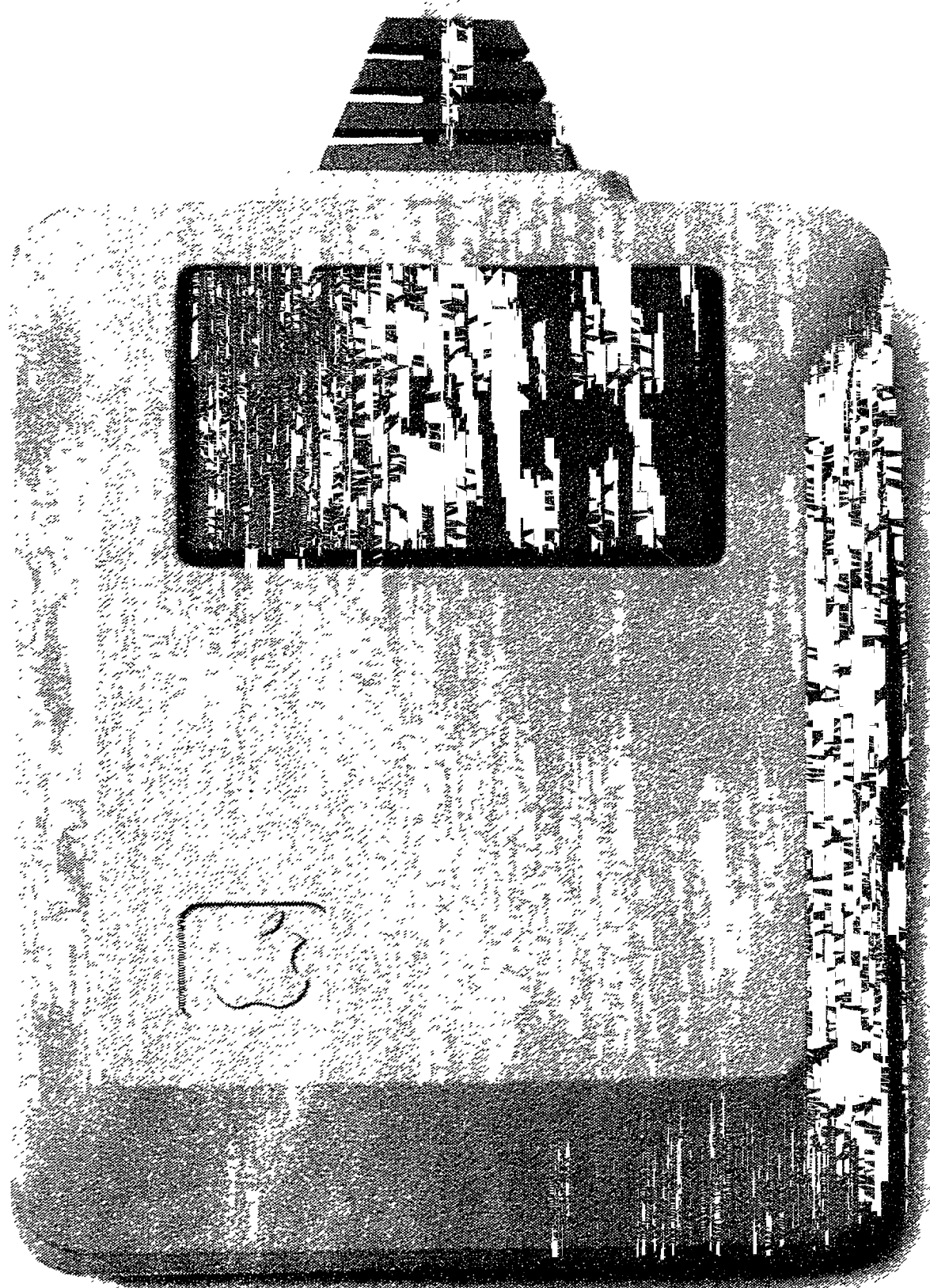# OK, what size

Macintosh $2495

Lisa 2 $3495

As of yesterday, only 7 out of 100 office workers could work a computer.

The reason is simple: most business computers aren't.

They make you wade through manuals thicker than the Manhattan Yellow Pages. Spend weekends in computer classes. Memorizing things like "Q-Slash-Z-Control-A-Return."

But today, all that's history. Thanks

As you can see, IBM is finally talking to us.

Creating pie charts is a piece of cake.

I see I can operate seven windows at once.

If you have a finger, you can run the mouse that runs the computer.

Apple's handheld enclosed 3 ½" disks hold more than 5 ¼" floppies so you can put an entire desk full of work in your shirt pocket.

to the most sophisticated family of computers in history. And their "mice," those friendly-looking devices pictured above that make using a computer easier than phoning your branch office in Biloxi.

Introducing
Apple 32 SuperMicros.

If everyone in your office did the same thing, we'd only need to make one computer.

But since managers manage, typists type and senior vice presidents do who knows what, one computer won't fit all.

It takes four.

Macintosh, Lisa 2, Lisa 2/5, Lisa 2/10: the Apple 32 SuperMicros system. A compatible family of 32-bit microcomputers that can make everyone in your office more productive. In a matter of minutes, not days.

Because Apple SuperMicros utilize the revolutionary mouse technology of pointers and pictures, pull-down menus and windows. Moving the mouse on your desk moves the pointer on the screen. Point to an object, click the button on the mouse, and the computer does what you want.

And every program works the same way. When you learn one, you've learned them all.

Which means computers are now as easy to use—and as useful—as any other office tool. Like the telephone. And just as practical to put on everybody's desk. Not only to help people do more, but to help them do it better.

Without the curse of cursor keys and complex commands. Which overcomes the single biggest problem known to computers:
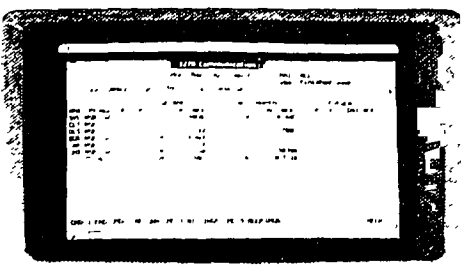
Getting people to use them.

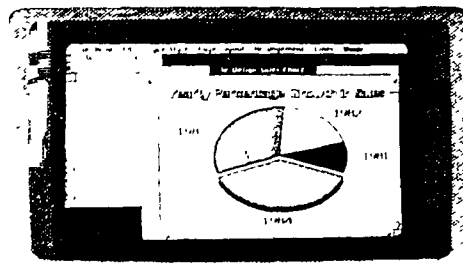### Let your finger
do the working.

Now that everyone in your office can run a computer, it's time to get to work.

Using Macintosh's MacProject program, for example, create a flow chart that tracks an important project's critical path to completion.
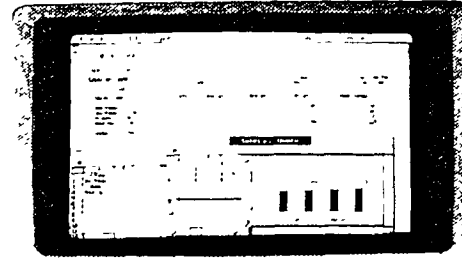
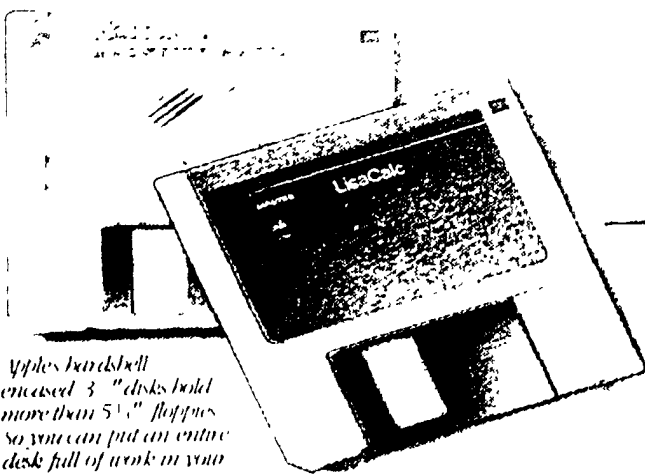With MacWrite's different type styles and sizes, put out memos people will