

HOWEVER, YOUR Windows files, containing all your personal and professional information, can in most cases be moved right over to the Mac and used there with Mac software. I'm talking about the most common files, or data, people have today—Microsoft Word, Excel and PowerPoint files; pictures; music; Web favorites, and more. Both the Mac operating system and many of its key programs understand how to read files that were created on Windows PCs—and how to write files so that a Windows PC can understand them. Disks formatted on a Windows PC can be read on a Mac.

Apple has created a large, detailed Web site with background on switching and specific instructions covering particular types of files, at www.apple.com/switch. It's a very valuable resource for switchers, and I recommend it.

Now, before I get a ton of e-mail from Mac fans, let me note one exception to what I've said above. You can actually make a Mac run Windows programs, using a very clever piece of Mac software from Connectix called Virtual PC. This \$185 product emulates a Pentium PC right on your Mac, and it allows Windows XP—and Windows programs—to run on the Mac. However, it is fairly slow, and should only be used if you have one or two Windows programs you can't give up that don't have Mac equivalents.

FOR MOST people, the biggest extra purchase will be a copy of the Mac OS X version of Microsoft Office, called Office v.X. It includes Word, Excel and PowerPoint, as well as a Mac-only e-mail, calendar and address program called Entourage.

This Mac version of Office is excellent, and it exchanges files with the Windows version easily. But Microsoft, which enjoys monopoly pricing power, charges a whopping \$500 for it, though you can find it for under \$400 with careful shopping. Either way, this is a big add-on cost for, say, a \$1,200 iBook laptop or a \$1,400 iMac desktop. An "upgrade" version of Office, for people who have the CD from an older edition, costs \$200 less, but Microsoft won't give you this upgrade price if you own the Windows version. One bit of good news: the company plans a \$100 Office rebate next month for people who buy a new Mac.

There are alternatives. Apple does supply a free, low-end office suite called AppleWorks. It can handle some Microsoft Office files, but it is pretty bare-bones and I found its Office compatibility to be spotty. And there's a new \$49 suite called ThinkFree Office for the Mac, which can also handle many Office documents. It's fair, but not a full substitute for the Microsoft programs.

You won't need to buy software for music, photos, video, CD and DVD burning,

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From Windows to Mac

What programs you'll use with your personal files if you switch platforms, B3.

common. Back in 1993, Ms. Stewart refused to wear the brightly colored hiking gear donned by the rest of the party, Ms. Patrick included. "Martha's always had a sense for the color palette beyond all of us," Ms. Patrick says.

Ms. Patrick, who lives in a penthouse on

Manhattan's Upper East Side, does have some Martha-esque flair. Her bulldog, Norman, sends regular festive e-mails to the company's staff and close friends. She does a little gardening. But in general,

she says, she can only dream about emulating the creativity of her famous associate.

Do she and Ms. Stewart always agree?

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Money Manager Could Wield Clout in Omnimedia Drama

By MATTHEW ROSE
And AARON LUCCHETTI

Pivotal Player

HIS NAME ISN'T splayed across bed-sheets, apple-corners or magazines, but Jeffrey W. Ubben, a money manager little known outside the investment world, has a lot riding on the unfolding drama at Martha Stewart Living Omnimedia Inc.

In January, investment firm ValueAct Capital Partners, which counts Mr. Ubben as a managing partner, put an unusually large bet on Martha Stewart, purchasing three million shares of the company from Ms. Stewart herself. According to securities filings, ValueAct owns 4.1 million Class A shares, or 22% of that class, making the firm the second-largest shareholder behind Ms. Stewart. Mr. Ubben also has a seat on the six-person board of the company. At the time of the purchase, Mr. Ubben said the shares in the company were cheap and that the fears about the brand suffering from Kmart's bankruptcy troubles were overblown.

The investment currently isn't a profitable one for Mr. Ubben, a former market-beating Fidelity Investments portfolio manager. Mar-

tha Stewart shares have fallen nearly 45% this month amid the growing controversy over whether Ms. Stewart improperly used inside information in her stock sales of biotechnology firm ImClone Systems Inc. Federal officials' investigation of the matter has sent Martha Stewart shares well below the prices paid by Mr. Ubben's invest-

ment firm.

Given its sizable stake in Martha Stewart, Mr. Ubben could become a key force in rallying shareholders and helping the board make decisions should events take a turn for the worse for Ms. Stewart. Mr. Ubben, 41-years

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A snapshot of ValueAct Capital

- **Headquarters:** San Francisco
- **Managing partners:** Jeffrey W. Ubben, Peter H. Kamin, George F. Hamel, Jr.
- **Total investments:** \$750 million
- **Targets:** Companies with market capitalizations ranging from \$150 million to \$1.5 billion; normally purchases positions ranging in size from \$45 to \$75 million (at acquisition cost)

Sources: ValueAct's SEC Filing, the company

Sample portfolio holdings:

As of March 31, value in millions

Gartner	\$102.4*
Mentor	\$98.0
Lincare Holdings	\$79.8
Martha Stewart Living	\$74.8
Insurance Auto Auctions	\$36.3

*Combined A and B shares

'Safer' Smokes May Put Lab Results in Ads

IN THE 1950s, scientist Ernst L. Wynder shook the tobacco industry with a groundbreaking experiment that graphically linked smoking and cancer. Dr. Wynder painted the backs of laboratory mice with tar from Lucky Strike cigarettes. The result: Disfiguring tumors.

Now, cigarette maker Vector Group Ltd. is using a reprise of that same test in an effort to show that its new Omni cigarette, which is specially treated to reduce levels of some carcinogens, is potentially less hazardous than "the leading national brand"—Marlboro. Sixty-eight percent of mice painted with tar from Marlboros developed cancer, while just 20% painted with tar from Omni did, Vector says.

Vector, parent of discount cigarette maker Liggett Group, is eager to release the test results, especially since Omni's sales so far have lagged, despite a \$25 million national ad campaign. The company is expected to report its findings tomorrow at a meeting in Boston between tobacco companies and Massachusetts health department officials.

Vector's findings will add fuel to the debate over U.S. cigarette makers' efforts to develop

Vector Group hopes promising test results on its Omni cigarette brand, which is specially treated to reduce carcinogen levels, will boost lagging sales.



and market potentially less-risky smokes. Tobacco companies are jockeying for advantage as they race to get new cigarettes to market. And they are moving into uncharted territory as they decide what to say in ads for the new, unproven products. In the past, tobacco companies have been nervous about using health

issues too explicitly in their marketing: It reminds customers that cigarettes are deadly.

Vector hopes that announcing the tests will generate publicity for Omni. "We're really encouraged by these results," says Tony Albino, a veteran cancer researcher who is now Vector's vice president for public-health affairs. "It shows that the reduction in known carcinogens is meaningful."

A Vector spokesman says the company is considering using the test results in its ads, but that a final decision hasn't been made. "It's important information," the spokesman said.

Public-health authorities have been watching the moves anxiously, fearful that the tobacco companies' innovations will eventually prove to be a series of empty promises. In the meantime, they worry, the newfangled cigarettes could end up discouraging smokers from quitting and possibly entice nonsmokers to light up. Moreover, they say that even the famous painted-mice test—unless combined with a battery of other tests—doesn't prove much. Vector says it plans to conduct more tests.

Vector is the only company now selling a potentially less hazardous cigarette nationally. Some state attorneys general complained to Vec-

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Miss., company.

Mr. Sullivan, a compact, former high school wrestling star, acted as a sort of straight man and tempering influence for Mr. Ebbers, a confident, 6'4" former basketball coach given to wearing cowboy boots. Mr. Ebbers had the charisma and the vision; Mr. Sullivan had the answers. Mr. Ebbers did the talking, but often what he said was "We'll have to ask Scott," recalled investors who met with the duo over the years.

Mr. Sullivan's manner belied no desperation or inclination to cut corners, said investors who met with him in recent months. Yesterday, he couldn't be reached to comment.

Mr. Sullivan had been an "A" student at Oswego State University in upstate New York. He graduated from the university's business school in 1983 with offers from six of the top eight accounting firms.

He chose KPMG and rose to the rank of manager in a quick four years before moving into telecommunications.

Mr. Sullivan was working at Advanced Telecommunications Corp. in Boca Raton, Fla., when it was acquired in 1992 by the company that later became WorldCom.

The merger was one of 75 deals that formed today's WorldCom. When Mr. Sullivan began his ascent to the chief financial officer's post, which he got in 1994, other executives joked that he was barely shaving.

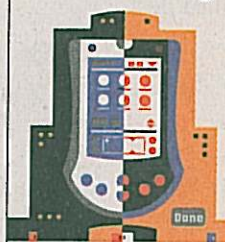
The former accountant quickly became a critical adviser to Mr. Ebbers, who overruled

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INSIDE

Technology Journal

Palm Heads for Splitsville Amid Employee Jitters



As the company breaks itself into two parts, internal tensions have mounted. And as the separation process goes on,

battles have erupted between the software and hardware entities. B4

Digits

Another Bad Dream

WorldCom's CEO said in a magazine, one day prior to the latest news of accounting errors, "We've been through this PR nightmare," adding that he hoped to "restore public confidence." B4

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