

The McWilliams II Word Processor Instruction Manual

by
Peter A McWilliams

**President, Founder,
and Director of Publicity of
the McWilliams Computer Corporation**

INCLUDING:

- **McWilliams II Schematic**
- **Complete Operating Instructions**
- **Other Uses for The McWilliams II**
- **History of The McWilliams II**
- **The McWilliams II in History**
- **A Tribute to Joan Crawford**
- **PLUS: An Elusive Interview
with Peter A McWilliams**

The McWilliams II Word Processor Instruction Manual

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Peter A McWilliams

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"In the heart of Silicone Valley"

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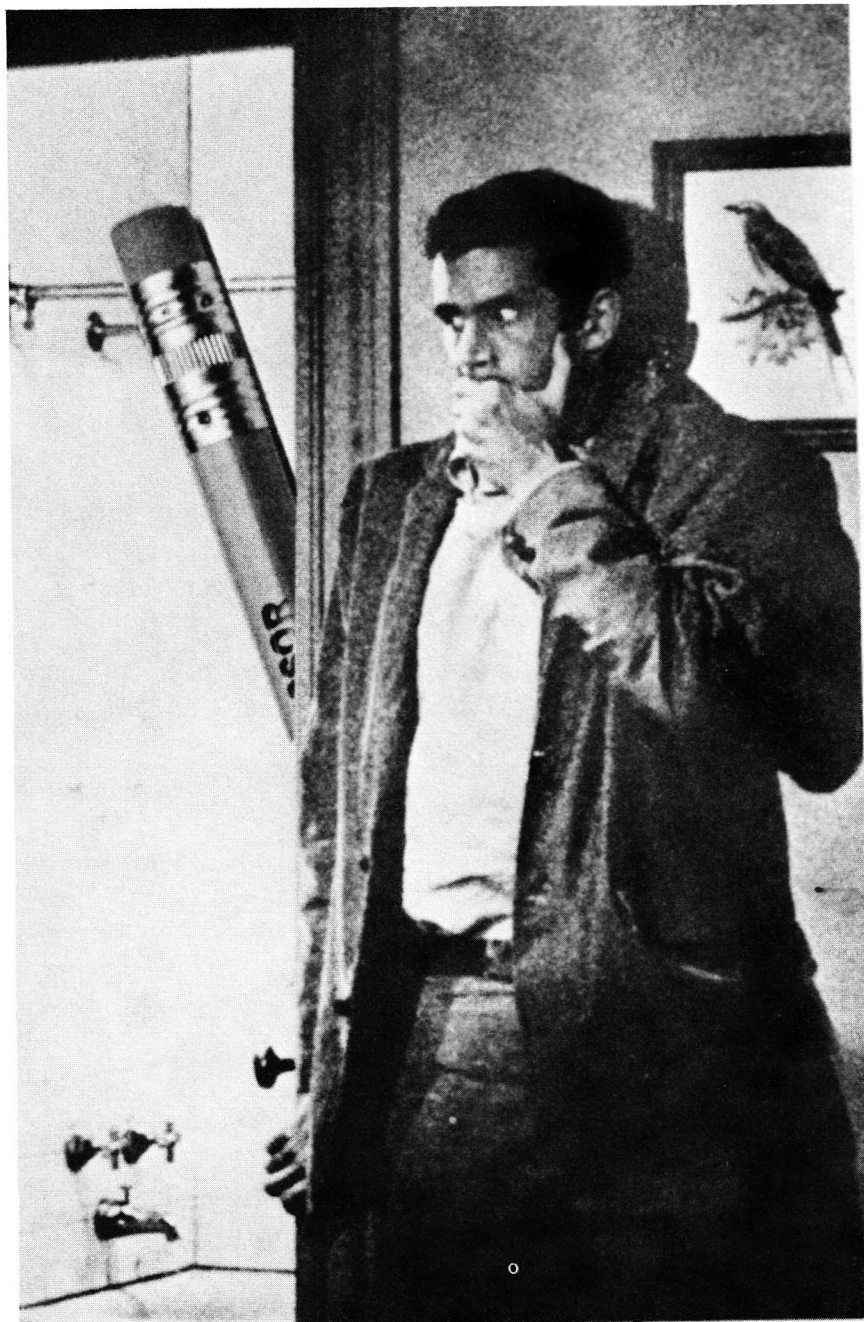
Copyright © 1983
by Peter A McWilliams

Other books, only slightly more serious,
by Peter A McWilliams:

The Personal Computer Book
The Word Processing Book
The Personal Computer in Business Book
Questions & Answers on Word Processing
Word Processing on the Kaypro
Word Processing on the IBM

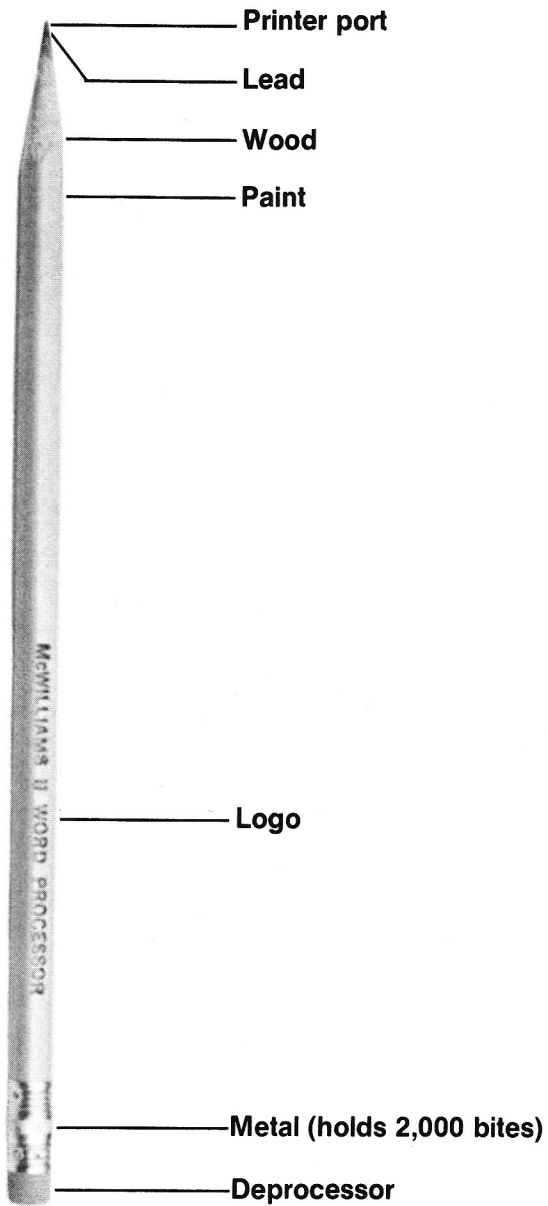


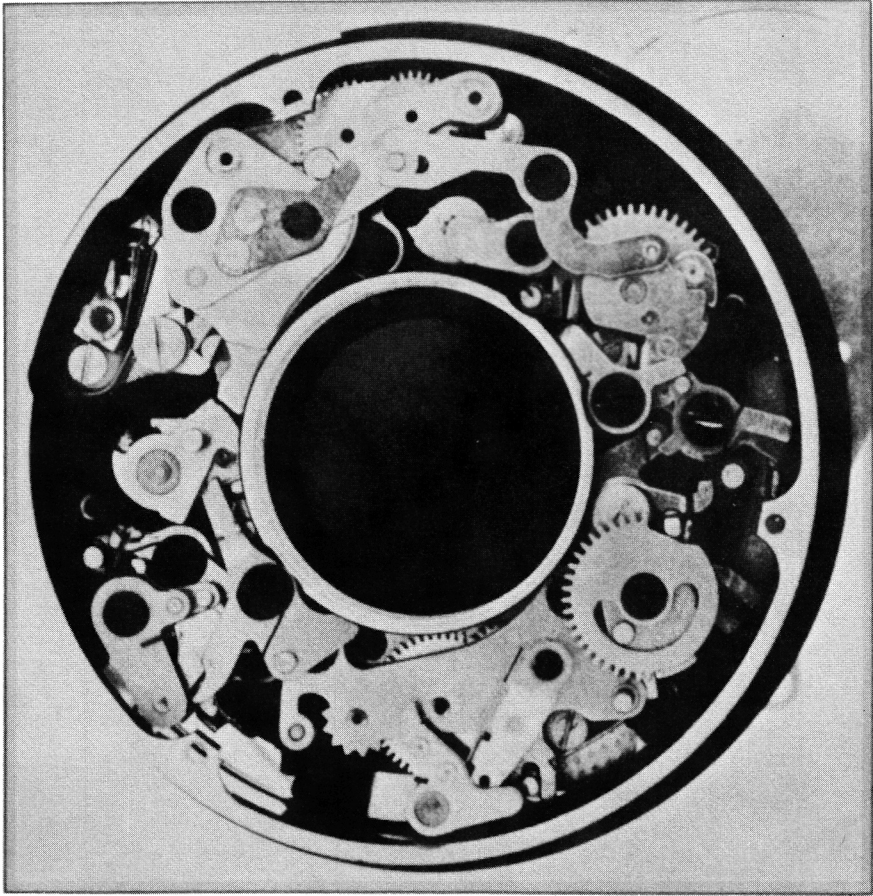




This book is for my dear brother, Michael: "The funnier of the two."

McWilliams II Schematic





This enlarged cross-section shows how remarkably intricate the McWilliams II really is.

Operating Instructions

Creating a file: Place a **sheet of paper** under **point** of the McWilliams II. Create.

Saving a file: Put the piece of paper in a **safe place**.

Deleting a file: **Crumple** the piece of paper and **toss** in **waste basket**.

Deleting text: Place **eraser** (“deprocessor”) side of the McWilliams II over the portion of the file to be deleted. Rub and rub. Portions of text under the eraser will magically disappear. Brush away magic dust.

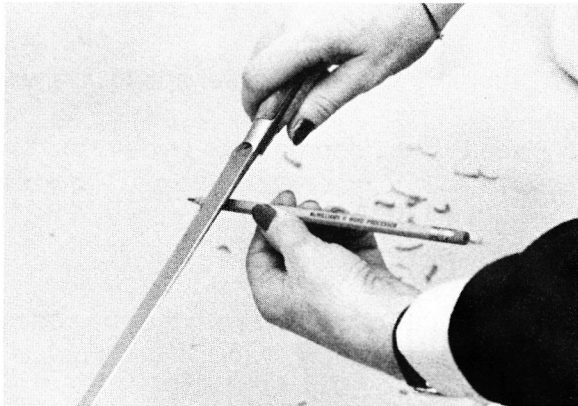
Inserting text: Make a **little mark** (^) under the line and between the letters you wish to insert text. Insert text above the line. Use extra **paper** if necessary.



Transferring documents created with the McWilliams II to magnetic media.

Preparing the McWilliams II for Action

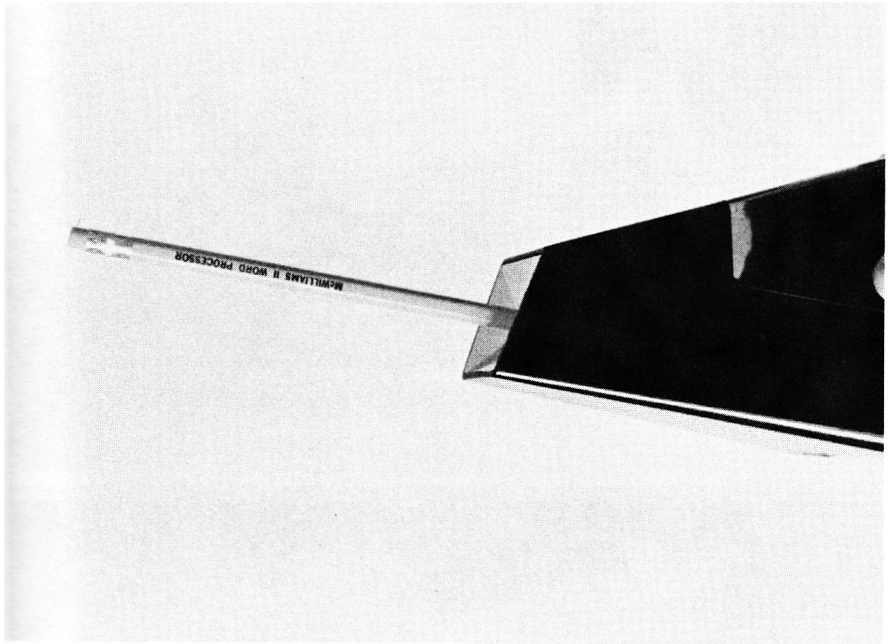
The **point** of the McWilliams II Word Processor is protected during shipping by a sturdy wooden covering. Before you can use the McWilliams II, you must carefully remove this covering.



The George Washington Carver Memorial Sharpener. This precision instrument was named in honor of one of America's greatest botanists, who did remarkable things to peanuts or soybeans or something. Can also be used for chopping vegetables. \$25.



The Christopher Columbus Whole World in His Hands Memorial Sharpener. This sharpener honors one of Italy's greatest Americans who, in 1492, sailed the ocean blue to prove that the earth was not flat. He did, and you never need settle for a flat point on your McWilliams II again. \$100.

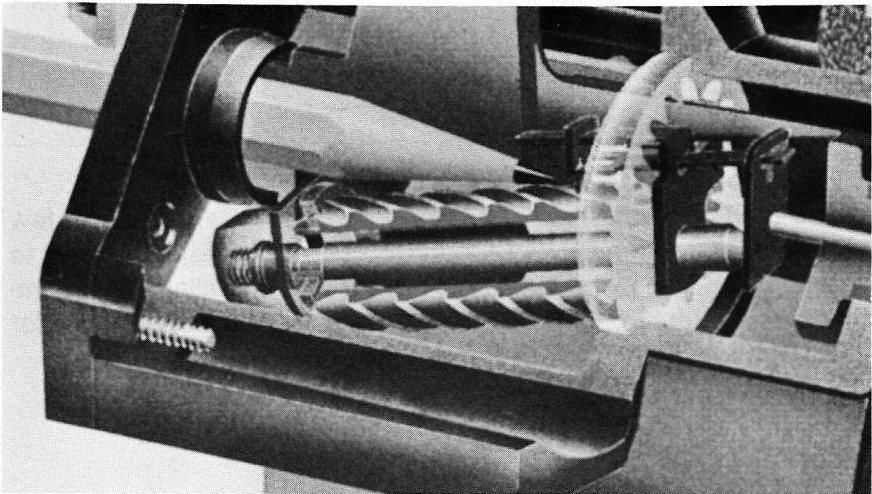
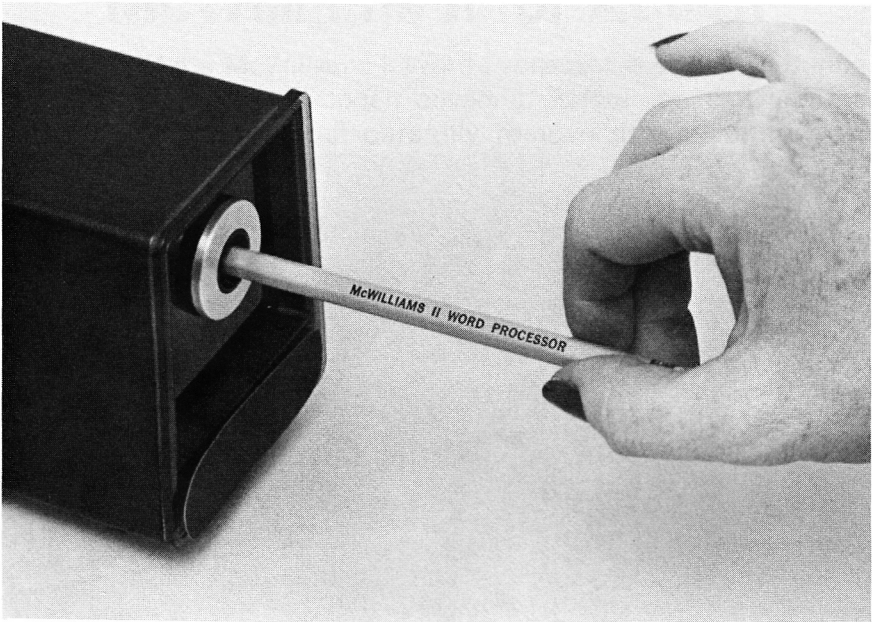


Sharpen your pencils with Pyramid Power!

We've all heard about razor blades being resharpened after a few hours under a pyramid.* Well, now you can use Pyramid Power to sharpen your McWilliams II. Simply insert your McWilliams II, and the Spirits of Ancient Egypt drop by and sharpen your McWilliams II for you. (Motor included in case spirits are out to lunch.)

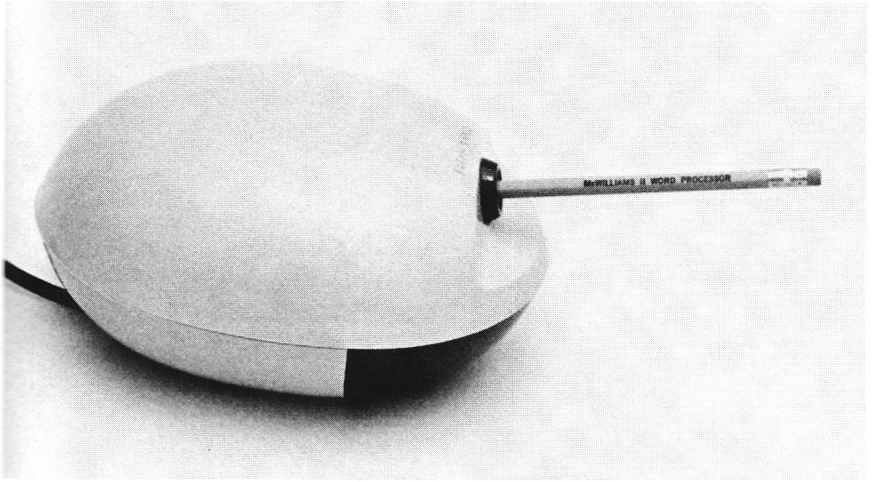
*See *National Enquirer*, December 17, 1963

Preparing the McWilliams II for Action



The McWilliams Pro. The ultimate. Electrical energy runs a motor containing ball bearings for the very best point available in word processing today. Fast, precise, exacting. Expensive, but worth it. \$500.

Preparing the McWilliams II for Action

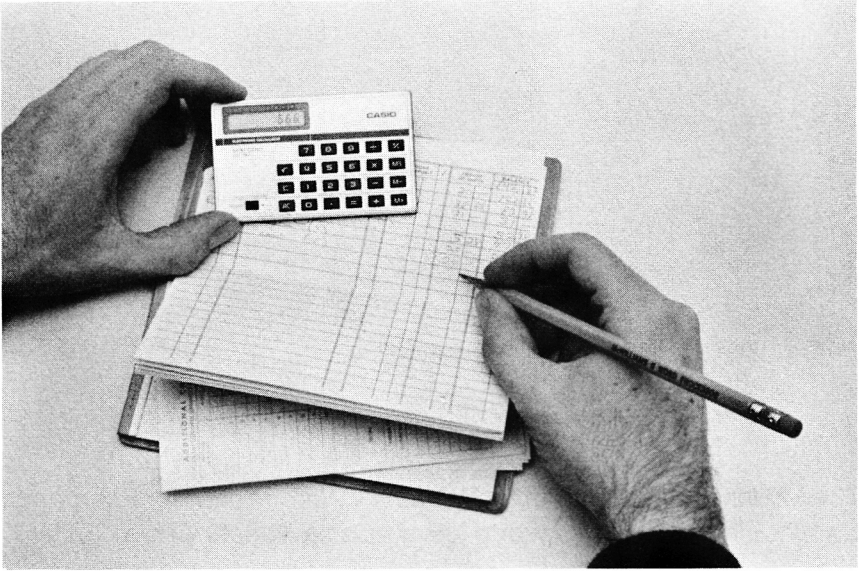


The Museum of Modern Art McWilliams II Word Processor Sharpener. Stylish. Elegant. Lets the world know you have taste with a capital T. \$650.



“Yes, I think it’s time to resharpen this one.”

Applications



Checkbook Balancing: Use the McWilliams II to record the amount and payee of each check you write, as well as deposits. Add the deposits and subtract the amount of checks written, and in this way the McWilliams II will always keep your checkbook balanced.



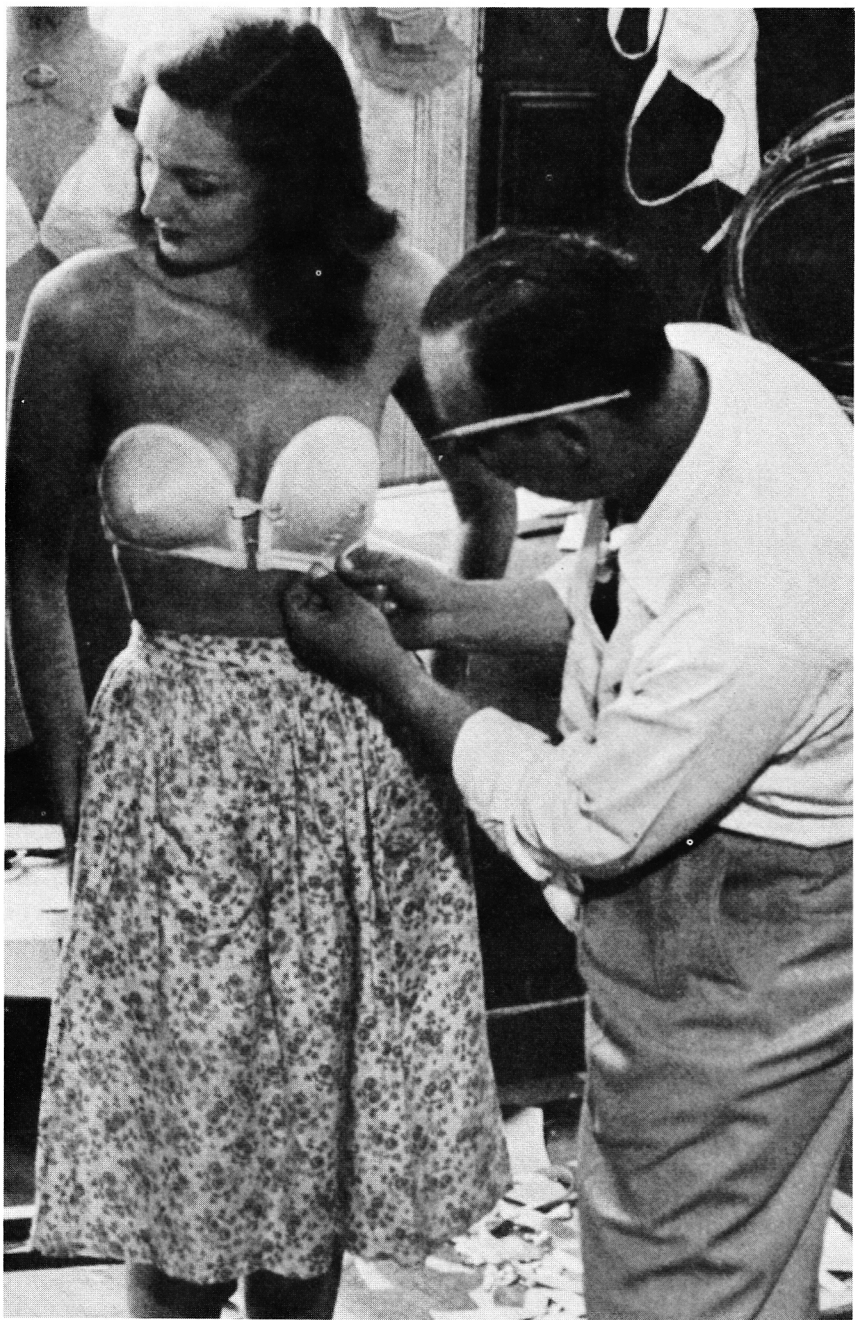
Law enforcement agencies use McWilliams IIs.



Electronic mail: Text created with the McWilliams II can be sent over ordinary telephone lines and instantly received in any portion of the world. Follow these simple instructions:

1. Lift receiver off telephone.
2. Dial number of receiving party.
3. Get receiving party on the other end of the line.
4. Read receiving party text written by the McWilliams II.

(Note: If receiving party has a McWilliams II, he or she can make a faithful facsimile of your transmission.)



If you're afraid of getting caught at something, put a McWilliams II behind your ear—it will look like you're doing your job.

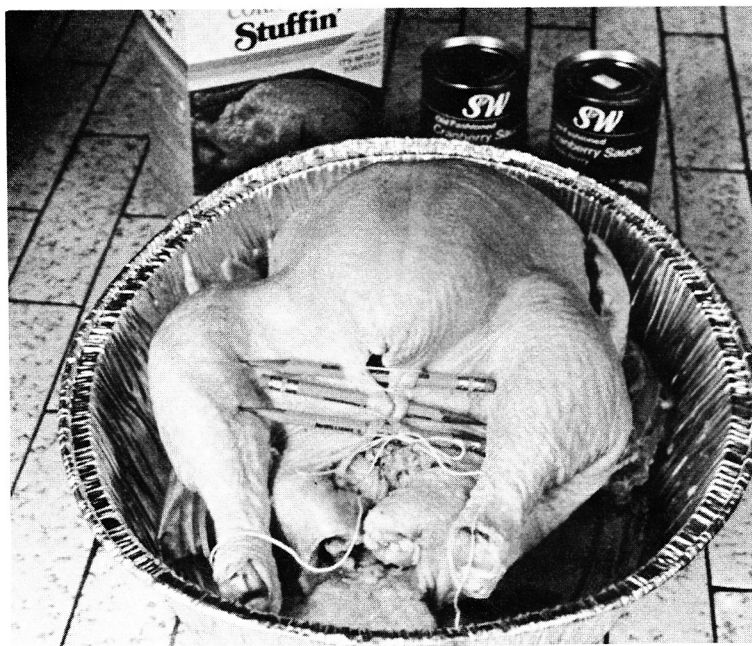
Applications

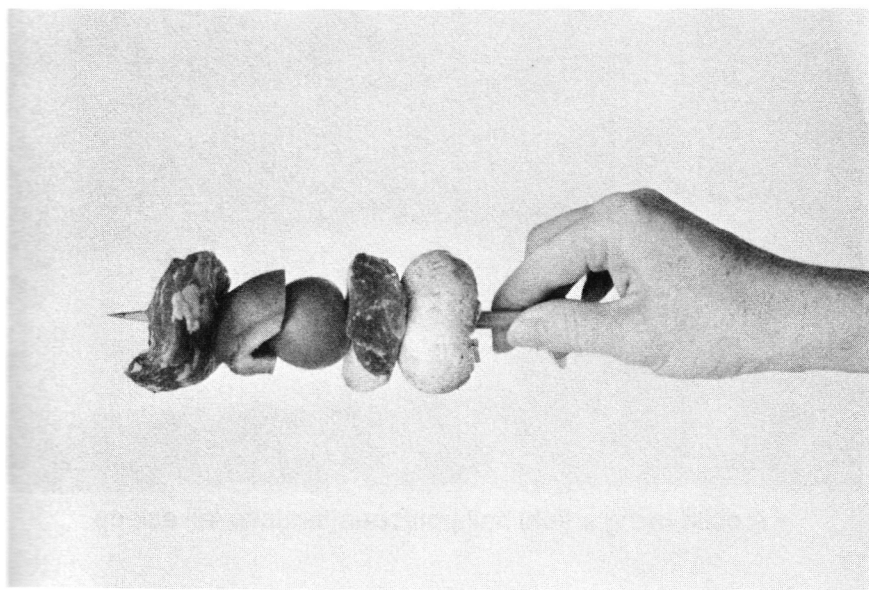


*A McWilliams II could not be found
So the train dispatcher could not write down
The track on which the train should be
(He thought he could trust his memory!)
The dispatcher is now tempest-tossed:
For want of a McWilliams II, a train was lost.*

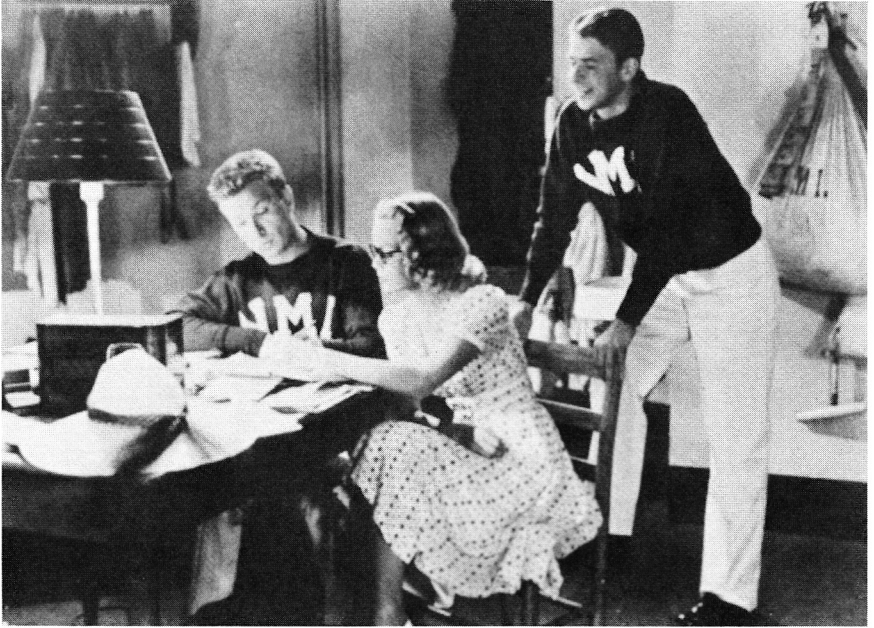
The McWilliams II in the Kitchen

In the kitchen: The McWilliams II can be an invaluable kitchen helper. For example, if your recipe was designed to feed four people, but eight are coming to dinner, you will be glad you have the McWilliams II. Simply use your McWilliams II to *double* all amounts listed in your recipe. One cup becomes two cups, one teaspoon becomes two teaspoons, one egg becomes two eggs, and so on. (Helpful hint: Do *not* double cooking times.)





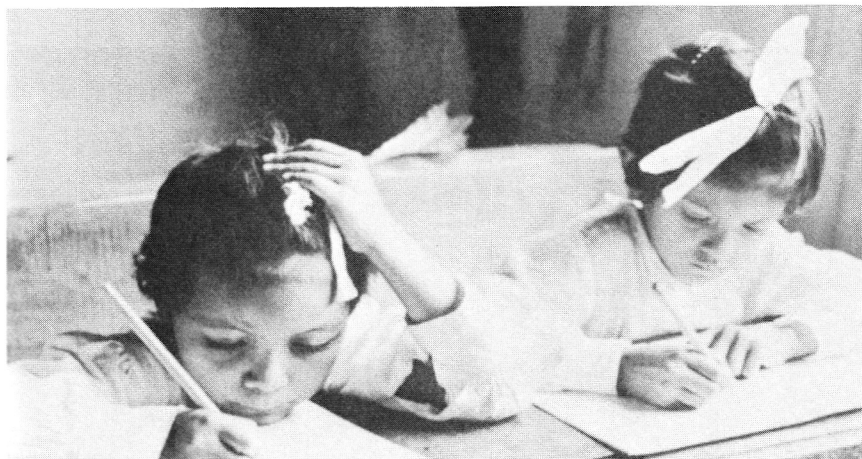
The McWilliams II in Education



The McWilliams II will improve your grades and give you a head start in life.



A child using a (ick) ball point pen tends to fall asleep.



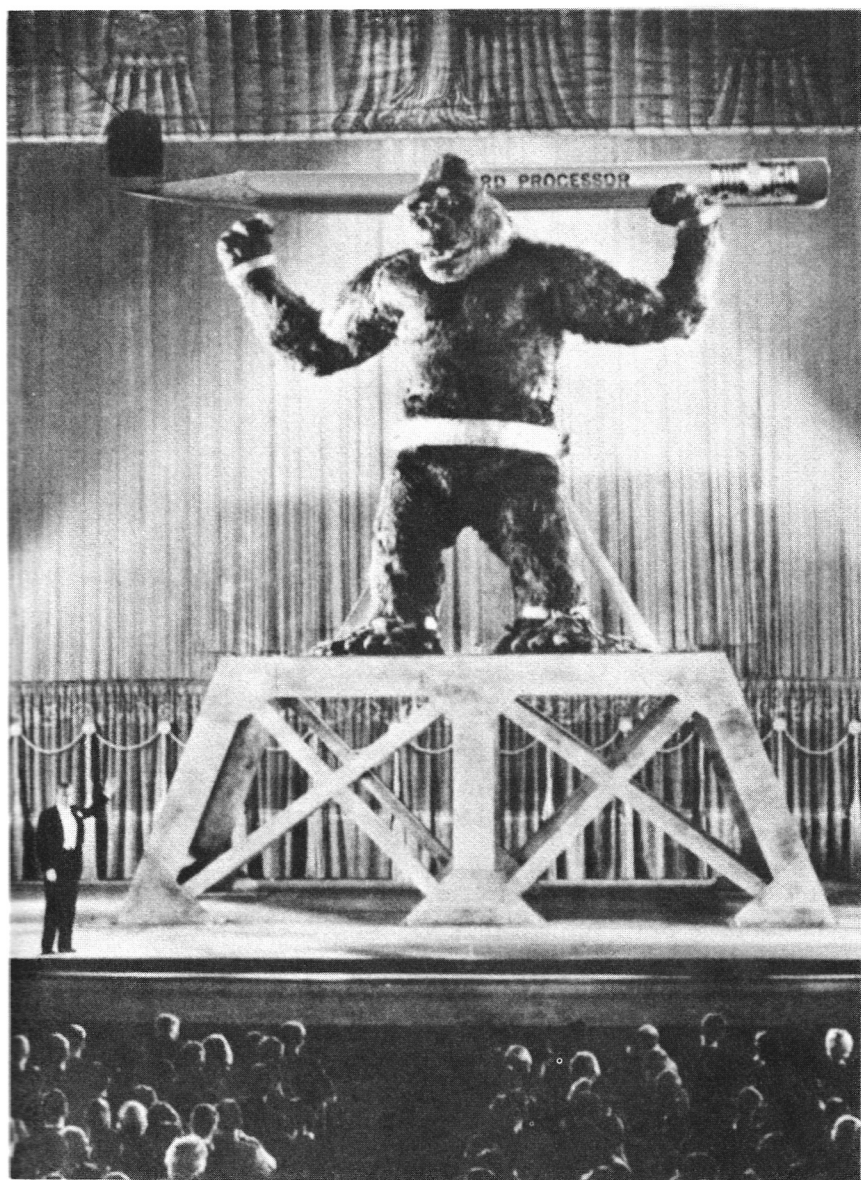
The McWilliams Computer Corporation is presenting (in every state we can get a tax write-off) a free McWilliams II to each and every school.



The McWilliams II makes learning fun!

Other Uses for the McWilliams II





Other Uses for the McWilliams II

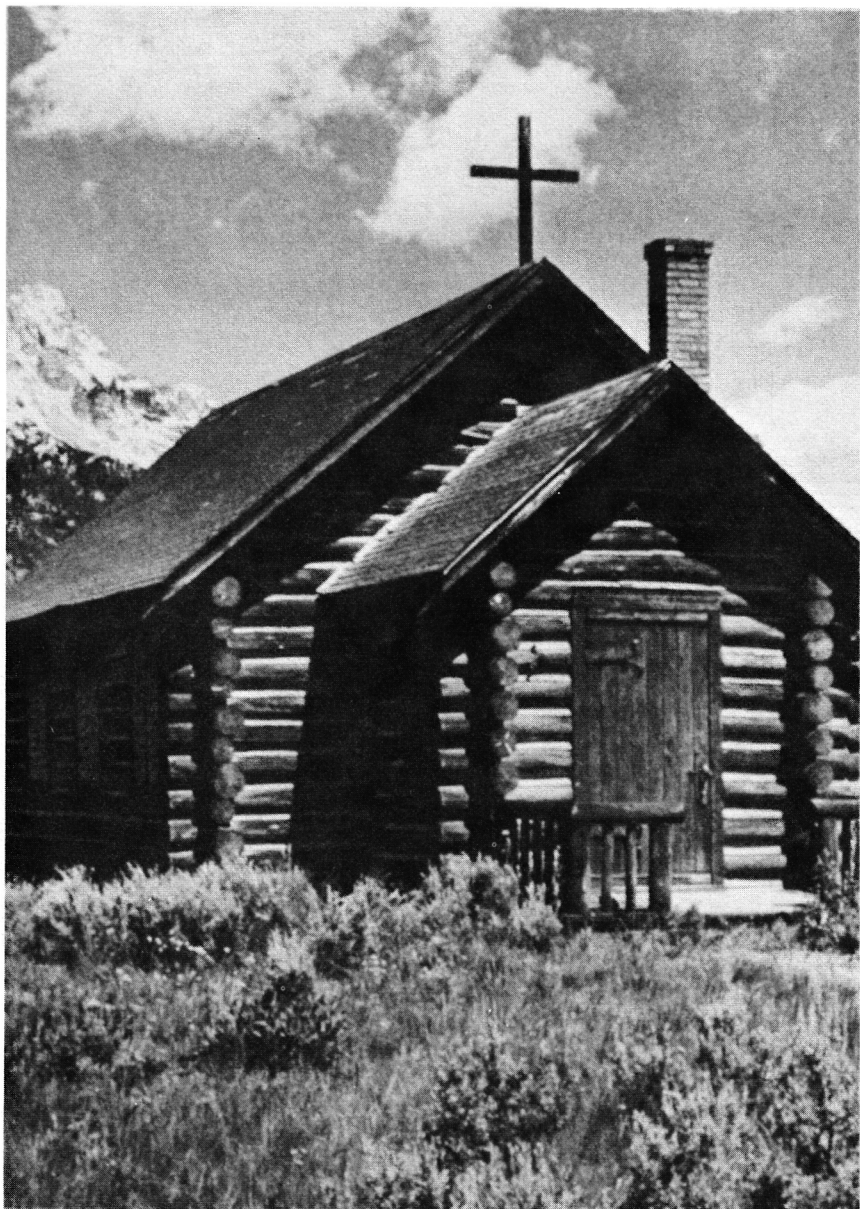


It has come to our attention that some Polynesian tribesmen have been using McWilliams IIs to capture and have their way with visiting American film stars. While the McWilliams Computer Corporation does not encourage such use of McWilliams IIs, we appreciate all South Pacific sales, and send our best wishes to the prince or president or prime minister or whatever leader Polynesia has these days.

Other Uses for the McWilliams II



Other Uses for the McWilliams II



The Church of Divine Packaging—built entirely of McWilliams IIs. “Prayers are processed faster here than anywhere else on earth,” says the pastor, Father McWilliams (no relation).

Other Uses for the McWilliams II



Other Uses for the McWilliams II

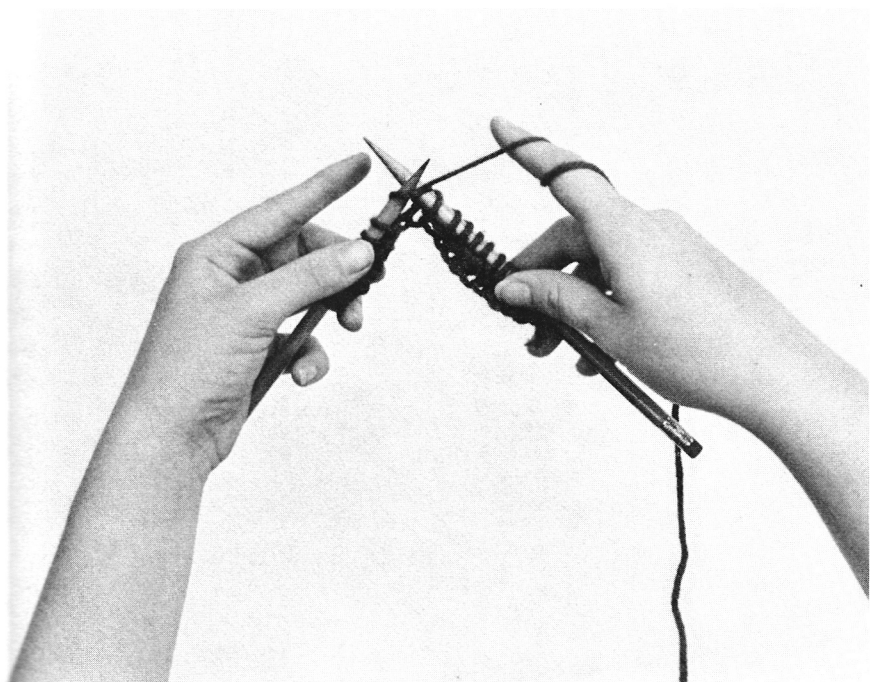


We have heard that street gangs in New York have been using McWilliams IIs to harass the students of Columbia University. The McWilliams Computer Corporation does not condone such action, but is appreciative of all sales. Thank you.

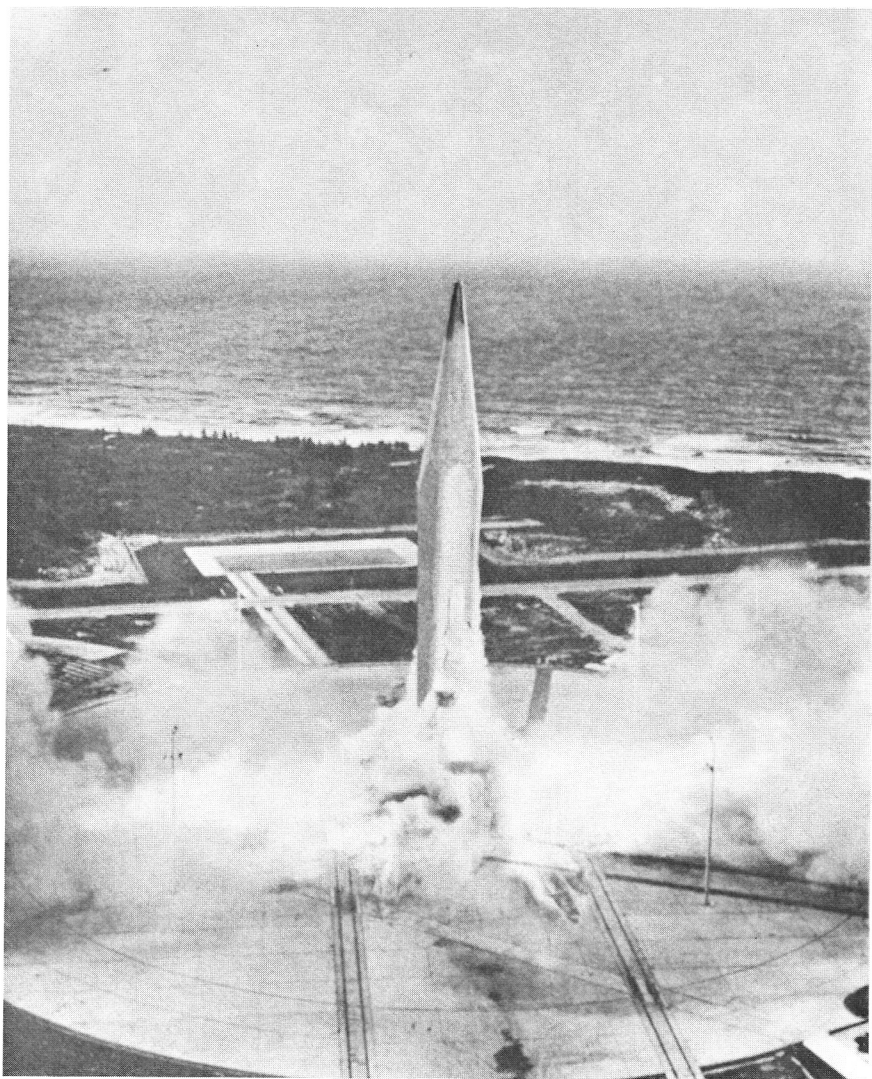




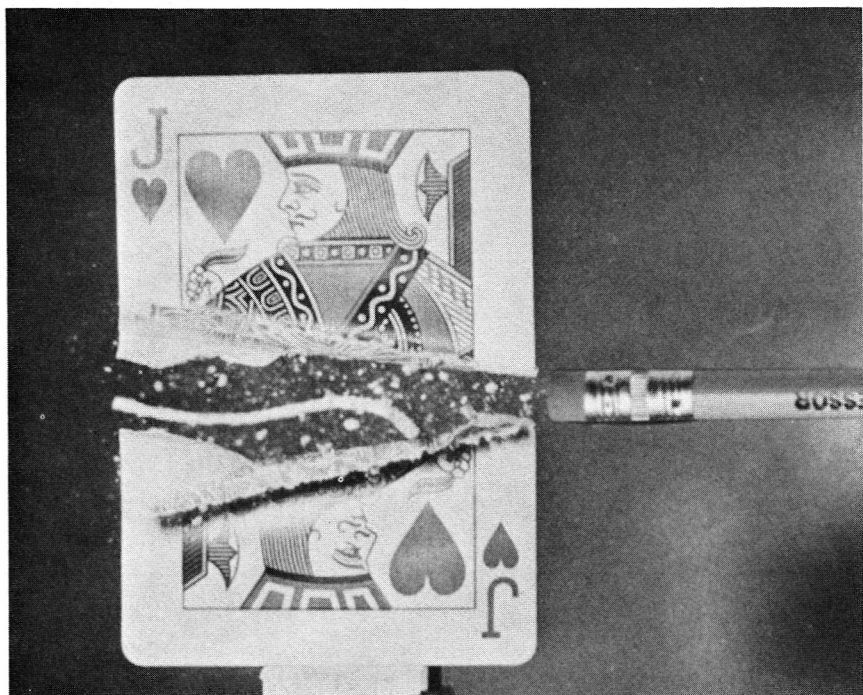
Other Uses for the McWilliams II



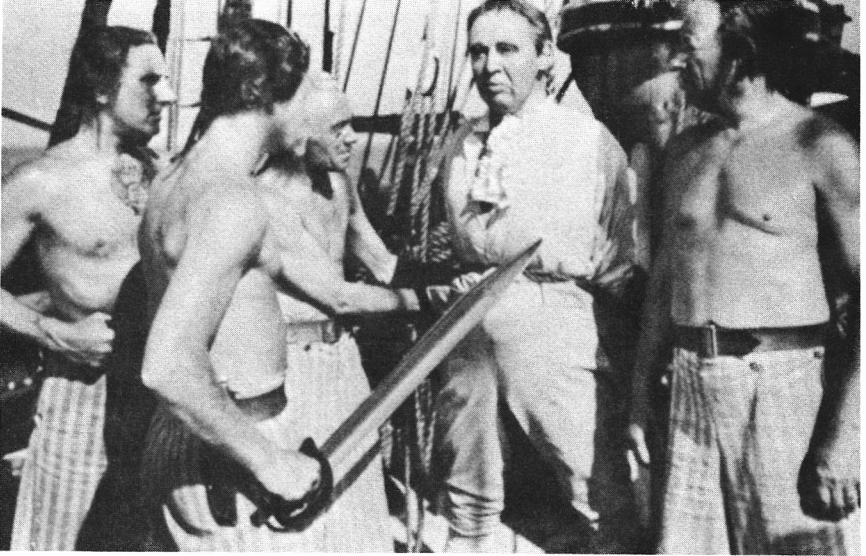
Other Uses for the McWilliams II



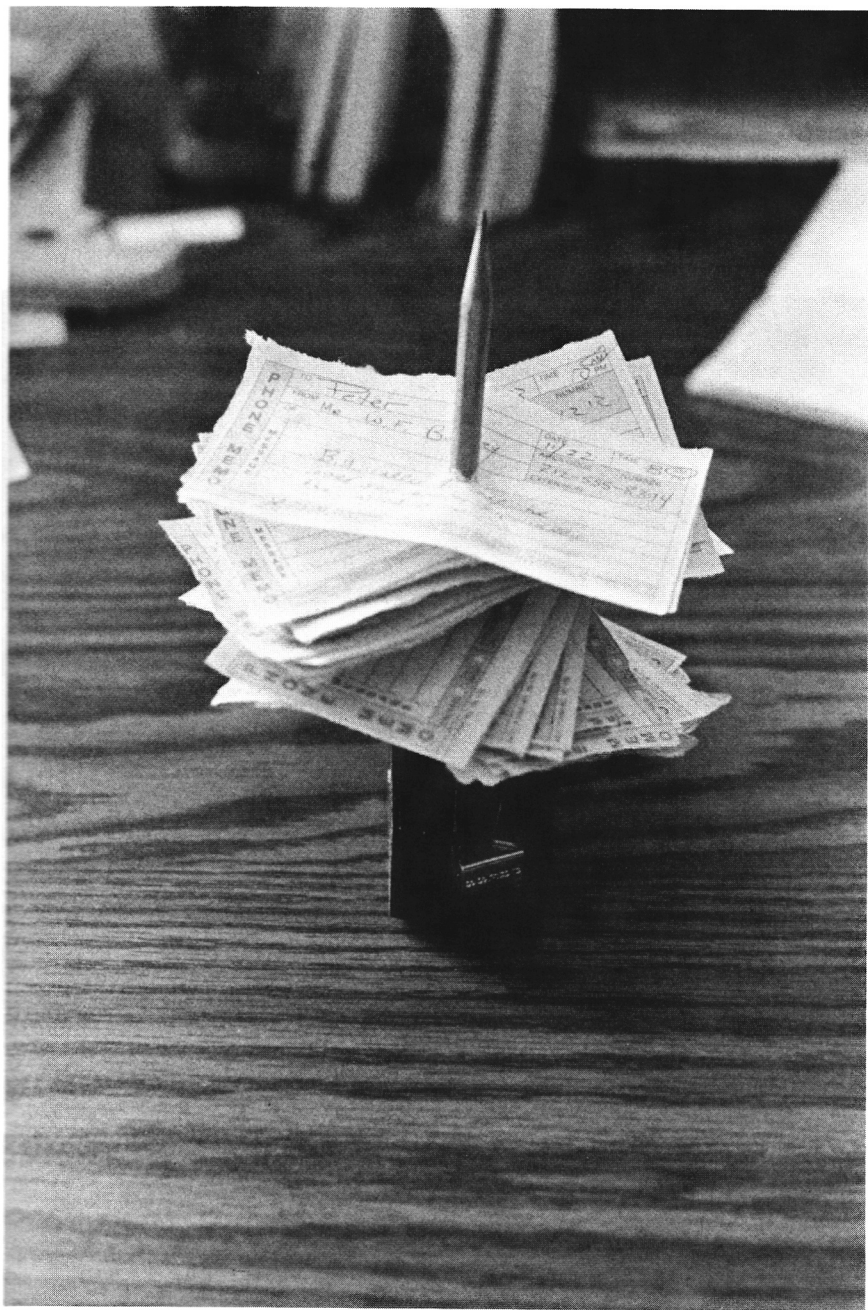
Other Uses for the McWilliams II



Other Uses for the McWilliams II



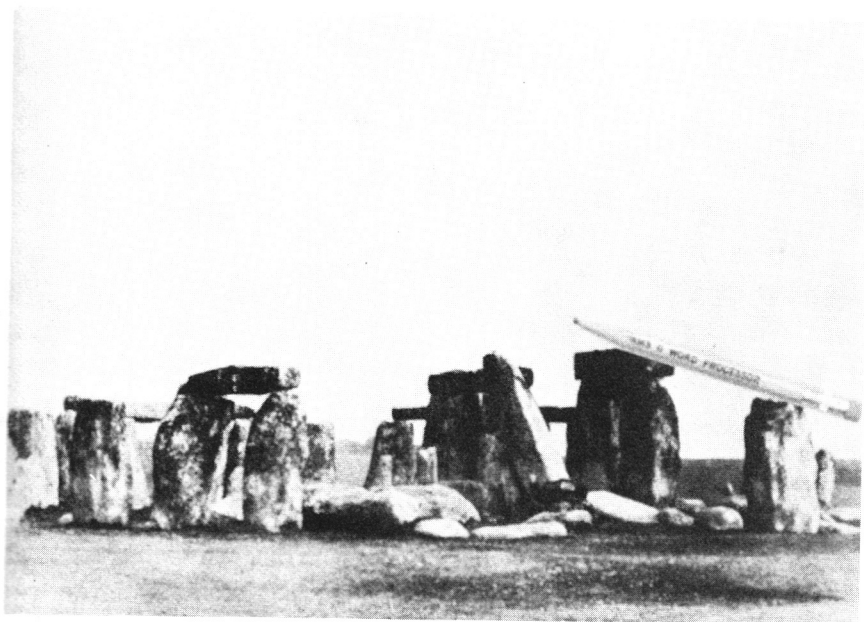
It has come to our attention that some British sailors have been using McWilliams IIs to harass, mutiny and otherwise intimidate sea captains. The McWilliams Computer Corporation frowns upon all acts of violence committed with McWilliams Computer Products, although we appreciate any and all patronage.



Other Uses for the McWilliams II



Other Uses for the McWilliams II



Peripherals

If you can afford more than one McWilliams II, then you can certainly afford one of these fine McWilliams II holders. Keeps points sharp, deprocessors clean, and McWilliams IIs always handy for use.



The inflatable Bette Midler McWilliams II holder. \$400



The life-size, inflatable Elizabeth Taylor McWilliams II holder. \$375
With removable slip: \$475

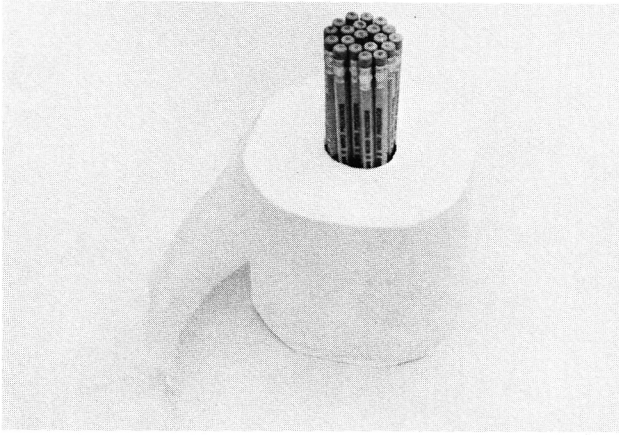


The inflatable Elizabeth Taylor McWilliams II holder propped up in a chair. Behind her (it?) is the company photographer, Sammy Davis McWilliams (no relation).



The inflatable Shirley Temple McWilliams II holder. \$250. Without removeable coveralls, \$350.

Peripherals



Combination McWilliams II holder and tissue dispenser. Two needs met in a single product. Innovation is but commonplace at McWilliams Computers.

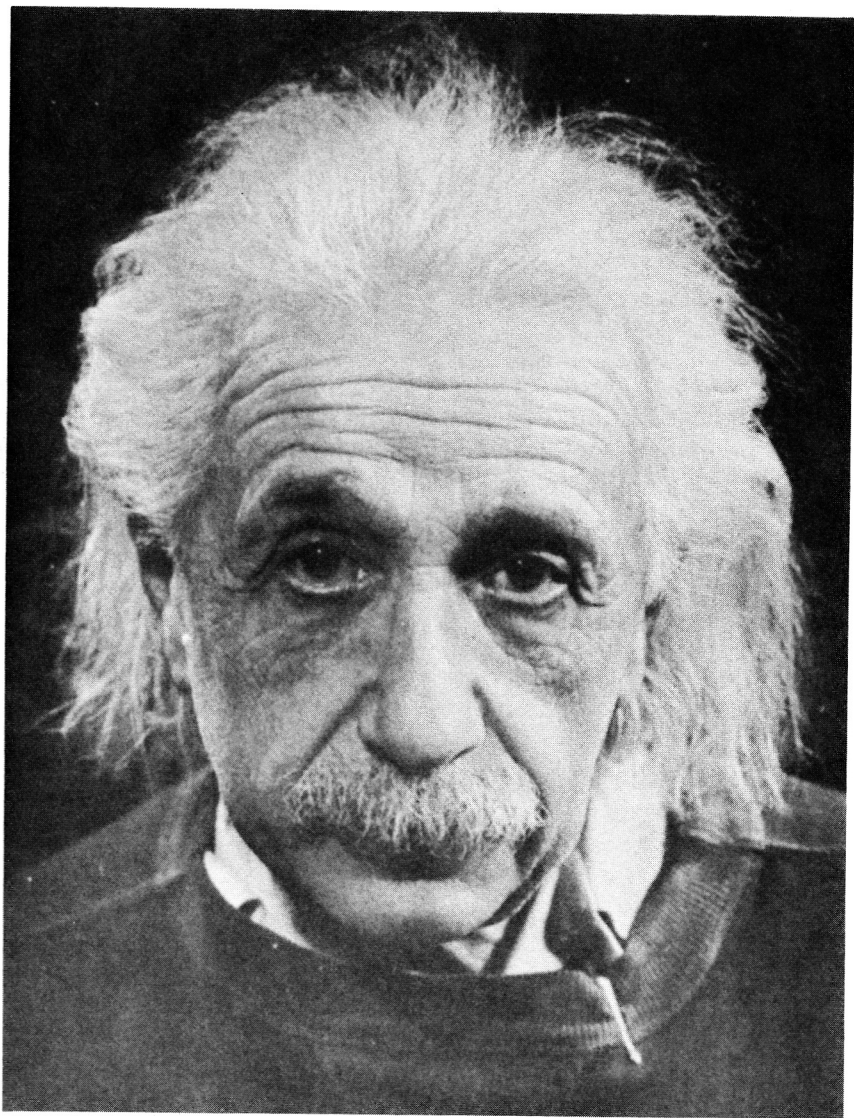
\$30 (holds 15 McWilliams IIs and 1000 sheets)

\$60 (set of two)



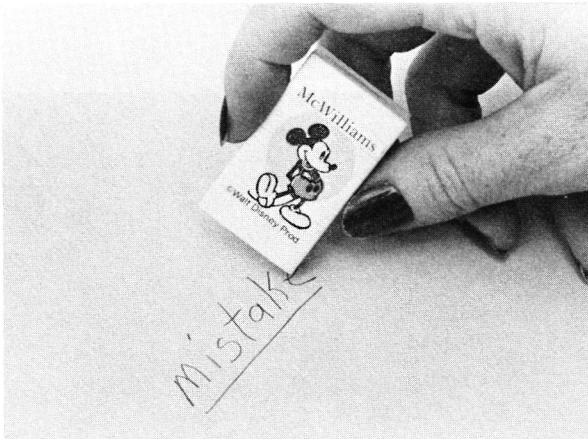
The Perrier Jouet McWilliams II holder. \$450.

Peripherals

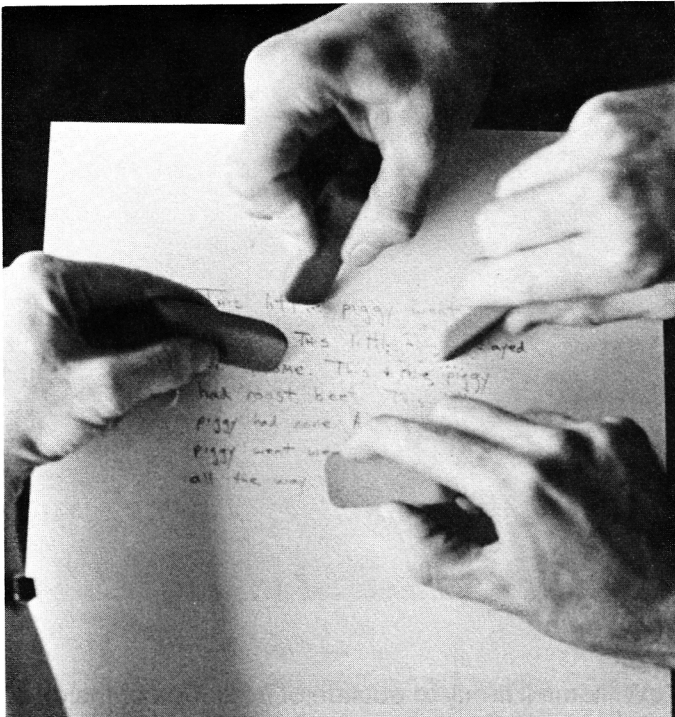


McWilliams II Clip

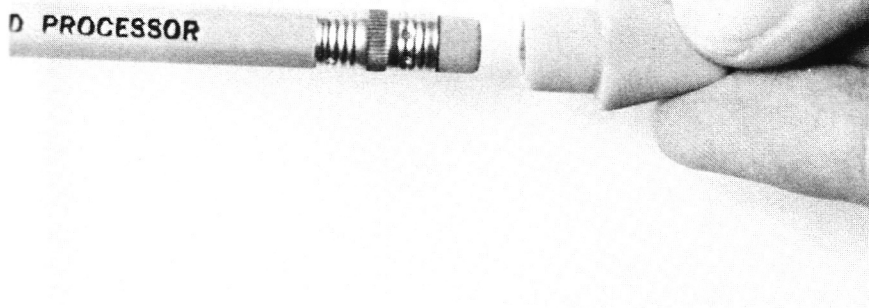
Holds McWilliams II firmly to outside of notebook or inside of sweat-shirt. Genuine metal! \$5 each \$10 for 2 \$60 per dozen



If you have read in *Time* and *Newsweek* and all those other New York magazines about the Lisa and its mouse, we offer a special mouse peripheral for The McWilliams II. This mouse gives your McWilliams II a **mega delete** option. \$275.

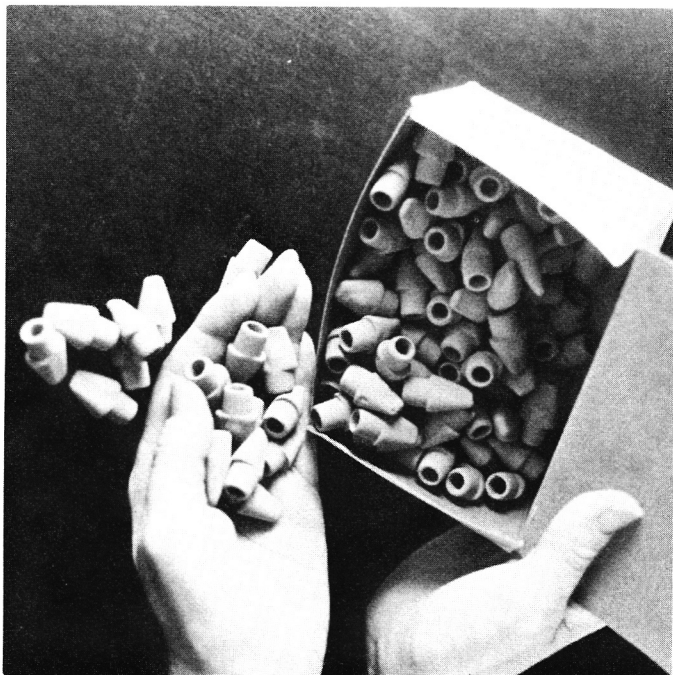


Global Delete Option: Delete an entire file in only seconds (2,468 seconds, to be exact) with this set of four Mega Deprocessors and three friends. \$250. (Friends not included.)

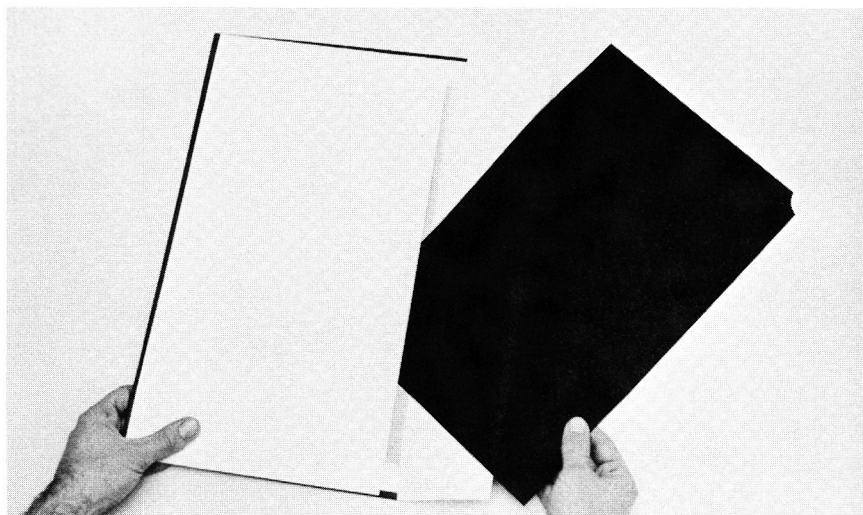


D PROCESSOR

Extra Deprocessing Power is yours with the McWilliams II Mistake-O-Matic[®] Deprocessor Extender.

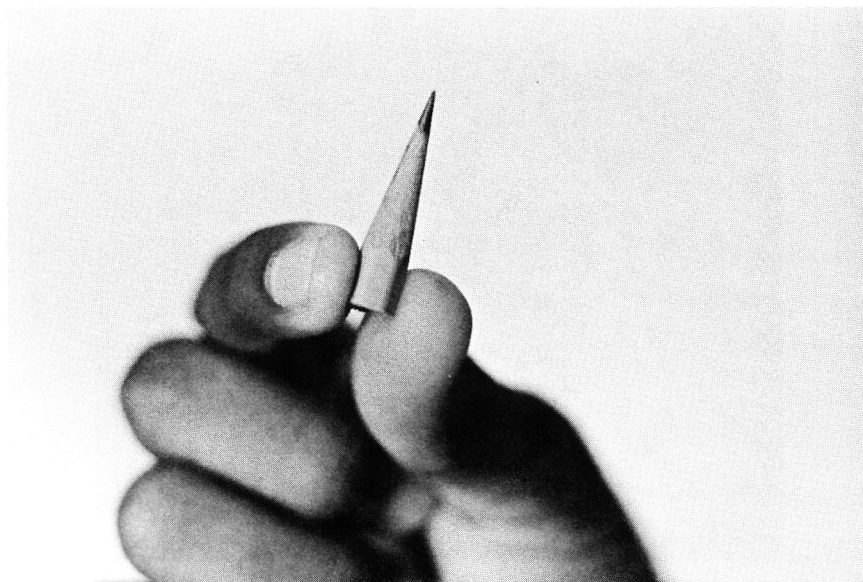


McWilliams II Mistake-O-Matic[®] Deprocessors come in this convenient pack of 144, for those who make gross mistakes.



McWILLIAMS TO-HELL-WITH-XEROX® COPY PAPER

The Xerox Corporation has tried to put the McWilliams Computer Corporation out of business by making word processors. Living up to our motto, "We take everything personally," the McWilliams Computer Corporation responds with a product that will put the copier division of Xerox out of business.



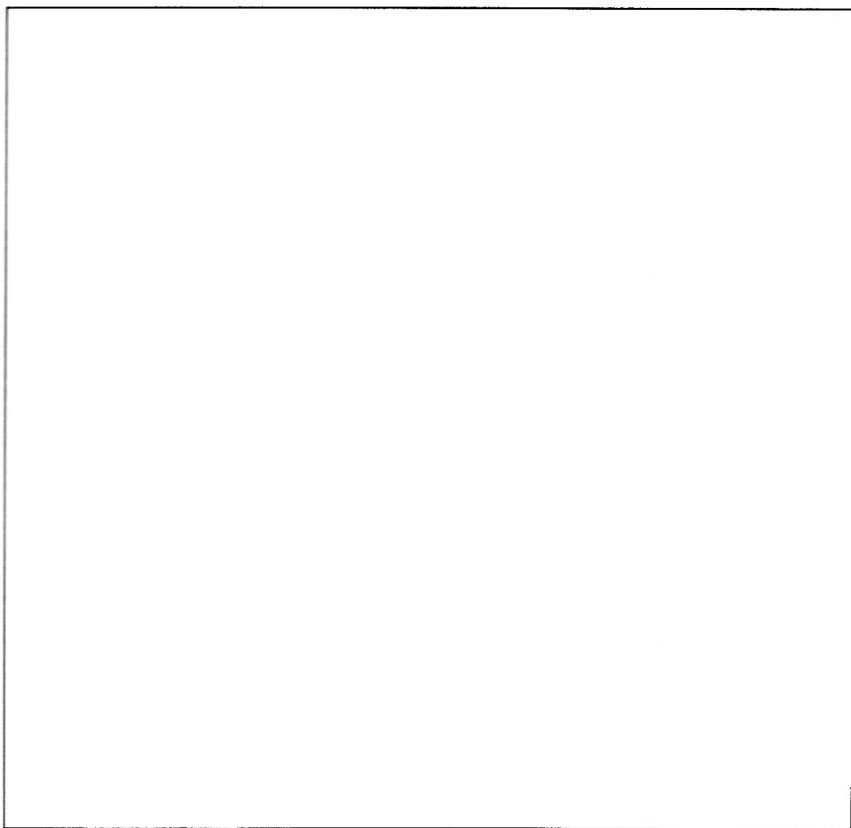
McWilliams II Replacement Printer Ports. \$15.

Peripherals

This book is printed on McWilliams Velvacoat Paper. This paper is scientifically designed to offer the correct roughness/ smoothness ratio for perfect word processing. Made from the wood leftover during McWilliams II production — and we pass that savings on to you!

10 sheets	\$10
100 sheets	\$100
500 sheets	\$500
1000 sheets	\$1000

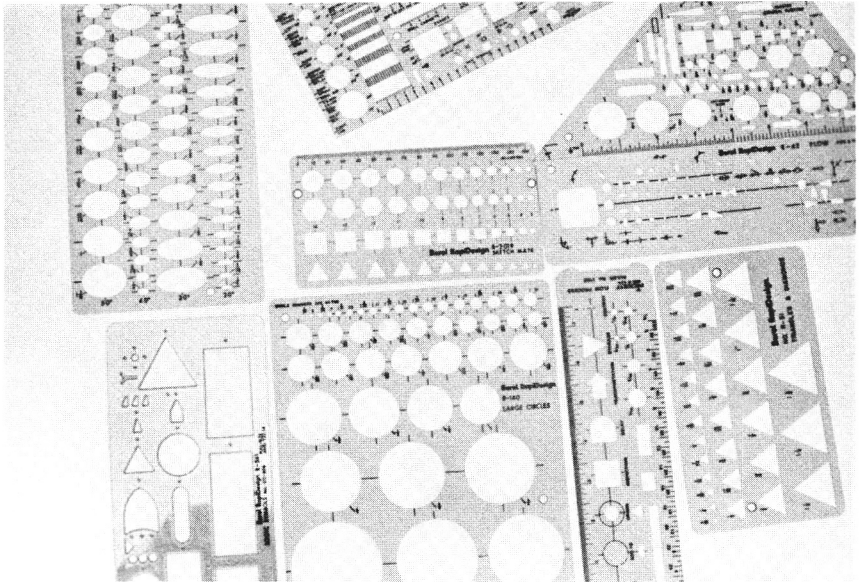
On the rest of this page is a sample of McWilliams Velvacoat Paper.
Try it!



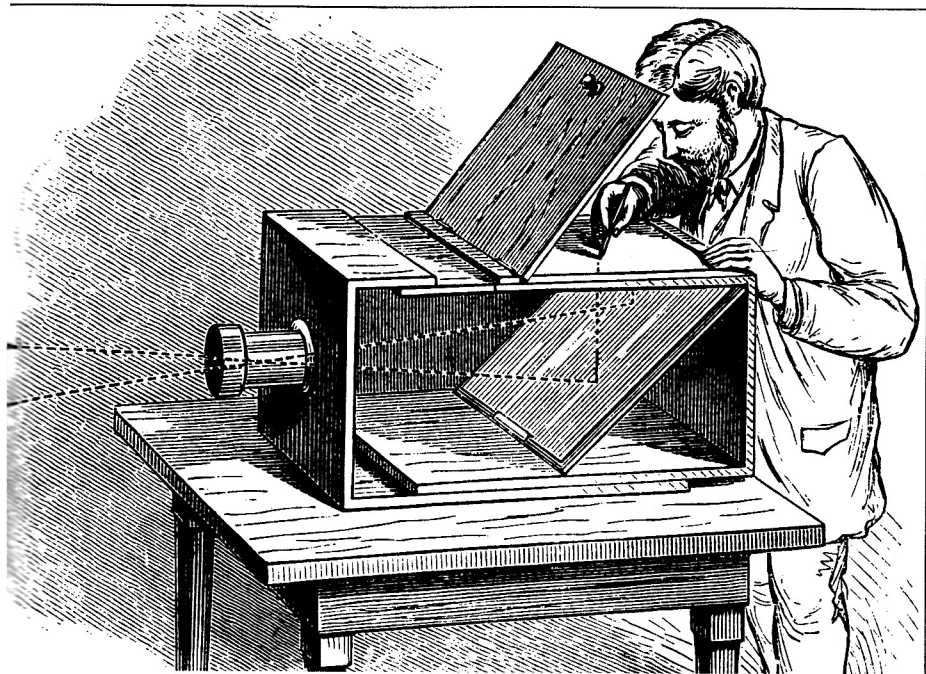
Peripherals



Templates turn your McWilliams II into a sign shop! \$10 per template.
(Permaplates available at additional cost.)



The McWilliams II Graphics Package. \$350.



The McWilliams II Land Camera: Instant pictures at a fraction of the cost!



The McWilliams II Letter Quality Printer Attachment. \$600.

Peripherals



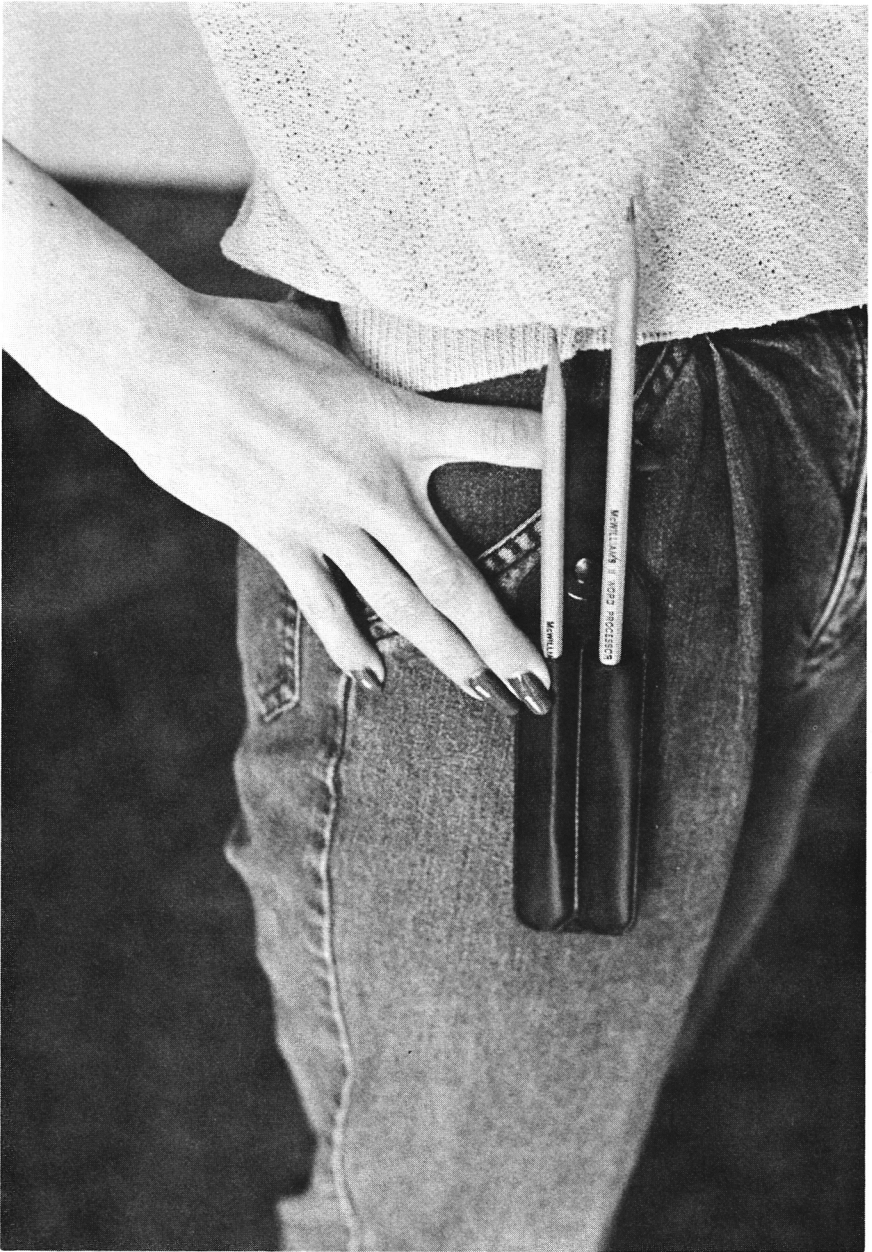
The McWilliams II Pocket Computer Case. Made of genuine vinyl, like the finest car tops. This Computer Case slips into your shirt pocket and provides room for more McWilliams IIs than most people can afford. It's not just impressive: it's ostentatious. \$375.

Peripherals



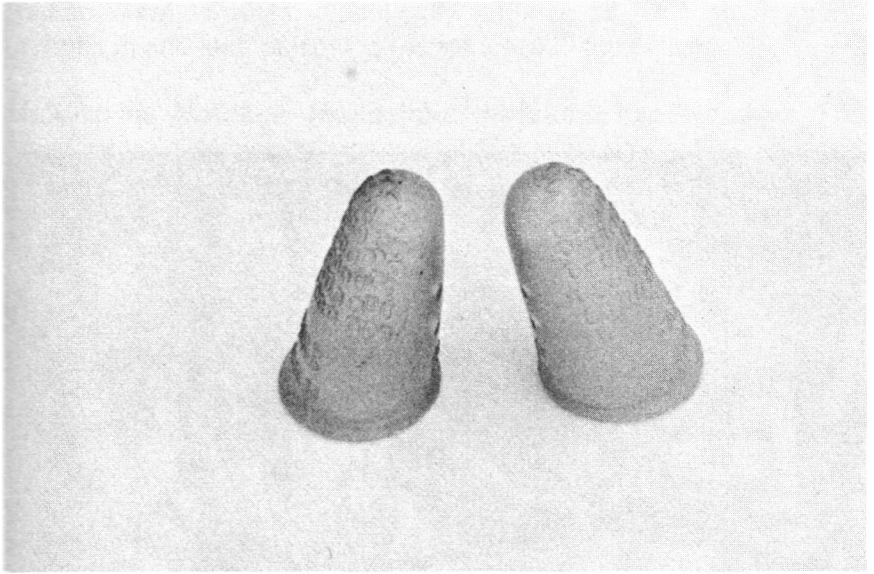
The ultimate McWilliams II Computer Case. Holds not only McWilliams IIs, but also your credit cards and a pair of glasses. People walking around like this in the 1960s used to be called nerds. Now the nerds own computer companies and are all millionaires. Fashion follows money, and so do McWilliams II Computer Cases. \$500.

Peripherals



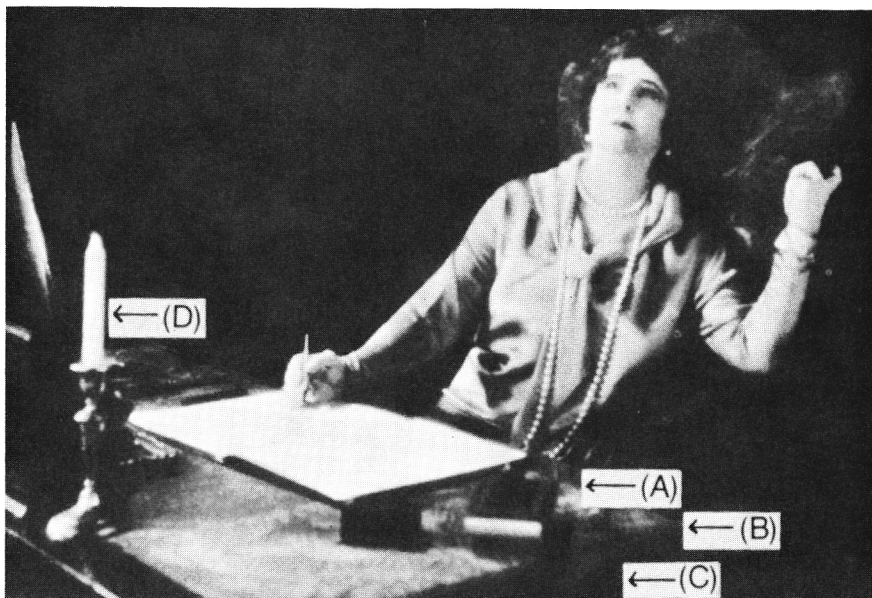
The Western Look is in, and so is this hip-hugging Mr. Ed Memorial McWilliams II Word Processor Holster. A must for quick wits. And artists: when they say "draw," now you can! Specify left or right holster. \$150.

Peripherals



Blisters on your fingers from too much processing? The McWilliams II Prophylactic Finger Protectors put a safety cushion of rubber between your skin and the hard world. \$10 each. \$120 per dozen.

Peripherals



The McWilliams LifeCycle Sharpener

The ultimate in economy and ecology! The McWilliams II is sharpened in hole (A). Wood shavings drop into box (B) and are eaten by termites (C). Methane gas from termite droppings (not pictured, as this is an instruction manual for the whole family) rises and burns in lamp (D).

The more you write, the more you get light, and the more you get light, the more you write. In this way, the McWilliams LifeCycle Sharpener supports two natural cycles: that of composition, and that of decomposition. \$375.

LifeCycle Peripherals:

Replacement termites. Genetically engineered for high methane production and lead poisoning resistance. \$20 the pair.

McWilliams Matches. Made from the same fine wood as The McWilliams II. Use them to light your lamp or other LifeCycle Peripherals. Then drop them into box (B). An extra treat for your termites: They'll think you're giving them barbecue! \$1 each. \$12 a dozen. \$24 for two dozen. \$144 per gross.

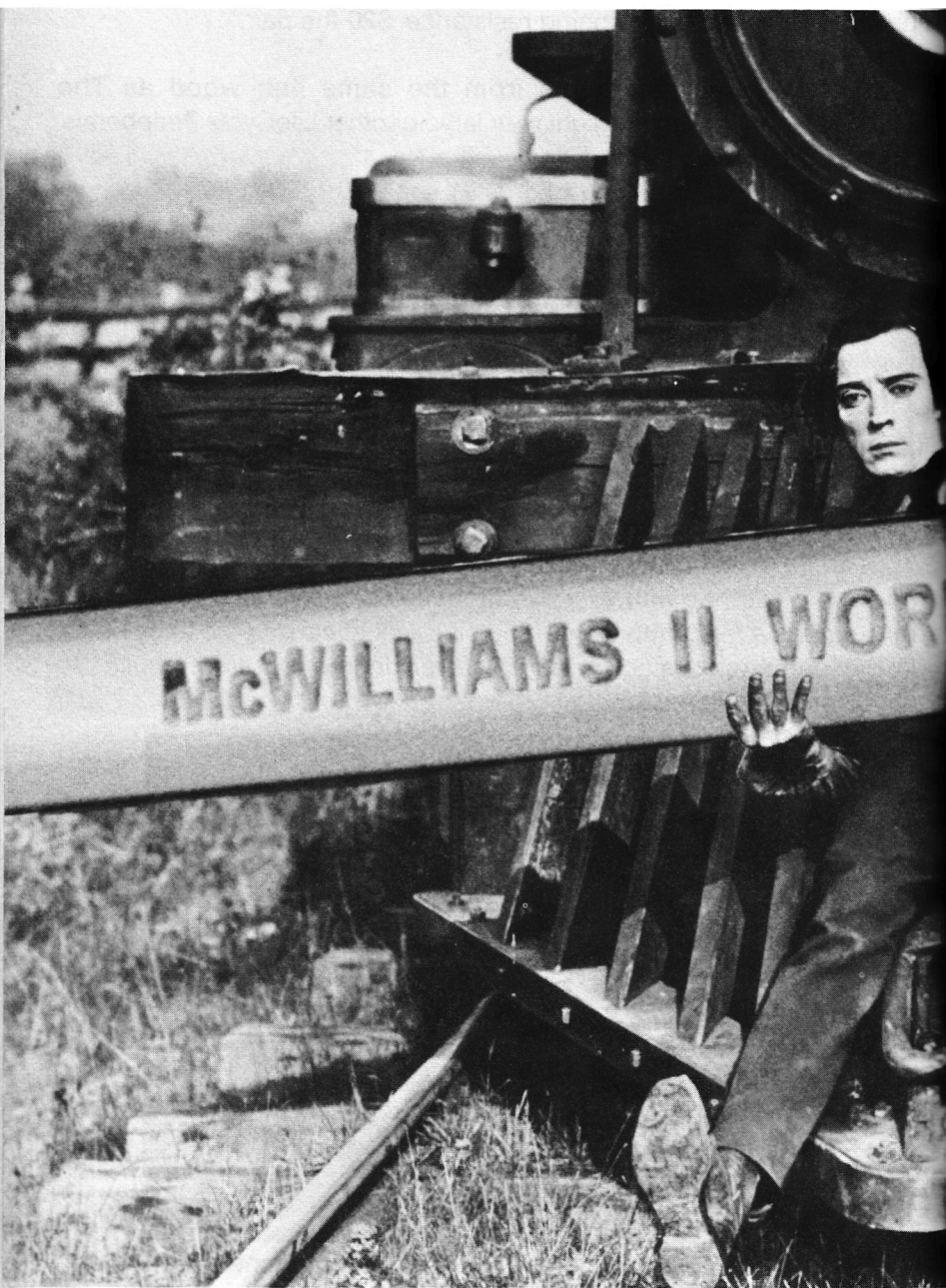
Cooktops. Dinnertime? Might as well use the termite's dinner from yesterday to cook your dinner today. Simply plug in the McWilliams LifeCycle Cooktop and *bon appetite!* One burner: \$75. Two-burner: \$150. Four-burner: \$300. Oven: \$250. Crockpot \$175.

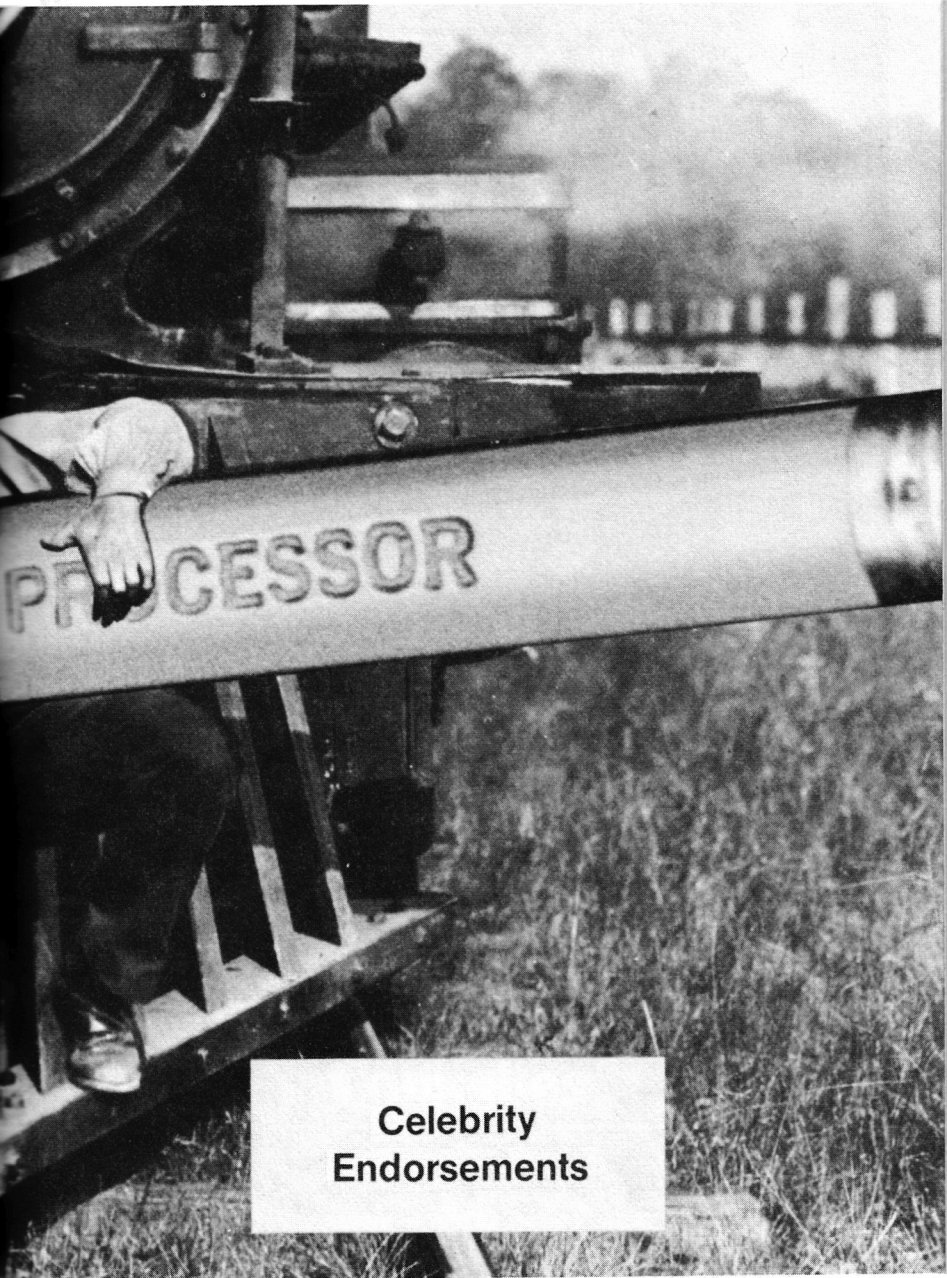
Room heaters. Room cold? No problem! The termites have what it takes to keep you warm. 600 BTU: \$100. 1,200 BTU: \$200.

Termite Home & Family Manual. Are your termites not reproducing fast enough to keep up with your methane needs? Maybe they don't know how. This is a reprinting of the 1948 classic that caused the baby boom in this country. Satisfaction (to whatever degree that term applies to termites) guaranteed. \$30.



All termites are carefully tested for sufficient methane production.





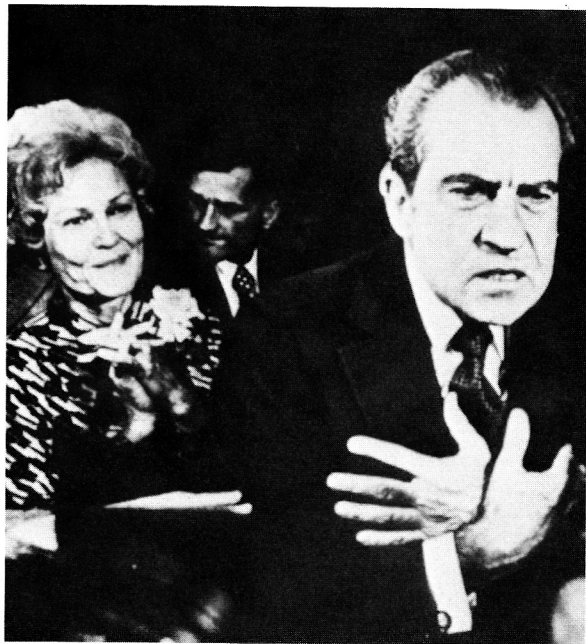
**Celebrity
Endorsements**

Celebrity Endorsements



McWilliams Computer Corporation's International Goodwill Ambassador, Richard M. Nixon, spreads the good word about McWilliams IIs throughout the world.

Celebrity Endorsements

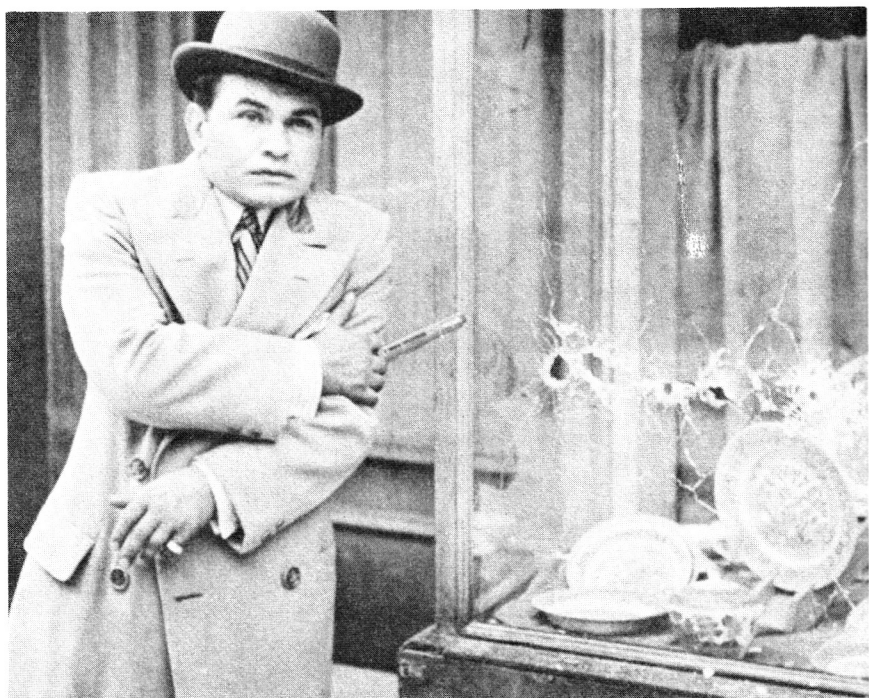


"I believe in the McWilliams II."

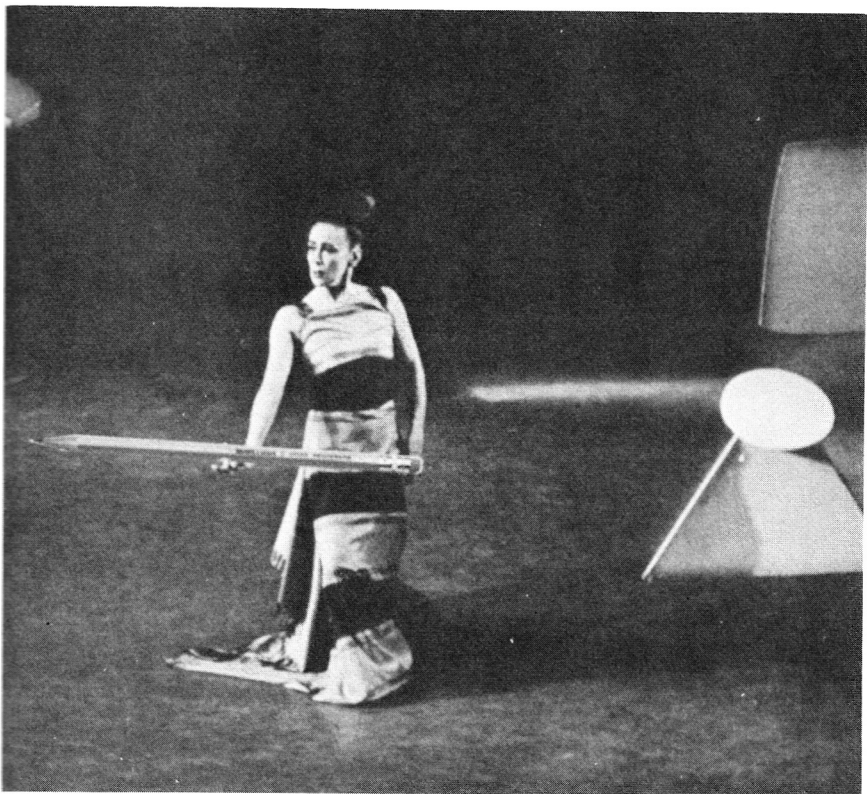


Our Goodwill Ambassador makes his point.

Celebrity Endorsements



Celebrity Endorsements

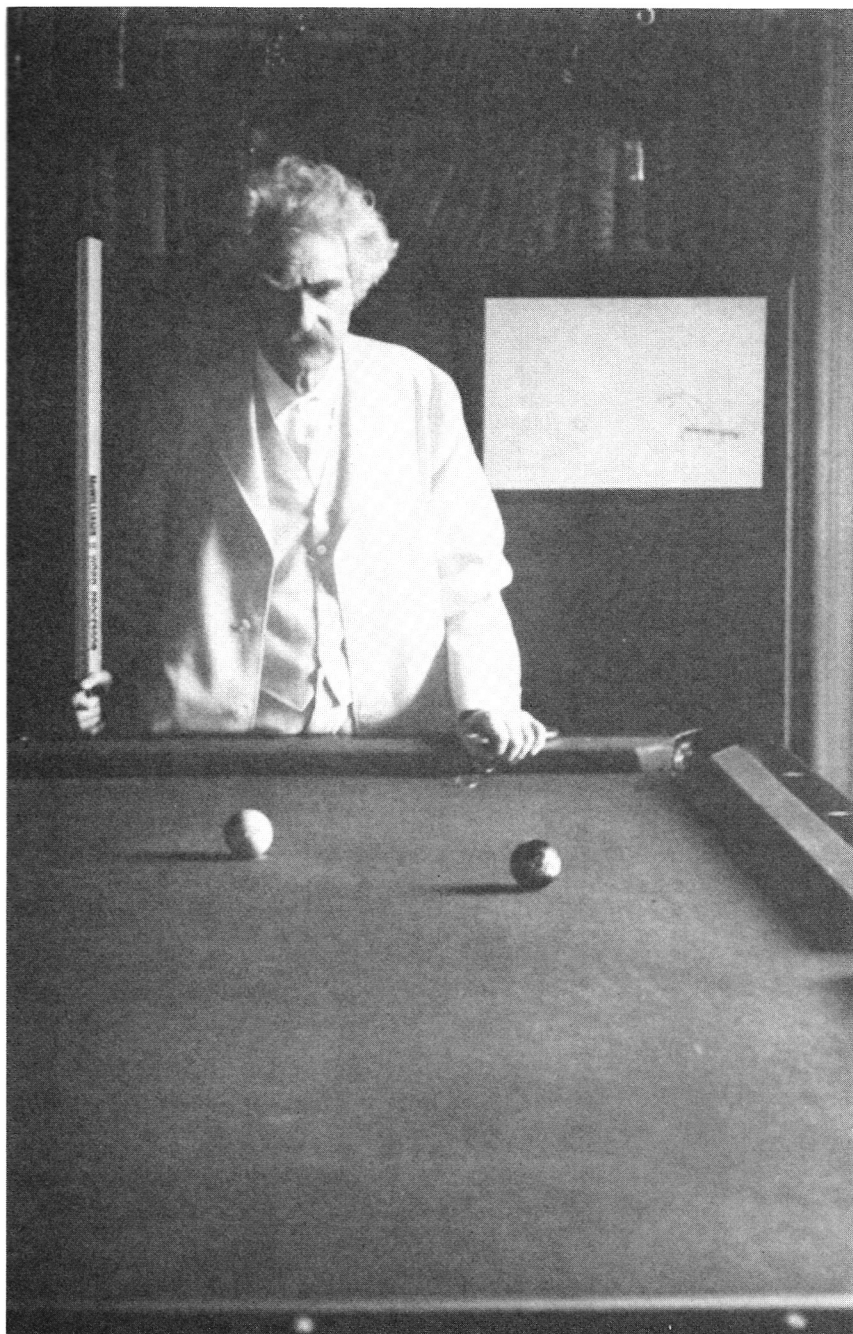


Martha Graham's impressionistic ballet, "McWilliams II at One."

Celebrity Endorsements



Celebrity Endorsements



Celebrity Endorsements



Celebrity Endorsements



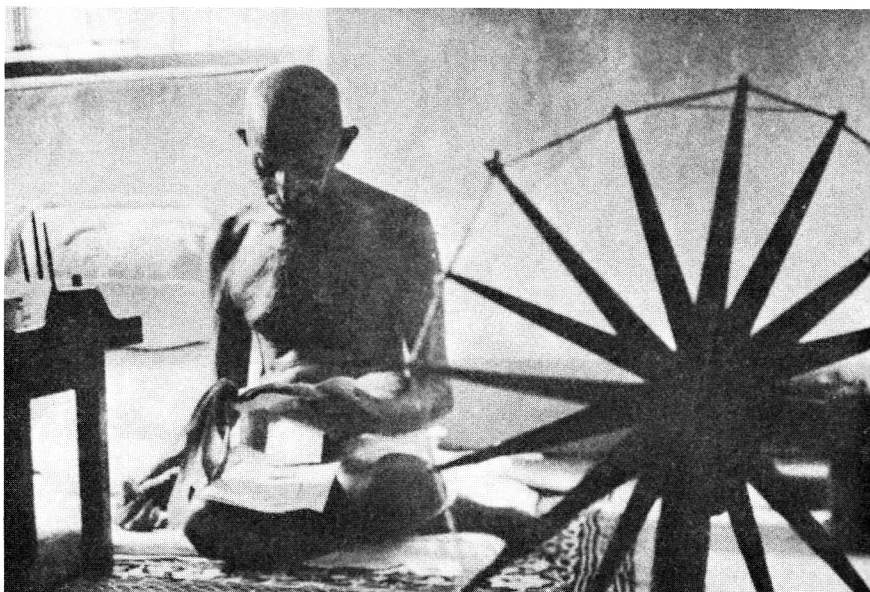
Celebrity Endorsements



Celebrity Endorsements



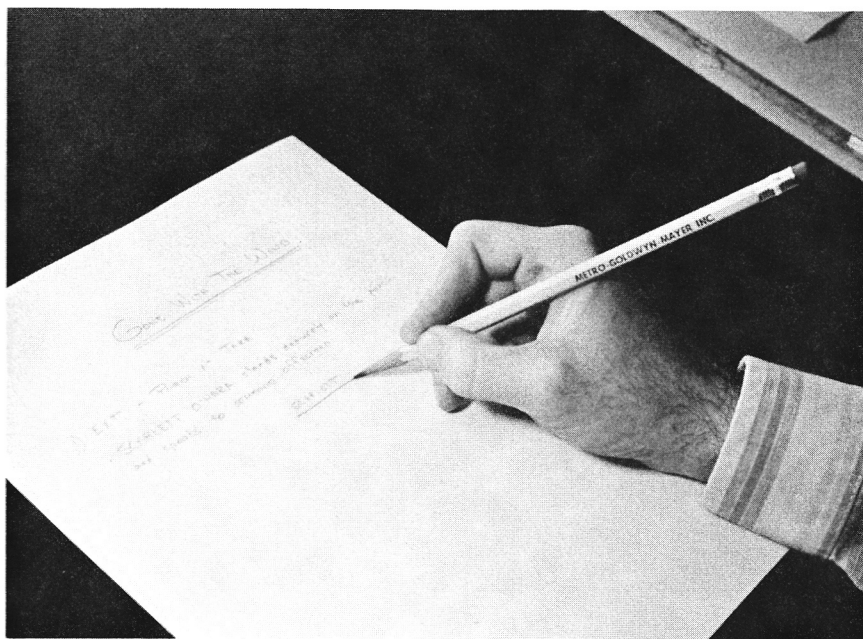
Celebrity Endorsements



A spinning wheel (right) and several McWilliams IIs (left) helped Mahatma Gandhi win freedom for India and an Academy Award for Ben Kingsley.



Celebrity Endorsements



The fabled Metro Goldwyn Mayer Word Processor. (Photo courtesy of McWilliams Computer Museum and Gift Shop, Orlando, Florida.)

Celebrity Endorsements



Celebrity Endorsements



Celebrity Endorsements



"Is that a McWilliams II in your pocket, or are you just glad to see me?"

Celebrity Endorsements



Celebrity Endorsements



How many more plays could Shakespeare have written if he had used a McWilliams II? Considering that he had to dip his quill every ten words, and each dip took seven seconds, we calculate that over the span of his creative life, he would have written 3 more plays, 12 more sonnets, and had one more child—a great boon to literature and to all mankind.

Celebrity Endorsements



How many less songs will Barry Manilow write if he uses a McWilliams II instead of a computer? Since each song takes an average of 12 minutes and 14 seconds to write, and since computers roughly double writing speed, if forced to use a McWilliams II, Barry Manilow would write 2,476 less songs this year alone—a great boon to literature and to all mankind.

Celebrity Endorsements



Note that John Cameron Swayze is using a McWilliams II and *not* a Timex/Sinclair to report the news.



The president of Sony admires the print quality of the McWilliams II.

Celebrity Endorsements

The use of the McWilliams II in ancient Egypt to make an original and three copies.



"Dear Cleo,

Got your postcard from Rome. The spot they chose for the Colosseum seems strange. Why did they put it in the middle of a road? Also, it's a shame they had to tear down all those fine old buildings to build it. If this continues, Rome will lose its architectural heritage. Alexandria is fine. The weather continues hot. Give my love to Julie and the kid and keep plenty for yourself.

Your devoted brother,

Ptolemy

P.S. Who's this Antony character? Is he the one standing next to Julie? What a hunk!

Celebrity Endorsements



Celebrity Endorsements

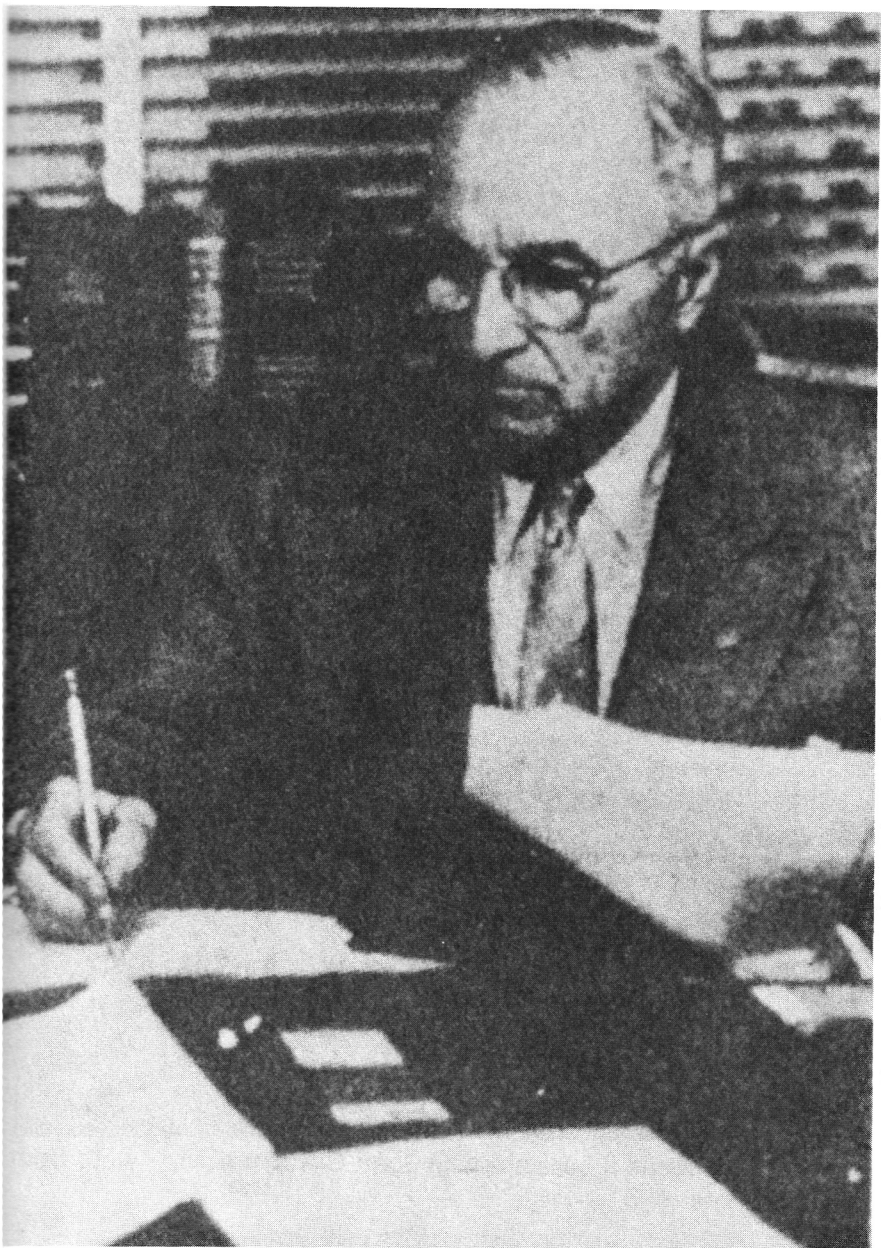


McWilliams II Masterson.

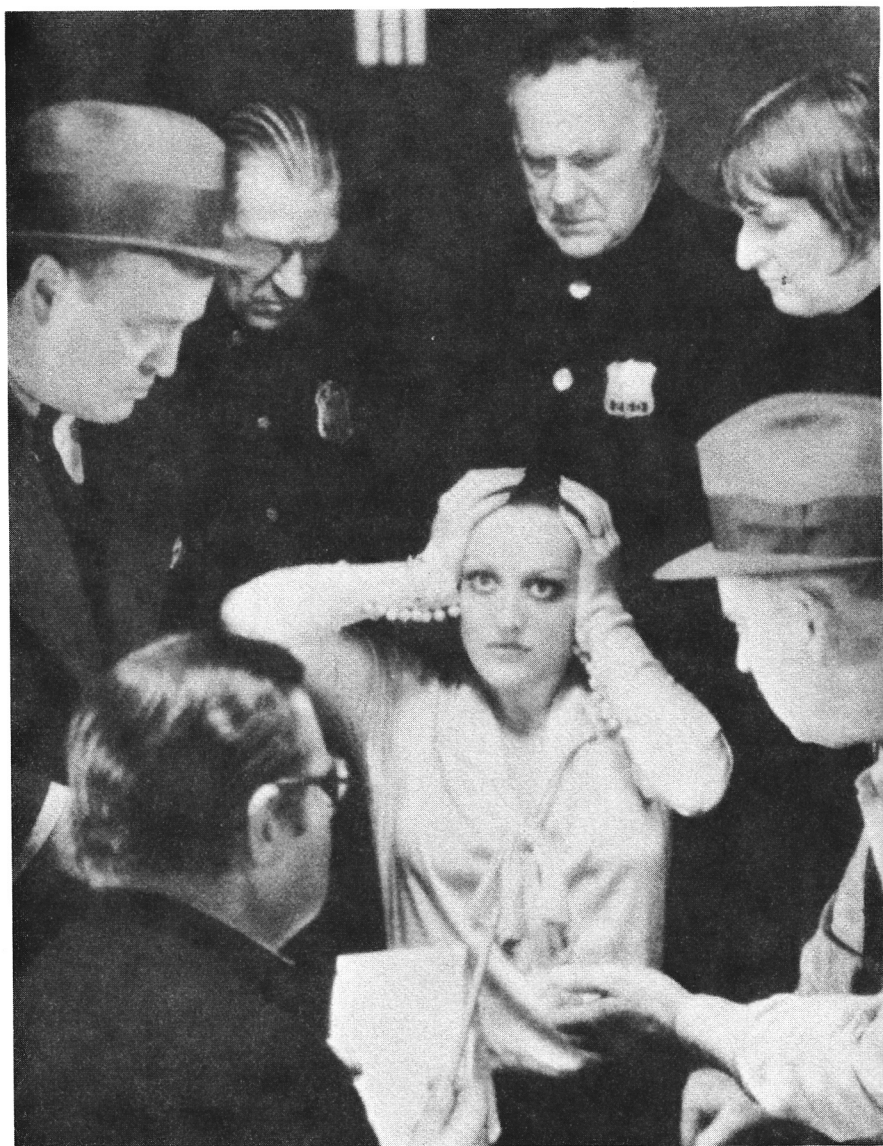
Celebrity Endorsements



Celebrity Endorsements

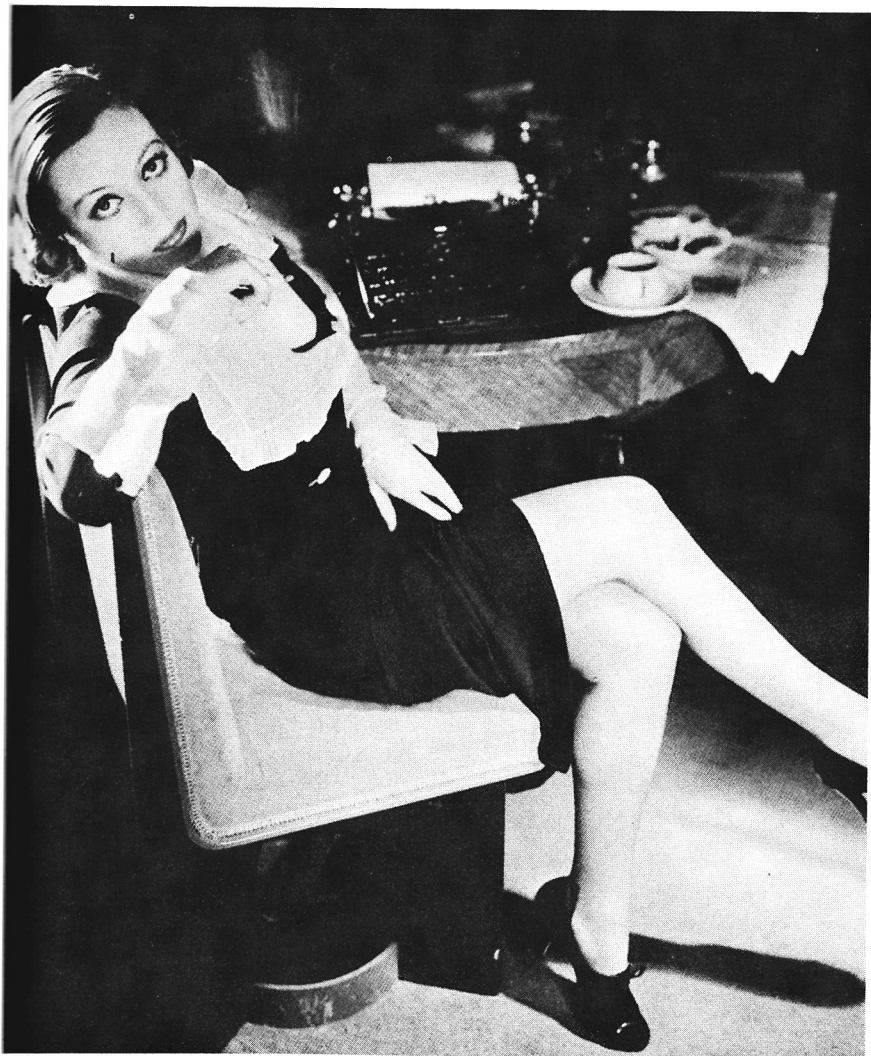


Celebrity Endorsements



Here a McWilliams II co-stars with Joan Crawford. They were both much younger then.

Celebrity Endorsements



Crawford, bored with her typewriter, longs for a McWilliams II.

Celebrity Endorsements



Here Miss Crawford has the McWilliams II in a passionate embrace.
(The Hayes office cut one of their more intimate love scenes.)

Celebrity Endorsements



"Care to dance?" Zachary Scott asks. "No thanks," says Joan, "I've got my McWilliams II to keep me happy."

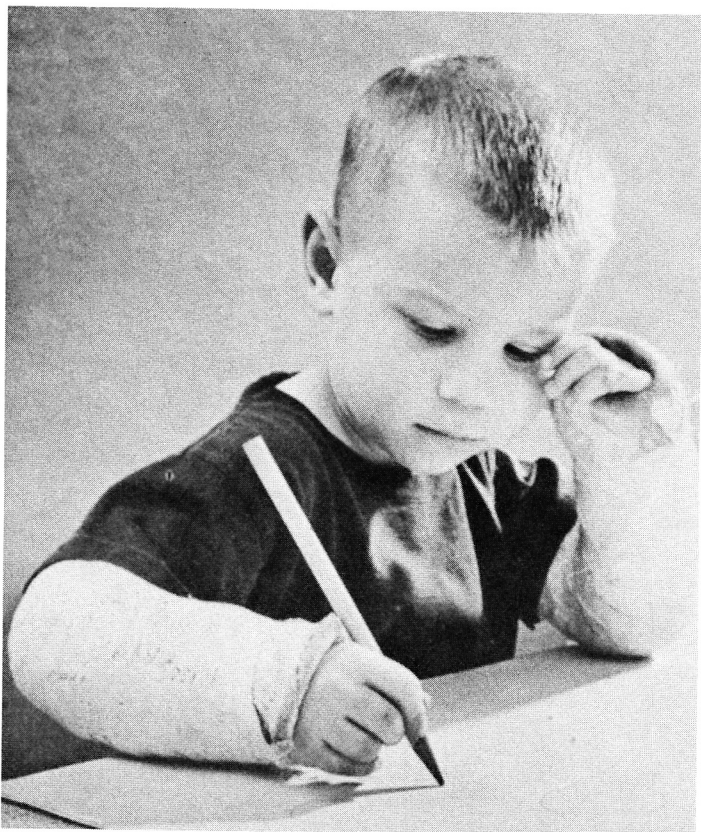


In "Whatever Happened to Miss Gable?" Bette Davis cooks Miss Crawford's McWilliams II and serves it to her for dinner.

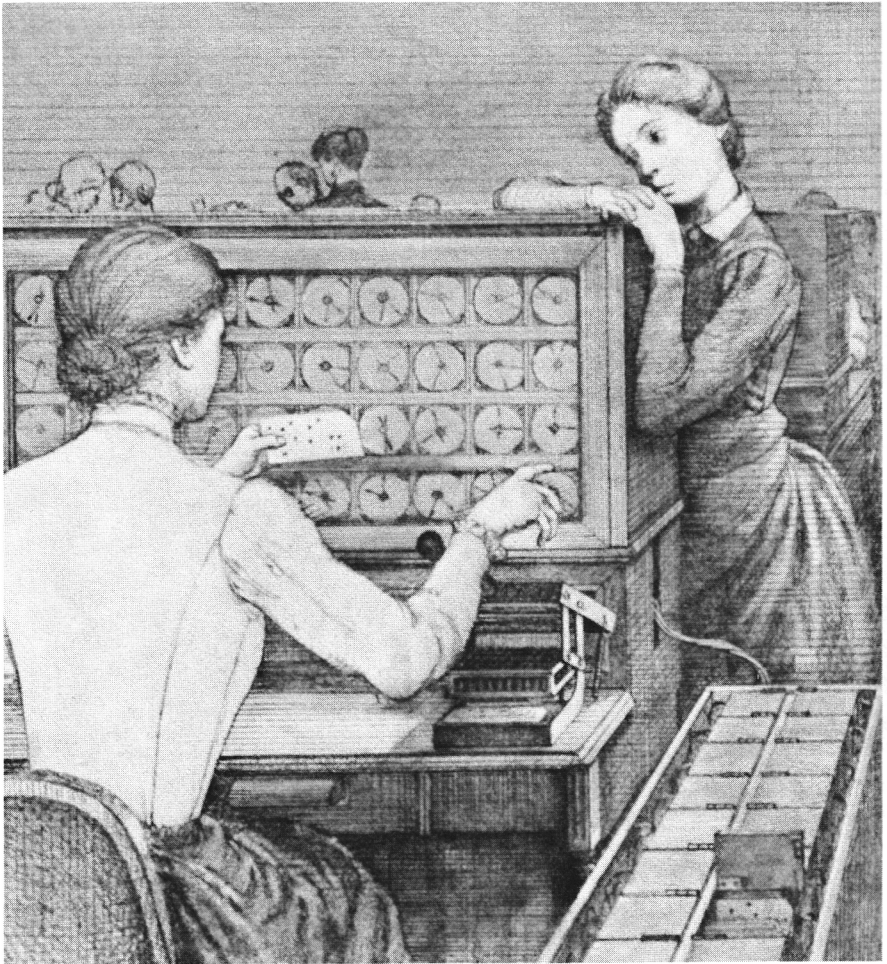
The Dangers of Electronic Computers



This tragedy was caused by a word processor that uses *electricity*. When selecting a word processor, keep safety first. Remember: “No wiring—no worrying.”



Little boy, badly burned when the electronic computer he was using exploded, returns to safety and to basics: A McWilliams II.



One of the problems of using an electrical computer: People get their work done too fast and then “hang out,” troubling other workers.

Selling it



Selling it

What company would be complete without a Warranty, a Commitment to Quality, an ad that justifies overcharging just because we happen to have a brand name? Well, here are ours...

Warranty

Every McWilliams II comes with an unconditional five-year guarantee. If anything goes wrong with your McWilliams II, simply return it to us (along with \$5 for postage and handling), and we'll be happy to repair it or send you a new one *absolutely free*.

Our Uncompromising Commitment to Quality:

"No cost is too great, no sacrifice too dear, no effort too tremendous, to provide the best word processor we can sell at a competitive price while still maintaining a comfortable profit margin."

THE PRICELESS INGREDIENT

In the city of Bagdad lived Hakeem, the Wise One, and many people went to him for counsel, which he gave freely to all, asking nothing in return.

There came to him a young man, who had spent much but got little, and said: "Tell me, Wise One, what shall I do to receive the most for that which I spend?"

Hakeem answered, "A thing that is bought or sold has no value unless it contain that which cannot be bought or sold. Look for the Priceless Ingredient."

"But, what is this Priceless Ingredient?" asked the young man.

Spoke then the Wise One, "My son, the Priceless Ingredient of every product in the marketplace is the Honor and Integrity of him who makes it. Consider his name before you buy."

The McWilliams II



Tennessee McWilliams, chairman of McWilliams Computer Corporation, presents the first of 500 McWilliams IIs ordered by the armed forces. "We're looking for a few good word processors," the Marines wrote. "The McWilliams II: the Brave, the Strong, the Few," wrote back Tennessee.



“AND HE LEFT HER WITHOUT A McWILLIAMS II.”

SUGGESTION TO WIVES

Why not place this
advertisement where
your husband will be
sure to see it?

Of course, he didn't *leave* her. He *went*—before the day arrived on which he had planned to buy a McWilliams II. He thought the calendar might wait—he never really *intended* to leave her without a McWilliams II. He simply was so full of living that he couldn't believe he might *stop* living—before he could buy a McWilliams II.

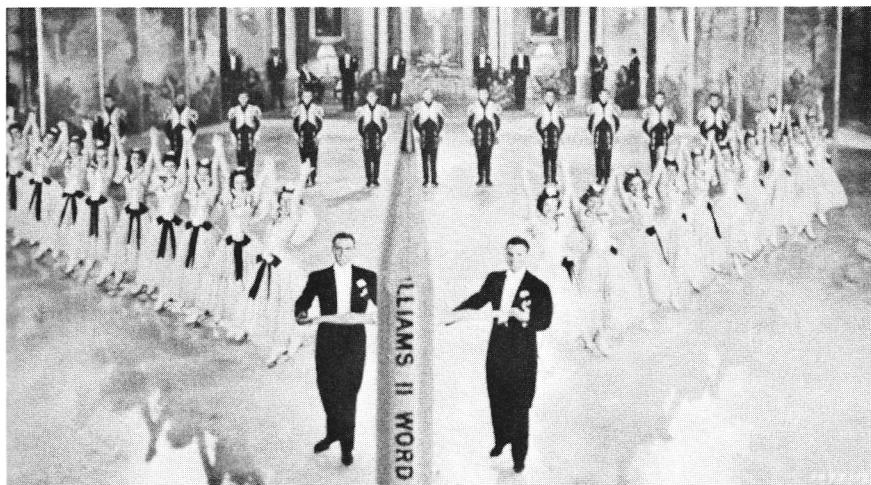
And so, over the teacups, friends, neighbors and acquaintances think of him, discuss him. And, always, there's the same ending: “And he left her without a McWilliams II...”

Don't put off until tomorrow the McWilliams II you should buy today. Send for your free copy of the booklet, “Seven Keys to Contentment with Your McWilliams II,” that makes it extremely easy for you to check your McWilliams II needs. It will help you plan ahead.

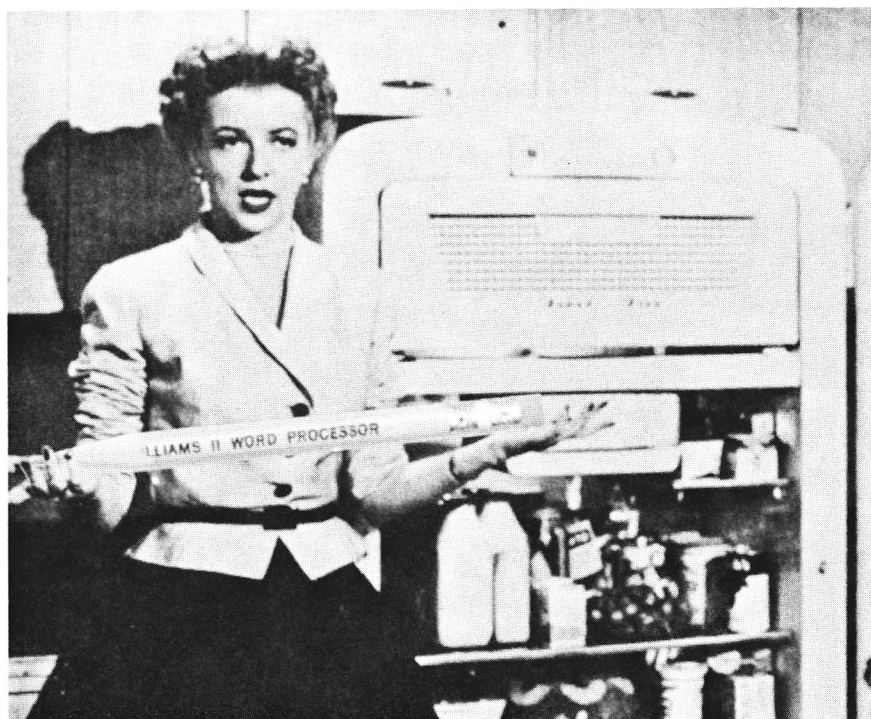
A singing commercial.



*"I love my McWilliams II,
A quill and an ink well won't do.
I'm longing to write you a letter
But I require tools that are better."*



Old style McWilliams II commercials (“glamor and glitter”).



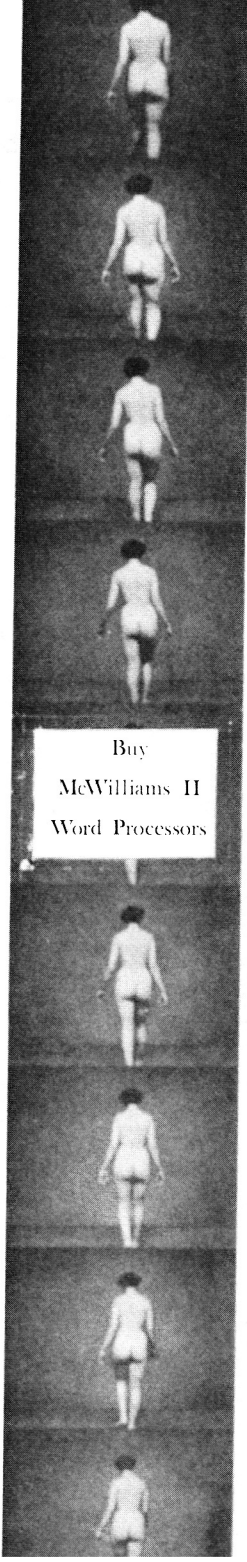
New style McWilliams II commercials feature Betty Furness (“facts and more facts”).



"Dora, these pictures are fantastic. No one can do what you do to a McWilliams II."



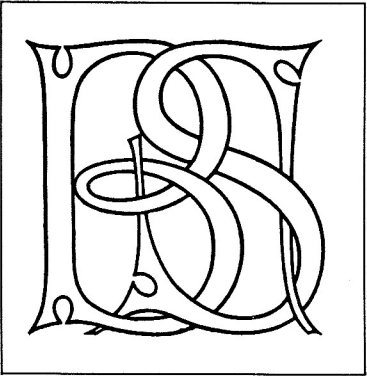
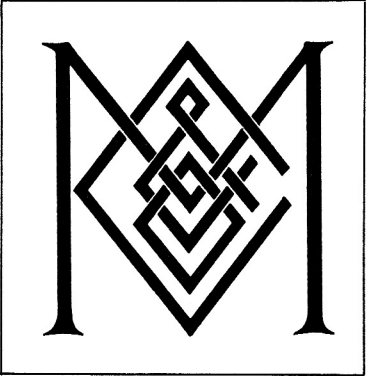
Our Ambassador examines Dora's technique.



Buy
McWilliams II
Word Processors

Several frames from a film by Dora,
Mistress of Subliminal Advertising.

We hired three famous designers to create a monogram for The McWilliams Computer Corporation (McCC). Which do you think best captures the spirit of the McWilliams II?



Manufacturing the McWilliams II



Waiting for the precise moment to harvest
a branch for a McWilliams II.

Manufacturing the McWilliams II



McWilliams IIs of the future provide healthy recreation for young bodies *today*.

Manufacturing the McWilliams II



James Watt pushed through the sale of this redwood forest to The McWilliams Computer Corporation just before he was hounded out of office by the communists (why do you think they're so concerned about saving the *redwoods*??). Now every American can own a little of the redwood forest in specially-marked McWilliams IIs.

Manufacturing the McWilliams II



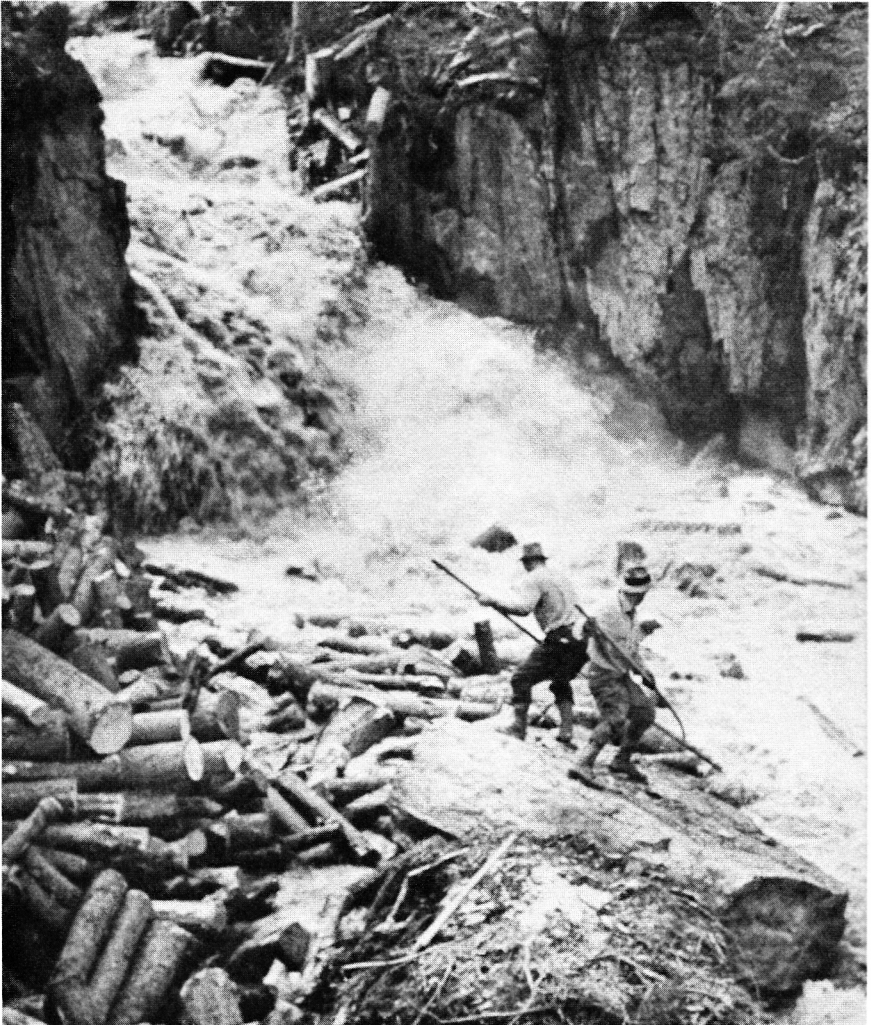
A portion of the McWilliams Forestry Preserves. Soon the trees will become McWilliams IIs and the wildlife will become Alpo.

Manufacturing the McWilliams II



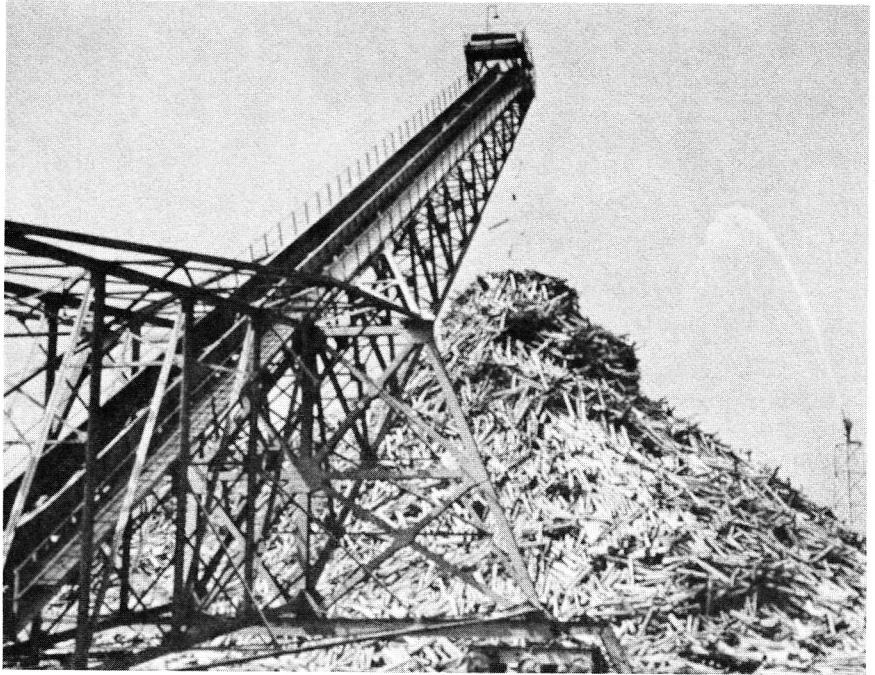
Harvesting trees in Beverly Hills.

Manufacturing the McWilliams II

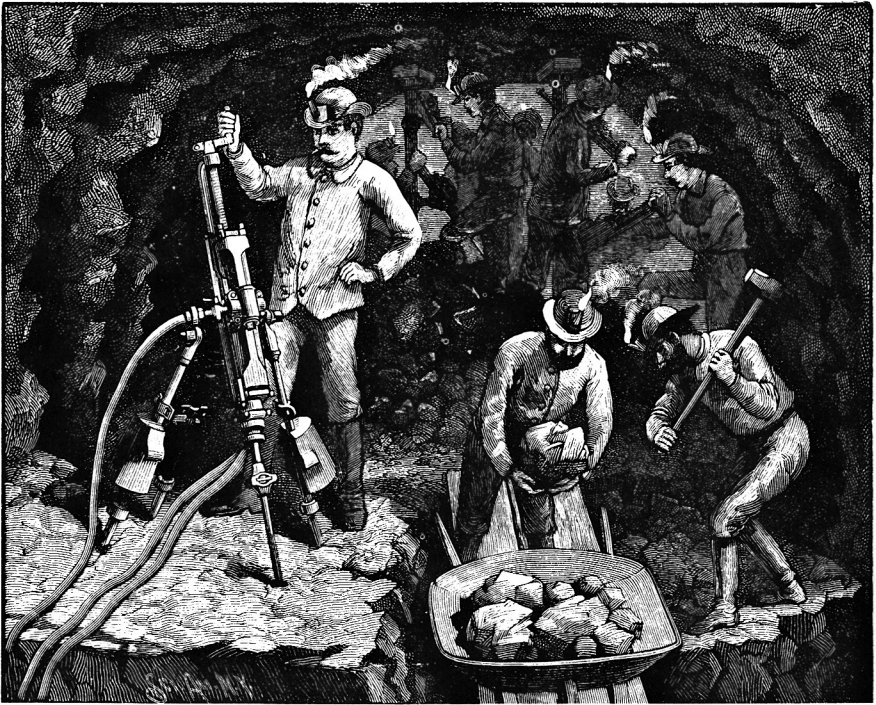


As soon as the trees are cut, they are thrown in water. This (A) cleans the logs (forests can be very dirty) and (B) begins the shrinking process.

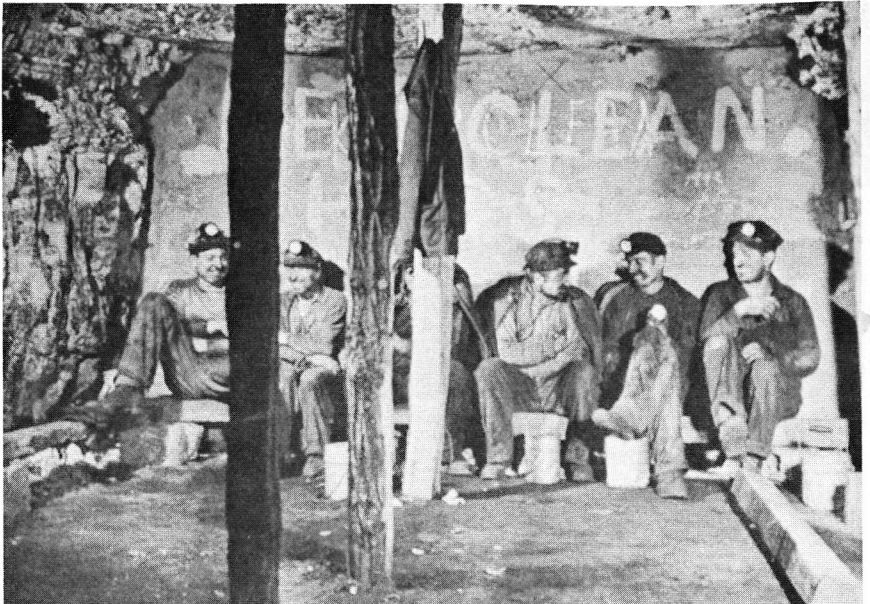
Manufacturing the McWilliams II



Wood for the McWilliams II is aged from two weeks to twelve years.
“We will sell no pine before its time.”



Here the pinkish stuff that makes up the deprocessor end of the McWilliams II is mined.



Pink-stuff miners take a rest.

Manufacturing the McWilliams II



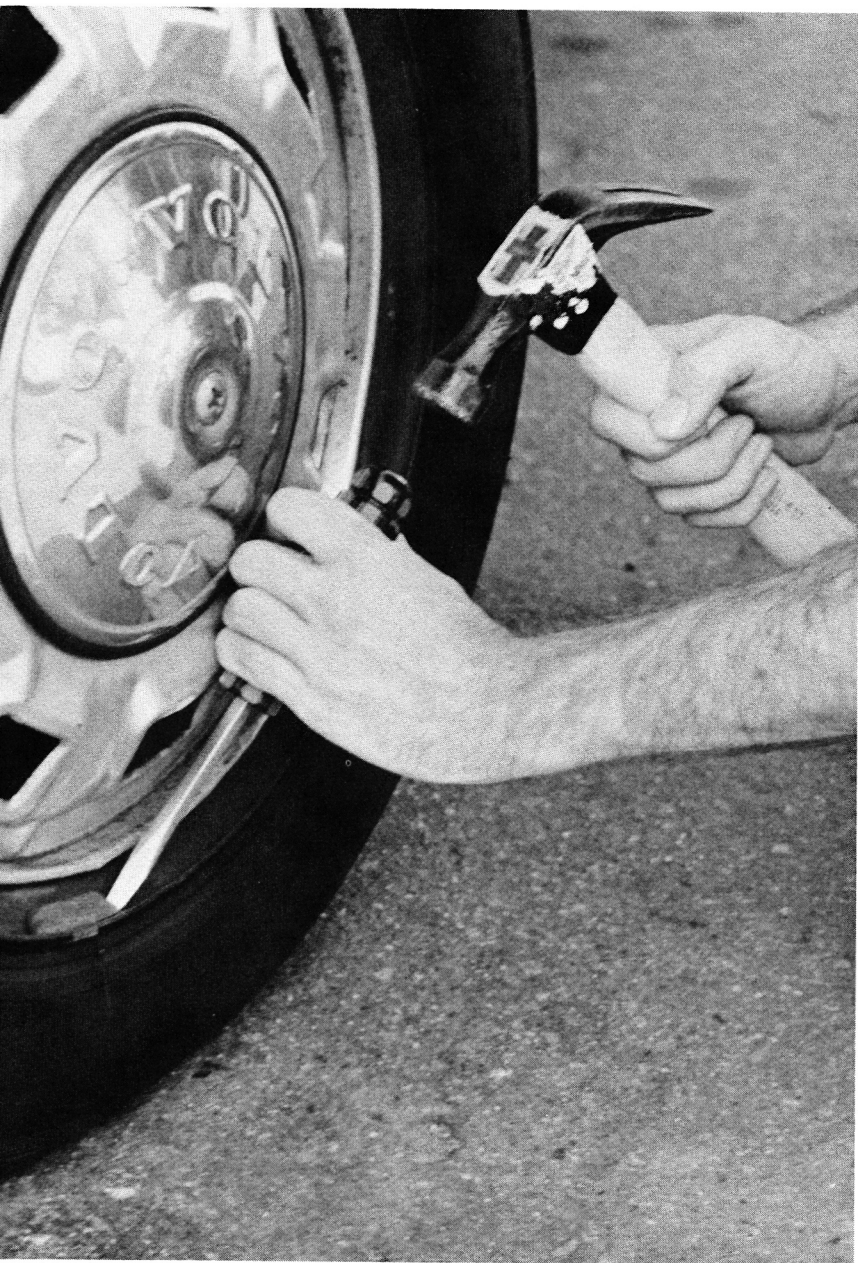
The “secret sauce”—which forms (when cooled) the deprocessor end of the McWilliams II—bubbles under strict supervision.

Manufacturing the McWilliams II



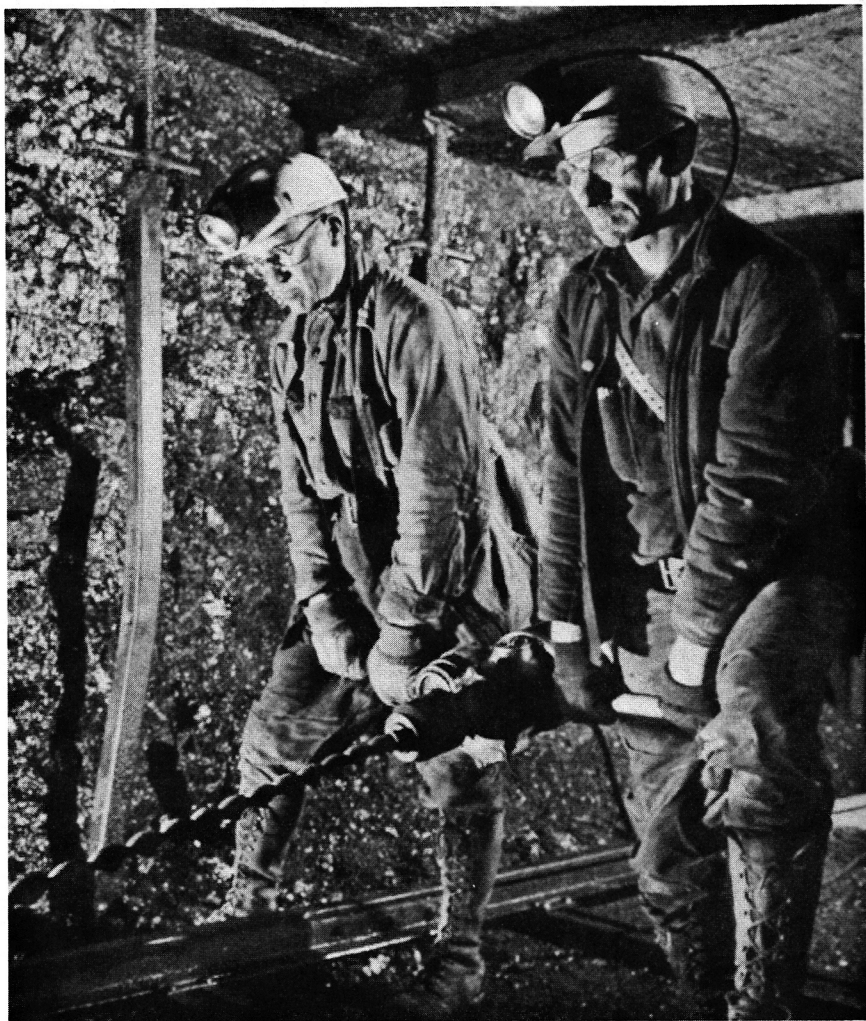
Here corn is sorted into...corn? What the hell does corn have to do with word processing? How did this picture get in here?

Manufacturing the McWilliams II



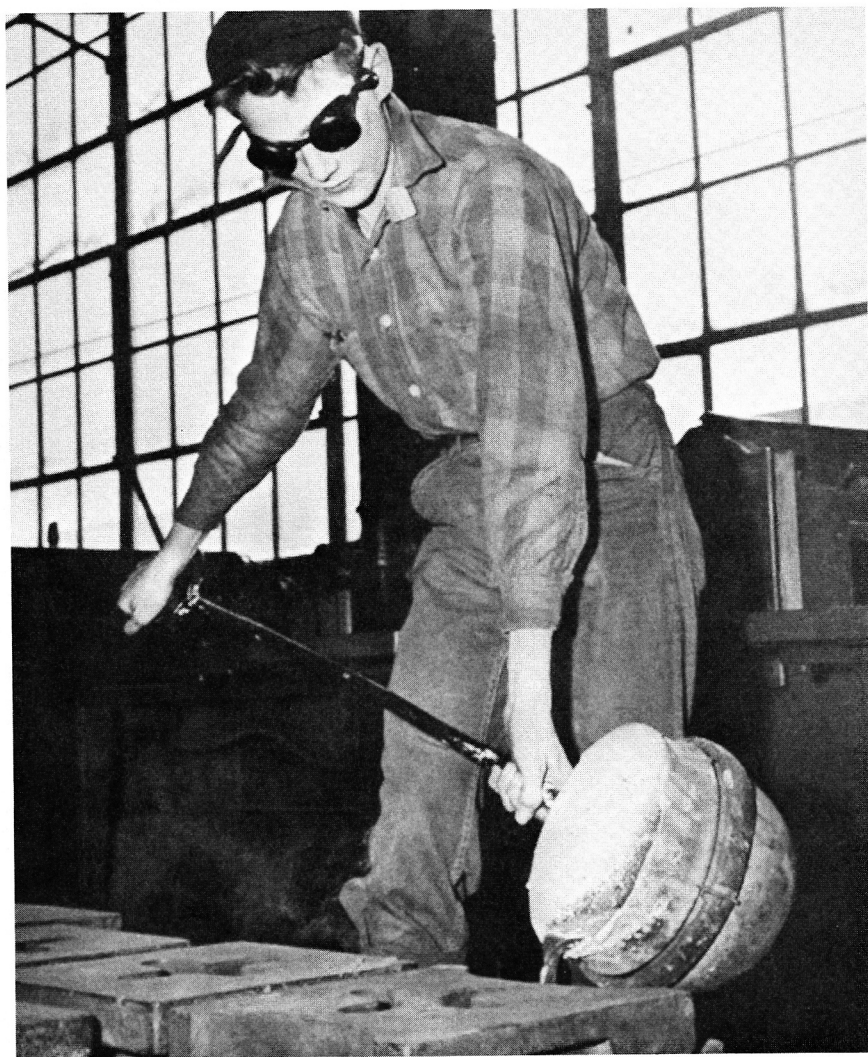
Mining lead.

Manufacturing the McWilliams II



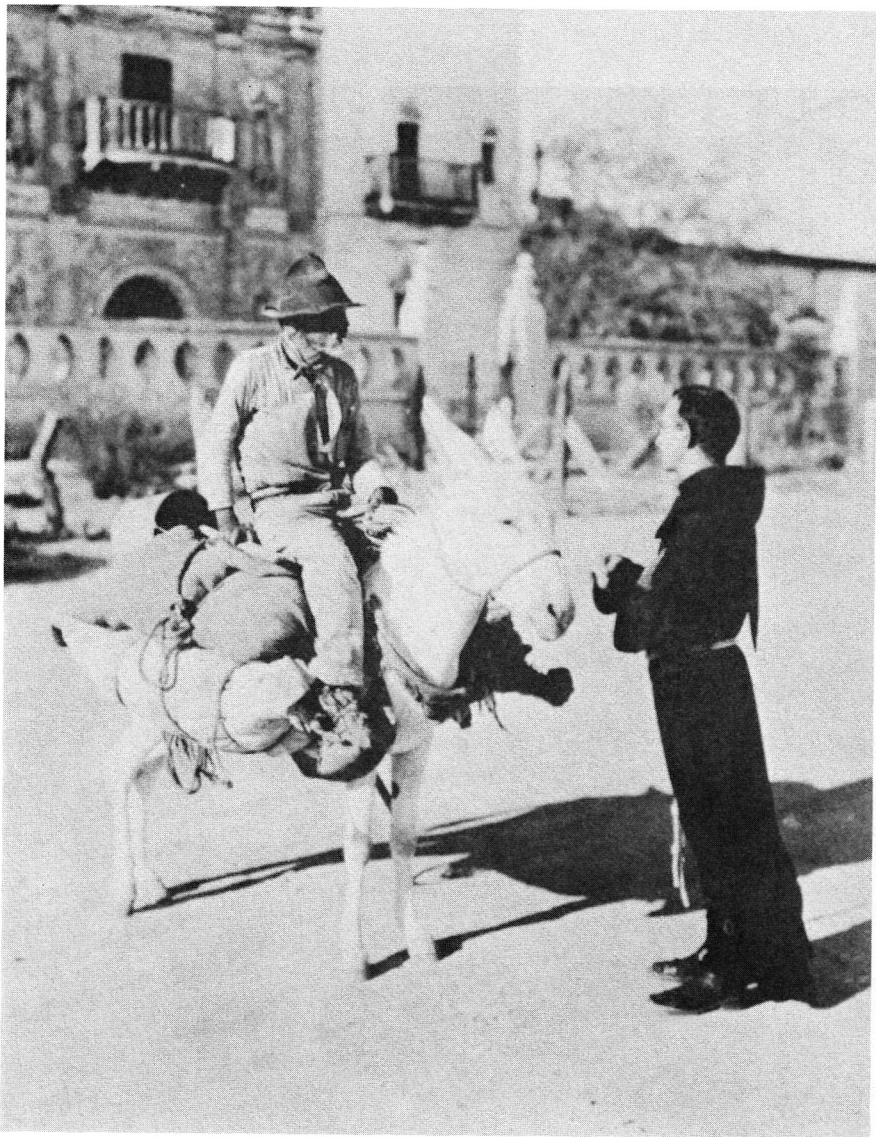
Holes are drilled in the wood, making way for

Manufacturing the McWilliams II



...the lead which is poured into each McWilliams II.

Manufacturing the McWilliams II



Juan Valdez comes down from the mountains where he has been mining yellow lacquer (only the finest Columbian lacquer is used on McWilliams IIs). Father McWilliams chats with Juan, blesses the lacquer, and wishes him a safe journey to Silicone Valley.

Manufacturing the McWilliams II



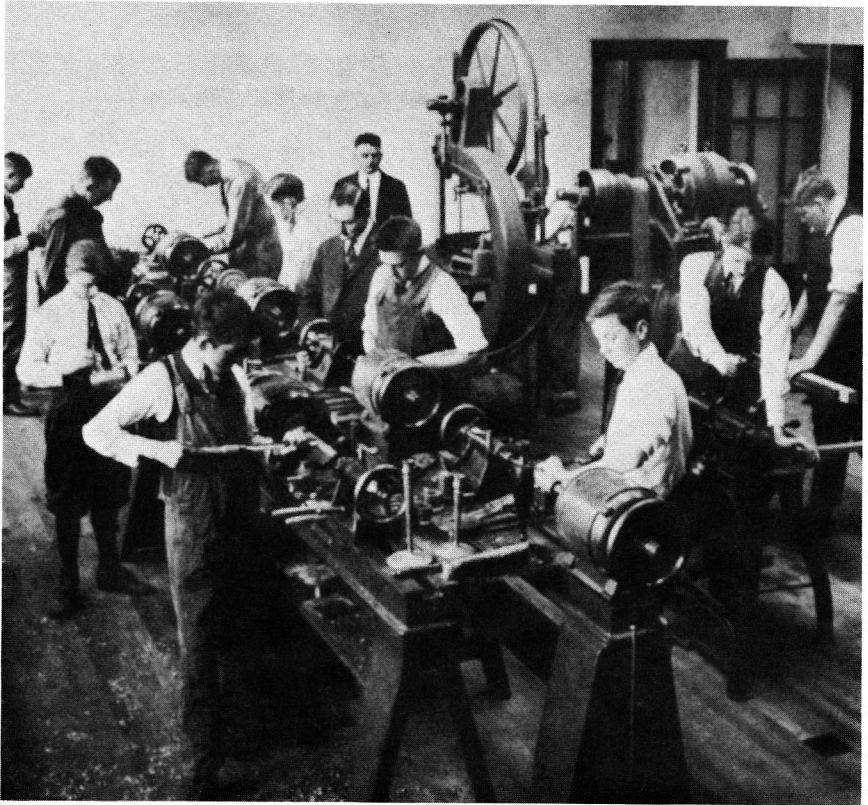
Here the RAM (Reasonably Amiable Metal) is placed near the deprocessor. It is designed to hold the maximum number of bites without destroying the teeth.

Manufacturing the McWilliams II



One of the many sub-assembly lines at McCC.

Manufacturing the McWilliams II



When confronted with the charge that he hires young people to avoid paying minimum wage, McWilliams responds: "Nonsense! I give them a chance—a start in life. If you're fourteen and need a job, you either work for McWilliams or you work for McDonalds—and here you don't have to live a lie. McDonald's says, 'We do it all for you.' At McWilliams at least we are honest: 'We do it all for money.' "

Manufacturing the McWilliams II



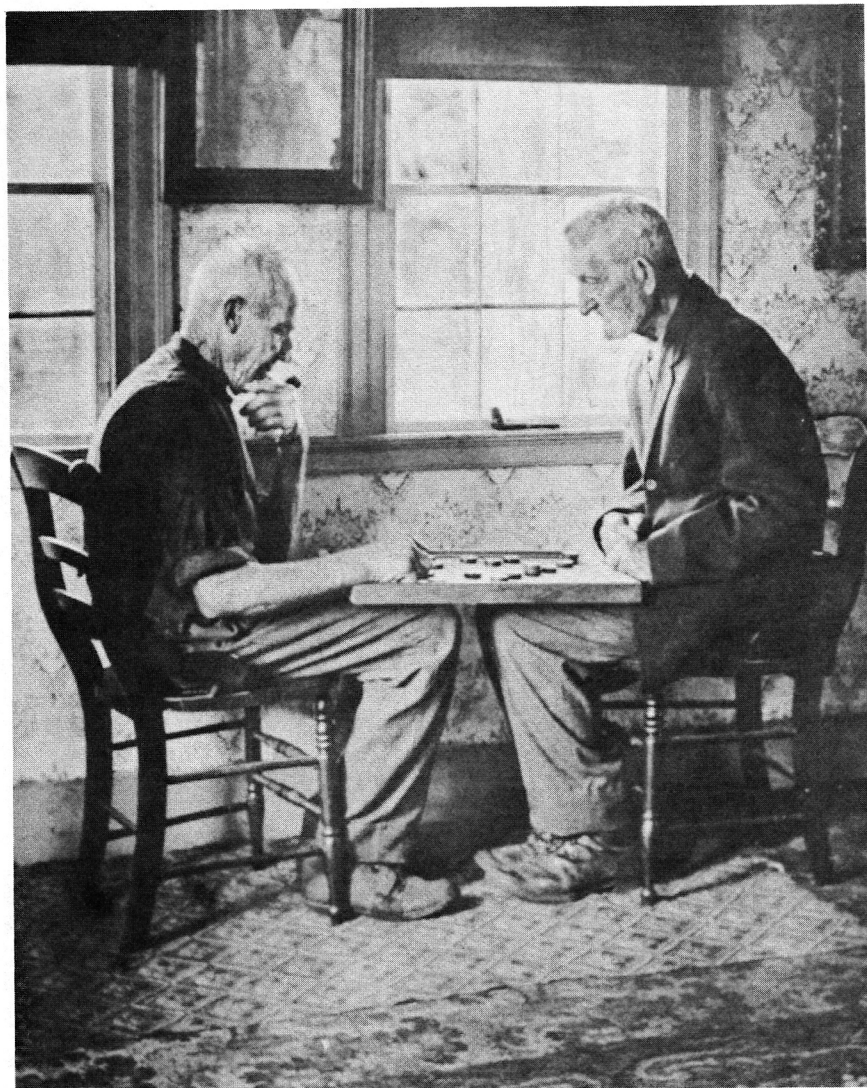
Peter McWilliams shows a new worker "how it's done."

Manufacturing the McWilliams II



McWilliams Computer Corporation employees enjoy a standard of living never thought possible in America.

Manufacturing the McWilliams II



These two McCC employees had a choice: buy a table or buy a checkerboard. With the jaunty streak of fun that permeates the entire corporation, they chose the checkerboard.

Manufacturing the McWilliams II



McWilliams ponders his empire: "If I had it all to do over again, I'd do it—unless I came up with a way that was less work."

An Interview with Peter A McWilliams



How did you come up with the idea for The McWilliams II?

It happened long, long ago. I was given a typewriter when I was quite young, about seven, and I remember thinking even then: There's got to be a simpler way to process words. But the world didn't seem to go along with my thinking. Word processing machines got more and more complicated: first electric typewriters, then Dictaphones, and finally computers. It got more complex rather than simple.

So you kept your dream alive for many years.

You could say that. It would be more accurate to say I kept my dream alive *despite adversity* for many years.

So you kept your dream alive despite adversity for many years.

Yes.

When did you start work on The McWilliams II?

Well, before the McWilliams II Word Processor there was The McWilliams Word Processor. I started work on that in the fall of 1965.

What were your major obstacles?

Size. I couldn't get it small enough. The prototype McWilliams Word Processor was about twelve feet long and weighed almost fifty pounds. It worked fine, but wasn't practical, unless you only wanted to write billboards. (*Laughs.*)

How did you solve that problem?

Well, I bought a tie-dyed T-shirt, which was very popular then, and washed it in hot water, and it shrunk. At first I was mad, but great inventors must learn how to turn adversity into advantage, so I thought, "Maybe if I washed The Word Processor in hot water it would shrink."

Did it?

We couldn't find a washing machine large enough. (*Laughs hard.*) No, seriously, we sprayed hot water on the Word Processor, and, sure enough, it shrunk. We kept spraying it and letting it dry, and finally got it down to six feet seven inches.

Then what happened?

It stopped shrinking. But I was more than half way to my goal and I wasn't about to give up. I tried everything. Dristan. Preparation H. We even brought in a head shrinker.

From Africa?

No, from the American Psychiatric Association. (*Laughs hysterically.*) Had you going there, didn't I?



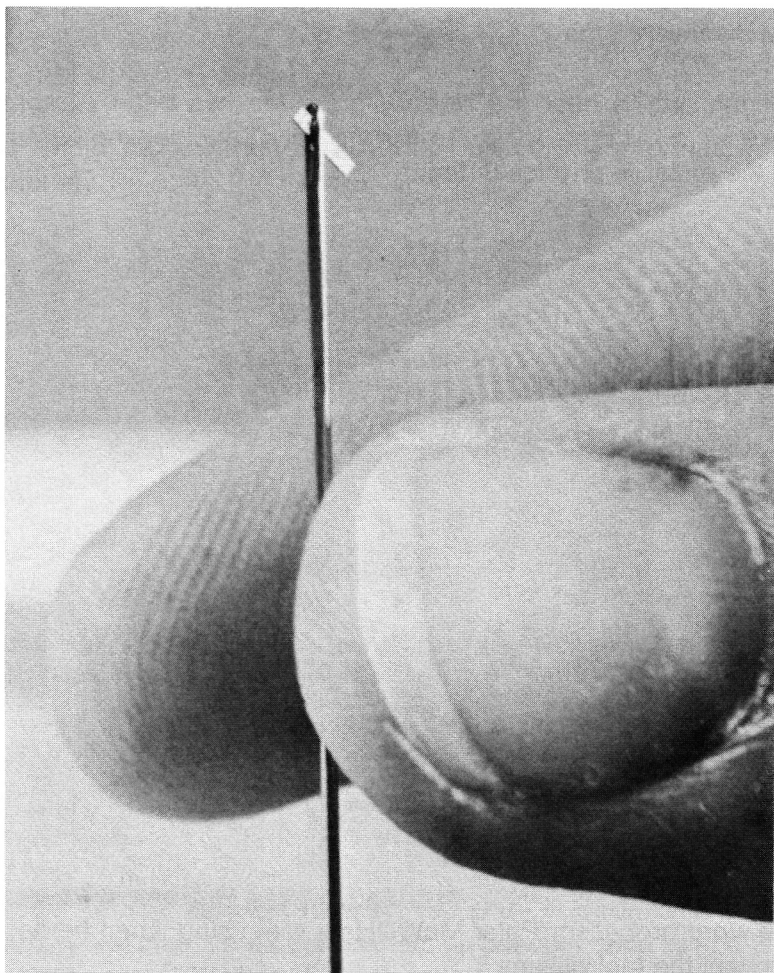
Peter McWilliams, watering the first McWilliams Word Processor, in hopes that it would shrink.

Yes. So what finally worked?

I made a radical discovery: Microchips.

You invented microchips?

Yes.



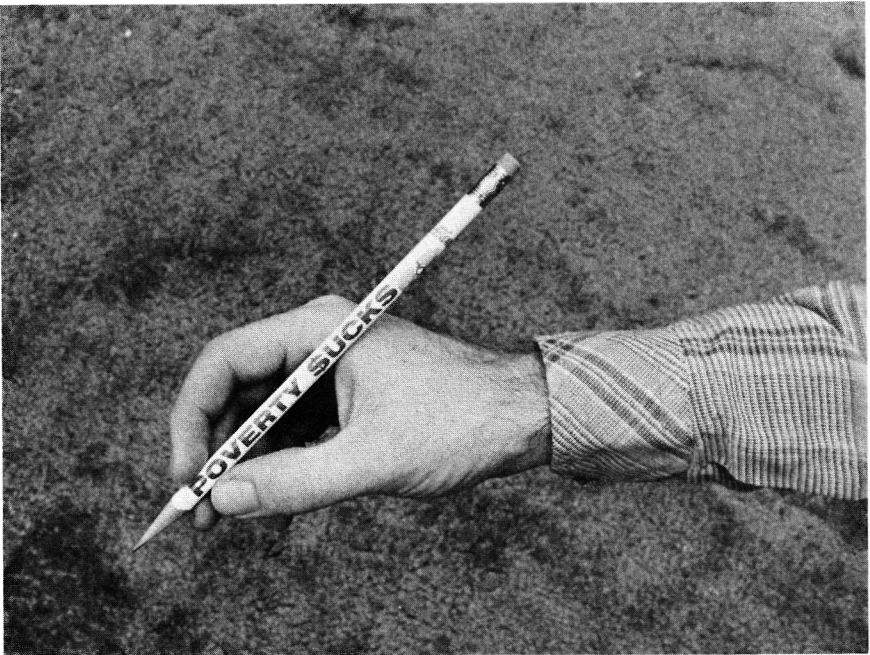
A microchip (birch).

I thought the silicon microchip was invented by...

Who said anything about silicon? I invented *wooden* microchips—small chips of wood, so small you have to use a microscope to see them. You see, I figured that the main part of the processor is made of wood, and wood is made of chips, so if you make the chips smaller, the wood will be smaller and therefore the processor will be smaller.

You discovered that?

Brilliant, huh? I hear the Nobel Committee has been planning to make me a Laureate for years, but they can't decide whether to give me the prize for physics or logic.



The word processor Peter McWilliams was using when he decided to invent the McWilliams II.

They don't give a Nobel Prize for logic.

They don't? Well, that doesn't make any sense. (*Laughs uncontrollably.*) Get it? "Logic—makes sense." Get it?

Yes.

I saw you coming on that one.

How will history remember you?

As a simple, hard-working industrialist who made a fortune in low technology.

What do you think about the Paper Mate ads, in which they call their pens "Pocket Word Processors"?

Absolute rip off!!! As Oscar Wilde said, "Imitation is the sincerest form of plagiarism." They stole my idea, they just stole it. They even stole my initials.

But didn't you get the idea of using a pencil as a word processor from the April, 1982 issue of BYTE magazine?

What? You've done too much research. Who the hell do you think you are, Geraldo Rivera? There's nothing worse than a reporter who's done too much research.

But is it true?

Quit interrupting me while I'm evading the question! Reporters shouldn't do too much research. It isn't polite.

My records indicate that Professor Philip Schrodtt of Northwestern University first discovered the connection between pencils and word processing and published his findings in the 1982 April Fools edition of BYTE.

Don't use the word "pencil." We don't use the word pencil around here.

The PENALTY OF LEADERSHIP

IN every field of human endeavor, he that is first must perpetually live in the white light of publicity. ¶Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶The reward is widespread recognition; the punishment, fierce denial and detraction. ¶When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. ¶If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. ¶Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. ¶Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it can not be done. ¶Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. ¶The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. ¶There is nothing new in this. ¶It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. ¶And it all avails nothing. ¶If the leader truly leads, he remains—the leader. ¶Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶That which is good or great makes itself known, no matter how loud the clamor of denial. ¶That which deserves to live—lives.

A plaque on the wall of Peter McWilliams' office.

And I have reliable testimony that you first thought of calling a pencil a word processor *after* reading Professor Schrod's article.

Who put you up to this? IBM? You were hired by my company to come in here and do a nice interview with me so that we could put the interview in my book, just like *Playboy*, and instead you come in here asking embarrassing questions.

I was hired to do an in-depth interview.

In depth, sure. In depth is fine. I love my mother. Why don't you go into that in depth? I'm very kind to my brother. Why don't you in depth about that?

But is the information true?

What does truth have to do with it? You come in here, with your tape recorder and your note pad, and you're not even using a McWilliams II, you're using a goddamn Ticonderoga, and you have the nerve to ask me about *truth*.

That's my job.

Your job is over. Get out of here. And don't think you'll get paid for this, either.

I've already been paid.

By cash or by check?

By check.

Did you deposit it?

Yes.

How long ago?

Two weeks.

Hummm. What's your next question?

Who do you admire in the world of personal computers?

Adam Osborne and Stephen Jobs. They're my heroes; my idols, actually. I named my computer company after myself, just like Adam Osborne, and I overcharge for everything, just like Stephen Jobs.

Why do you suppose Jobs didn't name his company after himself?

Oh, he's far too modest and self-effacing for anything like that. Besides, there was that Wozniack guy around, and he would have wanted to have his name in there somewhere. Can you imagine: The Wozniack Computer Corporation? Wozniack wanted to call it The US Computer Company, but Jobs prevailed, and they called it Apple. By the way, you mispronounced "Jobs." It's not pronounced "jobs," as in work, it's pronounced "Jobs," as in the Biblical Prophet, from whom I understand Stephen is a direct descendent.

What do you think about the Osborne bankruptcy?

The what?

The Osborne bankruptcy.

What are you talking about?

The Osborne Computer Corporation filed for bankruptcy some time ago.

You're kidding.

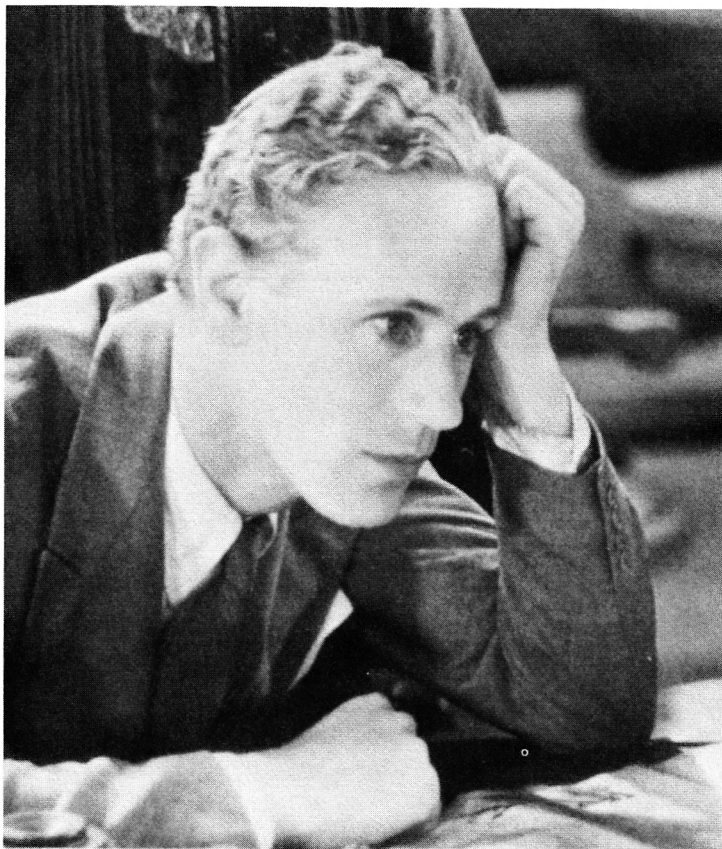
You didn't know?

You're serious.

Yes.

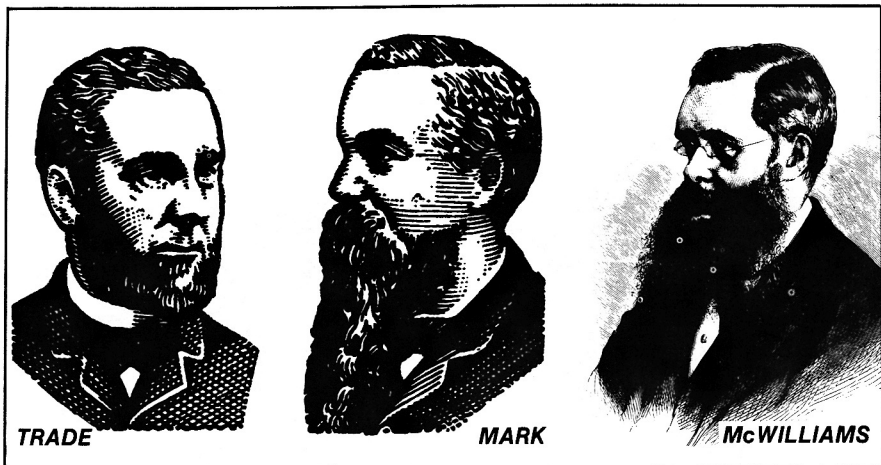
I think I'm going to be sick. I'm going to be sick. I modeled my whole company on Osborne's. I thought being able to manipulate the press was everything. Now he's bankrupt. I'm going to be sick. (*Runs from room with hand over mouth.*)

Thank you, Mr. McWilliams, for this enlightening interview.

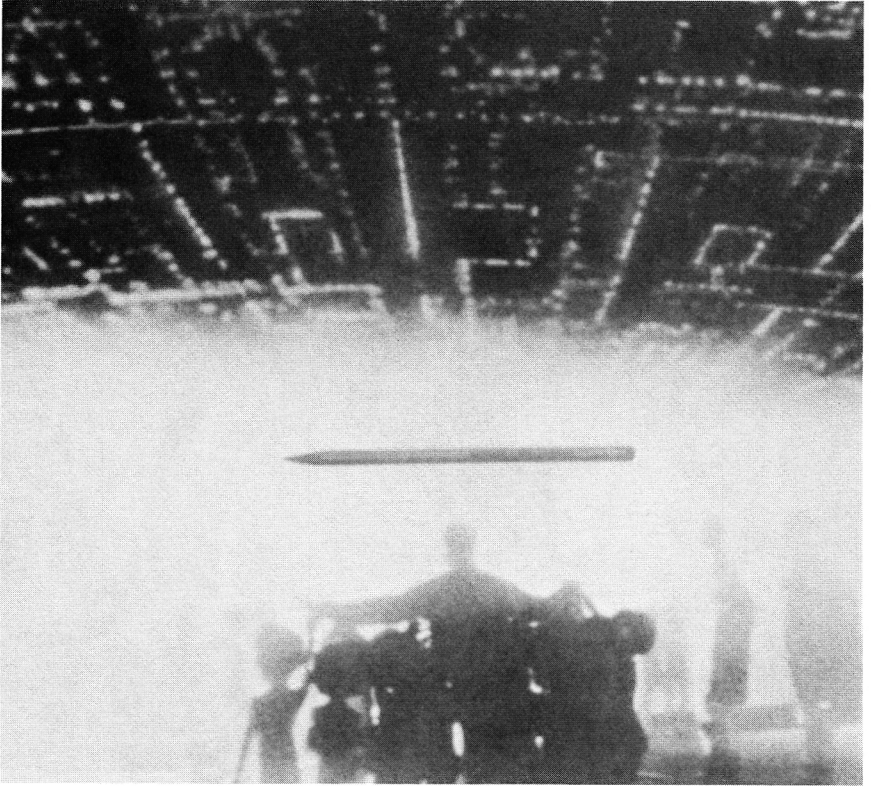


Peter McWilliams, two weeks after hearing about Osborne Computer Corporation's demise.

The History of the McWilliams II



Elder McWilliams counsels Young Peter: "Make cheap, sell high."



Close Encounters of the II Kind: Peter McWilliams finally sees the vision he shaped in his mashed potatoes for weeks on end.

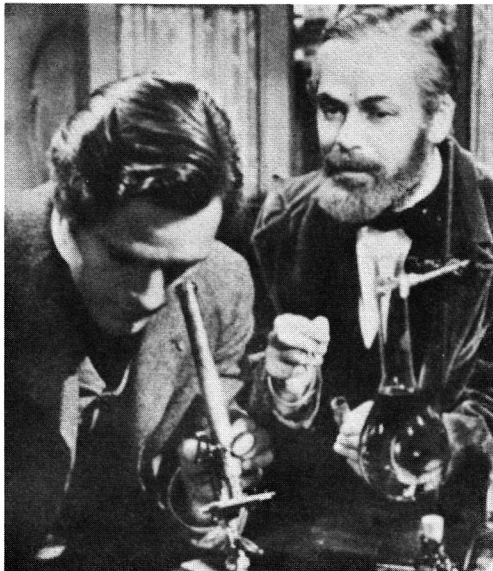
The History of the McWilliams II



A muse offers Peter McWilliams the secret of the McWilliams II.

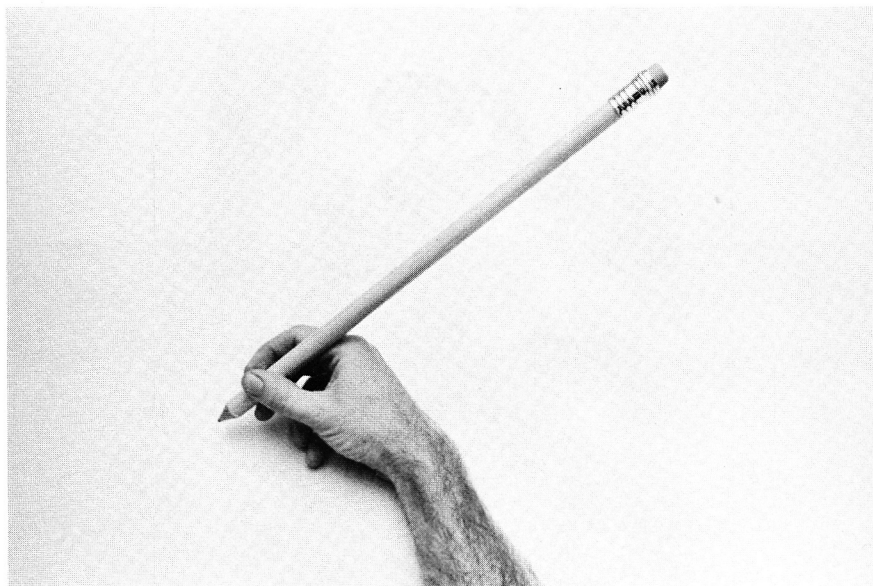


The invention of microchips as it really happened.



The invention of microchips, Hollywood-style (from the film, "The Peter McWilliams Story").

The History of the McWilliams II



The McWilliams I.



The first McWilliams II.

The History of the McWilliams II



McWilliams plays a game of chess with his former partner to decide the ownership of McCC. McWilliams lost, and had to keep the company.



The scientists at McWilliams Laboratories work hard, day and night (except religious holidays), bringing new meaning to the terms "state of the art" and "net profit after taxes."

The History of the McWilliams II



Charles Foster McWilliams addresses the annual McCC stock holders meeting.

The History of the McWilliams II



Experiments in genetic engineering on a Nevada atomic test site.

The History of the McWilliams II



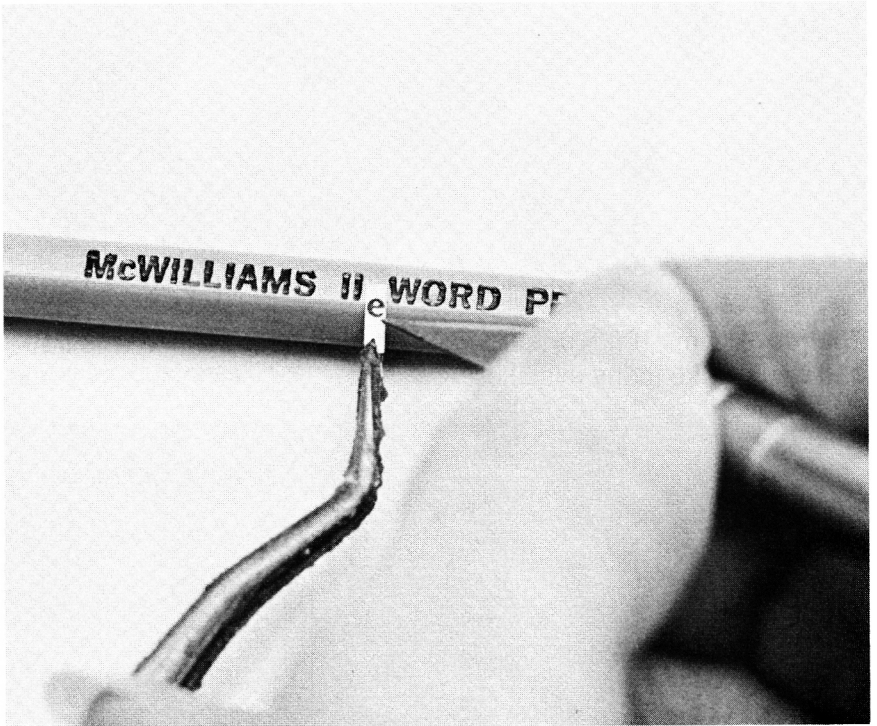
McCC, Cairo.



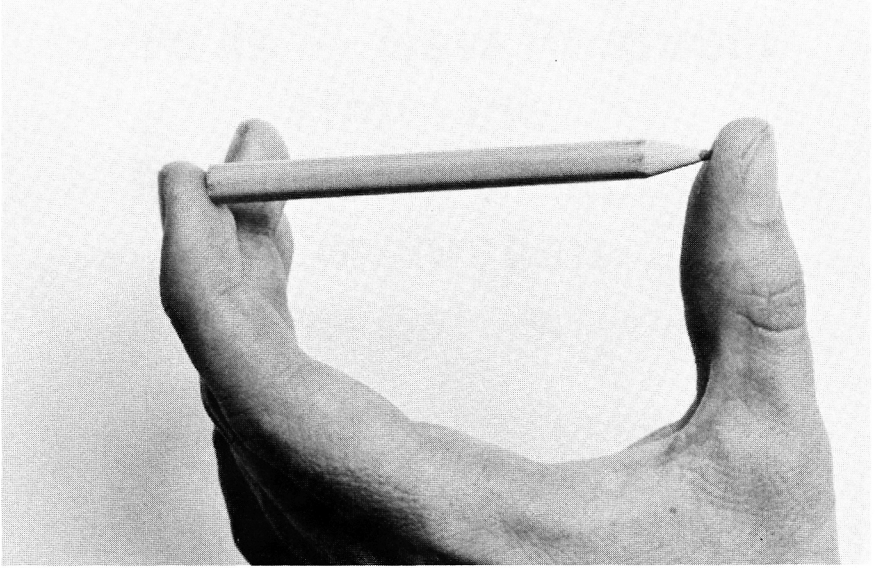
The McWilliams Building.

Life, Liberty and the Pursuit of Profits — New Products from the McWilliams Computer Corporation

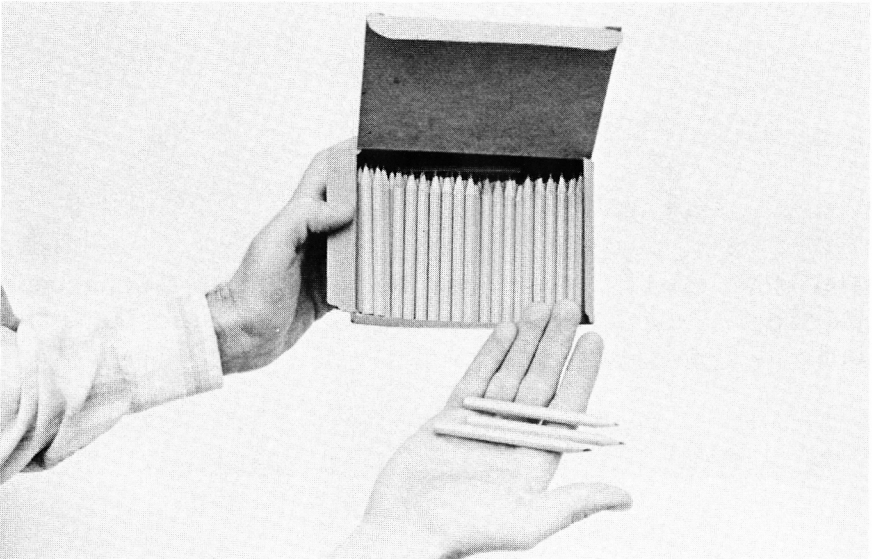




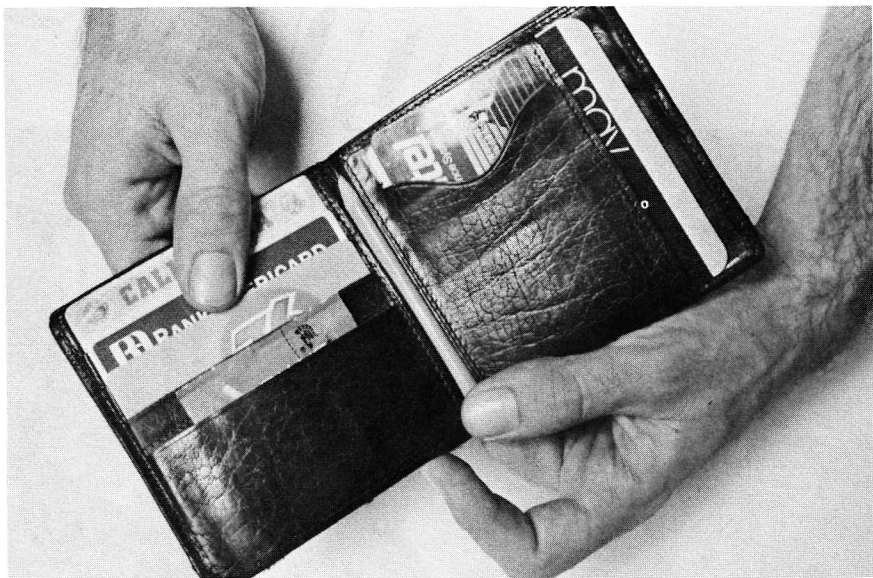
The McWilliams IIe. What does the "e" stand for? Enhanced? Expanded? Expensive? Extra profits? Extortion? Buy one and find out!



The McWilliams 100: Portability and affordability for those who travel and don't make many mistakes.



McWilliams 100s come in this handy 100 Pack.



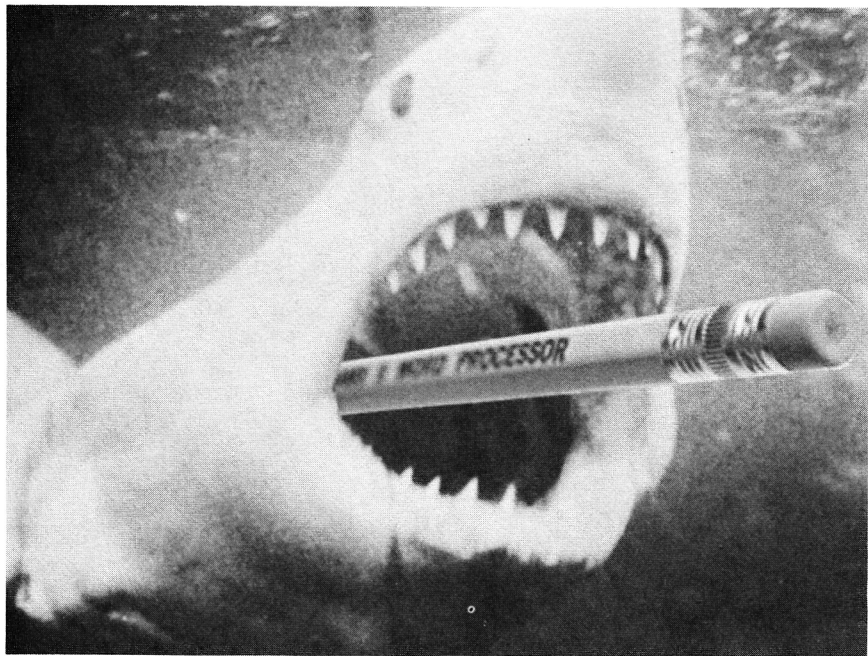
The McWilliams 100 fits in your wallet and tells the world you're ready for business.

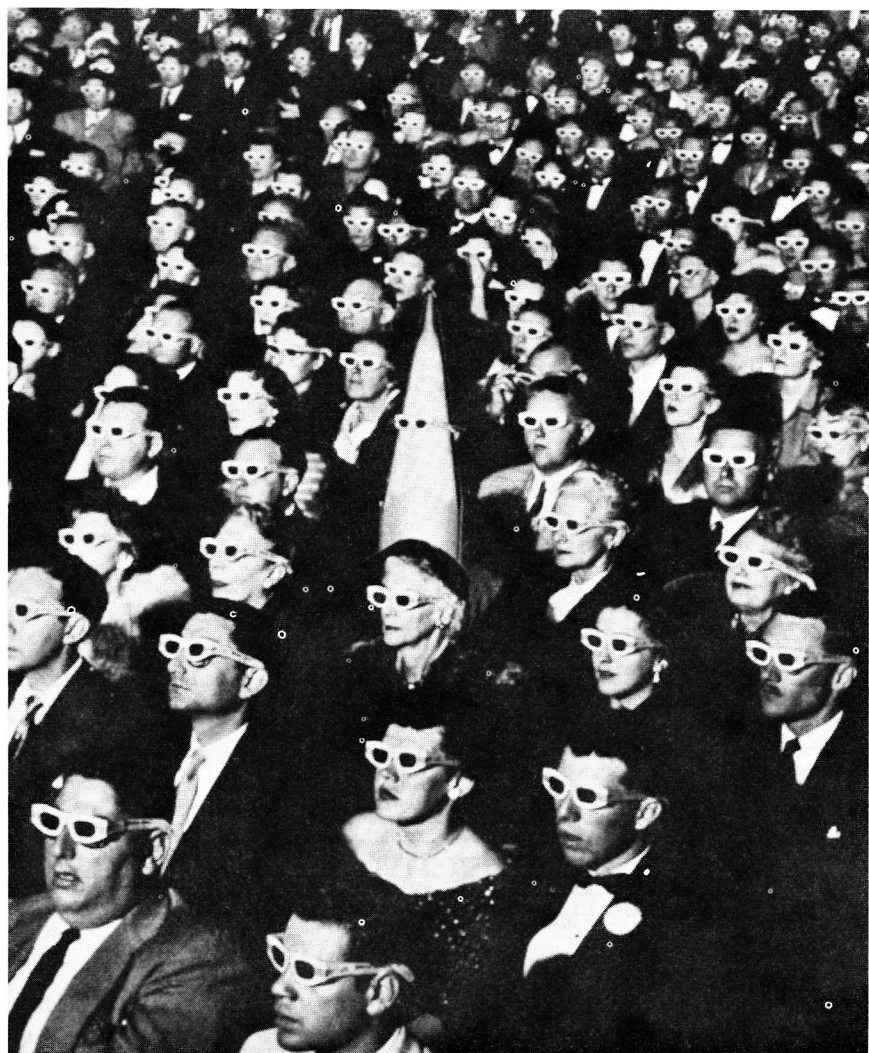


T.E. Lawrence (here with Zorba the Greek) said he never could have conquered Arabia without his portable McWilliams 100.

McWILLIAMS

3-D





Notes



\$3.95

The McWilliams II Word Processor

Features:

- **Portable.**
- **Prints characters from every known language.**
- **Graphics are fully supported.**
- **Gives off no appreciable degree of radiation.**
- **Uses no energy.**
- **Memory is not lost during a power failure.**
- **Infinitely variable margins.**
- **Type sizes from 1 to 945,257,256,256 points.**
- **Easy to learn.**
- **User friendly.**
- **Not likely to be stolen.**
- **No moving parts.**
- **Silent operation.**
- **Occasional maintenance keeps it in top condition.**
- **Five-year unconditional warranty.**

The McWilliams Computer Corporation

"Combining yesterday's technology
with today's terminology
to make tomorrow's money."

ISBN: 0-671-50433-9

McWILLIAMS II WORD PROCESSOR