

DOUBLE CLICK

A Monthly Publication of Macintosh Users East (MaUse)

September 1996

In This Issue

This Month's Meetings	1,8
Executive Contacts	2
From the Editor	2
Advertising Rates	2
Meeting Calendar 1995	3
Special Interest Groups	3
The Presidents Ponderings	3
November Mac Vendor Deals Summary	4,5
Cartoons	4,5
Advertisements	5
MaUse Helpers	6
Meeting Location/Schedule	6

THE INFORMATION IN THIS BOX IS INCORRECT!

Next Meeting Wednesday September 25th

The November members meeting will be held on Wednesday September 25th., in the Lecture Theater at Henry Street High School in Whitby. A map showing the location of Henry St. H. S. can be found on page 8. Shareware disk sales begin at 7:00 P.M. and the meeting starts at 7:30 P.M.

Tapestry 2 Demonstration

This month's meeting will feature a presentation on Tapestry V2.0, a drag and drop Web authoring tool which has had favorable reviews in Macworld magazine. Tapestry will be demonstrated by a representative from the Markham based company "Concept 1" that developed this software.

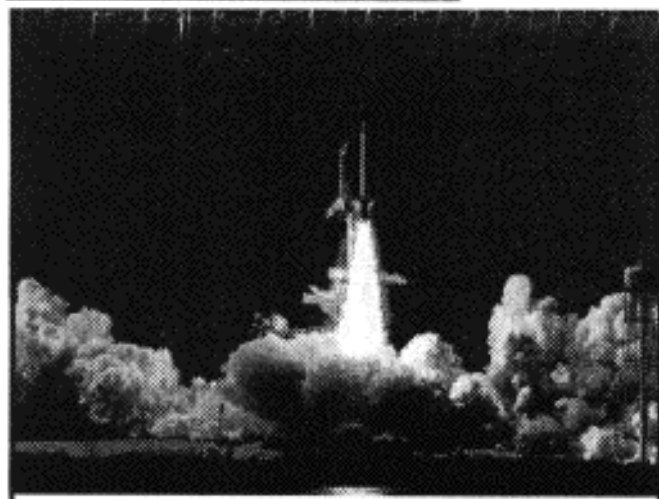
SoftWindows Demonstration

Michael Filbooly will demonstrate SoftWindows on his Power Mac.

Other Attractions

Chris Greaves will speak about the new MacWorld club; Mac books for sale cheap; Macworld stuff brought back from Boston by Jim and Bruce; and last but not least, there may be a raffle!

See you at the Meeting!
Hugh Amos



MaUse Launches The Fall Season!

MaUse
Macintosh Users East



From the Editor

By : Hugh Amos

Welcome Back!

September is finally here, and with it our monthly meetings at Henry Street High School are back. As well as the great blast off meeting on the 25th of September, the October and November meeting agendas have been tentatively arranged. For the October meeting, Apple Canada will be demonstrating the new Performas 6400 series of computers, and for the November meeting, the Canadian distributor for Power Computing, who make Macintosh compatible computers, will demonstrate their latest computers. This is not a sure thing yet, as the arrangements are still to be finalized, but I wanted to let you know so that you can plan to be there. You don't want to miss these meetings if they go as planned. I'll keep you posted.

Save a Tree!

Receive Double Click online on our BBS and help save a tree! Send me E-mail on the BBS indicating that you want to receive DC by E-mail instead of by snail mail and I will personally E-mail it to you each month. Over 20 MaUsE members are on my E-mail list now and the list is growing almost daily.

Benefits include : more content; colour graphics; and fast delivery.

Software Reviews

Member volunteers are needed to do software reviews. The usual way this works is that the reviewer receives a free copy of the software in return for the review, as long as it is published in a newsletter such as Double Click. Interested members should contact a member of the executive.

Hugh Amos

Advertising Rates

(Per Issue)

Full Page	8 1/2 x 11	\$40.00
Half Page	7 x 4 1/2	\$25.00
Quarter Page	3 3/8 x 4 1/2	\$15.00
Inserts Max.	8 1/2 x 11	\$50.00
Business Card	3 1/2 x 2	\$10.00

Type: We will type set a basic advertisement, no extra charge.

Graphics: Supply camera ready artwork. Professional graphic designers are available for an additional charge.

Contact : Tom White, Advertising Sales at (905) 655-3201

MaUsE Contact List

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A Boston T(-shirt) Party

By: Jim Foster

Introduction

This past August, Bruce Cameron and I had our last experience of attending an American MacWorld Expo, specifically the Boston MacWorld Expo. It was quite an adventure, lots of fun, and totally exhausting. It occurred to us that we should try to pass along some of the things we learned in this experience in case any of YOU decide to try this in future. Thus this article.

What is MacWorld Expo?

A "MacWorld Expo" could be described as simply a computer show. But as computer shows go they are really much, much more. Some of our readers may have attended one or more of the MacWorld Expo's which were held in Toronto several years ago. If so, be advised that as much as you may have enjoyed the Toronto MacWorld Expo's, they don't hold a candle to what we experienced in Boston. There are two major MacWorld Expo's held each year in the U.S. One is held in San Francisco early each year and the other is held in Boston in August. For obvious reasons of cost, Bruce and I elected to make our first excursion to a U.S. MacWorld in Boston.

Expo's are sponsored in large part by MacWorld magazine but in fact are orchestrated as full blown independent money-making commercial events. All the major players in the Macintosh world use one or both of the Boston and San Francisco events as their major opportunities to announce and demonstrate their latest products and services.

There is an exceptionally high level of Macintosh enthusiasm in evidence at Boston MacWorld. Unlike "computer shows" for the PC world, where there are hundreds of different PC manufacturers and vendors, a MacWorld brings 60,000 or more folks together in one place who all have an interest in seeing the Macintosh not only succeed but advance and prosper.

In Boston, and I understand also in San Francisco, MacWorld Expo is such a large undertaking that it cannot be hosted in a single convention facility. The Boston Expo was divided into two Exhibit and Conference locations, the first at the BaySide Convention Centre and the second at the International Trade Centre. Expo organizers provide free transportation between the two sites during the hours of the show. Our trip began on a Saturday. The Expo actually did not begin until the following Wednesday morning and lasted through the Saturday after that. So we were for a full week, had a number of days on site before the show to acclimatize ourselves, and then went crazy for four full days before loading up most of our gear (I forgot a bag of dirty laundry at our apartment lodging!) and heading home.

The technical highlights of the show have largely been covered already in the print media, also Bruce will probably be able to provide more highlights and personal perspectives at our September meeting, but here are a few DO's and DON'T's that we learned from the experience.

Things To Do

Do Drive There

From Ottawa, driving at only slightly over the speed limit and stopping at least 3 times for food and fuel, it is only a 10 hour trip to Boston. Bruce and I were literally parked and standing in front of our designated abode about 10 hours after leaving Ottawa. Coming home, we hit the freeway out of Boston at 6:00 PM and were at Bruce's home in Ottawa at 4:00 AM, my home in Courville at 4:30 AM.

Do Buy Subway Pass

Boston has an extensive system of subways and surface public transit. The subway takes you to easy walking distance from the main MacWorld Expo site and free shuttle buses can then be used to travel back and forth between the two sites. A one week subway pass cost \$18.00 U.S. We used it not only to travel between our lodgings and the Expo but also to get to various User Group breakfasts and other events. We probably used the tube 20 times in less than a week. It is not a particularly pretty mode of transport but you'll meet lots of other MacWorld attendees underground - just look for the white T-shirts and vendor buttons - so you'll be in good company. It definitely beats taxi service or driving your own vehicle in terms of both price and kindness.

Do Book Room(s) Ahead

As it turns out, Boston is a famous U.S. city but it is not very large - population of Boston proper is only 300,000 folks. When MacWorld Expo comes to town, accommodations can get booked up early and tight. In our case, Bruce used his Internet skills to search out the best value in hotel/motel accommodations but we then were presented with an even better offer to share an apartment with several members of the Waterloo Mac User group. The entire week's lodging bill came to something like \$150.00 US for each of us!

Lodging Tip: If you are travelling alone or with a bunch of fellow MUG members, you can probably "rough it" in terms of sleeping on the floor, lying up for bathroom use, etc. But the one thing you should really try to get is air conditioning.

Boston is on the ocean, and in August it can get plenty muggy. No matter what other shortcomings our lodgings may have had, it was always a treat to come home exhausted, open the door, and feel that cool dry air envelop you.

Do Wear Comfortable Footwear

I went to Boston thinking that I was simply taking a "business holiday" to enjoy a Macintosh event with my fellow Mac User Group members/Executives. I came home appreciating that this was more like taking a vacation to go mountain climbing or white water rafting!! Four days of tramping across the concrete floors, on top of 3 days of sightseeing out on Boston's sidewalks, left my feet and legs a little shell-shocked. Of course, my normal regimen has me in an office environment where I more often sit than stand or walk. If you are a more active person than I, you probably will not find your feet applying to World Wildlife Fund for some as an endangered species. Nevertheless, the Expo is really an exercise in walking, standing, and smoozing with vendor reps in display areas devoid of sitting fixtures so the most important thing you'll pack in terms of apparel will probably be your best set of walking shoes.

Do Find The UGWUMP Room

UGWUMP stands for "User Group Welcoming, Unwinding, & Meeting Place". While not a fancy affair, the UGWUMP Room is open to any Mac User Group member as an oasis from the pandemonium of the main display floor. You'll have a chance to meet people from other User Groups as well as staff of the User Group Connection which sponsors the area. But mainly you will find lots of chairs to relax in and tables to sort out your brochures and buttons.

The UGWUMP Room typically is tucked away somewhere in "the back" of the exhibit area. Its location should be noted somewhere in your Expo program guide. If not, just step into the Apple display area and ask someone there to direct you. Chances are the person you ask will be a User Group volunteer taking their shift on duty at the Apple booth anyway and they for sure will know where the UGWUMP Room is located.

Another alternative for those of you who opt to become members of the new MacWorld Club (more details at our September meeting) is to take advantage of the MacWorld Club Lounge area. This area is even more comfortably furnished and has free refreshments as an added bonus.

Other than UGWUMP and MacWorld Club's area, you will be hard pressed to find a place to sit down or otherwise relax while inside the Expo area. There are lots of grassy areas outside (believe me, as smokers, Bruce and I know every comfortable outdoor area available) but relying on this alone to exchange your batteries is not advisable in the event of rain!

Do Stay Near Boston Commons

Boston Commons is a large public park in Boston. There are at least three reasons to try to find accommodations in this general area. First of all, you need to find a "home away from home" for your car and underneath Boston Commons is a huge parking lot which costs much less than street or public parking (frankly, I never did see any form of surface parking other than street meters). We left our car underground for at least 5 or 6 days and the bill on leaving was only about \$6 or \$7 per day. This is much less than the posted daily rate, but we just assumed it was a discounted rate for long term parking, didn't ask any questions, and beat a hasty exit in case there had been an error! Second, it is very easy to get from the Boston Commons area to the Expo sites as well as to other associated events such as User Group breakfasts. The subways are very handy and there are also free shuttle buses to and from the Expo and several Boston areas including the Commons. Finally, it is quite simply one of the most pleasant urban parks Bruce and I have experienced. One morning, we arose quite early, walked down the street to Starbucks for a large coffee, and just parked ourselves on a bench in the Commons to people watch. Jointed businessmen roller blading to work, retired folks of asian extraction doing their Tai-Chi (sp?) exercises, bicycle Police chasing down rich ladies whose dogs were out on the required leashes, and hundreds of birds and waterfowl starting off on another long day of foraging for food... it was almost enough to make you want to be retired!

Do Take A Whole Week

MacWorld Expo's typically last 3 or 4 days, and many people might initiate their travel plans on the basis of just that length of time. More than good luck than good management, Bruce and I found the opportunity to take a full week with lodging expense less than a moderate priced hotel would have been for just 4 days, so we opted to take the full week. At the time, our main thought was that this would ensure that we would qualify to being home a higher value of purchased goods (\$500.00, as I recall) duty free. Afterwards, I think we both valued the extra 3 days we had prior to the Expo beginning. It allowed us to do some sight-seeing, it allowed us to get our bearings and know where we were going to be going and how to get there most efficiently, and it allowed the whole event to be a real "vacation" experience rather than just a business trip in a T-shirt.

If we were to do it again, I think both Bruce and I would opt for at least a full week, take along a spouse or family unit, and alternate "show days" with "vacation days".

True Mac devotees will indeed spend every available minute at some Expo sight or function but in reality one can probably get 90% of what Expo has to offer using only 2, or maximum 3, of the 4 days available. Since Expenses to the Expo cost the same regardless of how many days you participate, there is no financial imperative to go to Expo every day unless, like Bruce, you have the urge to have your name in every available prize drawing!!

Do Investigate Free Parties

There are innumerable parties, breakfasts, product demos, and other off-site events which are held in conjunction with the Expo. A surprisingly large number of these are either open to anyone who knows they are being held or are specifically targeted to User Group members.

The problem is that you need to know ahead of time about them, not wait until you get to the Expo to go looking for them. The best way to find out about them is through internet or other online services. Since most of you probably would not be travelling to Boston with a modem equipped computer, it is best to do this research and planning in the weeks or months prior to the event.

There were special "User Group Ambassador" breakfasts on each of the 4 days of the Expo. These were sponsored by (i) Adobe, (ii) UGC and MacWorld Magazine, (iii) a consortium of a dozen or more smaller vendors, and (iv) Symantec. The deal with these breakfasts is that, in return for sponsoring the breakfast, the host organization gets to make a pitch to you on their latest products or services. The way they usually manage to keep you from just eating and bolting before the presentation is by holding prize draws after the presentation.

There is a limit to the number of User Group Ambassadors who can attend these functions. It is limited to 2 representatives per User Group and, even at that, you need to have seat in a reservation well before the event. Since Bruce and I were the only MacWorld Members who attended (not true - we ran into Jack Seary at Expo, but we hadn't known in advance he would be there), we signed ourselves up for all four breakfasts. In future, if YOU were going to be attending, you should by all means let the club executive know as early as possible so we can try to get you passes to one or more of these events.

A final way in which you can gain admittance to these functions is by volunteering some of your time to help run the events. The UKC works with MUG Executives well before each event to solicit names of volunteers prepared to spend a 4-hour shift helping out in any of a wide variety of activities. In return, the volunteers get free Exhibit passes, get to eat at least some of the free meals, and participate in raffle draws. Not to mention getting to keep free T-shirts supplied by the vendors you assist. One or more of the Waterloo folks who had been to many previous Expos came with the objective to collect at least a dozen different free T-shirts!!

Do Travel Light

Our original plans had been that John Field would be joining Bruce and I on our excursion to Boston. He unfortunately had to bow out due to last minute pressures at work. In spite of the fact that John wasn't with us and in spite of having a full size Buick Lacrosse for the trip, we found the car was almost full on our trip home and wondered aloud where we would have put John and his stuff had he been with us. We would have made room, of course, but it demonstrated just how much free and purchased material we had accumulated while in Boston. So travel light because you'll need the extra room on your return and because 90% of the time all you will need is quite casual attire. This advice, of course, applies to a summertime Expo in Boston. If there were ever to be a wintertime Expo in a northern locale, you might be better off to just rent a U-Haul!

Things To NOT Do

Don't Drive While There

Boston has more than its share of narrow, old, twisty streets as well as modern urban rush hour traffic jams. Taxi cabs in particular seem to wear proudly the evidence of contact with more than just the road surfaces. It is not a pleasant experience to be lost in urban Boston in your own car, made more unpleasant by the cost and scarcity of meter parking.

All of which is just to say that, while Boston is an easy drive from our own locale, it's best to park your vehicle in a secure area for the duration of your stay and see the sights on foot, by taxi, or by the public transit system.

If you DO insist on driving, one final tip. Bruce and I came away feeling that Boston has the world's highest density of roller blading pedestrians, many of whom see the narrow spaces between the traffic lanes as just another narrow sidewalk. Watch your mirrors and always check over your shoulder before opening the doors of your vehicle!

Don't Buy Conference Pass

Admission to MacWorld Expo's is divided into two broad categories. If all you want to do is take in the Exhibit Area, the tickets are about \$15.00 for the duration of the show (you don't get a discount for attending just one day). But the Expo also has an extensive series of sessions called "conferences" where excellent speakers

provide presentations on a wide variety of subjects relevant to Macintosh and Apple technologies.

Now, I had to think for several minutes before deciding whether to put the question of whether or not to buy a Conference Pass (includes Exhibit Pass and costs in the area of \$150.00 U.S., often with discounts for early ordering) into the DO or DO NOT area.

The reason I finally decided to say DO NOT buy the Conference pass is because it is difficult to do justice to both the Exhibit Area and the Conference choices. If you are even reasonably active in the Exhibit area, you are going to (i) find that you run late and miss the start of some conferences you wished to attend, and (ii) you will get to your conference, sit down, and 10 minutes later find yourself nodding off out of exhaustion from all the walking you have been doing in the Exhibit area.

This is not to say that the Conferences are not of excellent quality and a good value. The trick is that you have to be very serious about attending them, particularly recognizing that sessions are run in both Expo locations and you have to allow time for the shuttle bus to get you back and forth between locations in time for your next session.

There is an alternative way to take advantage of the Conference Sessions without necessarily buying a pass. All Conference sessions are taped, both audio and video versions, and you can purchase or order individual session tapes right there at the Expo.

My bottom line suggestion would be to not buy a Conference Pass for the first MacWorld Expo that you ever attend, because you will be so overwhelmed with just the Exhibits that you may not get your money worth out of the additional cost. On the other hand, you may feel that you should go first class if you are going at all and if that's the case I wish you the best of luck.

Don't Drink the Local Water

Bruce and I attended a party sponsored by Apple the first night of Expo. There was a free bar, but I opted to just have soft drinks. My first choice was a Coke. I took it back to my table, took a sip, and was alarmed to find that it had the distinct odor of fish! Not good. Back to the bar, I asked if I could have this replaced with a Ginger Ale. No problem. Back at the table, I tried again only to find that while the Ginger Ale was a different colour than the Coke, it tasted exactly the same!!

Hint: If you prefer soft drinks, be sure you are getting them from a can or bottle and not mixed on the scene. The local water can definitely be a turn off, either not in all cases. Presumably the finer restaurants have filtering systems, but we also saw a lot of bottled water being consumed.

Don't Go Alone

I think you will enjoy MacWorld Expo much more if you have one or more companions than if you try to do it alone. There are just so many "Gosh, you gotta see this!!" situations that you will miss if alone. Besides, two heads are better than one if and when you get lost. Finally, one reason why the 10 hour trip to Boston seemed such a breeze was because we had multiple drivers and switched seats often.

Having now attended one MacWorld Expo with a group of other MUG Members on a "mission specific" trip, I think I would do it again in future in conjunction with a family vacation. Your spouse and/or offspring, if not interested in the Expo itself, can spend some of their time seeing the sights or shopping on their own and by dividing my own time between Expo and family outings I think the whole exercise would be more "vacation like" and less hectic. Regardless of the degree to which you want to immerse yourself in the Mac boogie, having other folks to share your experiences with adds greatly to the enjoyment.

Don't Book Expensive Rooms

If you are travelling to Boston only for Expo, and particularly if you do not have companions to consider, I recommend that you go with the most economical accommodations you can find, subject only to my earlier recommendation to find air conditioning.

The reason for this is that Bruce and I found ourselves rising before 6:00 AM each day in order to get to a 7:00 AM breakfast and then not getting back to our lodgings until midnight. You simply don't spend enough time in your lodgings to warrant much in the way of high cost bills.

On the other hand, if you are being accompanied by a less than enthusiastic spouse or partner who is not going to be joining you for the Expo, then by all means spring for the Ritz-Carlton kind of hotel where he or she can amuse themselves while you are off at the show.

Conclusion

Bruce and I had a terrific experience in Boston. We said everything you could ever want to see, we were treated like royalty because we were Mac User Group Folks, and we came home with loads of free stuff and high value purchases. We're not sure that this will become an annual event, though ... it depends on whether our feet recover over the next 12 months. Hopefully, if we do it next year, we can entice a few of you readers to join us for the T-shirt party in Boston.

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- ★ Quarterly mailing from Macworld Club including discount offers and the Macworld Club newsletter.

Source: CMAA/01

Macworld Club Special Offer for User Group Members

Some time ago, we realized Macworld had more to offer Mac enthusiasts who were hungry for discounts, information, and products. So, we made some calls, gathered our resources, and developed a program that offers great value to active Macintosh users. We thought you, as a User Group member, might be interested in Macworld Club.

On August 7, at a special breakfast for User Group leaders, Macworld Communications, Inc. introduced a new program called Macworld Club. If you are a subscriber to our magazine or a visitor to our web site, you may have read something about Macworld Club. But if not, we have written this article to explain this exciting new Club and to announce a special offer exclusively for User Group members.

Macworld Club is a membership-based organization that brings together several Macworld resources and partners to provide you with a valuable package of benefits. Specifically, these include:

- FREE Macworld Magazine 12-month subscription (or renewal)
- "Club Cash" good for \$100 or \$50 off Mac hardware/software purchase from User Group Store (\$100 off orders over \$1,000 or \$50 off orders totaling \$500 to \$1,000)
- FREE Now Software 7.0 Start-Up Manager (or other software; quantities are limited)
- Macworld Expo discounts & benefits: \$10 off admission, access to the "ClubHouse," guided tours, raffle prizes, vendor discount coupons, and more!
- FREE Macworld Book: Your choice, yours free, from the Macworld Club Library: Macworld Mac FAQs, Creating Cool Web Pages with HTML, or the best-selling Macs for Dummies.
- Access to the members-only Macworld Club on-line area: Free classifieds to sell your software or hardware, an on-line Rolodex of technical help, a graffiti wall, product discounts, and more!
- Quarterly mailings from Macworld Club that include discount offers and the Macworld Club newsletter.

The total value of these benefits add up to over \$200. The price for a 12-month membership to Macworld Club is regularly \$49.95. For active Macintosh User Group members—like yourself—a one-year membership to Macworld Club is only \$39.95 (\$10 off). If you plan to purchase \$500 worth of Mac hardware or software in the next year, the \$50 "Club Cash" coupon alone will pay for the membership, and you'll be \$10 ahead! Add all the other benefits, and you can see why Macworld Club is of tremendous value.

In addition to all these benefits, Macworld Club has partnered with your user group to provide even greater benefits to members. Macworld will be offering content, presenters and other services to Macworld Club Affiliate User Groups—like the one that publishes this newsletter. Through membership in both your local Macintosh User Group and Macworld Club, you will have a comprehensive package of Macintosh discounts, benefits and resources.

By becoming a member of Macworld Club, it also benefits your

User Group. As a Macworld Club Affiliate, your group earns 1,000 User Group Store points when you join Macworld Club. These points can be used by your leadership to buy equipment or software for your User Group meetings, training center, web server, BBS, or to buy raffle prizes for your meetings. So, when you purchase a Macworld Club membership, you help support your local affiliate User Group!

As a member of Macworld Club and your User Group, you receive value and benefits other Mac users will envy. We hope to make your experience with the Macintosh more fun, more productive, and even that much better than using Windows!

To join Macworld Club, and take advantage of the special \$10 discount, call 1-800-895-9545 and mention the promotion code "CBAUG1".

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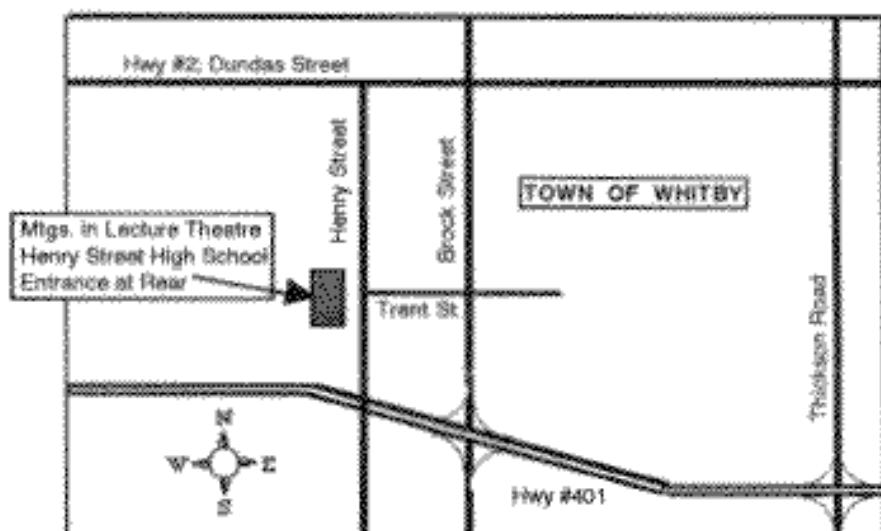
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*Desktop Musician	Book w/CDROM & MIDI programs	US\$34.95	25.00
*Adobe PageMill™	Book w/CDROM & Internet programs	CAN\$47.95	35.00
*Expert Home Design	Create house plans w/furniture	US\$39.99	25.00
*Color It! Ver.2.0	Excellent Colour photo editor	35.00	
*Managing Your Money	Andrew Tobias hints w/manual	10.00	
*Aldus Gallery Effects	Turn your images into art	65.00	25.00
*Lotus 1-2-3 ver 1.1	Spreadsheet - unopened box	US\$99.00	15.00
*Adobe PageMaker V6	1996 new - warranty card	829.00	550.00
	unopened box - upgrade to V6.5	US\$99	
*At Ease	Apple Utility	60.00	5.00
*ReadySetGo! Ver.6	Beginners desktop publisher	US\$169.00	50.00
*UltraScript by QMS	PostScript™ clone system	US\$99.00	5.00

About Double-Click

Double-Click is produced monthly, where possible, by and for members of Macintosh Users East (MaUsE), an Apple Macintosh Computer Users' Group serving the Durham Region & 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 User Groups or interested parties without prior permission. Any other reproduction of any part of this newsletter requires the written permission of the author(s).

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MaUsE Meeting Location & Schedule



Members of the general public, guests of MaUsE members, and all regular MaUsE members are invited to attend any of MaUsE's membership or Executive meetings. It is NOT necessary to bring your Macintosh with you...all that's required is an interest in Macintosh computing.

Listed at right is the schedule for 1995. Membership meetings are generally held in the Lecture Theatre at Henry St. High School in Whitby (see map above) starting at 7:30PM. Shareware disk sales begin at 7:00PM. Executive meeting locations vary...call ahead to confirm exact locations/times.

Month	Exec Mtg	Member Mtg
January		
February		
March		
April		
May		
June		
July		
August		
September	5th	25th
October	3rd	23rd
November	7th	28th



MaUsE Helpers

MaUsE helpers are people who are prepared to volunteer their help and advice to other MaUsE members. If you would like to be added to this list, call (905) 433-0777 and leave a message.

MaUsE Message Line: (905) 433-0777
24 Hours Per Day -----All Subjects

Editors Note: MaUsE helpers may charge consulting fees for on site consultation. Phone calls are free if not abused by overuse.

Bruce Cameron (905) 983-9205
System Configuration & Optimization, Ram Upgrades, Troubleshooting, Modem and Internet Setups, File Recovery.

Helpers

Jim Foster (Evenings) (905) 432-0921
FileMaker, Excel, SuperPaint, FirstClass

Chris Greaves (705) 887-2508
New users

