

DOUBLE CLICK

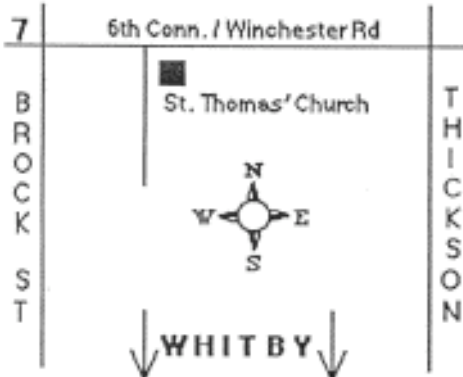
A Monthly Publication of Macintosh Users East (MaUsE)

January, 1990

Next Meeting
January 24, 1989

7:30 PM
St. Thomas' Church
Brooklin

Meeting Location



First Issue of the 1990's. Inside...

- Macintosh Industry News
- Producing A Newsletter
- Hard Drive Info For Novices
- New President's Message
- Adobe Type Manager Review
- Much More ...

PRESIDENT'S MESSAGE

by Stuart Blower

Together we'll survive another year.

Welcome to a New Year of MAUSE activity. I hope you have all noticed the change in the name at the top of this column. Yes, I am the new president.

I would like to thank the people who nominated me for the job, and the people who insisted I take the job, but, if the truth be known, no one else wanted the job, so I humbly ascended to this monumental position, or royally slipped into it, whichever you prefer.

After all, it would have been embarrassing to have a club without a president.

So, I have passed over some of the Editorial chores for Double Click to Jim Foster, who is now taking on a larger part of the responsibility of the newsletter production.

Your executive have a lot of excitement planned for this year. Our January meeting will be the start of a massive membership drive for the club and, as you know, the bigger we are the better we get and the more services we can offer to our members.

At present membership privileges include a monthly newsletter, technical support through our local ASC, Ken Holyk, and 10% discounts (with card) at Computerland in Oshawa. With more goodies to come.

If you want to introduce anyone to our club, January will be a good place to start. The Hypercard demo by Jim Foster & David Gould is something that a lot of you will be looking forward to. So come, learn something and partake of our free doughnuts and refreshments.

Sad to say the price of renewal will be going up to \$25.00. This is necessary to provide you with a better newsletter, and also to help the club start to make some serious money that can be used for the purchase of our own computer, or bulletin board, etc.

We are making a renewed commitment to the average user by planning many more "nuts and bolts" type meetings. We feel that the beginner or even the specialist will benefit from back to basics instructions that can draw on the wealth of talent and skill we already have in our club.

You will probably start to see some "getting started" type articles in this Double Click.

A special project that you will be hearing more about, is the building or purchase or construction of our very own Macintosh computer. At present all the machines you see at the meetings, including the one that runs the overhead projector are brought in by the various executive members and donated for the night.

In the months to come we will be planning workshops, special fundraising projects, discounts and group purchases for our members. At this moment we are working on a group purchase project that you will hear more about as we finalize the equipment specifications and volume price.

We are looking at purchasing medium speed modems as a group; this will allow some of our members to take advantage of a group price offered through a local dealer. Note, for this type of thing to work, we must have at least a dozen members who want an item or volume pricing will not be practical. You'll hear more in the future.

Before I close this particular "speech from the throne", I would like to thank the executive members and the membership at large even if you can't get to all our meetings. Without you, none of this would be possible. **Thanks for your support and here's hoping that 1990 brings good things for our club.**

Executive Contact List

NAME	POSITION
John Field c/o EDS of Canada, Ltd.	Past-President Bus #: 416-644-4562 Home #: 416-885-8718
Chris Greaves	Software/Video Librarian Home #: 416-579-4157
Deane Fry	Treasurer Home #: 416-668-4590
David Gould	Public Rel'ns/Promotions Oshawa #: 416-579-0155 Toronto #: 416-761-7711 FAX #: 416-436-9138 CompuServe: 73707,2142
Ken Holyk c/o Con-pute	Apple Support Co-Ordinator (ASC) Bus #: 416-433-7033 Home #: 416-668-4221
Stuart Blower c/o The Stadam Agency	President Bus #: 416-434-5285 Home #: 416-434-5489
Jim Foster	Double Click Assoc. Editor Bus #: 416-644-7219 Home #: 416-576-6639 CompuServe: 72427,1773
Noel Smyth	User Group Liasion Home#: 416-668-3425
DRAUG/MAUSE BBS	Bulletin Board Services 416-430-6438

GENERAL MEETINGS

All meetings 7:30 p.m.
Brooklin

NEXT EXECUTIVE MTG

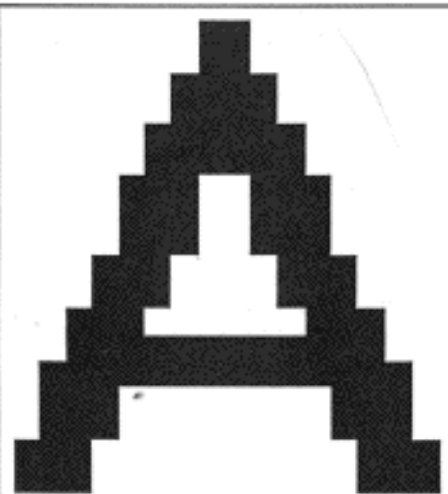
Feb. 6, 1989 6:30 p.m.
19 Ritson Rd.S., Oshawa

Coming Up!

- **Jan 24, 1990**
Hypercard Demo by David Gould and Jim Foster.
- **Feb. 28, 1990**
Durham College Meeting
Claris CAD Demo
- **March 28, 1990**
Telecommunications
Let Your Mac Talk To The World!

*Meetings Held at St.Thomas' Church
Brooklin
7:30 p.m.*

IMPROVING THE IMAGEWRITER



Review of Adobe Type Manager

Before describing the workings of the new Adobe application "Type Manager" (ATM), let's review some font basics.

There are two kinds of fonts available for the Macintosh: bitmapped (Geneva, Monaco, New York); and, laser (Helvetica, Courier, Times, Avant Garde, Bookman, New Century Schoolbook, Palatino, Dingbats, Zapf Chancery, Symbol). Bitmapped fonts are typically named after cities; laser fonts have traditional names or are named for their designer.

Bitmapped fonts are composed of a pattern of dots and are printed on the ImageWriter by a pin pushing against the ribbon and then against the paper. The printed work is virtually identical to its on-screen appearance. WYSIWIG.

Laser fonts are not made up of dots. They are composed of instructions in a programming language. The most common of these is PostScript. Because these fonts are formed of outlines which are then filled in by laser printer, they are sometimes called outline fonts. Aesthetics aside, since the on-screen font image is not what ends up being printed, a laser font's on-screen appearance is relatively unimportant. In fact, it can be argued that it is impossible to create a good 72 dots per inch (dpi) screen depiction which is comparable to the 300 dpi finished product. As of October, 1989, Adobe Systems Inc.- the inventors of Postscript have successfully challenged this precept.

There is absolutely no question ATM will dramatically improve the output of the ImageWriter. Is it a panacea? Is it better than bitmapped fonts now available? Well, the answer is yes and no.

As noted above, font outlines are the modus operandi of PostScript and the LaserWriter. The font description, written in PostScript, permits the font size to be

designed literally at the whim of the user; the combination of software and hardware will construct the font and print it nicely at 300 dpi or better.

ATM has the incredible ability to use font outlines with a variety of non-Postscript printers. ATM also provides a very good on-screen depiction of the selected font-regardless of the font sizes installed. Long time ImageWriter users - even those who use such fine bitmapped fonts as Beverly Hills, Clairvaux and Boston II- will be pleased with the capability of ATM.

The basic package includes four well known laser fonts; Times, Helvetica, Courier and Symbol. Adobe counts this as 13 because they include bold, italic and bold italic outlines as well as the normal Roman. You can still select these



variants from the menu (format) or keyboard but you will probably do better to select them directly from the font menu. Adobe supplies the bitmapped versions of Roman 10 and 12 point sizes and recommends that you install both. You must install at least one size for each font. If you have a hard disc you will likely have better on-screen depictions by installing more sizes.

The accompanying documentation seems skimpy but the program is so simple one could wonder what else needs to be said. There is a rather large Read Me file which was tacked on at release time. It is largely devoted to helpful hints and trouble shooting difficulties which have been observed in certain applications. It is clear from this that program updates will be along fairly quickly.

To use ATM you need: A Mac Plus or newer; 1 MB of RAM; a Hard Disc or two floppy drives; System 6.02 or later and Font/DA Mover 3.8 or later. It supports the ImageWriter, ImageWriter II, ImageWriter LQ, LaserWriter II, SC and the Hewlett Packard DeskWriter. Adobe Type Manager, Version 1.0 lists at US \$99.00 but is available at the usual New England mail order houses for US \$57.00.

ATM is not all things to all people but it is damn good. On a scale of five MAUSES; I rate a four MAUSER. The concept is brilliant and when you consider the huge installed base of the printers it supports, it will be well worth the additional development and improvement that Adobe will certainly provide.

Editors Note: thanks to member Ron Hawkins for his contribution to the Double Click Newsletter. I hope we will be hearing from others in the future.

Adobe Type Manager Basic Package

Times	Plain Italic Bold Bold Italic
Helvetica	Plain Italic Bold Bold Italic
Courier	Plain Italic Bold Bold Italic
Συμβολ	Πλαιν Ιταλιχ Βολδ Βολδ Ιταλιχ

Notice that even though you select bold and italic versions of Symbol, on the screen, it doesn't print that way. Because there is not a corresponding printer font made up of the bold and italic styles.



Editor's Note: This month we are pleased to initiate what we hope will be a regular column by our MaUsE past

president, John Field. John has been instrumental in establishing a national coordinating body for User Groups across Canada, called Canadian Apple User Groups (CAUG). From this unique perspective, John is excellently positioned to keep us all abreast of user group issues.

This article is perhaps the hardest I have had to write yet since it affects us all in some way. I am speaking about recent events that have taken place at Apple Canada.

On December 13, 1989, Apple Canada did some major house cleaning in the sense that management divested itself of 60 employees. Most of these people worked in the marketing departments both locally in Markham and across the country.

Two people who were affected were Lois Densmore and Bryan Maloney. Both of these people were and still are my friends and, more importantly, were friends to the User Group community.

I realize it is difficult for any executive manager to make decisions on the magnitude that was carried out in December last year. However, I feel that when any company gets itself into a position where massive staff cuts or layoffs are the only answer to changing markets, it has failed to do its homework.

People...good people are the only key to success in business.

I agree with Apple executives that some of the cuts were necessary but I disagree with the timing and its implementation.

Recently I have been party to meetings with various Apple executives and the national user group council (which is still forming). The message is

clear that Apple is committed to fulfill all of its commitments.

What this means for regular users (you and me) is still uncertain at this point. What appears certain to me is that the decisions implemented were Canadian only and made from a market penetration point of view. Apple needs representation both in the corporate board rooms and at public evangelizing events provided by the user group community. User groups exist to fulfill the need to know, to explore and not be afraid to ask questions.

The reasoning that support emphasis be put solely on the dealer body and that they shoulder the overhead and support headaches is a mistake that will be painfully learned.

It is true that the country is experiencing a slow down in the purchase of consumable goods. It is during the slow times that businesses have the opportunity to truly figure out what went right or wrong. It is during these slow periods that Apple should be doing its heaviest support and marketing (sow before you reap).

Book Review: "The Macintosh Way"

by Noel Smyth

I had the pleasure of reading "The Macintosh Way", by Guy Kawasaki, over the holiday period. Since most of my reading is limited to trade journals and computer magazines, this book was an enjoyable change.

Kawasaki has written the book for those who are running or want to run a high tech business. *Pretty dry stuff eh!* The wit and humour that Kawasaki uses in his writing disguises his purpose. The main appeal to me were the insights into the policies and business of the APPLE CORPORATION. Especially in light of the December changes at Apple Canada, his chapter on reorganizations discusses some of the reasons and insights into Apple's similar past decisions. Besides, as he says, "If you don't like this reorg, don't worry. There'll be another one in 90 days" He adds, "...organizational stability is the most serious issue facing Apple today."

The book is divided into three parts:

- » Part 1 covers the history of the Macintosh and Kawasaki's connection with Apple in Cupertino, California.
- » Part 2 is called "Doing the Right Thing" and covers those "Things" that form the foundation of a great company.
- » Part 3 is called "Doing Things Right" and covers the details of running the business right.

Kawasaki's humour was the most appealing feature in the book. For a period of his working career he was employed by a Jewish firm. As a result, Yiddish expressions and humour are peppered through out the book. I will close with a couple of examples:

A bug is an imperfection in your competitor's program. Imperfections in your program are called various things

depending on who you are: ACIUS--anomaly, Claris--unexpected result, Microsoft--wrongful termination, Apple-- undocumented feature.

Chutzpah is a Yiddish term for something daring that you did. It should not be confused with "unmitigated gall" which is a goyish term for something daring that your enemy did. A low-level example of chutzpah is someone who pirates software then calls the company to complain that there are bugs in

Classified

Software For Sale
Both Packages Unopened

AppleShare: \$700.00
MacWrite: \$150.00

Noel Smyth - 668-3425

Hard drives are the best and the worst thing about being a Macintosh owner. Often recommended as the first major upgrade you should acquire, they do indeed make life a great deal easier and more productive. On the other hand, they introduce new complexities and hazards. In this series of articles, I will attempt to explain what a hard drive is, why you should consider getting one, and some of the ways to maximize their usefulness while minimizing any problems.

My first Macintosh was a 512K unit with 400K internal and external disk drives. I graduated to a 512KE machine which had an 800K internal drive but still used a 400K external drive. Then came the Macintosh Plus, with two 800K disk drives. It was not until the Macintosh SE model arrived that Apple built a Macintosh which came equipped with a hard disk drive. Many MAUSE members probably continue to use their diskette-drive-only Mac's with great success. So why would you want a hard drive?

A hard drive unit greatly increases the quantity of information (programs, documents, and system components) which you can have at your fingertips. This solves two major headaches, and offers many smaller advantages.

Using a Mac strictly with diskettes requires one to do a lot of swapping diskettes. Moving from program to program or from document to document often requires you to eject and insert diskettes, not to mention the problem of remembering what's on each diskette. Secondly, it limits the size of any one item to the size of the diskette, i.e. 800K or 400K if you utilize the older, single-sided, diskettes.

The Macintosh user interface metaphor revolves around the idea of a desktop. When you use a Mac with only diskettes, you need both the Mac desktop as well as a real desk and filing system to keep track of all your discs.

Hard drives come in many sizes, most between 20,000K and 80,000K but ranging up much higher in proportion to your needs and budget.

For strictly personal use, a 20,000K (20 megabyte) hard drive is often satisfactory...and certainly better than no hard drive at all. My experience in using a Mac for both personal and business purposes suggests that 35 to 40 megabytes is most appropriate. If you use a Mac to earn your living, you probably need to consider an 80 megabyte or even larger capacity unit.

To get an idea of how big a hard drive you might want, simply list all of the things that you would like to store on it. Add up the size of all the applications you regularly use, the desk accessories, the System folder you use (or would like to use if you had the room), and leave ample room for your data files. When you have completed your list and totaled it, I suggest you at least double it and you'll be close to the minimum you require.

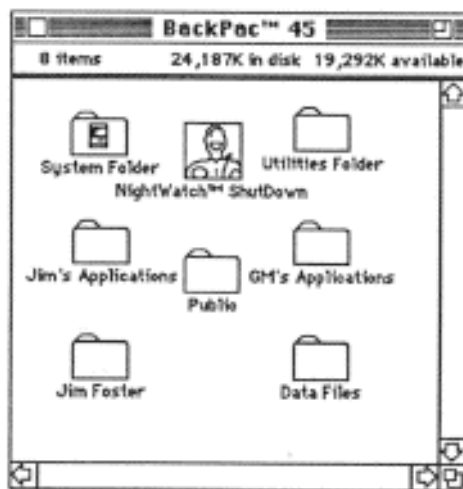


Fig. 1: Keep The Desktop CLEAN!!!

Hard Drive Housekeeping

With all this new storage space available, hard disk drive housekeeping becomes a challenge. Two personal tips: (i) Use lots of folders embedded in folders but minimize the number of items in each folder (See Figure 1), and (ii) Learn to use the various View options to their best effect (See Figure 2).

Many novice users learn how to give their new documents names but do not immediately grasp the concept of creating folders and/or specifying which folder should contain the newly saved document. For this reason, we often find that Excel documents are being saved in the same folder as the Excel application, Word documents in the same folder as Microsoft Word, etc.

Command-N creates a new folder at any level of the Finder. Learn to create folders and move related documents and applications together within a folder in a logical sequence. In time, you will find that this minimizes duplication and allows you to recall logically where everything is.

Many novice users clutter the top level of the Finder with far too many things. My personal preference is to have the System Folder, Utilities Folder, Applications Folder, Data Folder, and a personal Folder only at this level. From Figure 1, you will note that I have added Nightwatch Shutdown, the Public Folder, and have separated those applications which belong to my employer from those which I own.

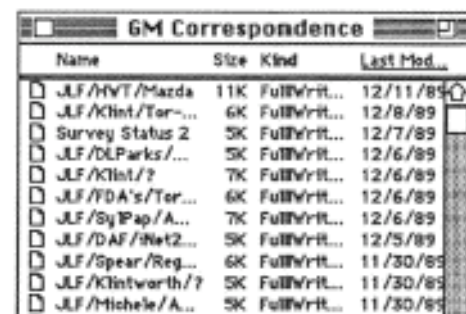


Fig. 2: VIEW BY DATE For Correspondence

Sometimes, a folder must contain a very large number of similar items. An example is my correspondence file. For such cases, I frequently find that it is better to use View by Date or View by Name rather than View by Icon, simply because more items can be seen or because it is easier to locate a particular item.

Next month: More Hard Drive Tips.

The final look of your publication is an important issue. Again the method of reproduction determines what you can use on your pages.

Photographs can be handled in a variety of ways. The best method is to make a halftone of the photograph. This involves changing the solid grays of a photograph into black areas with white dots. The dots are very small and if you look at the halftone from average reading distance, you will think you are looking at a true grey tone. In reality you are looking at a lot of small white dots mixed in with a lot of black.

OFF or ON

The dots are important because the printing press or even the photo copier can only work two ways. Either you want ink on the page or you don't want ink on the page. This means that the printing press has a difficult time trying to reproduce a grayed or colour area. If the ink or toner is a solid black how does the press print a grey image?

The solution is to reproduce that grey area as a series of white dots mixed with black. The white doesn't print but the black area does. The result is a gray area. By varying the size and amount of white dots in the black areas, the halftone can simulate various shades of gray and fool your eye into believing it is looking at a continuous tone photograph.

How do I make a halftone? There are two ways, first the traditional way



This Tiger has been halftoned and printed with a 60 line screen that hopefully will survive the photo copier. He has also been Posterized and Reversed in sections with the scanning software. The TIFF (Tagged Image File Format) image was flopped in the Page Layout program and lightened.

is to ask your printer to make it from a picture you supply him. Be sure to indicate the final size of the image.

He will supply you with a PMT that you will be able to cut up and place on the page yourself, or you may arrange for him to provide a halftoned negative that will be included in the artwork before it is printed on the press.

The other way, and I thought you'd never ask, is to scan the image into your computer and produce your own halftone that can be incorporated into your page layout program.

This can be accomplished with any scanner and scanning software, including Thunderscan which works with an ImageWriter printer.

The numbers associated with Halftones, usually indicate the quality of the image in Lines per inch of resolution. This should not be confused with dots per inch of output from your laser printer, linotronic 300, or your ImageWriter. The numbers are different.

Lines of Resolution

The Halftone you normally see in a newspaper has about 85 lines per inch. A magazine can have about 133 lines per inch. Some newspapers that are printed on older presses need a very coarse halftone and use a screen of 65 lines per inch.

Photo copiers can handle between 65-85 lines per inch.

Output Quality

The quality of the computer generated halftone usually depends on the output device. For example, a 300 dpi LaserWriter can only produce a 60 line pattern. A 600 dpi laser can produce a 90 line pattern, and it takes a Linotronic equivalent machine to produce anything over 100 lines.

For special effects, a photograph can be changed into line art which is not so dependent on a good halftone pattern. (It's called being artistic). This is easily done manually by photocopying the photograph and using the results in strictly black and white (no grays). Or you can ask your printer (the person) to produce a "Line Art" for you.

Or once again the computer scanner can easily do the job. However, instead of scanning black and white line art, the gray areas make the job a bit more difficult. You can vary the final look of the line art by changing the exposure or brightness of the scan. Sometimes this will be easy to do in a Desktop Program. If you have saved the image as a TIFF file, you will be able to manipulate the contrast and brightness from within the program. Don't forget to proof your scanned image on the output printer before saving it, to make sure it will be adequate for the production stage.



Here's a sampling of the latest news and rumours affecting our Macintosh world:

□ System 7.0 Concerns

Apple's next generation operating system for the Macintosh, System 7.0, has recently been reported to require up to 3 megabytes of storage space! If true, this will mean that it will require the use of a hard disk drive.

While eagerly awaited by many Macintosh enthusiasts, System 7.0 is also receiving lots of critical review by those who fear it will be TOO advanced and complicated for the average Mac user.

Perhaps fortunately, Apple has indicated that it will be possible to run System 7.0 selectively on a networked environment, i.e. only those users and Macs which are capable of using it need install it.

□ Adobe Type Manager Popular

Since its official release on October 16, 1989, reports are that over 100,000 copies of Adobe Type Manager (ATM) have been sold.

ATM is a utility which allows better screen imaging and much finer printing of large size fonts, without the need to store extra large font sizes on the user's hard drive.

ATM is particularly useful in situations where the user needs to accurately place large size text on screen or produce paper output of large font sizes on an ImageWriter or comparable "low resolution" printer.

□ Beyond Spell-Checking

While spell-checkers have been a most welcome feature of word processing packages, newsletter editors know that good writing takes much more than just correct spelling.

Now word comes that two software firms, Microlytics and Selectronics, plan to join forces to bring out Macintosh and PC versions of "Elements of Style", a well

established guide to proper writing by authors Wm. Strunk and E. B. White. Originally published in 1935, this guide will soon be usable in electronic format as a ROM (read-only-memory) cartridge.

□ Low Buck Hard Drive

Ehman is claiming to have broken yet another price barrier for hard drives. Its new 20MB internal unit is priced at \$299 US and its external version at \$349 US.

The units use Seagate drives, carry a 30,000 hour reliability rating, a 30 day money-back guarantee, and a 24 hour replacement service policy (US only?) is optional.

□ Apple On Forbes Top-10

United Press International reports that Apple Computer has made Forbes magazine's list of top 10 US companies which it describes as "best positioned for success in the coming decade".

The annual Forbes analysis of American companies covers some 1,150 firms. Those which rise to the top of Forbes' rankings are expected to be excellent stock market investments. (Note: Double-Click and its editors/staff do not profess any knowledge of such matters and the information presented should not be construed as financial advice.)

The Forbes top 10 list, ranked in order of 10-year average return on equity (profitability as a percentage of the company's net worth), placed Apple Computer in 10th place at 36.6%. Apple's latest 12-month return on equity was 43.2%.

Other well known firms which placed ahead of Apple in this year's survey included Kellogg's (38.9%), Highland Superstores (37.3%), and the EDS arm of General Motors Corporation (37.9%). Number 1 was Liz Claiborne at 51.8%.

□ New Virus Rampant

Macintosh owners worldwide, especially in the U.S., are suddenly

confronted with one of the fastest-spreading viruses on record: WDEF A and WDEF B.

Discovered in early December, when attempts to load floppy-based programs into a new Macintosh IIci resulted in incessant system crashes, the WDEF virus has spread throughout the U.S. in the past few weeks.

This virus infects the invisible Desktop files used by the Finder. Every Macintosh disk (hard drives and floppies) contains one of these files. Unlike other viruses, it is not spread through the sharing of applications, but rather through the sharing and distribution of disks, usually floppy disks.

The WDEF A and B strains differ in that the B strain causes the computer to beep when a new Desktop file is infected.

The virus can be removed easily -- just hold down the option and command keys on the Macintosh keyboard until the complete desktop has appeared on screen. This rebuilds the desktop and eradicates the virus. Another method is to use Disinfectant 1.5.

The virus does not intentionally do damage, but it can cause severe performance problems on Appleshare networks with Appleshare servers. The virus is known to create havoc at the Desktop level of a computer, but also causes crashes when a file is saved under Multifinder. It causes problems with the proper display of font styles, the outline style in particular. When an infected disk is loaded into a Mac IIci or Portable, the computer will crash.

The only program in widespread use which will not fight nor detect WDEF is Vaccine and no update is anticipated.

Got Any Hot Rumours or News??? If so, why not drop them off on disk or in writing to Stuart Blower, Stadam Agency, 19 Ritson Rd. S., Oshawa, Ontario L1H 5G7; ph 434-5285; FAX: 434-5429. We'll be glad to include any reasonable member submissions in future issues of Double Click.

OUR First Meeting in 1990 Hypercard

By David Gould and Jim Foster

- Learn How To Use and create Stacks
- See Demo's of Various Stacks

Meeting at the Brooklin St.
Thomas Church Jan 24 th at
7:30pm

About Double-Click

Contributors: John Field
Ken Holyk
Chris Greaves
Stuart Blower
Jim Foster

Assoc. Editor Jim Foster

Double Click is produced monthly, where possible, by and for members of MAUSE (Macintosh Users East), an Apple Macintosh Computer Users' Group serving the Durham Region and environs, for the purposes stated in its constitution. There is no charge for this publication. Articles published in Double-Click may be reproduced for non-commercial purposes by other Macintosh Users' Groups or interested parties without prior permission. Any other reproduction of any part of this newsletter may be done only with the written permission of the author(s).

Macintosh is a trademark of Apple Canada. Other hardware and software products mentioned in this newsletter are assumed to be trademarks of their respective manufacturers/distributors.

This publication is produced on Macintosh computers using Ready Set Go! 4.5 and other software programs.

Material related to Double-Click may be sent to the Editor, Double-Click, c/o MAUSE, 493 Reynolds Street, Whitby, Ontario L1N 6H4

STADAM

Graphics • Design • Photography

Desktop Publishing
Training & Consulting

Laser Printing Service
Macintosh Only
IBM Text File Transfer to Mac

Computer Graphics
Company Logos & Crests

Commercial Photography
Specialists in Colour & B&W
for Reproduction

*Graphic Design,
Page Assembly, Production & Printing*

The STADAM Agency

KING ST. E.

19 Ritson Rd South
Oshawa

RITSON S.

WE ARE
HERE

434-5489

Durham's first choice for computers

Con pute

Macintosh Plus \$1549.99
Price Breakthrough

NOW AVAILABLE:
Apple Scanners

333 King St. W. Oshawa
Store 433-7033, Service 433-7077



Authorized Dealer