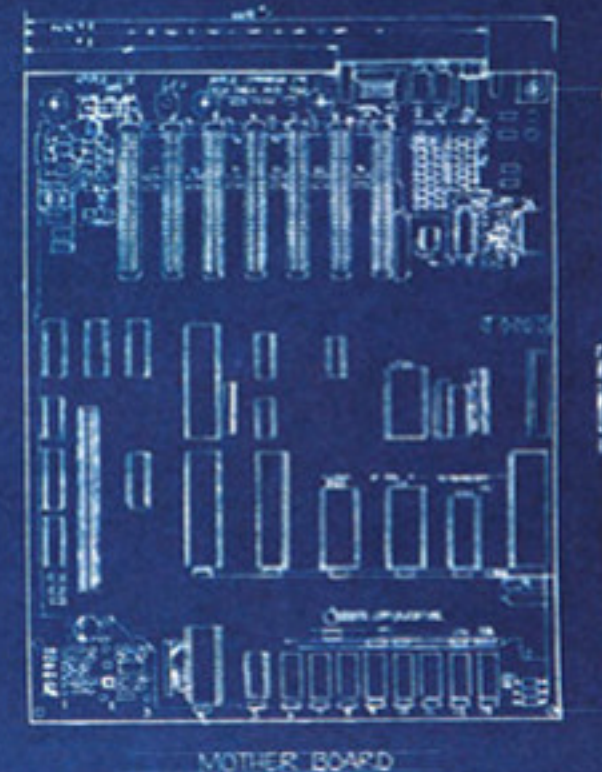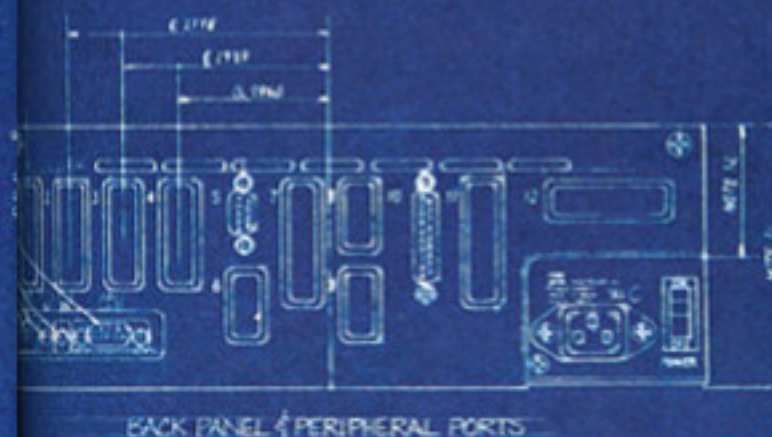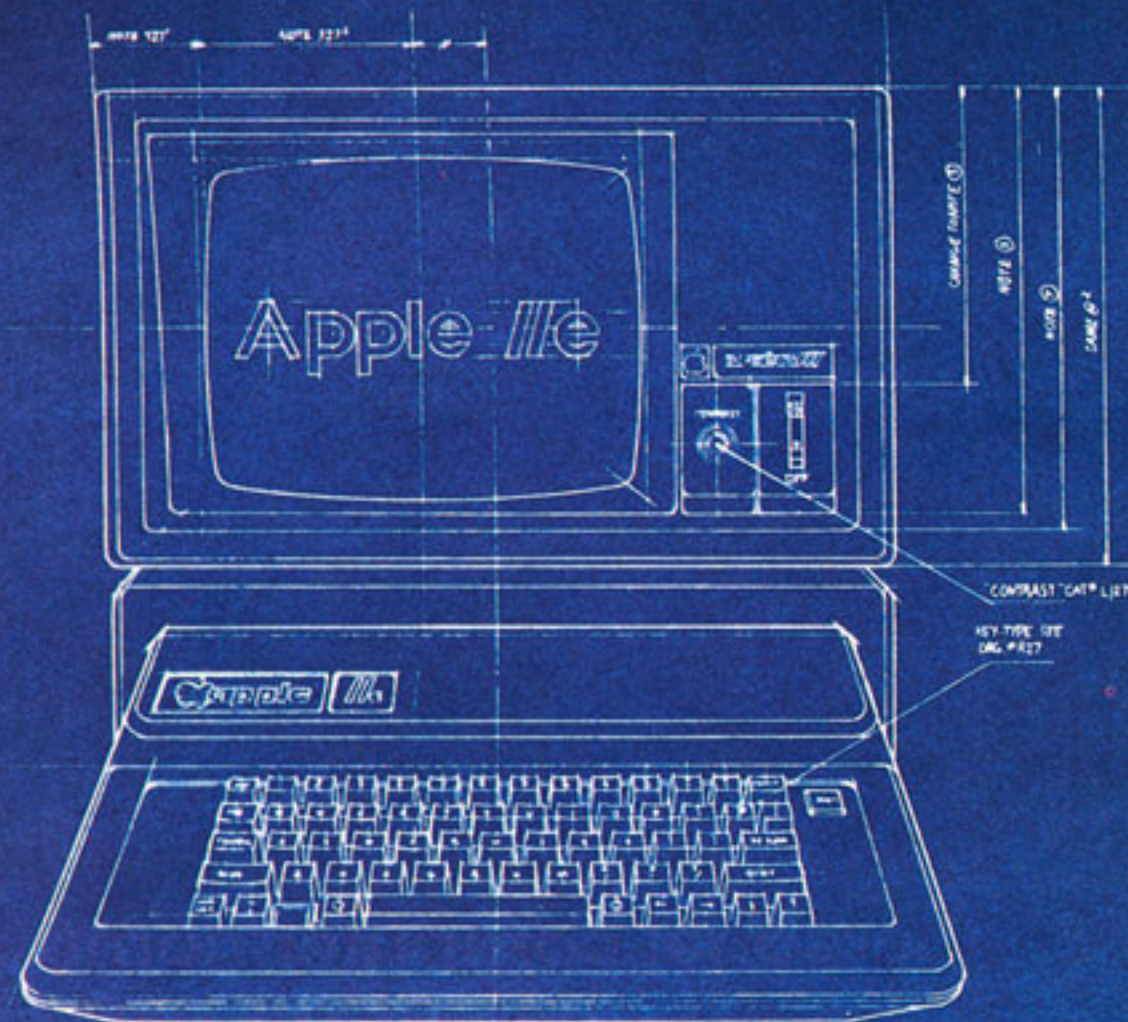# It's the same old Apple II.

Except for the front, back and inside.

For years, people have been trying to build a better Apple® II.

It finally happened.

Meet the Apple IIe, an impressive new version of a most impressive machine.

The "e" means enhanced. Which means a bundle of new features:

A standard memory of 64K (versus 48K) that's easily expandable. So you can create fatter files and crunch larger numbers of numbers.

A new, improved keyboard, with a complete set of ASCII standard characters. Plus full cursor controls, programmable function keys, and a rapid auto-repeat feature built into every key on the board.

Both upper and lower case characters. (And if you want to see more of them on the screen at one time, a low cost 80-column text card is available.)

Improved peripheral ports. Which make it a lot easier to connect and disconnect game controllers, printers and all those other wonderful things that go with an Apple Personal Computer.

Self-diagnostics. That's a special feature that makes it easy to give your computer a thorough check-up.

Plus an even more reliable design. Achieved by reducing the number of components— which is to say, the number of things that could go wrong.

And bear in mind, the IIe still has all those other virtues that made the Apple II so very popular. Including access to more accessories, peripheral devices and software than any other personal computer you can buy.

So visit any of our over 1300 authorized dealers, and see the newest Apple for yourself.

Like the original, it's rather extraordinary. But then some things never change.

apple

The most personal computer.

Circle 26 on inquiry card.