

How to buy a personal computer.

Suddenly everyone is talking about personal computers. Are you ready for one? The best way to find out is to read Apple Computer's "Consumer Guide to Personal Computing." It will answer your unanswered questions and show you how useful and how much fun personal computers can be. And it will help you choose a computer that meets your personal needs.

Who uses personal computers.

Thousands of people have already discovered the Apple computer — businessmen, students, hobbyists. They're using their Apples for financial management, complex problem solving — and just plain fun.

You can use your Apple to analyze the stock market, manage your personal finances, control your home environment, and to invent an unlimited number of sound and action video games. That's just the beginning.

What to look for.

Once you've unlocked the power of the personal computer, you'll be

using your Apple in ways you never dreamed of. That's when the capabilities of the computer you buy will really count. You don't want to be limited by the availability of pre-programmed cartridges. You'll want a computer, like Apple, that you can also program yourself. You don't want to settle for a black and white display. You'll want a computer, like Apple, that can turn any color tv into a dazzling array of color graphics.* The more you learn about computers, the more your imagination will demand. So you'll want a computer that can grow with you as your skill and experience with computers grows. Apple's the one.

How to get one.

The quickest way is to get a free copy of the Consumer Guide to Personal Computing. Get yours by calling 800/538-9696. Or by writing us. Then visit your local Apple dealer. We'll give you his name and address when you call.

*Apple II plugs into any standard TV using an inexpensive modulator (not included).



 **apple computer**™

10260 Bandley Dr., Cupertino, CA 95014

"In California, call 408-996-1010"

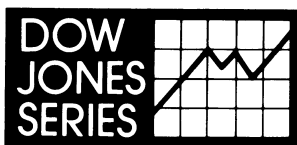
ComputerLand® and apple II

For the best in personal computing

Apple II Personal Computer System

Apple II will change the way you think about computers. That's because it is specifically designed to handle the day to day tasks of education, financial planning, building security, scientific calculation, and entertainment. Apple II is appealing and comfortable (like other appliances that make your life easier), and it brings to personal computing a new level of simplicity through hardware and software sophistication.

Apple is so powerful and easy to use that you'll find dozens of applications. There are Apples in major universities, helping teach computer skills. There are Apples in the office, where they're being programmed to control inventories, chart stocks, and balance the books. And there are Apples at home, where they can manage your personal finances, control your home's environment, teach arithmetic and foreign languages and, of course, enable you to create hundreds of sound and action video games.



Two valuable software packages for investors.

Now private investors can generate their own stock market reports and perform critical investment analysis instantly with Apple II.

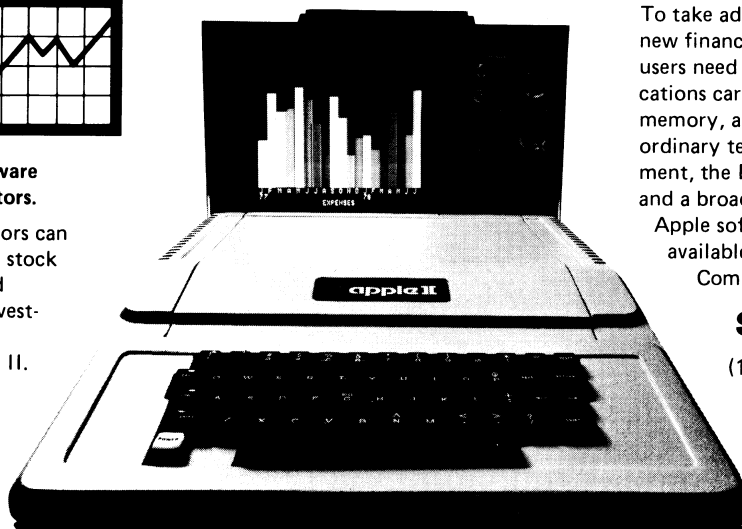
Just log your Apple II computer on to Dow Jones' central data bank with powerful Apple software: the Dow Jones Series. The first two of these highly practical programs are available now.

With Apple's **Stock Quote Reporter** program, a local phone call links you directly to Dow Jones' continuously updated stock quotes for more than 6,000 companies listed on six major U.S. exchanges. Current activity for stocks in the investors' portfolio is delivered automatically: ask/open, bid/close, high, low and last prices, and volume traded.

Our **Portfolio Evaluator** enables you to analyze current value of your portfolio, and short- and long-term gain/loss for each stock — or for your entire portfolio.

Cost of Apple's Dow Jones service is a one time contract fee of \$25, which includes the Stock Quote Reporter program. An additional \$3 charge is made for the first three minutes of any transaction and 50¢ per minute thereafter.

To take advantage of Apple's new financial services, Apple II users need only a communications card, additional 16 K of memory, a modem and an ordinary telephone. This equipment, the Dow Jones Series, and a broad selection of other Apple software are now available at your local ComputerLand.



\$1195
(16K Memory)

Buy Apple II at ComputerLand...

AL: Huntsville	CA: San Diego	GA: Atlanta	IL: Arlington Heights	MD: Rockville	NH: Nashua	OR: Ithaca	TX: Austin	WA: Seattle	INT'L: Sydney, Australia
AR: Little Rock	CA: San Francisco	GA: Atlanta	IL: Downers Grove	MI: Detroit	NJ: Cherry Hill	OR: Long Island	TX: Dallas	WA: Bellevue	INT'L: Brussels, Belgium
AZ: Phoenix	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Grand Rapids	NJ: Morristown	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Toronto, Canada
FL: Ft. Lauderdale	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
IA: Des Moines	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
IN: Indianapolis	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
MO: St. Louis	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
NC: Charlotte	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
ND: Grand Forks	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
OH: Columbus	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
OK: Oklahoma City	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
PA: Harrisburg	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
RI: Providence	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
SC: Columbia	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
SD: Sioux Falls	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
TN: Memphis	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
UT: Salt Lake City	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
VT: Burlington	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
WV: Charleston	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada
WY: Cheyenne	CA: San Jose	GA: Atlanta	IL: Downers Grove	MI: Minneapolis	NJ: Paramus	OR: Portland	TX: Houston	WA: Tacoma	INT'L: Winnipeg, Canada

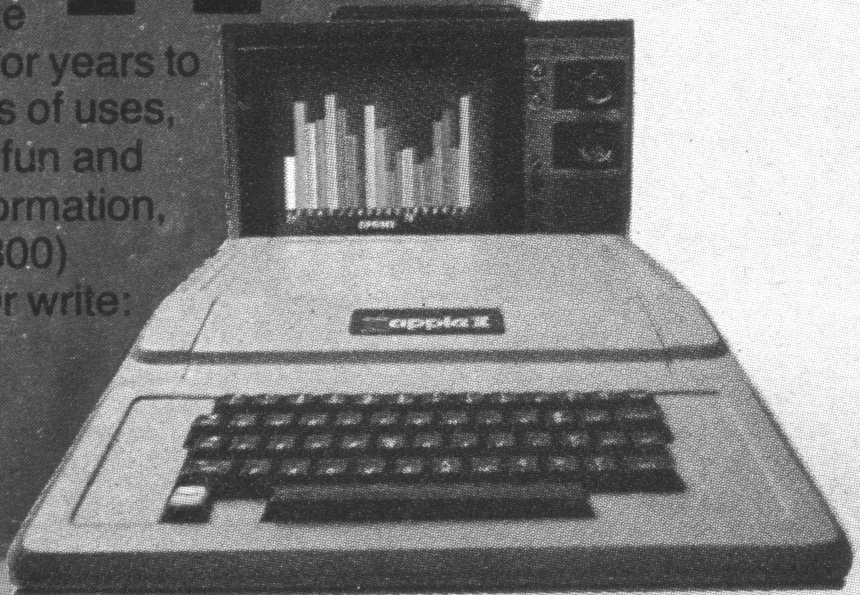
WE KNOW SMALL COMPUTERS

A It's the first thing you
is for should know about
personal
computers.

The era of the
personal com-
puter is here.

Apple will challenge
your imagination for years to
come. Thousands of uses,
from finances to fun and
games. For information,
call toll-free (800)
538-9696.* Or write:

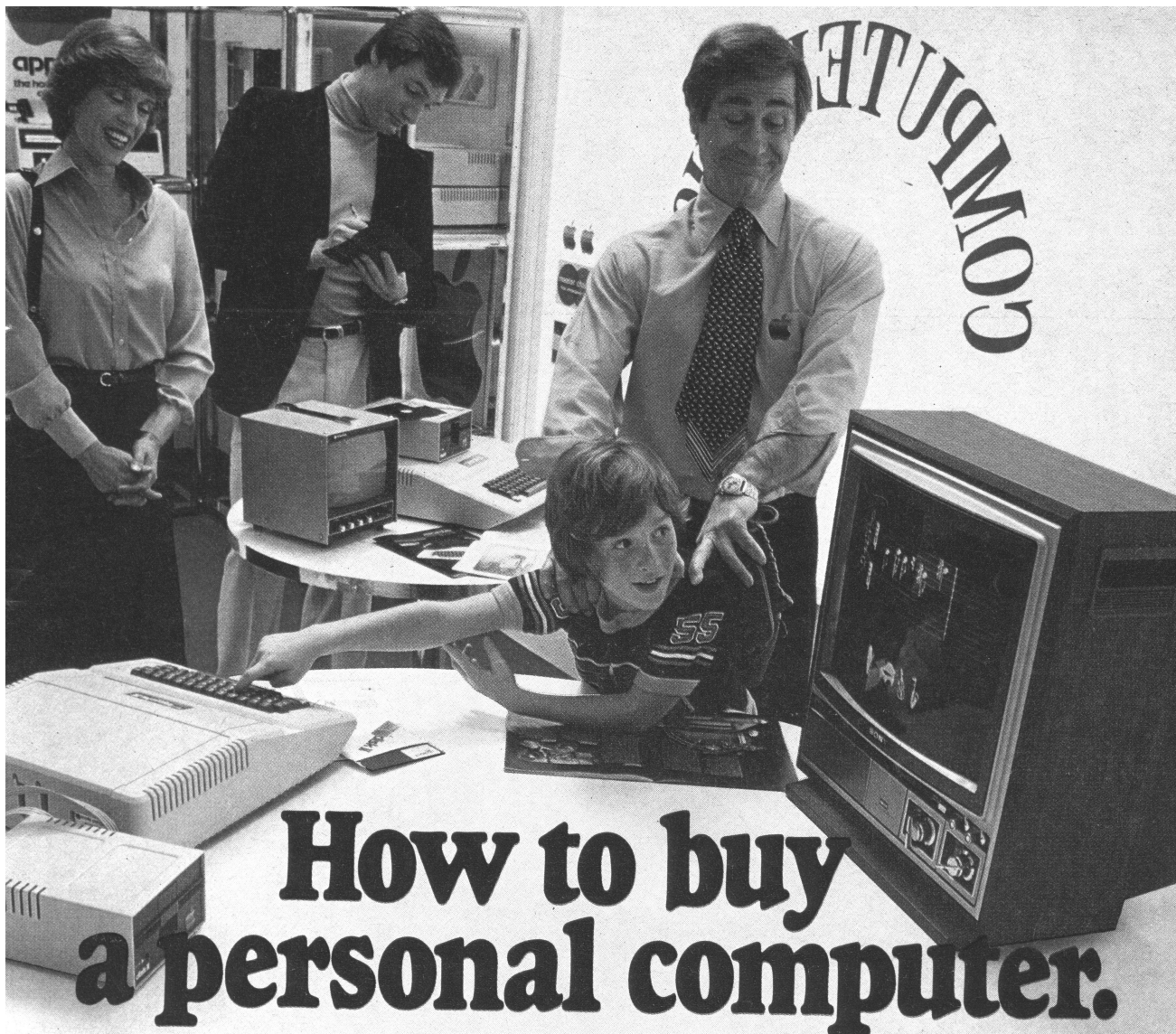
Apple.



apple computer

*In California, call (408) 996-1010.

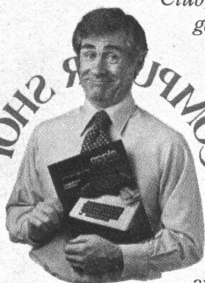
10260 Bandley Dr., Cupertino, California 95014.



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.



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

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

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.



A is for APPLE.

**It's the first thing you should
know about personal computers.**

Discover the special thrill of personal computing — with Apple! It's a home computer, a business computer, a classroom computer, *your* computer. No wonder tens of thousands have already chosen Apple. Join the excitement in your local computer store. Call for the one nearest you. **800-538-9696.**
In California call **800-662-9238.**



apple® computer
10260 Bandley Drive
Cupertino, CA 95014