There's a lot to be said for owning an Apple IIc.

You can do a lot more. A lot sooner. For a lot less.

People buy a personal computer because they want to be more productive, look more professional, save more time, and give their kids more educational advantages.

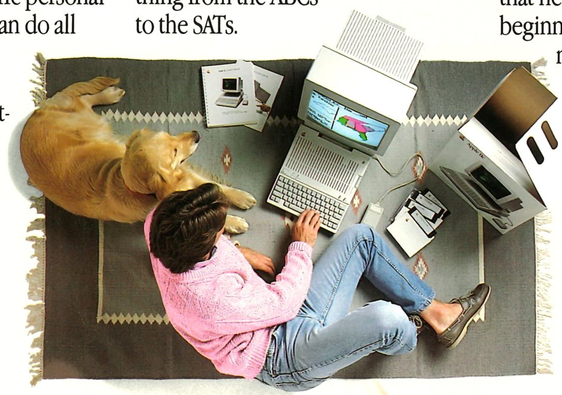
People buy an Apple® IIc personal computer because they can do all that. And so much more.

Like keeping track of important personal investments. Writing tomorrow morning's acceptance speech. Helping the kids with their book reports.

Which means you won't have to stuff those accordion folders with invoices and bills. You won't have to search for that piece of paper with the key points for your speech. Or hear your kids say the dog ate their book report.

And you won't have to develop the software program you want. Because with more than 10,000 software programs available, chances are it already exists.

If you don't believe us, ask your kids. Since they probably use an Apple II at school, they already know that there are programs covering every subject—including recess. So with an Apple IIc at home, your kids will get a head start on everything from the ABCs to the SATs.



You'll feel right at home with an Apple IIc. Right out of the box. You can set it up in seconds. Learn it in minutes. Use it for years. And like every Apple II, it will grow as your needs grow.

Now let's talk about doing all this a lot sooner. Because the Apple IIc is one of the easiest personal computers to use, right out of the box.

There are no difficult steps to memorize. Or complicated setup procedures to follow.

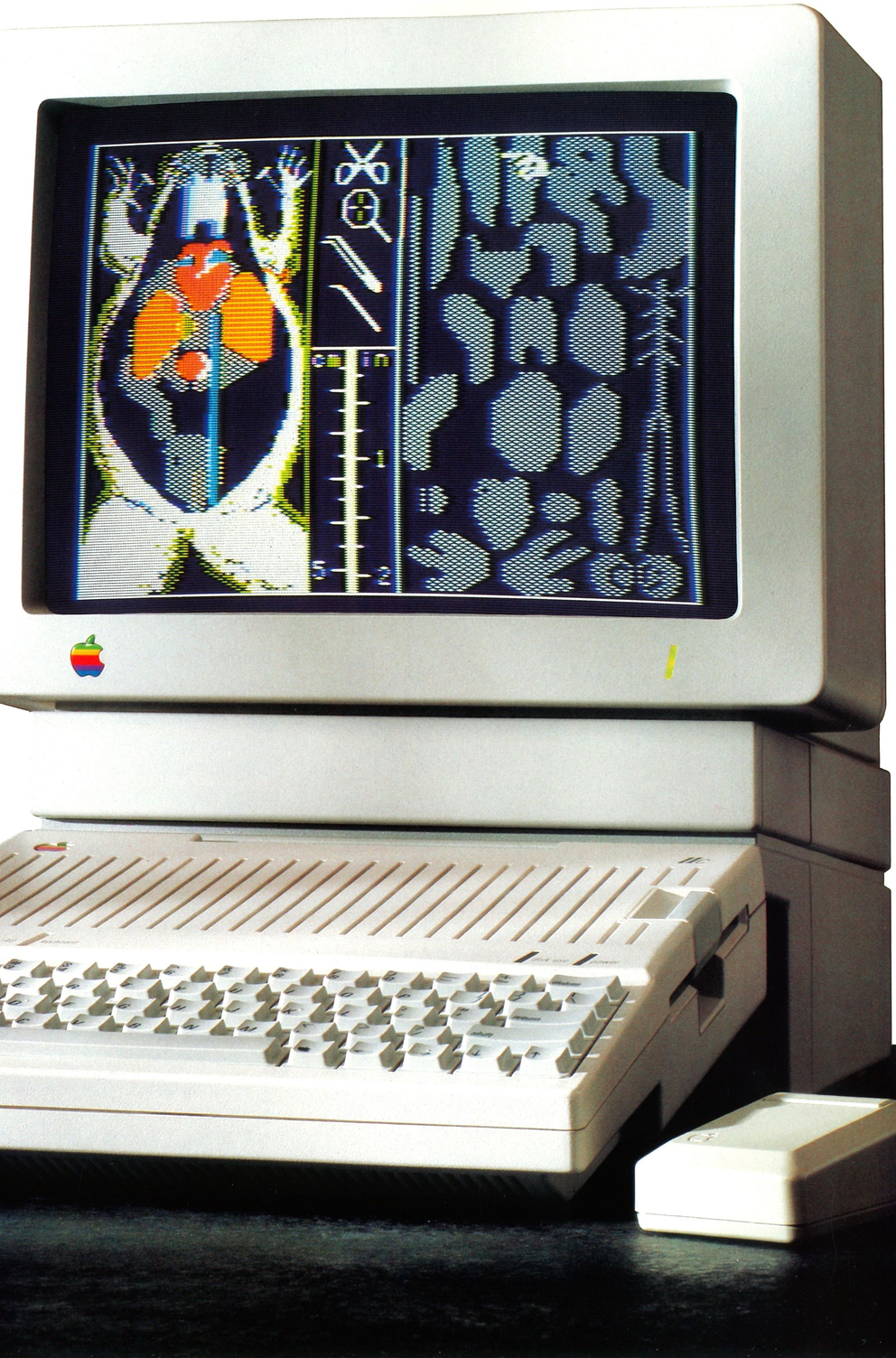
Everything is already there.

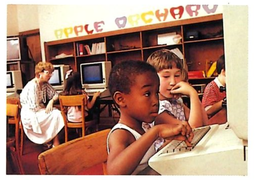
Like 128 kilobytes of memory. Ports to plug in add-on accessories. Even room inside to expand that memory by up to a full megabyte. And a complete set of tutorial disks that help turn even the most cautious beginner into a confident user in no time.

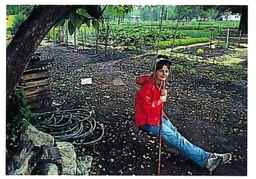
So when you get it home, all you have to do is plug it in. And turn it on.

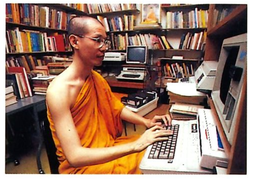
Many other computers don't include these features. But you'll be happy to know that these extras are standard equipment on the Apple IIc. That's what makes buying an Apple IIc so easy. And so affordable.

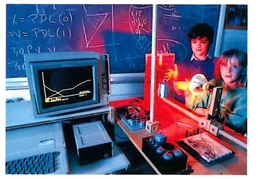
You'll also be glad to learn that millions of parents, teachers, and families have made the Apple II the most popular personal computer in the world. Now turn the page, and you'll see why.

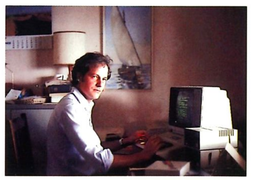


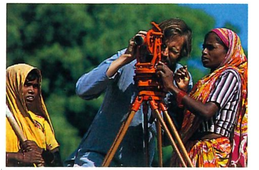


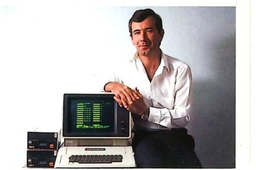
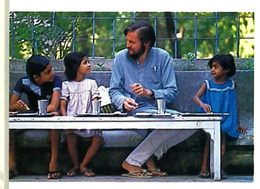
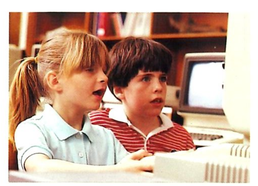


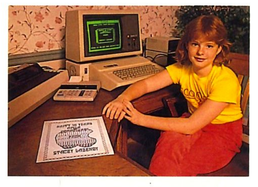


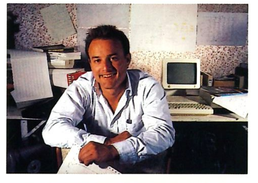


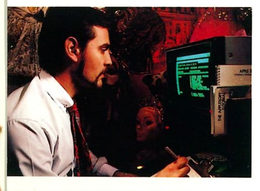


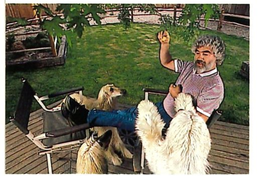










Brought up in the best of families, it has all the traits of an Apple II.

One of the hardest things to come by when you're buying a personal computer is a history.

The Apple II family of personal computers has one. And a proven one at that.

Just ask any one of the more than 2½ million people who've bought an Apple II over the past 10 years.

And if they leave anything out, you can bet their kids won't. Because the Apple II is also the leading computer in schools. Which means that when you bring yours home, chances are your kids will already know how to use it. And for once, they'll be able to teach you a thing or two.

But actions always speak louder than words.

That's why no matter how many Apple II owners you talk to, each will have a different reason for using one.

Some students might tell you they have an Apple II because it teaches them how to do everything from calculating algebra problems to conjugating French verbs.

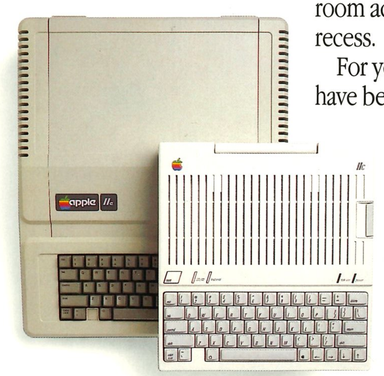
Teachers have said that using the Apple II is the most popular classroom activity since recess.

For years, families have been saying that banking, book reports, household budgeting, and even babysitting are easier because of their Apple II.

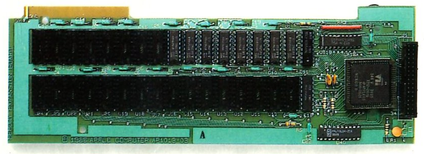
But you'll discover that for yourself, as soon as you have your own Apple IIc.

You can use it to take care of your household budgeting. Along with the bills. Term papers. Party invitations. Christmas card lists. Memos. And book reports.

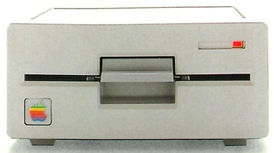
With so many fine things to say about the traits of this member of the Apple II family, perhaps you should consider bringing one up in yours.



With the finest education and breeding, this member of the family carries on the Apple II name.

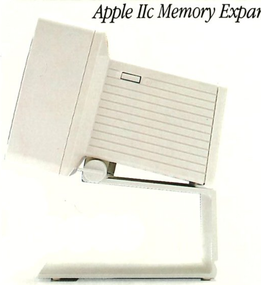


Apple IIc Memory Expansion Card



Apple 5.25 Drive

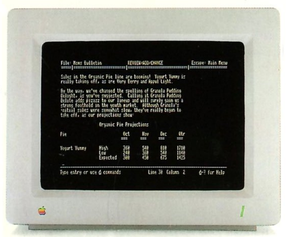
UniDisk 3.5



Apple IIc Monitor with Stand

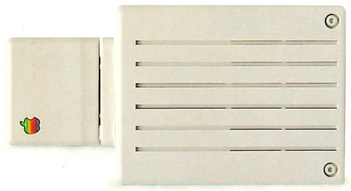
ImageWriter II

Apple IIc Carrying Case



Apple Monochrome Monitor

AppleColor Composite Monitor



Apple Personal Modem

What's really great about an Apple IIc is that, just like its kin, it's ready for more when you are.

More speed. More power. More memory.

In plain English, that means you can run your programs faster.

It also means you can use more powerful programs. So complex functions like computing and analyzing can turn into simple functions like adding and subtracting.

And it means you can store more information in one place. So all the information you need when you're editing lengthy documents or recalculating complex budgets is already there, without your going through stacks of papers, file cabinets, and a year's supply of aspirin.

In short, it means you have more options. And on the Apple IIc, some of these options come in the form of peripherals.

Apple Monochrome Monitor

If you plan to work primarily with words and numbers, you might want to equip your system with our new 12-inch black and white monitor. Its crisp text and graphics, and easy-to-read screen are extra gentle on the eyes.

AppleColor Composite Monitor

Apple's most versatile display, the AppleColor™ Composite Monitor lets you compute in 16 colors, then automatically switches to an easy-to-read black and white mode for word-processing and other text-oriented software.

Monitor IIc with Stand

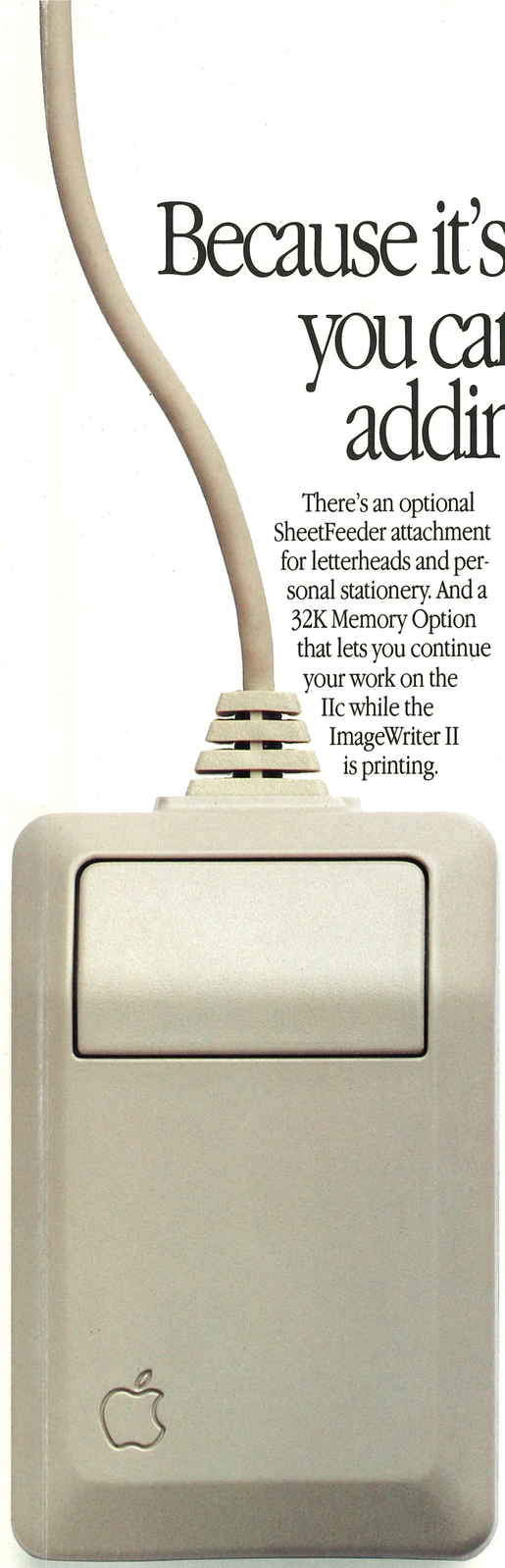
With its sharp, nonglare screen, classic black and green format, and stand that tilts to any angle, the Monitor IIc is perfect for any member of your family.

ImageWriter II

There's not a more versatile printer made today: One moment the ImageWriter™ II is turning out drafts at the rate of 2½ pages per minute; the next it's quietly producing documents of near-letter quality. And a simple switch of the ribbon lets you even print full-color graphics.

Because it's an Apple II, you can keep adding on.

There's an optional SheetFeeder attachment for letterheads and personal stationery. And a 32K Memory Option that lets you continue your work on the IIc while the ImageWriter II is printing.



AppleMouse IIc

Apple 5.25 Drive

The Apple 5.25 Drive is the standard 5.25-inch floppy-disk drive of three generations of Apple II computers. Each drive can handle 140 kilobytes, or approximately 100 typewritten pages, of information. And the increased convenience of an extra disk drive means decreased need for disk swapping.

UniDisk 3.5

Don't let its size fool you. As disks and drives are getting smaller, their storage capacity and power are growing. The UniDisk™ 3.5 uses double-sided 3.5 inch disks that hold 800 kilobytes of data—roughly 400 pages of information. It's faster than 5.25-inch drives, too. So you'll spend less time waiting for data, and more time working on it.

AppleMouse IIc

With mouse-based software, the AppleMouse™ IIc takes on the same function as your finger. It points. And by pointing, it tells your computer to do anything from finding a file and editing a document to printing a copy. So instead of using keyboard commands, all you have to do is lift a finger.

Apple Personal Modem

Just plug in a modem, and the world is at your fingertips. With an Apple Personal Modem and appropriate software, your kids can explore a universe of educational resources. And you can send mail through your phone, do some banking, make airline reservations, and even do a little shopping—all without leaving your chair.

Adding any of these peripherals to your Apple IIc is as easy as putting a plug into a wall socket. Because the back of your Apple IIc has all the ports to plug in all the peripherals you'd ever want.

Apple IIc Memory Expansion Card

With a Memory Expansion Card, you can now add up to one megabyte of memory to your Apple IIc. Which means you can run your software faster, write longer documents, and access your files instantly.

Take note. Because for the first time, you can expand the memory of every Apple IIc, just by taking it to your authorized Apple dealer (who will install the Apple IIc Memory Expansion Card for you).

So as your family and needs grow, your Apple IIc can, too. Which means that the smallest member of the Apple II family can grow to be one of the biggest.

At last count, over 10,000 software programs can run on your Apple IIc. Of course, even more are being developed as you're reading this.

And no matter how many programs you can imagine ever wanting to run on your Apple IIc, there's always someone imagining one more. That's why the number keeps growing.

But before you get carried away with all the programs you can use, perhaps you should start at the beginning.

With *AppleWorks*.™

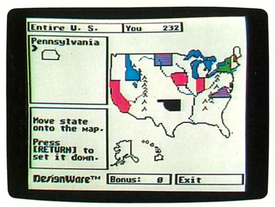
Often referred to as the only program you'll ever need, it contains three of the most popular functions Apple II owners ever want.

And still have more than 10,000 ways to take off.

Word processing. Spreadsheet. And data base.

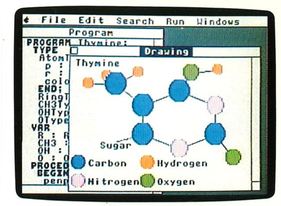
Word processing is what you do every time you write anything down on paper. But with your Apple IIc and *AppleWorks*, you can write, edit, rearrange paragraphs, delete sentences, correct spelling, and even change your mind—without ever having to lift an eraser, smear correction fluid, grab a pair of scissors, or reach for that roll of tape.

The spreadsheet is there to help you put your finances in order, organizing them as accurately as any accountant. And when you realize you forgot to include just one expense report or to take that extra

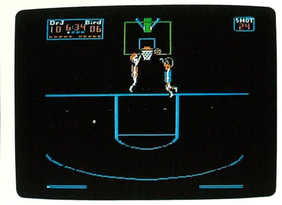


Take your kids traveling with States and Traits.

Compose yourself with Music Construction Set.



Write your own programs with Instant Pascal.

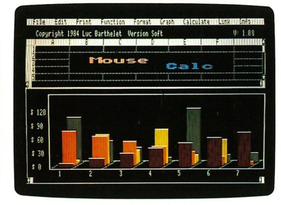


It's Larry Bird vs. Dr. J in a game of One-on-One.

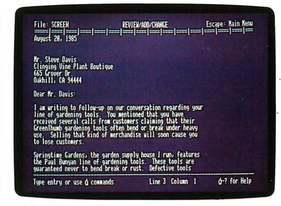
And more.

Fly behind the cockpit of Flight Simulator.

Make your own greeting cards with Print Shop.

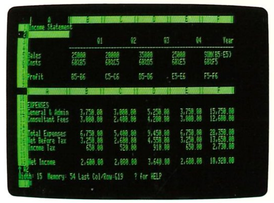


Get a grip on the household budget with MouseCalc.



Get down to business with AppleWorks.

And more.



Crunch numbers fast with SuperCalc 3A.

Can your kids find their way out of Town Builder?

Put color pictures on paper with Stickybear Printer.

Can you solve Where in the US is Carmen SanDiego?

And more.

deduction, all you have to do is put in one new number. In seconds, you can see the new bottom line.

Sound fast and easy? It is.

So is the *AppleWorks* data base. Use it to store things such as lists, inventories, travel itineraries, and names and addresses—anything you'd ever need to reference. You'll never have to go hunting through that kitchen drawer again. Or spend your free time writing names and numbers into your new address book.

Instead, you'll have more time to enjoy your Apple IIc.

If spelling was never your best subject in school, you might want to use *Sensible Speller* to check your work.

Or you might want to try using *X-10 POWERHOUSE* to water your lawn or turn your lights on when you go on vacation.

There's *Dow Jones News/Retrieval* to give you daily stock market quotes and investment news. Check airline departures and arrivals. Even let you do your banking or shopping without ever leaving your chair.

Those are just some of the programs that are available for you.

Wait till you see what we have for your kids.

Charlie Brown's ABC's teaches your preschoolers their ABC's.

Operation Frog lets your older children indulge their bent for biology. And *Barron's Computer Study Program for the SAT* is one of the best ways you can help your high schooler make it into an even higher school. College.

Once you and your kids do all that, you'll probably be ready to have some fun.

Your Apple IIc is always ready.

There are entertainment programs that let you travel through time, play chess, solve mysteries, and compose music, offering learning as well as fun.

For instance, take *Music Construction Set* and *Print Shop*. With them, you could compose the music for the next gold record . . . and design the album cover to go with it.

The list grows every day.

And so do all the ways you'll be able to use your Apple IIc.

Which means that once you get started, you won't want to stop.

A little support makes a big difference.

Let's say you've read all the literature, weighed all the facts, even talked to a couple of the 2½ million Apple II owners, and decided to bring home an Apple IIc.

When you open the box, you'll discover all the differences between owning an Apple IIc and owning something else.

Apple IIc

Apple IIc

Disk: Drive 1 ADD FILES Escape: Main Menu

Main Menu

Add Files

Get files from:

1. The current disk: Drive 1
2. A different disk

Make a new file for the:

3. [illegible]
4. Data Base
5. Spreadsheet

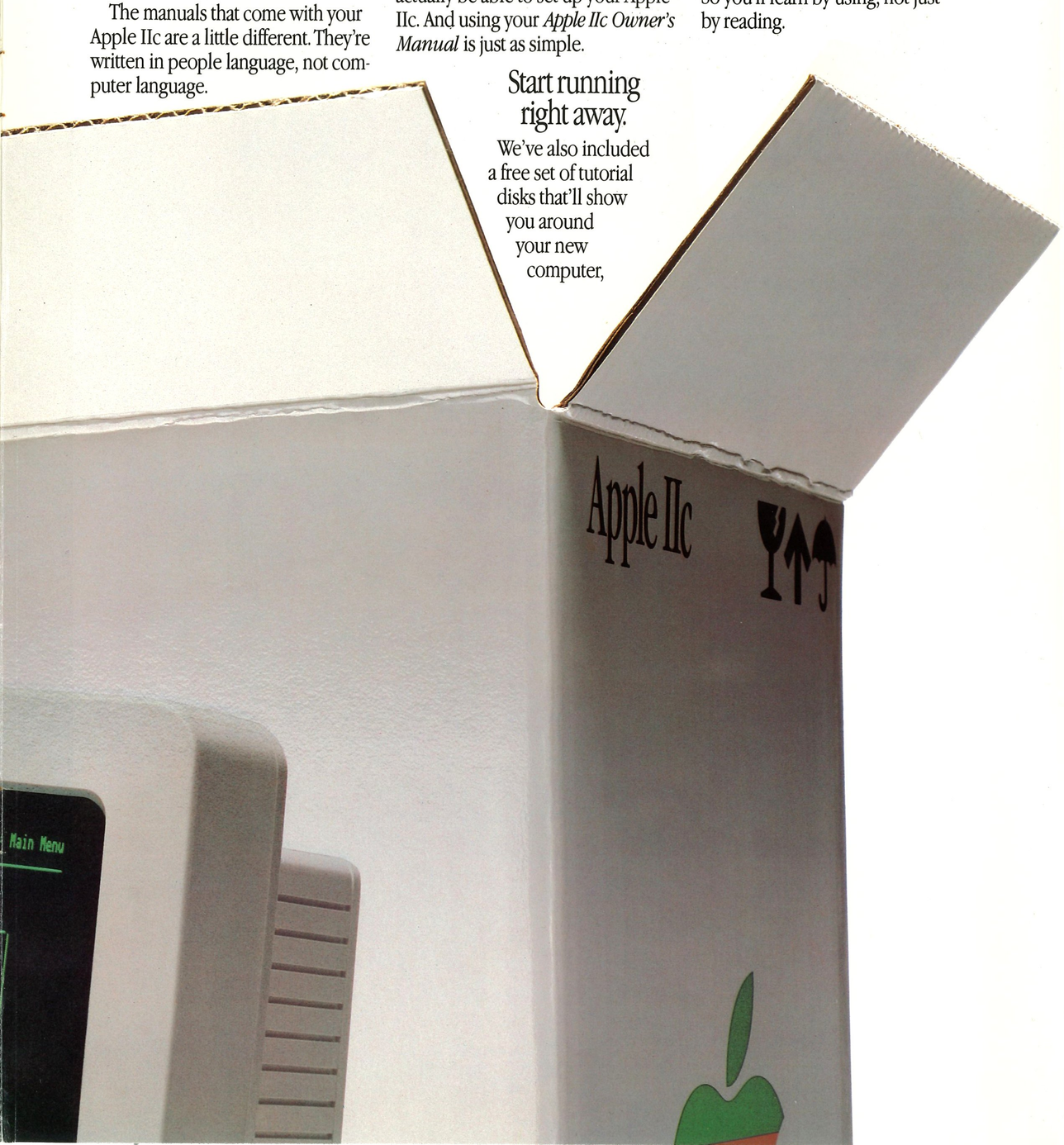
There's a lot of good reading with an Apple IIc.

The manuals that come with your Apple IIc are a little different. They're written in people language, not computer language.

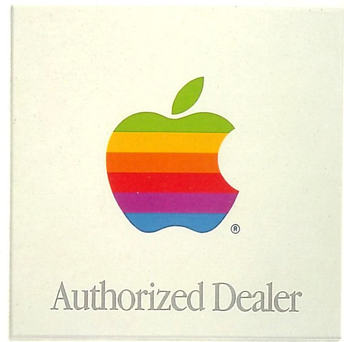
So when you follow the setup instructions in your manual, you'll actually be able to set up your Apple IIc. And using your *Apple IIc Owner's Manual* is just as simple.

Start running right away.

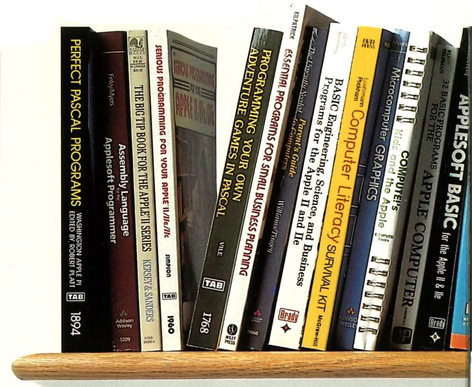
We've also included a free set of tutorial disks that'll show you around your new computer, demonstrate how things work, and even test your newfound skills. So you'll learn by using, not just by reading.



There are hundreds of Apple User Groups across the country that would like to share their experience with you.



Nobody knows more about the Apple IIc than your authorized Apple dealer. Look for this sign. There's sure to be one near you.



More books and magazines are devoted to the Apple II than to any other personal computer.

Relax. You're not alone.

There are millions of people out there like you who still need some extra help every now and then. And because you're an Apple II owner, you'll get it.

First, from your authorized Apple dealer, who'll answer questions, demonstrate products, and explain the programs available for your Apple IIc.

There's no question your Apple dealer won't be happy to answer. And in the few cases where your dealer can't answer your question, an answer can be found in a matter of minutes through AppleLink.™

AppleLink is our own electronic information network. It's a direct connection to Apple, designed exclusively for our dealers.

With AppleLink, authorized dealers get instant answers to your Apple IIc hardware, software, installation, maintenance, and upgrade questions.

With an Apple IIc, you meet the nicest people.

You'll find them at your local Apple User Group. They're people just like you, who get together regularly to swap stories, share information, and otherwise engage in one of their favorite pastimes: making the most of their Apple computers.

And you don't have to be a computer whiz to fit in. User Groups have members with all levels of experience—beginner to expert. In fact, most User Groups have training meetings especially for newcomers.

Our tutorial disks and manuals get you off on the right foot by walking you through all the features of your Apple IIc. You'll be up and running before you know it.

How to become an Apple IIc expert.

There are so many books, articles, magazines, and directories written especially for Apple II owners, it's easy for you to learn as much about your Apple IIc as you'd like.

Because your own library, bookstore, newsstand, or dealer probably carries more information about Apple II personal computers than about any other computer.

Which means you can read valuable software tips, information on new products, and columns that answer common questions.

One less thing to worry about.

When it comes to service, the easiest and best way to keep your Apple IIc in the same great working condition year after year is with Apple*Care*.® For one annual fee up-front, Apple*Care* gives you repair coverage like that of your original Apple limited warranty. No matter how often you use it. And the cost is far below that of a single typical repair.

We've made it compact, easy, and affordable. But you get all the credit.

We think you deserve a lot of credit for your decision to buy an Apple IIc.

So we'd like to introduce you to the Apple Credit Card.

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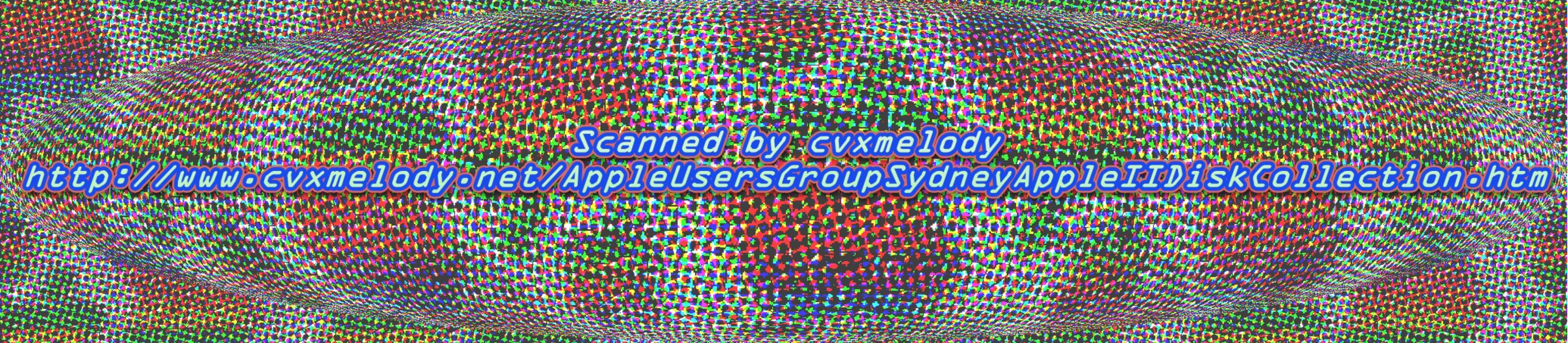
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