

A man's suit is the central power garment in business.

Your Ivy League tie discreetly suggests the position you want, as opposed to the position you've got.

To maximize the power of your shirt, it's always semi-custom and immaculately pressed.

You're careful to keep your shirt cuffs no more, or less, than one-half inch below your suit jacket sleeve.

You know the right attache carries a lot of weight.

How you look at work . . .

Your suit is a vice-presidential shade of blue. Impeccably tailored: jacket sleeve 5 inches off the tip of your thumb.

You've carefully avoided stripes more than one-quarter inch apart.

Your tie discreetly suggests the position you want, as opposed to the position you've got.

And your presentation is so thick with white-out it can no longer be rolled through a typewriter.

In short, while you may be

groomed for success, your work may not be.

We highly recommend requesting an immediate transfer from the office you're in now, to The Macintosh™ Office.

Macintosh can do for a marketing plan, a productivity analysis, an engineer's rendering, a spreadsheet, a business letter what no other business computer can: give them a look that

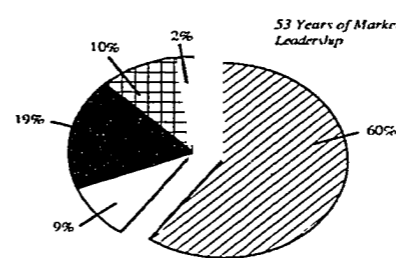
makes the difference between getting ignored and getting noticed.

But Macintosh does substantially more for your work than meets the eye.

Thanks to the incredible power of its 32-bit technology and business software like

Microsoft's Excel,* Paladin's CRUNCH and Jazz from Lotus, you can do all the white-collar things you'd expect

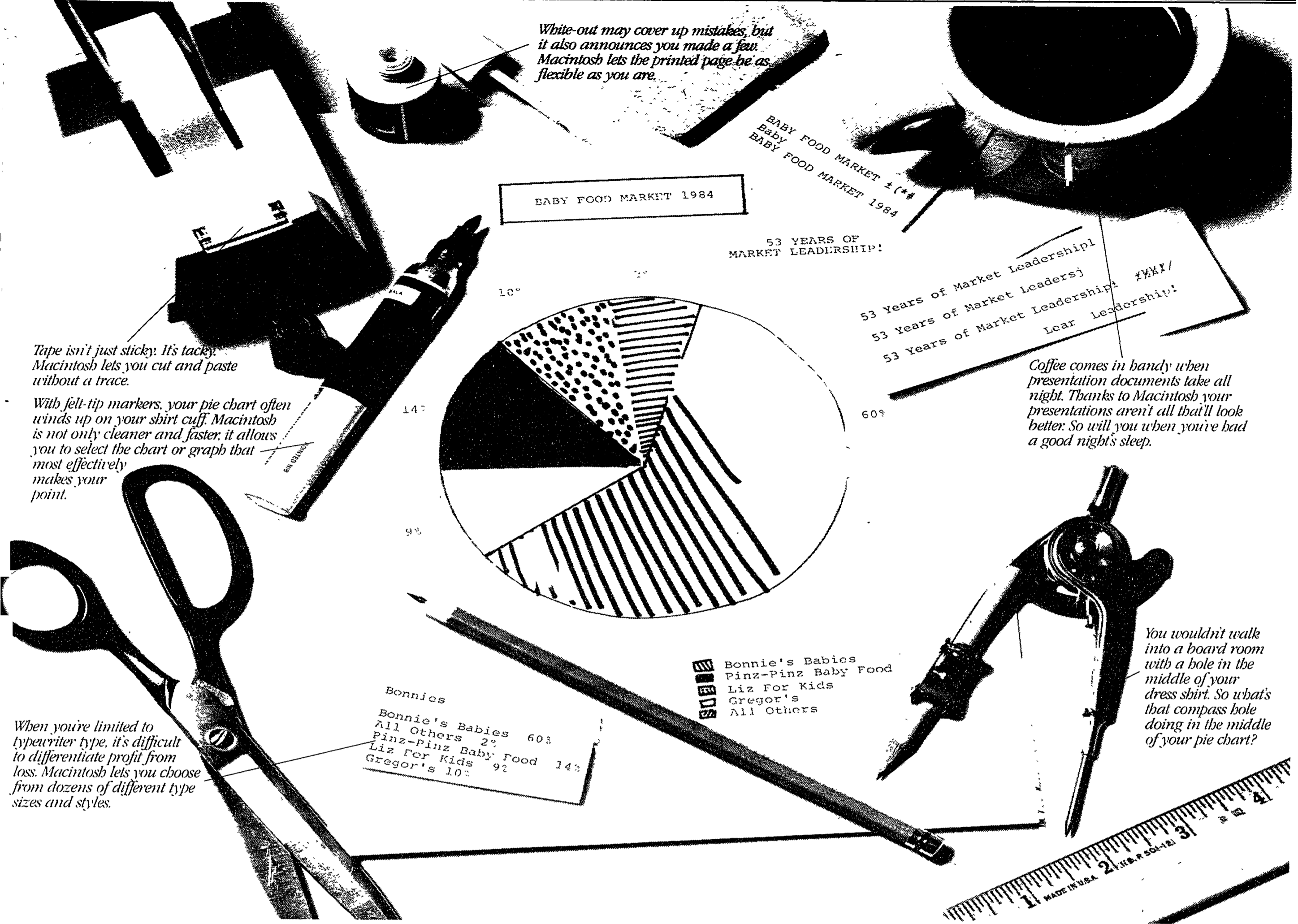
BABY FOOD MARKET 1984



Note: While we continue to dominate the market, Pinz-Pinz has gained considerable share. A direct reflection of their industry acclaimed "Baby Buck" promotion.

Source: Baby Market Intelligence

Macintosh lets you produce publication quality text and graphics to express yourself clearly, concisely and persistently. No markers. No scissors. Just one reasonably coordinated index finger.



s. how your work looks.

a business computer to do: word-processing, database management, project management, accounting, mainframe communications, electronic mail, spreadsheets and business graphics.

And Macintosh also does a few things you'd never expect a business computer could do.

It works in dozens of different type styles and sizes. Combines text and graphics of any dimension on a single page. And can reproduce

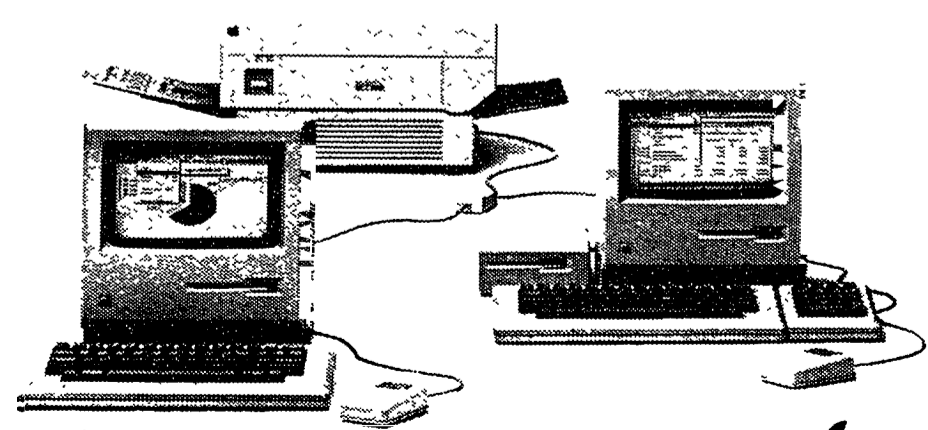
virtually any image the human hand can create.

Using the second hardest worker in The Macintosh Office, our LaserWriter™ printer, you can print out all your reports, presentations, even overheads with a concise graphic clarity that speaks for itself.

Just ask your local authorized Apple® dealer for more information about The Macintosh Office.

After all, you wouldn't dream of walking into a board room with a

hole in the middle of your dress shirt. So what's that compass hole doing in the middle of your pie chart?



The Macintosh Office. 

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