

## Apple-Q Inc. Information Page

Help Line				Ex	recutive Co	mmittee
Apple II+	Bob Godbehere	(07) 808-3892	7-9 pm & W/E	Vince Crosdale	President	(07) 351-3090
Apple IIe	Bernie Benson	(07) 345-1545	<b>Business Hours</b>	John Finch	Vice-President	(07) 260-5218
Apple IIgs	Vince Crosdale	(07) 351-3090	7-9 pm	Bob Godbehere	Secretary	(07) 808-3892
	Dale Rodgie	(075) 38-6942	7-9 pm	Bernie Benson	Treasurer	(07) 345-1545
AppleWorks	Bernie Benson	(07) 345-1545	Business Hours	Ann White	Registrar	(07) 371-4067
1	Todd Dixon	(07) 891-6299	<b>Business Hours</b>	Dale Rodgie	Editor	(075) 38-6942
	Sheryl Mann	(071) 96-7401	7-9 pm & W/E	Sheryl Mann	Software Librarian	(074) 96-7401
AppleWorks (education)	Ann White	(07) 371-4067	Anytime	Graham Black	Hardware Librarian	(07) 883-1525
AppleWorks GS	Dale Rodgie	(075) 38-6942	7-9 pm			
Applesoft	Graham Black	(07) 883-1525	1-6 pm			Assistant
1	Vince Crosdale	(07) 351-3090	7-9 pm	Todd Dixon	Reseller Contact	(07) 891-6299
Beginners	Ann White	(07) 371-4067	Anytime			(3.7)
Communications	Vince Crosdale	(07) 351-3090	7-9 pm		5 "	
Discovery (Viatel)	Sheryl Mann	(071) 96-7401	7-9 pm & W/E		Bulle	tin Board
Disk of the Month	Dale Rodgie	(075) 38-6942	7-9 pm	Name:	Apple-Q Inc. BBS	
Educational Programs	Ann White	(07) 371-4067	Anytime	On-line:	24 hours a day	
General Software/Hardware	Todd Dixon	(07) 891-6299	<b>Business Hours</b>	- · · · · · · · · · · · · · · · · · · ·		Bulletin Board)
Machine Language (IIe, gs)	Dale Rodgie	(075) 38-6942	7-9 pm	reseptione.	` ,	oice)
Macintosh	Todd Dixon	(07) 891-6299	<b>Business Hours</b>	Baud Rates:	300, 1200/75, 1200 &	,
	John Finch	(07) 260-5218	7-9 pm & W/E		(CCITT & Bell)	2100
Modems	Vince Crosdale	(07) 351-3090	7-9 pm	Data Specs:	8 Data bits, 1 Stop bit	. No Parity.
Software Library	Sheryl Mann	(071) 96-7401	7-9 pm & W/E		Full Duplex	, <del> ,</del> ,
Please only call between the times listed. W/E stands for weekend.  Sysops: Vince Crosdale, Graham Black					m Black	

#### This Month.

General Meeting Sunday 15th July 1990 Hours: 11.00 am to 4.30 pm

Committee Meeting

Monday 16th July 1990 Starts: 7.00 pm

#### Next Month...

General Meeting Sunday 19th August 1990

Committee Meeting
Monday 20th August 1990

Hours: 11.00 am to 4.30 pm Starts: 7.00 pm

All meetings are held at:

Hooper Education Centre, Kuran Street, Wavell Heights

#### Membership Fees

Adults/Students: Corporate Membership: \$25.00 \$50.00

Associate Membership: Joining Fee: \$50.00 \$10.00 \$10.00

(BBS only) (first year only)

At the discretion of the Executive Committee

#### **Advertising**

Classified advertising is Free to all Financial Members. For nonmembers, the charges are \$18.00 for a Half Page and \$30.00 for a Full Page. For more information, contact the Editor.

## \_\_\_\_\_ Coming Events

Now that you have built your Hard Drive. John Finch will show you how to maintain and manage it.

#### August:

Get ready for another of the famous Apple-Q Auction. Check out the Editorial for more details.

#### September:

We are going to try something new and have a 'Bring & Brac' meeting. We will set up a number of computers and you bring software package and talk about it.

#### More Info

- The copying of Commercially produced software is not sanctioned by Apple-Q Inc. and members who do so risk expulsion from the group.
- No one is allowed behind the Trading Table counter except the Committee members and anyone appointed to work at the Trading Table.

### <sub>-</sub> Contributions to Apple-Bug

If you would like to contribute to the Apple-Bug, please send in your article (on disk where possible) to the clubs address. Your disk will be returned. Deadline for the Apple-Bug is the General Meeting.

#### Copying Fees \_\_\_\_

Apple-Q Inc. has a wide selection of Public Domain, Shareware and Demonstration software available to members. We charge a copying fee so the group can obtain more software to expand the library. The copying fee for 5.25 inch disks is 50 cents a side with a minimum charge of \$2.00. For the 3.5 inch disks, the fee is \$3.00 per disk. See the Software Librarian at the next Meeting for a catalogue. Also see the "Disk of the Month" section for more great Public Domain software. On the inside back page you will find a software order form. This form can be filled out if you wish to order by mail or you can order and pick it up at the meeting. For mail orders, remember to add \$2.00 for postage and packaging.

#### Meeting Format \_\_\_\_\_

11.00 am - 12.00 pm - Informal period including:

Trading table open.

Registration of members (new and renewals).

Disk of the Month sales.

Raffle Tickets sold.

Public Domain Software available.

12.00 pm - 12.30 pm - Lunch

Trading Table, etc continues during this period.

12.30 pm - 2.00 pm - Demonstration
Invited speaker to givedemonstration and follow up with
organised question and answer session relating to the

organised question and answer session relating to the demonstration.

2.00 pm - 2.30 pm - Afternoon tea break

Draw raffle prize and door prize.

2.30 pm - 4.00 pm - Special Interest Groups:
Appleworks

New Users (Beginners) Apple //GS Computers

Macintosh Computers

4.00 pm - 4.30 pm - Open for Business
Trading Table, Software Library open for business.

4.30 pm - Close the day.

#### Production Information .

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(the Brisbane Apple users group)

Postal Address:

P.O. Box 721, South Brisbane, Qld 4101.

Meetings Held at:

Hooper Education Centre Kuran Street, Wavell Heights

#### **Editorial**

by Dale Rodgie

A lot of exciting things have happened in the past month. The biggest of which was the Apple User Group Convention in Sydney. Also we received a CD-ROM with over 120 megabytes of Public Domain software for the Apple II's. Check out the "Disks of the Month" section for the first release of this software.

GS Workings returns in this edition. This month, Anthony compares the Apple IIgs with an IBM compatible machine. The results are surprising. And for the Mac users we look at ResEdit.

#### Apple User Group Convention

Myself and two other Apple-Q members flew down to Sydney on the weekend of the 8th of June for the Apple User Group Convention. It was held at the Resort Hotel Macquarie in North Ryde.

After arriving at Sydney airport, myself and three members of the Gold Coast Mac group hired a car. Our first stop was the legendary headquarters of Apple Computer Australia in Frenchs Forest. We walked through the main entrance and noticed a bowl full of (you guessed it) apples on the reception desk. Also in the lobby were the Apple I, Lisa and Apple III computers on display. Photos were taken of the original Apple I.

Then David Dobbin (Direct Marketing) gave us a tour of the offices. The offices contain four lecture theatres for demonstrations. The offices themselves are modular and they have a false floor so the offices can be easily moved when needed. The thing that surprised me was the building was so small.

After the tour, we headed for the Hotel and checked in. The convention was opened by David Strong (Managing Director of Apple) at a dinner on the Friday night. At question time, members asked about the future of the Apple II. David stated that Apple has plans for the Apple II. This view was shown by all the Apple staff that attended.

After the dinner, a computer room was opened where members could copy Public Domain software for their group. Some of the Macs were networked together and software was placed on the file server. The room contained an Apple IIe through to the GS and the Mac range from the Mac Plus to the Mac IIfx.

The next morning, the convention started in earnest. The first session covered the relationship between Apple Computer and user groups. Frank Revill said that it needs to be a two way street. Some had a gimme-gimme attitude.

The nest session covered topics about the running of the groups. Topics covered included Public Domain software acquisition, Magazine production, User Group funding and

Membership.

The third session covered the future of the Apple II, Apple pricing policy, Developers info, Surviving in a MS-DOS world. Apple announced the they are taking some aggressive price cutting on both the Apple II and Mac range. The Mac Portable has been reduced by \$2000.00 for example. However, they did state that Apple is not in the cheap computer business. Many computer companies that sell cheap equipment do not survive. Apple plan to be around for a lot longer.

During the forth session, we watched demonstrations of some of the new products for the Apple II and Mac. The new Apple II High Speed SCSI card was put through its paces with a demo using a sequence from the movie Star Wars, A GS was connected to a Hard Drive with the new SCSI card and the 30 second movie was shown. The movie took over 33 megabytes on the hard disk! A new Apple program called SynthMIDI was shown. With the use of a MIDI keyboard, you can create some fantastic music with this program. It was mentioned that the Apple IIgs has a better sound chip than the Mac. Two Shareware programs were also demonstrated. They were SoundSmith and BackGround Sound. SoundSmith is one of this month's Disks of the Month. BackGround Sound plays music in the background while you are in another program and SoundSmith is a sound program that can be used with or without a MIDI keyboard.

At dinner on the Saturday night, a number of software distributors were invited and over \$10,000.00 of software and hardware was given away. I won a copy of AppleWorks 3.0 (too bad I bought a copy a few months ago).

After the dinner it was off to the computer room again. Frank kicked us out at about midnight so I visited someone I met a last years convention. He brought his users group's GS to the Hotel and had two hard drives connected to it. About 160 megabytes of storage. With the 12 millisecond access time and the new SCSI card they fly.

On Sunday the first session included topics brought up at previous sessions. We had a tour of AppleLink (Apple's multi-user bulletin board system) which costs \$45.00 an hour to use. We also talked users groups being affiliated with Apple Computer. This was seen to be better than organizing a national user group.

## Disks of the Month

Just before the June meeting we received a CD-ROM from the States with over 120 megabytes of Apple II Public Domain Software. So over the next few months I will release this software. This month we have released five of the classic Beagle Bros. programs. Beagle Bros have released these disks into the public domain. John Finch has

At the last session we discussed next years conference. It was discussed that we have the convention in Brisbane/Gold Coast next year. However, the convention would have access to more equipment and Apple staff if it were held in Sydney.

I was on a high all weekend (I came back to reality on Monday). We all walked away with ideas to improve our group.

I would like to thank Frank Revill for organizing the convention and thanks to David Strong for the support for user groups.

#### Apple-Q Auction

August is the month for our next Auction, so start working out what you want to sell. The auction will work much like the last auction. Bernie Benson is handling the recording of the auction items. Here is some more info:

- The auction starts at 1.00 pm the 19th August at Hooper Education Centre.
- All auctioned items must have a Reserve Price of no less than \$5.00.
- Apple-Q gets a commission of 10 percent of the final auctioned price.
- Apple-Q Inc. takes no responsibility for software or equipment lodged at this Auction.
- You can auction any computer related item software or hardware.
- Bernie can not finalize payments until after the auction. So
  if you have to leave early, we will post a cheque to you
  (minus \$1.00 to cover handling).

#### July Demonstration

John Finch will be talking about Hard Drive maintenance. Those who either own a Hard Drive or plan to buy (or build) one can nor afford to miss this demonstration. The demonstration starts at 12.30 pm at the General Meeting. See you there.

#### Help!!!

If you have a hardware problem on your computer, you can bring it to the General Meeting, maybe someone at the meeting can help. However, you can only assemble your computer after the main demonstration and no software copying is allowed.

also given me a list of the Mac Disk of the Month. And for the Apple IIgs we have the fourth of our games disks plus the first of the GS Music disks.

#### How to order

You can either order by mail or at the General Meeting. To order by mail, just fill in the details on the Software Library Order Form on the inside back page of this edition. Remember to add \$2.00 for postage. If you wish to pick up

your disks at the General Meeting, you can phone Sheryl before the meeting and she will have them ready for you.

#### Macintosh Disk of the Month

Analyse DA - Permits you to look at and modify the content of the memory. Look at MemTop (\$108) to know how much memory you have in your machine. - Hex and ASCII dump. - Search (hex and ASCII mode) in RAM or ROM area etc.

**TextDump DA** - This DA takes a textfile and dumps it directly to the printer or modem port. It is useful if you work with files transferred from other computers which may already be formatted and paginated. As well, it provides a very fast means of printing out text files.

Peeper DA - Peeper is a very simple DA which allows you to look inside paint documents without having to start up your favorite paint program. Peeper allows you to view a

inting but not edit it. It lets you browse the contents of a painting quickly, when you've forgotten what was in it.

Fast Formatter™ v3.0 - (this is not a DA) This is a disk-initializing utility. One of the most annoying things about formatting disks one at a time in the Finder, is that you have to type in the disk name each time. Now with Fast Formatter™, you can set the disk name once and then just start inserting the disks to be initialized. This way you can format a whole box of disks.

Bund Aid - Every Macintosh file has some flags which tell the Finder what kind of file it is. Applications, Control Panel files, and the like have information which allows them to have their own icons and assign icons to related files. This information is stored in the file's 'BNDL' resource, and files which have these resources are marked by having their "Bundle Bits" equal to 1. Unfortunately, over the years, there have apparently been some programs which incorrectly set the bundle bits of documents they created. This causes problems in opening documents. BundAid will scan an entire disk, making sure that each file whose bundle bit is set actually has a BNDL resource. If it does not, the 'undle bit will correctly be cleared to 0.

This is just a sample, the disk also contains Icon Designer, Icon Editor, the latest version of ResEdit plus lots more.

#### Alpha Plot

Alpha Plot is a sophisticated Hi-Res graphics program that will let you flex your Apple's Hi-Res capabilities to create colorful drawings and detailed charts and graphs. These instructions will do their best job if you run Alpha Plot and experiment while you read. Most of the details not in the instructions are printed on the screen. Alpha Plot features a Drawing Mode and a Typing Mode. The Apple has two Hi-Resolution screens or "Pages", called Page 1 and Page 2. With Alpha Plot, you can store two images in memory at the same time and view either one. Alpha Plot

lets you draw or type only on Page 1, but you may easily move images from Page 1 to Page 2 and back, and from memory to disk and back from or to either page. This is a Dos 3.3 disk and works on an Apple II, II+, IIe, IIc, IIgs.

#### Beagle Bag

**Buzzword** - Buzzword is a word substitution game that's good for at least a few laughs. Buzzword places five stories in memory. Select one of them and read along. The story will be automatically typed except for the missing "buzz words".

Elevators - Elevators is a real-time action game. The object of the game is to pick up as many carloads of passengers as possible between 5:00 (game starts) and 5:30 (game ends).

Gas Crunch - Gas Crunch needs only one instruction: It is possible to win, so don't give up.

Hang Person - You don't need instructions for Hang Person do you? I didn't think so. For two players or more, one player can enter a secret word or words for others to guess. For one player, hit Return-only and the computer will "think" of a word or words for you to guess.

Magic Pack - Magic Pack consists of four tricks: Plenty Questions, 21 Numbers, Nextword and Card Scanner.

Name Game - Name Game is a real crack-up at parties.

Oink! - Oink! is an easy-to-play two-key game.

Pick-a-Pair - Pick-a-Pair is a great party game that will alleviate "Computer Phobia" (a common disease these days) in almost anyone. Try Pick-a-Pair with your non-typing or non-computer friends. It's easy to play and they'll like it.

Quick-draw! - Quick-draw is a battle between two video gunmen who never miss. You will probably need two players to play Quick-Draw, although our Uncle Louie has been known to spend hours up in the attic pitting his left hand against his right!

Slippery Digits - Slippery Digits works just like your old 15-number game. Try the "Visible" version first to get the hang of it.



Sub Search - Sub Search is a real-time search for a group of invisible enemy "submarines". Your job is to seek out these subs and capture their fuel supplies before your fuel and oxygen run out.

TextTrain - TextTrain is a real-time race against a "train-time" clock. You will keyboard-control a text-format "freight train" whose "engine" and "cars" appear on your monitor as text characters.

Triple Digits - Triple Digits is for two players. Each is dealt the same thirteen digits. Follow the computer's instructions for playing numbers.

Wowzo - The object of Wowzo is to move your "man" (the first three letters of your name) through the maze and land onall five of the keyword letters before your opponent.

#### Beagle Basic

Beagle Basic is a set of programs that let you enhance Applesoft and use new commands and features in your programs. It also lets you rename standard commands and error messages, for whatever reason you might have. Beagle Basic gets around Applesoft's "permanency" by moving it from ROM into RAM (Random-Access Memory) or changeable memory. Beagle Basic requires your Apple to have at least 64k of memory. If you have an Apple IIe, IIc or IIgs, you are set. If you have an Apple II or II+ (normally 48k), it must be equipped with extra memory in the form of a RAM card (or "language" card").

#### Dos Boss

Since DOS is anaccessible written program in RAM and not a permanent collection of hardware like Basic, you can change it to suit your desires and to have more control over your computer. Dos Boss is the key to making these changes. With Dos Boss, you will have immediate access to DOS's most visible functions and features. Change the standard commands to anything you like.

#### **FatCat**

FatCat is a "multiple-disk catalog" program that reads and organizes all of your Apple DOS 3.3 and ProDOS file names together into one or more "Master Catalog" files. Each Master Catalog may be sorted, searched, printed, and saved on disk, thus becoming a handy reference guide to your personal disk library. Master Catalogs may be updated at any time by reading in new or altered disks. Fatcat lets you assign an optional short "File Description" for each file name in each Master Catalog. DOS 3.3 disks may be assigned a descriptive "Disk Tile" that will optionally appear at the top of each disk's normal Catalog.

#### SoundSmith

One feature of the GS that beats most personal computers is its sound. You can use your computers sound capabilities to the full with SoundSmith. SoundSmith lets you create songs with up to 14 tracks. You can input the notes into a spreadsheet like table or you can use a MIDI keyboard. Six songs are also included on the disk.

#### Apple Ilgs Games Disk #4

Orbizone - Orbizone is similar to the classic game Asteroids. You *must* have a joystick to move your ship around. Button 0 will fire, and Button 1 will thrust you. Every so often, a bubble will appear on the screen after you blow something up. By running over this bubble, you will get a shield for a limited amount of time. The thing which makes Orbizone unique is that it allows you to create and use your own shapes in the game.

Concentration - Concentration is a classic memory game played with cards. In this version, there are 30 pairs of cards with three different shapes and ten different colours; 60 cards in all. The object of the game is to find the matching pairs. The player who makes the most matches wins.

Black Jack GS v1.0 - BlackJack GS is a single player game of BlackJack for the Apple IIgs. One player plays against the dealer. I have attempted to make this game of BlackJack as realistic as possible. This is a game of BlackJack written for a IIgs with at least 512K.

Space Harrier - This is another program from the Free Tools Association. Space Harrier is a demonstration game. The game is playable, however your man can not die (che heard from the members!). The fantastic music for Space Harrier was produced with SoundSmith.

## Macintosh Mumblings ResEdit Helper version 2.0

by Sam Kass (of Info-Center BBS)

#### Disclaimer

I must say, with ResEdit you have to TRY, to mess up a hard drive, but I really don't know what you Mac-ers will think up. Therefore, I don't want you to blame me if you find a new way to format your hard drive at unexpected

times. I'm just trying to say that you can use any information in this text, but I take no responsibility for your actions

#### Adding keyboard equivalents to MENUs

The mouse: one of the most creative devices for input today. Unfortunately, sometimes it's easier to simply use the keyboard. Here's where ResEdit comes in... with ResEdit, you can add keyboard equivalents to menu items. Simply choose an application to edit. Open ResEdit, and open the applications Resource Fork, by double clicking on the folders until you get to the application (inside ResEdit),

then double clicking on the application. Open the application's 'MENU' resource. You'll get a list of the menus in the application. (Probably not names, just a list of ID numbers). Find the menu you want by double clicking on the menus one at a time until the 'title' string is the name of the menu you want. (Occasionally, a program will have a few copies of the same menu, you should put your key equiv's in each menu with the right name.) You can then scroll down the menu, looking at the commands. Find the command you want to add the keyboard equivalent to. Decide what the control key will be. (make sure that there's no others with the same one, or something unexpected may occur. ResEdit gives no warnings about this.) Under the command you want to add it to, find the string for 'key equiv'. In this section, put the key you want. Now, simply close the windows, and save everything. Next time you load the program, the key equivalent will automatically pear next to the menu selection, and you simply have to type Command-<your key> to activate it!

#### Adding Icons to Menu Items

Any menu item can have an icon next to it. It's not hard. Open the application whose menus you want to add icons to. Then, go into the ICON resource. Find the ID#'s by Selecting 'Get Info' about any icons that are there. (If the application doesn't own an ICON resource, make one. Open the application and select 'new' from the file menu, and choose the type ICON.) Then, make a new icon by having the ICON resource open and selecting 'new' from the file menu. Draw a nice pretty ICON, then click the close box. Next, open your ICON's info by selecting 'get info' while the square is around your icon. Change the ID number to a number as close to 256, without duplicating another ICON's ID number or going BELOW 256. Record the number equal to your ICON's ID number minus 256. (i.e. if your ICON is ID 258, record 2.) Next, open the MENU resources, and find the menu that contains the item ou want to add an ICON to. Scroll down the menu until you come to the correct item, and in the ICON# space, write the number you recorded previously. Then, load the application up and enjoy your ICON!

#### Fun with STR#'s

Well, STR#'s are definitely fun, especially when they belong to the Finder or System. STR# translates out to "String List". It's basically a list of things the application might have to say to the user. Some Examples from the Finder: "(^O) K in disk" (At the top of any Finder window); "Trash" (obvious); "Empty Folder" (New Folders); "Copy of (^O)" (The Duplicate command). These are all in the STR# resource of the Finder. There's not much damage possible here, but be sure to back up your application, so if you want to change the things back, you'll know what they were. Another thing is to try not to make

the new string too much longer than the old one, because it might go off a line on the screen. With this technique you can add a personal touch to all your applications.

#### Fun with DITL's, MENU's, and ALRT's

You can basically do the same things with these three resources as with the STR#'s. In DITL's you have a little more freedom, as you can move stuff around in the dialog box, create more text, create phantom buttons (just for fun), and put new icons into dialog boxes. MENU's are fun to change in applications. You can change the text, but I wouldn't suggest creating phantom menu selections or menus, because it might create unexpected results. ALRT's work much the same way as DITL's. If you're like I am, you should probably try to restrain yourself here. Changing menus sometimes results in the program QuickKeys (or an equivalent) to mess up. Changing DITL's and ALRT's can confuse colleagues who try to use your "improved" version.

#### Editing DLOG's and DITL's

DLOG resources basically contain the location of the dialog on the screen, as well as the type of dialog box. It is the DITL that holds the contents. A DITL can also be thought of as a list of controls (CTRL). Each item in a DITL can be double clicked on, and edited. New items can be added by selecting 'new' from the File menu. It is only recommended that you add static text, icons, or PICTs, as the others would require the program to be aware of them to be useful. You can add more description to a dialog box by adding static text, another icon by adding an ICON, or a reference to a PICT resource. (Note: the Finder stores most of it's text for dialog boxes in it's STR# resource, and defines them as User type. You shouldn't create any user type controls in a dialog box.)

#### Funny ID 0 Resources

This isn't anything special to do with ResEdit, but sometimes it can be fun. Almost every application contains an ID 0 resource that contains information about the file. These can sometimes be funny, but sometimes they're only useful. They'll usually have the name of the programmer, an abbreviation of the programmer's name, an abbreviation of the programs name, or something like that as their type. Of course, the 'real' type for these resources is 'vers', but it is actually rarely used. (If you want to see one, Raymond Lau put one in Stuffit.)

#### The Font Editor

ResEdit has a font editor built in. You can edit your favorite fonts. (Note: this is only for screen fonts, not postscript.) Just open the type FONT in the font file. Hey, make your favorite Serif font into a Sans-serif. I'd recommend backups here before doing anything, though.

#### PICT Resources

ResEdit has the ability to display PICT images. The usefulness of this escapes me, but it can be fun seeing what type of graphics some games contain. (But NO cheating!!!)

#### The Desktop

There is a big, invisible file lurking on every disk for the Macintosh, called the Desktop. This is the only file which is officially 'legal' to have invisible. (This excludes Hard Disk partitions, which will also show up as invisible files in ResEdit.) This file is a big magnet for everything. It holds names of folders and applications, it holds icons, it holds every single 'Get info' on your drive, and so on. This file can get very big. I'd give it a megabyte tops on an 80 megabyte disk before getting worried. When you start seeing a lot of slowing down in access, and when you copy to the disk, it sits there 'updating desktop file' for 15 to 20 seconds, it's time to take action. Load ResEdit, go to the offending Hard Drive, select the file called 'Desktop', go to the Edit menu, and select 'clear'. You will loose any comments you've written into your Get info boxes when doing this, as well as the sizes to your applications under MultiFinder. When you return to the Finder, the disk will take a long time to appear on the desktop. (It might come up with a "This disk needs minor repairs" error. Don't worry, just select "OK".) An alternative to this that will help your access times (although not as much) while actually keeping your Get info boxes, is to actually open the Desktop file, and delete the 'ICN#' resource. (Note: you will need to quit MultiFinder to open your Desktop file.) (Another note: on an 80 megabyte disk, you'll need about 3 or 4 megabytes free before deleting the desktop to let the Finder reconstruct it. You will know if you didn't have enough memory because every time you try to use the drive it will come up with a "...Disk needs minor repairs..." error until you give it enough memory.)

#### Different versions of the same program

Sometimes, you'll be running two copies of the same application under MultiFinder, or even have two applications that have very similar Menu Bars. This can be slightly annoying when you can't tell which application is the top one. To remedy this, change the name of one of the menus to something that will tell explicitly what application or what version it is. (i.e. I run a 2-line BBS under MultiFinder with two copies of Red Ryder Host, so I named my SysOp menu for each 'SysOp line 1' and 'SysOp line 2'.) You can even change the name of the Apple menu from ASCII-19 (the Apple symbol) to the name of the program, although you'd be breaking the Macintosh Interface Guidelines.... Ooooooooo...

#### Window locations

Some applications contain WIND resources. These

resources define windows that will be used with the application. Sometimes, the windows will be in a spot that you'd rather not have them. So move them. A WIND resource is a click-and-drag resource that moves the window somewhere else. If the program follows the Mac interface at all, the window will appear normally in the program in the place you put it with ResEdit. If not, however, the text that was supposed to be in the window will appear where the window used to be, so you'd better make a backup first.

#### Default sizes

You may notice that each application has a default size for Multifinder when you open the Get Info box. Many times, that default size isn't big enough for the application. There are two ways to correct this problem. The most common way is to change the size in the Get Info box below the default size. This is temporary, and would be deleted if you rebuilt the Desktop. The permanent way is to open application with ResEdit, open the SIZE resource, open the ID -1 size resource, scroll to the bottom, and change the default size for the application. (Note: this number is in bytes. There are 1024 bytes in 1Kbyte.)

#### ResEdit types

As you know, each resource has it's own type. This is a four character string that identifies that type of resource from any other. There are many resource types that are 'standard', or defined by Apple, and numerous more that each programmer might make up. Here I'll list all the important resource types that ResEdit contains templates for. (A template is a resource of type TMPL used by ResEdit to know how to interpret each resource type.)

'ALRT' (ALeRT) - This resource type is an alert box. It is basically a dialog box that can have only two buttons, preferably Ok and Cancel. An alert box will give the user any error the program may have created. Opening a resource of type ALRT will give you a condensed screen image of how the Alert would look. Double-clicking on the Alert will zoom in, and allow you to edit it.

'BNDL' (BuNDLe) - The information contained here basically holds together the data that the Finder will need to display the icons of the application. (It also may contain a pointer to the version data of the application.) Any application that has an icon will have a BNDL containing at least one pointer to a ICN# and one to a FREF. The ICN# contains the picture, while the FREF contains the file types the icons will go to.

'CNTL' (CoNTroL) - A control is any non-graphic, mouse-modifiable item in a dialog box or window. Ok buttons, Check boxes, radial buttons (little circles), and scroll bars are all common examples of controls. A control will have it's location in the window, it's initial value, whether or not it's visible, it's maximum and minimum values, it's type (in the form of a number), a possible

pointer to more data, and it's title (the text that appears in, on, or next to it).

'DITL' (Dialog ITem List) - A resource of type DITL will contain the layout of a Dialog box, including the positioning of the controls, text, and pictures. The Dialog box' contents will show up with dimmed rectangles around each item. Double-clicking on any of those will bring up a box describing the particular control, including it's type, position, visibility, and text content.

'DLOG' (DiaLOG box) - This is the dialog box itself, with it's DITL displayed. Opening one of these will show a miniaturized version of this dialog on the screen. Like an alert, double-clicking on the box will allow you to edit it's DITL.

'DRVR' (DRiVeR) - These are most commonly Desk Accessories. A driver resource contains the hexadecimal representation of the DA itself, and should not edited unless you understand machine language.

'FOND' (FONt Data) and 'FONT' (FONT) - A FOND resource is a resource that contains pointers to the FONT resource. It tells the program what fonts it has available. A FONT resource defines the actual characters that will appear on the screen. Double clicking on a FONT resource will show ASCII character 65, which is the capital letter "A" in most fonts.

'FREF' (File REFerence) - This type of resource contains the pointers to the correct ICN# which will show for the displayed TYPE. Every application with an icon will have at least one FREF with the type of APPL, and an ID number pointing to an ICN# which will be displayed for the application.

'HEXA' (HEXAdecimal) - This is the default resource type. If ResEdit doesn't contain a TMPL resource of that type, or you open the resource with the COMMAND (swirly key)-OPTION keys held down it will display the resource as a list of hexadecimal numbers. This can be useful in adding more resources to a list. Find the hexadecimal representation of the number of items in the list ate: BNDL resources contain the number of items minus

1), and move it up one. Now, when you open the list normally, it will give you a box. Select OK and you'll have an addition to the list that will contain random data.

'MBAR' (Menu BAR) - This resource will hold an entire menu bar. It is actually a list of MENU resources, in order from left to right across the screen. Most applications do not use MBAR resources, but instead simply put individual menus up one at a time. If there is one present, switching two entries would switch those menu's positions in the menu bar.

'MENU' (MENU) - This resource holds an individual menu. In old versions of ResEdit, each menu item is completely editable, but it takes forever to scroll and open. In the new versions, The basic menu items are editable and it is considerably sped up. Most important items editable here are discussed above.

'PICT' (PICTure) - This is the standard for graphics on the Macintosh, just as text is the standard for written items. A PICT resource is not editable through ResEdit. The actual picture may be bigger than can be displayed in a standard ResEdit window. In order to get the full picture, you can COPY the picture while it's displayed, and PASTE it into your scrapbook.

'SIZE' (SIZE) - This resource was originally intended to hold the size of the application under Multifinder, and eventually included all the applications attributes under MultiFinder. Most applications that have been run under MultiFinder will contain a SIZE resource of -1.

'STR' (STRing) - This is rather obvious. It's a string that the application will probably need at one point. Changing these is no problem and can be quite fun.

'STR#' (STRing < list>) - This is a resource of a whole bunch of strings. Each of these are editable as if they were individual STR resources.

'vers' (versION) - This resource will contain the



version information about the application. This will contain the creation, modification date, and what will appear in the Get Info box. (Note: If there is a BNDL pointing to a resource of ID 0 then that will be displayed in the Get Info box if the vers resource is missing.)

'WIND' (WINDow) - This is a resource that holds the position, size, and type of window. A miniaturized version of the window will appear when this type is opened. You can move the window to another position with the mouse if you want.

This basically concludes our guided tour of ResEdit. Hope you enjoyed the ride, and happy editing! ResEdit is public domain and available from the club library.

October is the time and your local newsagent is the place to pick up the latest and best Apple II magazine...

## Appeelings Magazine

The Australian Magazine for Apple II Users

# GS Workings Apple Ilgs versus IBM compatibles

#### by Anthony Rich

As you have probably guessed from the title, this month we are diverting slightly from the normal subject of hints and tips for IIgs users.

This month we are going to do a price/power comparison between the Apple IIgs decked out with a TransWarp card (from Applied Engineering), a stereo card (from Power-Up technology) and not much else, versus an IBM AT compatible with all the trimmings to match the IIgs's built-in features. Well, almost.

Now before we go any further, let me say that I own both an Apple IIgs and an IBM AT compatible, which I built myself. So you cannot say I'm biased, because I've got that to fall back on. I would hope that all computers excel in at least one area where others will not, but I seem to have found more areas that the IIgs beats the AT compatible than vice-versa.

I would also like to point out that the main reason for this article is that this week I have struck two people who have never even seen or heard a IIgs in action, and yet they rate it as one of the low-lifes of the computer world. Such is the way of the Tunnel-Visioned MS-DOS (and-nothing-else-will-do!) user which seems to be in over-abundance today.

Now that we've got the greetings and salutations finished - on with the article!

The prices which I'm about to list here are AVERAGE industry prices at the time of writing (June 15) and may well have changed by the time this article goes to press.

\$3905

Let's first look at an Apple IIgs:

Apple IIgs	\$1195
1 Mb RAM card	\$495
Apple Analog Monitor	\$795
Apple 3.5" Drive	\$545
TransWarp GS	\$650
Apple MIDI Interface	\$145
Power-Up Stereo card	\$80

#### A TYPICAL IBM AT compatible:

Total:

The AT compatible	\$1995	
(with 2Mb of RAM)		
VGA Monitor and card	<b>\$99</b> 4	

(Not a Multi-Scan Monitor)	
3.5" 720k Drive and card	\$279
2 Port Serial card	\$129
Joystick Port card	\$49
MIDI card	\$245
LocalTalk PC Option card	\$745
CMS Music card	\$299
(12-Voice Stereo)	
MS-DOS	<b>\$</b> 99
(Usually an extra!)	

Total: \$4834

From this comparison we see that the AT compatible is about \$1000 more than the Apple IIgs. So what are you paying for?

You're paying for speed.

- [We've got a TransWarp.] You're paying for the LocalTalk card.
- [AppleTalk is built-in on the IIgs.] You're paying for the music capability.
- [The IIgs has 16-Voice music built-in. We're just getting stereo!] You're paying for MIDI.
- [The IIgs has basically got MIDI built-in. We're just buying an interface box!] You're paying for VGA.
- [The IIgs's 640 x 200 mode is only matched by one of the VGA operating modes. Deduct \$150 for EGA if you like!]

Looking at music we can see that the IIgs wins, hands down! The CMS Music card is an amazing improvement over an IBM compatible's internal speaker. If you've ever heard one though, you know it doesn't even come close the IIgs's capabilities. Just look at Diversi-Tune from Bill Basham, and the Background Music CDA from Parik Rao (which uses the same Sound Smith music files as FTA's Space Harrier).

While we're talking about the Background Music C can anyone show me an equivalent in the IBM arena. This little beauty plays REAL music (even with digitised sound file capability) in the background of any GS/OS application. What's more, if you own a hard disk, it even keeps the music going as you're changing applications - no breaks in the music! Well done, Parik!

How about ease of use? Once again, the IIgs excels! Like the Macintosh range of computers, the IIgs uses a desktop interface as standard. This means that once you learn how to use one application, you know the basics to running all applications. And because most applications follow Apple's Human Interface Guidelines, it's even easier, with such consistency that most command-key sequences work the same in all applications! Why is it, do you think that the IBM arena have come up with operating systems such as Windows, which also uses desktop-type interfaces? There

are still very few applications which run in a similar fashion, however, on the IBM compatibles.

It has been shown by several surveys that Macintosh users experience productivity increases of up to 25% over IBM users. I would imagine that if such surveys were conducted for the IIgs, similar results would be shown. It's all to do with consistency and ease of use.

Have you noticed that advertisements abound in every newspaper for IBM compatibles? I have yet to see an ad for the IIgs. Why? As someone once said to us all at Apple-Q: "The Apple IIgs sells itself!". I also just remembered an incident at Norfolk Island earlier this year, where a kind gentleman put Commodores above the IIgs. All I'll say to that is "Commodore makes IBM compatibles!" and leave it at that.

One small addition to add even more salt to the wounds of MS-DOS only users - I can see ZIP Technologies releasing their 20MHz accelerator card for the IIgs within the next few months, and I would expect it to be much the same price as the TransWarp GS card!

LONG LIVE IIgs! (I hope this article has caused minimal offence to the IBM users among us.)

program in Fig 1, show an EXEC program that is loaded each time ProDOS is booted. A series of ASCII texts

## ProDOS RAMDisk

When you are using an Apple //e or //c with 128K of RAM you have a potential additional disk drive, provided you are using ProDOS. To take advantage of this you will need to load the software from the second disk. The additional drive is called /RAM and is located in the 64K area of RAM that Basic or ProDOS does not use. /RAM can be used. You can store the STARTUP program and READ.TXT, a utility that lets you look into text files on disks (or on /RAM). With these two programs you don't need to insert your ProDOS disk when ever I need to read files. /RAM is automatically created when you boot ProDOS. To catalog this area, type CAT /RAM. /RAM can hold about half the volume of a regular floppy disk. Note that data stored in /RAM remains in memory as long as the power to the computer is switched on. Copying files to the /RAM area is not quite straight forward since ProDOS does not have an internal COPY command. It can be done, it requires that you use a load and save sequence.

## commands is executed in order as the computer finds them.

Figure 1:

PRINT "Loading STARTUP into memory..."

LOAD /USERS.DISK/STARTUP,D1

PRINT "Saving STARTUP to /RAM.."

SAVE /RAM/STARTUP

PRINT "Loading READ.TEXT into memory.."

LOAD /USERS.DISK/READ.TEXT,D1

PRINT "Saving READ.TXT to /RAM..."

SAVE /RAM/READ.TXT

FOR X = 1 TO 1000: NEXT: HOME

PRINT "ProDOS 1.1.1"

PRINT "/RAM contains both files."

**EDITOR:** Reprinted from the Townsville Apple User's Group Newsletter - July 1987.

## **Graphics Tourer Review**

#### Paul Groth

Is there anyone out there who has ever wanted to use Lo-Res Graphics in programs like, Deluxe Paint II or Paintworks Gold? The first thing you would try to do is load them straight into the program, but it doesn't work, so you have to go back to using your old graphics programs which support Lo-Res, High Resolution graphics, but you miss all them little extras that GS programs offer you. You don't have to worry any more, there is a program available which will let you convert your Lo-Res graphics to Super High Res, so you can use them in your favorite GS Art program. It is graphics Tourer.

Graphics Tourer allows you to convert graphics from one type to another, A list of types and there size and if they are monochrome or colour is below-

As you can see, there are a lot of graphics types, with the variety of graphic types you can convert any picture to any other resolution. This means if you are working with a program like Publish It, which only allows you use the

graphic resolutions available on the IIe, you could convert any GS picture over to a Double Hires picture. Then use it in your program.

There are a varied amount of things you can do with the program, A list of commands and a brief explanation follows.

#### Display Graphic

Once you choose this a column comes up on the right side of the screen with all the types of resolutions mentioned before, if you have loaded up a picture before a tick will be beside the type of Graphics resolution it is, if you want to have a look at a 320 Super-HiRes picture that has been loaded, you move the cursor, using either the mouse or up and down arrows, to that heading and press return on click the mouse button. You will then see the picture.

#### Standard Transfer

Once choosing this command you have to once again pick the graphic resolution you want to transfer from (you must have loaded the graphic first) and you then use the keyboard or mouse to highlight the portion of graphic you moved, you then are given the list of resolutions and you must pick the resolution you want it to transfer it to.

#### Scaled Transfer

This is similar to the standard transfer in the fact that you have to choose the portion of graphic you want to transfer, after doing that you have to pick the resolution which you want to transfer it to and then you have to draw a box where you want to put the graphic (This means if you picked a 3cm by 3cm square of graphics to be transferred and then drew a square 9 cm by 9cm on the destination resolution

screen, the picture would be 3 times bigger then the first square).

#### **Full Screen Transfer**

This option transfers the whole picture from one resolution to another resolution.

#### Exchange Black and White

This option inverts the picture of what ever resolution you choose eg. If you had a black screen and choose this command the screen would now be white.

#### Clear Graphic

This clears any screen that you choose.

#### Restore Standard Palette

This changes the palette of any Super High Res Piction back to the standard palette.

Undo Last Change- This undoes the last thing you did.

#### Disk Commands

Catalog - Catalogs a chosen drive

Load Graphic - Loads a graphic

Save Graphic - Saves the Graphic

Slide Show - Shows you every picture on the disk (You must first choose the type of Picture you want to look at)

Create Data Disk - Creates a Data Disk

If you need to use Pictures from Lo-Res, Hi-Res, etc. in programs that only support one type of graphics resolution then I would totally recommend this program.

**EDITOR:** Reprinted from the Townsville Apple User Group Newsletter - April 1989 edition.

## John Sculley and the Future (Part 1)

by John Sculley

EDITOR: This is a transcript of speech by John Sculley delivered on Thursday 15th February 1990, at the Inter-Continental Hotel, Sydney. The second part will be in next months Apple-Bug. Thanks to Computer City for this article.

Thank you very much, I'm delighted to be back in Sydney.

It's been four years since I was last here and a lot has changed at Apple Computer, all for the better. We have a thriving business here and I'm particularly pleased because Australia for us is becoming one of the important building blocks for the entire Asian-Pacific market place. In fact, this past week we've had a conference of Apple executives from

the United States, Canada, Japan, and throughout the Pacific area, down here working on channel strategies for Asia-Pacific.

But today I'd like to talk about the role of Chief Executive Officer, the role of senior management, regardless of whether you're in high technology as I am, or whether you're in a service business or a manufacturing business. There are certain things that are expected from the leader of an organisation that requires that we have a wisdom that goes beyond even our own levels of intelligence. What I mean by that is that we are the ones who are expected to have the ability to make judgments, to make the trade-off decisions on things which cannot be resolved somewhere else in the organization. And I believe that the only way that

a leader can do that effectively is to be able to have a context against which you can relate those tough decisions, to be able to make some evaluation against that context.

I've been fortunate in my business career to have led organisations in both the industrial age, and in the case of Apple, a young, exciting company that is little over a decade old, in the information age. And if nothing else, it's given me the chance to be able to compare and contrast the differences between the world that we have come out of, which is a world which was built on an institutional hierarchy basis, to a world which today is clearly global in scope, one which is becoming information intensive and where the individual is the focus of most of the important activities.

There are some important trends that I think are going on that we need to recognise, because, even if they seem to fall outside of what we do in our normal day's work, they do

e us some context to base decisions on. One of these trends is what is happening with technology. The personal computer revolution is well documented but in addition to what is happening with computers (and they will continue to get more and more powerful) they'll continue to get more and more miniaturised and they'll continue to get easier and easier to use. But the same time that these computer technology trends are in motion, we see trends in telecommunications which will converge at some time in the not too distant future with what is happening in the personal computing environment.

In my own country, in the United States, we're seeing a complete flip-flop of what we had become accustomed to. Everything that has been going through the air - essentially broadcast television - because of its wide bandwidth will move down into the ground, particularly as we head towards high definition television in the mid to late 1990's. Cable television, eventually fibre optics, will have the bandwidth to be able to move high definition television signals. And everything that we have grown accustomed to

ing in the ground - essentially our telephone services ang through wires - is now moving out of the ground up into the air - for example, the cellular telephone.

It is this continual change that we must become more and more accustomed to. And in the case of technology, we will see the convergence of telecommunications and personal computing, including the convergence of telecommunications content, which will be everything from television programs, to information, to publishing. Everything that we think of as content will likely be digitised by the end of this century. The estimates are that about 98 per cent of the world's information will be digitised by the end of this century.

When these trends converge and collide some remarkable things are likely to happen. What I believe will come out of it will be not only new companies, but probably even new industries. This is going to be important for all of us because we're going to start to see the redefinition of

things we've become familiar with.

In the United States, 70 per cent of the population receives 100 per cent of their information from television. Now if you saw the quality of our television in the United States, you would be a little bit distressed by that. Well, we may have a second chance with television, because it is very likely that we will see an interactive television, one that will allow the user to be in some control of what they actually experience - not just sit there passively in front of a device on a table.

Back in the 1960's educational psychologists learned that people remember about 10 per cent of what they hear, so on average 90 per cent of what I tell you this afternoon, you will forget very quickly. But it's likely that you would remember about 30 per cent of it if you read it. But if you did something, if you were actually involved in the process of learning by doing, the chances are that you would recall 90 per cent of that information.

One of the exciting things with interactive television, or interactive multi-media, depending whether you look at it from the television industry's perspective or you look at it from the computer industry's perspective, is that we have the chance to substantially increase the ability for people to retain information. And when you think that most information will be digitised and can therefore be put into a form that can be used in the form of interactive multi-media, it has a profound potential impact on our education systems; impacting the way we train people as well as some very, very, fundamental implications for society as a whole.

But let's shift away from technology for a moment and look at the sociological trends. During the industrial age, we saw the infrastructure created that would make possible mass production and mass marketing. And yet in the information economy, we are seeing the "demassification" of mass production and mass marketing. This is because it is now possible to customise technology, in fact, to customise almost anything for the individual. And this trend of moving from the institution to the individual is only going to become more important as time goes on.

I think one of the reasons why Apple has been, at the very least, an interesting corporation, is that it is a collection of individuals who have come together with a common mission to change the world. The leadership task, therefore, is to create the environment which will let those individuals have a chance to personally make a difference. That's a very different model than the traditional business mode for government or for academia, which is largely modeled on the church or on the military - that is, very hierarchical, very self-sufficient.

Size is usually a measure of success, and yet that is no longer the case as we move from the institutionalised world to the individualised world.

Many of us are familiar with the many books that are written about Japanese management techniques, and yes, we can learn a great deal from the Japanese success. But what I

think has not really been quite as well observed is that, as the Japanese economy becomes internationalised, as their economy exceeds that of the United States in terms of market capitalisation, the younger people in Japan are now starting to reject the hierarchical traditions of their forbears. And they are starting to observe through television such as CNN, where you can literally see television from around the world, or from what they read, or lifestyle products - blue jeans, pop music - all of these things are starting to reshape the role of the individual in Japanese society.

Remember they have grown up with very, very strong traditions built around the dynamics of the group. And yet the young Japanese are interested in a "meritocracy", not a hierarchy. And this will have profound impact, I believe, on Japanese society and probably in terms of the way business is conducted in Japan.

In the global economy most of us remember that it was dominated by the United States after the Second World War, where America was alone at the top. We took natural resources out of the ground, often buying these natural resources from Australia, adding value to them, building products, selling them into our large market place to ourselves, and in effect creating the affluent middle class lifestyle that Americans have become very accustomed to. So in the industrial age model, the United States was resource rich, as you have been resource rich, the resources coming out of the ground in the form of coal, oil, minerals and the like.

And now we have seen that in less than a decade, we have had a shift in the world from the industrial age to a global economic information-intensive economy model, and the strategic resources today are coming out of our minds, not just out of the ground. The strategic resources today are information and ideas.

When you put information and ideas into the hands and minds of individuals and give them the tools to work with those ideas and information, they can do remarkable things. I think that is what is starting to, on the one hand, capture many of the world's imagination, and on the other hand, is becoming an incredible threat to the stability and the traditions of the past. It is the dynamics of this global economy that I think is starting to make the Pacific Rim such an important epicentre of economic activity, that has implications well beyond the Pacific, affecting the entire world. There is a well known quote by John Haye, a former US Secretary of State, that says: "The Mediterranean was the ocean of the past, that the Atlantic is the ocean of the present, and the Pacific is the ocean of the future."

That was in 1898. He was right, just off a few years.

Without question, the world's economy has swung over to what's going on in the Pacific. Today, half the world's population borders on the Pacific, expected to increase to two thirds of the world's population by the end of this century. Six of the world's 10 largest cities are located in the Pacific. In my country, we used to think of Paris, London and New York as the major cities of worldwide economic activity -- the globe's major axis of economic activity, if you like. Today it's, Sydney, Los Angeles, Tokyo. This focus has shifted in less than a decade.

Just observing your own country as an outsider makes the point even stronger - when I was younger I used to think of the interdependencies between Australia and Great Britain, and as an active partner in the Commonwealth. More recently, I've thought of the relationships between Australia and the United States and the interdependencies between our economies. And yet it's very hard today not to realise that your future probably doesn't lie with either Britain or the United States but probably lies with your Asian partners in the Pacific Rim.

Fortunately I live in an economy called California, which if we were an independent country would be the world's sixth largest economy - not the US, just California alone. The growth in California by the end of this century is expected to make it the fourth largest economy in the world if it were an independent country. So California is a very exciting place to be if you're in the United States, much more so than being on the East Coast because it is in effect going to be as much a part of the Pacific Rim as Australia or Japan or South East Asia. But this is, if I were starting out in business today, where the action is going to be. It is clearly in Asia Pacific, there's absolutely no question about that

These trends have significant implications for leadership at CEO level. It was only a few years ago that when we thought about leaders we associated that with political leaders. However, in the last 10 years we often know business leaders as well as we know political leaders around the world. In 1989 and during the past few months we have seen in Eastern Europe that ideology was essentially dead. There are very few "isms" left any more that have much meaning. Today we see that the economic leaders - the ones that can cross national borders without having to we about protocol using transactions that take place and milliseconds, compressing distances and time - that lead global corporations in many ways are in more powerful positions than a lot of our heads-of-state.

It isn't a question of power as much as it is a question of the dynamics of what makes the world tick today. The world is more economically centred than it is politically centred and I don't see that changing during the 1990's. If anything it will go more towards economic strength rather than political strength.

In my own country there are some significant demographic changes which will dramatically change the character of what you will see happening in the United States. So for whatever influence we have on the rest of the world, through our entertainment industry for example, you will see some significant fundamental changes going on in my country. I spent most of my life marketing to the "Baby

Boomers", those people who were born after the Second World War. They were the Pepsi generation, the Apple generation, and these baby boomers who were in their 20's in the 1960's are in their 50's in the 1990's.

Almost everything that you see on American television today is orientated towards youth. We idealise youth in the United States and this is because youth was where the money is. As Willy Sutton the famous American bank robber of the 1930's said when asked why he robbed banks he said: "Cause that's where the money is." And that's where the money has been in the American market, with young people. They've had the discretionary income.

Continued next month....

## **Stop Press**

Just as we were going to press, Apple announced perCard GS on the 26th of June. This version has all the features of the Macintosh version plus extra features. HyperCard GS can handle colour.

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