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Find 'Your Type': Picking a Printer That Fits–p.20

Breaking the Bond Market–p.26

Fantasy League Baseball–p.38

RELAX

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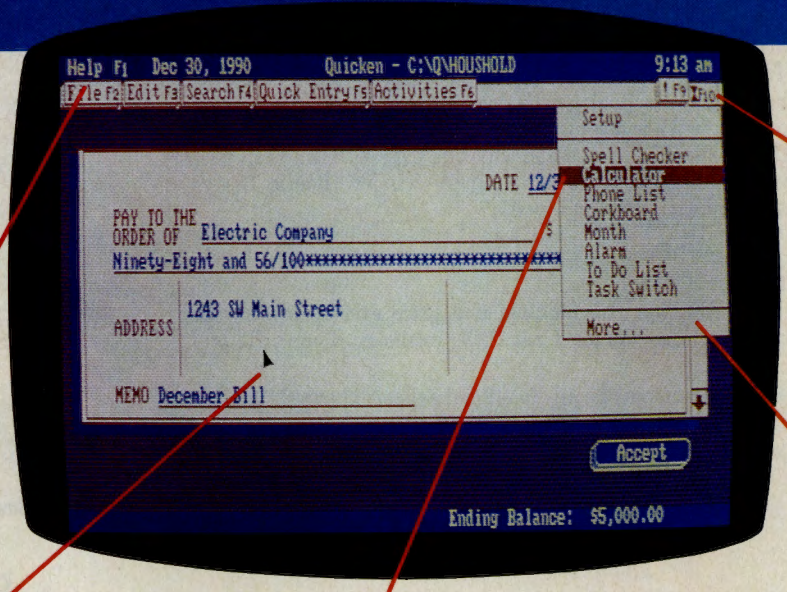

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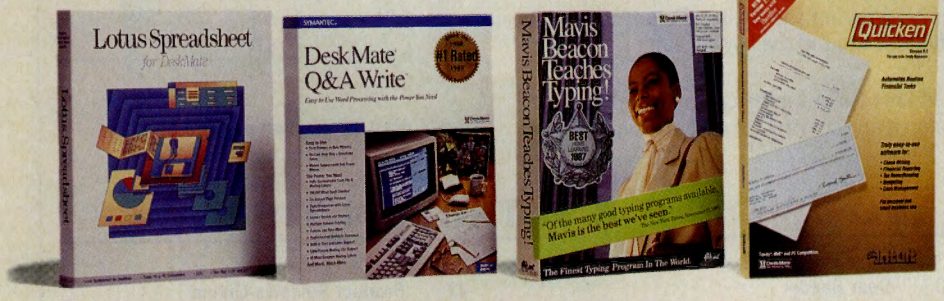

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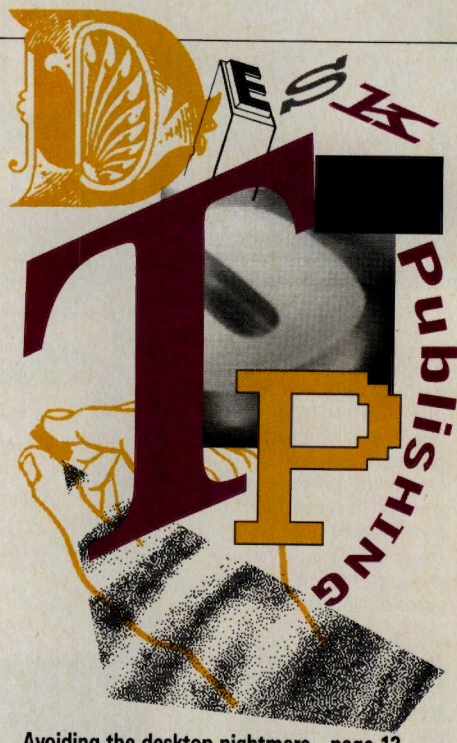

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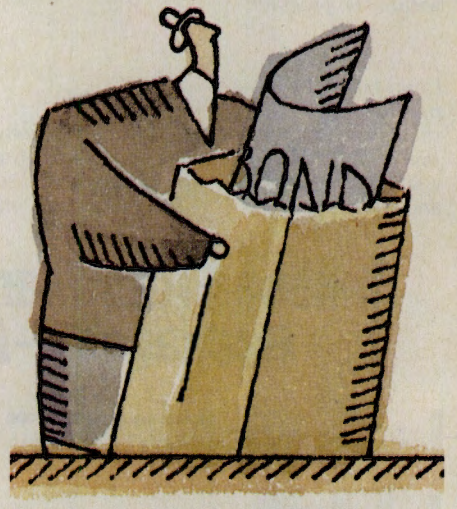

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Too Hot to Print

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COVER ILLUSTRATION BY JOHN WEBER

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Dear Reader

Desktop publishing is one of those "some assembly required" activities. Much like a put-together project, it looks easy from the outset—particularly if you place much faith in those cheerful, international symbol-laden instructions. But once into it you discover that Part A doesn't quite fit into Part B, Part C is nowhere to be found, you don't have a Madagascar-standard wrench set and that "about one hour" of assembly time has somehow stretched into three. Even after you've finally finished, you still must gamely inform the kids that their new jungle gym is *supposed* to lean that way.

Many of us who have been computing for very long have probably been drawn into a "jungle gym" publishing project of one sort or another. And, we likely share the common experience of a seemingly simple report or newsletter project that eventually took on a remarkable, if metaphoric, resemblance to the tangled skein of wires under our computer desk. Or, perhaps we got through the experience with few technical scrapes, only to find that what was intended to resemble a dignified, businesslike publication emerged with all the elegance and understatement of a supermarket tabloid.

We may not be able to help much with assembling jigsaw-esque furniture and appliances, but we do offer hope for your desktop publishing tribulations such as page breaks that won't break and onscreen masterpieces that become hideous jumbles on paper. Hope starts with this month's cover feature on page 12. Here you'll pick up some design tips, typography basics, art ideas and editing pointers from the pros; you'll learn that while desktop publishing need not be difficult, smooth executions and refined-looking products do call for a modicum of planning and training.

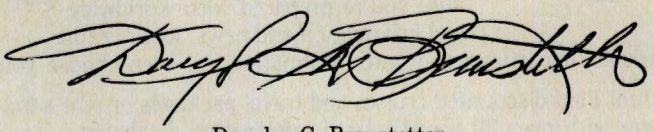
More important, even a quick glance through this informative feature opens many doors to areas of CompuServe where you'll find far more help than a hundred magazine articles can provide. You'll discover a rapidly growing base of graphics, design and publishing software support forums populated by professionals and amateur experts. We even provide hints on how to "network" with the pros, how to ask questions and where to go on CompuServe to ask those questions and get quick answers when you're in a pinch. You'll also find numerous resource tables listing the various forums, library files and programs available.

Finally, desktoppers who are considering a printer purchase (or who blame their old printer for their last publishing debacle and want an upgrade) shouldn't miss the Computing Services kick-off piece following the cover feature—it's all about lasers, inkjets and dot-matrixes, and how to go about selecting them. Once again, you'll find the best information in more than a dozen online resources listed with the article.

* * *

If you've always wanted to poke around The Electronic Mall but have hesitated because you were wary of losing track of time and racking up connect charges, hesitate no more. From now on the entire Electronic Mall is free of CompuServe standard connect charges (applicable communications surcharges remain in effect). Now's the time to browse for your spring seasonal needs in the "stores" of more than 100 merchants offering everything from gardening supplies to sports and fitness equipment. One merchant, the Shopper's Advantage Club (GO SAC) literally has everything—more than 250,000 items at discount prices.

Start by looking through this month's Go Mall shopping guide on page 47, and check out the Mall Directory on page 56. Then, get online, type GO MALL and enjoy.



Douglas G. Branstetter
Editor

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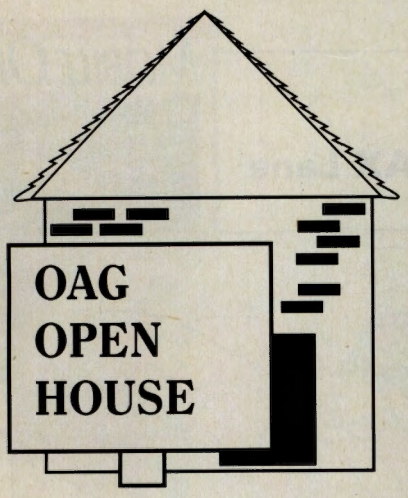


Saturday/Sunday
Feburary 9 & 10

Spend a weekend using the OAG ELECTRONIC EDITION TRAVEL SERVICE

The OAG open house weekend is your opportunity to try out our many travel related databases and see how much fun you can have using the OAG ELECTRONIC EDITION TRAVEL SERVICE! You're sure to be surprised by all the unique and exciting facts you'll find. And CompuServe's surcharges on OAG will be waived for this special open house.

So come on in and browse!

Home Office Alternative

The article, "You Can Go Home Again and Stay There," (November 1990, p. 12) compelled me to write about an excellent substitute to the home office.

As you report, many corporate ladder climbers are opting to begin their own businesses; however, "home" is not always the best and most efficient place to go. This is where the executive suite industry compliments the success of a "propreneur."

Our industry was created to provide a professional, 8-to-5 work environment (with 24-hour, seven-days-a-week access), one- and two-person offices, and state-of-the-art, shared resources that include copiers, fax machines, mail services, receptionist, secretarial support and kitchen facilities.

A suite environment prevents financing/capital problems, provides short-term leases and allows a business to continue to function even though the propreneur's hours are flexible. By having a shared, full-time staff to answer the phone and take care of administrative duties, a propeneur's office is always functioning.

Anita K. McCarthy,
Vice President
Executive Suites Inc.
Memphis, Tenn.

High-speed Modem Review

We appreciated your consideration of Sharp's new family of high-speed PC modems (November Reviews Online, p. 42), but we're at a loss to understand the 4800-baud designation. With Sharp units at either end, both the 9624 and 9624e transmit at 9600 baud. It's true that absent MNP Level 5 data compression, Sharp's modem chipset with EBR (Extended Baud Rate) technology supports 4800-baud transmissions; with MNP5, however, the modems achieve true 9600-baud throughput. MNP5 is standard fare with the 9624 and 9624e.

Ken Greenberg
Marketing/Public Relations
The Bohle Co.
Los Angeles, Calif.

More HAM Radio Origins

Dennis Burgoyne's recent letter regarding the origin of the term HAM was rather interesting. Here's another story of the term's beginnings: Three of the creators of electronic communications in the early days were Heinrich Hertz, Edward Armstrong (the inventor of FM) and Gugliamo Marconi. Their last names' initials spell H-A-M.

Marc Manis, K5NO
Winter Springs, Fla.

Amiga Coverage

The Special Macintosh Insert in *CompuServe Magazine* (December 1990) was interesting. I can't wait to see the Special Amiga Insert that one can only assume will be appearing in the coming months. As much as I anticipate this special insert, I also anticipate *CompuServe Magazine's* expanded Amiga coverage in light of the Amiga's rapidly growing sales, worldwide distribution and acceptance.

Several sources have told me that Commodore Amiga's worldwide distribution of Amiga computers achieved the 2 million mark in November. Compared to what I have heard of Macintosh's distribution level, the Amiga is not far behind. In all probability, the Amiga's worldwide distribution will surpass that of Apple Macintosh's during FY '91.

Keeping the above information in mind, I'm sure that I and the other online Amiga users will be seeing more Amiga coverage within the pages of *CompuServe Magazine*. At least, we hope that CompuServe would become so enlightened.

Todd Evans
Sierra Vista, Ariz.

Send a Letter

OLT-30	**Letters to the Editor** main menu. Lists all departments.
OLT-31	**Send a letter instructions.** Complete instructions on how to send a letter to the editor via the electronic service.
OLT-32	**Read letters** from other OLT readers.
OLT-33	**Send a letter** to the editor. You will receive prompts for each step in the process. Important note: We cannot answer questions regarding the CompuServe Information Service through this service. If you have questions or problems, please use the Feedback service (GO FEEDBACK).

MONITOR

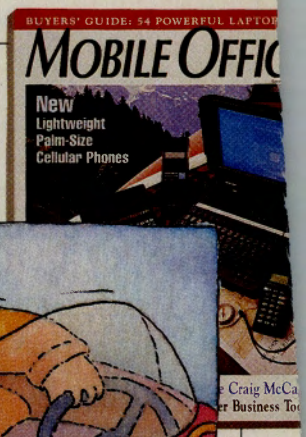
Thin Roots That Spread Far

When Lois A. Jaczkanin of Cleveland decided to look up the Richley branch of her family tree, she found mostly bare branches. Although most of the present-day Richleys she had managed to locate in the past had indeed turned out to be relatives, the common-sounding name is actually quite rare.

So Jaczkanin posted a message in the Genealogy Forum (GO ROOTS), asking if members around the country would take a few minutes to look up Richley in their local phone directories. There were none in Denver, Manhattan, Baltimore, Boston, Toronto, El Paso, Chicago, Portland (Oregon or Maine), or in any of numerous suburban and rural counties populated by forum members. But six Richleys did show up in the San Diego listings, as well as one in Bloomington, Ind. Jaczkanin says the Indiana man is definitely a distant cousin, and she'll be checking out the others soon.

After using the forum to reach out and touch long-lost relatives, Jaczkanin (at the suggestion of a forum member) approached a professional nationwide phone book listing organization and paid them to do a similar search. She found that there are only about 100 Richleys in the United States, including 12 Clevelanders she already knew and the seven who turned up in the forum. "That's about 20 percent—not bad for a shot in the dark!"

The Magazine for Life in the FAX Lane

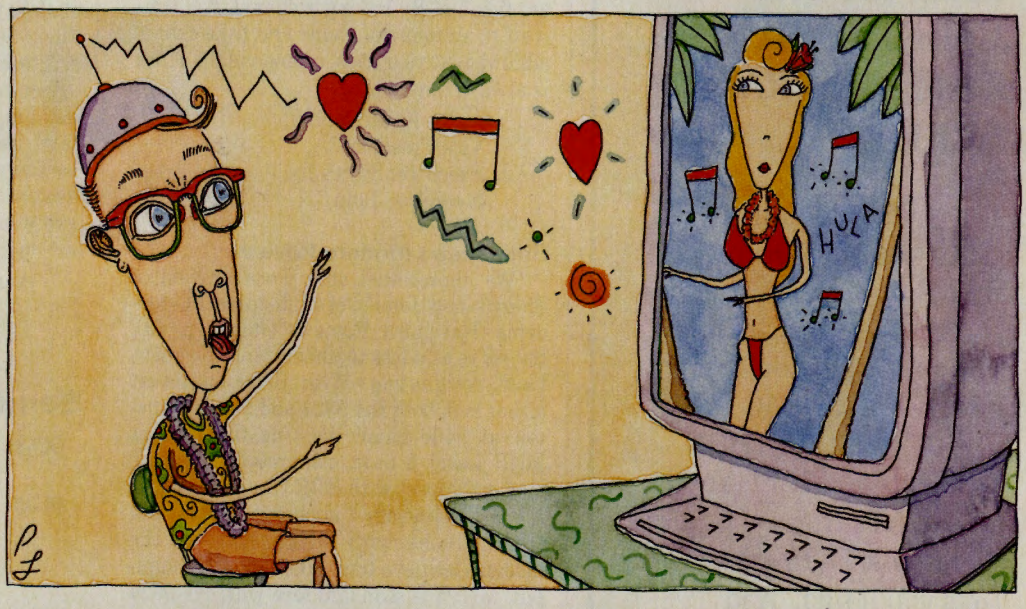


In a new project in cooperation with the Consumer Electronics Forum (GO CEFORUM), *Mobile Office* magazine is uploading selected articles and fielding questions about businesspeople on the go in the forum's Library and Section 14, "Mobile Office."

Mobile Office's contributions join the forum's already extensive collection of files on cellular phones, laptop computers, organizers, portable fax equipment, pagers and portable word processors. These all are cataloged in the regularly updated file LIB14.CAT.

To acquaint forum members with its publication, *Mobile Office* is offering a free sample issue. By calling 800/627-5234 and stating that you're a CE Forum member, you'll be mailed the latest issue. After your evaluation, take advantage of a special $17.97 one-year subscription, or write "cancel" on the invoice for no further obligation.

MANUEL KING



PAUL FISCH

Yes, But Will You Still Respect It in the Morning?

A University of Nevada librarian predicts that the perfect sex partner of the future may be the personal computer.

Milton Wolf, whose hobby is science fiction, suggests that one day people will be able to link their heads to personal computers and enjoy their sex fantasies.

"Put the helmet on and knock yourself out," Wolf told the Reno *Gazette-Journal*.

A lecturer on the future of robots in the world, Wolf says he uses his futuristic views of sex and computers to catch students' attention before discussing more serious topics. However, he insists his ideas are no joke, and that programming the computer in the future will enable people "to experiment in thought rather than deed."

The only sex organ is in the brain, according to Wolf. "There are six places in the brain that receive erotic stimulation."

And you thought Intel was just kidding with its SX appeal ads!

Monitor

Contributors:
Cathryn Conroy, Mike Pietruk, Lindsy Van Gelder, Gary Plummer

ROBIN JAREAUX

Them is Fightin' Words...

The Mac-Coys and the DOS-fields are at it again. This time, it's the members of the Macintosh Community Club (GO MACCLUB), many of whom would happily stuff the products of that Big Blue Company and all its clones right into those cute little trash cans on their monitor screens. A poll of what the letters "IBM" really stand for yielded these, among the more printable possibilities:

- Incredibly Boring Machine
- Impersonal [and] Biased [toward] Microsoft
- Invented By Mickey [Mouse]
- I Bring Manuals
- Ingrained Batch Mentality
- And, of course, I Bought Macintosh

...How About 'Induces Better Manuscripts'?

If you want to be a better writer, get rid of your Macintosh and get an IBM PC.

At least that's the word from the University of Delaware, where writing instructor Marcia Peoples Halio conducted a writing-analysis program and concluded that those who use Apple Macintosh computers produce "sloppier writing and fluffier topics."

Halio found through a random sampling of essays created on the two types of computers that only 30 percent of the writers using Macs created complex sentences, compared to 50 percent of those using IBMs or compatible computers.

Sentence length also varied, with Macintosh users' sentences averaging just 16.3 words, while the PC users were more verbose with an average 22.6 words per sentence.

In addition, the Kincaid Scale, a measure of readability, showed that Macintosh writers created essays at an eighth-grade reading level versus the 12th-grade level of their peers using PCs.

Halio concludes in her report, "Student Writing: Can the Machine Maim the Message?" that the Macintosh format encourages a simple sentence structure and childish vocabulary, although she admits that the papers submitted by Mac users were well illustrated.

From Parameters to Anselm's Proslogion

Thread of the month: "Easy-Plexing St. Anselm," in the WordPerfect Support Group A Forum (GO WPSGA).

It began with a mild-mannered techie discussion among members who were installing home fax machines and updating their TAPCIS parameters to reflect new features in the CompuServe Mail system. But it quickly became known that several participants were history buffs—in particular, fans of Anselm of Canterbury, the 11th-century archbishop, scholar and "Father of Scholasticism." Before long, instructions on how to use Polling Receive Mode were interspersed with references to the Albigensian Crusade and asides about Hildegarde of Bingen.

We feel certain that if Anselm could have word processed "Cur Deus Homo?" in 1100 and faxed or "plexed" a copy from Rome back home to England, he would have been a happy man. *Fax vobiscum.*

HAL! HAL! The Gang's All Here

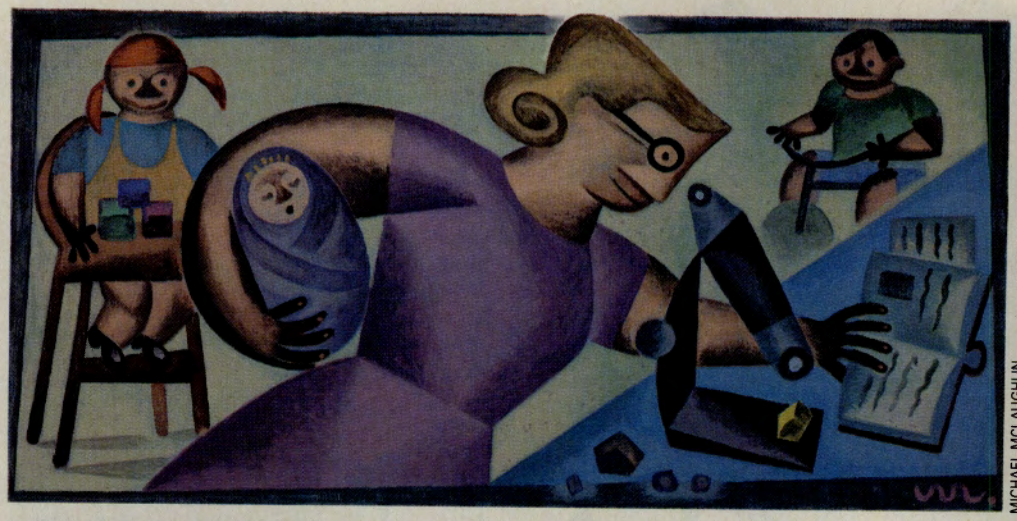
Do you want to discover the next Isaac Asimov or the future Ursula LeGuin? In the Science Fiction/Fantasy Forum (GO SCIFI), Library 12, "Fan Fiction," is dedicated to the original work of forum members.

In addition to the usual green-haired vampires from the Planet Vulcan stuff, there are numerous stories that reflect forum members' obsession with those true terrors of our time: computers.

"The cursor hovered in the Northwest quadrant. Steve's right index finger rested on 'B,' while the thumb of his other hand stroked the Control key," begins Paul Levinson's story, *CURSOR.TXT,* the tale of a man with an unnatural affection for his word processor. *IBMVOS.TXT* is a tongue-in-disk-drive review of a new operating system for IBM mainframes, in which each user has access to his or her own solar system. "The user need only specify the universe desired, and the OS/VU system generation program (IEHGOD) does the rest. This utility will reside in the library named 'SYS1.GODLIB.' Optimum performance for this function is six days of execution and one day of overhead."

And then there's the PG-rated *EVIL.TXT,* by Paul Harwitz, a catalog of mock software for the antisocial. For instance, " 'MacDulterate' calculates to 10 decimal places the exact amount of insect parts, rodent hairs and carcinogenic chemicals you can get away with putting in your food products for sale to the public. Skates right on the line of FDA rule." "MacPorno-Writer" comes with an online thesaurus of "sin-o-nyms."

For a complete list of the library's literary jewels, access the file LIB12.NDX.



MICHAEL MCLAUGHLIN

Digging Up Rocks and References

When I had my first child in 1985, I assumed that my career as a geologist was over. Imagine my surprise when I was asked this year to submit for publication a paper I'd completed in 1985. Unfortunately, there was a catch: Three of the articles in my bibliography had been in preparation in 1985, and the only way for me to check if they had subsequently been published was to do an extensive library search.

It seemed impossible, since I now have three children under the age of five, and I didn't even know in which journals the articles would have been published. Impossible, that is, until I turned to CompuServe.

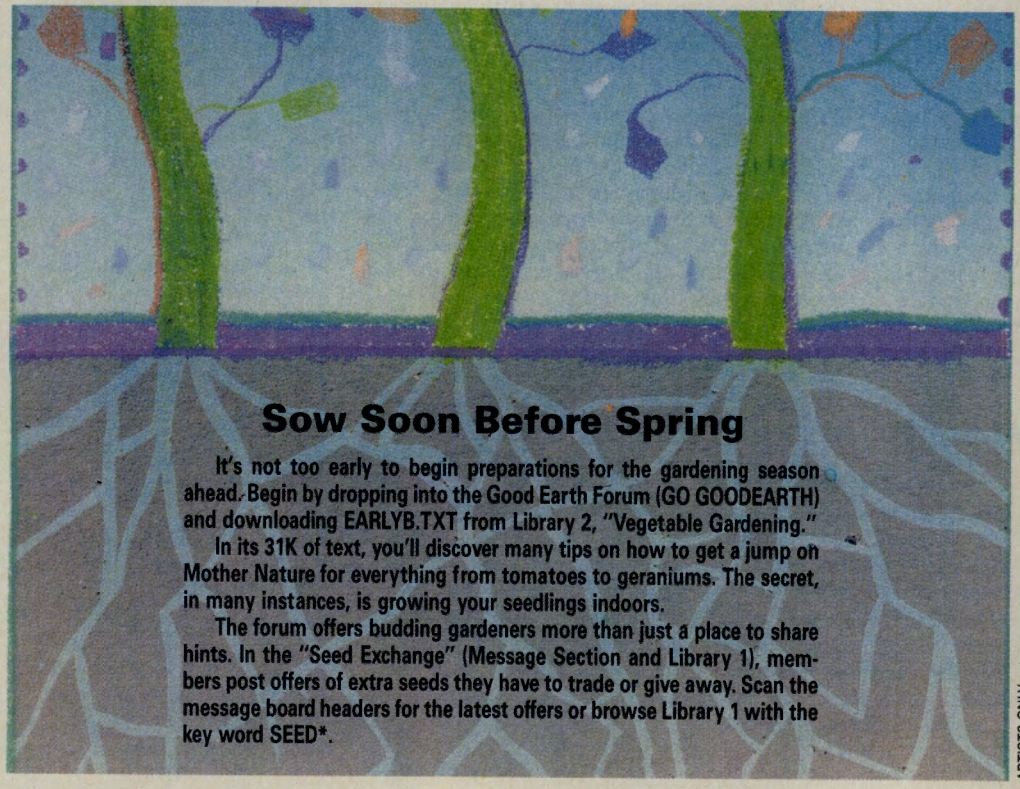
One evening while the kids were sleeping, I signed on to IQuest. I searched by author and date of publication, and lo and behold! I found each of the articles that had been in preparation five years ago, including journal names, dates and page numbers.

I can't tell you how grateful I was to not have to leave home for my search. Thanks to CompuServe, I can continue my geologic career while remaining a full-time mom.

Jacqueline Lee
Hartford, Conn.

CompuServe Magazine *invites CompuServe members to compete for $50 of free connect time by writing a 200-word essay describing original uses for the Information Service.*

Send essays to User ID 76004,3302. Please include your full name, address and User ID number. Watch for winning essays in Monitor.



ARTISTS ONLY

Sow Soon Before Spring

It's not too early to begin preparations for the gardening season ahead. Begin by dropping into the Good Earth Forum (GO GOODEARTH) and downloading EARLYB.TXT from Library 2, "Vegetable Gardening."

In its 31K of text, you'll discover many tips on how to get a jump on Mother Nature for everything from tomatoes to geraniums. The secret, in many instances, is growing your seedlings indoors.

The forum offers budding gardeners more than just a place to share hints. In the "Seed Exchange" (Message Section and Library 1), members post offers of extra seeds they have to trade or give away. Scan the message board headers for the latest offers or browse Library 1 with the key word SEED*.

Tutelage for Teachers

The latest buzzword in education is "telecomputing," as more teachers and students take advantage of the global classroom encouraged by computer communications. But those teachers blazing the high-tech trails in their schools often have felt like pioneers going it alone amidst a sea of technophobics—until SchoolNET.

SchoolNET, the School Network for Education Telecomputing, is sponsored jointly by LINC Resources and CompuServe.

The idea is simple: Educators join together online to help one another take advantage of the educational resources available electronically—from setting up electronic pen pals for their students to advanced database research.

Spearheaded by Chuck Lynd, forum manager of the Education Forum and director of information services at LINC, SchoolNET is housed in the Education Forum's Message Section and Library 11 "Online/Distance ED." Unlike most areas on CompuServe, this one is private. To join, teachers and others must first complete a short application.

"Many educators need help in learning how to access the wealth of information available online. We want to do whatever hand-holding is necessary until teachers feel comfortable online and know their way around," explains Lynd.

In addition to the hand-holding, SchoolNET directs teachers to CompuServe's educational resources, including the Science and Math Forum, LOGO Forum, Foreign Language Forum, Education Research Forum, IBM Special Needs Exchange and Student Forum. Information on databases of particular interest are highlighted, with tips on how to use them and how to save money.

For more information, consult the Education Forum (GO EDFORUM).

WHAT WOULD YOU DO WITH 80 MILLION NAMES, ADDRESSES AND PHONE NUMBERS IF THEY WERE AVAILABLE AT YOUR FINGERTIPS?

Locate old classmates for reunions.

Research your family tree.

Find the long lost friend.

With Phone*File the options are endless. Whether you are looking for listings in New York City or Big Horn, Wyoming, Phone*File has the entire country available at the touch of a button from your personal computer or terminal.

Think of Phone*File as your own personal address book with names, addresses and phone numbers on over 80 million of your closest friends.

Replace calls to directory assistance.

Update greeting card and guest lists.

*Phone*File*

On the CompuServe Information Service, type GO PHONEFILE at any ! prompt.

Current Hits

by David Peyton

The libraries in CompuServe's forums are filled with thousands of files. The following are a few of the files uploaded in recent months. For a more up-to-date list, check the weekly "Uploads" columns in *Online Today* (GO OLT-3700). To locate a file that has been moved to another library, use the BROWSE command and a wildcard. For example, type BRO *.ARC at any forum prompt.

ADOBE FORUM
(GO ADOBE)

Font Display—A PostScript file that prints a chart showing every character in each font of your FontDirectory. Useful for finding the code for graphic characters, not to mention the characters themselves. File ALLFON.PS (3,071 bytes) in Library 4 (PostScript).

ATARI PRODUCTIVITY FORUM
(GO ATARIPRO)

Disk Cataloging Program—A new version of DBLIB, a database disk cataloging program. The program also will print various sized labels directly from the database. This version has a built-in text editor that is capable of appending up to 65,000 bytes of information to each record, including passwords, software use, instructions, etc. File DBLIBS.ARC (246,016 bytes) in Library 5 (Applications).

BORLAND APPLICATIONS FORUM
(GO BORAPP)

SideKick Utility—Phone Utility, a program to provide six functions for use with SideKick Plus phone book files. It merges two phone books (with removal of most duplicates). It selects records for output to a second phone book. It lists the index, name and phone number fields. It dumps the 15 address fields in one of three formats. It outputs labels and can change the case of all or selected text fields. Output can be redirected. Index ranges are selectable for SELECT, LIST, DUMP and LABELS. File PH-UTL.ZIP (20,096 bytes) in Library 2 (Sidekick Plus).

COMPUTER CLUB FORUM
(GO CLUB)

Actrix Program—An activity log program for the Actrix computer, along with a set of commonly run courses that allows for the recording of running or cycling times, automatic addition of that information into the diary, computation of times and comparison with record or best times. File ACTLOG.ZFU (7,326 bytes) in Library 5 (Z88 & Actrix).

DESKTOP PUBLISHING FORUM
(GO DTPFORUM)

Typeface Book Aide—TypeBook 1.27 a Mac utility that aids in the creation and maintenance of a typeface reference book. This type of reference is popular in the graphics and typesetting industries. It helps both clients and employees select typefaces by demonstrating the various artistic attributes of each face on a printed page. Not intended for use on dot matrix printers. Freeware. File TYPEBK.SIT (28,544 bytes) in Library 5 (Mac DTP Utilities).

DISABILITIES FORUM
(GO DISABILITIES)

Text Magnifier—New version of bigT, a shareware text magnifier for IBM PCs with CGA and MDA adapters. It is a TSR utility that should work with most word processors. This version has improved scrolling and full IBM character set. File BIGT.ARC (6,656 bytes) in Library 5 (Vision Impairments).

GAME CHALLENGE FORUM
(GO CHALFORUM)

Gin Rummy Challenge—Combines Gin Rummy and telecommunications. Play against your computer or play fast-paced telegames against others via a normal phone-modem connection between two computers. Mouse optional. File RUMMYX.EXE (95,920 bytes) in Library 14 (Other Modem Games).

GRAPHICS SUPPORT FORUM
(GO GRAPHSUPPORT)

Graphics Desk Accessory—Turbo View, a Mac graphics viewing DA. It can display GIF pictures on any Mac (memory permitting) along with MacPaint, PICT, StartupScreen and RLE formats. Pictures can also be saved in MacPaint, PICT and StartupScreen formats. A pencil and eraser tool are provided for touch-ups along with five levels of FatBits for close-up work. Now supports the GIF89a spec. You'll find it in file TRBOVU.SIT (62,592 bytes) in Library 3 (Encoders & Decoders).

IBM APPLICATIONS FORUM
(GO IBMAPP)

Personal Management Integrated System—PMIS, complete, flexible management system. Primary features include a checking account system that is integrated with a budget system, an appointment manager, a credit card manager and a comprehensive address book. A total of 118 screens. Some limits in unregistered version. Shareware. File PMIS.ARC (249,984 bytes) in Library 4 (Personal Acct [A]).

IBM NEW USERS FORUM
(GO IBMNEW)

Trickster—Foolish, a program for IBM PCs and compatibles, runs in background and randomly returns an insult when your "victim" issues a DOS command. Foolish also will look for specified DOS commands and returns a specific insult for that command. User definable insults and unlimited insult file length. File FOOLIS.ZIP (9,728 bytes) in Library 6 (Gen Fun & Games [N]).

MACINTOSH ENTERTAINMENT FORUM
(GO MACFUN)

MacPente—A game that plays Pente (an offshoot of GoMoku or Ninika-Renju). Use it as a "smart board" or as a playing partner. File PENTE.SIT (49,792 bytes) in Library 4 (Board/Card/Ed Games).

PR AND MARKETING FORUM
(GO PRSIG)

Free-lance Leads—Nearly 600 names, addresses and phone numbers from across the country and some foreign countries, too. The list is composed of marketing, public relations and advertising professionals who rely on free-lance talent to help create brochures, newsletters, reports, manuals, speeches, ads, case studies, news releases, etc. File BIZLEA.TXT (69,237 bytes) in Library 2 (RESOURCE CO-OP/EBT).

TAPCIS FORUM
(GO TAPCIS)

TAPCIS Update—The program for MS-DOS systems that automates CompuServe Mail as well as forum actions. The new version 5.3, shareware from 1990 Support Group, comes with a 21-day trial and a 90-day money-back guarantee. File TAP.EXE (183,319 bytes) in Library 1 (TAPCIS™). Ten sections of TAPCIS documentation plus appendixes, table of contents and index can be found in the self-extracting file TAPDOC.EXE (143,519 bytes) in the same library.

TOSHIBA FORUM
(GO TOSHIBA)

Dimmer Switch—A program to control the brightness of a VGA display from the keyboard. File DIMMER.ZIP (2,326 bytes) in Library 5 (Other Utilities).

ZENITH DATA SYSTEMS FORUM
(GO ZENITH)

Disk Filler—FILL, a program that copies files from your hard disk to floppy, fitting the optimum number of files on each disk. Options include single or double wildcards that can be used on file name or extension; the ability to copy files with Archive attribute set; the logging of copied file names to a file; the ability to turn Archive attribute OFF on copied files and the inclusion of subdirectories and keep subdirectory structure. File FILL30.ZIP (37,582 bytes) in Library 5 (DOS Utilities).

ZMAC DOWNLOAD & SUPPORT FORUM
(GO ZMC:DOWNTECH)

Outer Space Game—*Solarian II,* version 1.04, a high-quality color (8-bit only) arcade game for the Mac set in an outer space environment where you're attacked by a zoo of interesting characters. Game contains humorous sounds and professional graphics and presentation. Compatible with 32-bit Quickdraw and multiple monitors. File SOLARI.SEA (541,440 bytes) in Library 1 (Applications).

David Peyton co-authored How to Get the Most Out of CompuServe, *now in its fourth edition. His CompuServe User ID number is 76703,244.*

ILLUSTRATIONS BY ANDREA EBERBACH

Oldies but Goodies

by David Peyton

Following is a list of files uploaded to CompuServe forums more than a year ago that have won the right to be called "oldies but goodies," either by the recommendation of forum managers or by the number of downloads each file has received.

ADOBE FORUM
(GO ADOBE)

Programmer's Help—A PostScript program to print a three-page, double-sided fold out programmer's reference. Most easily used by chopping the file into two parts just before side two. File QIKREF.PS (17,749 bytes) in Library 4 (PostScript).

AMIGA ARTS FORUM
(GO AMIGAARTS)

Celestial Program—A celestial motion simulator that simulates the motions of up to 20 bodies in a Newtonian universe. The view of the simulation may be scaled, rotated in three dimensions, or repositioned. Files are included to represent the solar system and the local stellar group. You can also make your own files. Included is source in C and documentation. File GRAVIT.LZH (43,169 bytes) in Library 2 (Games).

APPLE PRODUCTIVITY FORUM
(GO APPPRODUCT)

Battery Checker—A file that contains two small programs, BRAMPEEK and BRAMPOKE, along with documentation. Use them to check your reserved battery RAM area for any SoftSwitch induced tampering and patch the SS installed TOOL.SETUP.2 to work independently from any battery RAM signature checking. File SSUNCP.BNY (3,712 bytes) in Library 8 (Utilities IIGS).

ASHTON-TATE FORUM
(GO ATAPP)

Ruler in Memory—A memory-resident (TSR) ruler line. Provides full screen (80 by 25) position movement with cursor keys. Ability to uninstall. Public domain. Executable file, Pascal source and documentation included. Useful for determination of ..Say..Get positions. Works with SideKick. File QRULER.ARC (19,643 bytes) in Library 8 (DOS Utils).

ASTRONOMY FORUM
(GO ASTROFORUM)

Jupiter Information—A compendium of information for Jupiter observers. Shows satellites, location of Red Spot, and the central meridian for any given date. Includes diagrams showing location and appearance of most named features. Detailed help and information screens. Requires IBM or compatible with 256K and EGA. File JUP11.EXE (100,592 bytes) in Library 7 (Astrocomputing).

ATARI PRODUCTIVITY FORUM
(GO ATARIPRO)

Family Tree—Version 2.04 of RELTREE2 for the Atari ST and Mega series. Family tree chart program to store, organize, sort and print information on 36 generations of your direct ancestors (600 records on a 520; 2,000 records on a 1040). Color or mono. File RELTR2.ARC (75,254 bytes) in Library 5 (Applications).

AUTODESK FORUM
(GO AUTODESK)

AutoCAD Menu—A menu system for AutoCAD that knows about more than just drawings and scripts. You can work with drawings, scripts, fonts, LISP, menus, slides, blocks, DXFIN/OUT in and out of AutoCAD. Pull-down menus, mouse support and context-sensitive help. Includes installation and configuration program, utility, documentation and help files. Shareware. File LOADIT.EXE (147,098 bytes) in Library 10 (Utilities/ADI).

GAMERS' FORUM
(GO GAMERS)

Word Puzzle—*Cipher*, a game from Nels Anderson in which the player must decipher word puzzles varying in size and difficulty. Online help, save/restore and "cheat" modes provided. One set of puzzles included. Text or graphics (EGA/VGA) modes. Shareware. File CIPH10.ZIP (60,567 bytes) in Library 13 (Other Games).

IBM SYSTEM/UTILITIES FORUM
(GO IBMSYS)

Auto Keystrokes—Run Anytime, a program that plays back key strokes at anytime just as if you typed in the key strokes yourself. Have key strokes entered into your spreadsheets, communications programs, database programs, to have your computer work for you at any time unattended. Shareware. File ANYTIM.ZIP (38,045 bytes) in Library 3 (General Utils [S]).

IBM HARDWARE FORUM
(GO IBMHW)

Universal Printer Program—Adaptastyle Printer Setup Program. Customize for any printer or any codes. Good for printing program manuals and documentation. Will work with any LPT1 printer. Customize the menu for any number of options you wish to send to your printer. Works with most other programs, but will not work when the program resets the printer. File AS.ZIP (16,512 bytes) in Library 2 (Printer Utils [H]).

IBM NEW USERS FORUM
(GO IBMNEW)

Canal Construction Game—Race against the clock in this fast-paced strategy VGA/MCGA arcade game. Try to dig a series of canals so that water can flow to the houses built in the jungle filled with obstacles. Mouse required. File JUNGJA.ZIP (79,992 bytes) in Library 6 (Gen Fun & Games [N]).

LEGAL FORUM
(GO LAWSIG)

Tickler Program—A reminder program for IBM PCs and compatibles with perpetual calendar and editing. Automatically reminds you of important dates/events that you can enter up to one year ahead of time. Also has built-in reminder for most major holidays. Shareware. File REMIND.ARC (34,304 bytes) in Library 5 (Software).

MACINTOSH APPLICATIONS FORUM
(GO MACAP)

Mac Manager—Personal time management from MacShack Enterprises. Includes daily, weekly and monthly views. Quickly move between different chronological views. Includes "To Do" list, which can be prioritized or sorted by category or due date. File MYTIME.SIT (100,608 bytes) in Library 3 (Databases).

MACINTOSH ENTERTAINMENT FORUM
(GO MACFUN)

Karate Fun—*MacNinja*, an arcade game with digitized sounds. Use on SE and Mac II computers. Allows user to assign karate moves to the keyboard. Shareware. File MACNIN.SIT (117,888 bytes) in Library 2 (Arcade/Action Games).

OS-9 FORUM
(GO OS9)

Special Directory—A "Super Directory" command for OS-9 Level 2. Intended as a replacement for the stock MW dir command. File sizes reported in decimal in e option. New f option similar to fstat. Total number of files and total of file sizes. Patch to deldir included to support different format of options. File SDIR.AR (31,488 bytes) in Library 9 (Utilities).

PC MAGNET UTILFORUM/TIPS FORUM
(GO PCM:UTILFORUM)

File Archiver—An archived file containing PCMANAGE.C, PCMANAGE.EXE, PCMANAGE.DOC, DCOMPRES.ASM and DCOMPRES.COM. PCMANAGE, in conjunction with DCOMPRES, will convert your inactive files into a compressed format and then automatically re-expand them. DCOMPRES is a TSR utility that tracks every access to every file on your disk and will decompress files automatically. File PCMAN.ARC (63,251 bytes) in Library 2 (Utilities).

HOT TYPE

Popular but perplexing, desktop publishing gets a boost from a myriad of new online resources.

FEATURE

CM's Cover Story:

▼

Drawing on DTP Expertise

▼

Design Tips, page 14

▼

List of Resources, page 19

It begins innocently enough. You've decided to start a basic eight-page quarterly newsletter for clients of your home-based business. Or your company travel agency asks you to develop and print several four-page brochures with spot color for an upcoming trade show. Or maybe you've been asked to design and create the annual report for a small company. Or you've been asked to do something as innocuous as create a map to enclose in your sister's wedding invitations.

While producing such pieces may not be your stock and trade, you've got a Macintosh at home and perhaps a laser printer at your office or university. And you've just purchased a copy of PageMaker. So you're not worried. With your material already written up, you reserve a few hours on a Saturday afternoon to "publish" the project.

Then, something happens. Eleven hours later, you discover: (a) the software won't let you insert page numbers; (b) the copy looked fine onscreen, but the spacing is all out of whack when you print it; (c) you need to include a logo on the piece but have no idea how to work it into the layout; or (d) all of the above.

Members of CompuServe's desktop publishing and graphics forums understand, simply because many of them have been through a similar rite of passage. Designers, typographers, editors, artists and other professionals are available around the clock to field technical questions and provide creative suggestions. Further specialized expertise is available through the Aldus, Adobe, Ventura Software and many other manufacturer supported forums as well as hardware-specific forums, such as MAUG and IBMNET.

Ian A. Wright, an educator by profession, never thought that one day he would be writing, editing and publishing a newsletter. But he is. Thanks to the help he received from the pros in the Desktop Publishing Forum, his bimonthly newsletter is a hit with its audience of geography and social studies teachers in Etobicoke, Ontario, a suburb of Toronto.

Wright, like many others in fields unrelated to publishing, has discovered that a computer, software and a laser printer can make the production of newsletters, flyers and other documents a cost-effective, time-efficient process. But for those not trained in the basics of design, typography selection, graphics and art, desktop publishing can

Newsletter Exchange

The Public Relations and Marketing Forum (GO PRISIG) has an easy, economical way for you to check out others' desktop publishing works and to share your own.

File NWSLTR.EX in Library 3, "Desktop Publishing," lists members willing to send out their newsletters at little or no cost. Topics vary but include marketing, higher education, laser printers, international communications and more.

Send your request to be added to the individual editors' mailing lists via CompuServe Mail. To add your newsletter to the exchange, leave your name and information about your publication in Message Section 3, "Desktop Publishing."

become a nightmare.

Before novices give up on the idea of running their own presses, do what Wright did: Get jump-started in desktop publishing using CompuServe's resources.

Design 101

To succeed in desktop publishing, you will need to develop a sense of what looks good on a page, how to effectively use white space, and how to integrate text with art. Developing an appreciation for design takes time, but you *can* do it. One inexpensive method is to study the newsletters and flyers that others produce. Not only will this give you creative ideas, but it also will help you avoid common mistakes.

Once you've examined the work of others, go back to the basics. When roughing out a design plan, even professional designers still rely on low-tech tools: pencils, paper and markers. While considering text placement and how to position clip art, follow one of the basic rules of design: Create a focal point. Decide what element on the page you want the reader to notice first.

"The first requirement of any design is that it reads and tracks so the eye follows in a logical progression from top to bottom," says Robert Creager, a professional designer from Westerville, Ohio, who has designed publications for the likes of Arnold Schwarzenegger, *Ceramics Monthly*, Chemical Bank and CompuServe.

Of course, if you are creating an advertisement—be it a small newspaper or magazine ad, a brochure or large flyer—you will want to design the piece to make the readers' eyes stop at critical places. Lawrence Miller, a designer and principal with the firm Plato

LIBRARY FILES

DESKTOP PUBLISHING BASICS

For a closer look at desktop publishing basics, check out these files:

Startup advice	**For desktop publishers, STRTUP.STR, Library 3, "Desktop Publishing," Public Relations and Marketing Forum.**
Pros and cons of desktop publishing	**INOUT.TXT, Library 10, "Design Issues," Desktop Publishing Forum.**
Windows 3.0 and desktop publishing	**WINCO.TXT, Library 8, "Forum Transcripts," Desktop Publishing Forum.**
Selecting the right paper	**For a printing job, PAPER.TXT, Library 3, "Desktop Publishing," Public Relations and Marketing Forum.**
Producing newspapers	**NEWSCO.TXT, Library 8, "Forum Transcripts," Desktop Publishing Forum.**
Using outside vendors	**WHYDTP.TXT, Library 3, "Desktop Publishing," Public Relations and Marketing Forum.**

Picasso Midas Miller Inc., in Atlanta, finds that flashy graphics are not the only way to catch and hold readers' attention. He often plays on the words. "I usually don't begin with visual concepts that words are then stuck into. Instead, I often start with a verbal idea."

Some of the verbal ploys he has used include the headline "A Big Fish Story" to describe how a fisherman successfully used a computer program, and a testimonial from a QuarkXPress user highlighted with the title "The XPress Lane."

One of the first lessons designers master is the effective use of white space. Cramming as much onto a page as you can defeats your purpose. "White space needs to be thought of as just as important as any other element in a design," insists Heidi Waldmann, the principal of Choice Words based in Minneapolis-St. Paul. She maintains that beginners tend to fill up the page with as much as they can, either because the space is there or because they think it is cost-effective. "But if things get too busy, then it's hard to focus," Waldmann warns.

Once the basic shape of the page has taken hold on your pencil-sketched paper, pull out the markers and experiment with color. Although printing many colors is an expensive proposition, using a spot of color is quite affordable. Color can be used in many ways to provide contrast, balance and add a focal point to a design. Most page-layout programs have features to help you assign color to a design.

No matter what design techniques you use, remember that the typeface should enhance the design and the content. Although it's tempting to use your software's features to the fullest—taking advantage of all those blends, fills, shadows and squiggly lines—resist the urge. Too much on the page is overpowering.

Still, don't be afraid to experiment. Asking yourself "what if?" and then playing around with the design is at the heart of the creative process and desktop publishing's greatest claim to fame.

Even the most brilliant page layout won't be effective if the words are not well-written. But text is often an overlooked element in desktop publishing. "The bottom line is the words," asserts Thom Hartmann, owner of the Newsletter Factory in Atlanta and forum manager of the Desktop Publishing Forum. "If the words don't motivate people to do things, why do the newsletter at all? Words are equally as important as the graphics." (For help in writing effective copy, check out Section 11, "Working With Words," in the Desktop Publishing Forum.)

Another overlooked desktop publishing skill is proofreading. All your creativity and long hours could come to naught if your flyer reads "New Course at Community College: What It Takes to Be a Crook," when it is in fact the culinary arts that you are attempting to promote.

If possible, have someone else proof your work; it's easy to miss typos when you've written the text. One trick to proofing for typos is to read the text backward.

Before you begin the work required to produce your newsletter or flyer, it is wise to talk to the printer. Find out a realistic cost estimate for reproducing your document. If the price for your original idea is too high, you can change the scope of your work before you've invested too much time in it.

Finally, protect yourself by becoming familiar with copyright laws and abiding by them.

By now you have realized that hardware and software alone do not make you a desktop publisher. Don't despair. Even professionals can sometimes be overwhelmed by the required array of skills that formerly were handled by several trained individuals, including a typographer, art director, designer, writer, editor, illustrator and layout artist. However, you *can* do it with a little education, a little experimentation and a lot of hard work.

Learn the two most basic elements of design—typography and image—and you'll be on your way.

DESIGN TIPS

- Set the first few words of the article in small capital letters. This informs the reader where to begin.
- Use bold italic type to set off photo captions from the text.
- Use white space. Not only does it give relief to the readers' eyes but it also effectively divides text from art.
- By using a selection of type sizes and alignments, you can create the impression of several type styles.
- Copy that is flush left (aligned with the left margin but ragged on the right) is generally easier to read because it contains no hyphenations.
- Justified text (text that is aligned on both sides) has a "cleaner" look. However, if the width of the columns is too narrow, the result is ugly rivers of white space.
- Use boxes and rules sparingly.
- Strive for consistency, creating one focal point per page.
- Proofread! For best results, get someone else to proof your work.
- If it's a question of simple or ornate design, go for the simple.
- Grids provide structure and organization to a design. Learn how to use them.

HEADLINE TYPES

Here's a sampling of headline type styles available for downloading from the Desktop Publishing Forum's Library 9, "Fonts."

Middleton PC PostScript font, MIDDL.ZIP/binary. Macintosh PostScript font, MIDDLE.SIT/binary.

Author A cursive bold script face, AUTHOR.SIT/binary.

Playbill A western-style font, PLAYBI.SIT/binary.

TYPOGRAPHY TIPS

Typography Basics

Typography is the design element that shows off the words and makes them effective. By learning the basics of typography, you can give your work a professional edge.

You can use a variety of type sizes (measured in *points),* typefaces (designs) and styles (bold, italics, etc.) to present information that is easy to read and understand. Typefaces have distinct personalities and can carry such connotations as sensuality, authority or elegance.

All typefaces fit into one of two broad categories: serif (letters with small lines at the ends of their strokes) and sans (without) serif. The typeface used in *CompuServe Magazine* is a serif type.

Laser printers come equipped with a number of built-in typefaces, each with its regular, bold, italics and bold-italics variations. This is a good starting point for creating your own type library, for not only do these typefaces generally represent a useful variety of styles, but they are also readable and attractive.

In addition to the typefaces built into your laser printer, thousands of downloadable PostScript typefaces are available for purchase from companies such as Adobe, Compugraphic, Bitstream, Linotype, Monotype and others. (PostScript is the page description language from Adobe Systems Inc. that brought desktop publishing into the marketplace. There are other languages and systems for setting type on desktop computers, but PostScript is the most common.)

Several display typefaces are also available for free or as shareware through CompuServe. Some are available in the Adobe Forum libraries. Particularly abundant online are display alphabets, which can be used to create headlines.

After selecting the typeface you want, "setting the type" is the next step. To give your document a professional look:

- Use typographic quote marks and apostrophes (the curly ones), instead of inch and foot marks.
- Use hyphens sparingly to break words at the end of a line and between certain suffixes and root words. Use en dashes and em dashes (not double hyphens) within sentences where grammatically appropriate.
- Use indentations or blank lines between paragraphs, but don't use both.
- For emphasis, use italics and, on rare occasion, boldface. Don't underline or use ALL CAPS in text.

For more information on typography, refer to these files:

Using Type (from October 1990 *Personal Publishing*), TYPE10.TXT, Library 16, "Personal Publishing," Desktop Publishing Forum.

Graphic and typographic quality, QUALIT.TXT, Library 3, "Desktop Publishing," Public Relations and Marketing Forum.

Modify typeface and symbol set ID numbers in LaserJet soft font using WordStar, FONTID.COM/binary, Library 4, "6/5.5 Laser Printer," WordStar Forum.

Ventura Publisher utility for width table conflict resolution, IDCHEK.EXE/binary, Library 7, "Utils/3rd Party SW," Ventura Software Forum.

A Splash of Art

Even if you're just starting out, you can still create newsletters and flyers filled with line drawings and border designs thanks to the extensive computerized clip art collections available on CompuServe.

Many forums contain graphics files, but not all of these are suitable for use in desktop publishing. The key factor that distinguishes clip art is simplicity, both in style and color. "Clip art is normally a black-and-white line drawing used to bring the reader's eye to a specific spot in an article," says Larry Wood, forum manager of the graphics forums. Images such as scanned photos or paintings are usually too large and complex to be effective in simple desktop publishing applications.

While it is possible to convert color graphics to black-and-white (or monochrome) images, this is a time-consuming process requiring a certain amount of skill, even with the help of a good image-processing program. For this reason, it's best to start out by choosing monochrome images.

Thousands of clip art packages are available commercially, many of which are aimed at specific interests, such as business, health care, schools, churches and kids. In addition, many of the forums are packed with clip art files.

Ian Wright, the Ontario-based educator, says he enjoys searching the clip art libraries in various CompuServe forums because they are rich in what he calls "subject specific" images that are "high quality and somewhat offbeat." He often finds clip art images online that are not available commercially.

For instance, Wright recently was in charge of promoting the appearance of a guest speaker from Australia. Wright created a flyer announcing the event and decided that the Australian flag would add the finishing touch to his design. Facing a tight deadline, Wright knew that none of his commercial clip art packages contained what he needed, but a quick search through the Graphics Support Forum produced a GIF file of flags from around the world. In minutes the flyer was finished, complete with the Australian flag.

The primary hot spot for clip art on CompuServe is the same place Wright found the flag: Library 12, "DTP & Clip Art," in the Graphics Support Forum. This library contains more than 500 clip art files, ranging from collections of symbols and logos to cartoons, illustrations and scanned art. Nearly all of the files in this library are monochrome images stored in CompuServe's standard GIF format. The contents of this library are listed in the files PICS12.CAT and PICS12.ARC, which are updated monthly. If you plan to use this resource frequently, it's a good idea to download this file and keep a printed copy handy for reference.

Another excellent clip art source is the Desktop Publishing Forum's Library 4, "Line Art/Clip Art." These files tend to be stored in a variety of computer-specific formats. Many of the files require you to learn how to unarchive files and convert the graphics formats.

The software forums for your computer also are good places to find clip art. Macintosh users should check out Library 11, "Illustrations (B&W)," in the Macintosh Applications Forum.

The Zenith Forum's Library 8, "DOS DTP & Graphics," IBM Applications Forum's Library 12, "Desktop Publishing," and WordPerfect Support Group A's Library 3, "Graphics/Tables/DTP," hold many clip art files for MS-DOS applications, along with utility programs.

The Amiga Users' Forum's Library 6, "Word Processing/DTP," has many clip art files in Amiga IFF format. And finally, the Graphics File Finder is a quick, easy way to locate graphics files matching specific requirements from a variety of forums.

Once you've located the online clip art you want, you'll probably have to convert it into a format that can be used by your DTP software. Desktop publishing programs use a wide variety of graphics file formats.

LIBRARY FILES

CLIP ART

Looking for free clip art? Check out these files.

Descriptions of clip art files in Graphics Support Forum, PICS12.CAT and PICS12.ARC, Library 12, "Clip Art & DTP," Graphics Support Forum.

Tips for using GIF graphic files for clip art, CLPART.TXT, Library 12, "Clip Art & DTP," Graphics Support Forum.

Seventeen vector-based borders, each in two or three versions of shading, BORDRS.ZIP/binary, Library 3, "Graphics/Tables/DTP," WordPerfect Support Group A.

Assorted clip art samples for use in desktop publishing, Library 10, "Micrografx," Windows Third Party Applications A Forum.

Almost all graphics files on CompuServe are Graphics Interchange Format (GIF) files. To tap into the clip art libraries, you'll need a program that can convert GIF format to one of the formats supported by your software. These programs can be found in many places on CompuServe, but the best place is the Graphics Support Forum's Library 4, "Format Conversion."

If you find a graphics file with an extension other than GIF, consult the Graphics Support Forum for help. A comprehensive list of extensions is available in the file GR-EXT.DOC, Library 1, "Forum Information."

It is important to distinguish between GIF viewers, which simply display a GIF image on your monitor, and conversion programs, which load a file in one format and save it in another. If you have a simple viewer, you could use a screen-capture program to save the image in another format, but this cumbersome approach should be used only if you cannot find an appropriate conversion program.

Another helpful tool for downloading clip art is an archive extraction program. To minimize the amount of disk space and download time required, many files are compressed or "archived." Once they are downloaded, they must be "unarchived" before you can use them. Archive extraction programs for all popular formats are easy to locate online.

While all this may seem like computer wizardry unfit for novices, the process of downloading, unarchiving and converting clip art is a step-by-step process. For instance, Ian Wright used the following procedure to obtain clip art of the Australian flag for use in a document he produced with Ventura Publisher software, an MS-DOS desktop publishing program.

Type GO GRAPHSUPPORT to get to the Graphics Support Forum, and access Library 12, "DTP & Clip Art." Browse the library's files using the key word FLAGS. The flag clip art is in two files: FLAGS2.GIF and FLAGS3.GIF with the former containing the Australian flag. Download it.

Since the file is in unarchived GIF format, you won't need to use an archive extraction program, but you will need to convert the GIF image to another format. Since PCX format is supported by most MS-DOS programs, use either Graphics Workshop or GIFPCX to convert the file to that format. (Both programs can be found in Library 4, "Format Conversion.")

Now start your desktop publishing program, import the PCX file and use your program's clip function to isolate the Aussie flag. If you're using a software package that cannot clip images, use a program such as CLPGIF to clip the flag prior to converting to PCX format. (ClipGIF can be found in Library 4, "Format Conversion," of the Graphics Support Forum under the file name CLIP.ARC.)

Finally, simply position the clipped image at the appropriate location on the page and rescale it, if necessary.

Finding Help

When you get confused, frustrated or just need a quick answer, remember that help is readily available online from professionals who generously guide novices through the labyrinth of design, typography and graphics.

Although several CompuServe forums offer budding desktop publishers varying ways of receiving professional feedback electronically, the Desktop Publishing Forum seems to specialize in it.

Again, novice desktop publisher Ian Wright took advantage of the forum's resources. Uploading a copy of his newsletter to Library 13, "Members' Samples," where professional desktop publishers could review it, he was able to benefit from specific critical comments concerning text placement, art and photograph suggestions, tips on how to "lighten" the page of text, typography selection and more.

"I received free advice from graphic de-

Clip Art Tools

If you use clip art from CompuServe, you'll need some of these tools for converting file formats for use in desktop publishing and for extracting archived programs.

Format Conversion

Full-featured graphics conversion program, GWS42.ZIP, Library 4, "Format Conversion," Graphics Support Forum.

Convert GIF to monochrome PCX pictures, GIFPCX.ARC, Library 4, "Format Conversion," Graphics Support Forum.

Clip and scale GIF images, CLPGIF.ZIP, Library 8, "DOS DTP & Graphics," Zenith Forum.

Convert GIF files to other formats, CONGIF.TXT, Library 12, "Clip Art & DTP," Graphics Support Forum.

GIF viewer and converter for the Macintosh, GIFC22.SEA, Library 9, "Graphic Tools," Mac Applications Forum.

Archive Extraction

MS-DOS extractor for Macintosh files archived with StuffIt or PackIt, UNSIT2.ARC and UNPACK.ARC, Library 8, "DOS DTP & Graphics," Zenith Forum.

Macintosh Archive extraction programs and documentation, STUFFI.BIN, STUFFI.DOC, UNPACK.BIN, Library 4, "Comm Progs/Utils," Macintosh Communications Forum.

Extractor for ARC files, AMIARC, Library 1, "Forum Information," Graphics Support Forum.

Amiga archive extractor for Macintosh SIT format, UNSIT.ARC, Library 9, "Disk Utilities," Amiga Users' Forum.

DESKTOP PUBLISHING TEMPLATES

If you're looking for some quick help to get started in desktop publishing, use a template. Here are a few of the many templates available in the Desktop Publishing Forum's Library 2, "DTP Templates."

PageMaker 3.02 business reply card template, BRCPM3.BIN.

PageMaker 3.02 business reply envelope template, BREPM3.BIN.

PostScript type gauge with picas, inches, centimeters and more, TYPEGA.SIT.

Dummy text file (ASCII) for use in layouts, DUMMY.TXT.

sign experts. I would have had to pay hundreds of dollars an hour if I had *hired* them to critique my work," says Wright.

Brad Walrod, an assistant sysop in the Desktop Publishing Forum and owner of High Text Graphics in New York, explains that the feedback Wright and others receive from the forum allows them "to get a feel for the technical and aesthetic progress they are making along with any mistakes they are generating."

In addition to uploading actual works-in-progress or finished projects, members are encouraged to upload templates—sample pieces that can be used by others to help in getting a project started—to Library 2, "DTP Templates." Questions about *all* aspects of desktop publishing, including writing and editing, can be left on the message board.

"It's not uncommon for a message to start with a specific question and evolve into a full-blown discussion about many different elements of a design or written piece," says Walrod.

In addition to providing accurate, expert answers to desktop publishing questions, the forum also offers those responses at breakneck speed, usually within a few hours. Novice desktop publisher C.D. Tavares of Marlboro, Mass., says the forum is faster than manuals and books. "One night, bucking a deadline, I needed to know an obscure PageMaker key stroke for inserting a page number." Tavares had an answer in 15 minutes.

Other CompuServe sources for desktop publishing help are available from the vendors of specific types of desktop publishing software.

Says Tavares, "Using the vendor forums online, I often get faster and more accurate answers to desktop publishing questions than I get by calling the vendor's help line. Better yet, the forum participants often

HOW TO ASK FOR HELP AND GET IT!

To get the best answers to your questions, be sure to properly phrase your query. For instance, *don't* ask "What kind of equipment do I need for desktop publishing?" or "How much do I charge for doing a newsletter?"

Martha LaFleur, Desktop Publishing Forum member and owner of The WordPro, in Lafayette, Louisiana, a design, production and word processing business, encourages novices to answer these questions and include the responses with a message seeking help:

- **What type of equipment do you have? Are you willing to upgrade, change platforms, or learn a new platform or approach?**
- **Do you have any design background? Did you learn design through formal instruction or was it self-taught?**
- **What is your desktop publishing experience?**
- **What types of documents are you going to produce?**
- **If you are having problems with a specific program or a particular function or application of that program, list the brand names of the hardware and software you are using.**

Desktop Publishing Resources Online

Aldus Forum
(GO ALDUS)
Adobe Forum
(GO ADOBE)
Amiga Arts Forum
(GO AMIGAARTS)
Apple Productivity Forum
(GO APPRODUCT)
Art Gallery Forum
(GO ARTGALLERY)
Ashton-Tate Applications Forum
(GO ATAPP)
Atari Vendor Forum
(GO ATARIVEN)
Computer Art Forum
(GO COMART)
Desktop Publishing Forum
(GO DTPFORUM)
Graphics Corner Forum
(GO CORNER)
Graphics File Finder
(GO GRAPHFF)
Graphics Support Forum
(GO GRAPHSUPPORT)
Hewlett-Packard Forum
(GO HP)
IBM Applications Forum
(GO IBMAPP)
IBM Systems/Utilities Forum
(GO IBMSYS)
Lotus Words and Pixels Forum
(GO LOTUSB)
Macintosh Applications Forum
(GO MACAP)
Macintosh Systems Forum
(GO MACSYS)
Microsoft Applications Forum
(GO MSAPP)
Microsoft Connection
(GO MICROSOFT)
Public Relations and Marketing Forum
(GO PRSIG)
Quick Pictures Forum
(GO QPICS)
Samna Forum
(GO SAMFORUM)
SPC Forum
(GO SPCFORUM)
Software Publishing Online
(GO SPC)
Ventura Software Inc. Forum
(GO VENTURA)
WordPerfect Support Group A Forum
(GO WPSGA)
WordPerfect Support Group B Forum
(GO WPSGB)
WordStar Forum
(GO WORDSTAR)
Zenith Data Systems Forum
(GO ZENITH)

Participating desktop publishing companies in the Macintosh Vendor Forums and Windows Third Party Applications Forum include:

Macintosh A Vendor Forum
(GO MACAVEN)
- CE Software
- Claris
- Bröderbund
- DeltaPoint
- Fifth Generation

Macintosh B Vendor Forum
(GO MACBVEN)
- Altsys Corp.
- Deneba Software
- Olduvai Corp.
- Radius Inc.
- SuperMac Technology
- T/Maker Inc.
- Working Software

Windows Third Party Applications A Forum
(GO WINAPA)
- Micrografx

Windows Third Party Applications B Forum
(GO WINAPB)
- CPI
- Corel
- NBI
- SoftCraft
- Z Soft
- Zenographics

chime in with alternative solutions." The Desktop Publishing Forum also has regular Tuesday night conferences at 9 p.m. EST.

Questions ranging from software to clip art can be found in the vendor forums on CompuServe. See the accompanying chart for a complete listing of vendors who provide support for DTP applications. Both the Macintosh and Windows vendor forums are good places to start when you need help with specific products.

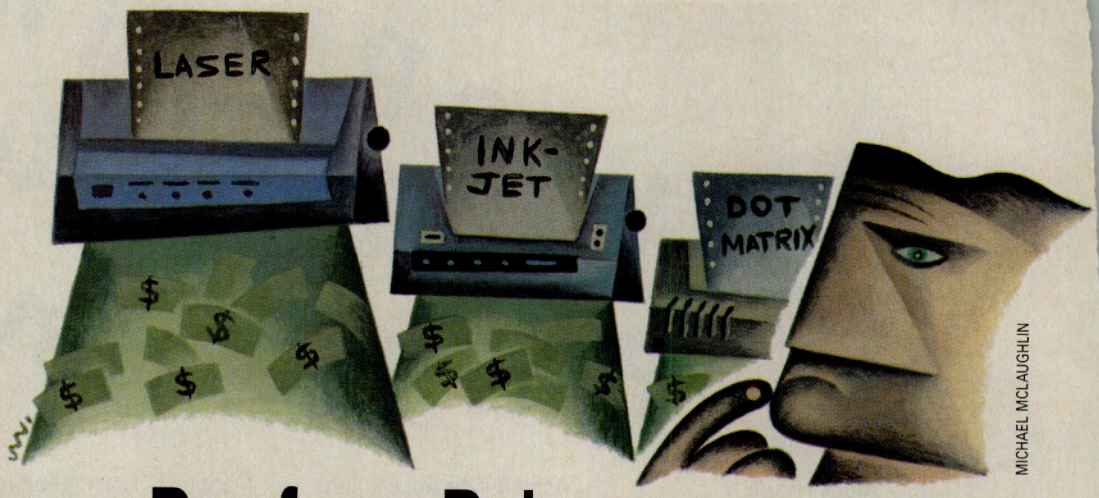
Mastering the intricacies of creating graphics can be a challenge. But immediate help is only a file upload away, thanks to the Amateur Night Message Section and weekly conferences Wednesdays at 8 p.m. EST in the Graphics Support Forum, Conference Room 13. Members can upload partially completed works for review by graphics experts.

Technology has revolutionized communication, opening the realm of desktop publishing to anyone who can afford a few thousand dollars for hardware and software. But knowing how best to use that equipment is still an art and a skill that must be mastered. Learning the tricks of the trade will come with practice, but CompuServe is a great way to get a head start.

Desktop Feature

Contributors:
Philip Bishop, Cathryn Conroy, Jim Johnson, Kathleen Tinkel

by Cathryn Conroy



MICHAEL MCLAUGHLIN

Picking Your Perfect Printer

Better technology makes it easier to put a smile on your typeface and keep more money in your pocket.

Just a few short years ago, picking a printer to go with your computer system was a snap. For most users, a dot matrix printer was the only practical choice. The primary decision centered on how many features you could afford.

While budgets are still a major consideration for most of us, modern technology has introduced lots of additional options. So before you start shopping for a new printer, it pays to consider each of the choices you'll have to make.

Today's most popular printers fall into one of three groups: dot matrix, ink-jet and laser. In general, dot matrix printers are still the lowest priced, and laser printers the highest. However, there is now considerable overlap in price ranges. At the low end, you can find quite serviceable nine-pin dot matrix printers at around $200 retail price; near-letter-quality 24-pin models can be found at around $300. While laser printers at the top of the line can go for $20,000 and more, there are several models of personal lasers that can be had for less than $1,000. The popular Hewlett-Packard LaserJet III, with its new resolution enhancement technology, can be bought for around $1,750 retail price. Ink-jet printers fall in between these ranges.

A primary factor in your selection is the amount of printing you expect to do. Most high-volume users look for fast printers. Lasers are the fastest, but speeds vary among models. Lower-end lasers print four to six pages per minute, while the higher priced models print from 10 to 15 pages a minute. Some top-of-the-line lasers print as many as 100 pages per minute, but be prepared to spend $20,000 or more for that luxury.

Will you need to produce documents with carbons or use wide paper? Only dot matrix printers can handle these assignments.

What kind of type quality do you need? If you're looking for something that prints drafts "quick and dirty," a low-end dot matrix will fill your needs. But if you need to emulate professional typesetting or need scalable fonts, a laser or ink-jet is your choice.

If you're considering a laser printer, will you need PostScript compatibility? This is essential for production of high-resolution graphics. PostScript compatibility raises the price, but not as much as it once did. Good PostScript lasers can now be found for less than $2,000.

Other questions to consider include:

- For software compatibility, which printers does your machine need to emulate?
- Do you need a serial or parallel interface?
- Do you want color? It costs a lot more money—$20,000 and up—to get this feature in a laser printer, but limited color capabilities can now be found in far less expensive dot matrix and ink-jet printers.

If you need a special cable to connect your new printer to your computer, be sure to factor the price into your printer budget. Cables range in price from about $20 to $75.

When you have the answers to these questions, you're ready to decide which type of printer you want to purchase. Here's a rundown of the most important features of each type:

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▼
Questions to Ask
▼
HP's Forum, p. 23
▼
MAUG VIPs, p. 24

A Good Impression? The Proof's Online

If you're in the market for a printer, let CompuServe help you with your homework before you go shopping.

The Epson (GO EPSON) and Hewlett-Packard (GO HP) Forums enable you to directly with two major printer manufacturers for the latest news, buying tips, free utility programs and more.

More general information on printers and printing utilities for specific software, hardware and applications, such as desktop publishing, can be found in other forums, including:

Amiga Tech Forum	(GO AMIGA)
Atari Professionals	(GO ATARIPRO)
Desktop Publishing Forum	(GO DTPFORUM)
IBM Hardware Forum	(GO IBMHW)
Mac Systems	(GO MACSYS)
Novell Forum B	(GO NOVB)
Practical Peripherals Forum	(GO PPIFORUM)
WordPerfect Support Group A	(GO WPSGA)
WordStar Forum	(GO WORDSTAR)
Ventura Software Forum	(GO VENTURA)

For actual printer recommendations, information and reviews on specific brands and models as well as tips on how to select the best printer for your needs, check out Computer Database Plus (GO COMPDB). This searchable database of magazine articles allows you to zero in on the information you need. Searches can be conducted using key words and phrases or by specific subject heading, company name, product name, publication name and date, article type and article reference number. If you want tips on how to pick a printer, use the key phrase PRINTER AND SELECTION for a list of some 100 articles.

Computer Directory (GO COMPDIR) offers instant access to the specifications of more than 64,000 hardware, software and communications products. Search by product name or manufacturer.

Personal computer users will also want to check out the resources of PC MagNet (GO PCMAGNET), the online database provided by *PC Magazine*. Long recognized as the premier source of printer recommendations, editors and writers of *PC Magazine* offer testing and reviews of dozens of printers. PC MagNet contains an online index to the magazine's reviews and provides an opportunity to communicate with the editors and writers through the PC MagNet Forums.

Reviews, comparisons and impressions of printers by the computer experts at *InfoWorld* can be retrieved from InfoWorld Online (GO INFOWORLD). Comprehensive product comparisons are available and can be searched and downloaded.

Macintosh computer users will want to investigate ZMAC (GO ZMAC), an electronic connection to the printed publication *MacWEEK*. Reviews of all types of Macintosh peripherals, including compatible printers, are available online, and the editorial forums allow you to communicate directly with *MacWEEK's* editors, writers and columnists.

Finally, before you buy your new printer, compare prices in your local retail stores with those offered online by a number of merchants, including CDA Computer Sales (GO CDA), Direct Micro (GO DM), Online Store (GO OS) and Penny Wise Office Supplies (GO PW-1).

—CC

Laser Printers

Lasers are the ultimate in today's printer technology. They produce the highest print quality, but cost the most money. Lasers work somewhat like photocopy machines, transferring the toner (which is dry ink) to image areas on an electrostatically charged drum. Heated rollers bond the toner to the paper. While a copier reflects the image, a laser printer writes it from the computer onto the drum.

The higher cost of a laser can pay off if you are printing in high volume, need your work done fast and demand professional-looking documents. Regarded as the standard for desktop publishing, lasers offer flexibility. You can use almost any kind of paper you have on hand and produce virtually any mixture of graphics and fonts on a page. In addition, these powerful printers are whisper quiet.

Fortunately, that high-quality output requires only a little maintenance on your part, replacing the cartridge now and then.

Scott Foerster, author of *The Printer Bible* (Que Corp., 1990) says most people fault their printers for being too slow and not producing a high quality look. Laser printers may just be the solution. "The market is becoming more competitive and prices are dropping," he says, noting that in the past 18 months the classic Hewlett-Packard LaserJet II dropped nearly $600 in price.

Retail prices for lasers range from $700 to $20,000 or more. In addition to the cost of purchasing the printer, Foerster warns buy-

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You Are Already Halfway There!

ers to consider the cost of daily printing and maintenance. Printing 500 pages on a laser typically costs you about $20.

Ink-Jet Printers

As quiet as a laser and initially less expensive, an ink-jet printer works by squirting tiny droplets of wet ink onto paper. With printheads containing up to 60 nozzles, ink-jets can produce high-resolution text and graphics virtually indistinguishable from laser output. Many of the latest models actually print at the same 300 dpi as lasers.

Forget about complaints you may have heard that ink remains water-soluble even after it dries. The ink used in early ink-jet models did smear at the slightest sign of water. But today's ink formulations have eliminated that problem. Also, early ink-jet nozzles had the distressing habit of clogging up frequently. Today, ink-jets use sealed cartridges that slip in and out of the printer with ease, and clogging is rare.

"The advantage of an ink-jet printer is that you can get laser quality at dot matrix speed at a lower entry price than a laser printer," explains Foerster.

But he warns the machines still have some problems. You'll need special ink-jet paper for some printer models or the ink will soak through and bleed. With some inks, you can't touch the printed page until the ink is dry. Be advised, though, that most of the latest models use plain paper and much improved ink.

List prices for ink-jets range from $500 up to $2,500 for top-of-the-line color printers. Feature for feature, the initial cost of an ink-jet is lower than that for a laser, but operating and maintenance costs are higher. Foerster says printing 500 pages on an ink-jet costs about $28.

Dot Matrix Printers

If your basic need is to print documents relatively quickly at the lowest cost, consider a dot matrix printer. The printhead contains pins that press against the ribbon producing a series of dots to form characters. Some models have nine pins, others have 24. The 24-pin printers create more and smaller dots producing a sharper look than the nine-pin models. When using dot matrix letter-quality mode, you can expect an acceptable document, especially with the 24-pin models. The latest model dot matrix printers have greatly improved character formations. However, even the best dot matrix printer won't rival the output of a laser.

A good dot matrix printer is the workhorse in many an office. Reliable and requiring little or no maintenance (occasionally you'll have to snap in a new ribbon), dot matrix printers print text and graphics on just about any kind of paper. Ideal for home users, students and many office tasks, dot matrix printers can handle multipart forms, self-adhesive mailing labels, carbons, wide paper and other special printing needs that cannot be handled on an ink-jet or laser.

Best of all, the dot matrix is the most affordable type of printer, with retail prices ranging from $150 to $1,000. The cost of printing 500 pages on a dot matrix will average $5 to $6.

For the most part, dot matrix machines are the slowest of the three types, although higher-priced models can zip along.

Paper handling is a bit awkward and time-consuming in that you must manually separate the sheets and tear off the perforated edges, unless you pay extra for a cut sheet feeder. Lasers and ink-jets use cut sheet paper. In addition, dot matrix printers don't offer as much font flexibility. Still, for the price and the maintenance level, they are often the ideal choice for new computer users.

A final tip: When you go into a store to look at printers, be sure to check out the printer you like best with the software you'll be using to make sure they work together.

Cathryn Conroy is a contributing editor of CompuServe Magazine. *Her CompuServe User ID number is 70007,417.*

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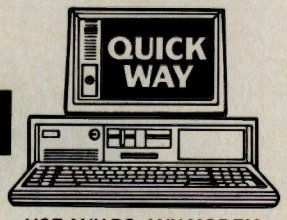

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by Daniel Janal

HP's Town Square

Formal and informal support abound in Hewett-Packard Forum.

Hewlett-Packard's corporate culture is so geared toward innovation that the company created a town square for its five-building research campus in Palo Alto, Calif., to encourage scientists to mingle and swap ideas.

In much the same way, HP has built a town square with its users—through a support forum on CompuServe.

The Hewlett-Packard Forum (GO HP) is designed to help users get the most out of HP's products. Most of the questions get answered by other users. But unlike a users group, the forum also is tied in to most of HP's PC and peripherals support departments. So when a problem stumps the users, HP is there to provide the answer.

"The forum is an unofficial support channel. We don't have to live within the official boundaries, yet HP provides direct support for the forum," says Ted Dickens, primary forum manager. That mixture of formal and informal support is evident from the roster: Some forum helpers or "hosts" work for HP, others (including Dickens) do not.

Because of this close connection, CompuServe members are among the first to know about upgrades, enhancements and fixes. When HP shipped a batch of LaserJet IIP printers with bad power supplies, forum members had the chance to get their printers fixed six months before the information appeared in many computer magazines, according to Dickens.

"Recently we've seen lots of questions about support for Windows 3.0. We have the drivers online," he says. About two-thirds of the messages involve questions about peripherals, predominantly LaserJet, DeskJet, DeskWriter, PaintJet and ScanJet printers. (For more about printers, see "How to Pick a Printer," page 20.)

"As with most forums, message threads are either technical or philosophical. Our technical threads deal with hardware configuration (How can I connect my DeskJet to a PC and a Mac?), software configuration (What's the best setup string to use with Lotus 1-2-3 for a LaserJet IIID?), and drivers (Where can I get a graphics driver for the LaserJet III and Paradox?)," says Dickens.

COMPUTING SERVICES

The philosophical threads are still quite technical: What's the best paper to use in a DeskJet 500 (James River Inkjet Ultra)? Should I buy a DeskJet+ or a LaserJet IIP (depends on your needs)? Which PostScript cartridge is best, fastest, cheapest? Recent threads have discussed text-recognition software for the ScanJet.

The libraries contain thousands of useful files. Among the most popular are three files on re-inking DeskJet cartridges: files INK.ZIP, DJINK.THD and DJINK2.THD, all in the Deskjet Library (5); various LaserJet and DeskJet drivers supplied by HP; and a set of fonts for the LaserJet (FONTS.ARC).

Not only can users get answers to technical questions, but they also can provide feedback to the company—feedback that might later appear as a new product or an enhancement. "User responses get fed back to the marketing, support and development groups," says Dickens.

"We definitely take customer feedback from the forum and use it when we make product design decisions," says Bill Crow, manager for the systems technology group and the originator of the HP Forum. "CompuServe offers the unique ability to quickly establish dialogues directly between customers and the factory. Suggestions from customers are passed to the appropriate project teams and, on numerous occasions, have become the catalyst for ongoing discussions with a customer."

The feedback loop is even tighter on the NewWave Developers' Conference, a private forum where developers can get assistance from HP staffers and read technical papers in the online library.

The HP Forum was created to give users a place to communicate and to augment HP's formal support mechanisms. While the details have changed over the years, that is still the mission. After six years, HP is still listening—and learning.

Daniel Janal is president of Legal Computing Systems, a training and consulting firm in Fort Lee, N.J. His CompuServe User ID number is 76004,1046.

A Line to HP Contract Customers

Hewlett-Packard's dedication to customer support extends to saving business customers money as well. In July, HP established a special support network through CompuServe to answer questions from HP's customers who have software-support contracts.

Those customers can cut long-distance phone bills in half, since they now can call a local number to access CompuServe, says Ann M. Livermore, marketing manager for HP's Application Support Division.

The service, called HP SupportLine, is included free in all HP software-support contracts. Customers have direct access to the most current support information, software problem fixes, technical tips and product news from HP's divisions—much like information used by support engineers at HP's international network of response centers.

Customers have the option of asking HP to respond electronically or by phone.

"The CompuServe agreement affirms HP's commitment to deliver customer support services in a cost-effective fashion," Livermore says. "HP SupportLine is an easy, inexpensive way for customers to solve problems and find answers to technical questions."

For more information about this service, available only to HP software-support contract customers, call 800/323-4775.

—DJ

by Michael Fraase

Multiple Mac Personalities

MAUG provides a monthly chance to huddle with Macintosh VIPs.

Message Section 8 of the Macintosh New Users and Help Forum (GO MACNEW) has changed its name at least a dozen times during the past year. It's been called everything from "John Sculley!" to "Jean-Louis Gassée!" to "Steve Bobker!" and several other famous names in between.

Each month, the home of the Micronetworked Apple Users Group (MAUG) has welcomed a guest celebrity, including many high-level Apple employees, well-known software developers and industry opinion leaders. Each Mac luminary spends 30 days in the Mac New Users and Help Forum answering messages from the community-at-large in Message Section 8. For that month, the section bears the celebrity's name.

"The great thing about the MAUG celebrities program is that some of the best people in the world—Macintosh owners and members of MAUG," says Neil Shapiro, chief sysop of the Apple II and Macintosh forums, "get to meet some of the most interesting people in the world—the movers and shakers in the Macintosh community." The idea came about as a way of celebrating 1990 as the 10th anniversary of MAUG on CompuServe (MAUG as a users group is 12 years old).

These celebrity guest appearances mark a shift in communications from real-time conferences to more asynchronous, lively, informal message-board discussions. The value of the information tends to be greater because there's more time to compose messages and come back with follow-up questions. In most cases, the conversation is maintained as a series of threaded messages, later made available in the forum libraries (see box for more on available discussion threads).

From the future of telecommunications to data security, and the ins and outs of software publishing, celebrity discussion topics have run the gamut. Here's a look at what some of them had to say.

Steve Bobker, a former editor-in-chief of *MacUser* magazine and president of Raw Fish Systems, focused on the best inexpensive Mac software—the subject of his monthly *MacUser* column—and what the community would like to see in a new Macintosh magazine.

Bobker envisions the ideal Macintosh magazine as "an editorial (one page), and three other columns of a page or two each." He maintains that computer magazines would do well to emulate automobile magazines—providing reviewers with products they would "report on every six months, with emphasis on changes, reliability, add-ons and the like."

David Szetela, head of Apple's Developer Services, spent his month talking about his role at Apple and how the company could better use telecommunications in gaining market share for its products. Szetela believes it is important for Apple to tap the telecommunications networks for marketing and technical support.

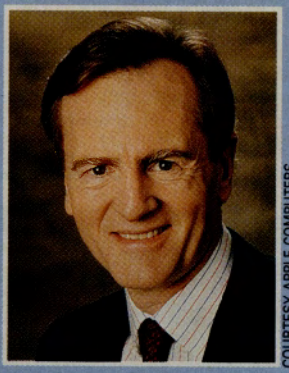
Bob LeVitus, author of *Dr. Macintosh*, *Stupid Mac Tricks*, co-author of *Stupid PC Tricks* (Spring 1991), and contributing editor for *MacUser* magazine, received hundreds of questions about improving productivity on the Mac. "There's nothing like being online to keep in touch with the people who actually *use* the products I write about," says LeVitus.

Among the highlights of LeVitus' appearance were "live show reports" he compiled from the CompuServe booth during the Macworld Expo. "At the end of each day, I

Apple's John Sculley Listens, Speaks Out Online

How often do you get the chance to go straight to the head of Apple Computer and ask questions, express concerns and make suggestions for improving Apple's products?

CompuServe subscribers had the opportunity to do just that in November 1990, and Apple CEO John Sculley also saw this as an opportunity. As he said, "One of Apple's goals is staying close to our customers. We can do that only by listening. That's why I wanted to participate on CompuServe's Macintosh and Apple II forums."



COURTESY APPLE COMPUTERS

Listening up: Sculley

The response was overwhelming. There were more than 50 questions waiting for Sculley on Nov. 1, and more than 500 questions were asked throughout the month. Questions came from all over the world, including Austria, Finland, Japan and Sweden.

There were a variety of topics discussed in the Apple II Forum, but by far the question of most concern was Apple's future plans for the Apple II family of computers.

Sculley addressed that concern as follows: "Apple will continue to sell, support and service the Apple II product line, and provide product enhancements to that line as long as customer demand warrants it. Apple plans to enhance the existing product line through updates to system software and peripheral add-ons. On the other hand, we have no plans to introduce new, stand-alone Apple II models at this time."

Sculley took an interactive role in the forums, and asked this question in the Mac New Users and Help Forum: "According to several studies, white-collar productivity has not increased since the advent of personal computing, despite an investment of millions of machines—most of them DOS. What do we have to do differently to achieve real productivity gains in our workforce?"

This question generated 25 responses directly to Sculley, and kept the forum message board busy for days as people continued the discussion.

Some of the questions in the Mac New Users and Help Forum included: When will we see System 7? ("... sometime in the first six months of 1991."); Why did the Mac Classic have an 8MHz processor instead of 16 MHz? ("In delivering the Classic, we reached substantial savings and faster time to market...This was not as achievable through a 16MHz system."); Does Apple have plans for voice recognition technology? ("Apple is keeping abreast of developments in this area...when the technology meets Apple's standards, you'll probably see it integrated into our products.").

Another question that generated a lot of advice from other forum participants, although not from Sculley, was "Could you comment on the advisability of investing in Apple common stock at this time?"

Several people took the time to send personal notes to Sculley. Although he was able to give some answers to individuals, Sculley primarily responded to major issues raised by many readers. However, he assured questioners, "I want you to know that your comments are being heard. Your messages to me are being shared with appropriate people around the company."

To read the forum messages in more detail, type GO MACNEW to access Library 8 of the Mac New Users and Help Forum, SCULEX.TXT (ASCII version) or SCULEY.SIT (compressed version).

—Lynne Verbeek

MAUG Guests Past and Future

Neil Shapiro, chief sysop of the Apple II and Macintosh forums on CompuServe, has indicated that more celebrity appearances are in the works. To find out details on upcoming guest celebrities, type GO MACNEW and read the Newsflash announcement. Also, watch the weekly What's New announcements (GO NEW).

Several of the MAUG celebrity message threads are available in the Guest/CO Archives Library 8 of the Macintosh New Users/Help Forum and in the Archived Threads Library 7 of the Macintosh Community/Clubhouse Forum. Here's a sampling (threads are available in both libraries):

- Cliff Johnson, author of *Fool's Errand* (CLIFF.TXT)
- Jean-Louis Gassée, former president of Apple Products, Apple Computer Inc. (GASSEE.SIT, GASSE1.SIT)
- Steve Bobker, former editor-in-chief of *MacUser* magazine. (BOBKER.SIT)
- Charlie Jackson, President and CEO, Silicon Beach Software (CHRLIE.SIT)
- John Sculley, President and CEO, Apple Computer Inc.

posted my 'best of show' list plus impressions of the show in general and the parties each evening. It became a collaborative thing—in addition to my reports, other MAUG-ites posted their reports." The result for MAUG members was, as one enthusiastic non-attendee put it, "almost as good as being there."

COMPUTING SERVICES

Steve Brecher, developer of such popular programs as File Director and Suitcase II, and co-author of Pyro!, spoke on the pros and cons of being the sole developer of a piece of software. "Your habits, practices, approaches and style are by definition the 'standard' for use on the project," he said. However, "a disadvantage is the possibility of tunnel vision that may cause you to miss alternate ways of doing things—either internally or for the user—that are better."

Mike Farmer, president of Survivor Software and a board member of the Macintosh SIG of the Software Publishers Association, talked about software piracy and customer support. Farmer maintains that each party owes the other fairness. "It's unfair for a software publisher not to provide support, and it's also unfair for a person to use a product he or she has not paid for," says Farmer, who has been known to answer technical support questions from users who have not paid for the software, asking only that they do what's fair—and many of them do.

Cliff Johnson is known to Mac computer gaming enthusiasts as the author of *Fool's Errand* (an adventure about a wandering fool in the land of Tarot cards) and *Puzzle Gallery* (a collection of puzzles about an amusement park). Johnson began programming in BASIC and then learned Pascal as he programmed *Puzzle Gallery*. Prior to authoring Macintosh games, he taught film animation at the University of Southern California and worked as an animator.

Johnson spoke about the future of computer gaming, saying the games "suffer from media shock. We can go to the movies and see fantastic images, yet a computer game has chunky bit-maps."

Johnson also led a heated debate on the merits of copy-protecting software. "Game publishers think piracy is killing the game industry...and so they are acting accordingly," he said. Johnson's view is that when the multimedia computers arrive, most game publishers will abandon the personal computer market altogether.

Jean-Louis Gassée made a guest appearance in May 1990, while he was president of Apple Products at Apple Computer Inc. Gassée, known as a learned futurist with a remarkable wit, spoke on key issues for the future of computers and telecommunications.

Identifying the Integrated Services Digital Network (ISDN) as critical for the future, Gassée briefly outlined three immediate benefits to the implementation of ISDN: "First, imagine CompuServe at 56,000 bps or 112,000 bps. It would not just be faster but also different and better. Second, imagine Timbuktu/Remote access available everywhere at 56 or 112 kbps. Third, imagine fax [as a delivery mechanism]."

Gassée uses the metaphor of a freeway system for implementing ISDN. He believes "the government should lead the effort in building a data freeway system for the United States [but not] build it, run it or even tax it."

When asked about his post-Apple plans, Gassée, who is now in the midst of starting his own company, was necessarily vague: "I can already reveal that I will not go into the soda business."

Michael Fraase is a free-lance writer based in St. Paul, Minn. His CompuServe User ID number is 75300,640.

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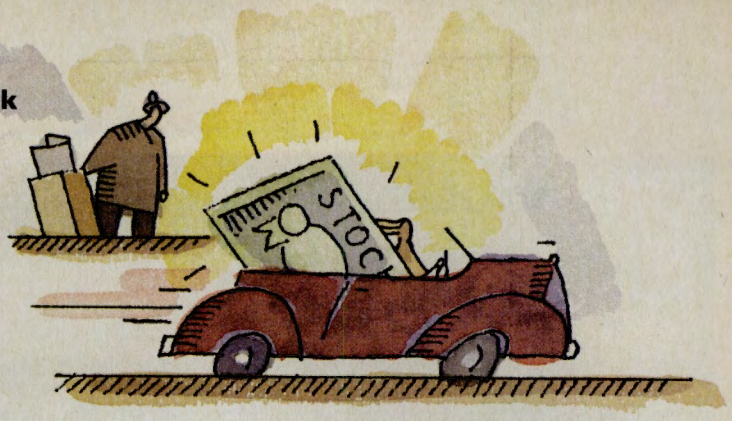

Bonds: The Unsexy Investment

The corporate and government securities pay off, but require a persistently watchful eye.

We refer to stocks and bonds when we talk about financing for business and industry. Yet stocks get most of the attention—and the glamour.

Indeed, most investors know something about stocks, yet few are knowledgeable about bonds—for good reason: While the bond market is 10 times larger than the stock market, it is 10 times more complicated and 10 times more hazardous.

"Most investors do not understand even the basic principles and risks involved in bond investing, despite the immense size of the bond market," notes Cliff Pletschet, a financial columnist for *The Oakland Tribune*. "Picking one's way through the bond market mine field is a tricky undertaking. It is particularly hazardous to the new investor who hasn't yet developed the proper agility."

Simply speaking, a bond is an interest bearing certificate issued by the government or a business promising to pay the holder a specific sum on a specified date.

A stockholder is part owner of a company while a bondholder is a creditor of the company or some government department or agency. Corporate bondholders have one advantage over shareholders: They get paid first if a company liquidates.

For most bonds, interest is paid every six months and the rate of interest depends on when they are issued. Corporate bonds and many government and municipal bonds are usually issued in denominations of $1,000, which is called the face or par value. Individual bonds are usually bought in lots of five, or $5,000.

After it is issued, the price of a bond is determined by its interest rate, plus its length to maturity. Prevailing interest rates also play a part in determining the bond price. In fact, bonds, especially long-term bonds, are vulnerable to shifts in interest rates over their lifetimes. Bond yields rise in periods of declining interest rates, but fall in periods of increasing interest rates.

Bond yields are not to be confused with interest rates. The yield can rise and fall over the life of the bond.

Here's How It Works

If an investor buys a $1,000 bond in 1990 paying 9 percent a year for 20 years, he or she receives $90 a year until the bond matures in 2010. At that time the investor gets

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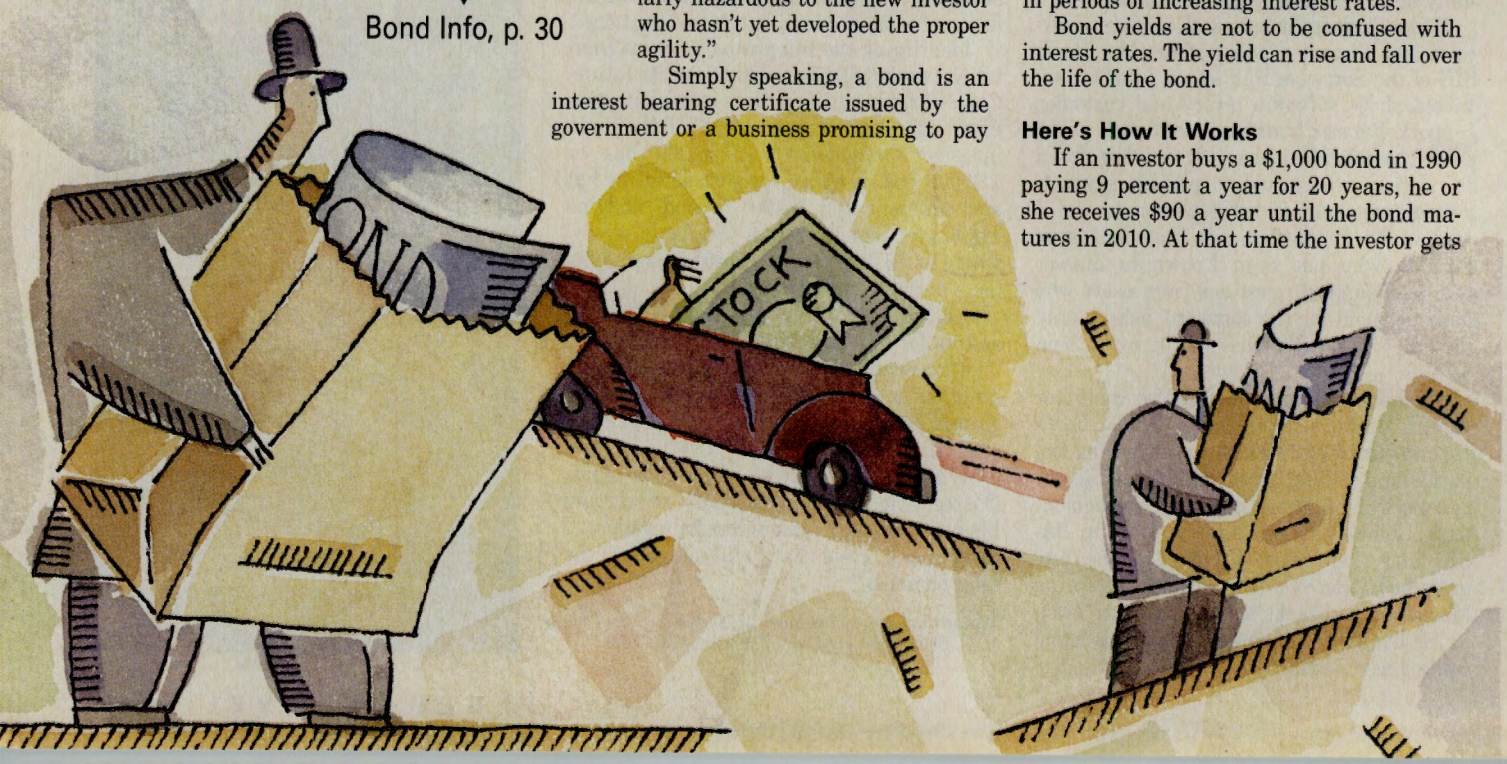
Bond Info, p. 30



ILLUSTRATIONS BY ROBIN JAREAUX

back the full $1,000 paid for the bond. The bond is said to yield 9 percent per year.

However, if interest rates rise to 10 percent during the bond's life, it becomes worth less on the secondary market. To bring the bond into line with the higher return, bond traders "reduce" the price of the bond to $900 to pump up its yield to 10 percent. The bond is then said to yield 10 percent, even though the interest payments are only 9 percent a year—not a problem for bondholders who hold their certificates over the life of their bond. It becomes a problem if they have to sell prematurely on the volatile secondary market.

Moreover, bondholders don't always get the full benefit when interest rates fall. Many bonds, particularly corporate and municipal issues, are "callable"—that is, they can be redeemed by their issuers before they mature. This is one of the major disadvantages of buying and holding bonds in your portfolio.

Lack of information about the bond market is also another disadvantage for bondholders. The bond market is nowhere near as visible as the stock market, where information about daily movements in individual shares can be readily found in the financial pages of daily newspapers.

There is no Dow Jones Industrial Average to help bondholders track the rise and fall of individual bond prices and yields. Most bond trading is conducted in the over-the-counter market between bond traders with little publicity about transactions.

The yield announced each business day is indicative of the overall direction of the bond market. Several brokerage companies offer an index, such as Shearson Lehman Brothers Daily Treasury Bond Index (ticker symbol SLBI) or the Dow Jones Weekly Bond Index (ticker symbol DJB). Yet these indexes give investors little help in determining prices of individual issues.

In short, the bond market can be much more perplexing than the stock market. Investors have to worry about such things as credit ratings, yield curves and taxable equivalent yields. And they have to deal with bond traders, who, unlike stock brokers, don't widely publicize their fees and commissions.

Indeed, traders not only earn a commission on bond sales. They also earn money from their markup, the difference between what they pay and what they charge investors for a bond. And investors usually have to sell their bonds where they bought them.

Expert Strategies

Playing the bond market is a little like playing football. The best defense is a good offense, and the experts who deal in bonds say that it is important to come up with a

strategy before plunging into the world of bonds. The experts suggest the following:

- Bonds should be just one part of your investment portfolio. This is called asset allocation, and you determine what part of your portfolio should be in bonds. Generally speaking, the closer you are to retirement, the more bonds or bond funds you might want to consider for your portfolio.

What You Should Know

Here are some important points about buying bonds that should be understood by the would-be investor:

Swings in interest rates affect bond prices, which can be to the benefit or detriment of the bondholder. For instance, if interest rates for a 30-year zero-coupon bond drop 1.5 points over 12 months, the bondholder will enjoy a 60 percent gain in the value of his bond. If interest rates jump 1.5 percent over 12 months, the bondholder can expect a substantial drop in value.

Not all bonds are of equal quality. Buy only those issues that carry the highest ratings, and avoid those issues with the lowest ratings. Standard & Poor's and Moody's Investors Service offer slightly different rating systems for bonds. (See accompanying story.) Type GO BONDS to get Standard & Poor's and Moody's Investors Service ratings on corporate boards.

Bond prices are affected by their maturity dates. Longer bonds usually carry higher interest rates than shorter bonds, but longer bonds are subjected to greater price volatility over their life.

Bond yields should not be your only consideration, especially when looking at "high yield" bonds or so-called "junk bonds." The reason is simple: Many businesses that issued high-yield bonds during the merger mania of the 1980s are filing for bankruptcy and have defaulted on their bonds. There is a good probability that many more businesses will default on their high-yield bonds if a recession strikes the nation in late 1990 or early 1991.

Don't let the tax-exempt features of bonds, particularly municipal bonds, totally influence your investment strategy. If you are not in the highest income brackets, you might be better off with a higher yielding corporate or treasury issue than with municipals.

Beware of funds or bonds you know little about. There are some fairly exotic instruments out there, such as convertible bonds, tax-exempt unit trusts and zero-coupon bonds. Buying them is easy; making money on them is difficult.

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- ▶ Figure out what is appropriate for you in terms of risk, return and maturity. If you can't tolerate risk, stick with the safest investment, short-term and medium-term Treasury bills and notes backed by the "full faith and credit" of the US government.
- ▶ Do your homework before you invest. If you are buying individual bonds, check with S&P or Moody's. Don't buy solely on the basis of a sales pitch from your broker.

Beyond this, experts offer the following advice for the novice bond investor:

Gerald Perritt, editor and publisher of Chicago-based *The Mutual Fund Newsletter,* believes that no more than 30 percent of an investor's portfolio should be in bonds at this time. Perritt recommends that 30 percent be in equities and another 40 percent in cash or short-term T-bills.

Investors following this strategy should have all of that 30 percent in the highest-grade, intermediate-term securities, such as 10-year Treasury notes, Perritt says.

"There is a lot going on right now," adds Perritt. "Now is the time to really protect your nest egg. The best bond in this kind of environment is a government bond."

One technique in buying bonds is to "ladder" your purchases, he says. You should split your bond portfolio by buying roughly equal numbers of bonds in the 3-, 5-, 7- and 10-year maturities. This will give you an average maturity of five years.

"If rates go up," explains Perritt, "you will be able to roll over your short-term securities with new ones at higher interest rates. If rates decline, you will be protected with the long bonds in your portfolio."

Another approach is to take the barbell technique, says Perritt. You buy both short-term and long-term bonds. You get the best of both worlds, with an average maturity around 16 years, he says. "If rates go down, you're protected with your long-term bonds. If they rise, then you are protected by being able to roll over your short-term bonds."

Two recommendations: Benham Treasury Note Fund (Ticker symbol BCITX, intermediate; BCLTX, long-term. Benham Capital Management, Mountain View, Calif.; 800/321-8321) and the Twentieth Century US Government Securities Fund (Ticker symbol TWUSX. Twentieth Century Investors, Kansas City, Mo.; 800/345-2021).

Sheldon Jacobs, publisher of *The No-Load Fund Investor* newsletter based in Hastings-on-Hudson, N.Y., says he can't predict where interest rates are going, but believes they peaked in late September. "It appears we're going to be running into a recession, that a year from now rates will be lower than they are today. I think people should stay invested in bond funds" to benefit from the fall.

Jacobs' newsletter tracks three model portfolios for his readers to follow, including a pre-retirement portfolio. In this portfolio, he recommends that investors approaching retirement have 30 percent of their investment in bonds, with 65 percent in equities and 5 percent in cash. He recommends a

A Survey of Types: The Name's Bond, Government Bond

Here is a look at the most common types of bonds.

Government Securities

The safest bonds are those backed by the full faith and credit of the US government. Issued by the Treasury Department, these securities can be purchased directly through the Federal Reserve Bank.

Government bonds are also traded over the counter with market makers negotiating prices at which they buy and sell the various issues. Individual investors are at a distinct disadvantage in the secondary market because traders not only negotiate bids and ask prices in their favor, but they also charge a fee. The two charges combined can run several hundred dollars for a $5,000 or $10,000 bond. So it's often best to invest in Treasury issues through the many mutual funds that specialize in government securities.

Treasury securities come in three different types: bills, notes and bonds.

Treasury bills are issued with maturities of three, six and 12 months. Three- and six-month bills are auctioned every Monday by the US Treasury Department. One-year bills are auctioned every fourth Monday. Historically, Treasury bills run 1 to 2 percentage points lower than notes or bonds because bills are sold at prevailing interest rates and investor capital is tied up only for a short period of time.

Treasury notes are issued with maturities ranging from one to 10 years. The interest paid on notes is usually, but not always, higher than bills but lower than bonds.

Government bond maturities range from 10 to 30 years. The interest paid on long-term bonds is usually higher than notes and bills.

The 30-year bond is often called the "long bond" or "bellwether bond," because its yield is used to measure the strength or weakness of the bond market.

Long-term bonds are considered by the experts to be riskier investments than bills or notes. Since it's impossible to predict inflation rates so far in advance, investors could lose principal as well as interest if high inflation were to rage as it did in the '70s and early '80s.

Zero coupon bonds are sold at a deep discount from their face value. The interest is paid when they mature. However, the interest is taxable, even though investors don't receive the money. Government "zeroes" are not callable—that is, they cannot be redeemed by the government before they mature. Maturities range from 10 to 20 years.

Zeroes are one of the best investments in times of falling interest rates or a recession because their value increases as rates or economic conditions decline. Government zeroes can be purchased through brokers.

Mortgage-backed bonds are those issued by quasi-governmental corporations, such as the Government National Mortgage Association, or Ginnie Mae. Ginnie Mae pools mortgages made by the Federal Housing Administration and the Veterans Administration and sells them as bonds to investors in denominations of $25,000.

Ginnie Mae bond yields run around 1 percent to 2 percent higher than the yield on 10-year US Treasury bonds to compensate for their added risk. Since many home-owners pay off their 25- and 30-year mortgages early, the average life of a Ginnie Mae bond is 10 to 12 years.

Other mortgage-backed bonds include those issued by the Fannie Mae or the Federal Home Loan Mortgage Corp., and Freddie Mac, the Federal National Mortgage Corp. Like Ginnie Mae, both purchase home mortgages from lenders and bundle them into bonds.

US savings bonds are the little guy's zero coupon bonds. Investors can purchase Series EE bonds from local banks at 50 percent of their face value in denominations ranging from $25 to $5,000.

Series EE bonds are designed to yield 85 percent of a five-year Treasury bond, and they are adjusted every six months to maintain that rate. They are guaranteed to yield 6 percent if you hold them at least five years. They mature in 10 years.

Yields from savings bonds are subject to federal, state and local taxes, but the taxes can be deferred until the bonds are redeemed. You can further defer taxes if you roll over your money into Series HH bonds, available in face amounts ranging from $500 to $10,000.

retirement portfolio that is 40 percent invested in bonds and 60 percent in equities.

He likes Fidelity Global Bond Fund (Ticker symbol FGBDX. Fidelity Distribution Corp., Boston; 800/544-6666), with half of its portfolio invested in dollar-denominated securities and the other half in overseas securities. "That gives you a play on the dollar as well as rising interest rates overseas," says Jacobs. "I prefer that to a pure international bond fund."

Jacobs also likes the Fidelity Intermediate Bond Fund (ticker symbol FTHRX), and the Vanguard Ginnie Mae (ticker symbol VFIIX) and Vanguard Fixed Income—US Treasury (ticker symbol VUSTX. Vanguard Group of Investment Companies, Valley Forge, Pa.; 800/662-7447). All are no-load mutual funds, as the name of his newsletter suggests. (For more information on researching bond funds, see page 30.)

For investors with a little more tolerance for risk, he recommends US government zero coupon bonds. Jacobs believes that with rates at or near a peak, investors can lock in high returns. He recommends any of the zero coupon bond funds offered by Benham Capital Management.

Not every expert believes in buying and holding bonds for the long term. Jeff Merriman, director of marketing for the *Taxable Income Fund Exchange* newsletter in Seattle, says investors should move in and out of bonds, depending on shifts in the interest rates.

"Bonds have become almost as volatile as stocks," says Merriman. The strategy is to sell bonds when interest rates are at their peak, he says, then buy bonds when rates have bottomed. At the end of late September, the two said they believed that rates were headed down.

George Marotta, president of Marotta Money Management in Palo Alto, Calif., likes bonds for most investors. He, too, believes that interest rates have peaked and are headed downward. Now is the time to lock into those rates, while we are at the top of the cycle, he says.

"I like fixed-income investments most," Marotta says, adding that he believes the Federal Reserve Bank will keep inflation under control while easing overall rates at the same time. He advises his clients to invest in bonds through mutual funds. He and his father manage their own bond fund following the philosophy of their newsletter (415/494-2955).

One of his favorites, especially for high-wealth individuals living in California: Fidelity California Tax Free Municipal Bond Fund (ticker symbol FCTFX). This is free of both state and federal taxes. He also recommends Dreyfus A-Bonds Plus (Ticker symbol DRBDX. Dreyfus Service Corp., Uniondale, N.Y.; 800/782-6620), Vanguard Fixed Income—Investment Grade (ticker symbol VWESX), and Scudder GNMA Fund (Ticker symbol SGMSX. Scudder Fund Distributors, Boston, Mass.; 800/225-2470).

Thomas York is a San Francisco writer who specializes in Pacific Rim business topics.

The taxes are finally paid when Series HH bonds are sold or reach maturity.

Municipal bonds are bonds issued by state and local government agencies, such as cities, and other local taxing districts. The bonds are issued for such things as building bridges and hospitals and buying firetrucks.

Municipals are priced to yield much less than corporate or government securities. However, the interest paid on municipal bonds is exempt from federal, as well as state and local, taxes.

This features offsets their lower yield and makes them particularly attractive to investors in the 28 or 33 percent federal tax brackets. Because of their tax-free advantage, investors would have to earn more than 11 percent in other bonds to achieve the 7 percent yield offered by municipal bonds.

Nonetheless, municipals are not risk-free. Yields on municipal bonds can fall if interest rates fall or if general economic conditions worsen. And taxing agencies have been known to default on their bonds. Only the highest rate bonds should be purchased.

Corporate Securities

The safest bonds are those issued by the federal government. Corporate bonds generally offer higher yields, but they are subject to federal, state and local income taxes.

Corporate bonds are "graded," or rated, by two major rating companies: Standard & Poor's Corp. and Moody's Investors Service. For example, Standard & Poor's has seven different grade rungs ranging from AAA (prime grade) to D (default). Bonds graded in the first four grades, AAA, AA, A and BBB (medium grade) are called investment grade bonds, considered suitable for conservative investors.

Corporate zeroes are sold at deep discount with all interest paid at maturity. They tend to pay more than government zeroes, but are hard to find. The best way to buy corporate zero coupon bonds is through a mutual bond fund specializing in corporate bonds.

Junk bonds is the derogative name given to so-called "high yield" bonds. These bonds are graded BB (five rungs down the ladder), or lower.

Because of their extremely high risk, junk bonds pay as much as 5 to 6 and even 7 percentage points over the highest-rated government securities. Nonetheless, they should be considered only by investors who understand the risks involved.

Convertible bonds can be converted into shares in the issuing company. Their value is determined by the company's stock price and by movements in interest rates. As a rule, convertible bonds pay higher yields than stock dividends, but not as much as ordinary bonds.

Closed-end bond funds are funds that buy bonds, bundle them into a pool of bonds, then sell shares in the bundle on various stock exchanges. A number of high-yield bond funds have been created and marketed in this fashion.

Single-state municipal bond funds are funds issued for residents of specific states. The funds invest in securities that are tax-free at both the state and federal level, giving investors a double advantage.

Unit investment trusts are fixed, closed-end bond portfolios, usually sponsored by brokerage houses or securities firms. Units in the trusts are sold for as little as $1,000. Two disadvantages: sales charge can range as high as 5 percent, and the secondary market is limited, so you may not be able to unload your units before they mature. These are best held for long-term investments.

If you don't feel up to buying and monitoring individual bonds, then ***mutual bond funds*** might be the ticket. There are more than 1,000 bond funds in the market, specializing in everything from the safest US Treasury securities to the riskiest of risky junk bonds.

The major advantage of buying bond funds over buying individual bonds is that they offer diversification that can't be matched by the lone investor.

Bond funds do have their disadvantages. Funds do not have a specific maturity, except for target funds. That means you cannot count on the shares having a certain value by a specific date.

Moreover, bond funds are not cost free, even those that don't charge a front-end fee, or "load," to invest in the fund. Many funds charge an annual fee that averages 1 percent of annual assets.

–TY

Bond Information Online

If you are a CompuServe member, you have instant access to a wide range of investment information and advice, including professional research on all kinds of bonds and mutual bond funds. Here are a few ideas:

If you want information about mutual funds specializing in bonds, the *Money Magazine* Financial Information Center (GO MONEYMAG) is the place to head. The Center's FundWatch Online database offers full reports on 1,560 funds, ranging from no-load to full-load funds, including dozens of bond funds. Once you access the database, the screening process is menu-driven and easy to follow. FundWatch allows investors to rank the best performing funds.

MONEY MATTERS

If you would like to figure out how bonds or bond funds might fit in with your overall investment strategy, *Money* magazine also offers a wide range of articles on personal investing issues. Check the menu for the latest offering.

For more detailed information about specific US Treasury issues, type GO PRICES, which can help you find the yields back to 1986 for all US government securities. This is a service of MicroQuote II.

To get the latest information on 91- or 182-day Treasury bills, for instance, type GO PRICES or GO TREND, and use symbol USTBA and USTBB. For information on 1- to 3-year, 3- to 7-year, 7- to 10-year, and 10-year and beyond notes and bonds, type SALOAR, SALOAU, SALOAX and SALOBC, respectively. Information is available on other issues, too.

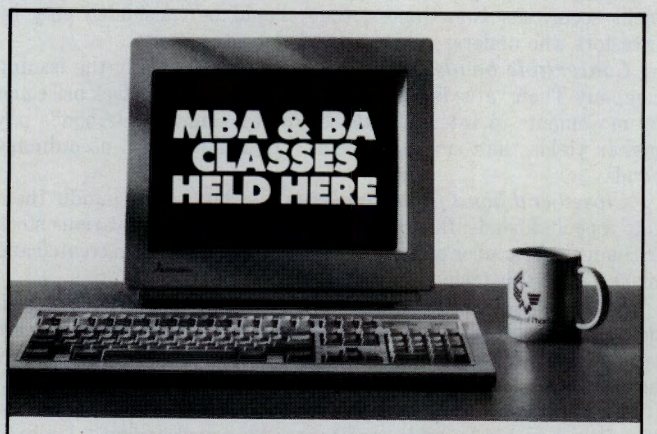
If you want to save the time and hassle of buying directly from individual fund distributors, you can purchase mutual funds directly from CompuServe's online brokerage services.

Two brokerages—Quick Way Online Brokerage Service (GO QWK) and Spear Online Securities (GO SPEAR)—can place your orders for many of the best-known mutual fund distributors.

The brokerage firms can also handle your orders for individual issues, either government or corporate. Query the brokerages online for details on how to buy individual bonds. Service is available 24-hours-a-day.

If you are looking for information from other investors, don't forget CompuServe's Investors' Forum (GO INVFORUM). Other users might have some ideas and tips that you have overlooked. The National Association of Investors Corp. (GO NAIC) offers its forum members an extensive list of investment software programs. Two recent programs, for example, show users how to calculate interest on Series E and EE US savings bonds.

–TY



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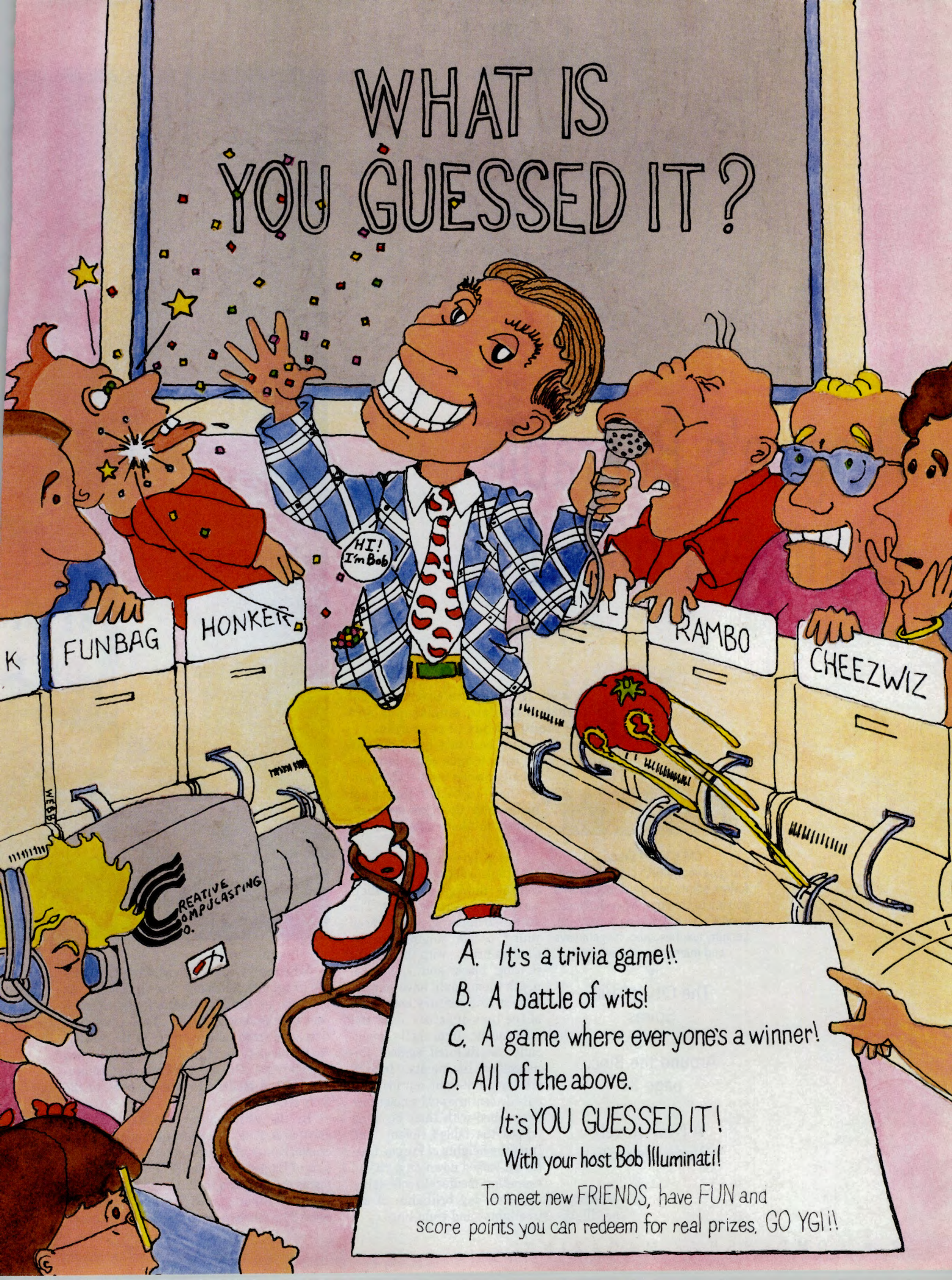
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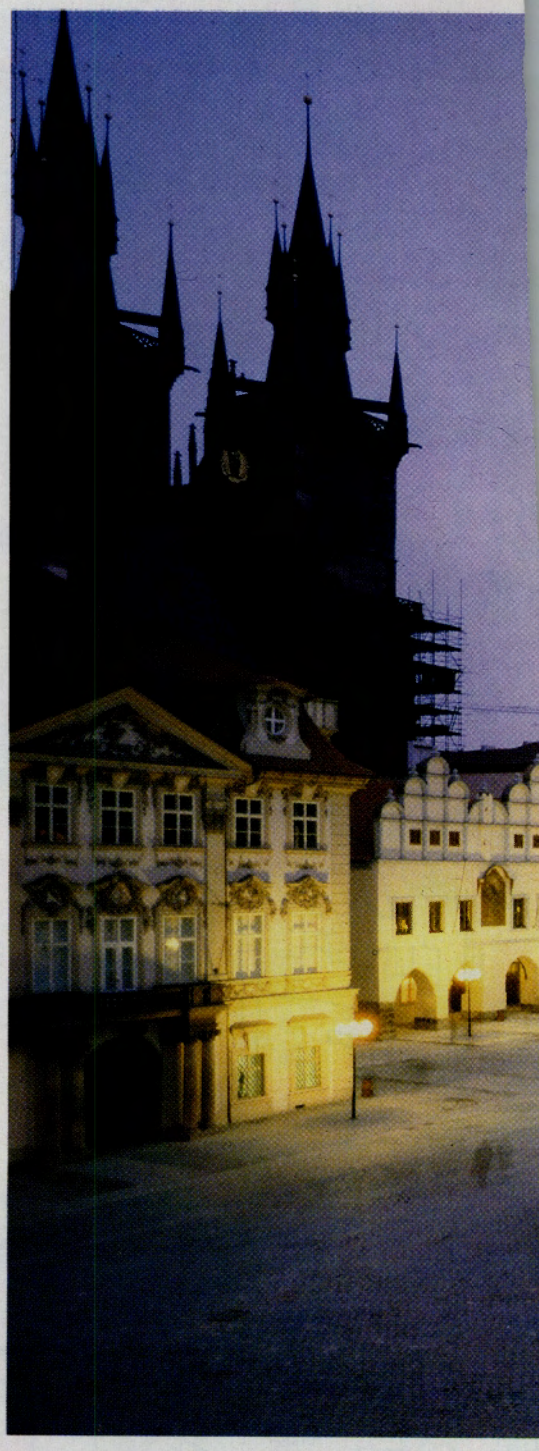
by Bruce Shapiro

Prague's Bearable Lightness of Being



A walk through the Czech capital reveals a modern renaissance and the stony echoes of centuries.

Some cities are best met by night. My first encounter with Prague came late one evening, when most of the tourists had fled back to their hotel rooms and the cars were returned to their suburban garages.

Czech friends led me on a circuitous walking tour of their capital, through ancient alleyways and cavernous pubs. The guitar-strumming, fresh-faced young people singing on the Charles Bridge, with the Moldau flowing black and silent beneath them, could have stepped from a 19th-century engraving of the lives of artists. Jazz and rock music from little nightclubs reverberated against Renaissance tenements. In the shadowy half-light, our footfalls outside centuries-old synagogues summoned with their booming echoes the fabled Golem. And from the heights of Prague Castle we looked down on a city of cascading medieval roofs delineated by the modern-day brilliance of car headlights, streetlamps and tram lines.

Whether by day or night, Prague excites the imagination like few cities in Europe. As long ago as the 18th century, the German poet Goethe described the city as "the prettiest gem in the stone crown of the world." Archaeologists date the city's roots back 25,000 years. The fortifications that eventually shaped modern Prague go back to the 10th century.

By the 14th century, the city—really a cluster of four independent towns—was a crucial center of European commerce and the seat of Emperor Charles IV. In 1784 the four towns merged; and in 1922—four years after Czechoslovakia gained its independence—some 38 suburban communities were consol-

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▼
The City of 100 Spires
▼
Around the Bloc, page 34
▼
A New Travel Guide, page 36

Plaza retaining 1,000 years of Prague history, and the oldest of 12 spans crossing the Moldau River: Old Town Square, Charles Bridge (inset)

idated into present-day Prague. During World War II the city entirely escaped bombing.

Today Prague is a bustling modern capital, home to 1.2 million residents. That entire vast stream of history is as vividly a part of the city's life as the famous River Moldau, which Czechs call the *Vltava*.

Any walking tour of Prague properly begins with immense, stately Wenceslas Square. Always crowded with pedestrians, lined on either side with hotels, cinemas, restaurants and offices, Wenceslas Square is really a broad, open avenue a half-mile long. At the head of the Square is its most notable monument: a statue of Wenceslas (Vaclav), Duke of Bohemia in the 10th century and the region's patron saint. It was here that hundreds of thousands of Czechs assembled in last year's Velvet Revolution, filling the entire boulevard and rattling their keychains aloft as a gesture of political exorcism. Today, Czechs and visitors alike place flowers at the statue to honor those who have perished over the years in the long, painful Czech independence movement.

At its foot, Wenceslas Square is intersected by another great commercial avenue, Na Prikope. Cross that boulevard and you're instantly transported into a labrynthine cluster of narrow streets with centuries-old buildings. This is Stare Mesto, Old Town. The name is no exaggeration. The neighborhood is a living cross section of Prague history going back to the 10th century. It's easily the section of Prague most jammed with tourists, and with good reason: Old Town's magnificently preserved streets, monuments, museums and churches are too numerous to list. The neighborhood's center is Old Town Square (Staromeska Namesti), surrounded by cafés and marked by a statue of Jan Huss, the 14th-century religious reformer.

Across the square sits the Teyn Church, completed in the 17th century. Stand in front of its doors at the top of each hour and you're in for a treat: As the church clock chimes, elaborate statues of the apostles appear, one

PHOTOS COURTESY OF CEDOK-CZECHOSLOVAK TRAVEL BUREAU

Remnants of the once-prosperous 'Jerusalem of Europe': Jewish cemetery

after another, in a window above the clock. As they pass, each apostle turns his face to the passersby below, granting gracious, if mechanical, benediction.

On the eastern edge of Old Town lies one of Prague's loveliest and most emotionally resonant districts, the former Jewish Quarter. Prior to the Nazi occupation, Prague was known as the Jerusalem of Europe: home to a thriving, cosmopolitan Jewish community dating back 800 years. More than 77,000 Prague Jews vanished in Nazi concentration camps, and their names are recorded on a memorial wall. Today, five ancient synagogues make up the State Jewish Museum. Together, they house one of the world's great collections of Judaica—much of it, ironically, collected at the behest of the Nazis. Only one—the Old-New Synagogue, dating back to the 12th century—is still used for worship. Its facade bears a clock unique in Europe, one with Hebrew characters and its hands running counter-clockwise.

The synagogues adjoin the old Jewish cemetery, with some 20,000 closely spaced graves dating back to the Middle Ages. There you can find, among others, the tomb of Rabbi Jehuda Low ben Bezalel. Rabbi Low, who died in 1608, was famed for profound scholarship and miracles attributed to him. He was said to have shaped and breathed life into the Golem, a giant crafted of clay who would protect the Jews of Prague from persecution.

From the Jewish Quarter, a short walk west along the banks of the Moldau brings the visitor to Charles Bridge. This great walkway, begun in 1347 and completed 100 years later, is a masterpiece of baroque architecture, punctuated by some 26 statues of saints. Its gracious lines, and the peaceful backdrop of the river would be reason enough to walk its span, but there's more. For generations, Charles Bridge has been a 24-hour-a-day stage for Prague artists and artisans. Young poets declaim, jewelers hawk their wares, an elderly fiddler offers to play anything from gypsy dances to ragtime.

At the other end of Charles Bridge lies the neighborhood known as Mala Strana, the Little Town, first settled in the 12th century. If you're in town for several days, make a dinner reservation at Prague's most exclusive inn, the Three Ostriches, to the right of the foot of the bridge. Or take a left to the small, low-lying neighborhood called Kampa, still, as in centuries past, a center of the city's pottery trade and a romantic residential district favored by artists.

As with Old Town, it's possible to wander for hours in Mala Strana among the historic homes, ale houses and churches—many of them marked by lovely high baroque house signs. And despite its great beauty and the warmth of its residents, Mala Strana generally attracts just a fraction of the tourist horde found in Old Town. Stop for a beer at the Sign of the Ox, or a glass of wine at the

New Tips on the Bloc

These days, Czechoslovakia and other former Eastern Bloc nations are changing rapidly—so rapidly that last year's tourist guide, and even last month's newspaper article, may be nearly useless to the traveler. Prices, politics, even the paperwork necessary to cross the border shift on an almost-daily basis.

When I traveled to Czechoslovakia, CompuServe proved a crucial link to the most current information. I started with the most fundamental question of all: How do I get there? I tracked down flights to Prague through Eaasy Sabre (GO SABRE)—although Travelshopper (GO PARS) and the Official Airline Guide (GO OAG) would have served as well. The ABC Hotel Guide (GO ABC) provided descriptions of Prague hotels far more detailed than anything I'd seen in paper-bound travel guides. Through ABC I even located the one hotel in Prague (The Palace) with personal computers available in its rooms.

Visa requirements are among the most important concerns for any traveler. Through the Visa Advisors service (GO VISA), I learned both the current requirements and how to contact the Czechoslovak embassy for even more up-to-date information. From the US State Department's online advisory service (GO STATE), I learned that despite tension in some nearby nations—most particularly Romania—there were no special warnings to travelers headed for Prague.

As a journalist, it was important that I arrive in Prague as well informed about current events as possible. With Executive News Service (GO ENS), I'd created and maintained a clipping folder on Czechoslovakian news for weeks, learning about everything from bureaucratic shifts in the government to the opening of a new hotel.

I also was able to take advantage of the experience of other recent travelers to Czechoslovakia. I found the Travel Forum (GO TRAVSIG) peppered with comments, queries and information on Prague—everything from restaurant recommendations to advice on changing currency.

Eastern Europe poses special challenges for the computer-bound traveler. Through CompuServe Member Assistance, I obtained instructions for logging on from Prague through the public data network in Germany.

—BS

Three Fiddles. The hospitality of these establishments and their patrons evokes an earlier era. Walk straight on from the bridge and the road rises sharply. The walk takes a bit of breath, but it's worth it, for at the crest of the hill is Prague Castle, which floats above the city's horizon. The castle is really a cluster of buildings constructed over many centuries, with a series of three courtyards at their center. These courtyards are the site of everything from the tomb of Emperor Charles IV to the office of President Vaclav Havel. But before walking in, stop outside the castle gate and gaze over the hillside. Below, even through Prague's afternoon smog, the entire city is laid out at your feet with breathtaking clarity.

The castle's first two courtyards are enclosed by offices of the national government—memorialized by Franz Kafka in his novel *The Castle*. Visitors are more likely to be attracted to Courtyard No. 3: Planted there is the magnificent Cathedral of St. Vitus, the largest and most awesome of Prague's many churches. Nearby, St. George's Basilica offers not only gracious baroque design but also free chamber music concerts on afternoons throughout the year, along with an impressive collection of old Czech art.

While all of Prague is a feast for the eyes, a special, exquisite buffet awaits the visitor to the National Gallery of the Sternberk Palace, a few yards outside the Castle's gate. Alongside the Renaissance masters—Rembrandt, Rubens, Breughel—and an immense Picasso exhibit, you'll find an unusual collection of modern art that almost completely eschews abstract painting in favor of such solidly figurative painters as Oskar Kokoschka and Max Beckmann.

With its great wealth of history, it's tempting to regard Prague as a vast museum. But, happily, it's very much a contemporary center of culture—reflected nowhere better than in the city's nightlife. Music is revered in Czechoslovakia. In the 19th century, composers such as Bedirch Smetana and Antonin Dvorak were at the center of the Czech national revival, and today the Czech Philharmonica is one of Europe's musical treasures. Two opera companies—at the National Theater and the Smetana Theater—offer year-round opportunities to see those Czech operas rarely performed in the West, while yet another opera house—the Tyl, where Mozart's *Don Giovanni* premiered—is being completely restored.

The irreverent, cosmopolitan spirit of Prague's people is, in some ways, best reflected in the city's theaters and cabarets. For jazz and rock, try the Klub Reduta, a converted wine cellar in Mala Strana. Czechoslovakia has a long tradition of jazz, music banned first by the Nazis and later frowned on in the first years of its postwar Stalinist regime. The nation's jazz players are often superbly trained musicians; one notable swing-band performer doubles as principal trumpet player of the National Theater's opera company. In addition to the Reduta, the Slavia Restaurant, across the street from the National Theater in Old Town, hosts jazz bands on weekends. And check the posters all over the city for performances by groups such as the Fiser Gang, one of the city's most energetic small jazz ensembles.

Reduta also sometimes hosts Prague's equivalent of off-off-Broadway theater, small experimental companies that in past years challenged the nation's totalitarian governments with satirical plays. Theater for the non-Czech-speaking visitor might be a daunting prospect, but language is rarely a problem at the Magic Lantern Theater on Na Prikope. That company specializes in vivid combinations of dialogue, projected images and stylized movement. Magic Lantern shows can be seen both in the company's home theater and in the new performing space of the National Theater. One Magic Lantern show perpetually kept in the repertory for the benefit of tourists is *The Wonderful Circus*, a multimedia pagaent featuring two clowns, an evil sorcerer and the temptations of sex. While popular, it's not the company's most substantive show. Look instead for such works in the company's repertory as Friederich Durrenmatt's *Minotaur*.

Whether museum-hopping by day or club-crawling by night, Prague is a safe and easy city to navigate. The city's subway system was completed in the last decade and reaches most neighborhoods; each station offers easy-to-read maps. There also is an elaborate system of trams. Schedules are posted at each bus stop—and in Prague the trams run on time.

With each passing month, Prague itself becomes easier for US visitors to reach. British Airways has the most frequent flights—seven days a week from New York and Chicago. It's part of a wide-ranging effort by the airline to expand its service to Eastern Europe. Pan Am now flies from New York to Prague four days a week, as does Czechoslovak Airlines.

Prague's airport is not large—it's of the down-the-stairs-and-across-the-tarmac variety—but that means few lines and fewer hassles. For the equivalent of several US dollars, taxis will take you into town. Better yet is the inexpensive and comfortable bus run hourly by Czechoslovak Airlines.

Bruce Shapiro, former editor of the New Haven Independent, *is a frequent contributor to* The Nation *and other magazines.*

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by Cathryn Conroy

Will There Be Plays in Peoria?

What's to do when you get there? Try the Official Recreation Guide.

A Chicago-based sales executive flies to San Francisco for what he hopes is a deal-clinching trip. Although he has never been to the West Coast, he must entertain the prospective customers, taking them to dinner and a play or concert. Where should he go to make the best impression?

Eaasy Sabre's Official Recreation Guide has the answers.

A comprehensive database packed with more than 120,000 travel ideas, the Official Recreation Guide—ORG for short—is a boon to travelers who want to find the best dining, attractions, shopping, tours, museums and more in thousands of locations worldwide.

A product of Applied Information Services Inc. (see box), ORG recently appeared on Eaasy Sabre. The connection between the two services is seamless, so reservations you make in ORG are automatically added to your Eaasy Sabre itinerary. (Select the "Itinerary Review" option or type /REVIEW to display the ORG/Eaasy Sabre itinerary.)

If you want to get away but don't want to spend a fortune, make your first ORG stop at the Discount Desk. Short-notice and special travel opportunities are listed by destination.

The Leisure Travel Directory and the Tour Shop offer up-to-date information on hotels, campgrounds, river rafting, restaurants, museums, resorts, national parks, amusement parks, hot-air ballooning and more. Searches can be conducted by name, location, type of site, activities offered or services provided.

If something sounds interesting, you can request more information electronically. And once you have found that perfect trip, many of ORG's travel providers allow you to book the trip online and receive confirmation electronically.

ORG's Calendar of Events tells what is happening at your destination city, including festivals, concerts, sporting events, art exhibits, parades and operas. You can search the directory using dates, special activities, the event name or by destination, allowing you to plan a trip well in advance of your arrival.

If you know exactly where you want to go, but need help planning tours and day trips, ORG allows you to build a customized list of travel information without having to wade through several menus.

Other resources offered by ORG include the View New Members section, where new travel providers are featured, and the ORG Mail Room, which offers direct electronic communication with ORG travel suppliers and ORG customer service. In addition, you have your own mailbox.

News and Announcements is updated weekly to offer the latest news in travel, providing details on special ORG promotions and contests. Check here for travel advisories, new travel ideas, searching hints and more.

The newest ORG feature is an online travel book store, complete with travel, environmental and outdoors magazines, books and videos.

Eaasy Sabre's Official Recreation Guide, which carries an annual fee of $49, can be accessed by typing GO SABRE. ORG is also available in the Official Airline Guide Electronic Edition (GO OAG).

Cathryn Conroy is a contributing editor of CompuServe Magazine. *Her CompuServe User ID number is 70007,417.*

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Some Usage Tips

First-time users of the Official Recreation Guide should type EZ at the ORG prompt and enter their destination city to receive a menu of available information.

The key to successful searching is to start with broad criteria and narrow as the search continues.

You can search ORG using natural language key words. To familiarize yourself with these terms, access the Key Word menu from the Search screen.

Each travel supplier offers a customized menu of specific information. Headings containing a double asterisk (**) mean there is detailed information available and a reservation can be confirmed online. A single asterisk (*) means there is more information online, but you cannot make a reservation electronically. No asterisk means that only general contact information is available.

To access Eaasy Sabre's ORG, you must have your CompuServe terminal type/parameters set at a screen width of 80 columns. To do this, type GO OPTIONS and select Option 4, "Terminal Type/Parameters." From the next menu, select Option 2, "Screen Width." The system prompts you for the setting.

The Guide's Sweet Home, Montana

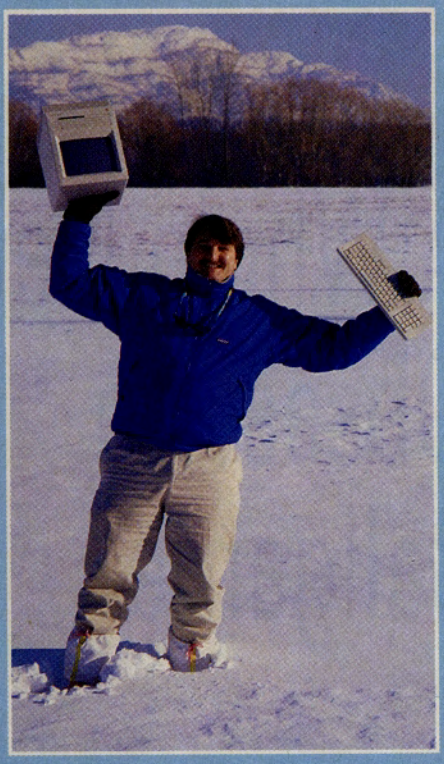
It's a long way from a Detroit automobile wholesale business to the wilds of Montana. But to Jeff Arcel it is an adventure that paid off big.

With a true entrepreneurial spirit, Arcel left his family's auto business in 1974 and journeyed to Whitefish, Mont., a small town 65 miles from the Canadian border. In 1985, after working as a commercial artist and developer, Arcel and two friends, Marshall MacElven and Robert Elliott, decided to put their self-taught computer skills to work in their own business, which they called Applied Information Services.

The trio of fly-fishing aficionados considered starting a fly-fishing database offering information on trips and centers, as well as rivers, techniques and tips on the sport. But market research showed that the idea was too specialized to succeed.

So they broadened the scope to include all forms of leisure travel, and Applied Information Service's Official Recreation Guide was born. The entrepreneurs negotiated contracts for ORG's distribution among several electronic information providers, including Eaasy Sabre and the Official Airline Guide Electronic Edition.

Arcel, who is president of the privately held company with offices overlooking the Whitefish River, is the only founder still affiliated with it.



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Origins as a fly-fishing database: Arcel

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by Marilyn Greenwald

A Whole New, Obsessive Ballgame

Fantasy Baseball, where you make the call (and the team), begins its new season in the Sports Forum.

You probably know someone who has been afflicted, or know someone who knows someone who has been afflicted. The person in question may neglect familial, household and even professional obligations; buy a newspaper for the sole purpose of ripping out box scores, then discard the rest; and may even channel-hop his way through three separate TV sports events while listening to a fourth on radio, pausing only to peruse *The National* or one of innumerable sports magazines.

PERSONAL BUSINESS

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▼
Stat's Life
▼
Rush to the Radio, p. 40

The affliction transcends the garden-variety sports fixation. It is Rotisserie League Baseball, and to those who succumb, life for the duration of the major league season is one long extra inning. CompuServe's popular electronic version of the game, the Sports Forum's Fantasy Baseball (GO FANS), will soon begin its fifth season online.

Fantasy Baseball (FBB) participants "own" a make-believe team, bid for the services of real-life major league players using a set sum of fictitious money, and keep a complicated set of statistics based on actual performance of those players. The boys of summer are traded among the "owners," and can be placed onto or called up from reserve rosters. When the real season ends, cumulative hitting and pitching scores are compiled, and the owner who has accumulated the most points based on those statistics wins.

The object may be simple enough, but what FBB really does is allow die-hard fans to show the George Steinbrenners of the world what they've said for years they could do: put together and run a team better than the professionals do.

"Fantasy Baseball isn't really baseball, it's more resource management. But if you called it Fantasy Resource Management, no one would play," jokes Harry Conover, a Macintosh consultant and the Sports Forum's chief sysop. He oversees the 33-league, 358-team contest. "You try to acquire fragments of players' seasons when they're going well, and get rid of them when they're not. That's the art and skill of it."

The six months of everyday agonizing over box scores is just part of the work of an FBB owner. "There really is no off-season," says Conover, who with seven other sysops prepares weekly (not season-to-date) standings and category rankings for all leagues and teams, monitors trading activity, and generally makes sure FBB runs smoothly. "The minute the season ends—even before it ends—people begin plotting for next year. If it appears a team will finish from seventh on down to 12th, [the owner] will start making deals for next season."

Online FBB is similar to Rotisserie League in many respects. The teams in either case have indescribably goofy names, like the "Sacrificial Flies," "Rabid Armadillos" and "Ft. Lauderdale Fish." Each April before the baseball season begins, owners take part in a draft in which they bid on the players they want.

But the similarities end there. Each FBB league conducts its pre-season "auction" online in the forum's conference areas (often lasting four hours or more), and the mid-season player transactions chew up several of the forum's message sections. The trading activity is fast, furious, and in Conover's opinion, where pennants in FBB are won and lost.

"The great thing about being online is

Sysop's Picks: Grand Slam FBB Files

Interested in playing Fantasy Baseball? Sports Forum Sysop Harry Conover recommends studying the following files to learn FBB and the resources present online:

Library 6, "Baseball"

HIT90.TXT
1990 AL/NL FBB 1st half and overall hitting stats

PITCH9.TXT
1990 AL/NL FBB 1st half and overall pitching stats

MINORS.ZIP
1990 minor league stats sorted by major league team

Library 10, "FBB Statistics"

Contains the complete week-by-week 1990 FBB statistical output for both American and National league players. For example:

AL1003.STA
1990 AL batter, hitter output for games ending 10/03

NL0827.STA
1990 NL batter, hitter output for games ending 8/27

Library 11, "Fantasy Baseball"

FBB91.RUL
1991 Fantasy Baseball Rules

HW2FBB.91
How-to primer on playing FBB

ALPOS.91
1991 AL FBB player positional elegibility

NLPOS.91
1991 NL FBB player positional eligibility

Library 12, "FBB AL Info"

YOGI.DTL
Sample 1990 YOGI American League detailed stat file

YOGI.ROS
Sample 1990 YOGI American League team rosters

YOGI.AVL
Final 1990 listing of free agents available in the Yogi American League

Conover also recommends browsing the forum beginning the third week of February, coinciding with the start of spring training. Watch for an announcement of the annual pre-season conference, designed to let newcomers ask questions and get a taste of the game. Notices to current FBB owners will be sent prior to the drafts in April, according to Conover. "We have about an 85 percent return rate, which is amazing, plus every year we add another four leagues."

that everybody's an expert," he says. "Since people play from all over the country, information comes in from places others might not be able to get it. People can say, 'So-and-so broke his hand last night,' which might not make the papers for a day or two. A lot of the conversation deals with players who are performing well at the minor league level, because that's the lifeblood of baseball, where the real juice comes from."

Online FBB's next advantage is the "one-stop shopping" nature of uploaded information. "You have everything you need," says Conover, including downloadable weekly statistical files from the American and National leagues for owners in offline leagues (Library 10, "FBB Statistics").

Also, because the only money spent in FBB comes in the form of connect charges, no cash changes hands and the proceedings, though still intensely competitive, can remain relatively lighthearted.

"Playing for real money changes things. It's easier to have fun when winning is mostly its own reward," says Steven Rubio, sysop and owner of the twice Yogi league champion "Rubio Begonias". "CompuServe's extensive e-mail capabilities, like the private messaging, add the 'friendly' factor by making it simple to communicate with your fellow owners. I played another version of this type of game this past year, but it really wasn't any fun because I never knew the people I was playing against."

Winning may be its own reward, but Bill Boersma also gets to hang out with the ball players who unknowingly helped him do it. The "Champion of Champions" for the 1990 season, Boersma's "Field of Dreamers" team won for him two free airline tickets on American Airlines to either Arizona or Florida for 1991's spring training, courtesy of American Airlines Eaasy Sabre.

Boersma, a Kansas City accountant, attained the highest point score in the four-year history of FBB. "Ricky Henderson's the reason I won. I got lucky—my team didn't have many injuries, and several inexpensive players played better than I expected them to."

The high scorer in each league is given $75 worth of CompuServe connect time.

As part of the good-natured shenanigans online, it is not uncommon for owners to try to psyche each other out using e-mail. An owner seeking to buy a hot player, for instance, can post a message expressing mock concern about that player's phony "drug problem" in hopes of keeping others away from him. Says Conover: "There's any amount of half-truths and misinformation floating around. Usually you can see through most of it. Even novice users, after the first time they've been taken, wake up."

The friendships that follow are wonderful, often growing beyond the game itself, Rubio adds. Conover believes a true community forms: "There's this sense of continuity. There are entire legends developed from league participation. Some that have been on three or four years have a rich history, their own kind of life."

One of the more colorful leagues has even gone as far as to document its humble beginnings and ongoing affairs. Owners of the "Yogi" league, which includes several responsible for FBB's creation on CompuServe in 1987, are kept informed of each others' personal activities via an online gossip column penned by Senior Sysop Carol Calhoun, who also chronicled the group's history (YOGI.HIS in Library 11, "Fantasy Baseball").

The file details her cross-country trek to meet her fellow Yogis, as well as the ill-fated 1988 season draft at her home near Cleveland, in which the computer used to confer with those Yogis who were not present "blew up." A side trip to a chilly Cleveland Indians game with the seven team owners in attendance resulted in the dousing of the previous season's winner with Yoo-Hoo soda, a Yogi tradition. "He wasn't too happy," Calhoun remembers.

The consuming passion of FBB is enough to interfere with enjoyment of the real games, says Conover. "You can certainly have divided loyalties. I know I went to a number of [Boston] Red Sox games last year where one of my pitchers would be pitching for the other team, and I'd have to figure out if it is better for my guy to get a hit or the other guy to get creamed."

The appreciation an FBB owner develops in assembling fantasy teams and tracking statistics is knowing a player's true value to his team, how he fits dynamically into the group, and how he compares to others at his position or level of talent, according to Conover. "There are always superstars. But then you get down to the commons, the people you may not hear a whole lot about, but who have a specific role to play and do it well. It's always quite surprising when you find that gem. You feel like a genius."

Rubio has also become somewhat of an expert on the trials and tribulations of life as an FBB owner. In a tongue-in-cheek library file geared to owners and prospective owners (HW2FBB.91, Library 11), he and Conover describe the typical obsessive behavior: "Fantasy Baseball becomes more than a game," they write. "It becomes a way of life. Each box score has the power to both make your day and break your heart."

Marilyn Greenwald is a free-lance writer and assistant professor of journalism at the E.W. Scripps School of Journalism, Ohio University. Her CompuServe User ID number is 70006,2066.

by Dan Kening

King of the Dittoheads

Talk radio's 'fuzzball' sharpens his cutting edge on CompuServe.

A pretty good case could be made that Rush Limbaugh is the most listened-to user on CompuServe. The New York-based syndicated radio talk show host, whose arch-conservative viewpoints have been known to ruffle a few feathers, is heard on more than 250 radio stations nationwide by some 4 million listeners a week.

Talk about having a large forum!

His is an audience that seems to worship him. These self-proclaimed "Dittoheads," judging from the calls he takes, largely agree with his views. Liberals and Democrats? Limbaugh doesn't like 'em. Yuppies, feminists, environmentalists and animal rights advocates? He doesn't have much use for them either. Nor is he a fan of (among others) Jesse Jackson, Ralph Nader or Mikhail Gorbachev.

"There are a lot of people who disagree with me politically but still like the show because it's entertaining and fun," says Limbaugh, a southeast Missouri native whose father, grandfather and brother are practicing attorneys and staunch Republicans. "Some people are just wound up too tight and are waiting to be offended. Really, I'm just a lovable little fuzzball."

Indeed, an integral element in Limbaugh's success since first going into syndication in August 1988 is his sense of humor. In mock-officious tones he'll declare, "I am the epitome of morality and virtue," as he goes on to skewer another congressman he disagrees with. Other times he'll challenge listeners by taunting, "As usual, I'm doing the show today with half my brain tied behind my back to make things fair."

No, Rush Limbaugh doesn't suffer fools gladly on his issues-oriented show, as callers quickly find out. In fact the show centers around Limbaugh and his listeners: In a break from radio talk show orthodoxy, Limbaugh's program features no guests. It's just him and the phones.

"When I decided to give radio one last try, I wanted to find out once and for all if *I* could be the reason people would listen to the radio," explains Limbaugh, a former Top 40 DJ who re-invented himself as a talk show host at KFBK in Sacramento. "Not a playlist, not promotions, not contests, but *me*."

'The epitome of morality' readies his show online: Limbaugh

You won't find many bigger boosters of CompuServe than Limbaugh, who says he bought his first computer for the sole purpose of accessing CompuServe's news services. "Information gathering is crucial to doing a talk show," he says. "If I didn't have CompuServe I'd feel partly naked. It's become that much a part of the preparation of my program."

Limbaugh's daily routine begins with logging onto CompuServe each morning from his office Macintosh SE30 to check for electronic mail that's arrived since the previous evening. It's not unusual for him to receive up to 50 letters a day. "It's so much easier to respond to electronic mail than conventional mail," he notes. "With macros you can set up a whole series of responses, type a key and bammo!"

Before beginning his three-hour show at noon from the WABC-AM studios, he accesses the Executive News Service (GO ENS) several times to check the Associated Press and United Press International wires for story ideas. "What I'm looking for is stuff that is new since the morning papers came out," says Limbaugh. His daily routine also includes reading the online edition of *The Washington Post* (GO ENS), and he often downloads articles from the Newspaper Library (GO NEWSLIB).

After his show, Limbaugh logs on to CompuServe with his Macintosh IIfx at home to catch up on additional mail and news. Other areas he frequents include Eaasy Sabre (GO SABRE), for help with scheduling flights to the 30 to 40 public appearances he makes each year, as well as the CompuServe Information Manager and various Macintosh forums.

"I spend two hours a day on CompuServe from the time I get up to the time I go to bed," he says. "I just wish I had even more time to spend on it."

Limbaugh freely gives out his CompuServe User ID number on the air (70277,2502), reads mail from fellow CompuServe users and generally plugs the service daily. "Almost everybody who writes me expresses shock and surprise that I would list my CompuServe ID number and respond to them," he says. "So in terms of public relations it's just superb. Also, many of the people who send me e-mail say, 'I can't get through the phone lines so I'll send my message to you this way'."

Limbaugh says he has a number of regular CompuServe Mail correspondents. "As a whole, CompuServe users tend to be a cutting-edge type of people," notes Limbaugh. "They're well-informed and aware about a lot of things."

The resurgence of talk radio in recent years has been a godsend for both syndicated

A Forum for DJs and On-Air Zingers to Go

"Lovable little fuzzball" or no, Rush Limbaugh is not the only radio personality broadcasting on CompuServe's wavelength. Many on-air fuzzballs, or rather talents, from across the country find their way to the Broadcast Professional Forum (GO BPFORUM). Here disc jockeys and talk show hosts join production and engineering professionals from radio and television to make technical queries, trade ideas and war stories, and "hear who just got fired, a constant occurrence in our medium," according to Assistant Sysop Jay Trachman.

Many radio personalities use discussions in the forum, as well as CompuServe in general, to prepare for their shows. Those who frequent the forum join in Trachman's weekly radio talent conference and in the Radio/TV Talent Message Section. Rick Jensen, the morning personality at WCKZ-FM in Charlotte, N.C., accesses RockNet (GO ROCKNET) and the wire services daily. "As an information database, CompuServe is No. 1 on the charts!"

Paul Harris, the morning personality at Classic Rock WCXR-FM in Washington, D.C., says he uses CompuServe almost exclusively for the Broadcast Professional, Journalism (GO JFORUM) and Consumer Electronics (GO CEFORUM) forums. "I'm online every day, checking messages, continuing discussions and keeping up-to-date on the latest gossip around the radio and TV industry," he says. "What I love about it is that we're usually a week or two ahead of the trade papers on the really good information."

Trachman also oversees Library 5, "Radio/TV Talent," in the forum, which not only features automated programs for virtually every on-air function (from an Auto-Jock playlist scheduling system to a tracker of bad-weather school and business closings), but also his own information and humor service. "One to One" is a copyrighted electronic version of Trachman's 15-year-old weekly publication geared toward DJs, marketing professionals and "others who work with the public." It contains pages of topical humor, jokes and one-liners, and shares the library with another service, Timm Jherard's "Brothers' Gonna Laff It Up" (use the key word COMEDY to access both).

"It's true—radio, like any performance medium, gobbles up material in vast quantities. So most air personalities use outside services to supplement their own creativity," says Trachman.

But don't get the idea that the next chuckle you get from a DJ may not be the DJ's doing. According to Trachman, only a few are reading right off the page. "They tend to not be successful jocks. What's really adaptable is the concept. You use the punch line or the setup, then apply it to something local. You have to have some creative ability to be on the air."

—DK

talents, such as Limbaugh, Larry King and Sally Jessy Raphael, and local talkers in small, medium and large radio markets across the country.

Limbaugh says that one reason for talk radio's success is that program hosts have become more entertaining. He also notes that talk radio—like CompuServe—caters to the basic human need to connect with other people.

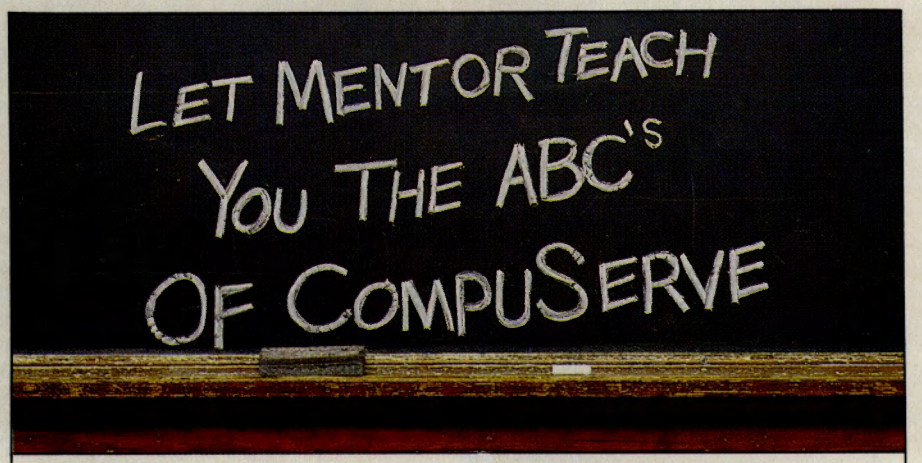
"Everybody who has an opinion wants to tell other people what they think," he says. "Talk radio allows people to participate in the dialogue. Also, as the information dissemination process in this country grows and news is more readily available, people are more informed than they used to be. They're also getting frustrated with seeing the same endless parade of people on the TV news who are always called as 'experts' on an issue. They want to make their opinions known, too."

While he's been picketed by the National Organization of Women for comments made on his show, heckled by gay rights activists on TV and panned in the pages of *The New York Times*, Limbaugh says he wishes people would lighten up.

"This is a business, and my job is to acquire and hold the largest possible audience for as long as I can," he says. "That's all that this is about. It's not about changing America, because I'm not an activist on the air.

"I just try to do an entertaining, fun show that people will listen to every day."

Dan Kening is a free-lance writer based in Chicago.



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Reviews Online

Following are summaries of hardware and software reviews available for reading this month in *Online Today*. To read the complete reviews, type GO OLT-200 at any CompuServe Information Service prompt.

For additional *CompuServe Magazine/ Online Today* reviews published during the past two years and illustrations of reviewed products, refer to the key word-searchable buyer's guides in Libraries 5, "Product Reviews," and 6, "OLT Reviews PIC," of the OLT Forum (GO OLTFORUM). Use Section 5 of the OLT Forum message board for discussion and questions of the reviews and related products.

Hardware

Hook Your Computer to Any Phone

The Road Warrior CP+ Laptop Toolkit lets users of laptop and portable computers hook their modems to almost any phone. The toolkit includes a wide range of tools and simple instructions that overcome the problems many computer users face when they need to hook a modem to a phone in a hotel room or at a client's office. Reviewer Hardin Brothers says the toolkit includes everything from simple objects such as phone cord couplers to a 2400-baud acoustic coupler that can be used at pay phones. He found the package and its simple instructions particularly useful on a business trip when he had to use a modem in several different hotel rooms. *GO OLT 3010*

Not Quite a Mouse – But Better

Felix, Altra Inc.'s substitute for the Macintosh mouse, is a unique piece of hardware that is a cross between a trackball and a joystick. Felix is controlled by the user's finger motion instead of hand motion, and its software allows the user to select the mouse cursor's sensitivity and range when Felix is installed. According to reviewer Franklyn Jones, this is the first mouse substitute that can replace a mouse in almost all circumstances. He says Felix's price may make it seem like a luxury item, but its ease of use makes it a necessity for serious Macintosh users. *GO OLT-3015*

Software

Financial Manager Improves

Intuit's Quicken has long been the most popular financial software for IBM computers. Its newest version, Quicken 4.0, adds several new features, including investment management, simplified report creation and easier data entry. Reviewer William J. Lynott says he has found each version of Quicken powerful and easy to use. He adds that this newest version answers the few small complaints he had about earlier versions. While it has several important new features, it is still easier to use than other financial programs. He recommends the program for individuals and small businesses that don't need all of the power and complexity of high-end financial programs. *GO OLT-3020*

Controlling Macintosh Fonts

Adobe Type Reunion from Adobe Systems Inc. is a seemingly simple utility for the Macintosh computer that organizes type fonts intelligently. The program puts installed fonts into families and uses font submenus to display examples of each font. The result, according to reviewer Anthony Watkins, is that it is much easier for users to find the fonts they need for desktop publishing and other applications, especially on systems that have dozens of fonts installed. The only drawbacks Watkins found are relatively minor and won't bother most users. *GO OLT-3025*

New Amiga Authoring System

Commodore Business Machine's new Amiga Vision Authoring System will lead to new, powerful applications for Amiga computers. The program is most useful for creating complex presentations of data, images and sound, according to reviewer Cheryl Peterson. Although Commodore does not refer to Amiga Vision as a programming language, Peterson says that it includes most of the functionality of Amiga BASIC, as well as more power than Apple's HyperCard, in a single package. Peterson concludes that Amiga Vision will give a great deal of power to experienced programmers, but may discourage beginners with its wide array of choices and functions. *GO OLT-3035*

Macro Keys for the Macintosh

QuicKeys 2 from CE Software Inc. lets Macintosh computer users automate key strokes and mouse clicks by creating macro commands. The user begins by performing a task while the program "watches" each key stroke and mouse action. The program then stores the information so that it can be recalled by pressing a function key or selecting an icon. Reviewer Franklyn Jones criticized QuicKeys 2 for appearing more complex than it really is. He says the program would be more useful if it had fewer frills and a clearer manual. Despite his criticisms, he also found the program was quite useful. *GO OLT-3050*

Forms Inside Windows

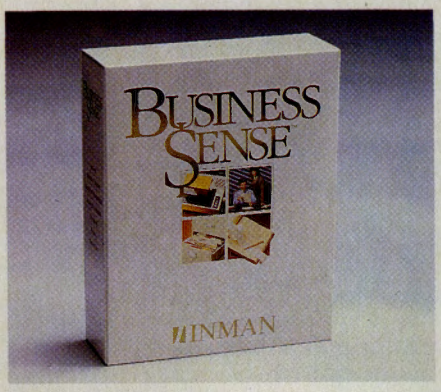
Form Publisher is a new forms creation program from FormWorx Corp. that runs inside Microsoft's Windows environment. It helps the user create simple and complex business forms using an object-oriented drawing environment. The program is packaged with 500 common business and government forms that a user can modify, and a program that can be used with a scanner to read a current business form into the program for further modification. Reviewer William J. Lynott found the program much easier to use than earlier, character-based forms programs. Although it doesn't have all the flexibility of expensive desktop publishing packages, Lynott found it more than adequate for its intended purpose. *GO OLT-3065*

Outside In Imports Data to Word Processors

Outside In from Systems Compatibility Corp. lets users of IBM computers capture information from text files, spreadsheets and database files, and import that information into other documents. The memory-resident program pops up over a word processor, displays the contents of any file the user selects, and then lets the user select information to type directly into the word processor. Reviewer Hardin Brothers found the program surprisingly capable of interpreting data files created by a wide variety of applications. He also says the program brings to DOS many of the clipboard operations that users of the Macintosh and Windows rely on to move data from one program to another. *GO OLT-3075*

An Encyclopedia at Your Finger Tips

Inside Information from Microlytics Inc. is a desktop accessory for Macintosh computers that gives users instant access to an encyclopedia and several other reference works. It includes information about science and technology, arts and entertainment, domestic life, institutions, language, nature, and "The Human Condition," organized into 20 subclasses and 125 categories arranged in a hypertext format. The program also has a reverse dictionary that can find specific topics based on a short, descriptive phrase. Reviewer Anthony Watkins found the program useful for writers and others who need a lot of information available quickly, although the program consumes more than 3MB of hard disk space. *GO OLT-3085*



Sensible Accounting for the Macintosh

Business Sense 1.03 from Inman Software is an easy-to-use accounting package for all Macintosh computers. Packaged with a quick accounting course and capable of creating common tax and reporting forms, the program is sufficient for a small business. Reviewer Anthony Watkins says the program is more suitable for product-oriented rather than service-oriented businesses. He also says the program neglects some of the features of newer, more powerful Macintosh computers to run on early disk-only machines if necessary. However, he found the program good, especially for non-accountants who need to keep track of the finances of a small company or complex personal records. *GO OLT-3095*

Inexpensive Database Management

SR-Info from Sub Rosa Publishing Inc., a database manager for IBM computers, has all of the capabilities of Ashton-Tate's dBase II plus many enhancements. The program is aimed at developers who want to use a DBMS language to create custom database applications. Reviewer Harry Green found the program to be complete and more than adequate for experienced database programmers. However, he criticized it for lacking some of the capabilities of modern DBMS packages, specifically a lack of screen and report design tools, which could deter casual users who may want to invest in more modern database programs. *GO OLT-3090*

Handoff Improves

Software Innovations' HandOff II is a Macintosh utility program that keeps data files and their applications linked together. The program normally operates automatically, without user input. The current version also includes many new features and ways to connect files and applications explicitly. Reviewer Anthony Watkins found this version to be a vast improvement over earlier versions, but he also found some incompatibilities with other utility programs which, he concludes, make HandOff II valuable but less than perfect. *GO OLT-4000*

Shareware Shell Simplifies DOS

Kilgore Software's TreeTop 2.41 is a DOS shell for IBM computers that greatly eases file and directory management on a hard disk. It lets the user move from directory to directory, view lists of files sorted in several ways, view and edit files, and create or delete subdirectories. Reviewer Harry Green found TreeTop easy to use and at least as powerful as many commercial DOS shells. He also appreciated the program's mouse support and the flexibility it gives to the user. *GO OLT-4005*

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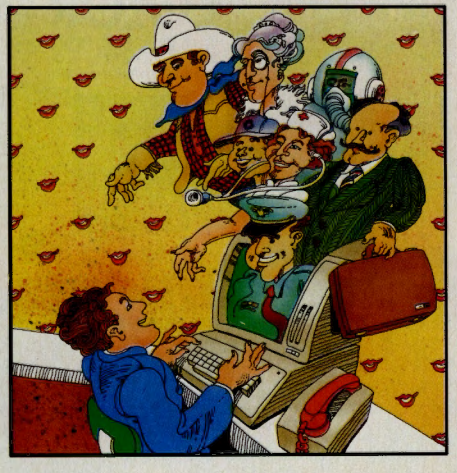

To ease the learning curve, we've made all online instructions for CB free and we've set up Channel 2 as a special channel for new CBers. There, you can get to know the terrain and tune into the ways of CB.

There's also a team of generous volunteers that will gladly show you around.

To learn more, enter GO CB at any ! prompt. And start getting to know people from the inside out.

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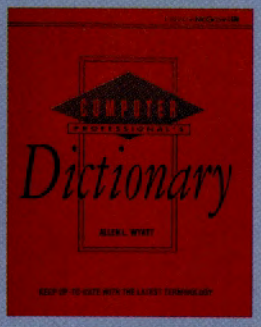
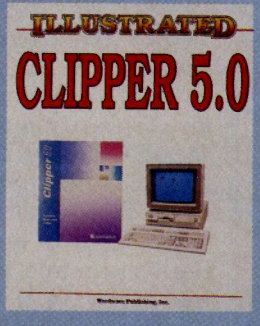
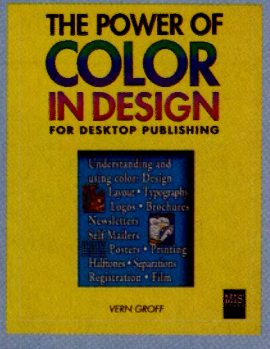


Computer Professional's Dictionary
Intermediate to advanced computer users will find the latest terminology on every aspect of computing. A must for every workstation. By Allen L. Wyatt. *Osborne-McGraw Hill.* $19.95

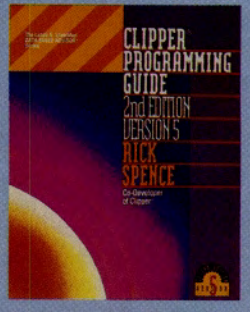
Minix 1.5 for the IBM 5¼"
Here's the software and reference manual you need for this new multiuser, multitasking operating system. For IBM, PC, XT, AT, 386 and PS/2. By Andrew S. Tannenbaum. *Prentice Hall.* Sug. Ret. $169.95, Our Price $149.95



Illustrated Clipper 5.0
This tutorial/reference introduces you to dbase management programs using Clipper. Hundreds of examples and learning exercises, plus a handy command reference. By John Mueller. *Wordware.* $24.95



The Power of Color In Design
Desktop designers *must* have this book, loaded with examples and explanations on putting color and impact in your work. Plus complete details on all aspects of successful desktop design. By Vern Groff. *MIS: Press.* $24.95



Clipper Programming Guide, 2nd. Ed.
The second edition of this bestseller has extensive new material on linking, scoping, preprocessors, LANs, C programming and more for version 5.0, written by a co-developer of Clipper. By Rick Spence. *Slawson.* $27.95

Books are also available at Waldensoftware stores. Check the Yellow Pages for the store nearest you.

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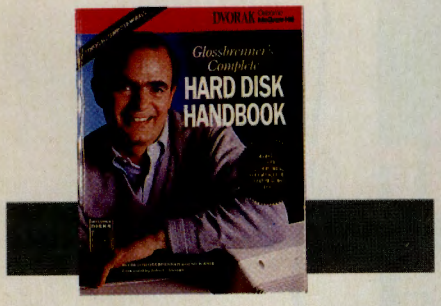
Book Reviews

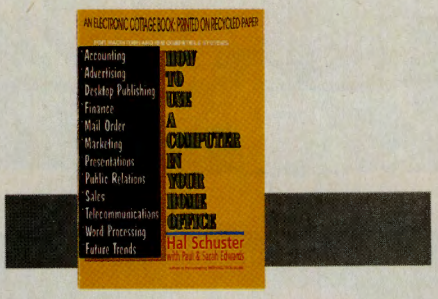
Following are summaries of book reviews available for reading this month in *Online Today*. To read the complete reviews, type GO OLT-240 at any CompuServe Information Service prompt.



Glossbrenner's Complete Hard Disk Handbook

By Alfred Glossbrenner and Nick Anis
Osborne McGraw-Hill, 1990
787 pages, $39.95 (softcover)

Packed with useful information and advice on just about everything you will ever need to know about hard disks, this book is a plethora of hardware and software solutions, says reviewer Franklyn Jones, who recommends it for novices and power users alike. Nearly three dozen hard-disk utilities that work as promised are also included. *GO OLT-5700*



How to Use a Computer in Your Home Office

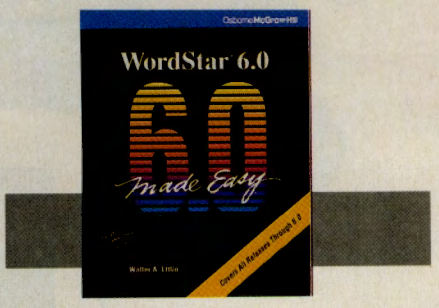
By Hal Schuster with Paul and Sarah Edwards
Pioneer Books, 1990
384 pages, $14.95 (softcover)

Hal Schuster has assembled a core of people well versed in working from home, and has gleaned from them information useful to anyone wanting to set up a computerized office. Reviewer Susan Katz says it is these combined voices of experience that make this book work so well. *GO OLT-5720*

Windows 3 Made Easy

By Tom Sheldon
Osborne McGraw-Hill Inc., 1990
470 pages, $19.95 (softcover)

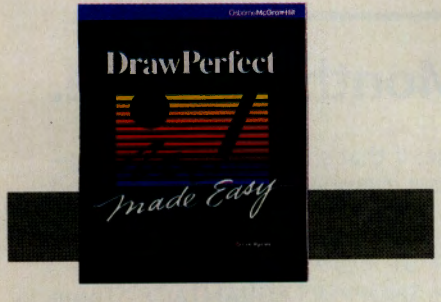
Designed for the Windows beginner, this basic yet thorough book offers not only instruction on how to use Windows but also how to apply it in a practical working environment. Reviewer William J. Lynott says it is a wise choice for Windows novices. *GO OLT-5730*



Wordstar 6.0 Made Easy

By Walter A. Ettlin
Osborne McGraw-Hill, 1990
415 pages, $19.95 (softcover)

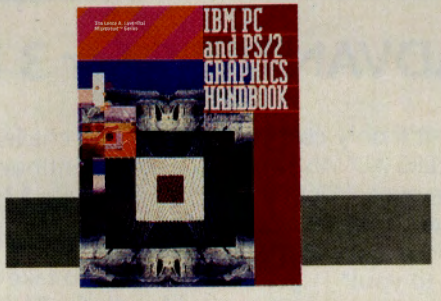
This is a comprehensive guide to the most recent version of the fine word processing program. Praising the layout and design of the book, reviewer Brian D. Monahan says it is a reliable choice for novices who need an introduction to WordStar as well as long-time users who want to explore the newest features in version 6.0. *GO OLT-5750*



DrawPerfect Made Easy

By Steve Dyson
Osborne McGraw-Hill, 1990
449 pages, $19.95 (softcover)

Structured to offer quick, basic instruction on using DrawPerfect, this tutorial is filled with illustrations to complement the text. Reviewer James Moran says it is no more complete than the software manual, but it is more easily understood for those who have never used business graphics. *GO OLT-5710*



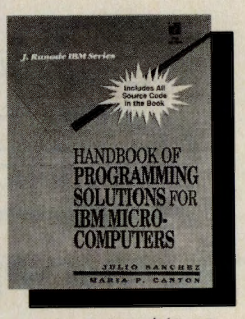
IBM PC and PS/2 Graphics Handbook

By Ed Teja and Laura Johnson
Microtrend Books, 1990
419 pages, $24.95 (softcover)

Helping to answer the most perplexing questions encountered by users of by IBM-compatible computers concerning the current state of graphics, this book is as close to a central source on the topic that is likely to be found, says reviewer James Moran. *GO OLT-5740*

ON SALE

This Month at the McGraw-Hill Online Bookstore



List Price: $49.95
Save $10 .00 if you order by February 28, 1991

An easy-access reference loaded with practical answers, **Handbook of Programming Solutions for the IBM Microcomputers** is a valuable, time-saving guide for solving all kinds of PC programming problems. (includes 2-5 1/4" Diskettes) *To order, just GO MH.*

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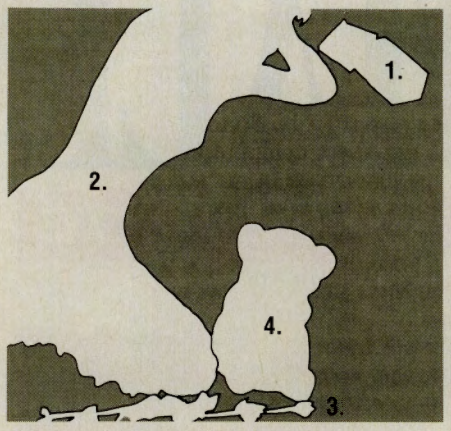
SHOPPERS' GUIDE



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Embossed with the Godiva emblem and tied by hand with an elegant red ribbon. Inside, an array of magnificently sculpted milk and dark chocolates crafted from the finest premium ingredients.

From Godiva Chocolatier. GO GC
$16.

2. Gorgeous Teddy Gown.
A gorgeous teddy gown with long sheer skirt and sleeves over attached stretch lace body. One size fits all. Available in black or red. A Valentine's gift you'll both appreciate.

From Camelot London Collection Lingerie.
GO CLC
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One dozen of the finest roses in the world! Grown in a Colorado Springs greenhouse, carefully packed in a unique styrofoam shipping box, and delivered overnight by Federal Express Priority 1. Select red, pink, yellow or a mixture of red and pink. The gift box includes accent flowers such as baby's breath or seafoam.

From Flower Stop. GO FS
Feb. 1 through 15: **$69.95.**
After Feb. 16: **$49.95.**
Both prices include Federal Express delivery.

4. Teddy Bear with Rose.
A handsome, huggable teddy bear bearing a rose. Available in deep brown, black and dark gray.

From Squishy Wishy Zoo. GO SW
$27.95.

Go Mall, published monthly in *CompuServe Magazine*, is a shoppers guide for The Electronic Mall, a service of CompuServe Incorporated. For more information call 614/457-8600.

Editors: Cindy Morgan, Denise Erwin Anderson and Pam Busch.
Art Director: Thom Misiak.
Design: Dorothy Hogan.

Shop The Mall Connect-Free Every Day.
Standard CompuServe connect-time fees have been dropped at The Electronic Mall®. Now you can browse the entire Mall, including Shoppers Advantage Club, at your leisure without paying standard connect charges 365 days a year. The Mall puts over 100 stores offering a wide array of products, information and services at your fingertips. New stores open frequently, too. To keep abreast of what's happening at The Mall, GO MALL and select "Electronic Mall News." This weekly section, also connect-free, includes news on new stores, seasonal sales, contests and other Mall events. Remember, connect time is now free at The Mall every day of the year. (Applicable communications surcharges remain in effect.)

Free CompuServe Navigation Chart with Any $15 Purchase.
Stop by the CompuServe Store for savings on an array of CompuServe merchandise, including: *CompuServe Almanac, 6th Edition*; CompuServe Navigator software; CIM Sourcebook; CompuServe T-shirts; and an all-new CompuServe briefcase. Make a purchase of at least $15 and receive a free CompuServe Navigation wall chart. GO ORDER.

Shop The Mall's Valentine's Guide for Him and Her
Woo her with an FTD floral arrangement from Walter Knoll Florist. Let him loose with Leisure Suit Larry III from Sierra Online. Seduce her with silky, soft lingerie from Camelot London Lingerie Collection. Surprise him with *The Art of Sexual Ecstasy* from Yes! Books and Videos. Give her chocolates from Godiva; give him fine filets from Food America. The Mall's Valentine's Gift Guide features more than 50 sure-fire finds for winning hearts, truly something for everyone's sweetheart. And for the broken hearted? Consult a special selection called "Off Beat Gift Ideas." To shop the guide, GO MALL.

Shop The Mall's Mid-winter Meltdown Sale.
Get set to save big-time at The Mall. Beginning Feb. 1, The Mall will present six to ten new deeply discounted sale items every week at prices so low you'll do a double take. Prices have been slashed on everything from software to sportswear, from books to CDs. Hurry, though. Supplies are limited, and at these prices the merchandise won't last. Check back every Thursday in February and March for an all new selection of sale merchandise. For sales too hot to handle, GO MALL.

GO 99 and Find It Fast!
Go online to order items pictured in *Go Mall* by typing 99 after any Mall Merchant's GO command. For example, select an item featured on the cover, type the merchant's GO command followed by 99 (i.e., GO FS99) and zip to a list of featured products.

The price is right ... most of the time.
All prices mentioned in *Go Mall* are the most accurate prices available at press time. However, occasionally a printed price will be out of date.

A. B. Send Your Very Best with The Orchid Source.

This Valentine's Day, surprise your sweetheart with orchids instead! Offered online at this new Mall store are a wide variety of orchids culled from leading growers across the country, including Californian and Hawaiian sources as well as The Orchid Source's own Massachusetts greenhouse.

Each orchid shipped arrives in bloom or flowers within a few weeks. Complete growing instructions are included. The secret of growing orchids? Never overwater! Orchids are truly among the easiest of plants to grow. They last longer, too.

Among the most popular is the Phalaenopsis, commonly called the "moth" orchid. About 20 inches wide with a flower spike of 15 inches to several feet, each features from eight to 20 flowers. Extremely easy to grow, they often remain in bloom for more than 5 months! Available in white, pink, candy-striped and assorted, each plant comes in a 6-inch pot and is priced at **$58.50**.

Or consider the Paphiopedilum, a.k.a. the "lady-slipper" orchid. Select the green-leaved or mottled-leaved variety. The longest lasting of all flowers, they require little light and are priced at only **$35**, shipping and handling included. Other featured varieties include dendrobium, cymbidium, cattleya and miltonia. Consult the online primer for the perfect orchid for any occasion! Each plant is carefully packed and shipped overnight for timely delivery.

For Valentine's Day or any day, GO OC.

A

C. D. Northwest Naturally Offers Gourmet Foods.

Legendary salmon. Smoked seafood. Blackberry jams. Hazelnut butters. Northwest Naturally offers a bountiful selection of the choicest foods from the great northwest. Browse the seafood smokehouse for a catch of the finest fish, including Alaskan Smoked Sockeye Salmon, smoked Alaskan King Salmon, smoked Alaskan Coho, and kosher smoked Salmon. For gift giving, there are several seafood sampler packs, such as the Kamishah Bay. Featuring a 5 oz. pouch of Smoked Sockeye, 5.75 oz. tins of King Salmon, Smoked Kippered Salmon, and Smoked Trout, and 3.5 oz. tins of Salmon and Trout Pate, this handsome gift box is only $34.95.

Fresh from the orchards and mountain, come jams, jellies, aplets and cotlets. Indulge in the Blackberry Experience or Raspberry Experience. Consider hazelnut butter or, seasonally, chocolate covered huckleberries. Your satisfaction is unconditionally guaranteed on all products. Request a free "Menu of the Month" online, too.

For your Northwest passage to flavors of distinction, GO NW.

B

See Laptops Infinity USA for True Portability.

Who says you can't take it with you? Not Laptops Infinity USA! Showcased online at this new Mall store are dozens of laptops from leading manufacturers including Toshiba, Zenith, NEC, Texas Instruments, Sharp, Compaq, Data General, Altima, Tandon, Hyundai, Panasonic and more. For affordable portability, consider the Toshiba T1000 SE which weighs in at only 6 pounds. For state-of-the-art, try the Texas Instrument PC2000, a 4-pound VGA-286. Save 33% on the current retail price on both of these products. Take advantage of an extra 2% discount if you receive it COD and pay with cash, money order, or certified check. On a budget? Check out Laptop Infinity's selection of used laptops, many priced below $1,000.

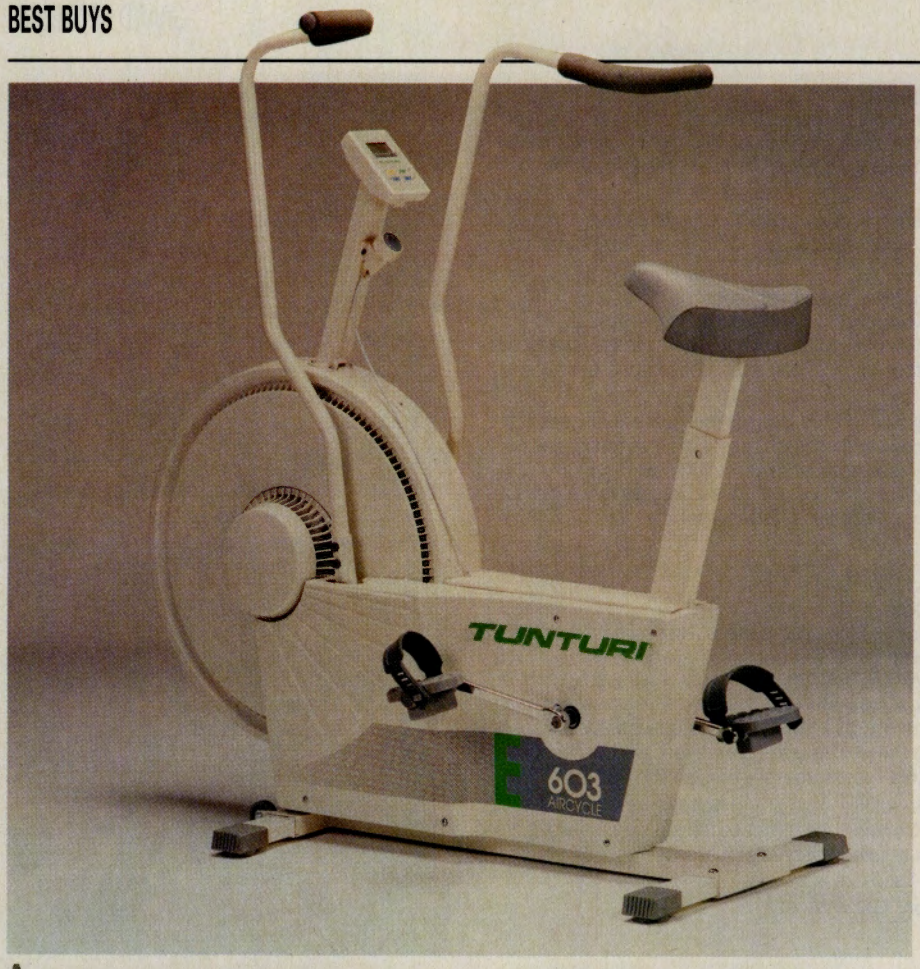
But Laptops Infinity USA is more than just laptops. Also featured online are laser printers, including the complete Okidata lineup and the QMS Model 410 Postscript Laser Printer. Modems and combination fax modems. Memory upgrades and hard disks. Novell software and hardware LAN products and LANtastic by ARtisoft. There's even a section for service parts and lease financing!

Confused about what to get? Consult Laptops Infinity USA's "News & Views" section for the latest on the industry. Order the complete 204-page, full-color reference guide online, too. It's only $4 and is filled with invaluable advice.

For true portability, GO LI.

C

D



A

A. Tunturi E603 Dual Action Aircycle.
For the heart-smart individual. Combines efficient upper- and lower-body workouts for excellent aerobic, muscular and cardiovascular benefits.

From Push Pedal Pull Fitness. GO PPP
Retail price: $449.
Sale price: $419.
Includes free shipping and handling.

B. Valentine's Pail of Treats.
A bright red pail filled with Pepperidge Farm cookies, goldfish, Boomer's Oogies, pecan butter balls, a Valentine's Day banner and a heart ornament.

From Pepperidge Farm. GO PF
$15.95.

Type 99 after any merchant's GO command and zip to a list of their pictured products.

14 Kt. Gold Bracelet.
A 7-inch, herringbone bracelet with "I Love You" diamond cut design and an open heart in the center. Made of 2.1 grams of gold, and measures 1/8 inch wide and closes with a spring ring clasp. Made in Italy. Item number B1017.

From Shoppers Advantage Club. GO SAC
List price: $69.
Members price: $35.
Not a member? Join online today!

B

A. B. JCPenney Spring/Summer Catalog.
More than 1,200 pages of spring fashions, home furnishings, electronics, jewelry and more. Dazzling diamonds, birthstone gems, precious and semiprecious stones, and cubic zirconia jewelry are featured. Also, watches, 14 karat gold and personalized jewelry, all affordably priced. Pay in full or opt for JCPenney's convenient monthly payment plan. Order the catalog online for $5 and receive a $5 certificate good toward your first purchase.

From JCPenney. GO JCP

Type 99 after any merchant's GO command and zip to a list of their pictured products.

A

Typist by Caere Corporation.
The ultimate typing machine! Combines a scanner and the same ORC found in award-winning OmniPage in one streamlined unit that takes up less space than your telephone. Typist does what most scanners are suited to do—scan graphic images—but it goes far beyond any normal scanner's capabilities in reading text. Scans up to two inches per second, and stays fully aligned, even if you are scanning sideways. Complete details online.

From MacWarehouse. GO MW
List price: $695.
Sale price: $479.

The sale is on at CompuServe Store.
Save on a wide array of CompuServe guides, software and merchandise this February and March. To review a complete list of sale items, GO ORDER.
Here's a sample from the sale:

C. *CompuServe Information Manager* and *Almanac*.
Get the *CompuServe Information Manager* and the *Almanac* at this great low price. Access, sort and use information more effectively with CompuServe Information Manager. Explore the system offline with *The CompuServe Almanac*. Includes a $15 usage credit.

GO ORDER
Retail price: $37.90.
Sale price: $24.95.

D. *Island of Kesmai Users Guide* and Free Games Guide.
The April 1990 edition of *The Island of Kesmai Users Guide*. Plus receive a free games guide with purchase.

GO ORDER
Retail price: $37.40.
Sale price: $19.95.

B C D

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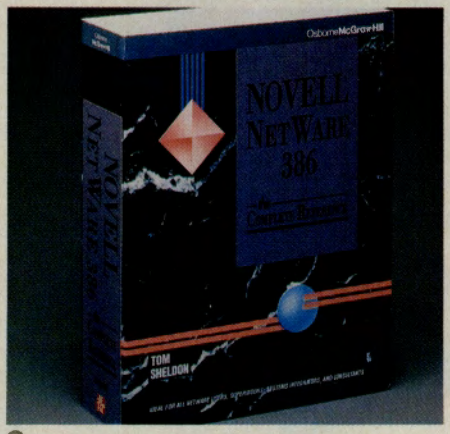

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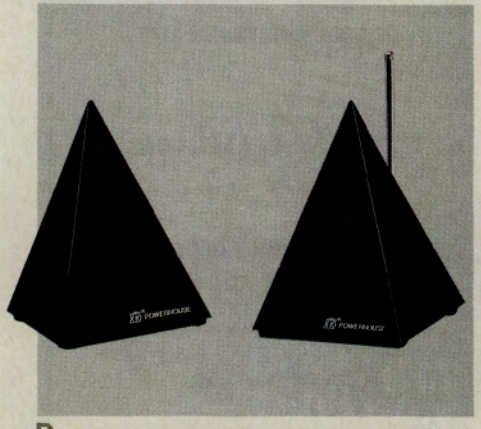


D

E

F

A. B. Pelouze Electronic Postage/UPS Scales.
Psst! Postal rates just went up ... again. Now's the time to invest in a Pelouze electronic postage/UPS scale. Automatically provides accurate weight and computes postage or UPS costs, allowing you to compare shipping rates and find the most economical method. Pelstar 2 Postal Scale (A) for accurate weight from 1/10 ounce to 2 pounds, **$325**. Pelstar 6 Postal/UPS Scale (B) for accurate weight from 1/10 ounce to 6 pounds, **$399**.

From The Stationery Center. GO SC

C. *Novell® NetWare 386: The Complete Reference*
A complete guide to evaluating, purchasing, installing and managing a NetWare 386 LAN. Author Tom Sheldon, an authorized Gold Level Novell service support technician, a certified NetWare Engineer and author of the acclaimed *Novell®: The Complete Reference*, offers practical tips on peak networking performance.

From McGraw-Hill Book Co. GO MH
$39.95.

D. Powermid Remote Control Extender.
Extends the capabilities of your remote control by sending signals by radio frequency from one room to another. Plug the Powermid transmitter into a household outlet in the room where you want to use the remote control. Then plug in the Powermid receiver in the room where the remote-controlled device is located. No wiring is necessary. Extra Powermid transmitters available, too.

From The Heath Company. GO HTH
$49.99. Additional transmitter, **$29.99.**

E. Official Bart Simpson Skateboard.
Aye Carumba! It is the "official" Bart Simpson skateboard. Bart's board comes fully assembled with a 30- by 10-inch deck, double action aluminum trucks, PVC wheels and a devastatingly cool likeness of the leering lad himself. "Don't have a cow!"

From Sears. GO SEARS
Sale price: $24.86.

F. Printer Ribbons at Discount Prices.
Printer ribbons for NEC, Panasonic, Epson, Apple, Star Micronics, Okidata, Tandy and more. Unsure what ribbon to buy? Consult the complete online ordering chart. All ribbons are discounted.

From Direct Micro. GO DM

Type 99 after any merchant's GO command and zip to a list of their pictured products.

Free Catalog and Diskette from Penny Wise.
Stop by Penny Wise Office Supply and request a free print catalog and a free diskette. Also, browse their online store for a wide array of office products at low discount prices. Stock up on paper, pads and rolls. Envelopes and jiffy padded mailers. Binders, filing supplies and writing instruments. Diskettes, ribbons and cassettes.

From Penny Wise Office Products. GO PW

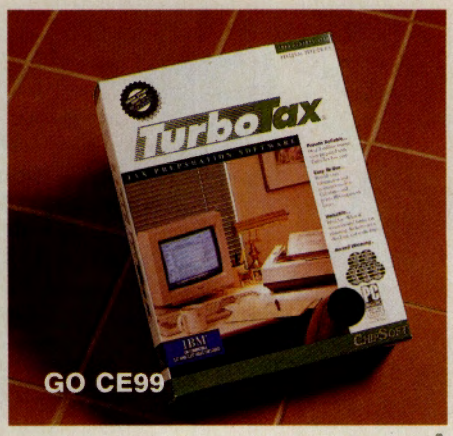
A. Tax-time Software.
The largest selection of tax-time software anywhere, including the new Chipsoft's Turbo Tax, now available for the Mac, also. Turbo Tax Personal/1040 and Turbo Tax Professional/1040 include state tax supplements that automatically handle the latest state tax changes. Other featured programs include J.K. Laser from Simon and Schuster, Andrew Tobias' TaxCut, Rapid Tax from Dac Software, and MacInTax by Softview.

From Computer Express. GO CE

Type 99 after any merchant's GO command and zip to a list of their pictured products.

Scruples by Leisure Genius/Mastertronic.
A unique adult conversation game that dares you to face up to some provocative moral dilemmas and do clever character assessment of your friends' psyches. Play alone or with friends. Requires 256K, CGA/EGA/HERC. For IBM and compatibles.

From Software Discounters International. GO SDI
Sale price: $26.



A

B. Leisure Suit Larry III by Sierra Online.
The first Sierra adventure ever to allow players to switch roles in mid-game and see the story from someone else's point of view. Join Larry as he looks for his missing self-esteem and his newest obsession, the lovely Passionate Patti who's on a quest of her own for the man that got away.

From Sierra Online. GO SI
$59.95.

B

***Adobe Type Manager for Windows 3.0* by Adobe Systems.**
Allows Windows 3.0 applications to display and print text at any size. ATM brings scalable PostScript Type 1 fonts to the PC display, and to non-PostScript printers. The entire library of thousands of Type 1 PostScript fonts work with the ATM. You save disk space because you need only one screen font, rather than a separate bitmapped image for each size. Requires Windows 3.0, DOS 3.1.

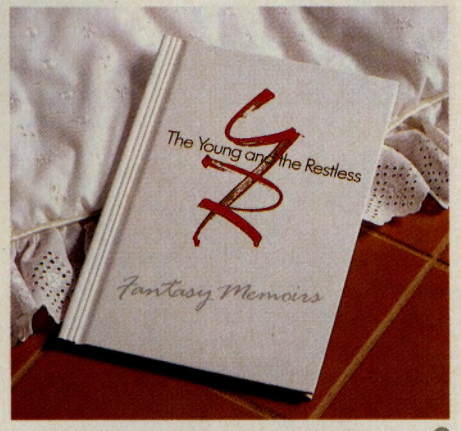
From MicroWarehouse. GO MCW
List price: $99.
Sale price: $55.

Radio Doctors Music Search Service.
Looking for a specialty CD? A one-hit wonder from the 1960s? A new artist whom you heard on the radio but can't quite place? It's Radio Doctors to the rescue. Radio Doctors' knowledgeable staff will gladly search out and special order virtually any CD or tape for you. Simply select "The Perfect Prescription" and leave your request. If you're not sure what it is you're looking for, select "Talk to Us" and leave a message, giving as much information as you can. The staff will search out even the most obscure items for ordering. Prices vary according to manufacturer. You'll be notified by CompuServe Mail if the item requested cannot be located.

From Radio Doctors. GO RD

C. The Young and the Restless.
A fantasy memoir ... personalized! The heroine meets and falls in love with one of the characters from the perennially popular soap opera. You supply the pertinent details for each customized book!

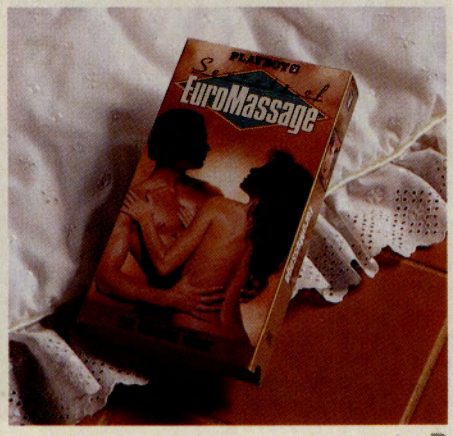
From Create-a-Book. GO CK
$19.95, plus $3 shipping.



C

D. *Playboy's* Euro Massage.
Made in cooperation with The Sharper Image. A beautifully photographed visual instruction manual on the erotic art of Euro massage. From the simplest techniques to the most sophisticated.

From YES! Books and Videos. GO YB
$29.99.



D

Wordsworth Books Offers Special Order and Out-of-print Search Service.
With more than 100,000 titles in stock, Wordsworth Books has almost any book you could want. If it's not currently in stock, Wordsworth will special-order any title for you, even if it's out of print. To place a special order or initiate an out-of-print search, complete the online form giving as much information as you can about the book you're looking for. If a book can be found, Wordsworth's expert staff will locate it. Special orders are not discounted and there is a $2 fee for each out-of-print search.

From Wordsworth Books. GO WO

A

B

C

A. Portfolio of Free Prospectuses.
Visit Dreyfus online and request free prospectuses for a variety of mutual funds, each designed to meet a specific investment objective: long-term growth, growth and income, income only, income with stability, or tax-free income. Browse the online listings and request prospectuses for any or all of the featured funds.

From Dreyfus. GO DR

B. Make Valentine's Day Extra Special With Extra Cash.
Treat your Valentine to some special purchases with Private Reserve, an unsecured, no-fee credit line that gives you cash for any personal reason. Private Reserve offers fast, convenient access up to $20,000. Apply online today.

From Security Pacific Executive/Professional Services. GO SEC

Save $$$ Buying a New or Used Car.
In the market for a new or used car? Make Autoquot-R your first stop. Autoquot-R's Reports for 1991 models and Used Car Value-R Reports can save you potentially hundreds of dollars off the final purchase price. Each report provides you with detailed information on all of the standard equipment and options available for a vehicle. It also states the dealer invoice and suggested retail price, effectively putting you in the driver's seat when negotiating with your local dealer. Reports are available on the new 1991 models and on all makes and models from 1971 to 1990. All reports are delivered via CompuServe Mail within four hours of Autoquot-R receiving them subject to no equipment or phone line failure.

From Autoquot-R. GO AQ

C. JCPenney Salutes Spring/Summer.
Fashon comes to life with JCPenney's Spring/Summer online presentation. An all new selection of men's and women's apparel, sports and fitness products, home furnishings, electronics and more are now at your fingertips. Request a JCPenney charge application online, too.

From JCPenney. GO JCP

Soft-tip Electronic Dartboard.
A regulation size, free-play home version of the "safe tip" electronic dartboards found in pubs and fine drinking establishments throughout the world. Electronic sensors read the exact placement of each dart "strike." Microprocessor-controlled, this unique dartboard offers four separate games, automatically scores, and displays points and totals for up to four players. Includes hardware for wall mounting, six darts and six extra dart tips. Constructed of polystyrene. Plugs into household outlet with AC adaptor (included). 27 inches high by 20.5 inches wide.

From Hammacher Schlemmer. GO HS
$399.

A. Cloisonné Heart Box.
Inspired by 18th- and 19th-century Japanese sword guard designs. Crafted in the art of cloisonné, exclusively for the museum.
From Museum of Fine Arts, Boston. GO FA
$20. Members price: **$18.**

B. 365 Days of Love.
A calendar that begins on Valentine's Day! Celebrate a full year of love with famous quotes, sayings, and witticisms.
From The Court Pharmacy. GO RX
$6.95.

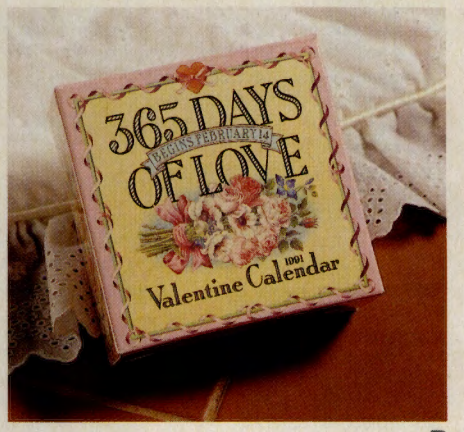
C. Valentine's Day Basket.
A large, red diamond weave basket trimmed in lace for her or plaid ribbon for him, filled with four gifts they'll remember: a deluxe, silver-plated 5- by 7-inch picture frame; a red and white 5-inch plush Valentine teddy bear for her or a 10-inch court jester bear for him; a 1-pound box of chocolates; and two padded hangers, red and white for her or black for him.
From Breton Harbor Baskets. GO BH
$58.
Type 99 after any merchant's GO command and zip to a list of their pictured products.

D. The Super Kiss.
Express your true love for someone by presenting him or her with a 4-pound chocolate kiss. Similar in appearance to the famous Hershey's kiss, this hollow kiss features a white banner printed with "The Super Kiss" in big, blue letters. It comes in a bright red decorated hexagon gift box with four font window panels. On the box the inscription reads, "A Super Kiss For You."
From Helen Hutchley's La Dolceria. GO HH
$39.95.

E. Extra Tender Filet Mignons.
FDA inspected corn-fed beef tenderloins. Each filet is expertly trimmed and individually wrapped for freshness. Four filets (6 ounces each), **$53**. Eight filets (6 ounces each), **$77**. Six filets (7 ounces each), **$69**. Add $5.50 for shipping and handling to total order price.
From Food America. GO FO

Miniature Blooming Rose Plant.
Send a symbol of your eternal love or friendship. This trio blooms and grows for years. Each plant is 5- to 6-inches tall and comes in a 4-inch pot.
From Williams & Eeden Garden Center. GO WE
$24.95 for the trio.

A



B

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E

Shop The Mall Connect-Free Every Day.

The Electronic Mall Directory is designed to assist you with information about each of our merchants. All entries contain three lines as follows:

Merchant Name [GO Command]
Description of products/services
Billing options Countries served

An example entry would look like this:

ABC NOVELTY STORE [ABC]
Books, knick-knacks, collectibles
VI/MC/AM/CSH US/CD/JP/OT

You may visit the ABC NOVELTY STORE by using the quick reference word (GO ABC) at any CompuServe Information Service ! prompt.

Billing options codes indicate the methods of payment the merchant accepts as follows:

VI – VISA
MC – MasterCard
AM – American Express
DI – Diners Club
DIS – Discover Card
SC – Merchant's own store card
COD – COD
CSH – Cash, check, money order
DB – Direct bill
NA – No billing applies (Advertiser only)

Country codes indicate the countries the merchant is able to ship to as follows:

US – United States
CD – Canada
JP – Japan
OT – Other foreign countries

Catalog options for merchants offering catalogs are indicated by the following codes.

■ Offers free print catalog.
* Denotes electronic order form for use with print catalog.
● Credits cost of print catalog toward purchase.
† Denotes new merchant.

A

AIR FRANCE [AF] ■
Information on tours, sights and scenes.
VI/MC US/CD

ALAMO RENT A CAR [AL]
Information on rates, benefits, locations.
NA US/OT

AMERICANA CLOTHING [AC]
Levi jeans and casual wear, Docker slacks.
VI/MC/AM/COD/CSH US/CD/JP/OT

AUTOMOBILE INFORMATION CENTER [AI]
Wholesale/retail prices from 1978.
VI/MC US/CD

AUTOQUOT-R [AQ]
Vehicle price quotation service.
VI/MC/AM US

B

BOYD'S OFFICE SUPPLIES [BO] ■ * †
Supplies and teacher aids.
VI/MC US

BRETON HARBOR BASKET CO. [BH]
Gift baskets, gourmet foods, bath and skin-care products.
VI/MC US/CD/JP/OT

BROOKS BROTHERS [BR] ■ *
Fine men's and ladies' apparel and accessories
VI/MC/AM/DI/SC US/CD/JP/OT

BUICK MAGAZINE [BU] ■
Free car information, customer service. Always connect-free.

C

CAMELOT LONDON COLLECTION LINGERIE [CLC]
Alluring Lingerie, Swimwear and Dresses
VI/MC/CSH US/CD**CD CLUB [CD]** *
Compact disk ordering club.
DB US

CDA COMPUTER SALES [CDA] ■ *
Hardware, printers and accessories.
VI/MC/AM/DIS/CSH US/CD/JP/OT

CHECKFREE CORP. [CF]
Electronic banking and bill payment service.
VI/MC/AM US

CHEF'S CATALOG, THE [CC] ■ *
Gourmet cookware and kitchen accessories.
VI/MC/AM/DIS US

CLASSICAL MUSIC CLUB [CM] *
Classical music ordering club.
DB US

COFFEE ANYONE ???™ [COF]
Original computer coffeehouse, gifts.
VI/MC US/CD/JP/OT

COMPUSERVE STORE [ORDER]
Merchandise, literature and software.

COMPUTER EXPRESS [CE] *
PC software, hardware, accessories.
VI/MC US/CD/JP/OT

***COMPUTER SHOPPER* [CS]**
Computer product bargains and information magazine.
VI/MC/DB US/CD

CONTACT LENS SUPPLY [CL]
Fast delivery of replacement lenses and more.
VI/MC/CSH US

COURT PHARMACY [RX]
Full-service pharmacy and gift shop.
VI/MC/AM/DI/DIS/COD US/CD/JP/OT

CRABTREE & EVELYN [CR] *
Beauty products, sweets, gift packs.
VI/MC/AM US/CD

CREATE-A-BOOK [CK]
Fun books that make your child a star.
VI/MC/AM US,JP,CD,OT

D

DIRECT MICRO [DM] *
Discount computer disks and supplies.
VI/MC/COD US/CD/JP/OT

DISCOUNT MUSIC SUPPLY [DMS] ■ *
Guitar effects and accessories.
VI/MC/COD US/CD/JP/OT

DOW JONES & CO. [DJ]
Business and financial periodicals.
VI/MC/AM US/CD

DREYFUS CORP. [DR]
Mutual funds and investment information.
VI US

E

EXECUTIVE STAMPER [EX] ■ *
Rubber stamps, engraved gifts.
VI/MC/AM/DI/DIS US/CD/JP/OT

F

FLORIDA FRUIT SHIPPERS [FFS] ■
Premium fruit and gift shippers.
VI/MC/AM US/CD/JP/OT

FLOWER STOP [FS] ■
Flower and gift delivery service.
VI/MC/AM/DI/DIS US

FOOD AMERICA [FO]
Gourmet delicacies, desserts from around the USA.
New! GO FO for details

FORD ELECTRIC SHOWROOM [FD] ■
Ford cars and trucks.
US/CD

FORD MOTOR CO. [FORD] ■
Car and truck information, dealer locator.
VI/MC US/CD

FRANCE INFO USA [FI]
A kiosk of information about France.
VI/MC/AM/COD/DB US/CD/JP/OT

G

GIMMEE JIMMY'S COOKIES [GIM]
Gourmet cookies, custom orders.
VI/MC/AM/DIS US/CD/JP/OT

GODIVA CHOCOLATIER [GC] ■ *
Gourmet chocolate and gifts.
VI/MC/AM US

A GUIDE TO INCORPORATING [INC]
Nationwide incorporating service.
NA US

H

H&R BLOCK [HRB]
The income tax people.
NA US

HAMMACHER SCHLEMMER [HS] ■ *
Gifts, unique and unusual products.
VI/MC/AM/DI US/CD/JP/OT

THE HEALTHY LIVING STORE [HL] ■ *
Gifts, environmental & health products.
VI/MC/AM/CSH US/CD

THE HEATH COMPANY [HTH] ■ *
Home Security and Automation.
VI/MC/AM/SC US/CD

HELEN HUTCHLEYS LA DOLCERIA [HH] ■ *
Chocolate, nuts and candy.
VI/MC/AM US

J

JCPENNEY [JCP] ● *
Apparel, furnishings, electronics.
VI/MC/AM/SC US

L

LAPTOPS INFINITY [LI] * †
Laptop computers and accessories.
VI/MC/AM/CSH US/CD/JP/OT

LASER'S EDGE, THE [LE]
Your one-stop laser video store.
VI/MC/DIS US/CD/JP/OT

LINCOLN ELECTRONIC SHOWROOM [LM] ■ *
Continental, Town Car and Mark VII.
VI/MC US/CD

M

MACFRIENDS [MF] ■ *
Macintosh hardware and products.
VI/MC/AM/DIS/COD US/CD/JP/OT

***MACUSER* [MC]**
Save 58 percent and receive free gift.
VI/MC/DB US/CD

MACWAREHOUSE [MW] ■ *
Macintosh hardware, software and equipment.
VI/MC/COD US/CD/JP/OT

MARYMAC INDUSTRIES [MM]
Official Radio Shack dealer.
VI/MC/AM/DIS/CSH US/CD/JP

MAX ULE DISCOUNT BROKERAGE [TKR]
Brokerage and financial information retrieval.
CSH US/JP/OT

MCGRAW-HILL BOOK CO. [MH] ■ *
Business, finance and computer books.
VI/MC US/CD/JP

MENTOR TECHNOLOGIES [MN]
Authorized CompuServe training.
VI/MC US

MERCURY ELECTRONIC SHOWROOM [LM] ■ *
Cougar, Sable, Tracer, etc....
VI/MC US/CD

MICROWAREHOUSE [MCW] ■ *
Hardware, software and equipment for PCs.
VI/MC/COD US/CD/JP/OT

MILTROBE ELECTRONICS [MI] ● *
Consumer electronics, tools, gifts.
VI/MC/CSH US/CD

MONEY'S FINANCIAL MARKET [MFM]
Personal finance tools from *Money*.
VI/MC/AM US

MUSEUM OF FINE ARTS, BOSTON [FA] ■ *
Gifts and classic reproductions.
VI/MC/AM US/CD/JP/OT

MUSIC ALLEY ONLINE [MAO]
Mixers, synthesizers, keyboards, etc.
VI/MC/COD US/CD

N

NEWSNET [NN]
Specialized business news database service.
NA US/CD

NISSAN MOTOR CORP. IN THE USA [NI] ■
Nissan cars, trucks, accessories.
VI/MC US

NORTHWEST NATURALLY [NW] ■ * †
Gourmet foods and gifts.
VI/MC US

O

OFFICIAL AIRLINE GUIDES [OA] ■
Information on online services; air and hotel guides.
VI/MC US/CD

ONLINE STORE [OS]
Computer accessories, hardware.
VI/MC/AM US

THE ORCHID SOURCE [OC] †
Exotic flowering plants.
VI/MC US

P

PAUL FREDRICK SHIRTS CO. [PFS]
Classic shirts from the tailor to you.
VI/MC/AM/DI US

***PC/COMPUTING* [PCC]**
Save 58 percent and receive free gift.
VI/MC/DB US/CD

***PC MAGAZINE* [PM]**
Save 54 percent and receive free gift.
VI/MC/DB US/CD

PENNY WISE OFFICE PRODUCTS [PW] ■ *
Full range of brand-name office products.
VI/MC/AM/COD/DB/CSH US

PEPPERIDGE FARM [PF] ■ *
Gourmet cookies, candies, gifts, etc.
VI/MC/AM/DI/DIS US

PRICE MOTORCARS [PRC]
Auto accessories and gifts of distinction.
VI/MC/AM/DIS US/CD/JP

PUBLISHERS CLEARING HOUSE [PUB]
Magazine subscriptions at low prices.
VI/MC US

PUSH PEDAL PULL FITNESS [PPP] ■ ★
Professional home exercise equipment.
VI/MC/AM/DIS US

R

RADIO DOCTORS [RD] ■ ★
Music on CD and cassette.
VI/MC/AM/DIS US

RECORD AND TAPE CLUB [RT] ★
Record and tape ordering club.
DB US

RENT MOTHER NATURE [RM] ■ ★
Nature's gifts, leasing programs, etc.
VI/MC/AM US/OT

S

SAFEWARE COMPUTER INSURANCE [SAF] ■
High-tech equipment insurance.
VI/MC US/CD/JP/OT

SEARS [SEARS] ■ ★●
Electronics, home-office supplies, Nintendo and videos.
DIS/SC/CSH US

SECURITY PACIFIC [SEC]
Online low-interest credit application.
US

SHOPPERS ADVANTAGE CLUB [SAC]
Discount shopping club.
VI/MC US

SIERRA ONLINE [SI] †
Software Games and More.
VI/MC/AM/DIS US/CD/JP/OT

SMALL COMPUTER BOOK CLUB [BK]
Quality computer books.
DB US/CD

SOFTWARE DISCOUNTERS INTERNATIONAL [SDI]
Software for a wide range of computers.
VI/MC US/CD/JP/OT

SPRINGER-VERLAG [SV] ■ ★
An array of computing and programming books.
VI/MC/AM/DIS US/CD

SQUISHY WISHY ZOO [SW]
Lovable, huggable stuffed animals.
New! GO SW for details.
VI/MC US/CD/JP/OT

STARNET'S CATCH OF THE DAY [NET]
Fresh Gulf and Caribbean Seafood.
New! GO NET for Details.

STATIONERY CENTER, THE [SC] ■ ★
Office supplies, furniture, etc.
VI/MC/AM/DIS/COD US/CD/JP

T

TALL TAILS [TT]
Supplies and gifts for your pet.
VI/MC/COD US/CD/JP/OT

TIME-LIFE BOOKS, MUSIC AND VIDEOS [TL]
Books, music and video series.
VI/MC/AM US

TRW CREDENTIALS [CRE]
Know the details of your credit status.
VI/MC/AM US

TSR GAMES SHOPPE [TSR] ■ ★
Adventure, fantasy games and accessories.
VI/MC US/CD/JP/OT

U

***USA TODAY* [UT]**
Subscribe to the nation's newspaper.
VI/MC/AM US

UNIVERSITY OF PHOENIX [UP] †
Business Degree program online.

W

WALDEN COMPUTER BOOKS [WB]
Computer books and accessories.
VI/MC/AM US/CD/JP/OT

WALTER KNOLL FLORIST [WK]
Plants, flowers and gifts via FTD.
VI/MC/AM/DI/DIS/DB US/CD/JP/OT

WILLIAMS & EEDEN GARDEN CENTER [WE] ■ ★
Flowers, plants and garden tools.
VI/MC US/CD

WORDSWORTH BOOKS [WO] ■ ★
Books, new titles, catalogs.
VI/MC/AM/DIS US/CD/JP/OT

Y

YES! BOOKS AND VIDEOS [YB] ■ ★
A unique collection of books and videos.
VI/MC/AM US/CD/JP/OT

Merchants by Department

APPAREL/ACCESSORIES
AC Americana Clothing
AO Artwear/Outwest ■ ★
BR Brooks Brothers ■ ★
CLC Camelot London Collection Lingerie
JCP JCPenney ● ★
PFS Paul Fredrick Shirts Co.

ARTS/MUSIC/VIDEO
CD CD Club ★
CM Classical Music Club
DMS Discount Music Supply ■ ★
LE The Laser's Edge
MAO Music Alley Online
FA Museum of Fine Arts, Boston ■ ★
RD Radio Doctors ■ ★
RT Record and Tape Club ★
SEARS Sears ■ ★●
TL Time-Life Books, Music and Videos
YB YES! Books and Videos ■ ★

AUTO
AL Alamo Rent A Car
AI Automobile Information Center
AQ Autoquot-R
BU Buick Magazine ■
CI CIGNA Insurance
FORD Ford Motor Co. ■
LM Lincoln ■ †
LM Mercury ■ †
NI Nissan Motor Corp. in the USA ■
PRC Price Motorcars

BOOKS/PERIODICALS
CS *Computer Shopper*
CK Create-A-Book
DJ Dow Jones & Co.
MH McGraw-Hill Book Co. ■ ★
MC *MacUser*
MFM Money's Financial Market
PCC *PC/Computing*
PM *PC Magazine*
PUB Publishers Clearing House
SI Sierra Online ■ †
BK Small Computer Book Club
SV Springer-Verlag ■ ★
TL Time-Life Books, Music and Videos
UT *USA Today*
WB WaldenCOMPUTERbooks
WO Wordsworth ■ ★

BUSINESS/FINANCE
CF CheckFree Corp.
DR Dreyfus Corp.
DJ Dow Jones & Co.
INC A Guide to Incorporating
HRB H&R Block
TKR Max Ule Discount Brokerage
MFM Money's Financial Market
NN NewsNet
SEC Security Pacific
CRE TRW Credentials
UP University of Phoenix †

CLUBS/MEMBERSHIPS
CM Classical Music Club ★
CD CD Club ★
RT Record and Tape Club ★
SAC Shoppers Advantage Club ★
BK Small Computer Book Club
TL Time-Life Books, Music and Videos

COMPUTING
CDA CDA Computer Sales ■ ★
ORD CompuServe Store
CE Computer Express ★
CS *Computer Shopper*
DM Direct Micro ★
HTH The Heath Company ■ ★
MF MacFriends ■ ★
MC *MacUser*
MW MacWarehouse ■ ★
MM Marymac Industries
MCW MicroWarehouse ■ ★
OS Online Store
PCC *PC/Computing*
PM *PC Magazine*
SAF Safeware Computer Insurance ■
SI Sierra Online ■ †
SDI Software Discounters International
SV Springer-Verlag ■ ★
WB WaldenCOMPUTERbooks ■ ★

GIFTS/FLOWERS/GOURMET FOODS
BH Breton Harbor Basket Co.
CC The Chef's Catalog ■ ★
CLC Camelot London Collection Lingerie
COF Coffee Anyone™ ???
CK Create-A-Book
FFS Florida Fruit Shippers ■
FS Flower Stop ■
FO Food America
GIM Gimme Jimmy's Cookies
GC Godiva Chocolatier ■ ★
HS Hammacher Schlemmer ■ ★
HL The Healthy Living Store
HH Helen Hutchleys La Dolceria ■ ★
FA Museum of Fine Arts, Boston ■ ★
PF Pepperidge Farm ■ ★
RM Rent Mother Nature ■ ★
NET Starnet's Catch of the Day
OC The Orchid Source †
SW Squishy Wishy Zoo
WK Walter Knoll Florist
WE Williams & Eeden Garden Center ■ ★

HEALTH/BEAUTY
BH Breton Harbor Basket Co.
CL Contact Lens Supply
RX Court Pharmacy
CR Crabtree & Evelyn ■ ★
HL The Healthy Living Store ■ ★
PPP Push Pedal Pull Fitness ■ ★

HOBBIES/TOYS/PETS
SEARS Sears ■ ★●
SW Squishy Wishy Zoo
TT Tall Tails
TSR TSR Games Shoppe ■ ★
WE Williams & Eeden Garden Center ■ ★

INFORMATION/SERVICES
ORD CompuServe Store
MN Mentor Technologies
SAF Safeware Computer Insurance ■
SEC Security Pacific
CRE TRW Credentials
UP University of Phoenix

MERCHANDISE/ELECTRONICS
BR Brooks Brothers ■ ★
CC The Chef's Catalog ■ ★
ORD CompuServe Store
RX Court Pharmacy
HS Hammacher Schlemmer ■ ★
HTH The Heath Company ■ ★
JCP JCPenney ● ★
MI Miltrobe Electronics ● ★
SEARS Sears ■ ★●
SAC Shoppers Advantage Club

OFFICE SUPPLIES
DM Direct Micro ★
EX Executive Stamper ■ ★
PW Penny Wise Office Products
SEARS Sears ■ ★●
SC The Stationery Center ■ ★

SPORTS/LEISURE
HS Hammacher Schlemmer ■ ★
PPP Push Pedal Pull Fitness ■ ★

TRAVEL/VACATIONS
AF Air France ■
FI France Info USA
OA Official Airline Guides ■

Shop The Mall Connect-Free Every Day.
Standard CompuServe connect-time fees have been dropped at The Electronic Mall®. Now you can browse the entire Mall, including Shoppers Advantage Club, at your leisure without paying standard connect charges 365 days a year. To keep abreast of what's happening at The Mall, GO MALL and select "Electronic Mall News." (Applicable communications surcharges remain in effect.)

A. WaldenCOMPUTERbooks Spotlights *Advanced Applications.*
Attention all PC pros! WaldenCOMPUTERbooks has a section just for you—*Advanced Applications*. Among the recommended titles: *DB2: The Complete Guide to Implementation and Use*; *Mastering SunOS*; *The C Programming Language, 2nd Edition*; *Compiler Design in C*; and *Using Norton Utilities*. Check out "What's New" and the latest Bestseller List. Preview upcoming titles, too. GO WB

B. Hearts Pound at Ford in February.
On Feb. 17, NASCAR kicks off the season with the Daytona 500. Ford will be there with six hopefuls, including Bill Elliott. To help start the racing season off right, Ford is offering some great Motorsport items from the official Ford Motorsport and Accessories catalog online at The Mall. On your mark. Get set. GO FMC.

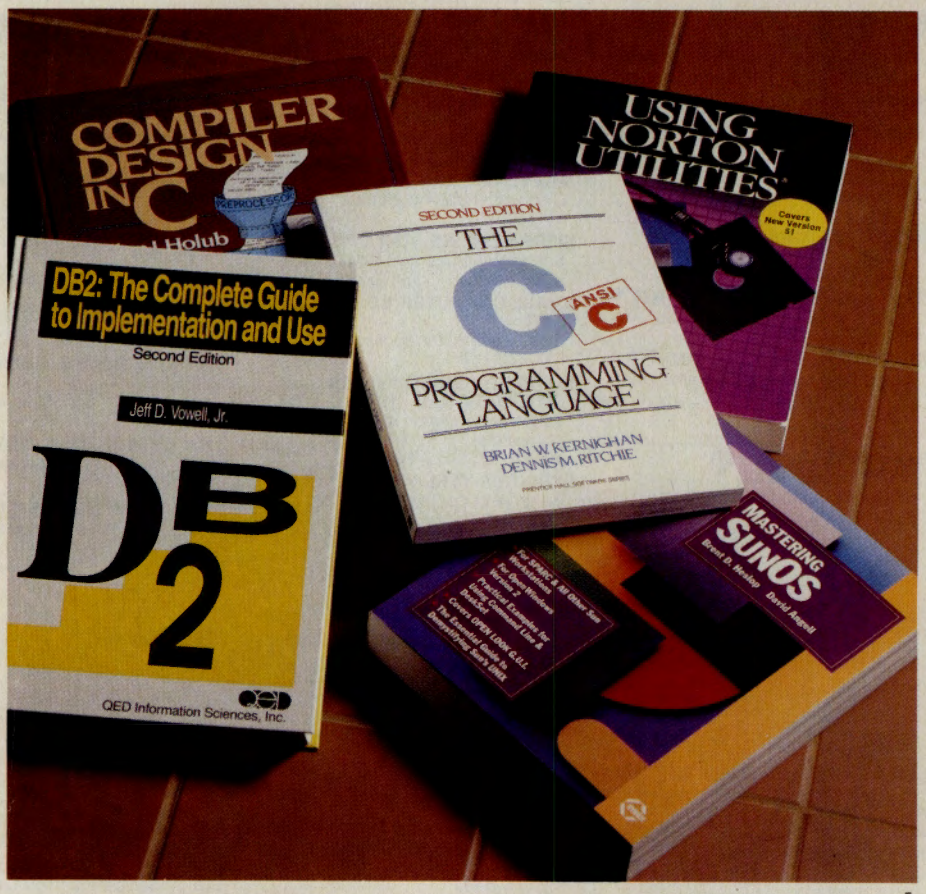
C. Sears' Newest Tabletop Electronic Air Cleaner On Sale.
Save 40 percent. Exclusively at Sears. Features a unique five-step cleaning process that filters up to 750 square feet per hour. Say goodbye to tobacco smoke, kitchen odors, animal dander and pollen. Now with 25 percent more cleaning power and a new ultra-quiet blower system.

From Sears. GO SEARS
Sale price: $59.50.

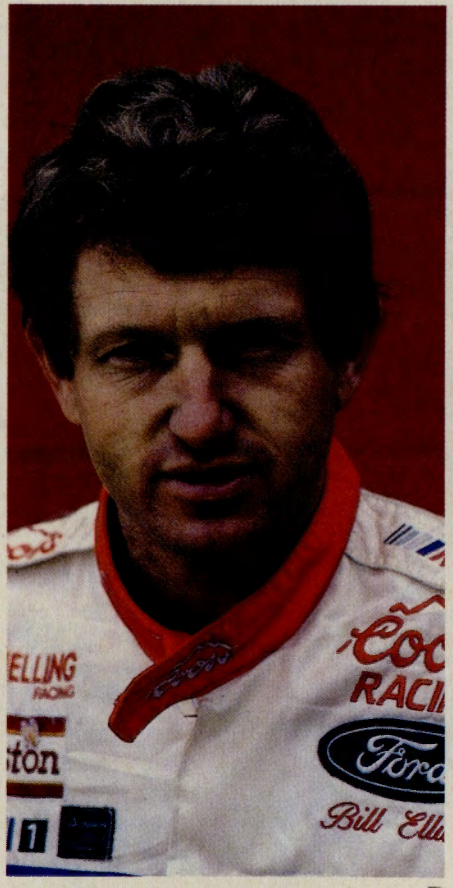
Type 99 after any merchant's GO command and zip to a list of their pictured products.

D. *CompuServe Information Manager: The Complete Sourcebook, 1st Edition*
The complete guide to CompuServe as seen through the window of the *CompuServe Information Manager*. Written by Charles Bowen and David Peyton. Includes a $12.50 usage credit coupon.

GO ORDER
Retail price: $19.95.
Sale price: $17.95.

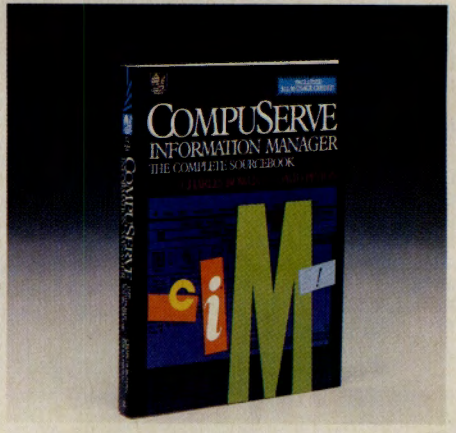


A



B

C



D

AMERICAN LUNG ASSOCIATION®
The Christmas Seal People®

It's a matter of life and breath®

Space contributed by the publisher as a public service.

GO AQ

AND SAVE AT LEAST $1000 WHEN BUYING YOUR NEW CAR. OUR REPORTS SHOW YOU DEALER INVOICE VS. SUGGESTED RETAIL. THOUSANDS OF SATISFIED CUSTOMERS.

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AUTOQUOT-R™

Worth writing for.

The Consumer Information Catalog will enlighten you with helpful information. It's free by writing—
Consumer Information Center
Dept. RW, Pueblo, Colorado 81009

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Guidelines to Requesting Information Through OLI

Online Inquiry

Online Inquiry is *CompuServe Magazine*'s electronic version of the traditional reader inquiry card. To request additional information about products or services described in *CompuServe Magazine*, simply access CompuServe and type GO OLI at any prompt.

CompuServe Page OLI-1
COMPUSERVE MAGAZINE ADVERTISERS
ONLINE INQUIRY (OLI)
1. OLI Instructions
2. CompuServe Magazine Display Ads
3. Print Edition Reviews
4. Shopper's Guide Mini-Ads

Display Ads

GO OLI-160. Inquiries to this section will be followed by a brief description of the *CompuServe Magazine* ad. To request additional printed information, simply enter your name and address at the prompts. OLI will add your User ID number and electronically forward your request to the appropriate advertiser(s). The names, addresses and User ID numbers will also be forwarded via US Mail at the end of each month.

CompuServe Page OLI-160
COMPUSERVE MAGAZINE
ADVERTISERS/OLI
1. Feb. 1991 Advertisers
2. Jan. 1991 Advertisers
3. Dec. 1990 Advertisers

Shopper's Guide

GO OLI-70 to get information about *CompuServe Magazine*'s mini-ad program.

To request information from Shopper's Guide advertisers, follow the instructions outlined in each ad.

CompuServe Page OLI-70
SHOPPER'S GUIDE
1. About Shopper's Guide
2. Rates and Information

***Note:** Additional requests during the same session will not require you to re-enter your name and address.

Advertiser's Directory

Americana	36	Phone File	9
Autoquot-r	59	Quick & Reilly	22
Camelot	37	Radio Shack	1
IQuest	23, 25, 27	Security Pacific	37
France Info	22	Shoppers Advantage	46
Marymac	59	Spear Financial	35
McGraw Hill	45	Support Group, Inc.	30
Mentor Technologies	41	Traveler's Access	C-2
MS DOS	21	University of Phoenix	30
Official Airline Guides	4, 5	Waldenbooks	44
On-Line Store	C-4	YGI	31

FILE SAVERS

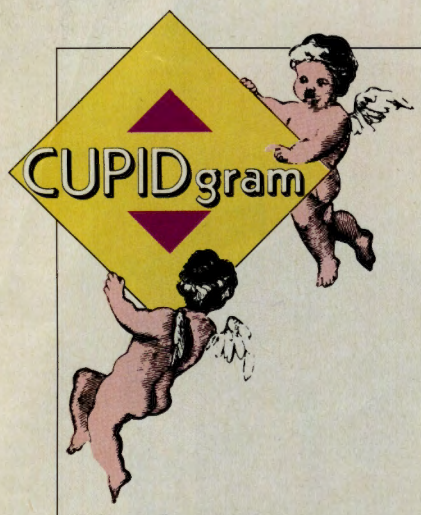
Cases are handcrafted in leather-like blue fabric. The spines of all cases are hot stamped with the *CompuServe Magazine* logo in gold foil for easy identification.

The binders open flat like a book and hold up to 12 magazines each with a sturdy cable that passes through the center pages.

The cases hold 12 unbound issues—so that each can be removed for reference.

Cases $7.95 Binders $9.95
CompuServe Magazine
Jesse Jones Industries, Dept. OLT
499 East Erie Ave., Philadelphia, PA 19134
Enclosed is $_____ for _____ Cases; _____ Binders. Add $1 per case/binder for postage & handling. Outside USA $2.50 per case/binder (US funds only). PA residents add 6% sales tax.
Print Name _____
Address _____
No P.O. Box Numbers Please
City _____
State/Zip _____
CHARGE ORDERS (Minimum $15): AM EX, Visa, MC, DC accepted. Send card name, #, Exp. date.
CALL TOLL FREE 7 days, 24 hours
1-800-825-6690
SATISFACTION GUARANTEED

UPDATE



You Send Me – CUPIDgrams

CUPIDgrams, personalized postal letters printed with a red CUPIDgram banner, can be sent to anyone in the continental US for $2 each. For more information, GO MAILHELP. To send a CUPIDgram, GO MAIL.

Electronic Mall Now Connect-Free

Standard connect fees for The Electronic Mall have been dropped year-round. Now members can shop at more than 100 Mall stores without paying connect charges (any applicable communications surcharges remain in effect). The Mall houses a wide array of merchants, including computer software suppliers like Computer Express, and specialty stores such as The Chef's Catalog. For a directory, see pages 56 and 57. GO MALL

Grolier's Academic American Encyclopedia is free of subscription costs as of Feb. 1 and until further notice. Search among nearly 33,000 articles for the latest information on topics ranging from Aachen to zygote, and pay only base connect charges. The encyclopedia is updated four times a year with many new articles as well as updates to existing articles. GO AAE

Shop The Electronic Mall's Mid-Winter Meltdown Sales. Beginning Feb. 1, The Mall will spotlight up to 10 new deeply-discounted sale items every week. Among the bargains offered is an adjustable computer chair from Sears (GO SEARS), featuring comfortable padded cushions and wood trim over a steel base. The chair's sale price is $29.29 (orig. $58.58). To shop the Sales, GO MALL.

First-time users of Computer Database Plus will receive up to a $5 usage credit for surcharges incurred during their first session in February. Use Computer Database Plus to find articles from leading computer industry publications such as *PC Magazine* and *MacUser*. More than 100,000 articles are available in their full text; abstracts for an additional 100,000 articles are also available. GO COMPDB

Active members of CompuServe's IBMNET forums will receive a special MS-DOS insert in the April issue of *CompuServe Magazine*. This free 16-page insert will include articles on IBMNET helpers, PC vendors, top utilities and more. Non-members of IBMNET can receive the insert by joining the IBM New Users Forum (GO IBMNEW) by Feb. 15. A special Macintosh insert is also planned for the May issue; those not already active in the Macintosh forums can join the New Users and Help Forum (GO MACNEW) by March 10 to receive this free insert.

During February, the $5 scan charge is waived for use of IQuest's Computer SmartSCANs. Three SmartSCANs are included in this offer: Computer Products and Applications, Computer Science and Technology, and Telecommunications. Use SmartSCAN to search several databases in the selected topic, then retrieve information from the scanned databases for an additional charge. GO IQUEST

The Neighborhood Reports and the US, State and County Demographic Profiles have all been updated with data showing 1990 estimates of demographic indicators. Use the Neighborhood Reports to find out how your ZIP code compares with others in terms of population, race, age, income, housing patterns, leisure activities and more. Sample reports are available online. GO DEMOGRAPHICS

NEXT MONTH • Legwork on the Network: Conducting a Job Search Online • Fighting Pirates: Software Publishers Unite • Number Crunching Made Easy: Doing Fundamental Analysis • Bicycle Built for Chateau: Pedaling the French Vineyards • Speaking LOGO: Kids, Computers and the Lessons of Nintendo

Easy does it.

Track where you've been and chart where you're going in a windows-like environment.

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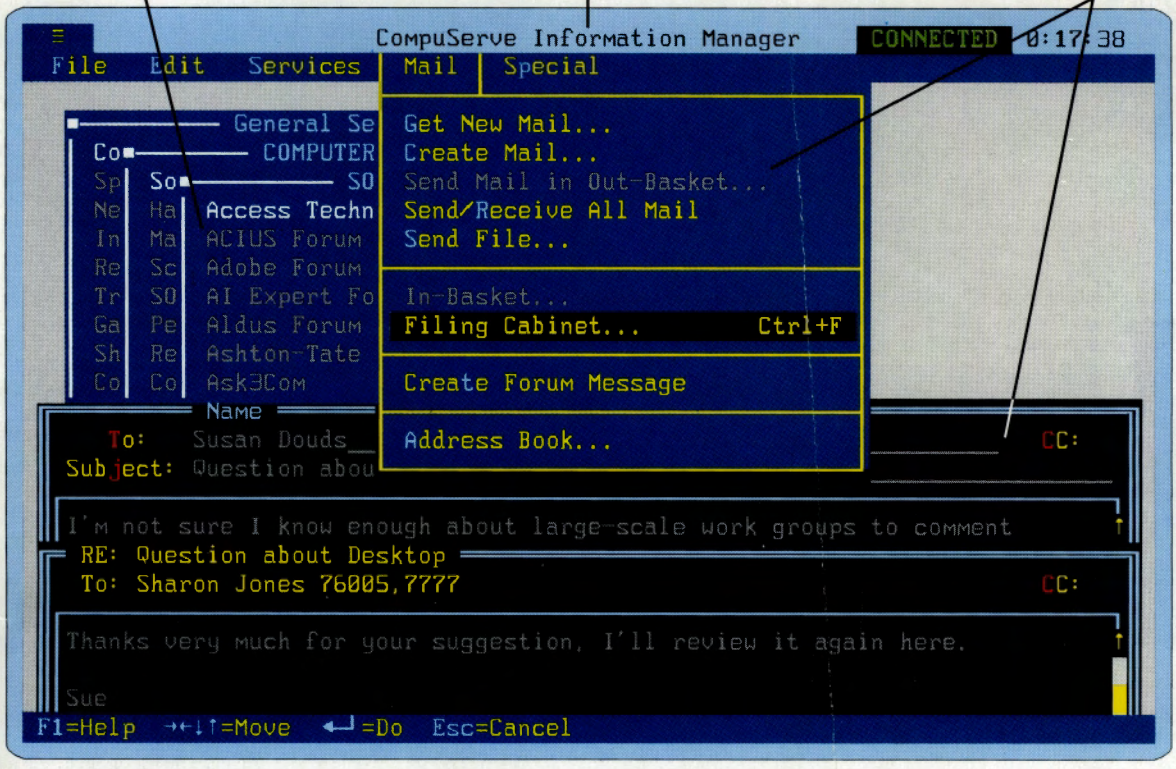
Save time by using pull-down menus, dialog boxes, and uncomplicated commands.



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