

# Macintosh makes the financial page.

VIA SATELLITE

THE NATION'S NEWSPAPER SECTION B

**USA TODAY**

**Money**

FRIDAY, JANUARY 9, 1987

**TODAY'S TIP-OFF**

**Don't overlook** ... deductions for business auto expenses on your 1986 tax return. Even if you don't record the actual costs, taxpayers can use the IRS optional mileage rates for 1986, say accountants Touche Ross & Co.: deductions of 21 cents a mile up to 15,000 miles; and 11 cents a mile beyond that.

**This week's average yields** ... on bank certificates of deposit, according to "Bank Rate Monitor": six-month, 5.88%; 1-year, 6.11%; 2 1/2-year, 6.58%; 5-year, 7.11%. (Money rates, 3B.)

**EXPERTS PEEK PAST MILESTONE**

THEY SAID DOW WOULD REACH 2000. IT DID. SO WE ASKED, WHAT'S NEXT? PAGE 2B.

**MONDAY**

MONEY PLAYS: COUPLE SAYS INCOME IS RISING 'SO FAST WE DON'T KNOW WHAT TO DO.'

MARTIN ZWIG: SA 'moderately bullish' he sees a correction before 3000

**TIMELINE**

A LOOK AT EVENTS SHAPING THIS CENTURY'S STOCK MARKET

**7 decades of the Dow: In good times and bad**

Ups and downs in the Dow Jones industrial average reflect the life story of the USA itself. Here's a look at the Dow's winding path on the way to 2000.

**Rising '20s:** A spectacular bull market pushed the Dow from 63.96 to August 1929 to close at exactly 300 on Dec. 31, 1929. The market kept rising in 1928, peaking at 381.17 on Sept. 3. Investors were for overextended. The bubble burst in October 1929. The Dow plunged 38.33 points — 12.8% — on Monday, Oct. 28. The next day, it fell 30.57 points, 11.7%.

**The Depression years:** Most of the losses stock market investors suffered in the Great Depression came in the early 1930s — not in 1929. President Hoover tried to

**The path to 2000**

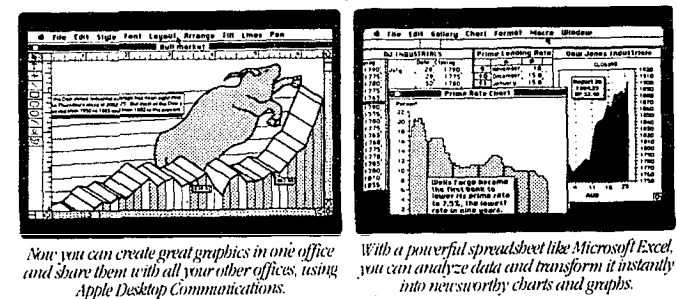
Since 1950, the Dow Jones industrial average has risen eight-fold, from 235.41 to Thursday's close of 2002.25. But most of the Dow's gain was achieved from 1950 to 1965 and from 1982 to the present.

It also changes the weather. Pinpoints trouble spots. Displays baseball scores. And just generally covers the planet daily in a hundred different ways.

For publications ranging from Gannett's USA TODAY to the Denver Post to Knight-Ridder Newspapers.

In fact, every U.S. newspaper with a circulation of over 500,000 has given the Macintosh™ personal computer a job in their newsrooms. Because they've found it's the most cost efficient way to create sophisticated graphics for fast-breaking stories.

And to share them electronically, and instantly, news desk to news desk, anywhere in the world.



Now you can create great graphics in one office and share them with all your other offices, using Apple Desktop Communications.

With a powerful spreadsheet like Microsoft Excel, you can analyze data and transform it instantly into news-worthy charts and graphs.

All this may come as news to a lot of business people who thought Apple Desktop Publishing was no more than a good way to save money on printed fliers.

With a Macintosh and a LaserWriter™ printer, your company can design, assemble and print everything from technical manuals to major presentations to, yes, newspapers—at a fraction of what it would cost to send them out.

In fact, you can afford to "publish" every document in your office, from internal memos to formal presentations. In hundreds of type styles and sizes and handsomely illustrated with Macintosh graphics.

But there's more to Macintosh than looking good on paper. It can handle hundreds of other routine business tasks simply and professionally, thanks to the latest, and most advanced business software available.

Including powerful spreadsheets with built-in business graphics and macros. Project management programs that help organize and manage highly complex jobs. And data communications tools that allow Macintoshes to communicate with each other, IBM PCs, and mainframes.

And just as importantly, Macintosh goes about its business with the lowest training cost per desktop of any personal computer.

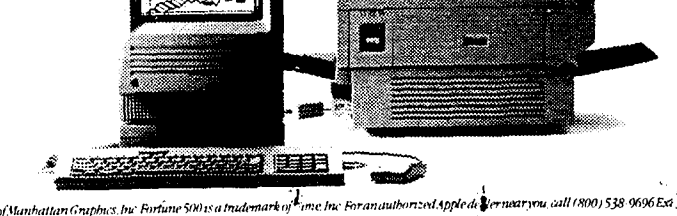
Because, unlike ordinary computer programs, every Macintosh program works precisely the same way—with simple point-and-click commands, windows, and consistent pull-down menus.

Which could very well be why a growing number of the Fortune 500 are turning to Macintosh computers for real productivity gains. In fact, in an in-depth analysis of seven Macintosh installations in large manufacturing companies, users all reported productivity gains of 25% or more.

So the next time you open up your newspaper, don't be too surprised if you see Macintosh making an appearance on the financial page.

And maybe even in the headlines.

The power to be your best.



Tuesday, December 10, 1985/Section D

**BUSINESS**

STOCK QUOTATIONS, 6-10  
FUNERAL NOTICES, OBITUARIES 11  
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THE DENVER POST

**SHARES PROFITS  
HIGH PLAINS OIL TARGETED  
FARM BILL WEIGHED**

**BRIEFING**

**Currencies**

Dollar edging up

Expectations of lower oil prices and low inflation sent the dollar higher Monday. Late exchange rates in New York, compared with Friday, in dollar equivalents:

- British pound, \$1.4566, was \$1.4522.
- Canadian dollar, 71.47 cents, was 71.78 cents.

Rates in dollar:

- 1.7085
- 2.1630
- 20.21

**DENVER-LONDON NON-STOP CHALLENGE: Will it take off?**

Type of Plane: Boeing 747  
Seats: 484

People Express: Boeing 747  
Boeing 747: 484

Continental: DC 10-30  
DC 10-30: 254

By Gail L. Pitts  
Denver Post Business Writer

As part of a move to sell foreign interests, Manville Corp. said Monday that its Canadian subsidiary will sell three operations for about \$28 million.

Manville Canada Inc. has reached an agreement with Toronto-based Catron Inc. for the sale of its industrial insulation and plastic pipe operations in Fort Saskatchewan, Alberta; Brostrand, Quebec; and Scarborough, Ontario.

**Manville will sell 3 operations**

Wednesday, August 27, 1986 — THE NEWS — Page 5D

**Business**

**Briefcase**

**Market posts good day with a 32.48 point rise**

The stock market opened higher Monday, posting its best day in more than a month as prices surged in response to falling interest rates and widespread buying programs.

The Dow Jones average of 30 industrials rose 32.48 to 1,904.25, the biggest one-day gain in the index since a 30.06-point rise on June 13. The gains also gave the average its best close since the record 1,888.88 on July 7.

Advances were spread throughout the market, with several broad market indicators closing at new highs. Gainers outpaced losers by more than 2 to 1 in heavy trading on the New York Stock Exchange.

Although computerized program trading linked to stock index futures was credited for some of Tuesday's gains, analysts also said declining interest rates attracted buyers.

The prime rate reduction matched the Federal Reserve Board's discount rate cut of last week, which

**Oilman launches shareholders lobby**

T. Boone Pickens Jr., the Texas oilman and takeover artist, launched a new attack Tuesday against U.S. companies in general for what he sees as their effort to weaken stockholders' rights.

Pickens, acting in the name of the 47 million Americans who own shares in his company, said he

right to influence corporate affairs as should be inherent in their investment.

"Stockholders have had their rights taken away in wholesale amounts recently," and together "are the most under-represented group in Washington," Pickens said at a news conference.

**Prime rate reduced to 7.5 percent**

NEW YORK (AP) — The nation's major banks cut their prime lending rate to 7.5 percent on Tuesday, pushing the key interest rate to its lowest level in nine years in response to last week's reduction in the discount rate.

But some analysts question how much the economy will respond to further declines in short-term interest rates, and note that an improved balance of trade remains the key to any economic upturn.

"We have had rather substantial growth in consumer spending in the economy," said James Annable, chief economist for First National Bank in Chicago. "So what's got to happen if this monetary policy is going to work is we've got to stop draining the coming impetus from this increased spending on imports."

The Federal Reserve Board last Wednesday cut the discount rate, the interest it charges on loans to financial institutions, to 5.5 percent from 6 percent. It was the fourth time this year the Fed reduced the key lending rate, which the central bank uses to help signal its intentions for a broad spectrum of credit costs.

In response to the discount rate cut, San Francisco-based Wells Fargo Bank, the nation's 10th-largest, cut its prime rate to 7.5 percent from 8 percent late in the business day on Monday.

The rest of the nation's biggest banks followed Wells Fargo's lead on Tuesday, pushing the prime to its lowest level since October 1977.

Although the prime rate and discount rate do not directly affect consumer loans such as mortgages and credit card rates, they reflect general trends in overall rates.

Already this year, interest rates on mortgages and many other types of credit have fallen to their lowest levels in nine years.

But aside from the booming housing sector, the economy has remained in the doldrums. The nation's gross national product grew a slight 0.5 percent from April through June, largely because of the effects of the burgeoning foreign trade deficit and weak oil prices on the nation's manufacturing sector.

Steven Wood, an economist for BankAmerica Capital Markets, noted that the economic sector needing the most help, such as manufacturing, agriculture and mining, will not get an immediate boost from lower short-term interest rates.

Many economists believe the Fed's latest rate cut, which was followed by the banks, was aimed at sparking the domestic economy by further depressing the foreign

exchange value of the dollar.

A weaker dollar makes U.S. products relatively cheaper overseas while making foreign goods more expensive in this country. The dollar has fallen sharply against the currencies of major U.S. trading partners in the past year, but its effect on the trade deficit was not expected to materialize until later this year.

The White House and the Fed have been pressuring Japan and West Germany to match the latest discount rate cut to stimulate their own economies.

**Prime lending rate edges down**

Wells Fargo became the first bank to lower its prime rate to 7.5%, the lowest rate in nine years.

ROBERTSON ADAMSON/Knight-Ridder Graphics Network

**Posh bank coming to Boca Raton**

By Ted Kruttschnitt  
Staff Writer

Jefferson National Bank, which offers wealthy customers every luxury imaginable, except fur-lined vaults, announced Tuesday it plans to open a fifth-floor Boca Raton branch by the end of the year.

(Special) customers... will have free limousine service... complimentary refreshments, longer banking hours, custom waiting rooms.

Schwartz said Gold Account-holders can also count on special events that, at other branches, have included fashion shows, art previews and give-aways of signed lithographs by "reasonably successful" American artists.

"The main reason Jefferson is moving is because many of our customers have switched their investments from real estate to Palm Beach