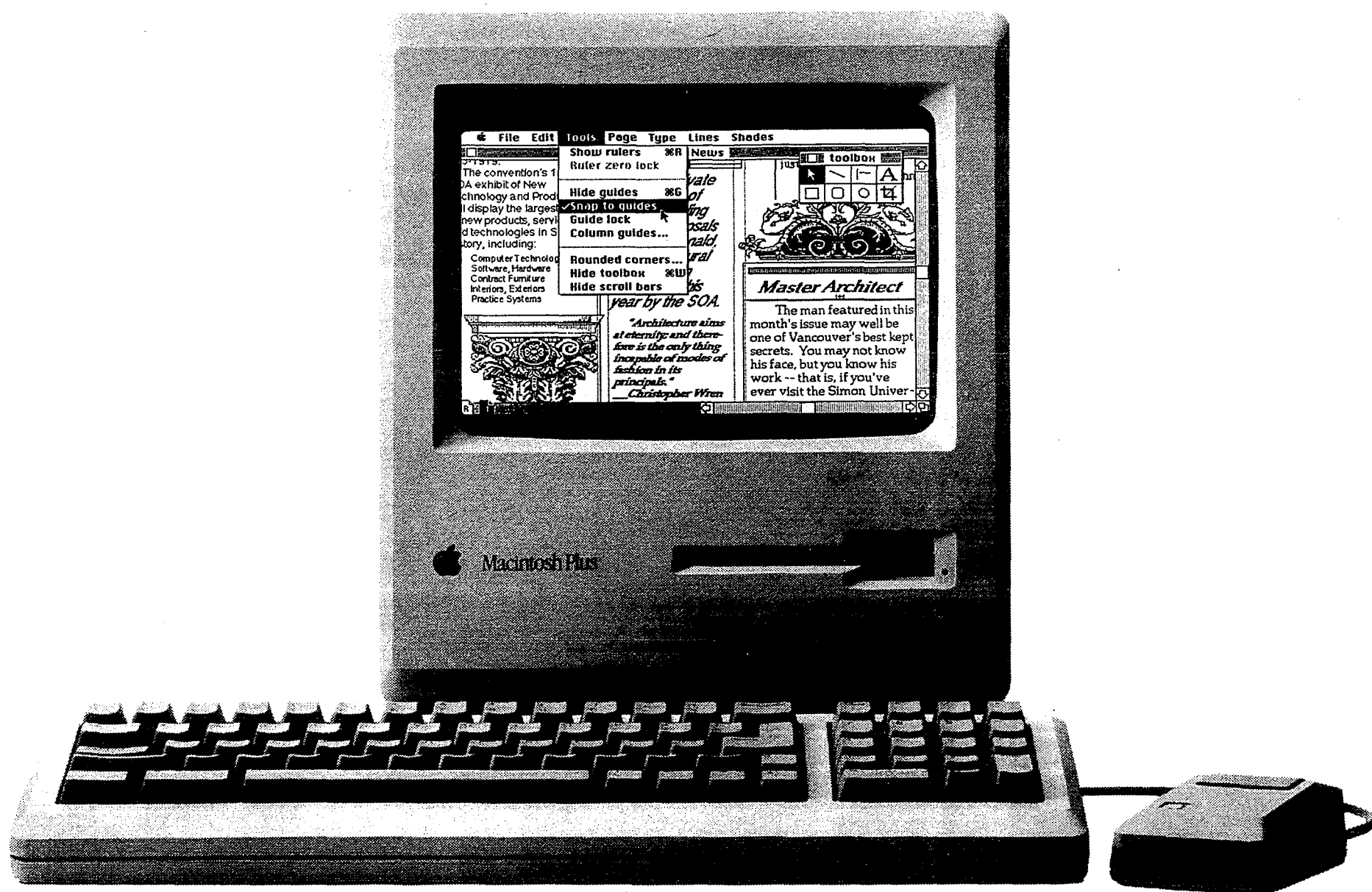


The best seller.



Macintosh Plus.

File this under nonfiction:

The Macintosh™ Plus personal computer is now number one on the best seller list in business.

That is to say, in retail business sales, Macintosh Plus out-performs computers of every name. And letter.

Of course, none of this should come as too big a surprise. After all, with our

Macintosh technology, we created a whole new set of standards for what a personal computer can do.

From Apple® Desktop Publishing and Desktop Communications to next-generation software like Microsoft's best-selling spreadsheet, Excel.

And as more businesses decide to go with Macintosh, they're making some

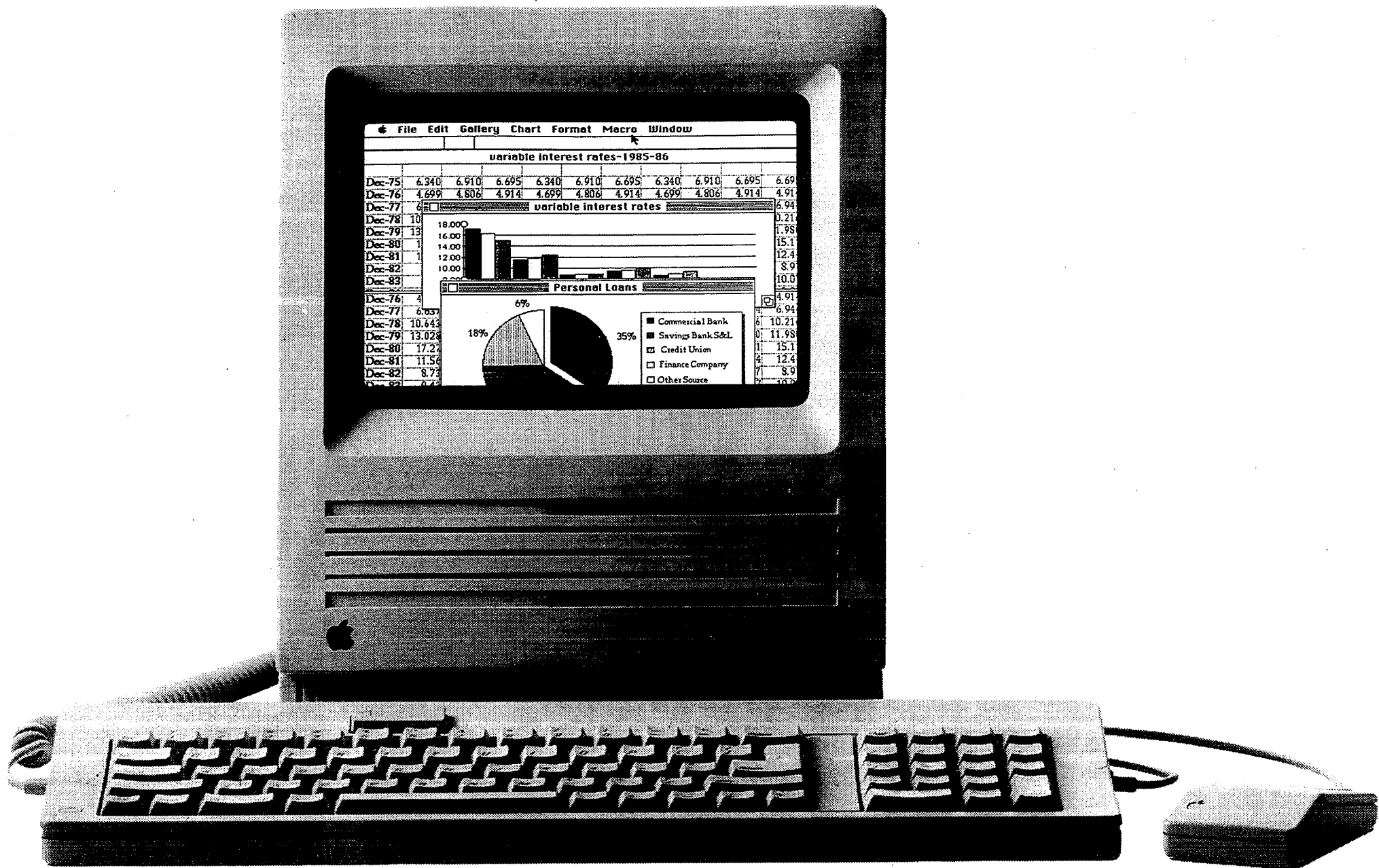
rather spectacular gains in productivity. According to one recent multi-industry study, as high as 24%.

All this at a much lower cost than with conventional computers.

The fact is, today you'd have to go a very long way to find a more powerful personal computer for business.

At least a page.

The sequel.



Macintosh SE.

And now the plot thickens.
Enter the new Macintosh SE:

The first computer to combine the power of the best seller to your left with the added power of expandability.

Built into the SE, there's a slot where you can plug in some potent new options, whenever you're ready.

Like a card that connects you to an Ethernet network, or a mainframe. A card that lets you add a disk drive for using documents created on IBM or compatible PCs. An accelerator card that can

take you through the most complex spreadsheets posthaste. Or other cards yet to be invented.

And, we're pleased to report, we've also done a bit of expanding elsewhere.

Along with its built-in 800K floppy disk drive, the SE comes with an internal 20-megabyte hard disk that can store 10,000 pages of information. Or, if you prefer, a second built-in floppy drive.

In addition, the Macintosh SE can be used with either of two new keyboards. One of which is equipped with 15 func-

tion keys for handling special applications.

We must stress, however, that for many people—and businesses—the Macintosh Plus continues to offer more than enough power.

It's for those who need more than more-than-enough, that we suggest the Macintosh SE. Which can easily meet greater business demands, and still give you the benefits of the best seller.

Including the happy ending. 

The power to be your best.™