INTRODUCING
THE BOSE®
UNIVERSITY PROGRAM.

Music for MIT Students, Faculty, and Staff.

Much of our lives revolves around music. We listen to it, dance to it, even exercise to it. For the past decade, Bose has brought the excitement of live performances into homes around the world.

It all began with a 12-year research program in acoustics at MIT under the direction of Dr. Bose. This led to the formation of Bose Corporation. And, four years later, to the design of the 901® Direct/Reflecting® speaker system—now the most highly reviewed speaker, regardless of size or price.

The founders of Bose, all from the field of science, decided that Bose would reinvest 100 percent of its earnings back into the corporation to maintain the research that was responsible for the birth of the 901 loudspeaker. This has resulted in a complete line of speakers suited for every listening taste and every budget.

And now, the company which owes its origin to university research is proud to bring the products of this research directly to the university community.

Through a unique program, our complete line of stereo speakers is available to students, faculty, and staff directly from Bose.

It's well known that the loudspeaker, more than any other component, determines the quality of music you hear from your stereo system. So whether you're buying your first system or upgrading your present one, the path to better sound is through better loudspeakers.

Your student representative will be happy to give you full details of the program and lend you a pair of Bose speakers so that you can hear the difference in your own listening room.

Let's hear from you. We like talking to people who enjoy music. Your MIT student representative is Vanu. You can reach him by calling 1-800-442-8898.

Available only at selected colleges and universities.