

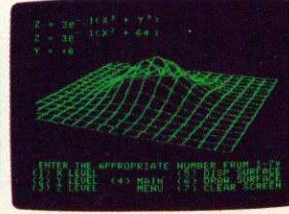
Why every kid should ha

Today, there are more Apples in schools than any other computer. Unfortunately, there are still more kids in schools than Apples. 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.

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 Sticky-bear Shapes™ for preschoolers to SAT test

preparation programs for college hopefuls. Or even learn something slightly more advanced. Like multivariable calculus



With a IIc, your kid can do something constructive after school. Like learn to write stories. Or learn to fly. Or even learn something slightly more advanced. Like multivariable calculus

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, 3-in-1 integrated business software. Home accounting and tax programs. Diet and fitness programs. Not to mention fun programs for the whole family. Like "Genetic Mapping" and "Enzyme Kinetics."



ve an Apple after school.

And the Apple IIc comes complete with most everything you need to start computing in one box.

Including a free 4-diskette course to teach you how — 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.

128K of internal memory—twice the power of the average office computer.

A built-in half-high 140K disk drive

that could drive up the price of a less-senior machine considerably.

And built-in electronics for adding accessories like a printer, a modem, an AppleMouse or an extra disk drive when the time comes.

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



In its optional carrying case, the IIc can even run away from home.