ATPM

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About This Particular Macintosh™ 3.05: About the **personal** computing experience™

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"May Flowers"
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Macintosh* is published with DOCMaker 4.7.5, and owes its existence to the program's

author, Mark Wall. May his camels never have fleas. Thank you for reading this far, and we hope that the rest of the magazine is more interesting than this.

Thanks for reading *ATPM*.

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Welcome

A Totally Perfect Macintosh

The fine folks at ATPM would like to thank one of our readers for their view of what the acronym A-T-P-M really means. We kind of like it. After all, don't we all want a totally perfect Macintosh? In this day and age, making perfect things, especially a perfect Macintosh, should be easier.

In the old days (before ATPM), regular folks didn't have easy access to the Internet. We got by using telephones (devices which send and receive analog signals allowing two or more persons to have an audio-only conversation). Some people became so desperate for visual communication they'd travel to meetings by airplane and spend days away from home (pretty weird by our reckoning). In those days, no one could expect perfect things, let alone a perfect Macintosh.

Some people think there have been Macs that were nearly perfect for their era, such as the IIci, SE/30, etc. But, most of us still seek that Macintosh of Macintoshes, the "crème de la crème" of Power Macs, the all-time "numero uno" of Macintosh computers — fast and full-featured, bundled with lots of cool software, all at an affordable price.

Today we have more cool tools for creating a perfect Macintosh. The Internet has eliminated some quality control problems, like smudged manufacturing instructions being received at the plant via thermal paper fax, configuration problems caused by "dropped" words during cell phone calls placed by engineers while driving through a valley during a thunderstorm.

All data for design and manufacturing can now be safely and cleanly transferred via the Internet. If the information for creating **A T**otally **P**erfect **M**acintosh is sent by e-mail, the fine folks at Apple can simply respond to the sender if they have a technical question.

We think it's time to celebrate the Internet in all its glory and, quite frankly, we think it's time to create **A T**otally **P**erfect **M**acintosh! Toward that end, we've sent the following letter to Apple Computer. (It actually went out on official ATPM letterhead, omitted here to

save space. Our letterhead sports the famous ATPM Apple icon and our secret address atop ATPM world headquarters.)

To whom it may concern at Apple:

The popular Internet magazine entitled ATPM (About This Particular Macintosh) has decided that it's time for you to manufacture and sell A Totally Perfect Macintosh. We are so sure of this that we are recommending the idea to you. Now that we can communicate via the Internet and share visual ideas via the World Wide Web, we think it's the perfect time for a perfect Mac.

In lieu of paying us a royalty for our idea (we understand the red ink), we ask only that the new machine's model name include our acronym, "ATPM" (e.g., Power Macintosh 7800-ATPM). Further, we'd appreciate having the pre-installed Web browser(s) have their default home pages set to <http://www.atpm.com>. We also ask that decals of our famous ATPM blue Apple icon be affixed to every ATPM Macintosh model shipped.

Lastly, we'd like our readers, who send us lots of ideas, to benefit, too. We'd like a special ordering center via World Wide Web. The URL should include the letters A-T-P-M in succession. Anyone who accesses this site and types, "Yo! I'm with ATPM," at the home page prompt should get a special 15% discount on any ATPM Macintosh model ordered and a similar discount on any Apple monitor or printer purchased the same day. To keep the costs of this program low, we will give the URL only to our readers. We will ask them not to tell anyone except friends and family.

Thank you for your cooperation with this matter.

Sincerely,

The ATPM Staff

There you have it! The makings of A Totally Perfect Macintosh! While we wait for delivery of our perfect computers, please take a few moments to read "A Totally Perfect Magazine." It's our special May Flowers/Apple Dollars issue. We'd like to again thank the reader who shared their meaning for the acronym, A-T-P-M. You are totally A-T-P-M cool. In fact, if we had any of the new ATPM Shirts we're planning, we'd send one to you. Please remind us when we have them in stock.

While we wait on delivery of our perfect computers, we still believe the Macintosh is "perfectly" better than the rest.

Please enjoy!

The ATPM Staff - Michael, Rob, Mike, Belinda, Bob, Evan, Jamal & H.M., too.

Email

Wishful Thinking

Apple should hire one of two agencies, both of whom did ad campaigns that smacked of genius. They not only didn't bore and turn off the general public, people actually enjoyed the ads.

1. Remember the American contempt for the VW bug before their great advertising campaign? Things got to the point where some people even envied Bug owners. Not very many cared about what went on under the hood or how great or bad a car it was...It was a "cute" car, period. And millions of non-mechanical people bought it.

2. IBM has just run a series of TV ads, using people from all over the world as actors, and running clever English subtitles on the screen. I not only did not mute those ads, I often trotted into the room to see them if I was elsewhere. I'm sure millions of Americans did the same.

I never would have bought an Apple if all I had to go on was their advertising. It mostly told Apple owners how clever they were to have bought one. That's a dumb kind of advertising, when you want new customers.

I have a Mac because my techie friend understood that I didn't give a darn how a computer works…I just want it TO work. So he got me to sell my last Windows machine. (The first computer I owned was a Sinclair. The first one I ever saw was a roomful of vacuum tubes and on-off switches when I was a secretary at CalTech.)

Carol Aguilar
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ATPM in Switzerland

I just want to let you know that your magazine is being read here in Switzerland as well and thet I do appreciate your work.

Please continue to support Apple; I would hate to have to switch to Windows.

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

April Showers Bring May Flowers

Apple Computer is showing signs of renewed life and market growth. Newspapers and magazines around the world are reporting news of Apple's turnaround. Industry critics, Apple skeptics and computer buyers are taking note of the company's lower prices, newer products and the expanding market being developed by the Mac clones.

Apple's dominance in education and graphics-related industries, such as Web authoring, have anchored the company during the most turbulent time in its history. The upcoming release of OS 8 will only continue Apple's new momentum. In what might be called "two steps forward, one step back," the company is retrenching, rebuilding and reemerging as an important player in the personal computer industry.

There are three components to Apple's turnaround: The further development of a healthy clone market, improvements to the manufacture and distribution of Apple hardware and the forthcoming operating systems (Tempo, Allegro, Sonata and the new OS code-named Rhapsody).

The development of a healthy clone market has led to misunderstandings about Apple's health and the the market for Mac OS computers. Recent market share data, ranked by unit volume, has indicated that Apple Computer has slipped out of the top 5 personal computer companies. Some analysts, without looking deeper, misunderstood the significance of these numbers.

This "one step back" for Apple indicates that a healthy clone market is developing. The ascent of Motorola, Power Computing and UMax as Mac clone makers has reduced Apple's share of the Mac OS hardware market as well as its share of the worldwide personal computer market. However, the development of the Mac OS clone market was a major factor in Apple's restructuring strategy. Paradoxically, Apple is pinning its long-term growth on a significant reduction in short-term sales! This may seem a bit odd to some, but "one step back" may position the company for" two steps forward."

Restructuring was needed to reduce what's called the "break even point." That's the point at which revenue equals costs. To accomplish this, the company needed to reduce both fixed costs (the costs that are incurred regardless of sales activity) and variable costs (the costs that will vary based on sales and product activity). Dr. Amelio's goal was to reduce Apple's break even point to $8 billion.

Retrenching to an $8 billion dollar break even point (for a company that once had $12 billion in sales) indicate Apple's acknowledgement that clone makers were "cannibalizing"

much of its hardware sales. In fact, a significant portion of clone makers' sales came at the expense of Apple's sales. To some degree, Apple has been willing to allow this because it permitted the clone makers to establish themselves and fight for new overall market share for the Mac OS.

An important part of of an increasing the market share for Mac OS clones is that it allows Apple to eliminate less efficient products and remove itself from low margin market segments that were draining the company's resources. Apple has trimmed their selection of hardware products, choosing to eliminate lower margin products and move away from unprofitable markets. The good news is that the new product line is meeting current consumer demand and that demand is continuing to grow. The real question is whether or not Apple can sustain operations at much lower sales levels. The answer is now being revealed. From this writer's vantage point, it is an emphatic "Yes!"

Apple's development time for new hardware has been dramatically reduced. Their decision to reduce the number of mother board designs and models has increased manufacturing efficiency and allowed price reductions while increasing its profit margin. In the long-run, fewer products, more clones and better management will return the company to consistent profitability. This will allow the company to reduce its break-even point while the market for Mac OS computers continues to grow.

Related to this issue, Apple will also develop more products in partnership with other companies. For example, the new Powerbook 2400c was co-developed with IBM's Microelectronics Division. Motorola, a Power PC partner, is another significant player in the Mac OS hardware market. Adobe Systems has weighed in heavily because it wants Apple to adopt its Display Postscript technology.

The issue of market share is of significance to software developers because they need to recoup their costs to "port" a software product to a particular platform. Apple's decision to support current Mac OS software via Rhapsody's "Blue Box" is an assurance to developers that software written today will not be obsolete in the near future. Similarly, Apple's decision to support the current Mac OS beyond next summer, when Rhapsody is scheduled for release, is a signal to developers and existing Mac owners that the market for Apple hardware and software will remain stable.

While a lot has been written about Rhapsody, less has been mentioned about the forthcoming release of Mac OS 8 (which will be in the stores very shortly) and the further development of the current Mac OS into the year 2000. In the short-term, this is significant because the license agreements with the clone makers were for System 7.X only. For the long-term, providing a stable, efficient and modern OS for the installed base of older Macs is simply smart business. There are millions of users who may not switch to Rhapsody until they purchase a new computer.

Apple is currently negotiating new license agreements with clone makers for Mac OS 8. These negotiations will affect the ways in which Apple, Motorola, Power Computing and UMax approach the Mac OS market. As of this writing, new licensing agreements have not been finalized. However, when all is said and done, the new license agreements will help shape the manner in which Apple and the clones makers work together and compete with one another. The new license agreements will also be indicative of Apple's new business model and the manner in which Apple will approach the hardware and software markets.

Apple's current business model is significantly different than the one inherited by Dr. Amelio about 18 months ago. The kinds of changes they've made are not easy. Some promising technologies will no longer be funded and Apple will embrace hardware and software standards set by the industry rather than "go it alone" in non-critical aspects of its core hardware and software development.

It is this writer's view that the "old Apple" could not have responded as quickly to changing market realities. Further, the old approach to hardware development , production and distribution is incompatible with Apple's current product mix and incremental upgrade strategy. The "old Apple's" business practices could not have survived today's more agile approach to the market. Much of Apple's "red ink" in the past five fiscal quarters was from write-downs of obsolete inventory and for the change-over of its design, manufacture and distribution infrastructure.

The announcements at Apple's World Wide Developers Conference are in-line with the company's previously announced plans. The company is moving to further reduce the number of motherboard designs it uses. There is also extensive talk of "personality cards" which would allow Mac owners to custom equip their computers and allow Apple to further reduce prices by eliminating the cost of parts which are used by only a small fraction of Mac owners. In addition, the new chips under development for the PowerPC platform will ensure that Macs and Mac clones maintain their performance edge versus Intel-based machines. Apple's decision to develop a version of Rhapsody that will run on Intel-based machines will be covered in a future issue of ATPM.

The recent corporate restructurings at 1 Infinite Loop have positioned Apple to return to a performance level not seen since the Macintosh was first released. The company is leaner and much more responsive to the marketplace. The next 18 months will be an extraordinary time in Apple's history and in the personal computer industry. Please fasten your seat belts and come along for the ride. The scenery will get better!

Hardware innovation, significant OS improvements and increasing consumer demand for Apple's products are indicators of a dynamic, forward moving company. The inclement conditions recently "weathered" by Mac enthusiasts and Apple Computer will ultimately benefit the company and Mac users everywhere. It really is " two steps forward, one step back." Our April showers will indeed bring May flowers. Watch for "the climate" to change rapidly for the better.

On a more personal note, I'd like to thank Michael Tsai and Robert Paul Leitao for inviting me to join ATPM. With the close of this issue I am now officially ATPM's staff writer. Over the past several months I've had the opportunity to write the cover stories for our e-zine. I'm happy to say that others are coming forward to lend their knowledge and expertise to this section of our favorite Macintosh monthly.

ATPM is truly growing and changing. It is now an international e-zine with thousands of worldwide readers. I'm proud of my involvement with ATPM and I'm happy to take part in its future. I'd like to thank you for supporting ATPM by telling your friends and family about us. ATPM fits on a floppy so please feel free to pass a copy along to others. To all of ATPM's readers, thank you for taking the time to be with us each month. Because of you, we enjoy what we do!

The Birthday Bear and Other Stories

It happens every Spring. My little girl becomes another year older. She's reached an age where the nursery stories she learned are still remembered, but she's more interested in learning about and exploring the physical world around her.

She may not believe in mythical characters, such as Santa Claus and the Easter Bunny, but Jessica enjoys pretending they exist if for no other reason than to have a little fun and use her imagination. My daughter is beautiful and bright. She has a deep, heartfelt desire to protect and nurture her younger brother. My wife and I are divorced and share custody of our children, so Matthew and Jessica are each other's only constant in their ever-changing world.

Jessica loves her brother. Sometimes, she acts more like his mother than his sister. Perhaps it's because there is no other woman in my life and Jessica thinks it's a role that has to be played. It's also a role she will randomly relinquish so that she can just be "Daddy's little girl."

A few days before her birthday, we were on the phone and my soon-to-be six-year-old asked me about birthday presents. Jessica's birthday is the one day when she wants to feel "special." I told her that I had a surprise but that it might not arrive in time for her birthday. The words I used were, "I'm waiting for a box to arrive." I didn't want her to feel disappointed if things didn't work out on the appointed day.

For birthday gifts, I had selected a few children's software titles and a fluffy animal puppet she had seen at the Los Angeles Zoo. I went to the electronics store to purchase her presents and my new copy of Claris E-mailer 2.0 Unfortunately, the electronics store didn't have the titles I wanted. I rushed home, called the company and purchased the items directly. I asked for priority shipping but they couldn't guarantee delivery by her birthday. It was Tuesday. Jessica's birthday was Friday. I was hopeful. Thankfully, the zoo had plenty of fluffy animal puppets in stock. I had also planned a trip to Disneyland, a place filled with fictional characters (mechanical Mr. Lincoln not withstanding). The trip was to be a birthday surprise.

The day before her birthday I picked up Matthew from preschool about an hour before we collected his sister. We had enough time to get my mail, buy him a beverage and spend some time together at the park. "The box" had arrived. I let Matthew carry it triumphantly to the car, but asked him not to say anything to his sister. I had a plan.

When we arrived at Jessica's school, her first question was, "Did my box arrive?" For

once her brother kept quiet. Matthew is a lovable, caring little boy. He wants his sister to be happy (most of the time). He didn't know what was in the box, but he knew it was something "special."

Jessica is inquisitive, especially at birthday time. I told her I didn't know what was going on but that the "Birthday Bear" was sure to make her day special. This was the first she'd heard of the "Birthday Bear," so I put some effort into this chicanery. I wanted to enliven her birthday and have some fun. At home, Jessica peeked from around the corner of the house as I retrieved a bag from the trunk. She said she thought she saw a box. I told her I often keep boxes in my trunk.

I went into my office, locked the door, plugged the jack from my separate modem line into a handset and called my home. Jessica yelled, "I'll get it!" She picked up the phone and said, "Hello!" I disguised my voice and pretended I was the Birthday Bear. I asked her what she wanted for her birthday and she mentioned a specific doll. I told her she would have a nice birthday. We hung up. I walked into the living room and asked her who had called. She had her doubts. I told her the Birthday Bear comes during the day.

That night, after the kids were asleep, I retrieved the box from my trunk. I wrapped three of the software items for Jessica and one for her brother. The fluffy animal puppet was placed on top. In the morning, I put Matthew and Jessica in the car and then ran back upstairs to put the gifts under their beds (where the "Birthday Bear" puts things). We left for Disneyland.

We had a wonderful time. It was a beautiful day. We arrived early and left after dark. I had two tired kids, but one little girl still wanted her presents. When we arrived home, Jessica and Matthew ran immediately upstairs to check under their beds.

They carried their nicely-wrapped gifts into the kitchen where I was preparing a cake. Jessica opened her gifts. She was disappointed. She didn't get the doll she wanted. She tried to hide her feelings, but as I put her to bed, her eyes began to water. She had hoped that the doll was in the box she thought she saw in the trunk. She began to cry. It was less about the doll and more about being heard. She told me what she wanted. A slip-up by the Birthday Bear was a poor excuse. I told her the truth. I had given her what I wanted her to have, not the gift she wanted.

All in all, Jessica doesn't ask for a lot. She's dealing with the divorce of her parents as best she can. But being heard is important to her. It's much more important than a doll. But in this case, the doll represented being heard above the everyday clamor. That gift would have meant that her birthday wishes had been given special consideration. She had every reason to cry. She said what she wanted. I simply didn't listen. It wasn't a question of money or time, it was a matter of listening.

After putting her to bed, I went to my room and cried. I know that sense of disappointment. I know what it's like not to be heard. I face it every day. I empathized with Jessica.

Years ago, I stood at the altar of God and pledged to live in married union with a woman. I don't recall if I absorbed the full magnitude of that moment, but I meant what I said and said what I meant. I do believe a supernatural bond was created between my wife and me. The divorce hit me very hard. I can't claim to have been a perfect husband, but I believe I was sincere.

Every day for the past few years, I have prayed for reconciliation. Life goes on. It's not that I have a physical desire to be with my wife, but I maintain a profound love for the woman that I married. It's difficult to explain to people why I feel the way that I do and why, after so much time, I would want reconciliation. But I do. It's the desire of my heart. It's also frustrating not to be heard.

I've tried to communicate this to God and to other people. I hardly ever feel heard. Everyone, it seems, has advice. No one really knows how I feel. I'm tired of trying to explain. I'm tired of seeing pain in my children's eyes. I'm tired of two young children being compelled to live in two different worlds. I'm tired of asking. I'm tired of "no reply." I'm tired of people spewing trite cliches from Hollywood musicals in my face. I'm simply tired of not being heard. The least I could do, I thought, was buy my daughter the doll she wanted for her birthday.

It's not that Jessica really believed my story about the Birthday Bear, but I think she appreciated the effort. Matthew thought the concept was pretty cool. One moral of my "Birthday Bear" experience is to avoid over-burdening myself by creating larger-than-life myths. After all, I'm only human. I think this same moral, in many ways, applies to Apple. For years, the company has been part myth, part reality. Apple Computer can never live up to many people's larger-than-life expectations. The products are good, but people often expect more than can realistically be delivered.

Unfortunately, there are people who claim to be, in effect, Apple's "Birthday Bear." They want to "save" Apple by giving us what they want, not the products and services for which we ask. The Macintosh community is Apple's greatest asset. We should neither be ignored, nor have our intelligence insulted. We purchased our Macs because they are elegant, easy-to-use and do a lot of cool things. I didn't spend my money just for the multi-colored logo or because the brand had a familiar name. I bought it because it's truly what I wanted. Please don't try and sell me something different. I learned from my "Birthday Bear" experience. Mr. Ellison and others, are you hearing what the Mac community is saying?

Dr. Amelio may not be perfect, but I believe he's been honest. I also believe he listens to what people are saying and what the Mac community wants. I think Apple's current line of hardware is the best in the world and I'm eagerly awaiting OS 8.

The following Monday I picked up my daughter up from school. Matthew and I had done some shopping. In a bag in the back seat was the doll my daughter wanted. She was happy. She had been heard and that meant more to her than the doll. Although, she certainly didn't mind having the doll, too.

I'll close this column on a personal note, "God, I've done my best. Are you listening?" Life goes on…

Next month: Apple's Turnover and the Resurgence of the Mac OS

Tuning Mac OS for the Future: Part II

Last month, I shared some thoughts about how the Mac OS could be improved. I focused on problems that arose through the course of Mac OS's evolution. In this column, I'll discuss ways to improve certain parts of Mac OS that have been around since System 6 and MultiFinder. This duo was probably the most important Mac OS enhancement ever because it gave us the ability to run more than one application at a time. Unfortunately, it's not as efficient or powerful as it could be.

Application Switching: Keyboard

These days almost everyone runs multiple applications at the same time on their Mac. The maximum number of open applications is limited only to the amount of installed RAM. Products like Virtual Memory and RAMDoubler have made even this limit less strict. I often run six or seven different applications at once for the same project. Even though I'm using lots of RAMDoubled RAM (which is a bit slower than the real thing), it's still a great timesaver.

The Application menu on the far right of the menu bar is a simple and intuitive way of switching between applications. I think it's very good, especially for new users, because it displays all open programs and indicates which one is currently active. However, the frequency with which people switch between applications has increased, and increasing monitor dimensions have made the Application menu seem "out of the way." As a result, the Application menu seems to be less and less efficient solution. There must be a quicker way.

One solution is to use keyboard shortcuts to switch between applications. After all, the Application menu is about the only menu which does not have keyboard shortcuts. The Apple menu doesn't either, but it isn't used as much and is closer to where the pointer usually is, anyway.

A universal "Next Application" key command would be a quick and easy way to toggle through applications and is not complicated for new users. Key commands that work well for me are command-tab for the "Next Application" and command-shift-tab for the "Previous Application." Control-tab and control-shift-tab also work nicely and don't interfere with existing application shortcuts as much.

There are numerous ways to implement this feature now, using macro programs such as QuicKeys or KeyQuencer. There is ProgramSwitcher, an excellent shareware program,

which offers these features and more. An added bonus is that the destination application's icon and name flashes in the middle of the screen — a very convienent indicator. However, I'd like to see a similar feature built into a future version of Mac OS. If Apple decides to implement this feature, it would need a way to inform users that it exists. In the spirit of Mac computing, time-savers like this should either be self-evident or easily discovered through experimentation. One way of doing this would be to add "Next App" and "Previous App" commands to the existing Application menu, alongside their command key equivalents.

Application Switching: Mouse

Another way to speed up application switching is to have a list of icons (or names) of active programs so the user could simply click on the desired application to switch to it. The advantage of this solution is speed. When more than four or five applications are open, it can take a while to "cycle through" them with keyboard shortcuts. Also, like the current Application menu, it allows the user to see exactly which applications are open at a given time.

One idea is to add icons for each open application to the menubar, giving the active one a bold outline similar to how default printers are handled with QuickDraw GX. Although this approach appeals to me personally, I reject it because it breaks the consistency of having all things in the menubar be menus and severely complicates things for new users.

A different possibility would be for Mac OS 8's context-sensitive popup menu (which appears when the user control-clicks) to double as an application switcher. It could include the items "Next Application" and "Previous Application" commands along with a submenu listing currently open applications. The advantage to this approach is that it's more intuitive to have the "Next Application" and "Previous Application" commands available wherever you are and less confusing than placing them in the normal Application menu. The shareware program PowerMenu implements a similar type of context-sensitive menu. It feels like a very natural way of switching applications.

Another idea would be to have an on-screen palette of active applications. Switching could be accomplished simply by clicking on the desired item in the list. The disadvantages to this approach are that it uses valuable screen space, isn't terribly useful when only one or two applications are open, clutters the screen, and adds unnecessary complexity for new users.

I conclude that a palette should be incorporated into the Mac OS, but should be visible only when the user wants it. One way would be to "tear" it off from the Application menu, making it a palette that floats above other windows (like AppleGuide prompters). Clicking on its "close box" would get rid of it; clicking on its window-shade widget would collapse it. The "tearing-off" would work similarly to the way palettes tear off in existing applications, like HyperCard and Canvas.

While we're talking about an application palette, another good enhancement would be to make it serve as a drag-and-drop dock. If the menu is made into a palette, the user could drag documents onto an application icon to have that application open the document. In this respect, it would behave much like a Finder window.

Visual Cues

Since it's easy enough to switch between applications, what is needed now is a good signal for showing the user that the active application has changed. New users are often confused because isn't easy to tell when you change applications. Innocently clicking on a window can cause the active application to change. A few seconds later, when the user tries to select something from a menu, he notices that the menu he was looking for no longer exists and can't figure out why. The problem is that the user **expects** to perform a conscious action to switch applications. What we need is a better way to alert the user that they have changed applications, one that doesn't get in the way of more experienced users.

Microsoft does a decent job of solving this problem with Windows 95's TaskBar. It functions like the palette described above and also displays a large (pushed) button for the active application. However, there are two reasons why this wouldn't work on Mac OS. First, it is too confusing to users that applications and Finder (Program Manager) windows **both** appear in the TaskBar. Second, Mac OS 8 already uses the bottom of the screen for holding folder tabs.

Currently, the menu bar simply draws the new active application's menus and substitutes its icon in the Application menu. The problem (or advantage, depending on your point of view) is that the change is very subtle. If the user isn't looking at the menu bar, it's easy to miss. One solution is to animate the updating of the menu bar. After all, there's plenty of processing power available today. I'm not sure which is the best choice, but some possibilities would be:

1. The new menu bar slides from left to right pushing the old menu bar out of the way. Imagine the stock ticker on CNBC. This would be nice because the name of the application being switched to could be inserted between the old and new menu bars and would be the first new text to slide across the screen.

2. The new and old menu bars look like they're on a roller, and the new one slides down over the old one. Imagine how one digit replaces the other on an odometer. This would be especially intuitive if the next and previous keys are implemented.

3. The old menu bar fades out while the new one fades in. This would look spiffy, but I'm leaning against it because this kind of effect is already so over-used in presentations.

Of course, for those users who don't want to see these effects (because they can be a little distracting) there should be an Appearance option for turning them off.

Next Time

Next month, barring any time-senstive announcements that need to be commented on, I'll conclude this three-part discussion of Mac OS with a discussion of windows, documents, and clippings. I look forward to hearing your comments.

Knock Knock

Knock, knock.

Who's there?

Apple.

Apple who?

Apple Computer.

Apple Computer who?

You mean, Apple Computer what.

OK, Apple Computer what?

It's a computer company.

So... there are lots of computer companies.

But this one's different.

How come I've never heard of it?

I don't know. You should have heard of it.

Why?

**It's the #1 computer for Web authoring
and the #1 multimedia PC vendor in the world.**

Oh, so they make PCs?

Over 26 million of them.

Then how come I've never heard of them?

You've never heard of the Macintosh?

Macintosh? Oh, yeah. I used one in college.
Someone told me they went bankrupt.

No, they didn't go bankrupt.

Then why don't I see them in any business offices?

Well, they've had problems with business.

Why's that?

People think they aren't compatible.

Compatible with what?

Windows.

Oh, the Macintosh doesn't use Windows?

No, it uses the Mac OS.

What's that?

A better operating system.

If it's better, why do people use Windows?

**I think it's because the people who make Windows
have a bigger advertising budget.**

How much better than Windows is it?

A lot better.

But if it's that much better, ad budgets shouldn't matter.
I would think word of mouth would sell a lot of them.

But everybody is waiting.

Waiting for what?

For Apple to rewrite the Mac OS.

If it's better, why would you rewrite it?

To make it even better.

When will it be done?

Apple says next summer, but nobody really knows.

When did they start?

Years ago.

What's taking so long?

Well, there's been some changes at the company.

What kind of changes?

Executive changes.

I thought they were #1 at things?

They are.

So why are there so many changes?

**Well, nobody seems to know how to sell enough stuff
to make a regular profit.**

If it's better a better product, you'd think more people would want it.

I know, but perception means something.

What perception?

As you mentioned, some people think they went bankrupt.

Why don't they just tell the world that they haven't?

It's not that simple.

Why?

Because seeing is believing.

Wait a minute...isn't this the company that was started in a garage?

Yes.

Weren't they known for innovation and ease-of-use?

Yes.

So what happened?

What people think about the company has changed.

What happened to the two guys who started the company?

Well, they left, but now they've come back, sort of.

What do you mean, sort of?

Well, they were recently hired as consultants.

Consultants for what?

Who knows?

Who's in charge?

The new chairman, he's been there about eighteen months.

What happened to the old chairman?

**Well, he was replaced because he didn't fix
the mistakes of the chairman before him.**

Is this why they need consultants?

Who knows?

I doesn't sound like it should be that difficult.

What do you mean?

If you make a better product, people will know it
if you simply tell them the truth.

The truth?

Yes. The truth.
Didn't you say seeing is believing?

Yes.

Isn't that how the company was started?
An easy-to-use computer that made life more fun?

Yes.

Maybe this is why they need consultants.

Why?

Somewhere along-the-line the company got away from the truth.

What's that?

Any easy-to-use computer that makes life more fun.

Seems simple.

It is.

I wonder how things got so complicated.

Knock, knock.

Who's there?

Orange.

Orange who?

Orange you glad I didn't say Apple?

Yeah, that would have been real confusing!

Well, in case you didn't already figure it out:

April Fool's!!!!

I want to thank all of you who wrote in, wondering what was wrong. Ok, it was two of you out of how many readers we have now??? Ten Thousand? One Hundred Thousand??? Well, I had some issues as you could probably tell, and it seemed like the perfect time to vent.

I liked the rest of the 'Zine, especially the upbeat atmosphere it generated. With Larry taking himself out of the hostile takeover market, things are going to get brighter. If you want to really brighten up your day, check out the June issue of MacWorld, and read the Desktop Critic column by David Pogue.

<http://www.macworld.com/pages/june.97/Column.3700.html>

I'm Not Unique!!!

I found out the other day, totally by accident, that I'm not the only MacMan! I'm angry! In fact, a Yahoo search provides sixteen site matches and not one of them is me! Granted, not too many people know that I'm famous, but this is getting out of hand. Some of these guys aren't even MacIntosh-related! In addition to myself, there are several macmans and a Mac Man. One even claims to be from another planet! Now, I checked out his site, and it's pretty cool.

<http://www.xtalwind.net/~trilight/macman/index.html>

However, his graphics crashed and kept pointing back to the same page. After the fourth or fifth click on this link, I finally was convinced that it wasn't going anywhere. My fears were relieved. I am the one and only MacMan, here to meet all your user needs. Accept no substitutes! Except of course when I'm Batman, but that's another column. Besides, he's already trademarked.

Nice Try

In another effort to take away my individuality, CSC has decided that Windows NT is going to become the standard for the PC-afflicted at the company. Now we all must become cross-trained in the Windows NT platform. This is equivalent to asking Dr. Bashir from Star Trek: DS9 to single-handedly pilot the Defiant into a heavy space battle. Take me back

to the days of Doctor McCoy, "I'm a doctor, not an engineer!" Please.

There can only be one reason for this (maybe two, actually). Either CSC believes that the conversion to NT will be so difficult that Huge will need extra technicians to take on the additional workload, or (more likely) CSC doesn't want to lose any of their techs and are predicting that Huge will convert to a single platform in the next two or three years (hint, it's not the Mac). As far as I'm concerned, they can take their Nitwit Technology and hang themselves with it. See the Desktop Critic article I mentioned before. In fact, go there now, and read it. I'll wait.

<http://www.macworld.com/pages/june.97/Column.3700.html>

You're back already? Thanks for the vote of confidence. As we know, the Mac will always be superior in performance and TOC. We've hit another slow period, so I have time to write this article. There are only seven outstanding trouble tickets. In fact, they're out standing in the hall, right now.

Give Me 7.6.1 or Give Me Death!

In yet another fine example of "Dilbert" thinking, we still can't install System 7.6.1 to fix bugs. As of April 21st, the Huge catalog lists 7.6.1 as core software, but it's only for new computers. The problem is, Huge is not allowing new Mac purchases now. However, this didn't stop Huge from putting 7.6.1 on the Distribution Server. So, in other words, any Huser can load up 7.6.1. When their machine breaks, I can't fix it properly. We can change the problem ticket to an order ticket, but we can't do that without an adminstrator's permission. Theirs, not ours.

MacMan to the Rescue!!!

No questions this month, at least none that I could answer. To those of you that have sent in questions this month, rest assured. My research efforts continue. I'm sure I'll have answers next month and I'll publish them for the masses.

New Disclaimer: Questions can be asked of MacMan@atpm.com and answered (most of the time).

BY JAMAL GHANDOUR, *jghandour@atpm.com*

Backgrounds

Backgrounds have become a trend these days, we see them everywhere from webpages to advertisement designs. I was asked by one of our dear readers to do a column on backgrounds. I thought this was a good idea because many people want to do nice background designs but have a very limited budget.

This month I will show you how to make a "Silk" background using only Photoshop's innate abilities. Of course, you can save yourself some trouble and spend good money on a commercially available background. But, for those of you out there who don't have spare money, or simply prefer to do custom made backgrounds, here is how to do it!

Silk Background:

1) First, open a new document (Found: File>New) and enter the desired dimensions. In this case, any dimensions will do. However, make sure your mode is RGB (Alhough, depending on your needs, you might choose to do this in CMYK mode).

Tip: If you intend to use this background on a web page (or other monitor screen-based media), choose a resolution of 72 dpi (dots per inch).

2) Selected the Brush tool, and stroke the page as shown in Fig.1

Fig. 1

3) Select the "Blur more" filter (Found: Filters>Blur>Blur more). You might need to use more than one pass for this filter, depending on the resolution you choose from the palette.

Fig.2 shows the desired Blur amount.

Fig. 2
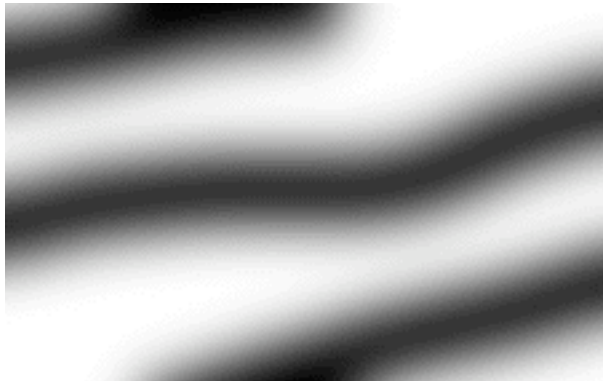
4) Select the "Twirl" filter (Found: Filters>Distort>Twirl). Again, you may need two passes to acheive the effect you want. Fig.3 shows the document after applying twirl.

Fig. 3

5) Select the "Emboss" filter (Found: Filters>Stylize>Emboss). Here, you might try fiddling about with the inputs until you get something that looks like Fig.4.
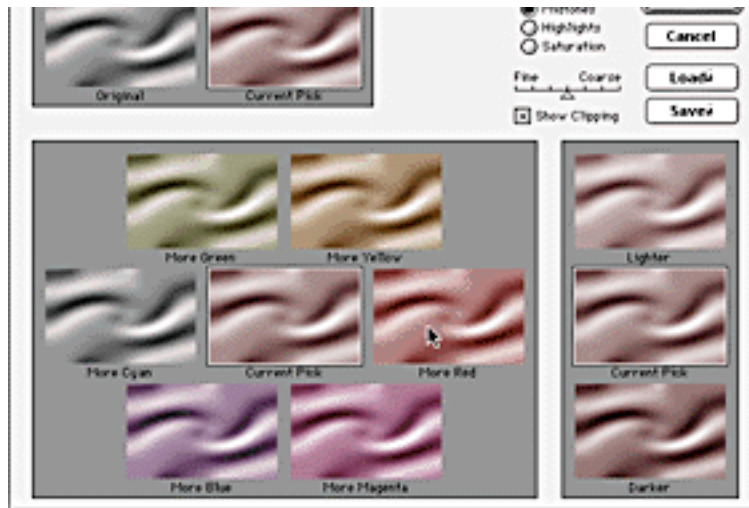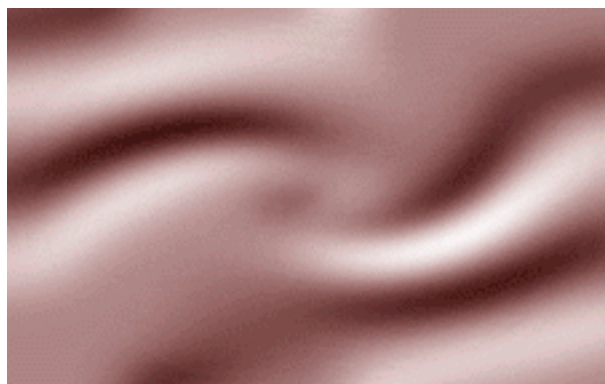
Fig. 4
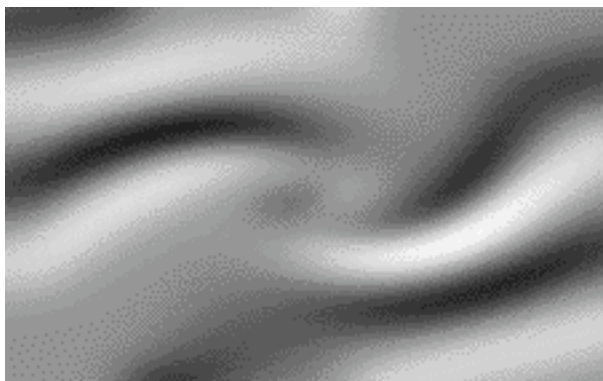
6) The next step is colouring. Go to the "Variations" window (Found: Image>Adjust>Variations)and click on the colours until you get the desired one. Fig.5 Shows the variation window.

Fig. 5

There you have it, a geniune Silk background with no scanning and no cost! The best part is that it will be unique to you, because no one will ever match your own personal strokes.

If you have patience and some time, you can make more types of backgrounds by experimenting in Photoshop. Please send in your suggestions for columns. If I get enough demand, who knows? I might dedicate another column to designing a more advanced Background!
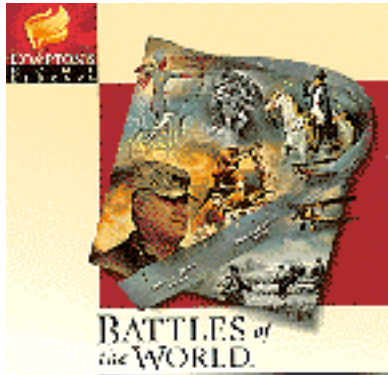
Battles of the World

Product Information

Distributed By: xSoftKey International Inc.
9715 Parkside Drive
Knoxville, TN 37922 USA
Web: <http://www.softkey.com>
List Price: $49.95 Canadian

Requirements:

Macintosh with 68040, 25MHz processor or PowerMac
12 MB RAM (16 MB recommended)
2X CD-ROM (4X recommended)
8-bit or higher color monitor (16-bit recommended)
System 7.1 or higher
Sound Manager 3.1 or later

During a chance encounter with a friend in a large department store, he complained that he was unable to find a toy tank for his young son to play with during an evacuation forced upon us by the "Flood of the Century" in Manitoba, Canada. We joked about how political correctness had reached the even kiddies' toy section. Thus, I felt a twinge of impropriety in reviewing **Battles of the World - The Interactive History of War** for ATPM. Yet, as Professor Martin van Creveld, the acknowledged military historian and content director of this mulimedia CD-ROM, quite rightly recognizes,

> The wars of the past are the guides to our futures. As the saying goes,
> He who does not study the past is doomed to repeat it. War is the locomotive of
> History. It pushes History along. You can not really understand History without
> knowing something about the development of War. In addition, War is a great

passionate human drama. There is simply nothing like it.

As a fellow historian, I agree with van Creveld. I was a little disappointed that the CD focused on only ten battles: Kadesh (1275 B.C.), Gaugamela (331 B.C.), Alesia (52 B.C.), Kyushu (1281), Agincourt (1415), Austerlitz (1805), Kaiserschlacht (1918), Stalingrad (1942), Tet Offensive (1968) and the Gulf War (1991). Not only was I unfamiliar with a few of these conflicts, but The Somme and Paschendale, two World War I battles in which my grandfather fought in the trenches, were not featured! I guess you can't please everyone. Upon reflection, I realized that Professor van Creveld shrewdly chose these battles from widely different times, cultures and places in an attempt to illustrate the whole of military conflict.

The main screen presents the options of entering a DATABASE, INDEX, TIME LINE, THE BATTLES, or taking a TOUR of the features and controls of the CD. The final option, "ASK THE EXPERT," is where Professor van Creveld discusses his own background and rationale for the CD's content. One bonus is that you are accompanied through each Battle by an animated Alexander the Great who introduces the salient points of each conflict and offers additional insight to why certain tactics were necessary. The animation of "Quicktime Alexander" is well done and useful. Throughout the entire CD you are treated to appropriate period martial music and background illustrations.

I chose to follow the program through the Battle of Stalingrad (1942) because one of my favourite Macintosh games is **Stalingrad™** by the **Avalon Hill Game Company**. It is a computerized version of the hex-based combat games I played as a young man and I was interested in seeing the correlations between real history and historical simulations. I was also hoping for some guidance. I keep losing in Stalingrad, no matter which side I choose for the game!

In the main screen, clicking on the Battle "Chessboard" leads you to a screen of ten soldiers, in accurate military regalia, each representing one of the ten Battles. Clicking on the representative of Stalingrad took me to a World Map illustrating the general location of the conflict. A spoken narration set the stage for the general strategic importance of the Battle. After the narration, the program automatically takes you to a "General Battle Field" screen where Alexander the Great greets you with a more specific discourse on the tactical importance of the event. At the base of this screen are three primary "hot spots: " BACKGROUND, THE BATTLE, and THE AFTERMATH. Activating BACKGROUND offered a very brief textual explanation of the rise of Nazism after World War I, the Breakout of World War II, and an explanation of how Hitler's actions paralleled those of Napoleon before him. Both were tempted with the "Moscow Move" as a result of being unable to reach Britain.

One returns to the "General Battle Field" screen by clicking on the title "Stalingrad" at the top of the screen. Activating THE BATTLE hot spot takes you to a more detailed geographical map representation of Stalingrad upon which the animation of the battle occurs. Originally, I thought the graphic animations quite primitive. Then I realized the programmers had chosen the best way to represent a complex activity in terms a lay person would immediately grasp. Bravo! to them. In this Battle scenario there are two "Battle Screens." A 'micro' screen centres in on Stalingrad and a 'macro' screen pops up to expand upon the moves leading to the conclusion of the Battle.

Micro
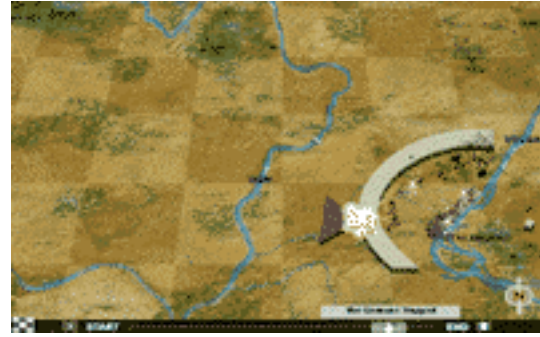
Macro

This visually rich CD uses absolutely seamless integrations between map changes and the occasional photographs and quicktime movies which 'pop up' to add to the ambiance of the narrated Battle event. The scroll bar at the base of the Battle screen allows you to retrace troop deployments at any time. The third option at the base of "General Battle Field" screen, AFTERMATH, gives a brief dissertation on the immediate and long range implications of the Battle outcome on the War, Society and Civilization.

The "General Battle Field" screen itself is graphically configured as a 'ghost' chessboard overlaying the actual geographical site. There are conventional chess pieces placed on the 'field'; the KING, the KNIGHT the CASTLE, and the PAWN. Activating either of the two KING pieces leads you to a brief history of the psychology and skill of the battle's leaders. In this battle, they are the Commander for German Field Marshall von Paulus and Russian General Zhukov. The two KNIGHT icons allow you to examine the weapons used by both sides. The German PzKw IV Tank, Radio, Anti-tank Gun, Dive Bomber, German Soldiers and Axis Soldiers, or the Russian T-34 Tank, Rocket, Submachine Gun, Molotov Cocktail, Industry and Russian soldier are each illustrated graphically and accompanied by a spoken narration explaining their importance in the conflict. It is fascinating to be reminded that one of the reasons for the Soviets' success was that they immediately adopted a war time industry footing whereas German industry catered to a luxury society until it was too late to shift industry output to more immediate concerns.


Soldier

T-34 Tank

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The two CASTLE icons provide insight into the tactics of each opposing side. Once again, the graphic quality is primitive yet effective in terms of explaining the major defensive and offensive tactics employed. Finally, the single PAWN icon generates a textual account of the conflict's effect...from the perspective of an anonymous participant or a famous person.

The "checkerboard" in the lower left hand corner returns you to the main screen or other facets of the CD. Activate the DATABASE, and you discover the almost 3,000 articles which cover almost all the wars and empires you can think of. The DATABASE, complemented by an INDEX, is cross-referenced and easily searchable. I found The Somme and Paschendale by using the FIND keyword option. As one would expected from a **MACROMEDIA** production, useful hyperlinks abound in the DATABASE and elsewhere. The hyperlinks to maps in the initial BACKGROUND arena is particularly useful.
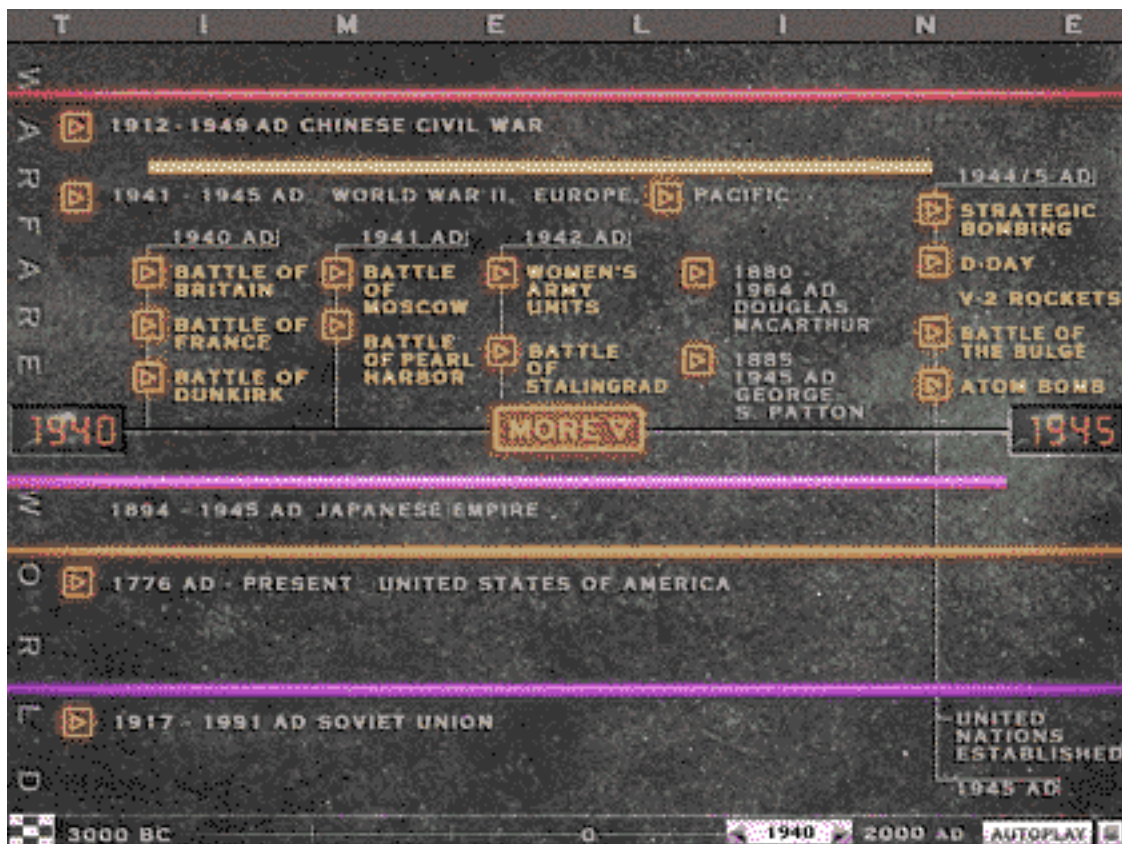
The TIME LINE is conventional in its visual presentation and gives you excellent links to articles and visuals in the DATABASE. Within the DATABASE there is an impressive collection of visuals, including paintings and etchings of historic battles.

One minor complaint is that the visuals in the DATABASE are not adequately referenced on the screen where one views the visual. You have to quit the program to get this information. This is simply unacceptable. Another minor flaw is its bibliography. "Suggested Reading" is limited to 19 books. I would have like to have seen an extensive and separate bibliography for each battle. This would significantly enhance the CD's research value for students of military history.

It is surprising how much quality information can be put on a single CD. Not that I am anywhere near abandoning real books as my primary source of information, mind you. However, this production is about as good a surrogate as you can purchase. My friend never found the toy tank for his son, although he did manage to rent the "Toy Story" video with the green army men. But we all know that "Tim Taylor" is not the best consultant for political correctness.

Product Information
Publisher: Niles & Associates
800 Jones St.
Berkeley, CA 94710
Phone: (510) 559-8592
Fax: (510) 559-8683
Email: info@niles.com
Web: <http://www.niles.com/>
List Price: $299 (for bundle)
Substantial discounts for
educational institutions.

Requirements:
System 6.0.7 or higher
770K of free memory.
PowerPC Compatible (not native)

The Plug

Endnote is, in my opinion, the premier solution for organizing, storing, managing, searching, footnoting and formatting reference materials. If you have even an occasional need to keep track of where you found information and attribute facts and figures to their rightful source, Endnote is for you.

Endnote is both a reference database and a reference formatting application. For years it was a Mac-only application, but in 1995, it was expanded to Windows machines as well. As a scientist that regularly composes complex grants and manuscripts in Microsoft Word, I use this program extensively for every phase of planning and writing, from first Medline search to final draft.

The History

Our more clairvoyant ATPM readers may have seen this review coming as early as our 2.10 issue. In it, was a "Segments" piece where I mentioned Endnote. For those of you who have joined our readership since then, or who (like myself) are perpetually running low on spare "hard drive" storage capacity, I'll recap:

"By April 3, 1990, the introduction alone had swelled to almost fifty pages containing

nearly 400 references! ... 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..."
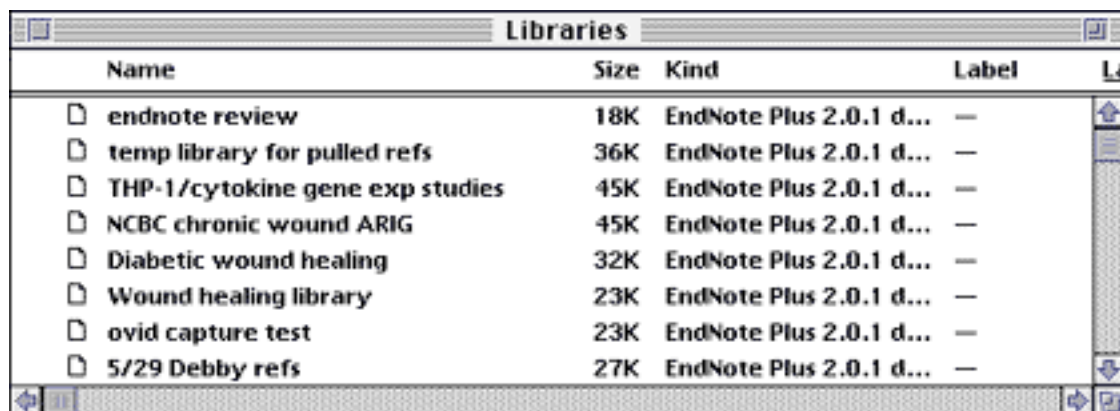
Yes, it's true. I've been an Endnote user since the inaugural version. More than seven years later, I've only needed to purchase a single upgrade. That's how stable, versatile and compatible the software is.

When Endnote was first introduced in the late 1980's, its only competition on the Macintosh platform was a program called "REF52." This monolithic piece of software required 10 Mbytes of hard drive space and over 1 Mbyte of RAM (remember, those were days when Macs came with 40 Mbyte hard drives and a maximum of 4 Mbytes of RAM). There was no way to use REF52 on the two core Macintosh SEs used by over 40 graduate students and postdoctoral scientists. The REF52 library files were far too large for the 800K floppies of the time and we needed precious hard drive space for more generally useful applications (Crystal Quest, Mines, Tetris... oops! I mean, Word, MacDraw, CricketGraph, Excel...).

Endnote revolutionized the way footnotes were incorporated into word-processed documents. It was lean, customizable and for the first time, a manuscript rejected by one journal could almost instantly be reformatted and resubmitted to another journal using the original document file, Endnote and the appropriate reference formatting "Style" filter. Documents and their corresponding reference libraries could be stored on a single 800K floppy, so Endnote could be installed and used on the core Macintoshes (without removing Crystal Quest, Tetris or Mines).

The Present

The Endnote Plus/Endlink combination of today is even more powerful, yet still uses less than 800 Kbytes of RAM. MS Word aficionados need only increase Word's memory allocation by 800 Kbytes to add Endnote's Add-In or Plug-In modules to its built-in menus ("Add-in" and "Plug-in" modules obviate the need to run Endnote as a separate application while composing documents in MS Word). Libraries themselves are very compact. Below is a snapshot of some of my libraries. Be aware that the references stored within these libraries include full abstracts and none have less than 30 entries, so each contains a large amount of information.

Name	Size	Kind	Label	L
endnote review	18K	EndNote Plus 2.0.1 d...	—	
temp library for pulled refs	36K	EndNote Plus 2.0.1 d...	—	
THP-1/cytokine gene exp studies	45K	EndNote Plus 2.0.1 d...	—	
NCBC chronic wound ARIG	45K	EndNote Plus 2.0.1 d...	—	
Diabetic wound healing	32K	EndNote Plus 2.0.1 d...	—	
Wound healing library	23K	EndNote Plus 2.0.1 d...	—	
ovid capture test	23K	EndNote Plus 2.0.1 d...	—	
5/29 Debby refs	27K	EndNote Plus 2.0.1 d...	—	

"So," you ask, "How does one use Endnote?" Well, first you need some references. For that you either have to go to the library, search any one of several commercial archives (my personal favorite is Medline), or consult your Funk and Wagnall's. Second, you need a document in which you want to insert the references as footnotes.

Entering references into libraries is easy whether you've retrieved them from a database search or have a stack of Xeroxed articles. "References" don't even need to be print sources. Endnote is completely user-configurable and versatile enough to use for organizing and referencing music, objets d'art, recipes, Web pages, videos, photos, etc. If you collect it, Endnote can help you organize it, retrieve it, and refer to it in whatever document format you choose.

Building a Library

Libraries are built by manual input or by using Endnote's companion application, Endlink, to directly import references from online searches or from any "text-only" file. Here, I'll describe how I import the results of a typical Medline search into an Endnote library. First, references are exported from the online database via e-mail. Once received the e-mail message is saved as a text file:
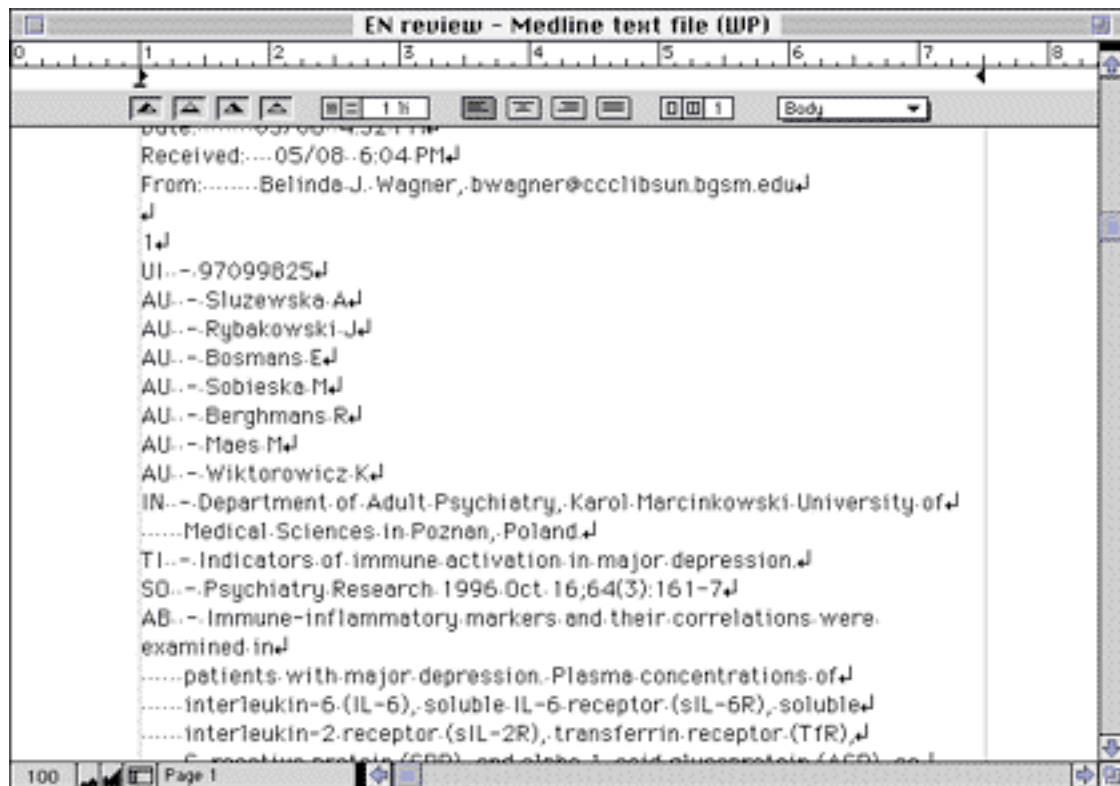
I've included "invisible" characters for a reason. They are key to understanding how Endlink "Filters" function and you need to know how your particular file "looks" to Endlink.First, notice that the line preceeding the first reference is blank. A blank line is a convenient delimiter between individual references. However, both online services and e-mail programs send and save text in different formats, so it's important to check the structure of your file, just in case you have to "tweak" your online search preferences or

one of the pre-packaged Endlink filters.

Pre-packaged Endlink filters are fairly complete. The only minor "tweak" I made was to add an extra space between the field delimiters (e.g., AU, TI, IN) and the hyphen. Notice there are two spaces sent by my online service, whereas Endlink's filter specified only one).

Hard carriage returns are another concern. Endlink will interpret a hard return as the end of the field entry. I use ClarisWorks macros to quickly and easily remove hard carriage returns and extra spaces from fields containing more than one line of text (AB, TI, and IN are the most common).

Once the text file is ready for importing, open an existing library or create a new one and choose "Import..." from the "File" menu. A dialog window appears where you choose your text file from which to import, the Endlink filter with which to parse the field entries and whether you want to import all references, discard duplicates or put duplicate references into a separate file. When Endnote is finished importing, the summary window displays the recently imported references. This automatic selection of new references is quite handy for using "Term lists" to optimize your library for consistent usage.

Maintaining Consistency

When submitting any kind of manuscript that contains footnotes, consistency is a priority. A bibliography looks unprofessional if one reference cites a journal article as being published in the "Proceedings of the National Academy of Science, USA" and another reference abbreviates the same journal as "PNAS." The task of managing footnotes and bibliographies within large manuscripts used to be almost a second career, it was so massive an undertaking. Use Endnote, and you'll hardly need to think about it.

There are two levels to managing consistency within a database. First, how are references listed in the Endnote library? My online database uses the unabbreviated name of every journal, while I prefer to use simple acronyms when I enter references manually. Second, different publishers use different abbreviation conventions, so sometimes the same reference needs to appear in one bibliography as "Proc. Nat'l. Acad. of Sci." and in another as "PNAS."

However, Endnote has an easy-to-use feature to manage both situations — the "Terms list." Each Endnote library is created with its own set of Terms lists that can be linked to any field (a single field can be linked to only one terms list, but a term list can be linked to multiple, related fields). Terms lists allow you to impose global consistency on output when there is inconsistency of input (a common situation when there is more than one user or source of reference input). Keywords used to search your library can be standardized, journal names can be associated with up to four sets of abbreviated styles, etc. Endnote recognizes and provides a convenient workaround to the inherent incompatibility between the way most of us assemble and use reference libraries versus the demands for perfection by editors and publishers of manuscripts.

Dynamic Management of Footnotes

So, you've got some references in a library and you're writing your opus. Inserting reference "markers" is easy with Endnote. Merely switch to Endnote via the Application menu (MS Word users can choose the Endnote module from the "Tools" menu). Choose reference(s) from an open library's summary window, "Copy" them from the Endnote menu, switch back to your text document and "Paste." Endnote brackets the inserted reference with special characters.

While these special characters look a little funny onscreen, they serve a vital purpose. Endnote Plus allows completely dynamic footnote management. The special reference marker brackets are not "seen" by the word processing application as text characters. So, you can change any text's color, font, etc. and not alter Endnote's ability to recognize what is and is not a reference while formatting. This also means you can use () or [] or {} in your text for comments or other non-citation text, even if the final formatted document uses these characters to indicate a footnote. Endnote knows which symbols surround references and which to ignore.

Dynamic footnoting keeps track of all references within a document,whether they are formatted or not. Unformatted citations appear within the body of the text in a special Endnote format that lists first author, publication year and a number which is Endnote's internal pointer to the reference. Also, there is no bibliography in an unformatted document.

Formatted, in-text citations usually appear as superscripts, bracketed numbers [1], or author/year combinations (Sluzewska, et al., 1996). Bibliography entries are either appended as a summary list to the end of the document, or are printed at the bottom of the page where the in-text citation appears.

If you are writing a manuscript with strict page limitations, it's easier to edit a formatted document. This is not a problem for Endnote. Your text can contain a mixture of formatted and unformatted in-text citations or you can add or delete any in-text citation(s). Endnote will keep track of them. Simply reformat the document and Endnote will update both the in-text citations and the bibliography. The power and versatility of dynamic foonoting is demonstrated in the series of screen shots below:

Here is an in-text citation within a formatted document [1]. (footnote is appended to the end of the document). Here, I've edited the formatted document and inserted a new reference marker [Adams, 1992 #2]. A second formatting procedure puts the correct citation in the text and does not duplicate the reference in the footnotes.

1. Sluzewska A, Rybakowski J, Bosmans E, et al. Indicators of immune activation in major depression. Psychiatry Research 1996; 64(3): 161-7.

Here is an in-text citation within a formatted document [1]. (footnote is appended to the end of the document). Here, I've edited the formatted document and inserted a new reference marker [2]. A second formatting procedure puts the correct citation in the text and does not duplicate the reference in the footnotes.

1. Sluzewska A, Rybakowski J, Bosmans E, et al. Indicators of immune activation in major depression. Psychiatry Research 1996; 64(3): 161-7.
2. Adams JM, Cory S: Oncogene co-operation in leukaemogenesis. Cancer Surveys 1992; 15: 119-141.

> Now, I'll remove the first in-text citation and leave the second intact. In its present form, this document has incorrectly formatted footnotes [2]. However, after Endnote re-formats the text, both the in-text citations and bibliography will be updated. ¶
> ¶
> **1.** Sluzewska A, Rybakowski J, Bosmans E, et al.: Indicators of immune activation in major depression. Psychiatry Research 1996; 64(3): 161-7. ¶
> **2.** Adams JM, Cory S: Oncogene co-operation in leukaemogenesis. Cancer Surveys 1992; 15: 119-141. ¶
>
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> ¶
> **1.** Adams JM, Cory S: Oncogene co-operation in leukaemogenesis. Cancer Surveys 1992; 15: 119-141. ¶

As I mentioned at the beginning of this review, the Introduction chapter of my thesis contained approximately 400 citations. Keeping track of each and every one manually would have been, well, a nightmare. Seven years ago Endnote transformed that monumental management challenge into a stress-free non-issue and the current version continues to perform even more impressive magic today.

The Future

Niles & Associates has recently teamed up with The UnCover Company. The duo is offering an incredible service combination to authors who routinely monitor several publications for late-breaking publications in their field and use Endnote to manage their reference libraries. The "Reveal" service offered by the Uncover Company allows subscribers to receive customized e-mail monitoring of over 17,000 periodicals. For an annual fee of $25, subscribers can specify up to 25 key topics with which to scan the entire database for related articles. Also, subscribers can receive tables of contents listings from up to 50 journal titles. A special EndLink filter available from Niles and Associates will import these matches directly to Endnote libraries (although I don't yet know if you still have to save the e-mail message as a text file, nor whether that file will require editing prior to importation).

I'm very excited about signing up for this feature. I currently pay our library more than UnCover's annual fee just to receive Xeroxed tables of contents from only FIVE journals, so the table of contents monitoring alone is worth the switch to UnCover! The added bonus of keyword searches across the entire collection is just icing on the cake.

I believe I'll be still be using Endnote when I write my memoirs…

The Specifics

EndNote Plus 2 is compatible with the following word processing formats:
Microsoft Word 3-6.0.1
WordPerfect 1-3.5
MacWrite Pro 1-1.5

MacWrite II
MacWrite 5.0
WriteNow 2-4
Nisus 3-3.4
FrameMaker 3.0-4.0 (MIF format)
Rich Text Format
Plain Text

EndNote Plus Add-in and Plug-In Module for Microsoft Word:

If you use Microsoft Word for the Macintosh, you'll be able to take advantage of the integration of EndNote Plus and Microsoft Word 5 and 6. The EndNote Add-in for Word 6 and the Plug-In Module for Word 5 provide you with easy access to references as you write. The EndNote Add-in and Plug-In Module install EndNote Plus commands in Words Tools menu so that you can accomplish all of your bibliographic tasks from within Word. Both the Add-in and Plug-In Module are included in all packages of EndNote Plus for the Macintosh.

ATPM RATINGS

VERY NICE

Eye Candy

Product Information

Distributed By: Alien Skin Software
Email: alien-skinfo@alienskin.com
Web: <http://www.alienskin.com>
List Price: $199

Requirements:

PowerMacintosh
Adobe Photoshop 3.04 or later

A few years back, a little known company called Alien Skin Software launched a set of Photoshop™ plug-ins called Black Box™. These nifty plug-ins offered little more than a simple interface to operations. Nothing that any Photoshop guru couldn't easily do. The Black Box plug-ins also suffered some serious flaws: lack of a preview mode, slow performance and the fact that whenever you executed one, your selection disappeared.

ALIEN SKIN SOFTWARE

Even with all its flaws, Black Box proved popular among beginning and intermediate Photoshop users. Months later, version 2.0 was released, boasting a new GUI (Graphic user interface), live previews and speed improvement. The company had definitely been listening to its customers. As a result, the revamped Black Box was a winner plug-in!

Even Photoshop professionals started using version 2.0. Although most of Black Box's effects could be achieved manually using Photoshop's own channels and layers, the preview option proved to be too muc" of a temptation to resist.

Now, the guys "that will never wear suits!" at Alien Skin Software have released their latest set of plug-ins. In this release, they changed the name of the collection to Eye Candy™. The new set consists of 21 new filters. Needless to say, they give Photoshop users enhanced control of offset, opacity, setting, lighting, etc.

• • •

Antimatter: As the name suggests this filter anti-mattes, which basically means removing unwanted edge pixels. Since Photoshop 4.0 already has the defringe and matting commands. I have found little use for this particular filter.

Carve: This filter actually "Carves" the selected areas out of the background.

Chrome: Don't be misled by the name. This filter tries to give a chrome effect to the selected areas, but fails to do so properly.

Cutout: This is one of the better filters of the series. It gives the effect of cutting the selection into the desired image.

Drop Shadow: One of the most popular graphical effects is easily applied with this filter.

Fire: The name says it all.

Fur: This filter gives the selected area a fuzzy effect.

Gloss: Gives the selected area random highlights and shadows, to give the illusion of glossiness!

Glow: When you run this filter you get a halo around the selected area.

HSB Noise: I have seen this filter in so many collections (KPT, shareware and even freeware) that I am not going to explain it.

Inner Bevel: My favorite, this filter alone is worth the price of the whole collection. It gives a 3D beveled effect to the selection. The results are pretty impressive.

Jiggle: To get an idea about what the "jiggle" filter does you must imagine the "Paint Alchemy" filter (By Xaos) doing a vortex brush layering.

Motion Trail: Gives a "moving" effect to the area where the filter is applied.

Outer Bevel: Same as "Inner bevel," but applies it outside the selected area. Inner and Outer bevel effects would normally have taken hours to do in high-resolution using Photoshop channels. Eye Candy cuts this time to minutes.

Perspective Shadow: Applies a shadow similar to that of "Drop shadow," only in perspective.

Smoke: One of the weirdest filters in the series. I suggest you try this one with the "fire" filter to get a barbecue cooking!

Squint: Somewhat like pinching and vortexing the image. Why would you want that? Don't ask me.

Star: This one gives a choice between different stars, rendered and generated directly in Photoshop.

Swirl: Look at the following image and you will know what Swirling is all about.

Water Drop: Simulates water drops on selected parts of the image. The nice catch about this filter is that you can define the kind of rain (e.g., acid rain, blue drops, etc.)

Weave: I will ask my Grandma about this one!

• • •

With full support for the PowerPC's native code "Eye Candy" is definitely one of the better plug-ins in the market.

I still like doing most operations manually using Photoshop's channels, but it is a relief to use Eye Candy for those rush jobs (aren't they all?). As for the money issue, well not exactly the same level of value as KPT's(Kai's Power Tools), but still a worthy product!

SpeedDoubler 2

Product Information

Published By: Connectix Corp.
2655 Campus Drive
San Mateo, CA 94403
Phone: (800) 950-5880
Fax: (415) 571-5195
Email: info@connectix.com
Web: <http://www.connectix.com>
Street Price: $50

Requirements

Macintosh with a 68030, 68040 or PowerPC processor
System 7.0 or greater
8MB of physical RAM

There are so many "doubler" products out there that it's hard to tell which are real, and which are hype. So far though, a good rule of thumb has been, "If it comes from Connectix Corp., it's real." Actually, neither of the company's "doubler" products really doubles. RAMDoubler triples your RAM. SpeedDoubler increases the performance of your computer, but unfortunately doesn't double it.

Speed Access

Apple's disk caching software, built into Mac OS, decreases the time it takes to access files on volumes. Recently accessed information is stored in RAM. When a file on the disk needs

to be accessed, the system software first checks to see if that file has been recently read. If so, it might reside in the RAM cache which is much quicker to access than a disk. Theoretically, the larger the RAM cache, the greater the chance that the needed part of the file will be stored within it. SpeedDoubler's Speed Access component operates in a similar, but more efficient way. The caching definitely does not double the speed of disk accesses, but it does increase the rate of many tasks. In practice, using the minimum size cache was noticably different than a large cache, but SpeedDoubler's cache didn't seem to be any faster or slower than Apple's.

Speed Copy

In my opinion, this is the most useful feature of SpeedDoubler. Speed Copy gives you control of your Mac while file copies are being made in the Finder. While a copy is in progress, you can perform other tasks in the Finder or any other application. You can even initiate additional copies. Multiple copies are performed simultaneously. In addition, SpeedDoubler provides an improved progress window that shows throughput and an estimate of how long the copy will take to complete. Finally, you can pause certain copies to give the most important one priority.
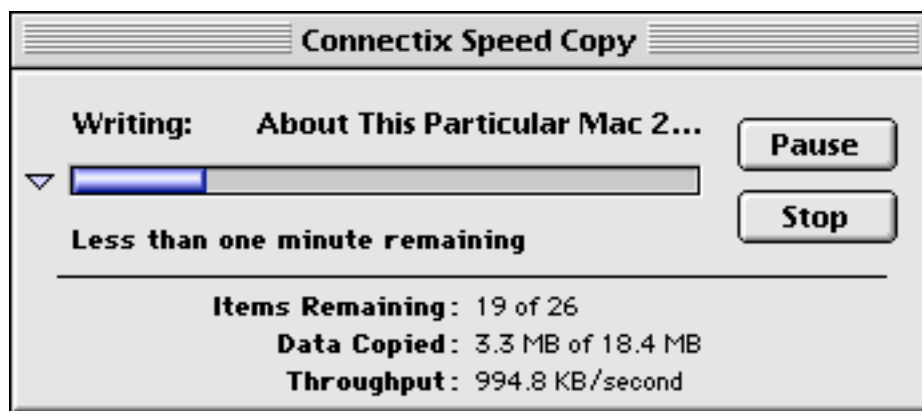

Besides allowing multiple simultaneous copies, SpeedDoubler increases the rate of copy operations. While it doesn't actually double the speed, the improvement is substantial, especially when copying very large files or transferring files over networks. With SpeedDoubler installed, LocalTalk and dialup AppleTalk connection file transfers proceeded almost twice as fast.
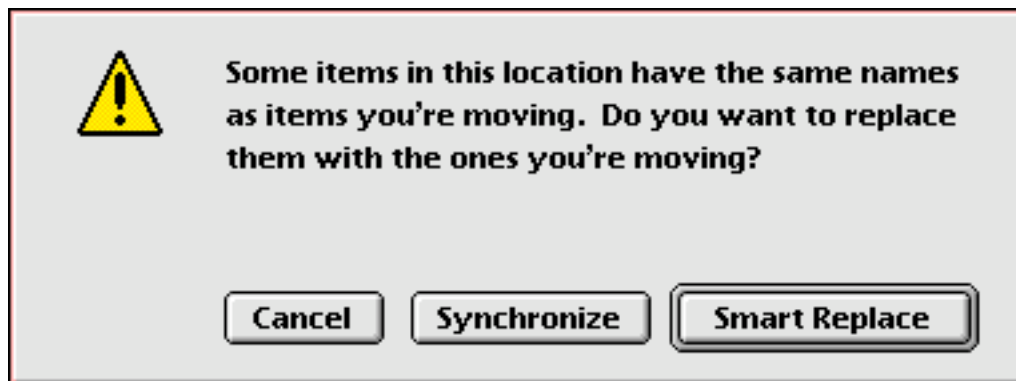
The "Smart Replace" feature increases speed when replacing folders containing multiple files. It checks files within the folders and ensures that only modified files are copied. Another option is to synchronize two folders, which places files with the most recent modification dates into each folder.

SpeedDoubler lets you empty the Trash in the background. You can copy files and empty the Trash at the same time. However, don't move files to the trash while they're being copied by SpeedDoubler. Some of you may use Symantec's CopyDoubler, which allows you to do this (I actually found it quite handy), but SpeedDoubler will give you an error if you try it.
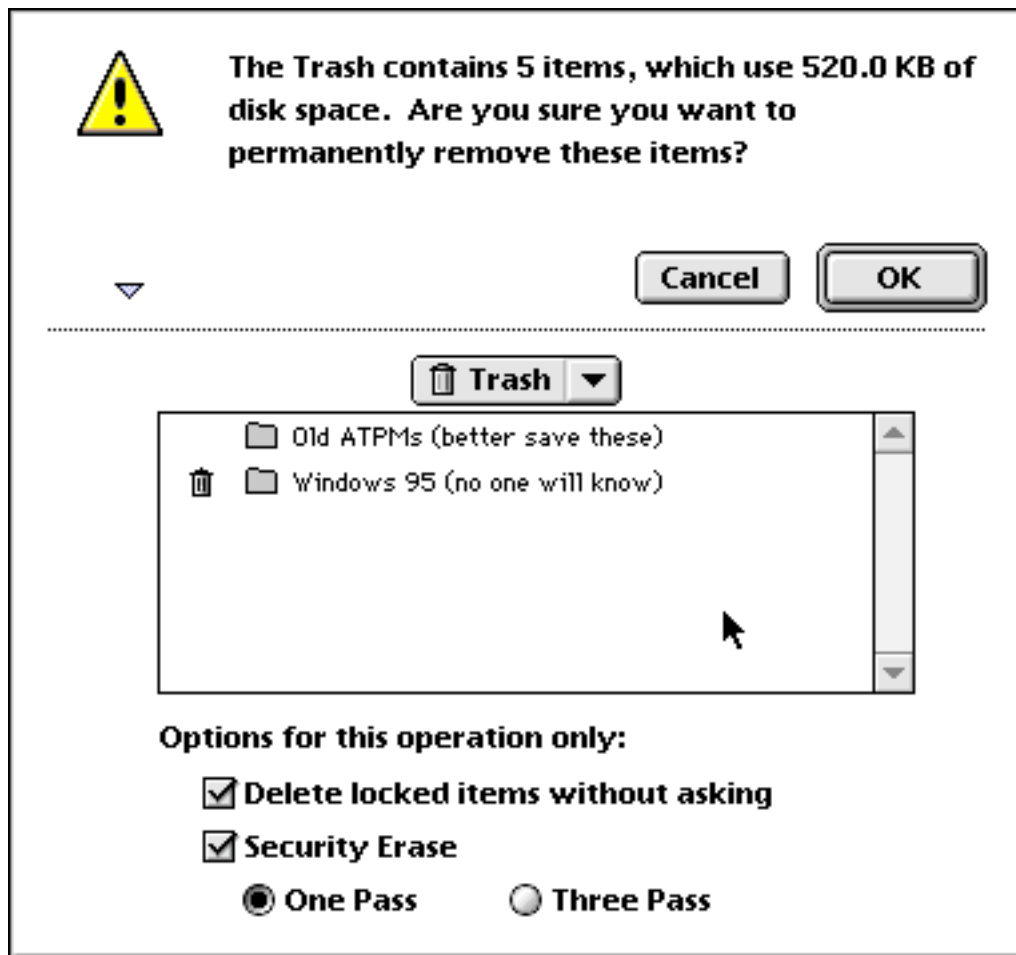
If you have the "Warn when emptying" checkbox (in the Trash can's Get Info window) checked, SpeedDoubler presents a dialog asking which files you want to erase when you empty the Trash. This is handy if you want to delete a large file to free up disk space, but have some smaller ones which you aren't ready to get rid of (since there's a chance you'll need them later). Finally, you can security-erase files upon emptying the Trash. Normally, when files are deleted, the space they occupy on the disk is marked as "free." However, until new data is written over the deleted file's sectors, the data is still intact. Security erasure writes garbage data over the file's disk sectors. Two levels of security deletion are available. The less secure option writes over the file once, while the more secure option repeats the procedure three times. I tried recovering files that had been security deleted using the less secure method. I tried FirstAid HFS, Norton Utilities and

MacTools Pro. None were successful. Security erasing is much slower than normal erasing, but if you have sensitive data, it might be useful.

I find the selective deletion feature of SpeedDoubler very useful. However, I remember a shareware program that was even more useful. Unfortunately, I can't remember the name of it right now, but it allowed you to empty the trash for selected volumes. This was useful when you wanted to free up space on a floppy or Zip without emptying the Trash for your main hard disk. Technically, this is possible with SpeedDoubler, but it's tedious to manually select individual files and folders. It also means you need to know the disk origin for each file.

Speed Emulator

Speed Emulator is the only part of the SpeedDoubler package that can truly double the speed of your computer. If you sacrifice about 700K of RAM (the amount that active Speed Emulator consumes), SpeedDoubler will install a software replacement for the built in 68K emulator, which allows PowerMacs to run non-native software. The new emulator works magic with old applications. Specifically, Word 5, Excel 4, and the Finder launch far more quickly on my machine and feel a bit more responsive. MacBench, a benchmark program from Ziff-Davis, reports that overall system speed is improved when SpeedDoubler's Emulator is installed. By contrast, I haven't noticed a speed improvement in PowerPC native applications, even though they execute emulated system code.

A Single Control Panel
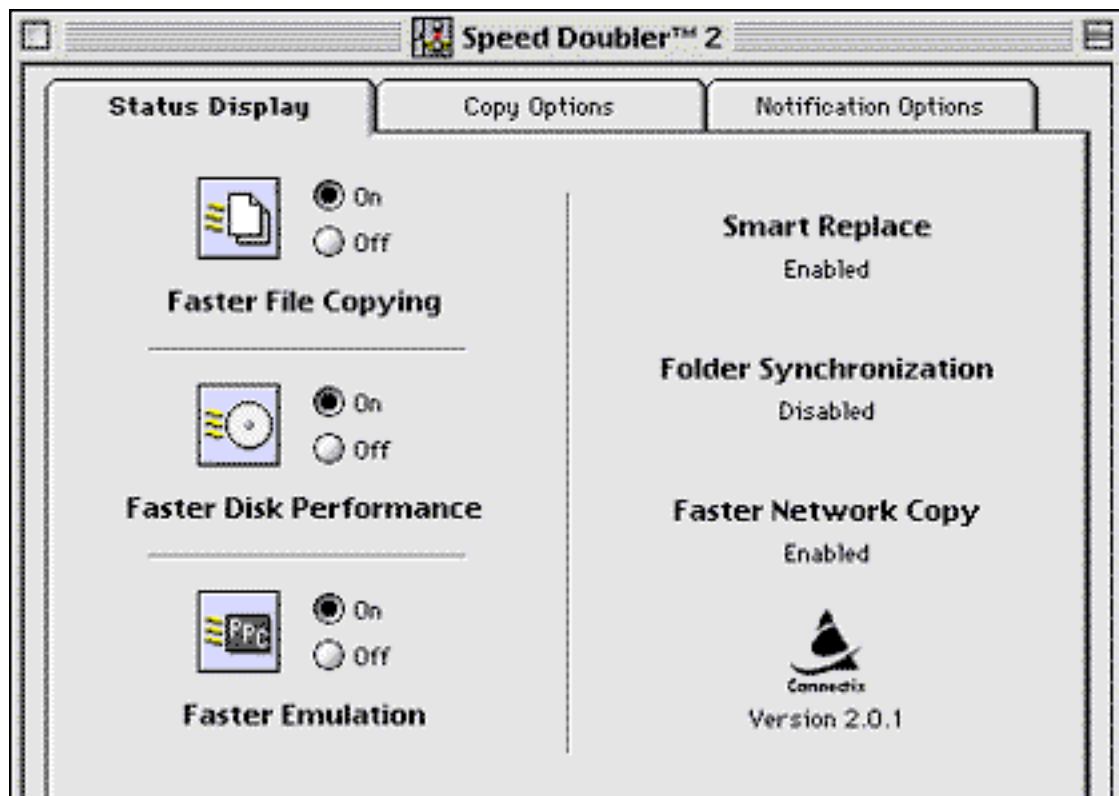
I suppose I dated myself a bit referring to the components of SpeedDoubler as Speed Access, Speed Copy, and Speed Emulator. With SpeedDoubler 1.x, these three components were separate extensions. There were very few user-configurable settings. Now, all three components are rolled into a single SpeedDoubler 2 control panel. Though some options (such as the size of the disk cache) are still set in other parts of the system, almost all the configuration options are available in one control panel.

Final Words

When SpeedDoubler was first introduced, it became instantly popular because Speed Emulator greatly improved the performance of almost every application. Few programs were PowerPC native then, and even native programs used decade-old code to draw to the screen. SpeedDoubler 2 puts more emphasis on the other components. This is probably a good idea, because its utility as an improved 68K emulator is limited. Newer PowerMacs (those later than the first-generation NuBus machines) use an improved DR (Dynamic Recompiling) emulator that offers performance nearly identical to Speed Emulator. Newer hardware has improved emulation speeds, and software rewritten for the PowerPC chip has lessened the need for a 68K emulator.

The Finder for Mac OS 8, to be released this July, is completely revamped. Among other things, it supports multiple simultaneous copies, allows background "Empty Trash…" operations (it is unlikely that selective deletion and security erasure will be supported, however) and gives time estimates for copy jobs. It is also supposed to be native, making it much faster. Just visible on the horizon is Rhapsody, under which SpeedDoubler will probably run only in the blue box, if at all. These advances limit SpeedDoubler's longevity.

SpeedDoubler is an excellent product. I've been using it happily since the day version 1 was released to the public. A few months ago, I would have recommended it in a heartbeat. Now, one has to consider its future utility. Disk-cache improvements with recent Mac OS upgrades have almost negated the performance boost of Speed Access. Speed Emulator remains a useful component, but if you use mostly native software on a PCI PowerMac (which has a better emulator than older PowerMacs), you might not need it. Speed Copy, heavily tuned in this release, is the best copy enhancer on the market. If you need background copying features, yet plan on immediately upgrading to Mac OS 8 upon its release, it might be better to forgo purchasing SpeedDoubler. If you need speed now, or if network copying and security erasing are important to you, then SpeedDoubler might be a good investment. It's a top-notch product.

ATPM RATINGS
EXCELLENT
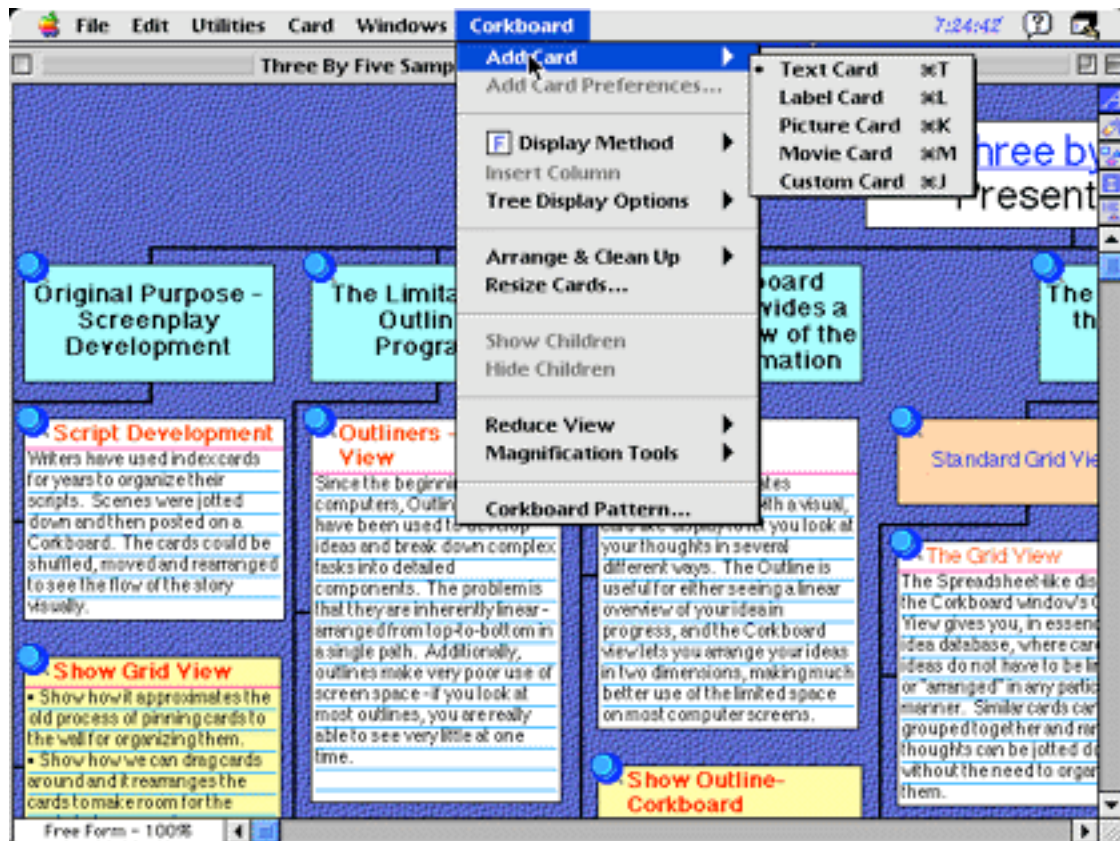
Three by Five

Need your thoughts organized? For any reason? Three by Five, by BCSoftware, provides you with computerized 3x5 cards, as the name implies. So, as with all software, the first thing I did was open the box. I know, I need a new joke here. But, I'm going to keep using this one until you all like it.

Surprisingly, I was greeted with only one installation disk. Installation was quick and smooth, as always. The reason I was surprised? This program does so much, no one should be without it!

For those readers with long memories, this software used to be Corkboard, when BCSoftware was MacToolkit. It was so named because as you create, edit, shuffle, and arrange your cards, they get "pinned" to a virtual corkboard (you can change the pattern if you don't like the default brown cork).
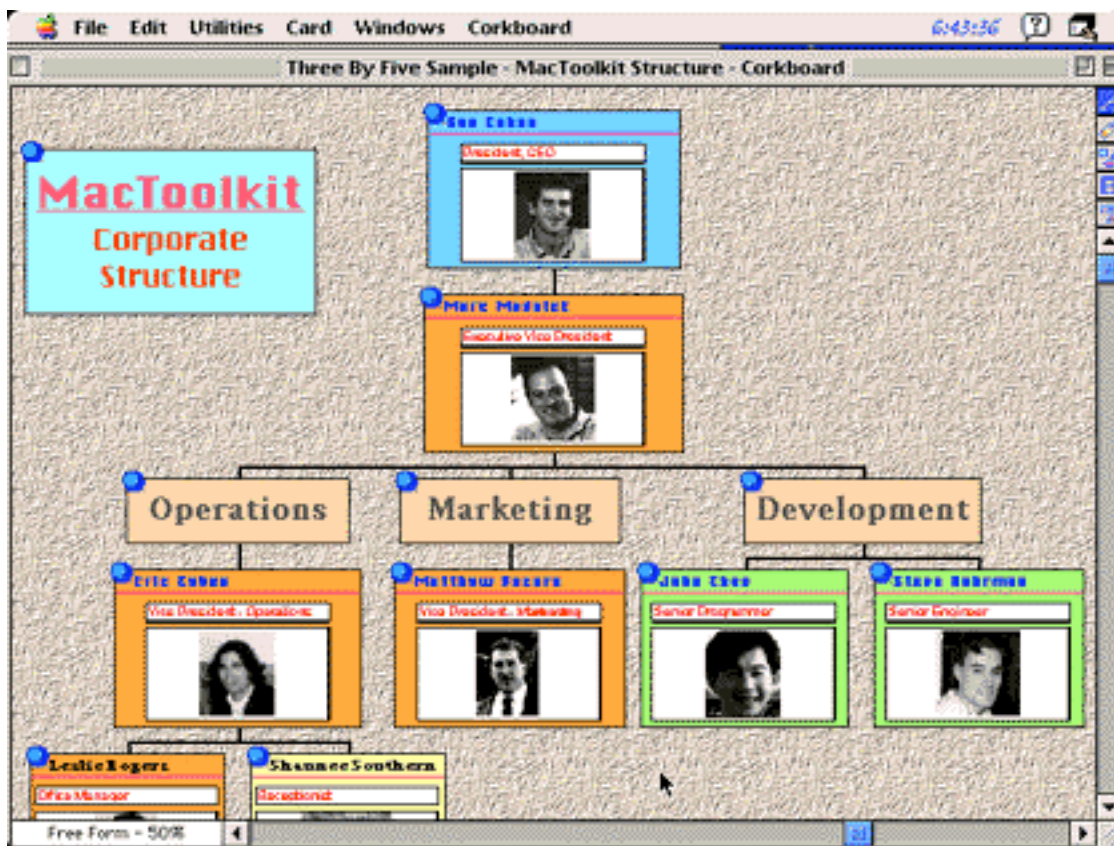
The first time you start up the program, you're greeted with a category window and one stack of cards, ready to go. At this point, nothing is on them. Double-clicking gives you a blank corkboard upon which to tack your cards. There are four types of cards: text, label, picture, and movie. Plus, you can create your own card types, yielding virtually limitless possibilities. New cards are generated by key command or by clicking an icon button on the right hand column of the upper window.

A Text Card has a bold heading and a short description beneath, in plain text.
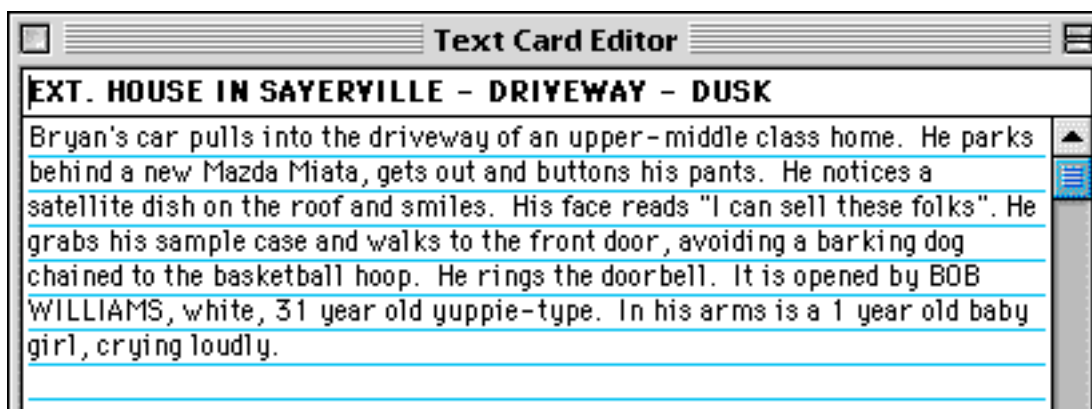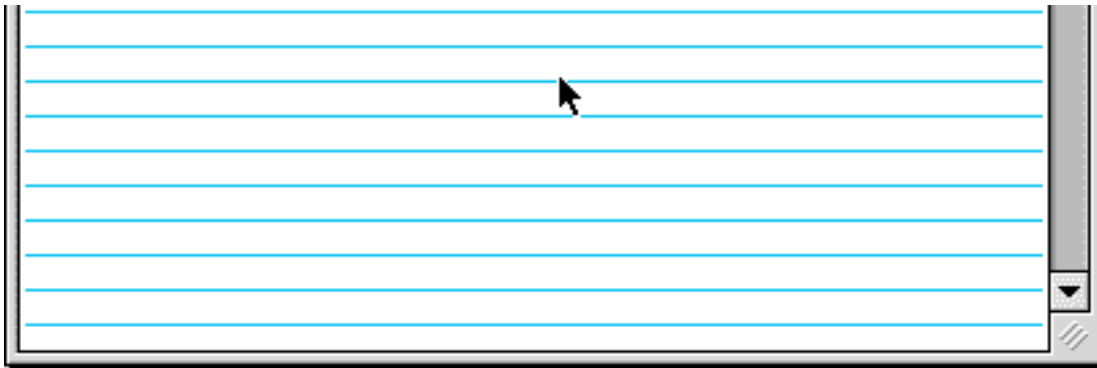
A Label Card has a bold heading with no description area.

A Picture Card has a header and you can import any image saved in PICT format.

A Movie Card is similar to the Picture card, except you import QuickTime movies. I wasn't able to test this one, because I don't have any movies to import (ironic, isn't it?).

Included with 3x5 are some Templates for Custom Cards, such as the record template, and the Rolodex template. Plus, you can create your own.

3x5 allows you to do all sorts of wonderful things to individual cards after you've created them. You can change the color, font, size or style of text and you can customize the background color of related cards to group them visually.

If you get tired of the corkboard view, you can display your cards in outline format. This is especially useful for preparing presentations, speeches, etc. 3x5 allows you to define relationships between the cards you create in outline mode. Use this feature to create an Org. Chart with pictures!

As with any piece of good software, 3x5 stands on its own. However, when I used 3x5 as a complement to Final Draft (reviewed in 3.03), it really began to shine. For those who are just tuning in, Final Draft is a screenplay formatting application. 3x5 allows you to import your script's sluglines and put them in text cards. Conversely, you can create Text Cards in 3x5 and export them to Final Draft. I think I've found a new way to write a screenplay. You can easily move cards around. You don't like this scene here? Move it so it follows the car chase in Act II. There's also a flash card feature which shuffles your cards. Just for fun, I shuffled the cards for my current screenplay. Suffice it to say, the movie was radically different.

In conclusion, with or without Final Draft, 3x5 is a valuable tool to help you get your thoughts (or life) organized. Some of you may be wondering why I haven't mentioned how well the manual is written. I didn't need it to write this review, so I really don't know! A true example of plug and play software, in the finest MacIntosh tradition!

Guidelines

The Official ATPM Guidelines!

The official ATPM guidelines page is the place to go when you have a question about our publication. We can't imagine that you simply wandered in here. That's because the information on this page is very dry and mostly unentertaining (which is why it's on this page and not included in another part of our publication). We guess you could call this the "Relatively Boring But Occasionally Important Page of Information." OK, enough already with the extraneous syntax, now onto the stuff.

What is ATPM?

About This Particular Macintosh (ATPM) is, among other things, a monthly Internet magazine or "e-zine." It's published by Michael Tsai and Robert Paul Leitao (who are still looking for a cool logo for themselves that depicts their joint effort). ATPM was created to celebrate the personal computing experience. For us this means the most personal of all personal computers - the Apple Macintosh. About This Particular Macintosh is intended to be about your Macintosh, our Macintoshes, and the creative, personal ideas and experiences of everyone who uses a Mac. We hope that we will continue to be faithful to our mission.

We'd like our readers to be involved!

Here, at ATPM worldwide headquarters, we're interested in hearing from you, our loyal readers. We're especially interested in stories about you and Life With Your Particular Macintosh. We guess we could have called this publication LWYPM but it just didn't sound quite right. So we called it ATPM and decided to ask for your stories and anecdotes about our most personal of personal computers. ATPM is also looking for people interested in joining our editorial staff. We currently need a **Cover Story Editor** and a **Shareware Reviews Editor**. Please contact us at <editor@atpm.com> if you're interested.

Cover Art: We enjoy the opportunity to display new, original cover art every month. We're also very proud of the people who have come forward to offer us cover art for each issue. If you're a Macintosh artist and interested in preparing a cover for ATPM, please e-mail us. The way the process works is pretty simple. As soon as we have a topic or theme

for the upcoming issue we let you know about it. Then, it's up to you. We do not pay for cover art but we are an international publication with a broad readership and we give appropriate credit alongside your work. There's space for an e-mail address and a Web page URL, too. Write to <editor@atpm.com> for more information.

We Want To hear from you!

E-Mail: Got a comment about an article that you read in ATPM? Is there something you'd like us to write about in a future issue? We'd love to hear from you. Send your e-mail to <editor@atpm.com>. We often publish the e-mail that comes our way.

MacMan: Got a technical question? Mike Shields offers technical help in his column. While the opinions expressed in his column are his own, and the advise he gives is also his own (not to be confused with any 'official' or 'semi-official' or 'not official at all but might seem official' advice or comments from ATPM), he does think that he provides qualitiy answses to your e-mail questions. Check it out for yourself! Send your inquiries to: <macman@atpm.com>.

Segments — Slices from the Macintosh Life: This is one of our most successful spaces and one of our favorite places. We think of it as kind of the ATPM "guest room." This is where we will publish that sentimental Macintosh story that you promised yourself you would one day write. It's that special place in ATPM that's specifically designated for your stories. We'd really like to hear from you. Send your stuff to <editor@atpm.com>.

Let us know that you know what you know!

Hardware and Software Reviews: ATPM publishes hardware and software reviews. However, we do things in a rather unique way. Techno-jargon can be useful to engineers but is not always a help to most Mac users. We like reviews that inform our readers about how a particular piece of hardware or software will help their Macintosh lives. We want them to know what works, how it may help them in their work, and how enthusiastic they are about recommending it to others. If you have a new piece of hardware or software that you'd like to review, contact our reviews editor at: <reviews@atpm.com> for more information.

Shareware Reviews: Most of us have been there; we find that special piece of shareware that significantly improves the quality our our Macintosh life and we wonder why the entire world hasn't heard about it. Now here's the chance to tell them! Simply let us know by writing up a short review for our shareware section. Send your reviews to <reviews@atpm.com>.

Wishful Thinking!

Wishful Thinking: Is the space for Mac enthusiasts who know *exactly* (if you do say so yourself) what Apple should do with its advertising campaigns and product introductions. Have you come up with a great advertising tag line? What about that Mac campaign that has

been stewing in the back of your mind? Send your big ideas (or your art) to <editor@atpm.com>.

Our Subscription Information!

Subscription Information: The ATPM subscription list now comes in two flavors! We have our deluxe list which includes all notices and advisories and an e-mail copy of ATPM as soon as it's released. Our second option is our notification list which includes all notices and advisories but instead of automatically and conveniently receiving ATPM when it's released, we will notify you when each issue is uploaded to our web site.

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Unsubscription Information: To unsubscribe from either list, simply reply to any e-mail that's been sent to you by us and put the words "unsubscribe" in the body of the reply message. If you no longer have available an e-mail message from us, simply send an e-mail to <subscribe@atpm.com> and we will find you on our list the old-fashioned way and remove you as soon as possible. But who would want to unsubscribe from ATPM? Actually, if you wouldn't mind doing us a favor - should you, for any reason, desire to no longer be subscribed to ATPM, please let us know why. We learn a lot from our readers.

That's It!

We hope by now that you've found what you're looking for (We can't imagine there's something else about ATPM that you'd like to know.). But just in case you've read this far (We appreciate your tenacity.) and still haven't found that little piece of information about ATPM that you came here to find, please feel free to e-mail us at (You guessed it.) <editor@atpm.com>.