

ver wanted to know why people buy a Mac? Well I wanted to so I asked 1984's writers and readers to share their own personal opinions for using a Apple Macintosh machine.

 Jim Coles
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In 1987 I was studying Ergonomics & Human Factors Engineering at the University of London. Everytime we were taught about Human Computer Interaction the Mac OS and Apple products were shown as examples of the best design available. True in '87 still true in '98.

 Chris Patmore
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 [Graham Aldred](#)

some companies struggle with their computers.

some people spend thousands on IT Managers, to keep them in the dark.

others use Macintosh...

 [Thomas Ash](#)

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Why a Mac? I often ask myself that question - after all, who doesn't envy PC users the chance to play games that aren't two years out of date on their powerful new computers. I think the reasons I use a Mac are threefold. 1: Who wants to own a computer that crashes 3 times a day and you have to spend time on just to keep it working.

2: I appreciate the elegance of Mac OS.

3: I'd hate to be part of the Wintel group, blindly following everyone else like a lemming.

 [Gary Lyons](#)

I wanted to write a wonderfully esoteric piece about why one should use a Mac.


I thought and thought and thought but all I could really come up with is as plain as the Mouse on the end of my keyboard.

They work better than a windows machine, they give you far less problems than a windows machine, they can do far more things than a windows machine and when you get down to it..that's what matters..having a machine that is easy to use, works well 99% of the time, gives you the ability to use basically any application you need to and at the same time is a friend..not the enemy.

 [Mark Simmons](#)

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Why a Macintosh? A difficult question to answer in words, it's a gut feeling when you know something is right, similar, but opposite to the times you just know the car will fail its MOT. If you've ever used a WinTel box you already know what I mean, if you haven't, you're a lucky lucky lucky sod. Imagine driving thru a foreign city where the roads are made of treacle, you've no map and your wearing oven gloves, the power steering has just failed and it's 110° outside. That's a WinTel and that's why I only have Macs. Good night and my name is Mark Simmons.

 Lee Foster
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Why A Mac...
I want the freedom of simplicity.
I want my inspiration to be uncluttered by technology.
I want ease of use without ever seeing a command line.
I want reliability and stability (?).
I want to work quickly and intuitively.
I want cheaper, more accessible, software and hardware.
I want better customer support.
I want to feel different in a clone mad world.
I want to have a choice.

 Mark Tennent
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When we upgraded from Atari dtp systems in 1989, the Mac was 10 years ahead of any other system. Since then Windows has caught up and in some areas is only 5 years behind the Mac in appearance but light years behind in ease of use.


or

When I upgraded my systems recently I looked at the opposition to the Mac and chose to buy Apple computers again. I don't want ugly, troublesome, bodged-up, incomprehensible, expensive to maintain, beholden to Microsoft, slow, computers.

or

I buy a computer system for the potential it gives me to achieve not the potential to make me grieve.

 Darren Edwards
What would be the choice?, Wintel - don't make me laugh

 David Buxton
This is why I use Macintosh...

Good user interface design. Easy hardware installation and configuration. My G3 desktop. Still doing word-processing and email on a ten-year-old Macintosh II. No config.sys nightmares. Clarus the dogcow. The sad Mac and car-crash sound.

Now here is what's wrong with Apple and Macintosh:

One still needs to know obscure tricks to make it work at times.
Not fully native despite the first PowerMacs being released nearly five years ago.

Shared libraries cluttering my extensions folder (Apple is as guilty as Microsoft in this respect).
High-end G3's with only 3 PCI slots.
That bizarre Internet Setup Assistant in System 8 and the antiquated Chooser.
Disk First Aid can't fix common problems.
Internet f*****g Config?

 [Peter Bereaford](#)

What gives me the right to pontificate? My firm uses Apple for financial reasons. We've got about 120 of them; 100 Powerbooks, and the rest a ragbag of Desktop PowerPc's.

Macs are cheaper, better and more reliable than anything running Windows, and that's from someone who has no affinity for hardware or computing at all. I use computers to make money.

Why a Mac?

If you are thinking of buying a computer, it's essential to realise that if you use Apple computers you save money.

Here's a quick guide.

For people who spend their own money.....Apple is cheaper than Windows.

Buy Apple. Save Time. Save Money.

Buy Apple. Do more work. Have more fun. Make more money.

Enjoy your work. Buy Apple.

Stay ahead. Buy Apple.

For people who spend other people's moneyApple is cheaper than Windows.

No-one ever lost money by buying Apple.

Make your employees happy. Buy Apple.

System down = Business down. Next time buy Apple.

Spend less. Earn more. Buy Apple.

Earn while you learn. Buy Apple.

Buy Apple and make more money.

Money talks. Talk to Apple.

Teambuilding = Networking = Apple

Make your core system an Apple.

(I refer to Apple because my customers don't know what a Mac is.)

 [Comments?:](#)

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