last count put the number of eWorld subscribers at 90,000 or so. America Online and CompuServe combine for about seven million customers. People come look at eWorld, they walk up and down the pretty avenues, they gaze at the well-tended icons, they even let out dreamy sighs when they run into the Mail Assistant. But then, after their ten hour tour, they go to some other suburb to build their online homes. eWorld won't wither up and die, don't worry. It might get sold, but it won't be turned off. But it also won't continue to improve. Content providers will begin leaving. (Has that ever happened in the online world?) The service will begin to shrink. (Another first.) It will remain a niche product for niche people.

What is to be done? How to get more people on eWorld? Let me suggest a few ways:

1. Cut the price of being online. I believe there will be a round of price cuts coming soon to the online world, and it would be nice if eWorld led the way. The Microsoft Network (MSN) is due soon, and the pricing Microsoft has announced will give the big companies a run for their money. And it could just bury the smaller companies, like eWorld. MSN plans to charge \$4.95 for three hours a month, with additional hours at \$2.50 each. If you spend ten hours online with MSN, it'll cost you \$22.45. Ten hours on America Online (AOL) will cost you \$24.75 each month. eWorld, in contrast, would cost you \$26.65. With that kind of pricing, MSN is clearly trying for market share, not profit. At least, not yet. I'd like to see eWorld drop their hourly charge to around two dollars. That's \$1.99 in marketing-speak. That might get people to stay a little longer.
2. Turn out that Windows version, quick. If 8% of the computers in the world run the MacOS, then the 90,000 eWorld subscribers come from that small percentage, since you can only access eWorld from a Mac. If an eWorld client for Windows existed, 88% of the computers in the world could connect you. That could mean an extra 900,000 subscribers... Well, all right, the numbers are a little fudgy, but you see my point. Give access to eWorld to a lot more people, you'll have a lot more people online. Of course, it would have been nice if a Windows version of eWorld had been ready a year ago. That would have given them a year before MSN opened. And, you know, I really hope the Windows version of eWorld works with Windows 95, and not just Windows 3.1.
3. Pay attention to what AOL does right. Saturate the market with free copies of your program. I have received at least ten or twelve unsolicited copies of the AOL software, in magazines, in the mail, from friends, whatever. I have received one copy of the eWorld software. And I had to order that one.
4. Pay attention to what AOL does wrong. eWorld uses the same software that AOL does. In fact, Apple licenses the software from AOL. But eWorld has tweaked it in a few original, pleasing ways. Do more of that. Trash the nasty worldwide web software and use Apple's new relationship with Netscape to incorporate that company's web browser instead. Throw out AOL's confusing messaging system and replace it with something intuitive and understandable. And find some way to keep fourteen year-old boys—armed with online anonymity—from making passes at thirty-five year-old women or ten year-old girls.
5. AD-VER-TIZE. It is really very simple: You have a very good product. It cures baldness. You tell three people about it. They tell the people they know, and they tell the people they know, and pretty soon, ninety-thousand people know about it. And yet, the people who make

wigs tell 250 million people about it (with television ads using, oh, say, a Rolling Stones song) and you end up with a lot more people using wigs than using your product.

Mind over Mouse

"IT IS NOW possible to use only brain-wave control to move a computer cursor on a display screen, according to scientists at the New York State Department of Health's Wadsworth Center for Laboratories and Research in Albany. Faint electromagnetic emissions from the brain can be detected by electrodes, sent to an amplifier, and processed by a computer. The Air Force also reports similar findings." Excerpted from page 12 of *Business Ethics*, May/June 1995.

This is the kind of whiz-bang, insanely great stuff that a Blue Apple could not give us. Of course, the current Apple isn't giving us this either, but that doesn't mean they haven't thought of it. I'm sure that somewhere in the depths of Apple's Research and Development labs there are some crazy Apple Fellows playing Pong with just their brains.

Women's World

APPLE ANNOUNCED LAST month that they'd agreed to spend over \$1 million to provide technology support to the Non-Governmental Organization (NGO) forum on women being held in Beijing this week (8/30 - 9/8).

Apple announced this month that they will provide, via eWorld, exclusive live coverage and chats with some of the most important women appearing at the forum, including Bella Abzug (much reviled by conservatives, which is as good a reason as any to like her). Information on the chats can be found on eWorld, and information on the forum can be found on the Web, at <http://www.apple.com/womenconf/>

Only \$1 million to earn the minds (and hearts?) of eWorld's women?

This Month's Sign...

...that the apocalypse is upon us. The August 14 edition of *Sports Illustrated* had an article on Greg Maddux, perhaps the best baseball pitcher in several decades. The author said the following on page twenty-four, "What sets Maddux apart [from other pitchers] is an analytical, Pentium-quick mind." Oh, woe is us, the sky is falling!

Oh yeah.

WINDOWS 95 WAS launched on Thursday, August 24, 1995, to an incredible media frenzy. Apple countered with t-shirts that said, "Been There. Done That. Macintosh."

With Windows 95, Microsoft has provided 90% of the world's computer users with an operating system only 40% of them can use without buying new hardware. Copland, the somewhat-hyped Mac operating system coming in late 1996, won't run on non-Power PC Macintosh computers, or so the rumor goes. In other words, when 1997 rolls in, some 70% of Macintosh users will have to buy their first Power Macintosh if they want to use Copland.

In the light of that information, "been there, done that" takes on sinister tones. Of course, in fifty years the t-shirts will be worth more than the software, regardless of what might happen.



...and one for all!

I'VE GOT GOOD news and I've got bad news. The good news is: I've got a job! I will have more money. I'll finish my Master's program. I'll finally get on with my life. The bad news is: I've got a job. I have less time for ATPM. I have less time to write. And the worst news of all, I have to use Intel-based machines at work.

But it'll make a good column! <grin>

The first day of work, after getting sworn in (I work for the Federal Government now...), I sat down to read a bunch of stuff about recycling. I'd spent a week or so wondering if I'd have my own computer. Somehow, I doubted it. Non-profits aren't known for indiscriminate purchasing, and one of the guys I'm working for is still struggling to keep up on an old 286. And, you know, that's fine with me. Because if he had a better computer, I'd probably get the 286. As it stands now, when I need a computer, I get to use one of the newer 486 boxes elsewhere in the office. I like John a lot, but I hope he doesn't get a new laptop any time soon.

So I spend each day at work, looking forward, with dread, to the moment when I must use a computer. Worse, a Windows computer. The system designed for the common man. Everyman's every-computer. The computer for the rest of..? Hey, wait a minute! That's the Macintosh slogan! Unfortunately, it is also the message behind the marketing golem tromping out from Microsoft's caverns:

"One computing platform for all of us. Windows, it's all we'll ever need."

Before taking this job, I'd touched a PC exactly fourteen times in my life. Twice when I applied for temporary work. Once at a friend's house in Iowa. Twice in a friend's dorm room at college. And nine times to check my eMail at school, when there was a class going on in the Mac lab.

My first encounter with a PC at work will be fraught with uncertainty, distrust, and loathing. As I said, it'll make a good column.



YOU'LL RECALL THAT, in a previous issue, I suggested that Guy Kawasaki might want to give me some free stuff, in his capacity as an Apple Fellow. It didn't happen. Instead, he gave me some free stuff in his capacity as President of Fog City Software.

I wrote to Guy Kawasaki about a month ago, introducing myself, my magazine, and my mission. I asked him if he didn't think he might be able to pass on a copy of his Fog City's Emailer program

to me. He said sure, and put me in touch with Claris Public Relations, since EMailer was now owned by Claris. Three weeks later I was holding my first example of honest-to-goodness Free Stuff, courtesy of Mr. Kawasaki, Claris PR, and Federal Express.

I had my very own copy of Claris EMailer, and a Reviewer's Guide to boot. And it was so stupefyingly easy! All I had to do was ask.

Then, a week after I got my answer from Guy Kawasaki, I got an email message from Owen Linzmayer. From time I've spent on CompuServe, I recognized him as a Knowledgeable Macintosh Person (KMP). He had a book he'd written, and wanted to know if I'd read it and review it. Sure, I said, and a week later I had my second example of Free Stuff.

Both products are reviewed in this issue.

The experience has been remarkable, and has lead me to believe that, with this newfound legitimacy backing me up, I might be able to get more free stuff from other sources. I've drawn up a wish list of stuff—with a Power Macintosh 9500 at the very top—and I plan to politely request Evaluation Copies of each one from their respective companies.

And then maybe Apple will fly me out to Cupertino so I can tour their facilities. And hey, I might even get a good deal on a bridge in New York City!

<sigh>

Free Stuff is hard to come by, folks. Don't think it isn't.



HERE AT ATPM we are going through a few changes. The time-sharing of the computer seems to be working out fine, but only because she hardly needs it much these days. We're talking about going back to school (doesn't everyone?) and she'd use it more then, but those days are far away. I might even have a new computer by then. Heck, we might have two.

The time-sharing of life is proving a more difficult art to master. While she's willing to give up her share of computer-time, she's not willing to dispense with her share of my time. And for that I am grateful. Therefore, I am trying to scale back the time I spend on ATPM. Not only because I have a job now, but also because of my bigger Commitment.

Life is one hard choice after another, eh?

Therefore, advertising in ATPM, a goal I'd been seeking from day one, will have to wait. I haven't got the resources to spend. There are sample ads to write up and design. There are rate cards to produce. There's a whole billing and ad cycling scheme to set up. Plus, I'd have to advertise my own product as well as theirs. After all, who wants to advertise in a magazine that does not promote itself. Up until now ATPM has relied on word of mouth to advertise its existence. So it will be for a little while yet.

Bear with us as we continue to explore the boundaries of our little electronic world.



AS THIS ISSUE goes to press, the Board of the company I work for has approved the purchase of a laptop computer for John. That means the IBM Personal System/2 Model 30 286 will move to my desk. I have taken to calling it, "the Dinosaur," and I'm not sure the term is all that affectionate. Tune in next month for more.



Claris Em@iler™



Claris Emailer 1.0, is a very **good** product. It fills a need that has not been addressed by any other program, and it fills that need well. Emailer will let you retrieve your electronic mail from any of the following services: eWorld, America Online, CompuServe, the Internet, or RadioMail. It deposits all your mail in one central In Box, and maintains one address book with addresses for all the services. You can list more than one electronic address per person, and Emailer lets you select which of your own accounts will send each message, if you like. You can even set mail agents to retrieve your mail, file it, sort it, and reply to it, all while you're doing something else. Emailer is a product with a market just waiting for it to happen, and I will never regret having it on my computer. But I've been waiting for a product like this for such a long time that this first version of Emailer disappoints in a few key areas.

What's Great

When I first began to use eWorld, I had to send messages out to everyone I knew, informing them that my new "preferred" e-mail address was on eWorld. It was inconvenient for me, for them, and (no doubt) for CompuServe, seeing as they were losing my considerable business. And yet, even a year after the switch, I continued to get some mail at my CompuServe address, as well as the occasional message in my AOL mailbox. And then I needed an Internet address for the few times I wanted to send files to another Internet address. So, despite my best efforts, I still had four e-mail boxes to check every so often.

Emailer to the rescue!

Now, in the flash of one button-combination and five minutes, I can check all of the online accounts I rent. In one fell swoop. (Well, sort of, see below.) No more distinguishing which account got what. Now it all resides in one, handy In Box. Every message I get appears in one place, with the subject, sender, time and date, and which service it came from all displayed neatly. And I can sort by those categories, too. So I can have all my eWorld email in one column, followed by all my CompuServe email, and so on.

Plus, Emailer is chock full of cool features. Annoyed that your America Online account won't let you use mail agents like eWorld does? Not to worry, Emailer will let you do so, and with Internet and CompuServe messages, too! That way you can have Emailer automatically file messages, reply to messages, and request your attention for important messages from your sweetheart. Or your boss. Or your broker. Or your kids.

When you're making a new email message, all you type is Command-N (as in "New") and type in the first few letters of the person you wish it addressed to. EMailer fills in the rest of the address if that person has an entry in your address book. None of the services offer this feature, and it is sorely missed by people used to mainframe email. (Like my girlfriend. She believes this feature alone is worth the price of admission.)

You can file messages away for later, search through them for keywords, label them with different priorities, create new folders for them, schedule them for deletion at a particular date or time, and forward or reply to them at any time.

EMailer also simplifies the process of sending files greatly. In fact, it's no joke when I tell you that it's as simple as point and click. You click on the paper clip icon on your mail message, select the file you want to attach, and EMailer does the rest for you. It'll even compress the file with Stuffit. When you receive a file, EMailer will decompress it and put it in whatever file you tell it to via the Preferences.

It's just so easy to use.

And for all those Internet junkies, EMailer allows automatic pasting of selected text to a reply, and has a preference for your favorite signature, which it will append to all your email. And, it can use Internet Config, too! (If you don't know what Internet Config is, you won't be impressed. That's okay.)

Lastly, EMailer is cheap. No, I'm not talking about the price (although that's reasonable). Rather, EMailer is sure to lower your connect charges, as it has mine. When I log on to America Online, or to eWorld, or even CompuServe, I am presented with enticing tidbits about what's going on. "Check out this new service," they croon. Or "Just stop by to see what's new!" Ten minutes later I have spent more money than I intended, and I'm on my way to another \$40 bill. EMailer never lets you see the online interfaces, removing this "opportunity cost" entirely. I used to log on to eWorld four times a day. Now I log on twice a day to get mail (one or two minutes) and once or twice on the weekend to see what's up. I foresee a much lower connect bill. Hey, according to the press kit, you can even delete the AOL, eWorld, and CompuServe software from your hard disk, if you like! EMailer doesn't need them. This might be impractical for most, but could be a lifesaver for PowerBook users on the road.

What I Wish it Had

Call me hard to please. This software package does things I never thought a program could do, at least not until I heard about EMailer last January. EMailer does things I never thought I'd want, until I saw them in place. Who needs to be able to access more than one email address for someone else? EMailer's address book will let you have as many as you need. My thesis advisor has two addresses, and he uses them both. I realized that there were times it would be easier to reach him at one than the other. So I put them both in.

That's the sign of a great program: it fills a need you didn't know you had.

And yet, I've been dreaming about EMailer since January, and in my dreams I've come up with a list of things (dare I call it a laundry list?) that I wish EMailer could do. Without these items,

Emailer falls just short of being a product worthy of a "Yowza!" rating.

Here are just a few examples.

I was terribly disappointed (read: I cursed) to discover that Emailer will not dial up an Internet account. You must still have a dial up program like Interslip to get on to your Internet service provider. Only then will Emailer check and send your mail. That may be okay for people whose computers are always attached to the Internet, but it is useless for people who rely on modems to call in from home. The manual states, way in the back, that "Claris Emailer has no control over dial-up connections with the Internet." Well pardon me, but why not? There are Mac programs that can do so. Why not build the capability into Emailer?

This made me almost give up on Emailer. But I learned to deal with it and I moved on. Then I ran into a couple of incompatibilities that stifled my use of Emailer for a short while.

Emailer does a good job of importing addresses from the address books of other services, but it doesn't recognize the address books used by eWorld 1.1, the newest version of the eWorld software. That proved to be a sore point for me, since eWorld is where I keep most of my addresses. I ended up importing them by hand, one by one, on a sheet of paper with a pencil. I almost wished I had a Newton to write them down on, just to emphasize the ludicrous nature of what I was doing.

I also was hoping that I'd be able to import old mail files I'd saved before I got Emailer. But there's no way to do that. You can open them as text files, but that's it. I considered, briefly, re-sending them to myself as new mail, but that seemed plain silly. I still may do it. < sigh >

There is a way to turn modems off in eWorld and AOL, but you'll have to hunt around in the manual to find out how. It took me four days of not being able to connect while Tiffany was asleep before I discovered the way. Don't worry, it's not too hard.

And I had a few other, very minor gripes. I've received one or two Type 1 errors, and I got one instance of a file that wasn't transferred, but that was probably eWorld's problem, not Emailer's. These behaviors are not uncommon in version 1.0 programs, and Emailer is not at all buggy compared to some other programs out there.

The Best There Is

Despite the deficiencies noted above, Emailer is the best there is. The program will simplify your email transactions severalfold. And I suspect that the next version will fill many of the holes I stepped in while trying this version out.

There is no question in my mind, I won't be going back. Emailer is here to stay. It makes checking email a breeze, and is much faster than loading up four different programs. I don't get caught by promotional material anymore, and while it might be argued that I'm missing out on some opportunities, I'm also saving money. My life is full enough as it is, thank you.

Email is one of those technological advances that seems to simplify the process of keeping in touch, but instead complicates our life to no end. Emailer is the answer I've been waiting for.

The Details

Requirements: Any Macintosh with a 68020 or greater processor. 4 MB of RAM is recommended, 1.5 at the very least. The program takes up 3 MB of disk space, and you must be using System 7.0 or later. Oh, and you need at least one account with one of the supported services, of course. (I guess one must account for every possibility, eh?)

How to get it: It's available for an \$89.00 list price, and I recommend buying it out of a catalog for the best prices. One catalog I have listed it for \$64.99. Shop around.



The Mac[®] Bathroom Reader



Owen Linzmayer is the author of The Mac Bathroom Reader, and is also known to me to have many insights into the Macintosh and its workings. I knew of Mr. Linzmayer long before he got in touch with me to review his book, and I am pleased to say that I liked it very much. This is a **good** book, and I encourage you to get it, if you like. Pay attention to the end of this article, where Mr. Linzmayer makes a generous offer to ATPM readers.

What it's About

The Mac Bathroom Reader is a bathroom book, plain and simple. This is the kind of book you pick up for a few minutes (longer if you're a guy without the Sports section, I suppose) learn a little, and put down again. You might pick it up again in a week or two, or maybe only an hour later, but it doesn't matter. You can start anywhere and finish anywhere. In a sense, it's a book of Mac trivia.

But there's more to it than just a collection of facts and figures. Sure, it has the numbers; when Apple Computer was started; how many people started it; how much money Steve Jobs got for his VW Van. But the Mac Bathroom Reader also tells a little bit of a story, if you read it from end to end. (Although, as noted earlier, you can do that over a period of several months, if you like.)

This is the story of Apple, of the ego and the id that started the company, of the serious missteps it took along the way, and of the crowning achievements that have made it a \$10 billion company. In reading the chapters, you get a sense of who it was that started Apple in a garage. You get an idea of what it took to create the original Mac, of the history behind it, the Lisa, and the Apple III. You've got the story of the first stock offering, and of the trashing of the Mac's first logo. You've got mini-biographies (sometimes eulogy and sometimes ridicule) of Steve Wozniak, Steve Jobs, and John Sculley. And lest you think this book a serious opinion piece, you've also got a running list of Apple's code-names (would you believe AppleScript was called Cheese Whiz?), a chapter on where companies got their names, stupid Mac stories, a chart showing the caffeine levels in popular drinks, and a list of famous Easter Eggs present in different Macs. This book has a little of everything, and a lot of some things.

What Won't Blow you Away

The styling is, um, ugly. The Mac Bathroom Reader comes in a very attractive cover, but the

interior is strictly black and white, and suffers from that most Mac-like of maladies, too much stuff. Too many widgets, logos, boxes, and fonts. Sometimes it's hard to read the codenames because the black letters are printed on dark grey backgrounds. But that didn't take away too much from my enjoyment of the book. After all, the author intends for the book to live in your bathroom. It's not supposed to be a glossy coffee table display.

Still, I would have enjoyed a little more attention to the details of layout and execution.

An Excerpt

In fine magazine tradition, here's some filler that I didn't have to write myself. Here is an excerpt from Mr. Linzmayer's treatment of the famous "1984" commercial:

"On the strength of his successful science fiction films *Alien* and *Blade Runner*, Chiat/Day gave Ridley Scott a budget of \$900,000 to direct the 1984 spot...

"In September, Scott assembled a cast of 200 for a week of filming at London's Shepperton Studios. To play the part of the despondent, bald-headed workers, Scott recruited authentic British skinheads and paid amateurs \$125 a day to shave off their hair. Casting the heroine proved trickier.

"Many of the professional fashion models and actresses had difficulty spinning in place and then accurately throwing the sledgehammer as called for in the script. In fact, one errant toss almost killed an old lady walking down a path in Hyde Park where the casting call was being held. As luck would have it, one model, Anya Major, was also an experienced discus thrower and was hired to play the lead because she looked the part and didn't get dizzy when spinning around preparing to hurl the hammer."

- *The Mac Bathroom Reader*, page 117

Now, where else would you get this kind of story?

Here's Where

So the book is full of interesting, no, fascinating details about the rise and fall and rise again of Apple and the people and companies associated with it over the last fifteen-some years. But it also has an excellent, and I daresay probably much overlooked, bibliography on everything Apple. Did you know that there are at least ten books on Apple or Apple's employees? With titles like *Accidental Millionaire*, *Defying Gravity*, *Insanely Great*, *The Little Kingdom*, and *West of Eden* as sources, how can this book be anything but interesting?

So, is it worth it to you?

This is a question you'll have to ask yourself. The author says the book retails for \$12.99 in bookstores. He has made an offer to readers of ATPM to sell autographed copies for \$10, shipping and handling included. That's cheaper than some shareware, and probably a better bet. Details can be found below.

I'd say it was worth it to me. What I've read of the book has been enjoyable. It sits in my bathroom, at home, waiting for those days when I don't have much else to do but sit and learn something new about my favorite computer. If the Mac is your favorite computer, and one of your favorite things, you may be disappointed in the appearance of The Mac Bathroom Reader, but you won't be disappointed by the content. This is a jewel of rare and surprising information about Apple Computer and the Macintosh.

I haven't got time to read a novel. What I need is a bathroom book.

The Details

Requirements: You must love the Macintosh, have a sense of humor, and at least \$10 to spend. A sense of curiosity about the origins of Apple is also helpful.

How to get it: The Mac Bathroom Reader, published by SYBEX, is available in bookstores for \$12.99. If your bookstore doesn't carry it, ask them to place a special order for ISBN # 0-7821-1531-4. Or you can order an autographed copy direct from the author for just \$10. There are no hidden taxes nor postage & handling charges. Make your check or money order (drawn on a U.S. bank) payable to Owen Ink. Outside the United States, add \$2 per order. For USPS Priority Mail service (available in the U.S. only), add \$3 per order. For proper fulfillment, you must specify the book(s) you are ordering. (That would be the "Mac Bathroom Reader" for those of you who weren't paying attention.)

Mail your order to: Owen Ink
2227 15th Ave.
San Francisco, CA 94116-1824

How to get in touch with the author: To contact the author, Owen encourages you to email him at any of the following addresses: America Online: Owen Ink; **CompuServe (preferred): 71333,3152**; eWorld: Owen Ink; or on the Internet: 71333.3152@compuserve.com



What to Download

Aaron 1.1.1



Aaron is an extension that gives your old Mac desktop the look of the highly rumored and hyped System 8, or Copland, as it has been code-named. (If you missed a sneak peak at Apple's latest OS check out the July issue of MacUser or Macworld.) Written by Greg Landweber, of Greg's Buttons fame, Aaron does an excellent job of turning your desktop into a slick 3D environment that will add the new front end of Copland, if not the preemptive multi-tasking, micro-kernal Open Doc architecture, and 98% PPC native code. (drool!) :-) This extension is both 68k and PPC native, and from what I can tell there are no compatibility issues with any extensions (and I have two rows that load). All of the bugs that I found in version 1.0 have been fixed, plus the authors have added lots of new features; the spinning windows are awesome! For those of you who have to be on the bleeding edge of technology (even before its release!) And cannot stand to wait for the official Copland, this extension is definitely worth the \$10 shareware fee (mine is in the mail). Btw, Apple seems to have chosen to code-name future system software after great composers. System 8 is named after Aaron Copland. Hence the name of the extension. Aaron is available on almost every online service. Size: 224k Fee: \$10
Reviewed by Brian Bergstrand

Rainbox 1.1



Rainbox is a unique thing. Not exactly a drawing program, nor quite a painting program, it is more of a graphics experience. It's the kind of thing that someone could only come up with on a Mac, and something only Mac enthusiasts could find worth their while. You can only open Rainbox pictures with Rainbox. No other program will display them. And yet, that doesn't really matter. Rainbox is its own thing, self-contained. If you remember how you used to spend an hour or two playing with MacPaint, drawing spirals and curliques and squiggles with no intention of ever printing them, or even saving them... that's the feeling I got playing with Rainbox. It's fascinating, and useless, all at the same time. You want more details? I am loathe to give them, as it may make you shy away from Rainbox for whatever reason. But here you have a few... you'll need a Mac with the ability to display 256 colors, and Rainbox uses them all in glorious kaleidoscopes and swirls and chasing rainbows. Rainbox comes with toys you can use on your drawings to make them different... mirrors and fans and icons and lines and translucent paint and text and backgrounds and pre-set color schemes. You

won't make anything useful with Rainbox, but that's okay, since Alex Rosen, the author, has chosen to distribute Rainbox free of charge. You won't lose much by downloading Rainbox, and you might miss out on something if you don't. Recommended for explorers who put some value on the experience, rather than the end result. Size: 193k Fee: Freeware

Reviewed by RD Novo

Updates

HoverBar 1.2.3 is now available. This extension, which allows you to have quick-click icon bars on your desktop, was reviewed in an earlier issue of ATPM. The new version includes minor changes to the registration procedures, and installing the new version will no longer muck with your bar settings. No pain for a little gain.

Looking for Review(er)s

ATPM is looking for shareware reviews and shareware reviewers. If you have a piece of software that you absolutely love, write up a little review about it, and send it off to me at rdnovo@eworld.com. Don't worry about sending the software, if I can't find it, I'll email you back. Don't be bashful, let us know what your favorite software is.



How to make a Mac yours (Even if it isn't)

by Mike Wallinga

Okay, not the best title in the world, I admit. And, this article doesn't include stealing, either. No, this is for all of you out there that have a Mac in your home that you must share with other members of your family. I, for example, must contend with both of my parents, and my younger sister and brother for time at the computer. However, using a few tricks and a couple of little white lies, I have become the primary — and almost the only — user of our LC 575. This is how I (almost) did it.

First, prey on the technophobes. Most people who have little experience with computers, or those that are just plain scared of machines, are easy to get rid of because they will believe pretty much anything.

For example, my mother and my sister are easily freaked out. When we first got our Mac, they wanted to use it, of course. The catch here was that the machine was already on when they started using it. They never figured out how to turn it on. My mother had never seen an extended keyboard before, only the small one we had with our first Mac, an original LC (in case you haven't figured it out already, my dad is a teacher). So, she asked what "that key all by

itself in the corner with the little triangle” was for. I promptly told her that it was to be used only in emergencies and would delete the entire hard drive. Heh, heh.

Another tactic that works well is to make it very complex. If you want to adhere to this strategy, get a Windows PC. Complexity to the max (but don't start about Windows 95...!!!)

To me this is not a satisfactory option. I am a devoted Mac enthusiast, and I had the task of making an otherwise wonderfully simple machine rather complex and scary-looking. This prompted me to install both Quickdraw GX and PowerTalk, add a Stuffit Expander alias and an Important Documents folder to the desktop, and change the desktop pattern. All of this served very little purpose other than to clutter up the desktop and scare off the rest of my family. Adding a slew of control panels and extensions to the system didn't hurt, either. This added to the screen clutter during startup and also increased the startup time considerably.

By this time, my mother and sister had been sufficiently scared off, as the average technophobe should be... They quit using my dear Mac (uh, my family's Mac), and if anything needed typing, they'd usually ask me to do it. I, of course, was happy to oblige.

The more technologically-inclined usually will not fall for this, though. They are oftentimes proficient enough that they know all the tricks of the trade (or at least enough), and can avoid the previously mentioned obstacles rather easily (holding the shift key down during startup, for example). So, if you start feeling the crunch after you have successfully warded off the technophobes, feel free to delete QuickDraw GX, PowerTalk, and any extensions you can do without. I sure did — my computer only had 8 Megs RAM, and I wasn't too thrilled about my system software using five of them! My dad was too smart to be fooled by this trick, anyway. He is a computer teacher at school, for heaven's sake, and the shift-key trick was easily within his mental capacities. Getting rid of him and my brother, or even just your average computer nerd, would prove much harder.

You can still start small in your endeavors, however. My first step was to turn the power off in back, so when the power key on the keyboard was hit, nothing would happen. This did the trick for a while, but not for long. My dad's school is sadly populated with Mac Classics and such, to the point where the secretary's LC II is considered a high-end machine. He was used to turning the computers on and off in back. Even if your expert adversary has never used a computer without soft power, don't expect this trick to work for long.

You can also try to drop subtle hints, and hope that the expert will find it in his heart to listen to you. Fat chance, though. Big sticky notes on the desktop (both computerized and real-life) saying things like “Hands Off” and “Trespassers Will Be Prosecuted” didn't work for me. My dad has no sense of humor, the same as most experts.

This usually means war. There are a couple of things that can be so nasty, so heartless, that I had my reservations about telling you. But, it is an option. Here is the first all-out war tactic. Take all of your applications that are most-often used (In my case, ClarisWorks, HyperCard, Wolfenstein 3D, and a few more programs, mostly shareware games and a few of my dad's teaching-related programs), and hide them. Put some in the System folder, put others inside other, totally unrelated folders, others into totally new folders. Rename some folders, and delete others. Switch things around, and now only you know where to find your most useful pieces of software. To be safe, you can even hide SimpleText, disable the “Recent Applications” and “Recent Documents” folders in the Apple menu, and also disable the Easy Open control

panel. Of course, any document that had already been saved to disk could be opened, but no new one could be created without finding the program first!!!

This tactic can do the job very nicely for you if you are on equal terms with your adversary. Unfortunately, that was not the case with me. After some searching and frustration, my dad gave me a stern talking-to. Reluctantly, I put everything back in its proper place. Hopefully, this will not be your fate. It was mine, however. Still, I was determined to have the last laugh, and resorted to my ultimate, last line of defense.

This final tactic is only to be used in extreme cases. It is so evil, you can be sure that everyone involved will be scarred for life. If you really want your own Macintosh bad enough, though, this may be just the trick that pushes that persistent expert over the edge. Unplug and hide the mouse. This will make life very inconvenient for anyone trying to use the computer. It is not impossible, of course, but very annoying. Besides, how many people do you know that have all of the keyboard shortcuts memorized. Sooner or later, even the expertest of the experts will need the mouse.

I really, sincerely hope that your problems end here. If that is not the case, I can't help you. This is far as I dared go. My paternal figure found no humor whatsoever in this mouse-hiding endeavor. He, in turn, threatened to take away the one thing that matters most to a just-turned-16-year-old — the car keys. So, I gave him back the missing hardware faster than you can say "Apple Desktop Bus Mouse II." Whoa, that was a close call indeed. I learned the hard way that you just can't beat someone who provides for you and owns the roof you sleep under. Bummer.

So, in the end, paternal authority won out in my case. But, that does not need to happen to you. Think about some of these ideas. If they help you out, there's no need to thank me. I enjoy helping others. ;-) If your endeavors turn out much the way mine did, well, I never promised you an apple orchard. These tactics come without warranty or customer support. If you run into problems or just have an interesting piece of philosophy to share with me, I'd be happy to converse with you via email.

The self-help section ends here, but I thought you might want to know the epilogue to my story. My understanding parents finally saw how much I loved our Mac, and they also saw how much damage I could do if I wanted. Not wanting to go through all that again, they let me have almost-unlimited access to my favorite appliance (except for the fridge and running head-to-head with my stereo). All's well that ends well, I guess.

Well, not quite. You see, my mother didn't like being lied to, my father didn't like all the trouble I caused, and my younger siblings didn't like the black eyes they received (oops! I didn't tell you about THAT tactic!). My parents aren't the strictest in the world, but I still won't have much of a social life until I graduate... Like I said, there's no warranty on these tips, so don't come crying if you get chained to a wall like me!!!

Mike Wallinga is a 16-year old Mac enthusiast and a junior in high school. As he mentioned, he was grounded for his crimes listed above. He is looking forward to seeing his friends again after he is free,

which should be shortly after the turn of the century. In the meantime, he really hopes you can brighten his day by sending him feedback at MLWALL@eworld.com. Anyone who thinks that this article was a work of nonfiction should especially reply, because Mike has some land in Florida you might want to buy from him. This article is © 1995 by Mike Wallinga.



Segments: Slices of the Mac Life is a regular feature where we publish the stories, artwork, and commentary of readers who have something to say about life with a Mac. Please consider writing. Opinions expressed in Segments are not necessarily those of this particular Macintosh.



Ode to my Ilci

by Robert Paul Leitao

I remember the day you arrived on my desk,
I was the CFO and you were my most welcomed guest,
I hated the job, it was awful and bad,
But not once, did you, my Ilci, make me sad,
You replaced that other venerable machine,
the SE/30 that was so slowly losing its gleam.
When it came time to go, only two things did I plea,
"my 401(k) and the Ilci comes with me."
So here you sit, though a bit tattered and worn,
until Apple gets it right and a worthy replacement is born,
Quadras and the Power PC 601 have come and will go
but again here you still sit, albeit now a bit slow.
One day a worthy replacement may be found,
but that will only be when Apple makes something equally
stable and sound.
That day will not be your unceremonious end,
but rather to my children and their school work will I simply

lend, my IICI - a most consistent friend.

Robert Paul Leitao is a Macintosh enthusiast and computer consultant living in Los Angeles with his two children and his favorite Mac. He'd like to hear from you about his ode at rodestar@aol.com. This article is © 1995 by Robert Paul Leitao.



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The Contest

LAST MONTH'S CONTEST has not yet been won. I received exactly two (2) entries, and while they were humorous, they did not do the contest justice. Therefore, we'll try again.

THE SAME CONTEST. This month is a repeat of last month's contest. I'm looking for the most amusing thing your Mac has ever said to you. This can be a sound, a dialog box, an application... whatever. Send me a picture of your screen, a typed account of the event, a certified letter, whatever you need to do.

Good luck. Again.



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...endnotes

Next time in ATPM

THE NEXT ISSUE of ATPM will have lots of stuff, I'm sure. <grin> If you have any topics you'd like to see covered in the future, write to me at: rdnovo@eworld.com

Submission Guidelines

ATPM IS NOW accepting all kinds of submissions. I continue to encourage you to submit any personal accounts of Macintosh computing for what is now known as Segments. But I am also looking for regular contributors to supply news reports, software and hardware reviews (including shareware), regular columns, and/or feature stories for publication in ATPM. I've now got a job, and I don't have the time to write a full, 300+k issue of ATPM every month. Please consider writing for ATPM. Thanks.

SEGMENTS: Slices of the Mac Life is always looking for contributions, and I'm looking for just about anything. Have you got a one-shot story? Send it in. Did your four year-old digitize Mommy or Daddy? I'd like to see it. Poetry, fiction, whatever. It has only to be entertaining (and yes, I'm the judge of that) and about your particular Macintosh(es).

COLUMNISTS If you would like to write a regular column for ATPM, I encourage you to submit a sample of your writing along with any ideas you have on the topic, scope, and whatnot. I am looking for one or two (or maybe more) people who have entertaining views on Macintosh computing. Columnists should be prepared to write something once a month, though I'll consider a less rigorous schedule if you ask nicely.

REVIEWERS If you would like to review hardware or software, write up a short proposal (including the name of the product you'd like to review) and send it to me. I am looking for feature length reviews as well as short shareware reviews for the shareware column debuting this month. Your reviews will be your own, and will not represent the views of ATPM, at this point. As I get to know you, I may take your opinions under my wing. <grin>

TO ALL WRITERS This is an opinion forum, so don't be afraid to be opinionated, but try not to be pushy. I like the "gentle humor" comment from ZiffNet/Mac's reviewers, and I hope to keep that tone. I cannot promise that your stuff will get published, but I will read it, and I will at least deliver comments back to you. All submissions become the property of Only Boy

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Where to get ATPM

ATPM IS (as far as I know) AVAILABLE on eWorld, CompuServe, America Online, a small BBS called Raven Net in British Columbia, Canada, and somewhere in Tulsa, Oklahoma. While the buttons that appeared in ATPM 1.02 were really cool, I'm trying to save space to make ATPM as short a download as possible while still enhancing the graphics. The buttons didn't make the cut. (Yes, I'm a wee bit leery of the copyright issues, too.) Here's how you can get ATPM:

BY SUBSCRIPTION By far the easiest way to get ATPM is to have it delivered to your eMailbox. Subscriptions are free (and will remain so as long as there's money in my bank account) and are available to people with accounts on eWorld, America Online, and CompuServe, and also to Internet accounts that can receive mail attachments. Send requests to rdnovo@eworld.com

ON eWORLD All issues live in the Trading Posts area (go TP). Once you're there, hit the Find button and type in "atpm" and that will get you every issue. ATPM also lives in the ZiffNet Mac area, but it's a bear to find it, so just go TP for now.

ON AMERICA ONLINE Do a software search (by menu or using the keyword "filesearch") and look for the search string "atpm". That'll get you all the issues, in every library on AOL.

ON COMPUSERVE All copies of ATPM live in the Macintosh Community Club forum (GO MACCLU) in Library 8, Magazines/Reviews.

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