Now the rest of us can do some serious writing.

Apple's Macintosh, "the computer for the rest of us," is probably the most advanced and easiest to use computer on earth. But until now, Mac couldn't be taken seriously for word processing. Enter Microsoft Word for the Macintosh. Mac's professional word processing program.

Word runs the most popular letter quality printers. It doesn't limit your manuscripts to 10 pages or even 50 pages. Because one Word document can hold as many pages as you can fit on a disk.

And Word not only sets up footnotes, columns and special formats in a flash, it has a whole disk full of other features to make your writing go faster.

Word does windows.

Unique to Word is its ability to "window" up to four pieces of work on the screen at once.

So while you're typing one document, you can have pages from three others on the screen for reference. Or to cut and paste between documents quickly.

Which can save a lot of time you'd spend opening and closing files.

Key phrases at a keystroke.

If you have a lot of stock paragraphs you use in your writing, Word's glossary feature puts them at the tip of your typing fingers. Just store the pieces of text you need and you can recall them instantly.

And if you want an alternative to mouse work, you can run your Mac the old fashioned way. Because Word gives you the option to execute commands from the keyboard.

By the way, you don't have to write off your MacWrite documents to convert to Word. It'll run them all right off the bat.
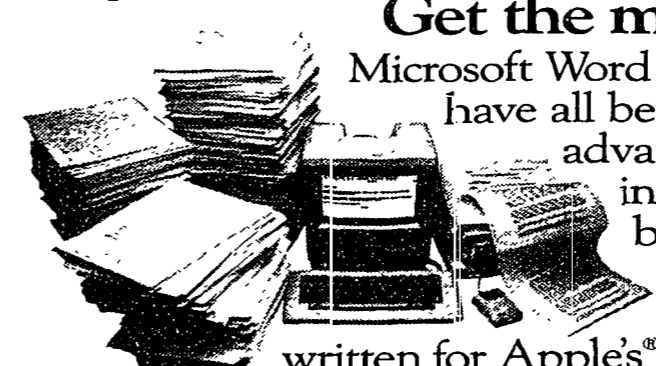
Reader-friendly form letters.

With Microsoft® Word, you also get a sophisticated "conditional" text merging feature that lets you make customized form letters and documents.

So instead of sending out 800 "Dear Client, we've moved" notices, you can mail a letter that will read like personal correspondence.

Get the max out of Mac.

Microsoft Word has scores of features that have all been designed to take full advantage of Mac's easy operating style. So you don't have to be a professional to use it.

Word is just one of a whole family of programs we've written for Apple's® Macintosh.™

Which means it can exchange data with Microsoft Multiplan® Microsoft Chart, and Microsoft File. And because our programs work alike, if you learn one, you're well on your way to learning the rest.

So as of now, you have everything you need to put Mac to work. Just give it the Word.

For the name of your nearest Microsoft dealer, call (800) 426-9400. In Washington State, Alaska, Hawaii and Canada, call (206) 828-8088.

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