

The most powerful system in the dorm used to be a stereo.

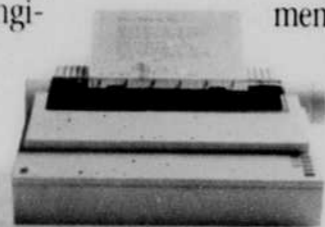
A stereo may be able to start a 6-story dorm shaking when it's turned up full blast.

But if you're less interested in making the building list and more interested in making the dean's list, a stereo is no match for the power of a Macintosh™ personal computer.

Here at last is a system

powerful enough to vault your grade point average to the place it rightfully belongs.

Macintosh is so simple that you won't need an engineering degree to use it. Instead of complex computer commands, Macintosh uses



The Apple ImageWriter II gets it all down on paper, printing in 3 different modes and 7 colors.

familiar symbols. Like a clock, a garbage can, and of course, a blank piece of paper. Since there are no intricate key strokes to memorize, you can keep your mind on Cartography,

Calculus and Cantonese. Instead

of Computerese.

But you may be wondering how Macintosh can boost your academic career from marginal to magna cum whatever.

To start with, only Macintosh allows you to easily combine powerful word processing with picture perfect graphics capabilities.

With programs like MacWrite™ and Microsoft Word you can organize your notes, create a coherent

There is more software available for the Macintosh than there are albums in the average dorm.



outline, and put everything into a surprisingly presentable first draft.

And when this is all done, a graphics program called MacDraw™ will let you add charts, graphs, even illustrations to what you've written.

With software like MacProof, Prose, and Tools For Writers, you can even correct your spelling, grammar and punctuation.

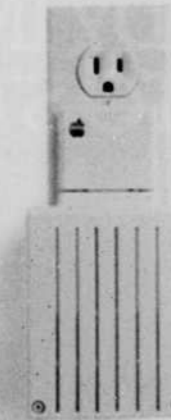
There's also software that can tie you into a wide variety of databases, which are great sources of specialized information.

So you can check out of the library for good.

So whether you're analyzing Keats or the Krebs cycle, Macintosh lets you write, revise, correct, change, edit, amend, erase, and reorganize. All without flooding your room with a sea of crumpled paper.

The results will be the clearest, most readable work you ever turned out. And turned in on time.

But you may be asking yourself, how can I afford the Macintosh when I've spent my last



Our Personal Modem lets you get information from databases even when the library is closed.

penny on that awesome stereo? We've thought of that, too. With an Apple Credit Card,* you can have immediate access to your very own Macintosh. Speak with the people at your campus computer center or your local participating authorized

Apple dealer.

It should be clear by now that

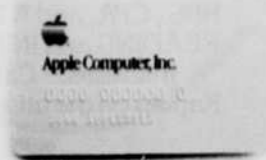


Whatever the mind can conceive, our printers can print.

you don't have to know a thing about computers to use a Macintosh.

And that once you've started using one, Macintosh will do everything from taking notes to polishing the final draft of the best paper you ever wrote.

And you thought there was no way you could afford a Macintosh right now.



Just try doing that on your stereo.



The power to be your best.™