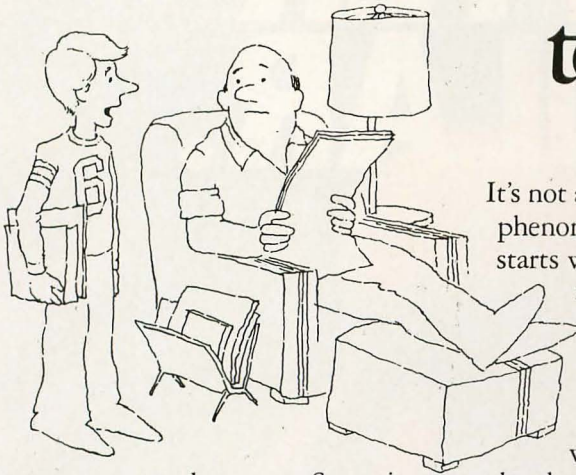


"Dad, can I use the IBM computer tonight?"



It's not an unusual phenomenon. It starts when your son asks to borrow a tie. Or when your daughter wants to

use your metal racquet. Sometimes you let them. Often you don't. But when they start asking to use your IBM Personal Computer, it's better to say yes.

Because learning about computers is a subject your kids can study and enjoy at home.

It's also a fact that the IBM Personal Computer can be as useful in your home as it is in your office. To help plan the family budget, for instance. Or to compute anything from interest paid to calories consumed. You can even tap directly into the Dow Jones data bank with your telephone and an inexpensive adapter.

But as surely as an IBM Personal Computer can help you, it can also help your children. Because just by playing games or drawing

colorful graphics, your son or daughter will discover what makes a computer tick—and what it can do. They can take the same word processing program you use to create business reports to write and edit book reports (and learn how to type in the process). Your kids might even get so "computer smart," they'll start writing their own programs in BASIC or Pascal.

Ultimately, an IBM Personal Computer can be one of the best investments you make in your family's future. And one of the least expensive. Starting at less than \$1,600* there's a system that, with the addition of one simple device, hooks up to your home TV and uses your audio cassette recorder.

To introduce your family to the IBM Personal Computer, visit any ComputerLand® store or Sears Business Systems Center. Or see it all at one of our IBM Product Centers. (The IBM National Accounts Division will serve business customers who want to purchase in quantity.)

And remember. When your kids ask to use your IBM Personal Computer, let them. But just make sure you can get it back. After all, your son's still wearing that tie.

The IBM Personal Computer and me.



*This price applies to IBM Product Centers. Prices may vary at other stores.

For the IBM Personal Computer dealer nearest you, call (800) 447-4700. In Illinois, (800) 322-4400. In Alaska or Hawaii, (800) 447-0890.

Circle 182 on inquiry card.