

Why you should buy an  
Apple II—something  
instead of an IBM PC—anything.



# Here's 10,000 reasons to start with.

Let chaos cease.

If you've been stumbling about in the crossfire of conflicting computer claims, we'd like to make 10,000 things perfectly clear:

Any Apple® II Personal Computer—IIe or IIc—can do more for you than any other computer by any other name. Not to mention initials.

Because only an Apple II can run the world's largest library of personal computer software. Well over 10,000 different programs.

Not only the latest advanced programs for all the standard business applications—but also thousands of highly specialized programs for every area of human endeavor.

The Apple IIe can even be configured to run IBM® software.

Unfortunately, we only have room here for a fraction of the programs both Apple II's can run. And, naturally, no one dealer could stock them all.

But the most popular ones for business, education, entertainment and home management are available almost anywhere.

Just visit any authorized Apple dealer. And they'll help you find just the reasons you've been looking for.

## BUSINESS MANAGEMENT

### General

#### Accounting

BPI Accounts Payable II+  
BPI Accounts Pay (ProDOS)  
BPI Accts Pay file (DOS)  
BPI Accts Rec (ProDOS)  
BPI Accts Rec file (DOS)  
BPI Accts Rec II+  
BPI Business Analyst  
BPI Gen Accounting II+  
BPI Gen Acctg (ProDOS)  
BPI Gen Acctg file (DOS)  
BPI Inventory Control II+  
BPI Inventory Ctl (ProDOS)  
BPI Job Cost II+  
BPI Payroll (ProDOS)  
BPI Payroll II+  
General Ledger  
Job Cost

#### Agriculture

Corn/Soybean Mgt  
Crop/Livestock Profit Pro  
Machinery Mgt (Ag Disk)  
Swine Management

#### Business Management

Black's Law Dictionary  
Construction  
Desk Top Planner  
Forms Foundry  
General Manager II (82)  
Project Planner  
Tax Preparer  
VersaForm  
Catalyst IIc

#### Medical/Dental

Client Dental  
Client Medical  
Dental I  
Dental II  
Medical I  
Medical II

#### Real Estate

Property Management  
Real Estate Anal II (82)  
Real Estate Bus. Mgmt. 2  
Real Estate Tool Kit, 2.0  
Simple Condominium Bill 2  
Simple Tenant Billing, 1  
Tax Preparer  
VersaForm  
Catalyst IIc

## HOME COMMUNICATIONS

### Access file

Apple Access II (1984)  
pfs: Access  
ZIP-Comm Communicat. 1.4  
Easy Com/ Easy Go

## PERSONAL FINANCE

### General

Dollars and Sense (1984)  
Financial Cookbook  
Pers. Tax Plan (83/84)  
Personal Banker  
Personal Money Matters  
Personal Payables  
Winning on Wall St. Ser.

### Personal Tax

Personal Tax Plan. (84)  
Tax Manager  
Tax Preparer  
The Tax Advantage (1983)

## PERSONAL DEVELOPMENT

### Programming

Dr. C. Wacko's Miracle Gd  
Hands-on Basic Programming  
Programming Your Apple  
Teach Your Apple Basic

### Skills

Basic Electronics  
Charles Goren: Learning Br  
MicroSpeedRead  
Spanish for the Traveler  
Speed Reader II  
Speed Reading 1.1  
Teach Yourself Eas of Acc  
Understanding Computers  
Wizard of Words

### Test Preparation

CBS S.A.T. (1984)  
Computer ACT  
Computer GRE  
Computer SAT (1983)  
English SAT I & II  
Furubach College Prep  
Mastering the College Board  
SAT English I  
US Constitution Tutor

### Typing

MasterType  
MasterType (1984)  
Micro Typing II (1984)  
Typing Tutor II, 2.0  
Typing Tutor III  
Wizard of Id's WizType

## ENTERTAINMENT

### General

Mystery Master: Murder by Nightmare Gallery  
Odin  
Oil Barons  
Oil's Well  
Old Ironsides  
One on One  
Operation Apocalypse  
Outpost  
Pegasus II  
Phillistine Ploy (1983)  
Pie-man  
Planet Master  
Planetfall  
Police Artist  
Prisoner  
Prisoner 2 (1982)  
Pulsar  
Quest for Tires  
Repton (1982)  
Round about  
Sammy Lightfoot  
Sentry  
Shamus (1983)  
Sheila  
Sherwood Forest  
Shuffleboard  
Sierra Championship Boxing  
Sky Blazer  
Skyfox  
Sneakers  
Soft Images  
Space Ark  
Space Quarks  
Spare Change (1983)  
Spectre (1982)  
Spy's Demise  
Star Maze  
Super Bunny  
Super Taxman 2 (1982)  
Suspended  
Swashbuckler (1981)

FLAK, I.O.  
Fortress (1983)  
Genetic Drift  
Gnostix VII  
Golden Plates & Great Esc  
Great Computer GameWorks  
Grid Search Games  
Jenny of the Prairie  
King Cribbage  
Lafkap  
Lancaster  
Legacy of Ilygymn  
Lemmings  
Linear Search Games  
Lunar Leeper  
Mabel's Mansion  
Marauder  
Mask of the Sun  
Masquerade  
Mating Zone (1983)  
Mazetalk Adventures  
Microbe (1982)  
Microwave



Millionaire  
Minit Man  
Monster Smash (1983)  
Mouskattack  
Mr. Cool  
Mr. Robot  
Music Construction  
Mystery House  
Mystery Master: Murder by Nightmare Gallery

## WORD PROCESSOR

### General

AppleWriter II (ProDOS)  
AppleWriter file  
AppleWriter II  
FORMAF, X.1.30  
Magic Window II  
Microwriter file  
Milliken Word Processor  
pfs: Write  
Screen Writer II  
Word Handler  
Word Juggler file  
ZARDAX Word Processor, 5.2

### Home Word Processing

Bank St. Writer  
Bank St. Writer (1984)  
Cut & Paste  
HomeWord

### Spelling/Checkers

HomeWord Speller  
Lexicheck file

### Training

AppleWriter file PTP  
AppleWriter II PTP

## DATA BASE

### General

DB Master 4 Plus  
DB Master 4.0  
Desk Top Planner  
List Handler  
pfs: Report  
Quick File file  
Quick File file PTP  
VersaForm  
VisiDex, 1.1  
VisiFile, 1.1

### Report Writing

pfs: File

## SPREADSHEET

32 VisiCalc Worksheets  
Advanced VisiCalc file  
MagiCalc  
MagiCalc (1982)  
MultiPlan (1984)  
MultiPlan, 1.06  
Senior Analyst  
FlashCalc

## INTEGRATED

AppleWorks (1984)  
Incredible Jack 1.3  
Jane  
Jane IIc  
Magi Office Systems

The Temple of Apshti (1982)  
The Alpine Encounter  
The Arcade Machine  
The Coated Mirror (83)  
The Eating Machine



The Sands of Egypt  
The Serpents Star  
The Shattered Alliance  
The Standing Stones  
The Warp Factory  
Threshold  
The '80s Show (1982)  
Time Zone  
Titan Empire (1983)  
Tennessee  
Trolls Tale  
Ultima II  
Ulysses  
Vindicator  
Witness  
Wizard and the Princess  
Wizplus

#### Action (Arcade-Style)

Alien Typhoon  
Apple Panic (1982)  
Asteroids  
Aztec  
Choplifter  
Crime and Punishment  
David's Midnight Magic  
Defender  
Demon Attack  
Dragon Fire  
Frogger  
Gorgon  
Gumball  
Hard Hat Mack  
Jawbreaker II  
Lode Runner (1982)  
Microsoft Decathlon  
Miner 2049er  
Missile Defense  
Mission Asteroid  
Phantom's Five  
Picnic Paranoia  
Pinball Construction Set  
Raster Blaster  
Seafox  
Serpentine  
Snake Attack (1981)  
Snake Byte  
Tibewave  
Zaxxon  
Zaxxon (1984)

#### Adventure

A.E.  
Adventure in Time  
Beyond Castle Wolfenstein  
Castle Wolfenstein  
Deadline  
Infidel (1983)  
Knights of Diamonds  
Sorcerer  
Starcross  
Wizardry (1981)  
Zork I  
Zork II  
Zork III

#### Card/Board Games

ADW, Black Jack (1983)  
Checkers (1982)

Chess  
How About... Backgammon  
How About... Checkers  
How About... Odn  
How About... Chess  
MyChess II

#### Hobby

Music Construction  
Robot War

#### Simulations

Computer Baseball (1981)  
Crime and Punishment  
Flight Simulator  
Flight Simulator II  
Hi-Rez Computer Golf 2  
President Elect  
Pro Golf Challenge  
Sargon II  
Three Mile Island  
Torpedo Fire

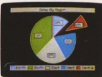
#### FAMILY ENRICHMENT

Crypto Cube  
Crypto Cube (1984)  
Dinosaur Dig  
Dinosaurus  
Ernie's Quiz  
EZ Draw  
Facemaker  
Fact & Fiction Tool Kit  
Gertrude's Secrets (82)  
Gertrude's Puzzles (1982)  
Injured Engine  
Instant Zoo  
KoolWare  
Micro Cookbook  
Micro Cookbook (Recipes)  
Micro Cookbook, 1.0C  
Microzone 1.2  
Microzone 1.3  
Microzone 1.4  
Microzone 1.5  
Mix and Match  
Music Construction  
Picture Writer (1983)  
Puzzle Mania (1984)  
Rocky's Boots  
Rocky's Boots (1984)  
Story Teller  
Story Tree  
Webster: The Word Game

#### EDUCATION

##### General

Addition Magician  
Aida Statist Anal, 9/82  
All About Division (83)  
Alphabet Beasts & Co.  
Amazing ThinkKlanks  
America Coast-to-Coast  
Antonym Antics  
Apple Logo II (1984)  
Apple Pascal II, 1.1  
Apple Super-PILOT Log  
Basic Building Blocks  
Basic Subs-Apple X-File  
Bearjam  
Birth of the Phoenix



Classmate  
Computers in the Workplace  
Counters

Day  
Dinosaurus  
Discrimination, Attris...  
DNSS Math Demo  
Dolphin's Pearl  
Double Feature Adventure  
Double Feature Mystery  
Dr. C. Wacko's Miracle GD  
Dueling Digits (1982)  
Elemen., My Dear Apple  
Elementary Math  
Extra! Extra!  
FourWord/WordLit  
Fractions 3.0  
French: Le De 'Management  
French: Paris en Metro  
French: Un repas Franco  
Funbunch College Prep  
Funbunch Elementary  
Funbunch Intermediate  
Game of the States  
Gen. Chemistry Demo  
Go to the Head of the Class  
Grading  
Hadrian's Treasure Map  
Heath Management: Math  
Heath Management:  
Reading  
Heath Plus  
Gen. Management  
Hey 'Tad!  
Highrise  
Human Anatomy  
Imagination: Music  
Imagination: Picture Prog  
Imagination: Quilt  
Intellectual Decathlon  
Jepsen Creatures (1983)



KoolWare  
Lauren of 25th Century  
Learning with Fuzzywomp  
Learning with Leeper  
Leo's Links  
LIP: Things that Go  
Logo Robot  
Look 'N Hook  
Lpp: Nursery Rhymes  
Master Match (1983)  
Match-Wits  
Memory Caste (1983)  
Math Maze (1983)  
Micro Division (1983)  
Micro Habits  
Micro Mother Goose  
Micro Multiplication  
Micro Subtraction (1983)  
Micro Typing II (1982)  
Microcomputer Graphics  
MicroMastro  
MicroSpeedRead  
Middle of the Road Lizard  
Midterm  
Mirror of the Mind Ser  
MovieMaker  
MusicMath  
Mystery Master: Murder by  
Pick the Numbers  
Picture Writer (1983)  
Pixt Library #1  
Pixt Library #2  
Pixt, 3.2  
Police Artist (1983)  
Pop 'R Spell/Pop 'R Chal

Poster  
Programming Your Apple  
Programming Kit  
Puzzle Mania (1984)  
Race Car Rhythmic  
Readability Formulas  
Reading for  
Comprehension  
Reading Keys  
Report Card  
Robot War  
Scheduling  
Science 4 Demo:  
Insect Wor  
Science 5 Demo:  
Heat Energy  
Science 6 Demo:  
elect & Ma  
Sectr Filer  
Sensible Speller  
Sensible Speller IV  
Shapes in Color (1982)  
Shell Games  
Shops Aup  
Solving Equations  
Spanish for the Traveler  
Spooky Spides  
Spellagraph 1983  
Spellakazzam (1983)  
Spellcozzer (1983)  
Spelling  
Spelling B Games 1.0  
Study Guide for Trigonometry  
Success W/Math:  
Add/Su  
Success W/Math:  
Dec-Add/Su  
Success W/Math:  
Dec-Mul/Di  
Success W/Math:  
Frac-Add/S  
Success W/Math:  
Frac-Mul/D  
Success W/Math:  
Linear Equ  
Success W/Math:  
Multi/Div  
Success W/Math:  
Quadratic  
Teach Yourself Apple Basic  
Ten Little Robots  
The Eating Machine  
The Function Game  
The Grabit Factory  
The Great Number Chase  
The Hurricane Tracker  
The Isle of Farnell  
The Learning Line  
The New Step by Step 2  
The Sweet Shoppe  
The Weather Analyst  
Tick Tock Clock  
Time & Seasons  
Tobbs Learns Algebra  
Trap-A-Zoid (1983)  
Tricksier Coyote  
Understanding Computers  
Unlocking the Map Code  
Weather or Not  
Webster: The Word Game  
Whatsit Corporation  
Wizard of Id's Witzpe  
Wizard of Words  
Word Attack!  
Word Radar

#### Classroom Management

Academic Secretary  
Apple Super-PILOT Log  
Attendance

#### Discovery

GARIS  
Dinosaur Dig  
Explorer Metros (1982)  
Grandma's House  
GULP Arrow Graphics  
Hey Diddle Diddle (1983)  
Incredible Lab  
Instant Zoo  
Juggles Rainbow  
Juggles Rainbow (1982)  
Mix & Match  
MopTown Hotel  
MopTown Hotel 2.0  
MopTown Parade  
MopTown Parade 2.0  
Odd One Out  
Polynomial Pattern Using...  
Stickybear ABC  
Stickybear ABC (1982)  
Stickybear Basketball  
Stickybear Bop  
Stickybear Numbers  
Stickybear Opposites  
Stickybear Shapes  
Stickybear Shapes (84)  
Word Spinner

#### Drill & Practice

Algebra 4  
Basic Electronics  
CBS S.A.T. (1984)  
Challenge Math  
Chemistry—Acids & Bases  
Chemistry—Stoichiometry  
Compu-Math: Arith Skills  
Compu-Read  
Compu-Read 3.0  
Computer ACT  
Computer Connect: A BGTB  
Computer GRE  
Computer S.A.T. (1983)  
English SAT I & II  
Getting Ready to Read & A  
Grammar & Writing  
Mastering the College Ed  
Math Blaster  
Math SAT I & II  
Math Skills: Elem Level  
Math Skills Jr. Hi Level



Speed Reader II  
Speed Reading 1.1  
The Reading Machine  
The Spelling Machine  
Typing Tutor II, 2.10  
Typing Tutor III  
US Constitution Tutor

#### Learning Games

Algebra Arcade (1983)  
Aliencomputer/Face Hash  
Alphabet Zoo  
Battling Bugs/Concentrac  
Bumble Games (1982)  
Bumble Plot (1982)  
Color Keys  
Creature Creator  
Crypto Cube  
Crypto Cube (1984)  
Daily Drawing (1982)  
Early Games for Young Chi  
Ernie's Quiz  
Facemaker  
Fat City

Fraction Fever  
Frizey Flip Flop (1982)  
Game Show  
Gertrude's Secrets (82)  
Gertrude's Puzzles (1982)  
Golf Classic/Compuh  
In Search of the Most Am  
Kid Writer  
King's Rule  
Kindercomp (1983)  
M-s-s-ng L-nis:  
Young People  
M-s-s-ng L-nis: Classics  
Magic Spells  
Magic Spells 2.0  
MasterType  
MasterType (1984)  
Math Wars



Rhymes & Riddles  
Snake-O-Nyms/Word Flip  
Spotlight  
Square Pairs  
The Jar Game/Chaos (82)  
The Pond  
The '80s Show (1982)  
Wizard Square Pairs  
Word Flip  
Wordman (1983)  
Wordwright

#### Productivity

Fact & Fiction Tool Kit  
Story Machine (1982)  
Story Tree

#### Problem Solving

Code Quest  
Fun House Maze  
Spell It  
Teasers by Tobbs

#### Programming

32 BASIC Programs  
ABC's of Programming  
Apple Logo  
Apple PILOT  
Apple Super—PILOT  
Hands-on Basic  
Programming  
Karel the Robot (1982)  
Tappert Logo (1982-83)  
Wizware Turtle Tracks

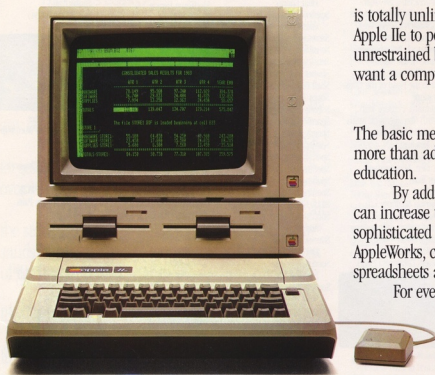
#### Simulations

Adventure Alpha  
Managing for Success: PD  
Managing for Success: PM  
Rocky's Boots  
Rocky's Boots (1984)  
Snooper Troops II  
Survival Math  
The Apple Ed Classics  
The Factory 1.0  
The Island of Beta

#### Tutorial

Biology—Energy & Life  
Biology—Genetics  
Biology—The Cell  
Charles Goren: Learning Br  
Go-PILOT  
Daily Living Skills Series  
Library Skills  
School Tool

# 10 reasons to buy an Apple IIe.



On the preceding pages, we ran up an enormous typography bill giving you thousands of reasons an Apple II—anything can do more for you than an IBM® PC—anything.

But since there's more than one II, which II is better for you?

To help you distinguish the separate-but-equal advantages of both machines, we'll give you two shopping lists, starting with this one for the Apple IIe.

## 1) Expandability Theory 101

There are two basic approaches to expandability. Open-ended and built-in.

The Apple IIe represents the open-ended approach.

You add accessories and peripherals to the system by adding "interface cards."

Each additional interface card does cost extra. But the advantage is that your growth potential

is totally unlimited. So you can customize an Apple IIe to perform outrageous and unheard of acts, unrestrained by the realities of what "most" people want a computer to do. For instance:

## 2) Think bigger.

The basic memory of the IIe is 64K RAM. Which is more than adequate for most tasks in business and education.

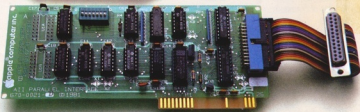
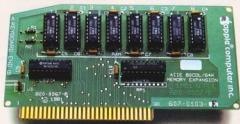
By adding an Extended 80-Column Card, you can increase that to 128K—sufficient for running sophisticated integrated business software. Like AppleWorks, capable of handling word processing, spreadsheets and filing.

For even bigger jobs, you can double its memory again to 256K, or even redouble that to 512K\*.

## 3) Think faster.

All by itself, the Apple IIe can process information in the blink of an eye. But for you real fanatics who want your information in half-a-blink, you can add enhancements like the Accelerator IIe from Titan Technologies, Inc. and more than *triple* the IIe's processing speed. So you can give much bigger machines

a run for less of your money.



Interface cards can grow a IIe any which way.

#### 4) Think IBM.

Just to prove we don't let personal prejudices get in the way of good software, we'll graciously admit that—with a gizmo called a RANA<sup>®</sup> 8086/2—the ILe can run programs written for the IBM PC.

Like Lotus<sup>®</sup> 1-2-3<sup>™</sup> and WordStar<sup>®</sup>.

Add a CP/M<sup>®</sup> card, and the ILe can run about 5,000 more programs written for that operating system.

#### 5) Store more, better.

The Apple ILe also gives you more ways to store information than any other computer.

Starting with our Old Reliable, Disk II<sup>®</sup> and our Newer Reliable DuoDisk<sup>™</sup> (twin half-high drives in one sleek package).

And with our ProFile<sup>™</sup> 5-megabyte or 10-megabyte hard disks you can store 2400 or 4800 pages



*A 5-megabyte Profile Hard Disk stores reams of hard facts.*

of information. (Of course, you can buy bigger hard disks. But they've been known to suffer total amnesia if you look at them sideways.)

#### 6) Teaching credentials.

If one of your reasons for buying a computer is your kids' education, this is the only reason you need:

The Apple ILe is the leading computer in all levels of education—from pre-school to post grad.

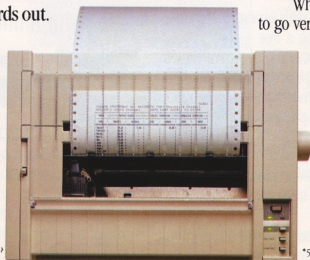
It can run more educational software than all of IBM's personal computers combined.

#### 7) More ways to get the words out.

At the risk of being redundant, the Apple ILe also runs virtually every kind and type of printer and plotter on the market.

The ones closest to our hearts, of course, are Apple's Imagewriter impact printer and the Apple Daisy Wheel letter quality printer for heavy duty office work.

The ILe can even drive the latest laser printers. Not to



*Apple's letter & picture perfect Imagewriter.*

mention professional typesetting equipment. In case you'd like to publish an underground newsletter in your spare time.

#### 8) The great communicator.

With the help of an Apple Modem, an Apple ILe can talk to other computers over the phone. So you can do home banking, find the lowest air fares, or converse civilly with your company's IBM mainframe.



*An Apple Modem connects you to the world.*

Several companies also offer local area networks that can link 30 or more ILe's in an office or classroom.

#### 9) Song, dance & other routines.

The ILe can be expanded to do a lot of things beyond the ken of most personal computers.

Like sing, talk and, more remarkably, listen and respond to voice commands.

It can tell a robot to fetch the newspaper or do the tango.

It can turn on your sprinklers or run an automated production line.

All because of its open-minded design and the thousands of peripherals offered by hundreds of independent manufacturers.

#### 10) Safety in numbers.

There are more people in more places doing more things with Apple ILe's than with any other personal computer in the world.

Which means you'll never have to go very far for advice and support.

In fact, if you'd like to know more, just ask one of the more than 4,000 authorized dealers from here to Kuala Lumpur who sell them.

Or one of the 2,000,000 people who own them.

\*512K card available from independent manufacturers for use with specialized software.

# 10 reasons to buy an Apple IIc.



The newest member of the Apple II family has its own reasons for being.

It can run more software than any other personal computer in the world, save one—the Apple IIe.

But it offers some advantages the Apple IIe doesn't. And a whole passel of advantages the IBM PCjr can't touch.

For starters, it comes with everything you need to start computing, including a free 4-diskette course to teach you how—the most comprehensive how-to tutorial available with any personal computer.

Which makes it the most perfect computer for most of the people most of the time.

## 1) Expandability Theory 202

While the IIe has open-ended expandability, the IIc has *built-in* expandability—it's a complete computer solution.

The most popular interfaces are already built into the machine. So you can simply plug in a

printer, an extra disk drive, a modem—in fact, any of the peripherals almost anyone would want—without adding interface cards.

(Not to alarm you, but adding interface cards does require some skill—if you do it wrong you could blow up your shiny new computer and perhaps ruin your carpet.)

And since interface cards can cost up to \$200 each, that can save you up to \$550 on the cost of a fully configured system.

## 2) 100% more brainpower.

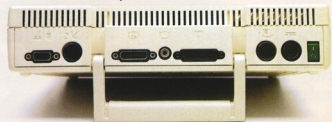
The Apple IIc has 128K of internal memory—or twice the power of the basic Apple IIe system.

And while you can expand the IIe's memory all the way to four times that, 128K is more than enough power to handle sophisticated integrated business software like AppleWorks.

## 3) The drive within.

The Apple IIc comes with a built-in disk drive. Which would cost over \$400 if it weren't.

But there's nothing to hook-up or connect—the IIc comes ready to run.



*Built-in ports for making family connections.*

Disk drives, as you may or may not know, are the most vulnerable components of any computer system. So it's nice to know that the IIc's is as close to fail-safe as a drive can be. It's a half-high version of one of the most reliable drives in the world—the Apple Disk II.

#### 4) The drive without.

And you can easily add a second IIc disk drive. In tandem with its built-in drive, an external drive doubles the capability and capacity of the machine.

So you can run integrated business software like AppleWorks without doing the floppy disk shuffle.

And a 10-megabyte hard disk is available for the Apple IIc that can store reams and reams (20 of them, actually) of information.



*An extra disk drive doubles the IIc's storage.*

#### 5) Other inner strengths.

To keep it compatible with the most software, the IIc has a built-in switchable 40/80 column display.

It also has a built-in switch that allows you to change the keyboard from its standard typewriter

layout to DVORAK, an improved layout that lets you type 20-40% faster once you get used to it.

The IIc also features built-in color capability—it'll show you 16 ultra high resolution hues.



*An Apple Modem gives the IIc phone privileges.*

#### 6) An improved School System.

The IIc is a more powerful, full-featured version of the most popular computer in schools—our very own Apple IIe.

Which means it works the same way as the computers your kids are probably using in school right now. And it can access the same huge library of educational software.

Everything from "Mother Goose Rhymes" to "Elementary Numerical Techniques for Ordinary Differential Equations."

#### 7) The Hernia Factor.

At 7½ pounds\*, the IIc won't give you internal injuries when you move it from office to office or office to home. And its sleek, sexy body takes up just 12" by 11¼" on a busy desktop.

Yet—thanks to its VLSI technology—it's still twice as powerful as computers twice its size.



*An Apple Scribe can also make things perfectly clear in color.*

#### 8) An extended family.

The IIc can run a vast array of printers, plotters, modems and other accessories that are compatible with the Apple IIe.

But it also has its very own family of accessories that are aesthetically as well as technically compatible.

Including the Apple Scribe® color/b&w text/graphics printer. An AppleMouse IIc that replaces complex keystroke commands with a simple point-and-click. And its standard matching 9" green phosphor monitor.

So buying an Apple IIc is just as easy as buying a match-component stereo system.

Independent manufacturers are extending the IIc's talents even further—with compatible accessories ranging from music synthesizers to home security systems.



*The IIc carrying case for going on the road.*

#### 9) Travel Accessories.

The IIc can be a perfect travelling companion with a few simple additions. Like the first LCD Flat Panel Display\*\* that can show you as much as a regular computer monitor—80 characters by 24 lines. And a carrying case with room for all of the above.

And a toothbrush.

#### 10) And now, for our next number...

Unless you've been skimming this from back to front, you know by now that the IIc can run over 10,000 different programs.

But there are many new programs designed specifically to bring out the limitless talents of the IIc.

Like FlashCalc®, a revised low-cost version of the popular spreadsheet program, VisiCalc®.

And even as we write, famous software authors are writing new IIc programs. Including interactive educational software from leading textbook publishers.

Which means you'll never run out of things to do with an Apple IIc.

Or for that matter, reasons to buy one.

\*Not including monitor, power pack or jogger's bar bells.

\*\*Available early in 1985.

# And two reasons to buy now.



Just one more thing.

OK... *two* more things:

First, if you buy either an Apple IIe or an Apple IIc before January 15—like for Christmas (hint hint)—we'll throw in a coupon book worth hundreds of dollars off on accessories and software.

Like an Apple Scribe printer. An AppleMouse. And an Apple Modem 1200.

Plus generous discounts on the most popular software packages for business, education and home management.

Second—and for a similarly limited time—you can take either Apple II home with absolutely no money down.

All you have to do is qualify for an Apple Credit Card. Which you may do instantly if you have any other major credit card\* with your name on it and a valid I.D. (also with your name on it).



That instantly gives you up to \$2500 credit that you can dither away on the high tech goodies of your choice.

And as an extra special Christmas present from Apple, just forget about paying us back. We don't care.

Until February. Then we care. Boy, do we care.

Just read the asterisk below.\*\*

