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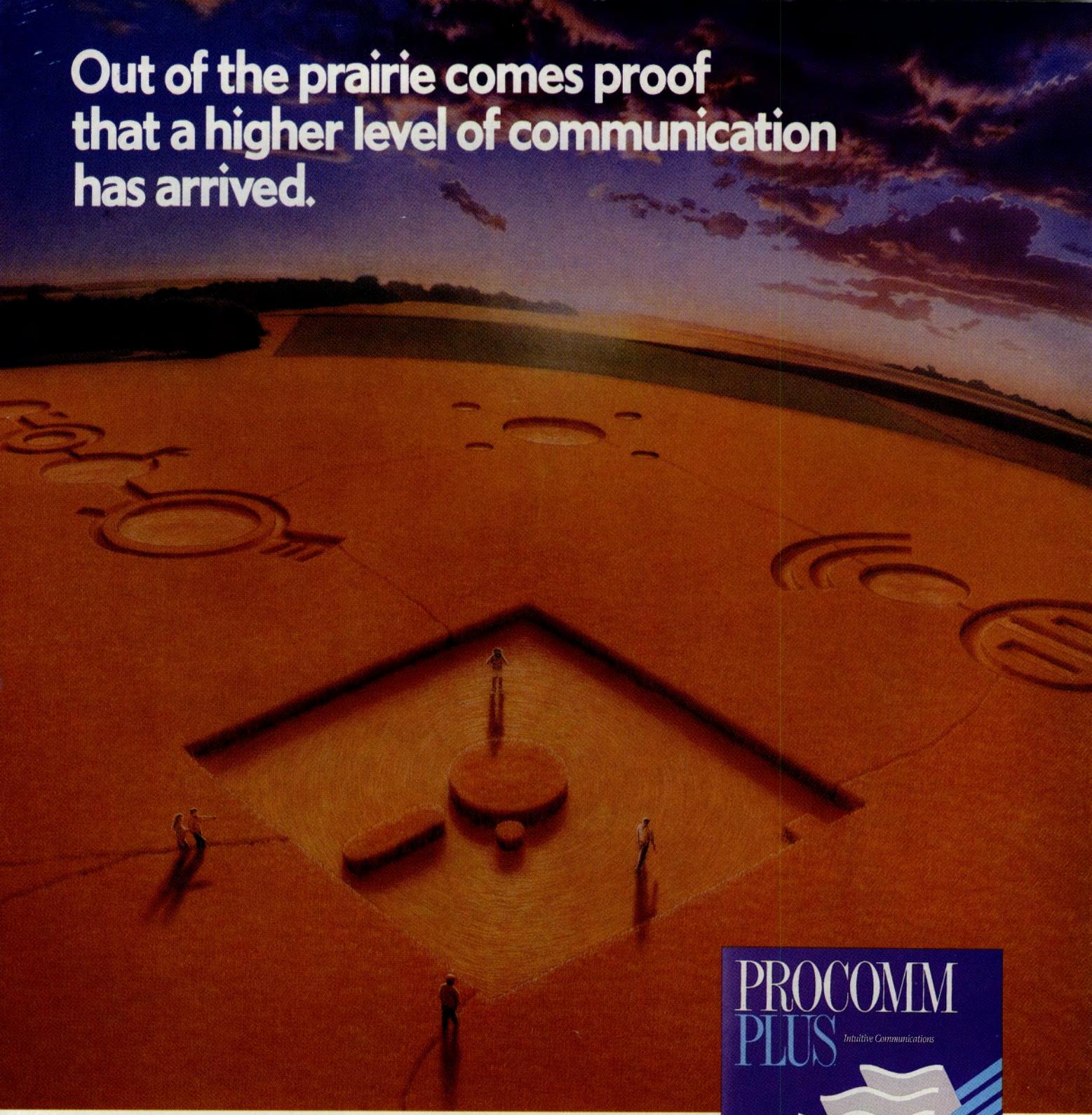
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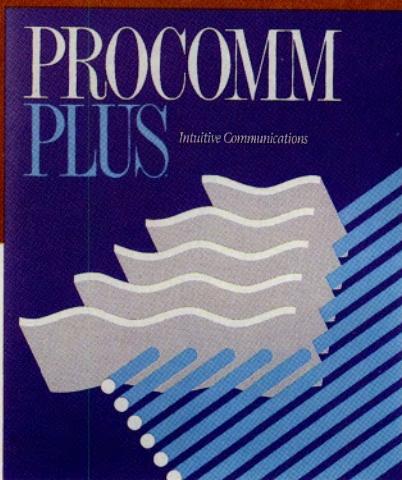
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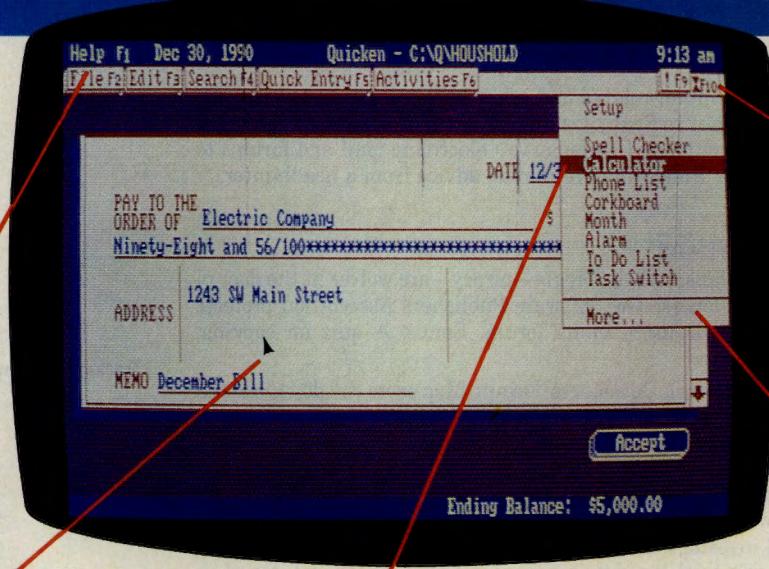
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Too Hot to Print

► Catch computer industry news as it happens, read special reports, commentary and more product reviews. You'll find it only in *Online Today*, a daily updated newspaper.

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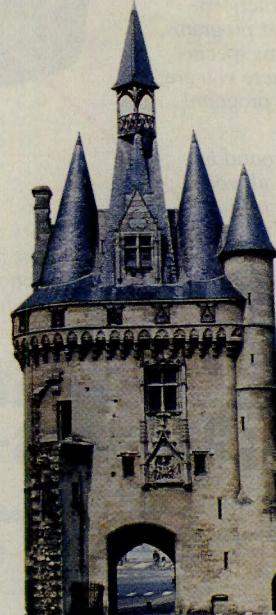
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Dear Reader

COMPUERVE

MAGAZINE

CompuServe® Magazine™, March 1991

Volume 10 Number 3

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Job hunting at any time is rarely easy, and under the millstone of an economic downturn and a war thrown in for good measure, the task is more daunting than ever. Unlike past recessions that hit blue collar workers hardest, this one is striking the "bright collar" (mid- and upper-level managers, executives, creative types and Wall Streeters) workforce with particular ferocity.

Companies that are in the midst of "downsizing" or "rightsizing" (or whatever the personnel department euphemism currently in vogue for "firing people") may provide some so-called outplacement assistance. But the sobering truth is that once the unthinkable happens, you're pretty much on your own—possibly cast out with a multitude of others in the same field, armed with the same boilerplate "outplacement" tips and leads. When you also consider that mid- to higher-income people are most affected, and that some say it takes roughly a week of searching for every \$1,000 of salary in the best of times, the job-hunting necessity looming ahead can take on formidable, even discouraging, proportions.

While there is certainly no catholicon, there are ways and means for job-seekers to gain that all-important "edge" that can mean the difference between landing and losing out on a new job. Our cover feature this month offers one particularly powerful edge—one that CompuServers, and few others, possess. Starting on page 12, we show how pounding the keyboard can spare pounding the pavement by providing quick, effective contact with many potential employers.

Sound too good? Read on...

Find out the best forums in which to "network" and get instruction on how to go about it. Discover how to get in touch with online job experts, employment professionals and employees of targeted companies (think of them as potential co-workers) that provide invaluable advice, contacts, leads and insider tips. Find out where to get detailed background and financial information about companies, resource material on the art and science of job-hunting—even desktop publishing advice and software for crafting top-drawer resumes. Read about others who have successfully used online resources to get jobs—in some cases several times over—and find out how they did it.

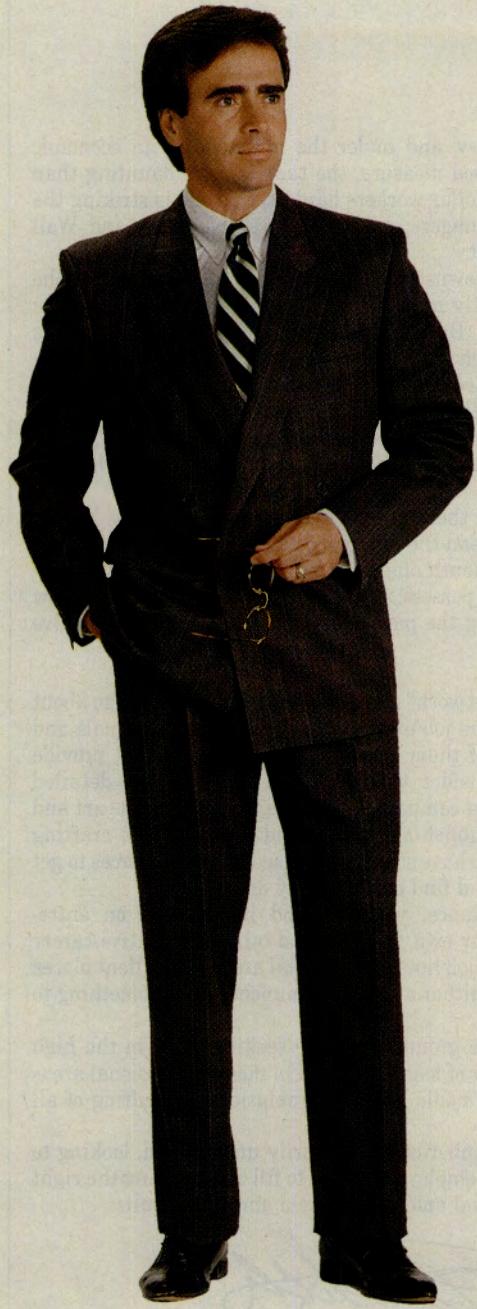
If your tack is more toward self-reliance, you will find information on entrepreneurship, home working, setting up your own business and other alternative career moves. Many of the same forums that have job hunting potential are also excellent places to snag free-lancing and consulting work, either as a career launcher or as something to tide you over until better times.

While CompuServe is especially fertile ground for those seeking work in the high technology industries, there are also plenty of leads to be had in many professional areas including law, allied medical professions, media and public relations, consulting of all types and many other areas.

Whether you're among the growing number of involuntarily unemployed, looking to move ahead to a better position or even an employer looking to fill a spot, using the right mix of online services with imagination and aplomb can yield amazing results.

Douglas G. Branstetter

Editor



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WriteNow Review

Your review of WriteNow for the Macintosh was off base. If all you want to do is write, WriteNow is by far the sleekest, fastest word processor for the Mac and the easiest to learn to use.

Contrary to your review, I had no problem installing the program on a hard drive and have few complaints about the user guide. I also disagree with comments about the spelling checker. It is without question the fastest of any out there and if the words you need aren't in it, you have the option of creating your own dictionaries or simply adding words to the ones supplied.

The multiple columns were never meant to be anything other than just that, and trying to use this program for audio visual scripting is an exercise in futility. I'd suggest the reviewer try Ready, Set, Go!

The addition of rulers for paragraph-format changes when saving a WriteNow document as MacWrite 5.0 is unavoidable as all paragraph reformatting in MacWrite must have a new ruler. That's how it works. The fault lies not with WriteNow but the program you are reformatting for.

I strongly recommend WriteNow to anyone who needs a word processing program to write with. Good value, short learning curve, and every feature most people need.

Marc Mangano
Los Angeles, Calif.

Doctors' Titles

In the December 1990 issue, you had articles that included information about a physician ("Letter from the Gulf," p. 8) and an optometrist ("Zap Screen Stress," p. 8). Both hold doctorates (the physician holds a doctor of medicine degree and the optometrist holds a doctor of optometry degree); yet you only used the title "Dr." for the physician. This is not appropriate. To be consistent, you should use the title for all individuals who hold doctorate degrees.

Dr. Joseph H. Maino
Leawood, Kan.

Listing Forums

In *Online Today*, you give the names of databases that can be accessed to get different or additional information. This is helpful, but as a dedicated CompuServe user, I know that a forum is probably the place to find out the real scoop on any important issues. How about listing the forum or forums that have knowledgeable members on that news item?

Robert Dolan
Santa Barbara, Calif.

OS/2 Reviews

I would like to see more reviews on OS/2 products. I have found a number of OS/2 programs in the public domain that are great and for sale. PMCOMM version 1.07 is an example. Also, Corel Draw! has a fantastic OS/2 version.

I would like to see some reviews of OS/2 programs that are good. I like OS/2 and frankly I have not yet found a programmer who dislikes the operating system's capabilities.

Philip Wilson
Columbia, Mo.

Wrong Number

In "Right Door, Right Job" (January 1991, p. 8), you list an address and telephone number for Alexander Scott Associates. I've tried to call the listed telephone number and it seems to have been disconnected. Has there been a misprint of some kind?

I'm interested in this company and what it is doing. Can you help?

Doug Holden
Waynesville, Ohio

Editor's note: In the time between preparation and publication of the story, Alexander Scott Associates has apparently dissolved. CompuServe Magazine has been unsuccessful in its attempts to contact the company. We suggest readers consult this month's cover story on page 12 for advice on job leads.

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

30,000 Degrees and Dropping

Computer science was once the hottest major on college campuses, but the subject seems to have lost its appeal as the computer moves from a technological marvel to just another business tool.

The number of undergraduate degrees awarded in computer and information science has dropped for the third consecutive year, according to the Department of Education.

The number of degrees awarded in 1989 was 27 percent less than those awarded in the peak year of 1986, when 41,889 computer science diplomas were distributed.

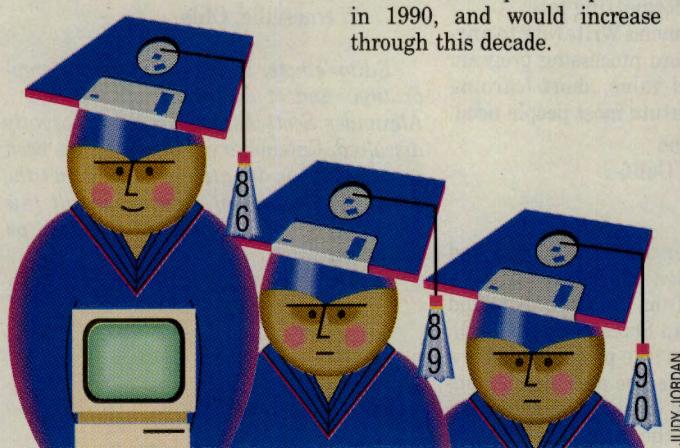
Last year nearly 4,000 fewer students majored in computer

science than in 1989, while such fields as business and the social sciences increased in popularity.

Experts in education and the computer industry attribute the decline to students' realization that computers are not complex and mysterious machines.

Advancement in business is usually more dependent on knowing how to use the machines than understanding how they work. As more students realize this, fewer of them will pursue computer science majors.

Still, jobs for graduates in the field are plentiful and high-paying. The Northwestern University Lindquist-Endicott Report, a survey of corporate employment trends, stated that the demand for computer specialists was up four percent in 1990, and would increase through this decade.



PAUL FISCH

Begorah, Let's Eat

Sunday, March 17, is, of course, St. Patrick's Day. This year, surprise the family with an Irish feast that goes beyond corned beef and cabbage with recipes from the Cook's Online Forum (GO COOKS).

Begin in Library 9, "Breads," with BISCUI.TXT. This file features two recipes for Irish soda bread—one a loaf style and the other white soda Irish biscuits in both Northern (Ulster) and Southern Ireland versions.

Along with the bread, serve Pride of Ireland soup. Described in "Ethnic Recipes" (IRISH.TXT in Library 7), the soup features green cabbage, chopped onions, raw potatoes, milk and chicken broth. To make this an even heartier treat, generously garnish servings with a spoonful of whipped cream sprinkled with parsley and grated Parmesan cheese.

A meal in itself or a perfect complement to your corned beef is colcannon. Excerpted from the *Irish Farmhouse Cookbook*, the recipe (COLCAN.TXT in Library 7) feeds four to six hungry appetites and features a casserole of white cabbage, parsnips, onions and potatoes. Prepare this vegetarian delight traditionally by making a hole in the middle of the mashed vegetables and placing butter in it to melt.

Sit Right Back and You'll Hear a Tale of a Fateful Trip...

Children can discover the wonders of the ocean while gaining solid lessons in geography, science, computers, history and the environment. This is one of the purposes of the Student Ocean Challenge, an annual event coordinated on CompuServe's Sailing Forum that encourages students and their teachers to track the course of the British Oxygen Corp.

Challenge yacht race.

The BOC race started on Sept. 15 from Newport, R.I. with more than 30 sailboats and a single sailor aboard each vessel.

The participating yachts are ocean racing boats traveling 26,000 miles on a course that takes them down through the Atlantic Ocean to Cape Town, South Africa, across the Indian Ocean to

Sydney, Australia, into the Southern Ocean and around Cape Horn to Punta del Este, Uruguay before returning to Newport in early May.

"As students track the progress of these courageous sailors, they will come to understand the benefits of planning, self-reliance and endurance, while witnessing the friendship between competitors," says Mame Reynolds, the

Student Ocean Challenge coordinator who is working with some 500 schools and is a member of the Sailing Forum.

Regular updates of the sailors' positions, news releases and anecdotes of life on the sea are available in Message Section and Library 10, "BOC Race (SOC)" of the Sailing Forum (GO SAILING).

An Open Book and a Helping Hand



ROBIN JAREAU

CompuServers are never hesitant to voice opinions or take up causes, and that's certainly true of the members of the Comics/Animation Forum (GO COMICS).

One of the key discussion topics on the forum is literacy, and members acted on the issue by donating comic books to assist Project Open Book, a nationwide effort by Reading Is Fundamental, to set up reading corners in homeless shelters and other facilities serving children.

Forum member Steve Gursky, owner of

Steve's Comic Relief stores in Pennsylvania and New Jersey, collected comics for Project Open Book at his shops. Doug Pratt, forum manager, found out about the effort through Gursky's newsletter and put out the word to members, offering to reimburse each contributor \$2 for the cost of shipping their comic books to Gursky.

"We had only a couple of weeks to participate, but the response we got was as good or better than we expected," Pratt says. "We think comics are an excellent way to encourage literacy."

MEMBER ESSAY

Fax Link Mobilizes Grassroots Support



ANDREA EBERBACH

I serve as the legislative coordinator for the Washington State PTA. This is a volunteer position, so much of the work I do is in my spare time in the evenings.

One of my responsibilities is to provide timely information to our members on legislative issues we are following. This is especially important during the Washington State legislative session because things happen quickly.

During the last session, I prepared material for our members on my home computer in the evening. I then uploaded it to CompuServe and had it faxed to the Washington State PTA office. The next morning, the WSPTA office staff used my faxed message to prepare our *Grassroots Connection* newsletter and action-directive bulletin, which was then mailed to our members across the state.

The quick dissemination of information made possible by the use of CompuServe's fax service was a great help to lobbying efforts statewide.

Robert Shabot
Puyallup, Wash.

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.

Go West, Young Schussers

For many areas of North America, the skiing season is beginning to wind down. In the high Colorado Rockies, on the other hand, where more than 700 peaks tower over 13,000 feet, several excellent skiing months remain.

"Spring here from mid-March to the end of June changes the cold, unforgiving mountains into a spectacular playground," says Louis Dawson in the Great Outdoors Forum (GO OUTDOORS) Library 11, "Snow Sports/Climb," file MOUNTS.MSS.

He says this is the time of year to enjoy the Fourteeners (the 54 peaks that exceed 14,000 feet) in beautiful weather with avalanche danger far easier to predict and avoid.

Dawson points out to the average back-country skier that the Fourteeners offer the longest, cleanest and most spectacular runs anywhere. While experienced skiers will find plenty of challenges, many areas are ideal for beginners as well, including Quandary Peak in the Mosquito Range south of Breckenridge with its long and gently angled slopes, and Mount Bierstadt, near Mount Evans.

In addition to descriptions of the various areas, the file contains an extensive discussion of the equipment that should be packed. Questions not addressed here may be left in the forum directed to Dawson's User ID number 71131,2045.

For current Colorado ski conditions at 27 ski areas, select "Sports and Recreation" from the NWS Public Weather menu (GO WEA) and type DEN at the SP ID: prompt.

Monitor

Contributors:
Mike Pietruk, Cathryn Conroy,
Gary Plummer, Lindsay Van
Gelder, Carole Houze Gerber

PC Jr. & Sr.

"You can teach an old dog new tricks," wrote a fifth-grader who participated in Computer Ease, an intergenerational computer experience that teams elementary school kids with senior citizens. "My teacher was very good, bright and speedy," commented a more tactful senior citizen about her enthusiastic, much younger instructor.

A collaborative effort between the Upper Arlington Senior Center and Tremont Elementary School, both located in Upper Arlington, Ohio, Computer Ease is a three-session program in which school kids introduce older adults to computers through educational games and simple word processing activities. "It amazes the kids that the senior citizens are great at the geography games *Oregon Trail* and *Where in the USA is Carmen San Diego?*" says Senior Center Program Coordinator Susan Drenning. "They can spout the names of all the lakes, mountains and rivers. The adults are astounded at how much the kids know about computers. The interaction is dear to see."

In the weekly hour-and-a-half sessions, seniors progress from games to creating their own letterhead and, finally, writing a letter on their personalized paper.

Drenning says Apple software is used in her community's program, but adds, "You don't have to use the software we suggest. Use what's available! Other communities have used this program with middle school and high school students as teachers. The intergenerational contact is what's important. We offer the program twice a year and always have a waiting list."

For a copy of the concise 60-page Computer Ease training manual, send a check for \$15 made out to the City of Upper Arlington, c/o Susan Drenning, Upper Arlington Senior Center, 1945 Ridgeview Rd., Upper Arlington, OH 43221.



ANDREA EBERBACH

Brushin' Up on Russian

Between the tepid dollar and the thaw of glasnost, Eastern Europe is now one of the hottest tourist destinations around—and Russian is the language most Eastern Europeans were required to study in school. If your Cyrillic isn't idyllic, you'll get plenty of tips in Library 5 of the Foreign Language Forum (GO FLEFO). Browse the files looking for the key word RUSSIAN, and you'll find dozens of goodies, from an 18,300-term Russian-English technical and scientific dictio-

nary to a list of short-wave radio stations broadcasting in Russian to a database of Russian bookstores in the United States. Users of Macs and IBM clones can also download Cyrillic font word processors, including one that works with WordPerfect 5.1 and the HP LaserJet. Are beginners stuck out in Siberia? Nyet. The library also includes information in English, including an academic paper on computing and telecommunications in the Soviet Union.

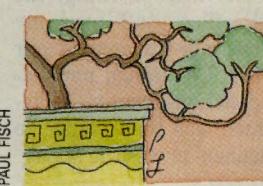
Files of the Rising Sun

For those interested in learning more about Japan, the Travel Forum (GO TRAVSIG) has opened a new, special area (Library 15, "Japan Nifty Files"), which supplements an already extensive collection of text files in Library 7, "Asia." What makes the new library unique is that each file was originally uploaded to NIFTYServe, Japan's counterpart to CompuServe.

YUZEN.JPN, for instance, describes yuuzen dyeing, a traditional method of hand-painting or stencil-coloring printed silk used in the making of kimonos. Another offering, BARBER, relates the experiences of John Harada, an American who went to the Orient on a Rotary schol-

arship. The file includes an account of his first Japanese haircut and massage.

Says Harada: "I had heard from a friend that (the haircut) was unlike anything I could find at home." For one uncomfortable moment, Harada thought his decision was a mistake, "as I was sure that this kind, little old man (the barber) was going to shave both my eyebrows." In the end, he considered it a positive experience.



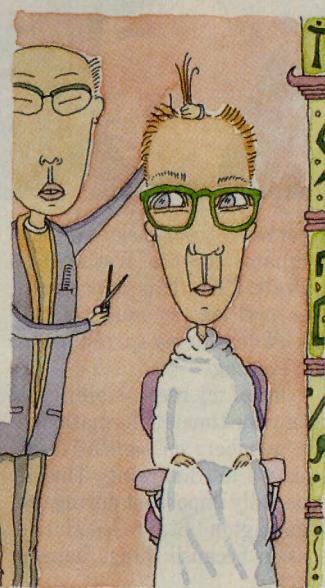
PAUL FISCH

White Pages Extraordinaire

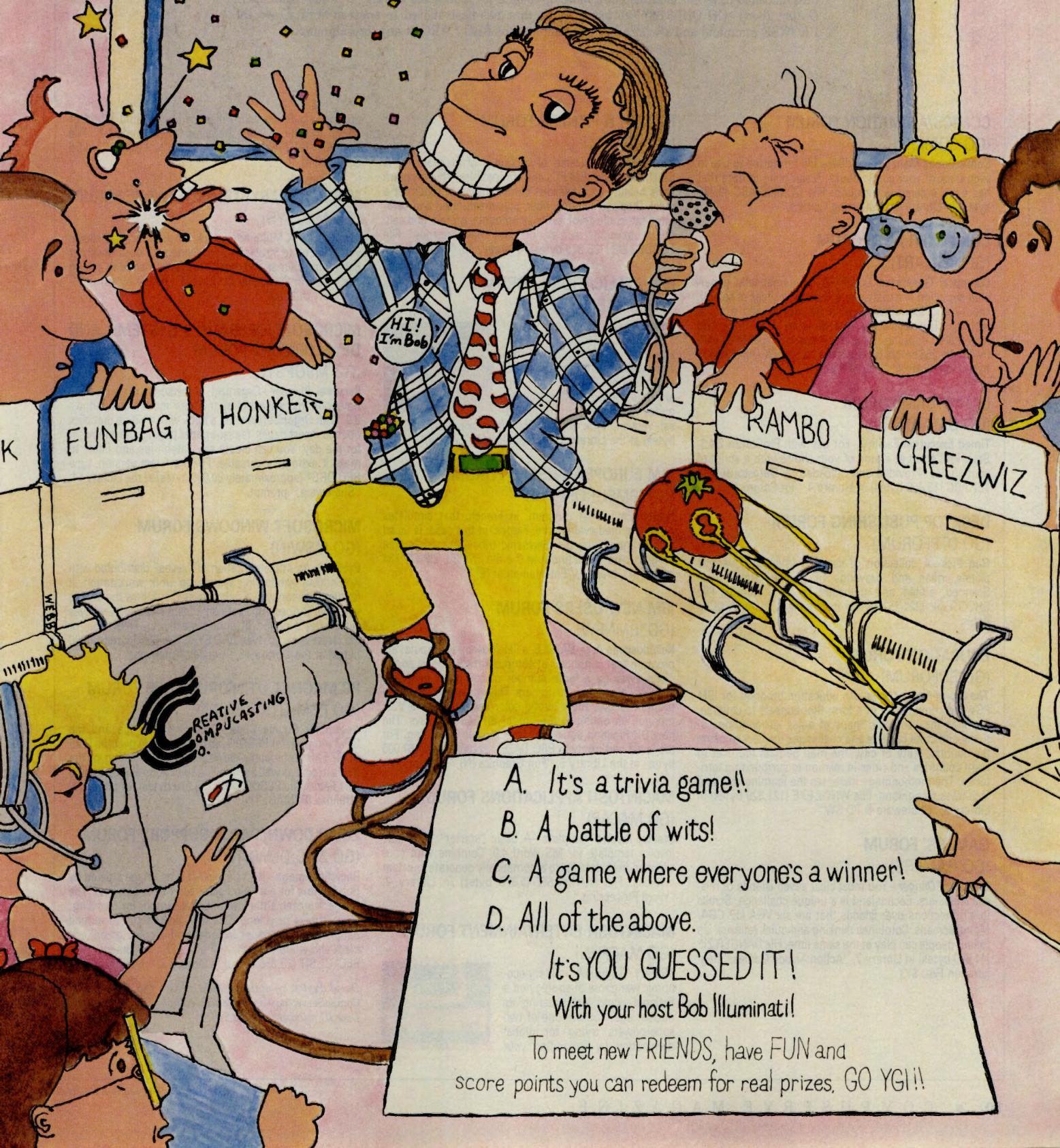
Whatever happened to your jovial great Uncle Angelo? (Somewhere in Florida, last you'd heard, probably slapping a fellow septuagenarian on the back too hard.) What about your college roomie? (Likely annoying a spouse with his or her window-opening ways.) And that former best friend with whom you've lost touch? (We know, we know: You've been busy.)

If you're organizing a high school reunion, writing a wedding invitation list, rooting around for genealogical purposes or just looking up an old comrade, those fading entries in your address book can be updated without a trip to the library by digging into CompuServe's new Phone*File (GO PHONEFILE) database.

Phone*File, a service of the Lombard, Ill.-based MetroNet, is an electronic name, address and telephone book. Compiled from information obtained from publicly available sources, Phone*File contains listings for 83 million US households, and allows you to search by name and address; surname with city, state or ZIP code; or phone number. Unlisted phone numbers are not included in the database. Best of all is the price, usually less than a call to directory assistance. PhoneFile is at your disposal for \$15 per online hour in addition to CompuServe connect rates.



WHAT IS YOU GUESSED IT?



- A. It's a trivia game!!
- B. A battle of wits!
- C. A game where everyone's a winner!
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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.

COMICS/ANIMATION FORUM

(GO COMICS)

Comic Books Manager—A dBase file formatted to use to keep track of your comic books. A sampling of data that has been entered is included. File COMICS.ARC (9,728 bytes) in Library 4, "Collecting Comics."

COMPUTER ART FORUM

(GO COMART)

Computer Generated Lunch—A mathematically generated depiction of a tasty snack, including slices of salami, cheese and bread reflected in the dishes and a shiny tabletop. The raytracing was done by Tom Price and required 40 hours to generate. A viewer capable of 640-by-480-by-256 colors is required. File SNACK.GIF (136,533 bytes) in Library 4, "Hall of Fame."

DATASTORM FORUM

(GO DATASTORM)

Timed Execution Facility—For use with ProComm 2.4.3. Start ProComm at a time of your choice with a script of your choice. Provided and uploaded by Datastorm. File TEF.ARC (13,459 bytes) in Library 4, "ProComm."

DESKTOP PUBLISHING FORUM

(GO DTPFORUM)

Gun Pics—A collection of scanned images of various pistols, rifles and drawings of people using guns. Scanned, edited and uploaded by Pete Romfh. File SHOOTI.ZIP (220,752 bytes) in Library 4, "Line Art/Clip Art."

EDUCATION FORUM

(GO EDFORUM)

The World Name Game—An education program for IBM PCs and compatibles in a form that appeals to children. Provides the user with maps of areas surrounding national and state capitals and challenges the user to name the country, state or city. The map permits the user to learn countries and cities in relation to surrounding territories. The methodology increases the learning rate and facilitates recognition. File WNG2.EXE (121,829 bytes) in Library 2, "Shareware & PD SW."

GAMERS' FORUM

(GO GAMERS)

Islands of Danger—You must clear seven islands of missile launchers. Each island is a unique challenge. Scrolls in all directions over islands that are six VGA (12 CGA/Mono) screens. Combines thinking and quick reflexes. Up to four people can play at the same time. File DANGER.ZIP (41,600 bytes) in Library 7, "Action/Arcade Games." Registration Fee: \$13

HEALTH & FITNESS FORUM

(GO HOM-54)

Program Demo—Demo of version 5 of Program for A Small Planet for IBM PCs and compatibles. This program finds healthy and delicious combinations of foods for a meal. Displays calories, fiber, polyunsaturated and saturated fat, cholesterol, exercise amounts, protein and salt. Check existing recipes or find new recipes. File FOODS8.ZIP (195,675 bytes) in Library 10, "Nutrition."

IBM APPLICATIONS FORUM

(GO IBMAPP)

Educational Software—Version 3.56 of School-Mom, comprehensive children's educational software. Modules for math, music composition, English, spelling, art, time and exam generator. Requires color graphics. For the latest version, type BRO MOM* (approximately 108,000 bytes) at the Library 11, "Education [A]," prompt.



IBM EUROPEAN USERS FORUM

(GO IBMEUROPE)

French Empire—A program, in French, that simulates running a medieval empire. France, in this case, is faced with Burgundians, the Germanic tribes, etc. It's a free program and you'll find it in the file EMPIRE.ZIP (77,134 bytes) in Library 9, "Entertainment [E]."

IBM NEW USERS FORUM

(GO IBMNEW)

Kaleidoscope Art—DAZZLE, a kaleidoscope/computer art program that is popular at computer trade shows and is given away by a large number of computer hardware retail outlets to their customers. This latest revision of the program allows more subtle color variations on a VGA monitor, an option to the border on EGA displays. The new OR function adds complex "mosaic" texturing. For the latest version, type BRO DAZE* (approximately 67,000 bytes) at the Library 5, "Fun Graphics [N]," prompt.

MACINTOSH APPLICATIONS FORUM

(GO MACAP)

Starter Invoice Template—A basic "starter" automatic invoice template for MS Word 4.0. Combine with your client address data file to automatically generate line item invoices. File AUTINV.SIT (5,376 bytes) in Library 2, "Word Processing."

MACINTOSH ENTERTAINMENT FORUM

(GO MACFUN)

Military Game—A military-economic war game of strategy on a fictional world just entering its nuclear age. You are one of two superpowers trying for global domination by expanding your



economy, building your influence in the Third World or going to all-out war. Required HyperCard 1.2. File WAR.SIT (91,776 bytes) in Library 4, "Board/Card/Ed Games."

MACINTOSH SYSTEM SOFTWARE FORUM

(GO MACSYS)

Mac Clock—A Multifinder clock for the Mac that allows you to set up to 50 alarms or reminders. Choose hourly or half-hourly chimes and more. This version adds an analog clock face options. File CLOCK.SIT (36,352 bytes) in Library 6, "Utilities."

MICROSOFT OPERATING SYSTEMS AND DEVELOPMENT FORUM

(GO MSOPSYS)

Personal Planner—Organize!, a personal diary/planner/notebook that supports all memory modes in Windows 3.0. With Organize!, you get a book with binders that click open to insert pages, realistic paper paging and a thought for the day. You can create any categories and filters to make it extremely versatile. For the latest version, type BRO ORG* (approximately 80,000 bytes) at the Library 11, "Shareware," prompt.

MICROSOFT WINDOWS FORUM

(GO MSWIN)

EyeCon—An implementation of "xeyes" distributed with X-Windows windowing system on Unix workstation. It features an icon with a pair of eyes that follow the mouse wherever it goes. This version adds a sleep feature (eyes close after a period of mouse inactivity). Freeware. For the latest version, type BRO EYEC* (approximately 7,000 bytes) at the Library 15, "Utilities," prompt.

PC MAGNET UTILFORUM/TIPS FORUM

(GO PCM:UTILFORUM)

Assembler Source Code—Documentation file and the COM program for PCSORT, an improvement over the DOS SORT.EXE command. Allows interactive marking of the fields to sort as well as multiline selections and up to nine sort fields. File PCSORT.ARC (38,970 bytes) for Library 2, "Utilities (PCMAG)."

ZMAC DOWNLOAD & SUPPORT FORUM

(GO ZMC:DOWNTech)

Recycling Image—Recycle clip art is an image created by Bob LeVitus for his Help Folder column in *MacUser*. The image represents the international symbol for recycling: three arrows in a loop. Use it in documents to remind people to recycle paper. Includes both a color (green) and black-and-white image in an EPS document. File RECYCL.SIT (25,856 bytes) in Library 7, "Reference."

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.

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.

AMIGA ARTS FORUM

(GO AMIGAARTS)

Computer Aquarium—FishTank, an interactive simulation of a freshwater aquarium, is a graphical environment that simulates water and tank conditions and general fish compatibility. FishTank uses double-buffered HAM-mode graphics for an "Amiga" look. Menus and requester allow you to choose your fish and alter the tank conditions. Requires Workbench 1.2 or 1.3, 1MB of RAM and version 1.3 of the ARP Library. File FISHTA.ZOO (290,634 bytes) in Library 12, "Animations."

ASTRONOMY FORUM

(GO ASTROFORUM)

Sunrise, Sunset—The Atari ST Sunrise/Twilight/Sunrise Table printing program. Prints yearly table of sunset, civil, nautical, astronomical twilight and sunrise times for any point on earth. BASIC file included for conversion to MS-DOS. File TWITIM.ARC (35,968 bytes) in Library 7, "Astrocomputing."



AUTODESK FORUM

(GO AUTODESK)

Eliminate Sidebar—Add the AutoCAD Sidebar menu to Pop10 and do away with the Sidebar on the screen for more drawing area. This file is the complete AutoCAD Sidebar menu converted for use in Pop10. File POP10.ZIP (10,867 bytes) in Library 1, "AutoCAD."

COLOR COMPUTER FORUM

(GO COCO)

Down in the Dungeon—A dungeon-delver's game with scrolling screens, monsters, treasures and multiple levels. Shareware. File CATACM.ARC (28,288 bytes) in Library 3, "Games."

COMPUTER ART FORUM

(GO COMART)

Raytraced Reflections—Computer-generated artwork that are shiny chrome spheres showing dazzling reflections of the sky and ground highlighted in this raytraced graphic. Raytracings are computer-generated from artist data and many others can be found in this forum. A 1989 Hall of Fame winner. A GIF viewer is required. File BALLS.GIF (42,418 bytes) in Library 4, "Hall of Fame."

DATASTORM FORUM

(GO DATASTORM)

Line Status Utility—A diagnostics utility to view line status of internal modem. Resident and can be used with any modem. File BRKBOX.ARC (6,144 bytes) in Library 2, "Comm Utilities."

DESKTOP PUBLISHING FORUM

(GO DTPFORUM)

Hacker Cartoon—A cartoon of a computer hacker in PCX format (bit-mapped). Can be used in PageMaker, Ventura, WordPerfect and other programs. File HACKER.ZIP (10,240 bytes) in Library 4, "Line Art/Clip Art."

EDUCATION FORUM

(GO EDFORUM)

Spelling Help—A set of three spelling aid programs developed for use in a university writing laboratory. SPELL is a complete tutorial program that combines detailed information on spelling rules and sound-spelling correspondence with exercises, scored and unscorched. QUICKSPELL is a tachistoscopic program. ANAGRAMS is a scrambled word game, both based on lists of the most frequently misspelled English words. File SPELL.COM (39,037 bytes) in Library 2, "Shareware & PD SW."

HEALTH & FITNESS FORUM

(GO GOODHEALTH)

Diet Program—Slimmer, a diet program with a calorie and exercise counter and food tables, tracks both calories and fat calories to help reduce cholesterol. Plots weight and calorie intake on monochrome, CGA or EGA. Requires at least 285K free memory, DOS 2.1 or higher and IBM compatibility. Runs best on a hard disk. File SLIM21.EXE (178,002 bytes) in Library 10, "Nutrition."

IBM APPLICATIONS FORUM

(GO IBMAPP)

Database Management—WAMPUM, a full-featured, menu-driven, fully relational, dBase III-compatible database management system. Permits users to develop applications quickly. Virtually every dBase III command and function is supported using a simple, menu-driven interface supporting nine relational databases. File WAMPUM.ZIP (350,762 bytes) in Library 3, "DBMS [A]."

IBM HARDWARE FORUM

(GO IBMHW)

Disk Caching Program—QuickCache II, a shareware disk caching program from P.R. Glassel and Associates Inc. Files QC1.EXE (256,252 bytes) and QC2.EXE (263,418 bytes) both in Library 1, "Disk/Disk Utils [H]."

IBM SPECIAL NEEDS FORUM

(GO IBMSPEC)

Program for Toddlers—Play 'n Learn, a program for children 18 months and older, teaches beginning ideas about the alphabet and printed words while games are being played. From California Freeware. File PLYLRN.EXE (185,530 bytes) in Library 2, "Software."

INVESTORS' FORUM

(GO INVFORUM)

Indicator Worksheet—A Technical Indicator Microscope Lotus Worksheet based on Stan Weinstein's book *Secrets for Profiting in Bull and Bear Markets*. With this software, you can use Lotus 1-2-3 to generate a microscopic look at six technical indicators. Complete with user menus so that little knowledge of Lotus 1-2-3 is necessary. Shareware. File TIM.ARC (43,520 bytes) in Library 1, "Stocks/The Market."



MACINTOSH APPLICATIONS FORUM

(GO MACAP)

Mac Addresses and Numbers—An address book plus file that includes Mac company names, addresses and phone numbers. File MACLIS.SIT (36,096 bytes) in Library 3, "Databases."

MACINTOSH ENTERTAINMENT FORUM

(GO MACFUN)

Space Game—A space animation game in which you guide a spaceman around his spaceship and keep him off the walls. The game requires an increasing amount of skill with animated graphics and sound. File ZEROG.SIT (37,504 bytes) in Library 2, "Arcade/Action Games."

QUICK PICTURE FORUM

(GO QPICS)

Sunset and Sailboats—A colorful sunset shot through the masts and rigging of a gaggle of sailboats. The setting sun shows some vivid colors in this depiction. This 16-color graphic is particularly suited to EGA and similar systems. Photo and scanning by Millard Brown. A GIF viewer capable of 640-by-350-by-16 colors is required. File MASTSE.GIF (38,742 bytes) in Library 4, "Hall of Fame."

TANDY PROFESSIONAL FORUM

(GO TRS80PRO)

Card Game—Uno, the card game that you play against the computer, for MS-DOS systems. Graphics not required. File UNO.ARC (44,032 bytes) in Library 6, "MS-DOS Applications."

WORDPERFECT SUPPORT GROUP A FORUM

(GO WPSGA)

Margin Help—A visual margin setter for WordPerfect 5.1. The MARGINS.WPM macro lets you set top, bottom, right and left margins in half-inch increments just by pressing the cursor keys. An on-screen "page" shows you how the margins will appear. File MARGIN.ARC (5,376 bytes) in Library 1, "WordPerfect 5.1."

by Michael Naver

DISK DR.

ENTREPRENEUR'S
NETWORK

FORUM
LIBRARY

1 FLIGHT UP

9600 BAUD

PUBL
RELATI
MARKET

hit the mean streets

FEATURE

CM's Cover Story:

▼
The Online
Job Search

▼
Getting Company
Info, p. 15

▼
A Recruiter's
View, p. 20

► Hunting for work (or workers) in tough times? Online contacts and leads may speed the search.

The "help wanted" ad sounded like a dream. You could almost hear the calypso music and feel the caress of warm Caribbean breezes.

"I am in possible need of someone to learn a software application ... and then provide training in the Caribbean," the ad read. "Total billable should be substantial. If interested, please reply on CompuServe...."

Within a few days, the advertiser, Michael Nolan of Hinsdale, Mass., had received seven replies. Six of them were through CompuServe, and all were from well-qualified candidates. Their pleasant goal: six weeks of work in Antigua training dispatchers in software for a new cellular phone system for the island's taxi service. "I used CompuServe because I knew it would fill my needs," says a satisfied Nolan.

Nolan isn't alone. More and more smart job-seekers—and hiring managers—are finding an extra edge by networking on CompuServe. In a period of sluggish business activity, that just might be

the edge they need to find a job or a job candidate.

How do they do it? By networking on professional and industry forums, exchanging messages, posting résumés and keeping in touch, they're spanning the barriers of time and distance that handicap any job search. As a result, they're able in many cases to reduce by days and even weeks the time it takes for a job or candidate search—an important advantage in a job market where it takes the average job-seeking professional 14 weeks to find work.

Networking on CompuServe works not only in the slumping computer industry, where thousands of white-collar workers are singing the blues, but in other professional areas as well. And the staging grounds for a modern job search are CompuServe's electronic mail and forums—not only the computer-related forums, where you'd expect to find this kind of activity, but in a variety of professional forums.

Christopher Watson, of San Diego, Calif., is a job-seeker of the '90s: he is both geographically and upwardly mobile. He found not one but three computer industry jobs by networking on CompuServe. "It was through extensive online communication that I be-

IT WAS A DARK AND STEAMY NIGHT, THE KIND OF NIGHT WHERE YOUR COLLAR STICKS TO THE BACK OF YOUR NECK. I NEEDED A JOB, SO SHE SAYS, "TRY COMPUERVE" NOW WHAT?

running

on the Internet

came acquainted with many of my future employers, clients and associates," Watson says.

The first job came about when an associate sent him a CompuServe Mail message about a programming opportunity in St. Louis. "I inquired into the position, made one

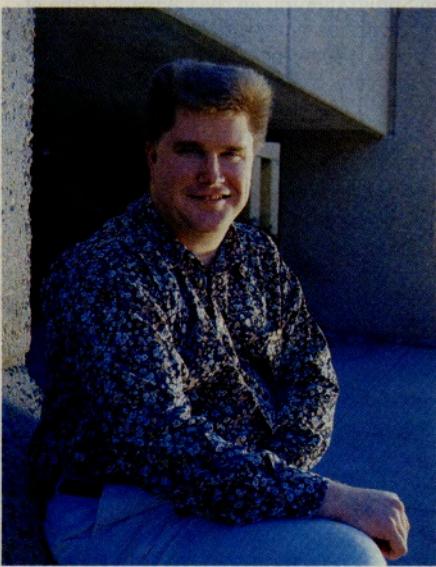
flight out to St. Louis for an interview, and was hired. When this upstart company later folded, I moved back to California."

The second job came about a few months later when another CompuServe correspondent told him about a job at Silicon Beach Software, providing online technical support. Watson got that one, too.

Some months later, he learned about still another job at Silicon Beach Software, on the SuperCard engineering team. "I was offered the position on the spot and started work in San Diego last January. This is the perfect job for me and I'm sure I'll be here for a long time."

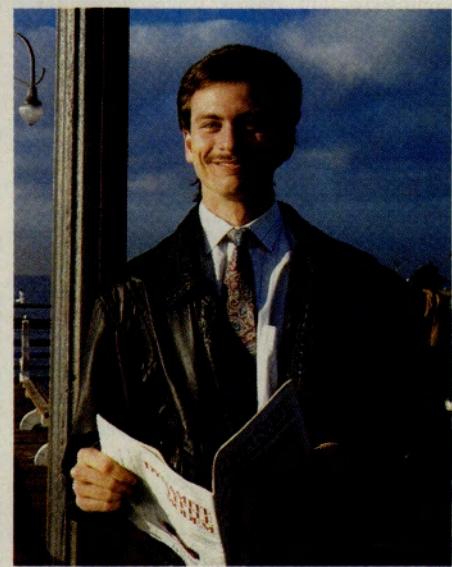
Networking on CompuServe also worked for Chris Bosshardt, of Hermosa Beach, Calif. "I saw a message in the LDC Spreadsheets Forum (GO LOTUSA) from someone needing an expert programmer for the Lotus Symphony program. There aren't many of us around, so I responded, sent a résumé and was contracted for the gig. It involved moving from Chicago to L.A."

"Now, more than a year later, I am still providing consultant services for the same company. The initial contract was for six months of work; this is the 14th month and there's no end in sight," Bosshardt says.



JAMES ARONOVSKY

Thrice employed online: Watson

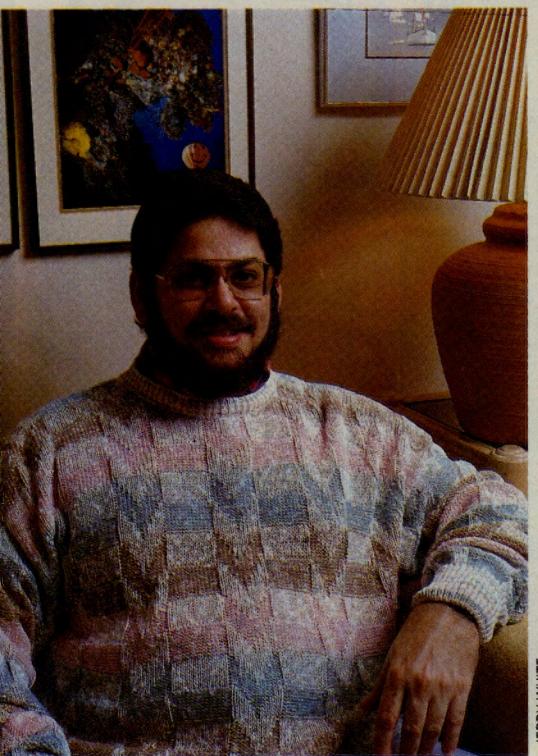


A job conducting Symphony: Bosshardt

ILLUSTRATIONS BY SILVER MOON GRAPHICS

A useful online meeting place for computer industry consultants like Bosshardt is the Computer Consultants Forum (GO CONSULT), sponsored by the Independent Computer Consultants Association. According to Assistant Forum Manager Martin Schiff, of

JIM CACAVO



JERRY WHITE

Make yourself visible, available: Schiff

Winter Park, Fla., "The best way, and this requires a commitment on your part, is to be a regular on the forums related to your work. Sooner or later you'll see a message that's appropriate to what you do."

Schiff cautions that there are no guarantees here. "There's no particular way to assure yourself of easily getting work on CompuServe, but unless you're a regular user your chances are slim. You should show people you are an expert in a field, and you do that by helping people and answering questions, and not expecting anything in return. Eventually you find that people think about you when the time comes that they need help," he says.

Schiff speaks from experience. A freelance consultant specializing in dBase language programming, he's picked up four clients in the past few years through networking on CompuServe. One was a large international firm with whom he's worked for more than two years.

Schiff has also been able to refer work to others on the forum. "If I see a request for a person to do some work and I know someone who would be capable, I'll forward the message to that person's mailbox. This happens two or three times a week." As Schiff notes, this can be particularly important where messages have been posted by people who

Forum Resources

Many professional forums offer a specific library in which you can upload your résumé for perusal by prospective employers and check out recent job listings, while others offer specific tips on getting started in the field and techniques on doing business.

The professional forums with job and résumé listings include:

Computer Training Forum
(GO DPTRAIN), Library 5, "Career Corner."

Journalism Forum
(GO JFORUM), Library 3, "The Jobs Files."

Legal Forum
(GO LAWSIG), Library 2, "Referral Network."

Public Relations/Marketing Forum
(GO PRSIG), Library 12, "PRL: Jobs Online."

If you dream of becoming an entrepreneur, you'll find information on getting started in business in these forums:

Computer Consultants Forum
(GO CONSULT), Library 2, "The Profession."

Working From Home Forum
(GO WORK), Library 7, "Getting Business."

Entrepreneurs' Network
(GO USEN), Library 1, "Member Profile" and Library 3, "Business Entry."

If you're considering a career in the health field, be sure to check out the online experts and resources in these professional forums:

AMIA Medical Forum
(GO MEDSIG)

Health and Fitness Forum
(GO GOODHEALTH)

Safetynet
(GO SAFETYNET)

were laid off from their jobs or dropped by clients who have cut back on their work.

Geography is not a barrier in finding consultant work. "I just got a small job last week in Florida from a man in Alaska who was writing an estimating program for his contracting business," Schiff says. "He asked me to review his database programming work. All my work was done on CompuServe. We never had to talk on the phone; it was all CompuServe Mail correspondence."

Geography also was no obstacle in programmer Charles Wangersky's move from The Hague, Holland, to a job in Vancouver, British Columbia. Once again, CompuServe networks provided much of the "leg work" between continents while Wangersky chatted with colleagues in Ohio and British Columbia by electronic mail.

"I sent my résumé to the company, KEA Systems, and they evidently liked what they saw," Wangersky says. "They said I should stop in if I was in B.C. I did that. After a certain amount of dickering back and forth

on CompuServe Mail, they hired me. I'm now doing programming on the company's line of DEC terminal emulators."

Often, people not in the direct job loop can provide informal assistance to job-seekers. John Allen, manager of data processing for a Seattle real estate company, is also a forum manager of the Banyan Systems Forum (GO BANFORUM), a forum that supports Banyan products in the networking industry.

"People looking for work on the West Coast often don't have the faintest idea how to start," Allen says. "So I can be a starting point. I'm connected with the Data Processing Management Association, and I know people in the industry here. For example, Microsoft and Aldus are located in Seattle."

Increasingly, Allen sees messages on the forum indicating the job market is "getting tough out there. People are starting to think they need to be more precise in their job hunting, especially if they want to locate to other parts of the country," he says. "Compu-

Know Thy Potential Employer

Any job counselor will tell you that learning all you can about your target industry and company is an important part of your job search. With its wide variety of company information databases, CompuServe can make the learning easier.

Online databases range from those that provide summary information about a company and its products to those that offer detailed financial and product reports. Some provide such valuable information that they are used by professional recruiters, according to Scott Gerber, CompuServe financial products manager.

"These databases are a strong job-search tool," says Gerber. "The information is timely and convenient to get, and you can search from home or from your office. It's your chance to use the same research tools as professional recruiters."

Here's a summary of CompuServe company information databases:

► Disclosure II Reports (GO DISCLOSURE) offers detailed financial information on 10,500 companies. The information is culled from the reports corporations file with the Securities and Exchange Commission—the same information that Wall Street analysts use in evaluating a company's performance.

With Disclosure II, you can learn who the company owners are, what businesses the company is in, which of them have the greatest impact on earnings; and quarterly income statements and balance sheets. Disclosure II is a surcharged Executive Option service.

► Company Screening (GO COSCREEN) takes information on the 10,500 companies and reduces it to subsets that meet your criteria, such as a particular industry, size of a company, geographic area or performance. After you've narrowed your search to a few companies that meet your criteria, use Disclosure II to get detailed information on each of them.

COSCREEN is a surcharged service within the Executive Option.

► Standard & Poor's Online (GO S&P) offers recent summary information on 4,700 companies, including business summaries and recent stock market information.

The information here is less detailed than in Disclosure II but also less expensive—\$1 per company, as opposed to \$5-\$10 per company. Here, too, you might want to try S&P Online first and go to Disclosure II.

In addition to researching a company's financial standing, you'll want to learn about the company's products. Several CompuServe research databases suit this purpose.

► IQuest (GO IQUEST) is one of the most comprehensive information and reference services available anywhere. IQuest gives you access to 850 publications, databases and indexes spanning the worlds of business and government. It's another good source of information on your target companies. Surcharges apply.

► D&B-Dun's Market Identifiers® (GO DMI) offers directory information on more than 6.7 million US establishments, both public and private. The information available about a company can include the name and address, as well as company characteristics such as sales figures, number of employees, net worth, corporate family relationships and executive names. Similar information is also available on international companies via the D&B-International Dun's Market Identifiers® database (GO DII) or the D&B-Canadian Dun's Market Identifiers® database (GO CMI). Surcharges apply.

► Business Dateline (GO BUSDAT) is a searchable database providing full-text articles from more than 115 regional business publications in the United States and Canada. Use Business Date

line to look for background information on smaller companies or subsidiary companies. Surcharges apply.

► Newspaper Library (GO NEWSLIB) contains full-text articles from 48 US newspapers, ranging from *The Chicago Tribune* and *Los Angeles Times* to *The Miami Herald* and *The Seattle Times*. This database is another good source for background information on smaller or privately held companies. Surcharges apply.

► Corporate Affiliations (GO COA) is a searchable database containing company profiles and information on corporate linkages for parent companies and their affiliates. Included are most large public and private companies and their subsidiaries throughout the world. Information available on a company can include the name, address, stock exchanges, business description, executive names, total sales, assets, and net worth and liabilities, if available. Surcharges apply.

► Computer Directory (GO COMPDIR) provides instant access to detailed information on more than 9,500 manufacturers. Company listings can include address, telephone numbers (including toll-free and fax numbers when available), annual sales figures, top executives, number of years in the business and types of products made. Surcharges apply.

► Computer Database Plus (GO COMPDB) provides current and comprehensive coverage of major computer industry publications. More than 130 magazine, newspaper and journal titles are covered. Coverage includes popular titles such as *PC Magazine*, *Byte* and *MacUser*, as well as trade and professional titles such as *PC Week* and *Communications of the ACM*. Coverage for most titles begins as of Jan. 1, 1987, and is updated weekly. Surcharges apply.

-MN

Serve is a natural for this. I've helped people from New York, Washington, D.C., New England and the South."

Allen believes this kind of networking will become more prevalent as electronic services are welcomed into the home. From a recruiter's perspective, he notes, "Managers would be well advised to keep their ears open; the best jobs are not always advertised and the best people are not always actively looking."

One CompuServe member who agrees with that advice is Joseph Armitage, who

runs a Dallas consulting company in computer-aided software engineering. Armitage uses the *Computer Language Magazine Forum* (GO CLMFOR) to recruit software engineers.

"We also run print ads in the local newspaper, but our field of expertise is so new that we need to get highly qualified people," he says. "CompuServe is a good source of leads because people here are looking to work at the leading edge of technology."

"By exchanging messages with skilled

people, I get a sense of their qualifications. This can shorten the time for a job search and it helps me recruit nationally when it's a highly specialized skill I'm looking for," he adds.

CompuServe's hardware forums also support job-search activities. Programmers in the world of IBM and compatibles use the "Job Exchange" library in the IBM Programmers Forum (GO IBMPRO). In the Macintosh world (GO MACINTOSH), the Community Clubhouse Forum (GO MACCLUB) has one library

How You Look on Paper

A résumé is a job-hunter's basic marketing tool. Although it's not likely that the résumé alone will actually get you a job, a well-written one will get you the interview. Here are some brief tips on crafting a résumé that works.

Tailor the résumé to the specific job. Use the power of your computer to create a unique résumé for each job application.

Use CompuServe to learn more about a company and include this knowledge in your cover letter.

List a job-by-job explanation of your work experience in reverse chronological order. This works especially well for those who have had lots of promotions.

Emphasize your achievements, but remember that most employers look at the last decade as being the most relevant. Leave out positions you held for less than a year or those that are irrelevant to your current goals.

If you are switching careers, spent 15 years in the same position or took off a significant amount of time from work, use the functional résumé style where you emphasize your skills rather than your job history.

One-page résumés are best, two pages at most.

Omit an opening statement of your goals. Instead, put this in the cover letter where you can be specific and tailor it to the job.

Omit personal information on the résumé, such as your height and weight, health, marital status, military record or outside activities.

Be accurate and honest.

If you're looking for a little online help in creating a résumé that will knock out the competition, check out these online resources:

Résumé Shop is an easy-to-use, menu-driven résumé designer that creates a professional résumé. Shareware \$15 contribution. File **OPR10.ZIP**, Library 7, "Gen. Apps [A]," IBM Applications Forum (GO IBMAPP). File **RESSHP.ZIP**, Library 7, "Gen. Apps [A]," IBM Applications Forum (GO IBMAPP).

If you want to stand out in the crowd, submit a résumé on disk rather than paper. This shareware program (\$10 contribution) shows you how to make it work well. File **RESUME.ARC**, Library 7, "Gen. Apps [A]," IBM Applications Forum (GO IBMAPP).

Looking for a résumé style sheet? Here's an automated one designed especially for Microsoft Word users. File **RESUME.STY** and the documentation **RESUME.DOC**, Library 8, "Word for the PC," Microsoft Applications Forum (GO MSAPP).

Word users can also benefit from this sample résumé template. File **RESTEM.BIN**, Library 7, "DTP Templates," Macintosh Applications Forum (GO MACAP).

Give prospective employers your résumé in a HyperCard stack. File **HYPRES.SIT**, Library 8, "Misc. Stacks," Macintosh Hypertext Forum (GO MACHYPER).

Create a photographic résumé-in-a-stack modeling your efforts on one designed by a professional photographer. File **CURTIS.SIT**, Library 8, "Misc. Stacks," Macintosh Hypertext Forum (GO MACHYPER).

For a résumé with a lighter, more humorous touch, try creating one using HyperCard in a comic-book style. For an example, see file **RESUME.SIT**, Library 8, "Misc. Stacks," Macintosh Hypertext Forum (GO MACHYPER).

To learn more about the finer points of résumé writing, search Magazine Database Plus (GO MDP) using the key word RESUMES.

set aside for résumés, and two message sections for help-wanted and situations-wanted ads.

Lance Jacobs posted public messages in the Macintosh forums announcing his availability for employment. In the first 24 hours, he had three excellent responses. "I had no idea that I would have such a good response," he says. "So far, I've obtained a total of six job leads using the Mac forums and CompuServe Mail. This can be a powerful tool for job-hunting."

Another satisfied Mac forum user is David Dunham of Seattle, a free-lance programmer who got two job offers through CompuServe. "Both offers came about, I think, from the notoriety I'd gained from using the forums. At the time, I wasn't actively looking for work, but I had projects

that could easily be interrupted when a paying job came along."

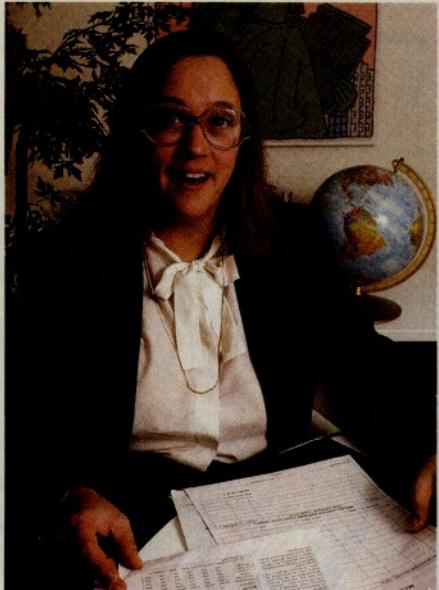
CompuServe has been a "lifeline" for software developer and Amiga user Jim Williams. "As a beginning software developer, it was through CompuServe's Amiga forums (GO AMIGA) that I made contact with a publisher for my first product. It's also made it possible for me to be aware of the latest developments in the Amiga market, as well as making contact with other, already successful software developers."

The Lotus forums, among others, provided good contacts for Jerry Lerman in his work as a computer consultant. "My participation has been good for business," he says. "I've done work for several CompuServe members whom I've never even met. A couple have been major contracts with large companies."

"I think CompuServe is the No. 1 professional network tool. And I don't even have to put on a tie to sell myself," Lerman says.

Networking can help a small business fill almost any kind of job. Sarah Stambler is president of a New York electronic marketing and publishing firm. She finds that communicating by CompuServe Mail is "an expression of our business mission of working electronically. Since I joined CompuServe in 1983, I have been able to develop a business that I can run via modem out of a home office. This would not have been possible any other way. CompuServe is my window on the world."

Stambler hired her assistant of two years through CompuServe Mail. "She handles a serious portion of my business and we have never met. I haven't even seen a photograph



KENNETH MACKAY

Trained on E-mailed software: Dewey

of her, but I couldn't run my business without her."

Stambler and her assistant rely on CompuServe daily to transfer reports, data and task lists. "I even train her on software via CompuServe Mail." Stambler plans to expand the company to Israel, linking the two offices electronically.

Stambler's assistant, Deborah Dewey, lives and works in Fairport, N.Y., a good distance from New York City. "I plan to make her home office my permanent business address once I become more bicontinental and need her to monitor mail more closely," Stambler says.

Networking on Professional Forums

Job-hunting also works well on CompuServe's many professional forums. Ask Ron Solberg, forum manager of the Public Relations and Marketing Forum (GO PRSIG), which maintains extensive job services for members.

PRSIG is the world's largest electronic gathering place for public relations and marketing professionals, with a full program of message sections, forum libraries and online conference services for its thousands of members—including job information.

"For about five years, we've been listing jobs from the job exchanges of the Public Relations Society of America national headquarters, from the Chicago chapter of PRSA and from selected other PRSA chapters," Solberg says. "We post them once or twice a month. At any given time we have maybe 200 job listings."

The job section is probably the most popular area of the forum on a continuing basis. "People watch for these job listings," he says. "It's hard to say how successful they are in making placements, because people who make the contacts do so directly and we don't know the outcome. I assume it is successful because of the heavy response to the listings and the large number of people joining the



KENNETH SIEGEL

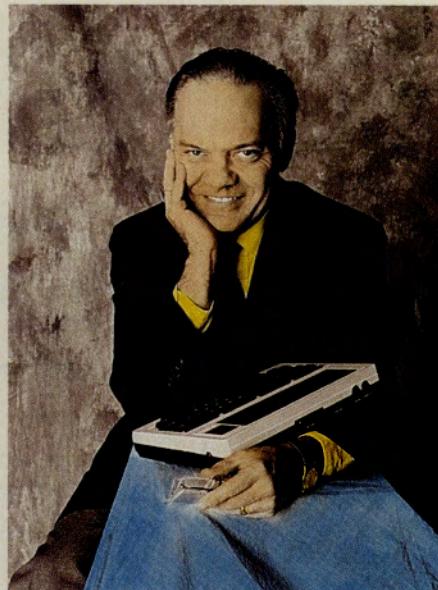
Used modem in hiring: Stambler

forum. This isn't only for jobs but also for consultants to get leads on clients.

"I think the sluggish economy has been a factor in the popularity of this service; activity has been going up in recent months, and people let me know when listings aren't posted as often as they'd like."

The job service has a wide reach, Solberg has learned. While he was a speaker at a PRSA chapter meeting in Kalamazoo, Mich., the chairman discussed the job listings he had researched on the forum.

"We've also had some interest from job search firms, which have contributed good information on how to use search firms,"



DANNY O'CONNOR

Forum has bustled of late: Solberg

Solberg adds. "We have one article now about job-hunting in the '90s. ('What's Happening and Why: Communications Trends in the Sunbelt and West,' by Judith Cushman, president of Marshall Consultants/West.) It is in the file TRENDS.90 in the forum's Library 12, PRL: Jobs Online.' We also maintain a list of search firms for our industry, with 30 to 40 different firms listed," Solberg reports.

Another professional forum active in job services for members is the Journalism Forum (GO JFORUM). The National Press Photographers Association has a members-only section there. Among the files to be

FEATURE



"Tactics That Win Good Part-time Jobs,"

Changing Times, May 1990 v44 n5
p61(3) Article # 08943193

"Using Contacts to Get Jobs,"

Psychology Today, June 1989 v23
n6 p14(1) Article # 07722329

"A Headhunter Rates Your Résumé; How to Keep It From Going Directly from His Hands into a Discard Pile,"

Industry Week, Feb 6, 1989 v238 n3
p19(2) Article # 07004918

"Post-panic Strategy for the Displaced Executive,"

Industry Week, May 4, 1987 v233
p14(1) Article # 04805393

"Eight Laws of the Jungle (Job Hunting in the Work Jungle),"

Working Woman, April 1987 v12
p95(3) Article # 04757887

"Résumés, Applications Forms, Cover Letters and Interviews,"

Occupational Outlook Quarterly, Spr 1987 v31 p16(8) Article # 05023939

Magazine Database Plus (GO MDP) is an excellent resource for general research information about job hunting, résumés and more. Besides containing the government publication, *Occupational Outlook Quarterly*, Magazine Database Plus contains the full text of job-related articles from many popular magazines. Above are listed some references from Magazine Database Plus that were found by using the search phrase 'JOB HUNTING.'

found there are those of the association's job information bank. (Contact the forum manager for information on gaining access to this section.)

This job bank is updated weekly by national job bank chairman Keith Hitchens, who coordinates a group of regional job bank chairpersons scattered across the country. The files contain job leads for photographers and editors in both print and broadcast media.

One satisfied user of the job bank is Mark Loundy, who used its services to get a job as chief photographer at *The Daily Sun/Post* in San Clemente, Calif. As an assistant sysop, Loundy makes sure that new job postings are added to the forum library each week. But he declares, "I don't take an advance look at the files. I believe in a level playing field," he adds with a grin.

Still, as soon as the newspaper job was

To: Dick

Dick:
I've heard that Acme C
looking for a full-tim
detective. Experience
Send a resume to
Good Luck

posted, Loundy fired off his application and got the job. "I'd been free-lancing for about six years and I wanted to get back into newspaper work," he says. Since then, he's been on the other side of the hiring picture; he's used the forum's job bank to post a want ad for a photographer at his paper.

Loundy notes that NPPA members who belong to JForum have a decided advantage over their colleagues who don't, since they see job postings on CompuServe about a week before they arrive in the regular mail. "The jobs file section is the single most attractive feature of association membership, and those members who are online have the advantage." For Loundy, his online work "made the difference between getting the job and not getting it."

The Broadcast Professionals Forum (GO BPFORUM) is another such place. Vance Piccin, a free-lance videotape editor, uses the forum and CompuServe Mail fax services to keep in touch with clients. "By keeping up my contacts here, I have helped to keep my name in the general flow. When facilities need to hire help, the folks who know me from the forum have recommended me to their management."

Free-lance writer Bill Clede would agree. When a boating publication was looking for a contributing editor, Clede replied on CompuServe and got the job. He wrote for the publication for two years before it folded.

Clede also uses CompuServe to submit articles and queries, get assignments from editors, and do revisions called for by editors. "I'm technical editor of *Law and Order* magazine, and I cajoled the editor to get online on CompuServe so we could do this," Clede says.

The wide world of free-lance writing was brought home to Drummond Reed of Seattle when he posted a forum ad headed "Free-lance Writer Needed" to recruit a writer to help him write software training workbooks.



Drummond Reed of Seattle has this advice for anyone planning to place a "help wanted" ad on CompuServe.

1. Know your audience.

Place your ad in a forum where you will find your intended job pool.

2. Be clear about qualifications

and requirements of the job when composing your message. If you are too vague, you may have to write clarifications to hundreds of respondents.

3. Ask for replies

via CompuServe Mail, even when you place an ad in the forums. You'll need to check only one place, rather than each forum where you placed the ad.

4. Specify the information you want

in the replies, such as résumé, letter, list of references and specific experience.

5. Warn people in advance

whether to expect a reply from you, and how long the reply might be in coming.

6. Don't forget to check the Employment/Education listings

in CompuServe Classifieds (GO CLASSIFIED). Employers post ads for available jobs in "Open Positions." Open positions at CompuServe are also listed. There is no charge to access the classifieds other than normal connect-time fees.

"CompuServe must be where half of the free-lance writers in the world hang out," he says. "What could be a better resource for writers, or a more natural way for them to express themselves?"

Reed reports, "My fingers are exhausted from typing responses—at last count, more than 35 of them. Virtually everyone had all the experience we asked for. While we're not completely finished, I would call the effort a clear success."

Working from Home

People who work at home—either because they want to or because they have no

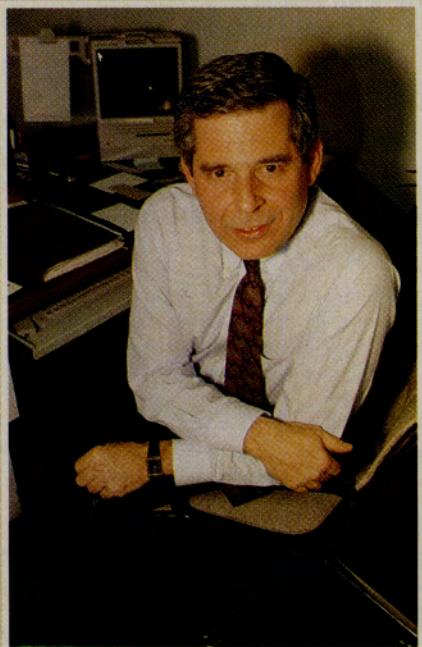
other choice—have a useful resource available in the Working From Home Forum (GO WORK). "We have people who do business at home, as full-time or part-time workers, and there's no question that there's an increase in interest from both groups," says Paul Edwards, who with his wife, Sarah, is the co-manager of the forum.

"Some of these members are people who were put out in the cold because of layoffs, early retirements or forced reductions of one kind or another. Or they're people who think networking is a good thing to do in anticipation of a layoff—preparing themselves for the eventuality that their jobs won't last."

Edwards says that the number of people in these categories has been increasing consistently. "Working from home has been growing at the rate of 10 percent a year. In 1989, it zoomed up to 29 percent."

The Working From Home Forum is a "superb place to network," says Edwards. "If you're willing to share information, ask questions and become a participant, a marvelous array of opportunities can come out of this."

"A lot of things happen as a result of being in the forum. People get to know one another, find out capabilities, decide whether they can trust the other person. The result is



GARRY BURDICK

Benefit of the doubt is yours: Brieger

Making a mid-career switch to a job that pays \$75,000-plus may be more difficult this year for two reasons, according to Steve Brieger, a Manhattan-based "headhunter" with 25 years in the executive search business. Brieger, who is retained by companies to recruit seasoned candidates for top positions with six-figure price tags, doesn't balk at using the (shhhh!) "R" word. The recession is real, he emphasizes, and it's a primary cause of the sluggish job market.

"The second reason is the trend toward downsizing," explains Brieger. "Companies are flattening their organizations and operating with fewer people. The typical manager who used to supervise seven or eight people now is supervising 15 or 20. The veteran middle manager who loses his job

because of downsizing may find he's too narrowly focused for the wider requirements of the current market. People used to be specialists; now they need to be skilled in a variety of activities to qualify for management status. The span of control that they will oversee is broader."

The good news for the person making a mid-career move is that age is no barrier and firing is less of a black mark than it used to be. Depending on skills and achievements, managers may be considered hot prospects until retirement takes them off the market. On the "job termination" issue: "It used to be assumed that you were fired because you did something wrong," says Brieger. "The burden of proof was on you to prove that this wasn't the case. Today, it's the other way around. The response is, 'What happened? Was your company sold? Did it downsize?' You're given the benefit of the doubt."

Reasons for mid-career moves go beyond the economy and include burnout, boredom, mid-life crisis and plateauing (no upward track). Brieger adds that many current employees feel less loyalty toward companies and communities than they once did, and restlessness often sparks a flurry of resumes and a wave of pledges to "test the waters." Although his office receives about 200 resumes a week, Brieger rarely makes a match between a client company and a person who is actively job hunting. He leaves that approach to conventional employment agencies. Instead, his mode of operation is to go after a hot recruit rather than to wait for a recruit to come to him. An often-asked question is, How can a person position himself to be a likely candidate for

a headhunter's call? The answer: Become a moving target.

"The key is to make yourself so visible that when a search firm recruiter starts looking for a person who might be you, he'll find you. This means that you should be active in trade associations, write articles about your industry, and in some way make yourself stand out from all of the other people who do what you do. If I'm out there networking in your territory and asking who is the best manager in a certain field or in a certain geographic area, yours is a name that will be mentioned to me."

As carefully defined as his clients' employment needs are, Brieger says, certain characteristics are always in demand and span most professions.

"Interpersonal skills are what separate those people who grow from those who become stagnant in their jobs. Particularly important is the ability to get along with others, create relationships, manage and influence people."

He cautions that a job search can be a long process, and that some people estimate that one week of hunting is required for every \$1,000 in salary sought. Such an equation comes as bleak news, particularly to persons out of work. But there is a bright side.

"I could tell you countless stories of people who never would have changed jobs because they didn't want to take risks," says Brieger. "But when forced to do it, they've ended up in better places than where they were when they started."

—Holly G. Miller

that work develops, such as subcontracts and joint ventures."

Edwards says he is still in disbelief over a recent incident. "A man left this message on the forum: 'I have just made a multimillion dollar contract in the Soviet Union. Every contact I made on this forum helped me get this contract.' Then he left, presumably for the Soviet Union, and we never heard from him again—the mystery message leaver. I'm still stunned."

Job resources abound in the forum. Reference libraries offer business information, including tips about specific businesses, database research, mail list services, mail order, direct sales, typesetting and desktop publishing.

lishing, word processing and transcription, articles from *Family and Home Office Computing* magazine, jobs and telecommunications.

Closed sections are available for specific job groups, such as private investigators, information brokers and accountants. Other popular professions represented on the forum are public relations, marketing, technical writing, computer and management consulting, and desktop publishing.

Section 11, "Jobs/Telecommuting," is the most popular section for people seeking work, with activity increasing in recent months. Sample files in the library include advice on hiring your first employee as a

home-based business; how to create a résumé; advice on finding work at home; and how to respond when your company says, "You can't work at home."

Other files offer do's and don'ts about advertising on CompuServe: It's prohibited to run an ad listing prices, but you can tell other forum members about the opportunities and services you offer in general. Also, you can't use CompuServe to send junk (i.e., unsolicited) electronic mail.

Not to worry. There's plenty you can do on CompuServe to advance your career goals. Whether you're looking for a job or an employee, why not get started networking now?

Michael Naver is a free-lance writer in Baltimore, Md. His CompuServe User ID number is 76004.2242.

FEATURE

RELAX

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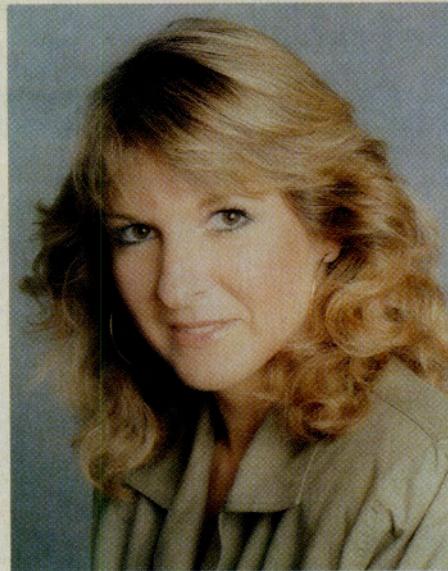
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by Lynne Verbeek



RICK ENGLISH

SPA has kept industry afloat: Roizen

Equal Justice for Developers

► The Software Publishers Association advocates fair practices to software authors and users online.

Do you have dreams of creating your own software program, quitting your day job to give all your time to your fledgling company, and skyrocketing to fame and fortune as a successful software developer? What about marketing, packaging, distribution, incorporating, beta-testing, copyright protection, venture capital...? Before your dream becomes a nightmare, log on to CompuServe and check out the Software Publishers Association Forum (GO SPAFORUM). Here you can ask questions and exchange information with successful software developers.

The SPA Forum, launched on CompuServe last July, is one of the SPA's latest efforts to help people in the industry exchange information. But the SPA itself has a long, successful history. When attorney Ken Wasch formed the association in April 1984, it had just 25 members. Today the SPA has more than 700 members, representing more than 90 percent of software publishers. It is widely recognized as a major force in the software industry, lobbying

for legislation to protect software as intellectual property, launching an extensive antipiracy campaign, and working on international expansion to get software protection in other countries.

While the membership has changed and the SPA has grown, the basic focus has remained the same. "When we formed the

SPA we had three goals," says Wasch, now executive director of the SPA. "The same three goals we have today: to promote the industry, to protect the industry, and to provide information to the industry."

For such an extensive organization, keeping in touch and getting information out to members is a top priority. CompuServe has long been the SPA's system of choice for communicating online, says Wasch, and response to the SPA Forum on CompuServe has been gratifying. "We get a lot of messages, and a lot of people exchange information. For example, last night somebody had put out a request for ideas on how to increase the response to a direct-mail advertising campaign. Another member quickly responded. It's great to have that kind of a forum, says Wasch, who serves as primary forum manager. Many questions come from people just getting into the industry. They ask questions on marketing and distribution, which we are in a position to answer."

The forum gives software developers a chance to bounce ideas off each other and to ask for advice. Some questions in the Hot Topics message section include a request for advice on preparing a presentable business plan for venture capitalists, whether to develop a new program for the DOS or Windows environment, where to get a beta-test agreement form to ensure non-disclosure by beta-testers, and how to buy a franchise for a software store and training center.

Much discussion on the forum revolves around software piracy. The fight against software piracy is probably what the SPA is best known for, and Wasch believes the group

COMPUTING SERVICES

CM's Computing Services Credo: For those who call out for advice, answers, even mere companionship in a discomfiting computer world, we throw you the online rope that connects to the main. No man is an island unto himself. Herein the Control-G tolls for thee.

▼
Stopping Copying

▼
Mac Upgrades
Online, p. 26

Software Law 101

Are there some situations in which it is OK to copy software? Take this quiz and find out.

1. Your friend or business colleague has an interesting software program. He asks, "Want a copy?" Is this legal?

No. The law says it is illegal to make or distribute copies of copyrighted material, including software. If you pirate software, you may face a civil suit, fines up to \$50,000 and jail terms of up to five years.

2. What happens when I receive an upgrade? Can I give the old software to someone else?

No. The upgrade is an improvement to the original software and not a new copy. The earlier version and the upgrade should be treated as elements of the same copy of software.

3. At my company, we pass disks around all the time. We all assume that this must be acceptable since the company purchased the software in the first place. Is this permitted?

has been effective in its campaign. Most people now know that it's illegal to copy or pass around commercial software, but can find themselves in difficult situations.

For example, a message in the forum read: "My employer's attitude is that it's OK to buy one copy of a program and then load it on all the computers. He knows it's illegal, but says, 'Everyone else is doing it. No one will ever know.' I am expected to install, support and train other users on these set-ups. I know this is simply theft, and I find the situation despicable. What can I do to stop this practice and still keep my job?" Within two days there were several suggestions and messages of support.

Heidi Roizen, past president of the SPA and currently a member of the board, is the president of T/Maker Software, which publishes WriteNow, the popular word processing program for the Mac. She agrees that the antipiracy campaign has been effective in raising the awareness of the general public. "I think there is a better attitude against pirating software than there used to be. The bulk of software revenues come from corporate America, and corporations have recognized that it is against the law to have unauthorized copies and that it is prudent business practice to ensure that they don't."

In the past two years, the SPA has started filing lawsuits against companies when piracy is reported. The piracy hotline, 800/388-

No. Corporations are bound by copyright laws just like anyone else. Many companies have written policies against "softlifting." Employees may face disciplinary action if they make extra copies to use at home or on additional office computers. A good rule to remember is that there must be one authorized copy of a software product for every computer it is run on.

4. Do the same rules apply to bulletin boards and user groups?

Yes. Many bulletin boards and user groups offer participants shareware or public-domain software, which is perfectly acceptable. It is the responsibility of the bulletin board operator or user group to respect the copyright law and encourage participants to do the same.

5. Are schools and professional training organizations exempt from these rules?

No. The same copyright responsibilities that apply to individuals and corporations apply to schools and training organizations.

7478 gets 20 to 30 calls a day. At the time of this writing, there were six suits in process, and the SPA had just decided on six new suits to file. The organization has never lost a case.

What kind of a defense would an accused company come up with? "We filed in a case in which the company had purchased 70 copies

of Lotus 1-2-3, but was running them on 150 machines," says Wasch. "The company argued that it didn't have to purchase exactly the same number of copies as machines, just up to the number of people who knew how to use Lotus. But according to the copyright law, an application that is loaded onto a hard disk is a copy regardless of how often it is used. If you have 100 copies of Lotus installed on the hard disks of your computers, you must own 100 legal copies."

To help companies and individuals monitor their software, the SPA has introduced the SPA Self-Audit Kit (SPAudit), which it provides free on request. (See box below for details.) The SPA also includes a pamphlet entitled *Software Use and the Law*, which explains the copyright law as follows: "The copyright law is clear. Title 17 of the US Code states that it is illegal to make or distribute copies of copyrighted material without authorization (Section 106). The only exception is the user's right to make a backup copy for archival purposes (Section 117)."

You can request the SPAudit Kit online in the SPA Forum. Be sure to specify 3.5- or 5.25-inch disk format. A Macintosh version will be available early in 1991.

The SPA's work in lobbying for protective legislation for software can be a long and tedious process, but it has been crucial to the industry's survival. The most recent legislation passed was the Software Rental Act, which took five years of work. Roizen testified before two Senate committees in 1989

Free Resources from SPA

"Everyone benefits from a healthy computer software industry," says Mary Jane Saunders, general counsel for the Software Publishers Association. "Most people do not purposely break the law. Those who copy software without authorization are stealing intellectual property and should understand the consequences of their actions. Newer and better software can be developed only if the software development team receives a fair price for its efforts. When a few people steal software, everyone loses."

The SPA has published two brochures on piracy, *Software Use and the Law*, and *Is It Okay to Copy My Colleague's Software?* Unlike software, the association allows anyone to copy and distribute these brochures freely.

The organization also publishes SPAudit,

a software management program that searches your computer's hard disk for more than 650 programs used in business and prints a list of all programs found. Users compare the printout to their purchase records.

"This procedure helps automate the software audit process," says Jodi Pollock, SPA's public relations director. SPAudit comes in 3.5- or 5.25-inch disk versions and is available at no charge.

For a free kit, brochures and a sample corporate policy statement to make sure your company is "software legal," request the SPA Self-Audit Kit via the SPA Forum (GO SPAFORUM) or write: Self-Audit Kit, Software Publishers Association, 1101 Connecticut Ave. NW, Suite 901, Washington, DC 20036.

-Daniel Janal

regarding the act, which finally passed in November 1990.

Roizen places a high value on the SPA's legislative efforts. "We can't expect our legislators to know what software is, how it works or why it needs to be protected as intellectual property. The SPA is valuable in proactively trying to help our legislative process to understand our needs. The point of the Software Rental Act, according to Roizen, is not that you can't rent software, but that you can't rent it without the copyright owner's permission. "Value has been created, and the creator should be rewarded," she says.

In many ways, says Roizen, the legislative work is preventative in nature. "It's not that you necessarily realize an effect of it happening, but you would have realized an effect by its not being there. If the Rental Act hadn't passed and there were hundreds of software rental stores, eventually none of us could make money. It would make piracy so rampant that nobody would buy the software."

While copying and passing on commercial software is illegal, it is the prime method of distribution for "shareware." Shareware programs are posted in many CompuServe forums and on other BBSes. They generally have an opening screen requesting that if you use the program, send money, usually between \$20 and \$50, to the author. For program authors, this is a way to distribute their software without the high overhead costs of advertising and packaging. If the program is good and enough people are honorable, they can get a worthwhile financial payback for their efforts.

Freeware is distributed in the same way, but no payment for use of the program is required. Unfortunately, authors of both shareware and freeware have been finding their software being copied and sold by disk houses, companies that put together collections of this software and then advertise it for sale.

Although the SPA primarily acts on behalf of commercial soft-

ware developers, shareware authors also have the protection of the copyright laws. Attorney Jonathan Wallace discussed the legal issues associated with shareware and freeware in a conference archived in the Macintosh New Users and Help Forum (GO MACNEW, file LAWYER.CO in Library 8, "Guest/CO Archives"). "The instant you create something, you automatically own a copyright on it," he says. "You don't actually do anything else to 'get' a copyright. You put the copyright notice on your work to advise the world that you claim copyright in it."

Wallace successfully sued a disk house that was distributing ProComm, a shareware program by Datastorm, without permission. He won a \$22,000 judgment for the company. "As far as I know, it is the only case in which a shareware copyright has been litigated," says Wallace. "Therefore it is a significant victory."

The least well known of the SPA benefits are the data programs and market research information it provides. Member firms send confidential monthly sales information to the accounting firm of Arthur Anderson. A detailed report of sales information summaries is produced each month. This helps companies find out which software categories are growing, and what their market share is in a particular category.

International expansion is another new direction for the SPA, which opened an office in Paris in January 1990. "Software marketing and development is now a global enterprise. One of our first products to come out of the Paris office is an *International Resource Guide and Directory*. It's a compendium of

everything you want to know about marketing software in foreign countries," says Wasch.

The SPA is funded by dues and revenues from the conferences the SPA sponsors. Dues range from \$500 to \$25,000, depending on the revenue of the member company. The SPA has a staff of 20, including Wasch, in Washington, and three in Paris. Thirteen people, many of them software executives, serve on the board of directors.

When they join, members get a *Guide to Contracts and The Legal Protection of Software*, a major benefit to small companies and startups. It provides sample contracts for such industry needs as beta-test site agreements, and sample site and license agreements. In addition, members can participate in the data program and conferences. The 1991 conference is scheduled for San Francisco March 17-20; Cannes, France, in June; and Orlando, Fla., in September.

Members interact with peers by joining the SPA's special interest groups on such topics as software security, international, telecommunications, the Macintosh, public relations, marketing, technical support and documentation/packaging, and publishing software for the consumer, entertainment, education or business markets.

While Wasch has realized his goal of making the SPA a significant force in the industry, he is also well aware that he acts on behalf of a very diverse group. Perhaps it is his ability to maintain this balanced perspective that has made the association so successful.

"The SPA is different things to different people," says Wasch. "If you're a small struggling software company, you're going to do well by the various services we provide. For startups, we have a binder of services called Building a Software Business. The smaller companies are interested in our marketing assistance. The big companies are more interested in the legal work we do."

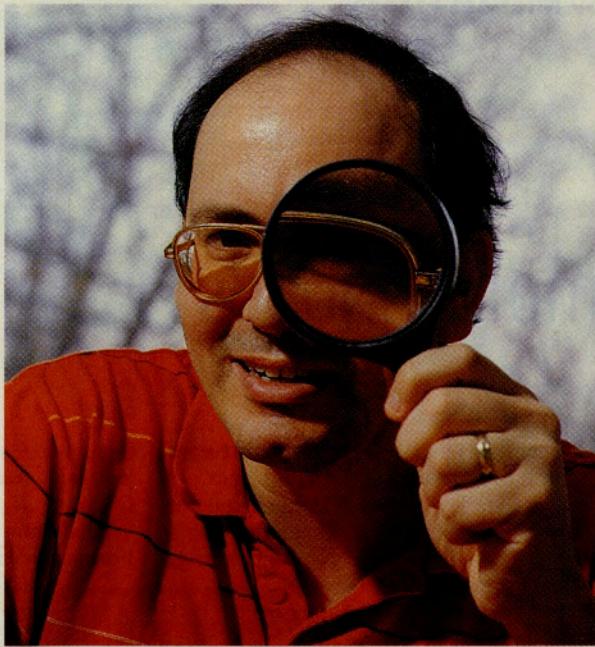
Lynne Verbeek, managing editor of Computer Currents, is based in Berkeley, Calif. Her CompuServe User ID number is 75300,600.

SPA Forum At a Glance

You can reach the SPA Forum by typing GO SPAFORUM. "Hot Topics" is a good place to discuss issues such as piracy, copyrights and "Look & Feel." The "Ask SPA" section has questions on where to find a particular kind of software, requests for help from startups, requests for the SPAudit Kit and general membership information on the SPA. You also can report piracy in the "Ask SPA" Section, or telephone the hotline at 800/388-PIR8.

SPA Forum managers are Ken Wasch and Peter Beruk.

Company representatives who wish to join the SPA organization can call Lee DePalma, membership manager, at 202/452-1600.



Membership magnified his promotional skills: Skier

A Startup Publisher's Tale

Two years ago, ace developer Ken Skier started his software publishing company with a product and a dream. He had no marketing or publishing experience.

He demonstrated "Ken Skier's No Squint Laptop Cursor" at the Software Publishers Association 1989 conference and the rest, as they say, is history. Two national distributors, Micro-D and Kenfil, expressed interest in carrying his product. Four hours later, he had a handshake agreement to feature the product in the Traveling Software catalog.

The following year, SkiSoft's Eye Relief large-type word processor received two awards from the SPA membership, including the award for best text application—beating out industry heavyweights Microsoft Word and WordPerfect.

"Membership in the SPA literally made me a software publisher. Before I joined the organization, I was a software author. I created products, but I didn't package, market or distribute them myself," he says from his SkiSoft Publishing Corp. office in Lexington, Mass. "Instead, I would license them to big publishers who would produce and market them."

Through the SPA, Skier learned the nitty-gritty business of packaging, paper, binding, assembly, lead time, economies of scale, and how much to pay to get a product produced. "I also learned how to get the attention of the industry so I wouldn't have a garage full of products," he says. "Most important, I developed relationships with people in the industry. I could sit and have a drink with Bobby Ohrbach, who was the computer buyer for 47th Photo. I could meet people such as Bill Machrone, editor of PC

Magazine, and develop good, collegial relationships with other publishers who could show me the ropes. As big as this industry is, you can have all the players together in a room and mingle and talk and get to know them. Now after attending the SPA conferences for three years, I am among friends."

It's not only software publishers who join the SPA. The organization's 700 members also include those who service the industry, such as lawyers, advertising agencies, public relations firms, and packaging companies and distributors.

"I joined the SPA initially to find clients, but I also discovered fascinating entrepreneurs and people who are creating reality out of magnetic sparkles—people who are changing the way we work," says Mark McDonough, president of Knowledge is Power of Wenham, Mass., a provider of detailed competitive analyses, product positioning and market intelligence for software companies. "The consultants who go to the SPA are micro enthusiasts."

"The SPA is a great way for us to meet our clients and stay abreast of developments in the industry," says David Resnik, partner in Software Packaging Associates of Cincinnati, a company that prints manuals and documentation, duplicates disks and manufactures software packages.

If you attend the SPA conference in San Francisco this month, you can ask Skier about the success of the product he introduced at the last conference: Magnify! for WordPerfect, an add-on that allows users to work with crisp, clear text in a variety of sizes to avoid eyestrain.

—Daniel Janal

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by Michael Fraase

Apple's Uncommon Uploads

► Macintosh users get system software via a unique online licensing pact.

There are few things that cause greater panic for a Macintosh user than noticing a corrupt system software component after normal business hours or on a weekend. The dealers are closed and you're pretty much out of luck until they re-open—unless you're a member of Compu-

Server's Macintosh Developers' Forum, one of many forums that make up the MicroNetworked Apple Users Group (MAUG). Forum members know that thanks to Apple Computer Inc., they can find and upgrade Macintosh system software online and that help is never more than a phone call away.

"The fact that Apple is the only major computer company to make its copyrighted software available to the user base says a lot about the company," says Neil Shapiro, chief sysop for the Apple II and Macintosh forums. "It shows Apple is willing to go the extra mile for its users."

It all started in 1986 when Apple employees began to upload Macintosh system software and utilities to MAUG. This was seen as a great benefit to the Macintosh

community, except that Apple's legal department began to grow concerned about protecting the company's software copyrights.

Enter Shapiro and Dan Cochran, then head of Apple's developer technical support department. Both recognized the practicality of distributing software electronically, since part of what makes the Macintosh unique is its operating system software. Sensitive to Apple's copyright concerns, yet not wanting to see access to these important tools limited,

COMPUTING SERVICES

Shapiro came up with the idea of an online license agreement and suggested it to Cochran.

"Software comes in an envelope with a license agreement," Shapiro explains. "When you go online, the database you access is sort of an 'envelope' as well, with terms you must agree to before you can use the software."

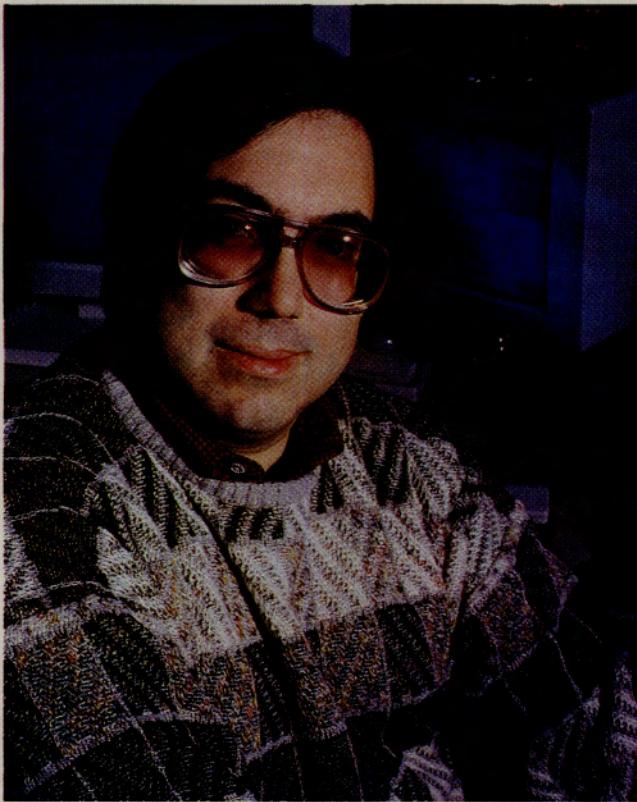
Cochran worked with Shapiro to refine the concept of an online license agreement and approached Jean-Louis Gassée, former Apple Products president, who then championed the idea within Apple's corporate hierarchy. A consensus was reached and Macintosh system software and associated utilities have been available online ever since.

One of the best reasons to take advantage of the MAUG system software electronic distribution program is a sense of safety in numbers. You're not on your own when you upgrade your system. If you have problems, community support is available in the message sections of the forums. Other benefits include greater compatibility and fewer "system bombs." Plus, some of the new software requires updates to be usable. While upgrading, there are no surcharges; you are billed only for normal connect time.

Although the complete contents of the Macintosh system software distribution disks are available for downloading via the Macintosh Developers' Forum (GO MACDEV), Shapiro thinks most users would benefit from upgrading their system software through an authorized Apple dealer, and suggests using the forum libraries as supplemental archives.

"If you've upgraded your system software and your monitor's CDEV gets corrupted, you can access the Macintosh Developers' Forum and download only the necessary files," Shapiro says. This can prove to be an effective strategy since the most current (as of this writing) Macintosh system software version, 6.0.7, is distributed on either two 1.44MB diskettes or four 800K disks. Shapiro notes that some users download the entire software set, and that such a strategy would be most appropriate for someone living in a remote area without a software dealer nearby.

GARRY BURDICK



Online license made sense: Shapiro

System Upgrade Info

All Macintosh system software, utilities, tools and other information, such as technical notes and human interface notes, are available for downloading within the Macintosh Developers' Forum (GO MACDEV). Check the forum's "Newsflash" announcement for availability of new system software upgrades.

Tools such as ResEdit, Apple's resource editor, and all technical notes are located in Library 7, "Apple System Tools."

Below is a list of files for Macintosh System Software version 6.0.7. All system software files are located in Library 8, "Apple System Files":

BASCON.SIT Communications Toolbox, "Basic Connectivity Set" disk

COMM1.SIT Communications Toolbox, "Disk 1" disk

SAMAPP.SIT Communications Toolbox, "Sample Application" disk

PRT607.SIT System 6.0.7. "Printing Tools" disk

SYT607.SIT System 6.0.7. "System Tools" disk

UT1607.SIT System 6.0.7. "Utilities 1" disk

UT2607.SIT System 6.0.7. "Utilities 2" disk

Individual files can be located by searching for the component name; e.g., "MONITORS" to find the Monitors CDEV, "EXCHANGE" to find the Apple File Exchange program, and "Finder" to locate all available versions of the Finder.

Technical notes from Apple's Developer Technical Support department are distributed regularly and are also available for downloading. A complete set of these important tips is maintained in Library 7.

It's become something of a lost art to match system software and CPU, so here's a breakdown:

Macintosh Classic System 6.0.7—required

Macintosh Plus 6.0.4—recommended

Macintosh SE 6.0.4—recommended

Macintosh Portable 6.0.5—recommended

Macintosh LC 6.0.7—required

Macintosh II 6.0.4—recommended

Macintosh SE/30 6.0.4—recommended

Macintosh IIsi 6.0.7—required

Macintosh IIcx 6.0.4—recommended

Macintosh IIci 6.0.5—recommended

Macintosh IIfx 6.0.5—recommended

Until early 1990, it was always best to use the latest versions of the system software. For the past year, however, Apple has focused its system software development efforts on the next major upgrade, System 7.0, and has released incremental updates to support the release of new CPUs (see box).

It's common for the forums to be buzzing with bug reports shortly after the release of new system software. The electronic communities are unique in being "open" 24-hours-a-day, and someone is always willing to help.

Michael Fraase is the author of Macintosh Hypermedia Volume I: Reference Guide and Macintosh Hypermedia Volume II: Uses and Implementations. His CompuServe User ID number is 75300,640.

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Dean Witter Reynolds.	94	186	404
Prudential Bache....	105	210	420
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▼ Key to a Sound Strategy

▼ How to Screen Companies, p. 30

Raw numeric data from financial databases helps many fundamental traders prospect like the pros.

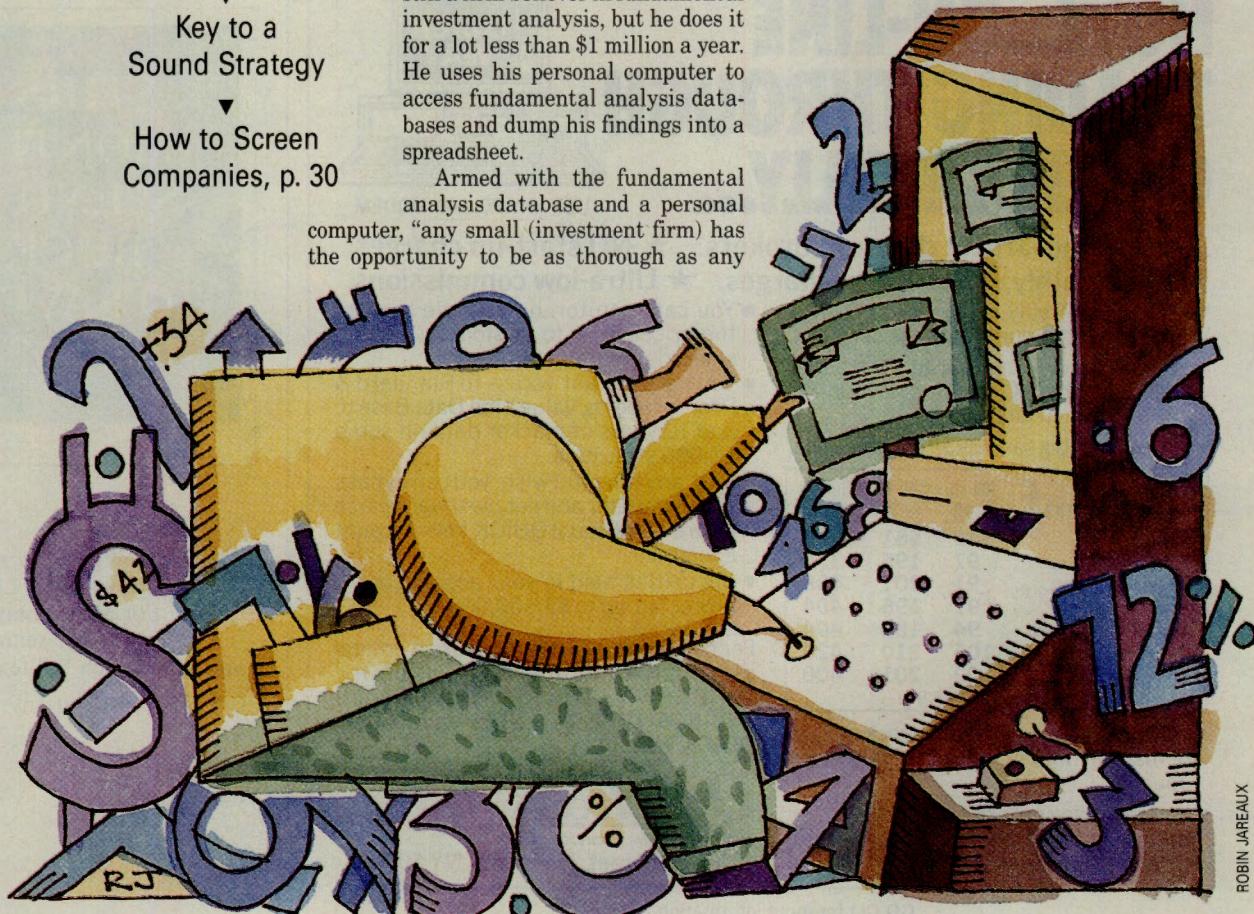
When Abe Bronchtein ran the quantitative analysis group at a major New York bank, he supervised 10 programmers who went online every day to retrieve and process fundamental investment analysis data with the bank's mainframe. The bill for this came to \$1 million annually, plus the cost of the programmers.

Today Bronchtein runs Bronchtein Research & Management, N.Y., a one-man investment and portfolio management firm. He's still a firm believer in fundamental investment analysis, but he does it for a lot less than \$1 million a year. He uses his personal computer to access fundamental analysis databases and dump his findings into a spreadsheet.

Armed with the fundamental analysis database and a personal computer, "any small (investment firm) has the opportunity to be as thorough as any

large research department," Bronchtein says. He boasts that with the exception of what might be learned by an on-site visit, his system lets him "know more about any group of companies than the guys at the large firms."

Through his complex analyses he tries to calculate such things as the subtle impact of one-time investments in advertising or research. For instance, he asks: "How do you know which \$2-a-share company is really worth more, the one that does research or the one that doesn't?" By massaging the fundamental data contained in the corporate bal-



ROBIN JAREAU

Sources for Quick Analysis

Two CompuServe services, Ticker Retrieval (GO TICKER) and Vestor (GO VESTOR), are worth looking at, particularly if you are not inclined to pursue a full-blown, fundamental database company screening.

Ticker Retrieval combines fundamental and technical analysis from a variety of databases and saves you from tackling several different databases. GO TICKER brings you to a prompt asking for a ticker symbol. Then you are presented with a 15-minute delayed stock quote and a selection of 15 technical and fundamental options, including a price graph and the return on a \$1,000 investment. The fundamental data comes from Disclosure II, Value Line, S&P Online and the Institutional Brokers Estimate System (I/B/E/S).

In addition, Vestor gives you buy/sell recommendations on each of more than 6,000 companies. You can screen companies according to any combination of 13 criteria. Vestor will identify, according to your selected criteria, any matching stocks from either their buy or sell lists. If you don't have your own investment strategy, you can opt for Vestor's picks of the week.

ance sheet and SEC filings, Bronchtein believes he can make that kind of determination with confidence. CompuServe members can emulate what professionals like Bronchtein do, albeit on a smaller scale, through a variety of CompuServe financial databases, including Disclosure II.

Using Company Screen (GO COSCREEN), Ticker Retrieval (GO TICKER), several Value Line products (GO VLINE, VLANN, VLQTR), S&P Online (GO S&P) and Disclosure II (GO DISCLOSURE), a CompuServe user can measure a large universe of companies against a variety of fundamental analysis criteria or analyze a particular company or group of companies as thoroughly as almost any investment professional.

If you aren't excited about plowing through multiple databases to sort and screen potential investments and downloading the data into your own spreadsheet for more detailed analysis and ranking, CompuServe also offers Vestor (GO VESTOR), which will do the screening, analysis and ranking for you.

Behind the strategies of professional investors like Bronchtein is fundamental analysis data. It is one element—the least glamorous one—of a three-part investment foundation upon which you build your investment strategy. The other two elements are technical data and estimates.

Fundamental analysis data is the dry numeric data that is culled from company financial statements and the various reports publicly held companies must file with the Securities and Exchange Commission (SEC), such as 10-K or proxy forms. This includes sales and income data, expenses, liabilities, assets and a host of other numbers and ratios.

Technical data focuses on price and trading volume trends. Estimates are the projections by professional analysts of the future

performance of the company and the stock.

Often technical data and estimates get greater attention, but many investors believe that fundamental analysis data is the key building block in an investment strategy. "Your investment strategy is incomplete if you don't include fundamental data," Bronchtein insists.

In a balanced investment strategy, fundamental data is used to determine which companies to invest in while technical data tells you when to buy or sell. CompuServe also provides a variety of products for displaying technical data and earnings estimates (GO PRICES, TREND, PRISTATS, EARNINGS, VLFORE and IBES).

The scope of fundamental analysis has expanded in recent years. In particular, database producers have been enlarging the universe of companies they cover to include small companies and foreign firms.

International investing is hot, so the database producers are adding foreign companies into their databases. For example, Standard & Poor's and Disclosure II both include foreign companies traded on US exchanges. If you are looking at these companies, however, make sure you note how the financial figures are reported, in dollars or in the company's home currency.

Because of the growing interest in new companies and emerging industries—an area that some believe offers the best possibility for discovering undervalued, high-growth companies—database producers have tried to include the smaller capitalized stocks as well. Many small public companies, including those too small to be required to make SEC filings, file the reports as a matter of course, so they are automatically included in the databases.

Another trend is the addition of new pieces of fundamental data. The database producers have been adding new ratios and

text data to the standard fundamental analysis offerings.

Standard & Poors, for example, has information with which to derive the price/sales ratio in addition to the typical price/earnings ratio. "The price/sales ratio is a valuable tool for analyzing small, emerging companies. The idea is that sales growth eventually translates into earnings growth," explains Michael Grossman, vice president/general manager of S&P Online. These companies often lack a useful earnings history.

Unless you are a true believer in the Random Walk Theory of investing (that a random selection of stocks will perform as well as the market as a whole—which, except for a raging bull market, does not necessarily provide a satisfactory return), you need to do some type of investment research.

Sometimes that research is nothing more than taking the advice of a broker, advisor, friend or published pundit. Most people opt for this route because it is, by far, the easiest. But they sacrifice control and understanding. When the crunch comes, they are truly at the mercy of others.

Alan Radding is a Boston-based free-lance writer specializing in business and technology.



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Screening for Rising Stars

Fundamental analysis starts with a strategy. Investment professionals use fundamental databases to identify companies that match the combination of criteria they believe reveals investment potential. Their goal is to identify undervalued companies that are most likely to increase in value.

Before you go online, plan your basic investment strategy. Identify which fundamental variables and ratios you want to include in your screening criteria and the range of values you'll accept for those criteria (a P/E ratio of 18 or less, for instance). CompuServe's *Financial Services Users Guide* provides the menus for most of these services. If you want to look at a particular industry, get the appropriate SIC codes (GO SICCODE). And if you need a company's ticker symbol, you can get the information online when it is required. At any prompt asking for a ticker symbol, type an asterisk (*) followed by the first several characters of the company name.

The place to start a search of potential investments that match your criteria is with Company Screen (GO COSCREEN).

Disclosure Company Screening

10026 companies available for selection

1 Primary SIC Code	13 Debt/Equity Ratio
2 State	14 Market/Book Ratio
3 Total Assets	15 Current Ratio
4 Book Value	16 Return on Assets
5 Market Value	17 Return on Equity
6 Sales	18 Return on Sales
7 Net Income	19 Earnings/Share
8 Cash Flow	20 Cash Flow/Share
9 Latest Price	21 Price/Earnings Ratio
10 4 Yr Growth Rate-Sales	22 Yield
11 4 Yr Growth Rate-Net	23 Price Position
12 4 Yr Growth Rate-EPS	24 Price Volatility

Enter choices!

The COSCREEN master screen tells you there are just over 10,000 companies available for searching. COSCREEN combines the Disclosure II database with the latest pricing from MicroQuote II.

With COSCREEN you can search the database according to any combination of 24 criteria listed on a menu. At the prompt asking you to enter a rule, type in the number of the menu option you want for your first criterion.

You can proceed in two ways. The first is to search for one criterion at a time. At the end of each search, the system tells you how many companies meet that criterion. To narrow your search by adding more criteria, pick Option 2, "Continue Search." You will be returned to the main menu from which you can select your next criterion.

If you don't care to go through the search one criterion at a time, which has the advantage of allowing you to watch the field of companies narrow, you can simply type in a string of options separated by commas (1,4,5,10,17,18...).

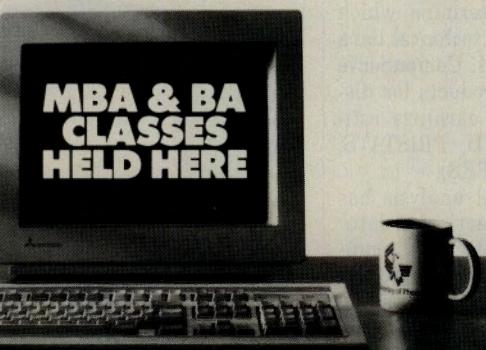
Whichever way you proceed, before the system searches for a match, you must choose a value for that option. You have the standard less-than, greater-than, and equal-to operators. To review the codes for the operators, type /HELP. You will also receive an explanation of that particular criterion.

When you have entered all your criteria and their values, COSCREEN gives you the number of companies that match your criteria. Print the full report, making sure to capture it. You receive a list of the companies, their ticker symbols, sales, price and yield. Now you want to look at these companies in greater detail. Turn to one or more of the company databases; S&P Online (GO S&P), Disclosure (GO DISCLOSURE) and Value Line (GO VLINE).

At this point, investment professionals want to see just a little more online detail, something that flushes out key points in their investment strategy, to determine if the company is a bona fide investment candidate. Then they will contact the company for the full annual report, get complete copies of the SEC filings, read analyst opinions (GO INVESTTEXT) and even search for current news to see what has been reported about the company.

The objective of the online search is not to make an investment decision based on the search results alone, but to identify investments with the best potential for further investigation and analysis.

GO S&P brings you to a menu with seven options.



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Choose Option 3, "Individual Company Profiles." You will then be presented with a choice of how to access the information.

INDIVIDUAL CO. PROFILES

- 1 Access by Stock Symbol or CUSIP
- 2 Access by Company Name
- 3 Access by Industry Code
- 4 Recently Changed Profiles
- 5 List of Industry Codes

!

Choose Option 1, "Access by Stock Symbol or CUSIP," or 2, "Access by Company Name." That leads you to a menu of nine options ranging from background to outlook to the balance sheet.

GO DISCLOSURE brings you to a Company prompt.

Disclosure Reports

DISCLOSURE

Enter ticker symbols (i.e., HRB,DEC), an asterisk followed by beginning of a company name (i.e., *DIGITAL), /H for HELP or /EXIT.

At the next Company prompt, enter the ticker symbol or an asterisk (*) and the company name. That brings you to a menu with 11 options, divided between company reports and ownership data.

Company Reports Ownership Reports

- | | |
|------------------------------------|--|
| 1 Company Name & Address | 7 Ownership & Subsidiary Summary (\$5) |
| 2 Company Profile (\$5) | 8 Five Percent Owners (\$10) |
| 3 Financial Statements (\$10) | 9 Insider Holdings (\$10) |
| 4 Management Discussion (\$5) | 10 Institutional Holdings (\$10) |
| 5 Officers & Directors (\$5) | |
| 6 All Above Company Reports (\$15) | 11 All Above Ownership Reports (\$25) |

Last annual report: 31-Dec-89

Enter choices!

Option 6 gives you all the company reports options for one fee. Option 11 gives you all the ownership data options.

GO VLINE gives you three options: Value Line's annual reports, quarterly reports, or three- to five-year projections.

CompuServe VLINE

VALUE LINE DATA BASE II

- 1 Value Line Annual Reports (\$)
- 2 Value Line Quarterly Reports (\$)
- 3 Value Line 3-5 Year Projections (\$)

!

Additional menus let you look at the income, balance sheet, sources and use of funds and key ratios.

-AR

The Missing Piece



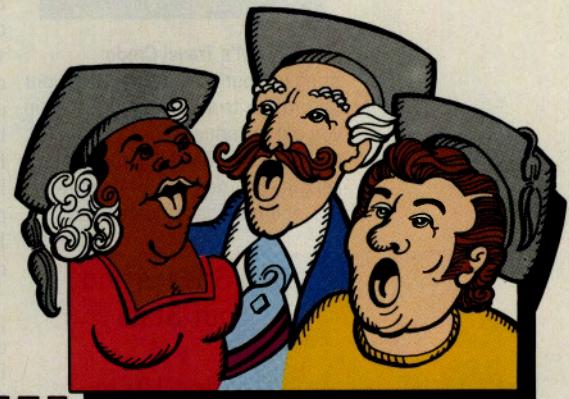
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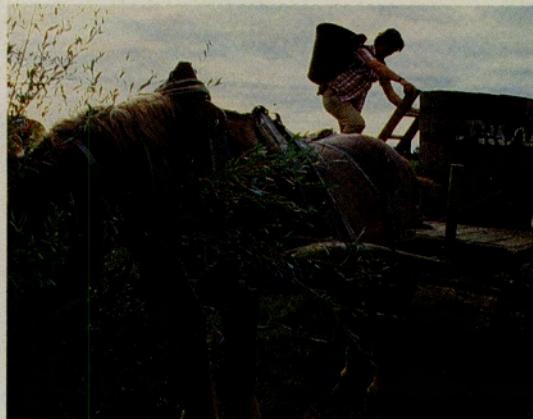
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GO OLI for more information.

by Pat Pugh

JIM CACCIAO



Medoc grape harvest: Southwest France

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▼
Ten Speeds and Four Stars

▼
Gearing Up to Go, p. 35

▼
The Tour of Penguins, p. 36

Luxury biking means cycling without a pack, a tent or a sleeping bag. Your suitcase comes along, but someone else totes it from place to place. You can enjoy the outdoors in the daytime while having a hot bath in a four-star hotel at night. It is a wonderful blend of freedom, adventure and—ahh!—comfort.

B&R's sole ambition is to shamelessly pamper its keen-on-keeping-fit clients while giving them a large dose of biking. For instance, one noontime stop is arranged inside the 17th-century walls of the magnificent Château La Tour Carnet. Banquet tables are laden with roast lamb, smoked oysters, pâtes,

grilled chicken, salad, vegetables and a staggering variety of French cheeses and rich desserts.

Typically, you organize on-the-trail lunches yourself. That's part of the fun of such trips: shopping along the route in a minuscule village, picking out a ripe tomato, a piece of cheese and a slice of pork terrine. And real French bread to boot. Then find a splendid scenic spot to consume it all, such as atop the crumbling battlements of an old fort overlooking the Gironde River.

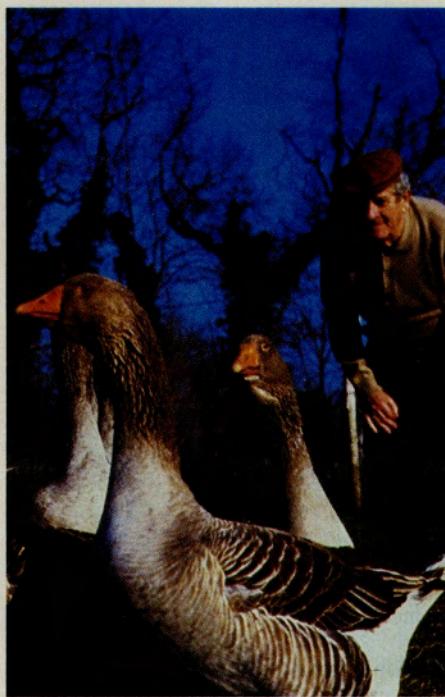
Breakfast is usually fresh juice, cold or hot cereal, fruit, cheeses and freshly baked bread and rolls with pots of unsalted butter and homemade berry jam. Evening dinners are no less than virtual banquets.

The young biking guides are experts in cycling and fluent in both French and English. They also are experienced in first aid and can suggest exercises to prepare your muscles.

But before you have to worry about aching muscles, there is a period of adjustment to Europe's slower pace. The first part of the journey, on the speedy TGV Atlantique train from Paris south to Bordeaux, is a good transition. It is a smooth, fast ride away from big-city stresses. On arrival at the group's meeting place in Bordeaux, you no longer have to worry about details such as luggage, timetables or maps.

Bordeaux is the perfect place to start the tour. There are more than 200 miles of country lanes and small back roads criss-crossing lush vineyards, past splendid 17th-century châteaux and glorious countryside filled with tucked-away villages and sidewalk cafés. Surprisingly, each wine château is signposted and all the roads are mapped.

From a few miles beyond the outskirts of Bordeaux to where the Medoc peninsula meets the Atlantic Ocean, the little villages along the wine road dedicate themselves to producing wine. The designation "château" in French wine country means just about



Le Honk: Goose farm in Dordogne

Vine & Dine Guide

In the summer climes of Europe, a late evening meal outside in a garden setting might be considered by many Americans as wining and dining. But wine is an everyday part of the culture in France, where a meal without wine is usually referred to as *le petit déjeuner* (breakfast). To help you with the enjoyment of wine with food, the following glossary may be useful.

Hors d'oeuvres and/or *vin à volonté*—you can eat all of the hors d'oeuvres and drink all the wine you want without charge.

Aperitif/digestive—before/after-dinner drinks or liquors.

Sauf boisson—drinks not included in the price. *Vin compris*—wine included in the price.

Carafe de vin rouge/vin blanc—one liter

of house wine (*vin de maison*), red or white

Cuvé du patron—a good quality house wine that is usually inexpensive.

Vin de Pays—regional wines.

Demi-bouteille—half bottle of an opened wine.

Perrier, Vichy—sparkling waters.

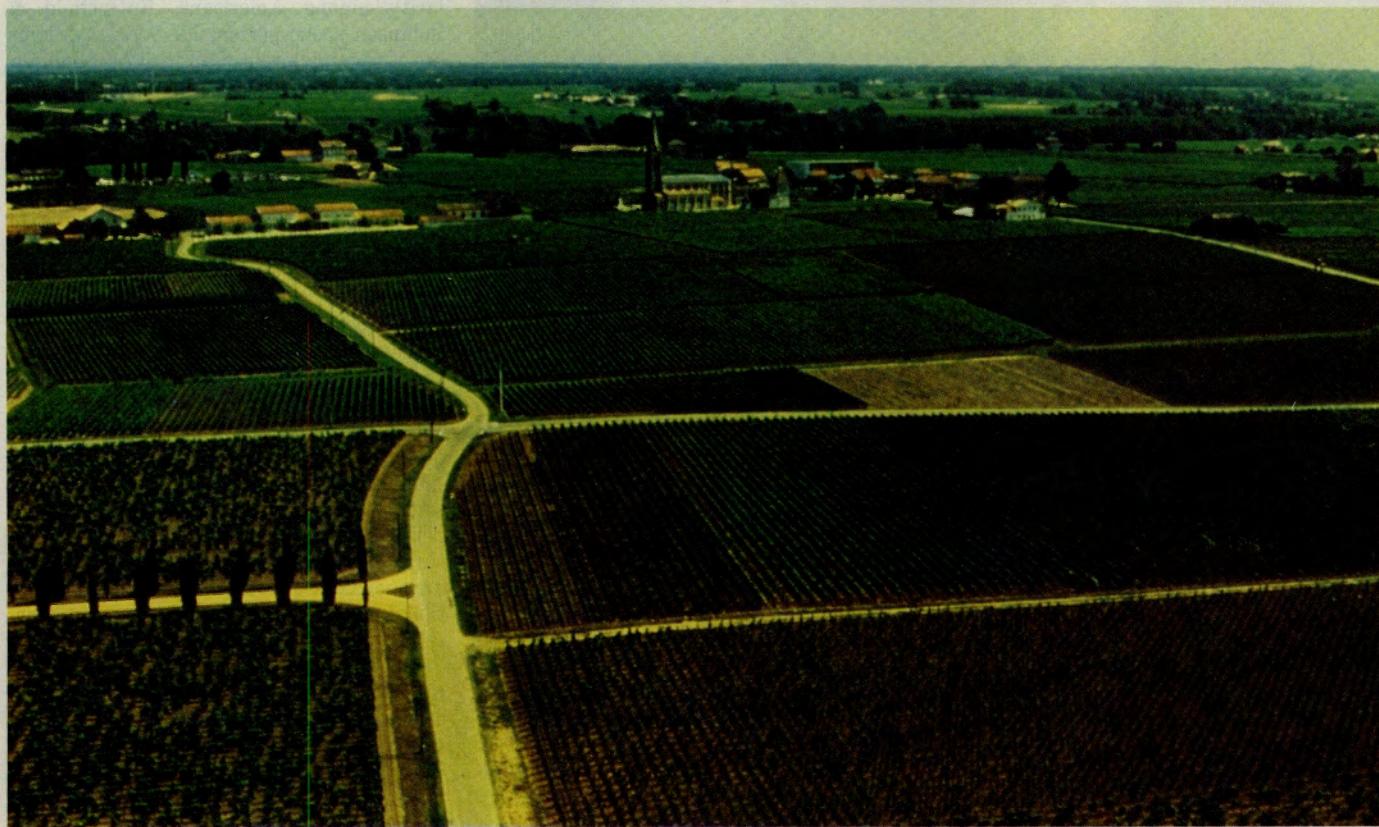
Evian, Vittel—non-carbonated waters.

Carafe d'eau—carafe of tap water.

Café au lait—half coffee and half hot milk.

L'addition—the bill. A French waiter is never in a hurry to present the bill because it is thought inconsiderate to give the bill until it is requested. When you are ready say, "L'addition, s'il vous plaît."

Fiche—a receipt.



During the Hundred Years War, Aquitaine lands were ransomed to England for the release of King John II: Pomerol vineyards

anything its owner wants it to mean—as long as the wine qualifies for high praise.

Margaux. St. Julien. Pauillac. Saint-Estephe. The names are legend to wine lovers. The major wine houses and their carefully pruned vines lie on either side of France's Highway D2. You can either take a spin along it and see many of the great "chais" or swing off and follow the meander-

ing back roads that connect old towns and their Romanesque churches. Few townspeople speak English well, so be prepared. But you readily feel a welcome to your curiosity by their warm smiles.

The B&R bike trip encompasses both urban and rural landscapes. Village streets are paved and have traffic signals and signs. Large diesel trucks on the busy north-south

artery, for the most part, are familiar with single-file biking groups and give a warning honk. Bikers generally stick to side roads with minimal traffic, and it was my experience that French motorists are considerate of cyclists.

One day's itinerary routed us by a rickety old mill site, past blackberry pickers, a family of mallards and at least a dozen farm



Crumbling church ruins of St. Emilion: Along Bordeaux's Gironde River

workers. I would have gone fishing in the pretty little stream outside of Moulis-en-Medoc and crossed the Gironde River via ferryboat to explore the 9th-century Citadel at Blaye. But, unfortunately, I couldn't do everything.

It takes the casual biker just under an hour to pedal the 19 miles between Pauillac and Margaux. Time enough to think about the history of the region. Legend recounts that in 1355, during the Hundred Years War, Edward the Black Prince took French King John II prisoner while he was tipsy on blackberry wine. The focus of power in Europe was forever shifted from Bordeaux to Paris.

It was here, too, from the reedy banks of the Gironde River, that Marquis de Lafayette set sail for America in 1777. In the explorer's

time, Pauillac, halfway between Bordeaux and the Atlantic, was home to more than 70 ship-building firms. The tiny port town today is peaceful and remains a charming place to park your bike for a break.

A highlight of visiting the Bordeaux region lies in the nature of its unspoiled, non-commercial venues. Unlike Beaune, capital of the Burgundy grape, Bordeaux hardly teems with wine shops and information bureaus.

Less than five years ago, famous wine-maker-author Alexis Lichine wrote in *The New York Times*, "There is not a single sign in the center of the city showing the way out to the wine country." Fortunately, times have changed. With the celebration of the French Bicentennial, signs have popped up,

TRAVEL

hotels have been upgraded and winemakers are aware of the public's appetite for anything dealing with the grape. Nonetheless, châteaux are rarely open to the public. It is only through a bona fide tour group one can gain entrance to the cellars, grounds and vineyards—seldom the houses. French wine châteaux are not hotels. They are private homes and, in France, private means just that.

While travel by bicycle in Europe is nothing new, it has been only in the last few years that biking has seen a strong surge in popularity among Americans. Butterfield & Robinson spokesperson Sue Avis says trips are of varying levels of difficulty with different destinations, so there is something for every taste. While the average age of a biker on a B&R tour is 45, they have found that people of any age like the idea of a van following in case of an emergency. Still, they recommend that would-be travelers be in reasonable shape and general good health.

Last year the tour company featured 24 biking itineraries in eight European countries. Most trips, five- to nine-days long, are scheduled in France and Italy, but you can choose among England, Denmark, Ireland, Austria/Hungary, Portugal and Spain.

"Roughing it" on a B&R trip is out of the question. Trips are set up around interesting fine hotels, usually in a relaxing country setting. Accommodations are chosen for superior quality of service and their architectural and historical characteristics. Many are members of the extraordinary international group of country inns and castle hotels, French-born Relais and Châteaux.

Top-quality 18-speed bicycles are furnished and equipped with handle bar and seat packs, a detailed map of the area and water bottle. All bikes are prefitted to an individual's size and requirements. Helmet and gloves are the responsibility of each participant.

And B&R doesn't mess around—you pedal away the first night you get in, for roughly two hours. The first major trip the next day is about 18 miles. They get progressively longer, culminating in a 25–30 mile ride, depending on which route you choose. There is certainly no shortage of directions to explore.

Pat Pugh, a free-lance travel writer based in Houston, is special features editor for The Dallas Times-Herald.

Bordeaux Basics

Gearing Up

The Outdoors Forum (GO OUTDOORS) offers help planning bicycle tours in the United States only. For information on France, access the Travel & Entertainment section of France Info USA Inc. (GO FI) for the latest rates, lodging, reservations, wine tours and restaurants. GO OAG to find airline schedules and fare/seat availability, and to book your flight.

Pretrip Reading

Hit your local bookstore for *Adventures on the Wine Route*, \$19.95, by Kermit Lynch (Farrar, Straus, Giroux), or the prized "bible" to the vines, Alexis Lichine's *Guide to the Wines and Vineyards of France*, \$12.95 in paperback (Alfred A. Knopf).

When to Go

Spring or fall are the best times of year for southwestern France, when days are warm and sunny but not hot. Butterfield & Robinson list several biking excursions in May/June and September/October. No visa is required of US travelers to France.

Getting There

Air France to Paris or the carrier's recent Airbus A310 flights linking Bordeaux direct with New York's JFK Airport are good ways to get there. If you're stopping over in Paris, take the Air France airport bus to Porte Maillot terminal at the edge of the city near the famous Arc de Triomphe. Trains to Bordeaux leave from the Gare d'Austerlitz station every two hours. Purchasing a French RailPass before you go permits unlimited travel at substantial savings. Renting a car in Paris is discouraged, but a post-bike tour car is a must, permitting easy visits to other wine districts including St. Emilion and Pomerol, Atlantic seaside towns and the fascinating castellated region of the Dordogne River Valley.

Paris Stopover

The small, elegant Hotel Lancaster, 7 rue de Berri, is a favorite because of its central location to the Metro subway system (fast, cheap and safe) and the fashionable Champs-Elysees. The Lancaster creates the same quiet comfort and hospitality of a fine British country hotel. It has been embellished with superb pieces of furniture, works of art,

centuries-old clocks, carpets and porcelains. Be sure to take café au lait and croissants in the delightful courtyard; the hotel's concierge will arrange train reservations or tickets for showings at nearby Faubourg-St. Honoré fashion salons.

If you're more inclined to stay outside the city, the comfortable Relais & Châteaux hotel, Cazaudehore La Forestière, is situated in the suburb of St. Germain-en-laye with an added plus: The deluxe inn boasts one of the foremost kitchens in France. Cazaudehore chefs concentrate on simply prepared French country dishes served in a stylish atmosphere. From there, Verdon/Giverny is in easy reach (40 minutes by train) for the marvelous gardens and studio of painter Claude Monet—a bucolic and lovely finale to a grand week in France.

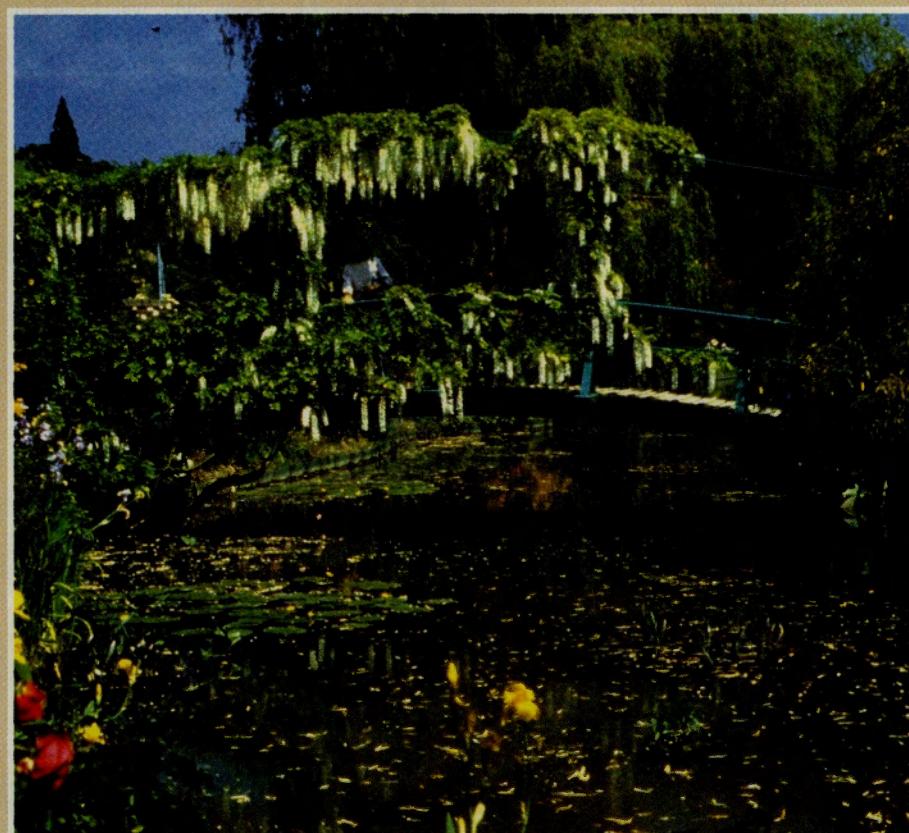
For a copy of the 1991 guide to Relais & Châteaux's 378 member hotels and restau-

rants, send \$5 to R&C, North American Bureau, 2400 Lazy Hollow, Suite 152-D, Houston, TX 77063.

For More Information

Contact Butterfield & Robinson at 800/387-1147. For their informative 108-page catalog of tours, write B&R, 70 Bond St., Toronto, Ontario, Canada M5B 1X3; 415/864-1354 (in Canada). Luxury bike tours with B&R range upward from \$1,400, depending on number of days and country visited. Airfare is not included. The French Government Tourist Office can suggest several types of tours of the Bordeaux wine country. For wine lovers, there are also week-long cruises by deluxe hotel-boat. Write the French Government Tourist Office, 610 Fifth Ave., New York, NY 10019; 212/757-1126.

—PP



The subject of much of Monet's later whirling brushwork: Giverny lily pond

by Christopher J. Galvin

Pedaling Penguins and Other Stories

Long-distance cycling is riding a boom of late. Eighty-four million Americans now pedal past scenery every year, and if the Lycra-clad ones you seem to have trouble passing on the road appear a bit shaky, cut them a break: they most likely began their trip a "century" (100 miles) or two ago.

An entire travel industry has grown up around cycling, catering to enthusiasts who embark on increasingly popular mass joyrides like the "Ragbrai" (The *Des Moines Register's* Annual Great Bicycle Ride Across Iowa), or die-hard touring fans, who take organized trips with scheduled stops at a

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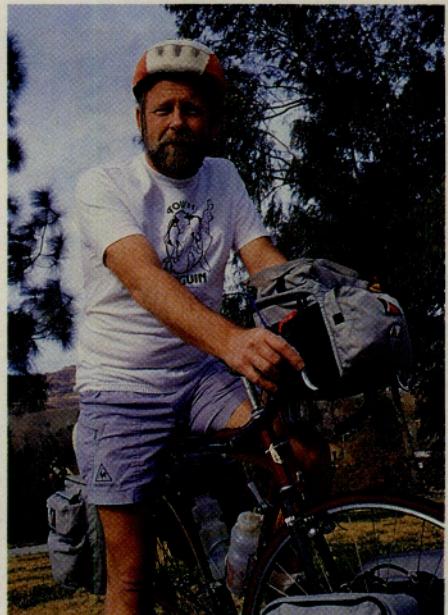
network of bed & breakfasts or luxurious four-star hotels. A less selfish endeavor has come to be associated with touring: fundraising, as evidenced by rides like Philadelphia's MS 150 for Multiple Sclerosis, and Outdoors Forum (GO OUTDOORS) member Perry Jaster, who embarked on his own "Tour de Penguin" last September to raise money for the American Diabetes Association.

Tour de what? Jaster, a development engineer for a technical support facility in the Los Angeles area, explains: "The ride was dedicated to our department administrator, a diabetic who, through complications, has had her legs amputated. She is a big 'penguinophile', so we named the tour for her."

The 40-day, 1,860-mile tour took Jaster and his daughter Jame (who was forced to drop out in Maryland) from the home of fellow forum member Mark Kleinschmidt in Tittsfield, Maine, through 15 states along the East Coast to Jacksonville, Fla. Cycling section members took an active role in the Penguin, offering advice on routes, tracking his progress online via dozens of postcards sent from rest stops, providing a place to stay, and even conspiring to create a tour T-shirt awarded Jaster during a tearful ceremony in his wife's fourth-grade class. "Knowing they were out there watching was instrumental in my getting the thing done, especially when I didn't have any company," says Jaster. "It totally changed the complexion of the ride."

Over the course of the Penguin (an online discussion is archived in PENQN.TXT, Library 7, "Cycling"), Jaster encountered soaking rains (Maine), monster hills (New England), a non-injury car accident (Virginia), Hurricane Klaus and unfriendly townsfolk (South Carolina), and odious humidity accentuated by the constant attacks of unleashed dogs (the South, in general). The adventure failed to end with the plane ride home: a landing gear problem forced an emergency arrival in Houston. "We went through the grab-your-ankles routine, and I'm thinking, I just rode 2,000 miles and I'm going to die on the tarmac in Texas," recalls Jaster.

Still, he has few complaints. "You see



JIM CACCAVO

Online cheers kept him going: Jaster

things at 10 miles an hour on back roads that you're never going to see in a car. There were several really good days, but I think it was just the experience of being on the road meeting the natives and seeing parts of the country that I'd never seen before." Jaster hopes to publish a personal account of his "great war stories" based on photographs and the tour journal.

Cycling Section leader Bill Whetstone, who, equipped with an 800 number, received Jaster's regular phone calls and posted reports, says that the section is an incredible resource to anyone interested in touring, in terms of the information there and library files (indexed in ODFLIB.7). "We don't have a world-class racer to harass, but we do have a lot of experienced cyclists who are all opinionated." Questions surrounding the planned purchase of a bicycle are common, says Whetstone. "There's a lot of unofficial product testing. It's good to be able to talk to people who've actually used the equipment."

People are the section's enduring resource: "What it really gives you is instant friends and touring partners in far-flung places," Whetstone says. A weekend gathering at his Rhode Island home marking the Tour de Penguin's end brought section members from as far away as Toronto for a party-line congratulatory call to Jaster. "It's neat to be able to meet the people you've been typing to. We were all having dinner at my table, sitting around and grinning, saying 'This is really something,'" Whetstone says.

Jaster agrees. "It seems weird to people unfamiliar with CompuServe that you could become good friends with somebody who's just words on a screen. People found out that I was shipping my bicycle to some guy in Maine who I'd never met or even talked to on the phone. They said, 'Huh?'"

Christopher J. Galvin is an assistant editor for CompuServe Magazine. His CompuServe User ID number is 70003,5571.

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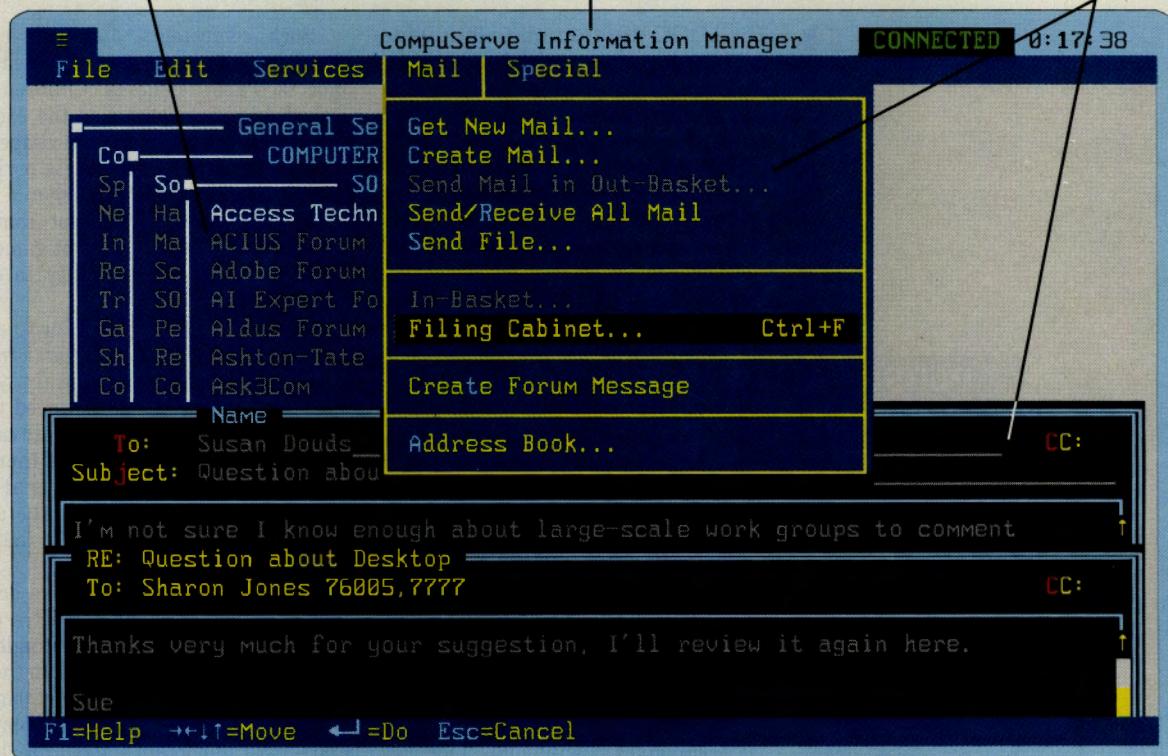
GO OLI for more information.

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Welcome to the wonderful — and wonderfully easy — new world of CompuServe. It's called the CompuServe Information Manager, and it's a program designed to let you use the power of your MS-DOS personal computer while you take advantage of the resources of CompuServe.

The CompuServe Information Manager is easy to use because it lets you utilize a windowed PC interface with pull-down menus and

dialog boxes. It even allows you to do several tasks (on CompuServe) at the same time.

Plus, we've made it easy to get started, too. The CompuServe Information Manager, and its Users Guide, is being offered to CompuServe members only at an introductory price of \$24.95 — and that includes a \$15.00 usage credit. To order, just type GO ORDER at any ! prompt.

And you'll learn how the CompuServe Information Manager can put you on easy street.

CompuServe

Learning As a Four-Letter Word

► **The LOGO programming language bridges a child's attention span by stealing bits of Nintendo's thunder.**

Seymour Papert confesses to staying up late navigating electronic bulletin boards and sifting through the forums of CompuServe. "It captures you and holds you," he explains. Something about electronic micro-worlds tends to grab people's attention and engage their interest.

This "intellectual holding power" is a key concept in the research of Papert, head of the Epistemology and Learning group at the Massachusetts Institute of Technology's Media Laboratory. Some people, he points out, become engaged by playing the piano, others by programming a computer and still others by playing video games.

Any parent who has watched a joystick-grasping child entranced by a game world on the screen will attest to the "holding power" of certain video games. The same parent also may be aghast to learn that Papert, inventor of the children's programming language LOGO, has seemingly made a pact with the devil. Last spring, the Nintendo Corp. anted up \$3 million to help underwrite Papert's research into the design of tomorrow's learning tools.

The key question in education, Papert says, "is not how you present this fact or that fact, but why some people become passionately interested in certain subjects and activities and others don't. The important thing that these new technologies contribute is that they seem to be able to mobilize more holding power."

There's nothing insidious or, for that matter, mysterious about the mesmerizing effect of some video games. "In school and work, people are deprived of a sense of autonomy and accomplishment," Papert contends. Games provide "a world in which you can feel competent and even exert control. The world doesn't depend on anyone else, and if you think hard enough and mobilize and learn, you can be on top of it."

Such competency and mastery should be—but rarely are—part of the educational process, Papert believes. Children who are locked into video games to the exclusion of homework are sending a message to their parents that the homework is boring. That doesn't mean schoolwork should have to adopt whiz-bang graphics or some of the colorful but trivial aspects of games. But it should have an equal ability to engage a child's interest.

Papert introduced his educational theories in his 1980 book, *Mindstorms*. As a disciple of Swiss developmental psychologist Jean Piaget, Papert is convinced that children have a natural curiosity and capacity to learn—until experience turns them off. He posed an alternative to traditional modes of instruction, offering children the chance to program their learning rather than be programmed by the classroom.

His innovation was LOGO, a deceptively simple computer language that a child can use to instruct an on-screen triangle (usually called a "turtle") how to move. In the process, the child learns about direction, angle, change, velocity, geometric relationships and—most important—about breaking complex problems into small pieces. The LOGO user discovers how to dissect a problem, deal with each "subproblem" and reconstruct these small solutions into a larger routine.

The beauty of the LOGO universe is that while programs rarely work out the first time, there are no "wrong" answers—only different routes to accomplishing a task. The child learns to take apart his or her instructions to find out where they went awry, and then fix them.

In LOGO, as in all programming, this is debugging. It is also, Papert argues, the key to all real learning. Knowing the "right" answer is never as important as knowing how to get to it. This approach to learning also translates into areas well outside mathematics and geometry, which are LOGO's obvious strengths.

LOGO has undergone many changes since Papert introduced it to the world. It has taken on a life of its own since parents, teachers and children have adopted it as their native tongue (see box). Papert himself

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CM's Personal Business Credo:
It's our business to help you achieve your personal best. Wise consumer. Time watcher. Intricate researcher. Savvy politico. Grown-up kid. You've got the need, we've got the gear; it's all right here.

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The Lessons of Video Games

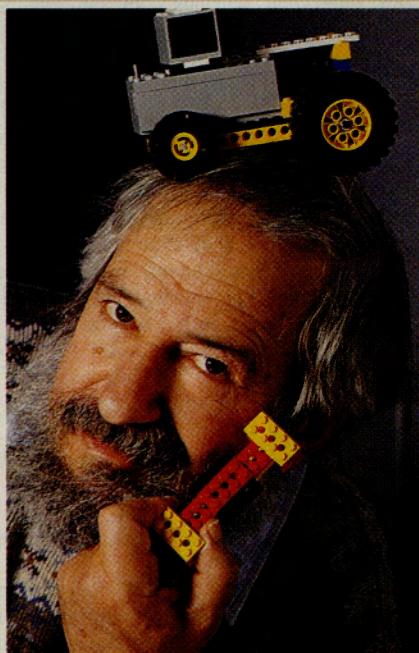
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LOGO's Online 'Samba School'



STEVE SHERMAN

costumed dances for the annual Carnival parade. Without any "official" encouragement or organization, they gather in samba schools to make up the dances and to train each other in the steps. The "schools" are purely ad hoc; people join them because they enjoy the activity.

Why not the computer equivalent? Why not social clubs and drop-in centers where kids involved with computer programming might swap ideas and routines, go for help or become part of joint projects? Who knows? Maybe some adults would get involved as well.

In 1981, Texas high-tech writer Jim Muller organized the Young People's LOGO Association (YPLA) as an outgrowth of eight young people playing TI LOGO around a ping-pong table. YPLA quickly grew into an international group of more than 6,000 members.

Since 1985, YPLA has offered its services to CompuServe members in the LOGO Forum (GO LOGOFORUM), an online "samba school."

Forum members are "kids of all ages," although a large number of the most active members are either elementary school teachers or parents who have volunteered to help out in their public schools.

There's also a silent forum constituency—the computational equivalent of adults who used to buy train sets for their kids. LOGO may have been designed with pre-adolescents in mind, but it also turns

out to be a dandy introduction to programming for adults who may be able to handle commercial programs such as word processors, but haven't the slightest idea how a program is written. As Papert planned and thousands have discovered, LOGO is fun.

The forum is a full-service stop for LOGO users, supporting Apple, Macintosh, IBM, Commodore and Atari platforms. IBM PC users have an extra bonus—Ladybug LOGO (LADYBUG.2IP in Library 11), a freeware package with many of the features of commercial versions of LOGO. Ladybug routines and programming ideas abound in the forum libraries. For a complete overview of library offerings, check INDEX.MAS in Library 0 "Turtle News." For a good overview of commercial LOGO programs and books, see BOOKS.TXT, also in Library 0.

Other forums take a broader look at the education of tomorrow. The Education Forum (GO EDFORUM) Future Talk Section (Library 11) is a lively source of speculation and new directions in education. Not surprisingly, Seymour Papert's name keeps popping up.

For a more straightforward approach to computer-aided instruction, take a look at TEACH2.EXE in Library 8 "Tandy & IBM Science," of the Science and Math Forum (GO SCIENCE) for a shareware toolkit that helps teachers develop tailored instruction packages with gamelike aspects.

-PH & DL

Building blocks to logic skills: Papert

When Seymour Papert introduced LOGO to the world at large in his 1980 book, *Mindstorms*, he predicted that a certain form of computer culture would emerge—one that he likened to the Brazilian samba schools.

In Rio de Janeiro, he pointed out, groups of people come together to create elaborate

has added some permutations, notably the LEGO to LOGO variant, where children construct objects with LEGO building blocks and then instruct these robots with LOGO. This particular marriage of talents—between the computer language for kids and the highly praised system of construction blocks—is the dream team of "educational" toys.

But now Nintendo—the bête noire of many parents—is a new partner in Papert's research. He's not about to flinch at the distinctly non-educational image of the company's games. Video game skill sends an important message, he believes. "It's telling us that this kid can excel and wants to excel. For educators, the challenge is to find things in which to excel that might lead to wider openings in the world."

On a trivial level, he says, one could construct video games that reinforce positive

values—a game where the "bad guys" are environmental polluters, say, or where the object is to save endangered species. But those games would be just another version of what's already available—competitive worlds where combatants pile up points.

Papert sees the chief value of video games lying elsewhere. "Learning as a source of excitement is the aspect of the culture of these games that really interests me," he says. "We're trying to poke around to get insights into how kids get excited by the process of learning."

There are compelling reasons to invent new modes of education that reflect the ways in which society itself is changing.

"The need for more and more people who do creative, intellectual tasks is increasing rapidly," he says of the growing cadre of information workers. "That makes schools

out of touch. We aren't producing as many skilled people as we could and we're making kids very unhappy."

Yet, at the same time, turning kids on to learning should be even easier than it was when Papert introduced LOGO. A decade ago, computers resided in corporate back rooms, not on every worker's desk. Powerful home computers were rare, and even schools had few machines available.

Papert predicted a proliferation of computers in *Mindstorms*, but he's pleasantly surprised that the ubiquity of the machines now exceeds his most optimistic predictions. The key now, he says, is to provide the software that makes education an adventure—that is, "to put the tools for better learning into kids' hands."

Patricia Harris and David Lyon are free-lance writers based in Cambridge, Mass.

by Dan Kening

Completely Enviro-Mental

► Network Earth uniquely joins TV advocacy and online interaction.

A New York resident obtains suggestions on how to expose a politician who misrepresents his record as an environmentalist. An Ohioan is told how he can check the environmental voting records of state legislators. A ninth-grader from Minnesota receives help with a school newspaper article on how to recycle copier toner, while a Montreal resident reports the dumping of raw sewage into the St. Lawrence River.

Such are the interactions occurring on the Network Earth Forum (GO EARTH), a forum unlike any other. Linked to the Turner Broadcasting System Inc.'s "Network Earth" television show, it is a unique "marriage" of television and telecommunications.

Airing on Super Station TBS Sundays at 11 p.m. EST, the 30-minute program is a fast-paced, easy-to-digest look at environmental issues with an emphasis on everyday things we can do to lessen our impact on the planet. Due to its time constraints, though, the show often just whets the appetite for information. The Network Earth Forum was designed to provide a more satisfying meal.

"Developing a forum on paper and seeing it run are two different things," says Staffan Sandberg, associate producer of the television show and the forum sysop. "I knew when the forum went online it would take on a life of its own, which it has. Members are constantly making suggestions. I do my best to tailor the forum to their wishes, although the underlying mission of the forum—as well as the television program—hasn't changed:

to educate people about the environment, to show them that it is within their power to do something about the problems around them and to give them the resources to accomplish this."

The Network Earth Forum strives to meet that lofty goal in a number of ways. Perhaps the most innovative is the blending of the two mediums in the online conference that immediately follows the TV program. Hosted by Sandberg and regularly attended by other members of the "Network Earth" TV staff, the weekly online conference features at least one guest associated with the show's lead story. Featured experts have included co-authors of California's ill-fated "Big Green" proposal and the book *50 Simple Things You Can Do to Save the Earth*, as well as representatives from the National Wildlife Federation, the National Toxics Campaign and the Citizen's Clearinghouse for Hazardous Waste.

Brian Wood, the environmental reporter for Seattle's KIRO-TV and a forum regular, says he's found the forum invaluable in covering his "beat."

One story he covered for his TV station was the direct result of a message posted in the Network Earth Forum by a Japanese textbook author who wanted an update on an exchange program between students in Japan and Seattle. "I saw his message, made some calls and got his question answered," says Wood. "In the process, I got a great story about elementary school students raising salmon and releasing them in a once-

PERSONAL BUSINESS

polluted stream near their school."

Two of the forum areas with the most potential are the Just For Kids! and Teacher's Workshop sections. "In general, the "Network Earth" show combining with the

forum is exactly the direction I and other teachers see education heading," says Joe LeDuc, a Lincoln, Neb., junior high school teacher. "Information is power, and the CompuServe forum allows me to download the show information in a couple of minutes and pass it on to my students."

LeDuc and his students watch the program on videotape in class every Monday and use it in conjunction with a project on the FrEdMail (Free Educational Mail) Network called "We'll Be the Difference." "The Network Earth Forum has been terrific in helping us identify sources to contact," he says. "With the addresses I download from the libraries, my students are beginning to write to many agencies and organizations to get the facts regarding various environmental problems and issues."

"Network Earth" and its forum may not change the world overnight, but this link between different electronic media has the ability to educate people to "think green."

"We saw the forum as a way to show people that we're there and involved—even when the credits stop rolling," says "Network Earth" Executive Producer Henry Schuster. "We have some ambitious plans for the Network Earth Forum. It's a powerful tool, and we've so far just scratched the surface."

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

Sysop's Picks: Files from the Show's Best

The Network Earth Forum libraries are filled with downloadable files that expand on topics covered on the "Network Earth" television program. Here are some of Sysop Staffan Sandberg's favorites from each of the forum libraries:

This Week's Show. The weekly contact list containing the name, phone number and other information for each organization mentioned during the current week's program. CONTAC.S## (where ## is equal to that week's show number) in Library 1. Key words that you can use for searching include the air date of the show, the show number, the file title and the topics covered during the show.

Forum Info and Help. The master index to all libraries in the forum and trans-

scripts of past conferences. FILES.NDX in Library 2.

Get Involved! A list of names, addresses and phone numbers of major environmental groups. GROUPS.001 in Library 3.

Eco-consumerism. Three files include tips on what you can do to be a more environmentally conscious consumer. ENERGY.001, WATER.001 and OFFICE.001 in Library 4.

Laws/Enforcement. The names and phone numbers of various environmental agencies. FEDS.TXT and STATES.TXT in Library 5.

News from the EPA. EPA.### in Library 5.

EMR/Indoor Pollution. How you can protect yourself and your family from indoor pollution. INDOOR.S03 in Library 6.

Toxics/Waste Recycling. Comprehensive recycling tips and resources. RECYCL.001 in Library 8.

Air Quality/Climate. An overview of the ozone depletion problem and what you can do about it. OZONE.TXT in Library 12.

Alternative Energy. A primer on solar energy for novices. SUNPRI.TXT in Library 13.

Just for Kids! A list of books, magazines, clubs and other resources for kids interested in the environment. KIDS.001 in Library 14.

Teacher's Workshop. A master index of recommended environmental books. BOOKS.TXT in Library 15. Special topical book lists are available in most of the forum libraries as well.

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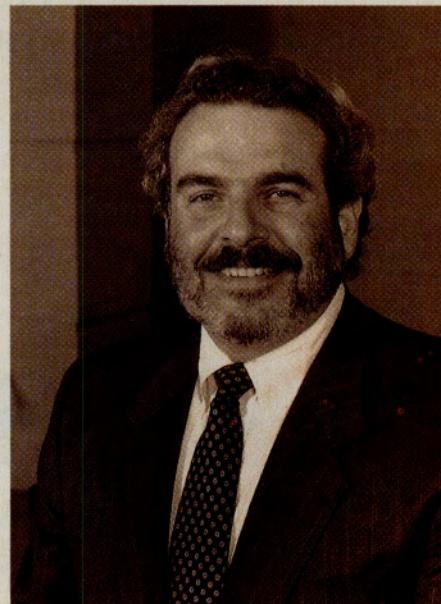
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CompuServe®

by Joel Dreyfuss



End users are a new market: Goldstein

The Full-Text People

► Getting the Database Plus articles online is Information Access' job.

The capacity to tap vast stores of information has always been one of the great promises of computing. The ability to sit at your keyboard and browse through giant databases has appeal even to people who are not terribly excited by the number-crunching muscle of computers.

The first large online databases appeared almost as soon as mainframes became available. Unfortunately, many of them still show their mainframe roots. Services such as Dialog and Mead Data (Nexis and Lexis) offer courses to help potential users figure out how to navigate through their maze of complex commands and symbols.

The emergence of the personal computer set a new standard for easy-to-use software, and profoundly affected the way databases were constructed. Three database services available on CompuServe reflect the "news you can use" approach to computer-based information. Health Database Plus (GO HDB), Computer Database Plus (GO COMPDB) and Magazine Database Plus (GO MDP) provide easy access to a staggering amount of information.

All three services are products of Information Access Company, a Foster City, Calif., subsidiary of publishing giant Ziff-Davis, which produces *PC Magazine* and scores of other consumer and trade publications.

The databases the company provides through CompuServe consist of more than 300,000 records drawn from IAC's 7 million total. In addition to the three services on CompuServe, IAC, which was founded in 1975, provides online data to Dialog, the Dow Jones News Service, Nexis, BRS and a European service called Datastar. The company also manufactures CD-ROM disks, and microfiche and microfilm for libraries.

PERSONAL BUSINESS

A query in Health Database Plus gives you access to 48,000 abstracts and/or the complete text of articles from 250 professional and consumer-oriented health publications—from the popular *Prevention* magazine to the *University of California at Berkeley Wellness Letter*, from the renowned *New England Journal of Medicine* to the somewhat more obscure *Journal of Thoracic and Cardiovascular Surgery*. Searches in Magazine Database Plus and Computer Database Plus mine equally rich resources.

Database searches are menu-driven. You can start by selecting a search method: a key word, a phrase from an article, or a particular publication or date. The user interface has been designed to conform to many of the conventions of other CompuServe services: Help is a question mark (?) away; M takes you back to the previous menu; T returns you to the first screen of the database.

The attention to ease of use reflects the appeal of CompuServe to IAC, whose main customers have been professional researchers and librarians. Says company President Morris Goldstein: "It's a market we've never really done business with. Most people on CompuServe are professionals who are doing research for themselves." More sophisticated search methods are also available. You can search by partial words, by proximity (how

IAC's Databases

Computer Database Plus (GO COMPDB). Citations, summaries and full text from 130 computer-oriented magazines. More than 195,000 articles, 106,000 of which contain the full text, can be accessed. Specialized as well as generalized publications are included, covering such topics as communications, databases and word processing, as well as hardware and software reviews. Publications in the database include *Macworld*, *Byte*, *PC Week*, *MacUser*, *Software Magazine* and *Infoworld*.

Health Database Plus (GO HDB). Citations, consumer and professionally oriented summaries, and full text of articles on health, nutrition and fitness. Articles are drawn from consumer publications and from more than 80 major professional medical and health journals and newsletters. More than 48,000 articles, 35,000 of which contain full text, can be accessed. Publications in the database include *Food and Nutrition*, *Psychology Today*, *Patient Care, RN* and *The New England Journal of Medicine*.

Magazine Database Plus (GO MDP). Citations and full text from more than 90 general interest publications. More than 189,000 full-text articles can be accessed. Topics covered include current events, business, science, sports, news, the environment and travel, and political and consumer opinion. Publications in the database include *Changing Times*, *The Atlantic*, *The Economist*, *Ebony*, *The New Republic* and *Popular Science*.

close one word is to another) or by operator words such as AND, OR or NOT. You also can narrow or broaden your search if you don't like the selections turned up by your initial query.

Computer Database Plus is a popular service on CompuServe. "A survey of users," says IAC spokesman Eric Swartz, marketing manager for online services, "indicated to us people use the data when they are going to make a purchasing decision. The hardware and software reviews provide users with the information they need. They want to get a 'bang for the buck'."

How all this data gets to your screen is a fascinating story. The road begins at IAC's Foster City headquarters outside of San Francisco. The first step is getting permission from a broad range of publishers. Christine Gordon, rights and permissions director for IAC, says this isn't always easy. "Each publishing house can be vastly different," she says. "Sometimes you connect with someone who is very up-to-date on databases. Others fear it will have impact on hard-copy circulation."

More than 100 employees in Foster City index many articles from the 4,000 daily, weekly, monthly and quarterly publications. IAC has rights to offer the full text of approximately 1,000 periodicals in electronic form. Bibliographic citations include information about the publication, date, author, subject and any charts or photographs. Once articles are indexed, other professionals write abstracts (short descriptions of the contents of articles). "The summaries of articles in technical journals for lay readers are especially popular," says Swartz. Those articles that will go into the database are scanned or keyed in, and in a small but growing number, transferred electronically.

IAC employees use Wang terminals to input all the citations, abstracts and text. These go into a huge database on leased IBM mainframe computers, where the data is sorted, verified and formatted.

Once complete, the new data is transferred to data cartridges for shipment by Federal Express across the United States to Burlington, Mass., where Ziff-Davis maintains a huge computer center. The data on the tapes is merged into a giant database at what Ziff employees call "the VAX farm," a group of Digital minicomputers used as online machines. You are connected to these powerful machines when you access any of the three IAC databases.

To encourage use of the databases, the company periodically offers promotions to new users. "Once we create an awareness of the product," says Goldstein, "the usage continues."

The databases will continue to evolve. Gary Ellis, manager of channel development for IAC, says the company wants to give CompuServe customers the ability to down-

load complete articles. Now you have to display them online and use the capture buffer of your communications software. Among other enhancements, IAC is also trying to determine if CompuServe users would want graphs and charts to accompany articles. These could be made available in Compu-

Serve's GIF graphic format, says Ellis. One day, you may not only get that valuable article, but also color charts and illustrations to go with it.

Joel Dreyfuss is a New York-based magazine editor and free-lance writer. His CompuServe User ID number is 76004,2336.

Ed Taylor just found the world's greatest laser printer for \$8⁵⁰.

They said it couldn't be done. But here is the true story of how it actually happened.

Ed Taylor was in the market for a good laser printer. Of course he could always trek from store to store comparing printer capabilities and costs, or rummage under his bed for last summer's buyer's guide.

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He got on his modem and dialed up *Computer Database Plus*.

No matter what information you need from the back issue of a computer magazine, *Computer Database Plus* works. It lets you access every issue of 170 major computer publications going back to early 1987. With as little as go on as a key word, you can zero in on any one of thousands of reviews, articles, case histories or abstracts.

Almost as fast as Ed could type in "laser printer" he had tracked down eight product reviews—including the buyer's guide he remembered



from last summer (which actually ran in January).

Even if the article you want has just hit the stands, you're in luck. *Computer Database Plus* is updated every month with almost 5,000 abstracts and articles from current publications.

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decided to print out the entire article. Total cost: \$8.50.

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Getting the Local Angle

Telebase Systems Inc., creator of the IQuest service, is another of CompuServe's information providers. Telebase's Newspaper Library (GO NEWSLIB) provides the full text of selected articles from 48 city newspapers across the United States. Many of the papers offer award-winning reporting and regional perspectives on specific businesses and social issues. Databases are updated daily, though there is a two-day delay before news of the current day may be accessed. Articles may be retrieved by searching subject or publication date. Below is a partial listing of the papers available:

Anchorage Daily News: Features reports on Alaskan politics, energy, natural resources and development news. Also includes information on northern defense systems and arctic region studies.

Arizona Republic/Phoenix Gazette: Focus on the Phoenix metropolitan area; also report on real estate development, tourism,

desert environment and high technology.

Atlanta Constitution/Atlanta Journal: Cover local, state, national and international news, with sections devoted to business, leisure activities, science and medicine.

Boston Globe: Special attention given to local politics, the Kennedys, and technology in the region, plus coverage of national and international news.

Charlotte Observer: Covers news pertaining to this financial and transportation center in the Piedmonts. In-depth sports coverage, especially on college and NBA basketball.

Chicago Tribune: Includes the *Chicago Tribune Magazine* on Sunday, and the special spring baseball section. Emphasis is on the metropolitan Chicago area.

Detroit Free Press: In-depth reporting on the automobile industry, labor relations and the Great Lakes region.

Houston Post: Key issues covered here

include energy, space, international business and trade, plus local, state, national and international news.

Los Angeles Times: Reports on metropolitan L.A., Orange and San Diego counties with focus on the entertainment and citrus industries, high-tech news and business.

Miami Herald: Everything from international to local coverage, including Latin American issues and Sunbelt agriculture.

Newport News Daily Press and Times-Herald: News of Virginia and the federal government, with emphasis on the region's defense, space and shipbuilding industries.

New Orleans Times-Picayune: Special attention is given to the area's industries: seafood, petroleum and shipping. Also good coverage of Central American news stories.

Newsday: As the predominant paper on Long Island, *Newsday* offers in-depth coverage of New York City government, politics and business.

Philadelphia Inquirer: Offers a special section on Philadelphia business each Monday, as well as in-depth coverage of regional issues and events in education and the arts.

Rocky Mountain News: Colorado's oldest newspaper covers the aerospace, medical and energy-related industries, and includes columns on the environment and higher education.

San Francisco Examiner and San Francisco Chronicle: The *Chronicle* concentrates on the semiconductor, biotechnology, computer and robotics industries, while the *Examiner* gives special attention to gay rights, AIDS, and environmental and Pacific Rim trade issues.

San Jose Mercury News: Regional and state coverage, with extensive reporting on developments in California's Silicon Valley.

Seattle Post-Intelligencer: Provides regional coverage of Puget Sound. Key subjects include the maritime, timber, aviation, and nuclear energy and waste industries.

St. Paul Pioneer Press Dispatch: Covers business, political and local news affecting the twin cities of St. Paul and Minneapolis. Special sections are devoted to the arts, health, religion, travel and sports.

Washington Post: International orientation with bureaus in 16 foreign cities. Focuses on national defense, politics, law, international trade and diplomacy, economic policy and government regulation.

—Michele D. Kinnamon

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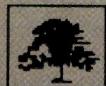
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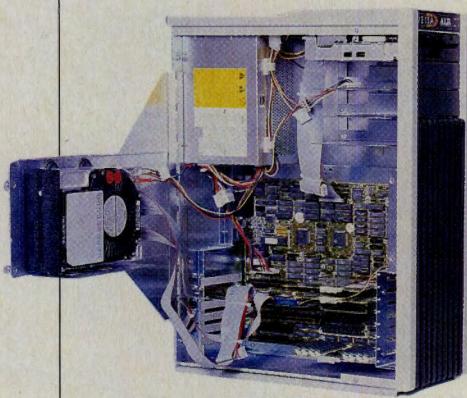
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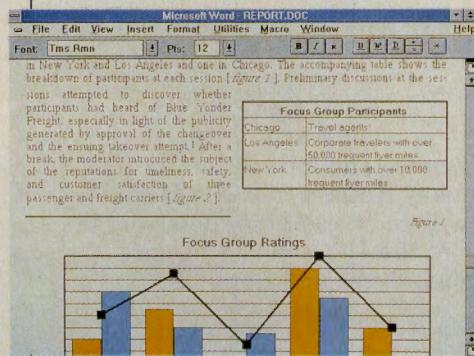
Reviews Online

Hardware



Powerful 386/486 Computer

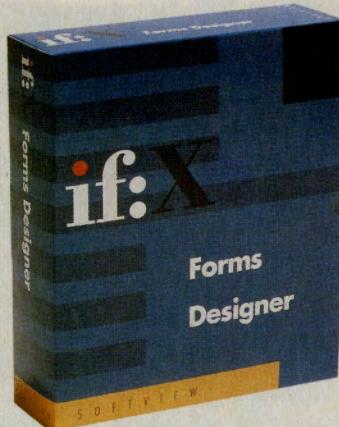
The PowerVEISA Model 110 from Advanced Logic Research can be configured as either a '386 or '486 computer by simply changing the CPU card. It is supplied in a tower case with an EISA motherboard and room for four half-height drives and one full-height drive. Reviewer Dawn Gordon liked the power and speed of the Model 110, but had a small complaint about its relatively slow diskette access speeds. She especially appreciated its flexibility, modern bus and modular design. GO OLT-5505



Software

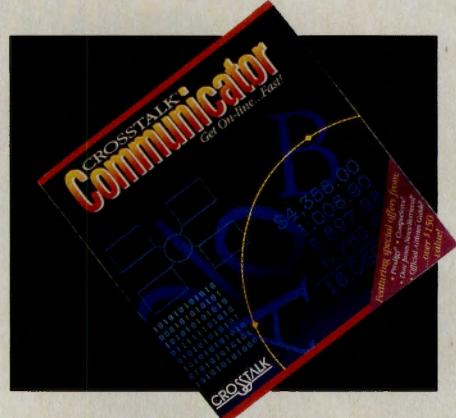
Powerful Word Processor for Windows

Microsoft Corp.'s Word for Windows 1.1 is a powerful word processor that can also suffice as a simple desktop publishing system. It includes font manipulation, image insertion in text, multiple columns, style sheets and several other advanced features. Reviewer Hardin Brothers reports that Word for Windows did everything he asked of it. However, he says it can be difficult to learn, so it is best suited to those needing its power and willing to spend the time necessary to learn its many commands. GO OLT-5515



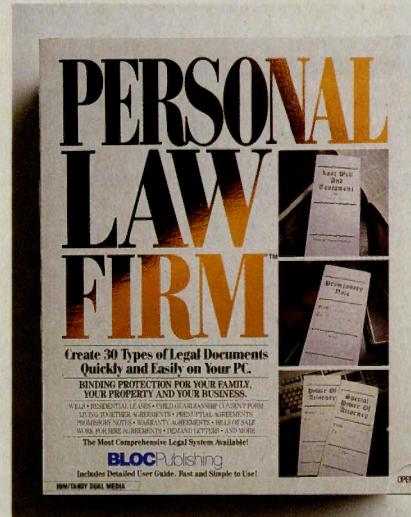
Macintosh Forms Designer

Softview Inc.'s if:X Forms Designer is easy to use and can output forms in Encapsulated PostScript format for use in page-layout programs. Reviewer Anthony Watkins liked the way the program worked, but is looking forward to future upgrades that will significantly enhance the program's usefulness. He found the current program equal, but not superior, to other forms designers now on the market. GO OLT-5525



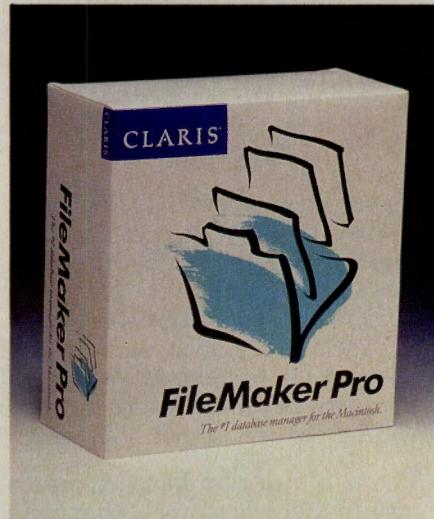
Powerful and Easy Communications

Crosstalk Communicator 2.0 from Digital Communications Associates Inc. is an entry-level communications program with some powerful features. It supports a number of transfer protocols, including CompuServe's B+, and a wide range of terminal emulations. Reviewer James Moran found the program easy to install and use, and was surprised at the number of advanced features that were included at the entry-level price. GO OLT-5545



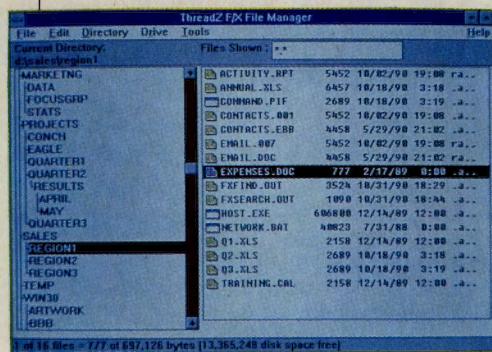
A Lawyer in Your Computer

BLOC Publishing's Personal Law Firm is an inexpensive program that can create a variety of legal documents. It asks the user a series of questions and then creates the appropriate form from canned phrases. Reviewer Christy Brothers and reviewer/lawyer Charles McElwee say the program is easy to use, but can be cumbersome if you want to change your answers to its questions. They call it a valuable starting point, but say a local attorney should review any documents the program creates to make sure they comply with local laws and legal customs. GO OLT-5535



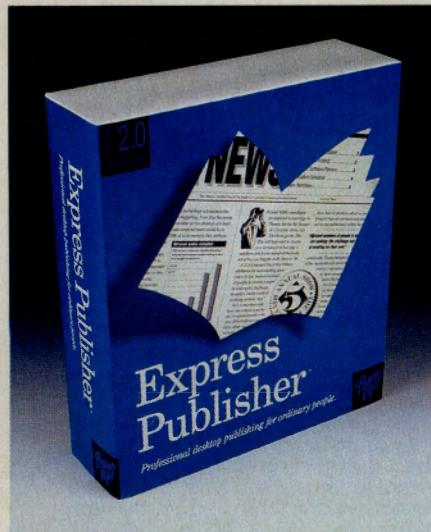
Macintosh Database Manager Shines

FileMaker Pro 1.0 from Claris Corp. is easy to use and includes database templates that, according to reviewer Anthony Watkins, are worth the price of the complete package. The program makes database creation and data entry simple, and can store images as well as words and numbers. Watkins says the program should soon become the standard database manager for Macintosh users. GO OLT-5555



Utilities for Windows

File F/X from ThreadZ Software Design Group is a set of five utility programs for the Windows 3.0 operating environment. The package includes a file manager, task manager, text search, file search and an undelete utility. Once it is installed, the task manager replaces the task list normally available in Windows. Reviewer Hardin Brothers says the programs, especially the file manager and task manager, serve a vital need for Windows users, providing functions and ease of use that DOS shell users expect but Windows users normally don't have. *GO OLT-5565*

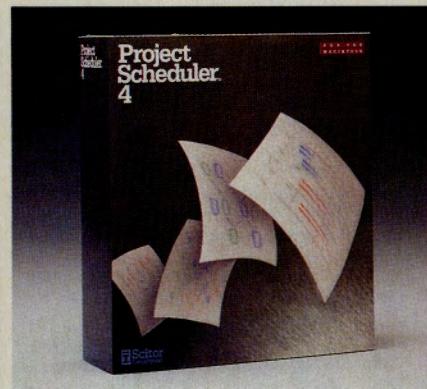


Low-cost Desktop Publishing

Express Publisher 2.0 from Power Up Software Corp. is a page-layout program for IBM computers that is low-end in cost only. It has 15 different tools for text and image manipulation, several fonts that can be scaled from six to 144 points, and many features that match or surpass high-end competing products. Reviewer William J. Lynott says the program is much better than other layout packages in its price range. *GO OLT-5575*

Control Your Printer

Zapcode from Morton International is a memory-resident utility that sends control codes to your printer at the press of a key or two. It lets you define the codes you want to work with and the hotkeys you want to use. Reviewer Hardin Brothers says the program works well and that it helped him rediscover the power of his printer. However, he also reports that Zapcode's menu system can sometimes be awkward when the user is setting up a new printer definition file. *GO OLT-5605*

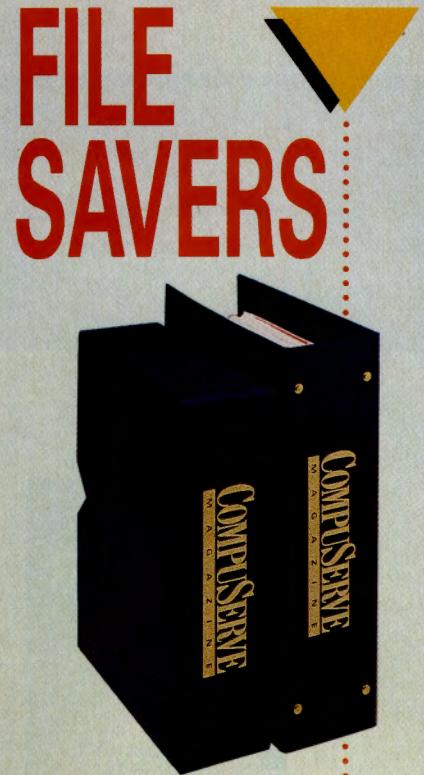


Project Planning for the Macintosh

Scitor Corp.'s Project Scheduler 4 for Macintosh computers is a large and complex application that can handle project planning in several ways. Reviewer Anthony Watkins found that the program was more difficult to learn than other less-extensive project schedulers, but that its capabilities made the effort worthwhile. He found that the program provided the information he needed more easily than its competition once he had learned to use it properly. *GO OLT-5585*

Shareware Word Processing

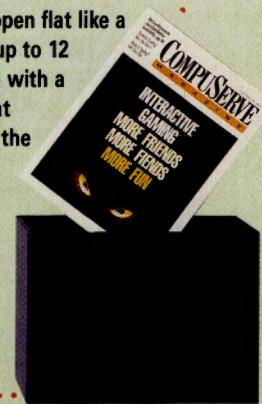
Starlite Software's Galaxy Lite 1.5 is a shareware word processor with many important features. Most commands are available through pull-down menus, with a mouse, and with both WordStar and hotkey commands. But reviewer Christy Brothers says it also has several shortcomings, including poor documentation, no preview mode and no word count. She concludes that the program is less powerful than other word processors in its price range. *GO OLT-5595*



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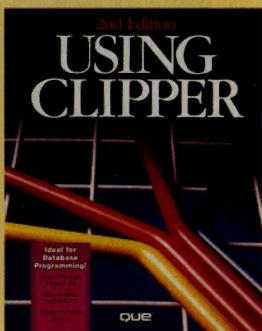
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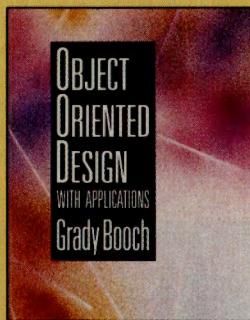
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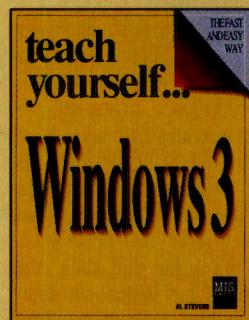
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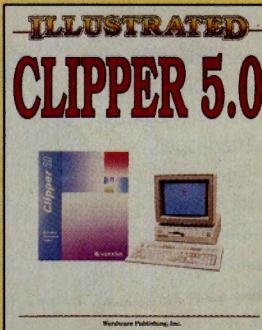
Using Clipper, 2nd. Ed.
A complete introduction to Clipper through version 5.0 with step-by-step tutorials and practical advice for creating database programs. By Ed Tiley. Que. \$29.95



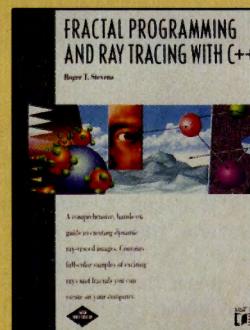
Object Oriented Design
Pragmatic methods for developing object-oriented systems based on sound software engineering principles. With five applications. By Grady Booch. Addison-Wesley. \$51.68



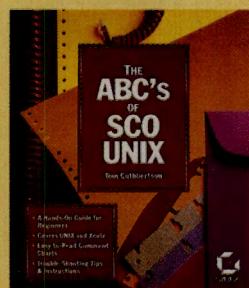
Teach Yourself Windows 3
A fast and easy way to master the basics of Windows and its unique features: graphical and consistent user interface, and multitasking. By Al Stevens. MIS: Press. \$19.95



Illustrated Clipper 5.0
This tutorial/reference introduces you to dBASE management programs using Clipper. With examples, learning exercises and a command reference. By John Mueller. Wordware. \$24.95



Fractal Programming and Ray Tracing with C++
Create dynamic graphics and fractals with this comprehensive guide to ray tracing, using objects and the physics of light. With source code. By Roger T. Stevens. M&T Books. \$39.95



The ABC's of SCO UNIX
This hands-on guide for beginners introduces the basics of the system. Perfect for those with little or even no previous computer usage. By Tom Cuthbertson. SYBEX. \$21.95

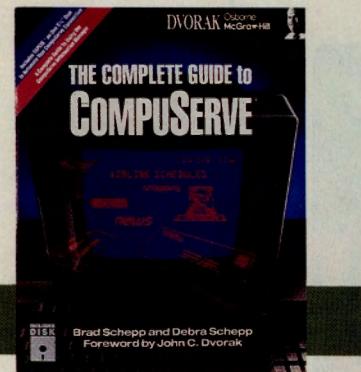
Books are also available at Waldensoftware stores. Check the Yellow Pages for the store nearest you.

WaldenCOMPUTERbooks

GO OLI for more information.

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.



The Complete Guide to CompuServe

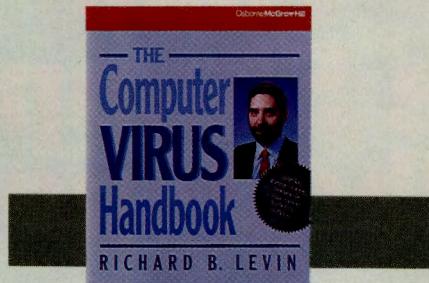
By Brad Schepp and Debra Schepp
Osborne/McGraw-Hill, 1990
581 pages, \$34.95 (softcover)

Calling this the consummate guide to CompuServe, reviewer Franklyn Jones says there are a few surprises in this book and a lot of basic information. He says it is an absolute must for serious newcomers to CompuServe. *GO OLT-5010*

Microsoft Works for the PC Made Easy

By Martin S. Matthews and Carole Boggs Matthews
Osborne/McGraw-Hill, 1990
439 pages, \$19.95 (softcover)

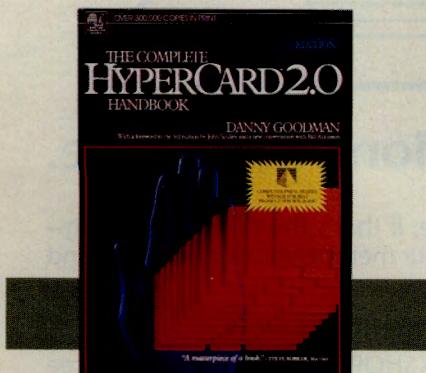
In 11 information-packed chapters, the authors inform, demystify and make Works' various features easy to understand. Reviewer John Edwards praises the text for living up to its title. *GO OLT-5030*



The Computer Virus Handbook

By Richard Levin
Osborne/McGraw-Hill, 1990
411 pages, \$24.95 (softcover)

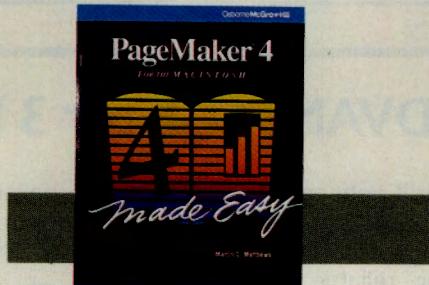
Written for serious computer users, this book separates fact from fallacy, while educating the unsuspecting user on issues associated with data infestations. Reviewer Franklyn Jones says it is a fascinating introduction to the stranger-than-fiction world of demented computer programming. *GO OLT-5040*



HyperTalk 2.0: The Book

By Dan Winkler and Scot Kamins
Bantam Books, 1990
958 pages, \$29.95 (softcover)

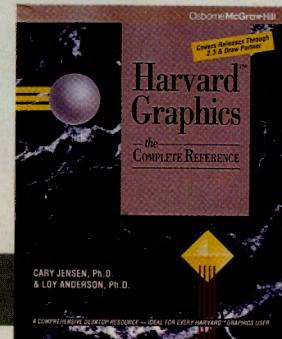
Intended for intermediate and advanced users of HyperCard, this book offers a description of the complete syntax and semantics of the scripting language. Reviewer Brian D. Monahan praises it not only for its depth of coverage but also for its light, humorous writing style. *GO OLT-5020*



PageMaker 4 for the Macintosh Made Easy

By Martin S. Matthews
Osborne/McGraw-Hill, 1990
500 pages, \$24.95 (softcover)

If you're a bit intimidated by your computer and the whole idea of desktop publishing, this book will get you started. Reviewer Anthony Watkins says the tutorial sections are as good as computer writing gets, but he stops short of recommending it for anyone but the novice PageMaker user. *GO OLT-5050*



Harvard Graphics: The Complete Reference

By Cary Jensen and Loy Anderson
Osborne/McGraw-Hill, 1990
1,000 pages, \$27.95 (softcover)

Calling it a serious examination of the leading presentation graphics program, reviewer William J. Lynott says this book provides minutely detailed help in understanding how the program works and how to put it to optimum use. *GO OLT-5060*

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Do your best to beat the variety, convenience and bargains of SHOPPERS ADVANTAGE. Then, if you don't find it the most useful online shopping service available, just call us to cancel your trial membership.

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meet the challenge; if that's the case, do nothing--we will continue your membership for a full year and bill you only \$30.

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It's easy to take the SHOPPERS ADVANTAGE "Three Months for \$1 Challenge": enter GO SAC. Then fill in the information online...and start shopping. Or, if you'd rather, call 1-800-843-7777 for more information or to sign on.

*Conditions of our Low Price Guarantee and Double Warranty policies can be read online.

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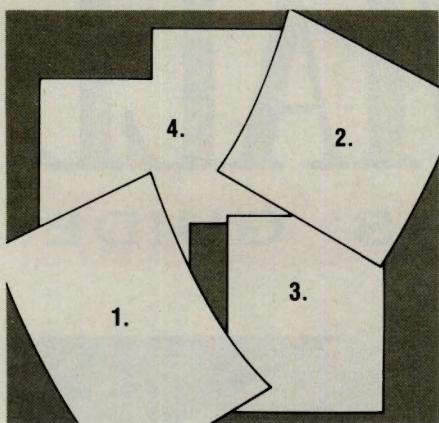
Plus Earn a \$5 CompuServe
Usage Credit

GO MALL

SHOPPERS' GUIDE



Corey Sandler and Tom Badgett



Upgrade your current personal computer or buy a new one! Bump up your baud rate. Learn a new language. Fix it fast. Fax it far. Now is the time to get your system in tip-top shape. Featured in this issue of GO MALL is an array of merchandise and services to improve your computing ability—and your life!

1. Commodore Select Edition 'AT' Computer with Monitor.

Save \$100! High speed, 386 model for business or personal use. Operates with a mouse or 101-keyboard with numeric keypad. 40MB hard-disk drive storage. Built-in VGA controller for high resolution. 1MB internal memory. Includes Preloaded Microsoft Windows® package, MS-DOS 4.01, DOS tutorials, 16 MHz processor. Five full-size IBM-compatible expansion slots. **\$1,579.99** without monitor. With Commodore VGA swivel base high-resolution color monitor, **\$1,899.99**.

From JCPenney. GO JCP

2. 52-Piece Computer Tool Kit.

For repairing, upgrading or maintaining your computer. Tools include: chip inserter/pin straightener, six-piece feeler gauge, potentiometer, alignment tools plus two special Macintosh® tools. Stored in a sturdy zippered case.

From Sears. GO SEARS
\$79.95

3. IBM Personal Computer Upgrade Guide from Howard W. Sams.

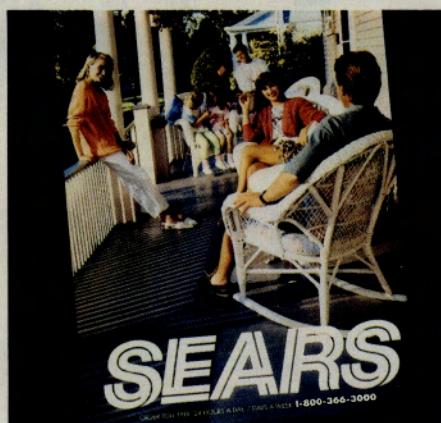
A straight-talking source for personal computer owners seeking new life for their outdated machines. Includes upgrades and alternatives to make any printer and computer compatible.

From WaldenCOMPUTERbooks. GO WB
\$22.95

4. CompuServe Information Manager Plus CompuServe Almanac.

Save time and money with CompuServe Information Manager. Access, sort and use information more effectively. Plus, a complete offline guide to what's online.

From CompuServe Store. GO ORDER
Sale price: \$24.95 for the two (a \$37.90 value)



Now Available Sears Spring 1991 Catalog



Discover the New Ford Festiva

Get to Know the New Connect-Free Mall

During the month of March, you're invited to get to know the new, connect-free Mall. Every week we'll be spotlighting a different group of stores. Check out special sales and contests. Request free catalogs. Browse at your leisure. Remember, connect-time is always free!

Earn a \$5 Usage Credit

You can qualify for a \$5 CompuServe usage credit during March. Simply make any purchase of \$75 or more, or accumulate purchases totaling \$75 during any 24-hour period, and you'll automatically be issued a credit. It's our way of thanking you for shopping with us!

Win a Wild Card Credit, too!

Plus, every week we'll be selecting 25 shoppers at random to win a "Wild Card" \$5 CompuServe credit. To be eligible to win, visit "Get to Know the New Connect-Free Mall" database once a week and complete the official electronic entry form. Winning numbers will be selected at random and posted online every Thursday.

Discover the 1991 Ford Festiva.

Browse connect-free at a variety of auto-related stores, including the Ford Electronic Showroom. Ford invites members to get better acquainted with the 1991 Ford Festiva, this month's feature vehicle. Festiva's spirit combines small car benefits with the room and comfort you would normally expect from a bigger car. To check out the 1991 Ford Festiva, GO FMC.

The Sales go on!

Get ready, get set, GO MALL! The sale goes on. Check out The Mall's Mid-winter Meltdown Sales. Each week, up to 10 new heavily discounted items are added to the sale roster. You'll find deals on everything from software to sportswear, from sporting goods to gourmet foods. For cool deals on hot items, GO MALL.

The CompuServe Store spring sale continues, too. Select from a wide variety of merchandise, from software to guidebooks to accessories. Place an order of \$15 or more and receive absolutely free the newly redesigned CompuServe Navigation Chart. To shop the sale, GO ORDER.

Save Year-round with Shoppers Advantage Club.

In the market for a new personal computer or laser printer? A fur coat? A diamond ring? A CD player, camcorder or VCR? Shoppers Advantage Club can save you up to 50 percent off the manufacturers' suggested list price on more than 250,000 items. Join America's leading discount shopping service and enjoy big discounts year-round, plus the ease and convenience of online ordering. Shop by model number or product category. Narrow your search by make, model or price range. If, within 30 days of ordering, you find the exact item advertised for less, Shoppers Advantage Club will refund the difference! For complete membership details and immediate online signup, GO SAC. Remember, Shoppers Advantage Club is connect-free every day, too!

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 WB99) 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.

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 and Pam Busch.
Art Director: Thom Misiak.
Design: Dorothy Hogan.

A. Boston Computer Exchange Wants Buyers and Sellers.

The Boston Computer Exchange, the oldest and largest worldwide computer brokerage of its kind, and its president, Alexander Randall, can help you find exactly what you need in brand-name micro-, mini-, and mainframe computer hardware, software and peripherals. BCE can help you find a buyer for used equipment, too. Shoppers can search the BCE database for bargains, offer equipment for sale or review the latest "closing prices" on selected models of used computer equipment. Also featured online is the BoCoEx Index. Updated weekly, this analysis of market trends gives values based on final sale prices of equipment traded on the BoCoEx during the preceding week.

BCE's goal is to match buyer and seller at fair market prices. Sellers pay a 15 percent commission or a \$25 minimum at the time of the sale. Additional sales between trading partners introduced through BCE are subject to the same commission. Complete details on terms and fees are detailed online.

BCE has made thousands of trades all over the world. Whether buying or selling equipment, BCE is your source for quality used computer equipment at competitive prices. To make a deal, GO BCE.



A

B. Shop Sunglasses, Shavers & More

Visit Sunglasses, Shavers & More for top-of-the-line products at competitive prices. Showcased online are world famous RAY-BAN® sunglasses. Made by Bausch & Lomb, RAY-BAN sunglasses block the harshest glare, provide 100 percent protection from harmful ultraviolet rays, and keep your vision natural and strain-free. Every lens is tested for impact resistance and far exceeds FDA requirements. Also featured are SERENGETI® sunglasses made by Corning Optics. A superlative sunglass, especially for driving, SERENGETI'S photochromic glass lenses quickly adapt to changes in light intensity, automatically controlling the exposure. Both makes are offered in a variety of fashionable styles and colors, and are priced at substantial discounts, from \$41.50 to \$73.98.

Also offered are select products from BRAUN, including the world's best selling foil shavers for men and women, and travel alarm clocks. BRAUN develops products which are totally practical, without gimmicks or embellishments. For a truly fine shaver, select the BRAUN 3550 rechargeable shaver with ultra thin platinum coated foil and full-width extendable 3-step trimmer. Added features include automatic worldwide voltage adjustment and one-hour quick charge and overcharge protection. BRAUN shavers are priced from \$17.30 to \$120.50. Highly recommended is the BRAUN voice-control travel alarm clock. Extremely portable, this handsome alarm clock features quartz precision movement. Clocks are priced from \$19.47 to \$33.77.

For the best in sunglasses and shavers, GO SN.



B

C. Boyd's Office Products and Teaching Aids Superstore Opens Online.

Attention office managers, teachers and home office workers. Boyd's Office Products and Teaching Aids is now open. A division of MISSCO Corporation of Jackson, Mississippi, Boyd's has serviced the office supply and teaching aid industries for over 70 years. Offered online are two specialty print catalogs boasting a total of more than 25,000 brand-name items. Boyd's also showcases a selection of new products and monthly specials online. Featured this month, for example, is the Pilot Varsity disposable fountain pen for only \$1.58. Boyd's is committed to saving our environmental resources and carries an ever-expanding line of recycled products, too. Among the products offered are recycled Post-it brand notes and Perma recycling bins and devices.

Boyd's new Mall store combines the convenience of electronic shopping with superstore selection and savings. Shop online for everything from pens and pencils for yourself to flash cards for your class to a six-month supply of legal pads for the entire office. At Boyd's you can be assured your order will be processed quickly and shipped directly to any specified location. There is never a minimum purchase requirement and shipping is always free within the continental US.

Start saving time and money today by ordering either Boyd's Office Products or Teaching Aids catalog for only \$4 each. You will receive a coupon for \$4 off any purchase with either catalog. Browse the catalog offline, then return online to place your order.

To start saving today, GO BO.



C



A



B

DOLLARS OFF**A. Murata M900 Fax Machine.**

Fast 9600-baud rate with automatic fallback and 20-1 number auto-dialer. Normal and fine resolution for text and photos. Voice/fax switching routes calls for voice and fax. Page feeder can send five fax pages automatically or be fed manually. Paper width is 8.5 inches. Holds rolls up to 98 feet long.

From Sears. GO SEARS

Everyday low price: \$399.99

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

Above Board Plus 512K by Intel.

A memory board providing conventional (to 640K), EMS 4.0 expanded, and extended memory for the IBM PC, PC-XT, and compatibles with speeds up to 8 MHz; IBM AT; compatibles with bus speeds up to 12.5 MHz; IBM PS/2 Models 25 and 30; and Compaq 386. Shipped with 512K on board and expandable up to 8MB. Ideal for use with software packages that use expanded memory, including Lotus 1-2-3, dBase IV, WordPerfect, SideKick Plus and Microsoft Excel. Includes Lotus/Intel/Microsoft EMS 4.0 Memory Manager, installation, diagnostic, print buffer and RAM disk software.

From Computer Express. GO CE

List price: \$595

Sale price: \$386.75

B. Neon Disks and Colored Mouse Mats.

All new! 3.5-inch DS/DD 1MB disks with labels in neon red, green and yellow. Complete satisfaction guaranteed. Only 79 cents each.

Also, anti-static textured hard surface Mouse mats with the look of marble, redwood or lava from the new Executive Series. Or opt for a hard surface Mouse mat with a futuristic Apple Logo, the Bachelorette Pad or the Bachelor Pad. All \$12.95 each.

New cloth Mouse mats, too, in neon pink and neon lime-green, \$5.75 each.

From Direct Micro. GO DM

SIMMs Memory Upgrades for IBM and Compatibles.

Upgrade your IBM PC or compatible with a SIMMs memory upgrade. SIMM 1MB 70ns, \$76; SIMM 1MB 80ns, \$72; SIMM 1MB 100ns, \$68. Request a free catalog, too.

From MicroWarehouse. GO MCW

Mac Memory Upgrades.

1MB SIMMs Modules. Now replace existing 256K memory chips with powerful 1MB memory modules. Order two or more SIMMs modules and receive a free video: *How to Install Additional Memory in Your Macintosh Computer*, a \$29 value. 1MB SIMMs 100ns, \$59. 1MB SIMMs 80ns, \$69. 1MB SIMMs 70ns, \$79. Overnight delivery for only \$3!

From MacWarehouse. GO MW

EASTER AND SPRINGTIME OFFERINGS

A. Mother Bunny and Baby Bunny.

Sculpted of Godiva's finest chocolate and wrapped in Easter finery foil. Mom weighs 6 ounces, \$8. Baby weighs 2.5 ounces, \$4.

From Godiva Chocolatier. GO GC

B. Glazed Spiral Sliced Ham.

Cured with honey and natural spices. Fully cooked and covered with a fine glaze of honey and maple sugar. A continuous slice spiraling around and down the center bone assures clean, easy and perfect serving. Dry cured, skinless, short shank with no water added. 10 to 12 pounds, \$79.95; plus \$7.50 shipping and handling. 6 to 7 pounds, \$49.95; plus \$6.50 shipping and handling.

From Food America. GO FO

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

C. Fabergé Eggs.

A handsome, 112-page book featuring 48 full-color illustrations. Affords a close look at Peter C. Fabergé's extraordinary Easter eggs. Cloth. \$35; Member price: \$31.50. Also, Faberge Egg necklace. From the Virginia Museum. 24K gold finish on a 30-inch black cord. \$22; Member price \$19.80.

From Museum of Fine Arts, Boston. GO FA

D. Easter Bunny's Cookie Tin.

A decorative tin filled with six flavorful favorites: Capri®, Lido®, Raisin Bran, Shortbread, Lemon Nut and Milano®. Three-quarters of a pound.

From Pepperidge Farm. GO PF
\$15.95.

Sprinkle of Spring Bouquet by Teleflora.

A galvanized metal watering can featuring tulip motif and filled with a fresh bouquet of spring flowers, including carnations and daisies.

From Walter Knoll Florists. GO WK
\$28.

Traditional Easter Basket.

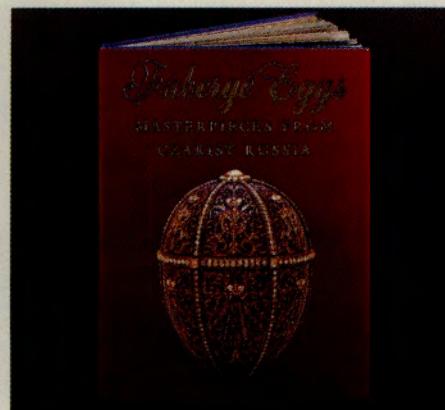
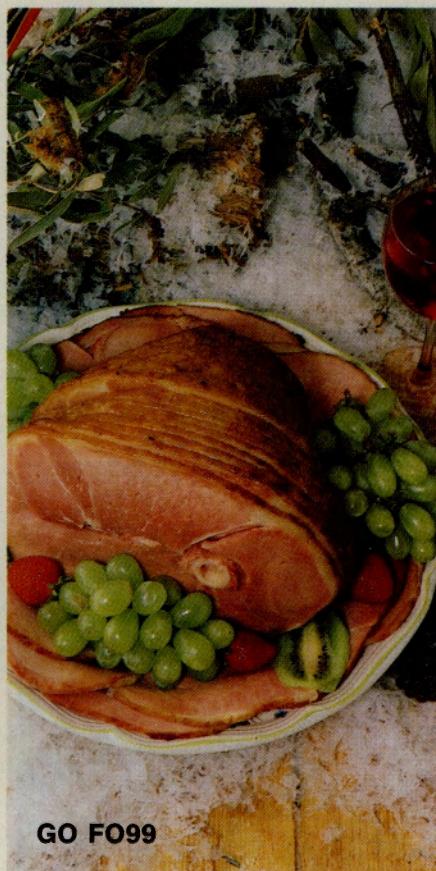
A large wicker basket filled with novelty Easter chocolates and candies. Attractively wrapped in decorative net material and bow. Weighs approximately 3 pounds.

From Helen Hutchley's La Dolceria. GO HH
\$34.95, shipping and handling included.

A Personal Letter from the Easter Bunny.

A wonderful touch to any child's Easter basket! A colorful, personalized letter from the Easter Bunny himself!

From Create-a-Book. GO CK
\$2.





A



B



C



D

A. The CIC Polar Vantage Heart Monitor with Computer Interface.

Guide and record your exercise programs. CIC Polar Vantage heart monitor features EKG chest electrode sensing and remote liquid crystal display readout. Triple display shows heart rate, time of day and total time of exercise. Completely water resistant to 20 meters. **\$369**, includes shipping and handling. CIC Polar Interface permits downloading to a computer for quantitative analysis of performance over a period of time. Software, modem and cable included. **\$499**, includes shipping and handling.

From Push Pedal Pull Fitness. GO PPP
Type 99 after any merchant's GO command and zip to a list of their pictured products.

B. Pet Grooming Products.

Select from an array of products for cats and dogs. Especially recommended, the Super Value Groom Pak for Dogs. This selection of items to spruce up your dog includes one 12-ounce bottle of Fresh'n Clean Shampoo, one 12-ounce bottle of Tangle Free Rinse, one 6-ounce bottle of Fresh'n Clean Cologne, one 2-ounce bottle of Ear Cleaner, and one pin brush.

From Tall Tails. GO TT
\$19.99

Men's LEVI'S® Denim Jacket.

Constructed of 100 percent cotton preshrunk denim. Oversized, comfortable fit with two side pockets and two breast pockets. Available in indigo, black, bleached or stonewashed. S, M, L and XL.

From Americana Clothing. GO AC
Sale price: \$54.

C. Free Convenience Pack with Contact Lens Purchase.

During March only, purchase any pair of lenses and Contact Lens Supply will give you a free convenience pack, a \$10.95 value. The pack includes Renu multi-purpose solution, lens case and Renu rewetting drops. Register your prescription today. All manufacturers are offered, including Bausch & Lomb, Ciba, CooperVision, and Wesley-Jessen. Gas-permeable and tinted lenses, too. Ask about our spare pair special.

From Contact Lens Supply. GO CL

D. French Fashion at Galeries Lafayette.

Going to Paris? Visit Galeries Lafayette for all the great names in Parisian fashion and the biggest selection of perfumes and cosmetics, all under one celebrated stained-glass dome. Request a free brochure, a Paris city map and a special discount card before you go.

From France Info USA. GO FI

Shop The Mall Connect-Free Every Day.

A. CheckFree for the IBM or Mac.

The nationwide personal electronic banking system that pays your bills—anytime, anywhere, to anyone! Easy-to-use software keeps all records for you and transmits payments via modem. Download demo software. Order CheckFree online. Package includes software, subscription kit plus one month of service. Complete details online.

From CheckFree. GO CF

\$29.95, plus \$4 shipping and handling.



A

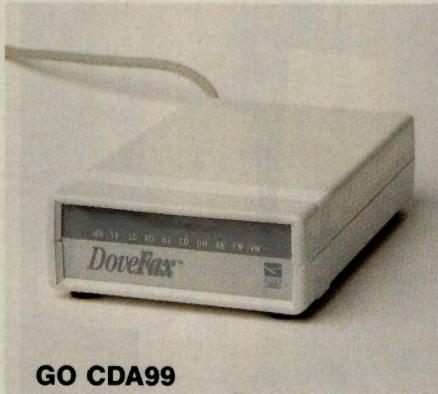
B. The DoveFax Desktop.

The DoveFax combines a 9600-baud fax modem and a 2400-baud Hayes-compatible data modem in one compact unit. It performs true background operation allowing you to convert, send and receive faxes while you continue working. And the prescheduled transmission feature allows you to send faxes after hours when the rates are lower. Voice mail option is available. For the Macintosh.

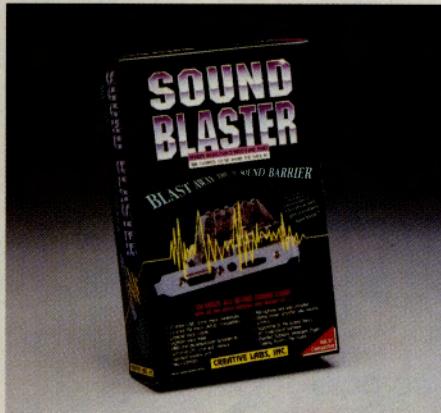
From CDA Computer Sales. GO CDA

CDA's low price: \$295.

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



GO CDA99



C

C. Sound Blaster by Creative Labs.

"Blast" away the sound barrier on your personal computer! Turn your favorite games into a listening experience. Features include: 11-voice FM music, 1-digitized voice channel, voice input, built-in game I/O port, built-in power amplifier, FM Intelligent Organ Software, Talking Parrot, VoxKit, SB Talker and Dr. Saitso. Includes 3.5-inch and 5.25-inch disks. Requires 512K; CGA/MGA/EGA/VGA. Look in "The IBM Shoppe" and search by title.

From Software Discounters International.

GO SDI

Sale price: \$179.

D. Phonex Wireless Phone Extension.

Add a phone extension anywhere in the house in a matter of minutes! Instead of installing phone extension wires yourself or paying a phone company to do it, simply plug the Phonex base unit and extension unit into any household electrical outlet. Your extension is complete. No more cutting or drilling or hook-up fees! Works with answering machines, fax machines, modems, even video phones. Helps extend the distance a cordless phone can reach by moving the phone base closer to the fringe areas, too.

From The Heath Company. GO HTH

\$129.95.

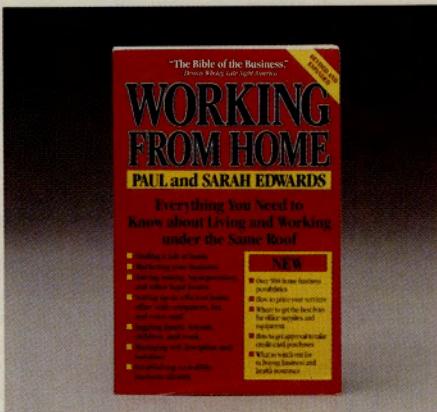


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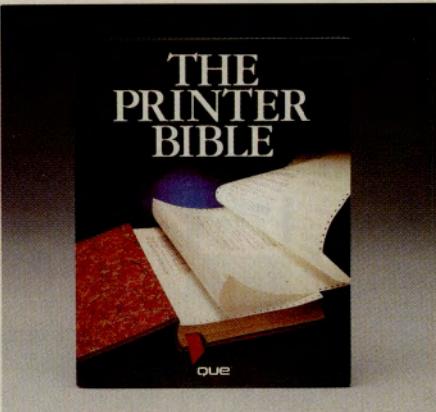
DLX: The Super-Power BBS System.

Fast, powerful and easy to use. Customize for virtually any purpose. With just one IBM PC/XT/AT or compatible, DLX can accommodate up to 24 standard telephone lines. Runs directly on any personal computer or on MS-DOS. See DLX in action. Complete directions on how to access an in-depth DLX demo online.

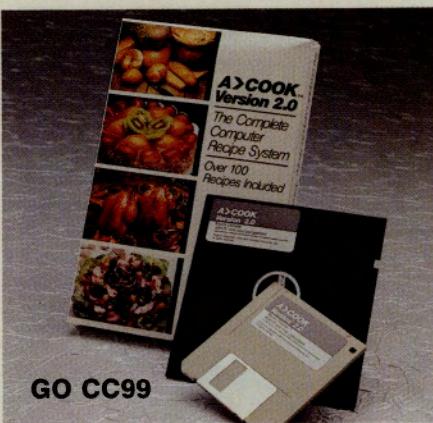
From The Online Store. GO OS



A



B



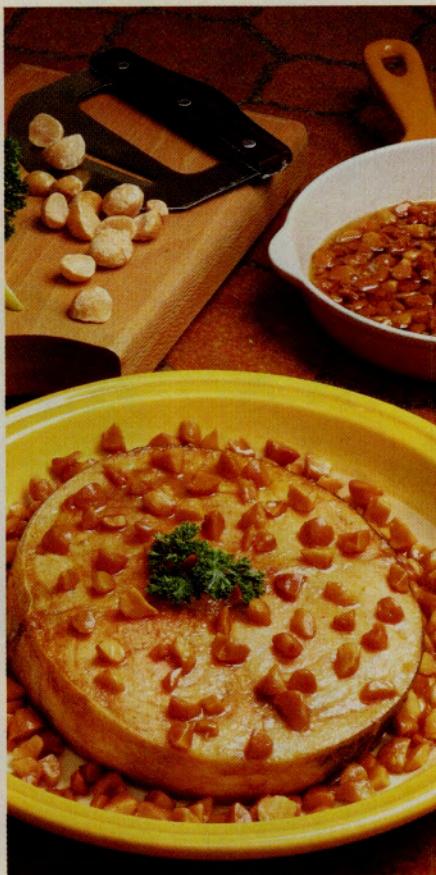
GO CC99



C



E



F

A. Working from Home, New & Revised 3rd Edition.

Authors Paul and Sarah Edwards, forum managers on CompuServe's Work-at-Home forum, offer up-to-date information on hundreds of practical, psychological, financial and environmental matters for the home-based business.

From Wordsworth Books. GO WO

List price: \$14.95

Our price: \$13.46.

B. The Printer Bible from Que Corp.

At last, a book that provides the printer purchaser with everything from basic printer concepts and purchasing analysis, to networking, maintenance and troubleshooting. The complete guide from research phase to follow-up maintenance.

From WaldenCOMPUTERbooks. GO WB
\$24.95.

C. A> Cook Computer Recipe System.

A cookbook on diskette with more than 100 carefully selected, easy-to-prepare recipes. Add your own favorite recipes, too. In minutes, find the recipe you want and plan an entire meal. For the IBM PC, PCjr, PC-XT, PC-AT and PS/2.

From The Chef's Catalog. GO CC
\$39.95.

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

D. Café La Semeuse.

A smooth, aromatic, full-flavored Swiss coffee with no bitterness. Roasted at 3,000 feet altitude in Switzerland where reduced atmospheric pressure permits a fuller roast using less heat. Whole bean only, vacuum sealed to ensure freshness. 8.8-ounce foil bag.

From Coffee Anyone??? GO COF
\$8.50.

E. Gimmee Jimmy's 3-D Brownies.

Deep, dark, delicious brownies for the most demanding of chocolate lovers. Made with two kinds of chocolate, fresh eggs and butter, walnuts and chocolate chips. Each tin holds 15 individually wrapped brownies.

From Gimmee Jimmy's Cookies. GO GIM
\$24.

F. Fresh Swordfish Steaks.

Direct from the gulf waters to your door, via Federal Express, come the finest, freshest, swordfish steaks available. Low in calories and high in protein, these steaks are great for grilling, broiling, baking or poaching. Approximately \$12.69 per pound, 3 pound minimum order.

From Starnet's Catch of the Day. GO NET

Breakfast Feast and Maple Tree Lease.

It's sap time! Each tree lease guarantees a supply of at least 50 ounces of fresh maple syrup from the spring crop, more if Mother Nature is generous! Also included, a slide-top wood box stuffed with a pound of savory, cob-smoked, sliced Canadian-style bacon, a half-pint of pure wood-fired maple syrup, and a 2-pound sack of stone-ground buttermilk and honey pancake mix.

From Rent Mother Nature. GO RM
\$74.95.

A. 1991 Nissan 300ZX Turbo.

Nissan® gave its engineers a simple mandate for the Z™. Build the best sports car in the world. Set the standards for everyone else to follow. Accept no compromises. Take no prisoners. The result is the 1991 Nissan 300ZX® Turbo. Read all the details about it as the current feature vehicle in Nissan's Electronic Showroom. Request a free color brochure, too.

From Nissan Motor Corporation. GO NI

Max Ule Offers Self-directed IRAs and Keoghs.

April 15 is fast approaching. Open a self-directed IRA or Keogh with Max Ule, America's first online discount broker. Invest in a wide variety of stocks, bonds, mutual funds, CDs and government securities.

Tickerscreen® the financial information service of Max Ule and Co., offers online order entry and competitive rates on all listed and options transactions. Order free brochures. Sign up for electronic notification of the Stock-of-the-Week, too. Max Ule, a graduate of Harvard and Harvard Business School, is vice president of Investments at Herzog Heine Geduld Inc., members of the NYSE.

From Max Ule Discount Brokerage. GO TKR



A

B. Get Cash to Upgrade Your PC.

There are more and more options available to improve your personal computer. And Private Reserve, an unsecured, no-fee credit line, can provide up to \$20,000 to finance those upgrades. Use the funds quickly and easily with free checkbook access to your account. Apply online today.

From Security Pacific Executive/Professional Services. GO SEC

24-Hour Incorporation Service.

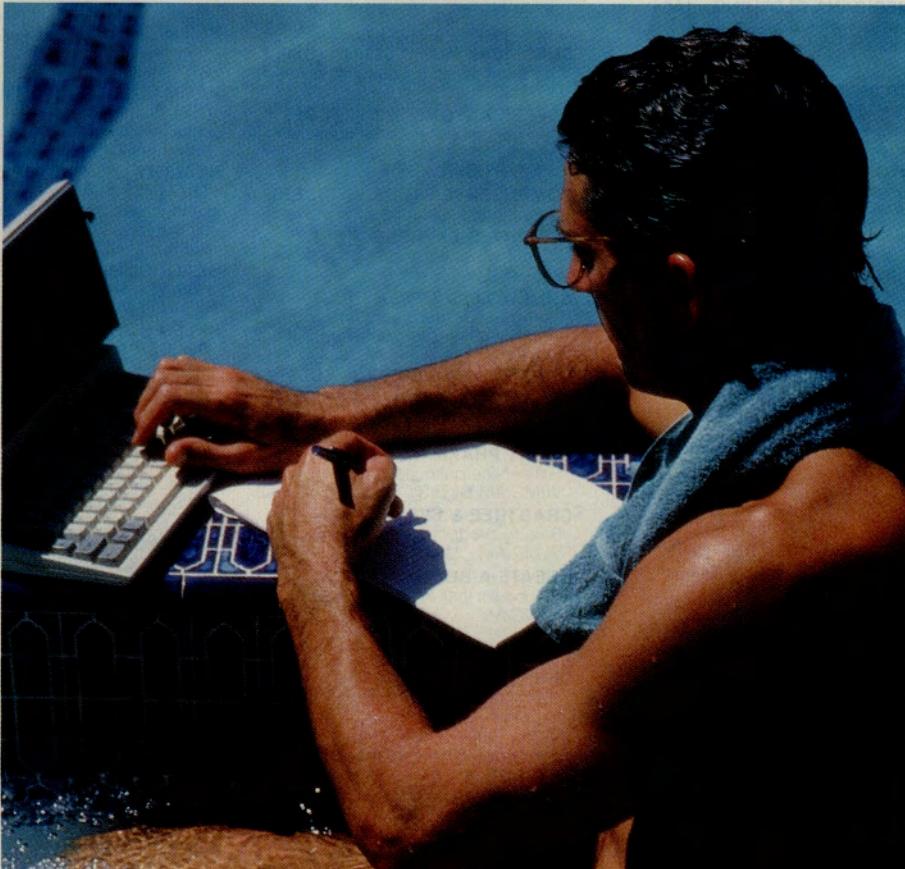
Discover the tax advantages of incorporating your business. Corporate Agents Inc., a nationwide, full-service incorporating company, offers the first online guide to incorporating a business anywhere in the United States. Learn why, where and what is required to incorporate. Then, complete the order entry form and incorporate your business online—within 24 hours! Complete details online.

From A Guide To Incorporating. GO INC

The Buick Roadmaster.

Buick Roadmasters are remembered as premium Buicks with powerful 8-cylinder engines, smooth rides and distinctive styling. Three decades have passed since the name "Roadmaster" adorned a new Buick. Now, Buick is proud to announce the completely redesigned 1991 Roadmaster Estate Wagon. With totally new styling inside and out, the eight-passenger Estate Wagon combines heritage, design and marketing. Complete specs, options and pricing online. Request a free color brochure, too.

From Buick Magazine. GO BU



B

Shop The Mall Connect-Free Every Day.

THE ELECTRONIC MALL DIRECTORY

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.

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 ELECTRONIC SHOWROOM [FD] ■

Ford cars and trucks.
US/CD

FORD MOTOR CO. [FMC] ■

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

HEALTHY LIVING STORE, THE [HL] ■ *

Gifts, environmental & health products.
VI/MC/AM/CSH US/CD

HEATH COMPANY, THE [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, THE [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 MOTOR CARS [PRC] ■

Auto accessories and gifts of distinction.

VI/MC/AM/DIS US/CD/JP

B**BOSTON COMPUTER EXCHANGE [BCE] ■**

Largest worldwide computer brokerage.
VI/MC US/CD/JP/OT

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.
VI/MC/AM/DI/SC US/CD/JP/OT

C**CAMELOT LONDON COLLECTION LINGERIE [CLC] ■**

Alluring lingerie, swimwear and dresses.
VI/MC/CSH US/CD

CD CLUB [CD] ■ *

Compact disc ordering club.
DB US

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 DISOUNTERS INTERNATIONAL [SDI]

Software for a wide range of
computers.
VI/MC US/CD/JP/OT

SPRINGER-VERLAG [SV] ■ *

An array of computing and pro-
gramming books.
VI/MC/AM/DIS US/CD

SQUISHY WISHY ZOO [SW]

Lovely, 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/OT

SUNGLASSES, SHAVERS & MORE [SN] †

Famous name sunglasses and
shavers.
VI/MC US/CD/JP/OT

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

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
BR Brooks Brothers ■ *
CLC Camelot London Collection Lingerie
JCP JC Penney • *
PFS Paul Fredrick Shirts Co.
SN Sunglasses, Shavers & More †

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

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

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

BCE Boston Computer Exchange †

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 ■ *

HL The Healthy Living Store

HS Hammacher Schlemmer ■ *

HH Helen Hutchies 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 ■ *

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

BCE Boston Computer Exchange †

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 JC Penney • *

MI Mitrope Electronics • *

SEARS Sears ■ **

SAC Shoppers Advantage Club

OFFICE SUPPLIES

BO Boyd's 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 ■

SN Sunglasses, Shavers & More †

Shop The Mall Connect-free Every Day of the Year!

GET TO KNOW THE MALL IN 1991

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.)

Win a \$5 CompuServe Usage Credit.

This March and April, The Mall spotlights a different group of stores every week. Stop by for news on special sales, sweepstakes, and promotions. Plus, visit The Mall again each week and you could win a \$5.00 CompuServe usage credit, just for stopping by! For a complete schedule and details on how to qualify for a usage credit, GO MALL and select "Get To Know The Mall." Here's a sneak peak of what's ahead:

March 1 through 7: Computers and Electronics

The Mall spotlights over a dozen stores offering computer hardware, software, peripherals, and more, including MacWarehouse, CDA Computer Sales, Direct Micro, and The Online Store.

March 8 through 14: Fashion, Health and Leisure

Shop online for everything from lingerie to contact lenses! Among the spotlighted stores: Brooks Brothers, Americana Clothing, Push Pedal Pull Fitness, The Healthy Living Store, JCPenney, and Paul Frederick Shirts.

March 15 through 21: Gifts, Flowers and Gourmet Foods

Just in time for Easter gift-giving! Among the stores featured: Breton Harbor Basket Company, The Chef's Catalog, Godiva Chocolatier, and Pepperidge Farm.

March 22 through 28: Information Services and Automotive

Browse an array of stores, including AutoQuot-R, Ford Motor Company, Price Motor Cars and TRW Credentials.

Download Catalogs, Software and Demos.

Many of the Mall merchants offer downloadable catalogs, software and demos online, among them CDA Computer Sales (GO CDA), Direct Micro (GO DM), Automobile Information Center (GO AI), CheckFree Corp. (GO CF), Buick Magazine (GO BU), Software Discounters International (GO SDI), Computer Express (GO CE) and Ford Motor Co. (GO FMC). Check it out!

CompuServe Briefcase.

Take it with you with the CompuServe briefcase! Official CompuServe logo is imprinted on a soft-sided, black canvas briefcase. Zippered outer pocket and inner document pocket with velcro close tab.

From CompuServe Store. GO ORDER
Sale price: \$13.95.

MacFriends for MacFans.

MacFriends, the largest Mac-only store, offers everything for your Mac at low, competitive prices. Shop online for complete systems, monitors, keyboards, hard drives, printers, scanners, memory upgrades, modems and more! GO MF

Win a Sony Watchman® at Computer Express.

Join Computer Express's online mailing list during the month of March and you could win a Sony Watchman, a 4.5-inch black and white TV and FM/AM radio combined. The Watchman features a built-in 4-inch diameter speaker powerful enough for garden and kitchen use. Includes carrying handle for easy portability. No purchase necessary. For complete details, GO CE.

New Games from Sierra.

Pick up the hottest new games from Sierra Online. Especially recommended are Quest for Glory II, Trial by Fire (\$59.95) and Joins in the Fast Lane (\$39.95). Also featured online, news on upcoming releases, how to access Sierra's 24-hour hint line and more. GO SI

Sniper! User Guide.

Improve your *Sniper!* gaming skills and learn more about other online games. Includes binder. Receive a free Games Guide and update sheet with purchase.

From CompuServe Store. GO ORDER

Retail price: \$39.40

Sale price: \$16.95.

Radio Doctors Salutes Oscar.

MGM, Paramount, Warner Brothers, Universal, MCA. This month, in honor of the Academy Awards, Radio Doctors salutes Oscar with a wide selection of award-winning films. Save \$2 off all award-winners, including such all-time classics as Rain Man (\$17.98), Out of Africa (\$27.98), Amadeus (\$17.98), Casablanca (\$27.98), An American in Paris (\$17.98), West Side Story (\$17.98), Godfather & Godfather II (\$27.95 each) and Gandhi (\$17.98). Also available online, dozens of best-selling VHS feature films, most priced between \$19.95 and \$29.95. Plus, a selection of titles on laser disk. Browse the online catalog. Special orders welcome, too.

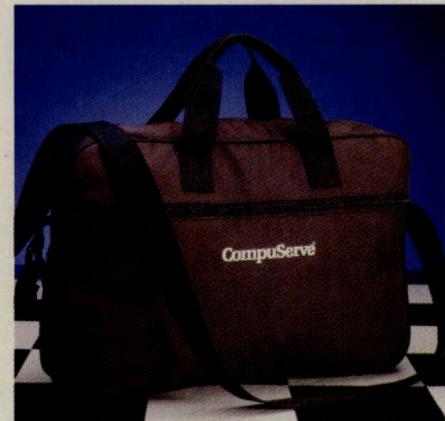
From Radio Doctors. GO RD



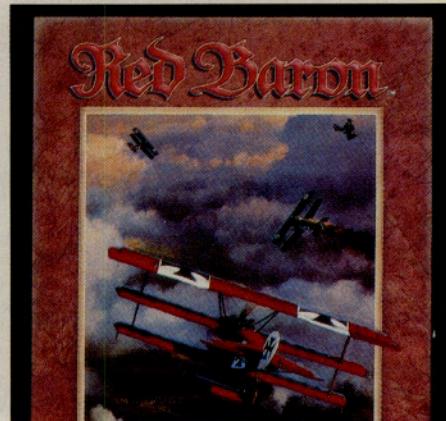
Low prices on MacEverything! GO MF



Win this Sony Watchman TV. GO CE



You can take it with you. GO ORDER



Hot new Sierra games are here. GO SI

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. Mar. 1991 Advertisers
2. Feb. 1991 Advertisers
3. Jan. 1991 Advertisers

Advertiser's Directory

Autoquot-r	63
Checkfree	C-3
Computer Database Plus	43
Corporate Agents	63
Data Storm	C-2
IQuest	25, 27, 49
France Info	36
Laptops, Etc.	25
Mentor Technologies	45
Official Airline Guides	4, 5
On-Line Store	C-4
Phone File	31
Quick & Reilly	27
Radio Shack	1
Shoppers Advantage	50
Spear Financial	44
Support Group, Inc.	31
Traveler's Access	21
University of Phoenix	30
Waldenbooks	48
YGI	9



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.

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.

PHONE ORDERS
1-305-462-8905
 FAX SERVICE AVAILABLE
AUTOQUOT-R™

FORM YOUR OWN CORPORATION IN ANY STATE

SPECIALIZING IN FORMING DELAWARE & NEVADA CORPORATIONS.

CORPORATE AGENTS, INC.

Providing on-line, low-cost incorporating services to CompuServe members since 1983
GO INC or call (800) 441-4303

Make Tracks...

...to your nearest mailbox and send for the latest copy of the **free** Consumer Information Catalog.

It lists about 200 free or low-cost government publications on topics like health, nutrition, careers, money management, and federal benefits.

Take a step in the right direction and write today for the free Consumer Information Catalog. Just send your name and address to:

**Consumer Information Center
 Department MT
 Pueblo, Colorado 81009**



A public service of this publication and the Consumer Information Center of the U.S. General Services Administration.

UPDATE



Lions and Tigers and Planes...Oh My!

The Smithsonian Institution's top photos are on exhibit in the Art Gallery Forum. The reproductions can be viewed in the new Smithsonian Online Library (Library 11) or downloaded for offline enjoyment. The latest images can be found in "New Uploads" (Library 2). Current topics include animals, aircraft, space and more. GO ARTGALLERY

Effective April 1, the CompuServe Information Service membership support fee will increase from \$1.50 to \$2 per month. The fee for new members, previously waived for the first four months of membership, will be waived for the first three months. While the first fee increase in two years is necessary to cover rising costs, CompuServe has also recently reduced charges to members for several valuable areas. The Electronic Mall (GO MALL) is connect-free; Grolier's *Academic American Encyclopedia* (GO ENCYCLOPEDIA) subscription fee has been dropped; and all surcharges have been removed from Consumer Reports (GO CONSUMER). For a complete and up-to-date listing of CompuServe's rates, or for information on your charges, GO BILL.

Need help paying your taxes? Credit is available with Security Pacific's online credit line. The service offers a competitive interest rate that compares favorably to that of many bank and department store credit cards. There are no application fees. GO SEC

The meaning of Passover and Easter will be discussed in a pair of online conferences in the Religion Forum this month. Eli Willner, a graduate of the Rabbi Chaim Berlin Yeshiva, will address the role of Passover in Judaism on March 19, and theologian Donald McKim will lead the Easter discussion on March 26. Both conferences begin at 9 pm EST. GO RELIGION

HOLLYWOOD

Everyone's a Critic

Be your own movie critic in the new Showbiz Forum. Discuss the merits of the latest films such as "Pretty Woman" and "Hamlet," classics such as "Casablanca," and cult favorites such as "Mad Max" and "The Rocky Horror Picture Show." Keep up with happenings on "Twin Peaks" or a favorite soap. Share your reviews with other members, some of whom are industry professionals. GO SHOWBIZ

Trivia addicts are flocking to CB to match wits in nightly games on Band B, Channel 20. The matches begin as early as 8 pm EST and some as late as 11 pm. Schedules are posted in the CB Forum. Players run the spectrum of ages and abilities. New players are welcome and may join in at any time. GO CB

Shop 'til you drop and get paid for it, only in The Electronic Mall. Members who purchase more than \$75 worth of goodies within one day will receive a \$5 CompuServe usage credit this month. Shoppers also can sign up for a shot at 25 weekly "wild card" credits for use outside The Mall (now connect-free 24 hours a day). GO MALL

Neither snow, nor rain, nor dark of night shall keep the CompuServe Mail fax from its appointed rounds. Starting this month, you can reach more places for less as service expands to Moscow, Iraq, Rwanda and other locations reachable by phone without operator assistance. Worldwide service rates have been cut by 35 percent. To send a fax through CompuServe Mail, GO MAIL.

**NEXT MONTH • Riding Out Recession: Hanging Ten in
Tough Times • NAIC's Method: Don't Worry, Keep Investing •
Protection at a Premium: Insuring Your PC • Oh, Oaxaca: Surreal
Mexico at 5,000 Feet • Created Equal or What?: Men Talk Men's Rights**

CheckFree: The Fastest Way To Pay Bills And Handle Finances.

CheckFree®
Electronically Pays All Your Bills
And Automates Your Recordkeeping.
No Checks, No Stamps, No Paperwork.

It Couldn't Be Easier.

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You tell the CheckFree software when you want your bills paid and the CheckFree system pays them on the dates you specify. All we need is a few days advance notice to make sure your payments get processed on time.

Saves Time, Paperwork, And Money.

Your bill paying and other routine financial activities can be reduced to just a few minutes. Paperwork becomes virtually non-existent. Plus, the CheckFree service is only \$9.00* per month—not much when you consider the savings in postage, bank charges, and late fees.

Organizes Your Finances.

CheckFree gives you a completely automated checking account register that's updated automatically with each transaction. You can also record deposits or other non-CheckFree transactions. Checkbook reconciliation is virtually automatic. There's even an easy-to-use package of income, expense, and budget reports that keeps you constantly aware of what's coming in and what's going out.



Completely Secure.

CheckFree is more secure than conventional check writing. Payments are processed through the Federal Reserve System, so CheckFree never requires actual access to your account. Only you have access to your funds and only you authorize payments.

Built Into Other Leading Personal Finance Programs.

CheckFree is the only software package designed specifically for the efficiency of electronic payment technology. Simply put, it's the fastest and easiest way to handle your finances. What if you like the idea of CheckFree electronic bill payment, but prefer to use Managing Your Money®, Quicken®, or Checkwrite Plus®? No problem. CheckFree is seamlessly integrated into these programs, so you can enjoy the convenience of electronic bill payment with your choice of personal finance software.

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PC Magazine, Best of 1989 Awards
January 16, 1990 issue

"CheckFree makes bill paying a quick, painless task rather than a monthly ritual to be dreaded ... CheckFree Corporation has been handling commercial electronic payments for companies such as CompuServe® for years, and its experience and professionalism showed in all aspects of my dealings with it."

PC Magazine

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Robert Cullen, Home Office Computing

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Client Support: free access via Email. **Hardware Requirements:** IBM® PC/Compatibles with 384K usable RAM, MS-DOS® 2.1, two floppy drives or a hard disk system — or Macintosh® 512KE or higher, 800K drive, Hayes® compatible modem also required.

***Limitations:** Over 20 monthly transactions involve a nominal surcharge (\$3 per ten payments or portion thereof).

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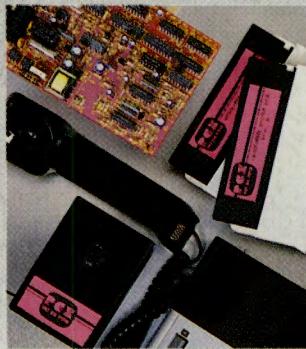


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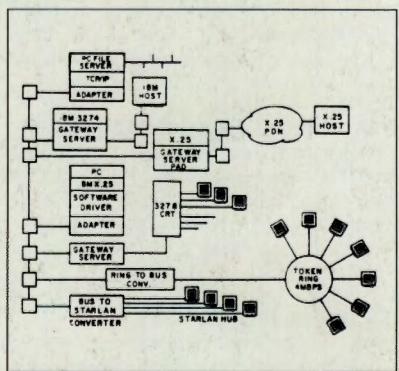
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