

The top rated programs of the year are all on one screen.

From its introduction, the computer press hailed Macintosh™ as a "stunning technological achievement."

Today, the rave reviews are coming from an even more demanding group of critics.

American business.

The reasons for their unbridled enthusiasm?

Macintosh's intuitive point and click technology and visual interface have

spawned a dynamic, new generation of power software programs.

Programs that dramatically reduce training and support requirements. And deliver the highest quality output of any desktop computer system.

Like Microsoft's Excel spreadsheet program.

On a Macintosh Plus, Excel surpasses anything ever seen on a microcomputer.

Yet you don't have to memorize complex commands to

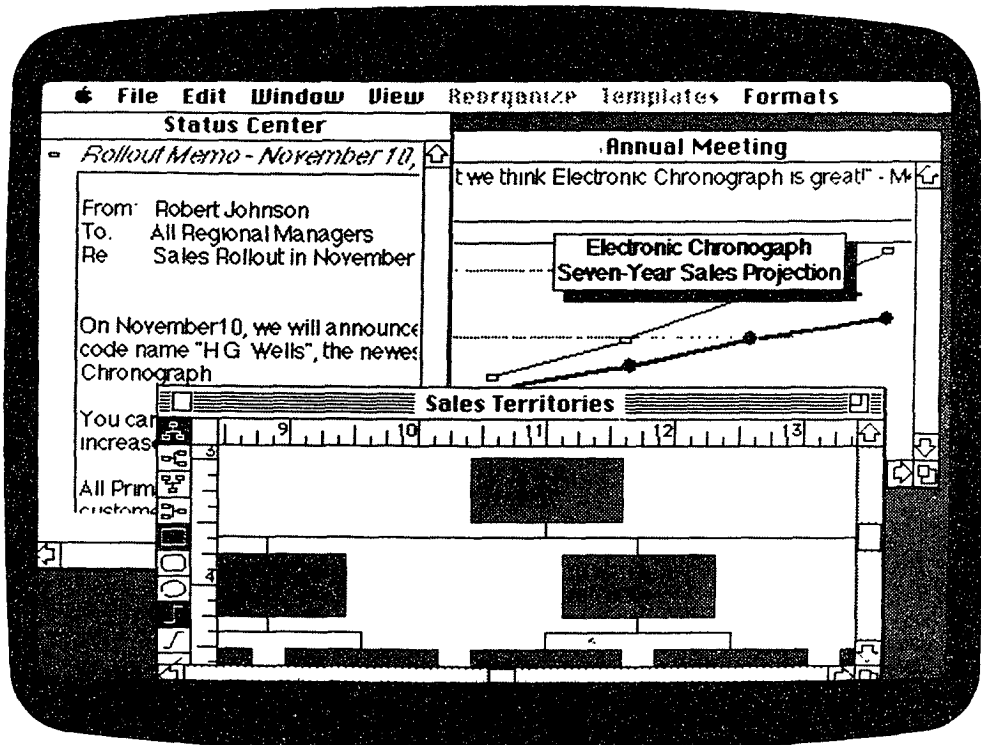
use it. Or take a week of classes to learn it.

Excel executes complicated macro routines with a single keystroke. And turns spreadsheets into persuasive charts and graphs with a simple click of a mouse.

What Excel does to numbers, MORE does for ideas.

It organizes your thinking and visualizes your proposals.

Then at a blinding speed, turns your thoughts into outlines. Outlines into bullet charts. Bullet charts into presentation quality overheads. Overheads into ani-



**Not only are Macintosh software programs exceptionally popular, they're also exceptionally easy to learn. After all, the business of business is doing business. Not learning how to use a computer.*

mated "slide shows." It's already revolutionizing the way meetings are being held.

For organizing and presenting the rest of your business information, there's Ashton-Tate's dBASE Mac.* A brilliantly designed database program that takes full advantage of the Macintosh interface.

With a virtually unlimited number of fields to work with, dBASE Mac can comfortably manage all of your data. Create

custom forms. Generate sophisticated reports. Even turn your data into illustrations.

And for the true star in the world of words, Macintosh triumphs with Word. Word lets you work with up to four documents at one time. Add headers. Footnotes. Page numbers. All with the click of a mouse. It even maintains a glossary of your most often used phrases.

Word prints out exactly what you see on the screen. Right down to the last boldfaced italic.

You can select from literally hundreds of typefaces. In any style. Outlined. Underlined. Bold. Italic. Shadowed. Subscript. Superscript. Small caps. Or plain text.

What's more, like all Macintosh programs, Word

allows you to take full advantage of Apple Desktop Publishing.

So you can create reports, presentations, newsletters and brochures of near typeset quality on Apple's LaserWriter® Plus printer.

And because all Macintosh programs work the same way, it's easy to cut and paste a MORE outline into a Word document.

A Word document into a dBASE Mac file. A dBASE Mac file into an Excel chart.

Then using Apple Desktop Communications, you can send the file to another Macintosh. PC. Or mainframe. Or retrieve data from any of these sources and integrate them into your Macintosh files.


And to make business even easier, if you

pay a visit to your participating authorized Apple Dealer before January 10th, you can save up to \$250 on Apple peripherals and software programs when you buy your Macintosh system.**

And you can take advantage of a variety of Apple credit options.

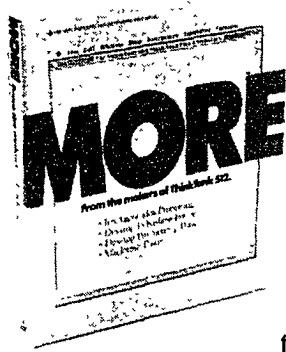
All of which can help you turn in a star performance.

Without having to do a big song and dance routine for the finance department.

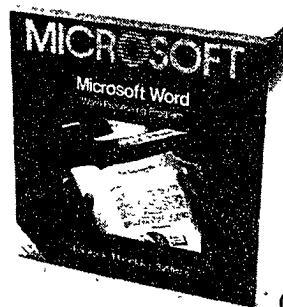
The power to be your best.™ 



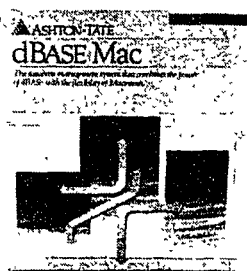
**Compare with any similar PC, DOS or MS-DOS program. Excel is serious software for serious business users. Personal Computing*



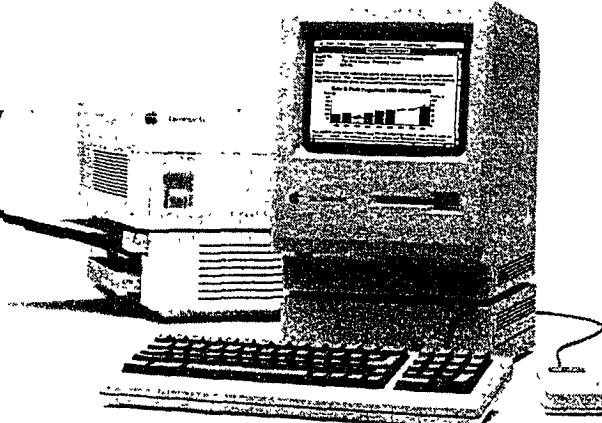
**MORE is currently the most advanced outline and idea processor on the Macintosh or PC. We rate it an excellent performer. InfoWorld*



Word may have been too advanced for the IBM Personal Computer but it is an almost perfect match for the Apple Macintosh. John Markoff & Paul Freiburger, San Jose Mercury News



**dBASE Mac is an easy to use, exceptionally capable database that shows touches of brilliance. Stewart Alsop, P. C. Letter*



*dBASE Mac will be available Winter of 1986. **A deal like this can't be found just anywhere. So it's not surprising that it's available exclusively at participating authorized Apple Dealers at the same store and time of your purchase. Certain restrictions do apply. See your authorized Apple Dealer for details. © 1986 Apple Computer, Inc. Apple, the Apple logo and LaserWriter are registered trademarks of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc. The power to be your best is a service mark of Apple Computer, Inc. Ashton-Tate is a registered trademark of Ashton-Tate. dBASE Mac is a trademark of Ashton-Tate. Microsoft is a registered trademark of the Microsoft Corporation. MORE is a trademark of Living Videotech. For the authorized Apple Dealer nearest you, call (800) 446-3000. In Canada call (800) 387-9683.