

## SOFTALK

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The Personal  
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Contest: If You  
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It seems to be the trend these days for Apple magazines to have slogans. *Apple Orchard's* is, "The Premier Magazine for Apple Computer Users." *Nibble* likes to be known as "The Reference for Apple Computing." *InCider* wants to let you know right off the bat (and with a smile of word play) who owns it: "Green's Apple Magazine." *A+*'s angle, oddly, since only *Apple Orchard* doesn't share the trait, is its independence: "The Independent Guide to Apple Computing." Even *Softalk's* sibling publication, *St. Game* (the black sheep of the family, as they say), bears a subtitle: "Computer Gaming for the Irreverent."

*Softalk*, on the other hand, has never had a

slogan. Not that some haven't been considered from time to time, but the melees that ensue in such meetings—the hair-pulling, face-scratching, nose-punching knockdown-dragouts—make the project a poor candidate for success.

**All We've Got Is the World.** We're beginning to feel left out. It's such a trendy thing to have, this slogan. It's not that we really want to use one, at least not to print or mess up our cover with; but we'd feel better if we had one in the wings, so to speak—if we knew what ours was even if we never told anyone else. Since the last one we came up with—"Tommervik's Original, Independent, and Fun News, People, and Features Magazine and Reference Guide to