



Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
408 996-1010
TLX 171-576

ROLANDSON COMPUTER CENTER
201 WEST LINCOLN : TOWN CENTRE SQUARE
FERGUS FALLS, MN : WAHPETON, ND
218-736-6548 : 701-642-4760
AUTHORIZED APPLE DESKTOP PUBLISHING SPECIALISTS
WHERE COMPUTER IS OUR MIDDLE NAME



This kind of
power belongs in
the right hands.
Yours.

If you've read this far, it's a good bet you're seriously interested in the Macintosh Plus. Which is a good thing.

Because it's seriously interested in you. Everything about Macintosh Plus was designed just so you could do your work faster, better, and smarter. A fact that becomes increasingly obvious when you compare Macintosh Plus with other personal computers.

The simple truth is that Macintosh Plus does all the things other computers can do. And quite a number of things no other computer can do.

Like desktop publishing.

Like project management.

Like advanced graphics.

And there's so much more to like. For instance, the fact that you can learn just about any Macintosh application in just an hour or two.



Or the fact that there's a seemingly endless library of powerful Macintosh software. From such well-known names as Microsoft and Lotus.

You'll also be hard pressed to find another personal computer that packs more standard memory than a Macintosh Plus. Or more storage space.

And few computers can be equipped with more types of high-speed, high-quality peripherals than a Macintosh Plus.

We could run on like this for hours.

But we seem to have run out of pages.

So we'll leave the rest up to you and your authorized Apple dealer. There are more than 4,000 of them scattered around the world. One of which is bound to be nearby.

Just march right in and ask to see everything you've read about here.

Then when the inevitable happens, you can choose from several convenient ways to pay for it all.

You could apply for an Apple Credit Card in your own name. For more buying power, you could ask for an Apple Business Credit Card. Or you may prefer an Apple Leasing arrangement.

Macintosh Plus is backed by a 90-day limited warranty. And for an annual fee—usually less than the cost of a single repair—an AppleCare® service plan will extend the coverage on your Macintosh Plus computers and Apple peripherals. Many Apple dealers can even take care of most service problems right in your office.

But when all is said and done, the most powerful reason to own a Macintosh Plus is really the most obvious:

You're in business to succeed.

Only the most
powerful are this
well-connected.

We've just spent a great deal of time (and no small amount of ink) describing some of the ways a Macintosh Plus can work with the information you use.

Now we'd like to mention some of the ways it can get to the information you need.

With a Macintosh Plus, you can communicate with people and computers anywhere—across the hall or across the country.

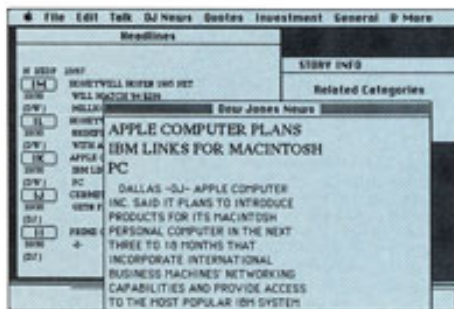
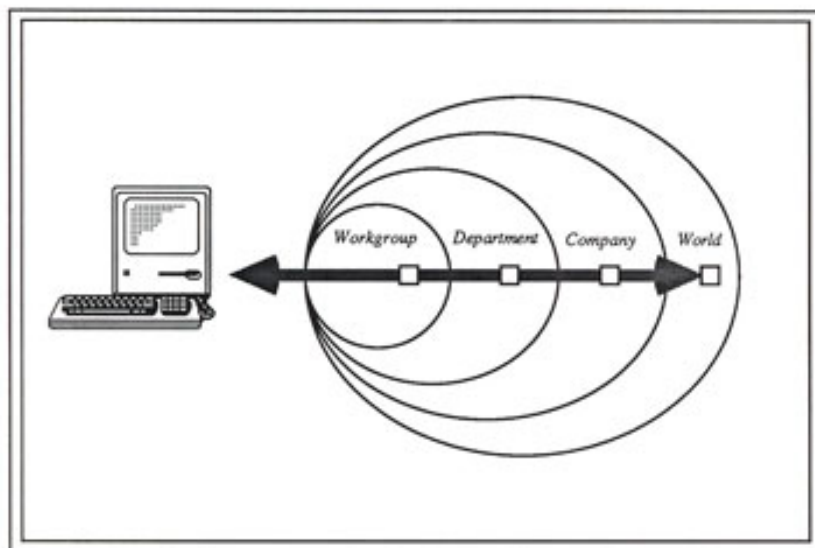
What's more, the very qualities that make the Macintosh Plus a powerful personal computer also happen to make it a powerful network workstation.

And that goes for any size network.

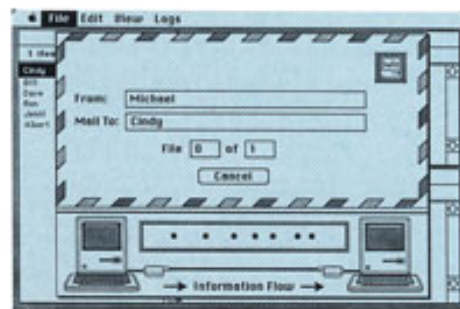
Starting with our own AppleTalk Personal Network, a natural choice for small workgroups.

You use AppleTalk the same way you use Macintosh—with the mouse, icons, and pull-down menus. Which makes an AppleTalk network the simplest way to connect people who work together.

They'll be able to share information with a multiuser data base like Blyth's Omnis 3. Or send electronic mail, transfer files, or circulate a graph with AppleTalk software like Videx's MailCenter. All in a matter of seconds. And without leaving their desks.



Straight Talk, Dow Jones & Company



MailCenter, Videx



Since every Macintosh has an AppleTalk connection built in, all you need to buy are cables.

And all you need to spend is \$50 per connection.*

Setting up an AppleTalk network couldn't be easier. Everything just snaps together. In a matter of minutes, you can connect up to 32 Macintosh computers, IBM PCs, and peripherals, such as the LaserWriter, ImageWriter II, file servers, and mainframe-communications servers.

If one of those peripherals is a disk or file server, everyone in the group can have access to the same storehouse of files. You can choose from a variety of third-party

servers—or turn a Macintosh Plus into an AppleTalk server by adding a hard disk and Infosphere's MacServe software.

To extend your network throughout a department—or the entire office—connect your AppleTalk workgroups to a backbone network, like Ethernet, by adding 3Com's 3Server. It gives your growing network up to a huge 430 megabytes of shared storage, tape backup to protect your data, and a Macintosh-IBM PC connection. It also lets you bring together up to 40 AppleTalk networks—that's more than 1,200 Macintosh Plus computers.

If your company has a mainframe,

chances are it's on speaking terms with Macintosh Plus, too.

With MacTerminal™ or other communications software, your Macintosh Plus can communicate flawlessly with virtually any brand of mainframe or minicomputer. IBM, Digital Equipment, Data General, Hewlett-Packard, and Prime, to name a few.

And unlike any other personal computer, the Macintosh Plus actually lets you move data from your mainframe into your Macintosh application, where you can enhance it with Macintosh-quality graphics and typefaces.

Now that you're communicating so well within your building, we'd like to offer a suggestion:

Step outside.

Using your Macintosh Plus, of course.

Because whether your company has offices in five regions or fifty states, you can bring everyone closer together with BusinessTalk from General Electric Information Services.

BusinessTalk gives your company a private communications and on-line database system that can be accessed by every office, every outpost, every traveling salesperson in your organization.

No matter which corner of the map they happen to be traveling.

Even if yours is a small-town enterprise, you can still tap into a world of valuable business knowledge.

Use your modem and Dow Jones Straight Talk to get up-to-the-minute news displayed in the unparalleled graphics of the Macintosh Plus. Or to access any number of specialized information services, such as Lexis, an on-line legal library.

The point is, wherever there's information you need, there's a way for your Macintosh Plus to get it. And for you to use it.



Region	Projected	Actual
Northwest	15,230,000,000	22,347,499,200
South	16,500,000,000	12,502,075,342
West	17,875,000,000	28,507,000,734
North	12,500,000,000	10,074,170,220
South Central	10,500,000,000	14,470,000,000
West Central	10,500,000,000	10,074,170,220

MacTerminal, Apple Computer

*Suggested retail price.

Macintosh Plus lets a small business think big.

All companies, large and small, have pretty much the same day-to-day accounting problems to contend with.

The difference is that a small company has to solve them with fewer people.

And less money.

Which is really not as bad as it seems. That is, if the company in question has the wisdom to own a Macintosh Plus.

Attach a Macintosh Hard Disk 20 or any SCSI hard disk, and you can consolidate all your accounting functions on one desk.

And since companies come in all shapes and sizes, so does the accounting software you can use.

You might start with a package like MacOneWrite from Sierra On-line. It

brings the utter simplicity of a manual one-write accounting system right onto your Macintosh Plus screen.

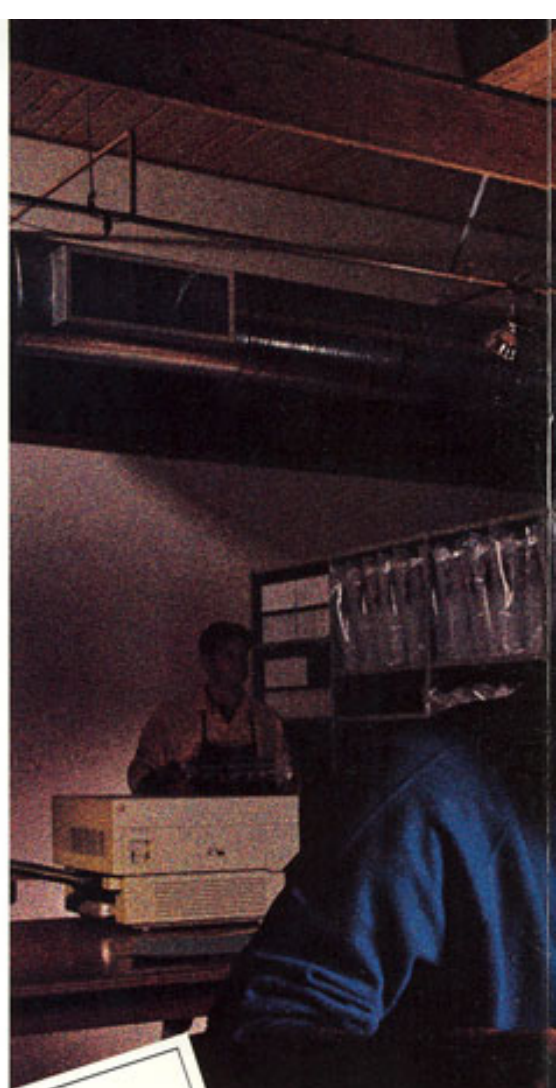
If you'd prefer a more sophisticated approach, set your sights on Insight from Layered, Inc. Besides handling all your numbers—accounts payable, accounts receivable, and so on—Insight can actually tell you what those numbers mean. So you'll always have good, solid advice on such matters as cash management and aging of accounts receivable.

Or if your company deals with huge numbers of accounts and transactions, you may opt for the power of the Great Plains accounting series. With it, you can create systems every bit as advanced as those used by businesses ten times your size.

Those are just three of the choices you have. There are dozens of other Macintosh accounting systems to pick from—one of which is bound to fit your company like a glove.

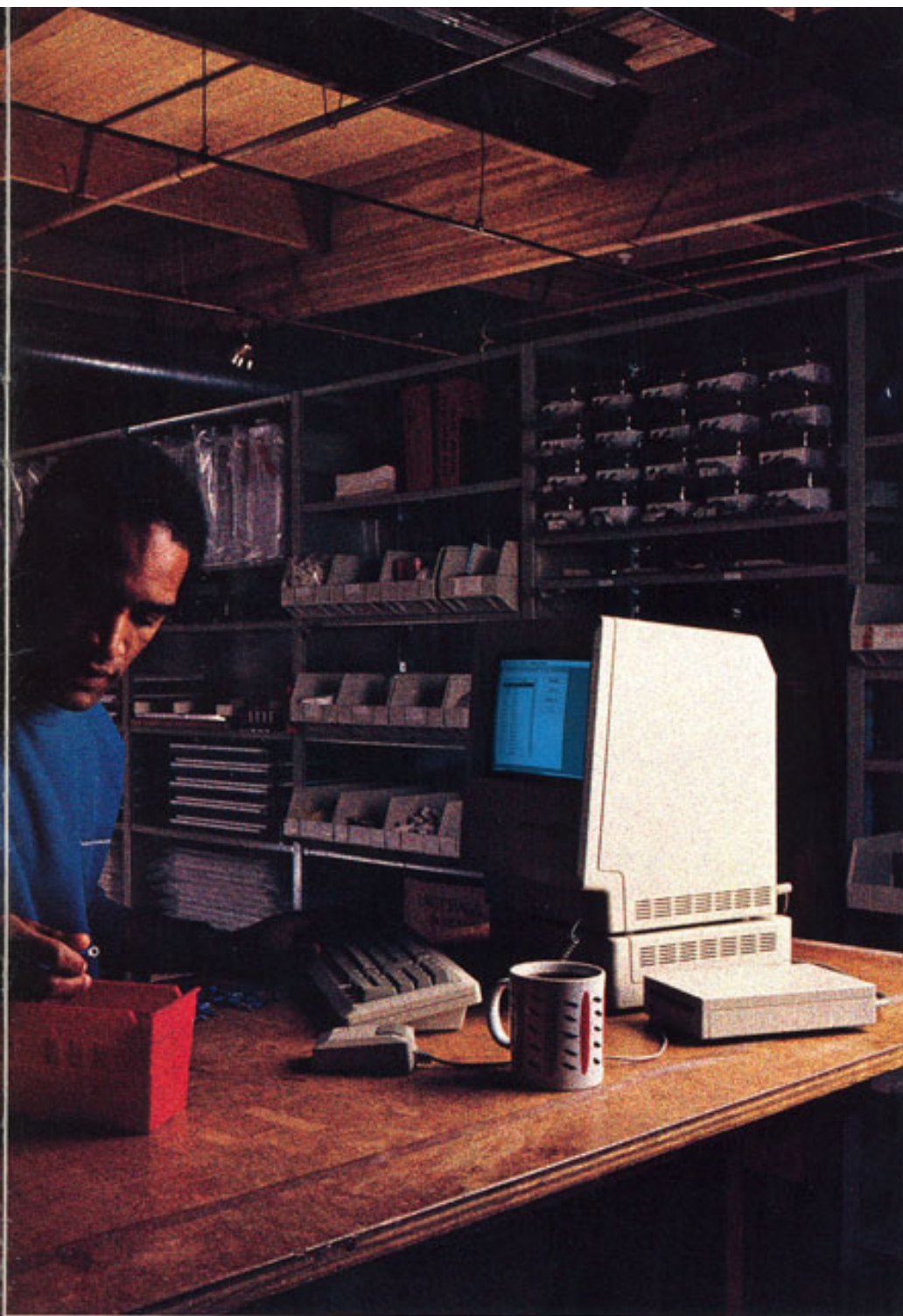
But we should warn you:

Once you've seen how quickly your basic accounting was brought under control, you may start to feel ambitious. Soon you'll be handling your own payroll. Creating new inventory controls. Automating all purchasing functions.



East Coast Distributors, Inc. Profit & Loss Statement All Divisions All Profit Centers From 08/01/85 to 08/01/86				
	Current Period	Ratio	Year to Date	Ratio
INCOME				
Sales	\$ 145,834.90	58.76 %	\$ 1,818,968.73	58.21 %
Leisure Products	102,352.47	41.24 %	1,163,004.52	41.79 %
Home Entertainment				
Total Sales	\$ 348,187.37	100.00 %	\$ 2,782,973.25	100.00 %
Cost of Sales				
Leisure Products	\$ 55,417.26	22.33 %	\$ 615,588.12	22.12 %
Home Entertainment	39,917.46	18.08 %	453,571.76	16.30 %
Commissions	10,433.87	4.20 %	116,884.88	4.20 %
Other	1,752.70	0.71 %	19,729.95	0.71 %
Total Cost of Sales	\$ 107,521.29	30.88 %	\$ 1,225,774.71	44.10 %
Operating Income	\$ 240,666.08	69.12 %	\$ 1,557,198.54	55.90 %
Expenses				
Salaries	\$ 96,812.29	22.89 %	\$ 984,598.46	21.01 %
Benefits	1,505.40	0.78 %	17,328.60	0.82 %
Travel	6,380.20	0.58 %	57,421.80	2.06 %
Advertising	1,439.01	0.58 %	11,290.39	0.41 %
Depreciation	652.00	0.26 %	6,071.02	0.23 %
Utilities	2,513.14	1.01 %	18,323.17	0.66 %
Telephone	15,827.29	6.38 %	140,299.29	5.04 %
Postage	3,854.36	1.47 %	35,298.39	1.26 %
Insurance	2,193.23	0.88 %	19,799.57	0.71 %
Other	4,006.27	1.61 %	41,214.19	1.48 %
Total Expenses	\$ 134,284.78	54.04 %	\$ 1,395,602.77	50.15 %
Income Before Taxes	\$ 106,381.30	30.56 %	\$ 1,161,595.77	41.75 %
Income Taxes - Federal	\$ 37,362.81	10.00 %	\$ 385,608.46	13.39 %
Income Taxes - State	\$ 128.20	0.04 %	\$ 1,254.30	0.05 %
Net Income	\$ 68,918.29	19.56 %	\$ 774,732.01	27.99 %
Operating Income	\$ 240,666.08	69.12 %	\$ 1,557,198.54	55.90 %
Net Income	\$ 68,918.29	19.56 %	\$ 774,732.01	27.99 %
Income Before Taxes	\$ 106,381.30	30.56 %	\$ 1,161,595.77	41.75 %
Income Taxes - Federal	\$ 37,362.81	10.00 %	\$ 385,608.46	13.39 %
Income Taxes - State	\$ 128.20	0.04 %	\$ 1,254.30	0.05 %
Net Income	\$ 68,918.29	19.56 %	\$ 774,732.01	27.99 %





You might even wind up with a completely customized data-management system. And suddenly you're thinking like one of the Fortune 500.

The difference, of course, is that what takes those guys millions of dollars and a roomful of mainframes to do, you can accomplish with Macintosh Plus and a program like Omnis 3.

Omnis 3 is an incredibly powerful and flexible data-base management system, available in single-user and multiuser versions.

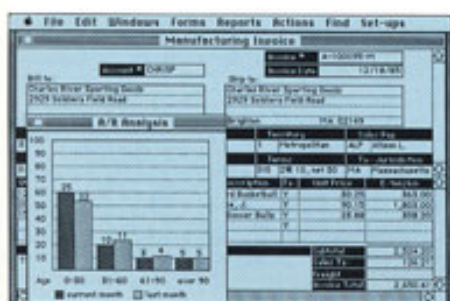
The multiuser version of Omnis 3 can put your important business information at the fingertips of any—or all—of your employees. For example: The moment a customer's order is entered, your shipping clerk can use that order to produce an invoice and packing slip. Meanwhile, your controller includes the order in a new financial report. Your sales manager uses it to prepare the weekly sales report. And the sales staff can access it to generate a personalized follow-up letter.

Whew.

By now it should be clear that, for the first time, a small company can solve its problems using the same powerful techniques a big company uses.

And why not?

After all, nobody wants to stay small forever.



Insight, Layered

The screenshot shows the 'MacOneWrite, Sierra On-line' application window. It displays a list of customers with columns for 'Customer', 'Date', 'Description', 'Amt', 'Chrg', and 'Amt Rec'd'. Below the list is an 'Invoice' section with a table showing 'Invoice' details, including 'Invoice', 'Amount', 'Tax', and 'Total'.

MacOneWrite, Sierra On-line

The screenshot shows the 'Omnis 3, Blyth Software' application window. It displays a form for 'Employee records' with fields for 'Employee code', 'Last/first name', 'Address', 'City', 'State & Zip', 'Telephone', 'Social security', 'Sex', 'Marital status', 'Department', 'Date of birth', and 'Age'. The form is titled 'Omnis 3 - Personnel Management System'.

Omnis 3, Blyth Software

Anything they
can do, you can
do better.

Nearly all businesspeople have something in common: most of their time is spent working with information.

Organizing it. Analyzing it. And presenting it.

Granted, just about any personal computer can do a fairly competent job helping you with these tasks. Which is fine, if "competent" is all you want to be.

Otherwise, you'd do much better with a Macintosh Plus on your desk.

It has a way of displaying information so clearly—and letting you manipulate that information so quickly—that you have no choice but to be more productive.

For instance, with a data-base program such as Microsoft File, you can efficiently collect and store all sorts of information: names, dates, sales, zip codes, products, whatever. Then you can cross-reference that information to find, say, which customers bought more than \$10,000 worth of Product X last July. And print it all out in a custom report.

Your information can take the form of pictures, as well as numbers and text, with a data base called Business Filevision. It taps the graphic strengths of the Macintosh Plus to store all sorts of illustrations, from bar charts to package designs.

If you work with numbers, you'll undoubtedly work better with Microsoft Excel. It combines a huge spreadsheet with a powerful data base and graphics. You can translate a year's sales records into a spreadsheet for analysis, and then turn it all into an instantly comprehensible graph to forecast future trends.



Then there's Jazz from Lotus. Word processing, spreadsheet, data base, business graphics, and communications—all on a single disk. So no matter how often you jump between tasks, Jazz keeps jumping right along with you.

Macintosh clearly has the basics covered. But what about your special business needs?

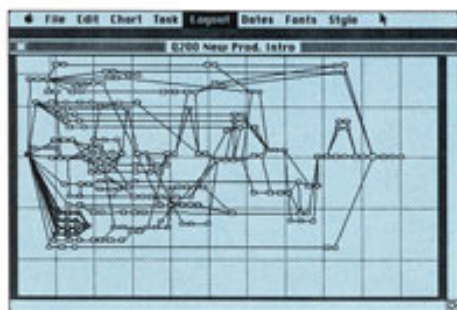
Project management, for example.

With a program called MacProject™, you can put the most complicated projects into an at-a-glance flowchart. Then feel free to experiment—shift a starting point or move a deadline, and MacProject recalculates the entire flowchart. Automatically. It's never been easier to avoid bottlenecks.

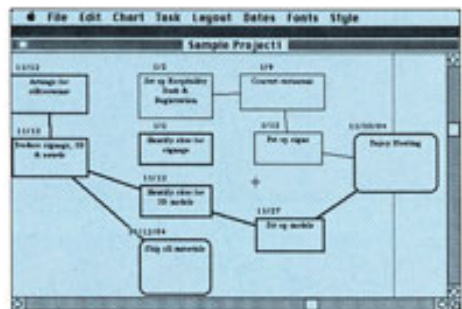
And meet deadlines.

Macintosh Plus can even help you with the most elusive information of all: ideas.

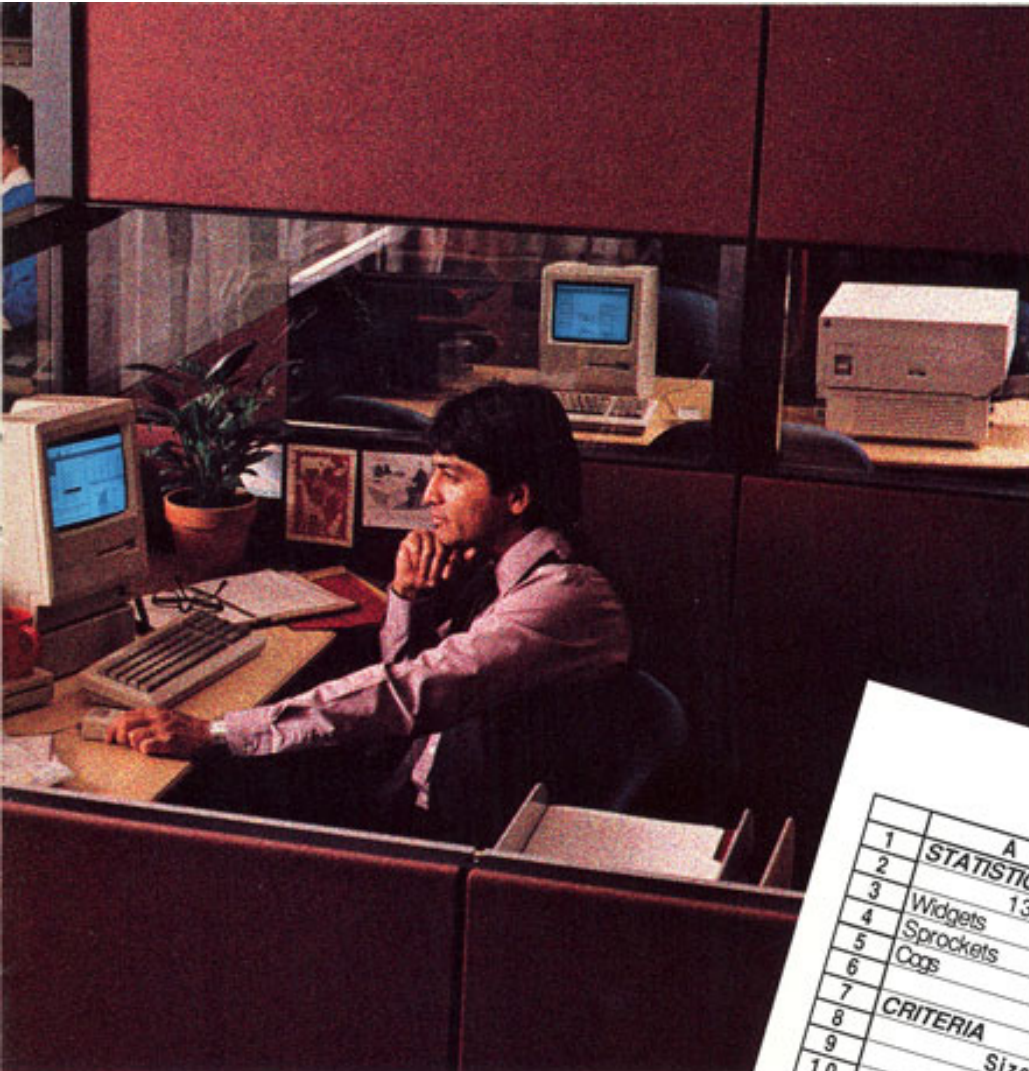
Just start up a program called ThinkTank, and let your thoughts flow. ThinkTank lets you jot down random ideas, in whatever order they occur to you. Later, you can assemble those thoughts into a



MacProject, Apple Computer



As much time as you spend writing memos, letters, and reports, it's a wonder you've survived this long without a program like Microsoft Word. Word lets you enhance your documents with different type styles and sizes. Create footnotes and form letters. And mix text with graphs, charts, and drawings.



Then add a program called Switcher,[™] and you can actually work with several applications at once, moving information from one into another with the greatest of ease.

So you can transfer notes from an outline to a report—or numbers from a data base to a spreadsheet—as fast as you can click your mouse.

No problem on a Macintosh Plus.

No way on anything else.

workable outline. And then into a report, a speech, a business plan, a seminar, even a book.

It all boils down to one simple fact: no other computer handles your business tasks as skillfully as the Macintosh Plus.

Yet the real genius of a Macintosh Plus isn't just that it lets you perform any one task better. It lets you perform all of them better.

At the same time.

Just plug in a Macintosh Hard Disk 20 or any of several SCSI hard disks, and you can keep all your software, files, worksheets, and documents within a moment's notice of your screen.

File Edit Formula Format Data Options Macro Window					
AT STATISTICS					
	A	B	C	D	E
1	13900				
2	Widgets				
3	Sprockets				
4	Cogs				
5					
6					
7	CRITERIA				
8					
9	Size	\$0			
10	No. 7	Product			
11	Sprockets				
12	DATEBASE				
13	Date	Product	Size	Units	Price
14	1/16/84	Sprockets	No. 6	300	\$11.00
15	1/30/84	Widgets	No. 7	500	\$10.00
16	2/4/84	Sprockets	No. 8	200	\$12.50
17	2/4/84	Widgets	No. 9	100	\$20.00
18	2/9/84	Sprockets	No. 6	400	\$20.00
19	2/16/84	Widgets	No. 8	200	\$9.50
20	2/25/84	Sprockets	No. 7	100	\$17.50
21	2/28/84	Widgets	No. 9	500	\$20.00
22	3/3/84	Cogs	No. 6	300	\$9.50
23	3/10/84	Sprockets	No. 8	200	\$9.50
24	3/12/84	Cogs	No. 7	100	\$17.50
25	3/27/84	Widgets	No. 9	400	\$7.50
26	4/20/84	Widgets	No. 6	300	\$9.50
27	4/21/84	Cogs	No. 8	200	\$17.50
28	5/4/84	Widgets	No. 7	100	\$9.50
29	5/7/84	Sprockets	No. 9	500	\$17.50
30	5/10/84	Cogs	No. 6	200	\$9.50
31	5/11/84	Widgets	No. 8	100	\$12.50
32	5/15/84	Sprockets	No. 7	400	\$11.00
33	5/18/84	Cogs	No. 9	300	\$12.50
34	5/18/84	Widgets	No. 6	500	\$11.00
35	5/20/84	Sprockets	No. 8	200	\$15.00
36	5/30/84	Widgets	No. 7	300	\$10.50
37	6/19/84	Cogs	No. 9	400	\$11.00
38	6/26/84	Sprockets	No. 6	300	\$15.00
39	6/29/84	Widgets	No. 8	100	\$11.00
40	7/1/84	Cogs	No. 9	300	\$14.00
41	7/12/84	Sprockets	No. 6	100	\$11.50
42	7/20/84	Widgets	No. 7	300	\$11.50
43	7/28/84	Cogs	No. 8	300	\$11.50

Microsoft Excel

West Sales

	A	B	C	D	E
1	STATISTICS				
2	13900				
3	Widgets				
4	Sprockets				
5	Cogs				
6					
7	CRITERIA				
8					
9	Size	\$0			
10	No. 7	Product			
11	Sprockets				
12	DATEBASE				
13	Date	Product	Size	Units	Price
14	1/16/84	Sprockets	No. 6	300	\$11.00
15	1/30/84	Widgets	No. 7	500	\$10.00
16	2/4/84	Sprockets	No. 8	200	\$12.50
17	2/4/84	Widgets	No. 9	100	\$20.00
18	2/9/84	Sprockets	No. 6	400	\$20.00
19	2/16/84	Widgets	No. 8	200	\$9.50
20	2/25/84	Sprockets	No. 7	100	\$17.50
21	2/28/84	Widgets	No. 9	500	\$20.00
22	3/3/84	Cogs	No. 6	300	\$9.50
23	3/10/84	Sprockets	No. 8	200	\$9.50
24	3/12/84	Cogs	No. 7	100	\$17.50
25	3/27/84	Widgets	No. 9	400	\$7.50
26	4/20/84	Widgets	No. 6	300	\$9.50
27	4/21/84	Cogs	No. 8	200	\$17.50
28	5/4/84	Widgets	No. 7	100	\$9.50
29	5/7/84	Sprockets	No. 9	500	\$17.50
30	5/10/84	Cogs	No. 6	200	\$9.50
31	5/11/84	Widgets	No. 8	100	\$12.50
32	5/15/84	Sprockets	No. 7	400	\$11.00
33	5/18/84	Cogs	No. 9	300	\$12.50
34	5/18/84	Widgets	No. 6	500	\$11.00
35	5/20/84	Sprockets	No. 8	200	\$15.00
36	5/30/84	Widgets	No. 7	300	\$10.50
37	6/19/84	Cogs	No. 9	400	\$11.00
38	6/26/84	Sprockets	No. 6	300	\$15.00
39	6/29/84	Widgets	No. 8	100	\$11.00
40	7/1/84	Cogs	No. 9	300	\$14.00
41	7/12/84	Sprockets	No. 6	100	\$11.50
42	7/20/84	Widgets	No. 7	300	\$11.50
43	7/28/84	Cogs	No. 8	300	\$11.50

An Apple Desktop Publishing System can even make short work of that most dreaded of corporate nightmares: the monthly newsletter. Here's how.

Using Aldus's PageMaker, a sophisticated page-composition program, you can design the entire newsletter layout—columns, photos, headlines, and all—just by using your mouse.

When you're ready to paste in articles, PageMaker automatically fits the text into the layout. You can see instantly if a story needs to be longer or shorter.

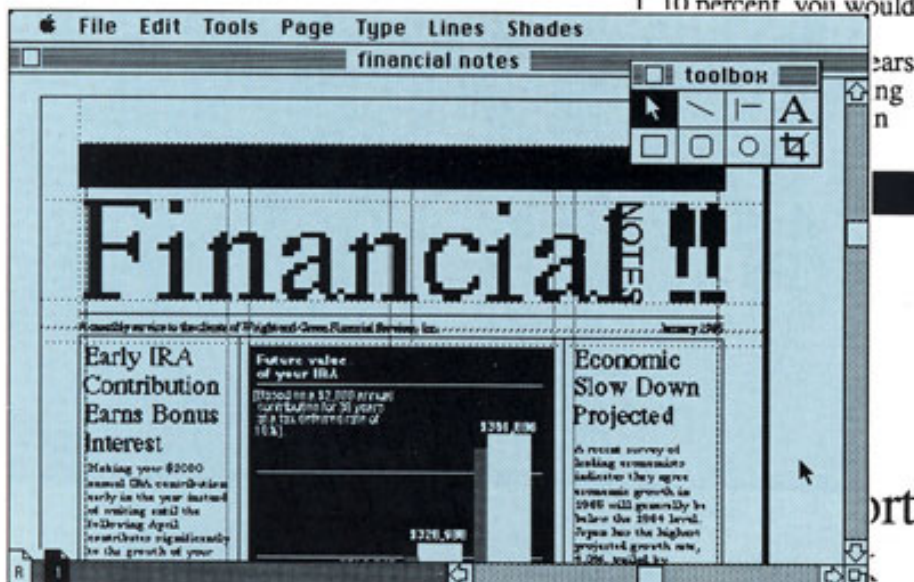
Finally, use MacPaint to edit photos brought in through a digitizer. Spruce up the page with ready-made borders and illustrations, courtesy of clip-art software such as ClickArt.

And because the LaserWriter speaks PostScript—the same page-description language used by high-end typesetters such as the Allied Linotronic—you can actually have the finished product typeset directly from your disk.

The Apple Desktop Publishing System. It puts more control in your hands.

More money in your pocket. More time on your calendar.

And more quality in everything you do.



PageMaker, Aldus Corporation

Financi

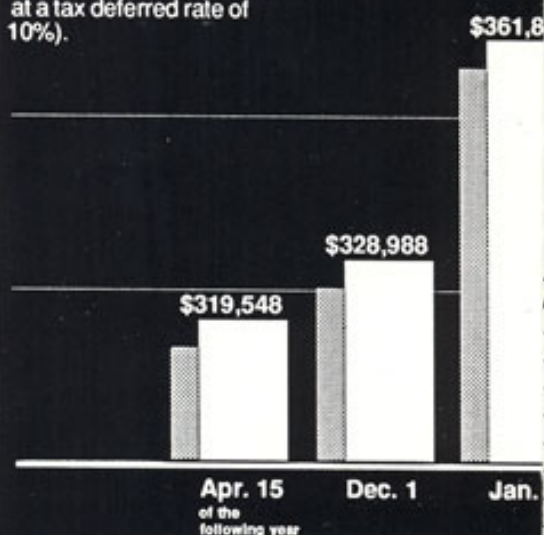
A monthly service to the clients of Wright and Green Financial Services, Inc.

Early IRA Contribution Earns Bonus Interest

Making your \$2000 annual IRA contribution early in the year instead of waiting until the following April contributes significantly to the growth of your retirement fund. As the chart below illustrates, at an average interest rate of 10 percent you would

Future value of your IRA

(Based on a \$2,000 annual contribution for 30 years at a tax deferred rate of 10%).



Taking pictures of your home, business parties, office, automobile and all your valuable assets can add credibility to your tax records. As the saying goes, "A picture is worth a thousand words."

Photographs help you substantiate inventories of assets in cases of casualty. Or show who attended the business functions you are deducting. Or prove you attended a seminar.

This may seem like a great deal of extra work, but remember the IRS has the right to "reconstruct" your records if you fail to keep adequate, accurate records. So the more supporting evidence you have in your files, the better chance you have to prove your case if you get audited.

IRS reconstruction of taxpayers' income is presumed to be correct by the courts. You

Deductions

Quarterly

Vintage

A complimentary publication of Gina's Domestic & Imported Wines

September

Chardonnay

The most popular grape is perhaps still the most misunderstood.

Chardonnay. The world's premium dry



Bottles weren't always in the today. The historical facts surrounding the look of today's bottles came about couldn't be drunk young, like a shape went gradually from the old the cylindrical concept we know that could be laid horizontally aging.



ACME MEDICAL SERVICES MEMBER CLAIM FORM

INSTRUCTIONS:

1. Complete one Member Claim form for each patient.
2. Attach an itemized bill containing patient's name, provider of service's IRS No. name and address, type date and amount charged for each supply or service for each member claim.

MAIL THIS FORM WHEN COMPLETED TO:

ACME Administrative Services
P.O. Box 4578
San Jose, Ca. 95159
Attn: Claims Dept.

PATIENT'S NAME <u>Williams Bill A.</u>		DATE OF BIRTH <u>7/23/46</u> Mo. Day Yr		SEX <input checked="" type="checkbox"/> MALE <input type="checkbox"/> FEMALE	RELATIONSHIP TO EMPLOYEE: <input type="checkbox"/> SELF <input checked="" type="checkbox"/> SPOUSE <input type="checkbox"/> CHILD <input type="checkbox"/> OTHER
LAST FIRST MIDDLE		OCCUPATION <u>Bricklayer</u>		EMPLOYER <u>Mills Masonry</u>	
COVERED BY MEDICARE? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		IF YES, EFFECTIVE DATE		(HOSP) PART A (MED) PART B	
GROUP NO. 2000-AC	COVERAGE CODE 34GG	AREA CODE 213	PHONE NUMBER 555-1212	PROVIDER NAME <u>Dr. Willard Whippet</u> Physician, Laboratory, Pharmacy, Clinic, etc...	
EMPLOYEE SOCIAL SECURITY NUMBER <u>299-44-9989</u>		EMPLOYEE NAME <u>Williams Wilma B.</u> LAST FIRST MIDDLE		ADDRESS <u>456 Rockalong Lane</u>	
ADDRESS <u>2345 Trowell Place</u> <u>West Hollywood</u> CA <u>97656</u>		CITY <u>Beverly Hills</u> STATE <u>CA</u> ZIP <u>97777</u>		DATE OF 1ST SERVICE <u>2/5/85</u> Mo. Day Yr	
NAME OF EMPLOYER <u>Apogee Aircraft, Inc.</u>		ILLNESS		ACCIDENT <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
		WORK RELATED <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		PREGNANCY RELATED <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
		DATE OF ONSET			
HOW ACCIDENT OCCURRED <u>Slipped off scaffolding while carrying a hod of priceless antique ornamental bricks</u>					
WHAT INJURIES WERE SUSTAINED <u>Strained back, bruised jaw (contact with foreman's fist - not covered)</u>					
OTHER HEALTH INSURANCE? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		POLICY NUMBER <u>99856781-231</u>			
NAME <u>Williams Wilma B.</u>		STREET <u>2341 Tort Way</u> CITY <u>Suitland</u> STATE <u>MA</u>			
LAST FIRST MIDDLE					
NAME <u>Franklin Life and Casualty</u>		STREET <u>2341 Tort Way</u> CITY <u>Suitland</u> STATE <u>MA</u>			
LAST FIRST MIDDLE					
KNOWLEDGE, I AUTHORIZE THE RELEASE OF ANY MEDICAL INFORMATION NECESSARY TO PROCESS THIS CLAIM FOR THE DURATION MARKED ABOVE.					
MEMBER'S SIGNATURE (PARENT'S SIGNATURE IF PATIENT IS A MINOR)		Mo. Day Yr			

The special theme for this month is autumn. We're featuring a wider selection of Chardonnay wines to complement food dishes that are popular in the Fall.

Select Gadgets Format Font Style

AMS

ACME MEDICAL SERVICES
MEMBER CLAIM FORM

INSTRUCTIONS:
Complete one Member Claim form for each patient.
If shown itemized bill containing patient's name, provider of service's IRS No. name and address, type date and amount charged for each supply or service for each member claim.

PATIENT'S NAME
LAST FIRST MIDDLE
Williams Bill A.

DATE OF BIRTH
Mo. Day Yr
7/23/46

SEX
☒ MALE ☐ FEMALE

OCCUPATION
Bricklayer

EMPLOYER
Mills Masonry

COVERED BY MEDICARE? ☐ YES ☒ NO

IF YES, EFFECTIVE DATE

GROUP NO.
2000-AC

COVERAGE CODE
34GG

AREA CODE
213

PHONE NUMBER
555-1212

EMPLOYEE SOCIAL SECURITY NUMBER
299-44-9989

EMPLOYEE NAME
LAST FIRST MIDDLE
Williams Wilma B.

ADDRESS
2345 Trowell Place
West Hollywood CA 97656

CITY
Beverly Hills STATE CA ZIP 97777

NAME OF EMPLOYER
Apogee Aircraft, Inc.

ILLNESS

ACCIDENT ☒ YES ☐ NO

WORK RELATED ☒ YES ☐ NO

PREGNANCY RELATED ☐ YES ☒ NO

DATE OF ONSET

HOW ACCIDENT OCCURRED
Slipped off scaffolding while carrying a hod of priceless antique ornamental bricks

WHAT INJURIES WERE SUSTAINED
Strained back, bruised jaw (contact with foreman's fist - not covered)

OTHER HEALTH INSURANCE? ☒ YES ☐ NO

POLICY NUMBER
99856781-231

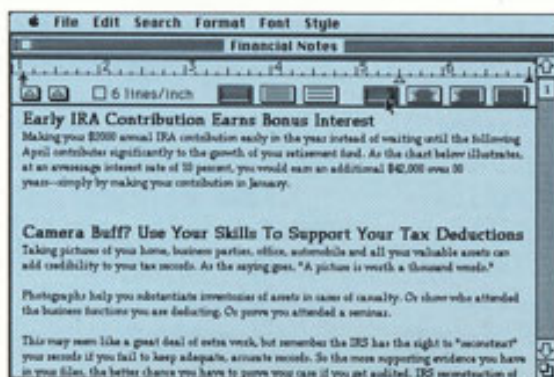
NAME
LAST FIRST MIDDLE
Williams Wilma B.

STREET
2341 Tort Way CITY
Suitland STATE
MA

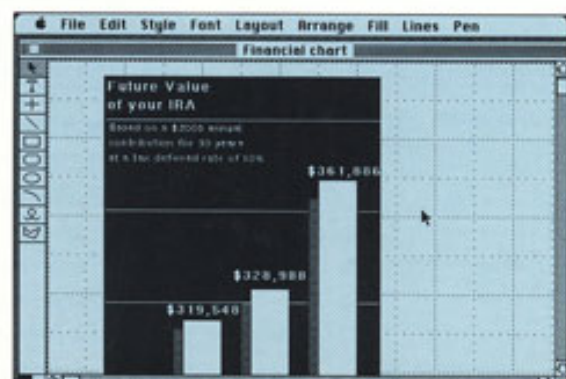
KNOWLEDGE, I AUTHORIZE THE RELEASE OF ANY MEDICAL INFORMATION NECESSARY TO PROCESS THIS CLAIM FOR THE DURATION MARKED ABOVE.

MEMBER'S SIGNATURE (PARENT'S SIGNATURE IF PATIENT IS A MINOR)

Mo. Day Yr



MacWrite, Apple Computer



MacDraw, Apple Computer



FileMaker, F

There's no question that, given the choice, every business would choose a LaserWriter.

Question is, which LaserWriter would they choose?

On the one hand, there's our original LaserWriter. It prints in four type families: Times,[™] a standard in the publishing world. Helvetica,[™] popular for business applications. Courier, for the look of a typewriter. And Symbol, a set of scientific and Greek characters.

On the other hand, there's our new LaserWriter Plus, with seven additional type families: Palatino,[™] ITC Bookman,[™] New Century Schoolbook,[™] ITC Avant Garde,[™] Helvetica Narrow, and ITC Zapf Chancery,[™] chosen for their popularity and suitability for all manner of jobs. And ITC Dingbats,[™] a whole library of stars, bullets, boxes, and other nifty symbols. Even more type families are available from other companies, such as Adobe Systems.

Type families aside, though, the two LaserWriter printers have quite a lot in common.

Both can print text in italic, boldface, underline, outline, shadow, or a combination of styles—say, bold italic.

Both can print a single character as small as you like, or as large as a full sheet of paper. And arrange your text in columns, blocks, circles, or whatever grabs you.

Both share a sophisticated built-in page-description language called PostScript,[™] which directs the printers to turn out text and graphics at the astonishing resolution of 90,000 dots per square inch. That's four times the resolution of ordinary laser printers (22,500 dots per square inch).

Both can print on plain copier paper, letterheads, labels, envelopes, and overhead transparencies.

And both can be very cost-effective solutions to an entire workgroup's printing needs. Thanks to a built-in AppleTalk connection, you can hook up as many as 31 Macintosh Plus computers—or even IBM PCs—to a single LaserWriter.

Finally, we'll conclude with two very "up" thoughts:

First, upkeep. With a LaserWriter, there isn't much of it. The only parts that are likely to wear out are contained in a replace-it-yourself toner cartridge—good for up to 3,000 pages.

And second, upgrade. If you already own a LaserWriter, your authorized Apple dealer can quickly upgrade it to LaserWriter Plus status.

Okay, so much for what we've done with the Macintosh Plus and LaserWriter Plus.

Now take a look at what you can do.

ITC AVANT GARDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC BOOKMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PALATINO

ABCDEFGHIJKLMN
abcdefghijklmnpqrst

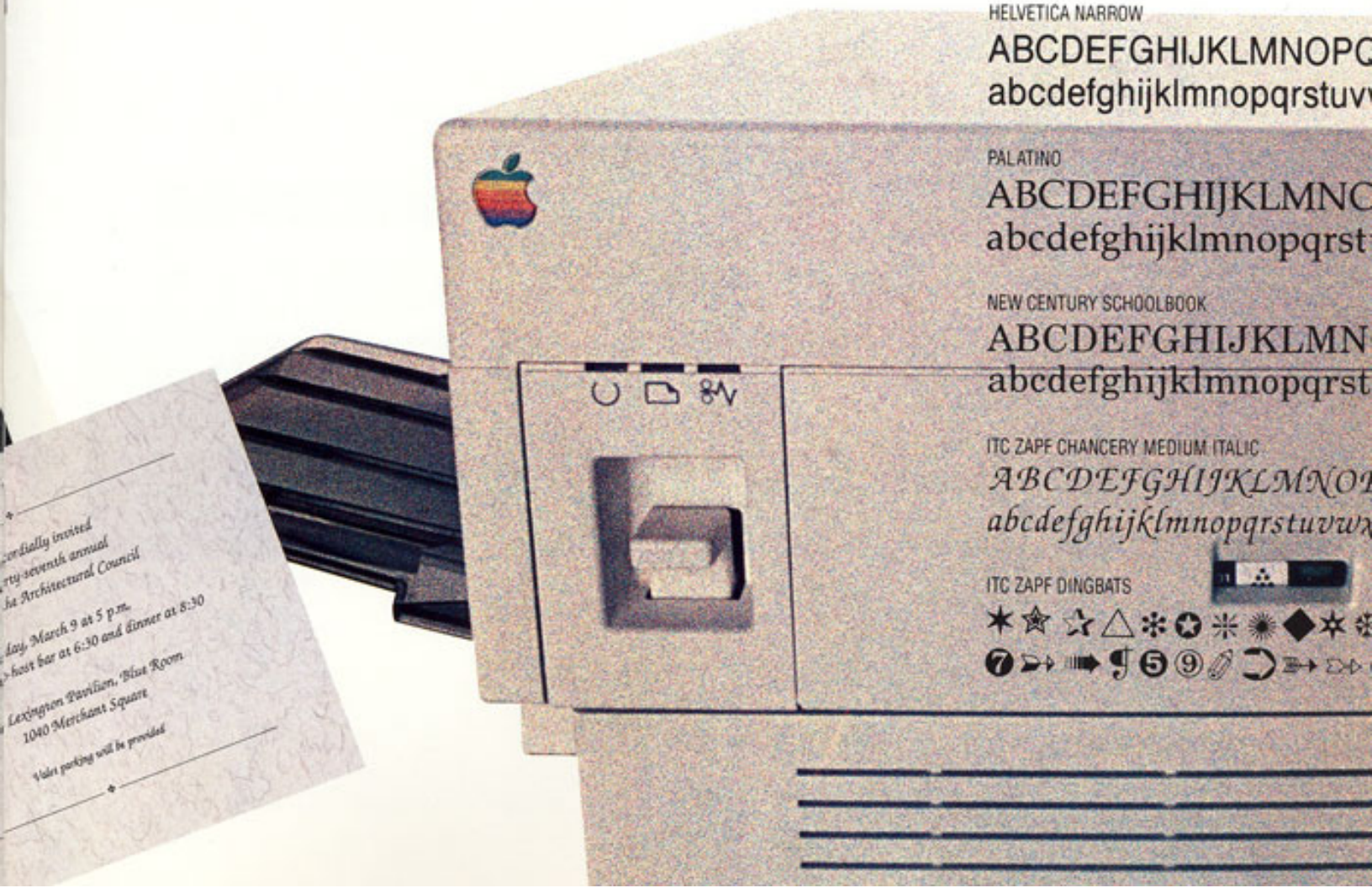
NEW CENTURY SCHOOLBOOK

ABCDEFGHIJKLMN
abcdefghijklmnpqrst

ITC ZAPF CHANCERY MEDIUM ITALIC

A B C D E F G H I J K L M N O P
 a b c d e f g h i j k l m n o p q r s t u v w x

ITC ZAPF DINGBATS



Not only will your company work smarter. It'll look the part.

No matter how different your company is from its competitors, there's one place where you look pretty much the same.

On paper.

But bring an Apple Desktop Publishing System into the office and watch what happens:

Your correspondence looks more professional. Your reports are more persuasive. Your presentations stand out from the crowd.

In other words, you look smarter.

Now, before you conjure up images of typesetting machines, drafting tables, and printing presses, we should mention that an Apple Desktop Publishing System is really no more than a Macintosh, LaserWriter, AppleTalk, and Macintosh software. Period.

Nonetheless, it can set an entirely new standard of quality in all your company's printed material. From memos to manuals to major proposals.

Just look around.

Every document on this page was produced by an Apple Desktop Publishing System. Exactly the way you see it.

Impressed? Then you'll be doubly so when we tell you that desktop publishing is much more than just a facelift for your paperwork.

It's a godsend for your bottom line.

Not to mention your sanity.

Let's say you're saddled with the task of producing a full-blown client presentation. There are overheads to make, charts to draw, proposals to print, sketches to show.

Don't panic. Everything you need is right on your desk.

Use graphics software such as MacPaint™ and MacDraw™ to produce your illustrations—picture-perfect organization charts, product drawings, territory maps.

Then count on the LaserWriter to quickly print your masterpieces directly onto overhead transparencies.

Next, fire up a form-generator like FileMaker to create a standardized biography sheet for each member of the presentation team.

Move on to the written proposal, with a powerful word processor like MacWrite™ or Microsoft Word. You have a full range of type styles and sizes to choose from, so feel free to add emphasis to headings and key points. Illustrate your text with the very same charts and drawings you created for the overheads. And for the coup de grâce, use MacPaint to design a fancy title page.

Congratulations. It's done.

All without a single typesetting bill, wrinkled galley, or peeling mechanical.

Admit it—your mind is already racing through all the ways you could put an Apple Desktop Publishing System to work. Business reports, technical manuals, dissertations, flyers, pamphlets, price lists, labels, specification sheets, course catalogs, concert or convention programs, event calendars, bulletins, mailings, and on and on.

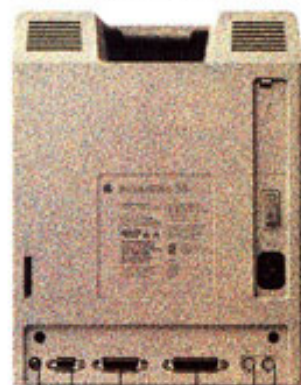
No other computer adds like a Macintosh Plus.

As you've just read, we packed enough features into the Macintosh Plus to make overworked businesspeople everywhere breathe a sigh of relief.

But should your needs suddenly expand, it's nice to know your Macintosh Plus can, too.

As easily as putting a plug in a socket.

The secret's in the sockets. One is the SCSI port we mentioned previously.



Mouse
Sound
800K Drive
Hard Disk 20
SCSI
Printer
AppleTalk
Modem

Through it, you can daisy chain up to seven high-speed peripheral devices, such as hard disks and tape backups.

The other socket is your connection to the AppleTalk™ Personal Network. With it, you can hook together as many as 32 Macintosh computers, IBM PCs, and peripherals. All at a fraction of what ordinary networks cost.

That's the beauty of Macintosh Plus: you can add a lot to its value.

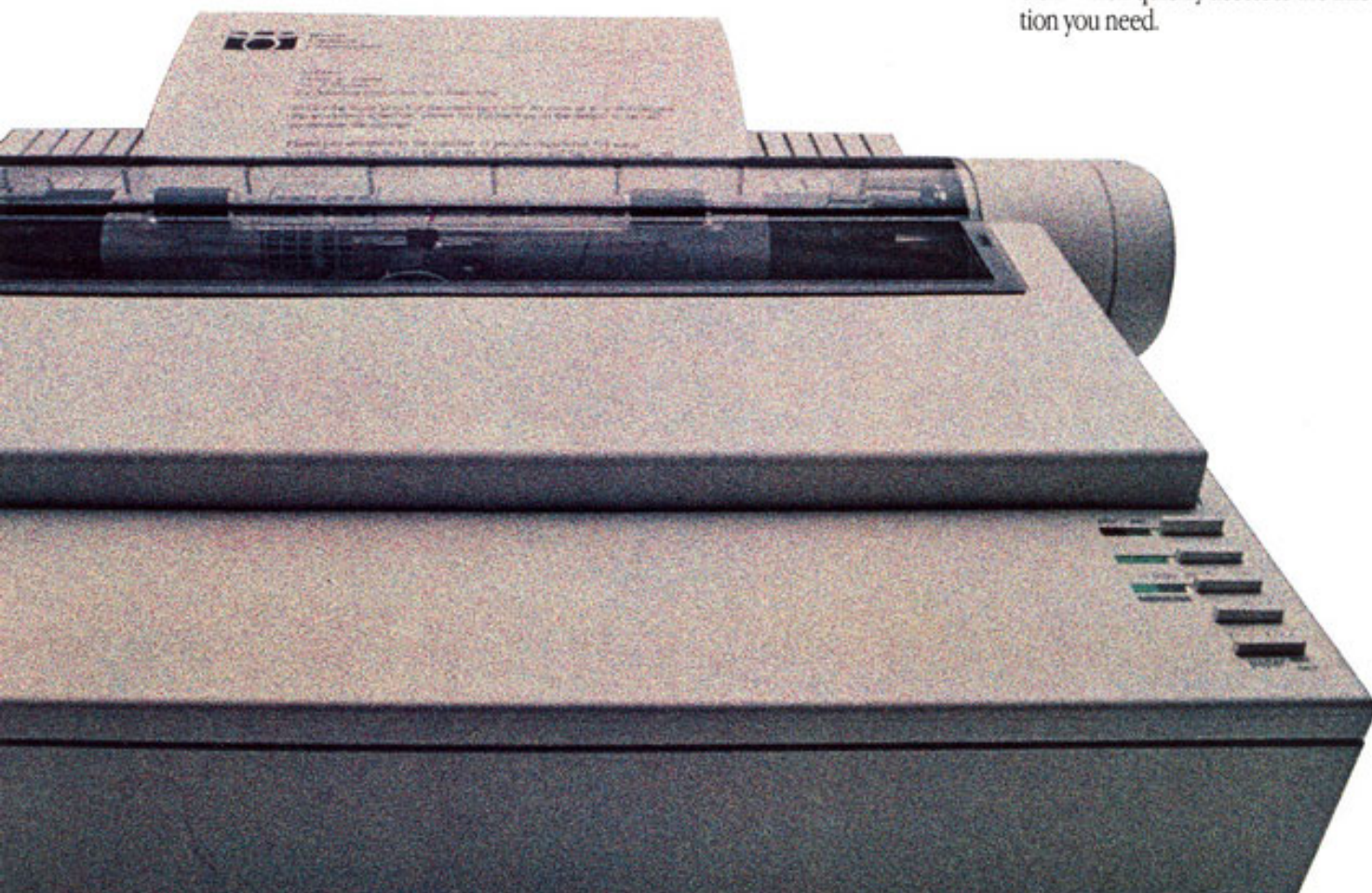
Without adding much to its cost.

Macintosh 800K External Drive



Macintosh 800K External Drive

By adding a second 3½-inch disk drive, you can work with more documents and programs without swapping disks. Just like the disk drive built into the Macintosh Plus, this little marvel stores the equivalent of 400 typewritten pages of text on a single disk—then quickly accesses the information you need.



Macintosh Hard Disk 20

Plug the Hard Disk 20 into your Macintosh Plus, and its appetite for information increases by leaps and bounds. With a 20-megabyte capacity (that's about 10,000 pages worth), the Hard Disk 20 is the perfect place to store all your applications and files. Its Winchester-type technology lets you switch between programs or access information much faster than with a 3½-inch disk. And the Hard Disk 20 fits neatly under your Macintosh Plus. So it not only gives you more disk space to work with. It gives you more desk space to work on.



Macintosh Hard Disk 20

Apple Personal Modem

Attach the 1200/300-baud Apple® Personal Modem to your Macintosh, plug it into a telephone line, and a world of information is at your beck and call. You can tap into electronic information services like Dow Jones News/Retrieval, CompuServe, and The Source. Or communicate with other computers—even your company's mainframe. The modem itself is small enough to plug right into a wall socket. But don't be fooled by its size. There's no shortage of features here: automatic answer, dialing, and redialing are all standard.

Apple
Personal
Modem



Apple ImageWriter II

The ImageWriter™ II printer lets you combine detailed graphics and near-letter-quality text in letters, reports, illustrations—anything that requires a polished look. When you need to hurry, so can the ImageWriter II. Just select "draft mode," and it'll print up to 2½ pages per minute. And since an AppleTalk card can make it part of your AppleTalk network, a single ImageWriter II can be shared by several people. No ordinary printer works this hard to make you look good.



Apple ImageWriter II

The LaserWriter and LaserWriter Plus. More typesetters than printers.

It hardly makes sense to create a personal computer as powerful as the Macintosh Plus without giving it an equally powerful printing companion.

So, being sensible types, we did just that.

And named it the LaserWriter.[™]

Forget everything you may know about computer printers. Printers can't make your reports look as though they're fresh from the typesetter.

The LaserWriter can.

Printers can't help you design newsletters, business forms, and proposals. Illustrated with eye-popping graphics.

The LaserWriter can.

Printers can't print in dozens of typefaces. Or for that matter, hundreds of sizes.

Guess what can.

And if it seems unfair to compare the LaserWriter to ordinary computer printers, pity the ordinary laser printer. The LaserWriter produces documents with so many more varieties of typefaces that it's almost embarrassing.

Pride in Performance

The daily newsletter of the 1986 International Sales Conference

October 29 broke foggy and warm. Sales troops padded into the Champagne Ballroom around 8:00 A.M., perhaps a bit crusty around the edges as a result of Mark Chai's party the previous night, but anxious nonetheless to take in another day of Sales Strategy and Analysis. They weren't disappointed.

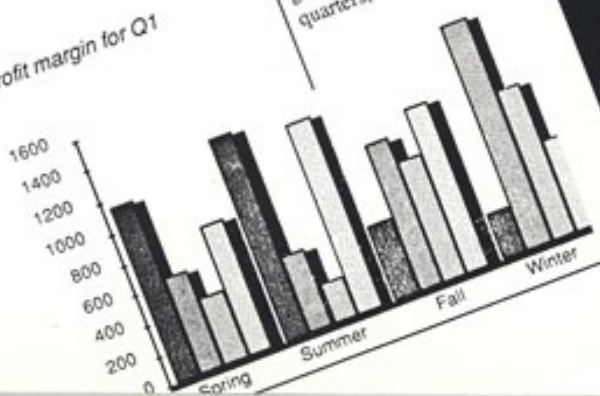
Performance to be proud

"Even the best of dream occasionally interrupted nightmares," said CEO Cooper in his opening remarks. "We may have started off with the best preseason in history, but last night we were mired in the slump."

Under Cooper's careful guidance, we emerged from the slump and the record in the strongest financial company history.

"We just posted our highest gross profit margins in quarters," said Cooper.

Profit margin for Q1



FOR THE NIGHT OF YOUR LIFE...

LORENC CAFE

At the corner of Green and
in the heart of
the financial district
Serving the finest in nouvelle
nightly from 5:30 p.m. until

You are
to the
meeting of
The
followed by
at the

We've never been
more serious
about a personal
computer.

That's not a statement we make lightly. After all, Apple built its business on the personal computer. How can you be more serious than that?

Our answer is pictured below.
The Macintosh Plus.

To begin with, it wields a full megabyte of built-in memory. So you can run the most powerful business software without running up against a wall.

And while that's more than enough memory for the vast majority of business people, we haven't forgotten about those of you who can't get enough of a good thing. When higher-capacity chips are available, you'll be able to boost your Macintosh Plus all the way up to 4 megabytes.

We've never been more serious about disk storage, either. The Macintosh Plus



comes equipped with an 800-kilobyte double-sided disk drive. Miraculously, it fits about 400 typewritten pages onto a single 3½-inch disk. So you can hoard scads of information without juggling stacks of disks.

Macintosh Plus is faster than our original Macintosh (which is no slouch itself). You can open a file, recalculate a spreadsheet, sort a data base, or jump from one application to the next in less time than it took you to read this paragraph.

And speaking of speed, run around to the backside of the Macintosh Plus. What you'll find is something called a Small Computer Systems Interface (SCSI) port. It's a remarkably fast way to move information from your computer to a peripheral. Or vice versa.

By the way, that very same SCSI port also lets you daisy chain up to seven peripherals—but more on that later.

Moving back to the front, we now direct you to the Macintosh Plus keyboard. Though it fits nicely in your lap, it puts 217 different characters at your fingertips. Mathematical symbols, foreign punctuation, you

name it. And to help you set new speed records when you're flying through words and numbers, we've included cursor keys and a numeric keypad.

Finally, move your eyes up to where they'll be spending the most time. The screen. It's a high-resolution, bit-mapped display that puts 175,000 pixels to work on your reports, graphs, and professional doodles. Other computers seem blurry by comparison.

That, then, is the Macintosh Plus. More memory, more storage, more speed, more performance.

In other words, more Macintosh.

Which reminds us: for those of you who are thinking of trading in your Macintosh for a new Macintosh Plus, here's a word of advice: Don't.

Upgrade instead.

Your authorized Apple dealer will be happy to bring your Macintosh up to speed with the faster, roomier 800-kilobyte internal disk drive. Or the logic board with 1 megabyte of memory and a SCSI port. Or a full-function keyboard.

You can upgrade a little at a time. Or all at once.

Either way, you'll wind up with a personal computer that's every bit as powerful as our new one.

And a lot more powerful than some others we could name.

Seriously.





Did you
ever
imagine
you could
come into
power so
quickly?



Macintosh Plus.

It's the kind of power you need, not just the kind you expect.

Yes, the new Macintosh™ Plus computer is the fastest Macintosh ever. Yes, it has more memory than ever. And yes, it's more expandable than ever.

But that's only one kind of power.

Those are specs. Milliseconds, megabytes, and all the "tech talk" you usually hear from computer companies.

At Apple, we think about computing power in slightly different terms.

What's important to us is not only that a computer is fast, but also that it helps you work faster. Not only that a computer has more memory, but also that it helps you get more done. And not only that a computer can expand, but also that it lets you try things you never would have dared otherwise.

Which brings us back to the Macintosh Plus.

On its specifications alone, the Macintosh Plus is a powerhouse: a full megabyte of memory, an 800-kilobyte disk drive, high-speed expansion ports, built-in networking capabilities, a high-resolution monitor, and a detached, full-function keyboard.

All standard.

Had we stopped there, the Macintosh Plus would no doubt be imitated by more computers than you could shake a disk at.

But that will never happen. Because there's something about the Macintosh Plus that simply can't be imitated:

It's a Macintosh.

Which is a short way of expressing a rather long list of advantages.

One such advantage is that you needn't be a computer expert to use this computer expertly. We made the screen layout of the Macintosh Plus resemble your desktop, with pictures of objects (icons) you'll have no trouble recognizing. Like file folders. Pads of paper. Even a trash can.

Another Macintosh advantage is that there are no tricky procedures to learn, no strange codes to memorize. Instead, you use a small rolling box called a "mouse" to point to the object or function you want.

Click the button on top of the mouse, and you've opened a file. Or plotted a sales curve. Or printed a report.

And once you've learned to use one Macintosh program, you already know the basics of what it takes to run hundreds more. Because they all work much the same way.

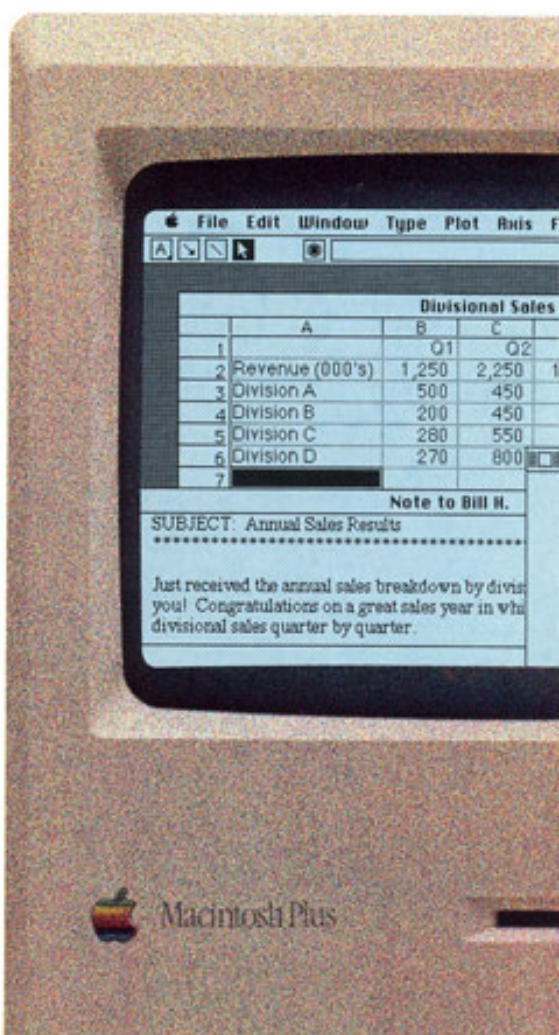
Finally, there's an advantage that's really easier to show than to explain: the brilliant graphics of the Macintosh Plus. So as you flip through this brochure, keep your eyes peeled.

You'll get the picture.

All of these advantages, features, and specs are nice to know, of course. But what's important is that the Macintosh Plus uses those advantages, features, and specs to give you the kind of power you really need.

The power to do the work you've always done—faster, better, and smarter than you've ever done it. Maybe even to try a few things you've never been able to do before.

Now that's power.



Divisional Sales				
	A	B	C	
1		Q1	Q2	
2	Revenue (000's)	1,250	2,250	
3	Division A	500	450	
4	Division B	200	450	
5	Division C	280	550	
6	Division D	270	800	
7				

Note to Bill H.

SUBJECT: Annual Sales Results

.....

Just received the annual sales breakdown by division! Congratulations on a great sales year in which divisional sales quarter by quarter.



Macintosh Plus