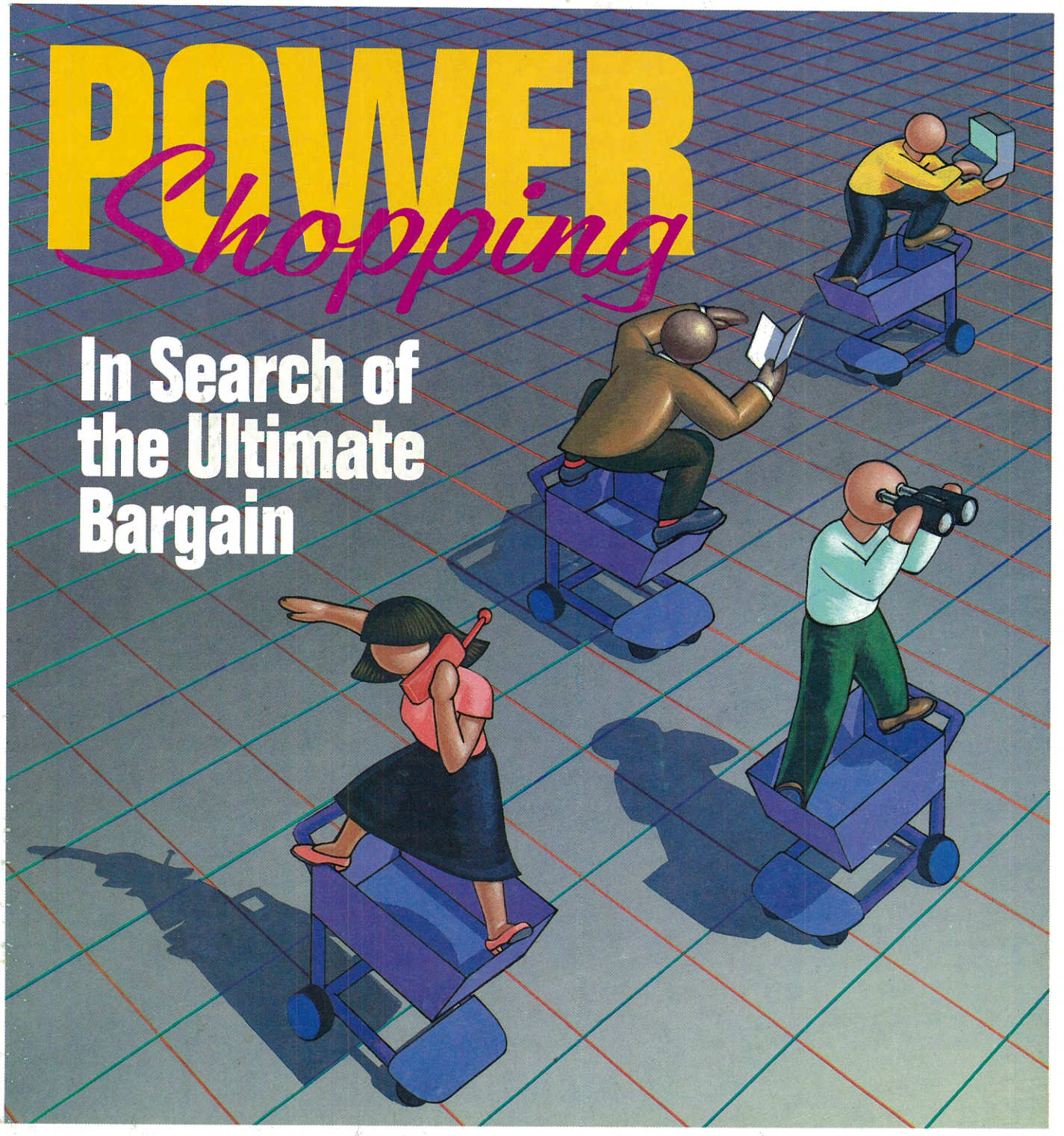
NOVEMBER 1991 $2.50

COMPUSERVE MAGAZINE

Lady of France: ACIUS' Globally Minded Guide – p. 20

Sell! Sell! Sell! When? – p. 28

Culturally Correct in Japan – p. 34

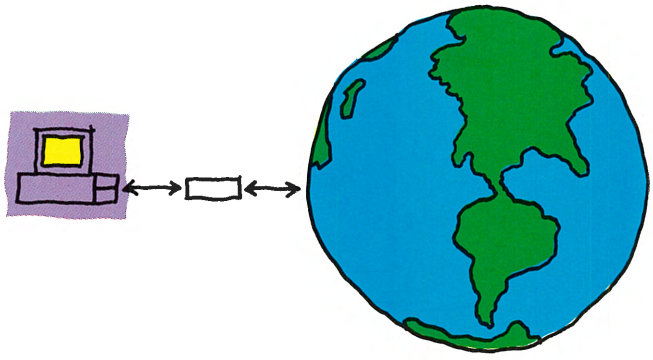


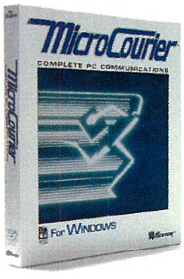
POWER Shopping

In Search of the Ultimate Bargain

The whole world is right outside your Windows.

For $99.00





Introducing MicroCourier™ Complete Communications Software for Windows®

Microcom® just made the world smaller. Because now there's MicroCourier, the world's most comprehensive communications solution for Windows users. You can now connect your PC to other PCs, minis, or information services for a fraction of the price you'd pay for a comparable software package.

MicroCourier delivers the widest range of file transfer protocols and terminal emulations available. Whether you're communicating with another PC or dialing up an information service like CompuServe,® MCI Mail,® or Dow Jones News,® MicroCourier provides the connection you need. Plus, MicroCourier supports virtually any modem, including all levels of MNP® through MNP 10.

MicroCourier takes full advantage of the Windows graphical environment, while retaining the point-and-click simplicity that you expect of a Windows product. For more advanced users, MicroCourier provides a powerful scripting language that allows you to automate complex communications applications.

So, for a complete Windows communications solution, ask your PC dealer for MicroCourier. The world-class value in communications software.

Call **1-800-822-8224**
today for more information about MicroCourier or see your PC dealer.

Name _____ Title _____
Company _____
Street _____
City _____ State _____ Zip _____
Telephone _____

Microcom

Microcom, Inc., 500 River Ridge Drive, Norwood, Massachusetts 02062-5028
(617) 551-1000, Fax: (617) 551-1021, International Fax: (617) 551-1007

Microcom and MNP are registered trademarks of Microcom Systems, Inc. MicroCourier is a trademark of Mic ocom Systems, Inc. Other trademarks referenced are the property of their respective holders. © Microcom, Inc. 1991. All rights reserved.

Now— You Can Save While Paying Bills

Save Time, Hassles, Checks, Stamps and Paperwork

CHECKFREE: ELECTRONIC BILL PAYMENT & PERSONAL FINANCE SOFTWARE
Make bill paying and record keeping faster and easier than ever with CheckFree from Checkfree Corporation, the nation's leader in electronic payments. CheckFree processes well over $2 billion annually for businesses and individuals.

FAST & EASY
You can pay all of your bills and do your record keeping with just a few keystrokes. You simply indicate who you want paid, the amount, and the date. Fixed, recurring bills (such as your mortgage) can be paid automatically. Your software records, categorizes and sends the information via modem to the CheckFree Processing Center. Then, CheckFree completes your payments.

ANY BILL, ANY BANK, ANY CHECKING ACCOUNT
With CheckFree, you don't have to switch banks and you can pay virtually any individual or company in the U.S. Your payments will be cleared through the U.S. Federal Reserve System, the same system banks use. Many payments can be sent electronically from your account to the account of the party you are paying. If not, a laser-printed draft or check is sent.

VERIFICATION & DOCUMENTATION
Transactions are verified and automatically recorded by the software. Plus, they are documented in your bank statement. Non-CheckFree transactions can easily be entered. And, you can export data to TaxCut® and any spreadsheet compatible with Lotus 1-2-3.®

AVAILABLE WITH...
CheckFree's electronic bill payment system is integrated in Quicken® and Managing Your Money.® So, you can enjoy CheckFree with these programs, too!

Hardware Requirements: IBM PC/Compatibles with 512K RAM, MS-DOS® 2.1 or higher, two floppy drives or hard disk system, or Apple MacIntosh® 512KE or higher, 800K drive—and a Hayes® compatible modem.

CheckFree is a registered trademark of Checkfree Corporation. All other trademarks are the property of their respective corporations.

*Money back guarantee on software valid for direct orders only; return within 90 days of purchase for a full refund.

PC Magazine reprint from PC Magazine, November 14, 1989. ©1989 Ziff Davis Publishing Company.

PC Computing reprinted from PC Computing, November, 1990. ©1990 Ziff Davis Publishing Company.

$29.95 New 3.0 Version

Also available in DeskMate.®

CheckFree® software is available at leading retailers and direct order dealers incuding Egghead Discount Software,® Electronics Boutique,® Babbages,® Waldensoftware,® Software Etc.,® CompUSA,® Radio Shack,® Best Buy,® Price Club,® Sam's Club,® PC Connection,® MacConnection,® MicroWarehouse,® MacWarehouse,® and CompuAdd.®

THE EXPERTS SAY...
"CheckFree makes bill paying a quick, painless task rather than a monthly ritual to be dreaded..."
—PC Magazine

"...unless you thrive on the satisfying thump of a stack of envelopes hitting the bottom of the mailbox...you're going to enjoy using CheckFree. It saves time, money and aggravation."
—Chris Shipley, PC Computing

FIRST MONTH OF SERVICE FREE
CheckFree software is available at retail stores or by phone for only $29.95 (plus $4 for shipping and handling). Your first month of service is **FREE.** So, you can try it without obligation. After that, it's $9.95 per month for your first 20 payments (and $3.50 for each additional set of 10 payments or portion thereof).

RISK-FREE INTRODUCTORY OFFER
Try CheckFree for 90 days. If you don't agree it's a faster and easier way to pay your bills, return your confirmation letter and we'll refund all service fees and the cost of the software.*
(Offer expires 3/31/92.)

CheckFree®
Call 1 800 882-5280

CONTENTS

FEATURE

Feature Story

12 **Shopping Without Dropping Too Many Dimes**
In recessionary times, to coin a phrase, the customer is always tight: When dollars don't go as far and demands on income keep coming, even the affluent aren't above embarking on the bargain hunt. Here's how a new breed of "power" shopper is using online resources among others to buy the best for less. Bonus: Six steps to a sound deal; barter's return; an online guide.

Computing Services

20 **The 'Female, French Steve Jobs'**
Maryléne Delbourg-Delphis penned articles for the French edition of *Vogue* and taught philosophy. Then she created the company that would become the biggest Macintosh software publisher in the US—ACIUS. Plus: ACIUS Forum files.

23 **Make Yourself Compatible:** Which programs work with Macintosh's new 7.0 operating system and which don't is being hashed out all over CompuServe's Mac territory.

26 **Souped-Up Browsing:** A new feature lets you custom-design a search across any or all of a forum's libraries.

Money Matters

28 **To Hang On or Get Out?**
There's a plethora of stock market gurus offering advice that opens "Now is the perfect time to buy. . .". But when, oh when, should you sell? Timing is everything, say CompuServers who put forth their thoughts on cashing out and cutting losses. Includes: Following trends with online charting capabilities.

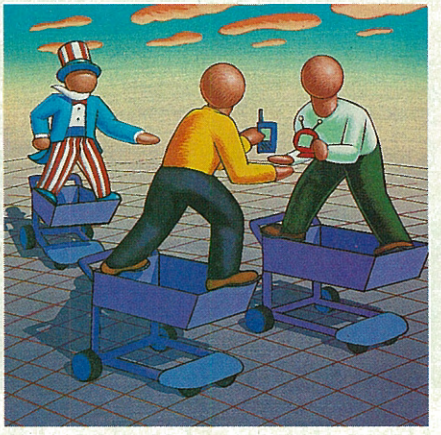
Travel

34 **The Right Way to Crack a Fortune Cookie**
You're going to Japan on business for the first time. How you walk, talk, eat, sleep and even handle your business cards is vital to the preservation of relationships, the keeping of *wa* (peace and harmony) and getting things done fast in a society of patience. Plus: Culturally literate files.

Personal Business

38 **Every Number Tells a Story**
The demographic data that populates CompuServe might seem dry to the untrained eye. Patricia Harris and David Lyon took a gander and found a fountain of information and innovative personal and business uses to the point of, well, addiction. Plus: Summary of census-derived and other sources.

42 **Handmade Angling:** Fly fishing, the practice of fooling the scaly game with self-tied masterpieces of wool and feathers, is an ancient sport with a timely tack in this ecologically endangered world.



The consumers' revenge—p. 12

Doing business in Japan—p. 34

Too Hot to Print

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

Behind the Screens	OLT-130
CompuServe This Week	OLT-50
Online Today Guide	OLT-351
Product Reviews	OLT-200
File Listing Updates	OLT-600
Today's News	OLT-90

DEPARTMENTS

3 **Dear Reader**
4 **Letters**
6 **Monitor**
10 **Uploads: New and Classic Forum Files**
44 **Hardware and Software Reviews**
46 **Book Reviews**
48 **Update: Last-minute News**

CompuServe Magazine (ISSN 0891-4672) is published monthly in the United States of America by CompuServe Incorporated, 5000 Arlington Centre Blvd., Columbus, OH 43220. Canadian GST registration No. R127010582.

COVER ILLUSTRATION BY BARTON STABLER

COMPUSERVE MAGAZINE

CompuServe® Magazine™, November 1991
Volume 10 Number 11

Publisher
Calvin F. Hamrick III
Editorial Director
Richard A. Baker
Editor
Douglas G. Branstetter
Art Director
Thom Misiak
Managing Editor
Kassie Rose
Senior Editor
Mary Mitchell
Assistant Editors
Denise Erwin Anderson,
Christopher J. Galvin, Michele D. Kinnamon
Design Coordinator
Dorothy Hogan
Production Coordinator
Drew W. Holland
Contributing Editors
Charles E. Bowen, Hardin Brothers,
Cathryn Conroy, John Edwards,
Holly G. Miller, Michael Naver, Mike Pietruk
Ernest E. Mau 1982–1990
Copy Editor
Kacy Cook
Proofreaders
Christine Harrington, Julia A. Tober
Photocomposition Coordinator
Susan Toombs
Production Assistant
Jody Myers
Editorial Assistant
Bobbi Dominick

ADVERTISING

Associate Publisher
Peter A. Scott, 5000 Arlington Centre Blvd.,
Columbus, OH 43220; 614/457-8600; 70003,3731
National Sales Manager/Electronic Mall
Keith Arnold
614/457-8600
Mid Atlantic
Jennifer Stothers
212/486-2440
New England and Southeast
David Koeneman
614/457-8600
Midwest and West
Tom Emmons
614/457-8600

EUROPEAN OFFICES

United Kingdom
15/16 Lower Park Row
PO Box 676
Bristol BS99 1YN
Tel. 0800 289 458 (free inside UK)
(44) 272 255111 (outside UK)
Germany
CompuServe GmbH
Jahnstrasse 2
D-8025 Unterhaching/Munich
Tel. 0130-3732 (Sales, freephone within Germany)
0130-4643 (Support, freephone within Germany)
155 31 79 (free inside Switzerland)
(49) 89-66550-222 (outside Germany and Switzerland)
CompuServe User ID number: 70006,101

MPA BPA SELECTED MARKET AUDIT DIVISION

President and Chief Executive Officer, Maurice A. Cox; **Executive Vice President, Information Services**, Barry F. Berkov; **Executive Vice President, Support Services and Chief Technical Officer**, Alexander B. Trevor; **Executive Vice President, Network Services**, Robert J. Massey; **Senior Vice President, Market Planning and Development**, John E. Meier; **Vice President, Product Marketing**, David Eastburn; **Vice President, Human Resources**, Judy S. Reinhard.

Copyright©1991 by CompuServe Incorporated, an H&R Block Company. All rights reserved. Contents may not be reproduced in whole or in part without written permission of publisher.

CompuServe Magazine (ISSN 0891-4672) is a registered trademark of CompuServe Incorporated. Printed in USA by R.R. Donnelley & Sons Co., Chicago. Subscriptions: United States, AFO—$30 one year; Canada and elsewhere $40 one year. Single copies $2.50 in US, AFO and Canada. Telephone: 614/457-8600. *CompuServe Magazine* assumes no responsibility for return or safety of unsolicited matter. Direct editorial correspondence to: Editor, *CompuServe Magazine*, P.O. Box 20212, Columbus, OH 43220.

Dear Reader

When Donald Trump buys The Donald Jr.'s school clothes at K-mart, as he did this year, you can rest assured that a new era in consumerism has dawned. Unfortunately, it's not so much that rampant materialism is on the wane. It's more that people are finally waking up to the fact that, like our mothers who bought Hydrox cookies instead of Oreos because "they're every bit as good and cheaper," we don't always need designer labels on things like underwear. Even when we go for top-shelf items, it needn't mean top price made payable to a bunch of do-nothing middlemen. In short, it's cool to save money, and no one needs to shamefacedly crab-walk over to the Flashing Blue Light Specials these days.

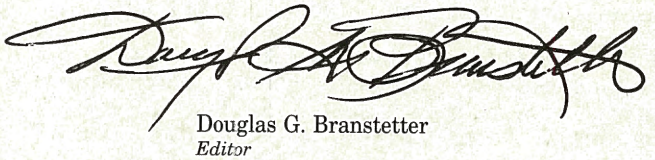
Recessionary times, a better educated buying public and aging populations have intensified the "power buying" phenomenon and given rise to the New Consumer (as well as stand-up routines about "buying in bulk" from warehouse supermarkets, and cloying commercials like the one for a certain brand of men's cotton pants). The new breed of consumer is known for his or her sense of what's really important in life, tempered, of course, by mild acquisitiveness and a quest for quality. Known by various names ("Power Shopper," "Roboshopper"), the group is composed of those sensible and seriously basic twentysomething types outfitted in seriously basic GAP wear, along with ever-present Boomers who are *following* a trend for the first time in their lives. Many seniors never abandoned the thrilling sport of hunting down a good bargain.

Perhaps you're a full-fledged Roboshopper, or at least a budding bargain seeker. If so, maybe you've overlooked the online connection as a means toward saving some serious money (and time) on quality goods. If you haven't used some of CompuServe's services to conduct consumer research and augment your buying power, maybe it's time that you started. A good place to begin is on page 12 where Contributing Editor Cathryn Conroy outlines the six steps to power shopping. On page 14 the author applies her own theory and saves a cool $100 on a new compact disc player ordered online.

Probably one of the best online "power tools" for power shoppers is Shoppers Advantage Club (GO SAC) in The Electronic Mall. It'll cost you the best $39 you've ever spent to join for a year, and will give you the run of more than 250,000 items at 10 to 50 percent off list prices (see box on page 13). Plus, you get front door delivery and an extension of manufacturers' warranty to two years. Also, be sure to check out the shoppers' resource guide on pages 18-19; here you'll find where to conduct online consumer research on hardware, software, computer peripherals, books, automobiles and more.

Finally, don't overlook the rebirth of another old standby that predates money: bartering. This low-tech form of economy is thriving in the high-tech CompuServe community; the story on page 16 will show you how and where goods and services are changing hands, and how you can get in on the action. And, just in case you think bartering is a slick way to avoid the tax man, you'll find information on page 17 that sets the matter straight.

Happy Power Shopping and Happy Holidays!



Douglas G. Branstetter
Editor

Gulf War Coverage

Just a quick note to tell you that *CompuServe Magazine*'s article ("Home Is Where the Campus Is," Sept. 1991, p. 12) was a real lifesaver! Typical of a teen-ager, my daughter told me we had to make a last-minute dash to the library before it closed, so she could research the aftereffects of the Persian Gulf War for her speech class.

Since I had just read that the Grolier's online *Academic American Encyclopedia* (AAE) was updated quarterly—and even contains information about current events not yet published in the print edition, we kept the car in the garage and let *AAE* do the searching. Within a couple of minutes, she had more than enough information—and I was surprised at the depth and timeliness of the Gulf War coverage. Absolutely amazing.

Tod Watts
Dunlap, Ill.

Grammatically Correct

I couldn't stifle my amusement when Dr. Ronald Kraar, extolling the benefits of the University of Phoenix online graduate education program ("Graduating with Honors and Connect Charges: Online Scholars," Sept. 1991, p. 16), especially commented on his improved writing ability and command of English grammar—ungrammatically: "I can now prepare a paper in about a third of the time it took a year ago—and grammatically correct, too!"

You did mean to say, "... grammatically correctly ...," didn't you?

Both words constitute an adverbial phrase telling how you can prepare a paper. I'm only nit-picking with an emotion <grin>, Doc, and really found your story quite inspiring. Keep up the good work.

Robert Willard
Highland, Calif.

Shareware

I read your article on shareware developers ("Beyond the Drawing Board," Sept. 1991, p. 22) with great interest. However, you failed to understand the entire point of shareware.

Shareware is not a profitable venture, and, until recent times, was never intended to be profitable. It was originally invented to offset the costs of developing freeware (equipment, books, compilers, online time, etc.). People usually make shareware a hobby, and actually enjoy developing software. Making money on shareware is possible, but is it worth the trouble?

Jim Egelhof
Larchmont, N.Y.

Send a Letter

Send your letter to the editor by CompuServe Mail to 76004,3302. A $25 connect credit is given to the writer of each letter published. *Sorry, we cannot acknowledge letters or answer questions through this service.* Please use CompuServe's Feedback system (GO FEEDBACK) for questions, problems, address changes, etc. A representative from Customer Service will be glad to help you.

Best 9600/V.32 Value!

The ViVa 9600bps, **V.32/V.42bis** modem offers the best communications value money can buy!

The **Viva 9642e**™ modem with V.42bis data compression and V.42 error correction, ensures reliable data transmission (38,400bps Max) under the most adverse line conditions. As a Hayes compatible modem, ViVa supports all the popular communications software.

The power and performance of the ViVa 9642e is backed by our limited five year warranty! So, get connected with the best 9600/V.32 value available!

Call Now 1-800-854-7600
Or visit your nearest computer dealer to see the complete line of ViVa modems.

COMPUTER PERIPHERALS, INC.™
667 Rancho Conejo Blvd. • Newbury Park, CA 91320
ViVa & Computer Peripherals, Inc. are registered trademarks

GO OLI for more information.

Do A Number On Your Card.

Win FREE time on CompuServe when you put your CompuServe Mail® address on your business card.

That's right! Even someone as unlucky as you could win **$1000** in free connect-time on CompuServe's information and communications network. That's because we're giving away thousands of CompuServe hours to well-connected people (like yourself) who send us a sample of their business card. Not just any old sample, mind you. But a sample that you've designed.

TO ENTER just take your usual, basic, boring business card (probably designed by a basic, boring person), and use it to create the card of your wildest dreams. Remember to include your CompuServe Mail address on it. Better yet, why not print up a few thousand of your own, original design? And send us one of those. That way, you'll not only impress the heck out of us and (possibly) win all sorts of **free** time on your favorite information service, you'll make yourself more accessible to the hundreds of thousands of CompuServe members worldwide.

After we've received zillions of cards from our zillions and jillions of members, our panel of purely subjective judges will award free time to the most original, the classiest, and the most professional. Why, you might even win free time if we just happen to like your name. Or if we think it's silly...and feel sorry for you. You know what?

We've even decided to give away a few bucks of free connect-time to everybody who sends in a card with their CompuServe Mail address on it. Call us generous, or call us crazy. That's just the kind of folks we are. So quit dawdling! Send us that card as quick as you can and we'll start doling out the **Prizes!** Remember, it's got to have been designed by irreplaceable you. And it's got to have your CompuServe Mail address on it.

If you're on the business end of a computer, make sure the cards are in your favor. Make sure they include your CompuServe Mail address.

Send your business card to:

CompuServe®
Attention:
Customer Administration
P.O. Box 20212
Columbus, OH 43220

Contest ends December 31, 1991.

For additional details, GO CARDCONTEST.

MONITOR

Chunk Dunk

It's discreetly known as "feeding the fish," and even the the most experienced sailors and divers occasionally have a bout of it. If you'd like to see how the pros keep body and soul together, take a look at SEASIK.TXT in Library 11, "DAN/Diving Medicine," of the Scuba Forum (GO DIVING). The cures under discussion range from ginger root and acupressure bands to various prescription and over-the-counter medications.

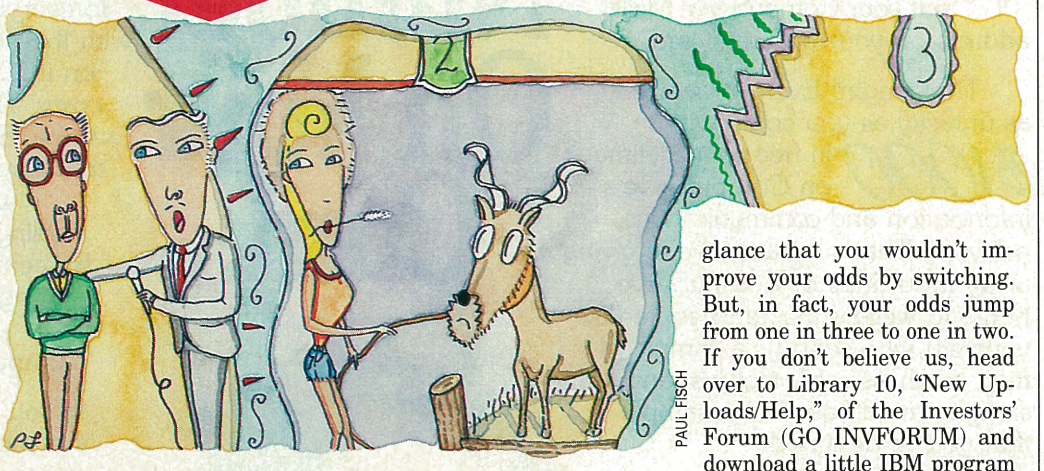
Available in the same library is the file TRAVEL.TXT, for landlubbers or those who worry about encountering "travel stomach" en route to their yachts in Cozumel. *Warning:* some of the touted cures and prevention measures (including "snake bile on dried peel of a fruit closely related to orange" and brushing your teeth with Coke) may actually *make* you sick ... and we're only telling you the printable ones.

Sew What!

Here's a forum that will give new meaning to the term "discussion threads." It's the new Crafts Forum, dedicated to hobbyists worldwide and containing something for such diverse crafts as knitting and crocheting, weaving and spinning, sewing and quilting, stitchery, surface design, woodworking and more.

"In addition to offering the opportunity to meet others with similar interests, the forum offers crafters technical expertise, design ideas, resource lists and software," says Kathy Morgret, who along with Forum Manager Susan Lazear manages the forum.

Merging cross-stitch, glass- and jewelry-making, weaving and other crafts with computer technology is still in its infancy. To help shape the result, GO CRAFTS.



PAUL FISCH

Chrysler or Capricorn?

Suppose you're on a game show, and you're given a choice of three doors: Behind one is a car, and behind the other two are goats. You pick a door—say, No. 1—and the host, who knows what's behind all the doors, opens another door (say, No. 2), and shows you a goat. Then he asks you if you want to stick with your original choice or switch to No. 3?

To the average math bozo (and to most people who have ever been suckered into a street corner game of three-card Monty) it would seem at first glance that you wouldn't improve your odds by switching. But, in fact, your odds jump from one in three to one in two. If you don't believe us, head over to Library 10, "New Uploads/Help," of the Investors' Forum (GO INVFORUM) and download a little IBM program called MHD.COM. It simulates the game show, and keeps score of how many times you win the car by sticking and by switching. (Of course, we're assuming you want the car. In a recent thread about the game, one member noted that he liked his old car fine, but he could definitely use a goat to help with the lawn.)

How to Keep Up with 10,000 Joneses

Tracking down a long-lost cousin or college roommate is a task made easier by the recent debut of Phone*File (GO PHONEFILE) from MetroNet. This searchable database provides names, addresses, telephone numbers and length of residence for more than 80 million US households.

But if your cousin has a common last name like Smith, or you have no idea where your ex-roomie lives, such a search can be cumbersome. Enter AutoFone, a shareware program written by CompuServe member Marc Sissom that allows you to conduct an automated US search of Phone*File using search parameters prepared offline.

Designed for IBM PC-compatible computers, AutoFone requires 25K of memory and runs from diskettes or hard-disk drives. The program is in the Genealogy Forum's (GO ROOTS) Library 3, "MS-DOS Software," file AUTFN2.ZIP. The shareware fee is $15.95.

For more information, contact Italy & Avalon Inc. via CompuServe Mail at User ID number 76166,1345 or at 3500 Gentry Rd., Irving, TX 75062; 214/650-9026.

Accommodations of a Last Resort

What makes a hotel memorable? A beautifully appointed room with a view, attentive staff and unique touches? Not always. In a recent Travel Forum (GO TRAVSIG) discussion, members shared less-than-fond memories of "Hotels from Hell," where buildings are crumbling, rooms reek of mildew and noise never sleeps. Neither do guests.

Horror stories that turned guests' stays into overnightmares aren't restricted to the $19.95 "No-Tell Motels" of the world. Flea Dives lurk behind the facade of some well-known, upscale hotel chains, too, as members pointed out.

But for every hotel with such signs as "Beware of Large Dog," "Guard Your Wallets" and the sobering sight of bullet holes through doors, there are many more that offer heavenly hospitality. One member tells of a small European-style hotel that gives refrigerator-raiding privileges. Also mentioned are favorite hotels and recommendations for lower-priced hotel chains.

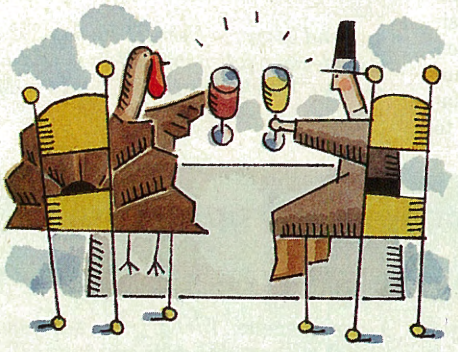
To read the thread and find out more about "must avoid" hotels, see file HOTELS.HEL in Library 0, "General Interest," of the Travel Forum.

Watching Doctors Who Have Class

Physicians participating in the American Medical Informatics Association Forum's (GO MEDSIG) "JAMA Journal Club" are enjoying a new and fully accredited alternative to time-consuming off-site medical seminars, and "patients" can sit in. Club participants read a series of required articles published in the *Journal of the American Medical Association* (JAMA), and discuss one to four of these online each month. The American Medical Association awards up to 24 hours of annual credit in Category I of its Continuing Medical Education recognition program.

"Our engrossing ongoing discussions are open to all, enabling a free give-and-take between doctors and consumers," says Dr. Richard Spindler, assistant forum manager. One recent exchange focused on a study entitled, "What if Americans Ate Less Fat?" The report concluded that if every American reduced fat intake to less than 30 percent of calories (an unlikely scenario), this would result in only a three- to four-month increase in the average life span, accruing mostly to people over age 65.

Additional information is contained in Library 9, "JAMA Journal Club," file JAMA-CLB. Articles from the *Journal of the American Medical Association* are obtainable from Health Database Plus (GO HLTDB).



ROBIN JAREAUX

A Grape Most Fowl

What's the appropriate wine to accompany the holiday goose or turkey? According to Robin Garr, wine critic and assistant manager of the Bacchus Wine Forum, there is no single correct answer.

Turkey falls somewhere between the red meats that call for a red wine, and white meat (chicken and fish) complemented by white wine. The problem is further complicated because the holiday bird presents a variety of flavors, ranging from the delicate white breast meat to the bolder, almost oily quality of the darker leg. Garr focuses on an item that best accents the feast for him: cranberry jelly. Like the jelly, he reasons, you should find a tart, fruity wine that perks up the almost bland quality of white meat and tones down the gamey nature of dark meat. For starters, he offers tasting notes for two good candidates, a single-vineyard Vouvray and Fetzer's bargain 1985 Lake County Zinfandel.

To read more from Garr on choosing holiday wines, GO WINEFORUM and look for file TURK.RG in Library 4, "Food and Wine."

WORLD UPDATE

Access the Text of Britain's Dailies

CompuServe members in Europe and others who monitor worldwide happenings have two additional news sources, the UK Newspaper Library and round-the-clock Reuter news wires.

UK Newspaper Library (GO UKPAPERS), offered through an agreement with Telebase Systems Inc. and Advanced Research Technologies Inc., contains full-text, daily updated versions of *The Financial Times*, *The Daily and Sunday Telegraph* and *The Guardian*. *The Financial Times*, one of the world's top business newspapers, includes the London and international editions.

Another option in the Newspaper Library, "UK News," combines full-text versions of the latest two years of these papers plus *The Times/Sunday Times*, *Today*, *The Independent*, *Lloyd's List* and *The Observer*. Members can search this collection for coverage of everything from British politics and business to world affairs and the arts.

Real-time help is available online through the SOS command. Charges are $6 per search and $6 per full-text article retrieved.

In addition, three new Reuter Reports provide real-time wire coverage of international news, sports and business.

Members who use the Executive News Service (GO ENS) may add the Reuter World, Sports and European Community report wires to their clipping folders.

Also, all members may scan or browse, without surcharge, Reuter stories on special menus set up for UK News Clips (GO UKNEWS) and UK Sports Clips (GO UKSPORTS). These stories cover worldwide events but with an emphasis on news of interest to members in the United Kingdom.

Next: MacPC, The Movie

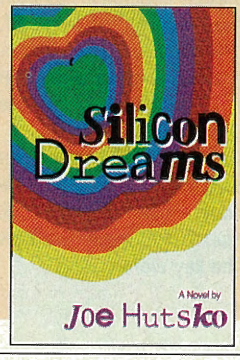
File this one under "art imitating life." Nearly two years ago, Joe Hutsko, who once worked as Apple chief John Sculley's personal technical advisor, penned a novel about Apple and IBM getting together—like they really did last summer.

Hutsko swears he made it all up years before executives from Apple and IBM ever thought of joining forces to swap technologies. Hutsko's *Silicon Dreams* portrays a wilder vision of the union (veiled under fictional names), complete with supercharged young wizards, glossy junior executives and nervous stockholders. "They're all locked in a colossal struggle that threatens to bring down the most innovative computer company in the world," teases the book's jacket copy.

Says Hutsko, "Working for John Sculley, I imagined what it would be like if he were interested in selling Apple to IBM or Digital Equipment or another large computer maker. Then my overactive imagination took over, and I thought, 'What if someone in his position were to come to a renegade place and actually boot the founder so he could bend the company in the direction of selling out to its competitor?' The premise has come true."

Not wanting to give away his story line, Hutsko admits that much of his fictional account is coming true. Still, he's pleased with the way things are turning out in real life and approves of his old boss. "Cheers for Sculley for doing something that will put more Macs out there. It's the right computer."

Silicon Dreams, published by Knightsbridge, sells for $19.95 in most bookstores.



MONITOR

Squid—Yum!

Did you know in Japan the sushi always comes in pairs? And that certain kinds—such as salmon roe, sea urchin, eel, and octopus legs—should never be doused with the hot green mustard-like accompaniment known as *wasabi*? How about the fact that it's acceptable etiquette to eat sushi with your fingers instead of chopsticks?

These tips were recently offered in the Travel Forum (GO TRAVSIG) by Makiko Itoh, a Japanese woman living in New Jersey. If you missed the thread—and you're not one of those fussy types who dislikes raw tentacles altogether—you can check out still more sushi lore (including a discussion of the differences between American and Japanese sushi) in file SUSHI.JPN in Library 7, "Asia." For information about Japanese eel dishes in particular, read UNAGI.JPN in Library 15, "Japan NIFTY Files."

Learn Amiga

You can't open your mail these days without finding a brochure from some continuing education program or another offering programming courses on the IBM and Macintosh operating systems. But finding instruction on the less popular Amiga can prove far more elusive.

If you've wanted to program on the Amiga but have been unable to find instruction in your area, fear not. Your days of searching are over.

Amiga programming classes are now being conducted in the Amiga Tech Forum (GO AMIGATECH) by member Vic Wagner. The course, "Programming in C," takes place every Wednesday in Conference Room 3, "Programming," at 9 p.m. ET. It's free and includes homework, lectures and demonstrations. Connect-time charges still apply.

Those unable to attend can download transcripts of the discussions from Library 15, "Classes." To locate the files use the key word CLASS.

MEMBER ESSAY

What You Need to Shoot for the Moon

Ever since I was a little kid, I wanted to be a professional astronomer. I finally upgraded my old Apple Computer to an IBM compatible. Prior to that, I purchased my own 8-inch, high quality telescope. Next came the proper equipment for taking photographs with this telescope.

I decided that the first object that I would try to photograph would be the moon. Until now, I've never photographed space objects of any sort.

The weather in the mid-Atlantic states is unpredictable at best. This makes a limited number of days per week where the weather is perfect for good quality astrophotography.

I needed a wealth of information including the weather, photograph exposure times, and positions of the moon. I found everything I needed on CompuServe. The National Weather Service not only gave me the current meteorological situation, but also a forecast which allowed me to plan an observation and photography session. Next, I found background information in the Astronomy Forum, including detailed files that helped me properly align and use my telescope. There is even a set of astrophotography lecture files in the forum.

Menno A. Young Jr.
Ft. Meade, Md.

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

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

Is Your Business Accepting Applications?

One of the advantages of using computers is that you don't have to be an expert in why or how they work. All you have to do is answer two questions:

- What do you want the computer to accomplish for you?
- Where can you find a program that does just that?

Although you'll still have to answer the first question on your own, you might find the answer to the second query in Data Access' DataFlex Application Search (GO DAC), a database of nearly 200 applications created by professional programmers with Data Access' DataFlex relational database management system.

You can search the online database by industry, price range, application type and vendor name, quickly zeroing in on just the program to fit your needs.

For example, firefighters and police who want to computerize their activities will benefit from XCALIBER from Systems Innovation Inc. One version is designed as a fire department information management system while another keeps police records.

Travel agents who want to get a handle on booking group and individual reservations and keeping each in order should consider Travel Mate from EFS Inc.

There's even an accounting system designed for wineries as well as a residential appraisal software system, a box office management ticketing system, a cruise line reservation system, and the more common accounts-payable, billing and client-tracking systems.

Service with a Dial

PAUL FISCH

A cellular phone can be a bargain that quickly pays for itself when properly used. The key to achieving maximum benefit is selecting the right service plan and then minimizing air time. You'll find tips for doing just that in file CLCOST.TXT in the Consumer Electronics Forum (GO CEFORUM), Library 14, "Mobile Office."

Many people are not aware that most cities are served by competing cellular carriers. Most carriers offer a variety of servicing options—everything from discounted weekend plans to volume discounts for heavy users. With the aid of the spreadsheet in file CTCOSK.WKS/binary, also in Library 14, and copies of applicable rate schedules, you can sort through these alternatives and decide which company and service package is best for you.

Monitor

Contributors:
Cathryn Conroy, Victor Epstein, Lindsy Van Gelder Michele Kinnamon, Mike Pietruk

The quick and easy way to learn a foreign language!

Based on the U.S. Military "Speed-up" Method of Language Learning

Each program comes with two 45-minute cassettes and a convenient phrase dictionary in a compact, 6" x 7" waterproof vinyl case.

ONLY $14.95 each

Programmed for Rapid Learning!

It's been scientifically proven that we remember words we *hear* better than words we see. That's why you'll find the two audiocassettes in each Language/30 package more useful than all the language books money can buy. Just start listening to the tapes, repeat the foreign phrases a few times and, believe it or not, you'll begin speaking like a native. It's that simple!

Remember, Language/30 is a learning tool that *works*. It incorporates the "speed-up" method of language learning—the same method used to train U.S. government personnel who work overseas.

With Language/30, you can practice your target language anytime, anywhere. You won't have to set aside hours just for language study. You can listen to Language/30 while you're getting dressed, eating, driving to work, or even jogging. Whether you're studying French, Russian, Swahili, or any of the other 30 languages listed, you'll improve your speaking fluency and listening comprehension *each time* you play the Language/30 tapes.

Speak with the Ease of a Native

Each Language/30 program features native voices speaking the most important and commonly used conversational phrases. You'll learn all the words you need to know for greetings, introductions, requests, and general conversations in hotels, restaurants, stores, theaters, and other places. And world-renowned linguist Charles Berlitz, explains the social customs and etiquette of the country.

So, whether you're going abroad for a short trip or an extended stay, you'll find that the fluency you've gained from Language/30 will make your visit easier, more pleasant, and more enriching. Instead of being a "stranger in a strange land," you'll be able to converse freely with the natives in their own language.

Which of these 33 languages would you like to speak?

1232628.	Arabic	1429232.	Irish	1232800.	Spanish
1232636.	Chinese	1232727.	Italian	1232818.	Swahili
1232644.	Danish	1232735.	Japanese	1232826.	Swedish
1232651.	Dutch	1232743.	Korean	1232834.	Tagalog (Filipino)
1366665.	Finnish	1429224.	Latin		
1232669.	French	1232750.	Norwegian	1363316.	Thai
1232677.	German	1232768.	Persian	1232842.	Turkish
1232685.	Greek	1300375.	Polish	1232859.	Vietnamese
1232693.	Hebrew	1232776.	Portuguese	1516541.	Yiddish
1232701.	Hindi	1232784.	Russian	1232867.	English for Spanish Speakers
1232719.	Indonesian	1232792.	Serbo-Croatian	1641653.	Hungarian
1641646.	Czech				

Barnes & Noble Unconditional Guarantee

You must be completely satisfied with every item you order from Barnes & Noble by mail, or you may return it to us, for a full refund.

CALL US TOLL-FREE AT 1-800-242-6657 or GO BN

Barnes & Noble Booksellers Since 1873

DEPT. T179, 126 FIFTH AVE., NY, NY 10011

ITEM #	QTY.	TOTAL

Merchandise Total
For deliveries to MA, PA, NY, NJ, MN, MI, CT and CA: add applicable sales tax
Add $1.75 per tape ordered for Shipping & Insurance
ORDER TOTAL

ONLY $14.95 each

METHOD OF PAYMENT

☐ Check or Money Order Enclosed ☐ MasterCard ☐ VISA ☐ American Express Card

CREDIT CARD NUMBER

EXP DATE MO YR

SIGNATURE

NAME

ADDRESS APT. #

CITY/STATE/ZIP

Current Hits

by David Peyton

The libraries in CompuServe's forums are filled with thousands of files. The following are a few of the files uploaded in recent months. For a more up-to-date list, check the weekly "Uploads" columns in *Online Today* (GO OLT-3700).

AMIGA ARTS FORUM
(GO AMIGAARTS)

MineField—Game by Dave Zechiel presents you with a grid of hidden mines. You must determine where the mines are and flag them without exposing them. File MINES.LZH (15,389 bytes) in Library 2, "Games."

ASP/SHAREWARE FORUM
(GO ASPFORUM)

ASP Catalog—A new edition of the official products catalog for the Association for Shareware Professionals. These programs can be downloaded from CompuServe on a "try before you buy" basis. Catalog describes each product and gives its location on CompuServe. Entries are grouped by subject. New additions include download size, multiple-file notation, CPU/OS/RAM/hardware/software needs and gateway notation for ZNT and EET forms. File CATLOG.ZIP (142,658 bytes) in Library 2, "Ask the ASP."

ATARI ST ARTS FORUM
(GO ATARIARTS)

Traffic—Game in which you control the traffic signals in a section of downtown city streets. File TRAFIC.LZH (8,902 bytes) in Library 2, "Games."

COMMODORE ART/GAMES FORUM
(GO CBMART)

Flickermac—Displays MacPaint files from the Macintosh on the 80-column screen of the C128 in 640-by-400 resolution. Allows you to scroll up and down to get the complete picture. MacPaint files may be PRG or SEQ. File FLICKM.BIN (6,565 bytes) in Library 10, "Graphics Util & GIF."

DBASE FORUM
(GO DBASE)

Flatfile—An application generator system. Fully documented. No programming required. Create full menu-driven single database applications in minutes. Includes word processing interface, QBE, reports, data validation, calculated fields. From dbF Software Productions. Requires dBase IV 1.1. Shareware. File FLAG4.ZIP (206,617 bytes) in Library 4, "dBase IV."

GAMERS' FORUM
(GO GAMERS)

Moraff's World—A role-playing game that contains 16 levels of dungeons and 20 classes of monsters. The primary goal is to become more powerful while obtaining treasure and magic items. No single objective represents the end of the game. Graphical adapter required. Supports monochrome, CGA, EGA, VGA and SVGA. Shareware. File MORAFF.ZIP (217,336 bytes) in Library 9, "Computer RPGs."

IBM OS/2 FORUM
(GO IBMOS2)

Death From Above—Up to six players connect to a server program and shoot at each other by giving launch angles and velocities. This game has been optimized to work on a single machine by using Shared Memory, but is really designed to work over a network with each player on his or her own machine. For the latest version, BROwse for the file DFA* (approximately 61,000 bytes) in Library 16, "Fun-n-Games."

IBM SYSTEMS/UTILITIES FORUM
(GO IBMSYS)

CED—Chris Dunford's original command editor, retriever and macro facility. The first revision of this popular utility since December 1985. File CED.ZIP (31,891 bytes) in Library 1, "DOS Utilities."

MACINTOSH HYPERTEXT FORUM
(GO MACHYPER)

Mitosis 101—A HyperCard 2.0 stack that teaches you about the process of mitosis (cell division). The stack contains scanned images of a real human cell going through mitosis. This is a black-and-white version for black-and-white monitors and compact Macs. You'll find it in the file MIT101.SIT (278,912 bytes) in Library 3, "Education."

MACINTOSH SYSTEM 7 FORUM
(GO MACSEVEN)

FinderHack—A System 7.0 extension that places a "Futz Menu" in the Finder's menu bar. Choices allow you to move icons to the trash, directly delete them, make an alias under any name or make an alias directly to the Apple Menu. File FINHAC.SIT (8,448 bytes) in Library 2, "7-Specific Programs."

MACINTOSH SYSTEMS FORUM
(GO MACSYS)

Escapade—A control panel that enables you to select any button or check box in a dialog box by pressing the first letter of the control's title. It also allows you to select the Cancel button from the keyboard and to use the standard Command-key equivalents for Cut, Copy, Paste and Select All. File ESCAPA.SIT (35,072 bytes) in Library 3, "INITS/cdevs."

MODEM GAMES FORUM
(GO MODEMGAMES)

LineWars—Three-dimensional space war game. Playable in stand-alone, modem, null cable or BBS modes. Pilot a Cobra Mark IV multipurpose vehicle, equipped with energy shield, missiles, lasers. Menu-driven with many options, including a full terminal program with dial/auto-answer. Voice simulation. Supports COM 1-4, 300-19,200 baud. For the latest version, BROwse for the file LWR152.ZIP/binary (approximately 80,000 bytes) in Library 5, "Space Sims & Games."

TRAVEL FORUM
(GO TRAVSIG)

Windjammer Cruising—Patrick Healy's review of a vacation aboard the Flying Cloud, a Windjammer Sailing Cruise Lines working sailing vessel in the British Virgin Islands. File WINDJA.91 (7,310 bytes) in Library 14, "Cruise Reviews."

WINDOWS NEW USERS FORUM
(GO WINNEW)

Wallpaper Hanger—A program to change your Windows wallpaper automatically at an interval specified by you. File WH.ZIP (9,169 bytes) in Library 5, "Icons/Bitmaps/RLEs."

WORDPERFECT A FORUM
(GO WPSGA)

Document Delete—Program allows a user to delete a document from the disk while in the WordPerfect editing screen, without the need to go to LISTFILES or back to DOS to erase a document off the disk. Compatible with WordPerfect 5.1. Requires DOS 3.0 or later. File ERAS.ZIP (3,871 bytes) in Library 1, "WordPerfect 5.1."

ZENITH DATA SYSTEMS FORUM
(GO ZENITH)

Diskette Formatting—A bulk diskette formatter from Sydex. Format several diskettes in a single session quickly without keyboard interaction once you start. Can use one or more disk drives, alternating between them, and produce verified formatted disks. Supports any of the standard DOS formats. File FMTQM.ZIP (37,319 bytes) in Library 5, "DOS Utilities."

ZMAC DOWNLOAD & SUPPORT FORUM
(GO ZMC:DOWNTECH)

Faster Font Files—A program to speed up desktop rebuilds and folder-open times if you have PostScript font files on your hard disk. It also provides color icons for PostScript font files under System 7. This new version adds the ability to process any PostScript font file, not just Adobe's. It also preserves font vendors' versions and copyright information where possible. File DEBNDL.SIT (37,248 bytes) in Library 1, "Applications."

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

ILLUSTRATIONS BY ANDREA EBERBACH

Oldies but Goodies

by David Peyton

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

ADOBE FORUM
(GO ADOBE)

Mandelbrot—A PostScript file to generate a Mandelbrot set map. You specify the size and location on the page and the number of pixels *x* and *y*. You also specify *x* and *y* in Mandelbrot space. All calculations done in printer. File MANDLB.PS (2,256 bytes) in Library 4, "PostScript."

AMIGA ARTS FORUM
(GO AMIGAARTS)

Ball—A public-domain arcade game for the Amiga similar to *Arkanoid*. Graphics, sound, special effects. File BALL.LZH (138,240 bytes) in Library 2, "Games."

ASTRONOMY FORUM
(GO ASTROFORUM)

TrakSat—A general-purpose satellite-tracking program that uses the two-line Keplerian elements posted on CompuServe. Graphical and tabular outputs available. Files TRKSAT.EXE (329,706 bytes) and TRKSAT.DOC (documentation, 10,417 bytes) in Library 7, "Astronomy Software."

ATARI PRODUCTIVITY FORUM
(GO ATARIPRO)

External File Utility—XYZ.TTP, a utility that does both uploads and downloads. To be used with terminal programs that lack certain transfer abilities. XYZ provides full XMODEM (128 and 1,024 byte packets), YMODEM and ZMODEM supports for both uploads and downloads. Can be used with QuickCIS. File XYZ2.ARC (46,848 bytes) in Library 2, "Telecommunications."

AUTODESK AUTOCAD FORUM
(GO ACAD)

File Translator—A program to translate Paintbrush PCX files to AutoCAD DXB files for import into AutoCAD. Produces a cross-hatched image with an intersection at the location of each "ON" pixel in the PCX file. Handles two-color PCX files only. Documentation included. Shareware. File PCXDXB.ARC (13,136 bytes) in Library 10, "Utilities."

BORLAND APPLICATIONS FORUM
(GO BORAPP)

Phone Utility—A utility to provide six functions to use with SideKick Plus phone book files. Merges two phone books with the removal of duplicates. Selects records for output to a second phone book. Dumps the 15 address fields in one of three formats. Outputs labels and can change the case of all or selected text fields. The output also can be redirected. Index ranges are selectable for SELECT, LIST, DUMP and LABELS. File PH-UTL.ZIP (20,096 bytes) in Library 2, "SideKick Plus."

DBASE FORUM
(GO DBASE)

PopPick4—A program to enhance your applications with multiple field lists. Has the look and feel of POPUP..PROMPT..FIELD. Hot key or UDF activated with example included. Easy to maintain, minimum of one window required and single CASE procedure to control multiple pick lists. Fills active GETS with user choice anywhere. Use with GETS or FORMAT files. File POPPIC.ZIP (31,794 bytes) in Library 4, "dBase IV."

DESKTOP PUBLISHING FORUM
(GO DTPFORUM)

PC Unstuffer—A PC utility to allow PC users to "unstuff" SIT files created with StuffIt, a Mac program similar to ARC-type utilities for PCs. This version allows retention of Macbinary headers, separate extraction of Resource and Data Forks or their extraction into a single file. Useful only for data files. Executables will unstuff but be useless. File UNSIT2.ARC (17,920 bytes) in Library 6, "PC DTP Utilities."

GAMERS' FORUM
(GO GAMERS)

Islands of Danger—A game in which you must clear seven islands of missile launchers. Each island is a unique challenge. Scrolls in all directions over islands six VGA screens wide or 12 CGA/Mono screens large. Up to four people can play at the same time cooperating together. File DANGER.ZIP (41,600 bytes) in Library 7, "Action/-Arcade Games."

GRAPHICS SUPPORT FORUM
(GO GRAPHSUPPORT)

FastGIF/CGA—Provides colorful images on the CGA. Uses the "unsupported" 160-by-100-by-16 color mode on the CGA to produce full color images. Works well on the simpler 320-by-200 files. Runs in 206K free RAM. No documentation but a help screen is included. File FASTC.ARC (39,285 bytes) in Library 17, "Developer's Den."

IBM APPLICATIONS FORUM
(GO IBMAPP)

Who Works?—Program allows user to make, edit and print five-week work schedules for up to 32 persons. This version contains enhancements over earlier version such as wider fields, calendar functions, macro keys, individual printout capabilities and smaller files. File WHOWKS.ZIP (47,104 bytes) in Library 6, "Business Apps [A]."

IBM COMMUNICATIONS FORUM
(GO IBMCOM)

PKZIP and PKUNZIP—Favorite file compression and decompression utilities contain speed and compression improvements over earlier versions. Also provide an integrity check of ZIPs. Shareware. File PKZ110.EXE (149,220 bytes) in Library 2, "Comm Utilities [C]."

IBM NEW USERS FORUM
(GO IBMNEW)

Hearts—The traditional four-handed card game. Try your luck against three computer players. You have control over several options. Use the full-mouse support or central keys for game play. CGA or better required. Shareware. File HEARTS6.ARC (73,355 bytes) in Library 8 "Word & Card Games [N]."

LOTUS A FORUM
(GO LOTUSA)

Lotus Demo—An animated demo of the Lotus 1-2-3 release 3.1 includes a mouse-driven, WYSIWYG menu interface and implements virtual memory for larger worksheets. Requires an EGA or better system. Self-extracting file. File 123R31.EXE (420,525) in Library 0, "Product Info, Demos."

LOTUS B FORUM
(GO LOTUSB)

Magellan 2.0 Sampler— Includes the Magellan viewers for browsing your disk in Tree mode. The full viewer capabilities of Magellan are included in this sampler, and the new viewers in the library will work with it. The installation files will fit on one 360K diskette. File MGSMPL.EXE (353,222 bytes) in Library 8, "Magellan."

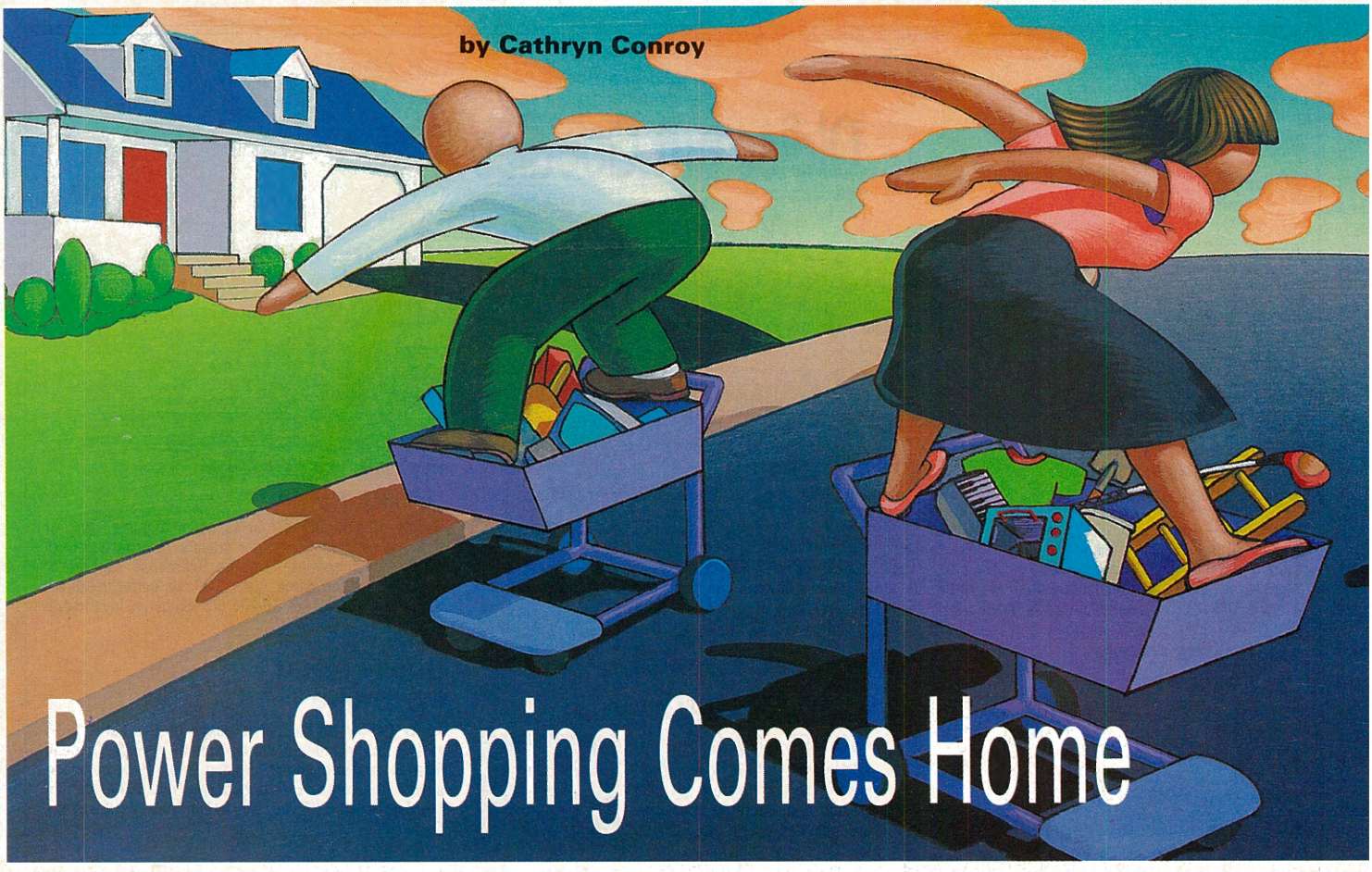
MACINTOSH COMMUNICATIONS FORUM
(GO MACCOMM)

Termulator—A split-screen terminal emulator with script editing and the ability to call HyperCard XCMDs and XFCNs from Termulator scripts. Supports ZMODEM, VT100 emulation, scripting the macro buttons, split screen with independent scrolling, buffered keyboard option and more. File TERMUL.SIT (102,144 bytes) in Library 4, "Comm Progs/Utils."

Tips for Finding Files

In an environment as dynamic as the Information Service, some changes in file locations and names are unavoidable. To keep informed of changes in files mentioned in "Uploads" or anywhere in the magazine, GO OLT-600.

To find files with names that contain numbers indicating a version (i.e., WHAP19.ZOO), search using * in place of the version number (WHAP*.ZOO). Watch forum news flashes for file updates, or if all else fails, post a message to the forum sysop.



by Cathryn Conroy

Power Shopping Comes Home

The overtaxed New Consumers are using online resources to prove buying well is the best revenge.

There's a new breed of shopper stalking the malls, phoning discount houses to compare prices and reading mail-order catalogs with a gusto usually reserved for best sellers. Look out—this new value-conscious consumer may even be *you*.

The ups and downs of the economy aside, most economists agree that real household income has steadily declined since 1973. If most families didn't have two wage-earners, lifestyles today would be drastically lower than those of a generation ago.

But something more subtle and far-reaching than bumps in the economic spectrum is transforming the once Gucci-clad business executive into a low-cost bargain-hunter.

"Call it a life cycle change," says Carl E. Steidtmann, vice president and chief economist for the Columbus, Ohio-based Management Horizons. "Older baby boomers have reached a point in their lives where they are thinking about putting their kids through college and planning for retirement. At the same time, there are greater demands on their income. Even though many are affluent, they are struggling to make their dollars go further in light of these needs." While younger boomers are still in what Steidtmann calls the "house formation stage"—buying things right and left, as they build their lives and start their families—it won't be long before they reach the same life cycle stage their older siblings now face.

What's a person to do? Becoming a power consumer helps to ensure that major purchases are made with both quality and value in mind. A power consumer does not always seek the least expensive product, but rather the best one at the best price. In fact, some consumers don't actually spend money for their goods—they barter (see "Taken in Trade" on page 16).

Impulse buying is being replaced by careful, often time-consuming research. It may not be a glamorous way to shop, but the savings can be astounding.

A Step-by-Step Approach

Step 1: Talk to friends.

Before making a major purchase, power shoppers talk to friends and family who already own the item in question. Tap your personal network for information that only other consumers can supply. For instance, if you're in the market for a microwave oven, find out what your friends who already own one like and dislike about their models. What types of food do they cook in it? How does this compare with the way you will be using it?

Step 2: Get expert advice online.

Take advantage of CompuServe's forums to get advice from experts. Ask clear, concise questions and fully describe the features you want in a product to help others give you the best advice. Request brand-name recommen-

FEATURE

CM's Cover Story:
High-Tech Browsing for the Pennywise

▼
On the Bargain Hunt, page 14
▼
Barter's Return, p. 16
▼
Online Guide, p. 18

ILLUSTRATIONS BY BARTON STABLER

dations, and leave follow-up messages asking those who own the recommended models to tell you what they think about the equipment.

If you aren't sure which forum has the information you need, at any CompuServe Information Service prompt, type FIND XXX, where XXX is the name of the item you want (such as FIND AUTOMOBILE). Also, see "What's in Store" on page 18.

Step 3: Read product reviews.

It is important to read the latest evaluations of the product you want to purchase, whether you do it simultaneously with the first two steps or wait until you've settled on specific models.

In only a few minutes of online time, you can check reviews in *Consumer Reports*, Magazine Database Plus, Computer Database Plus, Business Database Plus and IQuest. *Hint*: Plan your keyword search strategy before logging on.

Step 4: Talk to merchants.

Although retailers are out to make a sale, most reputable merchants answer questions accurately and honestly. Once you have zeroed in on a particular model or two, a retailer's sales pitch might help you make your decision. However, don't be surprised if, after you've done your research, you know more about the product than the merchant.

Steidtmann says retailers have been slow to react to the growing trend of power shopping. "Most retailers plan through the rearview mirror and will be surprised by the consumer's information demands. One of the great consumer complaints is the woefully inadequate level of information offered by retailers," he says. "At some point, retailers will need to figure this out and change or go out of business."

Step 5: Check out the merchandise.

This is usually done in conjunction with Step 4. You've done a lot of talking and reading, but you still need to see the actual product. Does the compact disc player you want measure up to the standards of your ears? Will that microwave oven fit on your countertop? Is the television picture as sharp as the reviews say it is?

Step 6: Get the best price.

At this point you've found the product that suits your needs. But paying top dollar isn't in the credo of the power shopper. It's time to hunt for the best deal.

In addition to checking your newspaper for sales and visiting local stores to compare prices, be sure to get price quotes from merchants in The Electronic Mall and Shoppers Advantage Club (see "Scrimping," left). Chances are, the online prices will beat local prices.

Should you decide to purchase a product through a Mall merchant or a mail-order company, ask for references in appropriate forums. A simple message asking if others have used a certain retailer and

Scrimping? Join the Club

If you're looking for a bargain, your first stop should be Shoppers Advantage Club (GO SAC). Here you'll find more than 250,000 brand-name products available for 10 percent to 50 percent off the list price.

In addition to being able to order products from such well-known manufacturers as Panasonic, GE, JVC, Nikon, Sony, Pioneer, AT&T, Nintendo, Whirlpool, Quasar, Jordache, Hoover, Pentax, Timex, Radio Shack and many more, Shoppers Advantage Club will automatically extend the manufacturer's three- to six-month warranty on any product to two years, at no extra cost. Also, if you buy from Shoppers Advantage and find the same item within 30 days at a lower price from an authorized dealer, SAC will send you the difference.

There are several ways to shop, including by model number (this is the fastest method), product category, product code and more. Shoppers Advantage even offers seasonal gift ideas and current "best buys."

To order, you must be a member, although you can scan the price listings before deciding to join. Complete instructions on using the system are online. Membership for one year is $39, and special introductory membership packages are often available.

Shipping rates vary, depending on your location and the weight of the item.

Time spent online in Shoppers Advantage Club is free of connect-time charges.

Our Intrepid Reporter Searches for Sound Deals

I recently put the six steps of power shopping to the test. I set out to buy a compact disc player, which I knew nothing about.

Step 1: Talk to friends.

Power shopping is something that comes easily to my friend John Pietras of Bowie, Md. He makes major purchases carefully and with much research, so I asked for his opinions. He bought a Denon DCD800 CD player a few years ago because it had most of the features he wanted, including a steel chassis and a remote control. "A lot of other CDs had more bells and whistles, but the technical specifications were not as good," he says.

Step 2: Get expert advice online.

Hoping the experts in the Consumer Electronics Forum (GO CEFORUM) would take pity on me, I left a message seeking advice, specifically on which features were most important and opinions on brand-name players. Get a remote control, programmable memory, a headphone jack with separate volume control, a multidisk player and an informative display, said Steve Schechter. Kier Jones warned that many of the features most manufacturers laud "seem to have little or no consistent sonic effect." He recommended a player with dual D/A converters, a linear motor drive for the pickup, magnetic disc clamp, brushless spindle motor and a single-beam pickup, although he knew of no machine on the market with all of these features.

While Schechter recommended Sony, Technics, Onkyo and Magnavox, Jones encouraged me to look at Magnavox/Philips players.

Step 3: Read product reviews.

Consumer Reports (GO CONSUMER) published articles on compact disc players in January 1989 and March 1990, both of which are on the Electronics/Cameras menu. The well-written, understandable reports from Consumers Union helped me with technical terms and specifications. I learned that most CD players offer "a near-flawless listening experience" and that it was the "widgets and doodads" that would determine the price, which could range from $200 to $800. There are three types of CD players: portable units, table models, and table models with changers. After reading the reviews in the March 1990 article, I decided to look at *Consumer Reports'* recommendations of Hitachi, Magnavox, Pioneer, Sony and Denon. (A more recent article from the March 1991 issue of *Consumer Reports* is now available on the Information Service.)

Step 4: Talk to merchants.

When I asked retailers to help me select the "widgets and doodads," they too recommended a remote control and a multidisk player.

Step 5: Check out the merchandise.

Consumer Reports is right; most CD players sound the same—wonderful. I was hoping that listening to the various models would help me select one. It didn't.

Step 6: Get the best price.

I decided price would be the determining factor. I first checked the prices in Shoppers Advantage Club (GO SAC) so I could make comparisons with other merchants. As expected, SAC beat the others. Since I was still unsure which model I wanted, I let SAC help with the decision. Searching by product category, which I entered as CD PLAYER, I chose Option 2, "Select by Features," from the Model Selection menu. SAC prompted me for desired features and offered 10 recommendations. I chose SAC's "Best Buy"—the Pioneer G-PDM550, a multiplay CD player that listed for $325 and was available from SAC for $216.47 plus $10.50 shipping to my home in Maryland.

—*Cathryn Conroy*

their opinions on it will help you select a merchant you'll want to do business with. This may seem like a lot of work. It is. But it's worth the effort, according to CompuServe power shoppers who rely on product research to find real value.

Ordering Across the Ocean

Kenneth Brown is in an enviable position. This self-employed database programmer who works from his home in Worcester, Mass., decided to indulge his wife's dream of living in England for a year. Swapping homes with a British family, the Browns and their three children moved in August 1990 to a small town in the north of England near York. The children attended the village school, while Brown continued his work, communicating stateside via CompuServe Mail.

A few weeks before returning home, a job opportunity took him briefly to Cairo. To do the work, Brown needed a laptop computer powerful enough for the programming task and portable enough to travel. He also needed it quickly.

Not one to anguish over purchases, Brown decided this was one time he needed to do some research. Drawing on the expertise of an American friend who keeps up with computer trends, Brown shot off a CompuServe Mail message asking for help. At the same time, he checked into The Electronic Mall and sent similar messages to the merchants of laptop computers, describing the features he needed and the price he was willing to pay. "My needs were simple—a quality machine in my hands within 10 days at a reasonable price."

Although he could have purchased the computer in England, he didn't want to pay the higher European prices, and he thought The Mall would be the most efficient way to make the purchase.

"There were lots of laptop computers for sale in The Mall, and I didn't know one from the other, especially since I had been away from the United States for so long and hadn't kept up on the latest models available," he says. Within 24 hours he had responses from his friend and Mall merchants, many of whom offered similar advice.

Noting that this research method was the ultimate in laziness, Brown says, "All of my responses were written out for me, making it easy to compare them. I didn't even have to take notes!" After spending just an hour on research, he settled on the Everex Tempo LX laptop computer from Laptops Infinity. He has been pleased with his choice. He paid $2,299 plus $65 shipping and $280 in United Kingdom duty taxes. Despite the extra costs involved in overseas shipping and duty taxes, Brown estimates that he saved about $750 over what it would have cost to purchase the computer in England.

Musical Quest

While some people use computers to balance budgets or write reports, Allen Cobb uses them to create music. An amateur composer of electronic music since 1966, Cobb has progressed through several generations of technology. Eyeing his keyboard recently, he realized it was time to upgrade before his equipment drifted into obsolescence.

The first item he wanted to buy for his computer was a MIDI—Musical Instrument Digital Interface—card, which would connect his PC to various keyboards and synthesizers, and turn it into a kind of player piano recording system.

After checking into the forums he usually frequented, including the Hewlett-Packard, Unix and PC Vendor Forums, he learned there was a forum devoted to MIDI. He "lurked" there for a few weeks, reading all of the messages he could find on the pros and cons of the different MIDI cards available. "It quickly became clear that the best choice for

me was the Music Quest MQX-32M card for IBM compatibles. I double-checked my choice by posting a couple of messages to forum members who seemed best informed, and then went out to purchase one," he says. He still thinks it was the best choice.

Cobb's second lesson in power shopping came about soon after his MIDI card purchase. While he took the time to research which MIDI card to buy, he didn't take much interest in finding the best price, choosing instead to buy it from a local discount music store in his hometown of Malibu, Calif. But the next item on his musical wish list—a Korg Wavestation keyboard synthesizer—was a bit more pricey. The idea of saving money was intriguing.

He returned to the MIDI Forum to investigate prices for the Wavestation, a unit that had just hit the market, and was referred to Music Alley Online in The Electronic Mall. Cobb also was curious about the price of a Korg M3R, a keyboardless synthesizer module his wife had given him as a gift a few weeks earlier. The prices he was quoted were significantly lower than those offered by the Malibu discount music store.

Printout in hand, his wife returned to the store where she made the purchase and walked out with the Korg Wavestation at Music Alley Online's price, as well as a refund of the difference between the price she paid for the M3R and Music Alley's price. Cobb figures he saved about $600 with his online research.

He admits it's not always easy to purchase products sight unseen, something that many online buyers must do. "For technical purchases, however, where appearance isn't likely to be as important," he says, "researching and buying online makes a lot of sense."

Game Gurus

Although Mark Adams has been an IBM mainframe programmer since 1979, he didn't own a PC until last year. Taking advantage of the CompuServe membership bundled with the computer, he discovered one thing a PC can do better than a mainframe—play games. Poking around the Gamers Forum one day, Adams learned of a contest that challenged participants to design a golf course based on *Jack Nicklaus' Unlimited Golf* by Accolade.

After asking forum members how the game worked, he checked out the reviews and walk-thrus (step-by-step instructions on how to play a game) in *The Electronic Gamer*, an online newsletter, and even talked to the game's publisher in the Game Publishers Forum. After about two hours of research, Adams decided to buy the game and enter the contest. He paid $49 for it at a local store and became a finalist in the competition, winning an Accolade game and some free online time.

He was hooked on computer games and wanted to get another, so he asked attendees at a forum conference which game they would recommend for a rookie. *Ultima IV*, a complex role-playing game, was the consensus. But rather than plunking down $50 or more for it at a local store, Adams checked out prices in The Electronic Mall. He purchased it for $39 from Software Discounters International.

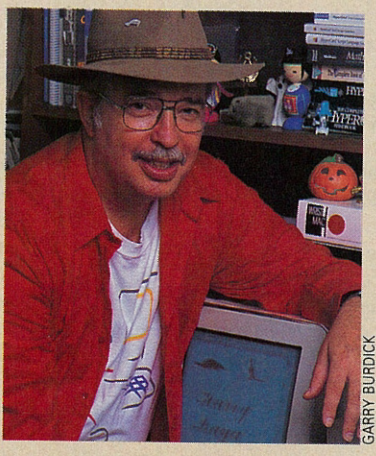
"I hate to spend money," he admits. "Games are expensive. I can't imagine buying one without first knowing something about it, getting recommendations from other gamers and reading the reviews."

Adams has been a power shopper most of his life. "I have 10 years of *Consumer Reports* stacked in my house. I'm used to shopping this way."

He has only praise for the expert guidance he finds on CompuServe. "These people

Mac Hunt Cuts Price by $5,000

Harry P. Baya
System developer and consultant, Hastings-on-Hudson, N.Y.
Product: Macintosh IIci


GARRY BURDICK

After working from home for eight years on IBM compatible computers, Harry P. Baya found himself having to commute 90 minutes each day to use the Macintosh at his employer's office. Buying a Mac of his own would mean being able to work from home again.

Baya asked questions in the Macintosh forums, including the Macintosh Developers Forum, to find out which machines would work with various video monitors and how they would relate to the then-pending release of System 7.0. Developers, vendors, users and friends responded.

During his research, which Baya estimates amounted to 25 hours, he met another CompuServe member who wanted to sell a used Macintosh IIci with a portrait monitor and 8MB of RAM. For $5,200 Baya purchased the system complete with a full library of software. Had he bought the hardware and software new, he would have paid more than $10,000.

"Part of the challenge of doing research in the forums is thinking up message titles that will attract those you want to reach. Step two is to write a message they will respond to. I spent a fair amount of time composing the titles and messages I used in this search, and it paid off."

Music Critic Goes Mobile, Saves Time

Andy Adler
Music critic, The *Courier-Journal*, Louisville, Ky.
Product: Cellular phone

DOUGLAS FOWLEY

Call him a roving music critic. Andy Adler, who writes about the performing arts in Louisville, Ky., doesn't spend much time in the newspaper office. But when he's on the road, his need to stay in touch with his editors is crucial. Adler needed a cellular phone.

Drawing on the experts in the Consumer Electronics Forum's Section 14, "Mobile Office," he discussed the pros and cons of various models before calling local dealers for prices. "Flexibility was vital, so I immediately ruled out a 'car phone' that was tied physically to a vehicle," explains Adler, who purchased an NEC P300 handheld unit (plus spare battery and carrying case) for $700, following about a month of online research. He estimates the online investigation saved him about $200. "But the most significant savings was in time and aggravation, not dollars."

Adler appreciated the unbiased advice he received from CE Forum members, which was different from the sales pitches he got from local cellular phone dealers who represented specific hardware and service companies.

"CE Forum members tend to be conversant on the latest and greatest units. Most of us regard our electronic toys as tools not just to be used, but to be enjoyed, even lingered over. By the way, my cellular dealer went out of business several months ago. CompuServe, thankfully, looks to be around for the long haul."

Taken in Trade: Bartering Makes a Comeback

You may not want to trade your kingdom for a horse, but the age-old idea of trading goods and services without the exchange of cash is again gaining momentum.

Bartering has always been popular with large American corporations. The likes of IBM, General Electric and Chrysler have been swapping goods for years. According to the International Reciprocal Trade Association, some 220,000 large and small businesses participated in bartering in 1990, trading $4.55 billion in products and services.

Now cash-starved entrepreneurs, professionals (such as doctors, lawyers and accountants) and others hungry to trade rather than buy are joining the local barter exchanges popping up almost everywhere. The Public Relations and Marketing Forum (GO PRSIG) lists 59 North American barter organizations from Lake Oswego, Ore., to Thunder Bay, Ontario, to Virginia Beach, Va. (The complete list is in the file BARTER.LIS in Library 7, "Marketing/AMA.")

Each barter exchange works a little differently, but the basic idea is the same. Upon joining, members pay a fee that usually ranges from $250 to $500 and are given a list of participating businesses and individuals. These might include restaurants, travel agencies, colleges, home repair companies, lawyers, accountants, doctors and more. "Practically anything you can buy on the open market is available through barter," says Ron Solberg, sysop of the Public Relations and Marketing Forum and a longtime member of the Chicago Barter Corp.

Each time you "sell" a service to another member of the exchange, you are credited with "barter dollars" that you can then use to "purchase" goods or services.

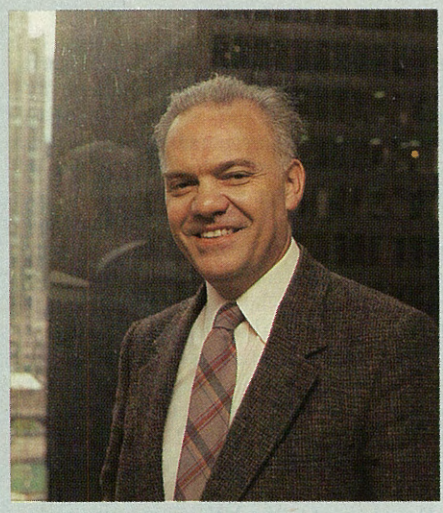
For example, Solberg prepares a newsletter for a Chicago business school and is paid in barter dollars. The printer who produces the newsletter is also paid in barter, so the college doesn't pay any cash for the publication. The college gets its barter dollars from some of its students who pay their tuition this way.

Meanwhile, Solberg has used the barter dollars he earns from the newsletter for printing his company's letterhead and business cards, his legal work, business lunches at restaurants and repair on his home air conditioner.

"Essentially, the barter is not a substitute for cash business, however," says Solberg, adding that a business' barter income should not exceed 15 percent of total income. "One cannot live by barter alone."

If such a formal arrangement doesn't suit you, or if you can't locally locate the goods or services you need, join the growing cadre of CompuServe members who are using the network informally to arrange their own barters.

Martin Winston, a public relations expert whose company draws most of its clientele from the computer industry, met on CompuServe the manager of a respected network products company. In a flurry of CompuServe Mail messages between the two, the manager admitted that he was in an unusual situation: He needed professional public relations help but was not authorized to spend money for it. "I had long envied his product line but never thought my company could indulge and buy it, even though we would benefit greatly by having it," says Winston.



CATHERINE REEVE

Chicago Barter member: Solberg

The idea of a barter surfaced, but with a twist: Winston's possession of the network equipment was conditional on the client's satisfaction with his PR work. "In the end he was not only satisfied with our work, but is now replacing the original equipment he gave us with the newest models. He has also found ways to hire us for cash," he says.

Winston had been seeking the public relations business of this company for years, following all the usual marketing ploys: calling on the company at trade shows and assailing it with mail and phone calls. "I never got anywhere with them until the idea of a barter came up."

Professional free-lance writer Judith Broadhurst barters frequently to help beat the high cost of living in Santa Cruz, Calif. Although most of the barters she makes are locally based with people she knows, she has begun using CompuServe to expand her contacts. One recent barter was with member Harry Goodman, a computer consultant, who lives about two hours from Broadhurst in Sausalito. After making arrangements in the Journalism Forum, are well versed. They are educated consumers who don't pull punches. They'll tell you if something stinks. At the same time, when they take notice of a game and really praise it, that stands out."

Our Daily Bread

Michael Aichlmayr agrees with the Psalms: Bread is the staff of life. But with a computer programming job, two preschool-aged kids and a busy life, who has time to wait for home-baked bread to rise? On the other hand, who wants to eat that squishy white stuff from the grocery store? Aichlmayr and his wife, Terilyn, decided to indulge a little and buy a bread-making machine.

An avid member of Cooks Online, Aichlmayr left a brief message asking for help in choosing from a number of models. A long discussion resulted that influenced their decision to buy the Hitachi Bread Machine. "When I went out to price them, I felt the knowledge and information I got from the forum helped a lot," he says.

And that was only the beginning for this amateur chef who spends his free time alternating between creating an expert database management cooking system and whipping up such gastronomic delights as Kohlrabi au Gratin or vegetable soup with a chicken stock base (all served with homemade bread, of course).

The Aichlmayrs next asked the experts in Cooks Online for advice on juicing machines, stock pots and mixers. "It has been a godsend to have the people on this forum help me. I leave a message, and I'm deluged with comments."

Aichlmayr estimates that he has saved several hundred dollars on his kitchen purchases, but best of all, he has avoided poor purchase decisions. "I don't always make the best choice on my own, but I know I make a better choice using Cooks Online than if I just run out and buy the first thing I see."

Database Decisions

NewTek Inc., a Topeka, Kan., computer peripheral company needed a way to manage dealer and customer data on a Macintosh computer. Without much information avail-

JUDY BENVENUTI

Barters baseball cards: Scranton

Broadhurst took Goodman to lunch at a Santa Cruz restaurant in exchange for several hours of telecommunications technical help. She also introduced Goodman, who produces a show called *Your Expanding InfoSphere* for the National Public Radio member station in San Francisco, to the program manager of the National Public Radio member station in Santa Cruz.

Although Goodman would normally charge as much as $60 an hour for his time and lunch cost just $30, both agreed it was a fair exchange, especially since the value of the personal introduction is difficult to measure in dollars. Broadhurst advises barterers to look at such arrangements as an even trade, *quid pro quo*.

She admits that some of her bartering has left her feeling shortchanged. "My expectations may have been too high. It's important that you both are clear on what you are expecting to get and what you are willing to give in return," she advises. Online bartering is based on trust, so get to know the person as well as you can by exchanging messages. You may even want to check out references.

Darren J. Humay, chief executive officer of the New Jersey-based Upscale Communications, bartered with Atlanta attorney Chuck Pekor for some corporate legal assistance in exchange for marketing and business consulting. The two hit it off so well through CompuServe Mail messages and telephone calls that they started a joint partnership in a new audiotex company called Upscale Matrix. "We realized we could do more together at a lower cost than we could accomplish individually," says Humay.

E. Craig Scranton, an avid New York Mets baseball fan and member of the Collectors Forum, routinely barters to collect his beloved Mets baseball cards. He says one of the most amazing barter arrangements he made was through the forum with David Corliss of El Paso, Texas. Scranton told Corliss he could have his Boston Red Sox and New York Yankees cards in exchange for Corliss' Mets cards. A few weeks later, Scranton opened his mail to discover Corliss had sent him more than $200 worth of cards, including the three he was missing to complete his collection.

"Here was a guy, who trusted me enough to send out nearly 700 Mets cards, and one-third of them were worth $1 or more. I was really embarrassed, because I had not even begun to get my stuff together to send to him," says Scranton, who quickly sent Corliss the promised cards.

Computer consultant Goodman thinks bartering is natural for CompuServe members. "We're bartering all the time through our informal exchanges of information in the online world, even if we don't realize it. I'll give you information now, and you'll help me later when I need it. Formal bartering just takes this one step further."

—*CC*

Barter's Bite– It's Income

If the idea of bartering appeals to you because it seems like a crafty way to avoid Uncle Sam's tax vise, think again. Barter transactions are considered taxable income by the Internal Revenue Service.

According to the official IRS tax guide, at the time you receive it, you must include in your income the fair market value of property or services you receive in bartering. If you exchange services with another person and you both have agreed ahead of time as to the value of the services, that value will be accepted as fair market value unless you can show the value is different.

If you exchange property or services through a barter exchange, you will receive an annual statement from the exchange listing the credits you earned during the year. You must declare these credits as income in the year in which you earned them even if you do not actually receive goods or services from other members until a later tax year.

The income you receive from bartering is generally not subject to withholding tax.

IRS Form 1099-B is used to report barter income.

able on Macintosh data manipulation, RAD Moose, the firm's resident computer expert, was given the task of figuring out which database software to buy. Trudging to a local computer store with the idea of buying something there, Moose says, "After talking with them, I realized that they knew even less than I did about the software that could meet our needs."

He left the store and accessed CompuServe's Macintosh forums. As an experienced CompuServe member who had spent hours online discussing cars, video products, games, travel and even pizza, Moose figured it would be a good place to get advice for this project. He wasn't disappointed. After leaving a few strategically placed messages, he received much feedback from both individuals and vendors. "Most of my decision to select Claris FileMaker was based on these messages," he says. "CompuServe gave me access to a large base of people who are doing similar things. This was a benefit since we wanted to be up and running as soon as possible."

The biggest problem he encountered was the time it took to wade through all the responses. Still, it was time well spent, since the large amount of feedback provided different viewpoints on a variety of products from people who were actually using them.

Moose saved money by buying the software from Electronic Mall vendor MacWarehouse for $189 (retail price is more than $250), but he also concluded that a "flat-file" database instead of a "relational" database was required. Without this knowledge, he could easily have purchased the wrong system. "The time I spent researching resulted in a real purchase instead of a 'trial,' " he says, "and it kept us from buying and trying products that didn't meet our needs."

Moose says he has always shopped for values. "I hate to make a bad purchase. I've worked in retail as well as all aspects of the computer industry, so this has given me a different insight into purchasing."

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

POWER SHOPPING

AN ONLINE GUIDE

HARDWARE AND SOFTWARE

Following is a sampling of the more than 250 hardware and software forums that provide online support. To search for the company of your choice, type FIND and the name of the company at the ! prompt. Note that many hardware forums also have sections devoted to specific software applications. Check by typing SN at any ! prompt in the forum.

Hardware:

Amiga (GO AMIGA)
Atari ST (GO ATARI)
Commodore Users (GO CBMNET)
DEC Users (GO DECUNET)
Epson (GO EPSON)
Online with Hayes (GO HAYES)
Hewlett-Packard (GO HP)
IBM Users (GO IBMNET)
Macintosh (GO MACINTOSH)
NeXT (GO NEXTFORUM)
Palmtop (GO PALMTOP)
Tandy Users (GO TANDYNET)
Texas Instruments (GO TIFORUM)
Toshiba (GO TOSHIBA)

Software:

Ashton-Tate Support Library (GO ASH)
Banyan (GO BANYAN)
Borland International (GO BORLAND)
Central Point (GO CENTRAL)
Crosstalk (GO XTALK)
Datastorm (GO DATASTORM)
Desktop Publishing Vendors (GO DTP)
Data Access (GO DACCESS)
Digital Research (GO DRFORUM)
Digitalk (GO DDJFORUM)
Fox Software (GO FOXFORUM)
IBM Desktop (GO IBMDESK)
IBM OS/2 (GO IBMOS2)
LOGO (GO LOGO)
Lotus Development Corp. (GO LOTUS)
MS-DOS 5.0 (GO MSDOS)
Microsoft Connection (GO MICROSOFT)
Microware (GO MICROWARE)
Multimedia (GO MULTIMEDIA)
Nantucket Reference Center (GO NANTUCKET)
Novell (GO NOVELL)
Revelation Technologies (GO REVELATION)
Spinnaker Software (GO SPINNAKER)
Symantec Applications (GO SYMFORUM)
Symantec/Norton (GO NORUTL)
3Com (GO THREECOM)
Ventura Software (GO VENTURA)
Windows Advanced Users (GO WINADV)
Windows New Users (GO WINNEW)
WordPerfect A (GO WPSGA)
WordPerfect B (GO WPSGB)
WordStar (GO WORDSTAR)

COMPUTERS AND PERIPHERALS

Business Database Plus (GO BUSDB)—full-text articles from more than 450 regional, national and international business and trade publications.

Computer Directory (GO COMPDIR)—specifications of more than 55,000 computer-related products and information on more than 9,500 manufacturers.

Computer Database Plus (GO COMPDB)—current, comprehensive coverage of major computer industry publications in hardware, software, electronics, engineering, communications and the application of technology.

***InfoWorld* On-Line Reviews** (GO INF)—comprehensive product comparisons and test results from *InfoWorld*.

***Online Today* Reviews** (GO OLT-220, GO OLT-250)—monthly reviews of selected hardware and software.

***Online Today* New Product Listings** (GO OLT-250)—selected new product announcements, updated monthly.

PC MagNet (GO ZNT:PCMAGNET)—Option 6, "*PC Magazine* Reviews from the ZiffNet Reviews Index."

PC Contact Forum (GO ZNT:PCCONTACT)—communicate with the writers and editors of *PC/Computing* magazine.

***PC Week* Corporate Buyers Forum** (GO ZNT:PCWEEK)—tips on buying computer equipment for organizations.

***MacUser* Forum** (GO ZMC:MACUSER)—talk to the writers and editors of *MacUser*.

***MacWEEK* Forum** (GO ZMC:MACWEEK)—talk to the writers and editors of *MacWEEK*.

USED EQUIPMENT

Boston Computer Exchange (GO BCE)—oldest and largest computer brokerage for used brand-name micro, mini and mainframe computer hardware, software and peripherals.

CompuServe Classified Ads (GO CLASSIFIEDS)—reach thousands of prospective buyers or hundreds of sellers worldwide.

Consumer Electronics Forum (GO CEFORUM)—Section and Library 13, "Equipment for Sale."

MIDI Forum (GO MIDIFORUM)—Section 8, "Pre-Owned Equipment."

Photography Forum (GO PHOTOFORUM)—Section 15, "For Swap or Sale."

ELECTRONICS

Consumer Electronics Forum (GO CEFORUM)—information on consumer video, audio, television, radio, telephone, satellite system products and more.

GAMES

Gamers (GO GAMERS)—current *Electronic Gamer* reviews and walk-thrus in Library 15, "TEG."

The Electronic Gamer (GO TEG)—archived game reviews and walk-thrus.

Game Publishers (GO GAMPUB)—many of the major game publishers answer questions.

News (GO GAMECON)—game resources on CompuServe.

HOME AND RECREATION

Cooks Online (GO COOKS)—reviews of cookbooks, tools and equipment in Section and Library 15, "Tools and Books."

Good Earth (GO GOODEARTH)—reviews and information on gardening equipment, Library 7, "Landscaping."

MIDI/Music (GO MIDIFORUM)—Musical Instrument Digital Interface.

MIDI Vendor (GO MIDIVENDOR)—selected MIDI vendors answer questions.

Photography Forum (GO PHOTOFORUM)—expert advice on camera equipment.

BOOKS

Book Review Digest (GO BOOKREVIEW)—bibliographic references and summaries of critical reviews of English-language adult and children's fiction and non-fiction since 1983.

***Online Today* Book Reviews** (GO OLT-240)—reviews of the latest computer books.

AUTOMOBILES

Automobile Info Center (GO AI)—used car prices, auto information, books, videos and collector car prices.

Autoquot-r (GO AUTOQUOTE)—used and new car pricing on any foreign or domestic vehicle. Also used-car pricing information on foreign or domestic cars from 1980 to present.

Buick Magazine (GO BUICK)—information on Buick automobiles.

Consumer Reports Auto (GO CRAUTO)—*Consumer Reports* reviews of automobiles.

Ford Electronic Showroom (GO FORD)—information on Ford Motor Co. automobiles.

Motor Sports Forum (GO RACING)—information on race cars and motorcycles.

New Car Showroom (GO NEWCAR)—online viewing and side-by-side comparison of passenger car, van, special purpose and truck features and specifications.

Price Motor Cars (GO PRC)—online source of parts and accessories for Mercedes-Benz, Audi and Porsche automobiles.

GENERAL REFERENCE

Magazine Database Plus (GO MAGDB)—more than 90 general interest publications containing reviews on consumer products.

Consumer Reports (GO CONSUMER)—reports taken from the magazine covering numerous products and services.

Government Publications (GO GPO)—consumer information articles on many topics, including personal finance, automobiles, health and more.

IQuest (GO IQUEST)—more than 850 databases provide information on virtually any topic.

Information USA (GO INFOUSA)—tap into the world's largest source of information, the US government. See Option 3, "Consumer Power."

by Saul Feldman

SAN JOSE MERCURY NEWS/JOSE VILLEGAS

Parlez-vous 4D: Delbourg-Delphis

ACIUS' New Dimensions

The Macintosh software 'publisher' is an industry anomaly: private, global and guided by a woman.

ACIUS Inc., the largest independently owned Macintosh software company in the United States—with 1990 sales of more than $13 million—might never have come into existence if not for an enterprising French woman named Maryléne Delbourg-Delphis and an assignment in 1983 to write a book on the history of French perfumeries.

Delbourg-Delphis, the company's president and CEO, recalls needing to categorize reams of data on 6,000 perfumes. She sought help at a Paris computer service bureau, where she met programmer Laurent Ribardiére. The bureau folded, but Delbourg-Delphis remained in touch with Ribardiére. She felt that no database on the market could do what she wanted, and so proposed to Ribardiére that if he would write such a product, she would handle the business end.

Their partnership began in June 1984 with the formation of ACI (the letters don't stand for anything), and their first product was 4th Dimension (4D), an advanced relational database. They have since sold more than 300,000 copies of it worldwide. As the writer of the team, Delbourg-Delphis composed the program's documentation, forcing her to learn the innerworkings of hardware and software. They later developed FileForce, an entry-level database, which also has won industry acclaim.

Like many people in high technology, Delbourg-Delphis has an unusual background. An ex-journalist who wrote for such prestigious French publications as *Vogue* and *Le Monde*, she also taught philosophy, translated the works of John Locke into French, and wrote several books on 19th-century social history.

She and Ribardiére set up offices in Cupertino, Calif., in April 1987, creating ACI's US spinoff, known as ACIUS, one of the few French-owned computer firms in Silicon Valley. ACI also began European distribution starting with Sweden, followed by West Germany and the United Kingdom. Apple initially planned to publish 4D, but due to delays, ACI handled it. Apple guru Guy Kawasaki was hired as ACI's president. He left the company in October 1989 to move on to other projects.

During Kawasaki's tenure, Delbourg-Delphis was in Europe implementing a worldwide strategy. After he left, she began her current commute pattern—living 60 percent of the time in the United States and 40 percent in France or traveling on behalf of the company. In his award-winning book, *The Macintosh Way*, Kawasaki describes Delbourg-Delphis as "a female, French Steve Jobs. She pushed me higher than I ever thought I could go. One should be so lucky to have a mentor like her."

Delbourg-Delphis believes one reason ACI has been successful is because of its international outlook. "You understand that the rest of the world is not French so you make your best effort to adapt to other countries. Until recently, very few people knew that 4D is a French product. People in Germany think it is a German product, and people in Italy think it's an Italian product."

4D's engine is the same in each country, but the language is localized. Its manual is

COMPUTING SERVICES

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

▼
A Look at the Mac Database-Maker
▼
What Works with System 7.0, p. 23
▼
New Forums Feature, page 26

Seeing 4D: ACIUS' Product and Forum

ACIUS Forum Manager John Beaulieu says, "When people ask us the best way to learn about our products, we tell them to access CompuServe. They can see the novices' pitfalls as well as what the experts have learned."

Here's a look at the various ACIUS products and where to find online information and support in the ACIUS Forum (GO ACIUS).

FileForce

FileForce, an entry-level relational database is aimed at individuals and small businesses. It can store and retrieve data in the form of text (up to 32,000 characters), numbers and graphics. Up to 10 files can be linked with unlimited links among them. You can design complex, well-formatted reports with tabulations, headers and footers, and generate business forms with drawing capabilities. FileForce prints mailing labels and can create eight types of business graphs.

For online support, see Section 11, "FileForce"; Library 2, "Example Databases"; and Library 8, "FileForce."

4th Dimension

At some point users may need even more power, including the ability to create standalone applications, a high degree of graphics control and a programming language. 4th Dimension, ACIUS's advanced database product, has these capabilities. About 70 percent of FileForce customers eventually upgrade to 4D. Upgrading is easy because applications written in FileForce can be read by 4D; furthermore, both programs have a similar interface so learning is simplified.

For online support see Section 2, "4D Support"; Library 2, "Example Databases"; Library 12, "4D Compiler"; and Library 14, "4D Modules."

Other 4D Programs

ACIUS offers a word processor (4D Write), a spreadsheet (4D Calc), an advanced graphing program (4D Graph) and a drawing program (4D Draw) designed to work within a 4D application. With 4D Write, for example, you can write a report or a letter that automatically links information from 4D. You can create a spreadsheet of forecasts with 4D Calc and link it to data in 4D. Changes in one module will automatically be updated in all others.

ACIUS also offers a series of programmer's tools designed to enhance their programming language and to link 4th Dimension with mainframe and minicomputer database applications.

For online support, see Section 2, "4D Support"; Section 15, "4D Compiler"; and Section 16, "4D Modules." Also, see Library 12, "4D Compiler"; and Library 13, "4D Modules."

Demo Programs

Complete working demos of FileForce and 4D are available by mail or phone. These demos include a well-designed tutorial as well as the capability to create your own database of 50 records. They may be ordered by phone at 408/253-DEMO or by mail from ACIUS Inc., 10351 Bubb Rd., Cupertino, CA 95014.

For online support, see Section 5, "Sales and Support."

Other ACIUS Information

Other message sections include the latest news from ACIUS (Section 1), technical support (Section 2), information exchange among consultants (Section 4), discussions of connectivity (Section 7), news from users groups (Section 13), communications from international users (Section 14), news and discussion of third party products (Section 12), and requests for new features (Section 6). A private section is available only to registered 4D developers.

published in French, English, German, Spanish, Swedish, Italian, Portuguese and Japanese. Screen versions also are available (documention in other languages) in Arabic, Hebrew, Farsi, Greek, Turkish and Norwegian. Manuals are written in a somewhat unusual manner: They are not a direct translation of one master document. The company decides on the overall concept, and individual manuals are written in each language. Delbourg-Delphis is still actively involved in the documentation.

In the last two years, a major goal has been to build ACI and ACIUS as a global organization rather than isolated entities. International travel is common, especially for its president. She sees little differences between working in Silicon Valley or Paris. "I'm really an operational person. When I'm in the United States, I'm inside ACIUS, and when I'm in France, I'm inside ACI."

ACIUS is an anomaly in the United States: It's a high-technology, French-owned company headed by a woman. Delbourg-Delphis does not see these as barriers. She believes the value of high technology revolves around the product rather than the country of its origin. And she does not feel there have been any problems in being a woman CEO, either in the United States or in France. She says, "The president of a company is not that important. What is important is the product."

ACI is active somewhere in the world 24 hours a day. The hub of the activity seems to center on wherever Delbourg-Delphis happens to be. She admits, "The only person in the company who is really a 24-hour person is me." There is a nine-hour difference between the two cities, with only a short overlap in working hours, and a dedicated ISDN line between Paris and Cupertino is used for the rapid exchange of data.

Wherever she is, Delbourg-Delphis enjoys visiting customers to find out what's on their minds. In addition, she relies on the comments of CompuServe members through the ACIUS Forum (GO ACIUS), which has more than 5,300 members worldwide. Delbourg-Delphis occasionally logs on, but remains an observer rather than an active participant. She receives full reports of activities in the forum. She calls CompuServe a "wonderful tool to talk to customers," and says the forum "helps build a community of users."

The ACIUS Forum was started because the company was getting so much traffic as part of the Macintosh vendor forums. Technical support manager John Beaulieu wrote a proposal to Delbourg-Delphis stating that there was enough interest to maintain a larger presence on CompuServe. Two days later, the wheels were put in motion.

Close contact with ACIUS programmers and staff via the forum has resulted in product changes. The newest release of 4D, for example, incorporates ideas originally suggested by ACIUS Forum members.

Beaulieu, who serves as sysop, spends at least four hours a day in the forum, and his department provides same-day answers to most questions. The forum also serves as a major means of communication for independent 4D developers who exchange techniques and discuss common problems. Discussions are mainly in English, but a few questions have appeared in other languages. (For more information about products supported online and a sampler of the forum's more than 700 files, see box above and box on page 22, top.)

Delbourg-Delphis takes pride in the fact that ACI has developed all of its own software. She considers the company more a publisher, in the sense of a book publisher, than a software company. Software authors sign a contract with ACI and work exclusively for them, receiving royalties rather than a salary. The name of the author appears on the front page of the software manual. Because their income is tied directly to how many units are sold, ACIUS authors often appear at computer shows and also access CompuServe forums, learning what consumers like and don't like.

Delbourg-Delphis does not seem to have the Silicon Valley dream —going public and

Popular ACIUS Forum Files

The ACIUS Forum (GO ACIUS) libraries contain more than 700 files, most of which are of interest to 4D users. Files include downloadable press releases (Library 1), databases written in 4D (Library 3), programs and text files useful for 4D consultants (Library 4), third party products including demos and announcements (Library 9) and add-ons to 4D (Libraries 3, 5, 14 and 15).

Here is a list of popular ACIUS Forum files cited by Sysop John Beaulieu and mainly for 4th Dimension programmers.

Icons—A scrapbook of icons, buttons and dialogs. Library 2, "Example Databases," file 4DBUTT.SIT.

Sequence Numbers—How to create record sequence numbers. Library 2, file RSN.SIT.

Main Event Loop—Database demonstrating a technique of 4D programming, main event loops. Library 2, file EXMPL.SIT.

Resource Editor—Allows programmers to modify the INT4 resource that controls settings of runtime versions of 4D. Library 1, "News From ACIUS," file INT4ED.

Programming Aid—Allows use of various keys in 4D programming. Library 3, "Externals," file POSTKE.EXT.

Programming Tools—A selection of 4D programming tools from Sneakers Software. Library 3, file SNEAK.EXT.

Init Test—Text file showing the effects of various INITs and control panel devices on 4D's performance. Library 4, "Consultant's Area," file INITTE.BIN.

Estimates—Excel spreadsheet template to help estimate 4D development projects. Library 4, file 4DSPRE.SIT.

Phone Dialer—Module dials the phone using the Macintosh speaker within a 4D application. Library 3, file DIAL.SIT.

Daily Planner—Utility, written in 4D, to plan your daily schedule. Library 4, file PLANNE.SIT.

getting rich by selling stock in the company. She states emphatically, "I'm not in this business to cash out." She is pleased that ACI is a private company so it can move in the direction she wants without having to answer to shareholders.

The core business of ACI will continue to be database software. It may move into development tools, but even these will have some relation to the main business. Many Macintosh programs are now being ported to the PC Windows environment. Although this would seem a logical step for 4D, Delbourg-Delphis is noncommittal about whether this is in the cards.

If ACIUS does move to the IBM PC world, it may have an easier sell than it has had in the Macintosh community. Databases are second nature to many PC users. Delbourg-Delphis claims that 70 percent of ACIUS customers were using another computer and bought a Macintosh specifically to use 4D.

ACIUS has had to spend a great deal of time at Macintosh trade shows showing people what databases are and how they can be used. At these shows, says Delbourg-Delphis, "We have to justify our existence." Now, with lower prices, more people are buying Macintoshes. As these Mac users learn the value and uses of databases, it will open up a new generation of customers to 4D and FileForce. Delbourg-Delphis says, "We're in this business for the long run." And the long run looks very good indeed.

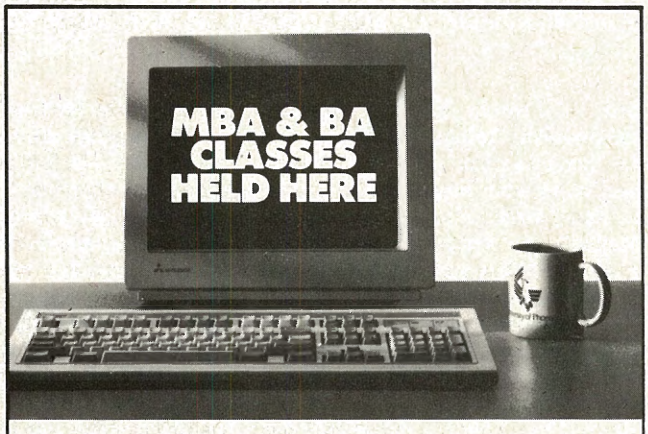
Saul Feldman, president of the Computer Press Association, is a free-lance writer in San Francisco. His CompuServe User ID number is 75300,1625.

The Murata M750 is great for the office at home, the student, or for personal household use. Send or receive quality fax messages in an average of 19 seconds with normal or fine resolution levels and 16 gray scales for pictures or text. Phone with hold and redial. 15 number speed dialing, tone/pulse switching. Voice-Fax switch for TAD interface.

$399.99 SEARS

GO SEARS

GO OLI for more information.



Earn your degree on-line from the University of Phoenix.

- You'll join a learning group of 15 to 20 accomplished working adults from all over the country.
- With a PC compatible and modem, students complete assignments and discuss course related material in an interactive learning environment.
- Curricula designed to integrate academic study with professional responsibilities.
- Faculty of leaders in business and industry.
- Accredited by the North Central Association of Colleges and Schools.

For more information, call

1-800/888-4935

by Philip Bishop

7.0 Ups and Downs

How to figure out the hit-or-miss compatibility with Mac's new system.

One of the hottest topics of on-going discussion about the new Macintosh operating system, System 7.0, concerns compatibility: Which Mac programs work with the new system software? Which don't? And if a program doesn't work with it, when will an upgrade be available? Through CompuServe's Macintosh forums, Ziff Communications' Zmac service, and even some non-Mac forums, answers to these questions are being sought—and found.

Stefan Potter, who is responsible for maintaining and upgrading Macintosh systems at a national mortgage trade newspaper, needed information about how to make Radius monitors compatible with System 7.0. He inquired in the Macintosh Systems Forum (GO MACSYS) as well as in the new Macintosh System 7.0 Forum (GO MACSEVEN), where Section 9, "Compatibility," deals exclusively with such questions. From members in these forums, he learned that Radius had its own Section 14, "Radius Inc.," in the Macintosh B Vendor Forum (GO MACBVEN), where he found the information needed to upgrade the systems in his office.

The Macintosh Vendor Forums (there's also a Macintosh A Vendor Forum, GO MACAVEN, and Macintosh C Vendor Forum, GO MACCVEN) are key sources of timely information about System 7.0 compatibility. A total of 31 Macintosh vendors have technical support personnel in these forums to answer questions about how their products work—or don't work—with System 7.0. They regularly use their library areas to upload upgrades. Also, several major manufacturers, such as Aldus, Adobe and Microsoft, carry System 7.0 information within their own forums.

"CompuServe allows us to provide users with up-to-the-minute information concerning System 7.0 compatibility issues," says SuperMac Technology's Fabian Ramirez (Section 16, "SuperMac Technology" Macintosh B Vendor Forum). In the SuperMac Download Library (16) you can find, for example, the file SV21.SEA, which is version 2.1 of the SuperVideo control panel specifically for use with System 7.0 and SuperMac's 8- and 24-bit video cards.

Claris Corp., the Apple Computer software division and publisher of such popular Mac programs as MacWrite, MacDraw, HyperCard and FileMaker, has opened a special CompuServe Mail address (76004,1674) to field questions about System 7.0 upgrades. The company supports its products in Section 14, "Claris," of the Macintosh Vendor A Forum.

You can always find program authors answering questions in the Macintosh fo-

Getting System 7.0 is Simple

If you cannot easily obtain System 7.0 from your dealer, it is possible to download the necessary files from CompuServe.

Members wishing to download all the files should note that downloading time is approximentely five to six hours at 2400-baud, using CompuServe Navigator or any other program supporting Quick-B Protocol. The corresponding time for 9600-baud is two to three hours.

To get the Apple System 7.0 files online use the command GO SYSTEM7. This will take you to a special download area.

All of the files (except S7HELP.TXT) are compressed with StuffIt. To decompress them, use StuffIt Deluxe or StuffIt Classic; the latter is available as UNSTUF.SEA (this is a self-extracting archive) in Library 1, "Forum Business/General," of the Macintosh Developers Forum (GO MACDEV).

- Before You Install System 7.0 disk image, file S7BFYI.SIT.
- 7.0 Read Me First information, text file S7RDME.SIT.
- Install 1 disk image, file S7INS1.SIT.
- Install 2 disk image, file S7INS2.SIT.
- Install 3 disk image, file S7INS3.SIT.
- Disk Tools disk image, file S7DISK.SIT.
- Fonts disk image, file S7FONT.SIT.
- Printing Tools disk image, file S7PRNT.SIT.
- Tidbits disk image, file S7TID1.SIT.
- More Tidbits disk image, file S7TID2.SIT.
- Disk Copy program, file DCOPY.SIT.
- MAUG Downloader's help/overview, in Word 3.0 format, file S7HELP.SIT.
- MAUG Downloader's help/overview, text file S7HELP.TXT.

Notable System 7.0 Enhancement Files

Files and programs to enhance and harness the power of System 7.0 are released every week. For information about current releases, check the News Flash area of the Macintosh System 7.0 Forum (GO MACSEVEN). Below is a sampling of some popular uploads.

MAC NEW USERS/HELP FORUM (GO MACNEW)

Library 8, "Guest CO/Archives"

Danuloff Transcript—from author Craig Danuloff's tenure as a guest in the Mac New Users/Help Forum, CRAIG.SIT.

MACINTOSH DEVELOPERS FORUM (GO MACDEV)

Library 8, "Apple System Files"

Control panel for System 7.0 users—lets you enable or disable the extensions in your system, EXTMGR.SIT.

MACINTOSH SYSTEM 7.0 FORUM (GO MACSEVEN)

Library 1, "Forum Business"

System 7 conference—edited transcript, SYS7CO.TXT.

Navigator help—how to add a System 7 Forum tile to Navigator, TILE.HLP.

Library 2, "7-Specific Programs"

Shortcuts—customize Finder 7 menu command keys, F7MENU.SIT.

Helium utility—makes Balloon Help work only when modifier keys are pressed, HELIUM.SIT.

JustClick extension—switch applications with a click, JSTCLK.SIT.

Jump Start! control panel—removes "Application not found" dialog, JUMP.SIT.

Trash Chute 2.0—automatically empties Trash and more, TRSHCH.CPT.

Special characters—TrueType Chicago Font, TTCHIC.SIT.

Library 3, "7-Specific Docs"

Hide command—creates a command key to toggle Hide/Show Windows, F7WNDW.SIT.

Hard disk setup—hard disk driver setup notes, HDSETU.TXT.

ZMAC DOWNLOAD AND SUPPORT FORUM (GO ZMC:DOWNTECH)

Library 3, "INITS, cdevs, FKeys"

INITLoader control panel—device allows System 7 users to keep INITs in a folder other than the System folder and still have them load properly at startup, INITLO.SIT.

Library 4, "Fonts & Clip Art"

TrueType fonts—type BROWSE and use TRUETYPE as a key word for the search.

rums, but they have become especially visible since System 7.0 was released. "Online communication has been by far the most significant source of reports from customers about problems," says Steve Brecher, author of Suitcase II, Pyro! and other Mac programs. "From the customers' side, it has also been by far the quickest way to get 'patches' and new versions that fix reported problems," he says. Brecher can be reached through Fifth Generation Systems (Macintosh A Vendor Forum, Section 11, "Fifth Generation"), which publishes his programs.

Companies with no niche in the vendor forums are just as eager to contact customers. Aladdin Systems (75300,1666), for example, posted an updated version of Shortcut, its file navigation utility, soon after System 7.0 was released. Aladdin intends to keep customers apprised of developments regarding all of its products, including the widely used file-compression program, StuffIt Deluxe.

System 7.0 pervades the MicroNetworked Apple Users Group (GO MAUG) and even touches points beyond. One member, a graphic designer, was having trouble printing a newsletter under the new system. He figured it must be a font problem, so he visited the Adobe Forum (GO ADOBE) and discovered an entire area (Library and Message Section 12, "System 7") devoted to the operating system. He found his answer in the library, which contains a wide range of documents relating to how Adobe products work with System 7.0. One file, SY7HOW.TXT, provides an overview of compatibility.

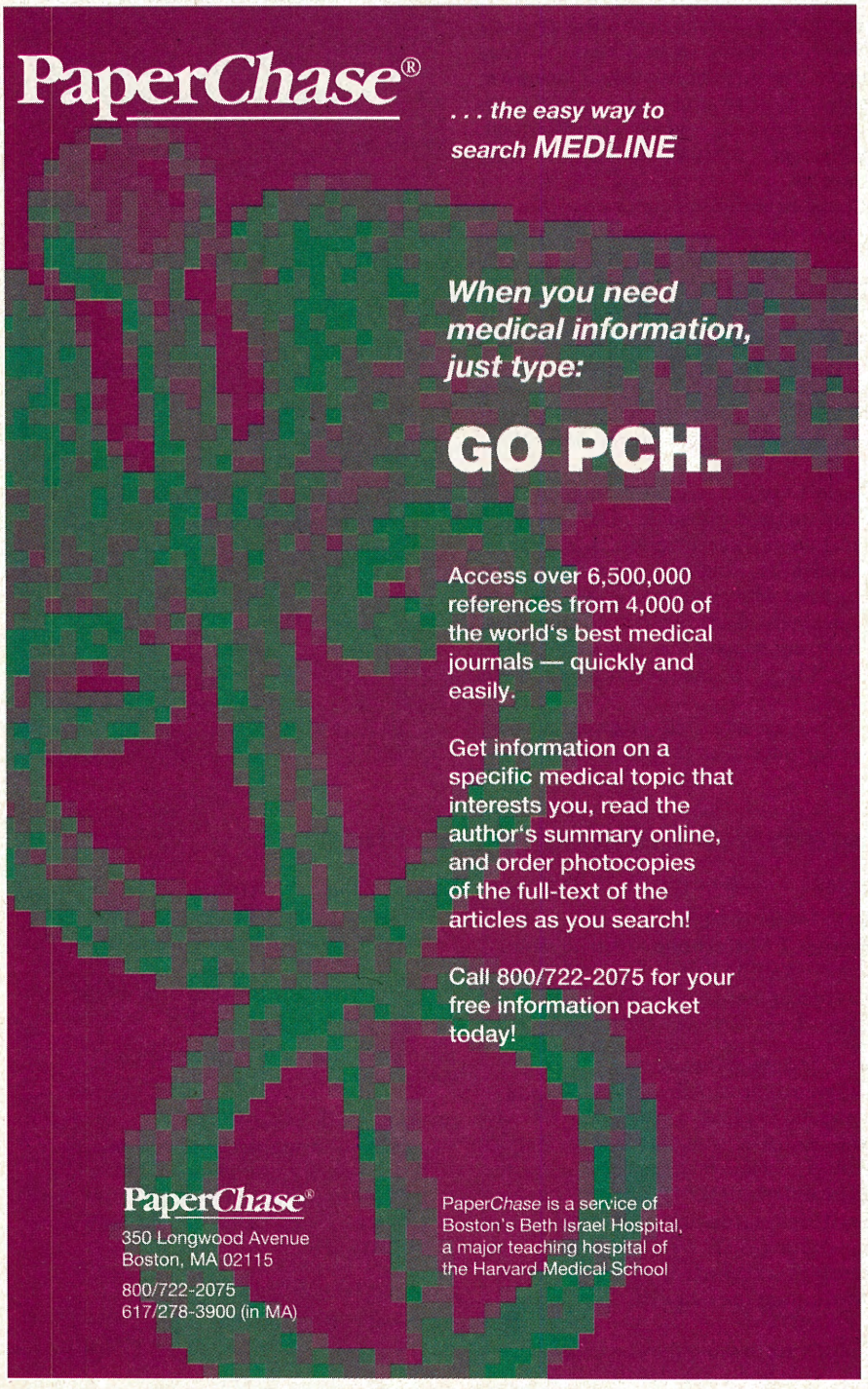
Gregory Wasson, chief sysop of the Zmac Download and Support Forum (GO ZMC:DOWNTECH), has fielded similar questions. "We've seen a number of people confused about how System 7.0, TrueType Type 1 fonts and Adobe Type Manager mesh together." He refers users to Suitcase II 1.2.10 (file SCIIUP.CPT in Macintosh A Vendor Forum Library 11) to reduce the clutter in system folders.

For compatibility and other System 7.0 insights, Steven Bobker, sysop of the *MacUser* Forum (GO ZMC:MACUSER), recommends three files in Library 1, "Special Reports," of his forum: CMPAT7.TXT, a text file of System 7.0 application compatibility from the pages of *MacUser*; 7BIBLI.SIT, a compendium of 12 opinion columns about System 7.0 published in *MacUser* in the year preceding its introduction; and 70THIN, the text of the introduction story from *MacUser*. For discussion, Section 7, "System 7," of the *MacUser* Forum is devoted to the new operating system.

Like many others, CompuServe member Beth Ann Adcock is addicted to CE Software's QuicKeys, so she was upset to learn from Apple's Compatibility Checker that she would be unable to use the macro utility with the new operating system. On a visit to the Macintosh System 7.0 Forum, however, she learned that an earlier version of the program (version 1.2) would run under System 7.0 using a "universal keyset." "Since I love QuicKeys, that was welcome information I put to use right away," says Adcock.

"I have found out about every upgrade as it was made available—and before I received any mailings from vendors," says Macintosh forum member David Winograd. "This means that by the time most people read about them in magazines, CompuServe members already have the upgrades. The quality and speed of all the information keeps me on the leading edge of Mac technology and amazes my friends. They can't believe how smart I am!"

Philip Bishop is a freelance writer based in Wakefield, R.I. His CompuServe User ID number is 71210,3056.



GO OLI for more information.

Shop The Electronic Mall® Connect-Free

Hundreds of Great Gifts

Shop Early and Earn $5 Usage Credit, Too

AT&T 800 Directory is back

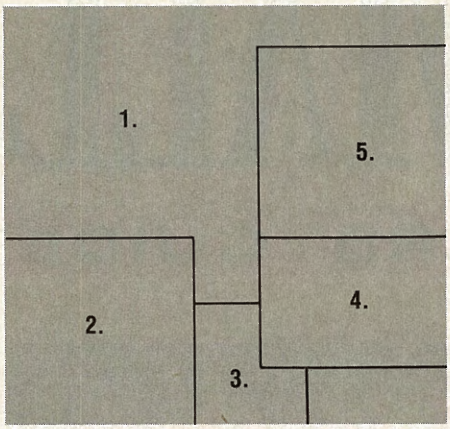
GO MALL

SHOPPERS' GUIDE

'Tis the Season

pull out

ON THE COVER



Imagine holiday shopping without the hassles. No long checkout lines, mauled merchandise or surly salesclerks. No packed parking lots. This year, wrap up your holiday shopping the easy way—electronically! GO MALL for hundreds of great gifts, custom gift advice from ol' St. Nick, and flowers and much merriment.

1. Express yourself with the Tower of Delights.
A great gift for one and all, the Tower of Delights includes four colorful packages. First, a gift box of Florida's famous seedless navel oranges. Second, a carton of delicious ruby red grapefruit. Next, rich, milk-chocolate clusters loaded with macadamia nuts. And finally, a tropical flamingo tin, filled with mixed nuts!

From Florida Fruit Shippers. GO FFS
$39.95, delivery included.

2. Send a Santa teddy.
This treasured teddy bear comes dressed in a Santa suit, complete with Santa's sack! Stands about 15 inches tall. A cuddly way to send Christmas greetings.

From Walter Knoll Florist. GO WK
$42.50

3. Give American Express Gift Cheques.
The perfect solution for the impossible-to-please and a nice stocking stuffer, too! Think of them as universal gift certificates that can be used to buy about anything anywhere. American Express Gift Cheques are available in denominations of $25, $50 and $100. Now you can have them delivered directly to you or your recipient overnight.

From American Express. GO AE

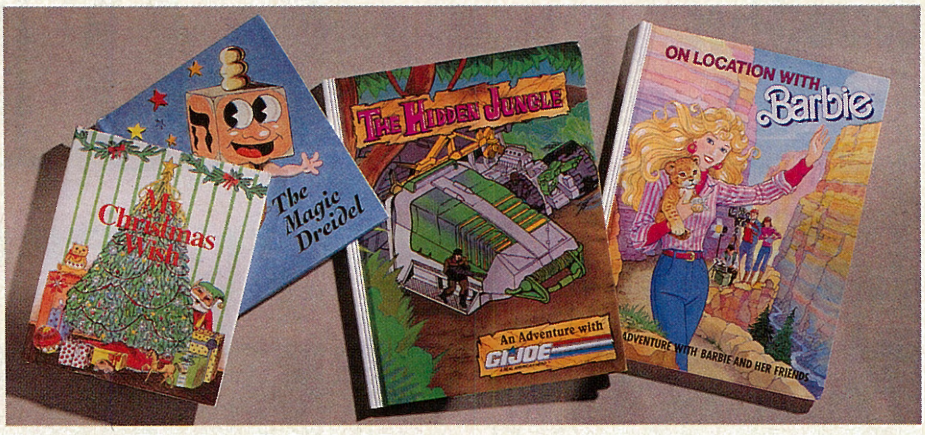
4. St. Nick picks "Play it by Ear."
One of the hottest items this season is "Play it by Ear," the first CD trivia game that challenges you to identify sound clips in a variety of fun categories. Pop music, movies, news, tongue twisters, short stories and more. Play it on your CD player at home or in your car. Ages 16 to adult.

From JCPenney. GO JCP
$39.99

5. Brooks Brothers' braces
Dress to the nines for the holidays. Select from an array of styles.

From Brooks Brothers. GO BR
$110 for cherub brace
$50 for stripe brace
$50 for solid brace
$65 for silk brace with bicycle motif

GOINGS ON AT THE ELECTRONIC MALL®



Make your child a star with Create-A-Book.
Imagine your child's delight when he opens this new book and finds that he is the main character! Each Create-A-Book, customized with information you provide, makes your child a star! Over a dozen different titles are offered, including *My Christmas Wish* (**$14.95**) and *The Magic Dreidel* (**$14.95**). Especially recommended for holiday gift-giving are *On Location with Barbie* (**$19.95**), a delightful story in which Barbie invites your daughter to co-star with her in an upcoming movie, and *The Hidden Jungle: An Adventure with G.I. Joe* (**$19.95**), an action-packed adventure that takes your child deep into the jungle with G.I. Joe aboard a state-of-the-art tank. To give a gift a child will enjoy over and over again, GO CK.

Shop The Mall connect-free every day.
Standard CompuServe connect-time fees have been dropped at The Electronic Mall®. Now you can browse any of more than 100 stores, including Shoppers Advantage Club, at your leisure 365 days a year, without paying standard connect-time charges. (Applicable communications surcharges remain in effect.)

Shop early and receive a $5 usage credit.
It pays to shop early this holiday season. The first 1,000 shoppers to make a purchase of $50 or more at The Electronic Mall, beginning 12:01 a.m. EST Nov. 1 will receive a $5 CompuServe usage credit! There is nothing to it. If you are among the first 1,000 shoppers to qualify, the credit will be issued automatically to your account! For details, GO MALL and select "Holiday Bazaar '91."

Win a $25 usage credit at WaldenCOMPUTERbooks.
Visit WaldenCOMPUTERbooks for your chance to win one of four $25 CompuServe usage credits. One lucky shopper will win every week in November. No purchase is necessary. For contest details, and to shop the world's largest online computer bookstore, GO WB.

Ford offers affordable Christmas gifts.
If you can't afford to give that special someone a new Ford, Mercury or Lincoln this year, consider a related item from the Ford Motorsport Catalog or the Ford and Lincoln-Mercury Accessory catalogs. If you order the catalogs right away, you could still have time to select something for online ordering or delivery to your nearest Ford or Lincoln-Mercury dealer. Ford has expanded its selection of quality items available online to include great gifts, such as a die-cast Model Ford, a Ford racing video and a Mustang belt buckle. GO FMC.

The Legendary Ford Cobra 427

GO 99 and Find It Fast!
Go online to order items pictured in *Go Mall* by typing 99 after any Mall Merchant's GO command. For example, select an item featured on the cover, type the merchant's GO command followed by 99 (i.e., GO BR99) and zip to a list of featured products.

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

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

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

A. Shop Rodeo Mile Precious Stones line.
For the finest in diamonds, gold and precious stones, visit Rodeo Mile. Industry leaders in materials, design and craftsmanship, the folks at Rodeo Mile bring more than 50 years of wholesale experience in diamonds and gems to The Mall. Let their expert staff offer you guidance in selecting the perfect gift, whether it's a pair of ½-karat classic diamond stud earrings (**$499**) or a 14-karat gold and diamond necklace (**$899**) for the lady in your life. Showcased online is a sampling of popular items selected from the Rodeo Mile vaults. You will find diamond basics, including solitaire pendants, stud earrings and classic bands. For her, there are are pearl and diamond sets, classic earrings and a handful of rings. For him, there is a handsome diamond and gold ring. All prices include complimentary two-day Federal Express delivery. Shoppers may request a **free** brochure online, too.

Special orders are welcome. If you are looking for a particular piece and would like a custom quote, select "Talk to Our Jeweler." Rodeo Mile's online jeweler will gladly assist you. And for those unfamiliar with fine jewelry, Rodeo Mile offers an online primer detailing the difference between 14-karat and 18-karat gold and advice on purchasing and caring for jewelry.

For the finest in diamonds, gems and gold, visit Rodeo Mile Precious Stones Line. GO ROD

A

B. Parsons Technology software is designed to meet your needs and budget.
For exceptional, high-performance software at affordable prices and customer service that is second to none, visit Parsons Technology, one of the fastest-growing software companies in the country. Parsons Technology products are designed for a variety of practical uses. Whether your needs are to manage finances, increase personal productivity, handle basic legal matters, study the Bible, or secure your computer hardware, Parsons Technology has the product for you. Shoppers are invited to request a **free** catalog online. Order by 800 number or fax.

Especially recommended is a tax-season bargain — *Personal Tax Edge,* for the IBM. Save $20 on *Personal Tax Edge* — now only **$29** plus $7 shipping and handling. Features include depreciation calculator, support for multiple occurrences of 29 forms, data import form accounting programs, a comparison to US averages and much more. State tax packages and an electronic filing option are available separately.

All Parsons Technology products are 100% satisfaction guaranteed. If you're not completely satisfied within 30 days, return the program for a full refund (shipping excluded). Also get online help and **free** unlimited technical support by phone.

For affordable software and exceptional service, shop Parsons Technology. GO PA

B

C. The AT&T 800 Directory is back by popular demand.
You've lost your American Express card. There's a new mutual fund you'd like more information about. With the AT&T 800 Directory, online help is at hand. It's like having a yellow pages directory of toll-free numbers at your fingertips. Now you can find the toll-free numbers you need ... for unique gifts, all types of insurance, customer service, free catalogs, vacation information, appliance repair service and much more.

Easy to use, easy to afford

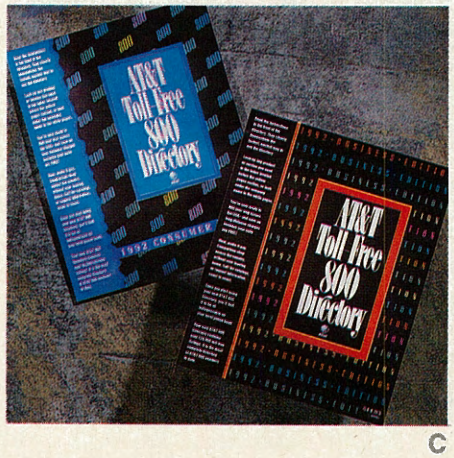
To use the guide, select "Search by Company" or "Search by Category." More than 1,000 categories are offered. Looking for a polo saddle? H. Kauffman & Sons Saddlery Co. has your seat. Want to surprise a far-flung friend on his or her birthday? Consider a balloon bouquet from Abracadabra. Is there a new baby in the family? Dial toll-free for a teddy bear from Send-A-Friend Inc. The AT&T 800 Directory puts virtually anything just keystrokes away. And remember, like The Mall, the directory is always connect-time free!

Take care of business, too.

For offices and home businesses, the AT&T 800 Directory can be a lifesaver. Computer rental and leasing, mailing services, moving and storage services, travel services and more are featured. Find it faster. Find it cheaper. Find it connect-time free in the AT&T 800 Directory.

Shoppers can also purchase a print copy of the AT&T 800 Directory. Both Consumer and Business editions are available.

To use the AT&T 800 Directory, GO ATT.



C

A

A. K&B Camera Center discounts cameras, film and darkroom supplies.

K&B Camera Center brings over 50 years of experience in the photography business to The Mall. This New Orleans-based operation offers shoppers an unmatched selection of amateur and professional photographic equipment and supplies at low, competitive prices. Over 400 items, ranging from state-of-the-art camcorders from Sony and Canon to basic supplies, are showcased online. If you don't see what you are looking for, contact the special-order desk. K&B stocks over 7,500 items and welcomes all inquiries. All of K&B's price lists are available for downloading, too.

A wide selection of 35mm point-and-shoot cameras from Minolta, Nikon, Olympus, Canon and Pentax are offered. Especially recommended is the Nikon N8008s, on sale for **$609** (list price, $899). If you are unsure which camera is right for you, K&B expert staff will assist you in making a selection based on your photographic needs and budget.

Professional photographers will find top-of-the-line bodies and lenses at extremely competitive prices. Consider, for example, a Hasselblad 150mm Sonnar F4 CF lens on sale for **$2,119** (list price, $3,009). K&B also carries a wide selection of accessories, including: electronic flashes from Vivitar, Metz, Pentax and Nikon; studio flashes from Novatron; and flash adaptors; filter kits; remote sensors; Photoflex light disks; Bogen tripods and more. You will also find darkroom supplies, including chemicals and papers from Kodak, Ilford, Edwal, Agfa, Oriental and the new Forte. Hand-coloring supplies and other retouching materials also are available.

Of course, K&B has a complete selection of amateur and professional color and black-and-white films from Kodak, Fuji, Ilford and Polaroid in sizes up to 8 x 10. Quantity discounts are available. To save on cameras, camcorders, accessories, supplies and film, GO KB.

B

B. Multiple Zones offers software and PC products for less.

For quality products for your Macintosh or DOS system at consistent low prices, visit Multiple Zones. Finding what you are looking for has never been easier. Consult Multiple Zones staff of knowledgeable sales advisors 24 hours a day. Or use the convenient quick-search feature to locate a specific product online pronto.

The Mac Zone features the latest in business, communication, education, entertainment and graphics-and-design software. Among the great deals, you will find Microsoft Quick Basic 1.0 for **$64**, Think Pascal 3.0 for **$165**, and Individual Training for PageMaker for **$34**. Especially recommended is Tops 3.0 Network Bundle for the Macintosh for only **$185**. Also featured online are a wide selection of products to upgrade your system, including hard cards, modems, faxs, scanners, monitors and more. For example, consider Gatorbox for **$1950**, a Logitech Scanman Model 32 for only **$318** or a Digivideo Color board for a low **$638**.

In the PC Zone, you will find similar savings and selection for the IBM and compatibles. Purchase a Microsoft MS-DOS 5 Upgrade for only **$59**, WordPerfect 5.1 for **$239**, SuperCalc 5 for **$99** or Norton Utilities for only **$114**! You will find hot new games, such as *Mario Andretti's Racing Challenge*, *PGA Tour Golf* and *Chess Master 2100*, for only **$29** each. Also featured and highly recommended is the Landmark Diagnostic Tools series, programs that allow you to slash personal computer downtime and repair bills! Multiple Zones stocks over 3,000 products! In most cases, delivery is overnight by Airborne Express for one low flat fee, **$3** for orders from the Mac Zone or **$6** for orders from the PC Zone.

To shop Multiple Zones online or to request a **free** print catalog, GO MZ.

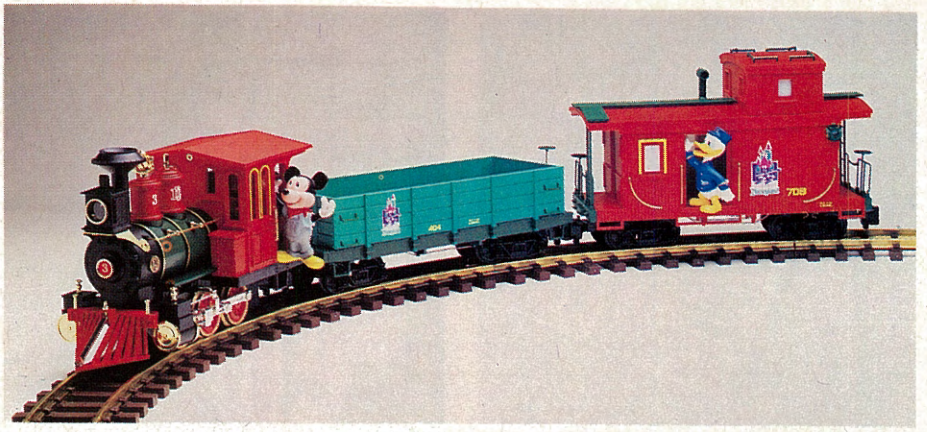
▶ *Coffee Anyone??? offers 32 blends of coffees, 13 flavored coffees and 10 decaffeinated blends. Also mix and match and create your own sampler pack! GO COF*

▶ *You can open a direct-bill account with Walter Knoll Florist. GO WK*

▶ *Court Pharmacy can fill all of your prescriptions at competitive prices. Shipping is* **free** *on all orders of $50 or more, too. GO RX*

A. B. C. The Disney Catalog offers gifts for kids of all ages.

Shop The Disney Catalog for great gifts from the Disney collection. You'll find something for everyone on your list. For little tykes, there are stuffed animals galore, including Pooh and Piglet, Eeyore and Tigger, Bambi and Baloo. For older kids, select a classic Disney video, such as *Dumbo, Peter Pan* or *Robin Hood.* For the teenage set, opt for a Mickey Mouse watch or select from a fun collection of character T-shirts. And for "big kids," browse Disney's new line of collectibles. Consider a signed and numbered Austrian crystal Winnie the Pooh figure (**$110**), a backward Goofy watch (B) with numbers/hands that go counter-clockwise (**$75**) or (A) Disneyland Park 35th anniversary commemorative large-scale train set (**$475**). Remember, everything featured is available exclusively from The Disney Catalog and The Disney Stores!



A

Join in the fun as Disney celebrates the 30th anniversary of the release of the animated classic *One Hundred and One Dalmations.* Showcased online is a selection of spotted gifts, featuring Pongo, Perdita and all 99 puppies! Consider a Dalmation lunch box (**$12**) or a Dalmation four-piece meal set (**$19**). For school-age kids, there are stuffed Dalmations (C) for (**$9**) each or a soft-side lunch kit with 8-ounce thermos (**$12**). Other top-dog gifts include 101 Dalmations bedding and window treatments.

B

C

Disney also is making a splash this year with the *Little Mermaid* collection. Among the items showcased are a *Little Mermaid* snuggle sleeping bag (**$35**), a musical jewelry box that plays "When You Wish Upon a Star" (**$15**) and a ruffled Ariel nightgown (**$20**). For sweet dreams, there are soft, plush cuddly characters, including Scuttle (**$25**), Sebastian (**$19**) and Flounder (**$23**).

For great gifts from Disney, GO DS.

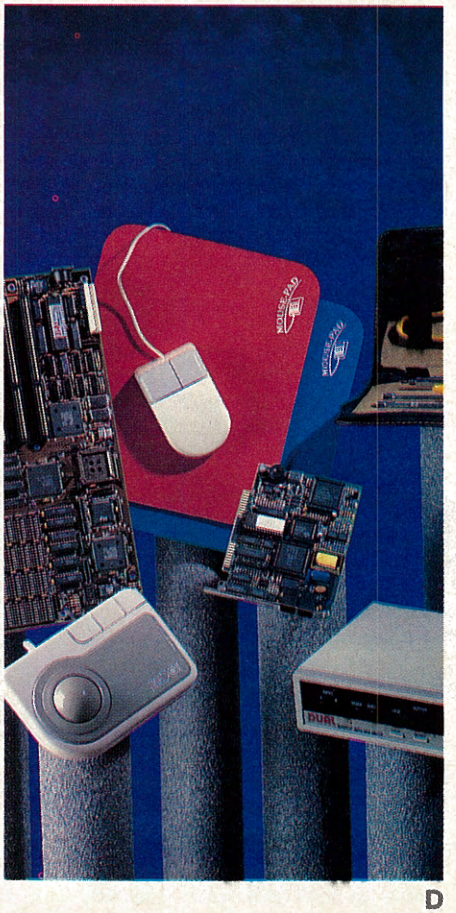
D. Shop Dalco Computer Electronics for components and accessories.

Modems and mice. Keyboards and motherboards. I/O cards and driver controllers. Data switches and buffers. Cables and adaptors. You'll find all this and more at Dalco Computer Electronics—for less than you'd expect. One of the nation's leading sources of mail order computer components and accessories, Dalco prides itself on its prompt delivery, knowledgeable sales staff, expert customer service and competitive prices. All products are backed by a money-back, 30-day guarantee. Your complete satisfaction is Dalco's number one goal!

Order your **free** 68-page catalog online. Or shop Dalco's electronic catalog for dozens of great deals. Consider, for example, the Zoom 2400-baud internal modem with send/receive fax for only **$135**. It features 9600/7200/4800/2400 Group III fax capability and is backed by a seven-year warranty. Or opt for the Dalco 2400-baud modem for only **$65** (internal) or **$79** (external). It uses superior Rockwell modem technology which supports 2400-, 1200- and 300-baud and all of the Hayes commands for asynchronous operation. Be sure to check out Dalco's monthly Blockbuster Specials, too.

Are you interested in a complete computer system? Let Dalco assemble and test a customized system for you for **free**. Just list the components that you desire. If you are unsure what you need, Dalco's expert sales staff will be happy to assist you. You'll receive a price quote on your system electronically. Once you have identified your exact specifications, Dalco's technicians will completely assemble and test your system for free. As an added bonus, Dalco will ship your system **free** via UPS ground. Last but not least, you get **free** toll-free technical support!

For reliable products delivered on time and backed by superior support, GO DA.



D

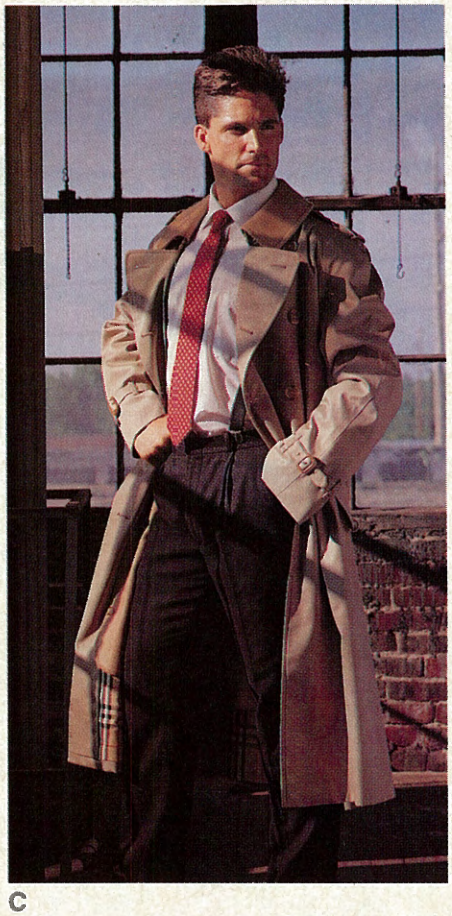
▶ *You can join PetWorks Club for only $7. Club members receive additional discounts on all orders, a* **free** *subscription to the club newsletter and advance notice of special sales. GO PT*

▶ *Discount Shopping Inc. offers more than 200,000 brand-name and hard-to-find electronics and appliances, lowest prices guaranteed. Shipping is always included in the price, too. GO DSI*

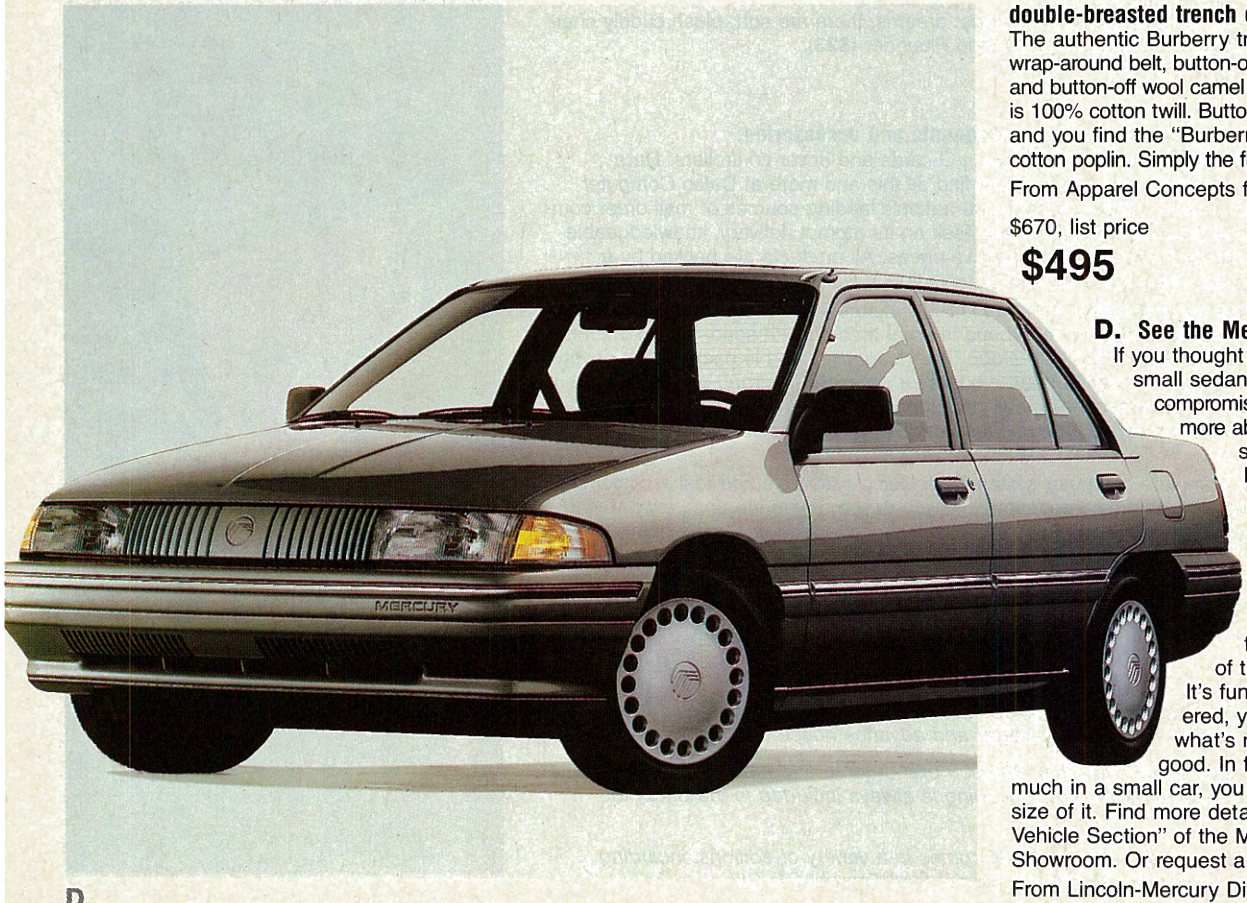
▶ *Create-A-Book's customized new baby book comes in a variety of editions, including traditional, single-mother, adopted, Christian, Spanish and French! GO CK*

A

B



C



D

A. Get *TV Guide* for 76 cents an issue.
Subscribe to America's largest circulation magazine for only 76 cents a copy and get a **free** brass page marker, too. For gift subscriptions, a gift announcement card is sent free of charge.

From Publishers Clearing House. GO PUB

$34.76 for 46 issues

B. Save $30 on ThrustMaster flight bundle.
With The Weapons Control System and The Flight Control System from ThrustMaster Inc., the sky's the limit! For the serious flight enthusiast, this package is unrivaled. The Weapons Control System gives you F-15 throttle quadrant control with nearly all the functions of the real thing! Add the Flight Control System and you enjoy the best in authentic response with true hands-on stick and throttle control. Compatible with *Jetfighter II*, *F-19 Stealth Fighter*, *Flight Simulator 4*, *Falcon 3.0* and *Red Baron*. IBM only.

The Weapons Control System
$99.95, list price
$89.95

The Flight Control System
$99.95, list price
$89.95

From Mission Control Software. GO MCS

$169.90 for both!

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

C. Save $175 on Burberry traditional double-breasted trench coat.
The authentic Burberry trench coat features a wrap-around belt, button-out camel color lining, and button-off wool camel color collar. The shell is 100% cotton twill. Button out the wool lining and you find the "Burberry plaid" lining of cotton poplin. Simply the finest raincoat made.

From Apparel Concepts for Men. GO AP

$670, list price

$495

D. See the Mercury Tracer.
If you thought you could not own a small sedan without making big compromises, you need to know more about Tracer, an all-new small car from Mercury. Even though Tracer is small enough on the outside to squeeze into a tight parking space, it's roomy enough on the inside to seat five adults with plenty of trunk room to spare. It's fun to drive, well powered, yet economical. And what's more, Tracer looks good. In fact, Tracer offers so much in a small car, you may not believe the size of it. Find more details in the "Feature Vehicle Section" of the Mercury Electronic Showroom. Or request a **free** brochure.

From Lincoln-Mercury Division, Ford Motor Co. GO MERCURY

A. Save $10 when you see your future with Astro-V Computer Horoscope.
Program this handy, heart-shaped device with your birthdate, your mate's birthdate and any date in the past, present or future and get a computerized prediction of what love and luck hold in store for you. Based on your input, the computer places the four influential heavenly bodies, which control your sign, in the correct position to chart your future.

From Sharon Luggage and Gifts. GO SL

$39.95, list price

$29.95

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

A

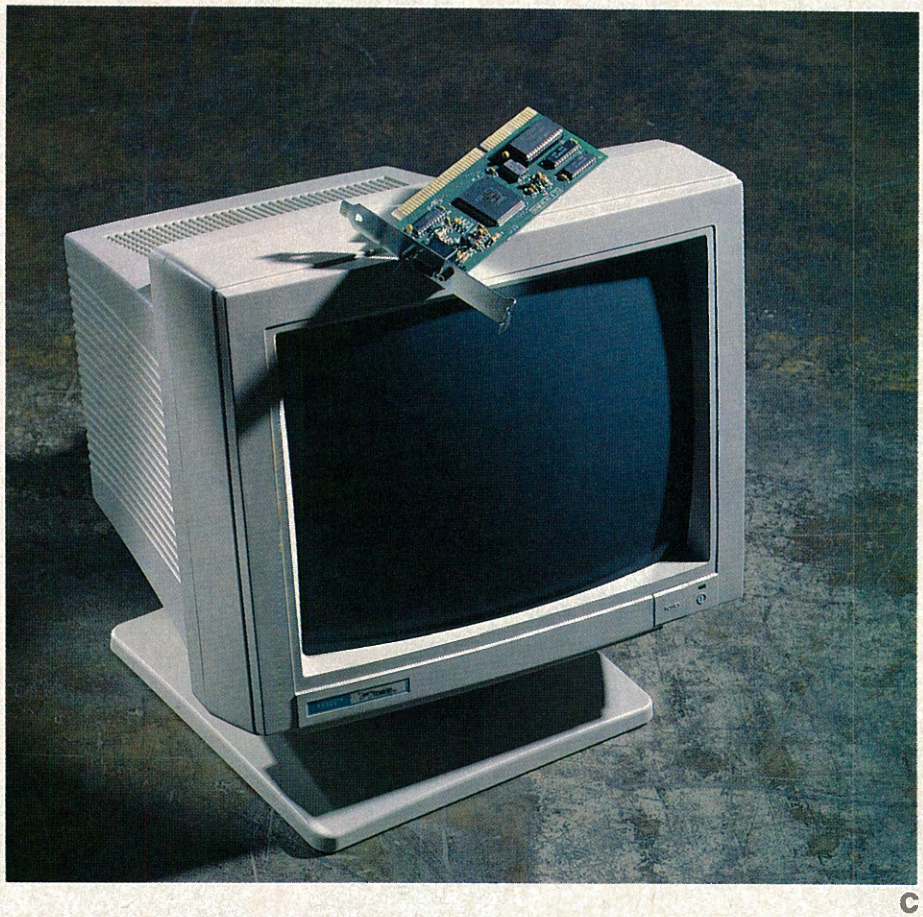
B

B. Sharp fax machine
This desktop fax machine with automatic paper cutter features five-page automatic feeder, 16-digit LCD display and answering machine compatibility. Also features 15-second transmission time, CCITT G3 compatibility, copy function, 20-number autodialer and programmable transaction report.

From Shoppers Advantage Club. GO SAC

$1,095, list price

$509



C

C. Save on the VGA monitor and card combo.
This dynamite duo pairs a Leading Technology monitor (model #1430V) with a Boca VGA card. The 14-inch monitor features a non-glare screen, .31mm dot pitch, up to 720 x 400 resolution and unlimited colors. The card supports 800 x 600 resolution and comes with 256K non-expandable memory.

From Home Tech Depot. GO HT

$804, list price if sold separately

$333 for the package

D. Get a free briefcase and a $25 time credit with *CompuServe Information Manager*.
Order the *CompuServe Information Manager* membership kit (DOS or Macintosh version) and get an official CompuServe logo soft-sided briefcase plus a $25 connect-time **credit**!

From CompuServe Store. GO ORDER

$39.95 includes free briefcase and a $25 connect-time credit.

D

E. Get the best VCR programmer for $49.
Gemstar VCR Plus is the best VCR programmer on the market. You'll never miss a favorite show again because of improper programming. By entering the 4–7 digit program code into the VCR Plus, you record only the shows you want. These are the same programming codes are now used in the television listings in *TV Guide* and local newspapers. VCR Plus lets you program up to 14 programs in advance. It even tells you exactly how much video tape you'll need!

From Discount Shoppping Inc. GO DSI

$49 price includes delivery.

E

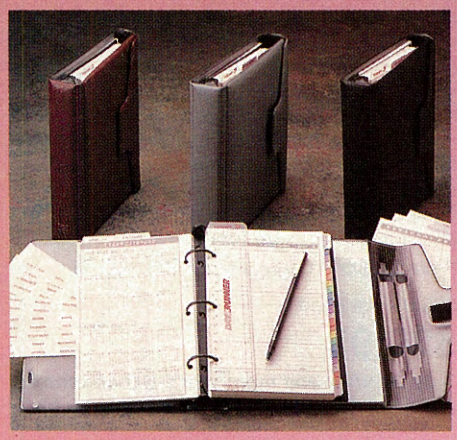
Take a sneak peek at The Mall's Holiday Gift Guide.

Does holiday shopping have you stumped? Don't know what to get Dad? Has Mom got you mystified this year? Never fear! The Mall's Holiday Gift Guide showcases hundreds of great gift suggestions, culled from across The Mall, truly something for everyone. Conveniently organized by category for browsing, this easy-to-use electronic guide is also searchable by price. To shop the guide, GO MALL and select "Holiday Bazaar '91." Choose a category. Browse the suggestions. When you see something you would like to purchase, type O to order. It's that simple! Here's a sneak peek at some of the great gifts The Mall puts at your fingertips:

Garnet and pearl pin
This early 20th-century American pin features genuine garnets and cultured pearls set in 24K gold-plate on sterling.

From Musuem of Fine Arts, Boston. GO FA
$64
$57.60 for Museum members

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



Classic Day Runner organizer
This deluxe three-ring binder features a Velcro closure flap and comes with storage pouch, business card file pocket, 12-month calendar, A-Z tabbed phone section, five-tab project management system, note pad and more. Order stock No. DAY 1011578.

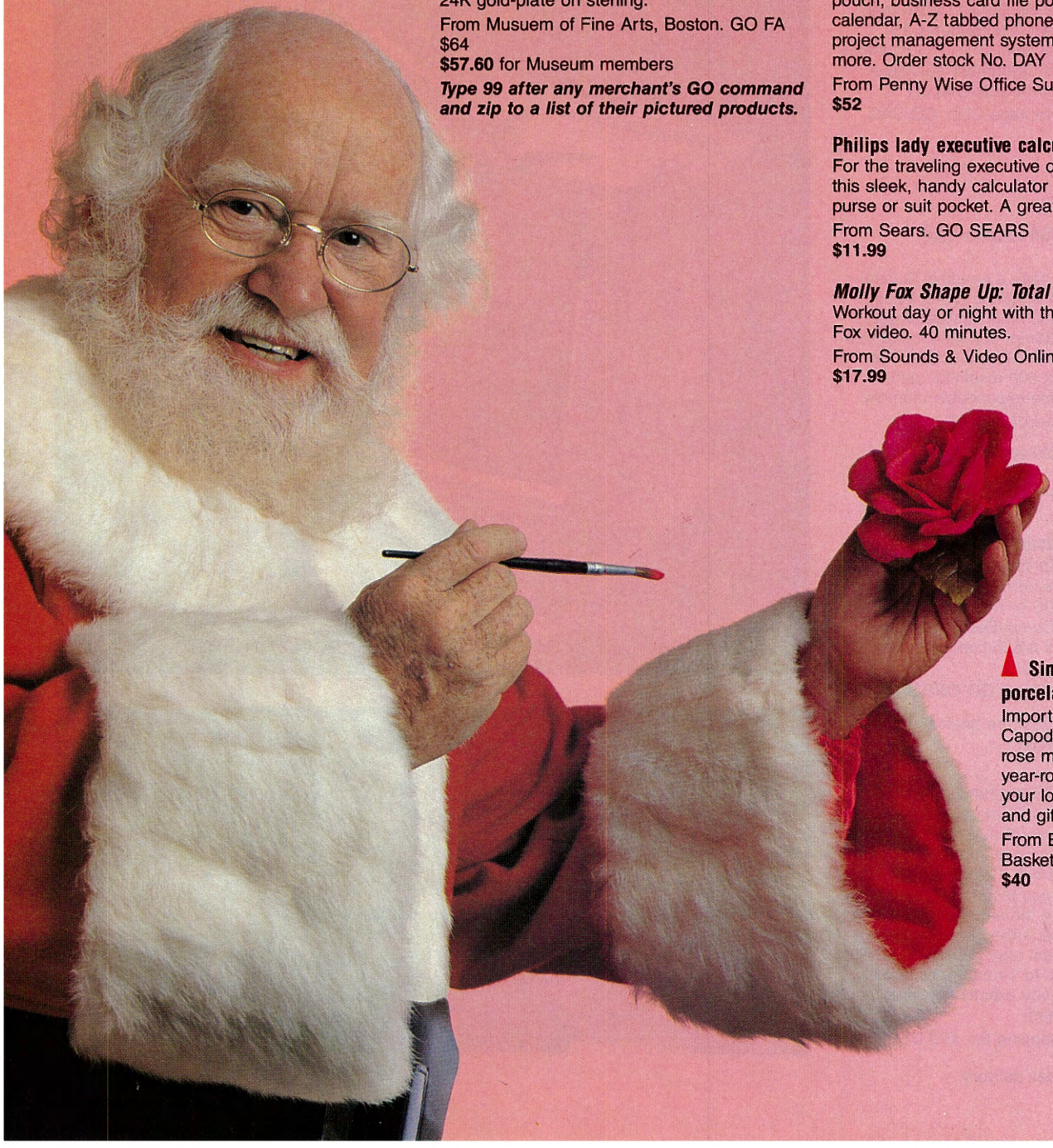
From Penny Wise Office Supplies. GO PW
$52

Philips lady executive calculator
For the traveling executive or smart shopper, this sleek, handy calculator fits neatly in a purse or suit pocket. A great stocking stuffer!

From Sears. GO SEARS
$11.99

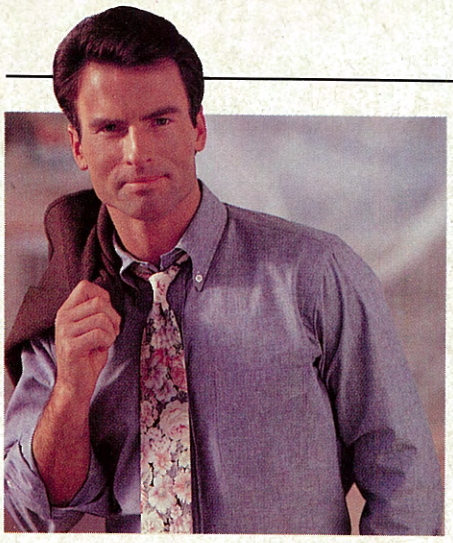
Molly Fox Shape Up: Total Body Workout
Workout day or night with the official Molly Fox video. 40 minutes.

From Sounds & Video Online. GO SO
$17.99



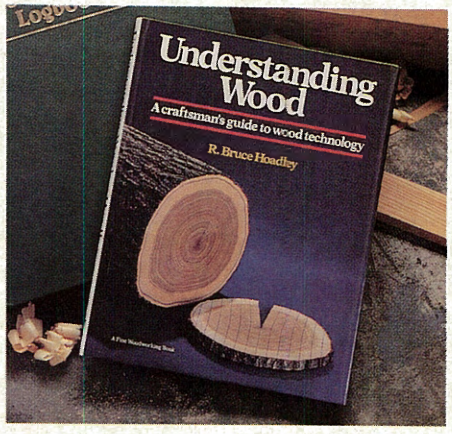
Single red porcelain rose
Imported from Italy, this Capodimonte porcelain rose makes a lovely year-round reminder of your love. Gift-boxed and gift-wrapped.

From Breton Harbor Basket Co. GO BH
$40



100% cotton chambray shirt
Keep your cool ... with style in new cotton chambray shirts. What a welcome casual touch to your wardrobe. Featuring button-through sleeve plackets, comfortable generous cut and extra-long shirt tails that stay put. Buttondown or straight collar available in blue, black or khaki. Sizes 14½ to 17½, sleeves 32 to 36. Made in the USA.

From Paul Fredrick Shirts. GO PFS
$32
$34.50 for tab collar (blue only)
Add **$5** for cuff monograms.



Understanding Wood
A classic volume for both novice carpenters and veteran woodworkers. Learn how to identify 54 common woods. Explore the ways to cope with wood movement and humidity changes.
$24.95

Radi and chamfer planes
Made of solid maple (round-over model) or solid walnut (chamfer model), each tool is fitted with an inserted brass wear plate and two steel cutters, which work in tandem. Both planes are 6 inches long.

From Garrett Wade Wordworking Tools Supplies. GO GW
$21.95, round over radi plane
$21.95, chamfer plane
$4.95, replacement blades

Give him an alligator strap and sterling silver slide belt and buckle.
This one-inch genuine alligator black strap offers long-lasting good looks. Add a finely detailed silver buckle for sheer luxury.

From Brooks Brothers. GO BR
$195 for belt
$120 for buckle
Add **$10** for 3-initial monogram.

Save on a one-year subscription to *Scientific American.*
Give the magazine that takes you beyond the limitations of today and shows you the promise of what is to come in technology, medicine, outer space and other frontiers. Includes **free** gift announcement card.

From Publishers Clearing House. GO PUB
$19.97, 12 issues

TEEN-AGE TICKETS TO RIDE For the 12 to 21 set

Pioneer CDXFM45 universal multiplay CD player
This state-of-the-art programmable CD player plays up to six CDs at once. Features include 8-time oversampling and handy keypad controller. Adapts to any existing car stereo, too.

From Sounds & Video Online. GO SO
$489

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

Jim Dunlop GCB-95 crybaby pedal
This now classic crybaby pedal features the unique *wah wah* style, first introduced by Jimi Hendrix, which changed forever the boundaries of the blues rock sound.

From Discount Music Supply. GO DMS
$62.25

Marvel super heroes action set
Rock 'em, sock 'em board game features the most popular comic book characters in the universe: Spiderman, X-Men, Wolverine and many other famous heroes from Marvel® Comics! Completely updated, this basic set is easy to learn and is designed to introduce players to super hero role-playing.

From TSR Games Shoppe. GO TSR
$20
Additional modules available too.

Levi's men's denim 550 jeans
Levi's famous 550s are constructed of 100% cotton preshrunk heavyweight denim. Available in bleach, instant-old stonewash and black.

From Americana Clothing. GO AC
$32 to **$35**

ABC jingle blocks

These bright and squishy soft blocks are adapted from a Kate Greenaway alphabet found in the Museum's Prints collection. Six cotton-covered foam blocks, three with a jingle-bell sound, feature A through Z and 1 through 10. A Museum exclusive. Ages 3 to 24 months.

From Museum of Fine Arts, Boston. GO FA
$24
$21.60 for Museum members

Electronic World Geography Game

Winner of the prestigious Parent's Choice Gold Award, this electronic game challenges children to identify continents and countries, states and capitals, natural resources, bodies of water, landmarks and more. Includes 17 different detailed maps of the earth and one map of the solar system, each printed with up to 26 questions. Additional, 20-map packs with more advanced questions and subjects are also available. Runs on four D batteries (included) or optional AC adaptor. Ages 8 and older.

From Hammacher Schlemmer. GO HS
$99.95, Geography game
$14.95, extra 12-map pack (US or world)
$14.95, optional AC adaptor

Robin Hood: Prince of Thieves action figures

This set of figures includes Robin Hood with a bow that really fires arrows, Little John with his huge quarterstaff, Azeem and his scimitar and the evil archrival Sheriff of Nottingham. Each figure measures 4½ inches. Ages 4 and older.

From JCPenney. GO JCP
$19.99

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

Koosh® paddle ball

Enjoy Koosh fun in your backyard, at the park, at the beach or virtually anywhere! The amazing trampoline-like action of Koosh delivers hours of exciting fun for everyone. This special boxed set includes two lightweight Koosh paddles, a special-edition mini-Koosh ball and a game booklet featuring more than 10 different ways to play. Ages 5 and older.

From Sharon Luggage and Gifts. GO SL
$17.50

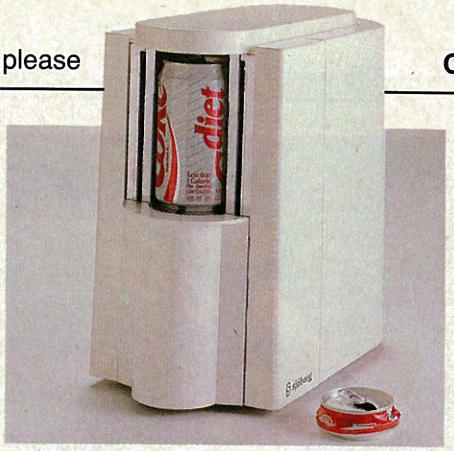
The Real Mother Goose

Illustrated by Blanche Fisher Wright. Old Mother Goose still reigns supreme in the nursery, and this big, lovely book introduces children to all of her charms. All the lilting verses are here and the delightful color pictures—more than 160 of them—will enchant any child. 128 pages.

From Barnes & Noble. GO BN
$6.95

Nudes in art playing cards
Two decks of playing cards, featuring some of the most renowned studies of the human form, ranging from Michelangelo's *David* to Rubens' female subjects.

From Museum of Fine Arts, Boston. GO FA
$18
$16.20, for Museum members



Recycler's electronic can crusher
This simple-to-use can crusher quickly turns a 12-ounce aluminum can into a one-inch thick wafer for easy, more space-efficient recycling. Cans are crushed in six seconds and then deposited into the removable storage chamber. Plugs into any household outlet.

From Hammacher Schlemmer. GO HS
$99.95

Floating digital clock
Large, easy-to-read digits appear to float in space, and a chrome sphere supports the wafer-thin liquid crystal display in this futuristic new clock. Clock shows you the time and date alternately. Operates on one LR-44 button-cell battery.

From The Heath Co. GO HTH
$34.95

PC GADGETS AND GOODIES
For PC people everywhere

Little Vac
Takes on the big job of cleaning up and dusting your sensitive equipment, such as computer keyboard, fax and laser printer. Includes three cleaning heads and reusable dust bag.

From Court Pharmacy. GO RX
$19.95

***CompuServe Almanac*, sixth edition**
Browse descriptions of over 400 online services. The perfect offline companion.

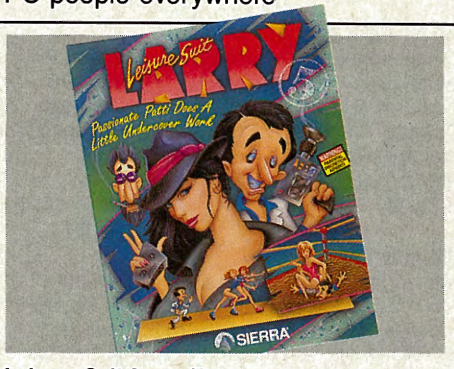
From CompuServe Store. GO ORDER
$10, includes a $10 usage **credit**!

***Falcon 3.0* by Spectrum Holobyte**
Lead your squadron of pilots in missions straight from today's headlines: Panama, Iraq and other international hot spots. The mountains, valleys and rivers you fly over conform precisely to military maps of the areas.

From Computer Express. GO CE
$45.47, IBM only

Video Catnip
At last, a video made especially for cats! Recently featured in the *National Geographic* special on cats, this video has been tested on a variety of cats and found to be 90% effective in capturing and holding your cat's interest. Though intended for cat audiences, the nature photography can be enjoyed by humans, too. Filmed in color, showtime is 25 minutes.

From PetWorks, GO PT
$13.99, holiday season price



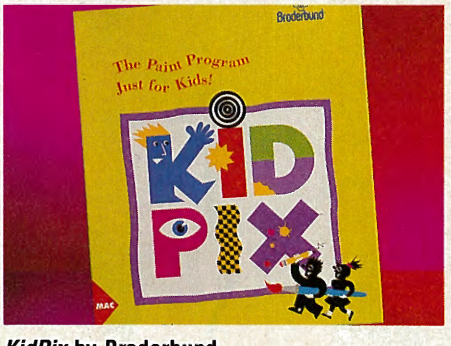
Leisure Suit Larry V
They're back in their silliest, sexiest adventure ever! Larry teams up with Passionate Patti for a rollicking, gender-bending romp through the sleazy underside of the underworld. Fantastic features include throbbing, pulsating stereo soundtrack, hand-painted digitized graphics and no-typing, grope-and-click interface.

From Sierra Online. GO SI
$59.95

Mouse mats and rainbow pack of cases
All-new mouse mats in colorful sports motifs. Select from soccer, tennis or golf. Protect 3.5-inch and 5.25-inch diskettes from dust and damage with a set of five library cases in yellow, green, red, blue and gray — $2 off the regular price. All orders over $40 can earn **$5** usage credit or a **free** disk calculator.

From Direct Micro. GO DM
$5.95 each

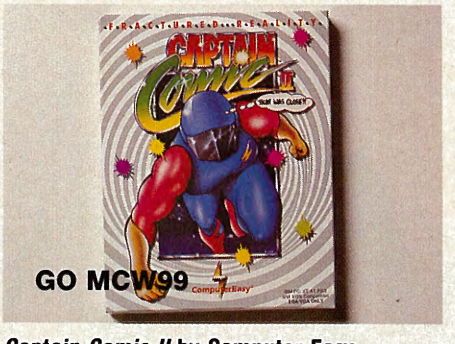
MAC MARKETPLACE
For Macintosh owners only



***KidPix* by Broderbund**
Designed for kids age 3–12, Kid Pix makes computer graphics fun. Tools include a palette of animated wacky brushes. Rubber Stamp lets kids create frogs, birds and other creative illustrations with a mouse click.

From MacWarehouse. GO MW
$29

IBM MART
For IBMs and compatibles



***Captain Comic II* by Computer Easy**
Dive into an underwater cave, sled across a field of ice, or ride a mine car as the Captain takes you on one wild adventure after another.

From MicroWarehouse. GO MCW
$29

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

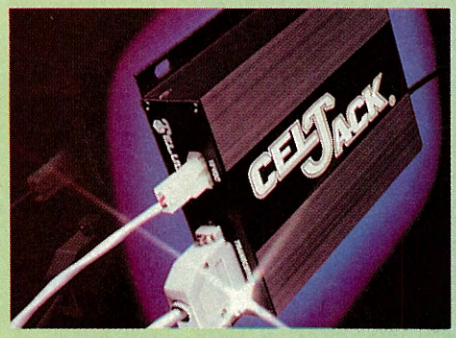
Polar Pacer heart monitor
The C.I.C. Polar Pacer uses ECG-check electrodes sensing from a chest strap that sends wireless transmissions to a wrist-watch display. Features high/low alarms, which beep if you get above or below your target heart-rate range.

From Push Pedal Pull Fitness. GO PPP
$135, delivery included.

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

DigiTech Whammy Pedal WP1
DigiTech's new Whammy pedal features up or down pitch bends and slides up to two octaves, controllable pitch detune chorus and harmony interval shifting. Select from nine different harmony shift combinations.

From Discount Music Supply. GO DMS
$193.25



CelJack D4001
Engineered to work with most cellular phones, the CelJack provides 100% error-free cellular phone data and 100% at-command compatibility with auto dial/answer. Features include built-in jack to connect with standard fax machines, IBM Mirror III software, Y cable and RJ II interface.

From Sounds & Video Online. GO SO
$449

AT&T 4300 cordless phone
This affordable cordless phone from AT&T puts quality and convenience together with features like last-number redial and a handy "pager" function that locates the handset if you misplace it.

From Sears. GO SEARS
$79.99

Walk-N-Talk
Make and receive phone calls and listen to your favorite tunes with Walk-N-Talk, the first cordless telephone and FM radio headset. Automatically switches from radio to phone and back again. Features include last-number redial, mute, volume control, base to remote paging, tone/pulse dialing and battery condition indicator. Use of your line by other wireless phones is prevented with 265 security channels. Includes a belt clip and rechargeable batteries.

From The Heath Co. GO HTH
$199.95

Samsung 13-inch color TV and VCR
At last, a portable TV and VCR in one! Fully remote controllable and cable-ready, this system can be programmed for four events up to 14 days in advance.

From Discount Shopping Inc. GO DSI
$389, delivery included.

SCROOGE'S SOURCE
Everything under $10

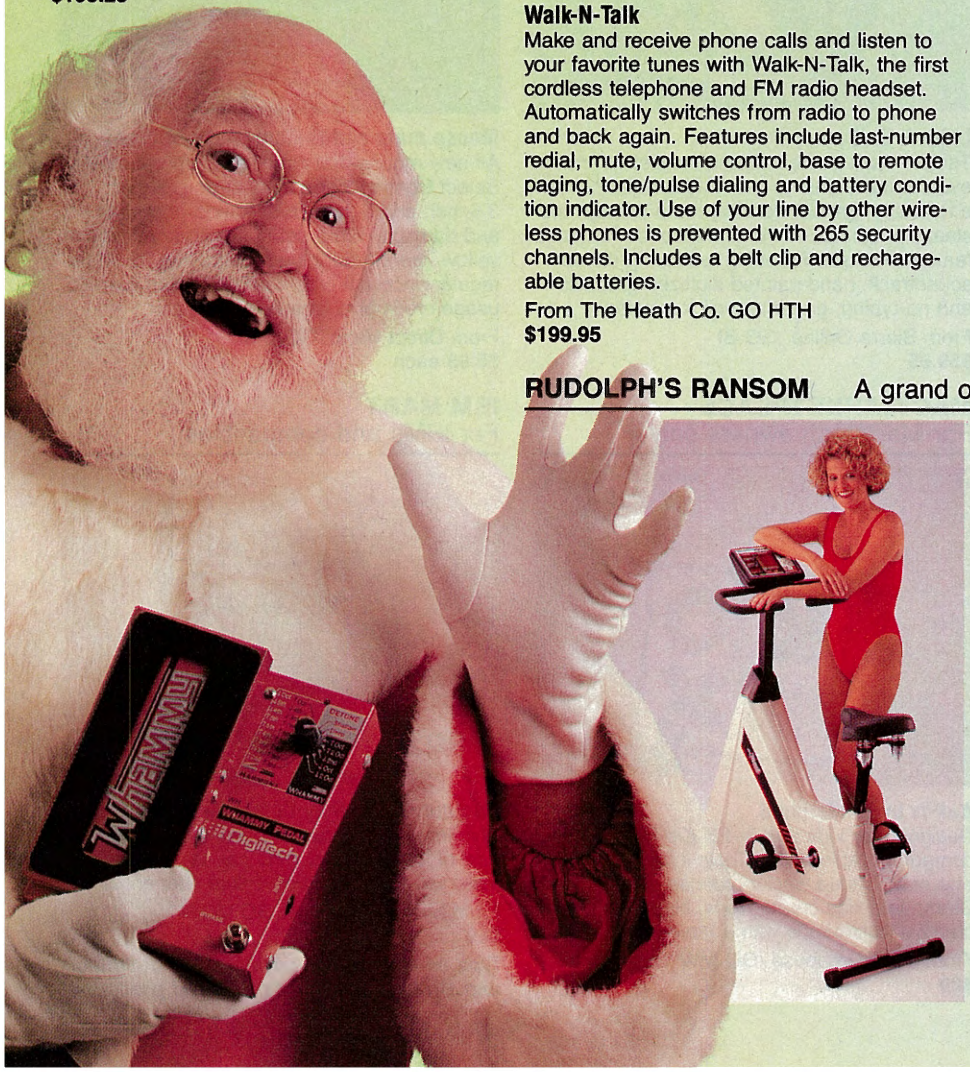
1992 *DragonLance* Calendar.
Delve into the fantasy world of *Dungeons & Dragons*® in 1992. This new calendar features the best artwork of the popular *Dragonlance*® world showcased in 14 poster-quality, full-color reproductions.

From TSR Games Shoppe. GO TSR
$8.95

The New York Times Toughest Crossword Puzzles No. 1.
Selected and edited by Eugene T. Maleska. For crossword addicts everywhere, here are 100 of the world's most challenging puzzles.
From Barnes & Noble. GO BN
$7.95

Dress Rover in reindeer dog ears.
Dress your dog up for the holidays with reindeer dog ears! Features an elastic chin band. One size fits all. (Fun for people, too!)

From PetWorks. GO PT
$8.49



RUDOLPH'S RANSOM
A grand or better

Lifecycle 5500
Offers many of the same great features found in popular health club models and the same popular programs, including FIT Test and Hill Profile. The digital display provides continuous feedback of elapsed time, total calories expanded, calories burned per hour, total miles ridden, pedal speed and workout summary. Includes a **free** instruction manual, training log and video.

From Push Pedal Pull Fitness. GO PPP
$1,295, delivery included.

Tandy 2810HD laptop
This 16 MHz laptop computer comes with DOS 4.01 and DeskMate Version 3.5 already installed on the 20MB 23ms hard drive. Features include VGA 640 x 480 graphics with an external VGA monitor port, 3.5-inch 1.44MB floppy drive, PS/2-style keyboard port and an external 5.25-inch disk drive port. Total weight is only 6.7 pounds.

From Marymac Industries. GO MM
$1,799.95

Four times delicious
Get four great varieties of world-famous Florida oranges and grapefruit in one generous package. You'll find only the cream of the crop in this four-in-one pack: seedless navel oranges, delicious Florida tangelos and sweet, seedless ruby red and white grapefruit. Each grove-fresh premium pack is hand-packed in a gourmet tray carton and rushed to home or office through Florida Fruit's own round-the-clock transportation system.

From Florida Fruit Shippers. GO FFS
$28.95, half-bushel (22 lb.), shipping included
$41.95, full bushel (44 lb.), shipping included

Field-ripened pineapple with pineapple-shaped serving tray
Give a unique gift direct from the Hawaiian Isles. Each field-ripened pineapple comes packed with a three-compartment, reusable, pineapple-shaped, wood serving tray. Shipped by Federal Express to ensure freshness.

From Hawaii General Store. GO HI
$45.95, price includes delivery.

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

Holiday gourmet gift basket
A tasteful and varied assortment for the holidays, including jams, crackers, soups, mustards, chocolates, seasonings, dip mix, coffee, tea, cola, pasta and much more. The handsome split-rattan floor basket is festively decorated in red and green for the holidays.

From Breton Harbor Basket Co. GO BH
$100

FOR ALL THAT YOU DO For bosses and business associates

Large tin of cookies
Made of only the finest ingredients and containing no preservatives, Gimmee Jimmy's cookies are absolutely delicious. Select from seven scrumptious flavors: chocolate chip, chocolate chip walnut, peanut butter chip, coconut pecan, chocolate chunk, oatmeal raisin, and double chocolate walnut. Mix and match, too! Each tin holds about 50 cookies.

From Gimmee Jimmy's Cookies. GO GIM
$22

Classic Christmas poinsettia
A traditional gift that will last through the season. Each plant is trimmed in a festive holiday wicker hat and bow.

From Walter Knoll Florist. GO WK
$44.95, large plant
$29.95, medium plant
$22.50, small plant

The Rolodex Electrodex Plus
This desktop electronic daily organizer features a 6-line by 24-character screen, wireless infrared data transfer function, full-function calculator, currency converter and memory back-up system. 64,000 character memory. Order stock No. EL64KPL.

From Penny Wise Office Supplies.
GO PW
$149

Grandma's original amaretto cake
This luscious cake is perfect for Christmas. Fancy golden raisins, walnuts and pecans are delicately mixed with cherries, tangy pineapples, butter and eggs. Brandy (84 proof) and amaretto (56 proof) are added before the cake is baked and mellowed to perfection. Each 2-pound cake is presented beautifully in a distinctive keepsake tin.

From Coffee Anyone ??? GC COF
$23.95

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

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

An example entry would look like this:

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

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

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

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

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

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

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

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

A

AT&T TOLL-FREE 800 DIRECTORY [ATT]
Thousands of phone numbers.
VI/MC US

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

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

AMERICAN EXPRESS [AE]
Travelers cheques and gift cheques.
AM US/CD/JP/OT

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

APPAREL CONCEPTS FOR MEN [AP]
Distinctive fashions for men.
MC/VI US

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

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

B

BARNES & NOBLE [BN] ■
Discount books, videos, CDs and gifts.
VI/MC/AM/DI/CSH US/CD/JP/OT

BERKSHIRE RECORD OUTLET [RO]
An international array of classical music at a discount.
VI/MC US/CD/JP/OT

BOAT XPRESS [BX]
Nationwide boat merchandizing program.
VI/MC US

BOSE EXPRESS MUSIC [BEM] *●
More than 5,000 new and classic compact discs.
VI/MC/AM/CSH US/CA/JP/OT

BOSTON COMPUTER EXCHANGE [BCE]
Largest worldwide computer brokerage.
VI/MC US/CD/JP/OT

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

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

BRODERBUND SOFTWARE [BB]
Computer software/games.
VI/MC US

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

BUICK MAGAZINE [BU] ■
Free car information software.
NA NA

C

CAMELOT LONDON COLLECTION LINGERIE [CLC]
Alluring lingerie, swimwear and dresses.
VI/MC/CSH US/CD

THE CD CLUB [CD] *
Compact disc ordering club.
DB US

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

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

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

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

COMPUSERVE STORE [ORDER]
Merchandise, literature and software.

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

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

THE COMPUTER STORE [TCS] †● *
Hardware, software and peripherals for IBM and MS-DOS systems.
VI/MC/AM/DIS US

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

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

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

D

DALCO COMPUTER ELECTRONICS [DA] † ■ *
PC components and supplies.
VI/MC/DIS/COD US/CD/JP/OT

DATA BASED ADVISOR [DB]
Database assistance.
VI/MC US/CD/OT

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

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

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

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

E

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

F

FLORIDA FRUIT SHIPPERS [FFS] ■
Oranges, grapefruit and tropical fruits.
VI/MC/AM/DIS US/CD/OT

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

FORD ELECTRONIC SHOWROOM [FORD] ■
Ford cars and trucks.
NA US/CD

FORD MOTOR CO. [FMC] ■
Software, videos, accessories
VI/MC US/CD

G

GARRETT WADE WOODWORKING TOOLS & SUPPLIES [GW] ■ *
Woodworking tools and supplies for the hobbyist or professional.
VI/MC/DIS/AM/CSH US/CD/JP/OT

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

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

H

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

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

HAWAII GENERAL STORE [HI]
Gifts from the 50th state.
VI/MC US

HEATH COMPANY, THE [HTH] ■ *
Home security and automation.
VI/MC/AM/SC US/CD

HOME TECH DEPOT [HT]
Computer hardware, software and accessories.
VI/MC/COD US/CD/JP/OT

J

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

L

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

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

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

M

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

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

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

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

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

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

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

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

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

MISSION CONTROL SOFTWARE [MCS] †
Software and accessories for the IBM, Amiga and Commodore 64.
VI/MC/CSH US/CD/JP/OT

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

MULTIPLE ZONES [MZ] † ■ *
PC and Macintosh equipment.
VI/MC/AM/DIS US

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

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

N

NARADA PRODUCTIONS [NP]
Cassettes and compact discs.
VI/MC US

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

O

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

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

P

PC PUBLICATIONS [PCB]
Subscriptions to PC TODAY and PC NOVICE Magazines.
N/A US

PARSONS TECHNOLOGY [PA] ■ *
Financial and productivity software.
VI/MC/AM/DIS US

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

PC CATALOG [PCA]
PC classifieds listings.
NA NA

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

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

***PC SOURCES* [PC]**
Save 45 percent and receive free gift.
VI/MC/DB US/CD

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

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

PETERSON'S CONNEXION [PX]
Online biographical profile.
NA US

PETWORKS [PT]
Professional pet supplies.
VI/MC/AM/DIS/CSH US/CD/JP/OT

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

THE PROGRAMMER'S SHOP [PS] ● *
Software for applications, programming, communications and more.
VI/MC/AM US/CD/JP/OT

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

PUSH PEDAL PULL FITNESS [PPP] ■ *
Professional home exercise equipment.
VI/MC/AM US/CD/JP/OT

R

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

S

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

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

SHARON LUGGAGE AND GIFTS [SL]
Luggage, travel accessories and gifts.
VI/MC/AM/CSH US/CD/JP/OT

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

SHORT SIZES INC. [SS] ■ *
Apparel for the shorter man.
VI/MC/DIS US/CD/JP/OT

SIERRA ONLINE [SI]
Software games and more.
VI/MC/AM/DIS US/CD/JP/OT

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

SOUNDS & VIDEO ONLINE [SO] ■ *
Music on CD and cassette.
VI/MC/AM/DIS US/CD/JP/OT

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

SUNGLASSES, SHAVERS & MORE [SN]
Famous-name sunglasses, shavers, clocks and pens.
VI/MC US/CD/JP/OT

T

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

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

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

V

VITALSTATS [VS] †
Get the details of your driving record online.
VI/MC/AM US

W

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

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

Y

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

Merchants by Department

APPAREL/ACCESSORIES

AC Americana Clothing
AP Apparel Concepts for Men
BR Brooks Brothers ■ *
CLC Camelot London Collection Lingerie
JCP JCPenney ● *
PFS Paul Fredrick Shirts Co.
SS Short Sizes Inc. ■ *†
SN Sunglasses, Shavers & More

ARTS/MUSIC/VIDEO

BN Barnes & Noble ■
RO Berkshire Record Outlet
BEM Bose Express Music ● *
CD CD Club *
DMS Discount Music Supply
LE The Laser's Edge
MAO Music Alley Online
FA Museum of Fine Arts, Boston ■ *
NP Narada Productions
SEARS Sears ■ *●
SO Sounds & Video Online ■ *
YB YES! Books and Videos ■ *

AUTO

AL Alamo Rent A Car
AI Automobile Information Center
AQ Autoquot-R
BU Buick Magazine ■
FORD Ford Motor Co. ■
LM Lincoln Mercury ■
PRC Price Motorcars

BOOKS/PERIODICALS

BN Barnes & Noble ■
CS *Computer Shopper*
CK Create-A-Book
DB Data Based Advisor
GW Garrett Wade Woodworking Tools & Supplies ■ *
DJ Dow Jones & Co.
MH McGraw-Hill Book Co. ■ *
MC *MacUser*
MFM Money's Financial Market
PCC *PC/Computing*
PM *PC Magazine*
PCB *PC Publications* †
PC *PC Sources*
PUB Publishers Clearing House
SI Sierra Online ■
WB WaldenCOMPUTERbooks
YB YES! Books and Videos

BUSINESS/FINANCE

CF CheckFree Corp.
DR Dreyfus Corp.
DJ Dow Jones & Co.
INC A Guide to Incorporating
HRB H&R Block
TKR Max Ule Discount Brokerage
MFM Money's Financial Market
NN NewsNet
PX Peterson's Connexion
CRE TRW Credentials
UP University of Phoenix
VS VitalStats †

CLUBS/MEMBERSHIPS

CD CD Club *
DSI Discount Shopping, Inc.
SAC Shoppers Advantage Club *
PT Petworks

COMPUTING

BCE Boston Computer Exchange
BB Broderbund Software
CDA CDA Computer Sales ■ *
ORD CompuServe Store
CE Computer Express *
CS *Computer Shopper*
TCS The Computer Store ● * †
DA Dalco Computer Electronics ■ * †
DB Data Based Advisor
DM Direct Micro *
HTH The Heath Company ■ *
HT Home Tech Depot
LI Laptops Infinity
MF MacFriends ■ *
MC *MacUser*
MW MacWarehouse ■ *
MM Marymac Industries
MCW MicroWarehouse ■ *
MCS Mission Control Software †
MZ Multiple Zones ■ * †
PA Parsons Technology ■ * †
PS The Programmer's Shop
PCA PC Catalog †
PCB PC Publications †
PCC *PC/Computing*
PM *PC Magazine*
PC *PC Sources*
SAF Safeware Computer Insurance ■
SI Sierra Online ■
SDI Software Discounters International
SV Springer-Verlag ■ *
WB WaldenCOMPUTERbooks ■ *

GIFTS/FLOWERS/GOURMET FOODS

BN Barnes & Noble ■
BH Breton Harbor Basket Co.
CC The Chef's Catalog ■ *
CLC Camelot London Collection Lingerie
COF Coffee Anyone™ ???
CK Create-A-Book
FFS Florida Fruit Shippers ■
FS Flower Stop ■
GW Garret Wade Woodworking Tools & Supplies ■ *
GIM Gimmee Jimmy's Cookies
HS Hammacher Schlemmer ■ *
HI Hawaii General Store
FA Museum of Fine Arts, Boston ■ *
OC The Orchid Source
PF Pepperidge Farm
RM Rent Mother Nature ■ *
SL Sharon Luggage and Gifts ■
SN Sunglasses, Shavers & More
WK Walter Knoll Florist Garden

HEALTH/BEAUTY

BH Breton Harbor Basket Co.
CL Contact Lens Supply
RX Court Pharmacy
PPP Push Pedal Pull Fitness ■ *

HOBBIES/TOYS/PETS

GW Garrett Wade Woodworking Tools & Supplies ■ *
PT PetWorks
SEARS Sears ■ *●
TT Tall Tails
TSR TSR Games Shoppe ■ *

INFORMATION/SERVICES

ATT AT&T Toll-Free 800 Directory †
BX Boat Xpress
BCE Boston Computer Exchange
ORD CompuServe Store
MN Mentor Technologies
SAF Safeware Computer Insurance ■
CRE TRW Credentials

MERCHANDISE/ELECTRONICS

BR Brooks Brothers ■ *
CC The Chef's Catalog ■ *
ORD CompuServe Store
RX Court Pharmacy
DSI Discount Shopping, Inc.
HS Hammacher Schlemmer ■ *
HTH The Heath Company ■ *
JCP JCPenney ● *
SEARS Sears ■ *●
SAC Shoppers Advantage Club
SN Sunglasses, Shavers & More

OFFICE SUPPLIES

BO Boyd's Office Supplies *●
DA Dalco Computer Accessories ■ *
DM Direct Micro *
EX Executive Stamper ■ *
HT Home Tech Depot
PW Penny Wise Office Products
SEARS Sears ■ *●
SC The Stationery Center ■ *

SPORTS/LEISURE

HS Hammacher Schlemmer ■ *
PPP Push Pedal Pull Fitness ■ *

TRAVEL/VACATIONS

AE American Express
AF Air France ■
HI Hawaii General Store
OA Official Airline Guides ■
SL Sharon Luggage and Gifts ■
SN Sunglasses, Shavers & More

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

Talk to Santa for gift suggestions.
What's a Mall without Santa Claus? At The Electronic Mall, Santa and his elves are in residence online, hooked up by modem at the North Pole, waiting to hear from you. Are you stumped about what to get mom or dad? Out of ideas for Aunt Agatha? Looking for something sentimental for someone special? Santa has the solution! Send Santa a message through CompuServe Mail at The Mall and Santa will write back with a list of gift suggestions that fit the bill! You can send Santa your wish list online, too. But beware, Santa knows if you have been naughty or nice! To talk to Santa, GO MALL and select "Holiday Bazaar '91."

Win a $500 software package at The Programmer's Shop.
Stop by The Programmer's Shop for your chance to win a great software duo: *Cheetah* by Software Science (a **$45** value) and *AXOS* by McSoft (a **$395** value). All who complete a short online survey are eligible for the drawing, to be held Sunday, Dec. 1. While visiting The Programmer's Shop, be sure to request your **free** copy of its software catalog, too. GO PS

Get set for 1992 at Court Pharmacy.
Visit Court Pharmacy for a wide selection of calendars for the new year. Among the discounted calendars offered:

$7.95, *The Far Side 1992 desk calendar*

$8.95, *The Far Side 1992 off-the-wall calendar (page-a-day style)*

$8.95, *The Tom Clancy 1992 wall calendar*

$6.95, *365 Days & Nights of Sex page-a-day calendar*

$6.95, *The Old Farmer's Almanac page-a-day calendar*

$7.95, *Simple Things You Can Do to Save the Earth 1992 page-a-day calendar*

$6.95, *Sports Facts a Year 1992 page-a-day calendar*

To get set for 1992, GO RX.

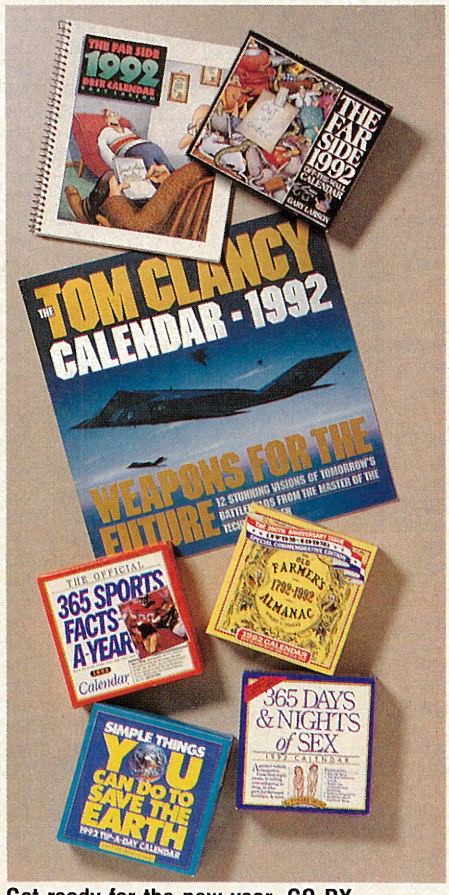
Shoppers Advantage Club offers free sale catalog.
This year, don't let holiday shopping break the bank. Join Shoppers Advantage Club and save up to 50% off manufacturers' suggested list prices on over 250,000 products. You save on everything from diamonds to desktops, from furs to faxes. Toys and telephones. Cameras and carphones. Microwaves and more. You'll find what you're looking for at SAC ... for less! To whet your appetite, Shoppers Advantage is offering a **free** catalog chock-full of savings to all CompuServe members. Browse the catalog offline, then return online to place your order. Ordering is for SAC Club members only. Not a member? Immediate online enrollment is offered. Try a risk-free, three-month trial membership for only **$1**! To help "Santa" save, GO SAC.

The Chef's Catalog offers free gift with purchase.
The Chef's Catalog has a holiday "thank you" gift for you! When you purchase $99 or more from The Chef's Catalog you automatically will receive a Gourmet Kitchen Grill, a **$20** value. This ingenious product grills food quickly and easily right on top of your stove with no smoke or spatter! Online at The Chef's Catalog, you'll find a super selection of gifts for all the gourmands on your list. Cookware from Calphalon. Cutlery by Henckels. Electrical appliances from Krups, Simac, Tefal, among others. There are gadgets galore, too. Why not stuff someone's stocking with a garlic press, a dumpling maker or a dinosaur mold? For gifts for cooks, chefs and you, too, GO CC.

Remember, you can shop The Electronic Mall connect-free 24 hours a day, 365 days a year!

Save at Shoppers Advantage Club. GO SAC

Receive gift from The Chef's Catalog. GO CC



Get ready for the new year. GO RX

Overseas Shipping Guide
If you live overseas, or have far-flung family and friends, you can wrap up your holiday gift-giving with one quick trip to The Mall. Many Mall merchants will gladly ship merchandise anywhere in the free world. If you have a question or a concern about an overseas order, send a message to the individual store manager through CompuServe Mail. You will receive a prompt, informed answer. Here's a list of Mall stores that ship worldwide:

Air France GO AF
Americana Clothing GO AC
Barnes & Noble GO BN
Berkshire Record Outlet GO RO
Boston Computer Exchange GO BCE
Breton Harbor Basket Co. GO BH
Brooks Brothers GO BR
CDA Computer Sales GO CDA
Coffee Anyone ??? GO COF
Computer Express GO CE
Court Pharmacy GO RX
Create-A-Book GO CK
Dalco Computer Electronics GO DA
Data Based Advisor GO DB
Discount Music Supply GO DMS
Executive Stamper GO EX
Florida Fruit Shippers GO FFS
Gimmee Jimmy's Cookies GO GIM
Hammacher Schlemmer GO HS
Home Tech Depot GO HT
Laptops Infinity GO LI
The Laser's Edge GO LE
MacWarehouse GO MW
Marymac Industries GO MM
McGraw-Hill Book Co. GO MH
MicroWarehouse GO MCW
Museum of Fine Arts, Boston GO FA
PetWorks GO PT
The Programmer's Shop GO PS
Push Pedal Pull Fitness GO PPP
Rent Mother Nature GO RM
Safeware Computer Insurance GO SAF
Sharon Luggage and Gifts GO SL
Short Sizes Inc. GO SS
Sierra Online GO SI
Software Discounters International GO SDI
Sunglasses, Shavers & More GO SN
Tall Tails GO TT
TSR Games Shoppe GO TSR
WaldenCOMPUTERbooks GO WB
Walter Knoll Florist GO WK
Yes! Books and Videos GO YB

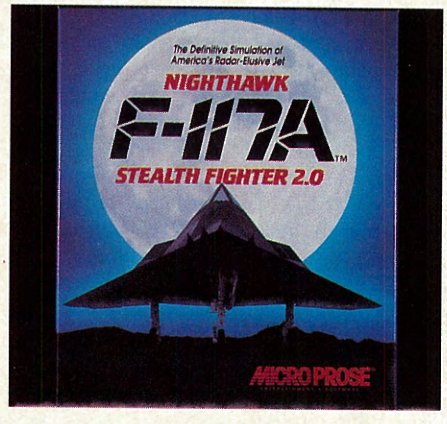
Give a gift they'll remember all year. Showcased here are eight gifts we especially recommend. Wrap up your holiday shopping the easy way, online at The Mall. GO MALL to order these featured gifts.

Folding Dozuki Protects the Blade

Ideal for a carpenters tool box the 18 tpi tooth pattern is fine enough for trimming out, dovetai ing and joinery. 9" long blade folds into the slotted wooden handle like a pocket knife. 21" long open, 2" depth of cut. GO GW-71

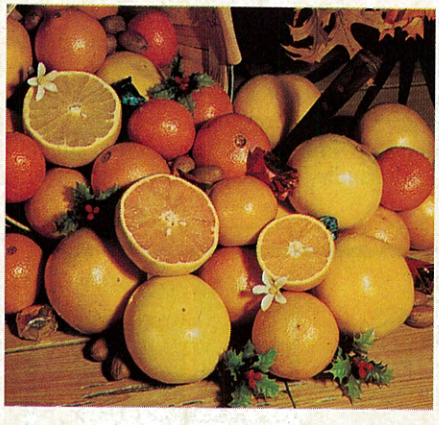
Vitamaster Exercise Bike #9835

The Vitamaster "Airwaves" Fan Cycle from Shoppers Advantage Club features a triple-action fan cycle with varying resistance levels for smooth cycling. The electronic console shows time, speed and calories. **$99** member price. Not a member yet? Join today for $1 for three months. GO SAC



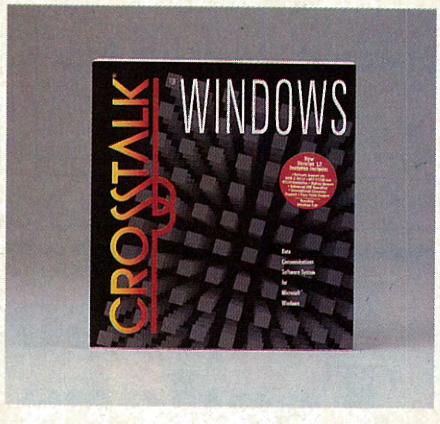
Micro Prose

F-117A Nighthawk Stealth Fighter 2.0 lets you fly America's high-tech jet on thrilling, high-risk missions. Discover the awesome capabilities of stealth technology in nine action-packed "worlds," including Cuba, North Korea and the Kuwaiti Theatre. Call 1-800-879-PLAY.



Grove-fresh Florida Fruit

Unless you live in a grove, you can't eat fresher, sweeter fruit! Florida Fruit Shippers selects and hand-packs Florida's finest oranges and grapefruit. The popular 1/2-bushel pack (22 pounds) is only $27.95 delivered. GO FFS

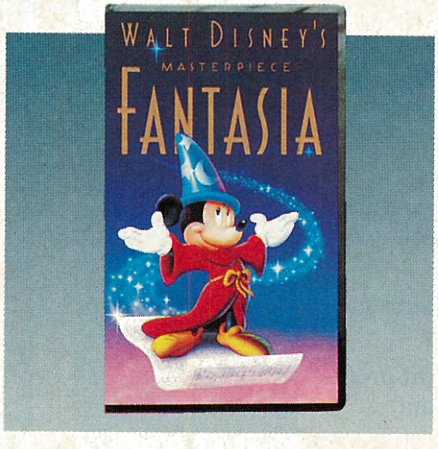


DCA/Crosstalk

Get CompuServe®B+ and VIDTEX graphics with Crosstalk® for Windows! *Software Digest* called it "best of the graphical communications packages." Suggested retail price is $195. Now, only $99 with trade-in!
Call 1-800-348-DCA-1, ext. 86EE.

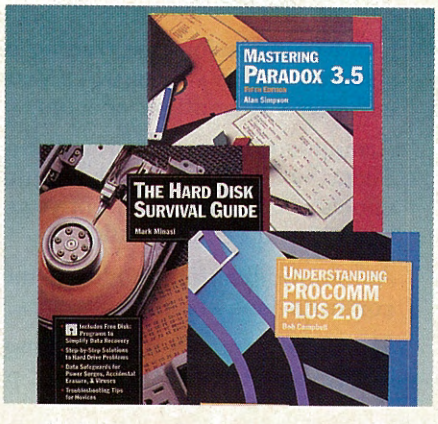
Ray-Ban Wayfarer Sunglasses

World-famous Ray-Ban sunglasses by Bausch & Lomb are appreciated all year round—especially at about half price! (Includes holiday rebate). For quality gifts at big discounts, visit Sunglasses, Shavers & More. GO SN



Walt Disney's *Fantasia*

Fifty years after its release, *Fantasia* remains an unparalleled synthesis of sight, sound, color and imagination. Reserve your copy of one of the most requested films to own through this limited-time offer. **VHS: 1745512 only $24.95 Complete 2-CD Soundtrack: 1745538 only $24.95 2 Cassettes: 1745520 only $12.95 GO BN**



Walden Computer Books

A world of computer books is at your fingertips when you shop WaldenComputerBooks. From basic books to advanced texts from every publisher, including these books from SYBEX, you'll find it all. GO WB

WHY DSI?

Guaranteed Lowest Prices

Read between the lines

Electronics and Appliances

and you'll see why

No Membership Fee

Discount Shopping Inc.

Free Delivery

is the talk of the mall.

Discount Shopping Inc.
800/346-0707
GO DSI

GO OLI for more information.

by Michele D. Kinnamon

Shelving the Lengthy File Search

A new all-forums feature lets you dig through libraries *en masse*.

Across Library Searching, a new feature in CompuServe's forums, puts an end to file-finding frustration. In the past, searching for a file without knowing its library sometimes meant a time-consuming check of each library. Across Library Searching allows you to search all of a forum's libraries without leaving the one you are in.

Across Library Searching was developed because CompuServe members and sysops requested a faster file search method, according to Tim Barker, CompuServe product support specialist. "With the number of forums online and their size increasing daily, it was important to find a way for members to decrease the amount of time spent searching for files," he says. Unlike File Finder, which searches files specific to the IBM, Macintosh, Amiga, Atari or Graphics forums, Across Library Searching is available within all forums, including those served by File Finder.

Here is a list of basic commands used in Across Library Searching:

BRO (browse) is the most common command in the libraries. From the Libraries menu, a new prompt has been added, allowing you to search more than one library after you select Browse. Enter the library numbers separated by commas (for example, 1,2,4, or all). The next prompt, which has not changed, lets you select a key word. Following this prompt, you can enter an age range of the files or select all files.

Descriptive information about the files is now easier to understand. For example, the number of bytes is labeled and the file type has been shortened to a three-letter description (such as ASC for ASCII).

DIR (directory) functions in the same way as before. Choose the Directory option (or type DIR at the prompt) from the menu to display the names of all the files in the library you're in.

LIST is one of the new search features. Type LIST at the "Enter Choice!" prompt to display files in the library you're in or in any others you specify (such as 1,2,4, typing LIST LIB:1, 2, 4), with the most current files first. Unlike DIR, LIST gives a one-line description for each file. Also, the date display is now a month/day/year listing of the file's upload instead of DIR's day/month/year format.

COUNT, another new search function, tells how many files fit the search criteria you specify (for example, if you want to know the total number of files available in a given

Updating Software Scripts

If the new file displays confuse your automated software scripts, your scripts may need to be updated.

Autosig and CISOP users need a new module, available for free from the Practice Forum (GO PRACTICE), Library 3, "New Library Info," file CISLIB.ZIP.

Current versions of TAPCIS will continue to work. A new release supporting Across Library Searching is planned. Refer to the TAPCIS Forum (GO TAPCIS).

Users of Whap! need to obtain a new version from the Amiga Vendor Forum (GO AMIGAVENDOR), Library 9, "ATI/Whap!," file WHP19E.LZH.

For Procomm, QuickCIS and Smartcomm3 users, no changes are needed.

CIM users should GO CIMSUP (DOS) or GO MCIMSUP (Mac) for more information about support for library searching. Navigator users should GO NAVSUP.

10 reasons Traders Advantage® is for you.

Enjoy commission-free trading on 10 selected NYSE stocks when you open a Trader's Advantage® account.

Available exclusively through Spear Securities, a Trader's Advantage® account allows you to execute all of your orders quickly and economically.

Automatic portfolio updates and electronic confirmations are standard fare, too.

Short-term traders will find long-term profits by typing GO SPEAR at any ! prompt.

TICKER SYMBOL	COMMISSION FEE
ABT	$0
AA	$0
BMG	$0
DAL	$0
IBM	$0
MAT	$0
OXY	$0
MO	$0
TDM	$0
X	$0

Spear Securities, Inc.
America's Innovative Discount Broker
Member NASD, Pacific Stock Exchange, SIPC.
Trader's Advantage is a service mark of Spear Securities, Inc.

GO OLI for more information.

library containing the key word MODEM, type COUNT KEY:MODEM).

What makes Across Library Searching powerful are the four option commands you can use to modify and narrow your search when using the basic commands listed above. AGE, LIB (library), KEY (key word) and TYPE can be used alone or in any combination to pinpoint specific files.

AGE lets you restrict your search to files uploaded within a certain number of days. This is helpful if you don't know much about a file except, for example, that it was uploaded within the past two weeks. **LIB** allows you to specify which libraries you want to search. **KEY**, which searches by key word the library numbers you specify, is helpful when you don't know a file name. And **TYPE** searches by type of file: ASC (ASCII), BIN (Binary), GIF and RLE (Graphics) files.

For an idea of how to use this new search capability, let's try a sample search for recipes. Suppose you are in Library 6, "Meat-Poultry-Fish," of the Cooks Online Forum (GO COOKS) and want to find a variety of recipes for chili, including meatless and ethnic versions. Libraries 7 and 11 contain ethnic and vegetarian recipes. so you want to check there as well as in the library you're in. At the "Enter Choice!" prompt of the Library menu, type the LIST command followed by the desired option command containing a colon and your specific search term. It will look like this:

LIST KEY:CHILI LIB:6,7,11

This begins a search for all recipes containing the key word CHILI that appear in Libraries 6, 7 and 11. It yields recipes for Lamb Chili with Papaya and Avocado, Buzzard's Breath Chili and Vegetable Chili with 100 Cloves of Garlic, among others.

If you don't know which libraries contain meatless or ethnic chili recipes, you can search by typing LIST KEY:CHILI LIB:ALL. That will search all Cooks Online libraries for chili recipes and provide a listing that includes the file name, library number, the date uploaded and a short description. You also could type BRO KEY: CHILI LIB:ALL to get a description of each file containing a chili recipe. By typing COUNT KEY:CHILI LIB:ALL, you'll find out how many chili recipes exist within all libraries of the Cooks Online Forum. Our search finds 65 chili recipes.

To further narrow the search, type DIR AGE:14 KEY:CHILI TYPE:ASC LIB: 6,7,11 for a directory of all files containing the key word CHILI in Libraries 6, 7 and 11 that were uploaded within 14 days and are in the ASCII file format. Most searches won't be that specific, but the capability is there if you need it.

To try out this new feature free of connect-time charges, visit the Practice Forum (GO PRACTICE). The file SUMMRY.-TXT in Library 3, "New Library Info," explains the changes and additions to CompuServe forum library file searching capabilities and how to use Across Library Searching. Help is available for the search commands by typing HELP followed by BRO, COUNT, DIR or LIST at the Libraries menu prompt.

Michele D. Kinnamon is an assistant editor of CompuServe Magazine.

Tired of wasting money?
You need
TAPCIS!

TAPCIS will save IBM compatible users time and money by keeping the connect time to a minimum. We *guarantee* it—try TAPCIS for up to 90 days and if you are not completely satisfied return it to us for a full refund.

Only $79
800-872-4768
GO TAPCIS ❖ 74020,10

Support Group Inc. ❖ P.O. Box 130 ❖ McHenry, MD 21541

GO OLI for more information.

GET A *FREE* GIFT WITH YOUR FIRST ORDER FROM NEBS!

GIVE NEBS A TRY, AND WE'LL GIVE YOU Sharp's Memo Master 100 FREE . . . a $39.95 value!

It's an electronic calculator, directory and schedule book all in one compact unit.

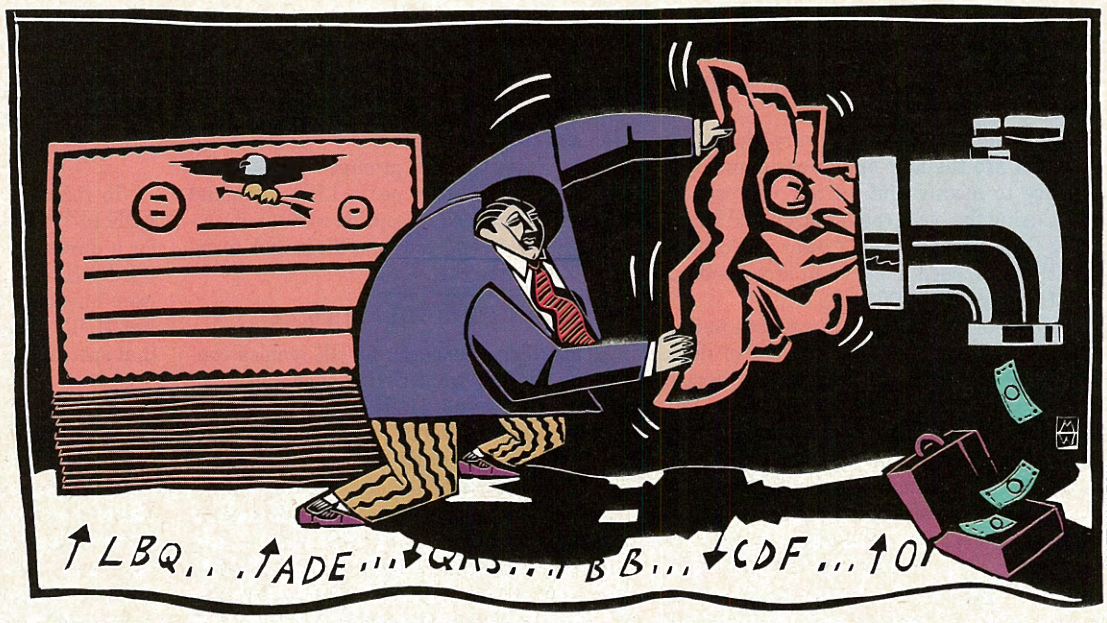
NEBS has been helping small businesses reach their goals for over 38 years. Count on us for high quality standard forms, custom forms, and continuous checks, statements and invoices **compatible with over 1,600 software programs.** We also offer stationery, greeting cards, supplies, and business software.
All 100% guaranteed – or your money back.

Call Today for your
FREE NEBS Computer Forms Catalog
Toll-Free 1-800-225-9550

To get your **FREE gift,** you must request Product #7400-TNW, mail code 95883 when you place your first order.
Visit us at the ELECTRONIC MALL by typing: **GO NEBS**

GO OLI for more information.

by Mike Pietruk



MATT WALTON

A Date with Liquidating

In market affairs, deciding when to buy is easy. Knowing when to cash out or cut losses isn't.

How do you know when to take your money and run? These days, that question surprisingly pertains even to insurance policies and bank accounts, the one-time sure things for saving money. But it has *always* pertained to the stock market.

You bought the stock at $19 per share. It's now at $30. Do you sell or wait for it to go higher? Or you bought at $20 per share, and the price is now $11. Do you accept the loss and sell, or wait it out?

With the market spending much of 1991 flirting with all-time highs and end-of-year tax selling around the corner, it's a good time to probe the question of when to sell. Following are opinions from online industry professionals and investors.

Michael Sivy, senior editor, *Money* magazine: "Decide to sell before you buy."

Money magazine Senior Editor Michael Sivy suggests that the sell decision becomes easy if it is part of the overall game plan before buying the stock.

"Sit down and reflect on why you want to own the company in the first place," he says. "Then set a target price on the high side where you will sell, or a stop-loss point below your entry where you'll force yourself to either bail out or at least do a bit of soul-searching."

Once you have a stock in your portfolio, Sivy recommends watching for news developments both in the company and industry, for example, the plans of IBM and Apple to share technology. "This will ultimately impact third-party hardware and software vendors along with manufacturers of clones such as Compaq and Dell."

Sivy suggests studying long-term effects, not merely reacting to a one- or two-day price swing. "Often, short-term over-reactions by traders provide buying or selling opportunities for those who keep their focus on the big picture," he says.

Sylvia Steiger, registered nurse: "Let profits compound."

Imagine buying a stock in the spring of 1982 at $6 and selling it in 1991 in the mid-30s? This happened to a registered nurse in Houston, Sylvia Steiger, who discovered Black Hills Corp., an electric utility for rural areas of South Dakota, Wyoming and Montana.

"I bought it because it was classified as a growth stock with a low price/earnings ratio," she recalls. She enrolled in its dividend reinvestment plan, which automatically gave her additional stock each quarter. But after moving several times during the following years, the company lost contact with Steiger. Meanwhile, her paper profits mushroomed.

Today, Steiger is cashing in to find potentially greener pastures. "At this stage in my life (late 30s with a husband and a second child on the way), I'm interested in finding more seriously undervalued stocks that will eventually be spotted by the herd," she says.

MONEY MATTERS

CM's Money Matters Credo:
To the casual and serious investor alike, we vow to provide sanity when the bulls and bears run wild; indeed to explain and inform. Where money matters, we'll provide the means of attaining discretion and thus the better part of financial valor.

▼
Dispensing with the Securities
▼
Tracking Trends, p. 30
▼
Trendy Software, p. 32

Frank Kuchinski, Micro Trading Software founder and president: "Selling is like shooting at a moving target."

Frank Kuchinski, founder and president of Micro Trading Software, which markets Wall Street Watcher, a technical analysis package for the Macintosh, considers the overall direction of the market and the strength of a stock's chart. "I never fight the market," he says. "If the indicators in my program scream SELL, I listen."

He believes an investor should stay informed by keeping abreast of dates for earnings announcements and watching for industry developments. And he finds truth in the old Wall Street adage: "Bulls get rich, bears get rich, and pigs get slaughtered."

Melvyn Magree, author of Survivor Software's Market Charter: "A smaller profit is always preferable."

Melvyn Magree follows the advice of the late Michael Zahorchak from the book *The Art of Low Risk Investing*.

"If I'm successful, I buy some time after a stock bottoms in price and sell shortly after it peaks." Of course, this strategy is easier said than done.

Last fall, Magree purchased Apple Computer just after the stock rose from its 1990 low of 24.25. By the end of December, AAPL reached $40, and Magree decided to sell.

"To my surprise, Apple continued on its upward march, ultimately peaking in April of this year at 73.25 before precipitously plummeting into the low 40s."

While he is disappointed in missing out on more than 30 points of profit, he is philosophical. "Granted, I missed out on a lot; but I also made a lot in an extremely short period of time."

Matt Willms, software publisher, Quant IX Portfolio Evaluator: "There is no one right reason for selling."

For the last 10 years, Matt Willms and his brother Peter have conservatively managed millions of dollars for clients through their Alpha Research program. Quant IX, their IBM and compatibles package combining portfolio management and stock valuation, embodies their approach to market decision-making. Willms believes that there is no one right reason to sell. "One's personal psychological makeup can play a role in the decision. Major expenses, such as a new car or school tuition, often force a sale. Certainly, tax considerations such as offsetting gains shouldn't be ignored. And there's nothing wrong in claiming profits when you think the time is right or you have a better opportunity."

On the flip side, Willms believes that the biggest fallacy in the stock market is that one can perfectly time market moves. "There may be a few out there who have mastered this," he says. "For the vast majority of us, sticking with high-quality issues with a dis-

Read More About It

If you want to read more about the topic, "When Do I Sell?", refer to the following files and articles available online.

From the Investors' Forum (GO INVFORUM)

One classic text file is a research analyst's view of the different objectives and priorities to look for when considering the sale of stock. Library 1, "Stocks/The Market," file SELL.TXT.

From Magazine Database Plus (GO MAGDB)

Read the complete text of the following articles taken from a variety of periodicals in Magazine Database Plus. To read these articles, select Option 1, "Search Magazine Database." Next select Option 6, "Article Reference Numbers," and enter the article number given below.

"When It's Right to Sell a Stock," *U.S. News & World Report*, Oct. 24, 1988 v105 n16 p74(1). Article #06724176—Full text (7,110 characters).

"Why Parting is Such Sorrow" (selling stocks), *U.S. News & World Report*, Oct. 24, 1988 v105 n16 p74(2). Article #06724180—Full text (1,879 characters).

"Don't Sell Stocks on Monday" (book reviews), *Changing Times*, Dec. 1987 v41 n12 p72(1). Article #06262657—Full text (1,418 characters).

"Why Wall Street Can't Say No (waiting for Wall Street to tell you when to sell)," *Financial World*, Feb. 24, 1987 v156 p134(2). Article #04628357—Full text (5,877 characters).

"When to Say Goodbye to a Stock" (Fundamentals), *Changing Times*, Nov. 1989 v43 N11 p20(1). Article #08032219—Full text (4,625 characters).

WHAT DO THESE DATABASES HAVE IN COMMON?

▲ **Business Database Plus™**
Fast answers to business questions.

▲ **Computer Database Plus™**
The ultimate reference for computers and computing.

▲ **Magazine Database Plus™**
General interest articles for almost everybody.

▲ **Health Database Plus™**
The leading health information resource for non-practitioners.

A lot, actually. Despite the diversity of subjects, these databases share a fast and easy-to-use interface, and provide comprehensive full-text coverage. And now you can download articles right to your PC.

Find it now. Read it later. Type GO BUSDB, GO COMPDB, GO MAGDB or GO HLTDB at any ! prompt on CompuServe, ZiffNet, or ZMac.

Information Access COMPANY

GO OLI for more information.

ciplined long-term horizon makes far more sense."

Dick Dwyer, retired foreign service officer: "Do it the NAIC way."

For half a century, the Royal Oak, Mich., based National Association of Investors Corp. has instructed individuals and investment clubs on the basics of long-term fundamental investing. Among the educational efforts of its growing computer group is the NAIC Forum (GO NAIC). Dick Dwyer, an active member in both the group and the forum, recalls a market experience:

"After extensively analyzing a number of service industry stocks, including those that provided after-hours care and learning centers for children, the club I belong to decided to buy Kindercare."

The purchase turned out to be a mistake. The company diversified its business line by acquiring savings and loan institutions, insurance and discount retailers—areas its management had little feel for.

"While we had some differences on whether these acquisitions were for the better or worse, Kindercare clearly became something we no longer understood and definitely not the company we had bought," says Dwyer.

The group sold Kindercare in April 1988, at a three-point loss, a decision that turned out to be propitious for two reasons: The company subsequently filed for reorganization. And, with the proceeds from the sale, the club purchased Loctite, a manufacturer of engineering adhesives, sealants, coatings and specialty chemicals, at a stock split adjusted price of $15.

"Now in the mid-30s, it still looks good to us. Its price appreciation, however, has been so great that many of our members feel that it constitutes too large a percentage of our portfolio."

Helen Hart, retired widow: "Sears is a name I trust."

How would you react if you owned stock in a company whose shares lost 25 percent of their worth in a single day? That's what happened to Sears on Monday, Oct. 19, 1987,

Should I Sell Now? Follow the Trends

Ask a roomful of experienced investors what the toughest aspect of investing is and they will undoubtedly tell you, "Knowing when to sell." There are no magic formulas. However, assistance available through CompuServe's Price/Volume Graphing service can help you answer that nagging question, "Should I sell now?"

Stock prices often run in cycles, which can be identified by studying charts that graphically display a stock's daily closing prices. Typically, these charts also display the volume of daily trading. Typing GO TREND displays CompuServe's charting capabilities, i.e., a stock's price and volume information (see accompanying chart) for as few as 15 days, weeks or months of trading data, or as many as 70. Important fundamental data, such as earnings-per-share, price/earnings ratio, current yield, beta and current price, is also displayed.

Revealing AMR Corp.'s fundamentals: Price/Volume Graphing chart

Unfortunately, the interpretation of the charts—called technical analysis—is not so straightforward. Much of technical analysis is more art than science. Nonetheless, students of technical analysis have identified basic rules for chart analysis.

Volume indicates the strength of price changes. For example, Stock A and Stock B are both priced at $20. Each moves up $1 on the same day. However, Stock A moves up on unusually high trading volume, while Stock B moves up on low, rather anemic volume. Based on this information alone, technicians would say Stock A is much more likely to continue advancing than Stock B. Higher volume confirms the direction of a trend.

Prices encounter resistance lines at the top of trading patterns, and support lines at the bottom.

Technicians believe prices repeat patterns. If a stock failed to rise above $70 before trending down to $45 during its last cycle, then it's likely the price will encounter resistance when the price approaches $70 again.

A technician looking at the above chart for AMR Corp., the holding company for American Airlines, would identify a resistance line around $70 and support line around $45. Should the price move above $70, this may signal a "breakout" and the start of a new, upward price pattern. However, volume has declined as the price moved closer to its resistance line, weakening hopes for a breakout above $70.

Steven Achelis, president of Equis, publisher of MetaStock, a sophisticated technical analysis program for IBM PCs and compatibles (see p. 32 for information on MetaStock software), analyzed AMR's TREND chart on June 18, 1991, for an investor who bought AMR stock at $47.50 on Nov. 21, 1990, and provided this analysis:

"The weekly TREND chart of AMR Corp. shows that it is in the latter stages of an eight-month rally and its price is near the high price that it reached approximately one year ago. Following a rally of this length, and considering that the price is near last year's high, you would expect the price to probably consolidate or at least move sideways for a period of time.

"Because our investor got in at a relatively good price ($47.50), he has significant profits built up in this stock. However, if he is a short- to intermediate-term investor, he might choose to sell some or all of his shares to lock in these profits—assuming it may be difficult for the price to go higher without some sideways movement.

"If he is a longer-term investor who feels that the company has fundamental value and expects the price to go considerably

when the Dow Jones Industrials fell 507 points.

Helen Hart's daughter-in-law, NAIC Forum member Liz Hart, says, "My mother-in-law's 3,348 shares of Sears stock had a paper loss of $35,154. Yet, amazingly, she seemed not the least bit perturbed and resisted any notion of selling."

The stock was a legacy accumulated by Helen's late husband as part of an employee profit-sharing plan, and she depended on the shares as a major source of dividend income. "As long as there is no danger that the quarterly dividend will be slashed, her reason for holding remains," says Liz Hart. "She had never considered the stock something to make a quick profit on, but more as owning a part of a company. She has faith in Sears and expects it to increase in value over the long-term. With that perspective, she's able to dismiss these short-term setbacks."

The CompuServe community is saddened by the death of Dick Dwyer on August 29 at the age of 58. A Foreign Service officer between 1957 and 1984, Mr. Dwyer served as deputy chief of mission and charge d'affairs at the United States Embassies in Chad and Guyana and as consul general for the French Caribbean in Martinique. He received the State Department's Award for Valor for action in Guyana during the 1978 Jonestown massacre. During retirement, Mr. Dwyer served as director of the Metropolitan Council of the National Association of Investors Corp. and was an active NAIC Forum member.

Mike Pietruk is a free-lance writer based in Elmwood Park, Ill., and forum manager of the Investors' Forum. His User ID is 76703,4346.

higher, he may want to establish a stop order to sell the stock at just over $60. This will allow him to keep holding the stock and earn profits if the price continues up, yet also protect him if the price heads back down."

Further analysis of AMR reveals that the investor may want to wait, as some continued upward price movement appears possible. Also, analysis of the declining volume for AMR shows this decline stays within AMR's normal trading patterns, and thus by itself does not signal a price decline.

However, the chart analysis confirms that AMR is nearing an important resistance line, and an investor with a short-to-intermediate outlook and a significant profit would be wise to either sell or place a stop order to protect his profit.

As indicated by Achelis, investors typically also check company fundamental data to obtain a sense of a firm's future growth prospects.

Matt Willms, publisher of Quant IX Portfolio Evaluator software and a partner with Alpha Research Inc. (see "Trendy Software," p. 32), recommends examining a company's financial data to see if the factors that originally supported the purchase have changed significantly.

Has the management philosophy of the firm changed? Has the firm's competitive position versus its industry rivals weakened? If you bought the stock for income, has the firm lowered dividends, or does it appear lower profits will necessitate a dividend cut?

"A good question to ask is, 'Would I have bought this stock then, given its current financial situation?' If the answer is no, then it's probably a good time to realize profits," says Willms.

When considering to sell, investors should also remember four factors:

1. What will be the tax consequences?
2. What will it cost in commissions?
3. Where will I reinvest the money? Can I find a suitable replacement to maintain return?
4. What will reinvestment cost?

For our investor who bought AMR at $47.50, Willms recommends checking the company's current financial situation in S&P Online (GO S&P). Selecting individual company profiles for AMR reveals the firm purchased three TWA routes from US cities to London, which are expected to boost its international profits. Though recent earnings were negative, 1992 earnings-per-share are expected to benefit from traffic growth and improved operating margins.

Using the Value Line 3–5 Year Projections database (GO VLINE), our investor learns that AMR stock is projected to rise within three to five years to $110 to $160.

Researching I/B/E/S Earnings Estimates (GO IBES) shows our investor that a median estimate of 24 analysts projects AMR's 1992 earnings-per-share at $6. This is a significant increase from the negative $3.29 earnings per share for the preceding four quarters through March 1991.

Certainly many positive factors portend growth for AMR, concludes Willms. Further analysis of AMR reveals a generally positive picture, provided the investor has a long-term horizon, does not need dividend income, and is willing to accept the trading volatility of AMR's stock, concludes Willms.

Deciding when to sell a stock position is a very personal question. However, CompuServe's online capabilities give investors ready tools to analyze charts and company financials to facilitate informed—and profitable—investment decision making.

Robert Cullen is an independent financial and computer journalist based in Alta Loma, Calif.

GO RX

FULL SERVICE DISCOUNT ONLINE PHARMACY

- Ask the Pharmacist...
  –Free price quotes
  –Drug information
  –Hard to find products
- Thousands of products available including...
  –Family planning
  –Vitamins
  –Contact lens care
- Speedy Service
- Time saving & convenient resource
- Free delivery to all of USA for purchases over $50
- We ship overseas

COURT PHARMACY ONLINE

ALWAYS FREE CONNECT
1-800-367-7988

GO RX

GO OLI for more information.

Get a $5 Credit!

When you try

COMPUTER DATABASE PLUS™

If you've never used it, now is a great time to take a test drive. Try Computer Database Plus in November and get up to $5 in usage credit for your first session.

Use the product evaluations and expert opinions in CDP to make an informed choice before you shop for computer equipment or software.

Type GO COMPDB for details.

Information Access COMPANY

GO OLI for more information.

'Trendy' Software You'll Need

To display Price/Volume Graphing (GO TREND) charts, you must have graphics hardware and software that supports either RLE, NAPLPS or GIF capability. TREND will automatically poll your software to see if these features are available. If it doesn't find them, you will get a message and menu indicating the options you can try. Two options are the CompuServe Information Manager (CIM) and CompuServe's Professional Connection 3.1d (PC3).

CompuServe Information Manager (CIM) is a windows-like environment with graphics capability. It operates on IBM or Macintosh personal computers. Equipment requirements for IBM users include 640K RAM, a hard disk drive, MS-DOS 2.0 or higher, and a Hayes-compatible modem. CIM will work with either color or monochrome monitors.

For Macintosh owners, CIM requires 1-MB RAM, a hard disk drive and one 800K (or higher) floppy disk drive and a modem (Hayes-compatible is best). CIM is available online (GO ORDER). You pay $25 plus shipping and handling, and receive a $25 usage credit for online time. Executive Option members receive an additional 10 percent discount. GO CISSOFT for more information.

Professional Connection 3.1d is a general communications software package developed by CompuServe for use with the IBM PC, XT, AT and other compatible microcomputers. It is first and foremost a communications package; however, it offers a wide variety of other functions and features, such as Graphics Interchange Format (GIF) support for all popular displays, including the Color Graphics Adapter (CGA), the Tandy 1000 and 2000 enhanced CGAs, the Enhanced Graphics Adapter (EGA), IBM PS/2 MCGA mode and Hercules Monochrome adapters. For more information, GO CISSOFT and select Option 5, "Professional Connection."

Equis International's MetaStock Professional can assist you in evaluating security charts. It is an advanced yet easy-to-use stand-alone technical analysis program that downloads data from CompuServe for offline analysis. It permits investors to analyze virtually any traded security using more than 60 preset indicators. Equis International offers customer support for its products, including MetaStock Professional, in the Investors' Forum (GO INVFORUM). Also, Library 14, "Equis/MetaStock," offers information on MetaStock Professional, including MSDEMO.EXE/binary, a demonstration copy, requiring CGA, EGA or VGA capability and a hard disk.

Quant IX also offers analytical assistance to security charts. It is an advanced fundamental analysis program that identifies which stocks to buy and when to acquire them. Using mathematical models, Quant IX determines if a stock is overpriced, a bargain or fairly valued. Quant IX downloads pricing data for analysis from CompuServe. Members can learn about the product by accessing Library 9, "Computer Corner," in the Investors' Forum. A demo file, Q9DEMO.EXE, can be downloaded for offline study. ◀

—RC

His favorite access code may become one of your favorites, too.

GO DISNEY

Sign on to *The Disney Catalog*... the official catalog from your friends at Disney. It's a fun place to shop for gifts for all your friends and family.

Shop for all-time favorite Disney videos, Mickey Mouse watches, Little Mermaid dolls and jewelry...plus clothing, toys, collectibles, and much more! Or ask for a *free* copy of our full-color catalog.

The Disney Catalog
On Line

©1991 Disney

GO OLI for more information.

Whatever Happened to...

You've kept in touch with a few friends, but whatever happened to the rest of your old classmates? With the class reunion just a month away, you still can't locate half of them. Aside from calling all over the country, what more can you do?

Call on Phone*File. We have the names, addresses, and phone numbers you need — over 80 million records covering the entire United States. With Phone*File, locating old classmates will be as easy as thumbing through your own address book.

Phone*File

On the CompuServe Information Service, type GO PHONEFILE

GO OLI for more information.

ANNOUNCING OUR EXCITING NEW LOOK!

ON TIME

Looking for the earliest morning flight for a meeting in Los Angeles...the banking hours in Paris...or the revised departure time of your flight...use the OAG ELECTRONIC EDITION TRAVEL SERVICE.

ON BUDGET

Compare and find the lowest airfare...the most affordable hotel and restaurant...the most economical airport-to-city transportation...and more!

ON-LINE

Timely, accurate, reliable 24-hour convenience with just one single source...the OAG ELECTRONIC EDITION TRAVEL SERVICE.

On time, on budget, on-line...brought to you by OAG, the world's most trusted source of travel information for over 60 years.

To Access on CompuServe Enter: GO OAG

Call 1-800-323-4000, Ext. CPS1
To receive your New "How-to-Use" brochure!

oag ELECTRONIC EDITION® TRAVEL SERVICE

GO OLI for more information.

by Robin Garr

The Ultimate Orientation

On a business trip to the Land of the Rising Sun? CompuServers tell how to rise to the occasion.

It's the biggest assignment your boss has ever handed you. You're going to represent the company in Japan!

You know you're up to the challenge, but you don't have a clue about the language. And do you take off your shoes when you go indoors? Will you be required to bow, bathe with strangers, and eat unidentifiable things with unfamiliar chopsticks? Even the toilets are different, or so you've heard around the office coffee machine.

Relax!

Yes, some things about Japan are notably different from the United States, Europe and Australia/New Zealand. But all it takes is a little preparation and an open mind to make your business trip to Japan a success. (For background reading, see "Online Literature," p. 36.)

What follows, gleaned from the experiences of CompuServe members who are familiar with the country and its people, is a down-to-earth guide to doing business, getting around and enjoying your spare time during your stay in Japan.

TRAVEL

CM's Travel Credo:
Bring us your tired, your weary, your forlorn spirits and we pledge to ship you out to London, Tokyo, Budapest, maybe even a Wyoming dude ranch. Lengthy luxuries, quick-hit getaways and memories guaranteed.

▼
A Yen for Fitting In
▼
Culturally Correct Files, p. 36

Doing Business

Patience is a virtue.

"The most important things you can bring to Japan are an open mind and patience," says Tom Killilea, a Californian who lives in Tokyo and manages Japanese operations for Anacomp Inc.

"In all likelihood, things will not work out the same way they do at home, and it will take three times longer to reach a decision," he says. "It is easy to fall into the trap that because Japan, especially Tokyo, has familiar things (such as McDonald's and Coke), you'll expect business conditions to be similar. They aren't."

In Japanese business culture, an idea or proposal must pass through several management circles before it can become reality, explains John Gibeau, a programmer with Fujitsu Ltd. in Tokyo. An antsy foreigner who lets frustration show or tries to force an issue is not going to impress Japanese businesspeople.

Manners are a virtue, too.

"Japanese do not expect foreigners to comprehend all the protocol, and when the visitor commits a *faux pas* of etiquette, it is excused," says Steve Herman, an American journalist who reports for the US Public Broadcasting System and CBS Radio in Japan.

But that doesn't mean that foreign businesspeople in Japan can get away with rude or arrogant behavior. "Speaking a few introductory words of Japanese, pouring your companion a beer, and bringing along a gift if invited to a Japanese home can go a long way toward making your business trip go smoother," Herman says.

Take your business cards.

Although your hosts won't expect you to show a native's comprehension of subtle business relationships, they will be pleased if you are prepared to exchange *meishi* (business cards) with proper respect.

"In Japanese business practices, cards are an indispensable tool of communication," observes Masanobu Taniguchi, a Japanese journalist and officer of a non-denominational religious organization in Tokyo.

Konnichiwa, Japan: A Personal Account

Tokyo Narita Airport was a swirl of light and sound, with strange faces, strange signs and strange noises assaulting us with high intensity, but I wasn't worried about finding our host, even though I had never met him.

My online friend, John Gibeau, had let it slip that Cheez-Its, those bright yellow snack crackers, was the one American food that he really missed after living in Japan for two years.

So when my wife and I emerged from customs and immigration—so excited about being in Japan that we didn't even feel tired after our 13-hour flight from New York—we simply reached into our duffels and hauled out a couple of the bright red and yellow boxes.

That did it. A 6-foot-tall American across the cavernous hall let out a whoop and bore down on us, parting a tide of mostly shorter Japanese.

CompuServe offers many resources to aid the traveler, of course, ranging from its online flight information (Official Airline Guide Electronic Edition, Eaasy Sabre and Travelshopper). For example, I used CompuServe Information Manager (CIM), with its new, easy-to-use Travelshopper (CIM) interface, to confirm that I had found the best budget fare available.

To get ready for our first trip to Japan, I read loads of useful forum library files (see "Online Literature," p. 36) and sought advice from knowledgeable CompuServe users, particularly in the Travel Forum (GO TRAVSIG), Foreign Language Education Forum (GO FLEFO), and PR and Marketing Forum (GO PRSIG).

Along with important tips on everything from what's good to eat and how to find an inexpensive hotel, I learned such little-known facts as how to use the "big" and "little" flush on Japanese toilets (a distinction whose use should be self-explanatory) and the difference between a taco (which, surprisingly, is easy to find in Japan) and a *tako*, which means octopus.

MIKE YAMASHITA/WESTLIGHT

Strange faces, signs: Tokyo airport

But there's no simple command or menu reference for the best thing about using CompuServe for travel: The good friends around the world you meet online.

I knew Gibeau from the old WitSig (now a private section of Comics Forum), where, in the style of that zany collection of wits, he professes to be the owner of a pet elephant named Big Guy.

When Gibeau heard we were coming to Tokyo, he eagerly volunteered to meet us at the airport and be our guide. He showed us how to use Tokyo's complicated train and subway systems and escorted us to the top of Tokyo Tower for a bird's-eye view of the city. He had made phone calls before we arrived to confirm our hotel reservations, and he escorted us to Akihabara, Tokyo's "electronic city," a 21st-century bazaar of high-tech stores, where he used his fluent Japanese to help me find a short-wave radio within reach of my budget.

We spent another afternoon touring the lovely Meiji Shrine and museum and gawking at Tokyo's trendy rock-loving teens with another CompuServe friend, Californian Tom Killilea, a Travel Forum "regular," and his wife Nobue. Hooking up with them near Yoyogi Park, we had no trouble picking out Killilea. A 6-foot, 2-inch, 240-pound gentleman with a sizable moustache, he stands out in Japanese crowds!

It's a friendly gesture to have business cards printed in Japanese and English. Present your card first, before your Japanese counterpart offers his—unless you are meeting with a top executive, in which case it could be considered presumptuous to initiate the exchange.

Present the card as you are introduced, right-side-up with the English side showing. It isn't necessary to bow, Japanese-style; a nod is enough. When you receive your counterpart's card, study it respectfully. Leave it on the table during your meeting, and don't bend it or scribble on it.

Learn something about Japan.

"The Japanese tend to share the presumption that a foreigner does not understand or appreciate many fine points in their culture," Taniguchi says. "So, one can deeply impress a Japanese and, possibly, help dissolve the defensive psyche against a foreigner by showing appreciation for something Japanese."

For instance, one might brush up on a Japanese cultural subject of interest, such as a modern Japanese novel, a traditional game or even the ingredients used in sushi.

Learning a phrase or two in Japanese may please your business contacts. Even just a few basic terms such as *konnichiwa!* (Good day) and *hajimemashite* (It's good to meet you) can pay dividends.

English should be sufficient for most business contacts, Gibeau says. "Speak slowly and clearly. Once you have gotten your point across, and you are sure they understand, do *not* continue to repeat what you have said."

If you plan to do any traveling on your own, a small phrasebook, such as *Berlitz Japanese for Travellers,* is recommended.

Work doesn't end at 5 p.m.

"The 'after 5' aspects of work in Japan cannot be overstressed," Killilea says. "This is where you will usually get the 'real skinny' (*honne,* in Japanese). After a few beers at their waterhole, the Japanese are likely to open up more, and you'll get more real information than you'll get in a full day's worth of meetings (if you can remember it). That, in fact, is the object of these after-work sessions, even among Japanese."

Expect to be the object of much curiosity, and don't be offended if your Japanese contacts ask personal questions, Gibeau advises. "Many Japanese are curious about the United States, and they would also like to try their English, especially after a couple of beers."

And one more time, relax!

"Be sincere, and do what you say you will do," recommends Ken Love, an American public relations expert who has many Japanese clients. "If you promise to do something on time, do it! If you promise to be somewhere, be there. If you are friendly and you are relaxed, you'll find that your new Japanese friends will help you to understand all of this."

Getting Around

Driving isn't recommended for foreign visitors in Japan, especially around Tokyo, where motorists drive on the left of the narrow, crowded streets, and street signs are minimal at best. Public transportation is excellent, clean and fast, although the subways can be incredibly crowded during rush hours. Cabs are reasonable for short trips. If you plan to do much travel between cities, consider buying the Japan Rail Pass (currently about $210 for seven days), which allows unlimited travel on all JR trains, including the famous *shinkansen* or "bullet train."

While it's initially startling to see a world written in *Kanji* (Japanese characters), you

will find that airports, train stations and bus stations almost always have English instructions somewhere.

The legendary $300 hotel room certainly exists, especially in Tokyo, as it does in London, Paris and New York. But good, if small, accommodations are available at reasonable prices. Look for "business hotels," which are spartan but respectable, or the *ryokans* operated by the Japanese Inn Group, which are similar to European bed-and-breakfast establishments. You can easily find decent accommodations, even in Tokyo, for $50 a night.

The Japan National Tourist Organization, which has offices in New York City, Chicago, Dallas, San Francisco and Los Angeles as well as in major European cities, Canada and Mexico, can provide directories of reasonably priced hotels, many of which will accept reservations by fax with American credit cards. Also, ask JNTO for *Your Traveling Companion: Japan,* a handy brochure full of useful basics.

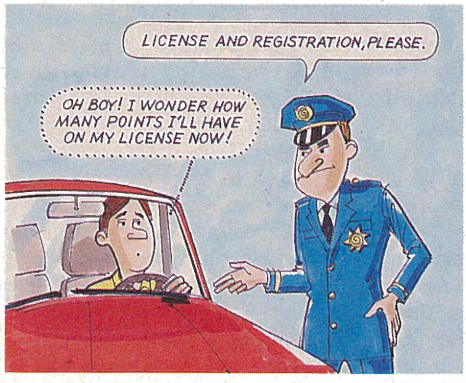
Many Japanese people love eating out. and Tokyo in particular offers a wealth of restaurants featuring every imaginable ethnic cuisine with prices to fit every wallet. The most inexpensive spots, often located around railroad stations or in department stores, offer rice or noodle dishes for as little as $3 or $4. Although English-language menus are rare, most restaurants display plastic models of the bill of fare in a case near the entrance, with prices shown in familiar numerals. All you have to do is point to the dinner of your choice.

Chopsticks? If you plan to eat at inexpen-

JOSE AZEL/WOODFIN CAMP

Sandals, not street shoes, are worn at home: Japanese custom

TRAVEL



Are you paying more than you should for auto insurance because your insurance company is unaware of certain good driver credits you're entitled to?

Are you being charged for traffic violations that have long since been purged from your driving record?

Find out what's on your driving record.

VITALSTATS

GO VS

GO OLI for more information.

Online Literature for Cultural Literacy

Whether your trip to Japan is strictly business, purely pleasure or a combination, you'll find plenty of information about Japanese travel, customs and culture in CompuServe's forum libraries.

For a thorough overview of "Doing Business in Japan," look for the files JAPAN.001 through JAPAN.006 in Library 6, "Electronic Seminars," of the Public Relations and Marketing Forum (GO PRSIG). These files, which yielded more than 100 pages of laser printer printout, incorporate lengthy discussions and message threads from the forum's online seminars for business and communications professionals.

The Travel Forum (GO TRAVSIG) is rich with information on Japan, including many reports filed by the forum's experienced travelers. Browse using the key word JAPAN in Library 7, "Asia," including the files JAPAN.1ST (hints for a first-time visitor); JNTO.JPN (travel tips and telephone numbers from the Japan National Tourist Organization); SUSHI.JPN (a user's guide to sushi); and JAPANE (details about protocol when you visit a *ryokan,* the Japanese equivalent of a bed-and-breakfast).

In addition to many files on Japanese language and word-processing, you'll find much of interest to the traveler in Library 7, "East Asian," of the Foreign Language Education Forum (GO FLEFO). See files VENDIN.JAP (all about the high-tech vending machines you'll see everywhere in Japan); GIFT.TXT (gift-giving protocol); and JAPAN.SCR (a script for accessing CompuServe from Japan using the TAPCIS program).

WORLDSPAN Contest

Access WORLDSPAN Travelshopper (CIM) (GO WORLDCIM) in November and win two free tickets on Northwest Airlines to any Northwest destination in the United States or Europe. Select the contest option on the WORLDSPAN top menu for rules on how to win, and register for a $5 usage credit at the same time.

WORLDSPAN Travelshopper (CIM) requires DOS-CIM version 1.3 or Mac-CIM version 1.5. GO CISSOFT for more information.

sive Japanese restaurants, you had better master them, as the establishment may not own a fork.

Most of visitors' fears simply disappear in the face of the Japanese reality. You'll occasionally encounter an old "squat-type" toilet, a porcelain fixture in the floor that must be straddled; but the traveler who stays in modern hotels and rarely ventures out of cities will probably never see one. Ditto for the *onsen,* or public baths, which you're not likely to encounter unless you seek one out for the experience.

Finally, while it is customary to remove your shoes and use the supplied sandals if you visit a private home or Japanese-style *ryokan,* you won't usually be asked to doff your loafers for a business meeting or at a restaurant or nightspot.

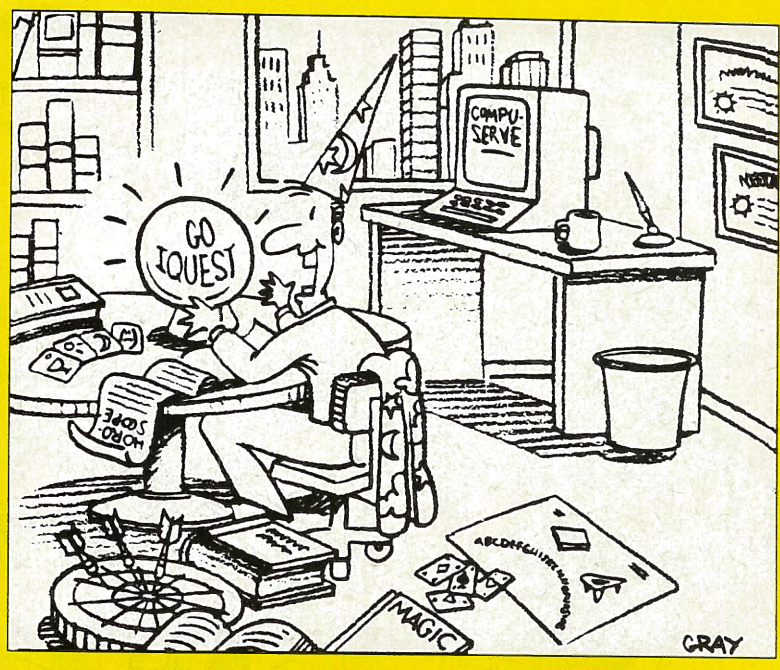
Side Trips

Even if business doesn't take you outside Tokyo or other large cities, you should take advantage of your visit to see at least one or two of the country's many historic and scenic attractions.

You can sample the real flavor of Japan near Tokyo at a religious center such as Kamakura, where a 700-year-old bronze statue of Buddha stands an impressive 37 feet tall. Nikko, in the scenic mountains northeast of Tokyo, boasts stately temples set among a forest of giant pines. West of the city, Mount Fuji and the scenic resort areas around Fuji Five Lakes attract hikers and contemplative spirits.

Farther afield, but easily accessible on the bullet train, are the ancient capitals Kyoto and Nara, where crowds happily enjoy the serene beauty of Shinto and Buddhist shrines; Hiroshima, where the city's Peace Park demands contemplation; and Himeji, with its beautiful "White Heron" castle, a stunning feudal structure so evocative that it wouldn't be half surprising to encounter a samurai warrior stalking around a corner. ◀

Robin Garr, a writer who lives in upstate New York, is associate sysop of the Bacchus Wine Forum. His User ID number is 76702,764.



Having exhausted all his decision-making tools, Miles was finally on to something big.

If you're searching for the definitive source of business information, you're in luck. IQuest offers the kinds of information that could help you make a fortune.

Find details on virtually every aspect of business, including credit histories, financial information, management studies and marketing reports. In fact, everything you need to find out what's happening in the marketplace is available through IQuest.

Getting the information is easy, too. But if you need help, just say the word (actually, just type SOS). Like magic, a trained IQuest researcher will appear and provide assistance.

For a clearer vision of what the future holds for your business, GO IQUEST.

This month, save a bundle on information that can make you a fortune.

IQuest's SmartSCANs help you determine which databases in a subject area contain the information you want. So whatever your interest in business, you'll find the facts you need. Quickly. And simply.

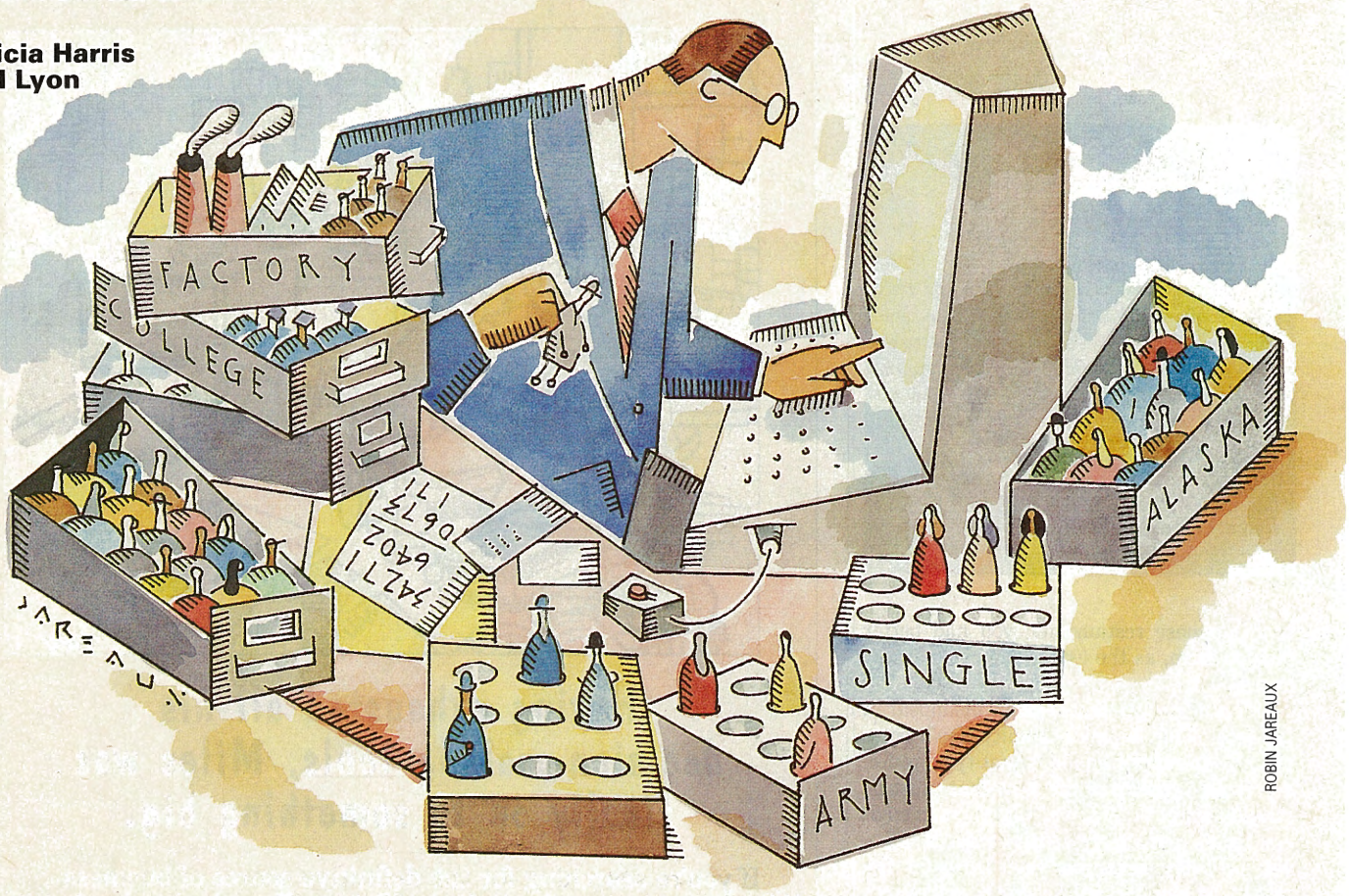
For November only, we're waiving the $5 scan charge for all IQuest Business SmartSCANs.

GO IQUEST for more information.

IQuest℠

GO OLI for more information.

by Patricia Harris
& David Lyon



ROBIN JAREAUX

Let's Go to the Stats

Our authors count the ways they turn dry demographic data into a wellspring of information.

As writers, we think of ourselves as "word" people, but in the last few years, we've come to admit grudgingly that numbers tell a story, too.

We abruptly discovered demographics—the statistical characteristics of human populations—when we were assigned to write a magazine article about the 10 best places to open a new business. It was up to us to make the selection based on such criteria as population density, household income, age-group concentrations, employment level, lending rates and competition.

That daunting task became manageable through CompuServe's Demographics area, which supplies both US Bureau of the Census data and sophisticated demographic reports from commercial companies.

The census is the fount of all population statistics, and the Bureau's online service, CENDATA, helped us identify states and regions that were outperforming the rest of the United States in population and income growth and business activities. Because we incurred only connect-time charges, we felt free to explore the different data options to narrow our search for optimal business climates.

The surcharged demographic services—especially SUPERSITE and Business Demographics—allowed us to study individual communities that fit our criteria. With Business Demographics, we analyzed the type of companies and their number of employees, and more. Through SUPERSITE, we got a sharp focus on local populations—who they were and how they lived, what they did for recreation, how much money they made, what kind of houses they lived in.

We encountered demographics in a shotgun ceremony—a need to know a lot of disparate facts in a hurry. But once the smoke cleared, curiosity led us back to Demographics and its five subject areas: Business Demographics, CENDATA, Neighborhood Reports, US-State-County Reports and SUPERSITE (see "Where the Numbers Are," p. 39). The lure of sometimes-useful trivia was too strong to ignore, if only to spice up poolside conversation or help out a neighbor's son with a social studies report.

We also do a lot of travel writing. Tapping into SUPERSITE and Neighborhood Reports gives us a close look at domestic travel destinations before we ever get there. How many ice-cream stores? What kind of businesses? What do the residents do in their spare time? Are there concentrations of young, urban professionals? Of the Super Rich? Of teen-

PERSONAL BUSINESS

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

▼
How the Head Count May Aid You
▼
Knotty Fishing, p. 42

Where the Numbers Are: Demographic Sources

Following is a descriptive summary of demographic sources online.

CENDATA (GO CENDATA), the Census Bureau's online service, contains the most-used reports on the US population—pegged at 248,709,873 in 1990—and the activities of those vast and varied numbers. Where will the real-estate market heat up in the next 10, 20 or 50 years? What are the trends in corporate day care? What counties have the highest per capita income? How are America's small farmers doing? What kind of goods are backing up in manufacturers' inventories? Which industries are growing and which are shrinking? CENDATA's strength is looking at the big picture.

Organization is straightforward, with a general menu of 18 topics, most of which produce additional submenus. The best overview of the reports is main menu Option 1, submenu Option 2, "Title Index and CENDATA Locater." From any prompt inside CENDATA, type M1.2 and press the Return key. The index lists more than 150 reports by topic and tells how often they're updated, when they were issued and under which menu heading they can be found.

Warning: The Title Index lags behind in listing press releases, which are flying fast and furious under Section 18, "1990 Census Data." There you'll find general counts for states, counties and places (locations with more than 10,000 in population) and persons, families and household units for states, counties and places (also known as STF-1 information). More 1990 census data is being released and made available here.

The steady stream of updates from the flood of 1990 data makes all areas on CENDATA more mercurial than usual—and all the more fascinating to watch. "What's New in CENDATA," main menu Option 2, highlights updates. Most interesting areas to browse for curiosities are "US Statistics at a Glance" (Option 3)—marriage is up, divorce is down—and "Population Data" (Option 16) for such reports as "Age Structure of America in the 21st Century."

The other demographics areas all carry surcharges and, while they are far less varied than CENDATA, they provide detailed and narrow analyses of much smaller geographic areas.

Business Demographics (GO BUSDEM), produced by Market Statistics, includes two different $10 Business Demographics reports that can be ordered by ZIP code, county, state, United States, Standard Metropolitan Statistical Area, Arbitron TV market or Nielsen TV market. The Advertiser's Service Report enumerates retail trade establishments by industry code and breaks them down by number of employees. The Business to Business Report lists employment within a broad range of trades and industries, relates the chosen area to state percentages and highlights areas with strong buying power—for example, office equipment demand in areas with many professional offices.

Neighborhood Reports (GO NEIGHBOR) offers four $10 reports for any given ZIP code:

- The Demographic Report breaks down population by age groups, race, occupational types, household income, types of households (single, family, non-family) and provides own versus rent comparisons, home values and age of housing stock.
- The Civic/Public Activity Report shows how likely a person in the neighborhood is to participate in political, religious or fraternal groups and to become involved in public forums.
- The Sports/Leisure Activity Report shows the likelihood of participating in 15 sports and 15 leisure activities.
- The Gift Idea Report lists the probability of people in the ZIP code wanting to receive any of 24 household gifts or six each of women's, men's or children's gifts.

US-State-County Reports (GO USSTCN) covers the same subjects as Neighborhood Reports, but for the larger geographic units of nation, state or county. These $10 demographic reports are also available under the Neighborhood Reports and SUPERSITE menus.

SUPERSITE (GO SUPERSITE), the most sophisticated and powerful of all the demographic services, is available to CompuServe members with the Executive Option. Users can combine contiguous geographic descriptions to produce highly customized reports, ranging from $25 to $100 each. The 18 options of demographic reports include five-year forecasts along with Census-derived profiles. Twelve retail-store and two financial service sales potential reports are available.

The ACORN Target Marketing Reports offer two reports each profiling or forecasting population characteristics and households as well as market potential for convenience stores and shopping centers. Geography can be defined by ZIP code, county, state, United States, Standard Metropolitan Statistical Area, Arbitron or Nielsen TV markets, place name, census tract or geometric circle around a point (useful for distribution networks and the like).

agers? You don't have to be a travel writer to dial up vacation-spot profiles. If we were in door-to-door sales, we'd probably burn up our printer with reports.

Likewise, we discovered that the real world is a great model for an imaginary one. The action in our novel-in-progress occurs in three locales modeled loosely on three existing communities within the same incorporated town. We entered the ZIP codes of the model communities on Neighborhood Reports and—presto!—we had a breakdown of who's who in those places: number of people, households, ages, income, type of employment, how many rent versus how many own, age of the houses, and so on. By asking for the Sports and Leisure Activities reports for the same places, we knew what people did for amusement. In effect, we could import real-life detail to a fictional setting with the knowledge that we weren't "just making it up." No inconsistencies to foul up a reader's sense of belief in that world.

We gravitated to ZIP code-driven menus—that is, the $10 Neighborhood Reports—by intuition. "The ZIP code is a geography that most people understand," explains Deborah Wilson, manager of Marketing Information Services for CACI. The Fairfax, Va., demographics consulting firm—the largest in the world—provides Neighborhood Reports, US-State-County Reports and SUPERSITE on CompuServe.

CACI's forte is analysis. The company begins with raw data from the US Census, then combines and cross-references those numbers with a variety of market survey data. Every neighborhood falls into one of 44 different types—each of which has its own buying habits, interests, activities and other characteristics. By relating neighborhood type to specific geography (such as place, Nielsen market, county, ZIP code group), CACI generates aggregate reports that run the gamut from straight demographic profiles of the population to market studies of the feasibility of setting up a consumer electronics shop or even a convenience store.

The focus of US-State-County Reports and SUPERSITE is the business world. But demographic information doesn't have to be just grist for the office mill. For example, Wilson notes, "Every year when I go home for Christmas, I always take my folks a demographic profile of their town. They get a hoot out of it."

Neighborhood Reports is actually de-

signed for the casual demographics user, which is why it contains "soft" subjects such as the Gift Report (what items people in a ZIP code most like to get), a Sports/Leisure Activity Report, and a Civic/Public Activities Report (voting rates, service organization participation, likelihood of calling in to talk shows or writing letters to the editor, and so on) in addition to the standard demographic description. The only thing "soft" about the reports is the subject; they're assembled with the same rigorous statistical methodology as SUPERSITE.

Wilson's explanation of Neighborhood Reports gave us some new ideas—to get the low-down on hometowns of people we're meeting at a party or to pull up gift suggestions for long-lost friends we've just located via Phone*File. We could scope out the lifestyles of long-distance business contacts or help our friends pick a locale to send junior to college. Our own ZIP code profile could be useful to exchange students, newly transferred colleagues or visitors from overseas.

Data is addictive, and the more uses we try, the more we find. When we asked around the forums we frequent to see if other CompuServe members used Demographics, we discovered that the users were a practical lot.

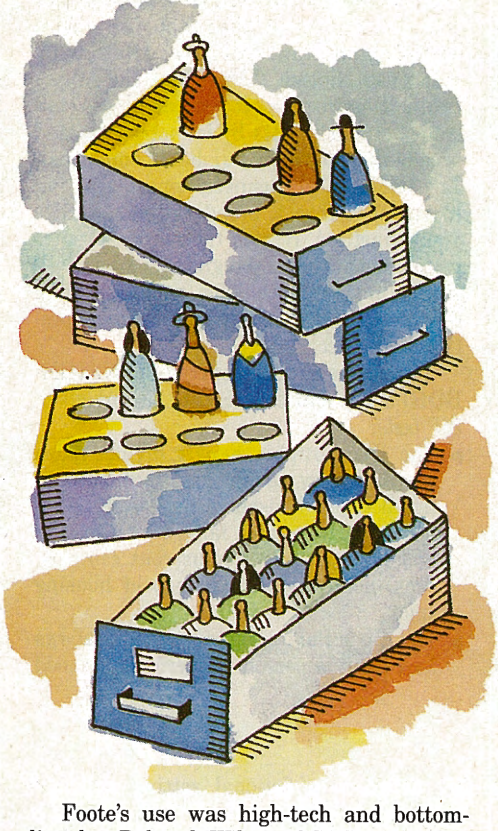
Toronto journalist and author Tom Koch is a heavy user of the Demographics offerings. In his newest book, *Journalism for the 21st Century: Electronic Libraries, Databases, and the News* (Praeger, 1991), he points out that databases give any user access to information once available only to "experts." The journalist can become "expert" on a subject, as can any informed user "who can read six to eight numbers in a row." Knowledge, indeed, becomes power.

Koch, an ardent bicyclist, takes offense at bicycles being treated as toys rather than an important component of the transportation network. For a Hawaiian magazine, he decided to show the impact of cycling in the retail industry. He went to Business Demographics to extract the number of bicycle shops (actually, bicycle and sport stores) for Honolulu County, their square footage, their number of employees. Turning to a demographic profile of the same area, he demonstrated that the people buying bicycles were not children, but people from their teens to their 30s with large disposable incomes. The bicycle retail industry in Honolulu turned out to be worth $20 million a year.

"As a free-lancer," he says, "I need the edge to do things no one else does." His advice to novice users of Demographics, as well as other databases, is that when things get confusing, call for help. "If you can't do what you want, there's an online expert who can show you how through Feedback. Leave a message and usually by the next day there's an answer."

Koch points out that demographic data rarely stands alone in his work. It's most useful in combination—an observation that other users second. In preparing a market penetration study for a California bank's credit-card processing unit, Richard Foote used CENDATA to get statewide totals on retail companies within each industry. The state provided sales tax figures by the same industry code, and he coded the bank's merchant customers the same way. In effect, he could create a universe of all the relevant merchants, their total sales and a subuniverse of the bank's portion of the action.

After some mainframe number crunching and PC-based graphic manipulation, Foote was able to show the bank how much of the potential business it had captured throughout the state. As a final touch, he generated color-coded maps and built a small rule-based expert system that provided a monthly narrative analysis of fluctuations.



Foote's use was high-tech and bottom-line, but Deborah Wilson of CACI points out that some of the most frequent users of demographic profiles belong to the non-profit sector where the business is of a, uh, higher order. "Pastors, ministers and priests who want to get a better feel for their neighborhoods" are among the largest users of neighborhood profiles, she says.

Demographics also can function as a very long-distance telescope. Ask Tom Bovee of Greenville, S.C., about Jackson Hole, Wyo., and he can reel off some startlingly detailed information about the recreational capital of the Grand Tetons, some 2,000 miles from his home.

Bovee's chief job is scheduling massive engineering and construction jobs, but he and his wife decided they would like to license a Crabtree and Evelyn store in Jackson Hole. The parent company is very particular about new locations. Potential operators must present a proposal, showing how and why the store can succeed.

"I knew why I wanted the store in this location," Bovee laughs, praising the Jackson Hole area as a paradise on earth. "But my thinking it would work wasn't going to convince anyone." Back issues of *CompuServe Magazine* led him to Business Demographics and SUPERSITE. "We made up a budget and selected reports that would do the most good because they'd provide a breakout of population, age, what residents did for a living, and so forth." He also selected both reports on Business Demographics. "That way I had a crosscut on the employee base and the company base."

He discovered two-thirds of the town works in retail trade and that specialty stores make up the majority of retail outlets. Bovee joined that information with Chamber of Commerce figures on the taxable revenue base—which was far higher than anyone would expect from a population of 15,000—and on numbers of tourist visits and lengths of stay. From SUPERSITE he gleaned average expenditures for tourists in the area and detail on how they arrived (by auto in summer, by air during ski season).

Using Lotus Freelance, Bovee prepared a report with trend curves, pie charts and a highly detailed narrative. Off it went to Crabtree and Evelyn, and within a week the marketing manager wrote to say that it was the finest submittal he'd ever seen. Alas, corporate headquarters nixed the idea at the final stage because Jackson Hole doesn't have an upscale shopping mall in which to locate the store—the company's preferred environment.

Bovee doesn't regret the process. "Sure, I'd do it again," he says, noting that he's in discussion with the company on another license location.

The line between practical and personal use of demographic data blurs sometimes. Our single, thirty-something lawyer friend is looking to relocate, and we have a birthday gift in mind for her: reports on places with high-income single men.

Checking "Profiles and Ranking," Option 8 on the CENDATA menu, we found the highest percentage of Baby Boomers live in several places in Alaska—many in towns with among the highest personal income per capita. But to find high income, high level of education and a predominance of the 25–44 age group, look to the Maryland and Virginia suburbs of the nation's capital. How many are single men? We haven't looked yet, but SUPERSITE and Neighborhood Reports break down population by gender and could also tell our friend what percentage of these well-educated, well-heeled Boomers are still on the loose.

The numbers tell a tale of opportunity. They're just waiting to be read.

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

We're Stubborn.

Your satisfaction and savings are guaranteed. No matter what.

We won't budge when it comes to standing behind our savings, service, and selection. You can shop from your own screen for over 250,000 name-brand items—including everything from sunglasses to stereos...by manufacturers you know and trust...Toshiba, GE, Nintendo. And you'll save time and money, thanks to:

Low, low prices. So low, in fact, that if you can find a lower price on any item you buy from us, we'll refund the difference.*

Automatic Two-Year Warranty Protection. Automatic extra warranty — two full years from date of purchase — on virtually any item you buy through us.

Toll-free convenience. Whenever you need live assistance, please call 1-800-843-7777, 9 a.m.-11 p.m., Monday through Friday; 9 a.m.-6 p.m., Saturday and Sunday (ET).

Now it's <u>your</u> turn to be stubborn. Don't settle for second best...demand top value and variety, and get it shopping online. Enter **GO SAC**, or call us now at **1-800-843-7777**. You'll get 3 months of discount shopping for just $1. Then, unless you notify us otherwise, we'll continue your membership for a full year and bill you only $39. If you're not completely satisfied you can discontinue your membership during the first year for a full refund. After all, there are some things we'd gladly give in to.

* Conditions of our Low Price Guarantee and Automatic Two-Year Warranty Protection can be read online.

Shoppers Advantage®
ON THE ELECTRONIC MALL®

SHOPPERS ADVANTAGE® on The Electronic Mall® is a registered service mark of, and provided by, CUC International Inc.
The Electronic Mall® is a registered trademark of CompuServe Inc.

INTRODUCTORY OFFER: 3 MONTHS FOR $1

CS8AOS1

© 1991, CUC International Inc.

GO OLI for more information.

NOW GET FREE CONNECT TIME!

by Hank Nuwer

Lore of the Flies

Fishing with handmade lures is at once intricate and enchanting.

Fly fishing. The term casts a spell, conjuring images of anglers immersed in waist-high waders, looping long casts that drop as lightly as a fall leaf upon the water. Hours compress into seconds when fish are biting. And the thrill of a moment can last a lifetime, such as watching a hooked trout leaping golden through its own spray.

The art of enticing gamefish to strike at hand-tied materials, such as wool and colorful feathers, was first chronicled by the writer Aelian some three centuries before Christ. He wrote of fishermen on the Astraeus River fooling brown trout by tying flies resembling insects to their lines, according to the bible of anglers, *McClane's New Standard Fishing Encyclopedia.*

Artificial flies then and now were preferable to the real thing. Insects impaled on a hook are useless for snaring fish, as their frail wings disintegrate. Handmade flies, on the other hand, not only mimic the look of live insects on the water, but they also are sturdy enough to survive one or more fish strikes.

Today's flies are designed to imitate whatever insects, roe or other natural prey the quarry is feeding on at the time. Fly fishermen build objects of deception with bird plumage, animal hair and every bewitching material known to man.

There are two types of flies: dry flies, which are fished on the surface of the water; and wet flies, which are fished underwater. What the fish in a given locale are eating determines the choice of fly.

Some patterns are general and can resemble any number of insects in various stages of development, says Chris Madson, editor of *Wyoming Wildlife.* Others are meant to specifically mimic a single insect hatch such as a stone fly nymph or a translucent-winged mayfly.

Still other flies don't mimic any specific bug, but trout rise to them nonetheless, he says. Neophyte fishermen and time-pressed veterans buy flies in stores or order them from commercial specialty dealers, such as the legendary Dan Bailey's Fly Shop in Montana, whose catalog offers some 20 pages worth of flies for sale, according to store spokesman Tim Williams. The flies—carrying such picturesque names as the Royal Coachman, the Rio Grande King, Gray Ghost and Mickey Finn—differ in pattern, a word that refers to their color, shape and function.

But many accomplished fly fishermen eventually tie their own flies. Why bother? Some do it for personal satisfaction, creating masterpieces that look as though they should be sold in jewelry stores. "You get a feeling of self-sufficiency tying your own flies and catching fish with them," says Williams.

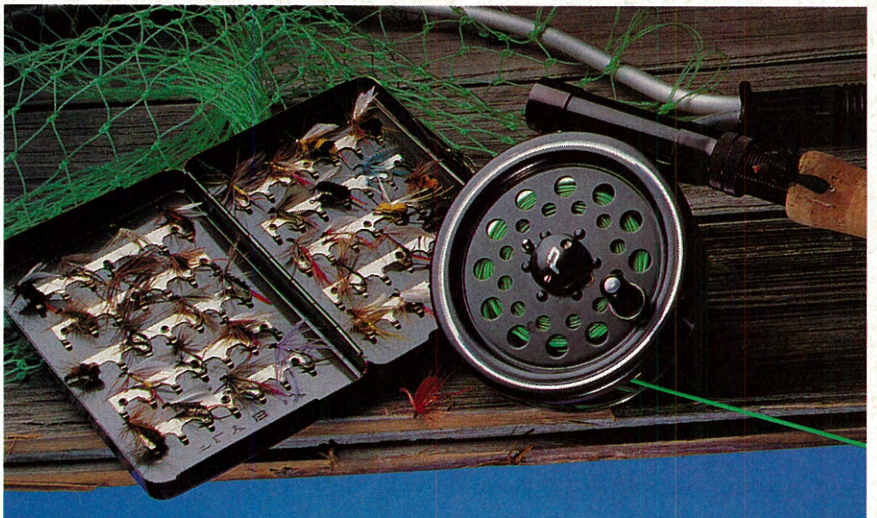
Others do it for peace of mind, or simply as a way to stay connected to fly fishing when winter weather conditions prevent angling, says Outdoors Forum member Marty Karstetter, of Anchorage, Alaska, who also constructs old-fashioned bamboo rods. If you're making your first fly, member Bob Smith of Fairfax, Va., says a good fly to start with is a pattern known as the Gold-Ribbed Hare's Ear. Patterns can be found in one of many books on fly tying, which is how Smith taught himself the craft.

While today's flies bear a resemblance to those made 2,300 years ago, the philosophy of the sport has changed forever. Fly fishing in these fragile ecological times approaches a religious experience for many anglers, giving them a sense of "spiritual renewal" every time on the water, says John Randolph, editor of *Fly Fisherman.* Instead of catching trout strictly to eat, as the ancients did, fly fishermen now fish for personal satisfaction, he says. "Catch and release," not "catch and let rot," is the policy for a world long on fishermen and short on fishable waters.

"The way you do it is as important—or more so—as the pursuit of fish itself," says Randolph. He echoes an angler's truism written in the still-revered 17th-century book, *The Compleat Angler.* Its author, Izaak Walton, observes, "There is more to fishing than to fish."

The members of CompuServe's Outdoors Forum agree with Randolph and Walton. One pursuer of multicolored wild brook trout in Shenandoah National Park, member Frank Deviney of Charlottesville, Va., speaks for many fly fishermen when he says, "The magic of the sport for me is in the surroundings."

Madson says that successful fly fishermen work hard at becoming aware of all that is in and about the waters they visit. They study the aquatic insects attracting fish at a given



A Tackle Box of Fly Fishing Files

If you'd like to get together with conservation-minded fishermen, serious about saving our waters for future generations, see the Great Outdoors Forum's (GO OUTDOORS) Library 4, "Trout Unlimited," file JOIN.TU, and join in the discussion in Message Section 4.

Whether you're a worm fisherman on your neighbor's pond or a veteran angler with a state record for brown trout, you can use your computer to cast for something valuable every time. Visit Library 5, "Fishing," for these informative files:

- If you're an outdoorsman who loves to cook the catch-of-the-day, check out the fish recipes in FISHX1.TXT.
- Learn about tying flies and using them by reading FLY1F.TXT, 3BASIC.FLY, BUGS.TXT and TERRES.TXT.
- Pros can find fishing tips in PROTIP.91.
- You can't fish the same way for all species of fish. Files offer advice on trying to land saltwater bonefish (BONES.DOC), weakfish (WEAKFI.TXT), white bass (WHITE.BAS), and bass in general (PROTIP.1; PROTIP.2).
- Outdoors Forum Sysop and veteran fly fisherman Joe Reynolds spins some fish tales of his adventures. See BPBONE.MSS, DESCHU.TXT, HOUSAT.MSS and PIKE.MAN.

time so they can pick a fly whose pattern is right for the situation. They note every underwater snag and rock, "reading" the signs that tell them a lunker may be lurking. They can measure the rate of current flow with a glance, enabling them to drop a fly in front of a gamefish without creating so much as a suspicious ripple.

Madson numbers among those who regard fly fishing as akin to a religious experience. There is awe in his voice when he speaks of standing on the lip of a waterfall on the Yellowstone River watching "jade-green water flowing off the side of a cliff and plume white as it falls 170 feet." He thrills to the sight of red-flecked native trout, but also to the sight of their prey—three-inch giant stone flies that zip by at dusk as the light is leaving the water.

During an outing west of his hometown of Cheyenne, in the space of an hour he saw two golden eagles, a bighorn sheep, a half-dozen deer, a great blue heron and two broods of Canadian geese. Sit on the dock all day with your cooler of beer, oh ye worm fishermen. The fly fisherman is equally as apt to trace the origin of a river to its source, seeing all life forces that teem on its banks.

Outdoors Forum Manager Joe Reynolds, on the other hand, bristles at the concept that fly fishing is a religious experience. "Anyone who regards fly fishing as a 'spiritual' calling should make an immediate appointment with a head doctor," he snaps.

Reynolds instead refers to the satisfaction he gets from attempting to master his chosen sport. The act of casting gives him more pleasure than does catching fish itself, he says, noting that in 40 years of fly fishing he's stalked everything from 8-pound brook trout in Labrador to 12-pound rainbows in southern Chile.

Fly fishermen love the ongoing education that the sport provides them. "It seems to satisfy a never-ending desire to be able to grow and change," says Randolph. "It's the only sport I've found where I'm always getting better, but I'll never reach the end of improvement."

Those who fly fish know that the sport takes a lifetime to master. Just when they've figured out how a gamefish is going to act at a certain temperature, it's time to learn how the acidity or alkalinity of water can affect its behavior. Just when they've learned how to rollcast in tight quarters so that the line will go back only a foot or so to keep it out of overhanging tree limbs, it's time to learn the intricacies of casting into head-winds and tail-winds. And, in their spare time, says Madson, they're learning to identify sundry aquatic insects in all stages of development. It's a subject "as deep as the enthusiast cares to make it," he says.

But while it takes many years to become expert enough to fish for saltwater fish, as Reynolds does, Madson stresses that even beginners can enjoy the sport. He says, "People are too often put off by the mystique of fly fishing." He urges them to calm their fears. "Anybody can learn to cast a fly line 30 feet in a half-hour to an hour," he says, noting that his young daughters did just that.

Beginners need to know that their fly-fishing line is controlled by the rod in their hands, says forum member Bill Clede of Wethersfield, Conn. The trick is to maneuver the rod so that your line straightens behind you. Then, while slightly bending the rod, cast the line, leader (a nearly invisible length of monofilament connecting line and fly) and fly toward a likely spot for fish.

Through practice a fly fisherman learns when to flex the wrist and when to flick it so that you get "a nice tight loop in the line that punches through any wind or air resistance you have," says Madson.

Reynolds, who is also northeast editor for *Field & Stream,* gives potential fly fishermen two pieces of advice: First, take lessons from a pro, so bad habits won't have to be unlearned later. This could save years of tangled lines, sore wrists and other frustrations. Second, newcomers should practice their craft away from the water until they become familiar with the five most important pieces of equipment: the rod, reel, line, leader and fly. "Many people who want to get into fly fishing never realize the magic of it because they don't want to put in the hours required."

Most fly fishermen tend to be perfectionists. "They were overachievers in school, and a lot of them are high achievers in professional life," says Randolph. "Some put as much energy into their relaxation as they do into their careers." ◀

Hank Nuwer is a free-lance writer based in Fogelsville, Pa.

NOW...ON-LINE TRADING THROUGH QUICK & REILLY...

USE ANY PC, ANY MODEM.

...one of the largest discount brokers. ★ NO start-up charges. ★ NO monthly subscription charges. ★ Ultra-low commissions.

With Quick & Reilly's easy-to-use QUICK WAY on-line 24-hour brokerage service...

- You can have from one to 75 trading accounts with NO start-up or monthly subscription charges.
- You also get big savings on commissions.

COMPARE	100 sh @ 40	300 sh @ 30	1000 sh @ 20
QUICK & REILLY	$49	$82	$109
Merrill Lynch	97	230	373
Shearson Lehman	91	210	437
Paine Webber	100	205	424
Dean Witter Reynolds	95	195	424
Prudential Bache	104	211	421
Smith Barney	105	206	410

(Survey 5/91)

- You can get quotes on any stock, option or market index listed in the Wall Street Journal.
- You can place orders in minutes, day or night. Reports are sent back on-line, followed by written confirmations.
- You can monitor, on a single screen, the prices of up to 18 stocks. (You can similarly monitor options.)
- You have instant access to Standard & Poor's Reports, Value Line Data Base II, and 10 years of market data on some 50,000 securities.
- And, any time you wish, you can bypass your computer and get *personal service* from an individual QUICK WAY Account Executive.
- Securities held in your account are protected up to $2,500,000.

For complete information plus an on-line demonstration and application for QUICK WAY–type GO QWK. **Or call 800-666-7972/Ext. 5101 and ask for QUICK WAY.**

Quick&Reilly INC.
MEMBER NEW YORK STOCK EXCHANGE · SIPC
120 Wall Street, New York, NY 10005

GO OLI for more information.

Reviews Online

Following are summaries of reviews available for reading this month in *Online Today*. To read the complete reviews, use the GO commands listed at the end of each summary.

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

Drawing on the Mac

MacDraw Pro (Claris Corp.), a color drawing program for Macintosh computers, features Pantone Matching System colors, support for a large number of file types and simplified generation of bezier curves. Reviewer Anthony Watkins says this program lets users with monochrome or 8-bit color systems work with a full-color palette, and that it returns MacDraw to a pre-eminent position among drawing programs. For more information, visit the Macintosh A Vendor Forum (GO MACAVEN). To read the review, *GO OLT-5295.*

Hard Disk Backups Speed Up

Fastback Plus version 3.0 is a new, faster, more powerful version of Fifth Generation Software's popular backup program for IBM computers. According to reviewer William J. Lynott, this version has a new user interface, a better compression algorithm that stores more data on each diskette, and faster data-transfer rates. Lynott says the program is an improvement over previous versions, but the interface is more difficult to learn. For more information, visit the Zenith Data Systems Forum (GO ZENITH). To read the review, *GO OLT-5305.*

Freeform Database Management

askSam version 5.0 (askSam Systems), a database manager for IBM computers that accepts data in any format, can work with highly structured information, such as other database managers, and with unstructured notes and documents. It can search through databases that contain a combination of information types and produce sophisticated reports. Reviewer Christy Brothers found the program very useful and powerful, but was less than satisfied with its user interface and wordy documentation. To read the review, *GO OLT-5310.*

Home Accounting Help

Cheque-It-Out version 2.0 (Hooper International) is a double-entry accounting system for IBM computers that tracks income, expenses, liabilities and assets. Reviewer Franklyn Jones says the program is intuitive and easy to learn, but it is marred by an excessive number of windows. He says the program has much stronger reporting capabilities than other low-priced accounting packages, and is best suited for home or small-business use. For more information, visit the PC Vendor C Forum (GO PCVENC). To read the review, *GO OLT-5315.*

Forget the DOS Prompt

MenuWorks Advanced (PC Dynamics Inc.) is a shell program for IBM computers that uses menus to replace the DOS prompt. The program sets up suggested menus when you install it, but you can add and customize them as you wish. Reviewer Hardin Brothers especially liked the program's flexibility and wide range of security features, which he found appropriate for both individual users and for standardizing an entire office. To read the review, *GO OLT-5320.*

Simplified Database Reports

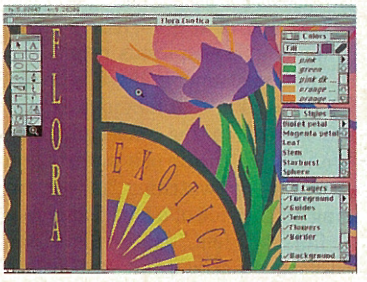
FlexQL Report Writer 1.0 (Data Access Corp.) creates database reports on IBM computers for users who don't want to learn SQL or other database languages. It uses pulldown menus and special windows to help users create record selection and report commands for their data files. Reviewer Harry Green says the program's concept is excellent and it works well with the company's DataFlex files. However, he says, it suffers from problems that will force some users to wait for a future version before they can get full use of the program. For more information, visit the Data Access Corp. Forum (GO DACCESS). To read the review, *GO OLT-5325.*

Graphics for Windows

Persuasion 2.0 (Aldus Corp.) is a high-end presentation graphics program that runs under Microsoft Windows. According to reviewer William J. Lynott, it features a powerful outliner with a spelling checker, excellent charting capabilities, a clip-art library and the latest version of Adobe Type Manager. Lynott says Persuasion sets the standard for top presentation graphics programs on IBM computers. For more information, visit the Aldus Forum (GO ALDUS). To read the review, *GO OLT-5330.*

Shareware Text Editor

pEDIT version 2.10 (T.G. Muench), a shareware text editor for IBM computers, can edit multiple files at the same time, perform search-and-replace operations through all open files, and save macro commands in disk files. Reviewer Hardin Brothers found pEDIT useful for quickly editing ASCII files and preparing program source files. He particularly liked pEDIT's ability to mimic the keystroke commands of virtually any other text editor or word processor. For more information or to download the program, visit the IBM Software Applications Forum (GO IBMAPP). To read the review, *GO OLT-5335.*



Color Design for Professionals

FreeHand 3.0 (Aldus Corp.), a color design and illustration program for Macintosh computers, features color, style and layer palettes, extremely flexible text handling and color separations. Reviewer Anthony Watkins says this program has capabilities far beyond most Macintosh drawing programs, but its complexity will deter casual users who want to experiment instead of learning to use all of its features. For those who need its power, however, he says the program is an excellent choice. For more information, visit the Aldus Forum (GO ALDUS). To read the review, *GO OLT-5340.*

Accounting on the PC

Abacus II, version 1.70 (Comsoft Inc.), a complete accounting package for mid-sized businesses, runs on IBM computers. According to reviewer Harry Green, Abacus II is more complete than competing packages, is flexible enough to fit most businesses, and features intuitive screens that will speed training of accounting clerks. Green cautions that Abacus II is too complex for businesses that don't have a full-time accountant on their staff, but says that it is ideal for the thousands of businesses that do. To read the review, *GO OLT-5345.*

More Than a Grammar Checker

PowerEdit 1.0 (Artificial Linguistics Inc.) for IBM computers uses artificial intelligence techniques to help it understand your sentences. It suggests improvements in writing style and tone, in addition to grammar. Reviewer Hardin Brothers found the program powerful and thorough. He says it did a better job of finding problems and suggesting solutions than competing products, but it runs much slower and requires a lot more disk space than other grammar checkers. To read the review, *GO OLT-5350.*

WORLD'S LARGEST SMALLEST CD CATALOG

BOSE® EXPRESS MUSIC CATALOG

ALMOST FREE CD

New catalog subscribers may choose to receive a ***free*** Rykodisc CD sampler, ***Steal This Disc 3***. The 72-minute CD contains 23 tracks, including a song from the new Nils Lofgren release, plus Jimi Hendrix, Jerry Jeff Walker, Frank Zappa, Badfinger, Devo, Country Joe, McGear, David Bowie and more. Regular Price: $13.99 + S&H. **New Subscribers pay only the $3.95 S&H Charge**

Just add the sampler to your catalog order by requesting it from our telephone operator or putting "55328" as a comment on your GO MALL Order catalog order.

GO BEM

Bose Express Music is like having the world's largest record store on line. Just type GO BEM and you can order any regularly priced CD listed in our on-line catalog at our sale price, plus only $3.95 shipping and handling ***per order.*** Just use GO BEM, call 1-800-233-6357 or use the coupon below to order. Please include artist, title, format & inventory number, if known.

GO MALL Menu

The GO MALL menu for Bose Express Music changes each month. Be sure to check it regularly to find:

Best Seller Charts for Rock, Jazz, Classical, Country & Video

plus sales on Boxed Sets, Samplers and classical music specials (including opera). GO BEM for details.

First Order – Free Usage Credits

The first 1000 users who order from Bose Express Music on line will receive free usage credits – GO BEM for details.

Bose Express Music Catalog is like having an enormous record store all to yourself. You can shop for the music you want, when you want it. We carry everything in print in Rock, Jazz, Classical, Pop...you will find it all here in our 240 page, 50,000-title source book.

We carry the complete catalog of all the major labels, plus independents like OJC, Chesky, Pausa, Concord Jazz, GRP, Alligator, Rounder, Riverside, Pablo, Fantasy ...in total, over 1,000 independents. Ordering from us couldn't be easier. Order on line (GO BEM), call our 800 number, or send the order form to us by fax or post.

Our 240-page CD, Tape and Video Catalog is only $6.00. Your first issue includes a refund certificate for $6.00, plus $50.00 in additional merchandise credits. There is no purchase obligation or unrequested shipments.

Free Updates

New subscribers will receive 1 Free year of Updates, covering new releases & monthly specials.

1-800-233-6357

SUBSCRIPTION/MAIL ORDER FORM

- ❑ **Start the Updates & send the 240-page Catalog ($6.00/yr, refundable on the first order from the Catalog)**
- ❑ **Yes. Please include my FREE Rykodisc CD sampler, *Steal This Disc 3***
  I'm Enclosing an extra $3.95 for S&H (55328)
- ❑ **Check or** ❑ **Credit Card** ❑ **Visa** ❑ **MC** ❑ **AMEX**
  (Outside U.S. Credit Card Only, Please)

CC# _____ **Exp.** _____

Name _____

Address _____

City _____ **State** _____ **Zip** _____

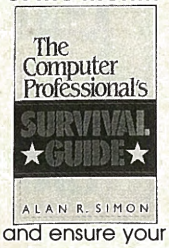
CALL 1-800-233-6357 OR MAIL WITH PAYMENT TO:
BOSE EXPRESS MUSIC
100 The Mountain, Framingham, MA 01701
Fax: 508-875-0604

CUS

GO OLI for more information.

McGraw-Hill

Computer Book-of-the-Month



- 256 pp., 20 illus.
- Order #057574-6
- $24.95

Invest in your future and ensure your success with the professional tips in this career guide. You'll quickly discover how to:

- Analyze the relative opportunities of different working environments
- Structure your career in a number of different ways–from climbing the corporate ladder to starting a business
- Determine educational requirements and training alternatives

". . . covers a range of important topics, including how to develop a specialty, how to set rates and how to decide if you are cut out for the rigors of the trade." –PC Magazine

Type **GO MH** for a listing of today's hottest computer books.

GO OLI for more information.

Job Hunting? GO PX and Get Results.

Every day, top companies search Connexion's recruitment network for people they want to hire. You could be one of these people. Join Connexion today and link up with opportunities in:

- Technical and non-technical fields
- Small and large companies in all parts of the country
- Entry level to upper management positions

Companies that want to tap Connexion's large and growing pool of qualified people should call 1-800-338-3282 today.

GO PX and enter Connexion today.

Questions?
Call **1-800-338-3282.**

connexion®
The Innovative Recruitment Service from Peterson's Dept. 1489

GO OLI for more information.

Book Reviews

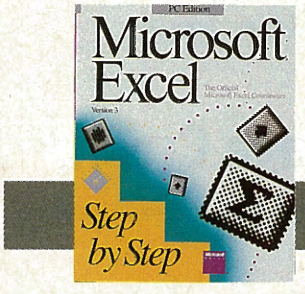
Following are summaries of book reviews available for reading this month in *Online Today*. To read the complete reviews, use the GO command listed at the end of each review summary.

The Macintosh Bible Guide to System 7
By Charles Rubin
Goldstein & Blair, 1991
254 pages, $12 (softcover)

Going straight to the heart of System 7, author Charles Rubin has written an understandable book about the intricacies of a complex piece of software. Reviewer Anthony Watkins rates this a "best buy." *GO OLT-5900*

The PC Virus Control Handbook (Second Edition)
By Robert V. Jacobson
Miller Freeman Publications, 1990
164 pages, $24.95 (softcover)

Although reviewer James Moran questions whether the book is worth $25, he praises the chapter on anti-virus policies and procedures. Ideal for computer professionals in a business environment, the text offers detailed descriptions of more than 100 PC-attacking viruses. *GO OLT-5920*

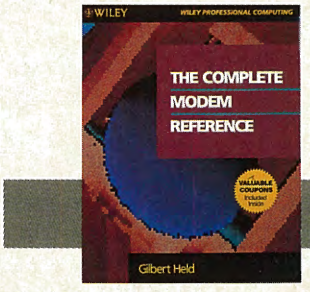


Microsoft Excel Step by Step: The Official Microsoft Excel Courseware (PC Edition)
By Microsoft Corp.
Microsoft Press, 1991
282 pages, $29.95 (softcover, disk included)

Written in a straightforward, no-nonsense manner, this book helps PC users create error-free spreadsheets with Microsoft Excel for Windows 3.0. Reviewer John Edwards says it should become the Excel instructional standard for home-based study and classroom use. *GO OLT-5950*

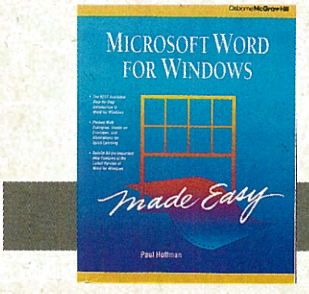
Roger Black's Desktop Design Power
By Roger Black
The Bantam Computer Books, 1991
320 pages, $24.95 (softcover)

If you're looking for a how-to book of desktop publishing software tricks for your specific computer, this isn't the one. But if you want to improve your desktop publishing design skills, reviewer Anthony Watkins says you won't find better information than what's available in this book. *GO OLT-5940*



The Complete Modem Reference
By Gilbert Held
John Wiley & Sons, 1991
273 pages, $26.95 (softcover)

In clear but technical prose, author Gilbert Held lays open the complicated inner workings of our communications tools. Designed for online mavens who want to know more about modems, this book is a source of insight and a valuable reference, says reviewer Paul A. Gilster. *GO OLT- 5950*



Microsoft Word for Windows Made Easy
By Paul Hoffman
Osborne/McGraw-Hill, 1991
368 pages, $19.95 (softcover)

Ideal for the beginning and intermediate Microsoft Word for Windows users, this book is a no-frills, straightforward guide that simplifies a complex program, says reviewer Sharon Kahn. *GO OLT-5910*

Shoppers Guide

GO CLASSIFIED
For Hundreds of Listings

CLASSIFIE
REAL ESTATE - AUTOMO
TRAVEL - EMPLOYMENT
ELECTR

Music by Modem

WORLD'S LARGEST ON-LINE AUDIO COMPACT DISC CATALOG

- Discount Prices
- Fast Delivery
- Free Shipping for orders of $100 or more

Modem: 408/730-9015 8-N-1
300-1200-2400 BAUD

COMPACT DISC CONNECTION
Voice & Fax: 408/733-0801
VISA MasterCard

Know before you go with OAG FlightCall℠
1-900-786-8686

One Number • One Ring • Never Busy
Flight status & gate info
Updated every 10 minutes

Currently available at these airports:

- Atlanta
- Chicago
- Dallas
- Denver
- Detroit
- Los Angeles
- Minneapolis
- Newark
- Orlando
- San Francisco
- St. Louis
- and more to come...

call costs 95¢ per minute

GO KB Save $ on:
Nikon, Canon, Pentax, Sony, Hasselblad, Mamiya, Kodak, Minolta, Olympus, Fuji, Ilford, Oriental, Polaroid etc.

In business over 80 years.
Quantity Discounts.
Phone Orders:
1-504-524-2266
K&B

AMERICAN INSTITUTE FOR COMPUTER SCIENCES offers B.S. and M.S. in Computer Science. All courses by correspondence. Increase your earning power. For more information call **1-800-767-2427**
AMERICAN INSTITUTE COMPUTER SCIENCES

CHADWICK UNIVERSITY offers B.S. and M.B.A. programs in Business Administration. All courses by correspondence. Increase your earning power. For more information call **1-800-767-2423.**
CHADWICK UNIVERSITY

COFFEE ANYONE ???
COFFEE CLUB with FREE Jamaican Blue Mountain Sample
GIFT BASKETS
GREAT HOLIDAY GIFTS
GO COF

Advertiser's Directory

American Institute	47
Bridgewater Court	31
Barnes & Noble	9
Checkfree	1
Classifieds	47
Coffee Anyone	47
Compact Disc Exchange	47
Computer Peripherals	4
Discount Shopping	26
Disney	32
Express Music	45
IQuest	37
Information Access	29, 31
K&B Camera	47
McGraw-Hill	46
Microcom	Cover 2
New England Business Services	27
Official Airline Guides	33
Official Airline Guides Flightcall	47
Paperchase	24
Peterson's	46
Phonefile	32
Quick & Reilly	43
Sears	22
Shoppers Advantage	41
Spear Financial	26
Spectrum Holobyte	47
Supra	Cover 4
Tapcis	27
Vital Stats	36
University of Phoenix	22
Walden Software	Cover 3

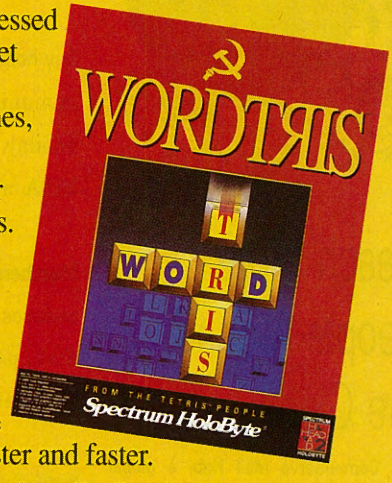
There's A New 'Tris On The Block.

If you love TETRIS, you'll be obsessed with WORDTRIS™! In this new Soviet challenge, the falling pieces are letter blocks, and instead of just forming lines, you make words.

Every time a word is formed either vertically or horizontally, it disappears. The more words you make, and the more complex the words, the more points you earn. A built-in 30,000 word dictionary checks even the most obscure word.

But the real challenge builds as the levels go higher and the letters fall faster and faster.

WORDTRIS. Let the alphabetical adrenalin flow!



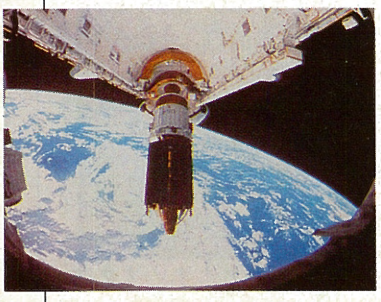
FROM THE TETRIS™ PEOPLE
Spectrum HoloByte®
A Division of Sphere, Inc., 2061 Challenger Drive, Alameda, CA 94501
Available for Mac/Mac II and IBM

SPECTRUM HEAD 2 HEAD HOLOBYTE

Available in retail stores or for Visa/MasterCard orders call toll free, 24 hours a day, 7 days a week: **1-800-695-GAME (Orders Only)**
For technical questions and system requirements call: **1-415-522-1164 (M-F: 9am-5pm PST)**

GO OLI for more information.

UPDATE



Cosmic Art

Historic images, such as IMAX.GIF (above) can be found in the Art Gallery Forum Library 12, "Smithsonian II." This photo, taken from the Space Shuttle Discovery, shows the deployment of a satellite. View it and other images online or download them for your personal library. GO ARTGALLERY

Reach More People Around the Globe

The CompuServe Mail Hub, a global message exchange facility, gives CompuServe members the ability to communicate with anyone on a local area network or personal computer that has the Netware Message Handling Service (MHS) from Novell Inc. as its message transport mechanism. GO MHS

First-time users of Computer Database Plus will receive up to a $5 usage credit for surcharges incurred during their first session in November. The database contains more than 250,000 articles from 200 leading computer-industry newspapers and magazines, such as *PC Magazine* and *MacUser*. GO COMPDB

Download Scope, featuring color graphics for *Sniper!*, the multiplayer, tactical combat simulation game, free of connect-time fees. The download costs $2 and includes complete documentation and reference cards. GO SNIPER

Use TRW Business Profiles during November and get $10 off the $25 full-report charge. Find actual account information, indicating the performance and financial health for more than 70 million business account relationships, as reported from nearly 10 million organizations. GO TRWREPORT

Send and receive electronic messages with thousands of AT&T Easylink users via CompuServe Mail's X.400 connection. Communicate with friends, family and associates on AT&T Easylink, AT&T Mail, MCI Mail, Internet and CompuServe Mail. In addition, use CompuServe Mail fax, telex, postal and CongressGRAMs. GO MAIL

During November, the $5 scan charge is waived for IQuest's Business SmartSCANs. SmartSCANs quickly review databases for references or articles containing a key word or phrase, which you enter. The resulting menu shows the number of articles found in each database. Standard IQuest search charges apply for retrieved articles. Other IQuest charges remain in effect. GO IQUEST

Buy holiday cards and gifts from UNICEF and save childrens' lives by helping UNICEF provide immunizations, health services, water, education and nutrition. Request a free copy of UNICEF's holiday catalog in The Electronic Mall. Make a tax-deductible contribution online and charge it to VISA or MasterCard. GO UC

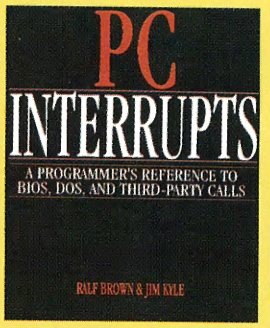
Members in Germany may access CompuServe via local nodes in Frankfurt and Munich. This expansion reduces communication surcharges and offers faster access, up to 9600 baud. CompuServe's dial-up number is 089-66 53 01 70 in Munich and 069-2 09 76 in Frankfurt. Contact support representatives in Munich via the freephone: 0130-4643.

NEXT MONTH • We Asked for It: CompuServe Members Tell How They Use CompuServe • Windows: Vendors Open More Forum Support • Scam Savvy: How to Discern a Swindle • Hail to Halifax: A City Married to the Sea • Face to Face: Electronic Acquaintances Finally Meet • Not Just for Engineers: Everyone Loves This CAD

GO WB

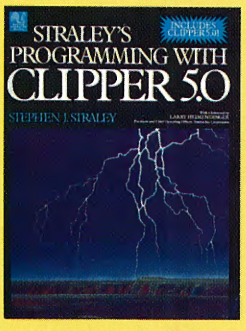
For the Best in Computer Books

From beginning tutorials to advanced texts, the books you want are at your fingertips with WaldenCOMPUTERbooks. GO WB



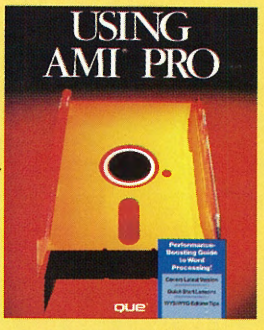
PC Interrupts

PC programmers can't afford to be without this, the first and only complete reference to systems calls. Over 25 major APIs, dozens of resident utilities, BIOS and MS-DOS are covered. By Ralf Brown & Jim Kyle. *Addison-Wesley.* $29.95



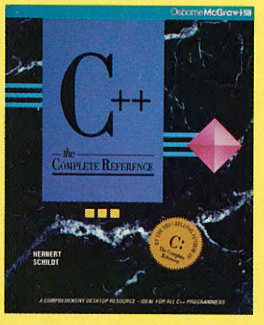
Straley's Programming with Clipper 5.0

A complete command and function reference plus in-depth chapters on Clipper's most unique, powerful and difficult-to-use features help you put Clipper's advanced features to work. By Stephen J. Straley. *Bantam.* $39.95



Using Ami Pro

This comprehensive tutorial and reference to Lotus' new word processor will get you up and running with program basics, Quick Start lessons, time-saving samples, and explanations of advanced capabilities. By James Meade. *Que.* $24.95

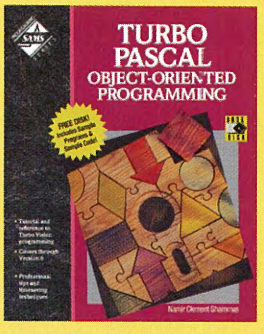


C++: The Complete Reference

Here's the definitive resource for every C++ programmer. From the essentials of C and C++ programming to new programming techniques, you'll find this an invaluable resource. By Herbert Schildt. *Osborne/McGraw-Hill.* $29.95

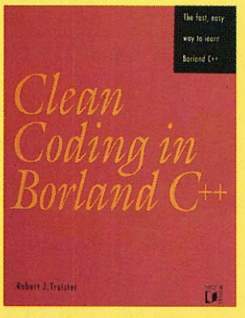
Using CC:Mail

Step-by-step instructions guide users through the system and provide easy access to the information they need, from basic functions to more advanced features. Covers PC version 3.2 and Mac version 1.2. By Stephen Caswell. *M&T Books.* $19.95



Turbo Pascal Object-Oriented Programming

This book/disk set explores in detail implementation of object-oriented programming and demonstrates how to streamline programming with the use of Turbo Vision. For Turbo Pascal version 6.0 users. By N.C. Shammas. *SAMS.* $39.95



Clean Coding in Borland C++

An ideal learning guide to Borland C++, this book presents clear, easy-to-understand explanations of features and functions, plus complete coverage of its powerful tools. Disk included. By Robert J. Traister. *M&T Books.* $36.95

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

WaldenCOMPUTERbooks

CompuServe Magazine, P.O. Box 20212, Columbus, OH 43220-0212

ROBERT T EVANS II, CHECK
ADDRESSES AND PHONE NUMBERS
FOR HOLIDAY GREETINGS. MORE THAN
75 MILLION HOUSEHOLDS AVAILABLE
ONLINE **SURCHARGE FREE** FROM NOV. 7
TO NOV. 13. **GO PHONEFILE.**

**********3-DIGIT 479
73730,2610
EVANS ENTERPRISES
ROBERT T EVANS II
RR 2 BOX 65 B
FRANCESVILLE IN 47946-9627

Bulk Rate
U.S. Postage
Paid
CompuServe

SUPRAMODEM PLUS

Get the Facts, Before You Buy A Fax

SupraFAXModem PLUS

Now you can buy a state-of-the-art fax modem without compromising on advanced data modem features like MNP 5 and V.42bis compression — the SupraFAXModem Plus has everything you need! This complete package turns your IBM® PC compatible or Macintosh® into a sophisticated telecommunications tool. Before you know it, you'll be sending and receiving faxes directly from your computer — even while you use it for other tasks. And you can find free software and lots of useful information as you explore the amazing world of telecommunications with the included software packages and online service offers.

DATA:
- 2400/1200/300 bps data
- MNP 1–5 & CCITT V.42bis error correction & up to 4:1 data compression
- Bell 103/212A & CCITT V.21/V.22/V.22bis/V.23/V.42/V.42bis
- Easy-to-use telecommunications software & free online service offers included
- All required cables & manuals included
- Five year warranty
- Made in the USA

FAX:
- 9600 bps class 1 & 2 send/receive fax
- Sophisticated fax software included
- Send faxes directly from your computer, as easily as you print files
- Transparent background operation
- Activity log and customizable fax cover pages
- Transmission scheduling and broadcasting

Supra Corporation

Mac External Suggested Retail $249.95
DOS Internal Suggested Retail $169.95
Windows Internal Suggested Retail $199.95

To order, type GO CE, GO MW, or GO MCW, or call 1-800-727-8772.

7101 Supra Drive S.W., Albany, OR 97321 USA • 503-967-2400 • All trademarks belong to their respective companies.