



Edison had over 1,800 patents in his name, but you can be just as inventive with an Apple.

Apple is the company with the brightest ideas in hardware and software *and* the best support — so you can be as creative with a personal computer system as Edison was with the incandescent bulb.

How Apple grows with you.

With Apple's reliable product family, the possibilities of creating your own system are endless. Have expansion capabilities of 4 or 8 accessory slots with your choice of system.

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Apple speaks many languages.

Since more than 100 companies create software for Apple, you'll have the most extensive library in the personal

computer world. Want to write your own programs? Apple is fluent in BASIC, Pascal, FORTRAN, PILOT and 6502 assembly language.

There's even a series of utility programs called the DOS Tool Kit that not only lets you design high-resolution graphic displays, but lets you work wonders with creative animation.

More illuminating experiences in store.

You won't want to miss all the Apple products being introduced at your computer store all the time. Don't let history pass you by. Visit your nearest



Apple dealer or call **800-538-9696**. In California, **800-662-9238**. Or write: Apple Computer, 10260 Bandle Drive, Cupertino, CA 95014.

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