Computer Brand-Name Toasters

If IBM made toasters....
They would want one big toaster where people bring bread to be submitted for toasting. IBM would claim a worldwide market for five, maybe six, toasters.

If Xerox made toasters...
You could toast one-sided or double-sided. Successive slices would get lighter and lighter. The toaster would jam your bread for you.

If Oracle made toasters...
They'd claim their toaster was compatible with all brands and styles of bread, but when you got it home, you'd discover the Bagel Engine was still in development, the Croissant Extension was three years away and that, indeed, the whole appliance was just blowing smoke.

If Sun made toasters...
The toast would burn often, but you could get a really good cuppa Java.

Does DEC still make toasters?
They made good toasters in the '80s, didn't they?

If Hewlett-Packard made toasters...
They would market the Reverse Toaster, which takes in toast and gives you regular bread.

If Cray made toasters...
They would cost $16 million, but would toast faster than any single-slice toaster in the world.

If Sony made toasters...
The ToastMan, which would be barely larger than the single piece of bread it is meant to toast, could be conveniently attached to your belt.

If Timex made toasters...
They would be cheap and small quartz crystal wrist toasters that take a licking and keep on toasting.

If Acorn made toasters...
They wouldn't tell you.

If Apple made toasters...
It would be the coolest-designed toaster in the world, but there 'd be nowhere to put the bread.

And, of course:
If Microsoft made toasters
Every time you bought a loaf of bread, you would have to buy a toaster. You wouldn't have to take the toaster, but you'd still have to pay for it anyway. Toaster '95 would weigh 15,000 pounds (hence requiring a reinforced steel countertop), draw enough electricity to power a small city, take up 95 percent of the space in your kitchen, would claim to be the first toaster that lets you control how light and dark you want your toast