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Thanks for reading *ATPM*.

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Welcome

Yowza! That word is the *ATPM* equivalent of "Super-Dee-Dooper!" We don't usually compare *ATPM*'s words to those uttered by public TV's purple dinosaur, but the Pentium II's performance relative to the Mac's G3 does bring to mind thoughts of more prehistoric times. It's not that the Pentium II is just slow, but also that the release of Windows 98 has done little to improve the overall coolness factor of Wintel PCs. According to recent tests, Windows 98 has done nothing improve overall performance, either. Apple's handsome new hardware designs definitely raise the coolness benchmark another notch. The new Macintosh PowerBooks do have one rather prehistoric feature—when it comes to processing power, this "ragin' raptor" will definitely eat your buddy's Pentium II notebook for lunch…and dinner.

Flip Flop-py

Will Apple flip-flop on its decision to release the iMac without a floppy drive? iCEO Steve Jobs says no. Our less-than-scientific poll of *ATPM*'s staff indicates the floppy drive won't be missed. Our world-wide headquarters has been a floppy-free zone for some time. We're excited about the iMac, and the only thing we see missing from this soon-to be-ubiquitous machine are a $2,000.00+ price tag and a build to order choice of colors. Neon pink anyone?

We've heard there are huge pre-orders for the iMac, and that fact is making more than a few Wintel executives turn varying shades of red. That's OK. We'll be happy if the sales of this cute and curvy Mac keep Apple's bottom line in the black. That's one financial color we don't want to change.

Do You See What We See?

Several weeks ago we posed this question to our readers. We were surprised by many of the responses. New PowerBooks, a revised software strategy, and an August release date for the iMac have changed a few hearts and minds about Apple's future. What are your thoughts on the matter? We'll publish the best responses in next month's issue. Send your comments to **<editor@atpm.com>**.

Business Weak

The Macintosh faithful will long remember the *Business Week* cover story (more like a premature post mortem) about Apple Computer. We thought the coverage was half-hearted and more reminiscent of articles you'd find in magazines sold in the supermarket than those you'd find at a reputable news stand. *Business Week's* recent interview with Steve Jobs and its related stories about Apple's turnaround prove that everyone loves a winner. But we think the real winners are the Mac faithful who stood by their computer of choice.

We'd like to salute the people who stayed on the Apple bandwagon while others ran to jump on the mythical Wintel gravy train. Wintel-related companies are now reporting mixed levels of financial performance while Apple is taking on a brand new shine. The August release of the iMac will bring many Wintel refugees to the Macintosh camp. Let's get ready for the onslaught. Put on the coffee, unfold the blankets, and be ready to stay up nights. It's a nightmare on the other side of the platform lines, and the carnage has just begun…Be prepared for a lot of questions from hordes of people interested in buying Macs.

One is Silver

ATPM is an all-volunteer e-zine that is staffed by everyday Mac users who generously contribute their time and talent to the success of our publication. Similar to the Macintosh market at-large, our e-zine continues to grow and change in very dynamic ways. With this issue we welcome the return of Evan Trent as *ATPM's* Associate Webzinger. We also welcome Kyle Alexander to the staff as our Publicity Manager.

What makes *ATPM* a little different from other computer-related e-zines is our emphasis on the people **behind** the keyboards. Without the human element the Macintosh is nothing more than a pile of computer hardware and a jumble of software code. We'd like to thank our former Copy Editor, Belinda Wagner, for her hard work in helping us reach beyond the monitors and into the hearts and minds of our readers. Belinda, we wish you much peace and happiness on the road of life.

If you'd like to contribute to *ATPM's* success as a writer or editor, please e-mail us at **<editor@atpm.com>**. In the meantime, please enjoy our latest issue!

The ATPM Staff

P.S. Please see Ed's trivia column inside this month's issue! We're not sure where in the World Wide Web it came from!

Email

Send your e-mail to <editor@atpm.com>. All mail becomes the property of ATPM.

Keyboard Shortcuts

You forgot (I think) one of my favorite shortcuts.

Option Key
To immediately hide the active application, hold down the <option> key while clicking on the desktop. This comes in handy when you have a few applications hogging up the desktop real estate.

Lee Shaffer
lee.shaffer@rrd.com

. . .

Glowing Edges Article in *ATPM* 4.05

Great article about creating glowing edges in Photoshop.

Another method would be to simply download the collections of Photoshop actions at **<http://www.elated.com>** and install them into Photoshop. There are a plethora of other awesome effects included in the collections.

(P.S. I'm not affiliated with Elated in any way.)

A. Lee Bennett, Jr.
bennett@ao.net

Thank you for the suggestion, for anyone interested in more cool photoshop actions, you can check out these sites too:

<http://www.ozones.com/~drozone/>
<http://www.bayweb.com.au/actionaddict/>

—Jamal Ghandour

• • •

Thanks!

Your site sure is pretty. Sometimes I look at pages I'm not interested in, but look at anyway, just because they are so pleasing to the eye.

Roland Anderson
Stockholm

• • •

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

ABOUT THIS PARTICULAR

OPINION

APPLES, KIDS AND ATTITUDE™, BY ROBERT PAUL LEITAO

Charity Begins at Home…and Work

"Wow," said Jessica. "Cooool," said Matthew. My eyes bulged, and my jaw dropped. When the curtain was raised on Apple's iMac, the company's financial fortunes brightened. At the same moment, the value of my existing Macintosh hardware fell to the floor.

The iMac represents the first stage of Apple's transition to a new paradigm. It's advertised at the bargain price of $1,299.00 (rumor has it the iMac will sell for $999.00 by Christmas). A new desktop G3/233 is being offered by some vendors for only $1,499.00. At these prices, owners of "legacy" equipment have a dilemma: What do we do with our older Macs when we need to increase performance? Chances are you'll recoup only a small fraction of your original investment selling your used Mac to another person.

The good news is (depending on the model of Mac you own), you may be able to increase the performance of your existing hardware to G3 levels by adding a G3 processor upgrade card. The fine people at Newer Technology **<http://www.newertech.com>** can help you find a solution that meets your performance needs and your budget. For Mac owners like me who have 4x CD-ROM drives and hard drive capacities measured in megabytes, it may be time to stop by CompUSA or visit the Apple Store **<http://store.apple.com>** and select a new computer.

I'd like an iMac for my kids and a new G3 PowerBook for me. While there may be room on one of my credit cards for a new computer, there's no room in my humble abode for both new and old equipment. At today's prices, I'd prefer to donate the equipment than try to find a buyer for it.

So, dear readers, I'm asking for your assistance. I'd like to create a list of schools and charitable organizations that will take donations of Mac equipment. Donating your older computer to a school or charity may give it new life while opening the wonderful world of Macintosh computing to new users. If you know of a school or charity that will take donations of Macintosh equipment, please e-mail me at **<rleitao@atpm.com>**. Specifically, I'd like the following information:

Organization Name
Organization Address

Contact Name
Contact Phone Number
Contact E-mail Address
Type of Organization (i.e. school, private charity, etc.)
Kind of Mac Equipment Needed or Accepted

This information will be compiled and made available by request. Requests for the names of schools and charities in your local area willing to accept donated equipment should be sent to the same e-mail address.

It's said that charity begins at home, but there's nothing wrong with businesses helping in the effort. If you have a small business that has Mac equipment available for donation, please e-mail me with what you have to offer. I'll do my best to find a school or charity that can use what you have to offer. This is a great way to help others while we help ourselves to the increased performance of G3 computers.

Please feel free to post this information request anywhere in the World Wide Web that's appropriate. Together, I think we can do a lot of good!

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ABOUT THIS PARTICULAR

OPINION

APPLE CIDER, BY TOM IOVINO

RANDOM SQUEEZINGS FROM A MAC USER

Shore it's a Good Idea…

The longer days and warmer temperatures always take me back. Summer is at hand once again, and, as with most of us, that can only mean one thing:

Summer Vacation.

Well, it's been a while since I've had a legitimate summer vacation like I used to back in school. I don't know what happened, but somewhere along the line, somebody decided that having fun and relaxing were no longer good things for a young man like me to do. "Get a job," they said. "You'll enjoy your time off more when you work."

Yeah, great advice. Now, my summer vacation usually consists of the one day I can weasel off for Independence Day.

But, back in my salad days, I used to count on spending plenty of time pursuing leisure activities. The highlight of the summer used to be our annual trip to the Jersey Shore.

Every person who grows up in New Jersey lives for a trip to the shore. Even though lately the beaches may resemble a dumping ground for used hypodermic syringes, my childhood memories paint a different picture.

The one image that stands out clearest is the boardwalk at Seaside Heights. This place was—and still is—a mecca of tacky tourist traps and coronary-inducing food stands. And t-shirt shop after t-shirt shop.

There are so many t-shirt shops, in fact, that they all blur together. If you were having a heart attack after eating a plate of those cheese-laden french fries and you told the paramedics that you had collapsed in front of a t-shirt shop, but you didn't know its name, you had better make sure your will was up to date. There is **no** way they would find you in time.

Well, maybe except for one shop. There was a place, I can't remember it's name, but it became a great landmark. Rather than merely displaying its wares on hangers for people to

see, the store owner dressed mannequins in the shirts, and then put them in some creative poses. I can distinctly remember one mannequin suspended over the store's entrance, bedecked in some tacky t-shirt, posed as if looking over its shoulder while swimming. Right behind him was a giant stuffed shark wearing a shirt that read, "Dinner is Served."

This gimmick really grabbed my attention, and, I have to admit, I broke down and bought a t-shirt from that place.

But, are gimmicks necessary a good idea for computer companies?

Specifically, I'm referring to the iMac, whose prototype was unveiled last month.

Back in the bad old DOS days, Macs were novel. They were fun to work with. And, they had the problem of being perceived as toys. After all, you clicked on icons and dragged things around a desktop. You didn't look at a `C:\` prompt and wonder what the heck you had to type next. It took lots of convincing to sway business owners to accept the Macintosh as a serious computer and bring them into their offices.

Of course, we all know that while this was going on, Bill Gates saw the promise of the GUI. Not too much later, Windows made its big debut. Even so, DOS managed to rule the roost for a while longer. People who had clung stubbornly to their notions of what an operating system should look like resisted this new technology.

When you build a better mouse trap, though, you'll eventually catch more computer users. Windows, although flawed in design, was far easier to use and friendlier than DOS. Soon, everyone with a PC was converting to the new GUI. The perception had changed. Desktops, icons, and mice were now acceptable.

Apple, which has consistently failed to make the bold moves to maintain its market share, finds itself at a crossroad. The plan to counter the Windows '98 hype and re-enter the home computing market is to release the iMac.

OK, I get the idea that Apple wants to return to the 'information appliance' envisioned in the original all-in-one Macs. Make it easy for the user to unpack the computer and get to work in minutes. But seriously, a transparent aqua plastic body? A mouse that lights up? Are Steve Jobs and the rest of his design entourage trying to corner the five-to-eight-year-old users' market?

This thing looks just like a toy. And, I fear, it will fuel the fire of those who claim that Mac is still merely a toy.

Worst of all, it costs more than $1,000. This has become the magic number for computer manufacturers trying to appeal to budget conscious families seeking access to the benefits of owning a computer.

This is where it starts to get frustrating. People have recently started to see that Apple has life. However, it doesn't take a rocket scientist to figure that it's more than the cute, cuddly, smiling Mac at startup that was drawing consumers back to the product—it's the faster processors that run circles around Intel's offerings. It's the declining prices of older 604 and newer G3-powered machines in a product which has typically priced itself out of the market. It's software developers such as Adobe and Macromedia that have pledged their undying support for the platform and ones such as Intuit, which have seen the error of their ways and returned to the flock. It's regular operating system upgrades, which offer genuine improvements over the previous versions.

It's not the gimmicks.

I fear bad things with this new iMac coming out now. People who are big-time PC supporters ask me, "Gee, I wonder how much less that would cost without all the bells and whistles?" Even if the iMac didn't cost a dime less to be encased in a more traditional shell, the perception is that people are getting way more than they really wanted in the way of aesthetics and less than they really need in computing power.

Add on the obsolescence issue that rears its ugly head with all-in-one machines. OK, I still stick faithfully to my LC 580 at home. It plugs along with the '040 Rocket, as it's known in our house. I can, and have, added things to the SCSI chain such as an external CD-ROM drive and Zip drive. I can plug in ye olde StyleWriter and crank into action. But, say I come into some money and want a bigger monitor?

Oops, I'm sort of out of luck. The LC 580—just as with the new iMac—came with a built-in monitor. To add a new one, I have to lay my hands on a plug-in video card even before I go monitor shopping. With monitor technology improving all the time, I just might want to add an affordable LCD monitor in a year or two. The iMac looks like deja vu all over again.

What would have been a better solution? Call me nostalgic, but dang, the Performa line was a pretty good idea. You got it all in one box. Everything you needed to get started with a minimum of configuration. And is sure does sound a lot like what they do over at Gateway and Dell.

I mean, it's beautiful. You call your catalogue shop or stop by CompUSA. You say, "I want a Mac to do X, Y and Z." The friendly clerk either tells you over the phone or leads you to the product you want—a Performa. It's everything you need to get started right out of the box.

Does it have software? You bet.

A monitor? Yup. And a keyboard. And a neat disk full of software. And a modem.

It's modular, too. So if you want to upgrade, there is no problem with popping things off and plugging in new ones. And, it's tailored to the market that Jobs wants to reach with the iMac to boot.

So, you use the Performa for a while, and you get tired of the 15" monitor? You buy the 17" replacement and plug it in.

Or, the modem gets a little funky. Go grab yourself a new one.

It all plugs into the back. Granted, you'd have a lot of cables running around back there, but it's a heck of a lot easier to replace peripherals than to bring the box to the local Mac authorized repair facility or—gasp—take a screwdriver to the case yourself.

Also, the folks who buy from that South Dakota company with the cow spots all over its box don't seem to mind having plain-Jane-looking computers. It's what they can do with them that catches their attention.

Maybe it's too late, but I for one would implore the Apple designers to reconsider the design of the iMac. Take the lead of companies that have seen success in marketing their products. Don't copy what they sell, just take the best ideas and incorporate them into your new design.

You know, that shirt that I bought fell apart the first time I washed it, just as people had warned me. Even though the gimmick worked to get me inside, the product was less than satisfying.

I hope that Steve Jobs didn't get his business training from a boardwalk t-shirt shop.

"Apple Cider" is © 1998 by Tom Iovino, <tkiovino@aol.com>.

ABOUT THIS PARTICULAR

OPINION

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

BY MIKE SHIELDS

Y2K, what is it, who does it, why and how much, and where are they, and here we are, Y2K…I don't know. Well, actually I do. And, M&M ads not withstanding, here's why you don't have to worry.

You've got a Mac.

You listened when I advised you to 'Get a Mac.' I'm still pushing for Apple to change their marketing campaign. Of course, this will probably never happen, but it's nice to dream. I still haven't gotten an appointment with Chiat-Day, either. And, last month, my pleas were not heeded, and I still need other work.

But I digress. Y2K is industry slang for the year 2000, or, the millennium bug problem. To review, as I'm sure you're all well aware, the millennium bug problem may occur to our fine PC and mainframe afflicted friends that are using outdated code to store dates. When at midnight Dec. 31, 1999 the year rolls over, your outdated computer will think it's January 1st, 1900.

Oops.

Why, you ask, do we find out about this now, a mere 19 months and five days before the fact, as I write this?

Well, actually, the computing community has known about this since about '95 or so, when a few select banks were calculating interest on long term loans, and getting numbers that just didn't make sense.

For a modest history lesson on Y2K, and so that I'm not accused of padding by my editor, check out **<http://year2000.com>**.

An industry springs up. Companies form, consultants are hired. Freelancers have something else to lance for free. And I have yet another column subject to rant and rave about, not to be confused with Rants & Raves, the *Wired* magazine letter column. And, if you were to check out the Jargon Watch of the June issue, you'd find my name there. And it is me, to be sure, and not the guy in Canada that registered MikeShields.com. Or any of the

five other Mike Shields that I know about. Like I always say, not too many people know that I'm famous. And I feel a tangent coming on, so brace yourselves. It could happen at any moment, if it hasn't already.

Last month, I received an email from a source close to the situation at Motorola. Now, he's asked to remain nameless, so I have to claim my first amendment right here, but suffice it to say, part of the AIM triumvirate is defecting to the Dark Side, not to be confused with Darkside, the screen saver we use here at Ray-O-Hac. [Named for the dark side of the moon, rather than the dark side of the force. —MT] They're adopting Windows NT as the standard platform. These are the same folks who helped design the PowerPC chip.

And some of us probably read a week or two ago that NT 4.0 isn't Y2K compliant. That's the first thing a consultant will tell you, in order for you to hire him. The conversation could go something like this:

> **You**: Yeah, I got a piece o' software here. I need you to check it out.
>
> **Consultant**: It's not Y2K compliant. I can fix it for you, as soon as you write me a big fat check.
>
> **You**: Would you like that messengered or FedExed?

Some of you PC afflicted IT managers have probably already had these conversations, and already sent your checks out two-day priority. Others waited patiently while Microsoft came up with patch to NT 4 or bought the company that actually wrote it, I forget which.

Until that happened, Microsoft was foolish enough to believe that you would buy NT 4.0 this year, then immediately upgrade to NT 5.0 when it comes out next year. Mr. Bill's theory is: why sell an OS once, when you can sell it over and over again? What he seems to forget is that some people are still running Windoze™ 3.11 and are quite happy with it. Which may or may not be compliant. Only your software vendor knows for sure.

Why am I, your once and former MacMan, so non-chalant about this? Simple. The Mac has been Y2K compliant since before it became a buzzword. The following e-mail received from the MacHacers' list I spoke of last month can explain it better than I:

> Mac OS and the Year 2000 (based on the Year 2000: No big deal? by Brian Bechtel) by Sriram Subramanian Mac OS Product Marketing Manager International System Software Extn - 44928 A Macintosh computer contains a battery-operated clock chip that maintains the current date-time information. This date-time information is expressed as the number of seconds elapsed since midnight, January 1, 1904.
>
> All Mac OS operating system date and time utilities have correctly handled the year 2000 since the introduction of the Macintosh. The original date and time utilities (introduced with the original Macintosh 128K in 1984) used a long word to store

seconds, starting at January 1, 1904. This allowed for dates until 6:28:15 a.m. on February 6, 2040.

The current date and time utilities use a 64 bit signed value, which covers dates from 30081 B.C. to 29940 A.D. For further reference, see the reference volume, *Inside Macintosh: Operating System Utilities*.

So, to review, the Mac has always been and shall always be, Y2K compliant. We don't really have to worry about this problem for another 28,000 years or so. Of course, if I don't get the job I interviewed for last week, where they want me to upgrade a database and accounting system that isn't compliant, I'll probably still have my trusty Quadra 605.

Of course, I've got one up on the people over at the Mars candy company. I know that the new millennium doesn't really start 'til January 1st, 2001.

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.*

ABOUT THIS PARTICULAR

OPINION

THE PERSONAL COMPUTING PARADIGM, BY MICHAEL TSAI

Microsoft Paragraph

In the beginning was Word. Technically, MacWrite came first, but Word soon became the most popular when Apple stopped bundling MacWrite with every Macintosh. Like all Mac programs of the time, the first version of Word fit quite nicely on single 400K floppy disk. Word soon became the standard by which all other word-processors were judged.

As it has become famous for, Microsoft improved the design of Word with each iteration. By the time it reached version 5.1, most people thought Word was great. (A minority that preferred Word 4.0 felt that it was getting bloated and feature-laden.) I loved Word 5.1. Filling six 800K disks, it was no small application, but I didn't mind. It was powerful—daresay, it was **elegant**.

Then came the Word 6 disaster. It lasted less than fifteen minutes on my hard drive—most of which was spent waiting for it to launch, then hunting around the system folder making sure I'd uninstalled the complete package. Word 6's glacial speed (even on a then-speedy 8100/80, it couldn't keep up with my relatively poky 40 wpm typing) and Windows-port interface made it pretty clear that the Microsoft Word for Windows for Macintosh engineers hadn't a clue about what made Word 5 popular.

I continued to use Word 5.1a. It wasn't PowerPC native, but it worked. It was still a great program, I thought. A year or so later, I was seduced by WordPerfect. The new version was PowerPC native. It had a macro language. It had much of Word 6's power, packed behind a cleaner, quicker interface. But I never really **liked** WordPerfect. Perhaps because of my years with Word, it just didn't feel right.

A new version of ClarisWorks was released—4.0. I'd generally stayed away from integrated product suites like ClarisWorks because they always seemed to be jacks of all trades, but masters of none. With ClarisWorks 4.0, that was still true; however, the word processor module (which I spent the most time with) had enough of the features I needed, that I could use it as my primary word processor. Besides that, it was a joy to use—sort of like MacWrite and MacWrite II in the old days. When I needed more power for a specific project, I used WordPerfect. For years, I happily used this combination but still yearned to be able to do everything in one word processor. I have yet to find such a utopian application, but I had high hopes for the latest version of Microsoft Word.

Following Microsoft's $150 million investment in Apple, Microsoft announced that Word 98 (and the entire Office 98 package) would be genuine Mac applications, not ports. They'd look and feel just like Mac applications should. The Mac version would even have features unavailable in the Windows version (yet). I guess we Mac users were pretty glum that August. Why else would we be happy, even surprised, to learn that the Mac version of Office did a bit more? Microsoft's GUI Office suite was pioneered on the Mac, don't forget!

At the beginning of this year, the press began to praise Office 98 almost universally. Everyone loved it! Look at all these features! Wow, it follows Apple's Platinum appearance! It one-ups the Windows version! It doesn't require any extensions! It finally supports drag and drop!

David Pogue, a columnist for *Macworld* who had vehemently complained about Word 6, wrote an article titled "Microsoft Repents." Just as the popular press had dubbed Apple the **beleugered** computer company, Microsoft was now called **repentant** everywhere in the Mac press. In my view, both adjectives overstate the truth; but, after all, what do people like to read? Stories of decline and stories of come-backs.

I believed the hype. After all, Microsoft had created its Macintosh business unit—a group of Mac-devotees within Microsoft—to build its Macintosh product line. It is the largest group of Mac programmers outside of Apple. Among their ranks are such luminaries of Scott Knaster, author of several of the first and best-loved books on Macintosh programming.

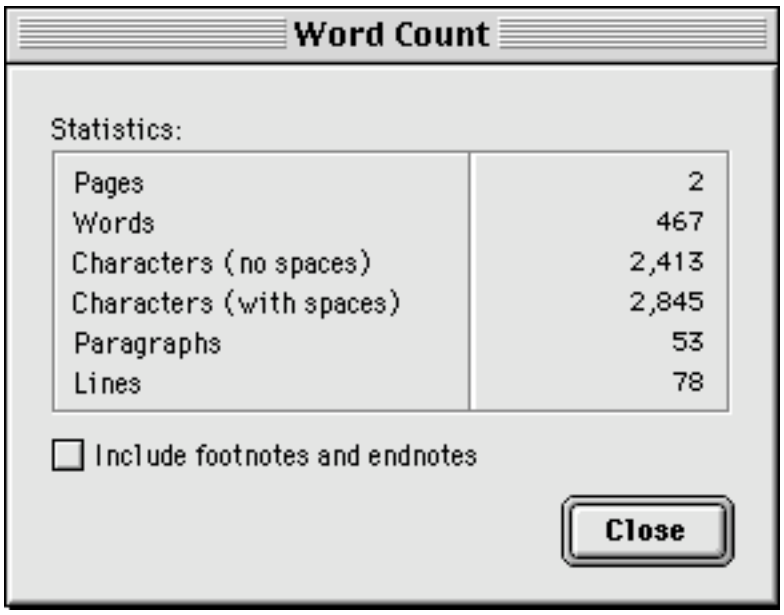
Frankly, I don't care if Microsoft repents. I just want good products. When they made great products, I used them by choice—even enjoyed them. When they made bad products, I used them as little as possible. So, you can understand that I was excited about the new Word coming from Microsoft. They certainly had the resources and time (it'd been six years since the last real Mac version of Word was released in '92) to make it insanely great.

When I finally got a copy of Word 98 installed on my Mac I was blown away. It wasn't the drag install or self-repairing applications that drew my attention. Though technically neat, I never understood what the big deal about these was, since it's rare that an application needs repairing, and it is generally only installed once. What amazed me were the new look and the sheer number of features—the scads of customizable toolbars and floaters, the integrated spelling and grammar checkers.

Despite all this, I find that I don't **like** Word 98. Now I only use it when I need to collaborate with people using Office 97 for Windows. (The file formats are the same.) Here's why:

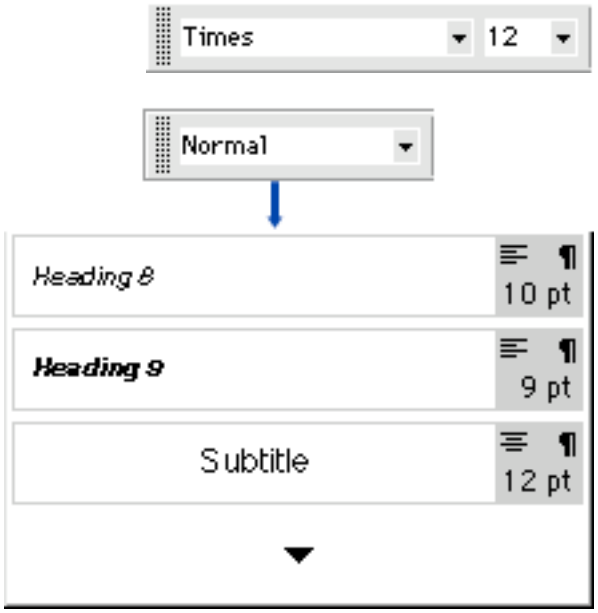
Word 98 does not feel like a good Mac application. Despite Microsoft's insistence that it religiously follows Apple's Platinum interface guidelines, it really doesn't look or feel much like a standard Mac application. The first thing that jumps out is the toolbar. The buttons don't look like Platinum Appearance buttons. Instead, they are completely flat and

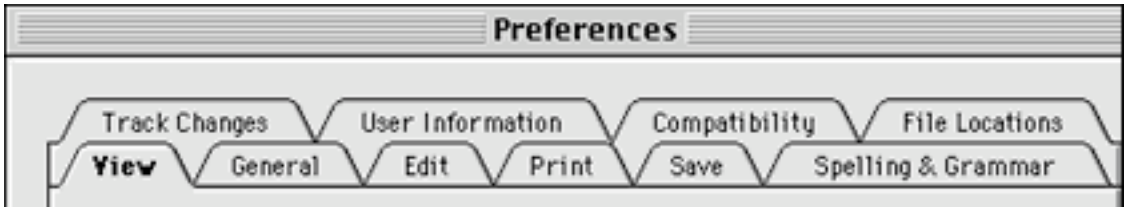
highlight when you move the move over them. That's the Windows way, not the Mac way.



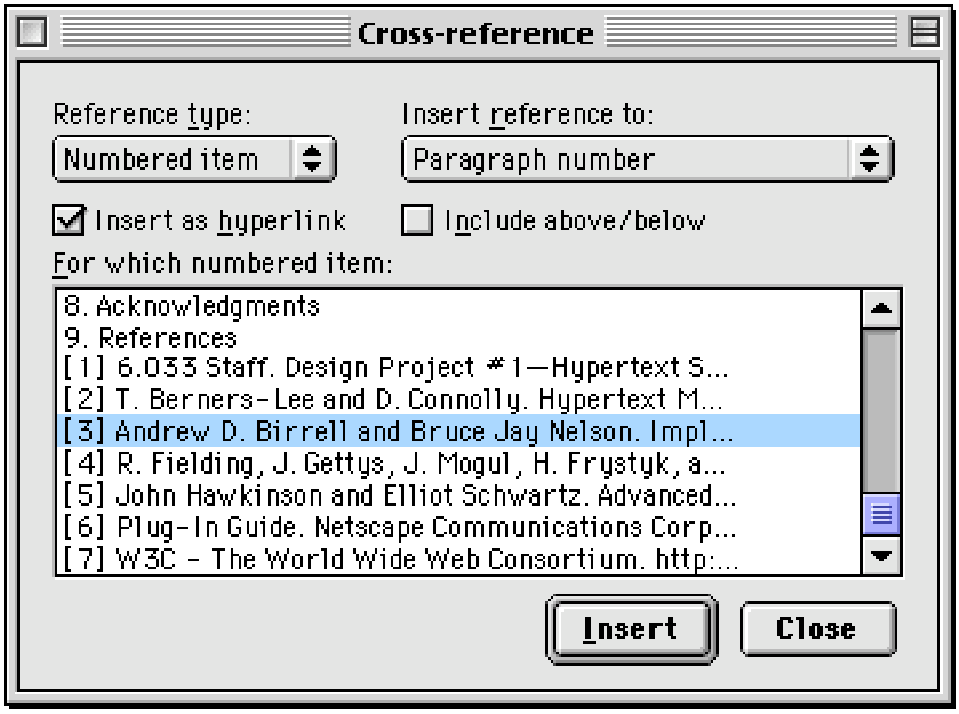
Other things that make Word 98 look weird are its use of the small Geneva 10 Bold font on button titles instead of the larger system font (Chicago or Charcoal). Apple says to use the smaller font only when the larger one will not fit. Word 98 uses the smaller font, even when there is plenty of space.

Possibly the ugliest parts of Word 98 are the popup menus on the toolbar. They simply don't look anything like Macintosh popup menus, and they bear an uncanny resemblance to the scrolling list boxes of Windows. The styles popup, in particular, is poorly designed. At first glance, it seems useful that, rather than displaying a list of your styles in the system font, it displays each style as it actually looks. Then you realize that it uses a tremendous amount of screen space to do this. Even worse, if you have more than eleven styles the menu makes you scroll through them. In other words, the menu never displays more than eleven styles at a time, no matter how tall your screen is.





Despite the fact that no one seems to like multi-layered tabs (and Apple strongly discourages their use) the Word 98 preferences dialog uses them. At least there are only two layers of tabs. Word 6 had three! Also, preferences are accessed from the Tools menu, whereas Apple guidelines specify the Edit menu.



Another interface inconsistency is the close button. Most dialogs and windows in Word 98 have a push button labeled close. This is the Windows way. On Macintosh, to close a window we use the close box. Buttons that simply dismiss a window are generally either labeled Ok or Cancel. The problem with using Close (aside from the fact that it's inconsistent with other Mac applications) is that it isn't clear whether clicking Close applies or rejects the settings you've made in the window.

Also annoying are Word's tremendous requirements. Despite the fact that it is no longer bogged down by cross-platform interface libraries as Word 6 was, it is still no speed demon. In my own testing, it's no faster on a PowerMac G3 than Word 5.1 (running in the 68K emulator). Though Word's launch time was touted at the November 11th Apple event,

the real-world launch time doesn't come near that if you have more than a few fonts installed. And it's still bloated. It prefers 9.8 MB of RAM; I remember when people were outraged the first time Netscape demanded that much. And this is for a word processor that doesn't necessarily even need to display graphics! Furthermore, it ran out of memory while I was working on a relatively simple 14-page document that didn't even contain any graphics.

For the $370 price ($430 for Office), you could buy two very nice word-processors in AppleWorks (formerly ClarisWorks) and NisusWriter and still have a lot to spare. Office requires 90 MB of disk space for the standard installation. Possibly worst of all, Office requires a PowerMac (120 Mhz recommended; in my experience, you'll need at least 200 Mhz if you don't want it to feel sluggish) There's no reason why a word processor should require a PowerMac! And with the unusable speed of Word 6 on 68K Macs, the only real word processing choice from Microsoft is Word 5.1, from 1992! This is repentance?

Beyond the huge regular installation, you can install additional document templates. Unfortunately, support for them seems to be buggy. After performing a full installation, I tried to use one of the templates. It seemed to work fine, but every time I opened the document thereafter, it asked me to insert the Office 98 CD.

The rest of the CD includes additional animated characters for the now-famous Office Assistant. In practice, I found the Office Assistant reasonably good at answering questions I posed. In this regard, it was much more useful than the online help, which looked like a crummy port of the Windows help system (no support of AppleGuide here). The help is displayed in a hard-to-read sans serif font, not the Apple-standard Geneva. Furthermore, it's displayed in what looks like a Platinum Appearance floating window—only it has minuscule scroll bars and doesn't float! Most disturbing is that the online help is really the only form of reference. Unlike Word 5, which included a comprehensive manual, Word 98 includes only a short booklet to get you started. A product as large and complicated as Word needs a real manual.

The other problem with the Office Assistant is that it frequently gets in the way. Certain actions in Word that normally would bring up dialog boxes, instead result in the Office Assistant popping up a question bubble. Since the assistant is down in the bottom-right corner of the screen, and alerts usually appear in the middle, I often don't notice when Office places me in "question/answer mode," and instead wonder what happened. Furthermore, it often interrupts me. For instance, at least twice a day it tells me that I'm clicking in white space where there isn't any text. Apparently Word doesn't like my habit of drag selecting to scroll a document (which I find much quicker than homing in the mouse on the scroll bar).

In many ways, Word 98 looks and feels like a Windows application. Take, for instance, the much-touted feature of the scroll bar that displays a tooltips-like yellow label showing what page you'll be on when you release the mouse button. Why not just support live scrolling? NisusWriter has for years.

Finally, seemingly simple tasks like changing the style of a numbered item involve traversing layers of dialog boxes. Apple recommends only a single layer of dialogs. Two are okay in certain circumstances (such as the New Folder command inside of a Save dialog). Word frequently has two, which makes it feel like Word is in control, rather than the user.

The interface problems described above are violations of the Macintosh **look**. Even more serious are the violations of the Macintosh **feel**, for here is where Word 98 really reminds one of Windows. First, a little background: Apple created a document called the "Macintosh Human Interface Guidelines" that explains, in great detail, exactly how to make applications look and behave like standard Mac applications. This was important towards the beginning of Macintosh's life, because it explained the Macintosh way of thinking to programmers who'd been writing command-line software. Later on, it remained important because it made it possible for Mac applications to be consistent with one another.

The Human Interface Guidelines, or HIG, are very specific in defining the behaviors of keyboard cursor control, and most applications adhere to them religiously. Not Microsoft Word. Page 283 of the HIG states that using Option with the left and right arrow keys should move the cursor left or right one word. In Word 98, Option-Left/Right Arrow instead changes the outline level.

The HIG states that Command with the left and right arrows should move the cursor to the beginning or end of a line. In Word, it instead moves between words.

Pressing Down-Arrow when you're at the last line of a document doesn't put the cursor at the very end of the document, as with all other Mac applications.

More serious violations follow. Page 285 of the HIG states:

> Pressing the Home key is equivalent to moving the scroll bars all the way to the top of the vertical scroll bar and to the left end of the horizontal scroll bar.

Is this what it does in Word 98? No! In Word, Home goes to the beginning of the current **line**. To get the above behavior, you must press **Command**-Home.

Even worse, Word's support for Page Up and Page Down directly violates a fundamental Macintosh behavior. Page 286 of the HIG states:

> Pressing Page Up is equivalent to clicking the mouse in the upper gray region of the vertical scroll bar. *Pressing Page Up has no effect on the location of the insertion point or any selected material.*

In Word 98, pressing Page Up (or Page Down) moves the insertion point and deselects whatever is selected! I'm trying to decide which is worse: the fact that Microsoft flouted an

important human interface guideline (Apple used italic text, no less), or that the resulting behavior is disorienting and almost **never** the desired behavior.

Beyond these interface considerations, several other serious problems with Word 98 manifest themselves. Pasting from Word into other applications is unreliable; formatting and styles are lost much more often than with Word 5.1. Style sheets, particularly when the new automatic updating is on, seem a bit buggy. Also, I've seen numerous scrolling and display glitches.

On my particular Mac (even when I run a clean system folder), Word 98 no longer launches, even after I reinstalled it. (I'll probably have to "reinstall my system" to fix this.) Before this problem manifested itself, I was working on a very important document, and Word refused to save. Pressing Command-S resulted in a cryptic error message saying that too many windows were open, even though only one window was. Further saving problems are that hard drives are still littered by Word Work files. Also, even with fast saving and revision-tracking turned off, document sizes balloon high above those of competing word processors. More seriously, certain basic operations—such as trying to edit a particular table—repeatedly caused Word to unexpectedly quit.

Microsoft Word 98 is not a **bad** piece of software. I know a number of people who actually like it. However, it is far from the ideal that many hold it to be. My goal with this article is to paint a realistic portrait of it, based on the experiences of my particular Mac. There are certainly many nice features of Word 98. Although I find them too distracting many people love the new spelling and grammar checkers that underline possible errors with colored squiggles. If you like automated formatting of bulleted lists, URLs, and basic document types, Word 98 offers a slew of features to help you. Word 98 is still the undisputed standard in most offices, so if you need to exchange or collaborate on files with others, Word is still a good (the only?) choice. Also, long document features can't be beat.

Overall, though, it seems that Microsoft paid more attention to the numerous "bells and whistles" than the core features of what make Word 98 a word-processor —the text editing shortcuts, for example. Though there are numerous animated assistants to choose from, I'd rather have a word-processor that was, at least, stable!

Someone recently asked me what word-processor I used on my Mac. "Well," I said, "it was built from the ground up to be a Macintosh application. It has tons of features not available anywhere else. I don't know what I ever did without it."

"Oh, you mean Word 98?"

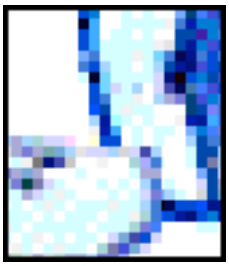
"Nope. I just switched to NisusWriter."

"The Personal Computing Paradigm" is © 1998 by Michael Tsai, <mtsai@atpm.com>.
Next month, he'll talk about the Microsoft product he just switched **to**.

SEGMENTS

SLICES FROM THE MACINTOSH LIFE

BY LINCOLN DONALD, lincolndonald@hotmail.com



My Particular Macs

I found a poem embedded deep in the Commands folder of Microsoft Word as I was sorting out the hard disk of Mac LC II. Wondering what 'Untitled 1' could possibly be, I double-clicked to reveal a short lament for an unrequited love. I printed a copy before consigning it to the trash. Perhaps it had been written or copied by the young university student from whom I had purchased the Mac, or by one of its previous owners. The Mac had been very cheap as the small monochrome monitor no longer worked, and I was really only interested in the extended Apple keyboard and the CPU with its 6 MB of RAM.

That's the great thing about Macs—everything seems to be interchangeable. The first computer I ever saw was back in the 60s. It was huge. Hermetically sealed into the whole of one fully air conditioned floor in the Head Office of a large insurance company, it was attended by young, white-coated acolytes clutching clipboards, who seemed oblivious to the breathtaking view of Sydney Harbour from the windows. I was a newly appointed regional manager with the company that was contracted to clean the building and computers, which could not tolerate even a speck of dust.

It has been more than 20 years since I had arranged the purchase of a Wang stand-alone word-processor for the Australian Government organization for which I then worked. It, too, was huge by present standards and required the operator to undergo extensive training even to produce a simple memo. I can still remember my total fascination when I first saw the daisy-wheel printer typing out every second line backwards. In a foreshadowing of things to come, it was also attached to a device which would punch a paper tape of a document, which was then fed into the nearby telex machine. Does anyone, anywhere, still have a telex machine?

Ten years ago, when I retired, it hadn't quite reached the stage where there was a personal computer on every desk—at least not in the Australian Government service—but there were plenty of them around. We—my singing teacher wife who declines to retire, and I—decided we should buy a word processor to replace our little finger-powered portable typewriter and my former secretary. After some inadequate research, we ended up with an Amstrad PCW. Designed in England and manufactured in South Korea, it came complete with everything, including a nine-pin dot matrix printer. The operating system was CP/M, which I believe was the precursor to MS DOS, and the word processing program was called Locoscript. The disks, the least floppy of any I have seen, were only 3.25" wide rather than

the 3.5" ones everybody else used. They were double-sided; you turned the disk over to use the second side, at the risk of corrupting the data on the first. And it was so very, very, very slow. Saving two pages of text allowed time to make a cup of coffee—four pages, and you could drink the coffee as well.

The little PCW served us reasonably well after its fashion but, inevitably, we began to feel the need for something faster, with a better printer. We decided to buy a real computer. More extensive research convinced us that Apple Macintosh was the way to go—but they were so expensive. Almost by accident—in a store which sold a few computers as well as grand pianos, trombones, sheet music, and hi-fi gear—we found an LC 475 for less than half price. The CPU, they said, was one of several taken into stock to fulfill an order which had fallen through. The small monitor and the keyboard had been used in the store for demonstration purposes. We bought it, and it wasn't until we set it up and started to use it that we discovered the small keyboard had two of the same keys. This wasn't a problem because it still typed the appropriate characters and somehow made our Mac seem special.

All we needed now was a printer. I was able to buy a second-hand StyleWriter II at the local computer fair. I took it home, plugged it in, selected StyleWriter in the Chooser, and tried to print something. The Mac steadfastly refused to believe there was a printer connected. I concluded that either the printer or the printer cable was faulty, or I had a software problem. To check the hardware, I took it to the local branch of a large national company which proudly advertised it was an Authorized Apple Service Agent. Calling back a few days later, I was told, "We couldn't get it to work either. The technician reckons the logic board is stuffed. You need a new printer, Mate."

I dusted off my credit card, bought a brand-new StyleWriter 1200, and was surprised to discover there were several floppy disks with it. Having fed these into the Mac, I selected StyleWriter 1200 in the Chooser and was in the printing business. The 1200's first job was to print a fax to the man who sold me the one with the 'stuffed logic board' but, before sending it, just to be sure, I swapped printers without telling the Mac I had done so it printed. I now had two working printers, but my daughter soon took care of that!

Lois, my wife, was always threatening to learn how to use the Mac but found it easier to have me do whatever she wanted on it, until, at the beginning of last year, started a university research project. A crash course in word-processing was followed by the statement "I need to get on the Internet so that I can e-mail to people at universities and access library catalogues and data bases." There was fierce competition between local ISP's at the time, but it needed perseverance to find one which didn't rapidly loose interest when Macintosh was mentioned. Finally, with the aid of a young man named Scott and seven floppy disks, we were on the net with our current ISP. After another rapid learning curve—this time for both of us—we have become proficient at e-mail and finding our way around the World Wide Web.

While all this has been going on, I have been spending a lot of my time away from Canberra—the Australian version of Washington D.C.—at our house on the coast, where I write short stories and collect rejection slips. At first I used the Amstrad PCW, but this

was both frustrating and incompatible. By keeping my eye on the “for sale” columns in *The Canberra Times* **<http://www.canberratimes.com.au>**, I found a little Mac LC and a StyleWriter 1200 to replace it. The LC II, with some extra RAM and its untitled poem, later replaced the CPU from the LC.

My current project, when I get a modem problem sorted out, is to also connect to the Internet at the coast. For this, I was able to find a good used Quadra 605 and our first 14" monitor. When I was asked, rather pointedly, “Why is your monitor bigger than mine?” I was able to pick up another one from the same source. I now had enough bits and pieces left over to join up and make a fourth Mac which has an LC CPU, a keyboard, and a small colour monitor.

I have loaned this to a friend who is writing about his experiences with submarines in the North Atlantic during World War II. The LC II has returned to Canberra for use on those previously frustrating occasions when we both need the computer. It seems, once I get on the ’net at the coast, our computing needs will have been satisfactorily met for the present, but a few days ago I received a copy of Apple News which urged me to Think Different. Do I really have to buy a new Mac to help me think differently? I like to believe I do that already and that the Mac helps me put those thoughts on paper or on the ’net. But, hopefully, there will still be those who cannot live without the latest and fastest, and Mac users with simpler needs, like us, will still be able to upgrade to their castoffs.

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Commentary & Media Roundup

BY BARRY L. RITHOLTZ, ritholtz@aol.com

"**Coca-cola** does not win the taste test. **Microsoft** does not have the best Operating System. *Brands win*." —Bob Pittman, **AOL** President, on the importance of marketing. *Adam Smith's Money World* (May 8, 1998).

As fascinating as the introduction of the iMac was, Apple fans have to be truly heartened by the reaction of the Media this week. As the old marketing saw goes, perception IS reality. If the jaded tech Press get all excited about something besides Apple's "death spiral," then its all the better.

Like a fickle lover, the Media's coverage of Apple (and Microsoft, for that matter) seems to have moved on to a new infatuation. Is it too early to lay claim to a new paradigm?

Personally, I prefer the current focus—replete with phrases like "interim CEO" and "mercurial Apple co-founder"—to the prior spotlight on "beleaguered computer maker" and "continuing market share erosion."

A quick review of some recent headlines confirms how widespread this not-so-subtle shift is:

- Bold Answer To the Sub-$1,000 PC Market —*Wall Street Journal*
- Apple Beleaguered No More —*C|NET*
- Translucent, $1,299 Consumer Mac Introduced —*San Jose Mercury News*
- Apple Unveils New Space-Age Mac That Glows —*San Francisco Chronicle*
- Apple unveils Jetson-like Mac for consumers —*Reuters*
- A Low-Priced Mac May Renew Apple —*Philadelphia Inquirer*
- Apple's New Crop —*Time magazine*
- Apple Aims iMac at Low-Price PCs —*Associated Press*
- Mac Operating System Designed For Ease And Speed —*Edmonton Journal*
- Apple Touts New System, To Retain Mac OS Core —*CNN*
- Apple Polishes the OS —*Wired*
- New iMac Steals The Show: Apple's Next-Generation PCs —*Computer Reseller News*

See links below to find these stories in their entirety.

You Marshall McLuhan-ites out there must be smiling at how Apple's *advertising copy* and *PR releases* have found their way into mainstream press coverage.

Take note of the quotes below on the **VW Beetle**, and on the **PowerPC** processor speed—Straight from Apple's PR and marketing department. Hey, if the press is gonna take the lazy way out, at least this time it helps instead of hurts.

Even the venerable **Wall Street Journal**—the leading business media outlet that led the drumbeat of Apple's demise—has started to "Think Different." In addition to the positive coverage of the iMac (see story below), the WSJ ran an interesting story on Friday, May 9, 1998, titled: "Lifeboat Drills: What to Do if Stocks Hit Berg."

It began: "Think Ugly. Really Ugly."

Can we talk Mindshare?

Even CINet—the **Intel** funded on-line tech news website—has been affected. Last night, I saw their advertising in one of my favorite e-mail lists. Their slogan?

THINK BIGGER.

The strong showmanship and hype present at the unveiling of the iMac—and the accompanying positive media kudos—underscores the importance of aggressive marketing and advertising by a company that manufacturers consumer goods. Not just to inform and influence the public, but to inform and influence the press, who in turn inform and influence the public. (Duh. Marketing 101.)

This newly receptive press came to be only after Apple's feisty new ad campaigns started running on TV. It seems that ads like the Snail, Toasted Bunnies, and Steamroller are not the work of a dying tech company. Rather, these ads reflect a newly revitalized and focused innovator not afraid to tweak the powers that be. "Hey! We have superior technology! Nyah! Nyah! Nyah!"

When you're seeking legitimacy and credibility, it also doesn't hurt to have your advertising firm win a prestigious award for your television commercials. TBWA Chiat/Day won the 1998 International Andy Award for its Think Different commercial. Steve Jobs even won an award as one of copywriters for the ad.

Even the four page PowerBook magazine ads, titled "We rewrote the book," show off Apple's newfound marketing prowess. It's a killer ad—a full color 14.1 inch screen (actual size!) of a great white shark charging the reader, jaws agape, wicked looking rows of teeth ready to do their damage. The large point, bold, black copy simply reads:

"It eats Pentium notebooks for lunch."

But more than just a great advert, it ran in—of all places—Business Week. To me, this reveals two good things about Apple and Steve Jobs: They understand the importance of developing a good rapport with Wall Street; Secondly, they are no longer just preaching to

the choir.

Finally, for those of you who blinked, you might have missed the 1st Apple ad actually starring Jerry Seinfeld. During Seinfeld's much-hyped show-ending finale, right before the closing stand up bit, Apple re-ran the first "Think Different" ad. ("Here's to the crazy ones . . . ") However, in this version, the last person shown was not Hitchcock or Einstein or even the Dalai Lama; Rather, it was a black and white Mr. Seinfeld himself—possibly from his first Tonight Show appearance.

We can only hope that Apple continues this newfound advertising aggressiveness. Opportunities such as the finale of Seinfeld are few and far between; It bodes well for the future indeed that Apple's marketing department not only recognized this opportunity, but took full advantage of it.

Media Roundup

Below are excerpts and highlights of the recent media coverage of the iMac from various media outlets. Where available, URLs are provided.

Apple Unveils Consumer Macintosh

by Michael J. Martinez
ABC News.Com
<http://www.abcnews.com/sections/tech/DailyNews/appleimac0506.html>

May 6—With a strong dose of hype, fanfare and attitude, Apple Steve Jobs today unveiled a new consumer-oriented Macintosh that uses Apple's G3 chip technology and is priced at $1,299.

And, perhaps most importantly, it looks like a Mac. Sort of....The iMac certainly strives to be different from its predecessors. The model unveiled today has a translucent white-and-teal case (actually, Apple calls the color "bandi blue") and an amorphous design. The keyboard is also slimmer, and Jobs called the new iMac ergonomically-friendly mouse "the coolest on the planet."

Apple Fans: Stand By Your Mac

ABC News.com
<http://www.abcnews.com/sections/tech/DailyNews/appleusers980505.html>

...Indeed, many Mac users are feeling upbeat again, feeling that their sorely-tested loyalty is paying off thanks to the return of Steve Jobs as interim CEO, the introduction of the G3,

and the impression, no matter how ephemeral, that Apple cares once again.

“The reality of people’s attitudes have changed, especially in the last six months,” says Stan Flack, publisher of the Web’s MacCentral site. “They’re happy with Steve and what he’s accomplished.”

The company’s profitability is one such accomplishment, alongside the introduction of the G3 computer. And there are other signs of Apple’s comeback, some subtle, but still significant.

And as Apple gears up for increased competition in the home computer industry once again, it appears that the Mac users are ready to march into battle again…

Retailers Think iMac Will Sell

By Jim Davis
ClNet
<http://www.news.com/News/Item/0,4,21902,00.html>

Apple Computer yesterday took the wraps off its most innovative-looking computer in years, placing a big bet that style will help distinguish the Mac from the pack of PC systems.

The iMac’s all-in-one design is reminiscent of the original Macintosh, but adds a curvy, wedge-like look, a two-toned see-through case, and even a round mouse. The question that remains is, will it boost Apple’s fortunes in a manner also reminiscent of the first Mac? The initial reaction from some retailers is yes.

“We’ll sell lots of them. This is the sexiest computer I’ve ever seen,” said Jim Halpin, president and CEO of CompUSA, in a phone interview today with CNET’s NEWS.COM. Halpin thinks the new Macintosh might even be able to persuade buyers of Windows-based computers to buy a Mac instead, simply because the styling is so dramatically different from other PCs.

“There’s a huge segment of our customer base looking for something simple to install and use,” said Michael Koidahl, president of Westwind Computing…”We’ve been selling Umax systems for our low end. On the downside, they’re not quite the same quality as Apple, and they are not quite as glamorous,” he noted.

CompUSA’s Halpin doesn’t think the lack of internal expansion options will hinder sales. “My 13-year-old daughter won’t ask about expandability. She will just want to buy one because it’s cool,” he said.

Mac Momentum Mounting

By CINet staff
<http://www.news.com/News/Item/0,4,21870,00.html>

Faster notebooks, a radically revised desktop model called the “iMac,” and a rising stock price are revitalizing Apple Computer, a company that had long been buffeted by falling market share and quarterly losses. Is interim CEO Steve Jobs turning Apple around?

Retailers think iMac will sell; Will the iMac boost Apple’s fortunes in a manner reminiscent of the first Mac?

Apple passes $30-per-share mark update It’s the second time this week that the company hits a 52-week high.

Mac Operating System Designed For Ease And Speed

By Jon Swartz of San Francisco Chronicle San Jose
The Edmonton Journal
<http://www.southam.com/edmontonjournal/computers/051498stor3.html>

“It is the biggest leap in Mac software since 1984,” the year the Macintosh was introduced, Jobs told developers at the Apple worldwide developers conference in San Jose…

Since replacing the ousted CEO Gil Amelio last summer, Jobs has performed a remarkable turnaround at the company he co-founded two decades ago.

Apple has registered a profit of more than $100 million this year after losing nearly $2 billion while Amelio was in charge. Its stock price of $30.94 US is near a 52-week high after bottoming out in the teens a year ago, causing its market value to more than double to $4.1 billion from a year ago. . .

Nonetheless, its market share, which has inched up to four per cent, is still dwarfed by that of PCs running Microsoft Windows. “When I arrived 10 months ago, a lot of things were broken. They have been fixed,” Jobs told a partisan crowd of Mac developers. “Apple is back on track.”

Apple Touts New System, To Retain Mac OS Core

CNN.com

<http://cnn.com/TECH/computing/9805/13/mac_osx.reut/>

SAN JOSE, California, (Reuters)—Apple Computer Inc said on Monday it would combine the core of its Macintosh operating system with elements of its high-end Rhapsody software in a new operating system that would be Apple's biggest leap in technology since 1984…

The new operating system—Mac OS X (10)—is due out in 1999. Apple said its advantages will include memory protection when the system crashes, much faster networking and a faster launch time…

"The core of the announcement makes a lot of sense," said Lou Mazzucchelli, an analyst with Gerard Klauer Mattison & Co. But he said he still had questions about how Apple will address the market for handheld devices to compete with Windows CE and very high-end powerful servers that connect networks."

Apple Unveils New Space-Age Mac That Glows

By Tom Abate
©1998 *San Francisco Chronicle*, page B1
<http://www.sfgate.com/cgibin/article.cgi?file=/chronicle/archive/1998/05/07/BU78538.DTL>

Steve Jobs yesterday took the wraps off Apple's secret weapon to re-enter the consumer market: a $1,300 Mac with a space-age, translucent plastic case that glows when the power is turned on. The new machine, called the iMac, will be available in August. It targets the 10 million consumers who own Macs today but have been slowly defecting to cheaper Windows PCs.

…But with its 15-inch color screen, 233- megahertz G3 processor and large disk drive, the iMac is a rounder, turbo-charged version of the old, square Mac. "It looks like it's from another planet," Jobs told an audience of 2,000 people at the Flint Theater in Cupertino. "A good planet."

…The iMac carries about the same price as many comparably equipped systems using Pentium-class chips and Microsoft Windows. And it has some technical advantages over other low-priced PCs. The Apple PowerPC chip is said to be more powerful than an Intel Pentium rated at the same speed, and the iMac benefits from extra memory for storing frequently used information.

Apple's New Crop

By David S. Jackson
Time Magazine
<http://www.pathfinder.com/time/magazine/1998/dom/980518/business.apple

s_new_crop7.html>

Depending on your point of view, the translucent blue iMac computer introduced by Apple last week is either the coolest or the weirdest-looking personal computer ever made. It's fast, it's cheap, and if you're looking for a cute little PC to go with one of those new Volkswagen Beetles, this is the one…An eye-catching vengeance it is…

Apple Rolls Out Bold Answer To The Sub-$1,000 PC Market

By Jim Carlton
The Wall Street Journal

CUPERTINO, Calif.—Apple Computer Inc. unveiled a translucent, one-piece computer that finally lives up to the company's "Think Different" slogan.

…**Grabbing Eyeballs**
Some analysts immediately began comparing the iMac to the new Volkswagen Beetle, both for its ability to attract attention and prospects that Apple might finally begin to win some sales outside of longtime Macintosh users.

…One Step In A Long Haul
In any case, the iMac should at least give Apple a psychological boost as it prepares for the rest of the year. When the machine starts shipping in August, as planned, company officials say they will target sales to existing Mac customers as well as schools and new users. "I can't imagine anyone going into a computer store and not being drawn like a magnet to this computer to check it out," said Phil Schiller, Apple's vice president of product marketing. "We certainly believe there will be more demand for it than we'll ever meet initially."

Apple Polishes The OS

Wired News Report
<http://www.wired.com/news/news/technology/story/12247.html>

Apple Computer has put some polish on its crown jewel operating system in a bid to make it, in the words of an Apple marketeer, the best Mac OS ever.

Apple's new strategy, announced Monday at the Apple World Wide Developers' Conference in San Jose, California, is an advanced version of the Macintosh operating system called Mac OS X. The updated operating system, which should ship late in 1999, will combine core elements of both the current Mac OS 8.1 and the Rhapsody operating system, which has been in development since Apple bought Steve Jobs' NeXT Computer in December 1996.

Apple Unveils Jetson-like Mac For Consumers At $1,299

By Therese Poletti
Copyright 1998 Reuters Limited

CUPERTINO, Calif., May 6 (Reuters)—Apple Computer Inc. on Wednesday unveiled a $1,299 Jetson-like computer aimed at consumers called the iMac, in a bid to regain its lost position in the consumer market. Apple also introduced a new line of sleek, black PowerBook notebook computers designed around its powerful G3 microprocessor, starting at $2,299 and available now.

…It's like the New Beetle. I think people will feel the same way," said Lou Mazzucchelli, an analyst at Gerard Klauer Mattison & Co., adding that this system will play into some nostalgia for the old Mac among current Mac owners who have not upgraded their system, and want a sleek, new, innovative design. "They nailed the price point. I want one. ... It's way cool."

"I think it's exciting," said Tim Bajarin, president of Creative Strategies Inc., a consulting firm. "The Mac users waiting to upgrade will gobble it up."

A Low-Priced Mac May Renew Apple

By Catalina Ortiz
The Philadelphia Inquirer

CUPERTINO, Calif.—Apple Computer Inc. is returning to its roots, once again laying claim to the consumer market with an innovative machine. On Wednesday, the company announced its latest Macintosh, an all-in-one box with a $1,299 price tag to compete with low-price rivals. "This is iMac," Apple cofounder Steve Jobs said, as he pulled a drape off the new desktop machine.

He called iMac, which encloses monitor, fast processor and hard disk in a translucent teal-and-white case, "a totally new take on what a consumer computer should be."

Industry analysts praised iMac's features, price and innovative spirit. They predicted that consumers and schools currently using Macs would eagerly buy the new machines and that even people with rival PCs would be intrigued.

"The iMac clearly is a departure from everybody else in the computer space—head and shoulders above everybody else there," said independent industry analyst Pieter Hartsook.

Apple Aims iMac At Low-price PCs

by Catalina Ortiz (Associated Press)

CUPERTINO, Calif.—Apple Computer Inc. declared its re-entry into the consumer market Wednesday, unveiling a $1,299 Macintosh enclosed in a single cuddly box.

The computer, to be available by mid-August, takes Apple into low-cost consumer territory—the hottest segment of the personal computer market—where it has been conspicuously absent.

Extras for New PowerBook Arrive

By Jim Davis
CINet
<http://www.news.com/News/Item/0%2C4%2C21932%2C00.html?sas.mail>

While Apple Computer garnered a lot of attention this week with the introduction of new Macintosh notebooks, a number of other companies were busy introducing their own Mac-related products.

Buyers of the brand-new PowerBook G3s are being offered a number of add-on peripheral devices.…

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New iMac Steals The Show: Apple's Next-Generation PCs

by Lisa Picarille
Computer Reseller News
<http://www.crn.com/sections/news/789/789pg131b.asp>

“Apple Computer Inc. is back. Or at least that is what interim Chief Executive Steve Jobs said at a press conference earlier this month…

But Apple’s re-entry into the consumer market stole the show: These futuristic-looking machines have a bulbous quality highlighted by translucent outer layers. The all-in-one machines, which also will be aimed at the education market, have a starting price of $1,299. Jobs showed demo after demo of the new machines—dubbed iMac—that blew away the fastest Pentium notebooks available today…

Apple’s Appealing Pie

by Rebecca Eisenberg
© 1998 San Francisco Examiner
<http://www.sfgate.com/cgi-bin/article.cgi?file=/examiner/archive/1998/05/17/BUSINESS15477.dtl>

Who says you can’t please everyone? Certainly not Apple Computer interim CEO Steve Jobs.

While Microsoft fights in court to defend its monopoly-created power to force-feed its crummy products to unhappy users, Jobs has been busy giving everyone what they want.

Apple programmers and consumers, both expert and new, finally have reason to cheer about the computer company formerly known as beleaguered.

Barry L. Ritholtz works in a NYC investment bank where he mockingly laughs at the IT department’s daily Windows mishaps. Send thoughtful responses to these musings at: <Ritholtz@aol.com>.

The Lawyers insisted: Under no circumstances do the information or opinions contained herein represent a recommendation to buy or sell any of the stocks in any of the companies discussed. None of these discussions should be considered investment advice.

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BY JAMAL GHANDOUR, jghandour@atpm.com

Mercury Effect

Diverting from the frequent Photoshop tutorials, this month I will be discussing an easy way to obtain the so called “mercury effect.” You will need Painter 5.0 and a vector-based drawing program such as Macromedia Freehand or Adobe Illustrator.

Mercury vs. Chrome

Although many people don’t notice it, there is a big difference between “chroming” and “Mercurizing.” “Chroming” uses simple beveling of edges. “Mercurizing,” however, uses a technique called build-up. This means that whenever two strokes overlap, the material builds up to provide a more complex reflection/refraction bump. The visual below illustrates this point.

Pretty cool, huh? Now let's look at how it's done.

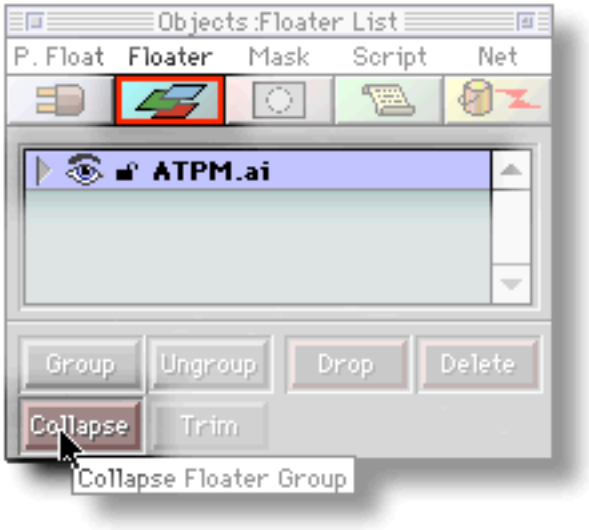
Mercurizing

Step 1: Prepare the Path to be Mercurized and export it as an Illustrator EPS file.

Note: One flaw with Painter is that it can't resize imported EPS artwork, so always export the file at the required size.

Step 2: Import the file into Painter. (File: Acquire: Adobe Illustrator® File…)

Step 3: Here is the tricky part: go to the "Objects" palette and click on "Floater List." Click on the layer, then click the collapse button.



Step 4: Go to the "Art Materials" palette, select the patterns, and choose a nice shiny emap.

Note: The demo version of Painter 5.0 lacks emaps. Moreover, full version users might need to load the emap patterns from the extras folder.

Step 5: Finally, choose "Apply Surface Texture…" (under Effects) and choose the mask in the "using" popup menu. I suggest that you play around with the settings for some startling effects. (Try maxing them out to see how each setting affects your visual.)

Happy Mercurying :-)

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...

ABOUT THIS STUFF

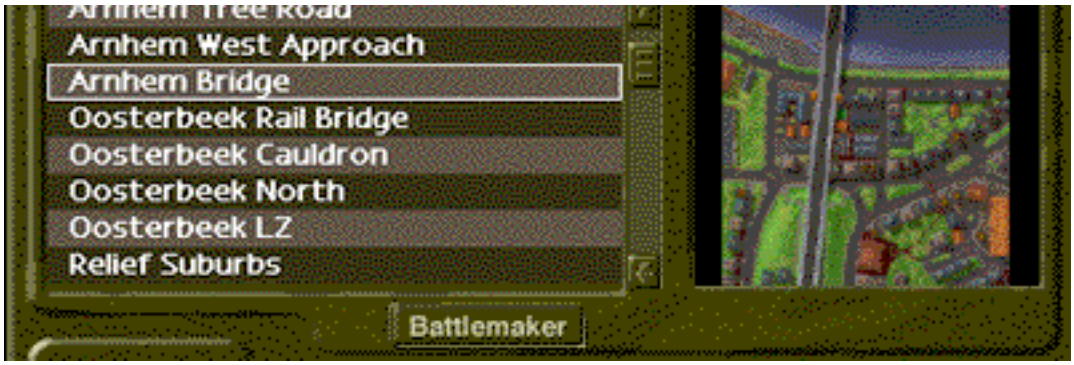
REVIEWED BY BILL LEE, billlee@asia.apple.com

Close Combat: A Bridge Too Far

Product Information
Publisher: Microsoft
Web: **<http://www.microsoft.com/games/>**
Category: Game, World War 2 Real time tactical
Programming & Design: Atomic software
Web: **<http://www.atomic.com/games/ccmain.html>**
Street Price: $50

System Requirements
Power Macintosh
Mac OS 7.5 or higher
16 MB RAM
40 MB hard disk space
4x CD-ROM
800x600 Monitor
Thousands of Colors
Networking: 2 player over modem (28.8kbps minimum speed) or TCP/IP

Before you fire up Atomic's "Close Combat: A Bridge Too Far," you might want to dust off a copy of Cornelius Ryan's book, *A Bridge Too Far*, or visit your local video store to rent the movie of the same name to put you in the mood. This game covers a series of battles in the largest airborne operation of the Second World War—an operation which, like the name implies, failed through an underestimation of the defenders and an overly optimistic set of objectives. The combination of elite troops from four nationalities, the urgency of the operation and consequent rescue mission, the close nature of the fighting, and the wide range of equipment used mean that the battles are action-packed and exciting.



Close Combat: A Bridge Too Far takes the basic engine that drove the award winning predecessor, “Close Combat,” and makes it a more polished product, gaining some improvements, but simultaneously dropping one or two things that might be sorely missed by avid devotees of its predecessor. The scale is operational, yet micro-tactical, as you can allocate reinforcements between divisional airdrops, yet command bazooka teams to hunt down German tanks. Each battle has a mission—fail this mission and you will be forced back to defend on new ground. Succeed, and you can push the enemy back, or you might be forced to again defend your territory from another assault.

To achieve your missions, you command a selection of fire-teams of paratroopers, infantry, tanks, tank destroyers, anti-tank guns, and a range of other armoured vehicles. Attacks can be screened from your opponent (computer or human) by the use of mortars or guns firing smoke, or your support troops can lay down covering fire to keep the opponent’s troops’ heads down. Like its predecessor, all of this is animated, with men and tanks firing, men crawling forward through fields, the wounded lying bleeding on the ground, and your body chilling at the sight and sound of flame-throwers spewing gouts of fire at their targets. Hand to hand combat is shown as tiny graphics of men parrying and attacking their opponents with accompanying grunts and thuds until only one side remains standing. Brief lines of fire flash on the map to show you where firing is coming from and going to; your fire is shown in blue and your enemy’s in red.

I would have to say that the battlefield maps are the most beautiful I have yet seen in a computer war game. Roads sweep around bends, the plowed fields are still green with growth, trees show their fall colors, and every building is unique. This battlefield is not a chessboard with neatly laid out rows of houses and hedges, instead each map is individually drawn, colored, and shaded to make it look like a view from a plane, including the shadows cast by all objects. But there is more: Atomic Games has added in the complexity of height and elevation. Buildings over one storey tall are now depicted with a '2,' '3,' or even a '4' on their roof, indicating their height advantage over the surrounding countryside. This height advantage not only allows troops occupying them to see further, but fire directed at them is diminished according to the height of the building they occupy. When troops occupy a building, the building is shown with its roof removed and the troops are shown inside. Damage done to buildings is carried over from one battle to the next if you are playing a Campaign game, so that after a few game days some houses lie wrecked. Like the name of the game implies, much of the fighting is centred around bridges or fighting for their control, and the bridges are handled well graphically. The German player, on some missions, has the ability to blow up his bridge before it falls into the hands of the American or British troops and can make the bridge blow up with a satisfactory explosion and falling wreckage.

There are only a small number of commands available to a player's troops: move, move fast, sneak, fire, make smoke, defend, and hide. These commands are deceptively simple, since their effects depend on where they are applied. Firing at a visible enemy will allow that enemy to be tracked and shot at even if they move, while firing at a suspicious location will allow you to maintain that covering fire indefinitely, or at least until you run out of ammunition. The new command 'sneak' allows you to creep through fields and woods in your attacks, or to slip away from a defensive position without making it obvious. One command missing is the 'Defend this arc' command, so sometimes you have to ask your troops to move, then cancel that move partway through to get the same effect. If you have accidentally left a squad hiding in a building when the enemy approaches, the computer's Artificial Intelligence (AI) will not allow them to be taken by surprise and they will ambush the enemy when it gets too close.

A good AI is hard to program well, but Atomic has managed to do a good job and has improved on the model first seen in the original "Close Combat." As expected, the computer plays the defending Germans much better than it does the Allied attackers, since there are less complex decisions that it has to make. You will still be surprised by the apparent intelligence of your computer opponent, but the best opponent is still another human, either on the Internet or via modem.

For the purists, there are some inaccuracies in the information used in the game, such as an armoured car that seems to contain a warehouse's store of ammunition, but most of these are minor or can be fixed by editing the data files with a spreadsheet. Two official patches have been released since version 1.0 was released, and these have tuned the troop behaviours to make the tanks less fickle and wild. Personally, I treat the sometimes-weird behavior of tanks as part of the independent and unreliable nature of the armoured support of that period. Just keep in mind it is still just a game, and you don't need to control every footstep of every soldier to win.

Winning the campaign requires you to allocate resources to each sector of the campaign; before each battle you can use these resources to buy extra troops or tanks to assist each mission. If they survive, you get them for the next mission. As you win more missions, you are awarded more resources which represent the extra reinforcements available from landing grounds or supply lines.

The immense amount of work that Atomic put into making their wonderful maps has meant that there have not been the same third-party expansion maps and scenarios. We have been provided with a scenario editor by the folks at Atomic which allows us to set up the existing maps and troops in a huge number of different scenarios. Atomic has even provided us some tanks and troops that were not available during the real "Market Garden" operation for these custom games.

Compared to the manual for its predecessor, the game manual is quite short, and the game relies to a large extent on the online tutorial and help system, which is excellent. Still, there is no substitute for trying out various tactics.

To win, you need to learn the lessons of how to combine infantry, tanks, and guns in a coordinated plan of attack and defence—although you don't really have to know a lot about military history. As you can set the game difficulty to account for various experience and abilities, Atomic has made a game that can be enjoyed by the novice as well as the experienced player. You can download a single-battle 6.7 MB demo from Atomic's web site to see if you like it. Highly recommended for all those who remember playing with toy soldiers when young.

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ABOUT THIS STUFF

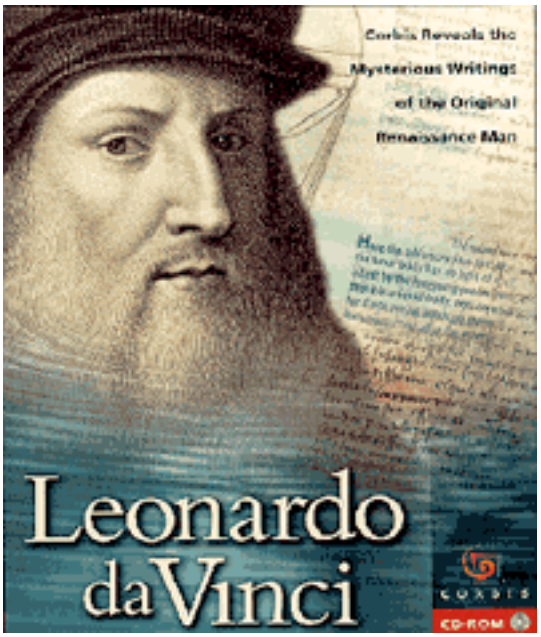
REVIEWED BY ROBERT MADILL, rmadill@atpm.com

ATPM RATINGS EXCELLENT

Leonardo da Vinci CD-ROM

Product Information
Published by: CORBIS©
15395 SE 30th Place
Suite 300
Bellevue, WA 98007
Phone: (206) 641-4505
Web: **<http://www.corbis.com>**

System Requirements
25 MHz 68030 or better
8 MB RAM (12 MB for Power Mac)
13" monitor or larger with 256 colors
2x CD-ROM drive
System 7.1 or higher



Brilliant! This word describes both the mind and work of Leonardo da Vinci and the multimedia production created by CORBIS. Don't spend your money on Leonardo and the "Titanic," this CD-ROM is a much better use of several hours and your hard earned dollars. The subject of this production is the best example of Petrarchs' true universal man of the Italian Renaissance. Da Vinci excelled as a painter, architect, engineer, scientist, philosopher, humanist, adventurer, and inventor. Even this list does not pay appropriate homage to the true genius of a man who was hundreds of year ahead of his time.

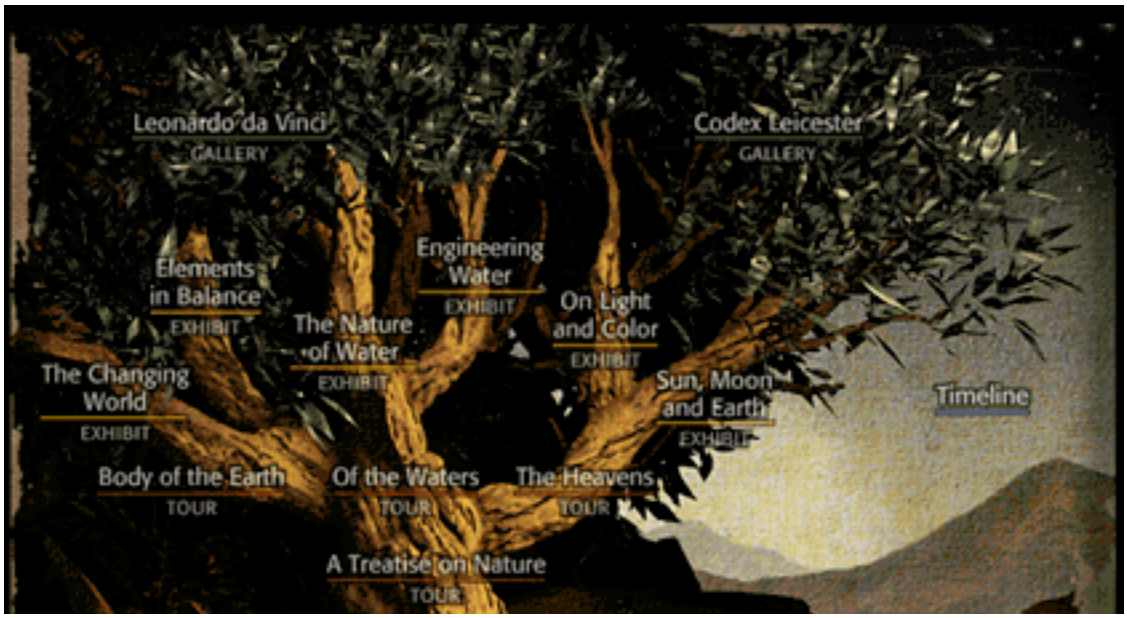
Above all else, he was able to dispel the 'darkness' of the mediaeval world and initiate the modern world potential of the human mind as an endless conduit for discovery and accomplishment. With Leonardo, there was the affirmation that "Man" was the measure of all things. Returning to the past accomplishments of the ancient Greeks and Romans, da Vinci reinforced the power and purpose of the worldly mind. Why is the sky blue? Why

does the moon shine at night? Why does water swirl quickly to its inner vortex? These are several among many questions Leonardo da Vinci pursued during his lifetime.

Once we Mac users get past the facts that this project has been largely generated by a Microsoft affiliate, and the core material is based on the content of the purchase of da Vinci's CODEX LEICESTER by Bill Gates, we have to give full credit for a professional product and a very valuable contribution to our cultural heritage. And, you have to appreciate the purchase price of the CODEX—30,000 million US dollars! Yet this purchase price pales in light of the thoughts captured in this single 72-page manuscript and the associated Renaissance phenomena.

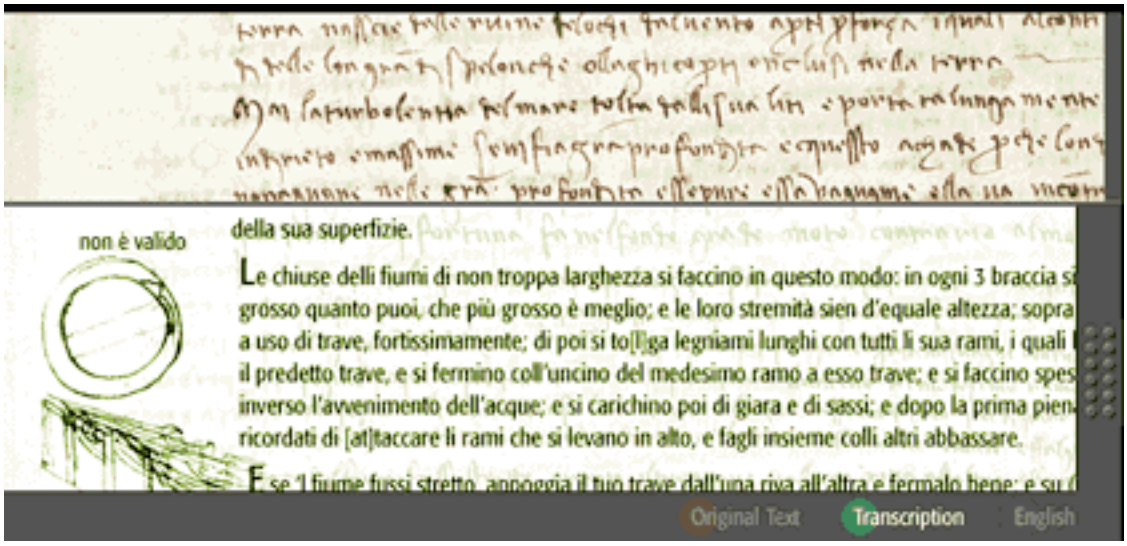
This production is user-friendly. A simple installation of QuickTime™ 2.5 and Indeo® Video R3.2, included on the CD, are all that is necessary to run the program. This leaves a very small 'footprint' on your hard drive as the program is run entirely from the CD-ROM. Both PowerPC and 68K installation options are available. Talk about simple! Touch any of the top numeric keys to adjust the sound volume. Tap "Esc" and you immediately exit the program. The "Help" control is as it says for every screen, and it gives you a tutorial for every section you are viewing.

After an informative introduction by Martin Kemp, Professor of Art History at Oxford University, and a personal statement concerning the profound understanding of Nature by da Vinci as seen by Mr. Bill Gates, you will be treated to a multi-level voyage through "Tours," Exhibitions," and "Galleries," narrated by Professor Kemp and other scholars well versed in the work of Leonardo da Vinci. Kemp's view is nicely reflected in his observation that da Vinci's method of interactive leaps is reflected in the format of this CD. The comparison of microcosm (the human body) and macrocosm (the universe) ends up being appropriately represented by the visual of a "tree" for the Main Menu.



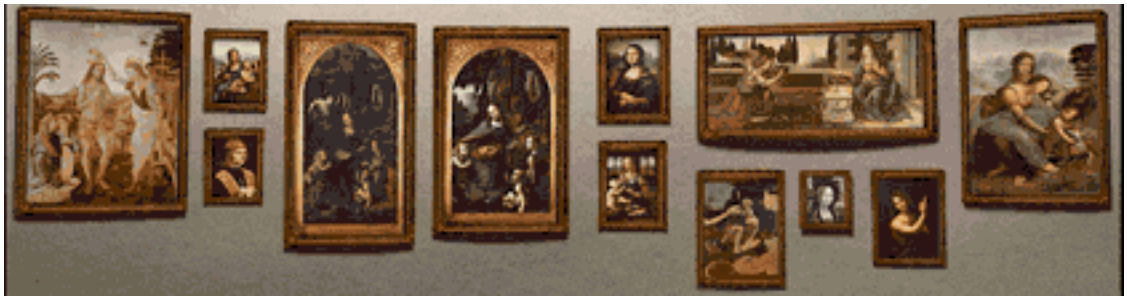
The “Time Line” and other snippets of the program may mislead the novice to the history of the start of Renaissance. Several images and historical benchmarks lead one away from da Vinci to Massacio to Magritte. Although this may confuse the first-time viewer, the relevance to modern thought and imagery is only reinforced by the different time frames and imagery. This is truly a voyage of discovery.

There exists a simple “Guide” for using this CD. As with the other options in this production, you are given a well-narrated guide for navigating through the CODEX, da Vinci’s limited painting portfolio, and the general context of the Renaissance period within which he worked. The real heart of the production is the 72 page CODEX LEICESTER. Six areas of exploration were recorded by da Vinci: ‘Dynamics of Water,’ ‘Rivers and Seas,’ ‘Body of Earth,’ ‘Astronomy,’ ‘Atmosphere,’ and ‘Experiments’. This may sound pretty academic and boring to those of you who are ‘working’ the latest of the 3-D ‘Shoot-em-ups’, but trust me, you’ll spend more hours of benefit exploring the ‘tree’ than pushing the kill button. The visual and animated re-enactments of Leonardo’s experiments are well worth your time in front of the screen. Often the ‘old theories’ are nicely reinforced by contemporary photographs and historical scenarios.



One of the most fascinating aspects of the CD-ROM is the creation of the Codescope™, a unique viewing and translation tool designed by CORBIS whereby users are able to translate

the CODEX LEICESTER into Italian or English, and allowing the reversal of the trademark da Vinci mirror writing associated with Leonardo's' sketchbooks. This tool allows for an easy exploration of all pages of the journal. This visit is easy and reminiscent of an "arm-chair" museum visit. The six themes mentioned above can be easily explored with this unique multimedia tool.



A trip to the "Leonardo da Vinci Gallery" would usually garner interest in the "Mona Lisa." I find the visual of the "Madonna of the Rocks" to be most representative of the paintings. The foreground figures may be interesting, but it is obvious that da Vinci was more intrigued with painting the "grotto" and landscape beyond. The enigma of the landscape was a fixation of this genius. It is also interesting that da Vinci was working with a geocentric theory of the heavens—long since proven inaccurate. He even postulated that the reflective quality of the moon was a result of a water covering. Gosh, didn't we just discover that there is a deposit of water on the moon. Not the water postulated by da Vinci…but he was not far off.

The "Virtual Eight-Room Gallery Space" harbors the intensive nature and accomplishments of Leonardo da Vinci's ideas and theories concerning the earth, water, heavens, and their interrelationship. This area of the CD contains over one hundred of his works and all of his paintings. One additional facet of this aspect of the production is the ability to 'zoom' in on particular images. Put your machine on millions of colors and enjoy the positive aspects of digitalized images.

While on this topic, CORBIS is setup to be a virtual bank of visual imagery ranging from twentieth century Ansel Adams photographs to Northern European paintings such as Jan van Eyck's "Arnolfini and Bride" and everything in between. One can discover that CORBIS is one of the largest digital archives on the 'net. This gives great potential for the high school student wishing to illustrate an essay or a corporation seeking that perfect image for a brochure.

No, I'm not trying to sell this corporation. I merely support the preservation of any image associated with our culture and heritage. Kudos to any corporation or individual who attempts the same.

My initial response to this production was

that it was too brief. Upon a more complete analysis, I came to the conclusion that this production would hold the interest of both the novice and scholar. “Leonardo da Vinci” is definitely a worthwhile addition to your CD-ROM Library. And, how can one leave the review without that famous enigmatic smile?

Copyright ©1998 Robert Madill, <rmadill@atpm.com>*.* *Mr. Madill is a Professor of Art and Architectural History on the faculty of Architecture at the University of Manitoba in Winnipeg, Manitoba.*

ABOUT THIS STUFF

REVIEWED BY TOM IOVINO, tiovino@atpm.com

Snitch 2.5.2

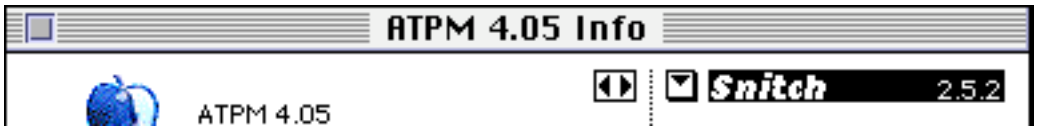
Product Information
Written by: Mitch Jones
Email: **<mitch@niftyneato.com>**
Web: **<http://www.niftyneato.com>**
Shareware Fee: $20

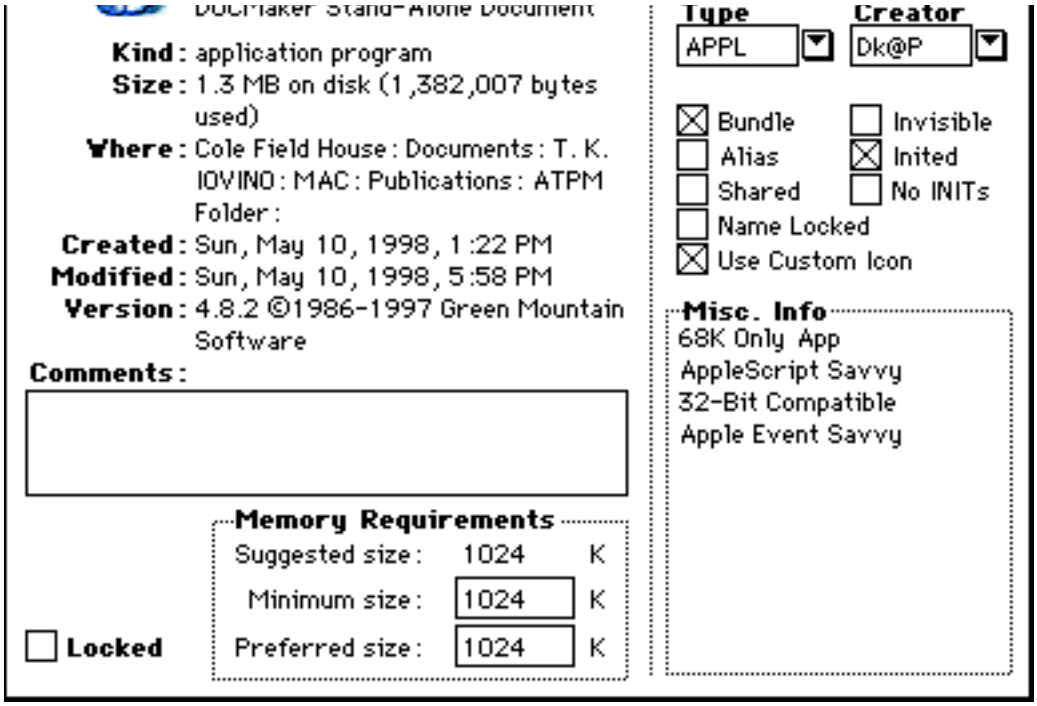
System Requirements
Mac with 68020 or greater
System 7 or higher

Maybe this is a familiar scenario: You are asked to open a document that was created about three years ago in who knows what version of some word processing program you think no longer exists. Wouldn't it be great to get more information on this file than you can glean from the Get Info command, or change the identity of the file so it will open in another program?

Well, now it's easy. Just download Snitch by Mitch Jones, and you can get the lowdown on everything on your hard drive. The most current version is 2.5.2. It is available at most major shareware sites that feature Macintosh titles.

According to the developer, Snitch is a System 7.x and system 8.x Finder enhancement that extends the Get Info command, allowing you to view and edit information about a file, alias, folder, or disk. It does this through the use of plug-ins that provide different features, such as editing a file's info, fixing an alias, or examining the preview for a QuickTime movie. Snitch also supports contextual menus in System 8.x, making it easy to access the features provided by the control panel. Snitch's features will continue to grow as more plug-ins are released for it.

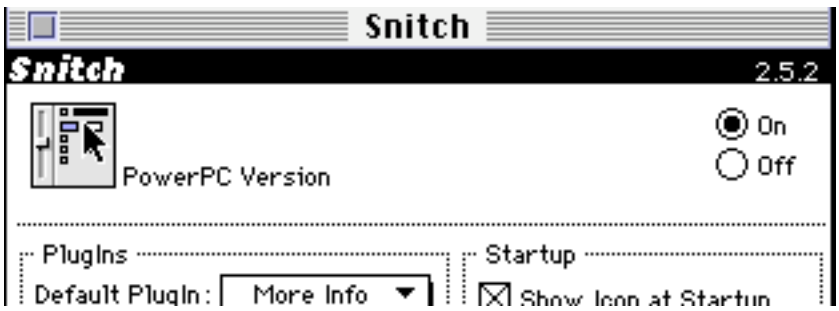


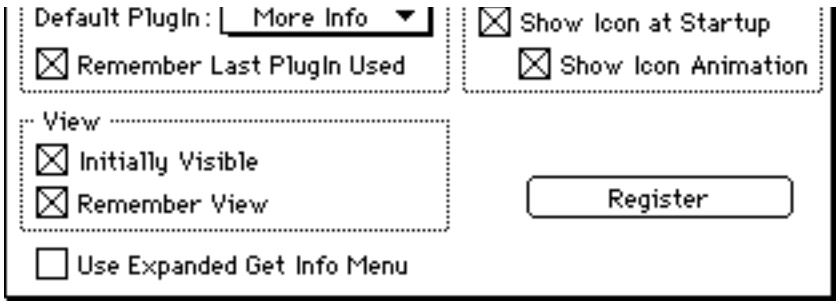


I was thoroughly impressed with the More Info plug-in, which lists pertinent information on documents, programs, aliases, and folders. The popup menus next to the type and creator edit boxes contain commonly used types and creators. These menus can be modified to include whatever items you use frequently. Individual items can be removed from these menus by option-selecting them.

The real magic of Snitch lies in the fact that you can edit these settings in order to open older documents in your current programs, or to modify current documents you may have trouble opening. You can even apply these changes to several files at once using Snitch's batch commands. Of course, you want to be careful poking around with important documents such as, say, the Quicken file of your family's financial records.

Other plug-ins were decent. The alias plug in checks links back to the parent file—a boon if you have a suspect alias, and you want to see what the problem may be. Snitch can also reconnect stray aliases to their parent files. Dates and Sizes is a boon to those looking to identify the creation and modification dates of important files and their exact sizes.





The main complaint I had about Snitch was its installer placing so many files on my hard drive (an extension and preferences files, in addition to the control panel), when all that's required on a 68K Mac is the control panel. I'm just not a big fan of adding more extensions to my startup routine. To me, it's just another potential extension conflict waiting to happen.

Also, some of the plug-ins were quirky at best. For example, the preview plug in failed to locate any preview information on my QuickTime copies of Apple's *Toasted* or *Think Differently* commercials. It showed me just the first black frame of 1984. It's a great idea, but the execution still needs help.

I can see some occasional uses for Snitch, but, in the long run, it may not be all that it's cracked up to be.

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Guidelines

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.

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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 **Copy Editor**, a **Shareware Reviews Editor**, and an **Interviews Manager**. Please contact us at **<editor@atpm.com>** if you're interested.

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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>**.

ABOUT THIS PARTICULAR

TRIVIA

A TRIVIA CHALLENGE BY EDWARD GOSS, egoss@atpm.com

This is the latest in *ATPM*'s series of Trivia Challenges. On the left are descriptions of some TV characters, and on the right are the character's names. Match them up! Answers to this month's Trivia Challenge will be found in the next issue of *ATPM*.
If you have any suggestions for future Trivia Challenges, or wish to comment about almost anything, please e-mail me at **<egoss@atpm.com>**. Also, take part in this month's survey (found below). Thanks.

Trivia Challenge #8—TV Time

1. He was "Your Doorman."	A. Sky King
2. The Cartwright family cook.	B. Cliff Claven
3. A Toledo Mud Hens fan.	C. Leonard Kosnowski
4. Lost as "Master of his own domain."	D. Hop-Singh
5. Larry's other brother.	E. Oscar Madison
6. Sam Malone's postal pal.	F. Cosmo Kramer
7. "Booked 'em" for Steve McGarrett.	G. Susan Silverman
8. The Tate family matriarch.	H. Sergeant Schultz
9. Penny's uncle.	J. Carlton
10. Spock's father.	K. Dana Scully
11. Drove Felix Ungar crazy.	L. Danny "Dano" Williams
12. Poodle Queequeg's owner.	M. Jessica
13. He "Saw nothing and heard nothing"	N. Darryl
14. Andrew Squigman's best buddy.	P. Maxwell Klinger
15. Spenser's "Sweet Patootie"	Q. Sarek

The Survey

What are your all-time favorite TV shows? E-mail me at **<egoss@atpm.com>** with your top three favorite TV shows of all time and I'll post the results in a future issue.

The Rules

Each question has only *one* correct answer. The answers are stored in a hermetically sealed envelope guarded by a fierce Lhasa Apso named "Hammerli" who lives in our house.

Last Month's Answers — #7 - The INITs

1. E— PGPemailer

2. K— Apple Modem Tool

3. Y— Dialog View

4. P— MetroNub

5. M— Color Picker

6. N— Kerberos Client

7. Q— DeskPicture

8. U— English Speech Recognition

9. C— QuickTime Musical Instruments

4. T— PPP

5. W— AfterDark

5. I— GoMac

7. L— Map

8. G— ColorSync

9. Z— Double Scroll

0. F— Retro Startup

1. S— OS Chooser

2. A— Wacom Tablet

10. V— QuickTake

11. O— CopyPaste

12. B— Kaliedoscope

13. D— ClickBook

. J— MkLinux

. H— Okey Dokey Pro

. R— KeyQuencer

. X— Key Access

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