



# On January 24th, we're going to let the cat out of the bag. And the mouse, too.

We're much better at building computers than keeping secrets.  
Probably just about every magazine in your dentist's office has  
something to say about Macintosh,<sup>™</sup> from Apple.<sup>®</sup>  
So you probably already know that it's powerful, portable, flexible,  
versatile. And not very expensive.  
And that it has a "mouse" – a clever hand-held device that  
eliminates typed-in computer commands.  
Maybe even the fact that your authorized Apple dealer will unveil  
this phenomenal machine to the world on January 24th.  
But did you know Macintosh has its own bag?  
See, we *can* keep a secret.

Soon there'll be just two kinds of people.  
Those who use computers and  those who use Apples.

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