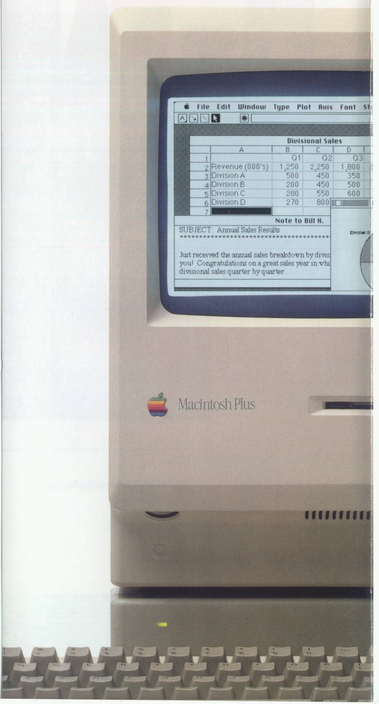
Announcing a new plus for your Macintosh.



The powerful, high-performance Macintosh™ Plus computer is now at your local authorized Apple® dealer's.

And you—since you're a Macintosh owner—almost have one.

Because the Macintosh you already have can quickly and easily become a Macintosh Plus.

Introducing the highest-performance Macintosh.

The new Macintosh Plus has a full megabyte of memory to let you take full advantage of high-performance Macintosh programs—and to let you run any Macintosh program faster.

All that memory means the Macintosh Plus can handle even the biggest job. Whether it's a complex financial analysis. Or a warehouse's inventory. Or a lengthy business report.

To give you storage to match all this new power, the Macintosh Plus has twice the internal disk capacity of the Macintosh. It uses 3½-inch double-sided disks that hold 800 kilobytes of data each. (That's about 400 pages of text—or several bulging file folders.) And it gets files and programs from the disk faster, too.

Which means you can store twice as much information, with fewer disks to swap and manage. And you can do it quickly.

The Macintosh Plus not only stores more information than the Macintosh, but it also makes managing what you've stored easier than ever. There's a new, more efficient internal filing system, so no matter how many files (and files-within-files) you set up, you'll be able to get to the one document you want right away.

The Macintosh Plus also lets you attach up to seven devices—such as hard disks and tape backups—to a new high-speed connection on the back.

What's more, there's a new, bigger keyboard, with built-in cursor keys and a numeric keypad.

Now, if you choose to keep your Macintosh 128K or 512K the way it is, rest assured you'll still be able to get the software, service, and support you need from your authorized Apple dealer.

But as a Macintosh owner, you also have the option of choosing just the Macintosh Plus pluses you want.

The Macintosh Plus gives you all the advantages of a Macintosh Plus more power, speed, capacity, and expandability.

Three ways to add a big Plus to your life.

For starters, you can get all the powerful new file-management capabilities and disk storage capacity of the Macintosh Plus, just by getting the **Macintosh Plus Disk Drive Kit**.

The kit doubles the storage capacity of your Macintosh with an 800K built-in disk drive—the same as the one in the Macintosh Plus. Which means you can store more applications and documents on a single disk. And you can get to them faster than before. What's more, you can use all your 400K application and data disks in the new drive.

The kit also doubles the built-in memory (ROM) of your Macintosh. And makes your Macintosh just as fast and efficient as the Macintosh Plus in getting to your files and programs. It also gives you the ability to start up directly from a Macintosh Hard Disk 20, without using a 3½-inch disk first.

Have your dealer add the **Macintosh Plus Logic Board Kit**, too, and you'll be building up to the power and speed of a full megabyte of internal memory. Memory you can later expand—without a board exchange—to as much as 4 megabytes.

The elements of power: an 800K built-in disk drive, Macintosh Plus logic board, and SCSI port.

These 3½-inch double-sided disks store 800 kilobytes of data each, or about 400 typewritten pages.

A Macintosh Hard Disk 20 stores 20 megabytes of application programs and data files in one convenient location—right under your Macintosh.

With more memory, your Macintosh can take on even bigger projects—larger documents, financial models, data bases, whatever. And it can get through them faster.

What's more, all that memory makes your Macintosh ideal for use with the Switcher,™ a program that lets you move quickly between the applications you use frequently. You can load several large documents—say a budget, a data base, and a business plan—into the Switcher. And then change back and forth between the documents—and move information between them—as easily as you switch back and forth between papers on your desk.

The Logic Board Kit also includes the fast new connection we mentioned. It's called a parallel SCSI port, and it makes your Macintosh compatible with a wide variety of industry-standard peripherals, such as hard disks and tape backups. The SCSI port can also communicate with these devices faster than you can read this sentence.

The third plus adds the new, bigger **Macintosh Plus Keyboard**—with a numeric keypad and cursor keys—to your Macintosh.

The numeric keypad is separate from the other keys, which makes working with numbers much easier—a plus for many business applications, such as spreadsheet and accounting programs. And when you're using many Macintosh programs, you can control the cursor with cursor keys as well as with the mouse.

You'll be hearing a lot during the next few months about all these new pluses. We've given a lot of people a lot of powerful new reasons to own a Macintosh.

And we've given you a powerful new reason to feel great about being a Macintosh owner. Because you can just call your authorized Apple dealer now and learn how simple, quick, and easy it is to add a big Plus to your life.

The Macintosh Plus.

The Macintosh Plus keyboard is bigger, too. To help you speed through words and numbers, we've added cursor keys and a numeric keypad.

Introducing a printer even more extraordinary than the LaserWriter: the LaserWriter Plus.

ITC Avant Garde
ITC Bookman
Courier
ITC Dingbats☆✳✣ ✤✣■✳✪
Helvetica
Helvetica Narrow
New Century Schoolbook
Palatino
SymbolΣψμβολ
Times
ITC Zapf Chancery

abcde

Now there are two ways to make your business look better on paper.

There used to be just one way to give every piece of paper your business produces the professional look of a typeset document.

Now there are two.

With our **LaserWriter**™ printer, you can create publication-quality printouts of virtually anything you can put on the screen of a Macintosh™ computer.

With our new **LaserWriter Plus**, you get all the features of the LaserWriter. Plus even more flexibility.

And with the **LaserWriter Plus Kit**, your dealer can quickly turn the LaserWriter you may already have into the LaserWriter Plus you're about to start wanting.

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The LaserWriter prints Times,™ Helvetica,™ Courier, and Symbol. For those who can never get too much of a good thing, the LaserWriter Plus also prints Palatino,™ ITC Bookman,™ New Century Schoolbook,™ ITC Avant Garde,™ Helvetica Narrow, ITC Zapf Chancery,™ and ITC Dingbats.™

The LaserWriter Plus has 11 different type families, compared with 4 for the LaserWriter. Most can be printed in plain, bold, italic, and bold italic—for a total of 35 different typefaces for the LaserWriter Plus, and 13 for the LaserWriter. Both printers print these faces in virtually any size, limited only by the software application and size of the paper.

We selected these new typefaces for their popularity and usefulness. And to give you a wide variety of choices for every job—from invitations to complex manuals. For an even greater variety of choices, the LaserWriter Plus can also print additional typefaces available from other companies.

But whether you choose the LaserWriter or the LaserWriter Plus, you're getting value no other laser printer delivers.

Both LaserWriter printers use true typesetter's faces, instead of just computer or typewriter faces. You get more typefaces, too—with no size limitations. And you get full-page high-resolution graphics.

What's more, both LaserWriter printers currently work with the Macintosh 512K, Macintosh Plus, Macintosh XL, and computers from other manufacturers. And both work with most Macintosh software, including innovative page-composition programs.

Which means all kinds of jobs that had to be done by outside typesetters can now be done inside your company—from technical manuals, catalogs, and proposals to high-profile marketing communications.

So you'll be meeting more deadlines—and fewer expensive outside vendors.

And both LaserWriter printers print on almost anything. On many types of paper—from your letterhead to plain copier paper—in letter, legal, or international sizes. On transparencies, for creating presentation overheads. And even on labels and envelopes, for making great first impressions.

Designed to be shared by up to 31 Macintosh computers—and even IBM PCs—over the AppleTalk™ Personal Network, either LaserWriter can quickly earn its keep. Especially when you consider the printing and graphics bills you won't be paying.

When you divide the cost by the number of people who can use it, high-quality laser printing becomes affordable for every business, for every job—from the simplest memo to the most important presentation to the board of directors or a client.

So why not have your dealer make a complete presentation to you? Just call and say you're interested in a LaserWriter.

Or the only thing better.

A new LaserWriter Plus.

Pride in Performance

The daily newsletter of the 1986 International Sales Conference

October 29 broke foggy and warm. Sales troops paddled into the Champagne Ballroom around 8:00 A.M., perhaps a bit crusty around the edges as a result of Mark Chu's party the previous night, but anxious nonetheless to take in another day of Sales Strategy and Analysis. They weren't disappointed.

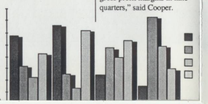
Performance to be proud of.

"Even the best of dreams are occasionally interrupted by nightmares," said CEO Dave Cooper in his opening speech. "We may have started this year off with the best preseason in history, but last spring we were mired in the industry slump."

Under Cooper's careful guidance, we emerged from both the slump and a massive reorganization in the strongest financial position in company history.

"We just posted our highest gross profit margins in nine quarters," said Cooper.

Profit margin for Q1

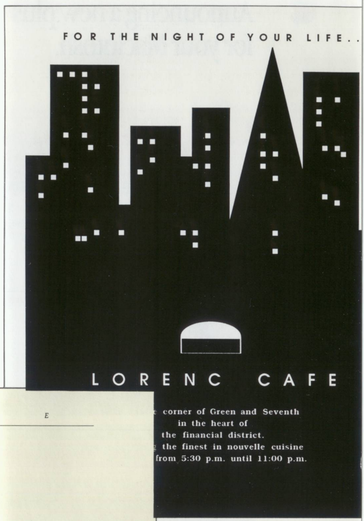


Strategy for the 1990s

In another General Session address that featured clips from *The Empire Strikes Back*, Strategic Sales Director Pat Rodriguez introduced an exciting new strategy for entering today's premier growth areas.

Rodriguez emphasized that we're committed to aggressive pursuit of growth. The new strategy represents an effort to significantly improve on existing capabilities and to create new solutions as well.

The task of explaining the products that Strategic Sales



W A V E

The Springs

There were two ways to get here. Both passed through the preserve before reaching this patch of private land. One path, overgrown now, came down in switchbacks from the old Southwick homestead. The other was cut in a single swath from the Blaine house, and paused only at the old split-rail gate before climbing up to this knoll. From here steam rose continually from the hot springs and passed into the forest. The forest was largely Douglas fir with some scrub oaks and an occasional madrone, and much of the year it was cool and damp from the sea mists, but on summer afternoons like this one, it could be bright and warm, as it was now. Music was playing, some flute cadenza, and like the steam, it rose quietly and passed into the forest.

Stephen sat on one side of the spring pool, musing about this weekend and about the friend who sat across from him. The two of them were different, he realized; they led different lives and had different habits of mind. But their friendship stretched back to their childhoods, and even

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