

Got a comment you think we can print?

E-mail mail@gxo.com or fax 416-961-0941 or snail mail to:
c/o The Publisher, Graphic Exchange, 25 Elm Avenue, Toronto ON M4W 1M9



LIFE WITHOUT MACS

Been a fan of Graphic Exchange for many years but your recent article by Kirby [Ferguson] really sucks. It only further displays the narrow-mindedness of the Mac crowd and shows how much they still have their blinders on. Kirby seems to have a racial integration problem that can't seem to be gotten over. Not good for this day and age.

I have my own established service bureau that has come to the point now where our Mac has not even been turned on for over a year now. What for, when our PCs are doing more now than the Macs ever could do volume-wise and they seem to have more compatibility with customer demands? Kirby should also get in tune with the fact that the rest of the planet runs on PCs (I think it's over 80% market share these days).

I have to agree with inexperienced file building that has been a pain in the butt for years but with the availability of software for PCs being much larger than Mac it gives an operator a much larger range of choices to find a solution when problems do arise. For Kirby to openly say the PC desktop publisher is a second class citizen does not say much

for the Mac attitude in the industry. It's people like this who have held Mac and software development back and only hurt themselves from an industry standpoint.

Heck, I started on a Mac and have been forced to manage both platforms. I'm not prejudiced and to this day really don't care what I have to sit in front of. One should value their ability to use their expertise and the resources available to them to get the job done rather than sit around and sling mud at the opposition. I thought we all got over that years ago.

**JOHN DYMENT, OWNER
DYMENT TEK
SEVERN BRIDGE ON**

GREAT IN-HOUSE TOOL

I have recently been hired [to assume] a newly created position, whereby I will be setting up an in-house graphic department and making recommendations for equipment, etc. Please add my name to your subscription list for Graphic Exchange as I feel it is a great tool for keeping up to date with the industry and being able to make recommendations. It was extremely valuable at my previous employer, and I look forward to receiving it once again.

**KATHRYN AGUONIE, GRAPHICS SPECIALIST
INSCAPE SYSTEMS LTD.
HOLLAND LANDING ON**

FIX MY HABIT

I've known about Graphic Exchange for about two years and up until now I have been taking, with permission, back issues of this magazine from the lobbies of ad agencies, printers and photo studios as I go about my business.

I love the ease in which your magazine is written, from cherished computer tips, observations, recommendations, techniques, product information, to whatever! I'm sure you write about all first-hand experiences in the production of this wonderful publication.

Will you add me to your subscriber list, to cure me of my habit?

**WARREN THOMSON
THE WORKS
COLLINGWOOD ON**

[Consider yourself cured, Warren. You will now receive your own personal copy of GX.]

16 MINUTES X 78 X 33 1/3?

I just read Shane Steinman's response to George Dunbar concerning the playing time of 78 rpm recordings in the Sept./Oct issue and I had to laugh out loud.

"78's" are also before my time, but only just. I have seen, held and even played a number of them, so I can say with confidence that it is impossible for one of them to hold 16 minutes of music per side. I think that if Shane takes the time to read the label on the "78" he's holding in his hands, he will find "33-1/3 rpm" printed on it somewhere. Sixteen minutes a side is just about right for one

of those relics.

Not that this has anything at all to do with graphics, a subject that your magazine covers admirably. Keep up the good work.

**GEORGE TANNER, PRESIDENT
TANNER GRAPHICS
WINNIPEG MB**

[Shane Steinman responds: I have a one-sided 78 with a single 15 minute track on it, which may be rare, even bizarre. But as the two Georges have seen a lot more of these, I'll defer to the greater wisdom of their years.]

GX OFFERS SOUND ADVICE

Although I have been receiving Graphic Exchange for a couple of years I have just recently started to use the information. I had a few challenges in my current project, including using a commercial printer for the first time, and I found a number of your articles steered me in the right direction with sound advice and strategies. I have found it refreshing to read articles with a Canadian view.

Thank you.

**CAROLINE NEILL
JAMES NEILL ASSOCIATES
NORTH VANCOUVER BC**

PASS THE AMMUNITION

I want to say what a treat it is to receive the magazine. It is the one magazine I never put aside to peruse later. I file any article that is important to me and then pass the magazine on to another person after telling what I have taken out.

A treat to look through—a pleasure to share.

**STAN STAINTON
STAN'S CREATIVE ART & CRAFTS
BURLINGTON ON**