

Macintosh programs work the same way, with simple point-and-click commands.

And since you don't have to learn any complex, obscure computer commands, you can concentrate on learning more important things. Like medieval history and molecular physics.

The Macintosh Plus has a built-in 800K disk drive and a full megabyte of RAM (expandable to 4MByte), so it can run the most advanced software.

Such as idea processors that outline your thoughts. Word processors for writing, editing and checking your spelling.

And communications programs that give you



24-hour access to valuable information.

THE NEXT POWER. INTRODUCING MACINTOSH SE.

Now if you're the kind of person who believes you can't have too much of a good thing—i.e., power—we suggest the new Macintosh SE.

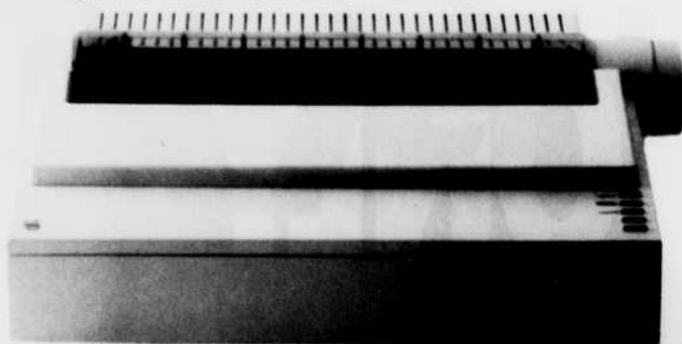
It can give you not one, but two internal 800K drives, to store about 400 pages of work. Or better still, a single disk and built-in 20-MByte SCSI hard disk that can store a formidable 10,000 pages.

You also get a choice of two new keyboards: a Macintosh Plus-like keyboard or one that sports fifteen function keys, for handling MS-DOS-style commands.

And the Macintosh SE has an expansion slot that lets you add new power

without performing major surgery.

Like a card that lets you work with information created on MS-DOS computers. Or another that lets you tie into a campus computer network.



An Apple ImageWriter® can print precisely what you see on screen, varying type sizes and styles included. And you can buy one without sacrificing next year's tuition.

COMMON DENOMINATORS.

Rest assured, both Macintosh computers can run the latest software, including specialized courseware to help you master a wide variety of classes.

Both are incredibly easy to learn. And both are incredibly easy to take home.

Because with an Apple Credit Card, you can have immediate access to the Macintosh of your choice.

Just visit your campus computer center or your participating authorized Apple dealer for the details.

And once you get through college, you'll find that Macintosh is becoming as popular off-campus as it is on. In fields as diverse as banking, publishing, electronics and aerospace.

So whichever Macintosh you happen to choose, you'll be able to use it wherever your career takes you.

No two ways about it.



The power to be your best.™