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## Special Features of Microsoft Word 5.0

### Interface basics

Menus with prompts  
 Speedkeys to bypass menus  
 Undo key and repeat key  
 Spelling checker & thesaurus  
 Automatic repagination and Autosave  
 Built-in mouse support  
 Speed: fast scrolling, formatting, filing  
 OS/2 and Expanded Memory support  
 Built-in on-line tutorial

### See before you print

Page Preview  
 Character formatting shown on screen  
 Edit side-by-side columns on screen  
 Font-size changes indicated in color

### Easy-to-control formatting

Include (link to) graphics  
 Size, scale, and shade graphics  
 Fixed-position graphics or text that  
 flows around graphics

Dynamic boxes (adjust to text size)  
 Newspaper-style & side-by-side  
 columns

Automatic vertical centering  
 Automatic hyphenation  
 Line- & box-drawing

### Office time-savers

Simplified tabs for table layout  
 Include (link to) spreadsheet range  
 Macros: recordable and programmable  
 Store glossary text for easy reuse  
 Sorting—two-level sort  
 Column-moving and math functions  
 Flexible form letters  
 Forms creation & fill-in

### Long document support

Cross referencing, figure numbering  
 Outlining (integrated outline view)  
 Style sheets and style record; record  
 and reuse format styles

Footnotes and endnotes  
 Automatic indexing and tables of  
 contents

Windows (up to 8, includes zoom)

### Support for work-groups

Annotations (including name,  
 date, time)

Automatic revision marking  
 Link to other document sections

Network support & file-locking

### Document search, sort, and archive

View full list of document titles  
 Search/sort on full text or summary  
 Use across network directories, drives

### Full support for more than 200 printers

Laser printer support to 126 pt. size  
 Automatic proportional spacing  
 Bitstream® fonts available (2 typefaces)

Comparing  
 the two leading  
 word processors  
 side by side  
 isn't easy.

One keeps pulling ahead.

## Comparison of Microsoft® Word Version 5.0 and WordPerfect® Version 5.0

Features	Microsoft Word 5.0	WordPerfect 5.0
Function keys or menu with prompts .....	Both .....	Function keys only
Interactive lesson within program .....	Yes .....	No .....
Updatable spreadsheet link to Lotus® 1-2-3® and Microsoft Excel .....	Yes .....	No .....
Integrated outline processor .....	Yes .....	No .....
Ability to retrieve files across multiple directories .....	Yes .....	No .....
Mail merge from any database report .....	Yes .....	No* .....
Annotations (marked with name, date, and time of comment) .....	Yes .....	No .....
Print preview and text/graphics integration .....	Yes .....	Yes .....
OS/2, and Mouse support.....	Both .....	None .....
Network capability standard .....	Yes .....	No .....

Keystrokes required for editing	Microsoft Word 5.0	WordPerfect 5.0
Copying a block .....	4 .....	7 .....
Italicizing a word .....	2 .....	5 .....
Changing font and size .....	5 .....	9 .....
Boxing a paragraph.....	5 .....	12 .....
Adding a footer .....	1 .....	7 .....
Resizing a graphic .....	2 .....	10 .....
Set one tab stop .....	4 .....	11 .....

<b>Total number of keystrokes</b>	<b>23</b>	<b>61</b>
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\* Because WordPerfect requires that merge codes be inserted between each piece of data, using data from a database requires either a translation facility, or hand-entering each code.

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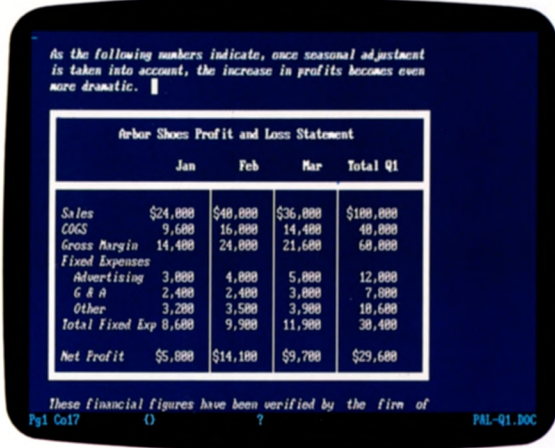
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 0189 Part No. 098-034-280





# Presenting Microsoft Word 5.0.

## More speed. More power. More easily.



Things go faster with Word. You can make borders with one command, link to spreadsheet data, or update the link in one command.

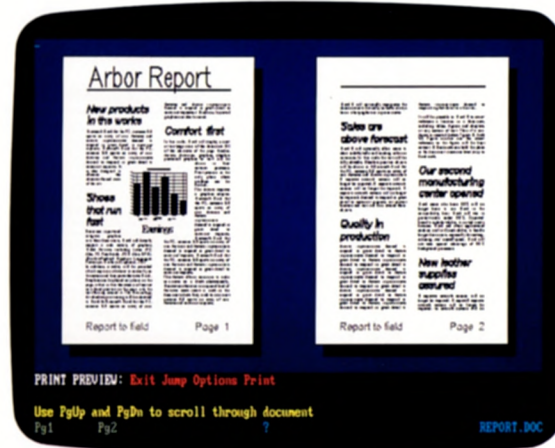
Compare the two leading word processors and you quickly discover which is the latest Word.

Introducing Microsoft® Word version 5.0, the fastest, most powerful Word for IBM® PCs and compatibles. Word can cruise through a few letters or a few thousand legal briefs. And because of its simpler ways of doing things, the power of Word is never overpowering—just more productive.

### Fasten your seat belt.

Microsoft Word helps you do more by simplifying and streamlining everything you do. Common-sense commands and on-line help let even beginners find everything they need. Shortcuts, in the form of 65 different function keys and speedkeys, are powerful and plentiful. And Word's unsurpassed on-screen speed is now even faster.

Furthermore, Word helps you work faster by giving you a clearer view of all you do. There are four different ways to view documents, from uncluttered running text to exact print previews.



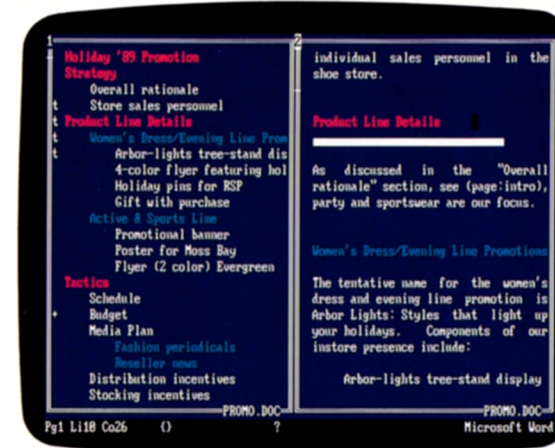
Word is powerful enough to integrate text, graphics, and data. And smart enough to display them all before printing.

Word displays italics, underlines, boldface, and more—not the usual snarl of embedded symbols. And its advanced print-merging feature runs on plain English commands.

You can edit side-by-side columns on the screen and see them exactly as they'll print. You can split screens to juggle multiple projects. And you can customize color displays and borders so everything looks just the way you want it.

### Meaningful looks.

Join all the speed of Microsoft Word with its other formidable tools and you can go beyond words altogether. With Word's graphics integration features, you can add charts, graphs, diagrams, artwork, and pictures, along with borders, boxes, and shading. And Word prints it all beautifully on more than 200 different printers, laser and otherwise, in a vast range of typefaces and styles. Right away, market studies are more instructive,



The integrated outline is a powerhouse. Rearrange your outline headings and corresponding copy moves to match.

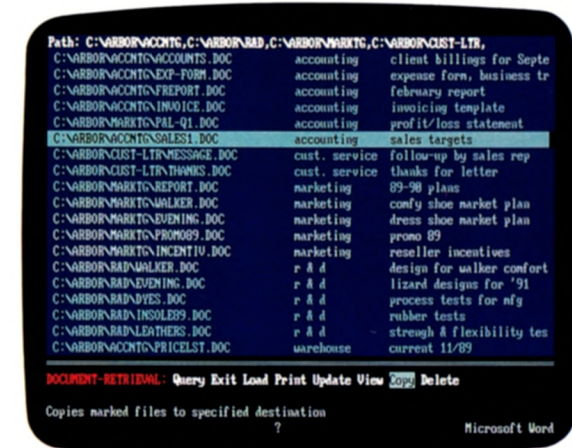
proposals are more appealing, even memos are more memorable.

### Advanced is simple.

Microsoft Word has the power to make big jobs considerably smaller. You can link spreadsheets to the tables and charts you create in Word. Then, when you rework your spreadsheet numbers, Word will update all your Word documents.

You can automate major operations easily with macros. Just turn on the macro recorder and go through the command series once. Style sheets work on the same principle, so you can create a library of complex formats on the fly.

In addition to automatically creating indexes, tables of contents, and formatted, numbered footnotes, Word has a powerful integrated outline that lets you instantly switch between any part of your work's outline and the text that goes with it. Reorganize the outline and Word reorganizes the text to match.



Word has more ways to help you do more. Like skimming document summaries and automatic archiving across directories.

### Top management.

Word offers as much speed and power for filing and finding your work as for creating it. Document management tools let you give every file a summary sheet for automatic search, retrieval, copy, move, or deletion by subject, date, author, and more, all across multiple directories.

Word lets multiple reviewers add text markers with comments and automatically tracks revisions by highlighting changed text. And whenever you're ready to work across networks, so is Word.

Word is also part of the Microsoft software family. And since it's a big family that works well together, it helps you make the most of all your information. No matter what generation your hardware.

Finally, if you're still wondering which of the two leading word processors offers more, think of it this way. Microsoft Word is not only good. It's better than Perfect.



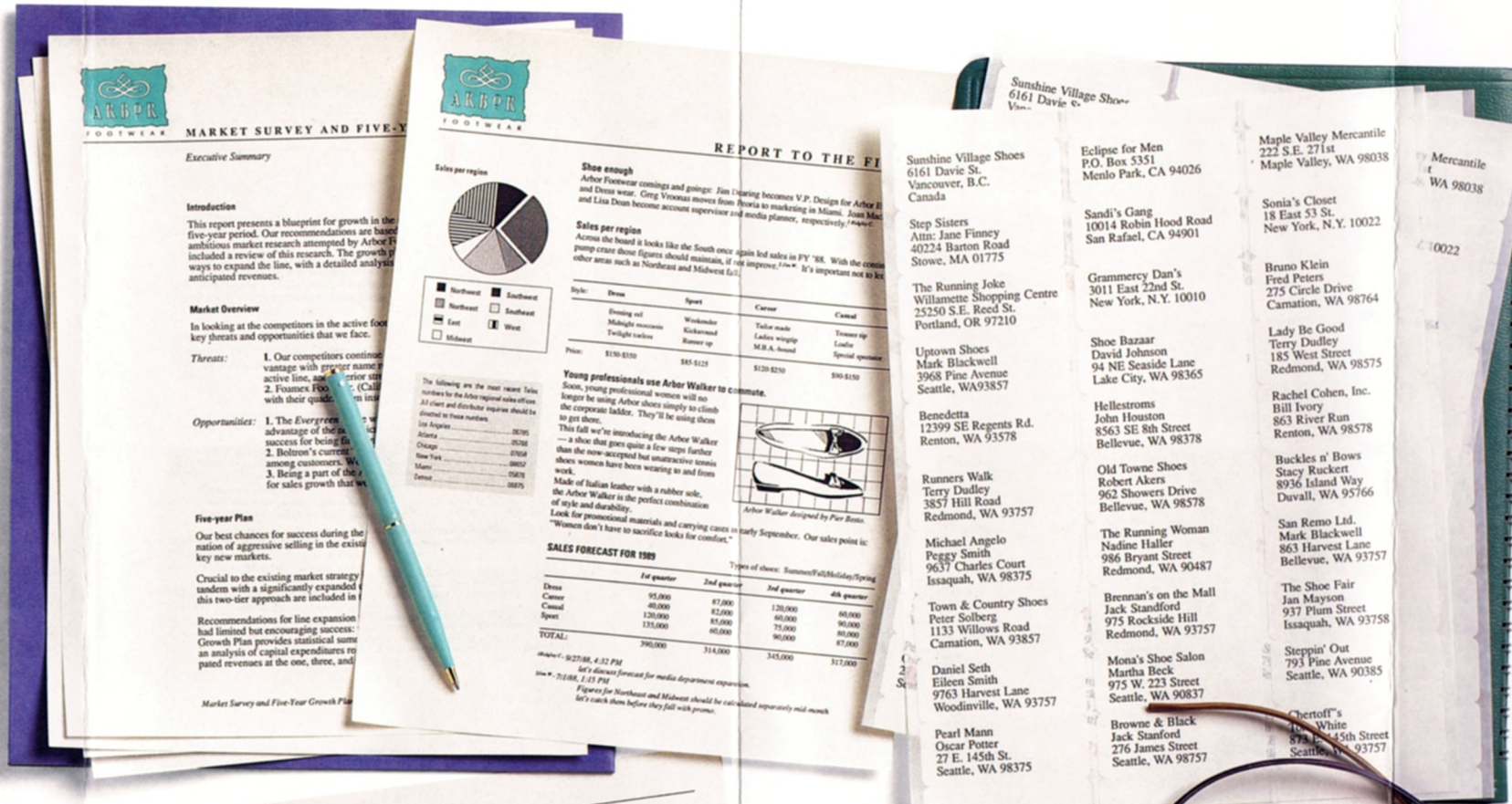
# How to make shoes run better.

The documents pictured to the right could be the second-most important items a shoe company puts together. After all, how well any company runs depends on how well people communicate. Which goes to show that Microsoft Word can improve nearly anyone's work in nearly any organization. You see, everything shown here was created with Word. It gives you an amazing facility with words and pictures both, so it's not just a better way to handle all you write. It's a better way to say what you mean.

## Short dashes.

At the typical shoe company and anywhere else, Word makes comparatively simple projects like letters and memos simpler still. Particularly if you spend more time at meetings than at the keyboard. Word neatly displays and explains all commands on the screen, so finding everything you need is always easy. There's instant help by topic, too. In fact, you can start from scratch with Word, because its on-line tutorial will teach you the basics at your own pace. And whenever you work, you can get an interactive lesson on the feature you're using — without leaving your document.

With Word, common sense is the rule rather than the exception, which simplifies things considerably. Formatting, for example. Margins are set in inches, not character counts. And you can actually see italics, boldface, underlining, subscripts and superscripts, small caps, and more, instead of the typical bizarre messages to your



Word has better ways to handle revisions from several editors. With its annotation feature, Word lets you insert a marker at the spot that needs work, then type your comments or rewrites in an accompanying window. When the author reworks the file, all those important comments are available on the screen or printed, instead of in sliding piles of manuscripts with illegible notes in the margins. And all comments are automatically tagged with the respective editors' names, along with the dates and times of their comments. As revisions continue, another Word feature called "redlining" also keeps track of things by automatically highlighting changes.

Word can handle entire law offices, medical-records departments, and scientific publishing groups, too. It automatically takes care of line numbering and vertical lines, automatically numbers footnotes and places them at the bottom of a page or the end of a section, and, via glossaries, automatically inserts boilerplate. It also handles most math symbols and formulas.

And no matter how many documents you have on file, Word can help you keep them completely organized. You can retrieve, sort, and archive across multiple directories. Summary sheets help you do everything from skimming entire subject areas to finding entire groups of documents, no matter how large or small the



approach to printing, the Word Page Preview feature shows exactly what your pages will look like before you print them.

And if you're so inclined, Word can even help you transform the office memo as we know it. Start with big headlines, put key information in boxes, use a graph or two instead of paragraphs of data. You'll get read instead of buried in the in-basket.

### Information central.

Of course, shoes go nowhere if people in the field don't know what's going on. But as you can see, the typical field report becomes far more enlightening when it's put together with Microsoft Word. The same goes for price lists, catalogs, product sheets, and all other crucial information going out to the wider world.

For example, in your field reports, you can put boxes around important information using only four keystrokes or one command. But here's where the real power kicks in. With Word, you can link your document to most popular spreadsheets, including Lotus® 1-2-3®, Microsoft Excel, and Microsoft Multiplan®. Then tell Word what spreadsheet numbers and labels you want in your document and Word automatically creates the table you need. Whenever you rework your spreadsheet, Word can rework your tables and the corresponding graphs. And now, with Word's new text links, you can handle words the same way, so it's easy to keep everything from directories to contracts completely current and accurate.

Moreover, doing a field report once with Microsoft Word means your next field report will go incredibly fast. You can save its format, no matter how elaborate, as a style sheet that automatically sets up your margins, your typefaces, your boxes, borders, headers, footers, and dozens of other design elements. You can create macros that automate skeins of commands, so you can pull together a half-dozen updated files, for example, in one keystroke. And the powerful macro language of Word lets you produce what amounts to your own interactive programs—programs that help even your newest employee handle paperwork like an old pro.

Mailing is easier, too. Word has a potent mail-merge feature that lets you automatically create labels and far more. Such as entire mass mailings. Word understands reports from any database and uses plain English commands like "last name" and "zip" rather than "F17" and "F29." You can include special phrases of varying lengths. And exclude records that don't meet your current mailing's criteria. During a merge, Word will even calculate your customers' current balances.

### Graphic explanations.

As *The Arbor Report to the Field* illustrates, what Microsoft Word can help an organization put on paper is pretty remarkable. That includes scanned photos, artwork created with popular paint programs plus all the boxes, borders, shading, and other graphic elements that Word itself produces. Layout is simpler than with other programs, too. For example, if you put a photo in the middle of a column, Word can keep it there even when you shorten or lengthen the copy around it. It's called absolute positioning. Work attempted without it is called all sorts of shocking things.

Word produces smart boxes and borders, too, that adjust themselves automatically whenever you increase or decrease their contents, so you can edit sidebars, for example, without having to start over on the corresponding visuals. You can run text in newspaper columns or side-by-side columns, either of which can automatically wrap around visuals.

Now couple all these possibilities with those mentioned earlier, like macros and style sheets, and suddenly even one person can make news that's really impressive.

As you'd expect, Word is equally thorough when it comes to printing. Name the first 50 or 100 printers that come to mind and chances are excellent that Word supports them. Out of the box, Word runs on more than 200 printers, including laser printers from Apple, Canon, Epson, Hewlett-Packard, and nearly everyone else. And when you're going on to something along the lines of a web offset press, you'll find that printing companies everywhere are thoroughly familiar with Word. So your work goes right from disk to typeset in no time.

### Racing through a sea of ink.

When you need to go the distance, like a 220-page indexed, footnoted, multi-chapter, multi-author combined market survey and five-year growth plan, you should know that Microsoft Word is just what you've been waiting for.

It's here that getting organized is half the job. And Word's powerful integrated outliner helps you get that way fast. You can switch between outline and complete text in a single keystroke, so when an important point begins to run away with you, you can quickly switch back to the outline view, see where you've been and where you should be going, then get everything back on track. The outliner does automatic tables of contents for you, too.



ITEM #	MODEL #	COLOR	SIZE	QTY	UNIT PRICE	TOTAL
36-B	Weekender	Blu	6 1/2 M	3	42.50	127.50
36-B	Weekender	Brn	7 1/2 M	3	42.50	127.50
36-B	Weekender	Red	8 M	1	42.50	42.50
18-D	Twilight Toeless	Blk	7 M	2	75.00	150.00
15-B	Trouser Tip	Brn	6 1/2 M	2	45.00	90.00
15-B	Trouser Tip	Brn	7 1/2 M	3	45.00	135.00
Total:						\$630.00

REMARKS: Thank you for your order. Please remit amount due within 30 days of invoice date FOB Ridgewood, N.Y.

group. Documents are listed by author, title, date created, originator, and key words. Word lets you mark and copy files in any combination and automatically copies any style sheets and formats that go with them. And when you're finished copying, Word even deletes the original files, if you want, to spare you any confusion.

### Shoes of the future.

But can a word processing program that makes shoes go better today continue improving things in the long run?

It can if it's Microsoft Word. You see, Word can help you say more whether your company is just you or thousands of people worldwide. Word runs on all your IBM compatible computers. Network support and expanded memory support are built in. And Word runs on either MS-DOS® or OS/2 1.0 operating systems. So no matter how your company's systems are evolving, Word takes all developments gracefully in stride.

And while that makes Word a standard in its own right, it's also part of an even larger standard. The Microsoft family. Microsoft programs like Microsoft Excel, Microsoft Project, Microsoft Works, Multiplan, Chart, and Windows can make all your information work harder. And keep you ahead of the pack.

Of course, the best way to discover what Microsoft Word can really accomplish is to see it for yourself. It's running at your dealer's now. Go catch it.

