

# 12 reasons why you'll love Macintosh

## 1. It's easy to use.

Bring home an Apple® Macintosh® computer today, and use it to complete assignments by tonight—even if you've never used a computer before.

## 2. You don't have to speak computerese.



Instead of cryptic MS-DOS commands such as COPY, C:\WORDPROC, DRAFT.DOC, A:\WORK, Macintosh uses familiar words, such as Copy and Print, and pictures, such as file folders for storing your documents and a trash can for files you want to throw away.

## 3. You don't have to be a computer science major to set one up.

Just plug everything together, flip the "on" switch, and you're ready to roll.

## 4. It's a breeze to copy information and paste it into another document.

To copy this chart, simply use the mouse to choose the Copy command.



To place the chart in another document, just choose the Paste command.



## 5. All Macintosh programs work in the same way.

Learn to use one Macintosh program, and you've learned the basics of using them all. For example, the commands you use, such as Open, Close, Copy, Paste, Save, Cut, Print, and Undo, are found in the same place—every time.

## 6. It can grow with you.

This week you're majoring in philosophy, next week it's nuclear physics. After all, no one knows exactly what the future will bring. That's why millions of students have found that investing in a Macintosh is a smart move. Because Macintosh can immediately help you do whatever you do—better. And if, come tomorrow, you find that you want to do something different, no problem. It's easy to upgrade your Macintosh to help you rise to the challenge.

## 7. It's great for college and beyond.

Doing your work faster, better, and more creatively is also a plus in the working world—and that's precisely why Macintosh computers are used in 74 percent of Fortune 1000 companies.\*

# 74%

## 8. It's got connections.

To connect a printer, a modem, an external hard disk, or just about any other peripheral to a Macintosh, simply plug it in. That's all there is to it.

## 9. It lets you work with others.

Every Macintosh is equipped with an Apple SuperDrive™, a unique floppy disk drive that can use not only Macintosh disks, but also MS-DOS and OS/2 disks created on IBM and IBM-compatible computers. With SoftPC from Insignia Solutions, you can even run MS-DOS applications on your Macintosh.

\*Based on a survey conducted by Computer Intelligence in February 1991.

## 10. It's so easy to network.

Just connect the LocalTalk® cable from one Macintosh to another Macintosh. It takes just a few minutes, and you don't have to buy any additional hardware or software.

## 11. You can connect to your school's mainframe or minicomputer.

With Macintosh, you can send in assignments, gain access to software you need for a class, and receive lecture notes, class schedules, and other information—right from your own room.



Library



Mainframe



Dormitory

## 12. It's more affordable than ever.

Macintosh prices have never been lower—especially with the student pricing available from your authorized Apple campus reseller. You may even qualify for financing, which makes Macintosh even more affordable.



These reasons all add up to the power of Macintosh. The power to be your best.\*



For further information stop by User-Liaison or contact our dealer, Karen Reynolds at Century 23, 870-1534

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