

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

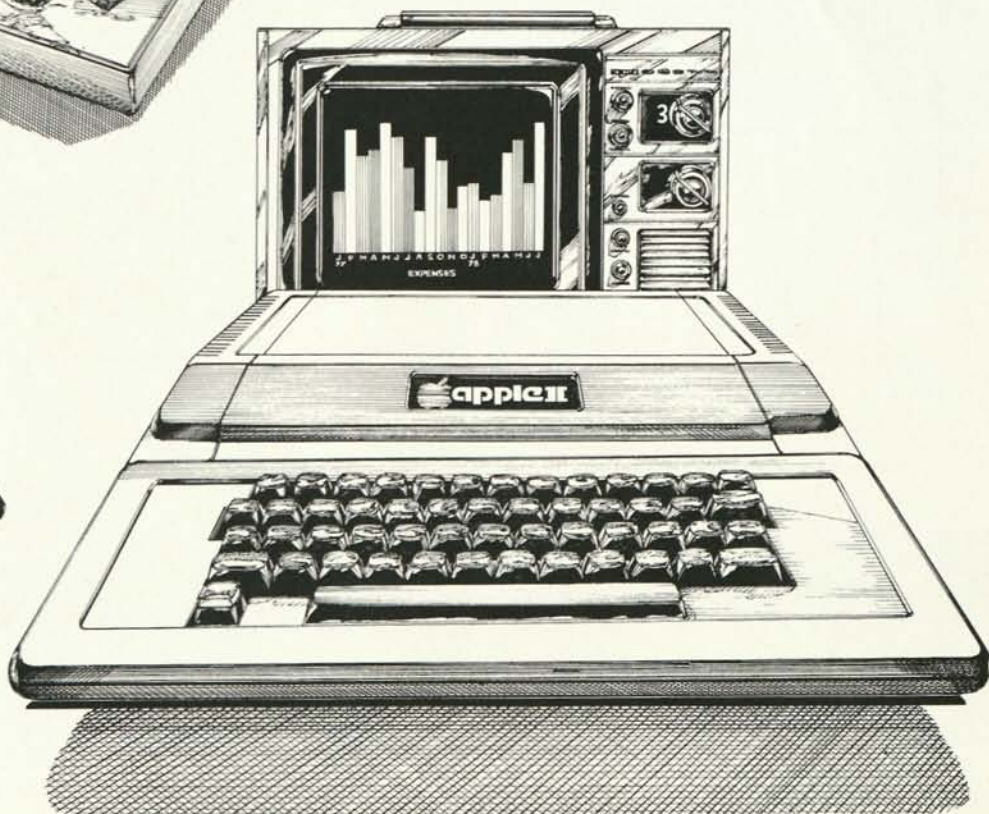
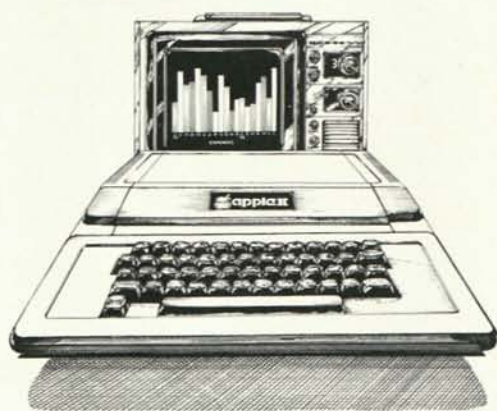
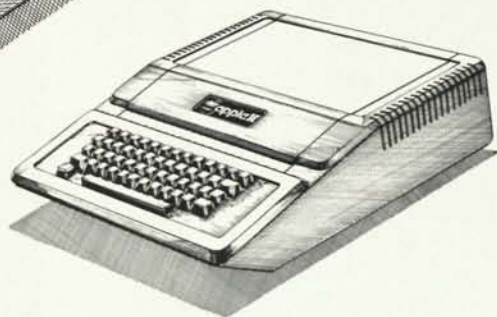
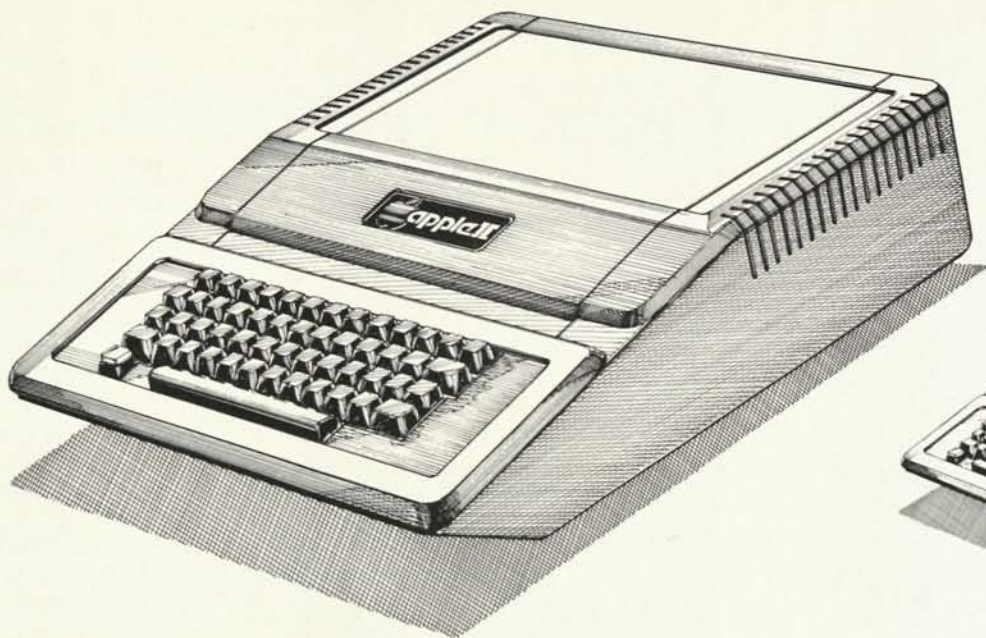
 **apple® computer**
Sales and Service

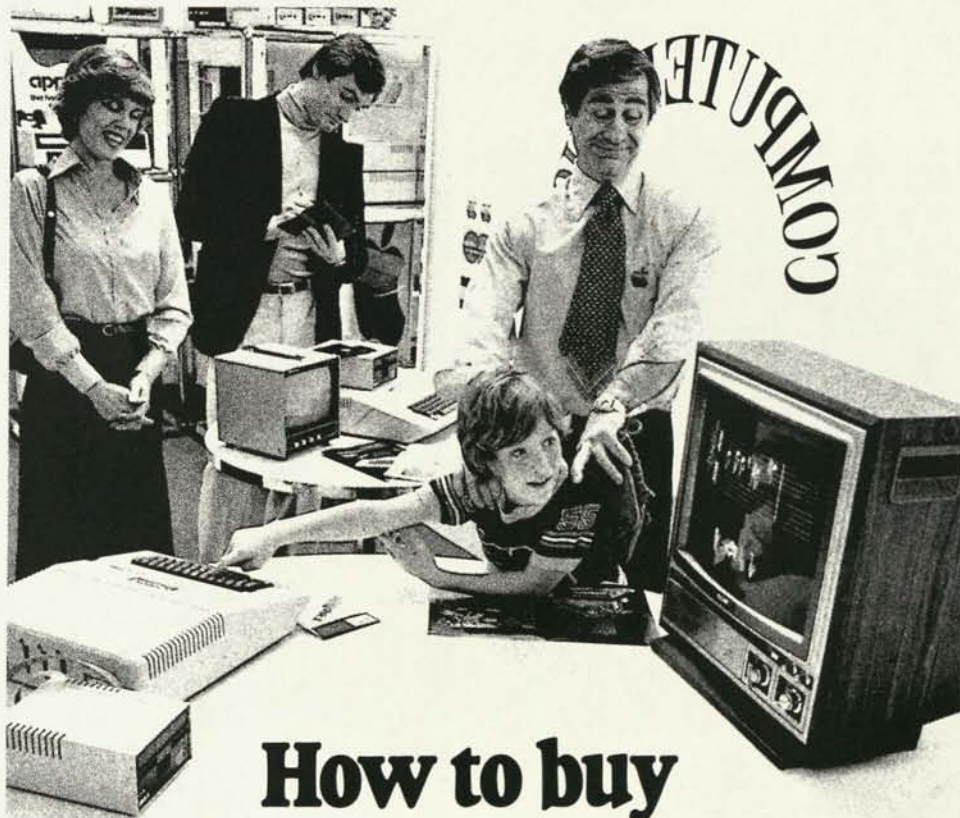
 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service

 **apple® computer**
Sales and Service







How to buy a personal computer.

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 learning how much fun computers can be.

Visit us—your local computer store.

We're proud to be an authorized Apple Computer dealer. Apple is the personal

computer our customers can program themselves. So there's no limit to the things you can do. And Apple's the one with the most expansion capability. That means a lot. Because the more you use your Apple, the more uses you'll discover.

It's your move.

Grab a piece of the future for yourself. Drop by our store. And sink your teeth into an Apple Computer.



(This space for dealer name)

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

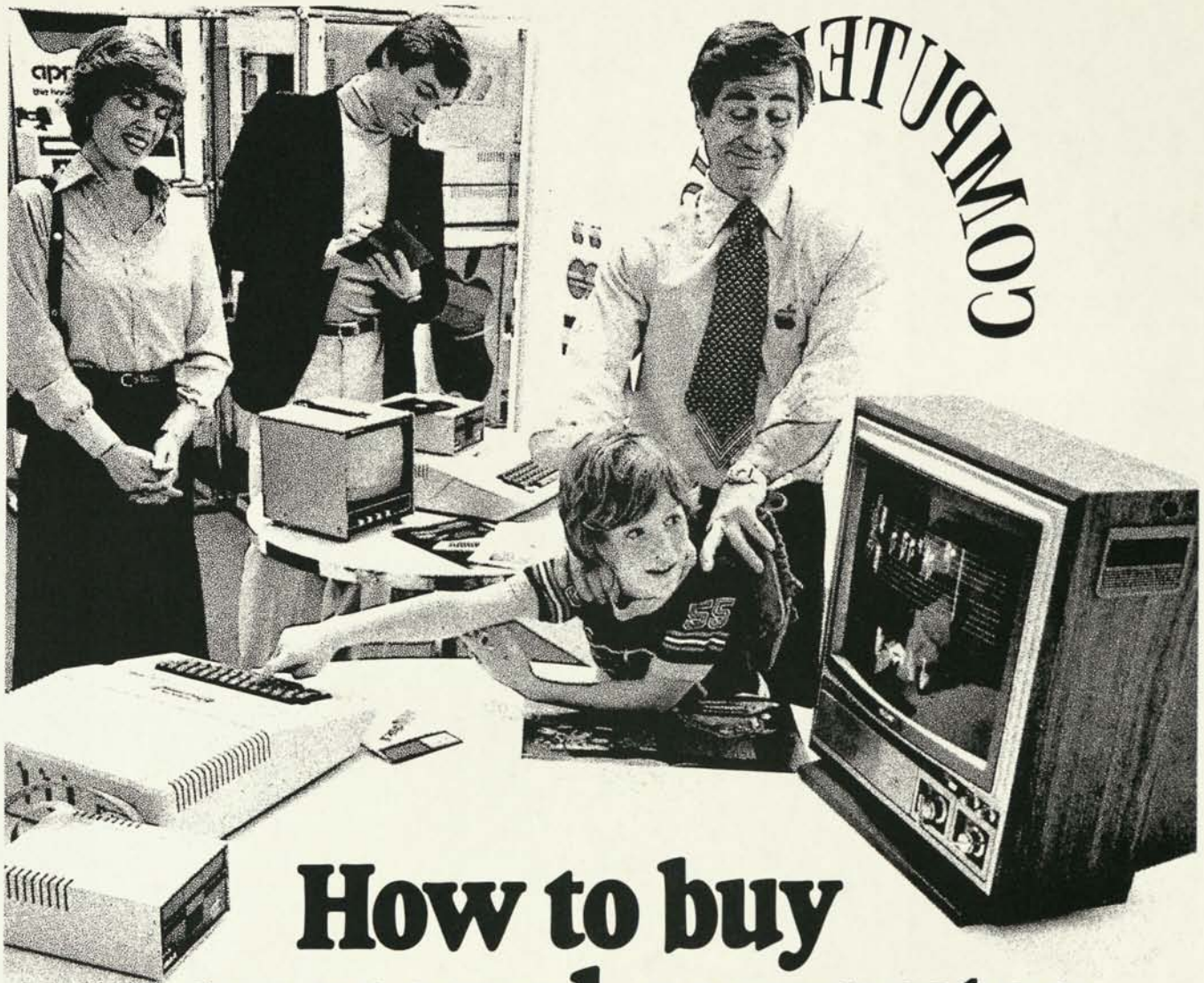
 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer

 **apple® computer**
Authorized Dealer



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.

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 learning how much fun computers can be.

Visit us—your local computer store.

We're proud to be an authorized Apple Computer dealer. Apple is the personal computer our customers can program themselves. So there's no limit to the things you can do. And Apple's the one with the most expansion capability. That means a lot. Because the more you use your Apple, the more uses you'll discover.

It's your move.

Grab a piece of the future for yourself. Drop by our store. And sink your teeth into an Apple Computer.



(This space for dealer name)



O'Neil & Son. And Apple Computer.

Taking on a new partner is sometimes just what's needed for a business to take off. That's why small aggressive companies everywhere are taking on Apple Computer as a new partner.

Apple is the small computer that works for small companies the way big computers work for big companies. It tackles the company books. Prints bills and writes checks. Produces monthly summaries and helps manage inventories. And digs out the data you need to make decisions that can get your business really rolling.

Apple, the personal business computer.

We designed Apple to work the way you work. You run your own business because you're an independent sort. You like making your own decisions. And looking for better ways to run a tighter ship is just plain fun. Apple is the tool for you.

To start with, there's never been a computer that's easier to put to good use. And Apple is downright affordable. For example, our most advanced system, with Accounts Payable/Receivable and General Ledger programs included, is priced

at less than \$5,000. And you can write your own customized programs. Apple makes that easy with *three* programming languages, including Pascal, the hot new language everyone's talking about.



Visit your local computer store.

There's an Apple dealer near you. He's a computer expert. So you don't have to be. Ask him to sit down in front of an Apple and show you how to put it through its paces. In minutes, you'll be thinking of dozens of ways to put Apple to work for your business.

After all. You are the boss.

Call for the dealer nearest you. (800) 538-9696. In California, call (800) 662-9238. Apple Computer Inc., 10260 Bandley Dr., Cupertino, CA 95014.

 **apple computer**

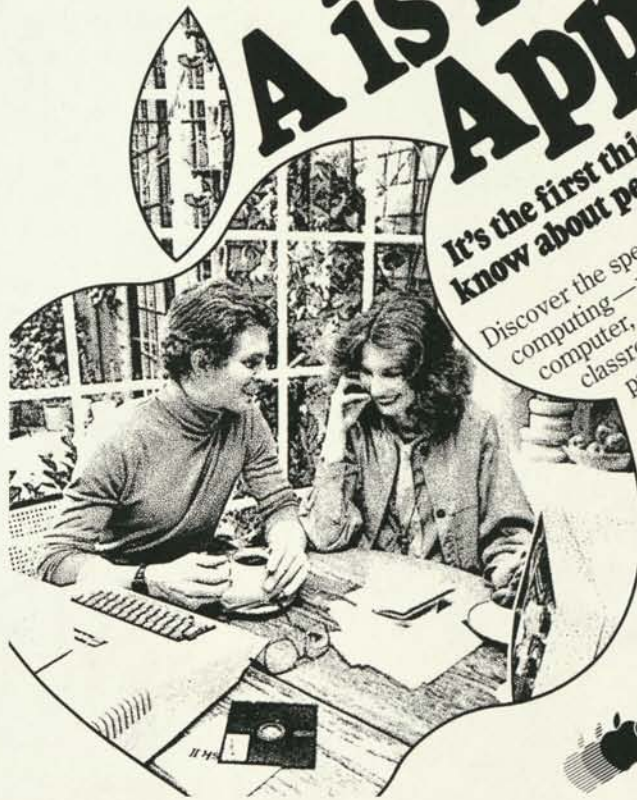
A is for Apple.

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.

(This space for dealer name.)

 **apple computer**



**When you make your
back-to-school
shopping list,
be sure to include
an Apple® II.**

**When you make your
back-to-school
shopping list,
be sure to include
an Apple® II.**

**Reading, 'riting,
'rithmetic & the
exciting new Apple® II.**

**Reading, 'riting,
'rithmetic & the
exciting new Apple® II.**

**Why back-to-basics
education
begins with an Apple® II.**

**Why back-to-basics
education
begins with an Apple® II.**

**Give your children
an Apple®
and watch them grow.**

**Give your children
an Apple®
and watch them grow.**

**Introducing the Apple® II
personal computer.
Homework,
help is on the way.**

**Introducing the Apple® II
personal computer.
Homework,
help is on the way.**

