

IT'S TIME KIDS STARTED USING STRONG LANGUAGE.



We encourage it.

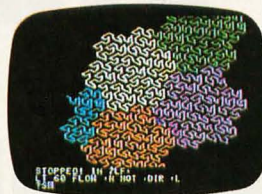
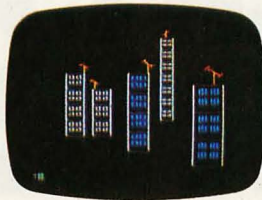
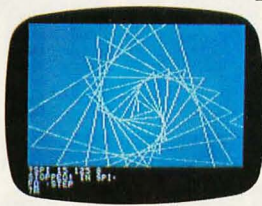
Because now the most powerful educational language is available on the Apple Personal Computer.

Presenting Apple Logo.

It's not just a programming language for computers, but a learning language for people.

Enough so that anyone, working with Apple Logo, can easily learn the programming principles once reserved for college courses.

Apple Logo encourages you to break problems into small steps, and then shows you how to make those steps automatic.



It does all this interactively.

For instance, if you accidentally type "foreword," instead of forward, Apple Logo responds with "I don't know how to foreword."

There is no such thing as a mistake with Apple Logo, only logical statements telling you what needs to be done to make the program work. So the student programs the computer. Not the computer the student.

And as you learn, Apple Logo learns with you. So whether you're a student of 5 or 55, you'll always be challenged — but not overwhelmed.

Apple Logo runs on the Apple II with 64K. And it comes from Apple, the leading personal computer company in education — with the largest library of courseware at all levels.

Apple Logo. It can make getting to know a computer the most positive of learning experiences.

Your kids will swear by it.

The personal computer.



For more information, call (800) 538-9696. In California, call (800) 662-9238. Or write: Apple Computer Inc., 20525 Mariani Avenue, Cupertino, CA 95014. Apple® Logo is a product of Logo Computer Systems, Inc., 222 Brunswick Boulevard, Point-Claire, Quebec, Canada H9R1A6.