



## Archive of Apple Computer related ephemera from the collection of Kenneth Silverman

The history of computers is generally considered to begin in the early part of the 20<sup>th</sup> century – with the advent of room-filling machines filled with easily broken vacuum tubes, germanium diodes, punch cards and rooms that were cooled to near freezing so that fires wouldn't break out. Many generations of large machines followed... all of them able to do few different tasks, and even if they could switch between basic mathematics to logarithms, the innards of the machines had to be stopped and manually adjusted. Moore's Law (the observation that, over the history of computing hardware, the number of transistors in a dense integrated circuit has doubled approximately every two years) proved true and computers became faster, more complex and more able to do multiple tasks. It wasn't, however, until the early to mid-1970's that anyone even considered taking mainframe computers into miniaturization for personal use; the idea that it could be done came from the fact that radio transistors were growing ever smaller and the small scale integrated circuit was introduced. (This explanation is exceedingly simplified - there's a whole lot more between points A and B than this). One of the early (relatively speaking) models of a "personal" computer (that term hadn't really come into full use in the 70's) was the Altair 8800 – which was purchased as a kit and you, the customer, got the exciting task of building it yourself.

Out of that era of geeks and nerds wielding soldering guns and building their own circuit boards came a group known as the Homebrew Computer Club. The HCC got together regularly to help each other build computers, talk about computers, work on additions to or modifications of the Altair 8800's they had bought, or work out ideas on how to make these systems more useful and interesting (including writing software to connect to peripherals, create games and trade tapes of games they had gotten elsewhere). One of the members of the HCC was Steve Wozniak – today known by the eponym "Woz" – who built a computer in his garage on a single board in 1976. Woz not only created the guts of the machine (designing and soldering all the circuits himself), but generated the BASIC software code to interface between the user and the machine. That machine was called the APPLE I. (Yes, the truth is, Woz was the actual creator of the Apple I – Steve Jobs watched him build it and had the idea to market it, but he had no involvement with the actual design.) Approximately 200 copies of the Apple I were built and sold. During this time, Steve Jobs decided that he and Woz could turn building computers into a real business and it's at that point that the real Apple Computer, the company, came about.



The impact that Apple Computers has had on the world of technology, especially in the early days on personal computers and their multitude of uses, is not hard to see. Nowadays, with iPhones, iPads, Apple Watch, Apple TV and so much more, the company name is synonymous with cutting edge technology that makes the world easier to navigate. Back in 1977, the two Steves didn't know exactly how great their Company would become – they just wanted to help other nerds have access to their own computing ability. But Apple Computers would become one of the three to four companies that would create machines that would make personal computing accessible to the mainstream non-geek user.

One thing that Apple Computers did well from the start was to have marketing gimmicks and tchotchkes available for workers and customers alike. Kenneth Silverman, an Engineer in Silicon Valley during this time, was also a founding member of the first Apple User Group – The San Francisco Apple Core. Ken became familiar with Woz through the group and became an ardent Apple computer user. He owned an Apple II very early on and in 1977 was one of the ten founding members of the SF Apple CORE – people who got together to talk about their Apple computers, share programs, create new programs (Ken created the first software to connect a peripheral printer to an Apple II) and teach others about programming, using and enjoying Apple computers. At some point in the CORE’s early years, Ken became the editor for the Apple CORE newsletter, called the *Cider Press*<sub>1</sub>. He also helped found the International Apple Core, the parent organization of Apple User Groups all over the world which published the *Apple Orchard*<sub>2</sub> magazine. This was supported by Apple early on. Ken has another connection to Apple Computers as well – because he was so much part of the CORE and had contact with Woz<sub>3</sub> and other Apple Computer employees, he founded a company called International Datawares, Inc. which provided services and created items for companies including Apple Computer – especially pins and other small promotional items.

In other words, Ken was in a position to have access to a unique collection of items relating to the history of the company.

San Francisco Apple Core logo pin (not in collection)

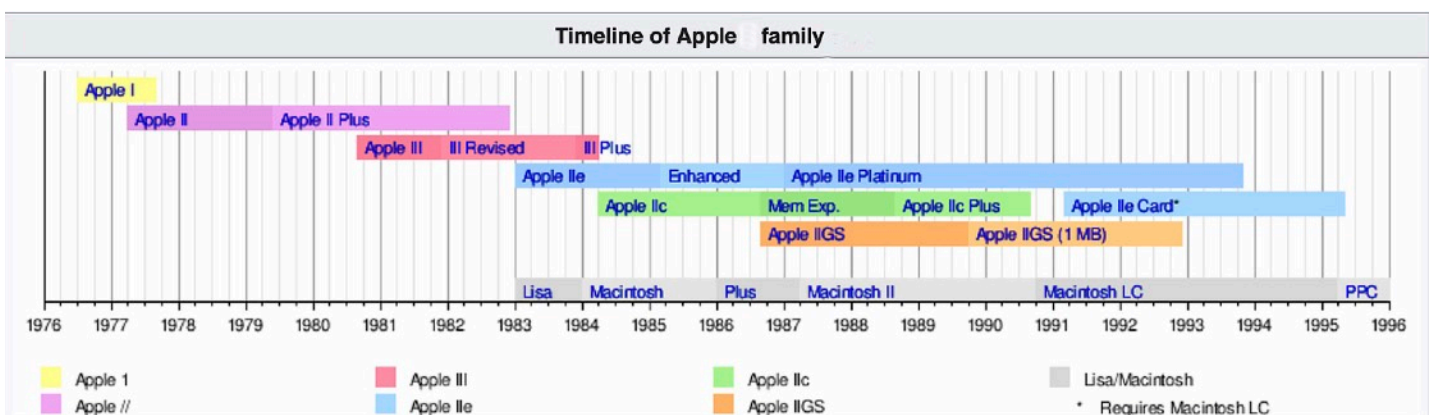


International Apple Core logo pin



Kenneth Silverman

Date





# Apple Computer collection of Kenneth Silverman

Mounted and Framed 20"W x 22"H x 2D



## Collection descriptions

## Behind some of the unique collectables in collection

*Limited or prototypes (not to scale, see photo of framed collection for size):*

- Belt buckle Six (6) color - only 5 were produced as prototypes to see if Apple would be interested in purchasing, 4 given to Apple Employees. Produced by International Datawares. Cloisonné
- Belt buckle - brass - Apple sold this in their 1983 gift catalog - see below.



- Lisa pin with Lisa slanting down - mistake to letters slanting down instead of up. Manufacturer unknown .
- Apple /// 6 color pin in the shape of the Apple /// - limited prototypes 20 samples for Apple. Produced by International Datawares. Cloisonné



- Apple Computer balloon pin - it was said, to obtain one a flight in the balloon was required (I was at a party at Woz's in Los Gatos and flew in the balloon) and the Captain gave me one.
- Apple 6 color earrings - 10 pairs were made as prototypes for Apple Computer. Produced by International Datawares. Cloisonné



- Lisa 6 color pin - The pin was worn by employees and dealers who received one when they completed Apple's LISA product training program. Apple never offered these pins for sale to general public. Produced by International Datawares.





- Lisa necklace - prototype and samples given to Apple. Apple never purchased them. Produced by International Datawares. Cloisonné



- Apple 6 color //e and /// pins - limited for internal Apple use. Produced by International Datawares. Cloisonné



- Apple 6 color pin - sold in the 1983 Apple gift catalog. Two sizes. Cloisonné.



- Apple 6 color neckless - sold in the 1983 Apple gift catalog. Cloisonné



- Macintosh 6 color with Gray and Blue background were prototypes. The white background one was given out by Apple. The white version came in pin and broach versions. Produced by International Datawares. Sold in the 1986 Apple gift catalog. Cloisonné



- iPad and iPhone UK pins could only be obtained in London at an Apple Computer Store during the 2012 Olympics.



- Keychains - Apple //c, Apple //e, Apple /// and Apple 6 color were limited and given to employees. Produced by International Datawares. Cloisonné



- The Macintosh keychain was also limited and provided to employees. Produced by International Datawares. Cloisonné



- Macintosh OS Happy Face pins - made in several colors, limited production. Produced by International Datawares.



- International Apple Core (IAC) Pin. Provided to members of the IAC. Produced by International Datawares. Rare



- Stickpins were prototypes. Produced by International Datawares.



- Early Apple Computer employee "Croix de Apple" pin dating to the late 1970s, early 1980s to reward both employees and subcontractors for their exceptional service; this reward program was discontinued in 1982.



- Apple Tie Tack, 6 color. Sold in Apple's 1983 gift catalog.



- Apple /// pin - limited use by Apple.



- Apple 2C pin - sold in the 1986 Apple gift catalog. Cloisonné



- AppleCare pin - 6 color, very rare. Cloisonné



- Apple Newton messagepad promotional lapel pin had been published by Apple in the launch of the tablet Newton message pad at the end of 1993.



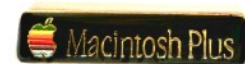
- AppleLink broach pin: Before there was email, before there was AOL, there was AppleLink. Given to dealers by Apple.



- Vintage rare Apple Macintosh Plus black and gold lapel pin. Apple provided a limited number of this lapel pin to authorized dealers as promo item when the Macintosh Plus was introduced in 1986.



- Macintosh Plus broach pin, 6 color logo. Produced by International Datawares. Cloisonné



- Apple logo paper clip sold in the Apple 1986 gift catalog



- This lapel pin was provided by Apple corp. in the early's 90, as a promo item when the Macintosh Classic was introduced in 1990.



- Apple Keychain sold by Apple in their 1986 gift catalog.



- Apple Keychain sold by Apple at their headquarters store in Cupertino, California.



- Cross pens sold in the 1983 and 1986 gift catalogs - silver one is rare.



- International Apple Core (IAC) Cross pen. Given to employees at the IAC office in San Jose, California .



- Apple lapel pin was provided by Apple computer in the early 1990s for annual exhibition Applexpo in Paris La Défense.



- System 7 metal pin - Rare.



- The concept of a bicycle for the mind was chosen to illustrate the Apple University Consortium (AUC) program called Wheels For The Mind. The logo, designed by **Clement Mok**, represents a cyclist carrying a Mac and his mouse. Rare



- The AUGC group (Apple User Group Connection) was created in 1985 and headed by Ellen Leanse who was an employee of Apple. This group of users allowed Apple to communicate directly with its users which was naturally beneficial for the company. This lapel pin for Apple user group connection promotion is very rare, its value is also a testament to Apple Computer's history of communication with Mac users. Rare



- Apple Word Processor pin - unknown information. Rare



- Claris Solutions Alliance pin. **Claris International Inc.**, formerly **FileMaker Inc.**, is a computer software development company formed as a subsidiary company of Apple Computer in 1987. Pin was given to members of the Alliance. Rare



- Rare pen from 1977 - Apple // Forever

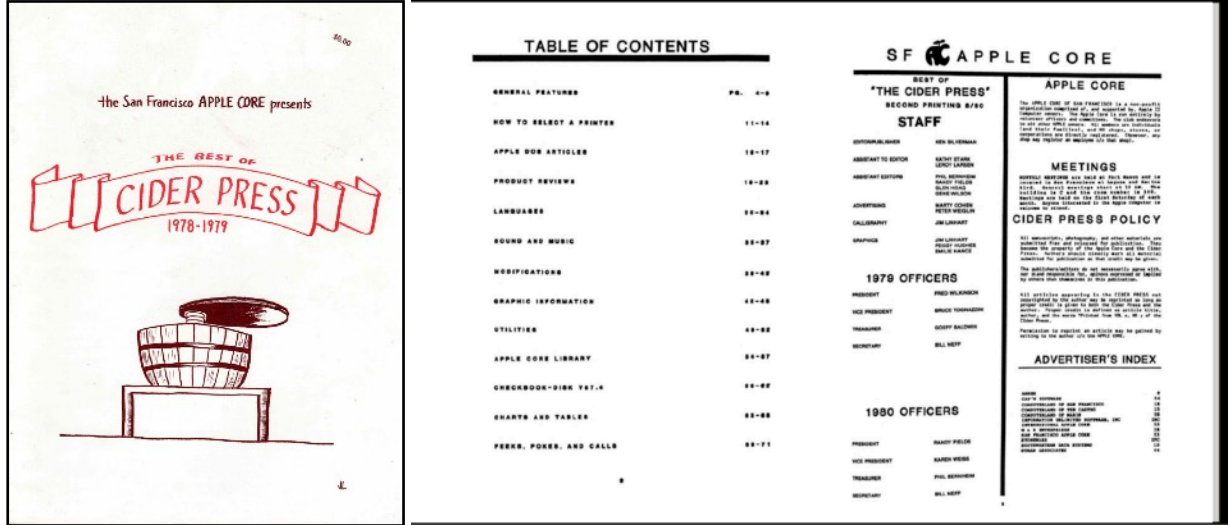




# REFERENCES

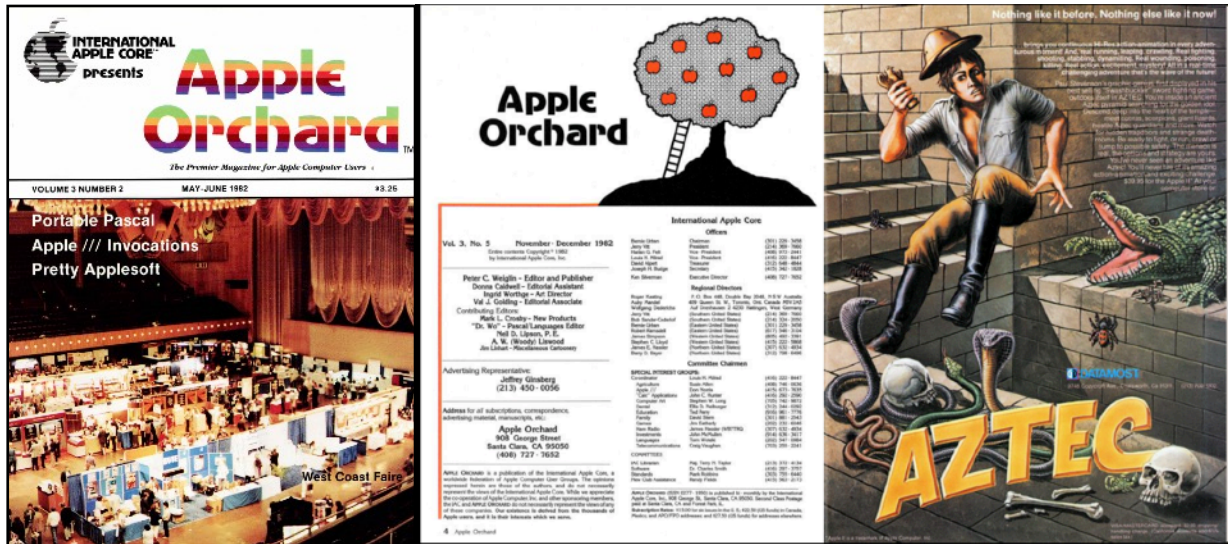
1 - Cider Press

*Ken's personal copy included - signed*



2 - Apple Orchard

*Ken's personal copy included - signed*



3 - Ken and Woz 2004 - at a Mac Club Meeting (video supplied on flash drive with ephemera booklet)





**A Cross Pen**  
The 10Kt gold Cross ballpoint pen—elegance and precision in a fine writing instrument. Attached to the clip, an enamel Apple logo.  
Order no. G-001 ..... \$22.50 (\$1.65)

**B Paperweight**  
Weighing in at 32 ounces, this handsome, solid brass Kubberland® paperweight is a heavyweight in a class all its own. Engraved with the Apple logo, this polished brass cube is sure to keep important notes where they belong. Attractively packaged in a suede-finish, drawstring pouch and special gift pack box.  
Order no. L-001 ..... \$26.00 (\$3.00)

**C Note Pads**  
Are you always looking for a blank piece of paper to write on? Try the Apple notepad! It is actually 850 pieces of 3½" x 3½" notes compressed and printed with full-color designs on the sides! A unique and functional conversation piece.  
Order no. Q-001 ..... \$6.50 (\$2.40)

**A Brass Belt Buckle**  
This attractive, 2-3/16" diameter, die-cast solid brass belt buckle is perfect for everybody (belt not included).  
Order no. D-001 ..... \$9.00 (\$1.75)

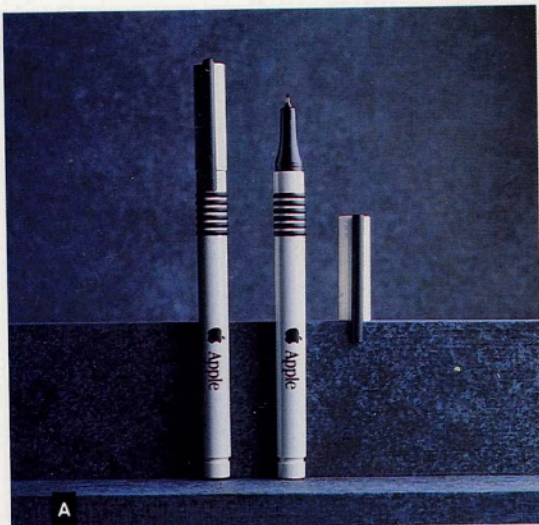
**B Necktie**  
Your pride is showing when you wear this elegant Apple signature necktie. Our unique logo is intricately woven into this stylish men's accessory made of real silk and polyester. Available in Navy & Maroon. Specify color.  
Order no. P-001 ..... \$12.00 (\$2.40)

**C Tie Tack**  
Adorn yourself with these finely crafted Apple jewelry accessories made from colorful cloisonne enamel.  
Order no. I-001 ..... \$2.00 (\$1.25)

**D Pendant**  
With 16", 14Kt gold chain.  
Order no. K-002 ..... Sold Out  
With 10Kt gold plate chain.  
Order no. R-001 ..... \$2.50 (\$1.25)

**E Lapel Pin**  
Order no. J-001 ..... Sold Out

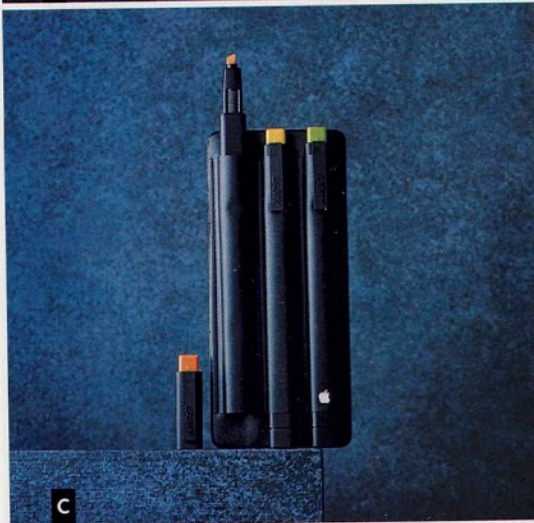




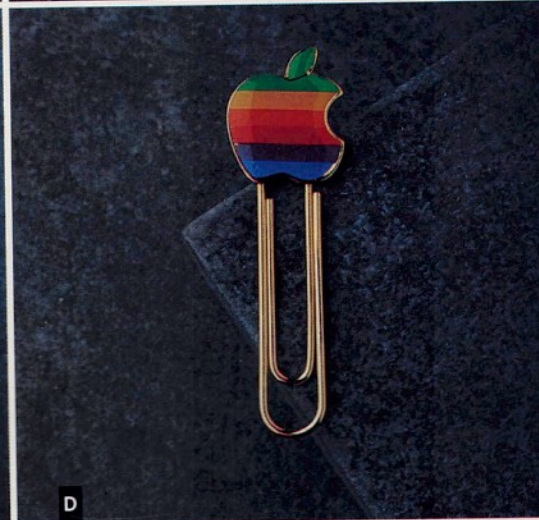
A



B



C



D



E



F

A. These beautiful writing instruments from Heidelberg, West Germany, are available in Fineliner felt tip or Inkwriter ballpoint. **Lamy Fineliner Felt Tip Pen #0335, \$6.** **Lamy Inkwriter Ballpoint Pen #0336, \$6.**

B. Keep this sleek brushed-stainless-steel implement within reach before the mail comes. **Black Letter Opener #0345, \$20.**

C. Three colored highlighters come in a matte black holder and have adjustable points for wide or narrow strokes. **Lamy Highlighter Set #0337, \$15.**

D. Just the thing to keep those little phone message slips in one place. **Paper Clip #0237, \$3.**

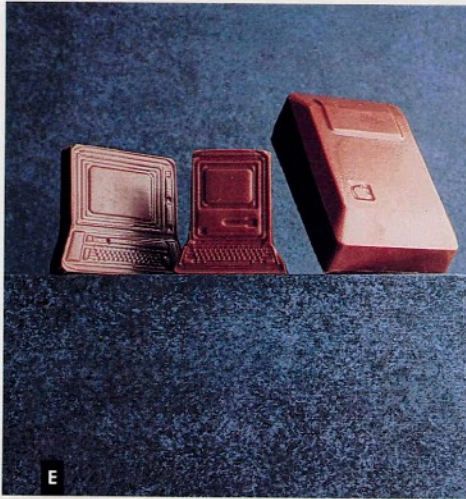
E. On the road again. Everything you need fits somehow into this little 6" x 8 1/2" Boyt leather case: paper punch, pen, pencil and sharpener, scissors, ruler, eraser, tape measure, highlighter, rubber bands, paper clips, band aids, sewing kit, stapler and remover, tape dispenser, knife with can opener and screwdriver, and fingernail clipper. **Executive Companion #0651, \$25.**

F. Cross classic black matte ballpoint or Selectip, or 10k gold pen or pencil. **Cross Black Ballpoint #0230, \$24.** **Cross Black Selectip #0231, \$29.** **Cross Gold Pen #0228, \$29.** **Cross Gold Pencil #0229, \$29.**



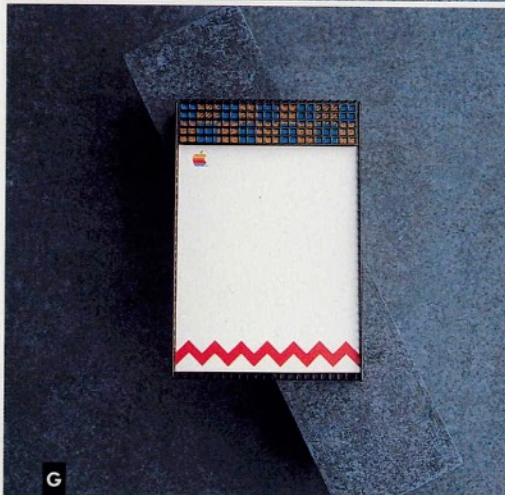
Items in the 1986 Apple Gift Catalog (PDF of Catalog on Flash Drive):

E. Delirium for mouse and computer lovers. Now you can even *eat* them. Because now you can get them in 100% milk chocolate. **Chocolate Mouse** (same size as real Macintosh mouse) #0254, \$5.95. **Chocolate Macintosh** #0252, \$1.95. **Chocolate Apple IIe** #0253, \$1.95. Available October through May—they melt during the summer months.

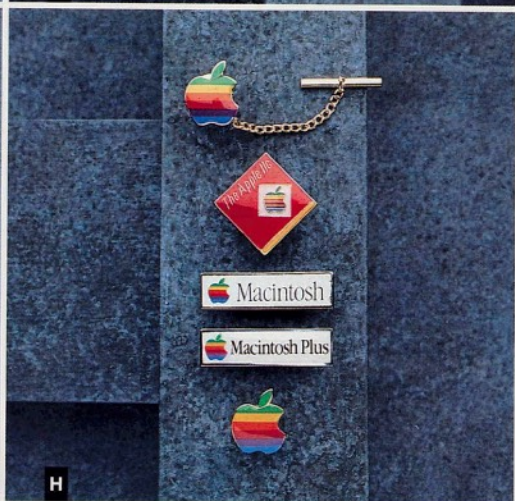


F. The Apple key ring garnished with the Apple logo, is made of sculpted enamel. **Apple Key Ring** #0238, \$4.

G. Our enameled memo box holds a pad designed exclusively for the Apple Collection. **Mesh Memo Box and Pad** #0435, \$5.95. **Apple Pad Refills** #0440, \$2.50.

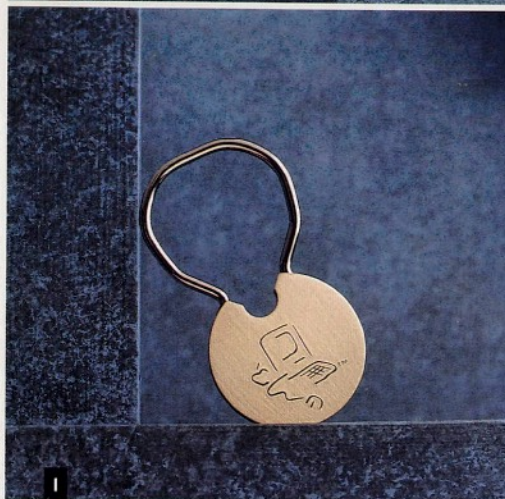


H. The Apple sculpted enamel tie tack comes complete with chain. **Tie Tack** #0240, \$3.50.



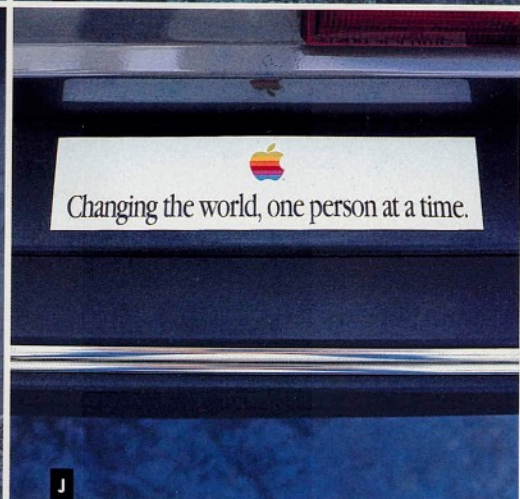
H. Apple IIc and Apple logo lapel pins show off in colorful sculpted enamel. **Apple IIc Pin** #0172, \$2.50. **Apple Lapel Pin** #0241, \$2.50.

H. Enameled lapel pin with Macintosh name and logo. **Macintosh Pin** #0170, \$2.50. **Macintosh Plus Pin** #0171, \$2.50.



I. Brass key ring features Macintosh design. **Macintosh Key Ring** #0168, \$7.

J. "Changing the world, one person at a time." Show them who's in front. **Vinyl Bumper Sticker** #0826, \$1.





Pictures of both magazines:

*Apple Orchard* Volume 3, Number 2 - May-June 1982 (PDF copy on Flash Drive and printed version included)

*Best of the Cider Press 1978-1979* (PDF copy on Flash Drive and printed version included)



Issue 1 of *Apple Orchard* in PDF is included on Flash Drive - article, page 8, from Ken Silverman about SF Apple Core. This publication is only in digital form.



Friday, June 10, 2022