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## Guide to the Apple Computer, Inc. Ephemera collection, 1978 - 1998

### Collection number: M0825

Department of Special Collections and University Archives  
Stanford University Libraries  
Stanford, California

#### Contact Information

- Department of Special Collections
- Green Library
- Stanford University Libraries
- Stanford, CA 94305-6004
- Phone: (650) 725-1022
- Email: [speccoll@sulmail.stanford.edu](mailto:speccoll@sulmail.stanford.edu)
- URL: <http://www-sul.stanford.edu/depts/spc/>

Processed by:

Steven Mandeville-Gamble

Date Completed:

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Encoded by:

Steven Mandeville-Gamble

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#### Descriptive Summary

**Title:** Apple Computer, Inc. ephemera collection,

**Date (inclusive):** 1978 - 1998

**Collection number:** M0825

**Creator:** Apple Computer, Inc.

**Extent:** 9 linear ft.

**Repository:** Stanford University. Libraries. Dept. of Special Collections and University Archives.

**Abstract:** This collection contains annual reports, internal communications, corporate communications, engineering reports, manuals, product information files, catalogs, price lists, Apple publications, human resource information, conference and workshop information, software, hardware, and corporate memorabilia.

**Language:** English

#### Access

There are no restrictions on access.

#### Publication Rights

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#### Preferred Citation

Apple Computer, Inc. Ephemera collection. M0825. Dept. of Special Collections, Stanford University Libraries, Stanford, Calif.

#### Acquisition Information

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Gift of Henry Lowood, 1995-1997, and Wynne Dobyns, 1995-2002.

### **Provenance**

Some of the materials in this artificial collection were transferred from M0443, the Silicon Valley Ephemera Collection, to create an Apple Computer-specific collection and integrated into a previously-existing artificial collection of Apple Computer materials.

### **Biography**

Apple Computer, Inc. was incorporated on January 3, 1977. Apple Computer, Inc., ignited the personal computer revolution in the 1970s with the Apple II, and reinvented the personal computer in the 1980s with the Macintosh, of which it had sold more 30 million systems as of the end of 1998. Apple's original mission as articulated by its co-founder Steven Jobs was to bring the best personal computing products and support to students, educators, designers, scientists, engineers, business persons and consumers in over 140 countries around the world. In 1998, Apple Computer, Inc. maintained Research & Development sites in Cork, Ireland; Cupertino, California; Tokyo, Japan; and Zhuhai, China. Apple owned manufacturing facilities in the United States, Ireland, and Singapore. Distribution facilities are located in the United States, Europe, Canada, Australia, Singapore, and Japan.

### **Collection Scope and Content Summary**

Contains annual reports, internal communications, corporate communications, engineering reports, manuals, product information files, catalogs, price lists, Apple publications, human resource information, conference and workshop information, software, hardware, and corporate memorabilia.

### **Access Terms**

The following terms have been used to index the description of this collection in the library's online public access catalog.

Corporate culture.

Science--History.

### **Related Collections**

#### **Creator:**

Apple Computer, Inc.

**Title:** Records

**Identifier/Call Number:** M1007

An online guide to the Apple Computer, Inc. Records is available as an XML document at:

<http://www-sul.stanford.edu/depts/spc/xml/m1007.xml> and as an HTML document at:

<http://www.oac.cdlib.org/dynaweb/ead/stanford/mss/m1007/>

**Title:** Silicon Valley Ephemera Collection

**Identifier/Call Number:** M0443

An online guide to the Silicon Valley Ephemera Collection is available as an XML document at:

<http://www-sul.stanford.edu/depts/spc/xml/m0443.xml> and as an HTML document at:

<http://www.oac.cdlib.org/dynaweb/ead/stanford/mss/m0443/>

**Series 1. Corporate Communications**

Box 1, Folder 1      **Annual report, 1983**  
Box 1, Folder 2      **Annual report, 1987**  
Box 1, Folder 3      **Annual report, 1988**  
Box 1, Folder 4      **Annual report, 1993**  
Box 1, Folder 5      **Annual report, 1994**  
Box 1, Folder 6      **Annual report, 1995**  
Box 1, Folder 7      **Annual report, 1996**  
Box 1, Folder 8      **Annual shareholders meeting materials, 1996**  
Box 1, Folder 9      **Annual shareholders meeting materials, 1997**  
Box 1, Folder 10     **Apple Computer logo, signature, and typeface standards**  
Box 1, Folder 11     **Apple facts, 1994 - 1995**  
Box 1, Folder 12     **Apple facts, 1996**  
Box 1, Folder 13     **Apple Teaching Fellows directory, 1991**  
Box 1, Folder 14     **Apple Technical web sites**  
Box 1, Folder 15     **At the crossroads : a strategic framework for a renewed Apple / Dr. Gil Amelio. -- 1996 May**  
Box 1, Folder 16     **Authorized dealers**  
Box 1, Folder 17     **Building the future of learning technologies**  
Box 1, Folder 18     **Go figure : a quick look at some important facts, 1996 - 1997**  
Box 2, Folder 1      **Living in the world we've changed**  
Box 2, Folder 2      **Macintosh operating system strategy**  
Box 2, Folder 3      **Marketing flyers**  
Box 2, Folder 4      **Masters of Media program**  
Box 2, Folder 5      **Product registration**  
Box 2, Folder 6      **Rebates**  
Box 2, Folder 7      **Sharing our two most valuable resources**  
Box 2, Folder 8      **Year 200 readiness disclosure statement**  
Flat Box 15          **Apple put their brightest engineers....Advertising supplement to the Wall Street Journal25 Feb. 1993**  
Flat Box 15          **Dear Apple Customers, I would like to....The Wall Street Journal17 April 1997**  
Flat Box 15          **Dream Big: The big paper about ideas, college, and Macintosh.**  
Flat Box 15          **only apple, San Jose Mercury News10 April 1997**  
Flat Box 15          **Vous voulez un Macintosh ou un simple ordinateur?**  
Flat Box 15          **What would you think of a computer....Advertising supplement to the Wall Street Journal**

**Physical Description:** 2 items

**Series 2. Apple Developer Group**

Box 2, Folder 9     **Apple Developer University**  
Box 2, Folder 10    **Macintosh development**

**Series 3. Product Information**

Box 2, Folder 11	<b>Airport</b>
Box 2, Folder 12	<b>Apple, general</b>
Box 2, Folder 13	<b>Apple II</b>
Box 2, Folder 14	<b>Apple II communications interface card</b>
Box 2, Folder 15	<b>Apple II parallel printer interface card</b>
Box 2, Folder 16	<b>Apple IIe</b>
Box 2, Folder 17	<b>AppleTalk</b>
Box 2, Folder 18	<b>CD-ROM drive</b>
Box 2, Folder 19	<b>Disk II</b>
Box 2, Folder 20	<b>Displays</b>
Box 2, Folder 21	<b>eWorld</b>
Box 2, Folder 22	<b>Fire Wire</b>
Box 2, Folder 23	<b>iBook</b>
Box 2, Folder 24	<b>iMac</b>
Box 2, Folder 25	<b>Lisa</b>
Box 2, Folder 26	<b>Mac OS 8.5</b>
Box 2, Folder 27	<b>Macintosh</b>
Box 2, Folder 28	<b>Macintosh IIfx</b>
Box 2, Folder 29	<b>Macintosh IIfx press kit</b>
Box 2, Folder 30	<b>Macintosh SE</b>
Box 2, Folder 31	<b>Macintosh software</b>
Box 2, Folder 32	<b>Newton</b>
Box 2, Folder 33	<b>PhotoFlash</b>
Box 2, Folder 34	<b>Power Book G3</b>
Box 2, Folder 35	<b>Power Macintosh</b>
Box 2, Folder 36	<b>Power Mac G3</b>
Box 2, Folder 37	<b>Power Mac G4</b>
Box 2, Folder 38	<b>Power PC</b>
Box 3, Folder 1	<b>Power School</b>
Box 3, Folder 2	<b>Print Shop</b>
Box 3, Folder 3	<b>QuickTime Media Layer</b>
Box 3, Folder 4	<b>System 7 Pro</b>
Box 3, Folder 5	<b>Workgroup servers</b>
Box 3, Folder 6	<b>Third party : Adobe</b>
Box 3, Folder 7	<b>Third party : MicroRain</b>
Box 3, Folder 8	<b>Third party : Mountain Hardware</b>
Box 3, Folder 9	<b>Third party : Warp Nine</b>

**Series 4. Catalogs and price lists**

- Box 3, Folder 10    **Apple gift catalog**
- Box 3, Folder 11    **Starting line : Apple Marketing communications catalog, 1987 Mar.**
- Box 3, Folder 12    **Suggested retail price list, 1978 - 1979**

## Series 5. Manuals

Box 3, Folder 13	<b>Apple II 80-column text card manual : for Ile only</b>
Box 3, Folder 14	<b>Apple II Extended 80-column text card manual : for Ile only</b>
Box 3, Folder 15	<b>Apple II Apple 6502 assembler / editor</b>
Box 3, Folder 16	<b>Apple II Apple Fortran language reference manual</b>
Box 3, Folder 17	<b>Apple II Apple how to!</b>
Box 3, Folder 18	<b>Apple II Apple II business graphics</b>
Box 3, Folder 19	<b>Apple II Apple II monitor peeled</b>
Box 3, Folder 20	<b>Apple II Apple Pascal language reference manual</b>
Box 4, Folder 1	<b>Apple II Apple Pascal update</b>
Box 4, Folder 2	<b>Apple II addendum to the Apple Pascal language reference manual</b>
	<b>Scope and Content Note</b>
	Note: in same folder as related operating system reference manual
Box 4, Folder 2	<b>Apple II addendum to the Apple Pascal operating system reference manual</b>
	<b>Scope and Content Note</b>
	Note: in same folder as related language reference manual
Box 4, Folder 3	<b>Apple II Apple SuperPILOT editor's manual</b>
Box 4, Folder 4	<b>Apple II Apple SuperPILOT language reference manual</b>
Box 4, Folder 5	<b>Apple II Applesoft tool kit</b>
Box 4, Folder 6	<b>Apple II Appleworks tutorial</b>
Box 4, Folder 7	<b>Apple II Backup II</b>
Box 4, Folder 8	<b>Apple II Cable and connectors guide</b>
Box 4, Folder 9	<b>Apple II The DOS manual</b>
Box 4, Folder 10	<b>Apple II DOS programmer's manual : for II, II+, Ile</b>
Box 5, Folder 1	<b>Apple II ICE user manual for Apple II and III</b>
Box 5, Folder 2	<b>Apple II IEEE-488 interface user's guide</b>
Box 5, Folder 3	<b>Apple II Pascal ProFile manager manual : for II, II+, Ile</b>
Box 5, Folder 4	<b>Apple II ProDOS user's manual</b>
Box 5, Folder 5	<b>Apple II Quick File II .. an introduction</b>
Box 5, Folder 6	<b>Apple II Quickfile II : for Ile only, Pascal 1.1 based</b>
Box 5, Folder 7	<b>Apple II reference manual, 1978 Jan.</b>
Box 5, Folder 8	<b>Apple II WPL manual : for Ile only, DOS 3.3 based</b>
Box 6, Folder 1	<b>Apple Ile design guidelines</b>
Box 6, Folder 2	<b>Apple Ile Guide to the new features</b>
Box 6, Folder 3	<b>Apple Ile owner's manual, 1982</b>
Box 6, Folder 4	<b>Apple II Parallel printer interface card</b>
Box 6, Folder 5	<b>Apple II serial interface card installation and operation manual</b>
Box 6, Folder 6	<b>Revised Apple Ile technical reference manual: final draft/ Steven Ford High (1 of 2), May 1986</b>
Box 6, Folder 7	<b>Revised Apple Ile technical reference manual: final draft/ Steven Ford High (2 of 2), May 1986</b>
Box 6, Folder 8	<b>Apple III CP/M Reference Manual</b>
Box 6, Folder 9	<b>Apple III daisy wheel printer user's manual. Part II: guide to Apple III</b>
Box 6, Folder 10	<b>Apple III Microsoft BASIC reference manual</b>
Box 6, Folder 11	<b>Apple III OEM prototyping card</b>
Box 6, Folder 12	<b>Apple III Pascal introduction, filer, and editor, 1981</b>
Box 6, Folder 13	<b>Apple III Pascal Numerics Manual: a guide to using the Apple III Pascal SANE and Elems units</b>
Box 7, Folder 1	<b>Apple III Pascal program preparation tools</b>
Box 7, Folder 2	<b>Apple III Pascal program preparation tools errata</b>
Box 7, Folder 3	<b>Apple III Pascal Programmer's Manual, vol. 1</b>
Box 7, Folder 4	<b>Apple III Pascal Programmer's manual, vol. 2</b>
Box 7, Folder 5	<b>Apple III Pascal technical reference manual</b>

Box 7, Folder 6	<b>Apple III Pascal technical reference manual: supplement</b>
Box 7, Folder 7	<b>Apple III Profile owner's manual</b>
Box 7, Folder 8	<b>Apple III serial card III</b>
Box 7, Folder 9	<b>Apple III Soft Card III installation and operation manual, 1982</b>
Box 7, Folder 10	<b>Apple III SOS device driver writer's guide</b>
Box 7, Folder 11	<b>Dylan: an object-oriented dynamic language/ Apple Computer Eastern Research and Technology</b>
Box 8, Folder 1	<b>Macintosh Plus</b>
Box 8, Folder 2	<b>Macintosh Manual</b>
Box 8, Folder 3	<b>Apple Macintosh User's handbook</b>
Box 8, Folder 4	<b>Macintosh SE: [manual], 1987</b>
Box 8, Folder 5	<b>Macintosh SE/30. Special features of your Macintosh SE/30, 1990</b>
Box 8, Folder 6	<b>Novations Modems</b>

**Series 6. Publications**

Box 9            **Apple Library Users Group Newsletter: vol. 2 no. 2-4; vol. 3 no. 1-2, 4; vol. 4 no. 1-4; vol. 5 no. 1-3; vol. 6 no. 1-4; vol. 7 no. 1-3 May 1984 - July 1989**

**Physical Description:** 20 newsletters

Box 10           **Apple Library Users Group Newsletter: vol. 7 no. 4; vol. 8 no. 1-2 October 1989 - April 1990**

**Physical Description:** 3 newsletters

Box 11, Folder 1   **5-Star News, 1994 Sept. - Dec.**

Box 11, Folder 2   **5-Star News, 1995 Jan. - June**

Box 11, Folder 3   **5-Star News, 1995 July - Dec.**

Box 11, Folder 4   **5-Star News, 1996 Jan. - Dec./ 1997 Jan**

Box 11, Folder 5   **Apple Directions, 1997 Jan. - July**

Box 11, Folder 6   **Apple Education News,**

Box 11, Folder 7   **Apple: the personal computer magazine and catalog, vol. 1, no. 1-2**

Box 11, Folder 8   **Contact, 1978**

Box 11, Folder 9   **Contact 5**

Box 11, Folder 10   **Inside Apple, vol. 2, no. 2**

Box 11, Folder 11   **Rubin, Charles. The Macintosh Bible "what do I do now?" book**

Box 11, Folder 12   **Williams, Robin. The Mac in not a typewriter**

Box 11, Folder 13   **Joint Venture: Silicon Valley, an economy of risk**

Flat Box 15       **Apple Media Arts Supplements Winter 1999- Spring 1999**

**Physical Description:** 3 items

Flat Box 15       **Apple Media Arts: vol. 1 no. 1-2, vol. 2 no. 1 Spring 1998 - Winter 1999**

**Physical Description:** 4 items

Flat Box 15       **Apple Outlook 1997 Jan, 1997 May**

**Physical Description:** 3 items

Flat Box 15       **Apple Product Line 1997 Jan, 1997 May**

**Physical Description:** 3 items

**Series 7. Clippings and articles**

- Box 11, Folder 14 **San Jose Mercury News article re: Heidi Roizen, 1996 Dec. 8**
- Box 11, Folder 15 **San Mateo County Times, Apple turns 20 , faces a tough road ahead/ Catalina Ortiz1996 April**
- Box 11, Folder 16 **Time Magazine, Apple's new core: how Steve Jobs made a sleek machine that could be the home-digital hub of the future/ by Josh Quittner2002 Jan. 14**
- Flat Box 15 **The Lists: The Business Journal Serving San Jose and the Silicon Valley, 1995 Addendum30 Jan. 1995**
- Flat Box 15 **Who's Who in High-Tech: A directory of high-ranking executives in Silicon Valley1995 Feb.**

**Series 8. Apple Library**

- Box 12, Folder 1    **Apple Library brochure**
- Box 12, Folder 2    **Apple Library of Tomorrow proceedings, 1990-1992**

**Series 9. Conferences and workshops**

- Box 12, Folder 3    **Hyperfest**
- Box 12, Folder 4    **Mactivity '961996**
- Box 12, Folder 5    **MacWorld Exposition San Francisco, 1987**
- Box 12, Folder 6    **Troubleshooting and maintaining the Macintosh, 1992**

**Series 10. Staff development, benefits, etc.**

- Box 12, Folder 7     **Apple Health and Fitness**
- Box 12, Folder 8     **Apple Lambda**
- Box 12, Folder 9     **Apple Staff Development, 1998**
- Box 12, Folder 10    **The Company Store**
- Box 12, Folder 11    **Compensation and benefits**
- Box 12, Folder 12    **Learn and Earn Program**
- Box 12, Folder 13    **Take our Daughters to Work Day, 1998**

**Series 11. Photographs**

Box 12, Folder 14 **Apple Employees surrounding Macintosh**

**Series 12. Ephemera**

Box 12, Folder 15 **eWorld mousepad**

Box 12, Folder 16 **stickers**

Flat Box 15 **Why do you suppose those folks in Redmond try so hard to imitate us?**

**Physical Description:** marketing kit

**Series 13. Computer files**

- Box 13            **Macintosh 68000 Developments System**
- Physical Description:** software box
- Box 13, Folder 1    **Apple presents...Apple: IIe version**
- Box 13, Folder 2    **Apple IIe business applications simulation**
- Box 13, Folder 3    **Quick File II: program and Quick File II: sample files**
- Box 13, Folder 4    **List of diskettes**
- Box 13, Folder 5    **Examples 5/85**
- Box 13, Folder 6    **eWorld**
- Box 13, Folder 7    **Mac Build Disk 2/85**
- Box 13, Folder 8    **Mac Build Disk 5/85**
- Box 14, Folder 1    **MacStuff 1/85**
- Box 14, Folder 2    **MacStuff 2/85 (copy 1)**
- Box 14, Folder 3    **MacStuff 2/85 (copy 2)**
- Box 14, Folder 4    **MacStuff 5/85 (copy 1)**
- Box 14, Folder 5    **MacStuff 5/85 (copy 2)**
- Box 14, Folder 6    **Mac Supplement 1/85**
- Box 14, Folder 7    **Mac Supplement 2/85 (copy 1)**
- Box 14, Folder 8    **Mac Supplement 2/85 (copy 2)(1-4 of 6)**
- Box 14, Folder 9    **Mac Supplement, n.d.**
- Box 14, Folder 10   **Mac Works, 1985 Jan.**
- Box 14, Folder 11   **Mac Works XL 3.0,1985 May**
- Box 14, Folder 12   **Workshop Supplement, 1985 May**
- Box 14, Folder 13   **Workshop 3.9 update, 1985 May**
- Box 14, Folder 14   **Stepping into the future...Robert's day with the Mac OS**
- Box 14, Folder 15   **The 1997 Apple MacAdvocate CD-ROM**