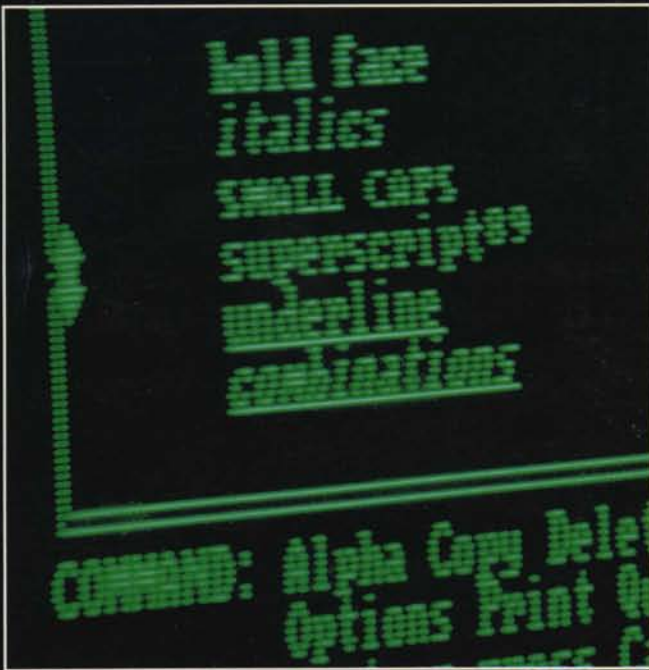


Microsoft® Word

The Word you've been waiting for.



Now you can have powerful word processing and understand it, too.

You've never had it SO EASY.

A friendly Word from the people at Microsoft.

If you've been cautious about buying a word processing program, more power to you. This is your reward.

Microsoft® Word.

Now you don't have to worry about getting a system that's too limited for your needs. Or one that's powerful, but too complicated.

Microsoft Word is the writing system that has the best of both worlds.

Power? Absolutely. It gives your microcomputer the power of an expensive, professional word processor.

Easy? You bet. You'll master Word in no time. That's great news for people who don't plan to use it often.

You'll see. Word makes writing anything easier, whether you're a beginner or a sophisticated user.

Better yet, it's available today to do all the complex tasks your business needs. No matter what kind of writing you do.

The fact is, if you use words, Microsoft Word is the writing system for you.

Word gets around fast.

Most commands can be executed in a single keystroke. Compare Word to programs that make you hold down a control key plus other keys, and you'll see

Word is a lot faster. Easier. You won't make as many mistakes. And you won't feel clumsy.

You can also execute commands in a flash with the Microsoft® Mouse, an optional device that lets you just point and select instead of hunt-and-peck.

The Word that can make you fearless: Undo.

Did you hit the wrong command key? Don't worry. Word has a special feature called Undo.

With the ease of one keystroke, it's back to the way it was before. Without this feature, a mistake can be troublesome simply because it's so hard to get your copy back to where it was before you goofed. Undo is a feature normally found on the most expensive programs, and it wipes out your last command action.

Undo really gets your confidence up. And your speed.



See what you're up to. Right now.

Have you ever used a word processing program that needs codes or symbols to represent character emphasis? It can make you feel like you're reading hieroglyphics. But not when you write with Microsoft Word.

With Word, what you're looking at on the video display is what you'll get on paper. No funny symbols. No mysterious codes. Just your text in any style you prefer.

If you'd like, choose characters, words, a paragraph or more to be **boldfaced**. *Italicized*. Underlined. ~~Struck through~~. Even subscript and superscript notation. All shown to you on your screen right now.

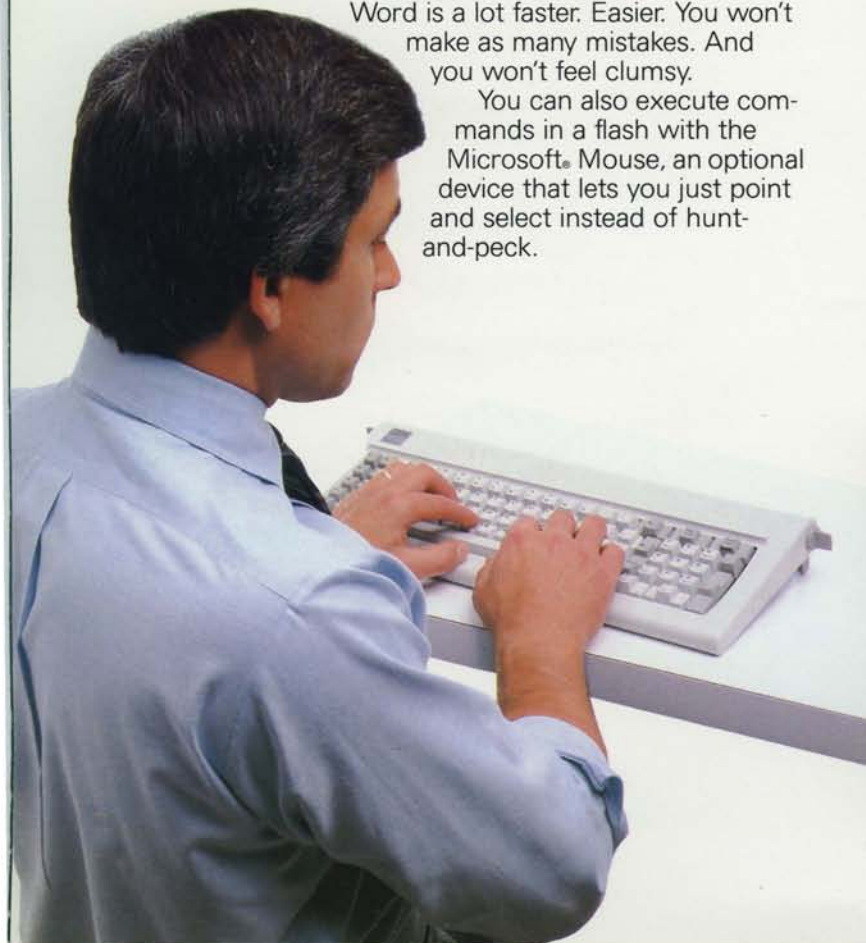
And it's as simple as the shift of a typewriter key.

You'll know what your document will look like when it's printed. So you can catch mistakes now, before they're down on paper.

Word lets you see what you get.

With Word, there are no inbedded control characters to disrupt the appearance and alignment of text.

With ^Bother products^B, there ^\$are inbedded control characters^\$ to disrupt the ^lappearance^l and ^lalignment^l of text.





Make changes quick as a mouse.

Ever have the urge to reach into the display screen and move your sentences around? That's what the Microsoft Mouse does.

The Mouse is an exciting new device for moving copy and selecting commands. It's hand-held and lightning-quick. It's also optional — but we think you'll like the idea.

Move the Mouse naturally, as you move your hand. Use it to point to text you want to change, move or delete. Use it to point to commands, then press the button to execute them. It's a much faster way of moving around the screen than using direction keys.

The Microsoft Mouse is a specially priced hardware option that plugs into your computer. Microsoft Word is the first realistically-priced word processing software that offers the option of using a mouse. The Microsoft Mouse is available at a very special price when you buy Microsoft Word. (See back cover.)

Convenience beyond measure.

There's nothing more frustrating than not being able to see your margins and tabs. It's like typing blind!

Word's visible ruler lets you see margins. Tabs. All indentations. And it's specific to the format or style you're using. Word's tab capabilities also include automatic alignment by decimal point, left and right justification and a choice of leader character.

The visible ruler.



An encouraging Word.

Are you afraid to use a command because you're unsure about what it does? You only have to ask for Help.

In a single keystroke, you have immediate access to the most important information about the command itself. The most relevant features of the command are presented first, too, because Word knows what part of the command you're in. So it can anticipate what you want to do next.

You can also page through Word's 50-page Help reference guide on your screen if you need more details.

You're not locked to a reformatting key.

Let Word worry about reformatting. You can think about more important things while the wordwrap feature automatically handles line-breaks with or without justification.

In fact, it's so automatic, there's no need to use additional keys or commands to reformat the paragraph.

Every time you make a change in the text that affects the visual appearance of your document, Word instantly reformats the paragraph for you.

You just relax and keep on working.

Word prompts you to act.

Microsoft Word directs you to your next action with clear messages at the bottom of the screen. So you'll learn about Word more quickly. And if you've got a problem, you'll be presented with detailed information automatically.

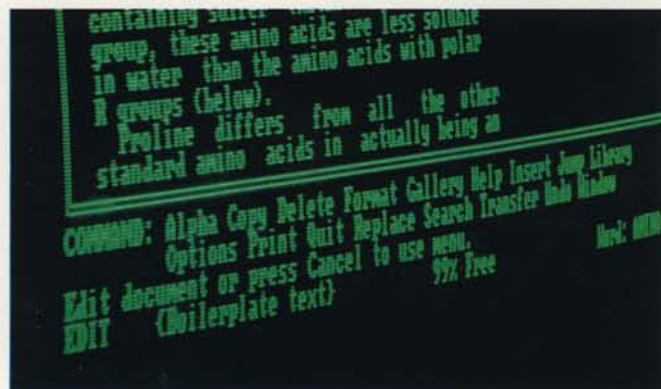
Words you don't have to remember.

Word uses complete words in its menu.

Your command choices are listed as full names at the bottom of the display screen. Not cryptic code letters. So when you're sure of what you want to do, you're *completely* sure.

Would you like to select a command? Just punch the first letter of that command, or move the cursor to the command and enter it, whichever is easiest for you.

The command menu.



You've never had SO MUCH POWER.

The Word is out.

Microsoft Word is the easy power you've been waiting for in word processing. Because besides being easy to learn and use, Word lets you do more than any other program could before.

You'll get all the features you'd expect on standard programs designed for personal and business computers. You'll find even more features than the most expensive software available.

Sounds incredible? It *is*.

Hangs onto your every word.

Tired of repeating yourself?

The glossary command stores phrases or sentences and lets you insert them at the call of a simple abbreviation and the touch of a key.

If typing the same block of copy over and over again doesn't appeal to you, then Word's storage capability will. It's great for inserting everything from "the party of the first part" or $Mg_3Si_4O_{10}(OH)_2$ to the entire text of "Exhibit B" from your standard contract. It's a quick and easy way to insert copy that's used often, and the amount of copy you choose is practically unlimited.

Windows on the Word.

Perhaps you've seen multiple windows before.

But *eight* of them? Yes. Word allows you to view up to eight windows on your screen at a time.

Now you've got a simple way to edit or compare different documents simultaneously. Or you can work on different areas of the same document.

You can take a portion from one document and move or copy it to others. Edit anywhere, in any window. Or compare from document to document while you're entering your own summary text.

And you can do it all in one display.

That means making changes on any document or building new documents is a snap. And this multiple-document editing is even easier with the optional Mouse.

Jump ahead of the rest with Word.

Go ahead. Pick a page.

Any page.

You can be there instantly with Microsoft Word.

Word would never think of making you go page by page through any document. It lets you "jump" instead.

You can choose specific pages or footnotes. The beginning or end of any document. The previous screen. The next screen. Even the top or bottom of the screen.

And with the Mouse, you can easily pick any point in between.

You can't do that with just any word processing program. But you can when you get Word.

A step up in footnotes.

When you're writing longer or technical documents, you'll be pleased with Microsoft Word's ability to format footnotes.

Most word processing programs simply have no way to place footnotes appropriately. But Word does.

Word starts by opening a special footnote window at the bottom of your text. Then it scrolls the window automatically to display only those footnotes with markers shown in the text.

Each page is formatted by Word so that a footnote is always printed either on the same page as the text it refers to, or at the end of your document. And it numbers footnotes automatically, even renumbering them as you make changes.

A different view — up to eight windows.



Word's automatic footnotes.



Word processing with style.

Letters. Contracts. Memos. Invoices. Forms and reports. Word lets you assign different styles to different documents.

Using style sheets, you can specify your own design. Margin. Font style. Line and paragraph spacing. Indentations. And much more.

This means you don't have to manually reformat every time you change to a different type of document.

And while you're working, have you got a question about format? In one keystroke, just punch up the style sheet and there it is, in front of you for reference.

Style sheets help you achieve a consistent, professional look in all your business documents and correspondence, no matter who's doing the writing.

Word's columnar format stacks up.

Other word processors may let you "cut-and-paste" your document into columns. But just try to edit your text inside one of the columns — it's messy.

Word lets you produce documents with columns, and it lets you do it *easily*. Edit to your heart's content. The word-wrap works just as well in columnar format as anywhere else.

So it's great for producing everything from comparison tables to newsletters.

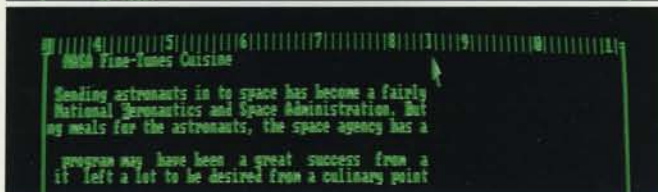
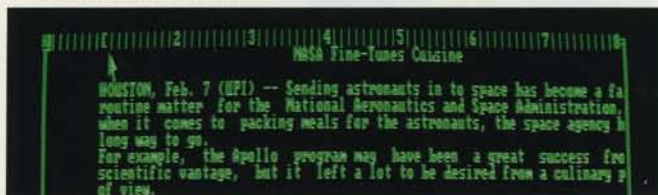
Word has wide-reaching possibilities.

Do you need to use paper that's wider than the screen?

That's nothing to worry about with Word. The horizontal scroll makes it possible for you to look at text that's wider than the screen. Up to 255 characters wide, to be exact. You can look at as much as you like at a time. Or as little.

That's real convenience for anyone using full-size computer paper.

The horizontal scroll.



Would you like to reword that?

Have you ever had to search through a fifty-page paper to find one sentence? One number? One *word*?

Or have you ever tried to replace a misspelled name — every time it appears — in a 250-page autobiography?

The search command means nightmares like this won't come true. Microsoft Word can search out, and if necessary replace, any character, number, word or phrase of any document you wish. Just once, or as many times as it occurs.

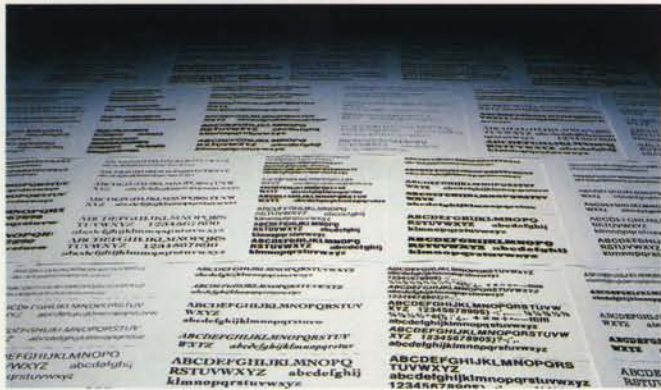


The future's already built-in.

Microsoft Word was designed with the future in mind. Its tremendous growth capability is just waiting for advances in hardware devices and peripherals, like display and printer technology (such as laser printers.) When these advances are made, you'll be ready with Word.

You can specify details such as different sizes of type, special character sets, and up to 64 different type fonts.

Take our word for it, Microsoft Word can do more for you.



Productivity runs in the family.

Microsoft Word is a member of the Microsoft productivity series, a powerful set of tools designed for business and personal use. Each one has been created as the most powerful software product in its class.

These products are closely related to one another. Learn to use one, and it's even easier to learn the others. In addition, they can exchange information with one another; for example, Microsoft Word can incorporate printed files from the Multiplan® electronic worksheet.

The Microsoft productivity series can also use data produced by programs from other manufacturers. For instance, Microsoft Word can read any ASCII file, including standard files generated by other word processors.

And when you're ready to switch from WordStar®, you can transfer your files to Microsoft Word.

Ask your computer dealer about the other Microsoft products that work with Word.



Nothing compares with Word's EASY POWER.

We stick by our Word because it's the best. But be our guest.

Dare to compare. We even made a special place for you to compare *any* word processor with Microsoft Word.

In the final analysis, we think you'll find we're as good as our Word.

Ease of Use

	Word	WordStar	Other
Text Insertion:			
Wordwrap	yes	yes	
Paragraph reformat	auto	manual	
Insert mode	yes	yes	
Replace mode	yes	yes	
Text Editing:			
Move text	yes	yes	
Copy text	yes	yes	
Delete text	yes	yes	
Text selection for copy, move, or deletion			
Character	yes	delete only	
Word	yes	delete only	
Line	yes	delete only	
Sentence	yes	no	
Paragraph	yes	no	
Block	yes	yes	
Undo command	yes	no	
Video Display — "See what you get":			
Line breaks and margins	yes	yes	
Display of character formats	7	1	
Normal	yes	yes	
Bold	yes	no	
Underline	yes	no	
Double underline	yes	no	
Italic	yes	no	
Strikethrough	yes	no	
Small caps	yes	no	
Display of character positioning	3	1	
Normal	yes	yes	
Superscript	yes	no	
Subscript	yes	no	
Additional Features:			
Optional support of a mouse	yes	no	
Display of tabs and margins	yes	yes	
Horizontal scroll for wide documents	yes	yes	
Repeat key or command	yes	yes	
On-line reference guide or Help	yes	yes	
Context sensitive	yes	no	
Automatic backup of document	yes	yes	

Functionality

	Word	WordStar	Other
Style sheets	yes	no	
Glossary	yes	no	
ASCII file input/output	yes	yes	
Multiple Windows:			
See and edit different pages concurrently	8	1	
See and edit different documents concurrently	8	1	
Move/copy blocks between pages/documents in windows	yes	no	
Window to display footnotes in text	yes	no	
Paragraph Formatting Options:			
Paragraph alignments	4	2	
Flush left	yes	yes	
Flush right	yes	no	
Centered	yes	no	
Justified	yes	yes	
Tab stop alignments	4	2	
Left	yes	yes	
Right	yes	no	
Center	yes	no	
Decimal	yes	yes	
Tab alignment preserved after text insertion or deletion	yes	no	
Search and Replace Options:			
One/all occurrences	yes	yes	
"n" times	no	yes	
Within a selected range of text	yes	no	
Ignore case	yes	yes	
Whole word only	yes	yes	
Wildcard characters	yes	yes	
Printing			
	Word	WordStar	Other
Page Formatting:			
Headers and footers	yes	yes	
Multiple line	yes	no	
Choices for odd/even pages	yes	no	
Page numbering	yes	yes	
Footnote placement	yes	no	
Columnar format	auto	manual	
Printing Options			
Continuous form paper	yes	yes	
Single sheets	yes	yes	
Multiple copies	yes	no	
Background printing	yes	yes	
Print pause	yes	yes	
Support of Printer Features:			
Variable pitch	yes	yes	
Proportional spacing	yes	yes	
Multiple fonts for justification/advanced printers	64	1	

Based on comparison between WordStar software and documentation for version 3.24, and Microsoft Word version 1.00.

MICROSOFT®

MICROSOFT CORPORATION
10700 NORTHUP WAY
BELLEVUE, WASHINGTON 98004
USA



A Microsoft Mouse won't put you in the hole.

The Microsoft Mouse is the thrilling new input device that everybody's talking about. Word has it the Microsoft Mouse nibbles away at the price when you buy one with Microsoft Word. Just check with your dealer for details.

Microsoft Word. For the IBM® personal computers.

Microsoft Word requires one disk drive and 128K of memory on the IBM PC and the IBM PC XT. It will be available in the near future for personal computers from other manufacturers.



Microsoft Ltd.
Piper House
Hatch Lane, Windsor
Berks SL4 3QJ
ENGLAND

Microsoft Sarl
No. 519 Local Quebec
91946 Les Ulis Cedex
FRANCE

Microsoft GmbH
Eschenstraße 8
8028 Taufkirchen
WEST GERMANY

ASCII Microsoft Co., Ltd.
Sumitomo Minami Aoyama Building
5-11-5 Minami Aoyama
Minato-Ku, Tokyo 107
JAPAN

Microsoft Pty. Ltd.
21 Tepko Road, Unit 8/9
Terrey Hills, NSW 2084
AUSTRALIA

Microsoft and Multiplan are registered trademarks, and MS is a trademark of Microsoft Corporation. WordStar is a registered trademark of MicroPro International Corporation. IBM is a registered trademark of International Business Machines Corporation.

©1983 Microsoft Corporation. All Rights Reserved. Printed in U.S.A. 118350M PART NO. 034-000-010