

3 palettes display available tools, line widths, and patterns.

You're not limited to the work area you see here. You can scroll up and down, left and right.

The pointer becomes whatever tool you select to work with — in this case, a pencil.



Point. Click.

To tell Macintosh what you want to do, all you have to do is point and click.

You move the pointer on the screen by moving the mouse on your desktop. When you get to the item you want to use—click once, and you've selected that item to work with.

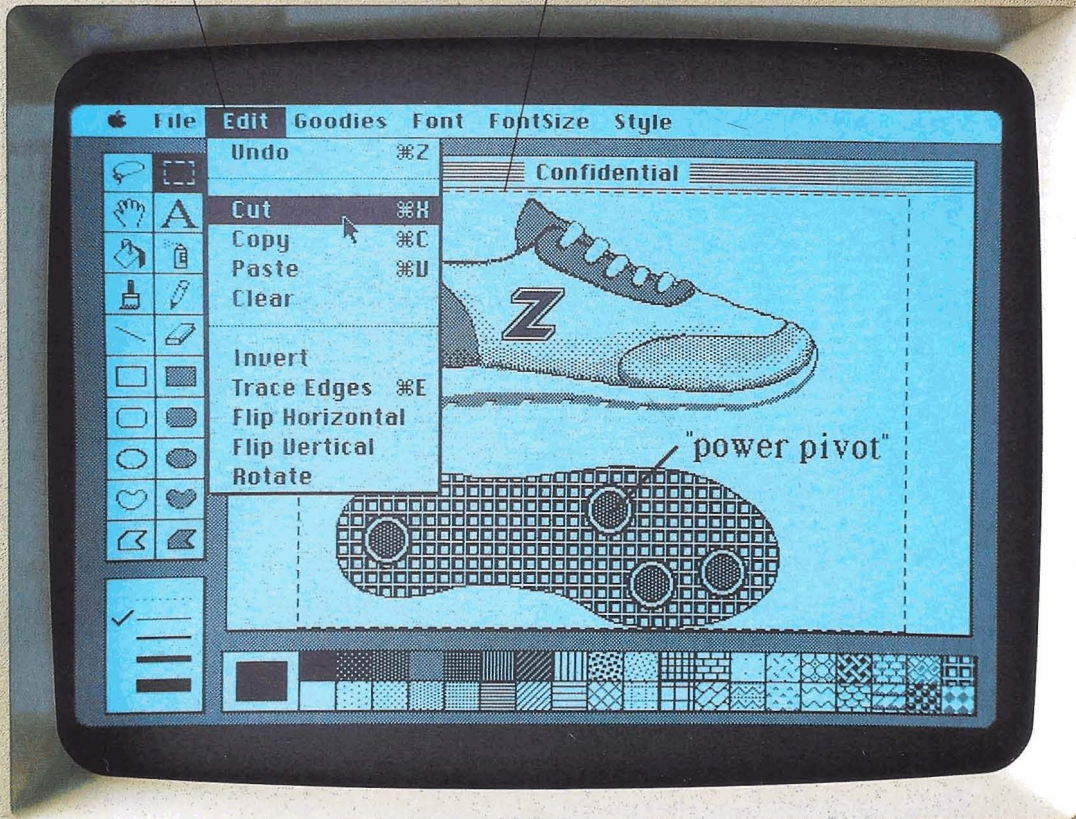
In this case, the pointer appears as the pencil you've selected to put some finishing touches on an illustration you'd like to include in a memo.



"Pull-down menu" displays all your options.

To select whatever you want "cut" from the screen, just put a rectangle around it.

Macintosh stores the image you've "cut" out on a "clipboard" in its memory.



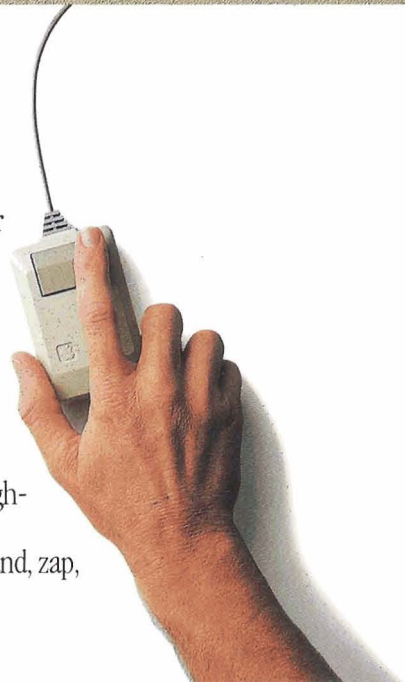
Cut.

Once you've completed your illustration, you need to cut it out of the document you created it on, so that you can put it into the word processing program you used to write your memo.

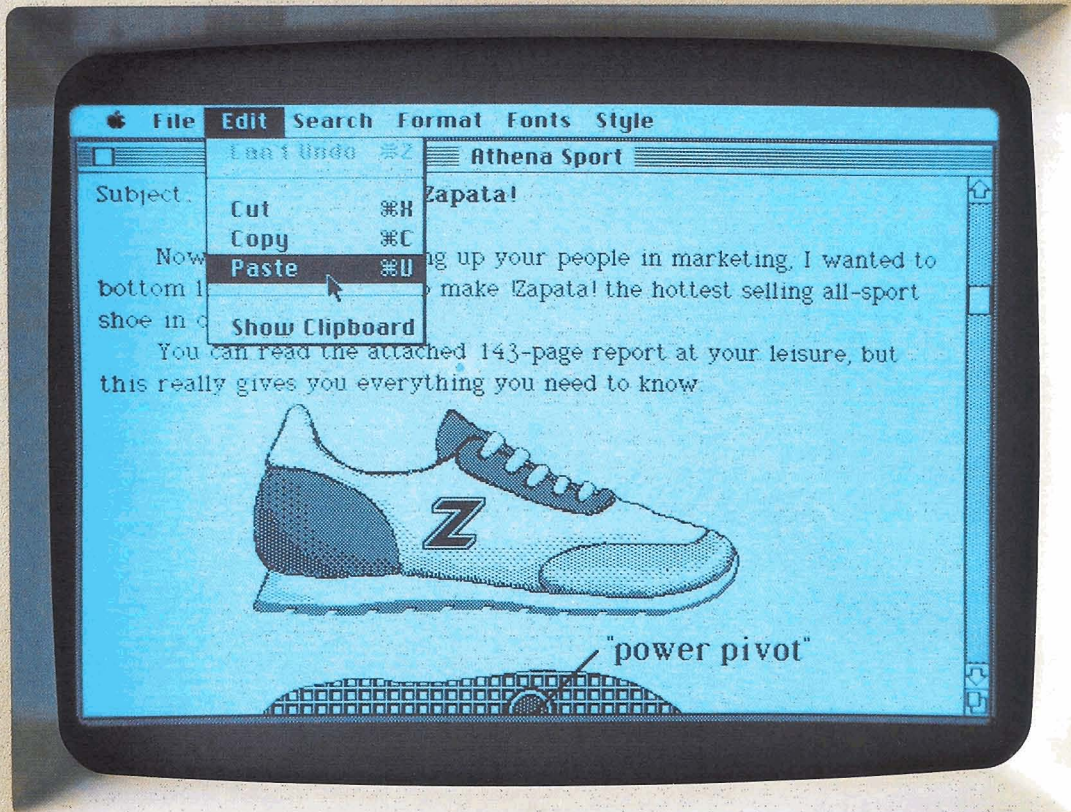
To do this, you simply use the mouse to draw a box around the illustration, which tells Macintosh this is the area you want to cut.

Then you move the pointer to the top of the screen where it says "Edit." Hold the mouse button down and Edit will then show you a list, or "pull-down menu" of all the editorial commands available. Then pull the pointer down this menu and point to the command, "Cut," highlighted by a black bar.

Release the mouse button and, zap, it's done.



*Macintosh automatically makes room
for your illustration in the text.*



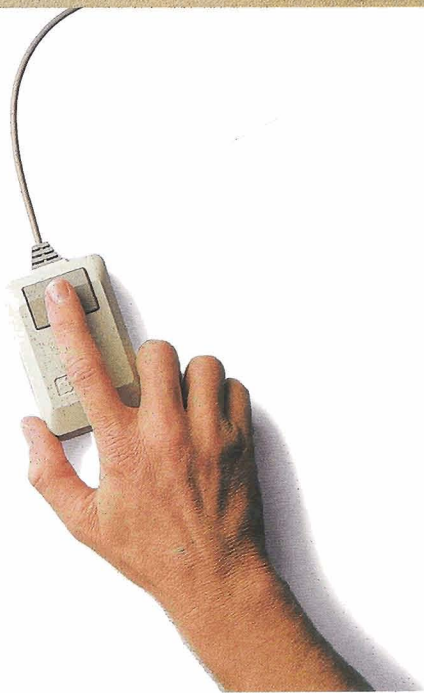
Paste.

And now, to finish your memo, bring up MacWrite™, Macintosh's word processing program. Just pick a place for your illustration.

In the meantime, your illustration has been conveniently stored in another part of Macintosh's ample memory.

To paste the illustration into your memo, move the mouse pointer once again to the Edit menu at the top of the screen.

This time, you pull the mouse down until "Paste" is highlighted by a black bar. Release the mouse button and, once again, zap.



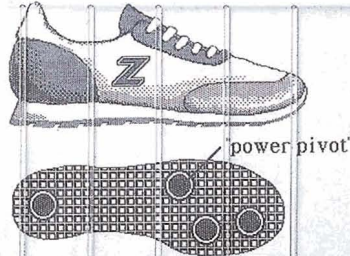
With Macintosh, you can print out your own office forms or stationery in addition to whatever you print on them.

Athena/Sport MEMO
CONFIDENTIAL

From: Nancy Aronson
To: Chris Jordan
Subject: Launching iZapata!

Now that you're gearing up your people in marketing, I wanted to bottom line what's going to make iZapata! the hottest selling all-sport shoe in our line.

You can read the attached 143-page report at your leisure, but this really gives you everything you need to know:



New styling, yes. But the 'power pivots' on the sole tell all -- they may not look like much, but it took about a megabuck in research to put them where they are. They make iZapata! the first all-sport worthy of the name.

Look forward to seeing the car design you guys come up with.

And print.

You tell a Macintosh Personal Computer to print the same way you tell it to do everything else—move the mouse pointer to "File" and pull it down until "Print" is highlighted in a black bar. And, provided you have a printer, you'll immediately see your work in print.

Your work, all your work, and nothing but your work. Because with Macintosh's companion printer, ImageWriter, you can print out everything you can put on a Macintosh's screen.