"The man who does not read good books is at no advantage over the man that can't read them."   -   Mark Twain

The Pitch
        Why people don't read
        Why people don't read on a computer
        Why that'll all change
        Our hook

What you can do with *As You Like It*™
        Pick your fonts
        Pick your size
        Pick your format
        Pick up where you left off
        Keep your place in several books
        Make individual icons for the whole family

        Is that all it does?

What books you can get
Keyboard commands
Mouse Commands

What do I get if I register?
The order list

Copyright, Legal Notices, Contact Info

You hear it all the time: People just don't read anymore.   It's true; it's hard.   There's never a convenient time.   There's a deeply felt conviction that there's nothing interesting enough to warrant the overhead of going to a bookstore or library, or digging out old school texts.

Let's see.   There's nothing good to read in computer format.   Anyway, the characters look lousy.   Just what I need, something else to suck up megabytes on my machine.   What, I don't spend enough time already in front of a screen?

There's a world of classic literature out there available essentially for free (the copyrights have expired). Now admittedly, there's a lot of dated material only an English teacher could love, but there's also great stuff which has stood the test of time.

If you could tweak the appearance of the text to suit you, there's a chance that reading on a computer could be pleasant.

If you carry a laptop, you can carry great books along with you, without taking up any briefcase space.

If a good book were just a double-click away, you might sandwich in some reading amidst your busy schedule.   If it were trivial to pop up a kid's book, you might have to reserve time on your own home machine!

We believe that the ability to customize the appearance of books is crucial to their acceptance on a computer.   The thrust in the business world, towards faithfully reproducing documents as the *author* thought best, is wrong-headed.   If you want a more readable font, wider margins, narrower line-spacing, you should be able to get it, quickly and easily.   The paradigm of extremely wide, single column text is antequated, a convenience for programmers which makes the end-user suffer.   In short, documents should be presented *as you like it*.

Finally, we've gone to some lengths to leave the books in a compressed form on your disk.   They are transparently expanded *inside* the *As You Like It*™ program.   So, the text takes up *less than half* the space that ordinary ASCII would.   Now, you can store a dozen books in the space of   a WINWORD.HLP file.

We want you to buy the *As You Like It*™ reader program.   To encourage that purchase, and in support of the philosophy of the Gutenberg Project, the Online Book Initiative, and others, we'll make the marvelous library of classic literature available to you at cost.   Since we're (I'm) a tiny outfit, that translates into "a floppy in a business envelope".   For you, that means 1.4 megabytes of data for two bucks (it'd cost you $3.80 to download the same thing from CompuServe).

We *encourage* registered owners of *As You Like It*™ to share the books we mail out.   We hope to post the books on various online services, but for this application (at current download pricing), the US Mail will be cheaper.

With *As You Like It*™, you can change the appearance of a book to suit you, or to match your situation. The text, the headers and the hypertext links can all be customized.   The **Options/Font** menu item pops up a list of all the font types *As You Like It*™ uses.   Click on one and the standard Font Selection menu appears.   **Text** is for the body of a body; **Chapter headings** is for the headers; **Hypertext links** is for the "clickable" text that takes you somewhere (to a specific book from the **Library**, or to a certain chapter from the **TOC**).

With *As You Like It*™, you can change the size of the window, and the size of the text that appears in the window.   If you want, you can use the **Font** menu item to adjust font sizes; but there's an easier way.

Hitting the + (plus) key will bump up the text size (headers and hypertext links are bumped proportionately).   Hitting the - (minus) key reduces the character size.

Whenever you change the window size, the text is re-flowed to fit the new outline.

With *As You Like It*™, you get your choice of one- or two-page presentation.   On a high-resolution screen, the two-page display shows more text, and reduces the strain of eye movement (when's the last time you read a newspaper article that was ten inches wide?).

The single-page display is great for medium-resolution screens, or when you're keeping the window small for some reason.

With *As You Like It*™, whenever you close a book, we remember all your fonts, sizes, formats and window positions.   Whenever you click on *As You Like It*™ again, we put the screen back *exactly* the way you left it.

With *As You Like It™*, you can save your place in multiple books.   We've provided five icons to get you started (the mythic(al) Cunningham family).   The overall concept is that each icon has a *preferences* file linked to it.   Each *preference* file remembers all the style settings, and the position in a single book.   But, you can make as many icons as you can stand, each with its own *preference* file.   If you want more than the five we provide, you *do* have to do a little Windows work to make this happen.

1. With the Program Manager displayed, and the AsYou Like It group selected, **single-click** on the **Howard** icon.
2. Hit **F8** (the Copy Program Item dialog box appears)
3. Hit **A** zero or more times until As You Like It appears in the group field.
4. Hit **ENTER**.
5. Now, you've got another icon in the As You Like It group.
6. Hit **Alt-ENTER** (the Program Item Properties dialog box appears).
7. **TAB** to the Command Line field.
8. Hit **END** to move past the program name.
9. Type a **SPACE** and an 8 (or less) character name (no extension).   This name becomes a new **.INI** file name which *As You Like It™* can use to remember different settings for different books or people.
10. While you're here, you can change the Description field of the Program Item Properties dialog box to some mnemonic tag which will appear under the icon. (**SHIFT-TAB** will move you back there, if you want)
11. Now, hit **ENTER** to return to Program Manager.
12. Repeat these steps for as many icons as you'd like.

If you like the default settings we ship with, you can save yourself **Option**-fiddling time by copying one of our preference files to your own.   From DOS, in the directory you installed *As You Like It™* in, type **COPY HOWARD yourfile**.   Now you've got all the preferences from Howard, and you can twiddle from there!

With *As You Like It*™, you can set up one or more *As You Like It*™ icons, one or more for each member of your family.   Each icon will remember the book it represents, as well as the custom formatting which was in force when the book was last closed.

We've provided five icons to get you started (the mythic(al) Cunningham family).   The overall concept is that each icon has a *preferences* file linked to it.   Each *preference* file remembers all the style settings, and the position in a single book.   But, you can make as many icons as you can stand, each with its own *preference* file.   If you want more than the five we provide, you *do* have to do a little Windows work to make this happen.

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If you click on **Library** while running *As You Like It*™, you'll see lists of the available books, sorted in various ways.

Included with this Shareware Release is the first Sherlock Holmes mystery, *A Study In Scarlet*, by Arthur Conan Doyle.   If you register, you get the rest of the Sherlock Holmes series.   This comprises 56 stories, and 4 full-length novels.   To the best of our knowledge, nobody else can squeeze this much material onto a single diskette.   How we do it isn't important; what *is* important is that we can distribute *lots* of books on a single floppy, or via modem.

In addition, when you register, you can order one more floppy's-worth of books.   See the details in the topic <u>What do I get if I register?</u>

In keeping with the prevailing attitude on the InterNet, we'll make additional books available for a modest copying charge (like $2 per floppy), or *free* via modem, the InterNet, CompuServe and so forth.   At today's prevailing communications surcharges, it's possible that it's cheaper (for both of us) to send you new books on a floppy, via US mail.

Turning the page
  Spacebar
  Cursor right
  Page down

Turning back
  Cursor left
  Page up

Forward a chapter
  CTRL-Cursor right
  CTRL-Page down
  CTRL-Spacebar

Backward a chapter
  CTRL-Cursor left
  CTRL-Page up

Back to the beginning
  Home
  Alt-T   (**TOC**)
  plain old T

Look for more books
  Alt-L   (**Library**)
  plain old L

Make the text bigger
  +
  ^

Make the text smaller
  -
  v
Display a single page
  1

Display two pages
  2

Change (any of the) fonts
  Alt-O (**Font**)

Turning the page
       Click on **>**
       Click anywhere on the *right* side of the page

Turning back
       Click on **<**
       Click anywhere on the *left* side of the page

Forward a chapter
       Click on **>>**
       CTRL - Click anywhere on the *right* side of the page

Backward a chapter
       Click on **<<**
       CTRL - Click anywhere on the *left* side of the page

Back to the beginning
       Click on **TOC** (Table of Contents)

Look for more books
       Click on **Library**

Make the text bigger
       Click on **^**

Make the text smaller
       Click on **v**

Display a single page
       Click on **[]**

Display two pages
       Click on **[]|[]**

Change (any of the) fonts
       Click on **Option/Font**

Thanks for considering registering *As You Like It™!*   For $20 ($15 if you're a student, teacher or senior citizen) you get all the following stuff:

1. The rest of the Sherlock Holmes books (56 stories, and 3 more full-length novels)
2. Free customization of your version of *As You Like It™* to include a dedication, if you want, just as you might write a personalized note inside the cover of a book you're giving as a gift.   Did I mention that *As You Like It™* would make an ideal holiday gift?
3. Another floppy-ful of books (has to fit on a single floppy; see below for details)
4. The ability to order even more books essentially *at cost*
5. Free support via mail, Compuserve, Prodigy, the Internet, or phone (you pay for the call, though). Also, you can ask for enhancements via the same paths.
6. The latest version of *As You Like It™*
7. The *next* version of *As You Like It™*
8. A periodic newsletter detailing the latest titles available
9. A good feeling in the pit of your stomach

About the additional books

This is quasi-technical, but it ends up being good for you.   Here's the story. There's a <u>list</u> here that contains an alphabetical list of the currently available books.   There are three columns in the list: a product code, the book's size in kilobytes, and the book's title.   What you have to do is: select the books you want, add up the sizes, and make sure the sum is *less than* the number of kilobytes on a floppy (1,200 for 3.5", 1,000 for 5.25" (I need some space for the installer, etc.)).   Then transcribe the product codes onto the order form.   I'll make up the floppy and send it with your registered copy of *As You Like It™*.

There, that wasn't so bad!   Plus, I think you'll be surprised how many books will fit on a floppy.

For gift copies, we'll include a form that the recipient can use to order her books (you always get the complete Sherlock Holmes with the registered copy).

Since the books are ridiculously inexpensive, we ask that, on your first order, you only request the ones you're likely to use right away.   You can share the books you order freely with anybody who has a registered version of *As You Like It™*.

<u>Click here for an order form you can print out</u>
<u>Click here for a pre-addressed envelope you can print out</u>

Umm, yes.   No audio, no motion video, no extensive hypertext jumping around to related topics, no multi-media pizazz.   But, *As You Like It*™ does one thing exceedingly well: it provides you with a tool to explore the world of great literature *how* you want, *when* you want, at a price we hope you find reasonable.

There are two main differences between *As You Like It*™ and the other book reader programs out there:

1. we present the books *almost* as beautifully as conventional printing.

2. we keep the books compressed, so you not only don't need a CD-ROM, they take up less space on your system than their (ugly) ASCII equivalents.

Ars Longa Group
PO Box 10085
Trenton, NJ   08650
(609) 586-1995

Vital info
Your name _____

Your street address _____

Your city/state _____

Your zip/postal code _____

Optional info
Daytime phone (_____) _____ - _____

Evening phone (_____) _____ - _____

Where you heard of us _____

Ordering info
I want ____ copies of *As You Like It*™ at _____ apiece,
and ___ copies of *As You Like It*™ at _____ apiece.   ($15 if you certify that a copy is for a student, teacher or senior citizen; $20 otherwise.   New Jersey residents, I'll pick up the sales tax.)   I am enclosing cash, a check or money order (in US funds) in the amount of _____, payable to **Ars Longa Group**.   Also include, at no additional charge, the books whose product codes I've listed below (You should already have added up the file sizes to make sure they'll all fit (see the list):

_____
_____
_____

I want ___ copies of *As You Like It*™ on 3.5" floppy (1.4M assumed),

and ___ copies of *As You Like It*™ on 5.25" floppy (1.2M assumed).

Dedication info (optional, too)
Donee's name _____

Your message (or provide a separate sheet, especially for multiple orders)

_____
_____
_____
_____

Comments or requests

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Authors, publishers, corporations: your inquiries are welcome!

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Product code	Kb	Title
54005	18	A Child's Garden of Verses
19801	59	A Christmas Carol
57803	228	A Connecticut Yankee in King Arthur's Court
57805	5	A Ghost Story
54403	231	A Girl of the Limberlost
57809	3	A New Crime
12407	119	A Princess of Mars
20801	84	A Study in Scarlet
19806	263	A Tale of Two Cities
57817	295	A Tramp Abroad
02801	87	Aesop's Fables
13801	56	Alexander's Bridge
13601	57	Alice's Adventures in Wonderland
04404	10	Alladin and the Lamp
30801	98	An Enquiry Concerning Human Understanding
42201	174	Anne of Avonlea
42202	195	Anne of Green Gables
42203	160	Anne of the island
58801	129	Around the World in 80 days
12401	91	At the Earth's Core
03401	116	Cast Upon The Breakers
57001	17	Civil Disobedience
20402	16	Collected Articles
62801	26	Collected Verse
44203	32	Common Sense
45602	12	Crito
19601	39	Discourse on Reason
54201	293	Dracula
31601	84	Essays in Radical Empiricism
57804	8	Extracts from Adam's Diary
27801	275	Far from the Madding Crowd
02001	67	Flatland
51001	134	Frankenstein, or, The Modern Prometheus
54402	159	Freckles
58802	186	From the Earth to the Moon
20601	138	George Sand, Some Aspects of her Life and Writings
17001	79	Heart of Darkness
26001	107	Herland
28802	2	Hippocratic Oath and Law
20808	128	His Last Bow
20806	109	Hound of the Baskervilles
50002	411	Ivanhoe
12404	136	Jungle Tales of Tarzan
46401	124	Just David
31402	25	Legend of Sleepy Hollow
30601	1,067	Les Miserables
17002	251	Lord Jim
06401	282	Mansfield Park
62401	88	Maria, or The Wrongs of Woman
57807	178	Mark Twain's Speeches
40603	414	Moby Dick
57808	2	My Watch
57810	6	Niagra
53201	37	No Treason: The Constitution of No Authority

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06402       143  Northanger Abbey
13802       109  O Pioneers!
40801        92  On liberty
55001       121  On the Art of War
08001        52  Oroonoko; or, The Royal Slave
14801       116  Orthodoxy
37201       172  Our Mr. Wrenn, or The Romantic Adventures of a Gentle Man
41402       178  Paradise Lost
41403        39  Paradise Regained
42801        73  Parnassus on Wheels
06403       150  Persuasion
06801        97  Peter Pan
57811         5  Political Economy
41001        15  Renascence, and Other Poems
27803       272  Return of the Native
12202        33  Sara Crewe
19805         2  Second Violin
17005        34  Secret Sharer
12410       121  Tarzan and the Jewels of Opar
12411       160  Tarzan of the Apes
27804       289  Tess of the d'Urbervilles: A Pure Woman
57819       186  The $30,000 Bequest
57801       212  The Adventures of Huckleberry Finn
20803       194  The Adventures of Sherlock Holmes
57802       145  The Adventures of Tom Sawyer
59001       236  The Aeneid
36401       196  The Arabian Night's Entertainments
12402       116  The Beasts of Tarzan
20809       157  The Casebook of Sherlock Holmes
46201         5  The Cask of Amontillado
19802        66  The Chimes
13401        35  The City of the Sun
19803        67  The Cricket on the Hearth
24801       228  The Damnation of Theron Ware
28401         4  The Gift of the Magi
12403       152  The Gods of Mars
57806        10  The Great Revolution in Pitcairn
28001       202  The House of the Seven Gables
13602        12  The Hunting of the Snark
51401       271  The Jungle
35201       102  The Jungle Book
04401     1,418  The King James' Bible
20810       147  The Lost World
07201        92  The Marvelous Land of Oz
27802       228  The Mayor of Casterbridge
20804       162  The Memoirs of Sherlock Holmes
12406       106  The Monster Men
20401        80  The Narrative of the Life of Frederick Douglass
06602        30  The New Atlantis
42401         1  The Night before Christmas
52604        88  The Oedipus Trilogy
11801       118  The Pilgrim's Progress
46203        13  The Pit and the Pendulum
20811        60  The Poison Belt
57812       140  The Prince and the Pauper
30001       108  The Prisoner of Zenda
17803        92  The Red Badge of Courage
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