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Apple Computer, Inc.
1 Infinite Loop
Cupertino, CA 95014
ATTN: Computer Development Department

Dear Fruity Computer Makers:

First let me say that I was so sorry to hear that Jef Raskin died last weekend. Now I could really kick myself because I have had this idea floating around in my head for at least 8 months or more, but I never took the initiative to put it down on paper and mail it in. I am sure that Mr. Raskin would have been proud to hear about this letter -- especially if it sparks a new generation of Macintosh computing like I hope it will. So Jef, wherever you are, I am sorry that I waited until you were no longer with us to pitch this idea. I hope you can forgive me and that you are eating a big ole piece of warm apple pie right now!

Putting those regrets aside for the moment, I would like to see a computer developed and named for golden delicious apples. Golden delicious are my most favorite species of apples. I usually like to refrigerate them briefly so that they are cool (but not cold) when I bite into them. I figured since you are the Apple people, that you might be able to develop a super computer and name it after this apple species.

Given the recent trend away from the drab beige colored computer hardware components, perhaps Apple could once again toe the cutting edge with a golden yellow colored computer. I think this would be a wonderful departure into a new sense of high tech fashion.

I have always wondered how it was that your company became known as Apple. What was the inspiration behind that? Does it have anything to do with apples being the fruit of knowledge in the Garden of Eden. I know that the Bible doesn't specifically name the apple as the fruit that Adam and Eve ate, but it is the fruit that is customarily treated as such by pop culture. Do you suppose that the apple came from the tree of knowledge or from the tree of life maybe? We talked about that one time in our Bible study of Genesis.

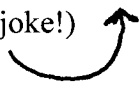
I know it probably isn't "PC" to ask this question to you, but do you think that Eve was a conniving bitch? I sometimes wonder about that late at night when I don't have anything better to think about.

It probably also isn't "PC" to use the phrase PC when I am writing a letter to Macintosh computers, since your main competitors are known as PCs. Have you ever taken issue with the fact that PC is essentially shorthand for personal computer, and by virtue of that moniker, all of the IBM compatible machines are called PC's, but your machines are not? In other words, Macs and Apples are not considered to be personal computers. Why is it that you should be excluded from the personable personal label?

I think that ALL desktop, laptop, and handheld computing devices (except for calculators) should be considered personal computers. What the general public currently recognizes as PC's should just be called CC's (since they are all just copycat clones of IBM). I know that this is unlikely to catch on, but it just absolutely galls me that Macs (and the future super computer Golden Delicious) will never be known as personal computers.

You will be happy to know that I am writing this very letter on a Macintosh IIfx computer at my place of employment (but after business hours on my own personal time) where I am running system software 7.6!

But getting back to my main point, I really think that there is a market for a new system called Golden Delicious with the new color schemes and everything. I'm really not very knowledgeable about personal computers personally, so I should not get involved in suggesting specifications or other design details for the 'GD'. My only suggestion is that the processing unit and/or monitor be shaped like a large golden delicious apple. They have a rounder fuller shape than the red delicious apples, and I think that shape would be more conducive to housing computer components.

Once again, it is such a shame that I did not present this idea when Jef Raskin, who could have helped in this area, was still alive. But that is something I will just have to live with I suppose. Please let me know if my idea apple-peels to anyone down there at Apple. (Sorry about the corny, or should I say appley, joke!) 

Sincerely,



Rusty Lucas

p.s. I am also planning to start a new community group here in my hometown and call it the Ballcap Aficionados of Sandusky Foundation (or BASF for short). Our goal is to collect baseball caps and donate them to the Mexican migrant farm workers in the surrounding area. I wonder if you happen to have any free Apple or Macintosh baseball caps that you could provide to me for this purpose. If so, I will tell the Mexicans that the ballcaps came from Jef Raskin in his final gesture on this earth of goodwill and generosity. Thank you.