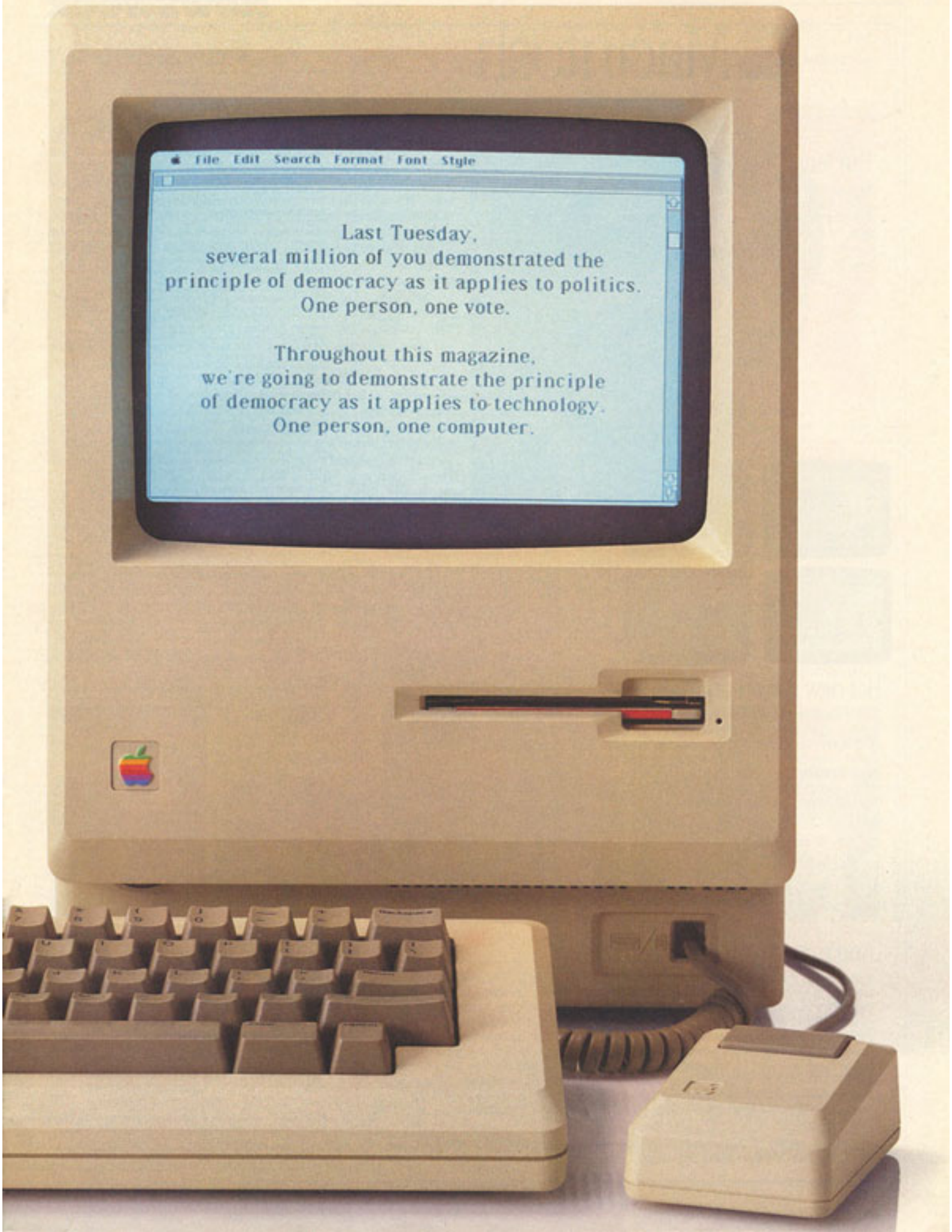
© 1984 Apple Computer Inc.


File Edit Search Format Font Style
Last Tuesday,
several million of you demonstrated the
principle of democracy as it applies to politics.
One person, one vote.
Throughout this magazine,
we're going to demonstrate the principle
of democracy as it applies to technology.
One person, one computer.

Advertisement

Macintosh

NOVEMBER, 1984

## Fan letters to a computer?

Apple Computer has received so much fan mail from users of their Macintosh™ Personal Computer, they've "had to start using shopping carts for in-baskets." According to Apple, the reason is simple: using a Macintosh is "easier than falling off an IBM® user manual."

Page 13

## Hot new fall programs.

If you're already bored with this season's new television programs, you might want to take a look at some of the exciting new computer programs for Macintosh. With a software line-up that includes everything from data base management to data communications, the world's easiest-to-use computer is well on its way to becoming the world's most useful computer.

Page 53

## The birth of Yuppie chow.

In offices across the country, Macintosh is making presentations more presentable. In Los Angeles, California, a new product proposal for Gourmet Baby Food is transformed from a gleam in a V.P.'s eye to a finished document. Using nothing but a Macintosh.

Page 93

## And now a word from our lawyers.

Apple, the Apple logo and Lisa are registered trademarks of Apple Computer Inc. Macintosh is a trademark licensed to Apple Computer Inc. IBM is a registered trademark of International Business Machines Corporation. OverVUE is a trademark of ProVUE Development Corporation. p8: is a registered trademark of Software Publishing Corporation. Filevision is a trademark of Telos Software Products. Dow Jones News/Retrieval is a registered trademark of Dow Jones & Company, Inc. CompuServe is a registered trademark of CompuServe Corporation. The Source is a servicemark of Source TeleComputing Corporation, a subsidiary of The Readers Digest Association, Inc. Official Airline Guide is a registered trademark of Official Airline Guides, Inc. DEC, VT100 and VT52 are trademarks of Digital Equipment Corporation. Microsoft and Multiplan are registered trademarks of Microsoft Corporation. Lotus is a registered trademark of Lotus Development Corporation. ClickArt is a trademark of T/Maker Graphics. Mac the Knife is a trademark licensed to Miles Computing, Inc.

*© 1984 Apple Computer Inc. For an authorized Apple dealer nearest you call* ***(800) 538-9696.*** *In Canada, call* ***(800) 268-7796*** *or* ***(800) 268-7637.***

**Newsweek**

*Published by Newsweek, Inc.*

*The Washington Post Company*
Katharine Graham, *Chairman of the Board*
Richard D. Simmons, *President*

**EDITOR-IN-CHIEF**
Richard M. Smith
**EDITOR:** Maynard Parker
**MANAGING EDITOR:** Kenneth Auchincloss
**ASSISTANT MANAGING EDITORS:** Terry McDonell, Michael Ruby
**ART DIRECTOR:** Robert Priest

**SENIOR EDITORS:** David M. Alpern, Lucille Beachy, James M. Blackwell (Operations), Lewis D'Vorkin, Mel Ellis, Robert V. Engle, Jerrold K. Footlick, Peter Goldman, Jack Kroll, John L. Kurpiewski (Administration), Tom Mathews, Pat McGrath, Ron Meyerson, Lynn Povich, Merrill Sheils, Annalyn Swan, Russell Watson, Meredith White.

**LIBRARY DIRECTOR:** Ted Slate
**CONTRIBUTING EDITORS:** Pete Axthelm, Jane Bryant Quinn, Robert J. Samuelson, George F. Will.
**SENIOR WRITERS:** Jerry Adler, Harry Anderson, David Ansen, Matt Clark, Walter Clemons, Douglas Davis, Angus Deming, David Gelman, Lynn Langway, Tom Morganthau, Tom Nicholson, David Pauly, Peter S. Prescott, Steven Strasser, Harry Waters, Mark Whitaker, Kenneth L. Woodward.
**GENERAL EDITORS:** John Ashbery, Bill Bard, Melinda Beck, Sharon Begley, Annabel Bentley, Mathilde Camacho, Susan Dentzer, Kay Ebzler, Marc Frons, Geoffrey Gaul, Eric Gelman, Ann Hughey, Eileen Keerdoja, Charles Leerhsen, Gene Lyons, Phyllis Malamud, William D. Marbach, Cathleen McGuigan, Michael R. Meyer, Jerry Miller, Susan Fleming Moran, Arie Press, Spencer Reiss, Alan Rich, Michael Rogers, Walter Shapiro, Archer Speers, Mark Starr, Mark Stevens, Joseph Treen, Fay Willey, Dennis A. Williams.
**OPERATIONS:** Laura Lesyock Gerstner, Vicko Fabris (Deputy). Photocomposition: James J. McVea, Donald Garrido (Deputy). Makeup: Woody Lovrich. Communications: Joseph P. Stiner, Technology.
**ASSOCIATE EDITORS:** Marilyn Achiron, Virginia B. Adams, Jonathan Alter, Katrine Ames, James N. Baker, Kathleen M. Berger, Barbara Burke, Peg Clarren, Fred Coger, Patricia Conway, Richard Gerstner, Tita Dione Gillespie, Marianna Gosnell, George Hackett, Bill Hewitt, Paul E. Keating, Niki Lee-Chin, Arline H. Meltzer, Kim Regal, Ted Russell, Peter J. Salber, Elyse Salbe, Jean Seligmann, Steven Shabad, Jill Smolowe, Bob Spitzer, Elsie B. Washington, Constance Wiley, Virginia Wilson, Jacob Young.
**ASSISTANT EDITORS:** Darrell D. Adams, Joseph M. Arena, John Burke, Cy Camine, John Carey, John Concannon, Jerry Eidelberg, Kim Foltz, David Gates, Ron Givens, Constance Guthrie, Judith A. Harvey, Tenley-Ann Jackson, Nan Karlen, Abigail Kuflik, Maggie Malone, Richard R. Matter, Dianne H. Mc-Donald, Knotly Moses, Tessa Namuth, Rebecca M. Pratt, Nancy Stadtman, Deborah Witherspoon, Doreen Yip.
**SENIOR EDITORIAL ASSISTANTS:** Lincoln J. Abraham, Ray Ancillo, Jennifer Boyer, William Burger, Martin Burke, Jennet Conant, William Damon, Edward R. Darlington, Debrella Dordan, Andrew Eckmann, Gary Faulkner, Carolyn Friday, David Gonzalez, Don Gordon, Michael R. Hudson, Joseph Ingarra, Lynn James, Cressy Leslie, Nancy Loewenberg, Yvette Benedek Maor, Frank G. McCusker, Renee Michael, Eleanor Mitchell, Aidan G. Mooney, Patricia W. Mooney, Cynthia I. Pigott, Madlyn Resener, Cecilia Salber, Ray Sawhill, Roger Schulman, Lynn Seiffer, Bob Simms, William Slate, Marilyn Souders, Betsy Staller, Jane Surrey, Raymonde Sweeney, Cornelis van den Heuvel, Penelope Wang, Ronald F. Wilson, Richard A. Zelman.
**EDITORIAL ASSISTANTS:** Mary Bruno, Albert J. Cess, Paula Chin, Olwen Clark, Nancy Cooper, Barbara H. Di Vitterio, Shawn Doherty, Damion Dotsch, Wendy Douglas, Mariano Fernandez Jr., Maura Stephens-Foley, MacLean Gander, Howard J. Godfryd, Ellen Hartmann, Robert Hein, Patrice Johnson, Susan Katz, Stephen Kenzer, Nia Krikellas, Doris A. Lyvanos, Joan McHale, Peter McKillop, Paul Money, Karen Polk, Kate Robins, Cathie A. Ruggiero, Kenneth S. Sepporman, Pat Serdenczuk, Albert M. Siwon, Mata Stevenson, Doug Tsuruoka, Mark D. Uehlin, Anne Underwood, John Wegus.
**ART:** Margaret Jeskow, Laura K. Duggan, Christoph Blumrich, Gary Falkenstern, Robert George, Alexander Ha, Roseanne Iannone, Bi Ohlwein, Ellen Petersen, Ruth Rothstein, Andrea K. Wieder, Michael Zucchero.
**PICTURES:** James J. Kenney (Photo Editor), John Whelan, Susan Ackerman, Ann-Jo J. Calvo, Jacques M. Chenet, Eileen M. Clancey, Robert Cohen, James K. Colp, Guy Cooper, Dorcas Davis, Joseph Dwyer, Joan Engels, Amy Feinberg, Bernard Godfryd, Linda J. Herman, Howard Heyman, Anthony Kleva, Myra Kreiman, Jo Lampasone, Stephen Luciani, Silvio Marmorato, Robert R. McElroy, Kyle McLellan, Charlene Pinckney-Goldberg, Don Pollard, Charles Rollo, Joseph Romano, Ed Sapio, Robert J. Sullivan, Tom Tarnowsky, Roy Wilkins, Susan Wilkins, James Wilson, David Wyland, Susan Keith Zelman.
**NEWSEDITOR:** Stuart A. Seidel
**DOMESTIC BUREAUS: WASHINGTON:** Mel Ellis, Henry W. Hubbard, Gloria Borger, Eleanor Clift, William J. Cook, Thomas M. DeFrank, Howard Fineman, Nancy Ganahl, Nikki Finke Greenberg, Mary Hager, Shirley Hoffman, Nicholas Horrock, Lucy Howard, John J. Lindsay, Christopher Ma, Ann McDaniel, Thelma McMahon, Elaine Shannon, Zofia Smardz, Rich Thomas, John Walcott, Margaret Garrard Warner, Diane Weathers, Jane Whitmore, Kim Willenson, Walter J. Williams, Amanda Zimmerman, Wally McNamee, Larry Downing, John Ficara (photographers). **ATLANTA:** Vern E. Smith, Holly Morris, Vincent Coppola. **BOSTON:** Sylvester Monroe, Jerry Buckley. **CHICAGO:** Frank Maier, Michael Reese, Patricia King, John McCormick, Jeff Lowenthal (photographer). **DENVER:** Jeff B. Copeland. **DETROIT:** Richard Manning, Tracey L. Robinson. **HOUSTON:** Daniel Shapiro. **LOS ANGELES:** Janet Huck, Daniel Pedersen, David T. Friendly, Peter McAlevey, Lee Sloan (photographer). **MIAMI:** Ron Moreau, Linda R. Piper. **NEW YORK:** Sue Agnew, Joyce Barnathan, Beth Nissen (on leave). **SAN FRANCISCO:** Gerald C. Lubenow, Richard Sandza, Pamela Abramson, George Raine. **UNITED NATIONS:** Patricia J. Sethi. **NATIONAL CORRESPONDENTS:** Tony Fuller, James C. Jones, Martin Kasindorf.
**FOREIGN BUREAUS: LONDON:** Tony Clifton, Donna Foote, Ronald Henkoff. **PARIS:** Fred Coleman, Michael A. Lerner, Debbie Seward. **BONN:** Theodore Stanger, Marks Westerman. **ROME:** Andrew Nagorski. **MOSCOW:** Robert B. Cullen. **WARSAW:** Douglas Stanglin (on leave). **BEIRUT:** James Pringle. **CAIRO:** Elizabeth O. Colton. **JERUSALEM:** Milan J. Kubic, Lesa R. Tine. **NAIROBI:** Ray Wilkinson. **CAPE TOWN:** Peter Younghusband. **TOKYO:** Tracy Dahby. **PEKING:** Larry Rohter. **HONG KONG:** Melinda Liu. **BANGKOK:** Frank Gibney Jr. **MEXICO CITY:** Jose Contreras. **RIO DE JANEIRO:** Barry Came. **SAN SALVADOR:** Robert Rivard.

**NEWSWEEK INTERNATIONAL**
**EDITOR:** Larry Martz
**EXECUTIVE EDITOR:** Richard Steele
**SENIOR EDITORS:** Alexis Gelber, Stryker McGuire
**REGIONAL EDITORS:** Scott Sullivan (Europe), Larry Rohter (Asia), Edward Behr (European Cultural Editor), Patrick L. Smith (Asian Economics Editor)
**ART DIRECTOR:** Alfred Lowry. **PRODUCTION MANAGER:** Joseph A. Cresci

**NEWSWEEK, INC.**
Mark M. Edmiston, *President*
S. H. Price, *Publisher*
Gerard Smith, *Associate Publisher*; Arthur E. Karlan, *Advertising Director*; William Bergman, *Circulation Director*; Angelo Rivello, *Manufacturing Director*

Christopher M. Little, *Director of Administration*
Kevin McEnery, *Chief Financial Officer*
Howard W. Smith, *President, International*

# A funny thing happens when you design a computer everyone can use.

# Everyone uses it.

At Apple, we only have one rule: Rules are made to be broken.

Take "Thou shalt be compatible with IBM,®" for instance.

We decided there was something more important than building a computer that's compatible with another computer.

Namely, building a computer that's compatible with people.

So, we bet the farm.

We went ahead and built Macintosh.™ The most powerful, most portable, most versatile computer not-very-much-money could buy.

The first business computer you can actually use without ever taking the cellophane off the instruction manual.

We knew we were onto something when we'd sold 72,000 Macintoshes in the first 100 days. And began receiving so many fan letters, we had to start using shopping carts for in-baskets.

Fan letters from a Rabbi in Florida. A free-lance writer in California. A cost analyst at Exxon. A pharmacist in Miami.

Letters of thanks. Letters of praise.

But what pleased us most about the letters wasn't the words of gratitude, the rave reviews or the votes of confidence.

What pleased us most about the letters was that many had been written on Macintoshes.

By people who had never used a computer before.

That's why we've reprinted a few of those letters here.

What better way to show you that knowing almost nothing about computers never stopped anyone from doing almost anything with a Macintosh.

From designing letterheads to cataloguing pharmaceuticals to analyzing fiscal expenditures to drafting marketing presentations.

Here, before our very eyes (and yours), is our own technology smiling back at us.

Proof that sometimes when you set out to change the rules, you wind up changing the world.

97 Reynolds Drive
Batonlowa, NJ 07724
February 7, 1984

Mr. Stan DeVaughn
Investor Contact
Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, CA 95014

Dear Mr. DeVaughn:

I had been "thinking about" a Personal Computer for some time. When I read the report on Macintosh in the February, 1984 issue of Popular Computing, I knew that Macintosh was what I had been waiting for. I purchased a Macintosh the next day, January 31, and was so impressed by the machine that I subsequently purchased 500 shares of Apple Computer stock. If I am in any way typical of potential Personal Computer purchasers out there, Macintosh has a very bright future.

The few times I had ventured into computer stores and had been shown word processing computers (which is my primary use for a computer), I was thoroughly "intimidated" by the demonstration. Watching the salesman typing commands to load disks, load programs, etc., while easy enough to learn (I suppose), made me feel tense in my stomach (which I recognized as a stress reaction).

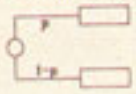
What excites me about Macintosh is that it allows persons to use it without altering their normal way of perceiving their world. We perceive our world visually and spatially. We organize our perceptions by means of symbols. The genius of the Lisa technology is that a user can now approach a computer in that same way that he/she approaches all of life. The computer can now be a servant to the user, not the other way around. Using another image, Lisa technology has taken computers out of the era of the crank-up Model T Ford, into the era of modern automobiles with automatic transmission and cruise control.

As a Macintosh owner, as well as an investor in [illegible]

MM

Re: Stephanie

J. Robert Beck, M.D.



19 March, 1984

Mr. Dani Lewin
Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, CA 95014

Dear Mr. Lewin:

This letter is to compliment Apple Computer on the elegant user interface of the Macintosh™. Last Friday night my family finished dinner early, and my three-year old son Stefan pulled his chair up to the kitchen desk, on which the Macintosh was sitting. He selected the Guided Tour disk, turned the computer on himself, and found his way to the desktop. Then, to his mother's and my amazement, he found the icon that selected the Maze game, called up the program, and proceeded to run a series of mazes. In these activities he demonstrated familiarity with the mouse cursor, the button, and the pull-down menus.

This morning he and his older brother Benjamin (age 5) were experimenting with Write/Paint. Benj figured out how to name and save a drawing.

My congratulations to you all; of the seven personal computers I have used, the Mac is by far the most user-friendly. My teenage wired [illegible] has an IBM-PC) calls it "user-cuddly."

Sincerely yours,

J. Robert Beck
882 Box 154
West Lebanon, NH 03784

• Produce two Smart Mart advertising [illegible]
• Produce graphics for my newsletters and flyers.

Western Union Mailgram

SJU MAC TEAM! JUN 2 1984
Guest 35
PRESIDENT'S OFFICE

[illegible]

June 23, 1984

Post MAC

President
Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, CA 95014

Dear Mr. President:

Exactly seven days ago, I purchased the Macintosh™. I'm using to write this letter. Let me go on record as saying that since I don't know that much about computers -- often confusing my RAMs with my ROMs -- I thoroughly enjoy this unit.

I'm a professional writer for an advertising/public relations firm in Chicago, and frankly, I just got tired of retyping pages. Even though I'm going to use my Macintosh mainly for my own work at home, I do enough of that to make it worth the investment.

Two things before I let you go. First, my compliments to the person who wrote your manuals. They are easy to read with a just the right touch of humor. Second, I hope you get the software rolling for Macintosh. The screen resolution is going to make purchasing programs actually a pleasure.

Again, my thanks for a really nice unit.

Cordially,

James A. Nowakowski

To the entire
Macintosh Team:

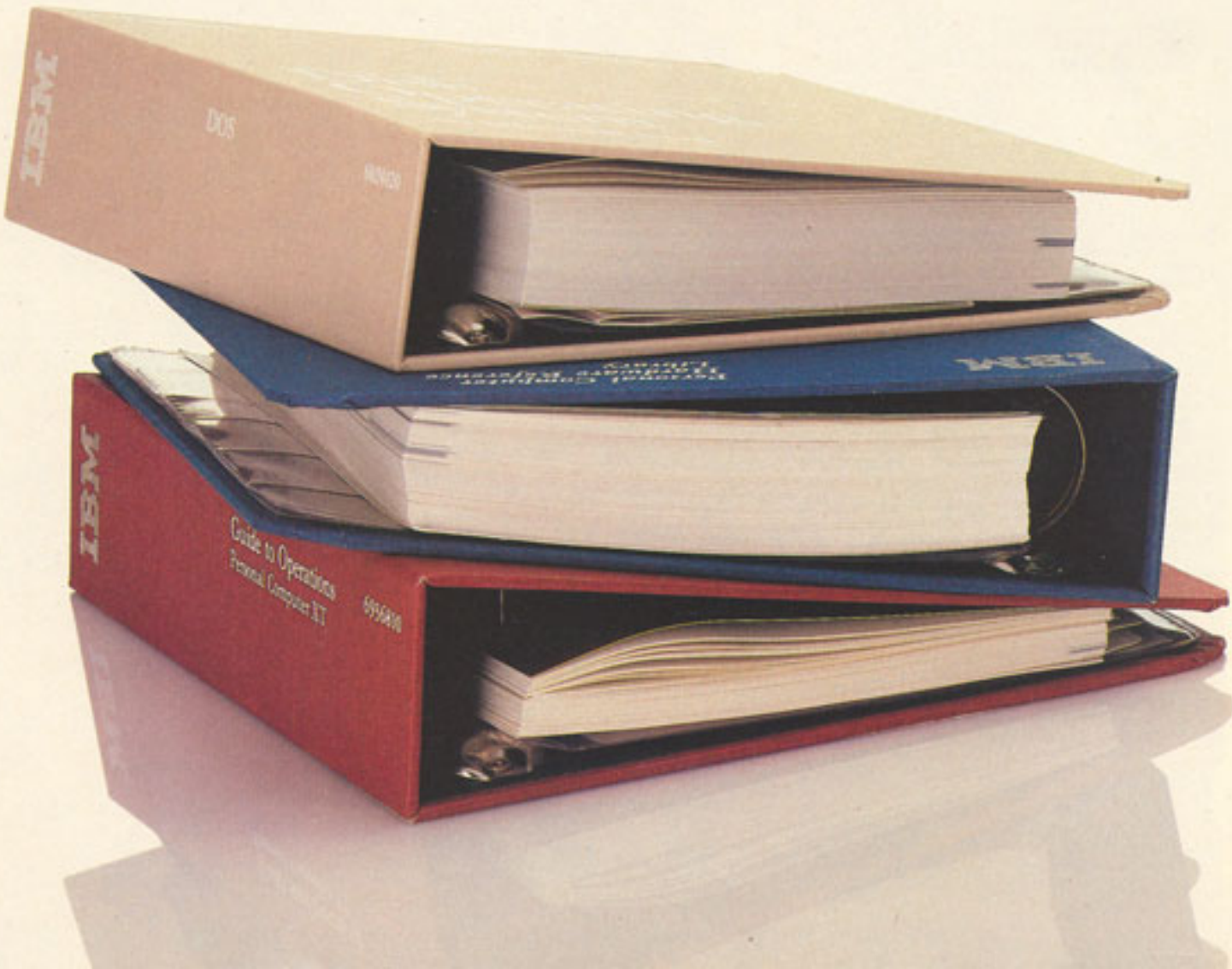
"Insanely Great!"

Thanks for the real
"Tool for Modern Times"!

Sincerely,
Gary R. Voth
April 11, 1984

Gary Richard Voth • 755 N. Alph Avenue, Chilton CA 91754 • 714/963-2095

# Even IBM has written a testimonial for Macintosh.



They didn't intend to, of course.

But that's what happens when you fill binders the size of phone books with words you'd have to be a

*Macintosh's keyboard has noticeably fewer keys than conventional keyboards. Yet it can do noticeably more things. With noticeably less effort.*

computer to understand. Mumbo-jumbo like "file type mismatch" and "Error (Resume = "F1" Key)."

People read between the lines.

And the message that comes through loud and clear is: there must be an easier way.

There is.

Macintosh.

Macintosh was designed by people who know everything there is to know about computers, so that you wouldn't have to.

It doesn't come with volumes of instruction manuals to explain how to use it, because it comes with 200-person-years of built-in software that make Macintosh easier to use.

Its brain is the blindingly fast 32-bit MC68000 microprocessor — far more powerful than the 16-bit 8088 found in current generation computers. Which not only makes Macintosh easier to use but easier to learn.

In fact, chances are you'll be using it in less than an hour.

It all boils down to our firm belief that simple is better.

Take Macintosh's keyboard, for example.

It has noticeably fewer keys than an IBM. Yet it can do noticeably more things. With noticeably less effort.

All thanks to the most useful key known to computing: the mouse.

The mouse not only replaces the complicated keys that clutter a key-

*The garden variety 16-bit 8088 microprocessor.*

*Macintosh's 32-bit MC68000 microprocessor.*

board. It replaces the complicated keystroke commands that can clutter your brain.

So you can point, click, cut and

*Standard 5¼" floppy disk.*

*Macintosh's 400K 3½" disk.*

paste your way through even the most complicated document or presentation, concentrating on what you're doing instead of how to do it.

Macintosh's 3½" hard-shell disks are another example of the way Macintosh takes into account the human being who uses it.

First of all, they store more than conventional 5¼" floppies — 400K. Yet they're small enough to fit in a shirt pocket.

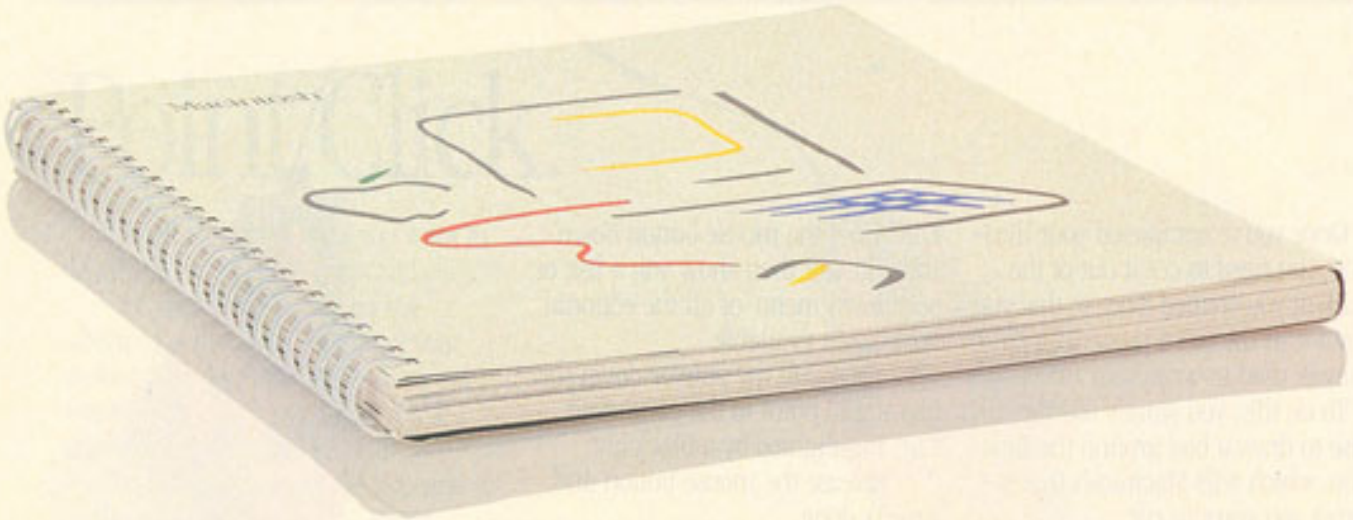
And while their unique size makes them a whole lot handier, their hard shell protects them from the number one cause of data loss: handling.

We could go on and on.

But before we end up writing volumes of our own about Macintosh, we'd like to leave you pondering these final words:

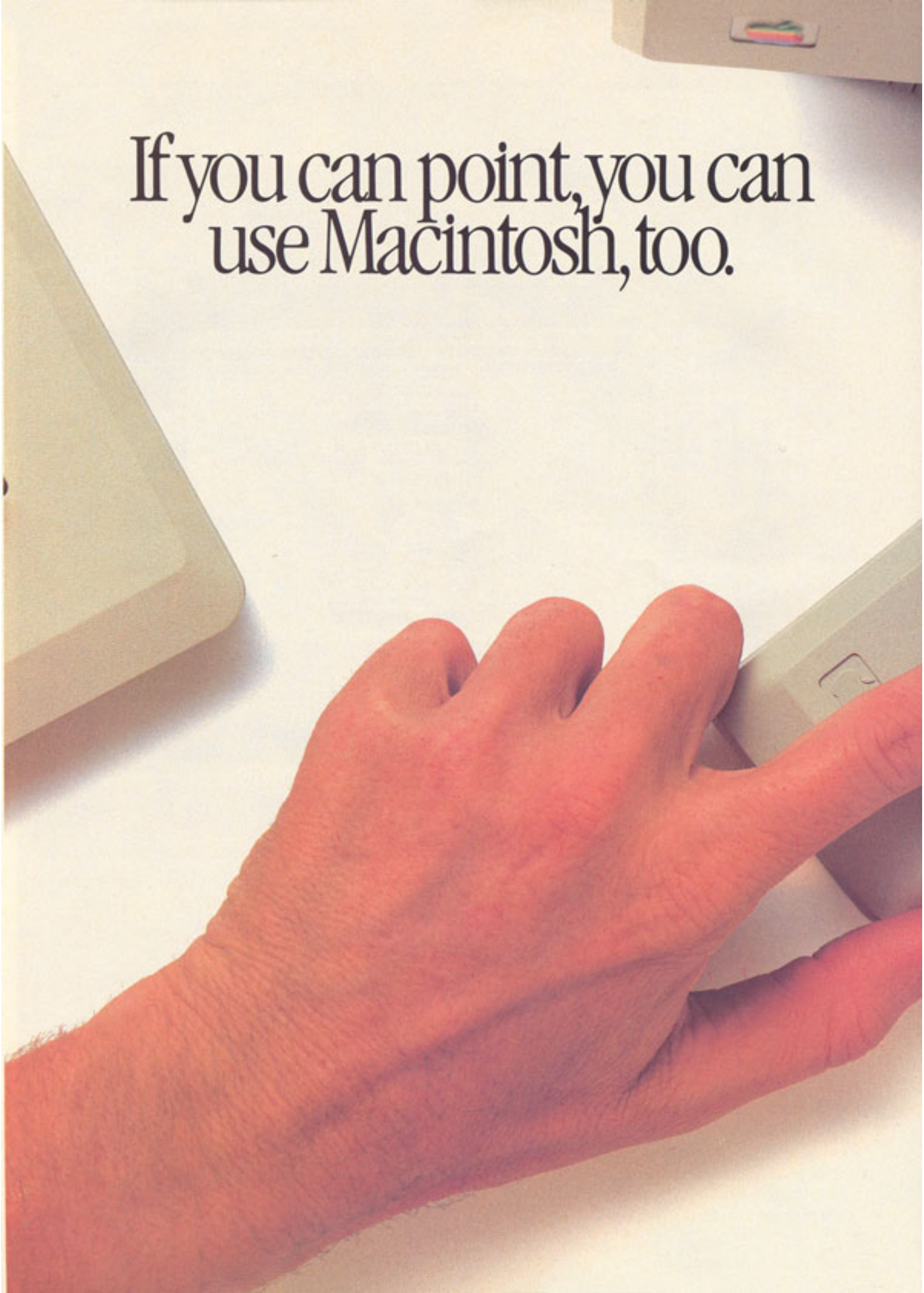
"DOS ERROR."

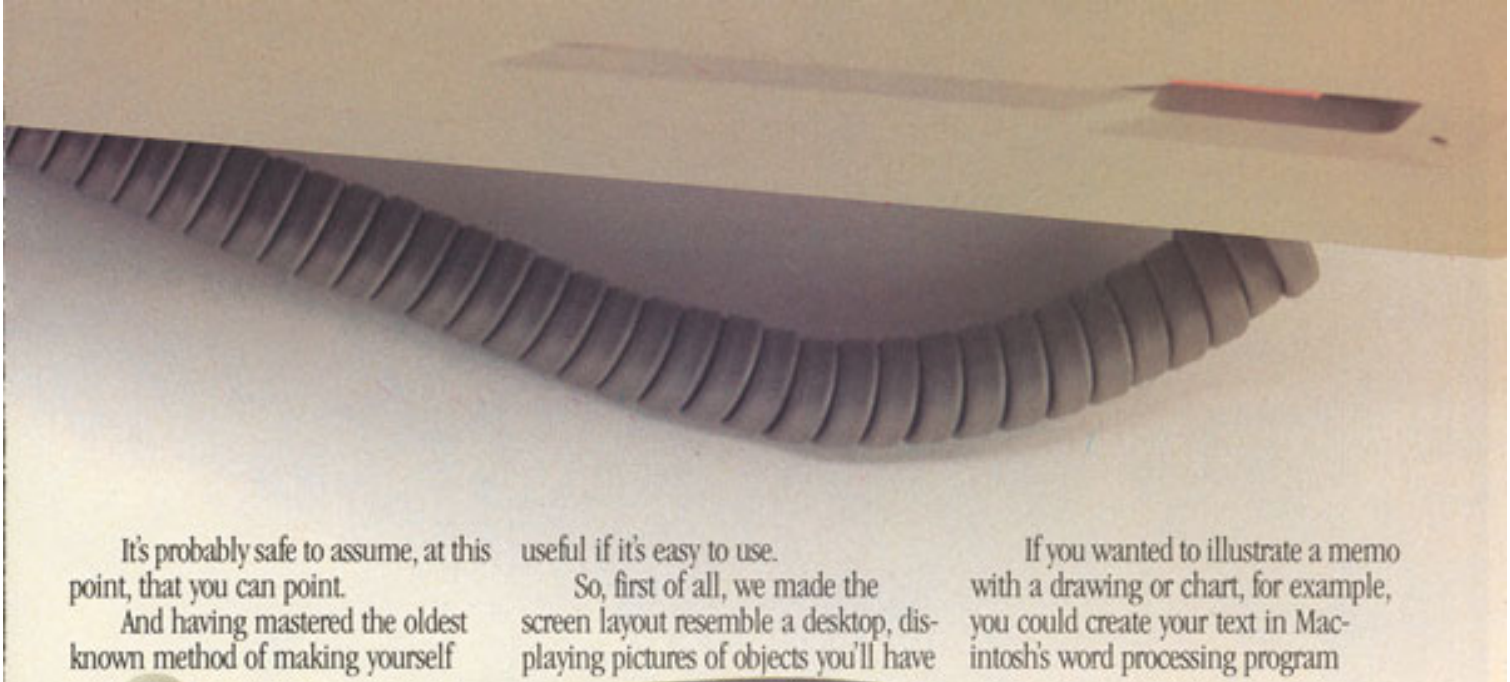
Because the less sense they make, the more sense Macintosh makes.



Printed in U.S.A.

# If you can point, you can use Macintosh, too.





It's probably safe to assume, at this point, that you can point.

And having mastered the oldest known method of making yourself understood, you've also mastered using the most sophisticated business computer yet developed.

Macintosh.

Designed on the simple premise that a computer is a lot more useful if it's easy to use.

So, first of all, we made the screen layout resemble a desktop, displaying pictures of objects you'll have no trouble recognizing. File folders. Clipboards. Even a trash can.

Then we developed a natural way for you to pick up, hold and move these objects around. That small, rolling box affectionately known as a "mouse."

To tell Macintosh what you want to do, you simply move the mouse until you're pointing at the object or function you want.

Then click the button on top of the mouse, and you instantly begin working with that object. Open a file folder. Review the papers inside. Read a memo. Use a calculator. And so on.

You can also use the mouse to perform two other vital functions on Macintosh: cutting and pasting.

You can not only cut and paste words, numbers and pictures within each Macintosh program, you can also cut between the programs.

If you wanted to illustrate a memo with a drawing or chart, for example, you could create your text in Macintosh's word processing program MacWrite, create your illustration in the graphics program, MacPaint, and then cut and paste the two together.

Just like you would with scissors and paper.

Whether you're working with words, numbers or even pictures, Macintosh works the same basic way. In other words, once you've learned to use one Macintosh program, you've learned to use them all.

On the following pages we'll show you how easy Macintosh is to use.

If it seems extraordinarily simple, it's probably because conventional computers are extraordinarily complicated.

*3 palettes display available tools, line widths and patterns.*

*You're not limited to the work area you see here. You can scroll up and down. Right and left.*

*The pointer becomes whatever tool you select to work with — in this case, a pencil.*

# Point. Click.

To tell Macintosh what you want to do, all you have to do is point and click.

You move the pointer on the screen by moving the mouse on your desktop. When you get to the item you want to use—click once, and you've selected that item to work with.

In this case, the pointer appears as the pencil you've selected to put some finishing touches on an illustration you'd like to include in a memo.

*To select whatever you want to "cut" from the screen, just put a rectangle around it.*

*Macintosh stores the image you've "cut" out on a "clipboard" in its memory.*

# Cut.

Once you've completed your illustration, you need to cut it out of the document you created it on, so that you can put it in the word processing program you used to write your memo.

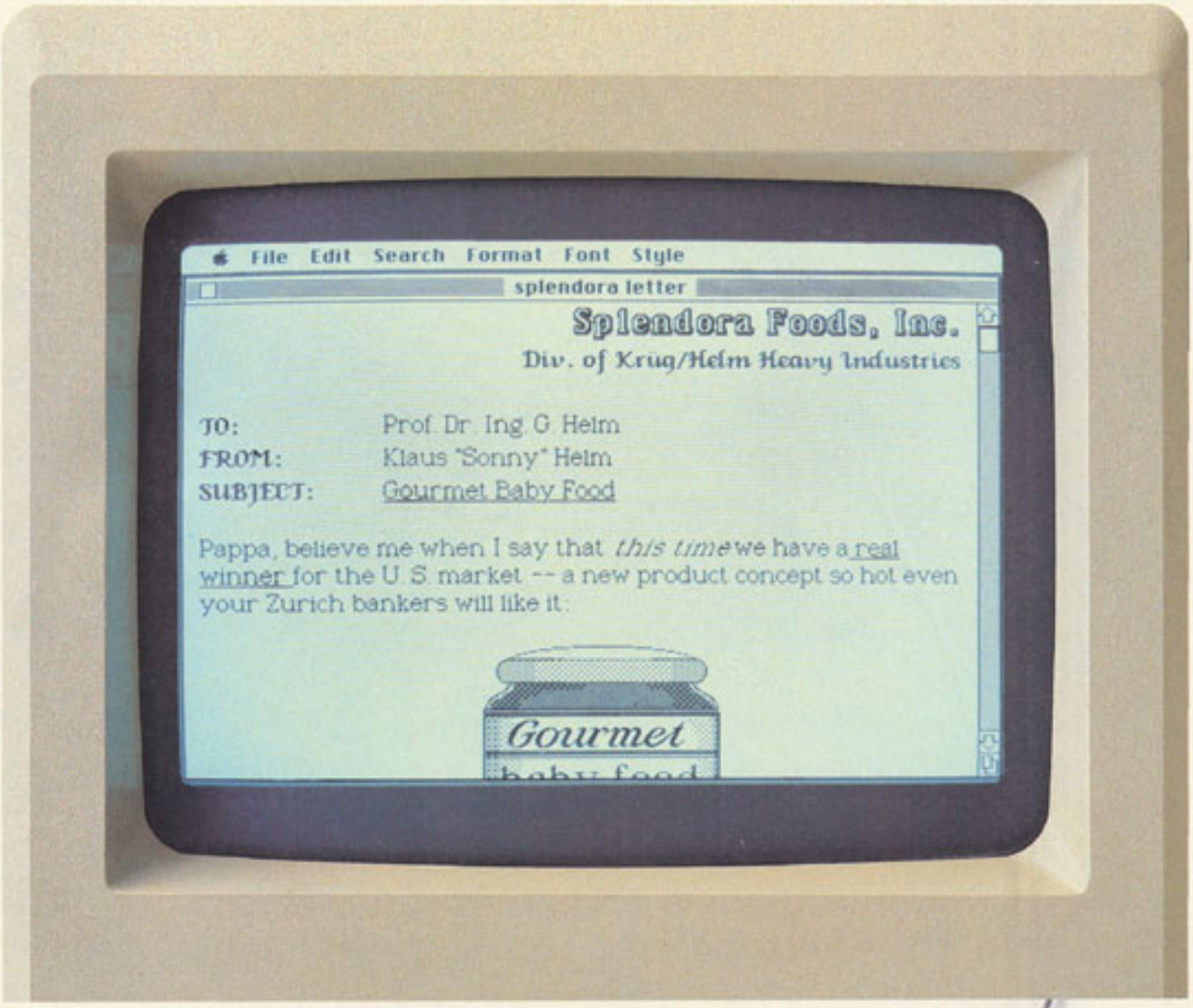
To do this, you simply use the mouse to draw a box around the illustration, which tells Macintosh this is the area you want to cut.

Then you move the pointer to the top of the screen where it says "Edit." Hold the mouse button down and Edit will then show you a list, or "pull-down menu" of all the editorial commands available.

Then pull the pointer down this menu and point to the command, "Cut," highlighted by a black bar.

Release the mouse button and zap, it's done.

*Macintosh automatically makes room for your illustration in the text.*




# Paste.

And now, to finish your memo, bring up MacWrite, Macintosh's word processing program. Just pick a place for your illustration. (Macintosh will automatically make room for it.)

In the meantime, your illustration has been conveniently stored in another part of Macintosh's ample memory.

To paste the illustration into your memo, move the mouse pointer once again to the Edit menu at the top of the screen.

This time, you pull the mouse down until "Paste" is highlighted by a black bar. Release the mouse button and, once again, zap.

*With Macintosh, you can print out your own office forms or stationery in addition to whatever you print on them.*

# And print.

You tell a Macintosh Personal Computer to print the same way you tell it to do everything else — move the mouse pointer to "File" and pull it down until "Print" is highlighted in a black bar. And, provided you have a printer, you'll immediately see your work in print.

Your work, all your work, and nothing but your work. Because with Macintosh's companion printer, Imagewriter, you can print out everything you can put on Macintosh's screen.

Congratulations.

You're now as much of a computer expert as you'll ever need to be.

And just a few pages from now, we'll show you how to put your newfound skills to use.

# Now that there's a computer you can actually use, here's how you can actually use it.

# First, enlarge your vocabulary.

Earlier in this magazine, we showed you how Macintosh™ has made the phrase *"easy-to-use"* credible again.

Now it's time to show you something incredible.

Namely, some of the new Macintosh software that's rapidly turning the world's easiest-to-use business computer into the world's most useful business computer.

Starting with a computer function that's become as commonplace in the American office as MBA's and paper clips.

Word processing.

Any computer worth its weight in silicon can do an adequate job of shuffling words around. If, that is, you've memorized all the complex commands to make it happen.

*Macintosh's MacWrite program lets you go from New York to San Francisco by simply pointing and clicking the mouse.*

But with Macintosh's various word processing programs, you can shuffle words, sentences, paragraphs and pages like they've never been shuffled before.

In large type sizes. In small type sizes. In in-between type sizes.

In boldface, italics or underlined.

You can even select different type fonts. From a business style we call *New York*, to an Old English style called *London*.

But where Macintosh really leaves ordinary computers stumbling over their own microprocessors is in its extraordinary ability to mix text with graphics.

Thanks to the incredible power of Macintosh's 32-bit technology, you can actually illustrate your point with graphs, charts and freehand drawings created on Macintosh graphics programs.

Turning ordinary word processing into a whole new form of communication. Simply by utilizing the world's oldest known form of communication:

Pointing.

Because anything and everything you might want to do with words can be done with a simple point and click of Macintosh's mouse.

*You can also use various type sizes with MacWrite.*

Want to move a paragraph? Just point and click.

Want to produce hundreds of personalized form letters from a single document? Just point and click.

*Why sign your name with something as old-fashioned as a pen when you can just as easily do it with Macintosh?*

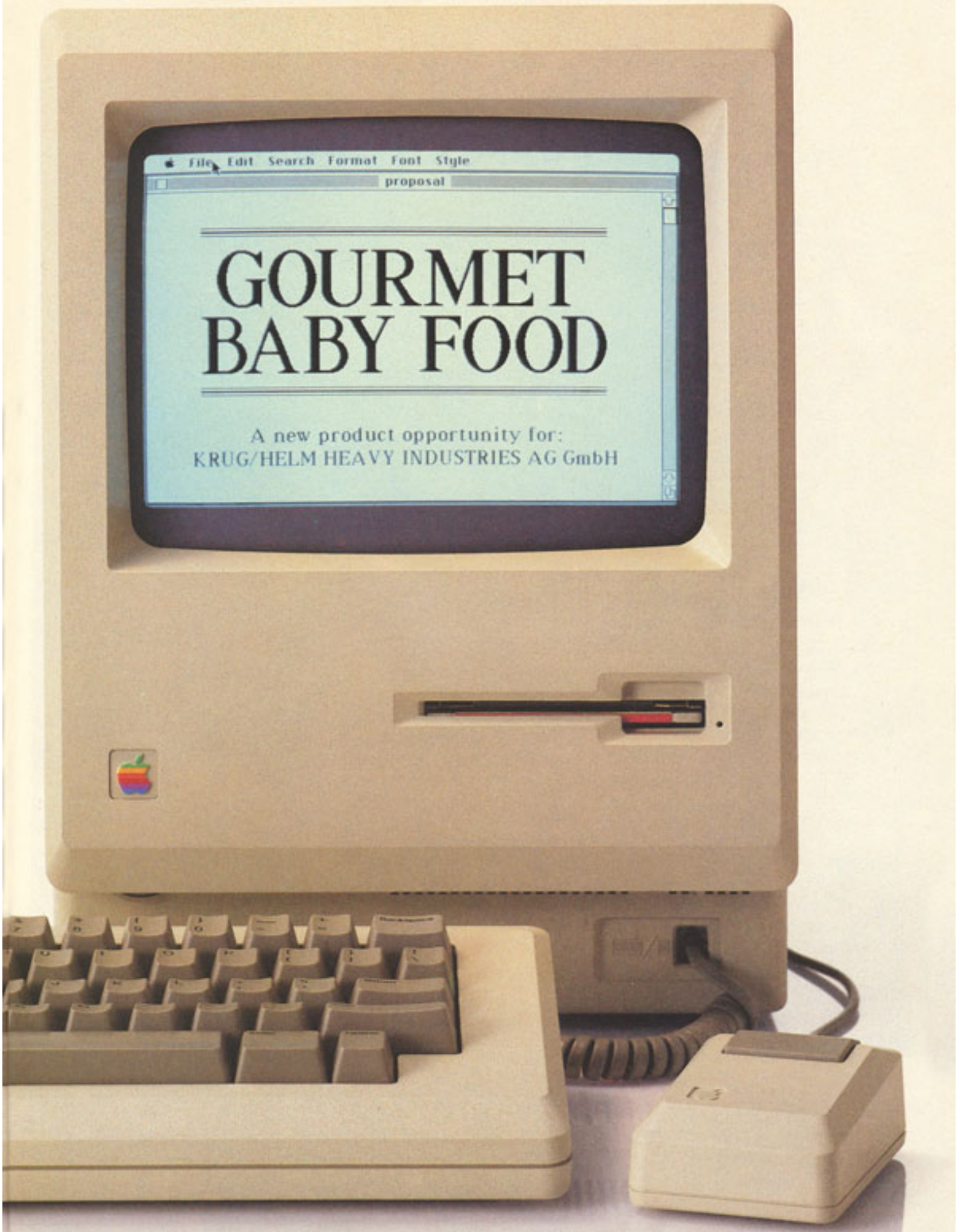
*Macintosh's pull-down menus spell out every available option.*

Want to include a key state map in your quarterly sales report? Just point and click.

With Macintosh, words like "command sequence", "type CONTROL QA" and "syntax error" will never come between you and what you want to say.

Because at Apple, we think it's more important for you to concentrate on the words that are in your vocabulary.

Not the computer's.


File Edit Search Format Font Style
proposal
GOURMET
BABY FOOD
A new product opportunity for:
KRUG/HELM HEAVY INDUSTRIES AG GmbH

# Next, set your records straight.

If you've ever used a business computer before, you're probably familiar with the term "data base management."

Of course, if you've ever used a telephone book before, you're also familiar with the term data base management.

Because, simply put, data base management is exactly what it says it is. A way to manage data.

*Macintosh data bases, like OverVUE™ and 5th® File, let you look at information in chronological or alphabetical order.*

Any data.

Sales records. Personnel files. Expense reports. Account lists. Appointment calendars. Price lists. Inventories.

Or the phone numbers of everyone in French Lick, Indiana, whose last name begins with the letter X.

Now while a phone book may be very easy to use, it's very limited in the way it can handle data.

And while computers give you unlimited ways to file and retrieve data, they're anything but easy to use.

Unless, of course, the computer happens to be named Macintosh.

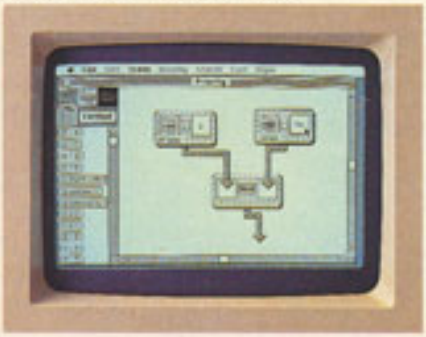
With Macintosh data base management programs, you can store information and cross-tabulate files any way you want.

About as easily as you would look up a number in the phone book.

Say, for instance, you want a listing of your top five salespeople in the top five markets in the U.S.

You can do that with other computers. But by the time you memorize all the keystroke commands to make it happen, the information will probably be out of date.

Macintosh, on the other hand, will tell you everything you want to know with a simple point and click of the mouse. In almost any form your finger can dream up.



*Other Macintosh programs, like Helix, let you look at information in ways it's never been looked at before.*

From numbers to text. From an ordinary list, to a not-so-ordinary U.S. map that highlights key states.

From an electronic reproduction of your company's invoices, to pictures of your company's product that let you file and retrieve information visually.

And if you work for a company that needs to manage greater amounts of data, like the C.I.A., you can get Macintosh with 512K of internal memory. Or go all the way up to our biggest brain, Lisa,® that's available with up to 7½ megabytes of storage.

Of course, the best reason for using Macintosh to manage your data isn't its ability to cross-reference information. Or its ability to selectively retrieve files.

Or even the spiffy way it incorporates graphics.

The best reason to use Macintosh is that it lets you spend a lot less time looking for information, and a lot more time deciding what to do with it.

And virtually no time learning how to use a computer.

*Filevision's™ incredible graphics let you break out new data from old data.*

File Edit Types Tinker Text Symbols Lines Shades
Potential Baby Food Market
Prev
Next
State: (49 total)
Info
Link

# Send your finger on a fact finding mission.

You've seen how Macintosh is a whiz at helping you put your finger on any information you have on hand.

But what if you need to know something that's not in your files?

Like up-to-the-minute stock quotes. Or the number of freeze-dried vegetarian turkeys stored in your Winnemucca warehouse.

*If you can point, you can use Macintosh to talk to other computers across the hall. Or across the Atlantic.*

You could spend half the day on the phone. Or wait a day and a half for overnight mail.

Or you could let your finger do the talking. And get instant answers to all your questions with Macintosh.

All it takes is a communications program called MacTerminal. And an Apple® Modem. A simple device that lets you send or receive any information from virtually any computer anywhere over standard phone lines.

At about the speed of light.

Including one type of information that normally moves at a much slower pace:

The mail.

In computer circles, this is commonly referred to as "electronic mail." And any computer with half a microprocessor can do an adequate job of it.

The difference is, Macintosh's powerful 32-bit microprocessor makes it uncommonly easy.

By simply pointing and clicking the mouse, you can zap a letter off to every branch manager in every branch office in North America.

Or a chart. Or a spreadsheet. Or a sketch of your R & D department's new idea for edible soap.

You can also tap into commercial information services. Such as Dow Jones News/Retrieval,® CompuServe,® The Source℠ and The Official Airline Guide.®

Which allows you to use Macintosh for everything from scanning *The Wall Street Journal* to making your own airline reservations.

Plus, Macintosh speaks DEC® VT100,™ VT52,™ TTY and IBM® 3270* like a native. So you can pull data

*Macintosh can even transmit freehand drawings, graphs, charts, spreadsheets, and electronically reproduced photographs.*

*IBM is finally talking to us. Thanks to Macintosh's ability to access mainframes through 3270 series emulation.*

directly from your company's mainframe.

Now if you think all that's impressive, you haven't read anything yet.

Once you've cut the figures you want from the mainframe, you can paste them directly into a Macintosh spreadsheet. Then turn the numbers into a chart with a Macintosh chart program. And last, but certainly not least, you can print out the chart as part of a report.

Total elapsed time: around 20 minutes.

Try that on an ordinary business computer, and it'll wind up being mission impossible.

*Additional hardware required.

Printed in U.S.A.

File Control DJ News Quotes Investment General & More
Call Dow Jones
Master Menu
New Services
MCI Mail
Using News/Retrieval
WSJ TEXT SEARCH
STRING : Baby Food
DOCUMENT= 1 OF 6 PAGE =
Staff Reporter of The Wall Street Journal
DD 06/14/84
SO WALL STREET JOURNAL (J)
CO PIP HER EUROP
IN FOOD & BEVERAGE, HOUSEHOLD GOODS, SUPERMARKETS, TOBACCO (FBE)
TX PITTSBURGH -- Pinz-Pinz, seeking to wrest more of the
$989 million-a-year baby-food business from Heath Baby Products,
plans to introduce dried instant baby food in August.
Bob Pinzler, president and chief executive officer,
said in an interview that the food processor plans to
aggressively market the new product.

# Once you've answered your questions, question your answers.

In the beginning, there was the paper spreadsheet. And it was good.

That is, until you had to change some of your numbers. In which case, a paper spreadsheet would wear a pencil down to a nub in nothing flat.

Not to mention your brain.

Then, along came the electronic spreadsheet. A computerized version of the common paper spreadsheet. Sans pencil. And it was better.

But there was still one major drawback. You had to use it on a common computer. Which meant hours and hours of trying to learn how.

Now, along comes Macintosh.

And neither spreadsheets nor computers will ever be the same again.

Using a spreadsheet program like Microsoft's Multiplan® or Lotus'® new integrated Macintosh software, you can make better, faster, more informed business decisions.

Without having to go through a grouchy computer to answer your questions. Or, for that matter, to question your answers.

What if, for example, you want to do something as simple as change a column width?

On an ordinary computer (say an IBM PC, for instance), it's a not-quite-so-simple four-key command sequence.

On Macintosh, you just point to the column with the mouse and click.

And you can revise entire budgets, forecasts, business plans and stock trends the same basic way.

What if suppliers increase their finance charges 2% per year over the next five years?

What if Amalgamated Consolidated goes up 1⅝? Or down 1⅝?

What if the company hires four new vice-presidents next quarter?

*With Microsoft's spreadsheet program, Multiplan, klutzy cursor keys are replaced by a simple point and click of the mouse.*

The hefty power of Macintosh's 32-bit microprocessor lets you answer those questions—and more—by simply pointing to the spreadsheet cells you want to change, clicking the mouse and entering the new numbers.

If you're a serious number cruncher, you can equip your Macintosh with an optional numeric key pad.

And for larger spreadsheets you have the option to move up to a 512K Macintosh.

*Lotus Development Corp. has a new integrated software program for Macintosh that will be available early 1985.*

You can even merge information from different spreadsheets to create models complex enough to excite a Pentagon planner.

Which means you can balance hundreds and hundreds of variables, allowing you to thoroughly analyze any business decision.

Before you have to make it.

In the process, you get a more complete, intuitive understanding of where you are. And where you're going.

But best of all, you don't have to understand the first thing about computers to get there.

*Available from Lotus Development Corporation early 1985.

File Edit Goodies Font FontSize Style
Splendora
Gourmet
baby food
strained sushi
Gourmet
baby food
petit paté

# Then show off your figures.

Whether you're an accountant, an insurance salesman, a product manager or own a chain of free haircut parlors, chances are you have to deal with numbers.

And numbers.

And more numbers.

And even more numbers.

And the more numbers you deal with, the more you need a computer

*Macintosh lets you create something as complex as a vertical bar chart. With something as simple as your finger*

like Macintosh. And a business graphics program like Microsoft Chart.

Together, they give you a powerful tool for turning rows and rows of numbers nobody understands, into charts and graphs everybody understands.

In a matter of minutes.

Because the same way you would use Macintosh to change numbers in a spreadsheet, is the same way you can change any number of digits into one comprehensible illustration.

By using a single digit—your finger—to point and click the mouse.

Which is a lot more fun than wading through reams of data trying to draw your own conclusions.

Or wading through manuals the size of the greater Manhattan Yellow Pages trying to get an ordinary computer to do it for you.

Let's say, for instance, you want to visualize the results of a complex market analysis.

With Macintosh, it's anything but complex.

First, enter your data into a Macintosh business graphics program.

Or to make things even easier on yourself, simply "cut" numbers from your spreadsheet program and "paste" them directly into the graphics program.

Then go to the pull-down menu to select the type of chart or graph you'd like to use.

Point to the one you want. Click the button on the mouse.

And *voilà!*

Right before your very eyes, up pops a bar chart. Or a pie chart.

*If you think this is impressive here, imagine how it will look in your next presentation.*

Or a line graph. Or a scatter graph.

Or any one of 40 charts and graphs built into the program.

Of course, if you don't like any of those, you can always create your own. Whatever it takes to make your numbers make sense.

And when you're done with that, you can do more of the same with forecasts, budgets, stock trends, customer demographics or media analyses.

Virtually nothing is immune to communicating better, when it's communicated visually.

*Pick a chart. Any chart. Macintosh makes it easy.*

And should you care to share that observation with your associates, you can.

Because any chart or graph that appears on your screen can be printed out for a presentation—either on paper or for overhead transparencies.

You can even customize your print-outs and transparencies with labels and legends. In any type style or size your finger desires.

Just as if it had been prepared by the art department.

Which points out a fact our competition would like you to ignore.

Macintosh lets you communicate in a way no one can ignore.

File Edit Data Gallery Chart Format
PIE CHART
BABY FOOD MARKET 1983
12%
14%
9%
65%
52 Years of Market Leadership!
Heath Baby Products
Pinz-Pinz Baby Food
Liz for Kids
All Others
Source: Hayden Market Monitor

# If they still don't get the idea, draw them a picture.

Despite all the amazing technology and engineering genius we've put into Macintosh, the most impressive thing just might be what you can get out of it:

Magic.

From a program we call MacPaint.

MacPaint turns Macintosh into a combination architect's drafting table, artist's easel and illustrator's sketch pad.

Which means, for the first time, a computer can produce any image the human hand can create. Because the Macintosh mouse allows the human hand to create it.

You can doodle. Cross-hatch. Fill-in. Spray paint. Or erase.

Using nothing but the mouse.

*You can even blow up certain areas of your drawing to add highlights. Or hair.*

So, in those situations where it takes a thousand or so words to say what you want to say, you can draw what you want to say.

Even if you're not a natural born artist.

Because MacPaint comes replete with a whole art store full of special tools for designing everything from office forms to technical illustrations. Along with type styles for lettering, captions, labels and headlines.

So you can make your presentations more presentable by incorporating custom graphics. Without going through the time, trouble and expense of hiring a design studio.

Using a video camera and a device called a digitizer, you can even use Macintosh to electronically reproduce photographs that can be printed out and included in a presentation.

And here's a fun project for the weekend:

Start your own company.

It's not as hard as it sounds, considering you can design your own logo and letterhead with MacPaint.

Or, for even less artistically-inclined folk, there are programs like ClickArt™ and Mac the Knife™ that have a scrapbook-full of professional illustrations you can use.

*And for the ultimate in realistic renditions, you can add additional hardware to Macintosh that electronically reproduces photographs.*

And if the company you start happens to be an architectural or interior design firm, boy are you in luck.

There's a new series of Macintosh programs from Hayden Software called DaVinci Landscapes, Interiors and Buildings that lets you work with hundreds of professional architectural tools. Including floorplans for homes and offices. Building elevations. And elevated views of landscaping. All drawn to scale. You can use them as is, or alter them to fit your plans.

Which is very similar to the way our own MacDraw program works for interior design.

It puts electronic "graph paper" and "rulers" on the screen for drawing walls, tables, desks and shelves. All in perfect scale.

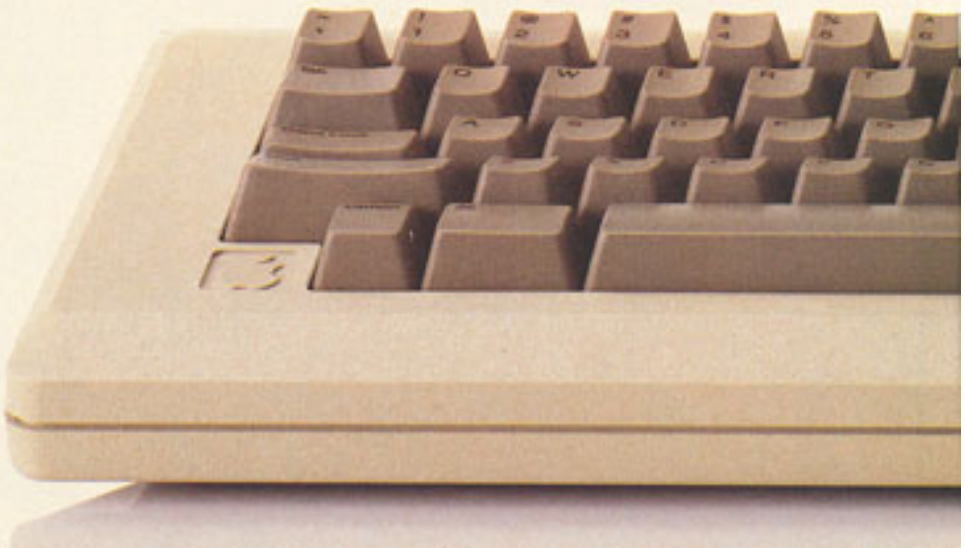
Throw in a few headings and captions, run it through a printer, and you've got an instant floor plan of your client's new branch office.

Or for the living room of that cute little Cape Cod you just went 30 years in debt for.

All by doing little more than pointing and clicking the mouse.

Maybe that's not exactly magic.

But it certainly is sleight of hand.



File Edit Select Format Options Calculate
R9C4
84.99
Splendora III
Calculator
84.99
1 2 3 4
"Going Year"
(000's)
Option A Option B Option C
Shipments 375 350 325
Net Sales $28,871.25 $28,420.00 $27,621.75
price per case $76.99 $81.20 $84.99
COGS $21,315.00 $19,894.00 $18,473.00
per case $56.84 $56.84 $56.84
Gross Profit $7,556.25 $8,526 $9,148.75
per case $20.15 $24.36 $28.15
% margin 26.17% 30.00% 33.12%

# Now that you know "what," figure out who, where, when and how.

Over the past 12 pages, we've shown you how Macintosh can do everything the average business person needs the average business computer to do.

Word processing. Data base management. Data communications. Spreadsheets. And business graphics.

In a way that's anything but average.

Now you're about to see something no other business computer can touch.

Average or otherwise.

It's called MacProject. And combined with Macintosh's amazing 32-bit power, it makes project planning easier than falling off an IBM user manual.

Once you figure out the "what" of a project—whether it's marketing a new product, producing a 40-page brochure or building a building—you suddenly come face-to-face with that dreaded enemy that has sent many a middle level manager to an early retirement.

The deadline.

And as we all know, deadlines never move.

So the thing that really has to move is the project. Which is where MacProject comes in handy.

MacProject lets you create a visual schedule that tracks the critical path to completion of any project. From start to finish.

The same way you do everything else with Macintosh: by simply pointing and clicking the mouse.

All you have to do is enter the tasks and resources involved into the MacProject program.

The "who's." The "when's." The "where's." And the "how's."

*MacProject's project table tells you at a glance who's doing what, when.*

MacProject does the rest.

It calculates dates. It assigns individual deadlines. And then pulls it all together into a flow chart.

If there's a single change in any phase of the project, MacProject will automatically recalculate every other phase and create a revised flow chart.

So you can generate business plans and status reports that reflect the realities of the job. Not the limitations of your computer.

And if you're involved in a really gigantic project—like the Long Island to London Subway—the 512K version of Macintosh can produce a timeline that stretches from here to the other side of your office. And back.

Obviously, capabilities like these will save you an incredible amount

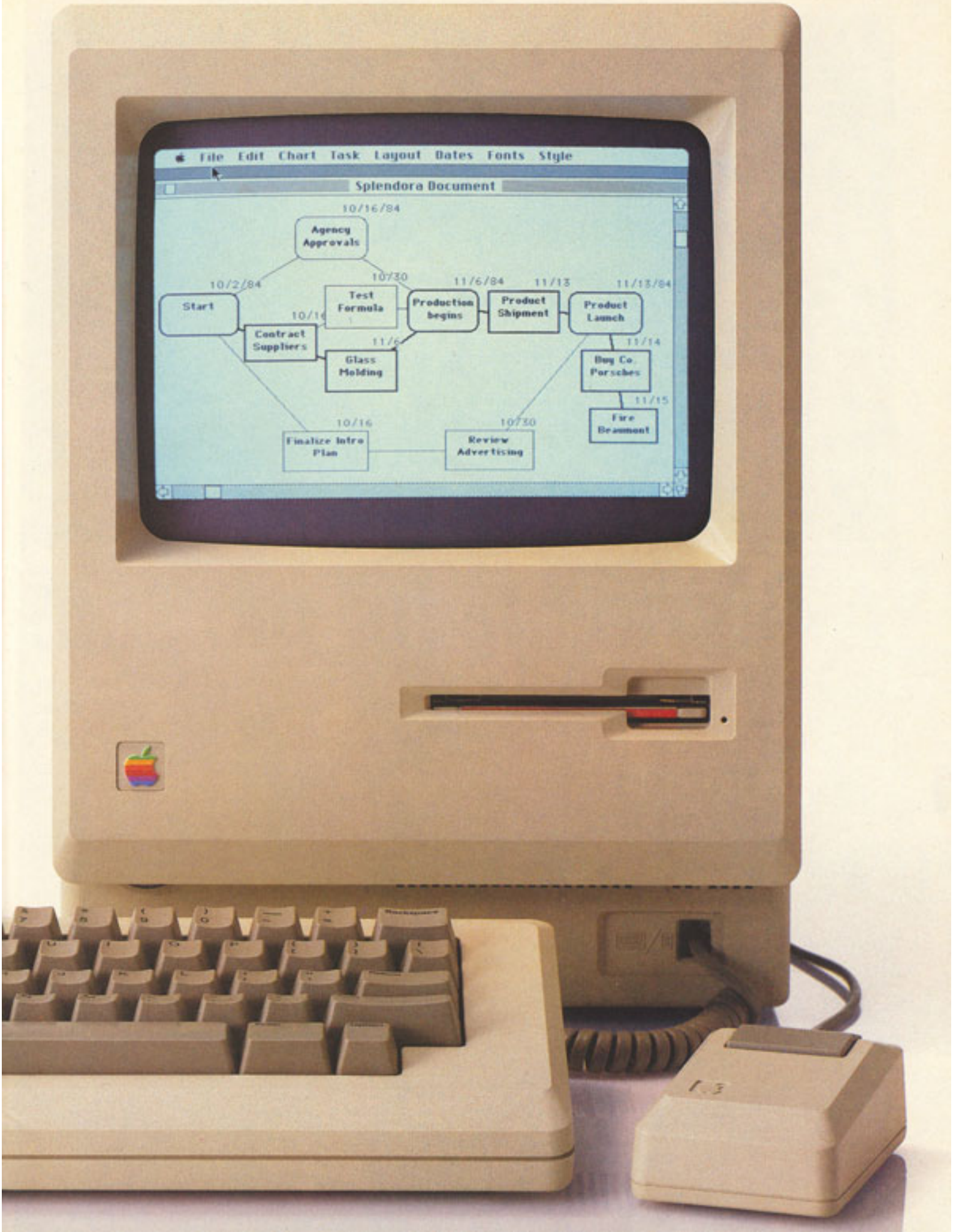
*MacProject can tell you what you'll be doing Friday. Even if it's only Monday.*

of time when it comes to managing a project.

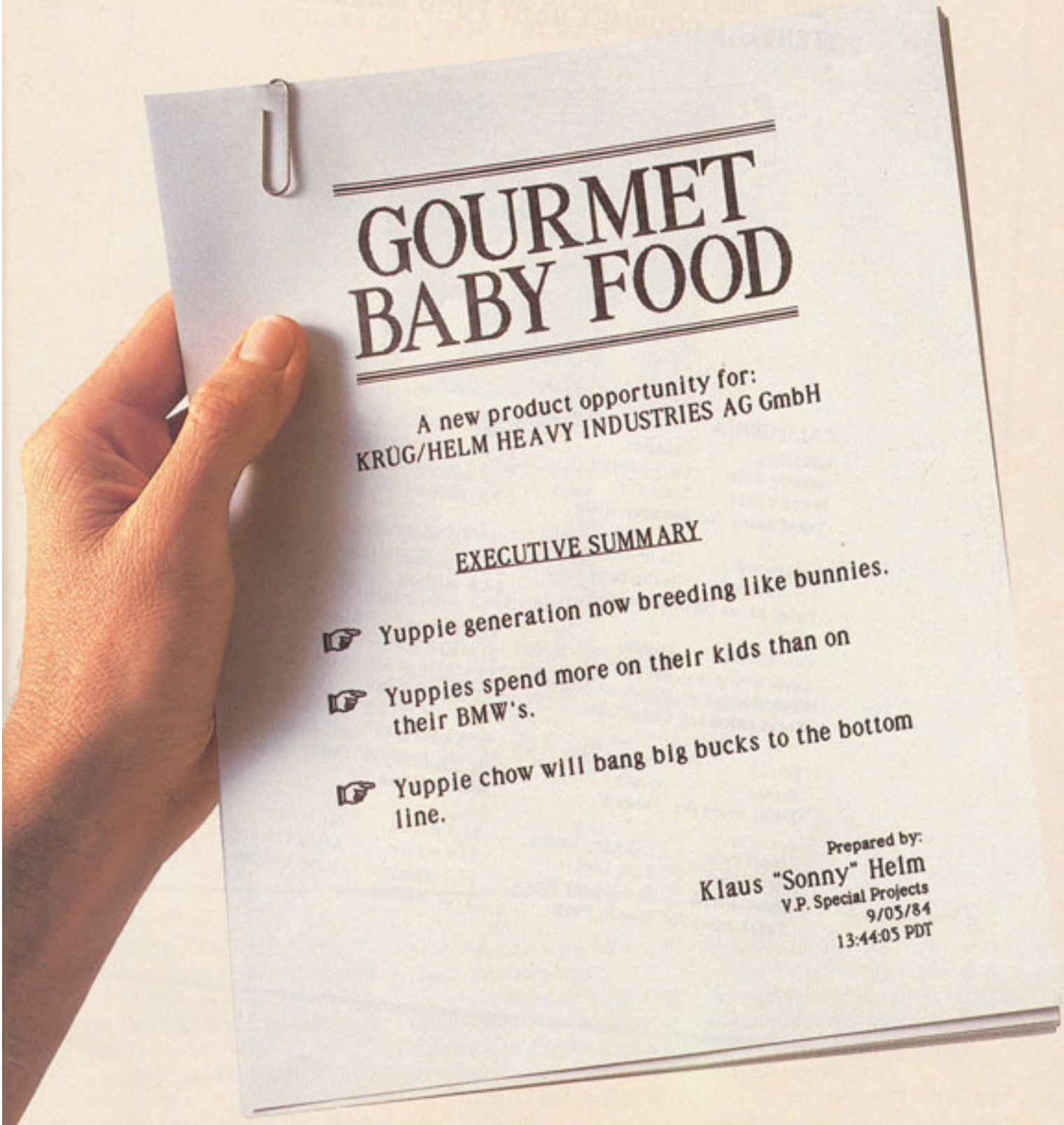
But it'll also save you some time when you go to an authorized Apple dealer to see Macintosh for yourself.

Because now you have one less thing to figure out:

Why you should buy one.

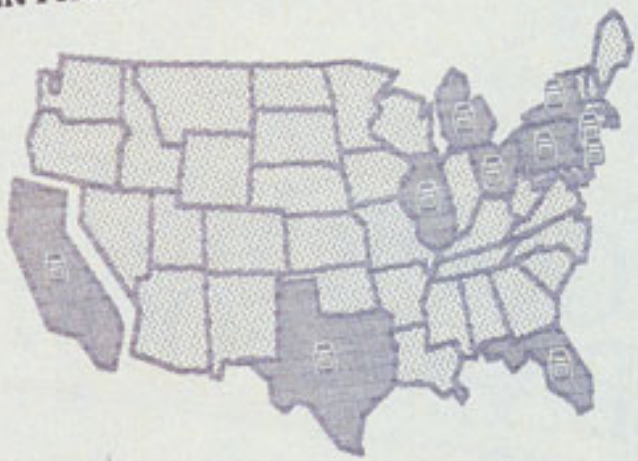

File Edit Chart Task Layout Dates Fonts Style
Splendora Document
10/16/84
Agency Approvals
10/2/84
Start
10/30
Test Formula
11/6/84
Production begins
11/13
Product Shipment
11/13/84
Product Launch
Contract Suppliers
Glass Molding
11/14
Buy Co. Porsches
11/15
Fire Beaumont
10/16
Finalize Intro Plan
10/30
Review Advertising

# It takes minutes of practice to make Macintosh do this.



# And this.

## POTENTIAL GOURMET BABY FOOD MARKET



| CALIFORNIA<br>Location | Retailer | Sales | Contact |
|---|---|---|---|
| Beverly Hills | Baby Heaven | $4.9 million | Diana Barton |
| Beverly Hills | Baby Time | $2.8 million | Mary Rainey |
| **Total sales for Beverly Hills** | | **$7.7 million** | |
| Brentwood | Eat and Smile | $2.3 million | Guy Kawasaki |
| Brentwood | Health Baby Food | $2.3 million | Steve Rabosky |
| **Total sales for Brentwood** | | **$4.6 million** | |
| Cupertino | Yummy | $1.3 million | Dan Cochran |
| Cupertino | Happy Baby | $1.6 million | Al Rossmann |
| Cupertino | Bay Area Babies | $1.1 million | Susan Kare |
| **Total sales for Cupertino** | | **$4.0 million** | |
| Eureka | Hirsch's Baby Town | $4.5 million | Jeff Hirsch |
| Eureka | Healthy Baby | $2.3 million | Penny Kapousouz |
| **Total sales for Eureka** | | **$6.8 million** | |
| Menlo Park | The Baby Eatery | $1.2 million | Liz Bradley |
| Menlo Park | Baby Locker | $3.6 million | Kathy Kreiner |
| Menlo Park | Fancy Baby Foods | $2.2 million | Steve Hayden |
| **Total sales for Menlo Park** | | **$7.0 million** | |

## PROPOSED SPOKESBABY

After interviewing across the country, we selected this spokesbaby for **Gourmet Baby Food**. She has the looks and poise that we've been searching for.

**Name:** Ms. Catherine Celeste Boyko
**Birthdate:** June 15, 1984

**Bust:** 9" **Waist:** 12" **Hips:** 10"
**Height:** 25" **Weight:** 17 lbs.

**Hair:** T.B.D. **Eyes:** Hazel **Dress Size:** .002

**Ambitions:** To travel on foot and hold my head up.
**Turn-offs:** Insincere people, wet diapers, cholic.
**Favorite Movies:** Fantasia, The Muppets Take Manhattan, Berlin Alexanderplatz.
**Favorite Foods:** Goo Goo Gai Pan.
**Biggest Joy:** Shiny objects.

Whether you deal with words, numbers, graphs, drawings, flow charts —or all of the above—Macintosh™ can make your work a good deal easier than it's ever been before.

And better looking than it's ever been before.

The best example of that we can think of is the example we've been showing you all along.

The new product proposal for Gourmet Baby Food you saw being constructed on Macintosh just a few short pages ago.

Printed out here, in glorious black and white.

While it may look like the work of a professional design studio, we assure you it's merely the product of some not-so-professional Macintosh users.

Who know virtually nothing about computers.

Except how to point and click a mouse.

# And this.

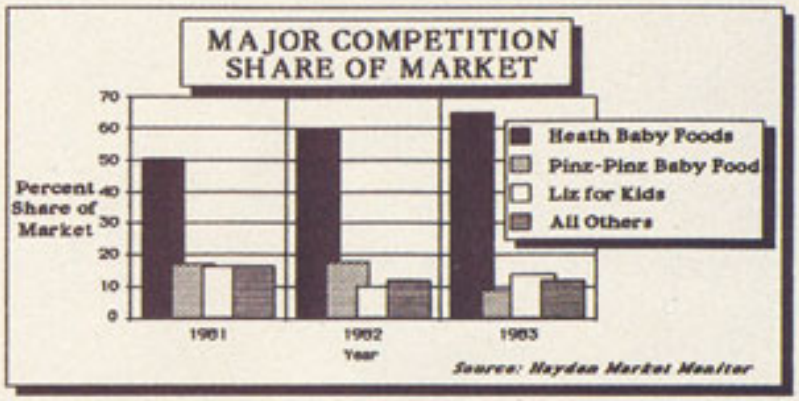
## SPLENDORA GOURMET BABY FOOD
## 3 YEAR PROFIT AND LOSS STRUCTURE

The Splendora baby food line will be profitable in 1987. High initial marketing and promotion costs will be scaled back. At that time, sales will have reached the 215M case level.

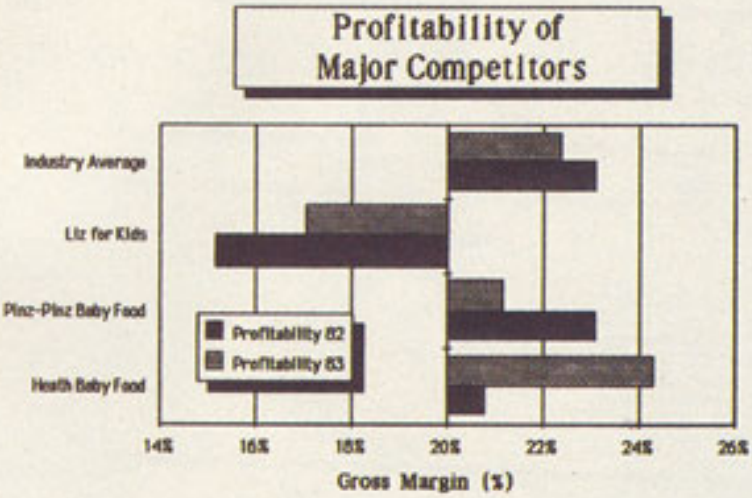
### Pro Forma Profit & Loss Statement
### (000's)
### Current Dollars

| | 1985 | 1986 | 1987 |
|---|---|---|---|
| Shipments | 49 | 98 | 215 |
| Net Sales | $3,978.80 | $7,957.60 | $17,458.00 |
| COGS | 2,785.16 | 5,570.32 | 12,220.60 |
| Gross Profit | $1,193.64 | $2,387.28 | $5237.40 |
| Marketing Expenditures | | | $3,000.00 |
| Media/Production | $2,500.00 | $2,500.00 | 0.00 |
| Couponing (intro) | 200.00 | 200.00 | 0.00 |
| Point-of-Sale | 75.00 | 75.00 | 0.00 |
| Other Promotion (P.R.) | 100.00 | 100.00 | 0.00 |
| Trade Allowances | 416.50 | 833.00 | 250.00 |
| Market Research | 150.00 | 150.00 | |
| Total Marketing Expense | $3,441.50 | $3,858.00 | $3,250.00 |
| **Net Profit** | ($2,247.86) | ($1,470.72) | **$1,987.40** |

## MAJOR COMPETITION




**The strongest competitor in the market is Heath Baby Foods, with a 65% share in 1983. The other two national brands, Pinz-Pinz and Liz for Kids, represent only a 23% market share. As the second chart indicates, market share is not an indicator of profitability in this market.**




By now, you already know that we know how to make one heck of a good computer.

Now you can see that we're no slouches when it comes to printers.

Every page you see here was printed on an Apple® Imagewriter.

Exactly the way you see it here.

With no doctoring. No retouching. No photographic hocus-pocus.

Macintosh can also drive our letter-quality daisy wheel printer.

And for really dazzling output, wait until you see our new soon-to-be-introduced laser printer. It makes computer printouts look as good as the printing in this magazine.

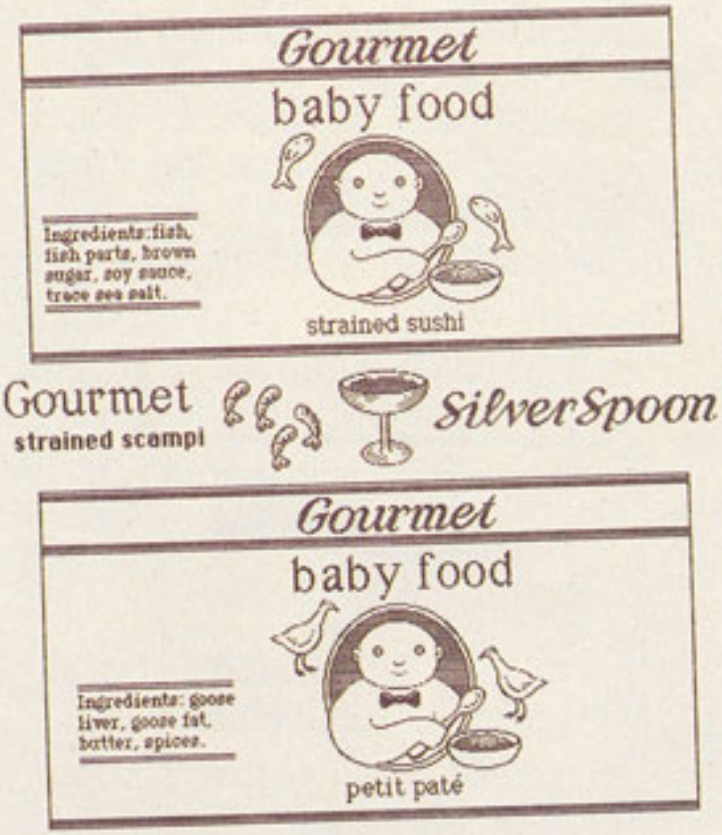
In the meantime, take a few minutes to look over these pages.

Then you'll understand why people never overlook anything produced on a Macintosh.

# And this.

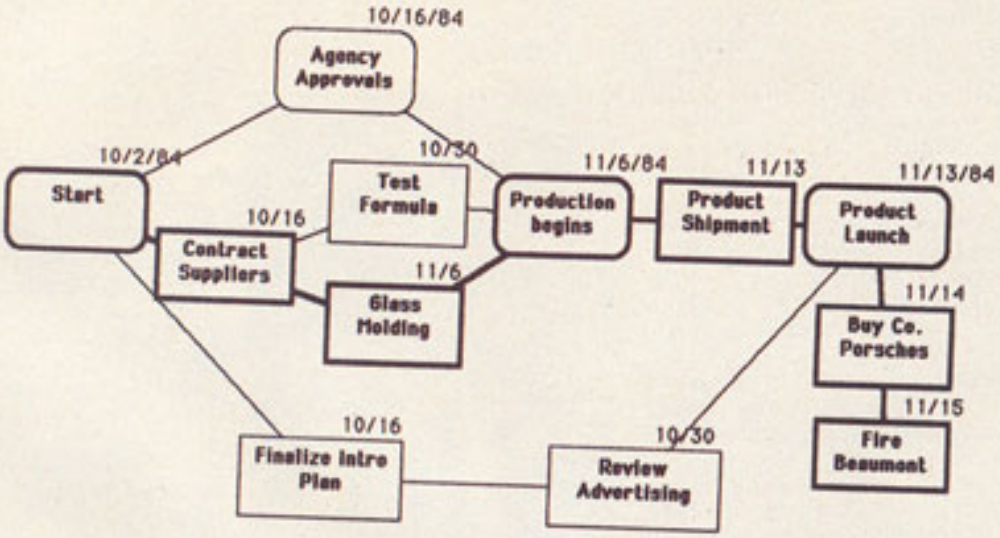
**LABEL DESIGN**

After extensive testing and research of 37 different label designs, *this* is the one 9 out of 10 toddlers reach for.



## PRODUCT INTRODUCTION TIMELINE

This is an aggressive, yet feasible timeline for the introduction of **Gourmet Baby Foods.**




While it will tie up a good deal of Splendora's resources in production and the lab, our experience (the introduction of vegetarian turkey in 1980) indicates that Splendora is capable of handling the volume. Also, the more current resources we use, the more profitable we will be.

# Use this card to break into computers.

All you need to get an Apple Credit Card is another major credit card.*

Fill out an application at any authorized Apple dealer, and *voilà!* You've got a line of credit to buy your very own Macintosh™ Personal Computer for only 10% down.

Which makes buying a Macintosh, almost as easy as using one.

*VISA, Mastercard, American Express, in your name. You must be a homeowner and show proof that you've been at your current job at least two years. Certain credit limitations may apply.

Macintosh
Apple Computer, Inc.
Cupertino, California 95014
Made in U.S.A.
Model Number
M0001
FCC ID: BCGGRM0001
Certified to comply with Class B limits, Part 15 of FCC Rules. See instructions if interference to radio reception is suspected.
This product complies with DHHS Rules 21 CFR Subchapter J applicable at date of manufacture.
Listed
Office Equip.
1262
Apple and the Apple logo are registered trademarks of Apple Computer, Inc.
CAUTION
WARNING
To prevent electrical shock, do not remove cover. No user serviceable parts inside. Refer servicing to qualified service personnel.
120 VAC
50-60 Hz
1 Amp
60 W