

All I really wanted to do
was simplify my job.

So I bought Windows. I
added extra RAM. I bought a
bigger hard disk. I replaced
my video card and monitor.
I bought a half-dozen new
programs, installed a mouse,
configured the system, and
as I sit here watching my
spreadsheet crawl on my PC,
I'm thinking to myself,

"This is making
it easier?"

Then there's Macintosh.* The only personal computer designed from the very first chip to work the way people work. That's why Peter Lewis of *The New York Times* wrote the Macintosh is simply "better than DOS or Windows." That's why *Byte* wrote, "If you use a GUI to keep your computing tasks sorted out, the Mac does it best..." That's why J.D. Power and Associates ranked Apple the #1 Personal Computer Company in Customer Satisfaction Among Business Users.* There's no personal computer on earth quite like it. And none more imitated. The affordable, compatible, connectable Macintosh personal computer. The power to be your best.*

Macintosh from Apple.



*J.D. Power and Associates' 1991 Computer End User Satisfaction Study™, Phase II: Business End User Summary. Responses from 5,631 end users at 4,396 business sites. Peter Lewis quote from October 29, 1990, edition of *The New York Times*. © 1992 by The New York Times Company. Reprinted by permission. *Byte* quote from March 1992 issue. © 1992 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, Mac, Macintosh and "The power to be your best" are registered trademarks of Apple Computer, Inc. Windows is a trademark of Microsoft Corporation.

I FEEL LIKE I'M BEING PECKED TO DEATH BY DUCKS.

At \$149.95 per PC, Windows sounded like a deal. Then I bought all new programs at about \$500 a pop. I shelled out a couple hundred per machine for extra memory. I ponied up \$300 each for networking cards. The mouse ran \$100 and a bigger hard disk ran \$275. And as I stare at the invoice for what it's going to cost me to connect them all together, I think to myself,

"THIS IS MAKING IT EASIER?"

Then there's Macintosh.* There are no hidden costs. There are no cards to buy for networking, file sharing, sound, video or peripheral support. That's why *Computer Shopper* magazine said, "Let's not be coy: If you want the best GUI money can buy, get a Macintosh." That's why *MacWeek* said, "Apple has shown that it can be technologically brilliant and price competitive at the same time." And that's why J.D. Power and Associates ranked Apple the #1 Personal Computer Company in Customer Satisfaction Among Business Users.* There's no personal computer on earth quite like it. And none more imitated. The affordable, compatible, connectable Macintosh personal computer. The power to be your best.*

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