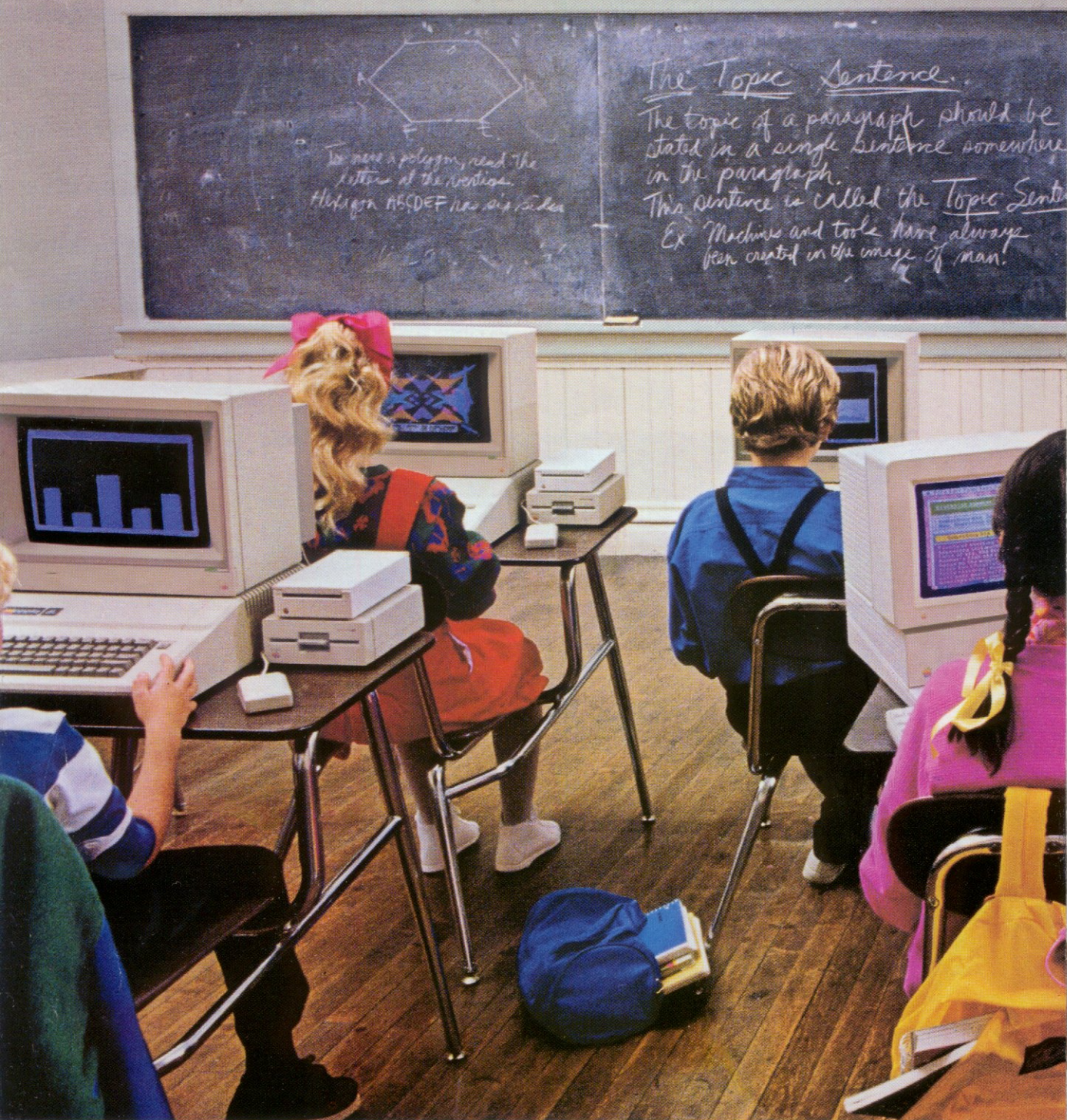


If you want
to know which
computer to
get your kids,
ask the experts.

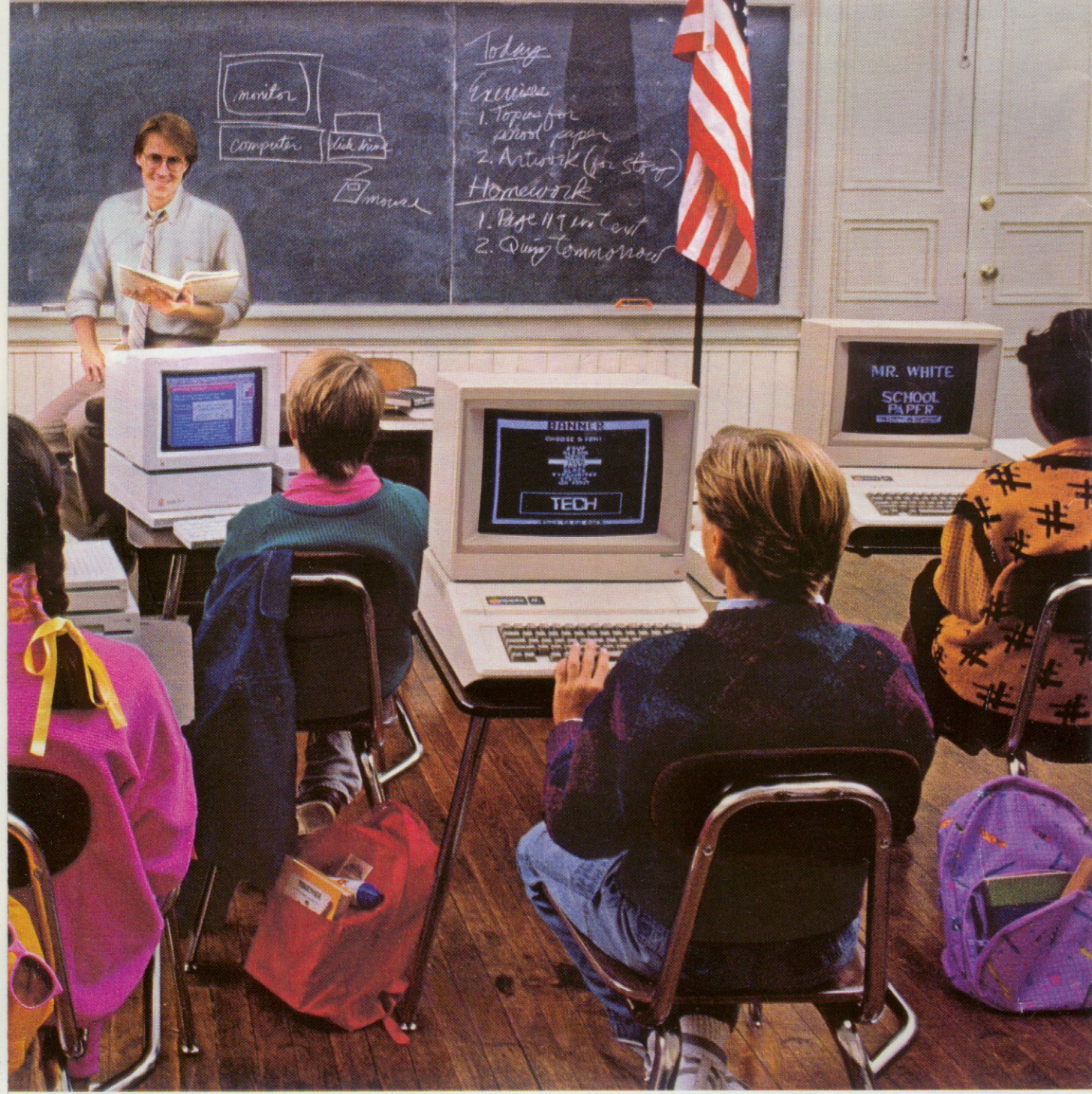


Your kids.



As you already know, your kids consider themselves experts on a number of subjects.
Cars. Clothes. Junk food. Music. Film. TV. And juvenile funding — otherwise known as “the allowance.”
But what you may not know is that your offspring

are eminently qualified to advise you on a highly technical and often adult-intimidating subject:
Computers.
Largely because they’re probably using them in school. And if you ask them which personal computer



they’re using, chances are they’ll say an Apple® II.

It’s the leading computer in education.

And one of the most popular computers in the larger world. Nearly 3,000,000 Apple II’s are helping people in virtually every field of human endeavor.

So you can get as much out of one as your kid can. Which is why it makes so much sense to consider having an Apple II at home.

Besides, it’s the only sure way to make your experts as expert as they think they are.



OK, the answer is Apple II. Now for the next question.

This year there are three Apple II's to choose from. Each runs over 10,000 programs — including the greatest number of quality programs for kids, and some of the most popular productivity programs for adults.

So which one do you choose?

Read on, and we'll make it easy to decide which one of our family is right for your family.

THE APPLE IIc. READY, PLUG, GO.

The IIc is our easiest-to-get-into Apple II. Not just financially, but physically as well.

Because it comes ready to run right out of the box. With built-in equipment that would cost hundreds

of dollars more on another computer system. Like 128K of memory. A built-in disk drive. And built-in peripheral cards that let you add accessories like printers, modems and extra disk drives just by plugging them in.

So your child will be able to start using the IIc almost as soon as you can get it home. To learn reading, writing or just about any other subject. Because almost every top-selling education program available can run on an Apple IIc.

Add an ImageWriter™ II printer and your child can print out his or her handiwork in dazzling color.

All this is not to say the IIc is child's play. With its easily transportable 7½ pound weight* and its new-found ability to expand to a full megabyte of memory,

the IIc is powerful and flexible enough to handle just about any adult job.

Like word processing. Home finance management. Record keeping. Even small business accounting.

After all, kids aren't the only ones with great ideas.

THE APPLE IIe. MILLIONS OF KIDS WON'T SIT STILL FOR ANYTHING ELSE.

There was a time, not very long ago, when if you wanted a child to remain stationary in an educational setting, you had limited options.

You could feed the child cookies.

Or encourage the child to rest for an hour or so.

Then along came the Apple IIe.

Suddenly, even the most kinetic youth were more than happy to sit still for hours on end learning whatever interested them. Because teachers had a new tool to make everything more interesting.

All of which has made the Apple IIe the leading computer in education.

The key to its popularity is the flexibility it offers to anyone who chooses it — the IIe is the computer that can grow with you and your family.

It comes with 128K of memory. Built-in features like 80-column text display for word processing. And graphic capabilities for colorful charts and drawings.

Best of all, the IIe comes with "expansion slots" —



*A monitor and power supply will add a few pounds. But so will swiss chocolate and fettucini alfredo.

that's computerese for room to grow. So you can add everything from hard disk storage to the user-friendly, point-and-click AppleMouse™.

And with adult programs like AppleWorks™ — that can help you do everything from household inventories to tax preparation — you may be tempted to spend a few hours sitting at an Apple IIe yourself.

It's a workhorse of a computer that can start off simple and continue to expand as you see fit.

All the way up to the full capabilities of the brand new Apple IIgs™ — the little colossus parked on its right.

THE NEW APPLE IIgs. THE MOST POWERFUL APPLE II IN HISTORY. AND EVERY OTHER SUBJECT.

To say that the IIgs is the most amazing Apple II ever built would be an understatement.

It has all the features and high technology that at one time would have been reserved only for the very, very rich or certain covert government operations.

The G stands for Graphics. With a capital G. Because it can reproduce 4,096 colors (for those at home keeping count, that's 4,024 colors more than you get in the jumbo pack of crayons). Everything from good old blue to pale violet to electric red to all those colors in between. All in high-resolution graphics.

The S in IIgs stands for Sound. As in Symphonic.

The IIgs has a 15-voice digital sound chip — the kind you find in sophisticated music synthesizers. So it can reproduce everything from the subtleties of human speech to the splendor of a philharmonic orchestra.

And the IIgs is easy to use. Because it works the same friendly way Macintosh™ does. With windows, pull-down menu bars and the now-famous AppleMouse.

How does the IIgs do all this? With a 16-bit microprocessor and 256K of memory (expandable to an awesome 8-megabytes).

Of course, the IIgs is still an Apple II. So it can run the vast library of Apple II software. But up to three times faster than any other member of the family.

And it's inherited the best traits of both its siblings. Like the IIc, it's ready to run right out of the box. And like the IIe, it can grow any which way you want.

You can add options like an ImageWriter II. An Apple LaserWriter® printer. An Apple Personal Modem. Or Apple's new Hard Disk 20SC that can store up to 20,000 typewritten pages.

So even though it's great for teaching art and music to kids, it has enough power to run a fair-sized family business. Like Saudi Arabia.

Of course, the question remains: does this kind of power belong in the hands of a minor? Yes.

Because as with every Apple II, it's nothing more nor less than the power to be your best.

EVERY SEASON, YOU'LL BE SEEING MORE NEW PROGRAMS.

Of course, there are lots more programs for the Apple II family than for any other personal computer in the world.

And our software list is getting longer all the time.

Take educational software.

Apple II's can now run Macintosh-like software with a mouse and point-and-click commands.

We write our own programs, like Apple Logo, which teaches children to write *their* own programs. At the

same time, we also encourage other education software developers to provide innovative learning solutions.

From special tools that help disabled students get an even break to courseware that helps ordinary students advance at extraordinary rates.

And education is just half the story.

Some of the best-selling productivity software in the world runs on Apple II's. Word processing programs. Spreadsheets. Databases. Accounting packages. Even communications programs to tap into a whole world of electronic information services.

So when your kids aren't busy using the Apple II for their homework, you can use it for yours. Running your business, balancing the household budget, tracking the stock market or doing a hundred other things.

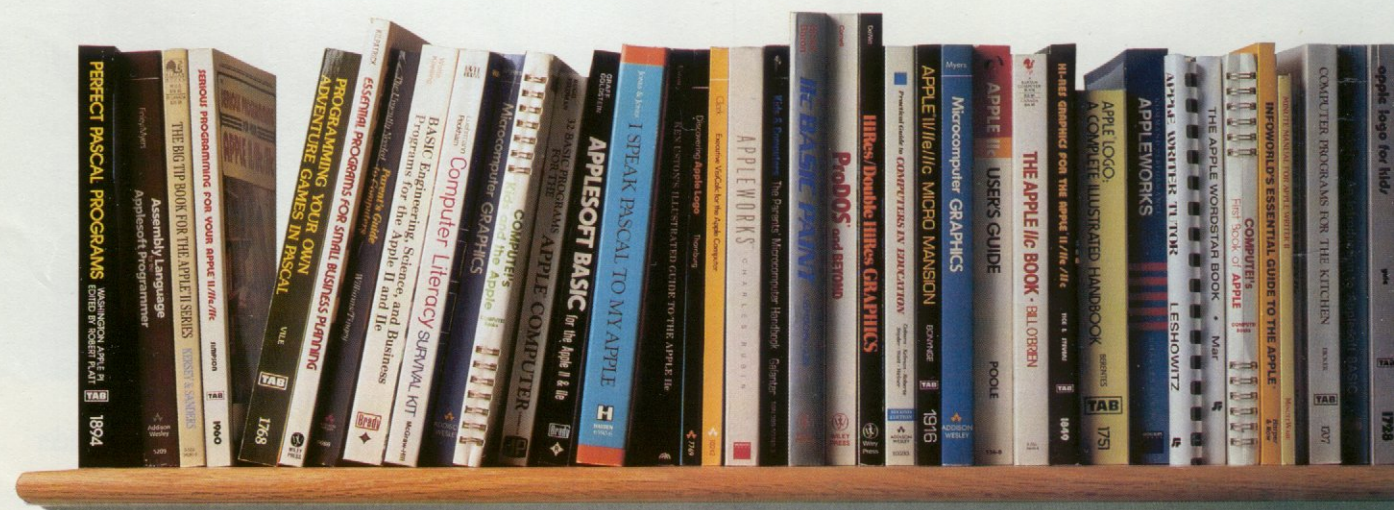
Maybe even something educational.



Style	
Plain	⌘T
Bold	⌘B
Italics	⌘I
Underline	⌘U
Subscript	⌘L
Superscript	⌘H
UPPERCASE	
lowercase	

Apple II's can now run Macintosh-like software with a mouse and point-and-click commands.

We write our own programs, like Apple Logo, which teaches children to write *their* own programs. At the



To help you get more out of our huge software library, there's a huge reference library.

When you buy an Apple II you're buying Apple, too.



No matter which Apple II you choose, you can be sure of one thing: we stand behind every Apple you sit behind. We'll be there to help you in any way we can.

And, it just so happens, we can help you in a lot of ways. Especially now, before the holidays.

For starters, there's our Apple Credit Card. Which, if you qualify, can get you credit of up to \$2,500 right on the spot.

And right now, there's an Apple Holiday Bonus.* Buy any basic Apple II system and get half off on additional Apple peripherals or software you buy, up to \$500. You'll also get a free gift of 3M® computer accessories to help you get started.

But you'll find that Apples aren't just easy to buy, they're easy to live with.

Have a question that's not covered in our manuals or free tutorial disks? Your authorized Apple dealer will be happy to answer it in the kind of detail you usually have to watch public television to get. Thanks to AppleLink™, our exclusive electronic information network, they always have up-to-date answers.

If you feel like talking Apples with a fellow owner, there's a toll-free 800 number that will put you in touch with a local Apple User Group. An association of men, women, and children more than willing to share information, insights, and an occasional potato chip.

Of course, Apples are the gold standard of computer reliability. But, for a small annual fee, you can enjoy the added security of AppleCare®, the gold standard of extended service plans.

Rest assured: when you show your support by buying an Apple II, we'll never stop showing ours.

The power to be your best.™



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