

The best seller.

File this under nonfiction:

The Macintosh™ Plus personal computer now tops the best seller list in business. That is to say, in retail business sales, Macintosh Plus out-performs computers of every name. And letter.

Of course, none of this should come as too big a surprise. After all, with Macintosh technology, we created a whole new set of standards for what a personal computer can do.

From Apple Desktop Publishing and Desktop Communications to next-

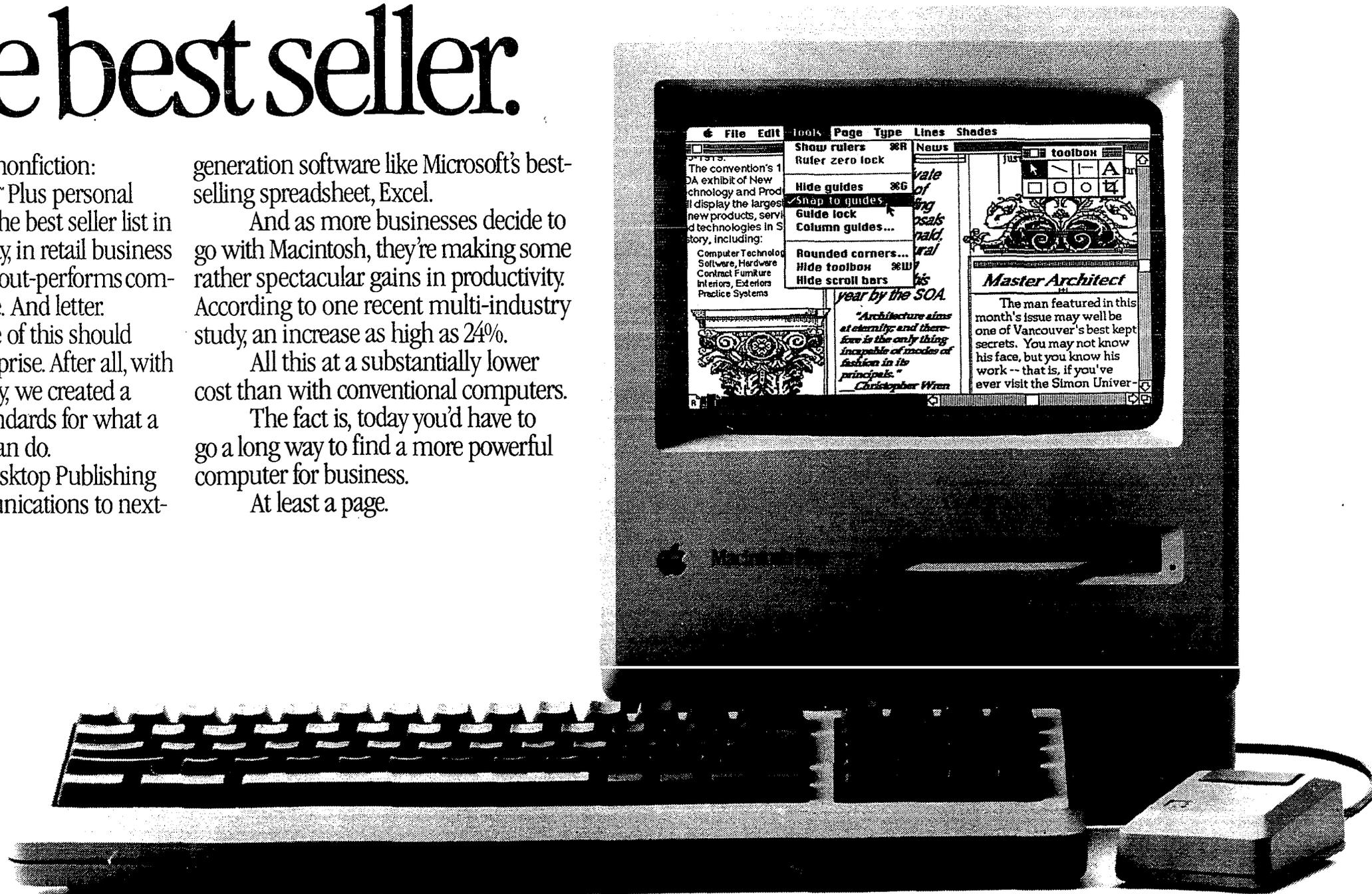
generation software like Microsoft's best-selling spreadsheet, Excel.

And as more businesses decide to go with Macintosh, they're making some rather spectacular gains in productivity. According to one recent multi-industry study, an increase as high as 24%.

All this at a substantially lower cost than with conventional computers.

The fact is, today you'd have to go a long way to find a more powerful computer for business.

At least a page.



Macintosh Plus.