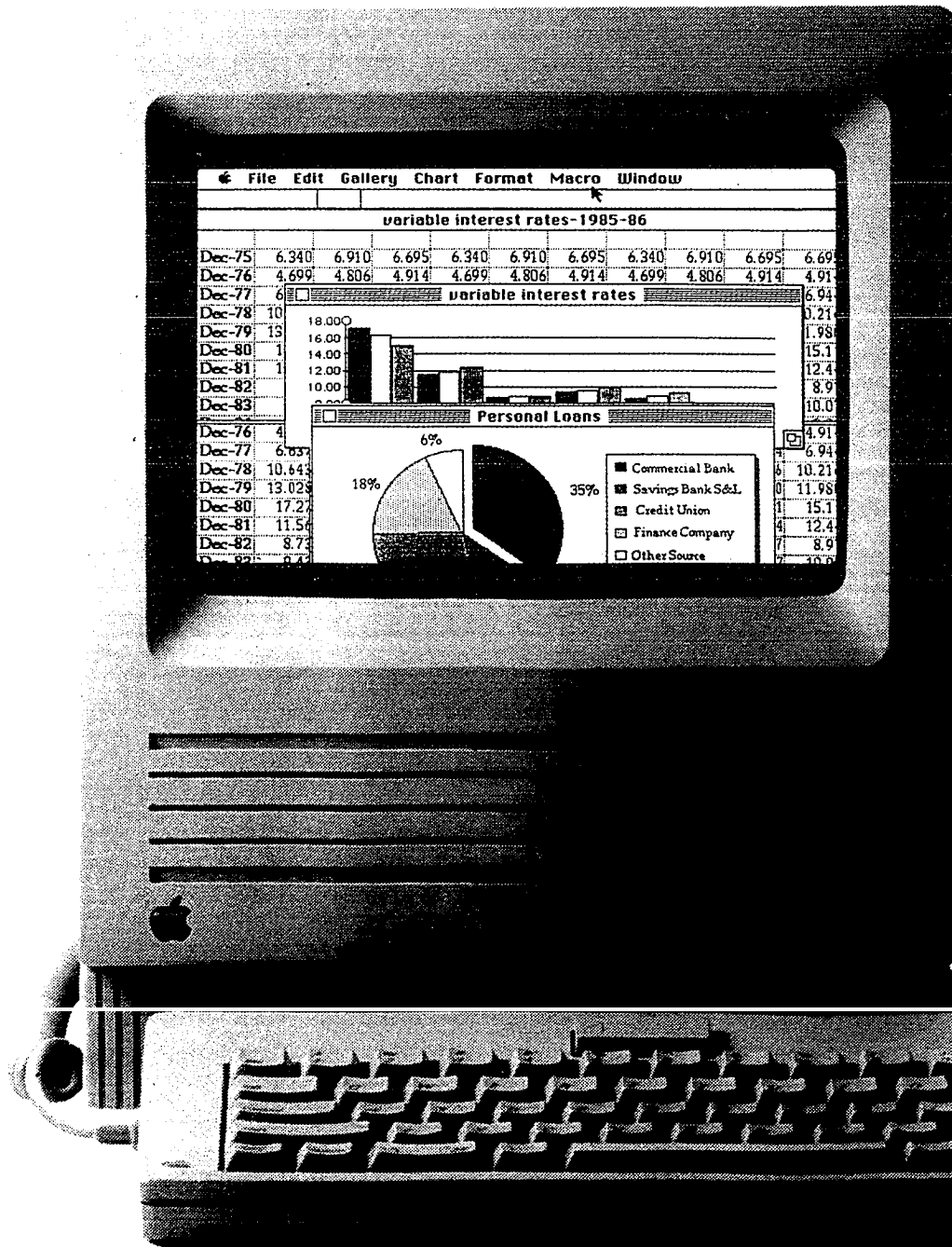


The sequel.



And now the plot thickens.

Enter the new Macintosh SE:

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

Inside the SE, there's a slot where you can plug in some potent options.

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, you can use the SE with either of two new keyboards. One of which has 15 function keys for special applications.

We must stress, however, that for most 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 far greater business demands, and still give you all the benefits of the best seller.

Including the happy ending. 

The power to be your best.™

Macintosh SE.