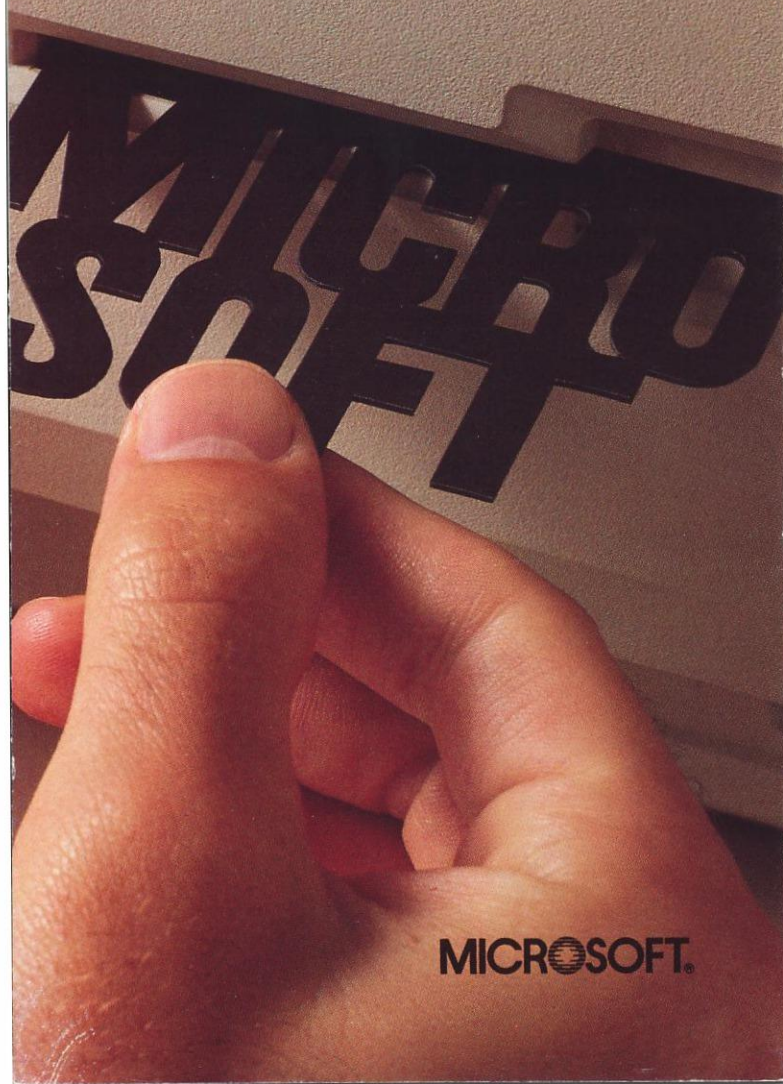
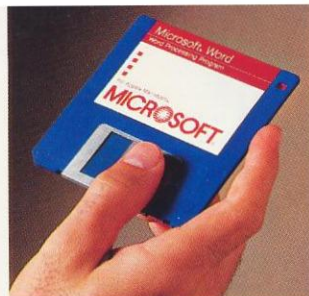


Macintosh.
Take it to
the limit.



MICROSOFT.

Microsoft
really shines
on the Apple
Macintosh.



It's not surprising that Microsoft is the first software company to produce essential professional programs for the Apple Macintosh. Microsoft is the oldest microcomputer software company in the world. Our first product, Microsoft BASIC, is the language spoken by nine out of ten micros worldwide. Our vision has always been that the microcomputer had the power to bring computing to every individual. Now there's a computer that helps us realize that vision.

MICROSOFT.
The High Performance Software™

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1084 Part No. 098-600-210

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With the high performance software from Microsoft.

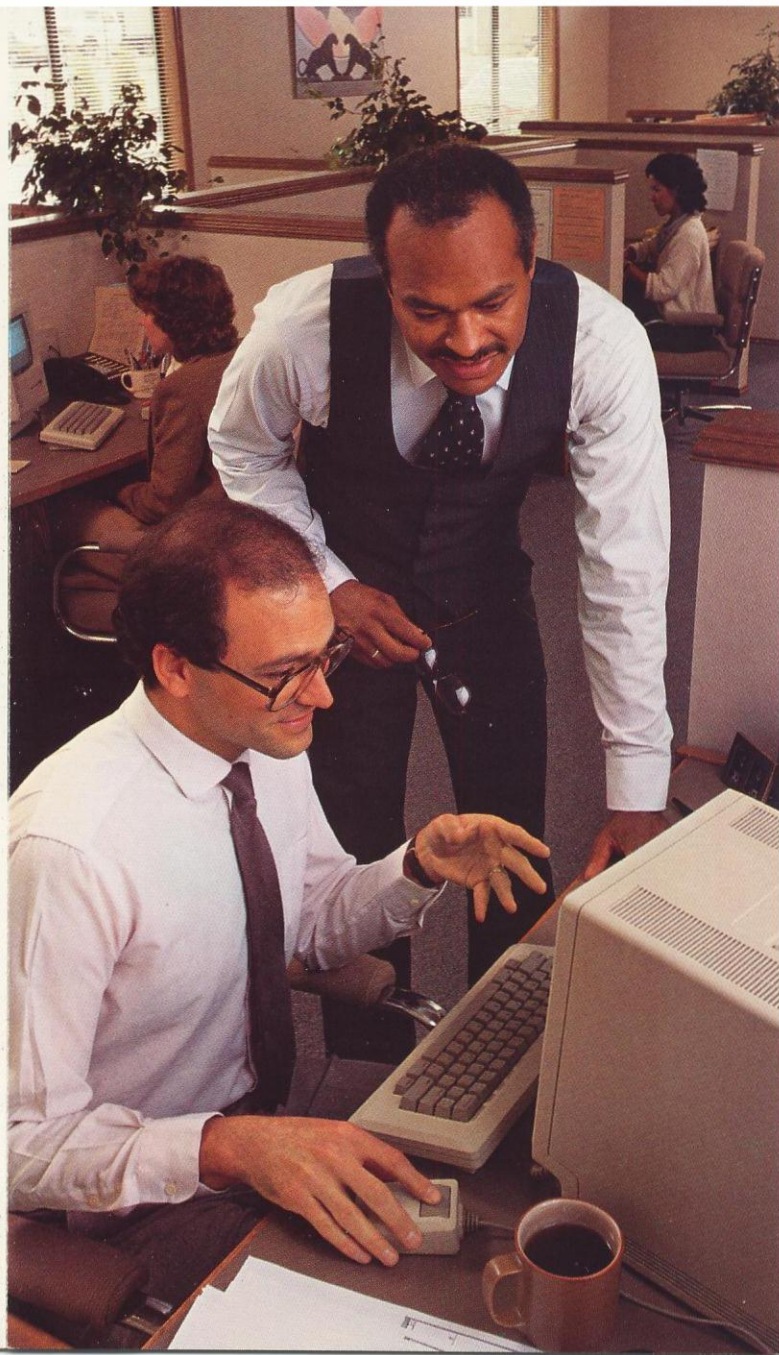
The computer for the rest of us. Macintosh™. It sure makes using a computer a lot easier. For some, it makes using a computer possible. Period. Either way, everybody's getting a lot more done. No matter what kind of work they're doing. But how much more? That depends on the software.

Let your Macintosh show its stuff. With Microsoft software. These are the programs built to take every advantage Macintosh offers. Programs designed, like Macintosh itself, to understand what you want to do. And how you want to do it. So your Macintosh will be everything it was meant to be.

It's as easy as it looks. With Microsoft software on the Apple® Macintosh you'll use the mouse for everything except entering your own text and essential figures. Even for complex tasks. In the Microsoft® Multiplan® electronic worksheet, for example, you simply point at numbers or columns you want to add, move, or delete.

Microsoft productivity tools work together, too. Move your business graphics from Microsoft Chart and put them into any document in Microsoft Word. Let Microsoft File help you target a receptive audience, and then team it up with Microsoft Word to send everything from letters to invoices. Permanently link the information in Multiplan to your graphics in Microsoft Chart to get automatic updates. And that's just the beginning.

So take a look inside. See more of the infinite possibilities Microsoft programs offer on Macintosh. There's no limit to what you can do.



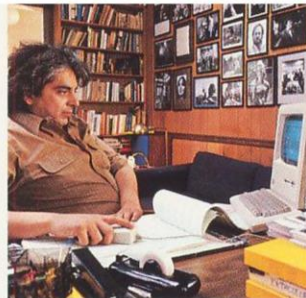
Microsoft Multiplan

Multiplan is for anybody who works with numbers.

Message the numbers and get the answers. Fast. Plan alternate courses of action. Quickly. Efficiently. The Multiplan electronic worksheet lets you build models that will help you shape a more profitable future. You'll be well informed as you easily anticipate many different scenarios and possible outcomes. No two ways about it, with Multiplan you'll make better decisions. Because it does all the math and leaves you free to do the thinking.

Unlike other spreadsheets, Multiplan understands plain English. With Multiplan, you can create formulas in words, like $\text{PROFIT} = \text{SALES} - \text{COSTS}$, the same way you think of them. And on Macintosh you'll skip the small talk. Simply use the mouse to add or move specific numbers, areas, or whole rows and columns. Instantly.

Multiplan calculates fast on Macintosh, thanks to its 32-bit processor. And when you're ready to present your analysis to others, Multiplan on Macintosh gives you a number of options. Link data into Chart and build business graphics that vividly make your point. Insert data into your documents in Microsoft Word. Or print it out in special formats—for instance, with the date and title at the top or bottom of each page. You can even print sideways to show more columns. Multiplan's special formatting and printing options produce the kind of professional-quality printed reports you thought only came from a fancy word processor.



FY 1986 Consolidated Report						
	1	2	3	4	5	6
1						
2	*** CHINOM POINT CORPORATION ***					
3	Advertising vs. Sales (Consolidated Report)					
4						
5		Q1	Q2	Q3	Q4	FY 1986
6						
7	CONSOLIDATED SALES	\$1,500	\$1,854	\$1,765	\$2,340	\$7,259
8						
9	TOTAL ADVERTISING	\$165	\$207	\$168	\$392	\$932
10						
11						
12	ADVERTISING AS A					
13	PERCENT OF SALES	11.00%	12.52%	9.52%	16.75%	12.84%
14						
15						

Linked spreadsheets. Sales and advertising (rows 7 and 9) have their own individual spreadsheets. Row 13 shows the relationship of the two in percentages. Change the sales or marketing spreadsheets and this one will be automatically updated.

Microsoft Chart

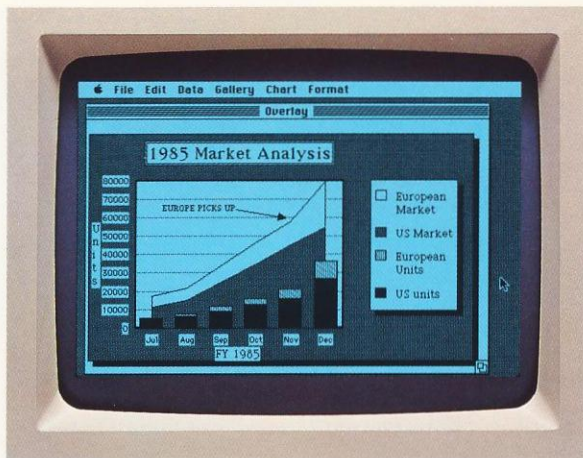
Truly presentable business graphics on Macintosh.

You don't have to be an artist to create effective presentations. Illustrate your points with Microsoft Chart. You'll add clarity and spark to any presentation. With just a couple of clicks of the mouse, Chart automatically draws or redraws your information as any chart you choose. There's a gallery of 42 different chart samples. Simply look at the pictures. You'll find everything you need—pies, columns, lines, and much more. Just pick one and go.

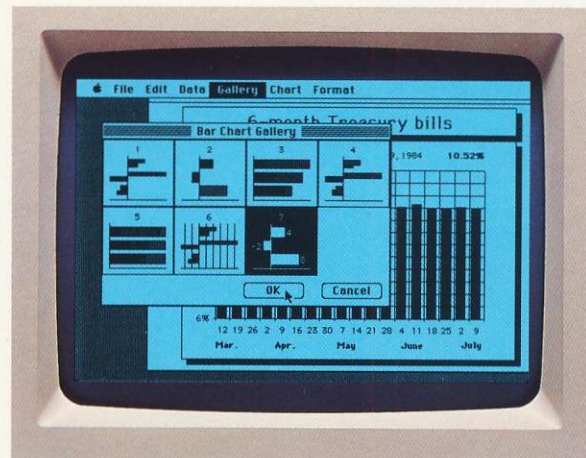
Or design your own charts instead. Change, edit, or experiment with any individual chart component. The mouse gives you complete control over every element. Do you want to change the legend or add some text? Try different patterns? You'll see everything as it moves and changes, right on the screen.

And once you build a chart design you like, just save it for next time and use it with different information. Display your charts vividly in a wide variety of documents, too, including the ones you keep in Microsoft Word and MacPaint™.

Multiplan and Chart. Made for each other. We designed Chart to work specifically with the Multiplan electronic worksheet. It's easy to move data from Multiplan to Chart. You can even establish permanent links between the worksheet and the chart itself. If you change numbers in Multiplan, the next time you call up your chart you'll discover it's been automatically updated.



Create a design of your own. The area chart with a column chart overlay here is just one example of the multiple chart combinations possible.



Did you say bar charts? Here's the bar chart gallery. Just pick and choose. Pies are just as easy. So are columns, lines, areas, and other chart types.

Microsoft Word

Turn your Macintosh into a serious word processor.

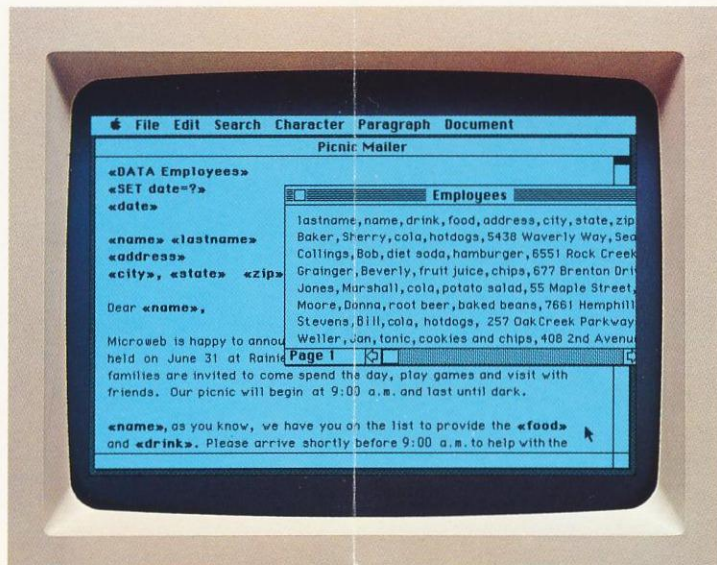
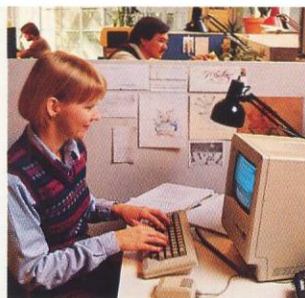
Word processing that beats the others hands down. If you've got a Macintosh, all you need now is Microsoft Word. It lets you build and print high-quality documents in a flash. And it makes anything you write look like a million bucks. But it sure costs a whole lot less.

Unlike other word processors, Microsoft Word isn't limited to the amount of text that fits in Macintosh's memory. So you won't go to pieces splitting your longer documents into bits. And Microsoft Word even does windows. For instance, you can have your outline in one window, the report you're writing in another, a reference document in a third, and so on. Shuffle text around or copy it to other documents. Build a whole new document out of old ones in seconds. Edit anywhere, in any window. Or compare from document to document while you're entering your own summary text.

Of course, Word supports all of Macintosh's fonts and font sizes. And Word supports daisywheel

and other letter-quality printers. All your correspondence will have the impressive appearance your business deserves. You'll discover superior form letter and merge capabilities, too. So each letter appears to be typed by hand.

But there's so much more that words can't describe here. Like the way you can store your most frequently used words, phrases, and paragraphs. Simply keep them in the glossary and then insert them anywhere, in any document, at any time. Or like the way you can write and edit in multiple columns without creating a mess of your text. How about footnotes? Most word processing programs simply have no way to automatically number footnotes and place them on the appropriate page. Microsoft Word does. But that's not surprising. It's just another reason why Word's getting around. Fast.



Print Merge. Terrific for form mail. The window in the upper right contains the information. Word automatically inserts it for you into each personalized letter.

Available
Winter 1985

Microsoft File

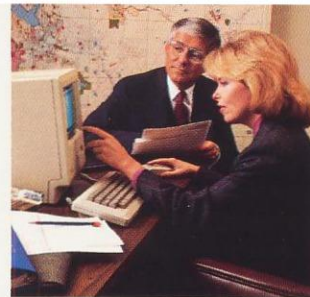
Information that comes when you call it.

For the record, it makes your files much more manageable. Microsoft File lets you record and organize any kind of information. It's just as easy as the files you keep in a desk drawer. Only much better. And this is one electronic filing system that takes every advantage Macintosh offers. Microsoft File can handle a surprising amount of information. And it can retrieve that data for you fast.

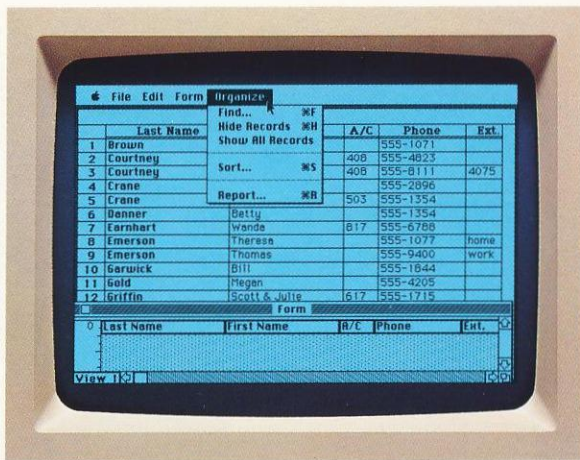
Just fill in forms as simply as you would fill in a file card. Now you have complete control over the way you see the information you keep in Microsoft File. And on Macintosh, File gives you more freedom to build customized forms. Change the shape, the size, or the form's entire format. You can even include pictures.

Summarize complex data into usable information

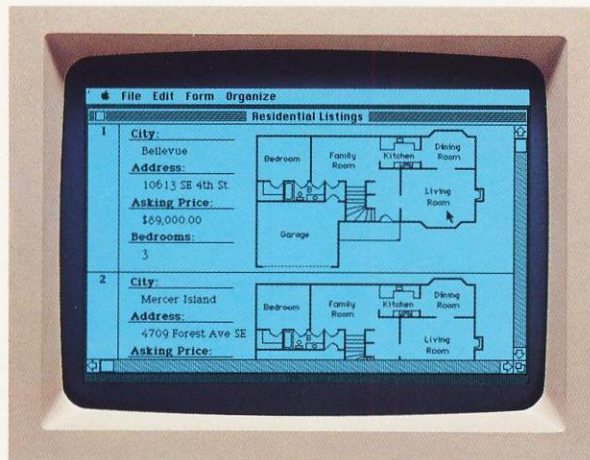
to prepare reports. Macintosh's pull-down menus make it easy because you don't have to remember computer-like commands to get the job done fast. Microsoft File's built-in reporting capabilities include sorting and summaries, too. Such as totals on any field. Averages. Counts. So File isn't just a record-keeper. Its ability to retrieve specific information makes Microsoft File indispensable for drawing conclusions from raw data and creating reports. In fact, you can use Microsoft File for everything from analyzing market research to mailing catalogs. And, of course, File works with other Microsoft software. For example, you can easily send form letters using File and Microsoft Word.



Available
Winter 1985



Store your information. The lower window shown is for designing the form of your records, presented here in a simple design, like a list. The pull-down menu, above, holds command choices for organizing your data.



Design records to suit yourself. Emphasize the most important information by putting it right up front. You can even store graphics, such as these floor plans.

Microsoft BASIC

Design programs for Macintosh with the world's most popular BASIC.

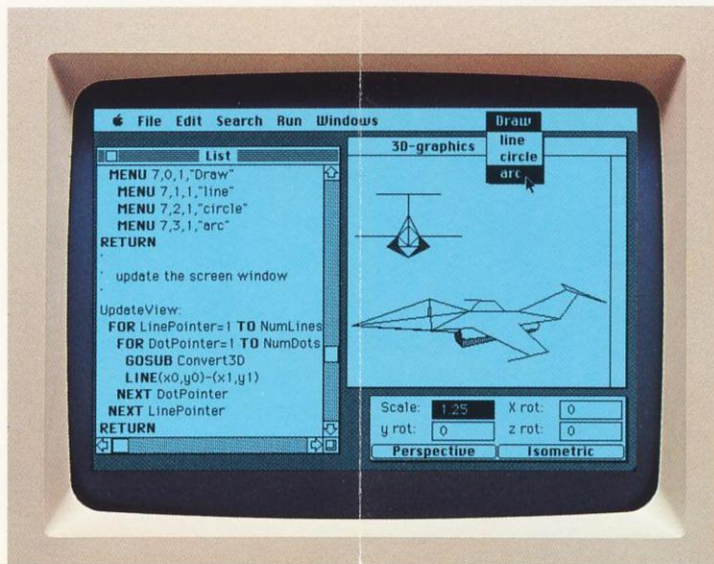
Everything from business to engineering to education. Even games. Microsoft BASIC is the best-known, most widely used micro-computer language, found on every major personal computer. And this powerful, enhanced version was adapted especially for the Apple Macintosh, with features never available in a BASIC before. Microsoft BASIC gives you access to the power of Macintosh in an easy-to-use language. So you'll be able to take advantage of everything that makes Macintosh, Macintosh.

Not only is Microsoft BASIC the de facto industry standard, it's the most complete BASIC for your Macintosh. Write programs that make the most of Macintosh. You can add mouse commands. Graphics. Windows. Change type fonts and styles. Customize menus. Incorporate music and sound effects. Design software that uses the mouse. Do sophisticated graphics. Select text characteristics. Transfer data between Multiplan and BASIC. Transfer graphics between

MacPaint and BASIC. Microsoft BASIC on Macintosh even provides animation capabilities. And there's more.

Microsoft BASIC handles a wide variety of computer tasks. It's easy to write and run powerful programs using the simple English-like commands. So it's excellent for beginners who want to learn programming. Yet experienced programmers will appreciate Microsoft BASIC's rich set of features, including device-independent I/O. String handling functions. Trigonometric functions. Advanced editing and debugging capabilities to speed program development.

Microsoft BASIC. It's the language spoken by nine out of ten microcomputers worldwide. And over two million micros couldn't be wrong. For convenience, ease of use, and all-around versatility, you can't do better than Microsoft BASIC on Macintosh.



Your programs can make most of Macintosh. Our original, world-renowned BASIC now gives you all the advantages of Macintosh. Use the mouse, windows, menus. You can even do graphics and animation.