



## Guide to the Jim Armstrong collection of Apple material

**Creator:** Jim Armstrong

**Dates:** 1976-1997, bulk 1983-1997

**Extent:** 12.92 linear feet, 10 record cartons and 1 manuscript box

**Collection number:** X2768.2004

**Catalog number:** 102733951

**Collection processed by:** Bo Doub and Kim Hayden, 2015

**Finding aid prepared by:** Bo Doub, Kim Hayden, and Sara Chabino Lott, 2015

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### **Abstract**

The Jim Armstrong collection of Apple material is made up of items Armstrong collected related to Apple Computer, Inc., where he worked in a variety of roles from 1983 to 1997. Included are manuals, internal Apple documents, periodicals and books, materials related to conferences, technical notes and reports, promotional items, product catalogs, directories, price lists, and specifications, all dating from 1976 to 1997. While the majority of items in the collection are related to Apple, a small amount of material from other companies can be found throughout the collection.

## **Administrative Information**

### **Access Restrictions**

The collection is open for research.

### **Publication Rights**

The Computer History Museum (CHM) can only claim physical ownership of the collection. Copyright restrictions may apply and users are responsible for satisfying any claims of the copyright holder. Requests for copying and permission to publish, quote, or reproduce any portion of the Computer History Museum's collection must be obtained jointly from both the copyright holder (if applicable) and the Computer History Museum as owner of the material.

### **Languages**

The collection is entirely in English.

### **Preferred Citation**

[Identification of Item], [Date], Jim Armstrong collection of Apple materials , Lot X2768.2004, Box [#], Folder [#], Catalog [#], Computer History Museum.

### **Immediate Source of Acquisition**

Gift of Jim Armstrong, 2003.

### **Repository**

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## **Biographical/Historical Note**

Jim Armstrong was born December 14, 1948 in Jacksonville, Florida. He attended college at Madison Area Technical College and received a BS in physics in 1968. After graduating, Armstrong worked for various companies, including Aurora Systems, Inc. as Vice President of sales. Starting in 1983, Armstrong started working for Apple as a Sales Support Engineer. In 1984 he was promoted to Competitive Analyst, and then in 1986 to Technology Evangelist. Finally, in 1994 Armstrong began his last position at Apple as Senior Support Engineer, which continued until 1997. Since leaving Apple, Armstrong has worked at Cisco Systems, Inc., Redstone Software, CompUSA, and the VA Palo Alto Health Care System in different sales and information technology-related roles.

Apple Inc., formerly Apple Computer, Inc., was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne on April 1, 1976. Apple is now a multinational technology company that has designed, developed, and sold highly popular consumer electronics products, including the Macintosh line of computers, iPod media player, iPhone, and iPad tablet computer. Apple has also developed online services and consumer software, which include iCloud, the iTunes Store,

Safari web browser, and OS X and iOS operating systems. In 2014, Apple became the first U.S. company to be valued at over \$700 billion.

### **Scope and Content of the Collection**

The Jim Armstrong collection of Apple materials consists of records relating to Apple Computer, Inc. from 1976 to 1997, with the bulk of the collection being from 1983 to 1997 when Armstrong was an employee of Apple. The collection contains manuals, Apple administrative records, publications, conference proceedings, and promotional material that document Apple's early products and reception by the public. The Apple II, Lisa, Apple III, and the original 1984 Macintosh are all featured in the collection in various versions and stages of development. Armstrong worked for Apple primarily in sales and marketing and the collection reflects these roles.

### **Arrangement**

The collection is arranged into 6 series:

- Series 1, Manuals, 1978-1996
- Series 2, Apple administrative records, 1979-1995
- Series 3, Books, periodicals, and reports, 1978-1995
- Series 4, Conference and workshop materials, 1983-1997
- Series 5, Catalogs and directories, 1976-1995
- Series 6, Promotional material, 1976-1997

### **Indexing Terms**

Apple II (Computer)  
Apple III (Computer)  
Apple Computer, Inc.  
Armstrong, Jim  
Lisa computer  
Macintosh (Computer)

### **Separated Material**

Hardware, software, ephemera, and media items were separated from the main collection. The hardware includes a PhoneNET Connector model PN-209, Apple model A9M0050 mouse, Apple Macintosh board with MacMEGABYTES memory card, Apple Talk interface, and Apple MIDI adaptor. The software includes Apple-related packaged items and close to 400 loose CD-ROMs, 3.5" disks, and 5.25" disks. The ephemera and media include Apple calendars, buttons, ticket stubs, invitations, stickers, business cards, notepads, zipper pouches, trivia cards, and an abacus. The media includes 16 instructional and informational audiotapes related to Apple and general computing, 7 audiotapes of the spring 1986 COMDEX conference, and close to 200 videotapes related to Apple and general computing. To view catalog records for the separated items please search CHM's online catalog at <http://www.computerhistory.org/collections/search>.

### **Related Collections at Other Repositories**

Apple corporate history collections, Stanford University, <http://library.stanford.edu/areas/apple-computer-collections/apple-corporate-history-collections>.

### **Collection Contents**

**Series 1, Manuals, 1976-1996**

This series, the largest in the collection, is made up almost entirely of Apple manuals from 1976 to 1996. Included are manuals for the Apple II, Lisa, Apple III, and Macintosh lines of computers and their compatible software, programming languages, and components. Also included are service guides for Macintosh support technicians. There is a very small number of manuals for products and companies other than Apple, such as Videx, Mostek, Zilog, PCMCIA, MIDI, and the Lolly personal computer. This series is arranged alphabetically by title.

### **Series 2, Apple administrative records, 1979-1995**

This series contains correspondence, memoranda, annual reports, and resources used internally at Apple. The largest part of this series relates to Apple product development and management. These product-related materials are often proposals for future Apple products, drafts of manuals and product descriptions, or correspondence between Apple employees about product pricing, release issues, and product testing. Apple products addressed in these records include the Apple II and III, the 1984 Macintosh, Lisa, HyperCard, and LaserWriter. Another significant portion of this series is comprised of sales resources, such as product descriptions and price lists, written for Apple employees and resellers of Apple products. This series also contains reference information for Apple developers, personnel records, policy manuals and employee handbooks, annual and quarterly reports, internal periodicals and newsletters, records relating to Apple events, and market research and analyses -- with which Armstrong was directly involved. One highlight of this series is a group of records about a public relations project, titled Project Peoria, designed to exploit an "old town adopts new technology" perspective. The project was to choose a small town, which ended up being Jacksonville, Oregon, then to launch small business marketing activities, generate awareness and interest among small businesses for Apple's new products, and position new product benefits to small business customers. This series is arranged alphabetically by folder title.

### **Series 3, Books, periodicals, and reports, 1978-1995**

This series is made up of books, magazines, journals, newsletters, clippings of articles, and reports from 1978 to 1995. The books in this series are on topics such as digital computers, computer networking, local network technology, Apple II, ProDOS, and PostScript. The magazines, journals, and newsletters focus on computer technology, with several that are specific to Apple, including the magazines Macworld and MacUser and newsletters AppleDirect and Apple Exchange. Reports include Apple technical reports, Macintosh technical notes, and papers on information delivery and work styles. This series is arranged alphabetically by title.

### **Series 4, Conference and workshop materials, 1983-1997**

This series contains program materials, conference proceedings, presentation material, and records from various workshops and events. About half of the material in this series relates to events held by Apple and the other half are from non-Apple conferences. The Apple events include various years of the Macworld Exposition and Apple developers conferences, the 1987 Apple Worldwide Sales Conference, presentation material for a 1988 Interactive Multimedia Conference, the 1995 Apple New Media Forum, and course material from the 1984 Apple Service Datacomm Workshop. The non-Apple events reflected in this series include COMDEX (Computer Dealers' Exhibition), National Computer Conference (NCC), CeBIT, National Association of Music Merchants (NAMM), Seybold, and the West Coast Computer Faire. This series is arranged alphabetically by folder title.

### **Series 5, Catalogs and directories, 1976-1995**

This series contains catalogs, directories, price lists, and product lists and overviews published from 1976 to 1995 by Apple and other companies in the computer industry such as IBM, Oracle, Adobe, Cromemco, Texas Instruments, Mostek, Claris, and many others. Apple materials make

up the bulk of this series. The catalogs feature hardware, software, and computer accessories, as well as two catalogs featuring Apple-branded merchandise like clothing, office supplies, and other gifts and accessories. The directories contain lists of products and the contact information for the companies that make or sell them. Price lists show the price of various computer products; the bulk of these are for Apple and IBM products. Product lists and overviews provide detailed specifications and information about computer products, providing information on how to order them. This series is arranged alphabetically by folder title.

**Series 6, Promotional material, 1976-1997**

This series contains promotional materials from 1976 to 1997 that advertise products by Apple and other companies in the computer industry, such as Symantec and Adobe. The majority of items are brochures and booklets, but there are also press releases, press kits, oversized fold-out advertisements, and an Apple table display. This series is arranged alphabetically by folder title.

<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>	
<b>Folder List</b>			
<b>Manuals</b>			
<b>Box 1; 2</b>	102734310	Apple II	1978-1991
<b>Box 2</b>	102734313	Apple III	1980-1983
<b>Box 2</b>	102734308	Lisa	1982-1984
<b>Box 3; 4; 5</b>	102734317	Macintosh	1984-1995
<b>Box 5</b>	102734307	Non-Apple products	1976-1993
<b>Box 5</b>	102734309	Software and components compatible across Apple lines	1982-1996
<b>Apple administrative records</b>			
<b>Box 5</b>	102734311	Annual and quarterly reports	1983-1989
<b>Box 6</b>	102734315	Apple Developer Group	1989-1994
<b>Box 6</b>	102734316	Events	1984-1994
<b>Box 6</b>	102734319	Internal periodicals and newsletters	1982-1995
<b>Box 6</b>	102734314	Market research and analyses	1983-1994
<b>Box 6</b>	102734320	Personnel	1983-1987
<b>Box 6</b>	102734280	Policies, reference guides, and training materials	1983-1993
<b>Box 6; 7</b>	102734327	Product development and management	1980-1998
<b>Box 7; 8</b>	102734312	Project Peoria	1990
<b>Box 8</b>	102734318	Sales resources	1979-1995
<b>Books, periodicals, and reports</b>			
<b>Box 8</b>	102709888	Beneath Apple ProDOS	1984
<b>Box 8</b>	102734321	Clippings	1985-1993
<b>Box 8</b>	102734330	Lazy person's guide to better nutrition, The	1984

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>Box 8</b>	102709597	Local network handbook, The	1982
<b>Box 8; 9</b>	102734323	Magazines and journals	1980-1995
<b>Box 9</b>	102734322	Newsletters	1981-1989
<b>Box 9</b>	102676492	PostScript language tutorial and cookbook	1985
<b>Box 9</b>	102734328	Reports	1985-1993
<b>Box 9</b>	102734324	Understanding computer networks	1989
<b>Box 9</b>	102734329	Understanding digital computers	1978
<b>Box 9</b>	102709857	Understanding the Apple II	1983
<b>Conference and workshop materials</b>			
<b>Box 9</b>	102734343	Apple conferences and workshops	1984-1995
<b>Box 9</b>	102734344	Apple developers' conferences	1986-1997
<b>Box 9</b>	102734342	COMDEX (Computer Dealers' Exhibition)	1985-1994
<b>Box 10</b>	102734335	Computer conferences and expositions	1983-1997
<b>Box 10</b>	102734333	Macworld Exposition	1987-1988
<b>Box 10</b>	102734339	National Computer Conference (NCC) materials	1984
<b>Catalogs and directories</b>			
<b>Box 10</b>	102734332	Apple catalogs	1979-1995
<b>Box 10</b>	102734334	Apple directories	1988-1994
<b>Box 10</b>	102734331	Apple price lists	1979-1984
<b>Box 10</b>	102734336	Apple product overviews and specifications	1981-1995
<b>Box 10</b>	102734337	Non-Apple catalogs	1976-1995

	<u>Catalog Number</u>	<u>Title</u>	<u>Date</u>
<b>Box 10</b>	102734340	Non-Apple directories	1983-1994
<b>Box 10</b>	102734338	Non-Apple price lists	1977-1985
<b>Box 10</b>	102734341	Non-Apple product overviews and specifications	1977-1995
<b>Promotional material</b>			
<b>Box 11</b>	102734305	Apple promotional materials	1981-1997
<b>Box 11</b>	102734306	Non-Apple promotional materials	1976-1995