


About This Particular Mac



Welcome

to About This Particular Macintosh® 1.07

October 6th, 1995

In this issue you'll find a couple of new items. Clarence Kwei makes his debut as a somewhat regular columnist for ATPM. His column, Apple á la mode, resides at the very end of the magazine, as all good dessert should. Christoph Wiese provides ATPM with its very first outside review feature, a look at the Apple Color StyleWriter 2200, Apple's portable color inkjet printer. And we have the debut of another regular feature, About Apple, a section where we'll offer you a snapshot of how Apple Computer Inc. is doing each month.

On top of those new features, we have the return of my regular column on my computer, What to Download, the shareware review, AppleSauce, and a new edition of Segments. Combine that with your eMail and a new contest (see the endnotes), and you've got a full-fledged issue taking wing for October. Enjoy.

And thanks for reading ATPM,



RD Novo, rdnovo@eworld.com
Editor, About This Particular Macintosh



AFTER THREE ISSUES I've decided ATPM is a keeper. Your 'Only Boy' writing style is pleasantly personal and the contents provide a wide slice of Mac Life. Keep up the good work.

kettels, *America Online*

- Well thanks. I appreciate your support of my somewhat unorthodox writing style. I hope you've found the time and the inclination to download the other three issues of ATPM that are out there.

And there are three more...

HEY RD! I finally got around to reading issue #3 of ATPM. Well, part of it. I couldn't go on without writing to let you know how much I enjoyed your story about moving to Omaha. Looking forward to future issues.

I've just put out a request for feedback from other Mac users about what they've called their Macs. I'm planning to do another article for you, if you're interested. You may want to respond to this one yourself - Iphigenia? Pokegenia? I can't wait to hear about those!

Patti Gregson, *Internet*

- Hi again, Patti. [*Patti wrote a column that appeared in ATPM 1.04*] I am thrilled that you're considering writing for ATPM again. I've taken the liberty of publishing your letter because I thought the readers might want to submit the names of their Macintoshes for your perusal. Please send your favorite computer names, and the stories behind them, to Patti care of ATPM, at rdnovo@eworld.com. As to your question, Iphigenia is a character from Greek theater (old Greek theater). She was the daughter of Agamemnon and Clytemnestra, and was sacrificed so that the Greeks could have a good wind on the way to the Trojan War. I always thought she got a bum deal, and I wanted to honor her in some way. Besides, when I was naming my first hard drive the paper I wrote on the "Iphigenia Effect" was laying on the top of a pile. Pokegenia, as I explained in some issue or other, is a blending of two computer names, Iphigenia and Pokey (after the green horse. Whew! That was longer than I expected.

Aw, c'mon!

I JUST FINISHED reading the first edition of your online magazine, and I wanted to say that I really enjoyed it. In particular, I enjoyed the quiz. [*How Cool is Your Mac?, ATPM 1.01*]

Rystan, *eWorld*

- Hey, what is this? Nobody reads the latest issues of ATPM? Or is it just that ATPM 1.01, with the Coolness Factor, is still the most popular issue? What's up?

Help! This is a real problem

"Here is the September, 1995 issue of About This Particular Macintosh." SORRY BUT I didn't receive the issue, only your e-mail about it! I *know* that this BBS can receive attachments as all the previous issues arrived just fine, as does e-mail from other people with attachments. Could you please try resending issue 1.06? Thanks a lot!

Martijn Dekker, *Internet*

Okay, I need help on this one. Some people with Internet subscriptions are not receiving their magazines now that I use EMailer. Others do continue to receive them. I don't know what the difference is. In one case, a magazine re-sent with Eudora was received okay, but another sent the same way was rejected, where it had not been before. Any Internet gurus out there know what might be going on?



AppleSauce by RD Novo

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

Who's afraid of the Big Bad Board Meeting?

Well, it has come, and gone, and the world—including the editor of this magazine—stopped to watch. No, not The Reading of The Verdict, I'm talking about Apple's October 3rd board meeting.

In the wake of Apple's forecast of poor 4th quarter results (at least they can forecast something right, eh?) a whole bunch of Wall Street analysts downgraded the stock. In light of that news, as well as their reported one billion dollar backorder list, flagging market share numbers, and two spontaneously combusting PowerBooks at Apple headquarters, it's no wonder that rumors flew as to this month's scheduled board meeting.

Predictions varied, but almost all of them (including one stupendously snooty comment by Dan Dorfman of CNBC) reported that CEO Michael Spindler was going to watch his head roll out into the street. I personally think he's done a truly marvelous job of bringing a flagging PC company back to the right track, and I'm glad to say that the result of the anticipated board meeting was...

Nothing. Oh, sure, someone quit (see the next item) and some folks may have been re-shuffled (the Board is being very vague about it all) but in the end there was no shake-up. If anything, the path that Apple has embarked on in the last year has been validated. Expect more efforts to clone the Mac (Goldstar has just announced their licensing deal) and more focus on markets where Apple already holds a strong share, such as education, publishing, and the home.

Booted!

The long list of People Ousted by Apple (POAs) has just gotten longer. Joseph A. Graziano, formerly Apple's Chief Financial Officer, has just resigned, citing differences with Michael Spindler, CEO mentioned above. He will depart the company by year end.

Reportedly Graziano has been looking to have Apple acquired by another company, believing fully that this is the only course for the computer maker to grow and thrive in the current market. He may have had a lot to do with IBM's bid last September [1994, see *AppleSauce last issue*] of up to \$5.5 billion for the company. His resignation apparently means that Spindler—and the Board—do not agree, and that Apple is not for sale.

Graziano tacks his name on to the end of an illustrious (though somewhat tarnished) list of people who have either been booted out of the company, or have resigned when they could no

longer see eye to eye with Apple's strategic direction. We're talkin' people like Steve Jobs and John Sculley, visionaries (I think that's fair) whose vision eventually got the better of them. Jobs went on to found NeXT, a computer company that has not succeeded in the way he had hoped it would, and Sculley went off to head a troubled telecommunications company with legal issues, leaving them soon after to disappear behind the headlines. I'm sure he's not happy there.

But then there are those recent-former Apple employees who do not command such instant name recognition among those who have fallen in the wake of a Spindler-led Apple. Ian Diering, former President of Apple USA, who found himself axed when he opposed licensing a little too strenuously. And Seiji Sanda, former President of Apple Japan, who resigned abruptly when Apple would not listen to his advice on marketing computers in Japan.

Now we can add Joseph A. Graziano to the list. Of course, a month ago (on August 24th) he sold 10,000 shares of Apple stock for \$46 per share. Do the math... yes, that's \$460,000. No wonder he was the Chief Financial Officer.

Where Newton got his apple

HighPoint Systems Inc. has introduced a product called the Personal Kiosk, which uses Newton technology to make grocery shopping easier. You use a cordless wand to scan UPC bar codes, which are entered on the screen of the kiosk. Then the kiosk transmits that information to your "participating" grocery store (which means that there are two in the nation that'll do this, both in Palo Alto, I'm sure) which compiles the list and delivers your groceries.

It's kind of like that story that hit CNN last year, about how you could order pizza on the Internet... if you lived in the one place in the country where they would deliver.

Loyal to the core

Seventy percent of Apple's customers say they would purchase from the company again, according to a survey conducted by the International Data Group. "Of loyal Apple customers," the report says, "39 percent describe themselves as missionaries for the brand." Ah, that explains preponderance of Windows machines on the market. Maybe they should be reading their *Macintosh Bible* more often.

He wears suits, suits.

I attended a talk given recently by Santiago Rodriguez, the Director of Apple Computer's Multicultural Program. In it he apologized for what he was wearing, "I wore a suit and tie today for all of you. Where I work, if you wear a suit people ask you where you're interviewing." By the way, his talk was brilliant. If you ever have the chance, go hear this man.

They said it, not me

A print ad for Advanced Micro Devices (AMD) makes the case that their chip can run programs designed for Intel's Pentium, but for much less money. In their ad they tout this ability as being, "Microsoft Windows compatible." I've played with that phrase before, but now I think it's time we all began using it. 90% of the world's computers are no longer "PCs," nor are they "Intel-based." No, now all of them are officially "Windows Compatible" computers.





Apple's stock has gone up and down and all around and is now standing at **\$36.50** per share.

About Apple is a new section that will keep a scorecard of all things Apple. You can come here to find the latest stuff. This month we have only one offering, but we'll add stuff as you suggest it. On-line for next month, a list of all the companies making Macs.



Do not go gently...

I DEBATED CHANGING the title of my column this month to "About My Computers," because, you see, there are now three computers in my life: My trusty, old, reliable Macintosh IIci; My dusty, very old, frightening PS/2 at work; And my co-worker's shiny, new, surprising Gateway 486 PC. The kind souls at the office have let me use the PS/2 less, and the Gateway more, and as a result, I am beginning to get to know Windows.

I can already see some loyal readers shrinking back from their screens. I know one or two will quickly turn the page. Anything is better than what they fear is coming next. And they are correct to be afraid. Because...

I like the Windows machine.

There, I said it. Hey, hey! Hold on, don't go! I didn't say I liked it **more** than my Macintosh! And I don't. It's just that, I don't hate Windows as much as I used to.

"Do not go gentle into that dark night," is an excerpt from Dylan Thomas' poem, and he is referring to death. I do not mean to imply that using a Windows machine is like dying. (Though some would dispute my charity.) Nevertheless, it is true that, when a Macintosh user drifts to the Other Side, a small part of his or her fanatical love often dies within. I urge you who are about to make the transition to a world of Windows to struggle against this loss of faith.

Witness my own fight.

I began my journey into the dark at the end of August, 1995. That was when I took a deep breath and plugged the IBM PS/2 on my desk at work into the wall. The first jolt of fear sped through my system when I realized no pain in plugging the computer together. All the cords were clearly marked. There was no confusion about which went to the monitor and which to the CPU. The keyboard hooked in just like a Mac's. I powered the computer up and it booted flawlessly. A small part of my mind hoped that my Macintosh IIci would boot so harmlessly when it was eight or ten years old. Already I had begun to compare the two, and the PS/2 did not fall so far on its face as I had thought it would.

For three weeks I used the DOS-based dinosaur, and I came to appreciate its strengths. For one, it is lightning fast. WordPerfect loads up in about fifteen seconds. Commands are executed immediately. And it never falls behind my typing. The PS/2 is reliable. The machine is almost a decade old and my workplace still keeps hundreds of files from a decade of computing on the hard drive. It boots every time, it has never crashed on me, and I have never lost any piece of

work. There **have** been times when I've spent five or six minutes trying to find the file ABCMSCHD.DOC in a list of a hundred similarly named eight-character files, but that doesn't count as losing a file. I am confident in saying that I will always be able to resort to the PS/2 should any of the higher tech gadgets fail me. It is the rock of my computing world.

I did run into a few, minor problems when I first began using the PS/2. I knew how to get a list of files on the hard drive, and I knew how to start programs, once I figured out what programs were on the computer, but I could not, for the life of me, discover how to format a floppy disk. I even, in an act of desperation for a Mac loyalist, looked at the manual. I tried all the commands, I even tried making things up, but all I got was an error, "Incorrect DOS version." I know what that means, the English is plain to me, but I do not know what to do about it.

I finally just went home and formatted the floppy on my Mac.

But the PS/2 is almost comforting to me. Eventually, its limitations did tax my mind, turning me into a sullen, resentful person who badmouthed his co-workers and their computers any time they gave him cause.

"I can't figure out where this file was saved," someone would complain.

"On a Mac you could use the Find File command," I would growl under my breath.

"What's taking the printer so long?" they would wonder.

"Why don't you just open the printer icon and find out," I would retort to myself, "Oh, right, you're using a computer a neanderthal invented."

"What's wrong with my computer?" they'd ask.

That one was too easy, and I found I couldn't live with the person I'd turned into. I was suffering a backlash. My subconscious mind recognized that I saw good in the Enemy, and put my back up against a wall. I was cornered, angry, spiteful. I was fighting, but the effect was unacceptable. I spent the whole day imagining how I could produce much better work at home, on my Macintosh, and I wasn't getting anything done. I had to solve the problem at the root. I had to rip the PS/2 out of my life. So I did.

I got Chris to move his computer out from behind his desk, so that I could get to it when he did not need to do work. And I took a second step down the dark road. I began using a Windows machine.

There is no question that Windows is to DOS as a Ferrari is to a Matchbox car. They are so completely different from each other that you can only rarely buy them in the same store. I began to use Microsoft Word (just as I finished erasing it from my computer at home... more on that later) to replace the old DOS WordPerfect. I began using PageMaker to lay out schedules and newsletters. I've even been given the task of finding project management software that will run on these PCs. I am a novice, but I am now a Windows user.

And, I say again, it's not so bad.

For example. When you click on a menu, with your mouse, the menu opens, and stays open, no

matter where you put the cursor. A click anywhere else will close it. You don't have to hold the mouse button down all the time. And it's great for those menus within menus where you have to maneuver the mouse carefully from one pop-up to another, one false move collapsing all the menus and putting you back at square one. In fact, just today I found myself frustrated when, on my Macintosh, I tried to open a menu with a single click, and I could not.

But some mysteries still remain. I have not yet used the second mouse button. I'm not sure what it's for. (Little Billy Gates: "My computer has more mouse buttons than your does! Nyah-nyah!") I have not yet been able to make a new "folder" on my floppy disk, either. All my files are in the same place, in one big long list. And I still have to go back to the PS/2 to delete a file. There are some things mortal man was never meant to know.

A weekend at home, working on my Mac, seems to have brought me back to the light. I see, once again, the inherent worth of my Macintosh, and desire, once again, a super-fast Mac of my own. But while my brief sojourn into the Dark Side does not seem to have tarnished my apple, it has certainly served to clean a little of the grime off of my windows.

But I will not go gently... I do now understand how people can live with Windows, do productive work, and rejoice at the thought of Windows 95. They have not yet used a Mac.

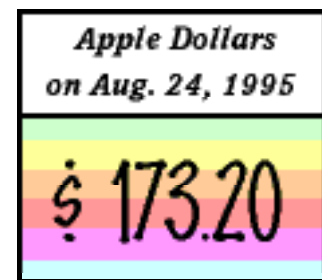
T-Shirts

Okay, the idea of selling t-shirts is rumbling about in my head. Let me know what y'all think. I'd like a fairly inexpensive t-shirt with the Only Boy logo on the front, at a large size. That would be one color (black) on a white shirt. I've also got grandiose plans for a line of two color shirts (blue and black images on a white shirt) with the Only Boy Ratings images, though these would be more expensive. If there is interest, I'll look into it more.

Free Stuff Update

Last month we really hit the jackpot here at ATPM, with the free evaluation copy of *Emailer* and the book from Owen Linzmayer. This month has proven itself a good one too, but mostly for reasons unrelated to ATPM.

First off, the Apple Dollars total on my Citibank card is shown at right. If I were to buy, say, a quadruple speed Apple 600e CD-ROM drive from Apple Computer for roughly \$330, I'd only have to pay \$156.80. Not a bad deal. Of course, what I want is a Power PC PowerBook, and \$173 is a drop in the bucket when you're talking about a \$6,500 computer. Not to mention that my renter's insurance would go up to cover the fire hazard. <grin>



Back to the free stuff. I had a birthday at some point in September (no need for all of you to know exactly when) and as a result, I got some free stuff. Among the loot was a copy of *ClarisWorks 4.0*, the first copy of *ClarisWorks* that I have actually owned in my own right.

(No comments please, about where I got the earlier version I had been using.) And this is why: they finally fixed a bug that had made it impossible for me to work with the program. More on that later. In any case, now that I have a bug-free copy of ClarisWorks, I'm, once again, cleansing my hard drive of all Microsoft products. (Call me vindictive, go ahead.) MS Word, which I was forced to use for my thesis, is no more. I retain the original floppy disks only for coaster duty.

I also got a Zip drive in the mail, for free. This one came from Inside Mac Games (IMG) a CD-ROM Macintosh gaming magazine that I write for. The drive is theirs, but I do get to use it whenever I want, so long as I don't spill Coke on it or anything. I may be looking to sell my SyQuest as a result. A review of the Zip will be forthcoming in a future issue of ATPM.

However, all is not lost. on the "legitimize ATPM so we can get free computer stuff to legitimize ATPM" front. In response to my reviews of commercial products, I received the opportunity to review a software product called CinèMac for QuickTime. This package, reviewed in a later issue, does one simple thing. It turns a QuickTime movie into a stand-alone screen saver. And it does it very well. The review has been delayed to allow the authors to hunt down a pesky bug.

The last, and perhaps best free stuff I got this month, came from somewhere in eastern Oklahoma. A reader down there sells Russian tractors to American farmers, and he wished to show his support for ATPM by sending me a free baseball cap and some brochures. (He lamented that he had no computer products to send me.) A week later I had a black baseball cap with "Belarus" embroidered on it in red. Two of my co-workers, one of whom lives on a great deal of land now, and the other the son of a farmer, were jealous of my cap and eager to look at the brochures. "Can you get a free tractor?" one asked.

If I had not begun publishing ATPM, how else would I have experiences like this?



Product Review by Christoph Wiese

Image © Apple Computer, Inc.



Color StyleWriter 2200



Yowza! I've been a StyleWriter fan since the original—inkjet is laser quality for the rest of us. The Apple Color StyleWriter 2200 is a very refined device which fits my lifestyle and compares favorably to its desktop and portable alternatives.

Outside

The 2200 is attractive. Closed, it is a smooth curve-edged handful, the same matte black as the new PowerBooks, punctuated with a tasteful color Apple logo front and center. Lift the lid, and one is presented with characteristic simplicity: two buttons and two lights. Hand-feeding individual sheets is no more fun now than it was in dot-matrix days; this printer's 30-page paper feeder is built-in, easy to load, and works well. When I fed it a crooked page, it wiggled it back and forth until it was straight and then printed without a crease or a jam. Unlike Apple's last "Portable" effort, a standard serial cable connects the printer to your Mac. (Apple says: "A high-speed serial interface transfers documents at over three times the rate of LocalTalk and over 14 times the rate of a standard serial interface." Sounds great, but I have no way to verify that.) The battery holder mounts onto the back of the printer much like a Duo's mini-dock — but it's not included; see "less than perfect," below.

Inside

Like the 2400, the 2200 is actually two printers, depending on which cartridge is installed. A

high-capacity black-only cartridge produces fastest, highest-quality black text and is also the best choice for grey-scale images. The color cartridge contains two ink tanks: one with cyan, magenta and yellow (which can combine to make any color in the printer's pallet) and a black tank (which can be replaced separately, since an average page will contain more black than any of the other colors.) A durable, air-tight container is included for storing whichever cartridge is not currently being used. Swapping cartridges, or replacing depleted tanks in the cartridges, is a clean and simple process.

Output

The first time I printed with the 2200 I was shocked: it is every bit as fast as my brother's 2400, and I didn't expect it to be. The print quality is also just as impressive. Paper quality makes a big difference, as with any ink-jet, but on unbleached, recycled paper at 360 dpi ("normal" quality) nine-point text is still very readable. (It is also noticeably sharper, blacker, and less smeary than 360 dpi output from our original StyleWriter, so advances have been made at every level.) High-end media, like coated paper, overhead transparencies, or back print film, provide astonishing results with both black text and color. Dot-per-dot, laser still provides slightly superior quality, so as soon as they invent a three-pound, four-hundred-dollar color laser printer I'll buy it. Heck, I'll buy two.

Input

No longer just an icon in the Chooser: Apple's new printer software deserves a review of its own. It provides desktop printing and print-queue management with or without installing QuickDraw GX; color matching works transparently thanks to ColorSync 2.0; you can print multiple miniature pages on a single sheet, and add BW or color "watermarks" (pale images visible behind the document); and there are native drivers for PowerMac users.

RTFM

The manual is comprehensive, in contrast to the "less-is-more" trend in recent hardware and software documentation. It includes not only thorough installation, operation and troubleshooting sections, but a good explanation of font technologies, a sample chart of the included fonts, and details of every feature and option of the versatile printing software.

Less than Perfect

This is the ultimate printer for my needs and tastes, but there are a few tradeoffs, which will affect some more adversely than others...

- The ink tank and paper feeder capacities are superlative for a portable printer, but quite a bit less than one gets with the 2400 or other desktop models. If you print a lot of color proofs, or think you'd be refilling the 30-sheet feeder several times a day, you'll find those limits restrictive.

- If you are hoping to pick up the 2200 on your way out of the country, be careful: batteries are *not* included, and the standard AC adapter only works with US voltage. The universal power adapter and battery dock are not stocked with the printers either, at least not in my neighborhood: think mail-order, and of course there's the extra cost.
- Contrary to *MacWorld's* review, my printer did not come with any paper — not really a negative, just a corrective. Mine did come with extra ink tanks though.
- Some people might lament the lack of a collapsible tray for catching the printed pages, but table space works just as well for me.
- I am annoyed by this particular implementation of power-saving features: like all recent StyleWriters, this one will switch itself off after a few inactive minutes to save energy. But unlike those others, the 2200 does not automatically switch itself *on* when a print job is sent. This translates to a short attention span — if you potter about too long tweaking options between having switched on the printer and actually sending the job, you'll get an error, and find that the 2200 has gotten bored and gone to sleep.
- The Newton won't print to it, at least not with NewtOS 1.3 — look for smart hacks by enthusiasts, or maybe a more extensible printing architecture in NewtOS 2.0.
- A last minor point is the esthetic of black icons on a black field: hard to read in any but the best light. This isn't one of my pet-peeves, but if it's yours, you can always rub the grooves with white crayon.

Karma

This printer begs to be taken along. It fits. It feels durable, despite the light weight. Tinier portables target a tiny market: aero-commuters who need to print a couple color graphs en route. (I'm actually still trying to concoct a hypothetical situation in which I'd have to use a *color printer* on a *plane* but I just can't. Contest idea?) The 2200 won't share an airline tray with your PowerBook, but it is also the only printer you'll need in most other contexts. My technology esthetic is compactness, efficiency, portability. For example, 21-inch monitors provide a unique bliss, but if you're just doing the old 640 by 480, why not a four-pound Mac? Finally there is a printer for this esthetic: top quality, full-featured, and no bigger than it has to be. This particular mac-user gives it a big **Yowza!** despite the issues detailed above. My own coolness scale calls for multiplying by two if, at the bottom of the chart, your entire system still weighs in at less than fifteen pounds. Thanks to the Color StyleWriter 2200, my score just got a lot better. *[For more on the Coolness Factor, see ATPM 1.01. RD]*

Bonus Tip

Apple's cool new printer software is available for free and supports, to some extent, nearly every Apple printer, including the original StyleWriter. Get on eWorld and have a browse: look for LaserWriter 8.3, SW 2400 2.1.1, SW 1200 2.1.1, and the Desktop Printing SW 1.0.3 update. Enjoy!

The Details

Requirements: The printer software requires at least an '020 processor (that rules out Plus, SE, Classic, Portable, and PB 100 users, sorry.) It also needs System 7.1 or later, on a system with at least 4 megabytes of RAM and some free space on the hard disk.

Specifications: 720 (“best”) or 360 (“normal”) dots per inch for text; 360 dpi for grey scale and color images. Weighs a touch over three pounds; add a pound with the battery dock. Less than 12 inches wide, 2.2 inches thick, and about six inches deep.

Price: seems to be under \$400 most places, the battery dock is about \$120 extra.

Christoph Wiese can't believe his Mac hobby is paying his student loans. It doesn't really seem fair. His favorite Beatle is John, his favorite Friend is Phoebe, and his favorite computer is dora. [Note to editor: lower-case “dora” is correct — she's a big e. e. cummings fan.] He can be taunted at krzysztof@eworld.com.



What to Download

Clipfolio 1.1.1



How many times have you been working with graphics program, copying and pasting, pasting and copying, forced to paste everything for fear of losing it? I tend to do a lot of work with graphics programs, whether it's Photoshop or Illustrator, Fractal Painter or Director, so I am constantly taking bits of pictures and moving them around. The only problem is, I get carried away. I will copy one thing, then say "ooh, look at that, wouldn't it look better this way..." and go off and mutilate things. All the while, I forget I have a clipping on my Clipboard. Too late. I copy something else, and the old graphic is gone. This can get extremely frustrating, especially with clip art. With **Clipfolio**, that's all behind you. This control panel stores all the clips you've taken this session, and saves them for you. Those clips are then stored in a window you can access from the Edit menu. No open applications, no control panels to access, just a heading under the Edit menu titled Clipfolio, so you can access it quite easily. To select an old clip, simply go into Clipfolio, and click on the box containing the picture of choice. As long as that picture is selected, that's what you will paste. It's that simple. You can choose to have it store between 5 and 20 clips at a time. The only problem is that there is no finder shortcut key to access it, but that's a small price to pay. Clipfolio is shareware: \$15 and worth every penny. If you are a desktop publisher or work with graphics, this is a must. Even if you are just the simple Mac user, this should still be a consideration for you. If only Apple could make it this good. **Reviewed by Chris DeAngelus**

GURU 1.1



GURU which stands for GUiDe to Ram Upgrades, is not exactly shareware. It's not exactly freeware. It's free, but it comes from a company (which shall remain nameless in a vain attempt to spite their commercialism) that sells memory upgrades for Macintosh computers. That aside, it's a great little program. Launch it, and pick your Macintosh. A few buttons later, and you have all the information you'll ever need about how to upgrade the memory on your machine. It tells you what your machine can support, what kind of chips it needs, and in what combinations. It will let you listen to the notes if you have PlainTalk installed. It even has an entry for the original Mac Portable! Have you ever wanted to figure this out for yourself? Have you sometimes wondered if vendors are telling you all they could about what your memory options are? Well GURU—despite being vendor produced—may well be your answer. Besides, it's free, and available on every online service I've checked.

Reviewed by RD Novo

Updates

HoverBar 1.2.4 makes very minor changes to the program, but it reportedly fixes a small bug. **Aaron 1.1.3** is the latest version of this desktop warping extension, which adds some very fine changes but is recommended nonetheless. I've also discovered, since last time, that to see the spinning zoom rectangles you need to have at least an 'O40 in your machine. That explains why mine still zoom in the old, boring way.

Still looking for Reviewer(s)

ATPM is still 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 program, if I can't find it, I'll email you back. Don't be bashful, let us know what your favorite shareware is.



How to age 40 years

by Brian Bergstrand

Ah yes, the fun and excitement of moving to college, new people to meet, new places to see . . . And the obligatory gnashing of teeth and hair pulling as your one true friend, confidant, and soul mate is first tossed and tumbled around a trunk (while you are doing seventy on those perfectly well maintained state highways) then jarred and jammed into the elevators and finally thrown into your dorm room. All the while you are telling yourself: “My Mac will be fine. Apple™ builds the best computer in the world. I have nothing at all to worry about.” Wrong!

It’s true, Apple does build the best computer in the world, but you always forget that one rule, “If anything can go wrong, it will.” [*Known to many as Murphy’s Law*] And so it happens, you cannot do anything about it, knowing that something will go wrong images of a gruesome death for your Mac start racing through your mind, your Mac in midair as the trunk lid pops open after running over one of those twenty-foot potholes on the highway, or one of the ever so helpful dorm staff tripping, and sending your Mac end over end until computer meets concrete for the biggest and final crash of its life.

By the time you actually arrive at the dorm, your face has a whole new set of wrinkles, you have gained a fresh new crop of grey hair and you have this funny feeling on the left side of your body. As your eyes scan the scene for any of those pesky helpers, you open the trunk (which, has surprisingly stayed shut) and gingerly, lovingly, oh so carefully lift your friend out of its jail cell. Guarding your Mac with your life you start that treacherous trek up the elevator, thinking all the while that the elevator floor will fall out from underneath your Mac as soon as you set it down. As the doors open, and your arms feel like two pieces of lead (since you dared not lower your cargo) you race to find your room and make sure your Mac is still numbered among the living.

Inside your room, with the door locked and your parents standing guard, you finally open the box and set everything up. As you connect the last cable and plug in the last plug, you cross your fingers, say a small prayer and hit the power button.

Ding!

Yes, the beautiful sound of an open fifth chord chimes throughout your dorm room, then the Happy Mac icon jumps onto the screen! Your Mac pulled through; you knew all along that it

would. Finally you sit, that feeling in your left side starts to subside, your hair looks more natural and those new wrinkles are starting to fade. Your Mac is alive, there is nothing more to worry about. Then the door opens, in walks your roommate with a box that has some logo on it “Intel Inside,” now what could that mean. That funny feeling on your left side is back.

Brian Bergstrand is a sometimes contributor to ATPM who will likely be surprised to see his piece appear in Segments. Ah well, he did submit it some long time ago, and it has gathered dust until now. This article is © 1995 by Brian Bergstrand.



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.



the very, very very, very, ve ...endnotes

The Contest



LAST MONTH'S CONTEST turned out to be a bust. After two months, the number of submissions are still three. I get it. You can all stop being quiet now. This month marks a new, easier, more accessible, less brainy, less obtuse contest. Ready?

This month's contest is as follows. The winner is the one with the most extensions, inits, and other icons marching across his or her screen at startup. I need a list of all the extensions (which will be published to keep you honest about shareware payments) as verification.

Next time

FUTURE ISSUES WILL include a review of Iomega's Zip, a removable 100MB storage device that uses disks only slightly larger than 3.5" floppies. In the back room we also have Mom's Top Ten Shareware Games, another column from Clarence Kwei, a long past due review of non-computer electronic magazines, as well as promised reviews of ClarisWorks 4.0 and CinèMac for QuickTime. Rest assured that we have something to entertain you.

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. 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 Productions upon publication (not upon submission) for purposes of reproduction unless otherwise agreed upon with the author. Send your work to: rdново@eworld.com

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 rdново@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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Contributors to this issue were: RD Novo, Christoph Wiese, Chris DeAngelus, Brian Bergstrand,
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file remains intact and unaltered. Again, thanks for reading ATPM.

Apple á la mode by Clarence Kwei

"I'm just a flame war waiting to happen," - from "Mac Loyalty" by Clarence Kwei

Apple's Attitude

HOW MANY OF you hope that the Macintosh will someday gain hold of more than 50% of the personal computer market? I do. Unfortunately, it will never happen. It's like saying, "One day, I hope one out of every two people will own a Ferrari." It's possible, if Bill Gates sold some stock and spread his wealth around. But it'll never happen. Apple's image just won't allow it. Here's why:

1984

Let's hope you have all seen the first Apple Macintosh computer commercial. In the commercial, Apple depicts PC users as mindless drones, or lemmings, marching to the voice of some "big brother" or "leader" preaching their salvation.

Before we go on, let's take a look at this image. How would you feel, being a 1984 PC user, if you were watching this commercial? I can just hear them saying, "Gee... I guess that's me in the drab grey clothing mindlessly marching in the path of others and giving devotion to some video screen." I personally would feel rather insulted. Let's hold that thought for now and move on.

Then there's this lady that comes racing down the hall, chased by some kind of armed squad. Okay, hold it again. Two words: "Armed squad." That brings some nice images to mind. Hmm... Germany and World War II, or what about China and Tiananmen Square. It's simple really, here's the formula:

Armed Squad = Oppression

or for you C programmers:

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Armed_Squad == Oppression;
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I'm sure all the 1984 PC users loved that. Continuing on...

The commercial ends with this lady flinging a hammer at the brainwashing, hypnotizing, mind-controlling screen. There's a massive explosion and all the lemmings—or as Apple would like to refer to them, PC users—are shocked. Their "leader" has been defeated. Somehow, one individual has triumphed over their great empire. Y'know, a David and Goliath kind of thing.

Now, what is Apple trying to say to computer users and the general public in this commercial? "If you've been using a PC, you're a mindless drone, following some oppressive leader. But fear not... Apple will come to your rescue with your salvation, the Macintosh, and destroy your leader... Ha ha ha!!!" Of course, most Mac users like this commercial because it portrays a kind of brain versus brawn, and good versus evil battle, where the small, smart, advanced side wins out over the big, dumb, clumsy opponent. How do you think PC users feel about this commercial?

PC User: "Well, I'm obviously a dumb PC user for using DOS. I'd better get smart and use a Macintosh." Unfortunately, I don't think many PC users were saying that in 1984. And what's even more unfortunate, I don't think many are saying that now.

Now, I know some of you are saying, "Well, the commercial is targeted at non-computer users, not at current computer users." That may be true, but think about this: John wants to buy a computer. He talks to his greatest, bestest, most buddies friend. Friend says, "I hate Macs (because of Apple's attitude), buy a PC." What do you think John is going to buy? And the fact that PC users outnumber Mac users ten to one, means there are a lot more "friends" telling a lot more "John's" to buy PC's than Macs. It's a strength in numbers thing.

Elitists

That one word describes what just about every PC user thinks a Mac user is. This became very apparent to me when I first started work at a bank that uses ALL PC's. Some of the workers had never even heard of a Macintosh. So, there I was, strolling into work on my first day. I open my computer bag and pull out my 520c and all of a sudden I get these looks from my coworkers and my boss. I can almost hear them saying, "What's the matter kid, the 486/66 Data General on your desk not good enough for you?" "Oh... He's got his OWN personal computer to use. He doesn't want to use the same machines WE all use." You get the idea. We Mac users are different to PC users. The fact that Apple has always distanced itself from PC users through its marketing and pricing strengthens this rift.

Win 95

Yeah, we've all heard about Win95, so I won't touch that topic. It's boring, drawn-out and way too over-hyped. But, have you seen Apple's advertisements combatting the Win95 tidal wave? Why are they in MacUser and MacWorld? Hello Apple ... I think you've targeted the wrong audience here. I personally don't know any Mac users ready to jump ship. Anyway, now I don't want to repeat Apple's entire Win95 ad campaign, but it's just another example of Apple's elitist attitude. The advertisements go something like, "Windows 95 allows you to use long file names. Imagine that." Boy, talk about snooty. That'll win over a lot of PC users.

Frankly, I'm really tired of Mac users saying, "We've been doing that since 1984." Despite the fact that the Mac has had all those capabilities since 1984, Windows now has it in 1995. Who cares if it's eleven years late, they have it now. Get a clue! No one cares who had it in 1984! Windows 95 machines are becoming just as easy to use as Macs and all Apple can say is, "Imagine that."

What to do

I usually don't like theorizing solutions for anyone's problems, but I know if I don't, I'll get mail saying, "Well, Mr. Smarty Pants, what would you have Apple do?" So, to save bandwidth and time, I'll reply now.

In my opinion, Apple has to get off its high horse and start recognizing the fact that it's a little brine shrimp in the sea ... no, it's a little plankton in the Pacific Ocean, and here comes a herd (I don't know what you call a bunch of whales) of humpback whales. We all watch the Discovery Channel don't we? I mean, what's the point in making enemies with the competition, especially when you're a relatively small player in the industry. It just doesn't make sense. Apple needs to rethink it's image. It shouldn't be knocking Win95. It should promoting the MacOS's functionality, cross-platform capability, and competitive prices. I saw a small table in ComputerWorld that showed that buying a PowerMac was cheaper (usually by a couple hundred dollars) than buying a similarly configured Compaq or IBM PC at the comparable speeds, plus, the PowerMac's came with a quad speed CD-ROM drive.

Just to hammer home this point of misinformation and functionality... Joe Schmoie walks into CompUSA. Which computer is he going to buy? The PC clone, fully loaded for \$1900 with fifteen aisles of software and ten aisles of games (or is that vice versa?), or the Macintosh Performa, for \$2200 with one aisle of software AND games. I mean, so what if there are aisles and aisles of PC software, how many of them are really useful or quality programs? How many Doom clone games does one want to buy? Is buying a PC really better when you need a program to "uninstall" programs that you've installed?

One of the managers at work came up to me one day eyeing my Powerbook and said, "Yeah we had an intern here one summer who used a Mac. At the end of the summer, she left us disks of all the work she had done. We couldn't read any of it. It was all junk and we threw it out." I wanted to get into a discussion about the Mac's cross-platform capability like PC Exchange and SoftWindows and how there are utilities that allow PC's to read Mac disks, but he had already turned around and was walking away. I know what you're thinking ... "What an ignorant PC user." Well, he's actually the OS Specialist. Scary huh?

I mean, if you take your typical office worker, whose regular tasks are word processing and using spreadsheets, a Mac is much better suited for that individual. Workers here at the bank have no clue how to troubleshoot their machines. People here have problems ranging from printing documents in landscape mode to just copying files. And with over 3,000 PCs, the Help Desk usually isn't much help until the next day. Sad isn't it... So much lost productivity.

Apple really needs to show PC users that buying a Mac is not a stupid idea. You can still run Windows programs, you can still read DOS disks and files, and you don't pay gigantic premiums. The extra that you do pay for is for stuff like built-in networking, 16 bit sound in and out, and quality components. Basically, you don't necessarily need to buy a PC to get all the functionality of a PC. I know lots of people who have bought PC's because they think they don't really have a choice. They think that Macs are for educational and graphics purposes only and PC's are for when you leave school and enter the "real world." That's untrue, I'm living proof of that. I'm using WordPerfect and Excel on my Mac and I have no problems transferring files with my

coworkers who use WordPerfect 6.1 and Lotus 1-2-3, release 5.

With so many PCs and PC users around, I think it's insane that Apple continues to insult their intelligence. What was that ad... "C:\ongrats.W95?" I mean, give me a break... Okay, fine the Mac OS is better, quit rubbing it in every potential customer's face! The more Apple distances itself through its "been there, done that" attitude, the more people will opt for PC's. What's Apple's market share down to? 7% or so? Does it really make sense to have every PC owner view Mac users as elitist snobs? Apple has to realize that PC users are our friends, they're just misinformed about Macs and Mac users. If Apple can bridge the animosity and misconceptions Mac and PC users have towards one another (anyone frequent Mac/DOS Warz on OneNet?), I believe, Apple will be in much better shape to gain market share and sell even more unavailable Macs.

The End

I originally didn't want to do another "bash Apple" piece, but Apple just makes it so easy. Don't get me wrong. I love Apple. I call 800-SOS-APPL just to chit chat and shoot the breeze with some of their technicians. And my Powerbook... it's my life. Just ask my girlfriend. She worries that if she were injured and there was a fire in the apartment, I'd have a tough time deciding whether to carry her or my 520c (20 MB RAM, 800 MB HD, GV Mercury modem, and my Marathon 2 Preview) to safety. Now if you're saying, "Nice computer... Great game" you're just as hopeless as I am. Apple needs a reality check. It just can't keep distancing itself from PC users. After all, they are potential customers and sources for promoting Macs. If it doesn't change, we're all likely to become fish bait. Wait, whales are mammals right?

Apple á la mode is a new, somewhat regular column by Clarence Kwei. The title was selected by his editor, and may be subject to change if he thinks it too obscure, or if he just doesn't like ice cream. He would appreciate feedback at 71461.1644@compuserve.com. This article is ©1995 by Clarence Kwei. The opinions expressed in this column are not necessarily those of this particular Macintosh. Well, except for the title, of course, which opinion is not necessarily that of the author. <grin>