ATPM

About This Particular Macintosh™ 2.10: About the **personal** computing experience™

Volume 2, Number 10
October 26, 1996

Send requests for FREE subscriptions to:
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Welcome

We told you it wouldn't be scary. Well, at least not for Mac users. If you're in the Wintel camp I guess it's a pretty horrifying thought. All we can say to our Pentium pals is: Happy Halloween. Apple's alive and well.

If you really want to give the Wintel people in you life a good scare show them Apple's cool new financials. The Mac world is now better, stronger and our processors are a lot faster. If they still want to compete, well, as Dirty Harry used to say in the movies as he talked through his clenched teeth "Go ahead...make my day!"

For those of you who may have missed the news, below are some of the highlights of Apple's quarterly performance for the period that ended September 27, 1996:

1. Net income for the quarter was $25 million.

2. The Company achieved $410 million in positive cash flow from operations during the quarter.

3. Revenues increased from $2.179 billion in the June quarter to $2.321 billion in the September quarter.

4. Sales in the US K-12 education market were higher this quarter than in any other quarter in the Company's history.

What more could we possibly add to that? Hee, hee, hee.

Onward and Upward…

This issue of ATPM marks the first "official" release of ATPM by the new publishers and producers (we've been at it unofficially since the June issue). ATPM is now an MT/RPL Production. It doesn't mean any major changes to the e-zine but it does mean a lot to us.

We're very proud of our work and we appreciate your continued support.

Graphically speaking…

We do need cover art for each month. As this issue's graphic suggests, we're looking for an "artful" way to make our point. Just think of it as an electronic canvas which covers the world (wide web). It's also an opportunity to have your work viewed by millions (OK, thousands) of people with extraordinary taste evidenced by the personal computer they choose to use and the quality e-zine they choose to read (we just had to add that).

Speaking of reading, we also need writers. Our 'rithmetic tells us that there's more talent among our subscribers than has come forward to date. Now that the 3 "R's" are covered, we'd also like to "review" our other reader requests. We do need reviewers and for those of you in the software business (the domain names are a subtle clue), we do review the stuff that's sent to our e-mail box. This ain't new math: reviews + readers = potential sales. We don't "sell our readers short" so there's no guarantees, just an honest word if we think it helps their personal computing experience. Enough said.

Ahem…

Or should we say "H.M.?" Our semi-regular writer and all-around Mac enthusiast H.M. Fog (good ol' "H" to his pals) has offered to serve as interim Cover Story Editor until another reader comes forward to assume the post. We're getting just a wee bit suspicious of him. He tends to enjoy this a bit too much (he's promised us a new bi-monthly column as soon as a replacement editor is found). But for now we'll think of him as our "pseudo" cover story editor.

This should not be confused with the "pseudo" operating system offered by our friends from around the 47 parallel. There are reports from Redmond that Windows '95 is considered a technological dead-end. Hmmm, we seem to recall tens of millions of Mac users saying the same thing over a year ago. So watch for a "quiet" transition to Windows NT for the full line of Wintel machines. We'll see how "quiet" consumers are about it. We'd like to say we told you so but for now we'll just sit back, have a cup of Cappuccino and talk softly about "Harmony" among our friends.

One Final Note…

It's a classic time of year to really "chill" the competition and start "talking turkey" about our Macs and the real personal computer experience. But we'll let our e-zine do all that for us. That's why this month's issue is called the "Fall Classic." In addition to our regular columns, we have a few new articles just for you, our loyal readers. Thanks again for your support.

The ATPM Staff

eMail

SpellCatcher

I enjoyed your review in ATPM this am. I too, enthusiastically enjoy this product and only craved something like it after Thunder 7 had disappeared from shareware sources on the net.

I'll share my experience with you. I have a Performa 476 (68LC040-25Mhz), 20 RAM, system 7.5.3R2 and no virtual memory. I always install software while running a minimalist system, courtesy of another C&Green product, CC3. Was I ever shocked when I double clicked on the spellcatcher control panel for the first time and got a message that spellcatcher wasn't installed, try restarting, etc.

Well, rebooting with only my minimal system and spellcatcher control panel worked just fine, so it did install. Great, an init conflict most likely. I had a hunch, however, that perhaps my usual 5-6 mb system with all sorts of inits had too many items that wanted space on my 14", non-multisync monitor's menu bar. That seems to be it. I used CC to make sure that spellcatcher loaded before other things "up there" and disabled those that weren't "essential." That fixed it, but had I not had a couple of years experience using a Mac, I think that running a conflict test, etc. would have been tedious and less useful.

Scott L. Horton
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As a longtime fan of Thunder7, I was delighted by your review of SpellCatcher except for

about it is that there is no option to temporarily disable it with a keystroke." Yet right there on your screen capture of the Ghostwriter dialog is an on/off keystroke command! (Set to Command-Control-G by default.) Thunder 7 works the same way and even changes the lightning bolt menu icon slightly so you can see at a glance whether Ghostwriter is on or not.

Also of note: if you set Ghostwriter to "delete files smaller than 50 characters" it won't save passwords typed in dialog boxes (unless your passwords are longer than 50 characters).

Actually, I can't fault you too much for missing these features — SpellCatcher (T7) is so feature-packed it boggles the mind. Every time I think of a cool new feature that it should have, I check it and sure enough, it already does that!

Marc Zeedar
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We'd love to hear your thoughts about our publication. We always welcome your comments, criticisms, suggestions, and praise at ATPMEditor@aol.com. Or, if you have an opinion or announcment about the Macintosh platform in general, that's ok too.

Stay Wired, Stay Tuned, Stay Ready...

BY H.M. FOG, *HMFog@aol.com*

The recent announcements from Apple Computer about the company's direction and soon-to-be-developed products are harbingers of exciting times ahead for Mac owners. There are many new products in the planning stages at Apple and development time for bringing new products to market is being shortened. There are also indications that there will be major changes in the way the company develops and releases software.

How did all this happen in nine months and just what does all this mean for Mac owners? Stay wired, stay tuned, stay ready...

Hiring Dr. Amelio and restructuring Apple's management team represented not only a change in top management but also a change in business approach and strategy. As I mentioned in ATPM's August cover story, Apple's latest offerings built around the 604e chip are a significant increase in technology masked by familiar product names. The company has chosen to use more standard components in its hardware and to reduce the number of overall motherboard designs, thus making manufacturing more efficient and less costly.

Recent reports indicate that Apple will once again be manufacturing computers in a broad range of prices and configurations, including lower cost computers and computing appliances. The current management team has made a tough choice: canceling products and revamping production schedules in order to improve the manufacturing process, increase efficiency and reduce the cost of computers to the buyer. This has meant reducing sales in the short-term to position the company for efficient growth and a return to profitability. The management team should be applauded for these important steps. It takes commitment and vision to make the decisions that are being made.

When I began writing for ATPM, I thought it would be a fun way to share my limited knowledge with my fellow Mac owners. I enjoy reading ATPM and I very much like that the e-zine is targeted to the every day user. For this reason, the focus of this article is less about technical changes and more about how Mac users will benefit from the new direction and changes at Apple Computer.

Before moving forward, let's take a minute and look back several months. At the beginning of 1996 Apple Computer had been experiencing a drop in market share, in large part resulting from a seemingly confused approach to the consumer market. The company had

released the Power PC machines, but was still offering a line of computers which used the more dated 68k chip technology. In addition, the ease-of-use of the company's computers and the full "Macintosh story" were being muted in advertising and press media by the bloated budgets promoting the release of Windows '95 and numerous 'apples and oranges' comparisons by other competitors. Apple was also falling behind on the development of the next major upgrade to the Mac OS.

It is this writer's view that Apple Computer was struggling with the basic question of whether it was a software company that required proprietary hardware or a hardware company that used a proprietary OS. The lack of an answer to this basic question left the company without a clear focus and definitive approach to the marketplace.

Quite recently Dr. Amelio indicated that one of Apple's most underutilized assets is the Mac OS. This signals not only a change in priorities for the top management at Apple but is a significant and fundamental modification of the company's approach to the personal computer market. It also sheds light on the remapping of Apple's business plan and corporate strategy. To better utilize the underlying value of the operating system, Apple will need to release incremental upgrades and make the upgrades available to the public at a user satisfactory price. It will also mean a continuing effort to license the Mac OS to more third-party hardware manufacturers.

By changing its fundamental approach to the personal computer market, Apple is stating that the Mac OS may have far more value to the company's future growth and development than does the computer hardware itself. You may be wondering by now what all this means to the personal computer user at home, at school or in a home-based or micro-business. The answer is: plenty.

In addition to the Mac OS, Apple owns Claris Corporation. In the past couple of months I've had the opportunity to demonstrate the Mac OS and Claris software to two clients in particular that had never used a Mac. Both clients were impressed with the ease-of-use and superior performance of the Mac OS. One client went home considering the purchase of a small business system from Power Computing. The other client was equally impressed with the way that Claris' FileMaker Pro files could be exchanged across platforms. He has already acquired a Macintosh for his assistant and is now considering purchasing a Macintosh for himself as well. The Mac OS and its ease-of-use sells the hardware and ancillary software.

This change in market approach will mean a larger and better commitment from Apple to support developers thus increasing the number of MacOS applications. It will also mean the continuing development of cross-platform technologies such as OpenDoc. The more value the Mac OS has in terms of features and ease-of-use, the more hardware and software that Apple will sell. This is one reason the company will be investing large amounts of time and resources in developing OS 8. This major operating system upgrade will put to rest most comparisons between the Mac OS and its Windows counterpart.

A major benefit of Apple's new strategy to those of us who already use Macs will be a broader array of MacOS-compatible software. In addition, it will mean that MacOS-compatible hardware from manufacturers other than Apple will make their way to market. This should increase the presence of the Mac OS and hopefully extend the useful life of the new generation of OS 8-compatible Apple hardware.

Apple has also been more forthcoming about hardware products scheduled to be introduced to the public in 1997. This indicates that the company is quite confidant about its short-term direction. However, Apple's competition in the hardware and software markets will soon undergo a more difficult transition, similar to changes made when Apple first developed and then released RISC based personal computers. Inevitably, the "Wintel World" will need to incorporate the benefits of RISC technology or risk (pun intended) obsolescence. The bigger the company, the more dramatic the change.

Current Wintel users will eventually be compelled to replace their machines and upgrade their software with RISC-based products. By that time, Apple and its clone makers will have positioned themselves to take advantage of this transition. By that time, very competitive hardware and software options will be already in place. These will be quite attractive to the computer buyer. This will be an extraordinary opportunity for Apple to increase the market share of Macintosh hardware and software. The hardware releases planned for 1997 are an exciting preview of what's to come.

Stay "wired" to Apple on the WWW at http://www.Apple.com for more news. Stay tuned to ATPM for more views. Stay ready for more changes ahead.

© 1996 H.M. Fog HMFog@aol.com. H.M. Fog is a west coast computer consultant who sometimes writes articles for ATPM.

Take Me Out To The Ball Game

I remember the many late nights as a child that I huddled close to the radio while I listened to the games of the Boston Celtics and the Boston Bruins on WBZ. I lived about 300 miles from Boston in a suburb of Philadelphia located on the New Jersey side of the Delaware River. A few years earlier my family had moved from an ethnic enclave in southeastern Massachusetts. I had yet to visit Boston Garden where the Celtics and Bruins played, but our "home team" preferences stayed with the family even though we had moved away.

Sports were a big deal to me and my friends. I probably learned more about math in my grade school days from the statistics on the back of baseball cards than I did in the classroom. Maybe it's not so ironic that during most of my adult life I viewed exercise and personal fitness as more of a spectator sport.

The reason I say all this isn't because I want to do an column about sports. It has more to do with the old saying, "It's not whether you win or lose, but how you play the game."

My childhood hero was Carl Yastrzemski. Second to the Hardy Boy mysteries, my favorite books were biographies of the former Boston Red Sox left fielder. He threw with his right arm and batted as if he were more comfortable with his left. Everything he did, it seemed to me, had a special flair to it.

Those who do follow baseball may be aware that the Red Sox have not won a World Series since 1918, when Babe Ruth was THEIR pitcher. Every Spring since, the hearts and minds of the ardent Red Sox fans have been filled with hope that maybe this year will be THE year for the team. Virtually every year since 1918, the seats have been filled at home games. Fenway, in my view, is an extraordinary place to see a ball game.

Now that my home is in Los Angeles, my inclination is to follow the exploits of the L.A. Dodgers if I pay attention to baseball at all. But for many years the Red Sox and their yearly ups and downs captured my interest. People may wonder why the Red Sox would continuously fill the seats, excite the crowds and instill hope in the minds of the fans year after year, without winning a World Series. The answer is - in a word - imagination.

The team always had stars, colorful characters and a "home town" the size of New England. At home in Fenway Park, with left field's "Green Monster" of a wall as a back-drop, you never quite knew what would happen -- home runs became doubles and sometimes singles became doubles, triples or even inside the park home runs.

Imagination is an interesting thing. I remember the first time I saw a Macintosh. It was

cute. It also appeared to be "friendly" and fun. When the Mac was introduced it also seemed to have more "sizzle" than available software and more promise than immediate purpose. However, it did excite the imagination.

The "1984" commercial, which Mac enthusiasts were recently able to view again via the Apple Computer home page, did impact the mindset and purchasing decisions of many, many people. Just as importantly, the emergence of Macintosh technology changed our expectations of a personal computer and raised our personal awareness of what we could do with one, especially if we owned a Mac. It also made personal computing more mentally "accessible" to a lot of people who felt intimidated by the thought of using a PC.

For several years I worked as the CFO of an entertainment organization that included among its various entities a successful independent record label and a motion picture distribution company. I remember the day in 1987 when I brought my Mac Plus to the office to work on a project. It attracted a crowd. The demonstration was so convincing that one of my biggest, on-going projects at that organization was the creation of an all Macintosh computing environment that included a Mac on every employee's desk.

I've mentioned several times before in this column, I don't think Apple's problems over the past few years stemmed from not having quality products. Rather, I think the problems stemmed from having too many products in too many sub-markets so that even company executives became confused about their focus and business plan. It became, figuratively speaking, not so much a matter of whether or not Apple was winning the game but more of a matter of just how many games the company had obligated itself to play simultaneously. In this situation, "the more" was definitely not "the merrier."

In any organized game or contest, there are a set of rules: guidelines to which the players or contestants are supposed to adhere and performance benchmarks by which the winner or winners are declared.

For baseball, many of us know the rules. Usually the game ends after nine innings and the team with the most runs scored is the winner. However, to develop a winning baseball team that won't bankrupt the owners, there has to be more than just a few people attending the games. Teams do need ticket sales along with other revenue sources. Baseball, like other sports, needs things that are fun and exciting to keep people in the stands.

The overall benefit to a community from a sports franchise is less determined by the number of pennants won and more by the amount of new dollars generated and new jobs added to the local economy. Winning a pennant will help in this regard (people do prefer to watch "champions"), but it is more of a means to an end than an end in itself.

One of the things that has helped revive Apple Computer in the last year, along with the implementation of more efficient business model and a more effective business plan, is the tenacity and loyalty of Mac users like you and me. We are of extraordinary value to Apple's management and shareholders. If success in the personal computer industry was measured by product owner loyalty and satisfaction, Apple Computer would have been the undisputed champion for many years in a row.

Apple Computer has taken many risks over the years. The Macintosh itself was a big risk. The leap to the PPC platform was another big risk. The development and release of OS 8, a major upgrade and change to the operating system, will also be a risk. These changes and

other improvements over the years have helped Apple Computer remain not only a fun company to watch, but also a company with products that are superior in quality and technology to those of its competitors. It is my view that by being more innovative and fun Apple Computer has won the World Series of user satisfaction.

What's more important to me than a computer company's market share and profits is the ability of its products to help improve the productivity and quality of life of its users. This to me is how the real game should be played. It makes no sense to admire a computer company that only seeks to meet its own goals without regard to the goals or dreams of its users. I'm happy I have a Mac. It's helped me attain many personal goals.

Despite the fact that it's been almost eighty years since the Red Sox have won the inter-league championship, they have been a very successful sports franchise. The 1975 Baseball World Series went the full seven games. In the end, the Cincinnati Reds won four games to three against the Red Sox. But far more memorable than which team ultimately won the deciding game were the final moments of the sixth game.

In extra innings, Boston's Carlton Fisk hit a long fly ball which straddled the foul line. Millions of viewers still remember as he "coached" the ball to fair ground with shouts and gestures as he began his hopeful trot to first base, soon followed by his triumphant leap as the ball entered the left field seats for a game winning home run.

That night Carlton Fisk won the World Series of heart and effort. It's the same way many Mac users have approached the last several months of Apple's history. We've shouted, jumped and told the world how we feel. Keep watching Apple. You will like what you see and where it ends up. If today's performance doesn't excite you, just remember the old saying at Fenway, "Wait until Spring!"

As for me, as I mentioned earlier, it's not whether you win or lose, it's how you play the game. I've strapped on a new pair of athletic shoes. I think I'll go out running for the first time since...sometime before the 1990's. The personal computer game is once again becoming fun. I want to be in shape to see what happens in extra innings. This ball game ain't over. Buy me some peanuts and Cracker Jacks…

"Apples, Kids and Attitude" is © 1996 by Robert Paul Leitao, rodestar@aol.com

Not Meant To Be

The last few months have been filled with speculation about what the future of the MacOS is — or should be. I've been fascinated by BeOS ever since I saw it at MacWorld Expo in August. Judging from the numerous newsgroup postings and editorials written on the subject, I am not the only one impressed by it. But what really caught people's interest was not the BeBox. As amazing as it was, people thought that to run BeOS you'd have to go out and buy that stylish blue tower. No, what really wowed Mac users was the demonstration of BeOS running on a Mac. This is probably what started people saying that BeOS might be a more realistic MacOS 8 than Copland. It was written from the ground up for speed, and it was here now — not sometime in late '98. Well, the rumor mill started grinding, and soon articles appeared titled "Apple Talks With Be About Aquisition." People seemed to believe that if Apple bought BeOS and relabled it as MacOS 8, it would be a panacea for all of Apple's operating system woes.

I wouldn't be writing this column if I was jumping on the bandwagon saying that BeOS should be MacOS 8. In fact, after I overcame my initial excitement over the idea, I was horrified at what support for this proposition means. First off, it means that people think Copland will either never see the light of day, or that it will not have been worth the wait once it is finally released. It also means that people are willing to throw away just about everything that makes the Mac the Mac — because the amount of Mac software that will run under BeOS is the same as the amount of Mac software that will run under Windows NT: none.

I hate to burst everyone's speculative bubble, but BeOS is just not ready to slide into the lives of millions of Mac users. I don't think people really understand what they'd be giving up by switching to Be. I recommend that people wanting to run certain applications in a stable, pre-emptive multitasking environment put a copy of BeOS on their PowerMacs when it is released in early 1997. That's what I'm planning to do. But beyond that, I suggest that you wait for Copland — the real MacOS 8. I've examined several of the ways people have suggested for Apple to replace Copland with BeOS. Before you tell me that I'm crazy not to support them, take a look at several of the ideas.

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1. Rewrite BeOS so that it will start up existing Macs. Bundle it with new Macs instead of the normal system software.

Under this option, all Mac applications, control panels and extensions become incompatible. The Mac instantly becomes a modern platform with no software. Techy people wait for software to arrive, or write their own. Everyone else switches to Windows. Very

few new users choose the Mac because BeOS is not as easy to use as the Mac was, and because it has so little software. Apple loses respect because the company known for innovation has farmed out both its software and hardware businesses to third parties.

2. Apple abandons the MacOS. It focuses on building PowerPC Platform machines that run BeOS (as well as Windows NT).

Ditto.

3. Apple takes either of the above strategies and attempts to make BeOS compatible with Mac software. It writes a Macintosh emulator so that Mac apps can run within BeOS, much as DOS apps run in Windows 95.

Everyone starts out thinking that this will take less time than completing Copland (which already has a several year programming head start). However, compatibility with old apps is what delayed Copland, and it's what delays the Mac emulator for BeOS until 1999. By then, fewer 1996 Mac apps are compatible with the emulator than would have been compatible with Copland. A crash in oneMac app brings down the entire emulator (just as it brings the entire machine down today). No one seems to care though, because by the time the emulator is done, no one wants to run old Mac apps anymore. No one used BeOS because it didn't have much software and didn't have Apple's legendary ease-of-use. And most of the 1996 Mac apps now have Windows NT versions anyway.

4. Apple announces that just as Apple II users switched to the Mac because it was clearly the way of the future, Mac users must now switch to BeOS because it is the way of the future.

Rather than trying to make applications run under BeOS, Apple focuses on revamping technologies such as Quicktime, QuickDraw 3D, and OpenDoc to run under BeOS. This makes sense because these top caliber "enabler" and cross-platform technologies have come much closer to being adopted as standards than did MacOS. Apple tweaks BeOS so that it has more of a Mac's "look and feel." The result? A rock-solid system that isn't very Mac-like. The user interface is inferior to System 7, because BeOS was never designed to behave like a Mac. Core technologies work fine, but most of them — especially OpenDoc — aren't as seamlessly integrated into this hybrid OS as they would have been under Copland. BeOS has become a slightly more elegant version of Windows NT — without the software from the Windows world or the marketing savvy from Microsoft.

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What's wrong with these strategies? All attempts to retain Mac's core technologies yield an operating system that gets the job done, but lacks the Mac's compelling sense of integration and ease of use.

Apple's CTO Ellen Hancock recently made a rather strange annoucement. She said that if Apple had to choose between compatibility with old applications and making a powerful operating system, they would abandon old applications. This caused quite a stir. People began thinking that Apple was dumping compatibility and abandoning the installed software base. Personally, I see no cause for concern. Copland is being designed from the ground up

with compatibility at its center. That is what has delayed it for so long. Dumping compatibility at this point would be akin to starting over. Surely Mr. Amelio knows that this isn't a wise choice.

My analysis of Ms. Hancock's statement is this: a Copland that is incompatible with existing applications is preferable to BeOS, provided that delivery is not delayed much further. One MacOS strength that is often overlooked is software integration. Apple has fully committed itself to OpenDoc, Copland will have OpenDoc built in and Gershwin promises to be (if we ever see it) an operating system entirely based on it. By contrast, BeOS was never designed for OpenDoc. While BeOS might eventually support it, OpenDoc will never be as integrated as we anticipate it will be in Copland.

Another important consideration is that soon, both BeOS and MacOS will run on Power PC Platform machines. Running applications under different operating systems might make more sense than investing in the design of a Mac emulator for BeOS. PowerComputing has already announced that it will offer BeOS with some of its upcoming Mac-compatibles. A similar strategy would be a good option when Apple releases its PPCP machines.

All this talk about continuing with Copland is not to say that Apple should ignore Be. Just as with Windows, Apple needs to make sure that technologies like the QuickTime Media Layer are ubiquitous across all platforms. In fact, I think QTML should be have priority over Cyberdog in Apple's Internet strategy. QTML, combined with its interactive HyperCard technologies, can potentially revolutionize the Internet as much as Sun's much-hyped Java. Even if the MacOS isn't on every desktop, QTML can be — provided that it's finished soon and marketed well.

I do not mean to imply that "Apple is doomed," or that Copland will never arrive. You need only to pick up a copy of a national newspaper to read about that. Instead, my objective is to persuade people away from supporting a switch to BeOS, which seems on the surface to be an easy solution. It's true that the release date for MacOS 8 is as yet unknown, but I feel it's worth the wait. No matter how attractive BeOS may look at this point in time, it is no substitute for the Macintosh experience. Copland is designed from the ground up to ensure compatibility with existing applications, to provide seemless integration of current and future Apple technologies, and and to showcase twelve years of human interface refinement. To settle for anything less would be uncivilized.

HOW DO I USE A MACINTOSH? LET ME COUNT THE WAYS...
BY BELINDA J. WAGNER, *bwagner@bgsm.edu*

OK, it's a bad literary allusion. But, since Michael Tsai asked me to write an article on how I use the Macintosh platform in my professional and personal life, those sentences have been running through my head. I don't think I'm all that unique among Macintosh users. The innovative interface has been encouraging exploration from its inception. Maybe others express their creativity in different ways, but there is a common thread - the ease with which the possibilities can be explored and the difficulty of making an irretrievable error invite us all to "push the envelope," so to speak.

I bought my first personal computer in 1984. The Macintosh was the new kid on the block, but I chose a Compaq 286. I deliberated over buying a Mac, but my biggest need was reference management software which did not yet exist for the Macintosh platform. Six years later, reference management software again played a critical role in my life. Only this time, a Macintosh-only product was my salvation. More on that subject later.

Actually, I have to thank my ex-husband for my platform switch. His mindset was simply incompatible with DOS. We spent hours on the phone. He was at home, stuck somewhere in DOS and desperate for a solution. I was in the lab, cranking out experiments. Then, the inevitable finally happened. I uttered the words, "now hit 'return'" one or two steps too early and then listened helplessly as the hard disk reformatted itself!

A brand new SE was ushered into our humble flat in early 1988 with great fanfare. My ex-husband found that he could search "menus" for whatever it was that he wanted to do. The only phone calls I got at the lab now started like this, "Guess what I just figured out how to do!!!" This "gadget" was truly awesome. It was just so much easier to mouse around the Macintosh than hunt and peck around DOS.

In February of 1990, I finally sat down in front of my Mac to write my thesis. The keyboard was a little hard to reach because I was seven months pregnant. My due date was April 12 -- serious motivation! By April 3, 1990, the introduction alone had swelled to almost fifty pages containing nearly 400 references! The baby's crib, changing table and chest of drawers were cluttered with stacks of references. I was on the "home stretch" though. I needed another good day and a half to finish. "No problem," I thought as I got ready for a few hour's sleep. "I'll finish the thesis in a couple days and have a week to get ready for the baby. Besides, most first labors don't begin until a few days after the due dates. Plenty of time." About 12:30 am, April 4, my water broke...

Fortunately for my thesis, labor did not begin immediately. I spent the remainder of that night writing checks and projecting our income/expenses for the next three months in Managing Your Money. A brief check-up ensured that the baby was fine and I spent April 4 finishing my thesis. About 9 PM I set Endnote to formatting and it percolated for about two hours before the references were appended, magically, to the end of my opus. One last

spelling check and an edit session with the references and the thesis was DONE, exactly 24 hours after my water broke. I had used every advanced feature of Macintosh System 6.0, MacDraw, Microsoft Word and Endnote that existed. I had achieved my goal of finishing the thesis before giving birth and our trusty Mac had earned a hefty share of the credit.

Today I have a six-year-old daughter who is a three-year Macintosh veteran thanks to At Ease. I hold a research faculty position in a clinical department of a major southeastern medical school. I am a single mom. In other words, my life is drastically changed except for one thing — a Macintosh is still the centerpiece of my home and office workspaces.

I work in a Windows-biased environment. The online purchasing requires a 386 IBM-compatible machine running Win3.1. The network that connects all the departments within the Division of Surgery and allows access to clinical data on patients is also Windows-only. I am the lone bastion of life that is not completely dependent upon Bill Gates as far as the eye can see…

However, I was the first in our department to surf the Web, even before my EtherNet connection was installed. I was the first to be able to search Medline from my office and download "too-large-for-floppy" graphics images to our print production department. I was also the first to NOT tally up a huge "housecall" fee from Information Services to set up and maintain my computer (besides being able to listen to CDs within 5 minutes of unpacking the box).

I like the current Discover card commercials. You know, where they get celebrities to talk about what they buy with it. Well, ATPM readers, here's a "what's on my Mac" spin-off...

Kid Pix 2: my daughter's favorite and one of mine as well. I use it to create wild backgrounds which I export to Canvas. I also love the "attach sound" feature. It's a great way to send verbal correspondence to far away friends as an e-mail attachment.

ClarisWorks 4: I began editing a newsletter in 1996. It was easy to learn the fundamentals of desktop publishing using ClarisWorks. Now I'm ready for some the more advanced features in....

Ready, Set, Go: I haven't even begun to access the power of this Mac-only software gem. I'm eager for those cold icy days of winter to spend more time with this one.

FileFetch 3.0.1: The essential software for keeping my office and home hard disks current with each other (at least until I get my Duo). I upload large files or folders for later downloading at the other machine. This strategy is a real time-saver for getting large Internet downloads onto my home Mac. At work, I use the incredibly rapid EtherNet connection and dump the files onto my server space. From home, I download from the server rather than the Web which saves time and drastically decreases the frequency of corrupted files or disconnects.

Netscape Navigator 3.0: I have tried Microsoft Explorer, but I prefer Netscape. The "stop" button on Netscape's tool bar is the clincher. My morning

coffee is sipped while browsing the New York Times and my Personal Edition of the Wall Street Journal Interactive (now if I just make more dividends than the cost of the subscription....). I also am very active in promoting Web technology as a tool for enhancing education. My evangelizing involves surfing for sites that teachers can use. Most of our schools are "connected," but there is no time for teachers to search for useful sites. They e-mail me with their lesson needs and I respond by sending them a list of candidate URLs. I also learn a lot....

Endnote II Plus and Microsoft Word 5.1: No, I never upgraded to Word 6 because I still enjoy the ease of 5.1 which was sacrificed in the newer version. The seamless integration of Endnote makes writing grants and papers almost a joy. I use a custom Endnote style to print out Medline search hits in a format that mirrors the physical organization of our library stacks. The assistants who pull the journals never "sit" on my requests, because I've made their jobs so much easier.

Canvas 3.5.4 and Photoshop 3.0: How did I ever make slides and figures without these tools? My custom-designed backgrounds for slides are becoming a welcome break from the "yellow text on dark blue gradient" monotony at scientific meetings. The ability to scan everything from X-ray films to silver-stained gels into Photoshop and combine images with the vector-based capabilities of Canvas has drastically reduced my production expenses.

What's on my horizon? Well, Canvas 5 for starters (it's currently on back order). Other recent acquisitions include Claris Home Page and ActionLine (a graphical interface Java Applet builder). My first resolution for 1997 is to integrate the superior Macintosh-only features of Ready, Set, Go and ActionLine into the cross-platform capabilities of Web pages.

My own personal belief is that Web-based technologies will revolutionize every aspect of our professional and personal lives that rely on communication. I feel that the Macintosh platform is an essential component to realizing that goal. I fully expect that six years hence my life will be equally distinct from what it was six years ago. I also firmly believe that when the snapshot is taken, a Macintosh (or compatible) machine will retain its prominence in my workspace.

TO FLAME OR NOT TO FLAME
BY CHAD G. POLAND, *proedge@mindspring.com*

In reaction to the recent barrage of articles predicting Apple's demise, Macintosh users have taken it upon themselves to stand up and carry the banner in support of their platform. This is not a bad thing. However, lately many Macintosh enthusiasts have advocated (and practiced) the "flaming" of journalists who denigrate Apple. So many people are sending obnoxious e-mail to reporters, the situation is deteriorating, not improving.

When you see an article, column, or editorial defiling Apple, your first reaction may be to respond from your gut. When you do, you will be tempted to use harsh language, question the lineage of the author, or just scream in general. After all, knee-jerk spamming is quick and easy e-mail.

A more productive approach is to take a step back and reflect a moment or two. Yes, it takes more effort to sit down a write a calm, convincing response, but ultimately, the dividends are far greater than the investment.

One question you might ask yourself is whether a response is warranted. Obviously, you can't respond to every bad word written about Apple. If you did, it would take over your life! Battles need to be chosen carefully.

Consider the writer's skill and frame of reference. If you write to an author outside your expertise, you might see your e-mail printed next to the words, "Look what some idiot sent me!" I'm not saying, "Never send anything to an advanced user," I'm merely advising caution. Stick to stuff you know. If the article is reviewing a particular machine or software program with which you are familiar, write about it. Avoid giving others the opportunity to use you as a negative example.

Once you've decided which battle to fight, spend some time considering your approach.

Remember the golden rule. Since more stories have been reporting the downfall of Apple, more Macintosh users have become outraged. If someone doesn't agree with you, do you listen to insults or reasonable discourse? Reporters are no different. They do not appreciate receiving an e-mail that calls them a "spineless, brainless, PC bigot that wouldn't know an SCSI port from his/her own butt." Regardless of your personal opinion about the accuracy of this description, don't share your outlook. Chances are, an author has already received multiple derogatory and offensive e-mails. Your goal is to get your message across. That can't happen unless it gets read. Even well-thought out, logical, precise, and clear arguments won't be read if they are preceded by insults. The old adage, "You can catch more flies with honey than with vinegar," still holds true today.

When you do finally sit down to write your email, letter, or FAX, make sure you are

relaxed. Being tense and upset will only hurt your writing. Start your message with a formal, polite salutation. After all, this person is a published writer; it helps to respect that.

Be positive. Let your writing tell them that you think you've discovered the best computer on the planet. Focus on the real reason you are writing. You want them to try a Macintosh! Show them we're not all crazy, fanatical cult-types and "kill them with kindness" instead.

Ask questions. "Have you had a bad experience with a Mac?" or "Have you tried one of the newer Macs?" work nicely. Most journalists have used DOS for years. Maybe they tried a Mac once and didn't like it. There are people that don't care for the Mac interface. Or maybe they just couldn't get the machine itself or some critical software working smoothly. Even Macs aren't free of problems. We can try to convince them, but we can't expect to win them all. The choice of an operating system is personal. We must respect honest opinions and everyone's right to choose a platform.

Be helpful and responsive to their questions and concerns. If, in their article, they wrote, "There is no Macintosh software for...," then find examples of companies that specialize in Mac versions of that type of software. Web addresses are particularly good because PC users can visit them! For example, if they say there are no good Mac games, forward them the URL for Apple's Game Sprockets.

Support your arguments with facts - always. If the author wrote something like, "Apple only has 0.0001% of the education market," find (and cite!) sources which show this is untrue. Apple's own web site is a treasure trove of pro-Macintosh statistics and facts. Another good source is: <http://fly.hiwaay.net/`fbeaver/pro-mac.html>.

E-mail lists are invaluable to the Macintosh "Evangelista" (macway@solutions.apple.com). There are several excellent lists out there that can help you flesh out your e-mail with facts. All you have to do is post the question you are researching, and you'll probably have several responses within 24 hours. Not only will they help you prove your case, but many responders will send their own e-mail directly to the reporter. (Remember to encourage politeness and restraint in your posting to the list!).

Some of the best Macintosh Activist mailing lists are Apple's SemperFi <http://www.solutions.apple.com/ListAdmin/>, MacTalk (listserv@ms1.wow.net), and CarpeDiem (Carpe.Diem-Request@DDG.com).
A very complete reference of mailing lists is available at <http://www.macfaq.com/faq/mailinglists.html>. Just send them an email with the word 'help' in the subject and body.

In this Internet era, it's easy to "flame." As Macintosh users, we need to understand this is not a fight that can be won with the sword. If we want to see our platform progress, then we will need to swallow our pride, smile when we want to snarl, and be convincing. We chose our platform because we believe it is the best. Naturally, we want to vehemently defend our choice against Macintosh detractors. Relax and consider that some PC users may just be under-educated. Possibly, you will become their teacher. You only need to plant the seed.
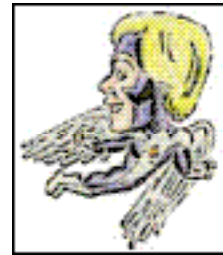
Normally, since this would be the last issue of ATPM before the elections, I would've done MacMan's first annual reader's poll. However, our esteemed editors have stated we're doing that next issue.

So, since I'm recovering from my experiences last month, I'll do one of those types of columns that us columnist types do when we don't have a topic. So, here it is:

Macman's First Annual Random Thoughts Column

Scott's home. Thanks again for all your prayers and well wishes. He's gaining about an ounce a day, and is hovering at six pounds as I sit here tapping keys randomly.

Well, since this is an election year, and since I don't wanna ramble, to see how I'm voting, check out http://www.newt.org. The short form is, I don't believe that I can support a family of four on a single income under the current administration.

For those of you with Open Transport problems/questions that I haven't answered in the past, your salvation should come with OT 1.1.1, available on Oct. 28, or a week from when I've written this.

Spent a wonderful Saturday night with people I barely know from a listserv I subscribe to. (Yes, he's ended a sentence with a preposition.) If you enjoy eMail, and you have a hobby, there's a probably a listserv for you. Check out: <http://www.internetdatabase.com/maillist.htm> for an available list.

System 7.5.5 available at the Apple sites for download. Be careful, there's a trick to installing. I know, the Huge machines aren't taking kindly to it.

A random internet statistic: There are over 316,000 .com domains. So, if everyone with a dot com domain sent two dollars, I could make my film. Read the script at Drew's Scripts-O-Rama: http://home.cdsnet.net/~nikko11/scripts.htm

You can't go home again, part one: The same Saturday night I spoke of earlier, I walked through Westwood Village, and besides the theatres and Aahs, I didn't recognize any of the restaurants or shops.

RTFM, read the friendly manual, takes on a whole new meaning for the piece of software I'll be reviewing in a few months. Not only do I have to absorb the 300+ page manual, I'm

also attending an eight week course in how to use it.

The review should appear in the February issue, which marks my one year anniversary with ATPM.

I'm not the philosopher I thought I was. I've run out of random thoughts, and I'm only half way done.

Only one user question this month. So, either again your Macs all work, or you've defected to the almost 30 MacIntosh newsgroups available on the 'net...

Magazines I subscribe to, in no particular order: MacUser, MacWorld, MacAddict, MacWeek, (sense a theme here?) Wired, Internet World, 'Net, DV, Interactivity and several others that just keep coming and coming....

If you can't find a web address, a good bet is: http://www.companyname.com.

You can't go home again, part 2: The theatre for which I used to write and direct, is now part of the saxophone shop that formerly resided next door.

I find the best way to diffuse a flame war, is to take a post totally out of context. Try it! You'll like it!!!

I'm sitting up at 1am typing this, instead of catching up on some much needed sleep.

Last week, on the same day, I find out Huge I/T has decided that the Mac platform will go away in three years, even though Apple posted a $25 million profit this quarter, and Gareth Chang, one of the many veeps here at Huge, has been appointed to the Apple Board of Directors. Go figure...

The average working individual, if successful, can have six phone numbers: Home, Office, Fax, Pager, Cellular Phone, and lest we forget, Modem....

The world gets smaller. After going to my dentist last week, I fixed his aunt's computer back at work an hour later...

To put it all in perspective, Michael Jordan makes $78,000 a minute...

And finally, there's no greater feeling, than having a kid fall asleep in each of your arms…

To Be, Or Not To Be

Ok, this question has to do with Stuffit 4.0, but hey, it's out, and time is running late....

• • •

What exactly is Stuffit and which Stuffit version do I need to download
a screen saver from the net to my Mac?

Terena Bell

bellt@centre.edu
- -
"Writers are made because anybody who isn't illiterate can write,
  but geniuses of the writing art like Melville, Whitman and Thorau
  are born."

Jack Kerouac
- -

Terena! Thanks for asking a question this month! As yours was the only one to come in, you get my full attention, such as it is. Anyway, to answer your question, Stuffit Expander is a fine (shareware) program from Aladdin Systems that allows you to compress files, thus saving you much disk space, that you can use for the important things, like, games, for instance. The current version available is 4.0.1, from their website: <http://www.aladdinsys.com>. Aladdin also sells a commercial product called Stuffit Deluxe (reviewed in ATPM 2.05). You need to use only one these programs if the screen saver you download is in fact, a stuffed volume. Otherwise, just go ahead and download it normally!

Love your sig file, btw.

• • •

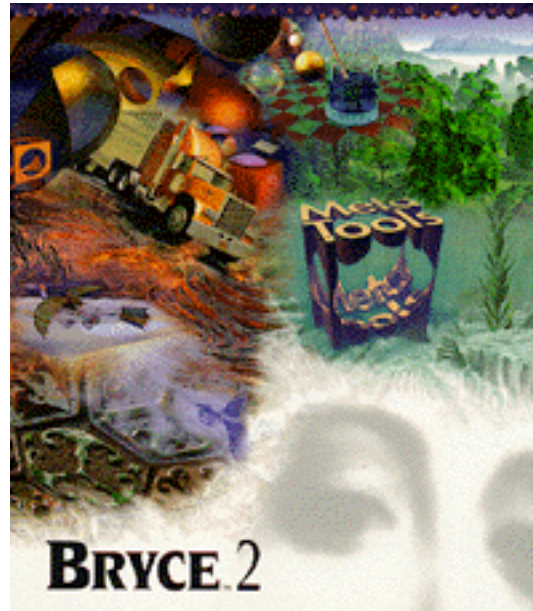So, that's it for this month. Coming next month: MacMan's first annual Reader's poll!!!

Mike Shields is a perspiring Screen Writer who needs $600,000 to produce his recently finished screenplay. He can be reached at Mshields@ccgate.hac.com or ATPMOPed@aol.com. Or, if you just have a Mac question, that's ok, too.

Bryce 2

(Pssst! Ya got an hour or two...or ten or the entire weekend?)

Be forewarned that **Bryce™ 2** requires a lot of time, patience, and a powerful CPU. Mentally prepare yourself - immediate gratification is not forthcoming - self-satisfaction and an affirmation of the unlimited potential of your own imagination is as good as it gets.

A review oriented toward the experienced graphic computer artist would be out of place in **ATPM**. Those demon masters of high level graphic arts oriented towards fancy splash screens, magazine advertisements, digital art spreads, special effects and the like need no review to convince them that the output from Bryce 2 is nothing short of a visual miracle. Instead, those of us who have mastered the toughest of word processors, spreadsheets,

presentation packages and the final demo level of *Marathon Infinity* might turn our attention toward this program which offers one the opportunity to create, in three dimensions, photo-realistic natural landscapes, artificial environments, and almost any structural or sculptural scenario one can imagine. As previously mentioned, this adventure is not for the weak of heart. Put away the spell-checker and joystick. Grab the mouse, some mood music and a pleasant Saturday afternoon, and enjoy the creative process through **Bryce™ 2**!
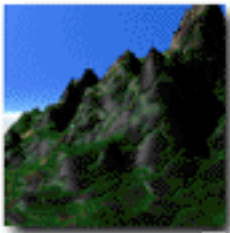

Until six months ago, I was a Bryce novice. I initially purchased Bryce 1 and upgraded to Bryce 2 during the summer. It was a worthwhile investment. The new interface will not alienate users of the earlier version. Bryce 1 veterans will enjoy the enhanced variations and control systems introduced in Bryce 2. A bit of advice to newcomers to the game of fractal-based 3-D terrains, Boolean geometry, DXF files and the like: keep it simple. Use lots of presets when creating your first Bryce 2 scene and your maiden voyage into the process of "landscape painting" should be an enjoyable one.

After using the easy "Installer" on the CD-ROM to place the application on your hard drive, you are ready to launch **Bryce™ 2** and **CREATE**, through an intuitive interface, your first terrain "object" — their term for "mountain."

This mountain is randomly generated and you can **EDIT** or sculpt, reposition, randomize or rotate that object to suit you own taste. A series of commands allow for erosion, smoothing, levelling or even the inversion of the terrain to create a ravine. The possibilities are almost endless. One caution, don't get carried away on your first venture, you want to see what the application can do before getting truly artistic. Once the "mass" is in a 'final' form, you will have the option to assign **MATERIAL** textures to that grey shaped or wire frame "lump."

The second stage addition of the elements of land, sea and air through the **CREATE** "Ground, Water and Cloud Planes" command, followed by the further assignment of textural qualities to each level will begin to add life to your primitive creation. Finally, the **SKY & FOG** palette creates the final world ambiance in which your land, sea, terrain and atmosphere will exist.
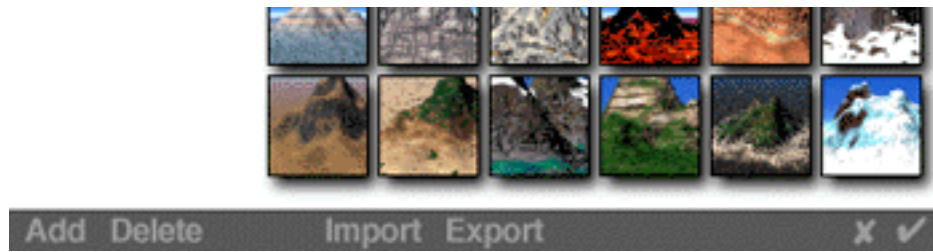
Several features are particularly useful for the non-professional Bryce 2 consumer. The textures in the **MATERIAL**s section are assigned thumbnail previews and a written description allowing you to chose what might be most appropriate for your landscape before you do an entire render. Additionally, there are a series of "tools" which remain hidden around the periphery of the screen until activated by the mouse pointer. It takes a bit of getting used to, but that may be half the fun. The control over individual object texturing is awesome, but take care! The number of objects, textures and environmental features will add to the amount of time required to do a final render of your landscape. Increased complexity means a longer rendering time. My simple scene with its few 'Picts' of trees required a total render time of over 22 minutes. Compound this rendering time with the three hours that I took to create and edit the landscape and you get the idea that the introductory statement to this review was not just tongue-in-cheek! It is natural that the other variable in the rendering time is the type of Macintosh computer your are using. (My scene was processed on a Performa 6200CD 24 RAM Physical assisted by **RAMDoubler 2** by Connectix.)

Working within an environment of a 15 inch screen monitor, I can see why graphic artists use larger 21 inch screens. With a complex landscape of wireframes you need all of the "real estate" you can grab to maintain control over all of the variables you are working with. Thank goodness the application allows several options to turn objects on or off at will, or reduce objects of secondary concern to minimal boxes! While we're on the topic of the quantity of "real estate," let's not neglect the quality of that space. Maximum impact is possible only if you view the landscape in thousands of colors, millions if your machine is so configured. Even if you are relegated to 256 colors, the millions of colors still reside in the image waiting for the day you decide to upgrade your machine. One of the best features of this landscape generator is the "Nano Preview," in the upper left corner of the screen, which gives you a constant update, in miniature, of the developing landscape.
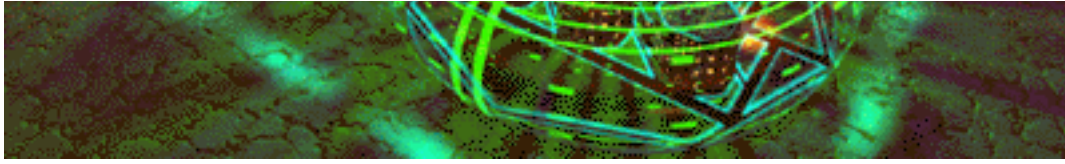
© Eric Wenger

Your first Bryce 2 creation will probably be a single mountain in its odd environment, within an unspectacular sky, should not discourage you. Flip back to the CD-ROM and activate the **KPT QuickShowLT** application in the "Sample Scenes" and "Art Gallery" folders. The slide shows of **Bryce** scenes created by seasoned artists will act as inspiration for your next ventures. The written documentation accompanying the program encourages the user to load, dissect and vary the scenes included in folders on the CD. Not only is this good advice, it allows you to generate your own scenes using some skeletal terrains, objects or sky settings which you already find intriguing enough to incorporate into your own creations. Please keep in mind that while gentle copying with alteration is a form of acceptable flattery, blatant duplication constitutes copyright infringement and an insult to the creative integrity of the original artist!

The CD is loaded with many valuable resources in addition to **Bryce™ 2.** There are folders containing "Boolean Objects," "Gels," "Pict Objects," and plenty of sky, terrain, and material presets to use as a basis for your own experiments in the application. VIEWPOINT DATALABS INTERNATIONAL, INC., has a folder containing examples of 3D models which may be integrated into environments. The few samples ranged from the 'usable' models of sharks, airplanes, godzilla to a 'bizarre' set of false teeth floating in midair! I didn't have the opportunity to follow up on their Internet location where they advertise a catalogue of over 3,500 accurate models. Seems like a good idea (read 'potential purchase') for those of use who don't have the patience (or time) to mess about creating real "cars, boats and planes" with "Boolean Rendering" and the other basic geometric forms and processes already within the **BRYCE** application. Not that I am advising against experimenting with such a creative process as I've managed to create a few 'believable' sci-fi objects from 'scratch', but in science fiction almost any object can be said to be believable!

The folder containing examples illustrating the potential of using Apple's QuickTime VR kit to navigate about in a Bryce landscape is overshadowed by **MetaTools**' preview of their upcoming release of an animation version of **Bryce™ 2.** The few beta previews are really quite exciting and offer an interesting potential for the amateur film maker wishing to incorporate a new 'edge' into the fusion between computer art, film making and the AV capabilities of the Macintosh computer. As a final bonus on the CD, there is the "KPT Panorama Screensaver," a drop-in module for BERKELEY SYSTEMS' **After Dark**™ application. By using the capability of the Bryce application to create "seamless 360 degree panoramic landscapes," your creation can become a continuously scrolling screensaver.

Reviewers agree that Bryce 2 has one and only one flaw - a very sad manual. Either the programmers really believe that Mac users never read manuals or they have faith in their instruction to *"...refer to this manual as a "last resort," and to make your first option simply installing Bryce 2 and diving in."* Although the general instructions, definitions and interface explanations are there, one is left with the impression that the creators are failing to acknowledge that the great majority of day-to-day Mac users may be lacking in

the knowledge of and practice in 3D programs, and would greatly benefit from a 'hand holding walk through' of the various steps, stages and variations in a program which has so much depth. Furthermore, the black and white illustrations in the manual are no where near adequate advertisements for an application which generates such brilliant visuals.

To begin with you must accept that the application has a high learning curve and demands a degree of commitment and patience not associated with games and applications which offer instant gratification. I strongly recommend that if you intend to buy **Bryce™ 2** that you also purchase "The KPT Bryce™ Book," written by Susan A. Kitchens with a foreword by Kai Krause (©1995, Addison-Wesley Publishing Company, $39.95 US). This book contains the explanations and examples lacking in the application manual. With superior black and white illustrations, color plates, and step-by-step explanations by Kitchens, this text is everything that the **Bryce™ 2** manual should have been. As a bonus, the book contains a CD-ROM with more Bryce scenes to open and explore, various support resources, and 'odds and ends' of relevant freeware and demo software. Among the many processes discussed in the book is a very valuable guide as to how to print your Bryce landscapes to your black and white printer, which is a nice touch for those of us who don't yet have a color printer! Further instructions are given to those who wish have their work professionally printed or converted to color slide or other color media.

This application stands well within the product line of an excellent company. After experiencing programs such as Kai's Power Tools or Vector Effects, MetaTools deserves the title of **THE** Visual Computing Software Company. I have found that the company is very approachable and helpful. They can be reached at the Internet address: <http://www.metatools.com>.   There is an upgrade version advertised which fixes a few problems with the "Boolean Rendering" and the resolution of DXF objects. MetaTools states the **Bryce™ 2.1** version should be available to registered users. I'm still waiting for the upgrade, but the company promises to come through with the new version and I believe them!

Bryce 2 Review is © 1996 by Robert C. Madill, rmadill@cc.umanitoba.ca

ATPM RATINGS

EXCELLENT

CanOpener 3.5

CanOpener is a stand alone utility that lets you peek inside document files, program files, system files, damaged files, DOS files and even files that are on a network or files transferred to your Mac. Now you can browse all types of files, including foreign files.

CanOpener lets you read a file — copy anything you find, such as:TEXT plus over 30 picture formats including DOS and Windows files: BMP, CGM, CUT, EPS, GIF, ICON, IFF, IMG, JPEG, Lotus BIT/RLE, Lotus, PIC, MacDraw, MacPaint, PC Paint, PCX, Photoshop, PhotoCD, PICT, Pixel Paint, QuickTime Movies, RAW, RIFF, RIX, Silicon Graphics RGB, Sun, Targa, TIFF, XBM, XWD.
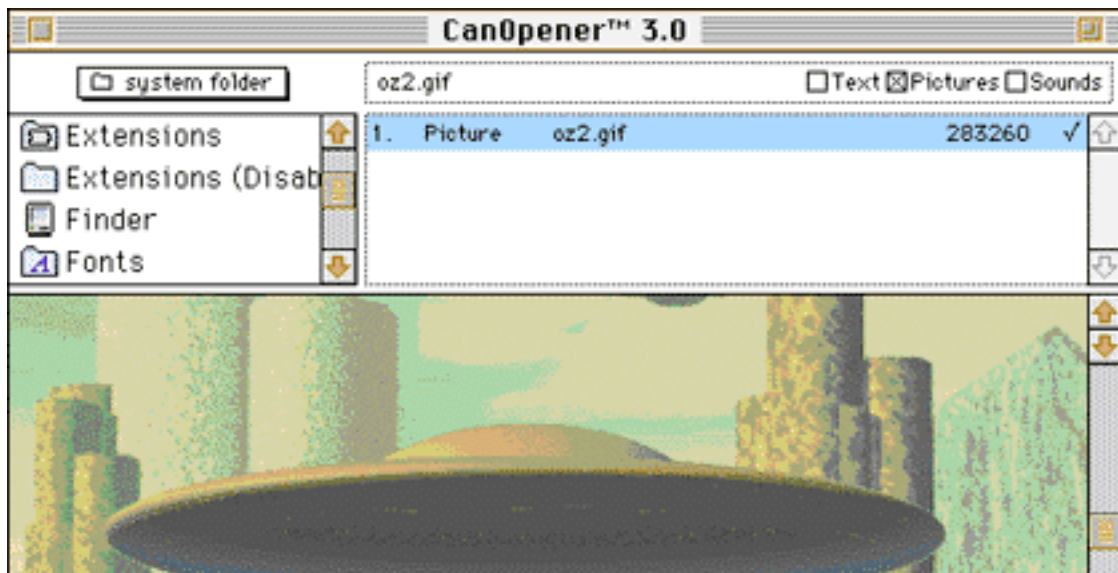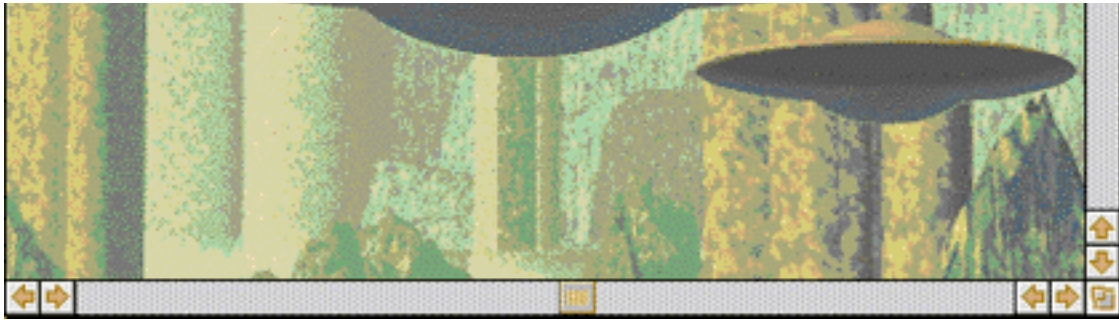
With System 7 you can open a file by dragging the desired file to the CanOpener program icon on your Macintosh desktop or open CanOpener 3.5 using your own method of accessing frequently used application(s).
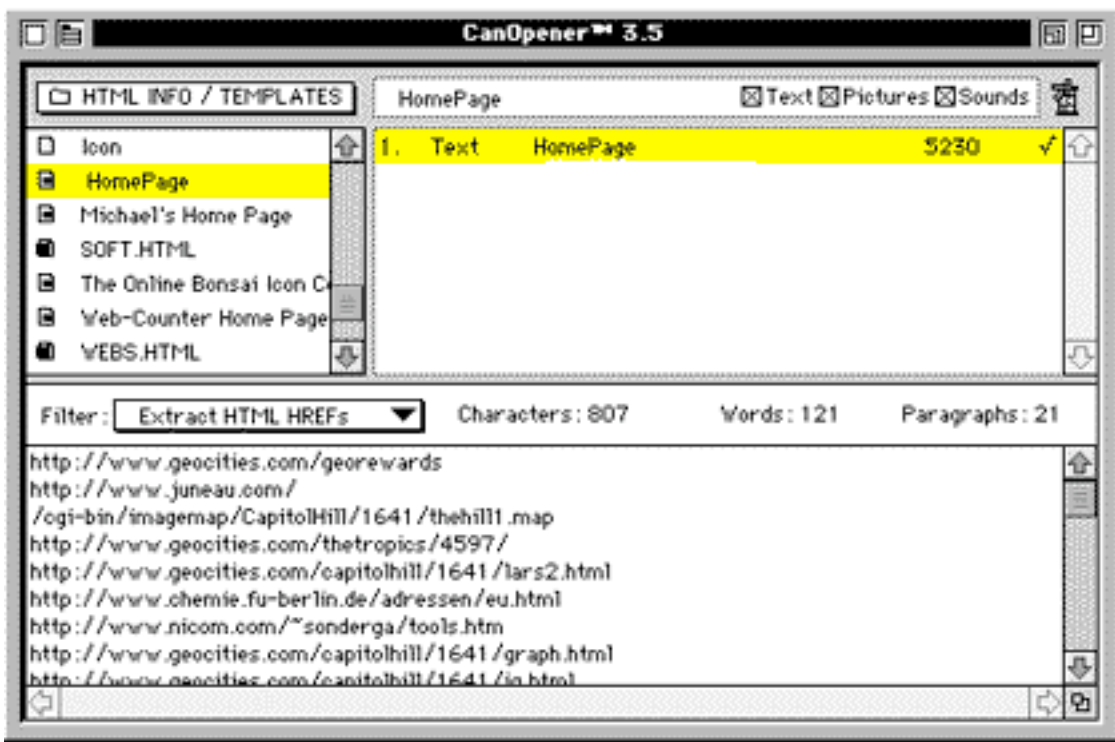
To search for text in the currently open file, choose Find from the Item menu. To search all files in the File List for specific text, choose Search Files from the File menu. CanOpener searches all files in the File List and changes the File List display to show only the found files.

CanOpener has a special "Library" feature where text, pictures and sounds can be stored in library files for future use. You can have as many library files as you desire. When you start CanOpener for the first time it will create a default library file named "CanOpener Library" in your CanOpener folder.

What's New in CanOpener's Version 3.5

• New picture support: All the picture filters upgraded and JPEG and PhotoCD added.

Ability to convert pictures between different formats.

• HTML support: Now you can open HTML files and strip all codes to get clean text, or extract all HREFs.

• EMail and Web support: Extract email and Web addresses, place them in your address book; also, launches your browser to a selected web site.

• More drag and drop: Full drag and drop support, so now you can drag selected text from all areas of the CanOpener window.

• Web button: Just click the CanOpener icon in the upper right of the CanOpener window to visit Abbott Systems Inc., at their web site using your Internet connection and browser, Netscape or Microsoft Explorer.

Conclusion: CanOpener is easy to use, whether you're an occasional or heavy duty computerist, you will come to depend on this indispensable utility. Owning CanOpener will cut down your frustration and stress factor to just about nil. I've used CanOpener for several years and it keeps on getting better dealing with ever emerging formats.

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Guidelines

This chapter is the place to turn when you have a question about ATPM. Need to know where to write? Turn to the Guidelines. Need to know how to subscribe or unsubscribe? Turn to the Guidelines. You have this great story for ATPM, but you don't know where to send it? Turn to the Guidelines. If it's not here, you can always get in touch with us at ATPMEditor@aol.com and we'll do our best to help you.

A little bit about ATPM's Mission

Yeah, yeah, yeah. Sounds like we're a bit too big for our sneakers, no? What do we mean, our mission? Well, the way we envision ATPM, it's a place where you can find stories and tips and reviews and stuff that'll help you enjoy your Macintosh. Our tag line says, "About the **personal** computing experience." And that's what we believe the Macintosh is: the most personal of personal computers.

ATPM is about celebrating that, and about sharing just how cool your Mac is with the world of Macintosh users, 58 million strong, according to Apple.

ATPM doesn't make a profit. Yes, we're trying to get some sponsorship, but it's only to pay the bills. Maybe, at some point, we'll try to make some kind of profit, but for now, we're just a little operation out to show the world how cool our computers can be. And we want you to help us. We want you to write to us, with stories, anecdotes, jokes, horrific tales… anything to do with your particular Macintosh. You'll find our writer's guidelines below. Oh, and thanks for reading ATPM.

We want to hear from you!

We've said this before, but we'd like to say it again. ATPM is about your Macintosh, about our Macintoshes, and about the Macs of people who have never seen our magazine. We strive, every month, to give you a taste of what it's like to own a Mac. And for that, we need the stories, reviews, opinions, ideas, and anecdotes of Mac users just like you. We want you to write for ATPM. We'll take prose, poetry, pictures, questions, fanciful imaginings… pretty much anything you care to give. ATPM isn't much good without you, and even with a staff of editors and writers, we'll never represent the Mac user without your input. Please consider sending us your writing.

In addition, ATPM is also looking for people interest in joining our editorial staff. We currently need a **Cover Story Editor** and a **Shareware Reviews Editor**. Please

contact us at ATPMEditor@aol.com if you're interested.

Cover Art: We are proud to display new, original cover art every month. It's one of our most successful sections, and we want to keep it that way. If you're a Macintosh artist and you'd like to do a cover for us, all you have to do is ask. As soon as we have a topic, we'll let you know, and then it's all up to you. Covers are not paid, but we do mention the artist and offer space for your own plug, with an e-mail address, or a web page, or whatever you care to add. Write to: ATPMEditor@aol.com

eMail: Got a comment, a question, or a dig? We publish the most interesting e-mail every month, and would love to have yours. Send it to: ATPMEditor@aol.com

Tech Help: Got a technical question for us? Need some help with something crashing on your Mac? This is all too familiar a problem for Mac users, and we only want to make it easier. Send your problem to Macman! at MShields@ccgate.hac.com

Segments: Slices from the Macintosh Life: This is one of our most successful spaces, we think of it as a guest column. This is where we put your stories, your opinions, your pictures, your kid's MacPaint composition… this is your space. If you want to share something about how much you love your Mac, this is where you can see it published. We really want to hear from you. Send it to ATPMOpEd@aol.com

Shareware Reviews: Is there a piece of shareware you absolutely love? Something you can't live without? Something you think everyone should have on their computer? Let us know! Write up a short review for our "What to Download" section, it doesn't have to be more than a paragraph, or two at most. This is probably the easiest way to help us out. Send your reviews to ATPMReview@aol.com

Hardware and Software Reviews: We also publish full-blown "reviews" of hardware and software products. But we don't want hard nuts & bolts reviews. We want to know what you think about your stuff. We want to know how you use it, if it's useful to you, and what your problems have been. Would you buy it again? Would you let your mother buy it? If you want to write a review, talk to our reviews editor at ATPMReview@aol.com, and he'll get you squared away.

Wishful Thinking

BY DONALD M. KRAIG, DMKraig@lamg.com

The ads that people remember and think about — 1984, I'm going next door because they have a Mac — have all followed the advertising paradigm, "don't sell the steak, sell the sizzle." And yet, 99% of all of Apple's ads have been about the wonderful features of our fave 'puter. My suggestion is something that combines the two with the tag line:

"It's a Mac" spoken with an air that seems to say "of course! Didn't you know?"

Example: A person puts a CD-Rom in his drive and starts fumbling though trying to get it started. Somebody else sits down, puts a CD-Rom into a drive on his computer and goes to work. "How do you get multimedia to work so easily," whines the first . "It's a Mac," says the second, surprised that the first doesn't know.

Example: A clock in the room is moving as person opens his Wintel, puts in a new modem card, and then sits down and tries to set it up. An hour later, the first person looks bedraggled when another person comes in, plugs in an external modem. installs the software and accesses the internet, all in under five minutes. "How did you do that so fast?" asks the first. "It's a Mac," shrugs the second, with the attitude that it should be obvious.

Example: A man opens his Wintel, struggles through installing a new hard disk. Again the clock in the background moves. An hour later he reads "make sure your jumpers are set and that there is a line in your win.ini file so that the drive will be recognized. Ahh!" Then he watches as a child comes in, plugs in a new hard disk drive to the back of a Mac, turns it on and accesses it. "How did you do that?" asks the first. "It's a Mac," shrugs the kid.

Bumper stickers and slogans everywhere:

"How did you do that? It's a Mac!"

Wishful Thinking is a space for Mac enthusiasts who know exactly what Apple's advertising should be. Did you come up with a great advertising tag line? Have you had a Mac campaign stewing in the back of your mind for a year now? Send your ideas, or your art, to ATPMEditor@aol.com

Next Time

Next month, we'll bring you the next installments of About *This* Particular Macintosh, Apples, Kids & Attitude, The Personal Computing Paradigm, and Macman to the Rescue. You'll also find more commercial and shareware reviews in our special holiday issue.

While you're waiting for the next issue of ATPM, you might want to check out an excellent web page containing a timeline of Apple's accomplishments and blunders at: <http://product.info.apple.com/pr/background/1995/pr.background.timeline.html>

Until then, enjoy the **personal** computing experience.