

# ATPM

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*About This Particular Macintosh™ 4.02: About the **personal** computing experience™*

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Thanks for reading *ATPM*.

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## Welcome

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*ATPM* 4.02 is our official “Spring Training” issue! Just like players in the “Big Leagues,” Mac users are getting ready for a new season! The “G3” heavy hitters are being added to Apple’s line up. Feel free to swing away because everything here looks like a hit!

The company’s engineers are pitchin’ up some fast products and unlike the other platform, you don’t need to worry about curves or sliders! With today’s lower prices on Apple CPU’s and monitors, you might think you turned a double play!

Later this month the “season” begins in earnest. This is when Apple releases another line of G3 machines. We’ll be there on opening day. Join us each month for the play-by-play (or, if you prefer, the plug & play!).

### **We Like Chevy and Ford (Honest), But We’d Rather Drive a Rolls!**

We couldn’t help but notice the recent news about Apple’s market share! We read the superficial reports. We thought about how many people buy Chevys and Fords versus how many buy a Rolls Royce. Before you decide if this comparison is a bit “far in the field of fetch,” consider this: People who buy a Rolls Royce know they are making an investment. It’s not much different from buying a Mac. There are millions of Macs in use today that were purchased five, six, seven, or even eight years ago! Compare that to any other personal computer make or model. Talk about products that go the extra mile, the distance between Macs and their competitors can easily be measured in light years!

By the time many Mac users decide to upgrade their desktop companions, most other computer users have purchased two or three new machines! Many of today’s Macs are easily upgraded, saving on the cost of buying a whole system. This fact obviously skews the

results! If you buy only one computer in four years but your neighbor buys three, this translates to a market share of 75% for your neighbor's computer brand. We want quality, not quantity. We want our money to do more than help Microsoft and Compaq grow!

We want to see market share data that measures user satisfaction two, three, or four years after purchase. Don't let anyone fool you on this point—when it comes to user happiness, the Mac's in a league of its own.

## Apples & Oranges

Can we talk? Every month we push ourselves to bring you the best insights (in kind of a unique way) of everything Mac. It's really a thankless job. We pack each issue with solid reviews, spirited musings and inspirational thoughts. We pour out our hearts, minds, and souls as we create this entertaining, fun-filled e-zine. We try to provide our readers with a brief, electronic respite from the "in a nutshell," bottom-line means everything kind of world that sucks our imaginations dry and destroys our desire to "Think Different" and "Be Different." (Hey now! **There's** a slogan for a lesser-known operating system company founded by a former Apple executive!)

Before we digress even further, we'll take an *ATPM* look at Apple's recent quarterly performance. We know Apple's financial report is now a few weeks old; but trust us, our comments will bear "fruit."

## ATPM's View of Apple's Quarterly Performance

Under the direction of interim CEO Steve Jobs, Apple reported a \$47 million net profit on \$1.6 billion in sales. This is really good news. It means the company made more money than it spent. It also means the G3s are selling well (over 133,000 from introduction to the end of the quarter). In three months, 655,000 Macintosh computers were sold worldwide.

The company reported positive cash flow from operations of \$143 million. This is the result when non-cash expenses such as depreciation and a few other items are added back into the net profit. Apple is doing a better job of designing products and managing inventory. The company had more than 1.2 billion dollars in cash at quarter's end. (**Who's** going broke?) Despite rumors and misinformation, these numbers indicate Apple Computer has a healthy "core" (just call the bank). Considering that Apple acquired both NeXT and Power Computing's core assets in less than twelve months, this cash balance speaks for itself!

With stats like these, Apple's performance should be posted in the Hall of Fame, right next to the picture of the guy who hit safely in 56 straight games. They call him the "Yankee Clipper." In light of Hollywood's latest hit, we won't make any more boat analogies. Let's just say we're happy that Apple has found smoother "financial sailing" now that it's left

the choppy waters of the Red [ink] Sea.

“Orange” you glad we looked at Apple’s quarterly performance? Apple’s become a veritable “Cupertino Yankee” (sorry, Joe) in King Billy’s Computer Court. You never know when the “NeXT” eclipse might “Be!”

## Issue 4.02 Is Just For You!

Looking beyond the strained (or should we say sprained?) sports analogies and financial gobbledegook, you’ll find our latest issue. This month Apples, Kids & Attitude takes a turn down Memory Lane, while H.M. Fog’s Twilight Junction takes us to a vastly different destination. Don’t miss this month’s Segments piece by Alvena Hyde. It’s a fascinating story of a supposedly “computer-stupid” middle-aged lady who found out just how bright she was for buying a Mac! This month’s issue surely proves the road less traveled tends to be the one that’s most scenic!

Please enjoy!...Or should we say “Batter Up?” Either way we’re happy to bring you our latest issue.

The ATPM Staff





## Email

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### Random Squeezings from a Mac User

Dear Tom: I enjoyed your Apple Cider article in *ATPM* 4.01. I know I must have read your articles in print magazines before, but this was my first taste of your work in an “e-magazine.” Like you, I have enjoyed my various Apple/Macs since 1983 when, as a college educator fresh out of college, I worked on my first Apple. In 1985 I got a Mac. Later, there was private business and my journey through the forest of MS DOS and the “pirated” Mac-like Windows began. These giants have overshadowed many paths in the electronic world: from the ease of using a mouse to desktop design and personal publishing. I find that I still use my Mac to uncover the darkness cast by these giants.

I am not a computer professional but I “portray” one in my family circle. I maintain current knowledge of what is out there in both hardware and software just so I can help my friends and family discover and appreciate the “electronic experience” in both the Mac and Windows worlds. My children have learned about different operating systems. They always return to the Mac for its functionality and possibly its “Karma.” I realize the Mac torch has been passed when I hear about their battles with their peers over lunch about how the MacOS system is superior. They tell me about these things with the same excitement and conviction as when they fight about who’s going win the SuperBowl.

Last, but by no means least, I too am expecting a child in early April. Our due date is April 4, but I would bet my paycheck it will be early. I do not know if the baby is a girl or a boy. I believe that it is one of life’s true joys to be there for the delivery and begin with the child as a partner in their life’s journey. To know the sex of the child before birth if it is not medically significant would be like starting out ahead of them. It’s possible they would never catch up or we would never slow down and we would always remain apart.

Good luck with your writing, your Mac, and most of all with your baby's birth and your growing family.

**Tim Sise**

Gulf Breeze, FL (Pensacola Area)

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## Bikes and Macs

Hello Ms. Wagner, my name is Sandy (Sanford) Faz, a proud Mac user and owner of 3 Macs and an equally proud owner of a Honda GL1500, better known as a GoldWing. It was with interest that I read your article in *ATPM*. [MacAdemia Nuts & Bolts from *ATPM* 4.01 —Ed] It seems that you have caught a rare but thanfully non lethal form of the "Bike Bug" and I was pleased to see your enthusiasm and love for the two wheel world. I just wanted to let you know that along with my love of OUR platform, that you have caught my interest and I'm sure those of the other readers to your fine e-zine. Being a biker means "Thinking Different" hmmm... ? what a concept? I'll close with just a few words that we in the Organization I belong to say to one another as we pass down the road, Ride Safe, Ride Often.

**Sandy Faz, Asst. Chapter Director, CA1-A Gold Wing Road Riders**

sfaz@QNET.COM

It is always nice to get feedback on my column, but especially nice to have received such kind comments from a fellow motorcyclist. I followed behind a 1994 1500SE for thousands of miles. They are great bikes, but a bit too tall and "hefty" for me. Nicole first learned to be a co-rider on that bike. Now she rides long distances behind me. She started riding at age 4 and is very comfortable on a bike. I hope to get us both dirt bikes within the next year or so depending on my finances.

Ride safe and keep the rubber down. —BW

...

## Font Size Too Small

As Jorge Fiedler mentioned in *ATPM* 3.10, I too have problems reading fonts in 8 or 9 or even 10 points. And reading just names in the Mac OS is something else than reading long articles.

My solution is to drop *ATPM* upon DOCMaker (v4.8.2), 'select all text' in 'Edit' menu and

chose 'Other Size' in the 'Format:Size' menu. I prefer 20 points as font size. Then deselect the text with one click in the text window. I hope one day it will be a standard option in the documents created with DOCMaker.

**Geert Podevyn**  
Antwerp, Belgium

For those who find the fonts in *ATPM* too small for comfortable reading, we recommend viewing our online version at [<http://www.atpm.com>](http://www.atpm.com). From your Web browser preferences, you can easily scale all the fonts up (or down) with a single click. —MT

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We'd love to hear your thoughts about our publication. We always welcome your comments, criticisms, suggestions, and praise at [<editor@atpm.com>](mailto:editor@atpm.com). Or, if you have an opinion or announcement about the Macintosh platform in general, that's ok too.





Dear Readers:

While preparing this month's piece, I came across the column I wrote for *ATPM* 2.08. I was amazed at how well the words in this column continue to reflect my sentiments and Apple's circumstance today. Thank you for joining me on this short trip down "Memory Lane." I'll be back next month with a look at things from a slightly different angle!

Rob

## The Answer is Simple, the Ramifications are Not

"I want to play with my ---puter!" This was Matthew's proclamation as he walked over to the 7200 and ceremoniously pushed the "big button" on the keyboard. In his own determined style he pulled out the Childcraft chair from underneath the desk, sat down, patiently waited through start-up, then double-clicked the game icon that was in the folder on the CD-ROM and set to work playing his favorite educational game. Not bad for a 3 1/2 year-old, I thought.

In 1984 Apple computer introduced something that astounded the world. Today, in 1996, I see the same excitement about the Macintosh in Matthew and Jessica. It has literally opened a new electronic world of sight, sound, learning, and play for the two of them. Twelve years ago the introduction of the Macintosh brought about a whole new approach to personal computing and it was a revolutionary idea. The Macintosh was intended to help people do the best that they could do by providing an operating system that afforded everyone a sense of personal competence no matter what their level of computer experience. It also created an opportunity for millions of people to express their ideas, hopes, dreams, and to use their inherent skills without the need to understand or master arcane commands and file structures. The idea was simple. The ramifications to the computer industry were not.

The Macintosh is still the best personal computer available to the American consumer, and to people throughout the world. Anyone who tells you differently is at best ill informed, close-minded, or simply silly. At worst, someone who tells you differently is perpetrating a fraud and telling you a lie.

What happened to Apple Computer over the past few years is a series of unfortunate management missteps. It is my view that Apple Computer attempted to be an American Sony. The company's management lost its focus and allowed attention to be diverted to things other than providing the best personal computer possible and continuing to tell the Macintosh story.

It is a tribute to the Macintosh technology and the people who continue to develop it that more wasn't lost than a little bit of market share and time. Guess what? Things have begun to change. When you go through a difficult transition and things that you may have taken for granted are suddenly at risk, it can often bring about a very quick attitude adjustment. The Macintosh pays Apple's bills. The profits from Macintosh sales used to pay a dividend to shareholders. These above statements are simple. The ramifications from the management missteps are not.

When I first began this column I thought about how much of myself should be revealed and how much should be kept private. Every month, those of you who read this column are in so many ways invited into my life, my views and my home. For me to present only a segment or a part of me would require too much effort and a contrived, bifurcated approach to what I write, and how I think about this column. I hope nothing I do ever gets that complex. In a very short period of time segmenting myself would exhaust me.

For those of you who may have wondered why the mother of our children has not been mentioned in this column the answer is simple, the resulting ramifications are not. My wife and I are divorced. That's simple. For Matthew and Jessica the ramifications are not. I am also a devout Roman Catholic. Most often that's also simple, but sometimes, in my current circumstance, the ramifications of this are not.

The divorce was not my choice. But it is a situation to which I must adapt. When I found myself flat on my back it forced me to reevaluate everything in my life. Again, not by choice but from the ramifications of the divorce. There were many things I couldn't hold onto such as certain personal goals, ambitions, and even some long-held ideals and entrenched beliefs. Quite honestly it hurt, and in many ways it still hurts and always will hurt. In learning to adapt to my new life I've had to refocus on what's important, what helps me make it through the day, and even sometimes the night. For me, it's often prayer.

The changes at Apple, I'm sure, often hurt the people involved. They are letting go of many outdated beliefs, inefficient product lines and some very good technologies that just don't fit the current market reality. Many of these changes are not an easy choice, but a necessary response to the ramifications of past mistakes and the changes in the ever-evolving computer industry. Strangely, at a time of difficulty, some decisions become much more simple.

It used to be said about Los Angeles, where I now live, that it is seven suburbs in search of a city. Apple Computer, in my view, had become several ideas, concepts, technologies, and products in search of a consumer or end user. The problem is that much of what Apple has

developed outside of Macintosh hardware and software has done very little to generate more sales.

Unlike a lot of people I don't quibble with Apple's decision to go slow with licensing the OS. Quality control is important. However, I do think that Apple tried to keep too much of the market for Macintosh hardware peripherals. The more companies that depend on your main product for their product sales means that more companies are directly and indirectly helping to sell your product, too.

I believe that Apple Computer will be for a short while a smaller company. It will also be a healthier company. At the same time, ironically, by reducing its size and scope it will become larger in its influence and the Macintosh OS market will once again grow, thanks in large part to the third-parties now involved.

Apple Computer is an industry leader. Whoever tells you otherwise is no different in their outlook than the persons referenced above. The influence of this industry giant is far greater than market share data would indicate. If this weren't the case the press wouldn't be so preoccupied with its performance and with every new product and new technology that the company brings out. There are very few companies that are scrutinized and analyzed as much as Apple. Sometimes this is out of a fascination for what the company can do and sometimes out of an ingrained resentment that any company can be as consistently innovative and fun.

Apple Computer is also the only company I know that has so many end-users passionately committed to the company's continued survival and success. For many of us, the Macintosh is not just our computer, it's the resource and tool we use to work, to play, and to help transform our ideas into reality.

I know that many of our readers and fellow Mac users do not share my faith. That's not an issue. In the ten years I've owned a Mac, and although I've attended meetings, I've yet to join a user group. This may soon change (a reader reminded me that there is a very good Mac user group in my area). However, I have joined a prayer group. Over the past couple of years I've come to know that you can learn a lot about a person, their concerns and their outlook on life by what they pray for. I've spent a lot of time praying for Apple. I know that I'm not alone. There are people of many faiths and different denominations who have done so too. In my view, the reason for this is that many Mac users share in common a deep, abiding respect for human dignity, and an appreciation for personal expression. The Macintosh as a creative tool has unlocked many otherwise hidden talents and skills among its millions of users.

Ask anyone the following question: If you were given 24 hours to create a message in sight and sound that would effectively communicate to everyone in the world the one thing that's most important to you whether it be a relationship with God, family, friends, an idea or personal principle, etc., what computer would you use? The answer is simple. Anyone who doesn't choose a Macintosh may not have understood the awesome ramifications of the

question.

There are people who claim that only little differences exist between the Mac OS and Windows '95. Sure. I could always use a paper and pencil to balance my checkbook. Better yet, I could also light charcoal in my fireplace to warm a pizza. Some people just don't get it.

I've gone through a lot of changes in the past couple of years. It's been an opportunity to realize what's most important to me and what in life I cherish most. As I write this, one is sleeping quite comfortably in my bed and the other, wanting to be just a little closer, is asleep on the loveseat with his favorite pillow and "blanky." In the morning, just before they go to their "other house" to spend a few days with their mother, Jessica may ask to use my color printer. She likes to draw pictures for her mother on the computer and give them to her. This is one way she expresses love.

I'm glad she has a Macintosh. Jessica's message is simple. The ramifications of being able to effectively communicate that message to the most important people in her little world are not.

*"Apples, Kids and Attitude™" is © 1998 Robert Paul Leitao, <rlleitao@atpm.com>.*





## Vital Signs

I'm an educational TV junkie.

I have to admit it. It's part of my Twelve-Step program.

As hard as it may be to believe, I rarely watch network TV. Yes, I'm among the few "insane" citizens who miss Seinfeld on a regular basis. "Third Rock From the Sun" holds no appeal for me. Even the towering intellectual achievements of "The Jenny McCarthy Show" fail to shake me from my malaise.

I guess I believe the network executives are playing for cheap laughs and eschewing the role of television as an educational resource.

But, I still have two TV's at my house. What do I watch?

I call them the "Big Four:" The History Channel, The Learning Channel, The Discovery Channel, and Arts and Entertainment.

Sure, each has been accused of being the "Hitler" channel—airing shows about World War II almost around the clock, but that's not always the case. These stations actually air all sorts of interesting shows: shows about great sailing ships, shows about animals in their natural habitats, and biographies of interesting people in history.

But, my favorite shows are the ones that show the inside workings of hospital emergency rooms in large cities. Those are really fascinating.

Unlike network offerings—with their handsome, even-tempered leading men and drop-dead gorgeous actresses tending to the "seriously injured" bit players—these shows have a raw, electric edge to them. The doctors are real. The patients are really injured. The pace is frantic. Everyone from doctors to nurses to paramedics are racing against time to save the patient's life.

The most engaging episodes feature a young person who is seriously injured in a car

accident. As the helicopter brings the patient to the hospital, doctors don their scrubs and prepare for the arrival of a life in the balance. Once the patient arrives, the doctors need to hook the patient up to a dozen or so devices to monitor the patient's condition. They are looking at vital signs to see what treatment is required to save the patient's life. Fast action definitely rules the day.

One night last week, I was watching one of these shows after I'd had a particularly hard day at work and a pepperoni pizza for dinner. I drifted off to sleep in front of the TV. The sound was just loud enough to enter my subconscious while I was napping, and the dream I had was one of the weirdest of my life...

...

It is a dark, rain-slicked night. Flickering red road flares pierce the veil of blackness on a lonely country road. I am carrying a video camera, filming a documentary. An ambulance and several police cars are parked off on the shoulder. I move towards them, camera at the ready. Paramedics, firefighters, and police officers are in a knot around a wrecked car. I approach and train my camera's viewfinder on a scary sight. Lying on the side of the road, hemorrhaging huge financial losses quarter after quarter, is Apple Computer. Industry insiders are saying its chances for survival are small. In fact, the prediction is that Apple will arrive at the hospital beyond resuscitation.

The med flight helicopter arrives, the patient is put on a stretcher, then loaded inside for the trip to the hospital. I hop on board, camera rolling, catching the scene of frantic activity around the patient. The pilot takes off and flies through the rainy night to the nearest trauma center. The helipad glows brightly in the darkness, bathed by flood lights. The helicopter touches down and, in a matter of minutes, paramedics whisk the patient to the trauma unit.

Fortunately for us Macintosh enthusiasts, Doctor Steven Jobs, the attending physician at the birth of the company, was recently appointed head of the trauma center. Despite bungled efforts by three paramedics named Spindler, Sculley, and Amelio during the flight, the patient is not beyond help.

First, Dr. Jobs hooks the company to a dozen or so monitors. Things aren't good. The company is still bleeding badly. The operating system is anemic and showing signs of advanced age. People who could transfuse funds are not stepping forward to do so. Apple's image is suffering from advertising malnutrition. Hardware problems (timely supply and clone issues) tear at the well-being of the patient.

Dr. Jobs knows that if he doesn't act quickly, the patient stands a very good chance of dying on his shift. He vows to keep the patient alive.

Dr. Jobs recommends aggressive treatment. First, he amputates extraneous corporate expenses. Cutting deeply, he removes bells and whistles from Apple Computer to make it a leaner, more efficient company. Staffs are trimmed. Grand corporate offices are trashed in favor of more spartan surroundings. The company is whittled down to resemble itself back in the early days, when management and engineers worked hand in hand, ensuring fiscal health.

The treatment, though harsh, is only the first step to halt the company's uncontrolled financial bleeding which has nearly sapped the patient's strength.

Second, Dr. Jobs makes an impassioned plea for a transfusion. The only compatible donor is someone with whom Apple's been feuding for years. Bill Gates must be convinced that the world would be a much better place if the patient survives. Dr. Jobs must've been persuasive, because Bill Gates walks into the trauma center, rolls up his sleeve, and gives a cool \$150 million to help straighten things out. The patient's vital signs begin to stabilize.

Next, Dr. Jobs turns his attention to the anemic operating system. The paramedics had tried to correct the situation by promising better things while waiting for the med flight helicopter to arrive, but that has just served to weaken the patient even further. Dr. Jobs barks, "Give me a unit of OS8, stat!" The nurse starts an IV. As the new OS flows, the patient seems perkier and more vibrant. In fact, the new OS makes the patient downright happy. Fans are now very optimistic about the prognosis.

A hardware tuck is indicated, a controversial procedure. Too much trimming could be fatal. A few assertive surgery residents recommend the more radical Hardwarectomy (complete hardware removal followed by attachment to a clone machine). Dr. Jobs opts for the less radical surgery, skillfully handles his scalpel, and makes the necessary cuts. The operation appears to be successful! The clone competition is eliminated and the product base is slashed. A smaller hardware base helps control the bleeding. Plus, the G3 chip transplant significantly reduces the chance of rejection. Better performance is predicted.

With the more critical symptoms under control, Dr. Jobs orders an advertising campaign consult. Dr. Chiat, an expert in the field, is paged. Once fitted with the campaign, Apple shows more improvement. Although the choice of ad campaign was called into question by other advertising specialists, initial results are very encouraging. The patient is doing more than just holding on. The word goes out that the patient may recover beyond expectations.

The patient is stitched up and the patient admitted to the intensive care unit. Dr. Jobs snaps his latex gloves off, pitches them into the red biohazard container, and begins the long process of monitoring the patient's vitals. This is the hardest part. It's possible that the aggressive treatment will cause more harm than good.

We catch up with Dr. Jobs later that night. He's sipping a cup of coffee as he pours over the

patient's chart. The signs are promising. A profit is turned in the last quarter of 1997. An astonishing result, especially considering that it didn't come from clearing out old stocks of computers or other budget cutting measures. Instead, profit is based on sales of new units to professionals, household users, and their ilk. Dr. Jobs adjusts his glasses as he reads that the supply of G3 chips is adequate. Hardware should be delivered on time. The Operating Systems report back from the lab shows healthy development from 8.0 to 8.1. Even Bill Gates, the person others assumed to be least likely to help Apple, calls up to offer Microsoft Office for Macintosh.

Dr. Jobs smiles. The patient's condition is upgraded from critical to serious, but there's still plenty of healing to do. He predicts that Rhapsody will release as anticipated. The G3 chip will be faster in the future. Software developers, encouraged by the recent developments, will continue to offer their support. Just then, the drop-dead gorgeous cardiologist comes over to Dr. Jobs and gives him a kiss...

...

I wake up, shaking my head. A show explaining how Field Marshall Erwin Rommel achieved early success in his World War II North Africa campaigns drones in the background.

Man, I have got to lay off the pepperoni pizza...

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ABOUT THIS PARTICULAR  
OPINION

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ON A CLEAR DAY, YOU CAN SEE THE HOLLYWOOD SIGN...  
BY MIKE SHIELDS

When I started this column almost two years ago, I wanted to be the Dave Barry of Cyberspace. Later, I found out he's already here. I bring this up because I'm writing this column two weeks late. Some of you may remember watching Dave's World on CBS. It starred my good friend Harry Anderson. Actually, he's more an acquaintance (we were in a play together thirty years ago). Dave Barry is also a Mac user (not to be confused with the late lamented magazine *MacUser*, but I digress again) and his editor Shel would always harass him about missing his deadline. I have even less time to turn in next month's column, according to my editor, who shall remain nameless. Ok, his name is on the Cover page, but you get the idea.

Anyway, had I made deadline this month, I would have missed a lot. Apple posted a profit and Raytheon, formerly Huge, which from now will be referred to as "Ray-O-Hac," has done two strange things.

First, they've made a sterling announcement: We are a one platform company. Now, if they'd chosen the right platform, this would be Ok. Unfortunately, corporate shortsightedness took over (I believe I touched on that subject last month). As a result, I've been sent over to learn the darkside, Windoze 95™. I'm still looking for Mac work in the entertainment industry. It's far more exciting to write about the sequel to Independence Day than to talk about switching someone's Network Control Panel to Ethernet. Is anyone out there influential at 20th Century Fox?

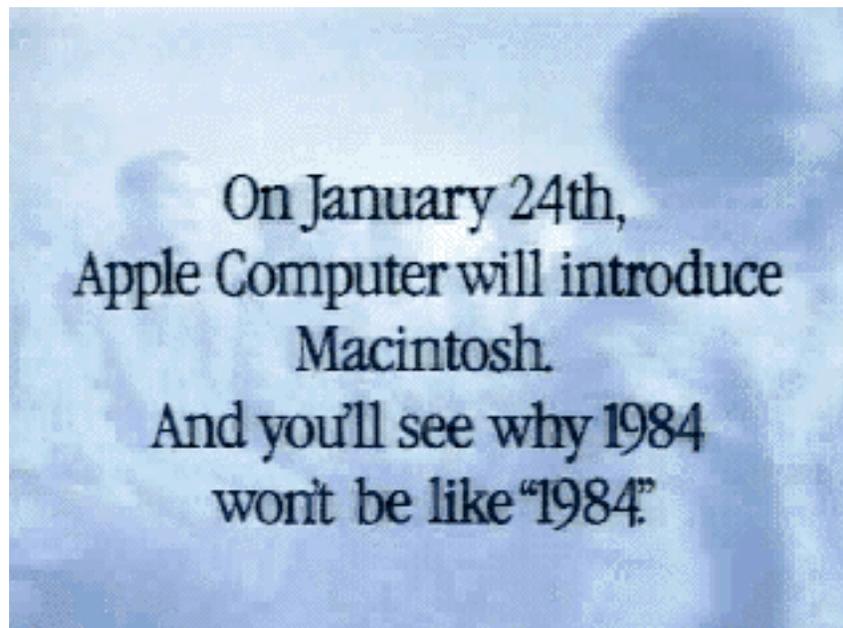
Second (and more important to me at least), is Ray-O-Hac's announcement of layoffs. 9700 jobs up in smoke, just like that. One of them could be mine! But since I don't work directly for them, that is not the case. Being a contractor has its advantage at times.

I could be affected, because if the number of employees goes down, so might the number of Macs that need to be serviced. Therefore, there will be less need for Mac techs. Not to mention, they might move any remaining employees to another site. Can you feel my desperation yet?

Had I made my column deadline, the really big thing I would have missed is writing about the Super Bowl. For those of you outside the United States and Canada, the Super Bowl is a little game we have once a year. It's about acquisition of territory, albeit on a temporary basis. The really important part of the game are the commercials. After all, NBC charges a

\$1.3 million for thirty seconds of air time. Besides the usual beer, car, and tire spots, this year a few of computer companies got into the fray. More importantly, one company was conspicuously absent.

Remember 1984? Fourteen years ago, our favorite company paid a miniscule amount of money (in comparison to \$1.3 million) and radically changed the computing world forever. Which raises the question, why do we have a twentieth anniversary Mac? Anyway, you may remember the closing words:



Coincidentally, 1984 was the beginning of a string of thirteen consecutive victories by the NFC team in the Super Bowl. This year the AFC team won and Apple forgot to advertise. The Broncos won. I'm not happy. Ok, all you Bronco fans out there can throw virtual tomatoes at me if you so desire, and then we'll move on.

Ok, having towelled off, allow me to continue. The fact that Apple chose not to advertise the Mac may be viewed as either a good or a bad thing. You decide.

The ads by Oracle, IBM, and Intel were less than impressive. Halfway through the Oracle ad, half the people at the party I was at were saying, "This has got to be an IBM ad." The other half were saying, "What are they advertising?" The IBM ad got much the same response.

Intel had a unique idea, if you discount the fact that several hundred companies hadn't already done variations on the same theme. They showed an ad in the first half, about a missing Pentium chip, in which the detective (expertly narrated by Steve Martin), had narrowed the list of suspects down to two.

The audience was invited to go to Intel's website and vote on "Whodunnit." The flaw in this plan, as I see it, is that the detective and the two suspects were dressed alike. Most *ATPM* readers have probably seen other Intel commercials with "the dancing bunnies," as they're referred to by the fine folks at Intel. Well, this time, everyone was wearing a White Bunny outfit. During the second half commercials we found, to our surprise, that Suzy the Mouse did it and we were thanked for voting.

Big Deal.

Apple did not have a decent competing commercial, so they chose non participation, saving themselves \$3 million for the upcoming "Get a Mac" campaign that I'm still pushing. Being clumped in with those losers was to be avoided at all costs. In other words, it was a good thing.

At the same time, Apple demonstrated that they can't compete. I'm sure I could've suffered through another "Think Different" ad, just to let the brand name be out there. For the first time in many years, the Super Bowl was a good game. The ratings proved it. When the final numbers came back, it was the 3rd highest program rating of all time. A lot of people would've seen "Think Different" during the Super Bowl. Unfortunately, no one did. That is a bad thing.

I've come up with a possible solution to this modern day travesty. Hire Dilbert. I mean, he's already selling office supplies. It's only a short jump to computer equipment. Anyone that has read Dilbert more than once has certainly jumped to the inevitable conclusion: Dilbert is a Mac user. He could even work here at Ray-O-Hac, for all I know.

72 and sunny in El Segundo.

e Ya next month.

*Disclaimer: Mike will accept praise, flames, and job leads at: <mshields@atpm.com>. He wants to stay in the LA area and would prefer some sort of Mac job in the entertainment industry.*



## Behind the Stage Door

Welcome to Twilight Junction. Population 8,005...according to the latest census. It's a small town nestled snugly between here and there and a little more than half-way between the way things were and the way we would like them to be. It sits in the foothills of the nearby mountains, where the commuter rail line ends and the freight line begins. It's home to a little bit of yesterday, a fair amount of today and a few glimpses of tomorrow.

When we last visited (*ATPM* 3.08), Amy Schoengrun, a Twilight Junction second grader, made a compelling presentation to the school board supporting the continued use of Macintosh computers in the town's schools. Amy's presentation and the board's debate on the issue of which computer platform to use were well-timed. Attendees loved Amy's multi-media presentation and the school board members were relieved that the computer's manufacturer recently received significant support from its largest rival. The decision to continue using Macs was unanimous with one abstention.

Today we will meet two of Twilight Junction's younger citizens. A pair of kids growing up in a town full of history. They are about to learn an important lesson about friendship and themselves...

It was close to sundown on this early January day. Andrea and James were riding their bikes around the place residents of Twilight Junction call "Old Towne." Built sometime in the late 1920's, it includes the town's original freight yard, the public library and what's now known as the Old Towne Theatre. The library and theatre building stand side-by-side and are adjacent to the town hall and history center.

Twilight Junction's history center is open on weekends for the benefit of tourists and the town's children. It houses two dormant steam locomotives, three red fire engines (each from different eras in Twilight Junction's past), an old horse-drawn milk cart and several pieces of timber hauling and rail building equipment. Children are encouraged to explore the exhibits. Admission is free, but the center gladly takes donations. A small hospitality stand offers tourists a chance to buy postcards, banners, soft drinks and candy. Other items such as miniature train whistles and children's conductor hats can be found at Curly's, the town's "five and dime" (*ATPM* 3.04).

The Old Towne Theatre occupies a unique place in Twilight Junction's past. The town didn't have a motion picture theatre until sometime in the 1940's. During the Great Depression

and the times leading up to WW II, the Old Towne Theatre was the social gathering place for people in town. Local students and an amateur theatre troupe performed plays and skits for the benefit of the town's people.

The one road leading to and from Twilight Junction was designed to carry only slow moving trucks that carried equipment to help build the rails. It wasn't until the late-1950's that the road to Sobriquet City was paved and expanded to carry more than one lane of traffic in each direction. During the 30's, 40's and early 50's, few would regularly take the journey to Sobriquet City by car. This meant that Twilight Junction had a "captive audience" for its unique blend of activities and gatherings.

During World War II, the Old Towne Theatre was the place for war bond rallies. Following the war, it hosted the ill-fated Miss Twilight Junction pageant. The pageant was discontinued soon after its debut because rivalries among the contestants in this small town caused more commotion than the war!

From the time it opened to the present, the Old Towne Theatre has offered summertime puppet shows and other outdoor entertainment for children. The children sit and watch the shows performed on a small stage which sits behind large wooden doors that open to outside. These summertime shows help link Twilight Junction's present with its past. It's quite common to see many of the town's senior citizens watching the shows alongside the children.

Andrea and Jimmy live a few doors down from one another and a bit less than half a mile from the theatre. They have been best friends since before they can remember. They are only a few months apart in age, but their birthdays fall so that Andrea is in fifth grade and James is in fourth grade. Andrea's birthday is a week after Labor Day, while James' is about ten days before Christmas.

Although separated by grade, Andrea and Jimmy love to ride bikes and play together during the summertime. They are pretty much inseparable. Today, it is winter break and the weather has turned harsh, but their plan is to recapture a bit of summertime fun.

Old Towne isn't the only place where Andrea and Jimmy spend their summer days. They often play by Mill Creek and run along the abandoned rail tracks that once took tourists to snow-capped mountains and picturesque hills.

The two friends had spent most of the day making up stories on James' Macintosh and playing a few computer games. Their stories were similar to ones performed by puppets at the summertime shows. After shutting down the Mac, Andrea and James decided to take a long bike ride to Curly's for a root beer float, a favorite summer ritual. On the way home from Curly's they decided to ride by the Old Towne Theatre.

Riding a bike from one end of Twilight Junction to the other can take a little bit of time, but James and Andrea didn't care. They were together and having fun. Arriving at the Old Towne Theatre, Andrea and James took a few moments to catch their breath and gaze at the large

wooden doors. Although they had spent countless summer days watching the theatre's outdoor shows, they had never seen the inside of the stage. They often wondered what went on behind the large wooden doors. Wooden doors secured only by a small metal chain.



Slowly, they got off their bikes and walked toward the imposing wooden doors. As if sharing one mind, they both wondered aloud if the doors could be opened. The closer they got to the doors, the more curious they became about what might be inside.

At the doors, James stretches his arms in an effort to unhook the chain. Unable to grab the chain with his arms fully extended, James tries leaping to reach the two sections of chain that meet in the middle of the door. Unsuccessful in his efforts, he walks dejectedly back to his bike. He pauses for a moment, thinks of a better plan and asks Andrea to meet him at his house after dinner and after dark...

**Next Episode:** A Twilight Junction Surprise!

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## The Killer @

It is a common misconception among people I know that the Web is the Internet, or vice-versa. One possible reason is that the popular media has done a good job of confusing technology issues. Another might be the fact that the icon for Internet Explorer on the Win95 desktop is labeled “The Internet.” However, the real reason might be that people see the Web as the Internet’s “killer app.” In a sense, they’re right. If not for the Web, the Internet wouldn’t be as popular as it is today. No one would be talking about set-top devices like WebTV or hot startups like Yahoo!

Just as television is more “popular” than the telephone, the Web is more glamorous than its predecessor, e-mail. Still, I were forced to keep only one from each category, I’d stick with the older technology. In my view, e-mail is the Internet’s “killer app.” Unlike the Web, it’s bidirectional, fast, static, and personal.

### More Than Messages

E-mail is more convenient. Sure, I can check the latest news on the Web, but it’s a task I have to remember to do. It takes longer. I don’t have time to read all the daily pages at one sitting, so I must remember which sites I’ve visited and which articles I’ve only half read. If I want to refer back to something I’ve read, it might be difficult to find on a future date.

In this respect, e-mail is great. A free service offered by InfoBeat, <http://www.infobeat.com>, e-mails me the latest weather, news, and sports information daily. (I still have to visit the Web for Mac news, though.) Claris Emailer takes keeps track of what I’ve read and saves all non-spam messages in its database. Some of the best online communities I’ve found are not on UseNet or the Web; they’re on mailing lists. Emailer files messages from each list in its own folder. Unlike UseNet and the Web, messages won’t disappear if I don’t get to them within a week. They patiently wait, flagged as unread, until I have a chance to look at them.

For me, it’s important that the mail program’s database contains a record of all my digital conversations. Its address book (minimal, though it is) keeps track of my online contacts. It’s incredibly useful to be able to search through messages of a week, a month, or even a

year ago. Carrying a Zip disk with my EMailer database on it, I can easily bring all this information with me. The fine folks at Bare Bones Software (who also make the excellent BBEdit text editor) are hard at work on their new e-mail client, MailSmith, which should be a fast and powerful alternative. It promises to incorporate many of BBEdit's features, including Grep searching. E-mail, like software from Bare Bones, draws its strength from being simple, yet powerful.

Twice in the last year or so, my almost-200-MB mail database became corrupted. The first time, I lost about a week's worth of mail, some of it unprocessed. The second time, I lost only a day's worth—about the best that can be expected with a daily backup schedule. My online day is so centered around EMailer—and I've come to rely on it to keep track of so many things I can't remember—that losing a mere 50 messages makes me feel disoriented. Suddenly, I can't recall where I was in a certain conversation, whether I'd responded to the reader who wanted to change his subscription, or what URL of the "must-read" Web site someone sent me was. I suppose these events are the inevitable consequences of relying on technology.

Now, I keep my mail database small, to minimize data loss should it become corrupted. There's an excellent AppleScript called "EMailer Archive" which transfers EMailer messages into a FileMaker Pro database

[<http://www.fogcity.com/em\\_utilities2.0.html>](http://www.fogcity.com/em_utilities2.0.html). The database is designed to look like EMailer's folder-based filing system, but has more power when searching old messages. With this solution, EMailer's own database remains small, increasing its speed and conserving space on incremental backups.

## Private E-Mail

Another question is security. A recent "packet sniffing" incident on my LAN convinced me that e-mail really isn't very secure at all. Fortunately, software exists to keep it private. It's called PGP (Pretty Good Privacy) encryption, and it's free for non-commercial use [<http://www.pgp.com>](http://www.pgp.com).

PGP uses a public key/private key system. To send someone a private message, PGP uses the recipient's public key and the sender's private key to encrypt a message. Only the recipient's private key can decrypt the message. An equally useful feature is PGP's authentication, which uses the same key system to verify that the message really came from the person you think it did.

PGP is here today, and it works; but it's a pain to use. Software exists to integrate it with popular e-mail clients such as EMailer and Eudora. In EMailer's case, a set of buttons are added to the top of each message window. They allow you to lookup someone else's key, encrypt, decrypt, and authenticate messages. The integration just isn't very smooth. For each PGP-encrypted message, you must manually instruct the mail program to decrypt and/or authenticate. Whenever you send a



message, you must click the encrypt button and enter your PGP passphrase. This security measure prevents someone else from impersonating you by using your computer to send out e-mail, but it becomes a nuisance if you send more than five or six messages per day. Many people send ten times that. I wish there was a way for the e-mail client to let you “login,” entering your PGP passphrase once per session.

Another problem is that if you use PGP to encode mail you send, it remains encoded in your sent mail folder. This means you can’t search sent messages—or view them at all—because they can only be decoded by the intended recipients.

I think a well-implemented secure e-mail client could be the next “killer app” for the Internet. Who knows what seamless integration of encryption and authentication into e-mail clients would mean to e-mail-based services? More importantly, I think it could inspire confidence in the Internet and technology in general. Even if information isn’t “private,” individuals psychologically like to know that messages they read are genuine and messages they send arrive unaltered. I know I do. With all the e-mail clients out there, you’d think that someone could add a *useful* feature like good security integration. I hope they will.

## Microsoft and the Future

E-mail is clearly a critical part of the Internet’s future, so whatever direction it takes will have lasting significance. Microsoft certainly wants to be part of that future, so it recently bought an Internet startup, HotMail <<http://www.hotmail.com>>. HotMail is the largest company that provides free Web-based e-mail accounts in exchange for displaying their advertisements and recording your name and address in their database. It has 9.5 million users! That’s more than America Online—a company that’s been in the e-mail business since the Sculley era—and several times the cumulative usership of the still-not-very-successful Microsoft Network.

Like AOL, HotMail hadn’t yielded much profit, but its value to Microsoft was in controlling how you view your e-mail. E-mail software, to a certain extent, has great influence over how you work and think. Guess what that means for the e-mail software provider!

This is why Microsoft is giving away a full-fledged e-mail client, too. Outlook Express, a “lite” Macintosh version of the Outlook e-mail and contact management package for Windows is now available from Microsoft’s Web site. In terms of stability it feels more like a beta version than a polished product (like Internet Explorer 4.0, it seems rushed out the doors to make a Macworld San Francisco debut). Nevertheless, it has some nice features—multiple e-mail account support (a must these days!), a good address book, basic mail actions (or “rules” in Microsoft parlance), and nifty multi-user support. It has a colorful interface and supports trendy (but not very useful) HTML in e-mail. These features only partially mask the fact that it’s not even close to the elegance of Claris’

Emailer. This hasn't stopped the speculation that Outlook Express spells death for Emailer (and even Eudora, some say) . No one knows which e-mail software, if any, can compete with the free offering from the folks up in Redmond.

Rumors, sparked by a *Macworld UK* article, began circulating that Claris had stopped Emailer development. On January 27, Apple announced that it was spinning off Claris' database business into FileMaker, Inc. and transferring control of other Claris products such as ClarisWorks and Claris Emailer to Apple. Although an Emailer 2.0v3 update release is expected soon (containing an improved address book, among other enhancements and bug fixes), Claris hasn't said whether or not Emailer 3.0 is in the works. I hope it is.

## Hope

Rumor has it that Apple is working on a package called Mail Services that will integrate e-mail with the operating system. PowerTalk, first included with System 7 Pro, was something like this. PowerTalk provided a universal in-box on the desktop, allowed any application written to its specifications (not many) to act as a "mailer," provided a handy "keyring" for keeping track of passwords, and much more. It was yet another case of Apple over-engineering a product targeting a market that wouldn't exist until four years after release, and delivering a RAM-hungry, half-baked piece of software which never reached its full potential because of the unfavorable first impression it made. If Apple had quietly polished PowerTalk until it worked great, then waited for the market to understand its profound utility, it would have been a tremendous success. I wish I could run such a product on my Mac right now. I don't, but that doesn't mean there isn't hope.

Apple (current owner of Emailer) could fold the product's capabilities into the operating system and Mail Services. Alternatively, they could bundle it with ClarisWorks and compete with Office. There is tremendous potential waiting to be tapped by integrating the Internet (and e-mail) with Mac OS. Apple is in a unique position to do this. They can use ideas and technology from PowerTalk and a MacWorld-Eddy-winning e-mail client as a foundation for something insanely great.

*"The Personal Computing Paradigm" is © 1998 by Michael Tsai, <mtsai@atpm.com>. Michael is still searching for the ultimate answer to the ultimate question of life, the universe and everything.*





## Get a Mac

A couple of years ago, I decided I needed a computer, for some hairbrained reason (well, my tax man thinks it was for my business, which it was). Picture a middle-aged lady perusing the computer displays, not knowing anything about computers or how to use them. She is staring dumbly at them as a smiling salesman, smelling easy money, comes up to her, and shows her his complete line. He shows her every PC in the joint, and finally shows her the Mac, saying, “And this is an Apple, it is known for being **easy-to-use**.”

Well, as I was totally computer illiterate, the word ‘easy’ really appealed to me, so I bought it, right on the spot: computer, monitor, printer, and the package included a 2400 baud modem/ fax. I took all the boxes home, opened the book on how to put it together (on a Mac, the cables are all marked with nice little pictures, so you can’t possibly screw it up), plugged the whole thing in, turned it on, and started using it.

That’s right, I said I **started using it**. I didn’t have to buy a bunch of ‘extras’ and have them installed to get it to work, either. The initial price didn’t look so bad after I found out that PC people have to buy all that stuff and usually end up spending more than I did.

All I had to do was double click on whatever I wanted, the program would open, and it worked. Yup...I said **it worked**. First time...every time. Now the funny thing is, I didn’t realize at that time that not everyone can be totally computer-stupid, buy the computer, take it home, plug it together, turn it on, and use it. But that’s exactly what I did.

The system software was already installed, plus a fairly nice assortment of goodies, including ClarisWorks, which is a word/graphics publishing program. I had to install the modem software...a challenge for me, until I realized that all I had to do was stick in the disc, double click on the icon that appeared, then click “install,” and bingo! It was done!

Thus began my two-year run with a Macintosh Performa 637CD—a nice little machine. I still have it. It still works fine. I hope my daughter will enjoy using it at college. Stable as a rock, didn’t crash until I owned it a year, and then I brought it up myself. Read those words again: **I brought it up myself**. I didn’t have a backup drive (didn’t even know how to use one), all I had was some books that I had read and a friend that made some suggestions, which didn’t work. (I finally got smart and bought a backup drive, by the way, the best money I ever spent.) The point is, **I did it** with no help from anyone. I just read

the books and did it myself. But this was a year down the road from my buying it. By now I knew that there were two types of computers, and I knew that not many folks could do that with a PC. But, I did it with my Mac.

I wanted a faster modem so I could get on the 'Net. I bought a PowerPort Platinum, plugged it in, double-clicked on the software to install it, and the modem worked. First time. I got the PPP software and Web browser from the Internet provider, installed it with another double click, and after a couple calls to the ISP to get it configured, I was up and running.

I made my own forms for my work...and everyone marvelled that I could fax my memos straight from my computer, and they looked absolutely **great!** My boss, for some strange reason, thought that because I had a Mac I wouldn't be able to send e-mail to the office, since they were on a PC platform. I proved him wrong. He was amazed! I have the company letterhead, even the envelopes, in my system and use them frequently. I fax straight from the computer, send e-mails, and even do research on the 'Net for my work. Frankly, having the computer has saved me so much time, that I used to panic, worrying that it might crash. I found out that with a Mac, that just doesn't happen very often. With the backup drive, it's really not a valid concern, so I quit worrying about it.

This spring, I finally decided I wanted a faster machine, so I bought a PowerMac 8500. They were retiring that series, so I got a good price. The 8500 has AV capabilities built into it, which is nice, real nice. I was scared at first, wondering if it would be as simple to use; but when I turned it on, up came that nice familiar Mac startup screen. Frankly, the system is even more stable and it works a lot faster.

With the 8500, I can talk to Arnaldo in Macau on CuSeeMe, a little freeware program, by using my videocam and the chat screen. I just plugged my camera into the computer and the picture came up on the screen. That's all there was to it. So we can see each other while we chat. Pretty tough. As soon as Arnaldo gets a faster modem, we're going to try a net phone and see how that works.

I've downloaded scads of shareware programs and use several of them. They're cheap and some are absolutely invaluable—Graphic Converter, Double-Scroll, Sloop, Greg's Buttons, even a new VCD player, which plays videodisc movies on the computer. They all work, just like they're supposed to. I've scanned for viruses regularly, but never had one. Mac's are virus-resistant. That's another thing PCs can't claim.

I wanted a homepage on the web, so I used a free download of Claris HomePage and used it to build my Web page. It's a no-brainer program that any fool, even this middle-aged lady with no computer or HTML experience, can use effectively. I liked the program so much I ended up buying it, by the way, and it has been worth every penny. And now, after I have my page up and running, I am finally starting to learn something about HTML and using my new knowledge to modify my pages.

My kids, by the way, trained on PCs at school, but they love the Mac. They say it works like the PCs **should**.

I hear people talk about how Macs can't compete with PC software. Well, there is software that will let you run Windows software on a Mac. I've never tried it because frankly, I just don't have the need. But it's there, and people use it all the time. It works fine. You can even install a PC compatibility card if you want to. You can even network a Mac with any PC machine. People do that routinely, also.

I'm excited about the new Mac OS8, and I will probably end up getting it. It has a lot of improvements over this System 7.5.5 I'm using currently, or so they say. Although my system has been nothing but stable for me. That's another beauty of the Mac system—most of the software is backwards compatible for several systems. I don't spend all of my time upgrading in order to run new software. It just runs, period.

I use a Mac basically because it **works**. I don't spend my time **trying** to get it to work right. It works right over 99% of the time.

## So Here's My Advice

if you want a computer that **works**,  
if you **don't** know much about computers (and even if you DO),  
if you want to learn to operate a computer **without** taking classes,  
if you **don't** want to worry about viruses,  
if you want to buy a complete system and **not** something that you will have to add things on to in order to get it to work,  
if you want to spend your time **operating** your computer instead of **fixing** it,  
if you want a computer that will perform well for many years and **not** be outdated,

Get a Mac.

You won't be sorry!

*Alvena Hyde, <thehydes@apex.net>, is both a "computer-stupid middle-aged lady" and an "avid Mac user." If you have something interesting to say about life with your Mac, write to us at <editor@atpm.com>. We're happy to publish opinions or stories from our readers in this Segments section.*





BY JAMAL GHANDOUR, [jghandour@atpm.com](mailto:jghandour@atpm.com)

## Color Composition

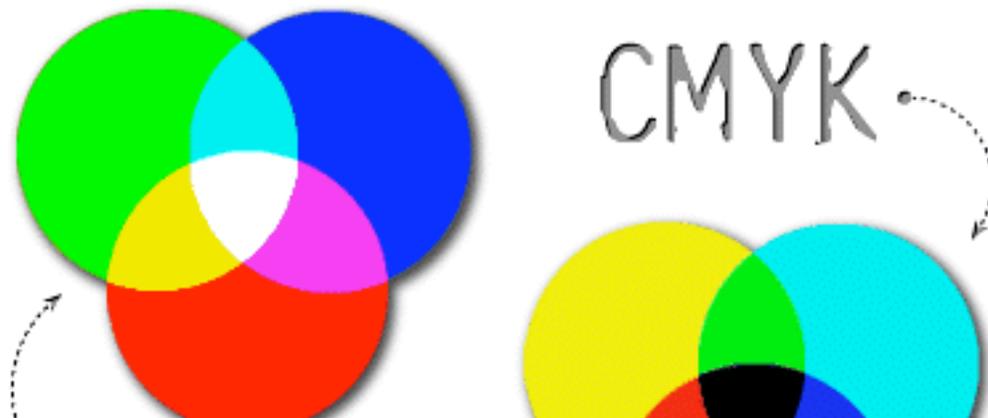
While passing through Undernet's IRC server last week, I came upon a #photoshop channel. Hoping to find some useful information, I entered the channel. Surprisingly, it was empty except for one person nicknamed Nikon. Evaluating the situation, I decided to ask if he had any new tips for Photoshop. He answered,

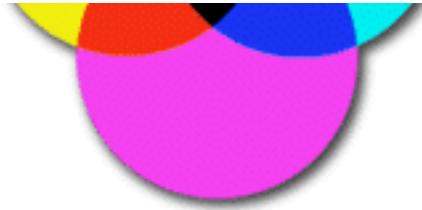
"Always use the RGB mode. I don't really advise using CMYK because it projects dull color tones."

Although his statement holds some truth, I realized that many people are completely clueless about color composition. I hope the following information makes the subject a bit clearer.

**Note:** A detailed coverage of color is impossible in the allotted space. If you would like some information that is not covered here, drop me an e-mail. I will be more than happy to answer. Also, I suggest you read my column in *ATPM* 3.07. It contains some related information.

### RGB versus CMYK





- Additive colors
  - Vibrant tones
  - Used by monitors for displays
  - 3 channels: Red, Green, Blue
  - Smaller files sizes
- Subtractive colors
  - Cool tones
  - Only way for print media
  - 4 channels: Cyan, Magenta, Yellow, Black
  - Easier to color treat

The most significant difference between the two is that RGB is used mainly for images or presentations that are displayed on monitors, while CMYK is the only way to go for color separation (traditional printing). For simplicity's sake, I will not discuss Color Modes in relation to printing (no ink pigments, dot pattern or moirees ...Rejoice!). Rather, I'll relate more about how the computer handles colors.

## Bit-depth, Calibration, Hexadecimal...Chaos...

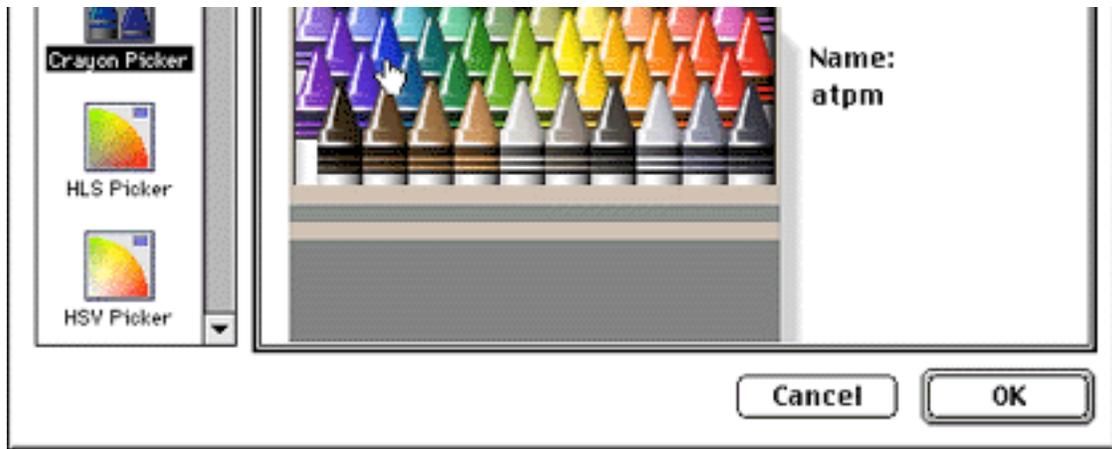
Okay I choose a green color from the color picker and use the bucket tool. Boom! The page is filled with green. What more is there to know? Well, many things. Here are a few factors that affect color:

- **Bit-depth:** Most of you have come across this term, but may not know its meaning. Do not concern yourself with the math, just think of it as:

- 32 bit = billions of colors
- 24 bit = millions of colors
- 16 bit = thousands of colors
- 8 bit = 256 colors
- 4 bit = 16 colors
- 2 bit = monochrome

- **Percentages** are the numerical counterpart for defining a color. You can do this by setting the C,M,Y,K—R,G,B—Hex percentages for print media—screen—Web, respectively.





- **Calibration** is the process of maintaining a true WYSIWYG experience. I'll try to explain with an example. Let's say I make a graphic and post it on the Web. Tom and Belinda both look at it, each using a different screen gamma setting. Both will see the same visual but not with exactly the same color tones. Although these discrepancies can be resolved through periodical calibration, the cost involved usually prohibits everyone except professionals from doing it.

- **Miscellaneous:** These include ways that the computer's operating system or web browser can potentially alter the way an image is displayed, unless some precautions are taken.

I'll bet you never thought there was so much to color, eh? Next issue, I'll show you how to potentially reduce your image file sizes up to 40% by using color schemes properly. Moreover, I will discuss how to achieve the best Web-safe colors!

*Copyright © 1998 Jamal Ghandour, <jghandour@atpm.com>. Jamal Ghandour is currently the Executive Manager at SwiftAd international. His motivation for completing his masters degree in computer science was to research a device to clone many Guy Kawasakis! The research continues...*



## Close Combat

### Product Information

Published by: Microsoft

Programming & Design: Atomic software

Web: <<http://www.microsoft.com/games>>

<<http://www.atomic.com/games/ccmain.html>>

Street Price: \$50

### System Requirements

Power Macintosh

MacOS 7.5 onwards

12MB RAM, 20MB Hard Disk space

2x CD-ROM.

Modem or TCP/IP for network play



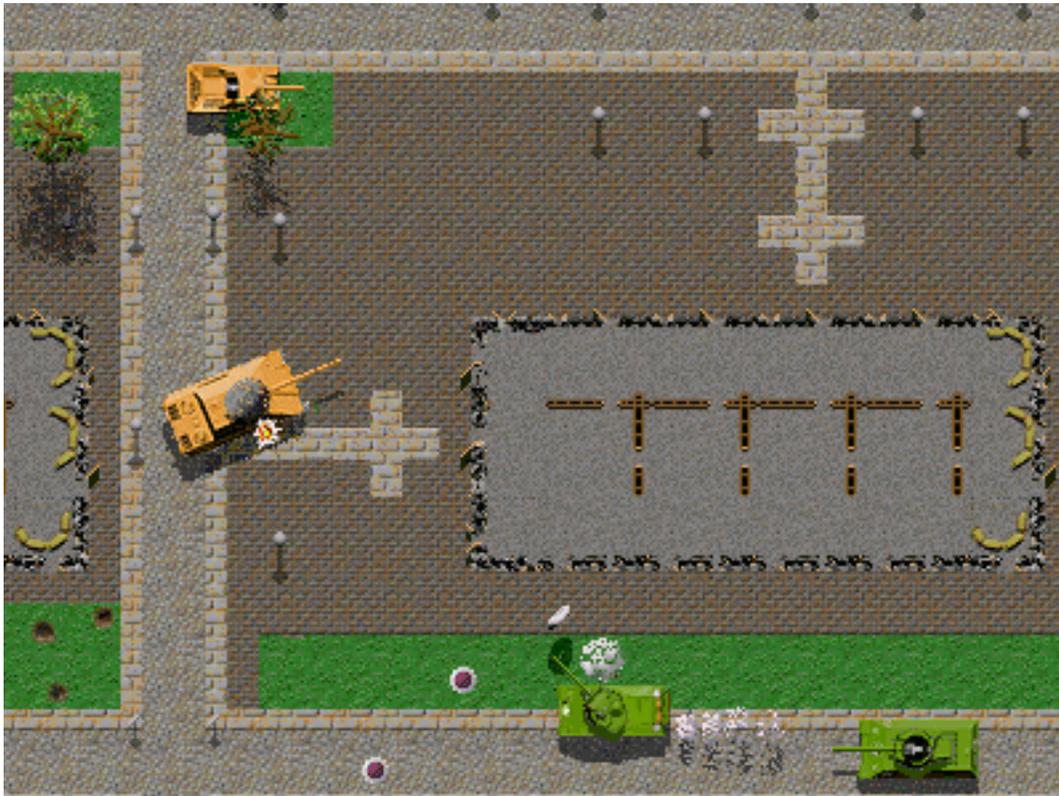
For many years I had been waiting for computers to do for wargaming what they have done for accounting, CAD, and video games. Finally, my waiting is over. Close Combat was released and won PC Gamer's Best Wargame of the year (yes, it's both Mac and PC).

Close Combat is an animated, real-time World War II simulation. You play a US commander who's taking troops to the French town of Saint-Lo after landing on the beach at Normandy. An historic set of battles that solidified Allied beachheads in occupied France. Alternatively, you could play the part of the German defender, trying to stop the relentless southward drive of the US forces.

Close Combat is inspired by Squad Leader™, an Avalon Hill board game (although Atomic stresses that Close Combat is not a translation of this game to computer, nor is it sanctioned by Avalon Hill). Computer games break free of the restrictions inherent to board games and offer so much more. Computers can simulate the "Fog of War." This means you don't necessarily know what your opponent is doing until you would actually see it if you were in a real conflict.

Combat can be set to automatic, so you can concentrate on being a commander without having to direct every soldier's aim. All this happens in real time, so you must make quick

decisions as battle progresses, even changing your strategy in mid-game as opportunities arise or disaster strikes.



Your command encompasses infantry, tanks, tank destroyers, anti-tank guns, and armoured personnel carriers. Your attacks can be screened from your opponent (computer or human) by the use of mortars or smoke fired from guns. Machine guns or mortars can fire at suspected enemy locations to keep your enemy's head down while your attack proceeds. All of this is animated, with men firing, crawling forward, and bleeding when wounded. Tank's fire and exploding shells leave holes in the ground. Enemy fire is shown by red lines while friendly fire is blue, allowing you to see how much shooting is going on and where.





Your view of a battlefield is an aerial view of all the terrain and the locations that need to be taken (or held). Buildings have no roofs, so you can see interiors when your troops are inside. There are no multi-story buildings on the map. Indeed, the entire playing area is flat. Only houses, trees, forests, hedges and boccage break up the view from one end of the map to the other.

The philosophy of the game offers the player a limited number of orders: Move, Run, Smoke, Defend, and Hide. This keeps you from having to deal with minutia that would bog the game down and dampen your excitement. The menu of five commands gives you what you need to run the whole battle. Close Combat does not expect a player to remember obscure rules, in contrast to many board games, so as you can concentrate on achieving your goal while the computer handles the details. For this reason, Close Combat will appeal to people who might be bored with the typical board game. It's all action and no paperwork. To issue a command, merely click on a particular unit, hold the mouse button down until a pop-up menu presents the commands, and choose. Depending on the command, you may then need to click in a location.



In some ways, the game may look similar to games such as Command and Conquer, but there are some important differences. In Close Combat, you don't get to build reinforcements, and the troops behave far more realistically. For example, they can refuse to fight, run out of ammunition, or move to attack the enemy on their own. When you give them orders, they will decide the best way to achieve their objective. If they are attacked on the way, they can decide to press on or to move into cover and return fire.

An enlarged view of the map appears in the bottom right of your screen. Wherever you move the cursor, the enlarged view merely shows a scaled view; you won't see any more detail than you would from the map. Each man only is about 8 pixels by 8 pixels at maximum, so the enlarged view is quite pixellated.

Each bullet is tracked and each miss is calculated. Your men's mental state is constantly



The 176 page manual is comprehensive and contains instructions on how to setup and play the game, weapon descriptions, terrain effects, game tips and strategies. One third of the book describes a brief history of the Second World War (for those of us who missed it the first time around).

To win, you need to learn how to combine infantry, tanks and indirect fire during attack and defense, although you can still have a great time without knowing all of this. Game difficulty can be set to different levels to account for various experience and abilities. Atomic has made the game enjoyable for novice and experienced players. You can download a single-battle 6.7MB demo from Atomic's web site to see if you like it. I highly recommended Close Combat to all those who remember playing with toy soldiers as children.

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# ABOUT THIS STUFF STUFF



REVIEWED BY MIKE SHIELDS, [mshields@atpm.com](mailto:mshields@atpm.com)

## MacPublisher

### Product Information

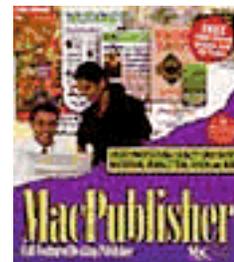
Published by: MacSoft

Phone: (800) 229-2714

Fax: (612) 557-0631

Web: <<http://www.wizworks.com/macsoft/>>

List Price: \$24.99



### System Requirements

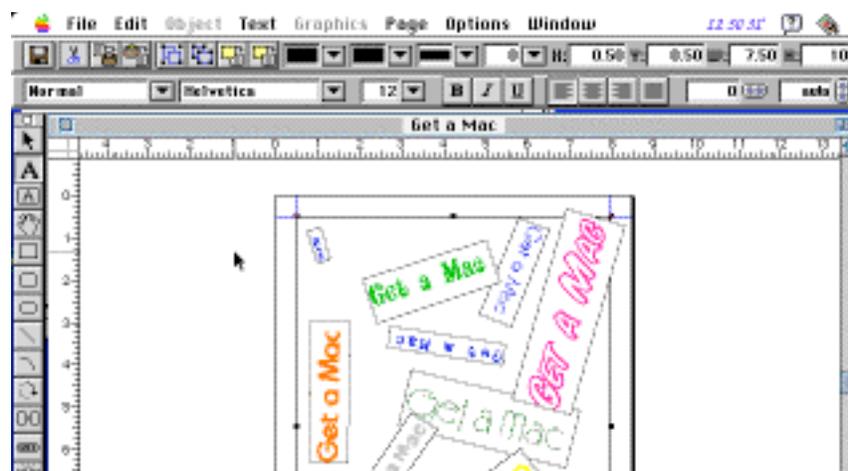
Macintosh with 68030 or higher

4 MB RAM

System 7.0 or higher

CD-ROM drive

You can get QuarkXPress for only \$24.99! Ok, so it's called MacPublisher, and some of the features are slightly different, but you get the idea. Desktop Publishing is one of the places the Mac shines, and MacPublisher is no exception. Not only do you get the program itself, you're provided with over 50 megs of Clip Art and several fonts that you probably don't have on your machine.





Installation was smooth. The self-expanding archive fits on one floppy disk. Simply double-click, choose where you want the application stored on the hard drive, and you're off. I installed MacPublisher on a removable Zip Drive because I don't have enough space left on my Quadra 605's 160Mb Hard Drive.

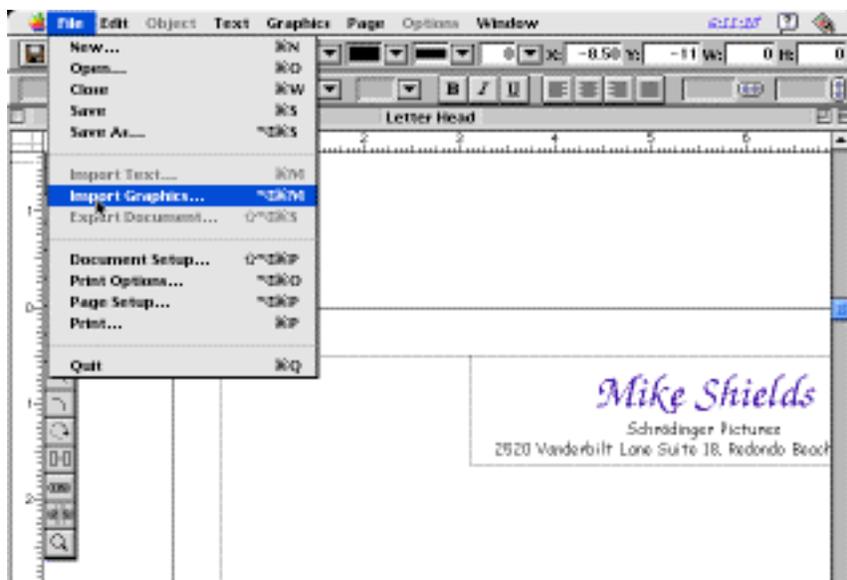
Normally, I don't recommend reading the manual. I feel that Mac software should be intuitive enough so you don't need a manual. However, I've had no formal training in graphics design, so I thought it'd be a good idea to at least peek at the manual. It's divided into three sections.

Part I is a tutorial. I completed it in half the recommended time. It gave me a good introduction to MacPublisher's features.

Part II is a detailed view of MacPublisher's capabilities. It's an in-depth coverage of tutorial subjects. It explains the tool palette, which is extremely similar to Quark's, and the various functions within each pull down menu.

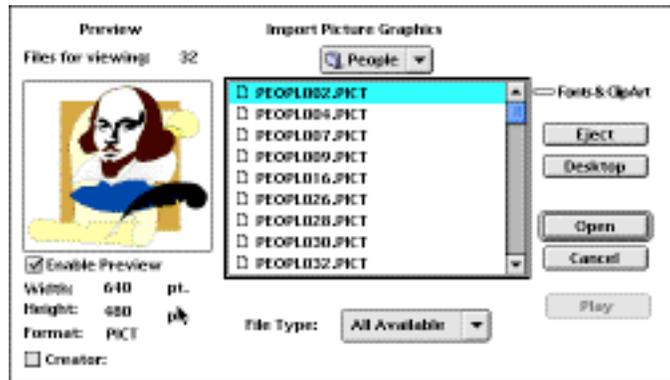
Part III covers all the menu selections, and the corresponding keyboard shortcuts, and I found it invaluable.

Armed with this info, I decided I needed to design a Letter Head. That's an easy first time project for someone that no prior experience with desktop publishing. First, I made a text box with my name and address, then selected appropriate fonts and point sizes.





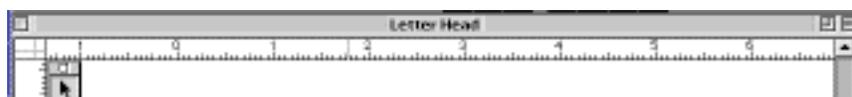
I felt that a picture could better convey what I do, so being a writer guy, I chose a really nice PICT file of William Shakespeare from the provided CD. All the included clip art is simple, yet elegant like this:

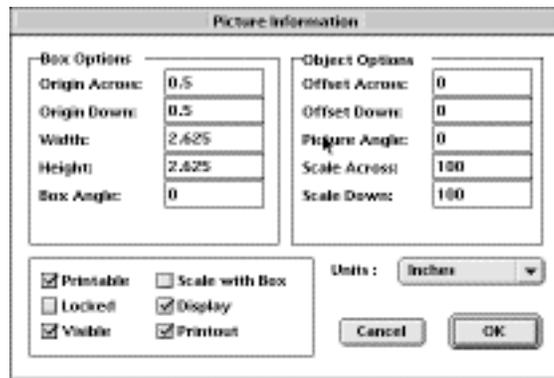
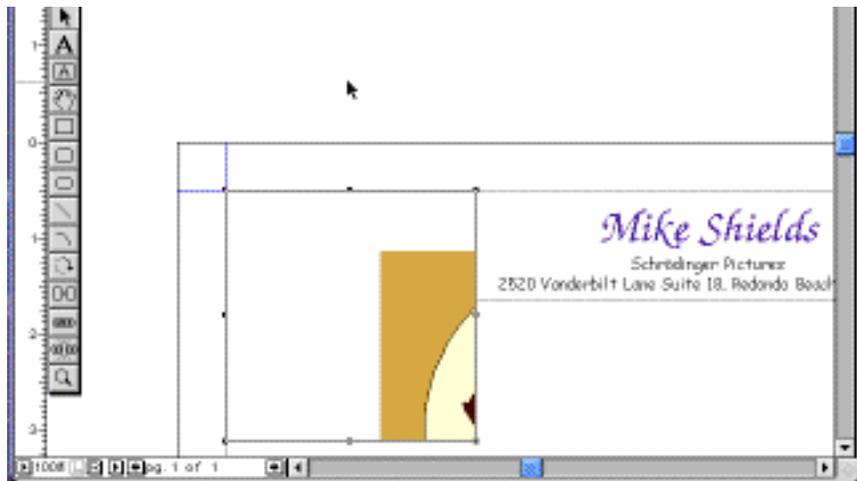


After that, I chose placement of the picture.

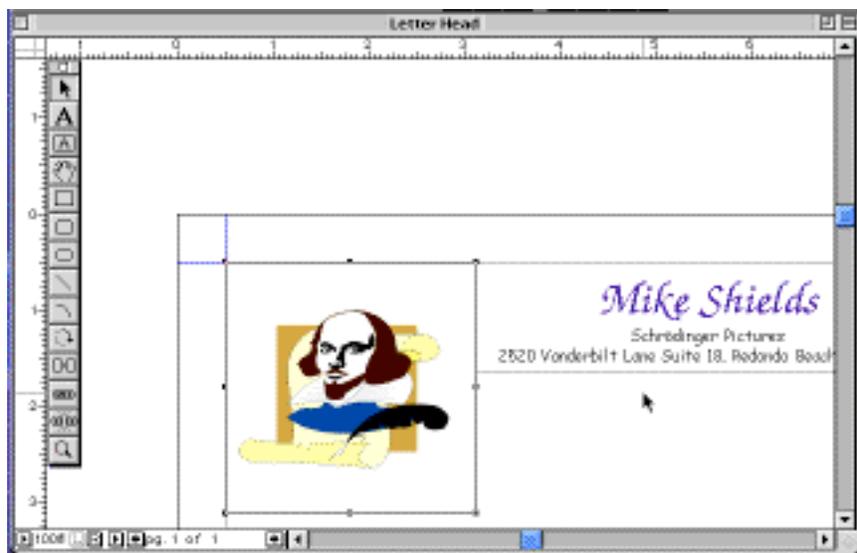


Now came the tricky part. The original image was a whopping 640x480, which fills the page. It wasn't obvious how to solve this, as there was no menu selection that seemed to do reductions. Then I read the manual. The Object Info menu selection in the Object menu provided exactly what I needed.





The finished product, looked like this:



This endeavor took five minutes. I'm quite happy with it. You be the judge.

## Conclusions

MacPublisher is just what you need if you're thinking about getting into the Desktop Publishing business, but aren't quite sure. Excellent for the home user, that needs to create flyers, pamphlets, brochures, etc. for school, church, or other social events. If I can do this stuff, anybody can.

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# ABOUT THIS STUFF STUFF

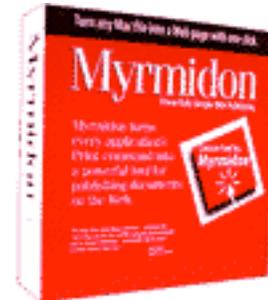
REVIEWED BY MICHAEL TSAI, [mtsai@atpm.com](mailto:mtsai@atpm.com)



## Myrmidon 2.0.1

### Product Information

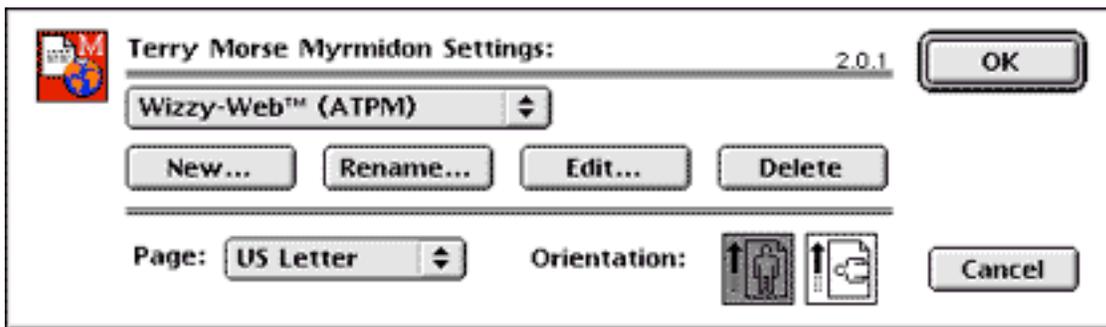
Published by: Terry Morse Software  
Fax: (650) 858-1017  
Phone: (650) 494-6272  
Email: [<tmorse@terrymorse.com>](mailto:tmorse@terrymorse.com)  
Web: [<http://www.terrymorse.com>](http://www.terrymorse.com)  
Street Price: \$70



### System Requirements

Macintosh with 68020 or higher  
System 7 or higher  
Does not support QuickDraw GX

Myrmidon is one of the best-kept secrets of the Mac software industry. It delivers on an idea so simple and "Macintosh" that I can't believe no one thought of it before. Myrmidon lets you turn documents into Web pages simply by printing them. It promises to convert documents into Web pages with a single click. Although getting good results isn't quite this simple, Myrmidon is certainly the simplest solution I have seen.



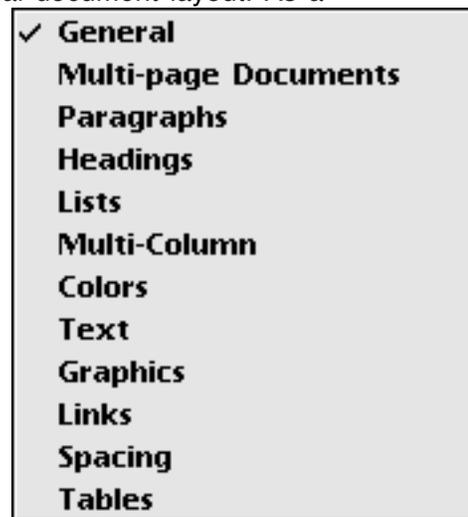
Unlike other HTML programs, Myrmidon is a printer driver. Once installed, you can select it in the Chooser just like any other printer and use it in any application that can print.

After that, just print your document, and Myrmidon generates the appropriate HTML and graphics files. The amazing thing is that unlike many HTML conversion utilities, this one actually works. In most cases, files converted to HTML using Myrmidon look almost identical to the originals. Plus, you can do your work in Word, Excel, PageMaker, or whatever your “normal” business software is, rather than being constrained to working in a specialized Web application.

Although you really can convert documents simply by clicking the Print button, significantly better results are obtained by fine-tuning the Myrmidon settings to your particular document. You can give settings a name for use on future documents. Settings let you control how much work Myrmidon tries to do. The “smarter” you ask it to be, the more closely it tries to match its output with the original document layout. As a consequence, it’s more likely to “mess up.” By performing a couple test runs and learning something about Myrmidon’s settings, you can reliably convert nearly any document to HTML in a matter of minutes.

Twelve panes of settings may sound intimidating, but they are very easy to understand. Also, full explanations are available in the manual, and there is excellent balloon help.

Myrmidon can separate multi-page documents into multiple HTML files and automatically generate page controllers like this one.



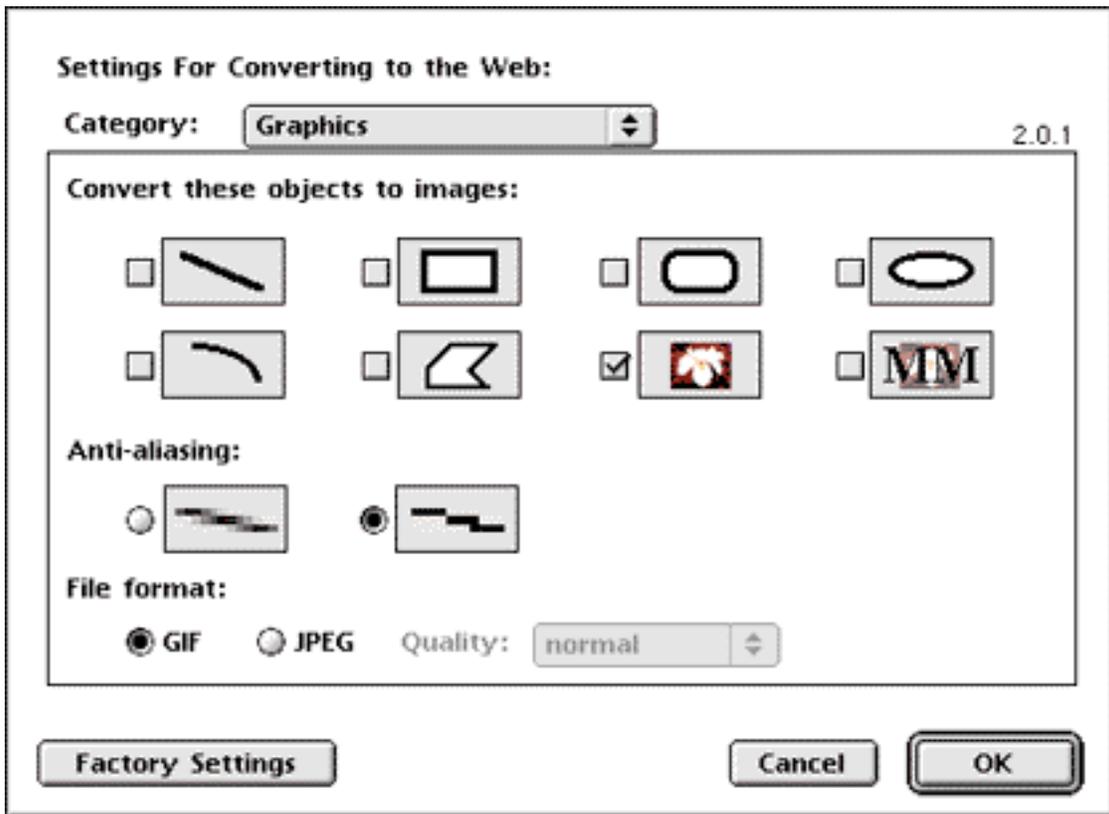
It can convert large, bold text into headings; retain the fonts, sizes, styles, and colors of text; convert various kinds of lists into their HTML equivalents; and convert text beginning with prefixes such as “http://” or “mailto:” to the appropriate links. Graphics are automatically converted to GIF or JPEG format, and their file sizes are almost as good as if you’d manually done the conversion in Photoshop or DeBabelizer. The best part of Myrmidon is that it does an excellent job of preserving the layout of your document, including line-spacing, multiple columns, and inline graphics.

This scalable approach makes Myrmidon useful for a wide variety of Web authors. Those who want to turn a simple word processing document into a Web page can do so with the default settings. Those with more complex documents can experiment a little to find out which settings produce the best results. “Hard-coding” HTML authors will appreciate that Myrmidon generates reasonably clean HTML. It’s not as good as human-generated code, but it’s better than anything else I have seen. I appreciate the quality of Myrmidon’s

conversions and the readability of its HTML because I use it to convert *ATPM* into HTML. I only need to use BBEdit for fine tuning and adding a few features specific to our Web version.

Although Myrmidon is an excellent piece of software, there's a bit of room for improvement. For one, font options in Myrmidon are all-or-nothing. It can specify every font using `<FONT FACE>`, or none at all. It would be nice if Myrmidon could specify standard fonts with HTML and convert non-standard fonts into GIFs.

Another problem is that all graphics in a given document must be either GIFs or JPEGs. Certain graphics are better suited to one format, but Myrmidon forces you into a global choice. Currently, I work around this annoyance by converting each document twice, once with GIFs and once with JPEGs. It's simple to switch the graphic file references with BBEdit to get the best results.



In an industry dominated by \$99 programs such as PageMill and HomePage, and products like CyberStudio and DreamWeaver that cost several times that, it's amazing that Myrmidon costs only \$70 and fits on a single floppy disk. For those who create documents exclusively for the Web, Myrmidon is an easy-to-use, low-priced alternative to such programs. It really shines for those who prefer working in their accustomed word processing or page layout applications rather than learning limited or complex

environments like PageMill or CyberStudio. For those who need to convert existing documents to the Web, Myrmidon is the most straightforward, elegant, and reliable solution I have found.

A free demo version (fully-featured, but limited to 25 uses) and samples of Myrmidon's output are available at: <http://www.terrymorse.com>.

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## ABOUT THIS STUFF

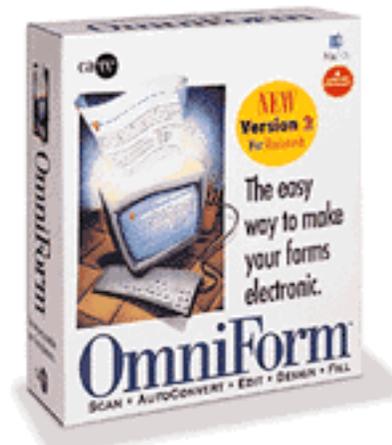


REVIEWED BY A.T. WONG, [atwong@xpressnet.com](mailto:atwong@xpressnet.com)

# OmniForm 2.01

## Product Information

Published by: Caere Corporation  
100 Cooper Court  
Los Gatos, CA 95030  
Phone: (408) 395-7000  
Fax: (408) 354-2743  
Web: <<http://www.caere.com>>  
Street Price: \$150



## Background

In the 1970s, computer experts predicted that computers would replace typewriters, fax machines, and paper documents—the so-called paperless office. The first electronic forms were probably designed with a word processor, then printed out to be filled in by hand or typewriter. The crude output typical of dot matrix printers gave companies in the business of printing forms nothing to fear.

The second generation of electronic forms appeared in conjunction with online order entry systems. These forms were filled in and sent to a database for storage. Information could be retrieved from the database and queries submitted to generate reports.

The third generation of electronic forms began with programs like OmniForm and Informed Designer. The “designer” portion of the program creates electronic forms that are filled in with a corresponding “filler” application. Designer programs create complex, intelligent forms with features such as input validation, spell checking, a predefined tabbing order, and automatic calculations. The advantage of the designer/filler approach is that only the forms designer need learn the designer program. One disadvantage of this split approach is that the filler program is often a separate cost item.

By this time, businesses who prepare preprinted forms have begun to feel the impact of electronic forms on their bottom line...

In the mid '90s a new trend emerged. The electronic form became an independent entity,

but that's a topic for another article.

## OmniForm

Imagine a typical small business with front-counter staff who write orders on a form which is passed to the shipping room. After products are shipped, the form is sent to the accounting department who then types sales data into an Excel spreadsheet which graphs daily sales.

OmniForm 2.0 marks Caere's entry into the forms conversion and design market. Imagine a small business owner using OmniForm. The accounting department designs the order form. The counter staff enters orders and exports the data every hour to the shipping department. At the end of each day, the shipping department sends the data to the accounting department. Each morning, the accounting department exports the data into Excel, and sales are graphed. Some manual steps are required to transfer the data, but a significant jump in productivity is achieved. Time required to implement the solution: 1 hr.

## Features

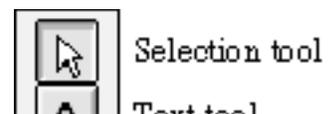
OmniForm is an easy-to-use forms package that allows you to convert paper forms into electronic versions or design new electronic forms from scratch. An original paper form is converted into electronic format by scanning or faxing the image into Caere's Logical Form Recognition engine. Data entered into forms are saved into a simple, but capable, flat-file database.

Although OmniForm is not a serious threat to some of its competitors, its key features make it more than suitable for use in the home/small business market. Some interesting features are discussed below.

The Form Assistant makes it possible for a first-time user to sit down, scan a paper form, convert it into electronic format, fill in the form, and search the database for a particular record. The original form can be paper or in TIFF or PICT format. When scanning a form, you have a choice between using the Designed form mode or the Original form mode. The Designed form mode will result in an editable form. The Original form mode option will reproduce the original form, but the product can't be edited. It's possible to convert an Original mode form into a Designed mode form at any time.

A database is automatically created concurrently with all new forms. All data entered into a form is simultaneously entered into the database. Database operations include: search, sort, import, and export of the stored data. The import/export feature permits data from various copies of the same form to be combined together to form a master database.

The drawing tools are straightforward and easily accessible from menus or the toolbar. Most of the drawing tools are easily recognizable to anyone who has ever used a



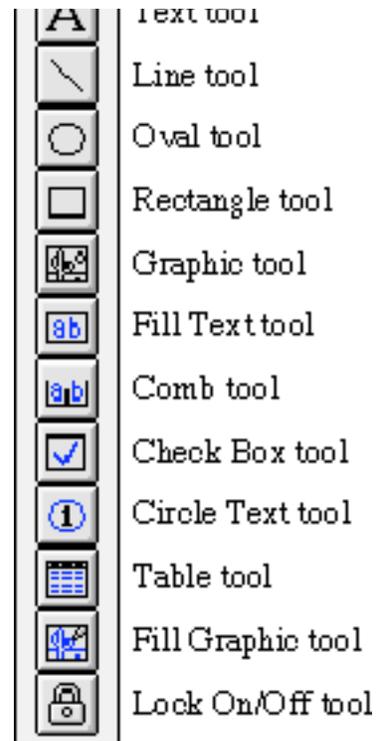
drawing program. A number of tools are specific to forms design. The Comb and Table tools are form design tools that are particularly useful for creating forms that will be filled in by hand.

Data validation ensures that information entered in a field is consistent with the field type. For example, a phone number field should only allow numeric entry. OmniForm supports very basic field validation: numeric, numeric range, and alphabetic. Spell checking during data entry helps reduce typing errors. Pop-up lists predefine eligible entry items.

Calculations automate the data entry process. For example, subtotal and tax fields can be automatically calculated on order forms. OmniForm provides over 40 string and mathematical functions as well as 17 operators. Calculation results can be entered manually, with the help of the calculation assistant, or automatically in certain cases.

The Scrap Album operates in the same fashion as the Mac's Scrapbook—frequently used objects can be stored in the Scrap Album for later use. OmniForm provides several Scrap Album files with a variety of objects such as phone and zip code fields.

Tabbing order defines how the cursor moves from field to field when the tab key is pressed. Using the Tab Order command brings up a list of the fields, whose order you can change, if necessary.



## Real World Testing

I used a variety of forms to test OmniForm's recognition capabilities. While no form was converted perfectly, the OCR and the accuracy of the field placement were both quite high. Even a UPS shipping form and its accompanying fine print was converted and required only a minimum of touch up work. I did not test the compatibility of the Mac OmniForm with the PC version.

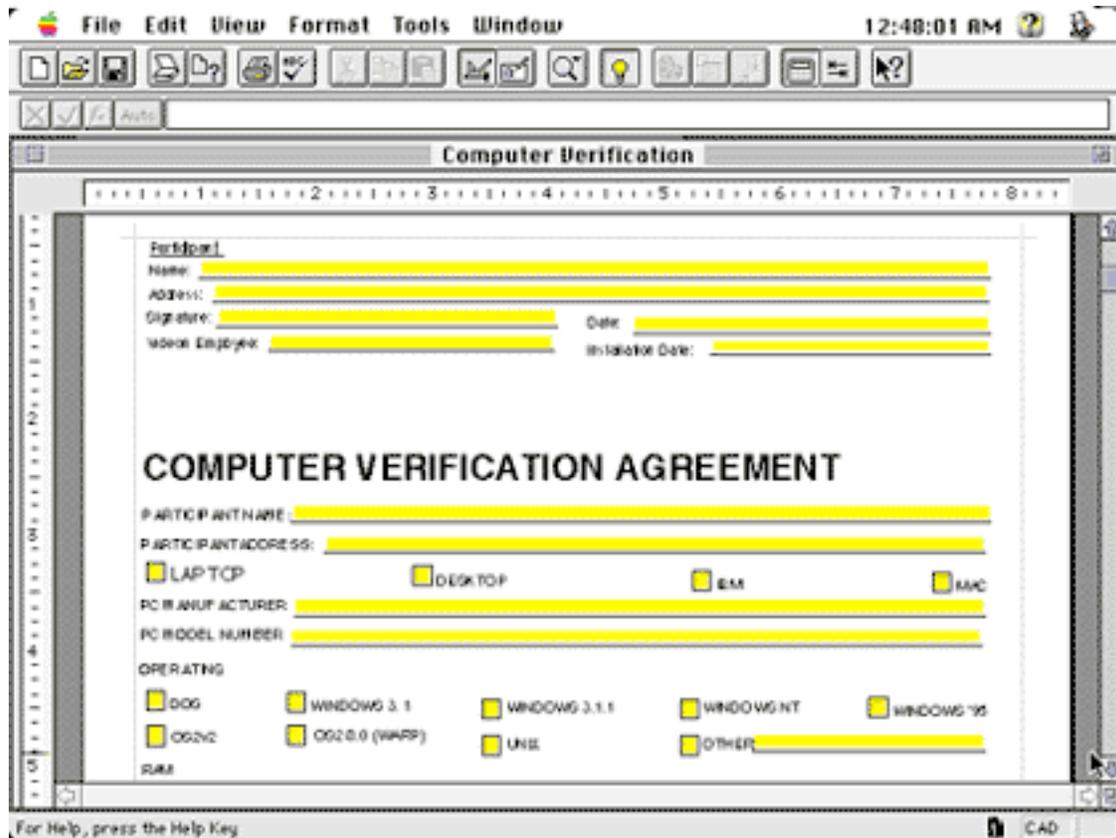
The Scrap Albums with their predefined objects made creating simple forms a quick and painless procedure. If OmniForm included more data validation options I would be in Mac heaven.

As I expected, the database and its associated search capability was simplistic but functional. Importing a forms database generated by data entry operators required only a few mouse clicks. Searches are limited to the use of only a single search operator so it is

impossible to do a search of the form “If Customer=‘smith’ or Customer=‘smyth’.” However, it is possible to search the results from a previous search, so it is possible to simulate an advanced search like “If Customer=‘smith’ and Amount>1000.” Searching a database of 1000 records was fairly quick even on a 68040 Mac.

After several weeks of working with OmniForm, I was still impressed by its capabilities. However, I did notice several deficiencies and weaknesses that I hope will be fixed in the next version.

Having used various graphics programs I expected to double-click on a palette item or an object to perform some relevant function. For example, if you’re drawing a number of lines you have to click on a special “lock” tool to remain in line drawing mode otherwise OmniForm reverts back to selection mode after each line is drawn. MacDraw and Photoshop are two common programs that allow you to double-click on a tool to access commonly used operations. A minor oversight is the lack of YYYYMMDD support as a date format. Perhaps the most annoying oversight is an autosize command for text blocks. In the picture below there are 27 text objects. Increasing the size of the text would require a very laborious resizing of each text block in order to properly display the text within each block. It makes one wonder how much of OmniForm is a port of the PC version.



## System Requirements

For this review I evaluated OmniForm v2.01 on a Quadra 800 and a PowerMac 8600. An HP Ilcx scanner was used to scan forms.

OmniForm 2.01 requires a 68040 or PowerMac with 12 MB of free RAM, 10 MB of drive space and System 7.1 or higher. A variety of scanners are supported but you should check with Caere to ensure that your scanner is on the list. The promotional material sent with my copy of OmniForm states a minimum of a 68020 Mac. Even if version 2.01 could run on a 68020 I would not try it because OmniForm is a little slow even on a 68040 Mac.

## Conclusion

OmniForm v2.01 is a good first attempt at a forms design package. Other than a number of minor omissions in the manual and some human interface oversights, I liked the program and would recommend it. Some improvements I would like to see in future versions include: AppleScript support, Internet support, a multi-user database, and basic workflow management.

By the way, we now know that the “paperless” office has turned into the paper-filled office.

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# Guidelines

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## The Official ATPM Guidelines

The Official *ATPM* Guidelines page is the place to go when you have a question about our publication. We can't imagine that you simply wandered in here. That's because the information on this page is very dry and mostly unentertaining (which is why it's on this page and not included in another part of our publication). We guess you could call this the "Relatively Boring But Occasionally Important Page of Information." OK, enough already with the extraneous syntax, now onto the stuff.

## What is ATPM

*About This Particular Macintosh (ATPM)* is, among other things, a monthly Internet magazine or "e-zine." It's published by Michael Tsai and Robert Paul Leitao (who are still looking for a cool logo for themselves that depicts their joint effort). *ATPM* was created to celebrate the personal computing experience. For us this means the most personal of all personal computers—the Apple Macintosh. *About This Particular Macintosh* is intended to be about your Macintosh, our Macintoshes, and the creative, personal ideas and experiences of everyone who uses a Mac. We hope that we will continue to be faithful to our mission.

## We'd Like Our Readers To Be Involved

Here, at *ATPM* worldwide headquarters, we're interested in hearing from you, our loyal readers. We're especially interested in stories about you and Life With Your Particular Macintosh. We guess we could have called this publication LWYPM but it just didn't sound quite right. So we called it *ATPM* and decided to ask for your stories and anecdotes about our most personal of personal computers. *ATPM* is also looking for people interested in joining our editorial staff. We currently need a [Shareware Reviews Editor](#), a [Publicity Manager](#), and an [Interviews Manager](#). Please contact us at [<editor@atpm.com>](mailto:editor@atpm.com) if you're interested.

**Cover Art:** We enjoy the opportunity to display new, original cover art every month. We're also very proud of the people who have come forward to offer us cover art for each issue. If you're a Macintosh artist and interested in preparing a cover for *ATPM*, please e-mail us. The way the process works is pretty simple. As soon as we have a topic or theme for the upcoming issue we let you know about it. Then, it's up to you. We do not pay for cover art but we are an international publication with a broad readership and we give appropriate credit alongside your work. There's space for an e-mail address and a Web page URL, too. Write to <[editor@atpm.com](mailto:editor@atpm.com)> for more information.

## We Want To Hear From You

**E-Mail:** Got a comment about an article that you read in *ATPM*? Is there something you'd like us to write about in a future issue? We'd love to hear from you. Send your e-mail to <[editor@atpm.com](mailto:editor@atpm.com)>. We often publish the e-mail that comes our way.

**MacMan:** Got a technical question? Mike Shields offers technical help in his column. While the opinions expressed in his column are his own, and the advice he gives is also his own (not to be confused with any 'official' or 'semi-official' or 'not official at all but might seem official' advice or comments from *ATPM*), he does think that he provides quality answers to your e-mail questions. Check it out for yourself! Send your inquiries to: <[macman@atpm.com](mailto:macman@atpm.com)>.

**Segments—Slices from the Macintosh Life:** This is one of our most successful spaces and one of our favorite places. We think of it as kind of the *ATPM* "guest room." This is where we will publish that sentimental Macintosh story that you promised yourself you would one day write. It's that special place in *ATPM* that's specifically designated for your stories. We'd really like to hear from you. Several Segments contributors have gone on to become *ATPM* **columnists**. Send your stuff to <[editor@atpm.com](mailto:editor@atpm.com)>.

## Let Us Know That You Know What You Know

**Hardware and Software Reviews:** *ATPM* publishes hardware and software reviews. However, we do things in a rather unique way. Techno-jargon can be useful to engineers but is not always a help to most Mac users. We like reviews that inform our readers about how a particular piece of hardware or software will help their Macintosh lives. We want them to know what works, how it may help them in their work, and how enthusiastic they are about recommending it to others. If you have a new piece of hardware or software that you'd like to review, contact our reviews editor at: <reviews@atpm.com> for more information.

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## Wishful Thinking

**Wishful Thinking:** Is the space for Mac enthusiasts who know *exactly* (if you do say so yourself) what Apple should do with its advertising campaigns and product introductions. Have you come up with a great advertising tag line? What about that Mac campaign that has been stewing in the back of your mind? Send your big ideas (or your art) to <editor@atpm.com>.

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## That's It

We hope by now that you've found what you're looking for (We can't imagine there's something else about *ATPM* that you'd like to know.). But just in case you've read this far (We appreciate your tenacity.) and still haven't found that little piece of information about *ATPM* that you came here to find, please feel free to e-mail us at (You guessed it.) <[editor@atpm.com](mailto:editor@atpm.com)>.





## Last Month's Answers—Star Trek Voyager

1. Voyager is what class of starship?  
B. Intrepid
2. "The Caretaker" originally stranded the crew of Voyager how many years from home?  
C. 75
3. What race suffers from the incurable disease The Phage?  
A. The Vidlians
4. Amelia Earhart and others were abducted to the Delta Quadrant by what race?  
D. The Briori
5. Seska proves to be a cosmetically altered spy from what race?  
A. Cardassian
6. Which is the home planet of Kes?  
C. Okampa
7. Who wanted Janeway to bear his child to stop a Civil War among his people?  
D. Q
8. Janeway's favorite Holodeck program interacts with what famous character?  
B. Leonardo DaVinci
9. To defeat species 8-4-7-2, Janeway must ally Voyager with whom?  
D. The Borg
10. B'Elanna Torres is half human and half?  
A. Klingon

The *ATPM* staff would like to congratulate Ned, <tumblwds@ctaz.com>, for answering nine out of the ten questions correctly on last month's trivia challenge.

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