

We're just not making Macintosh™ computers like we used to make them.

We're making them better.

Now they're twice as powerful. They're more expandable. And they're significantly faster.

We call our newest Macintosh, Macintosh Plus.

By Plus, we refer to a full

By Plus, we refer to its new, 800K double-sided disk drive, that allows you to store twice as much by using both sides of a floppy.

By Plus, we refer to 128K of

Look what our own engineers did behind our back.

megabyte of RAM that gives Macintosh the power to take advantage of the most powerful software programs ever driven with a point and click.

ROM that makes Macintosh perform more efficiently. And a sophisticated hierarchical filing system that enables you to find things faster than you used to lose them.



Is there enough storage space in your office?

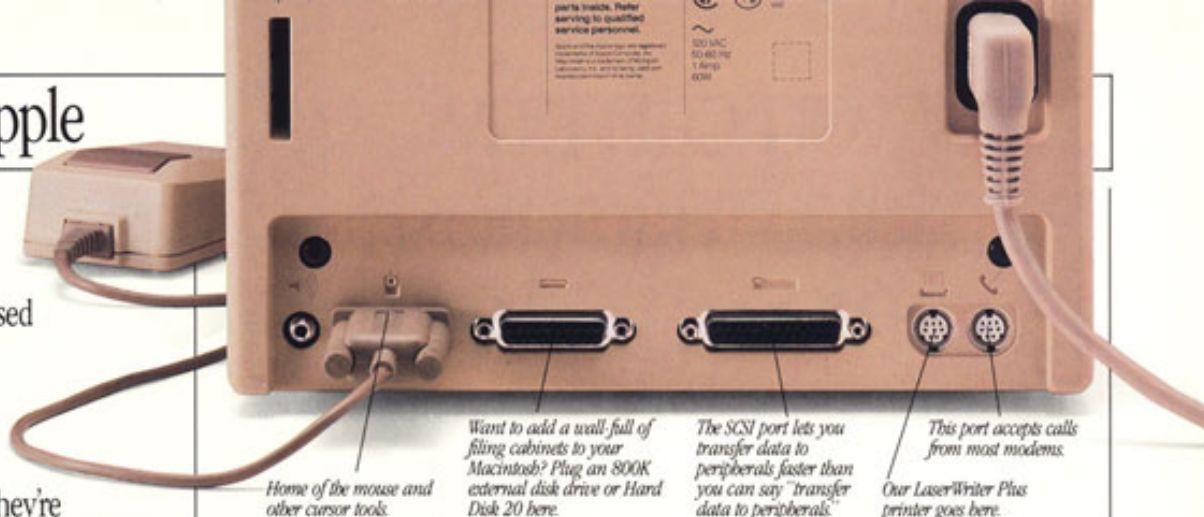
It's only 7 $\frac{7}{8}$ x 17 $\frac{1}{8}$ x 4 $\frac{3}{4}$ inches on the outside, yet big enough to store over 400 pages of data on the inside.

We're talking, of course, about our new and faster 800K external disk drive.

Like the internal drive in our new Macintosh Plus, our external drive also uses 800K double-sided 3 $\frac{1}{2}$ " disks. Which virtually eliminate the words "disk is full" from the Macintosh vocabulary.

And you can even daisy chain an extra external drive off an Apple® Hard Disk 20, giving you the capacity to work at extraordinary speeds with larger documents.

Like your own personal copy of the Des Moines white pages.



And by Plus, we refer to the added cursor keys and a built-in numeric keypad that let you do your adding, subtracting, guess-timating and bottom-lining without lifting your hands from the keyboard. Or your eyes from the screen.

But to fully understand the biggest turn-around in Macintosh Plus engineering, all you need do is turn around any Macintosh Plus.

And behold, a Small Computer Systems Interface port.



Macintosh Plus.

Better known in computer circles as a SCSI port.

The SCSI port not only allows you to transfer data six times faster, but lets you connect up to seven high-speed peripherals at once. Including hard disks and tape drives.

Needless to say, we've given ourselves a considerable kick in the backside.

And if you read on, we'll show you how to turn the Macintosh that's sitting on your desk into the Macintosh sitting on this page.

Now you can buy as much Macintosh as you need.

Now that there's more than one Macintosh to choose from, you're probably wondering which one to choose.

Well, for you power-mongers out there, we recommend the Macintosh Plus. The computer whose powerful features adorn the previous page.

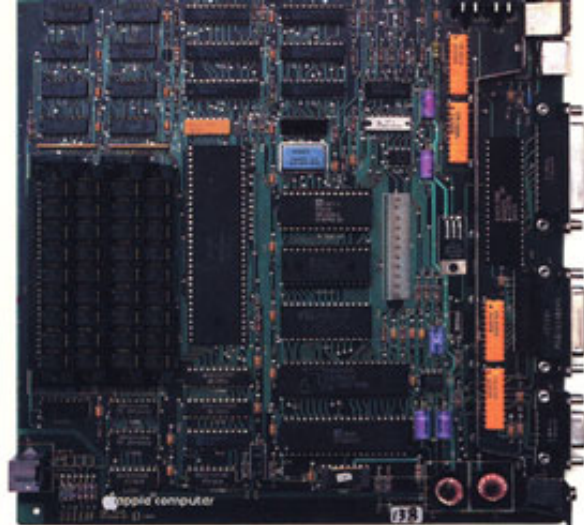
But if you don't need a full megabyte of memory, we recommend the newly enhanced Macintosh 512K.

By enhanced, we mean we've taken our Macintosh 512K and added an 800K internal disk drive and 128K of internal ROM.

Which makes it more than capable of handling all your computing chores. Even though it costs considerably less than a Macintosh Plus.



Macintosh Plus Disk Drive Kit.



Macintosh Plus Logic Board.



Macintosh Plus Keyboard.

And should the day come that you want to sort out a database faster than you can take a sip of coffee, you can always upgrade from a 128K, a 512K or enhanced 512K to a Plus.

All at once. Or a little at a time.

We recommend you start with the Macintosh Plus Disk Drive Kit. That's where we install the new 128K of ROM, the hierarchical filing system and the 800K internal

disk drive (Of course, the enhanced 512K already has these features).

After that, you can bump your RAM up to 1Mb with the Macintosh Plus Logic Board Kit. And add a new rear housing and SCSI port.

And finally, you can attach our keyboard that comes with the keypad and cursor keys.

The point being, the more you put into a Macintosh, the more you get out of one.

Disk space vs. desk space.

It used to be, adding a hard disk to your computer meant giving something up: a big chunk of desktop.

Enter the new Apple Hard Disk 20. Since it has the same footprint as Macintosh Plus, it fits directly beneath it.

This not only makes Macintosh Plus a few inches taller, but about 25 times bigger. Because you can install all the programs you currently keep on floppy disks on the Hard Disk 20's disk. So you

don't have to swap disks to switch applications.

And the Hard Disk 20's Winchester, 20-megabyte technology allows you to cut and paste, switch from application to application, and access information up to three times faster than you can using floppy disks.

The Hard Disk 20 really gives you the best of two worlds.

You get more disk space to work with. And more desk space to work on.



Apple Hard Disk 20.

Meet the press.

Here's all the news that's fit to print about our new LaserWriter™ Plus printer.

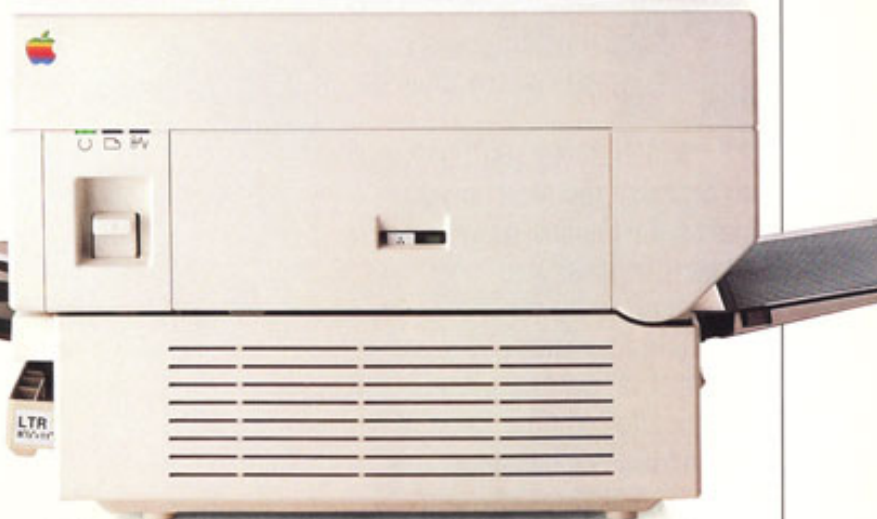
For starters, it isn't just a printer. It's also a computer.

Inside is the same Motorola 68000 microprocessor that's inside Macintosh Plus. Not to mention a hefty 15-megabyte of RAM and a full megabyte of ROM.

And inside the ROM is POSTSCRIPT®, the page description language that is quickly becoming the industry standard.

Translated, this means LaserWriter Plus can quickly and

POSTSCRIPT also allows the LaserWriter Plus to generate dozens of different type styles from its 11



Put this LaserWriter Plus printer together with a Macintosh Plus and you get a design studio, a type house and a print shop that fits on 3.1 square feet of desk.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ITC Avant Garde Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ITC Bookman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz Helvetica Narrow

Some of the new faces you'll be seeing around the office.

quietly print an amazing 300 dots per inch, and give you complete control over every single dot on the page. Which allows you to cover an entire page with virtually any combination of near typeset quality text and high resolution graphics.

built-in typeface families. Including popular business faces like Helvetica®, Times®, Palatino® and ITC Avant Garde Gothic®. And more families are becoming available all the time.

POSTSCRIPT allows the Laser-

Writer Plus to generate hundreds of different type sizes, too. So you can create legal documents with fine print as fine as 4-point. Or banners with blocks of type as big as 720-point.

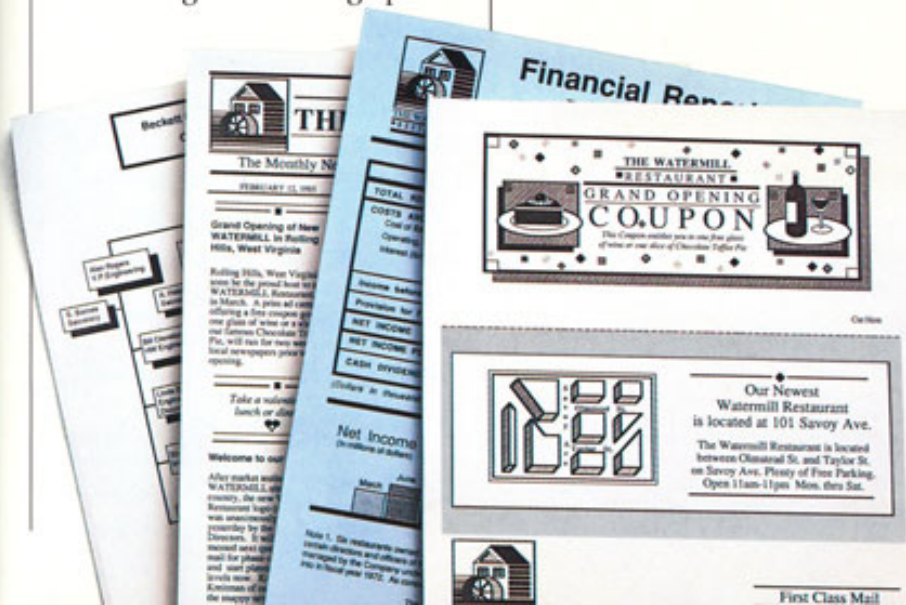
But those aren't the only pluses to the LaserWriter Plus.

When you hook one up to a Macintosh Plus, you become the proud owner of one of our Desktop Publishing Plus™ systems. A system that virtually puts a design studio, a type house and a print shop on your desk. Which means your newsletters, flyers, forms and manuals will stand out in a world full of typewritten pages thick with white-out.

We could easily go on and on. Instead, we'll let our LaserWriter Plus speak for itself in the form of the output pictured to the left.

While they may look like the handiwork of a professional artist, typesetter, and printer, we assure you they were created with nothing more than a LaserWriter Plus, a Macintosh Plus and software like our own MacDraw™ and MacPaint™, Microsoft's Word and Excel, and Aldus' PageMaker.

And an ordinary pair of human hands.



How the people who run things, run things.

If there's one thing every business person can use more of, it's power.

Which is why you'll be happy to hear that the most powerful personal computer software being written, is being written for Macintosh computers.

Take Excel from Microsoft, for example. It's the first spreadsheet program to combine automatic macros, user-defined functions, array-handling and two-way data



Excel from Microsoft.



Omnis 3 from Blyth.

file compatibility with Lotus 1-2-3 in one program.

Omnis 3 from Blyth is a relational database program that lets you create your own pull-down menus, on-screen buttons and dialog boxes. As well as share files over our AppleTalk™ Personal Network in the multi-user version.

And while we're on the subject of sharing, we should tell you that we've entered into a working relationship with what we consider



3Server from 3Com.

to be one of the highest ranking disk servers on the market. 3Server from 3Com.

For the uninitiated, disk servers are storage devices that allow your Macintosh Plus to share information and other services

with other computers over a network.

Which, in conjunction with the powerful new software we described earlier, makes it a lot easier to start running your business.

Instead of chasing after it.

Here's our new business card.

Now you can automate your office without draining your company's checking account down to the right side of the decimal point.

With our new Apple Business Credit Card.

As the name suggests, it's a credit card for your business, issued in your company's name.

Make an initial purchase of \$2,500, and it gives your company a line of credit that can be applied towards the Apple products of your choice.*

With the Apple Business Credit Card, there's never a down payment on anything you buy. It's possible to get credit approval in 24 hours. And you don't have to pay any interest if you pay your balance within 30 days.

To apply, visit any participating authorized Apple dealer.

The Apple Business Credit Card. Don't leave the office without it.



Trade Apple stock.

If you own a Lisa® or a Macintosh XL computer, this is your lucky ad.

Because from April 14th to August 29th, you can trade-in these computers for a Macintosh Plus and a Hard Disk 20 at the suggested retail price of only \$1498.

So bring your authorized Apple dealer your Lisa and Macintosh XL computers.

And trade them for the stock on his shelf.



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