

How to buy a personal computer.

In California, a store owner charts sales on his Apple Computer. On weekends though, he totes Apple home to help plan family finances with his wife. And for the kids to explore the new world of personal computers.

A hobbyist in Michigan starts a local Apple Computer Club, to challenge other members to computer games of skill and to trade programs.

Innovative folks everywhere have discovered that the era of the personal computer has already begun — with Apple.

Educators and students use Apple in the classroom. Businessmen trust Apple with the books. Parents are making Apple the newest family pastime. And kids of all ages are finding how much fun computers can be, and have no time for TV once they've discovered Apple.

Visit your local computer store

The excitement starts in your local computer store. It's a

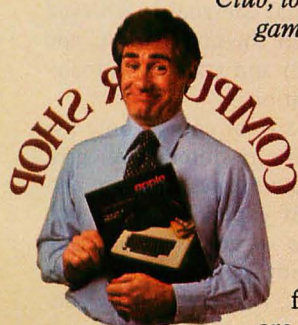
friendly place, owned by one of your neighbors. He'll show you exactly what you can use a personal computer for.

What to look for

Your local computer store has several different brands to show you. So the salesman can recommend the one that best meets your needs. Chances are, it will be an Apple Computer. Apple is the one you can program yourself. So there's no limit to the things you can do. Most important, Apple's the one with more expansion capability. That means a lot. Because the more you use your Apple, the more uses you'll discover. So your best bet is a personal computer that can grow with you as your skill and involvement grow. Apple's the one.

It's your move

Grab a piece of the future for yourself. Visit your local computer store. We'll give you the address of the Apple dealer nearest you when you call our toll-free number. Then drop by and sink your teeth into an Apple. 800-538-9696. In California, 800-662-9238.



Circle 15 on inquiry card.

