
Subject: Apple's 1985 Superbowl commercial
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One of the last commercials in Superbowl XIX was Apple Computer's annual weird Superbowl ad. The initial reaction of everyone who wasn't expecting it was, "What the hell is *this* an ad for???"

It starts with a line of men and women, all wearing three piece suits, trudging through dusty scrub to a depressingly played "Heigh ho, heigh ho, it's off to work we go". They're marching blindfolded, each with his or her right hand on the preceding fellow's right shoulder, up along a trail . . . and over a cliff, one by one.

The last one in line stops as the guy in front of him suddenly isn't there. He feels around in front of him, alarmed, as a voice-over says:

On January twenty-third, Apple will introduce the Macintosh Office. You can look into it . . .
(The survivor lifts up a corner of his blindfold, looks down where his predecessors went--)
. . . or you can continue with business as usual.
(--and looks behind him, to see *another* line of businessmen, walking blindfolded, in a line up the trail. . . .)

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-Paul S. R. Chisholm
...!hogpd!pegasus!lzmi!psc The above opinions are my own,
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