



Why every kid should have an Apple after school.

Today, there are more Apple® computers in schools than any other computer.

Unfortunately, there are still more kids in schools than Apple computers.

So innocent youngsters (like your own) may have to fend off packs of bully nerds to get some time on a computer.

Which is why it makes good sense to buy them an Apple IIc Personal Computer of their very own.

Send them home to a good school system.

The IIc is just like the leading computer in education, the Apple IIe. Only smaller. About the size of a three-ring notebook, to be exact.

Of course, since the IIc is the legitimate offspring of the IIe, it can access the world's largest library of educational software. Everything from Stickybear

Shapes™ for preschoolers to SAT test preparation programs for college hopefuls.

In fact, the IIc can run over 10,000 programs in all. More than a few of which you might be interested in yourself.

For example, the best-selling, AppleWorks™ 3-in-1 integrated software package. Personal finance and tax programs. Diet and fitness programs.

Not to mention



fun programs for the whole family. Like "Genetic Mapping" and "Enzyme Kinetics."

One Apple that won't leave them hungry.

The Apple IIc is easy to set up and learn. And it comes complete with most everything you need to start computing in one box.

Including a free, easy-to-use 4-diskette course to teach you all about the IIc — when your kids get tired of your questions.

As well as a long list of built-in features that would add about \$800 to the cost of a smaller-minded computer.

The features include: 128K of internal memory — as powerful as the average office computer.



The ImageWriter II prints high quality color graphics.

A built-in disk drive that could drive up the price of a less-senior machine considerably.

And built-in adaptors for

adding accessories, like our new ColorMonitor IIc, ImageWriter™ II printer and the Apple Personal Modem 300/1200.

A feast for their eyes.

The big 14-inch ColorMonitor IIc displays crisp, color graph-



The most popular peripherals plug right into the back of the Apple IIc.

ics or a high resolution 80-column monochrome text for word processing.

You can print sharp color graphics, too, with our new ImageWriter II. It also prints



And speaking of high quality color, introducing ColorMonitor IIc.

near-letter-quality text in black and white, quickly and quietly. And, with its new SheetFeeder, you can switch to single sheets without

removing the sprocket paper.*

If local color isn't enough, you can talk to the rest of the world through our new wall-mounted Apple Personal Modem 300/1200. With it, you can do your banking at home, check your stocks, gain access

to all kinds of information libraries and much more.

Which would all add up to a very impressive list of expandable accessories if it weren't for all the others. Like an Apple-Mouse. And an extra disk drive when the time comes.

Avoid growing pains.

So while your children's shoe sizes and appetites continue to grow at an alarming rate, there's one thing you know can keep up with them. Their Apple IIc.

To learn more about it, visit any authorized Apple dealer. Or talk to your own computer experts.

As soon as they get home from school.

