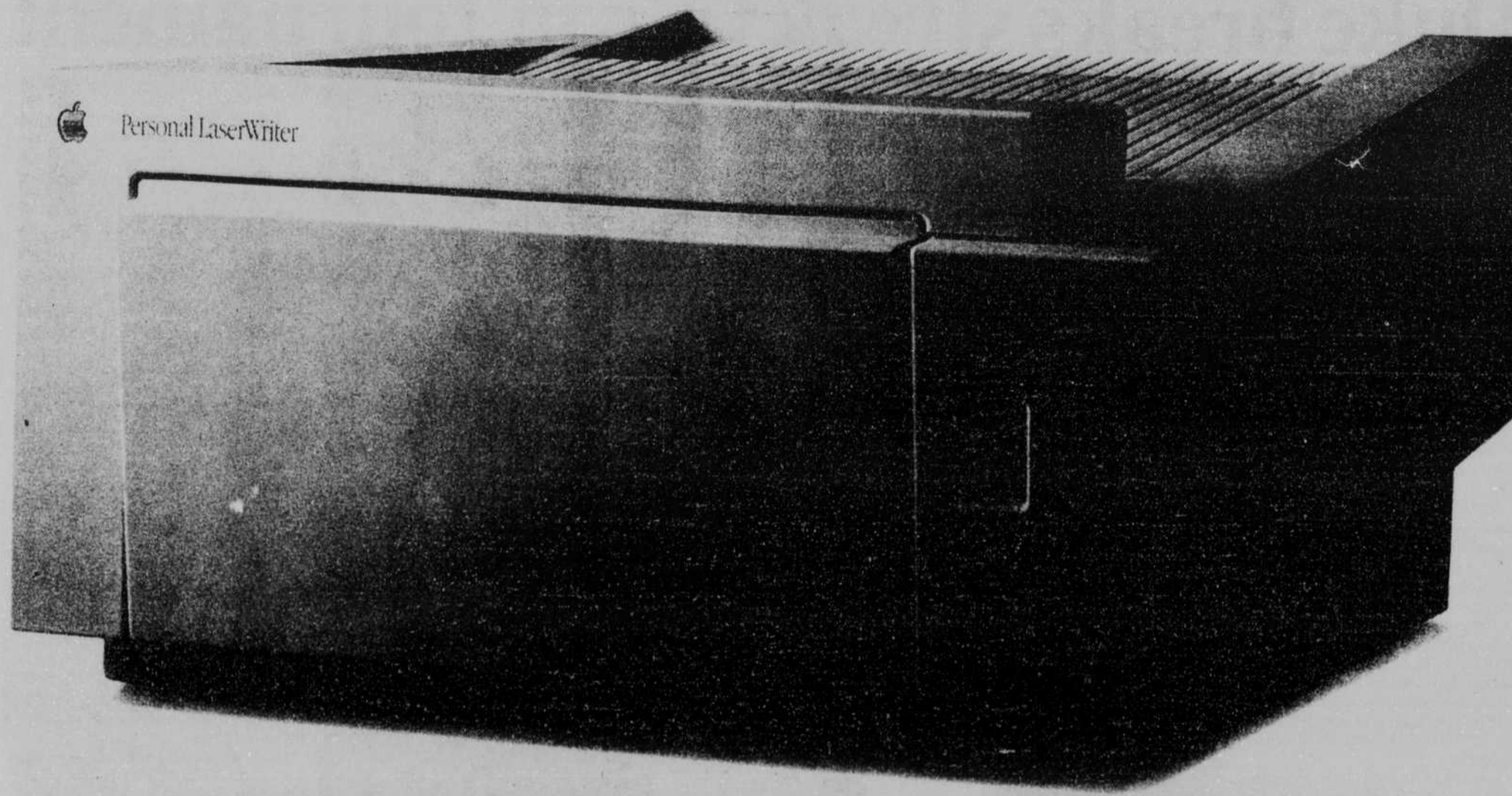
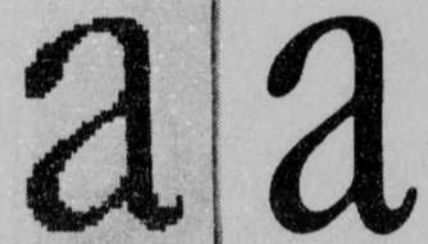


The new Apple StyleWriter.



The new Apple Personal LaserWriter LS.

Like everything about Macintosh®, it's simple logic. First, you introduce the most affordable Macintosh models ever.



The StyleWriter gives you laser-quality printing for about the same cost as a dot matrix printer.

Next, you introduce affordable printers to go with them: the new Apple® StyleWriter® and Personal LaserWriter® LS.

Just like the Macintosh computers that preceded them, these printers combine a price almost anyone can afford with the kind of practical innovations only Apple can deliver.

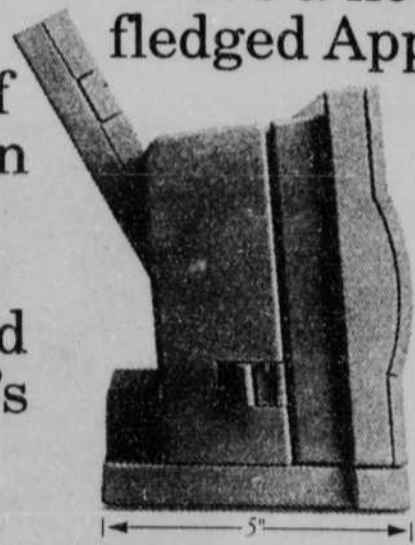
The StyleWriter is a 360-dot-per-inch, laser-quality printer. And it incorporates TrueType™, Apple's new, precision font technology. Which explains why you can hold

pages printed on the StyleWriter next to those from printers costing thousands more, and be hard-pressed to tell the difference.

It's also small. Quiet. And it costs just a little.

The StyleWriter prints up to one page per minute fast enough for most people. But if you're cranking out a lot of reports, memos, and presentations, you'll want the horsepower of the new Personal LaserWriter LS.

It's a no compromise, full-fledged Apple LaserWriter. It pumps out as much as four pages per minute. Has a built-in, high speed serial interface so complicated graphics won't



The StyleWriter's price tag isn't the only thing that's small. At just 13" wide by 8" high by 5" deep, it fits any desk as well as any budget.

slow it down. It also utilizes TrueType. And it even prints in the background, so you can be working at the same time it is.

But what makes these printers special isn't just the printers alone. It's that they're built with the same philosophy as the Macintosh computers they're intended to work with.

There are no dip switches to set. No cards to mess with. No font cartridges to buy. And they work the same way with every Macintosh and every Macintosh program. Just plug them in. Turn them on. And they're ready to start printing.

It's all part of the seamless, practical approach that makes it easy for the millions of people who use a Macintosh to concentrate

on solving their problems instead of solving their computers.

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