

There's more than one way to run a business.

There are probably as many recipes for success in business as there are successful businesses.

But recently, more and more Fortune 500 companies have been employing the same formula:

Macintosh™ personal computers. Of which the business world now has a wider choice than before:

Of either the Macintosh Plus.

Or the new Macintosh SE.

Since its introduction last year, the Macintosh Plus has worked its way into thousands of important positions—in fields as diverse and challenging as aerospace, banking, publishing and government.

The Plus comes standard with a 32-bit Motorola 68000 microprocessor and a full megabyte of internal memory—so it can run the latest, most advanced software in the business world today.

Including professional word processing programs like Microsoft Word 3.0. Desktop publishing programs, such as the versatile Ready, Set, Go! 3.

Powerful spreadsheets like Microsoft Excel, with built-in business graphics and macros.

And communications products like the AppleShare™ file server that lets any Macintosh user share information with other members of a workgroup.

Like all Macintosh computers, the Plus performs its office duties with the lowest training cost per desktop of any personal computer.

Because unlike conventional computer programs, every program written for Macintosh works exactly the same way—with simple point-and-click commands and familiar pull-down menus.

Once you've mastered one Macintosh application, you've basically mastered them all. So your employees can spend more time doing what you hired them to do. And less time becoming computer experts.

Now, if your future business plans include a much bigger business, we suggest you take a good look at the new Macintosh SE.

It's a direct descendant of the Macintosh Plus, with the same 32-bit architecture and 1 megabyte of RAM (which can easily be enlarged to 4 megabytes).

It can also run the same, powerful Macintosh software mentioned above—15% faster.

And since SE stands for "System Expansion," it can do something that's quite remarkable. Namely, expand along with your business.

Like no Macintosh before it, the SE comes with an internal expansion slot. So you can add devices for using

information from MS-DOS computers. Or a card for tying into company networks such as Ethernet. Or a math co-processor for faster number crunching. Even a video card for connecting a large-screen monitor.

Along with its built-in 800K floppy disk drive, the Macintosh SE also comes with a 20-megabyte hard disk that can give you the power to store a good 10,000 pages' worth of information. Or, if you prefer, a second built-in floppy drive.

You also get a choice of two new keyboards. Either a Macintosh Plus-like keyboard, or one with 15 function keys for special applications.

All of which adds up to a personal computer with more than enough power to keep up with your business. No matter what direction—or how fast—it grows.

If you want to find out more about either the new Macintosh SE or the Macintosh Plus, invest in a visit to any authorized Apple representative.

Who will be happy to help you match your office needs to the right Macintosh.

Which, in our humble opinion, is really the only way to run a business.

The power to be your best. 

