

apple  
Gift  
catalog



There's something magic about the Apple logo. It turns up everywhere: on the window of the car ahead of you, on a friend's T-shirt, and on the more than 500,000 Apple computers we've sold since 1976.

We know many of Apple's friends and customers admire our trademark as much as we do—partly because it's colorful and distinctive, but also because people are proud to be Apple owners. Last year, in response to your interest in items displaying our logo, we developed the Apple Gift Catalog.

If you're a new customer, we think you'll find the personal articles in this catalog attractive and worth owning. If you've ordered from us before, you know that each item has been specially selected to the same high quality standards you've grown to expect from Apple, and each is guaranteed. This issue offers a few additions to our popular collection.

Whether you're a new Apple fan or an old friend, we appreciate your spirit and hope you'll enjoy these fine items.



The Apple 935 Porsche Turbo racecar at Riverside, CA, 1980.









### **B Tumbler Glasses**

Enjoy whatever you're thirsting after—Apple will keep an eye on you! These 13-oz. beverage glasses with frosted Apple logos etched in the bottoms, are packaged 4 to a set.

Order no. B-001 .....\$15.00/set (\$3.00)

### **A Coffee Mug**

This large, distinctive, white porcelain coffee mug holds 11 ounces of your favorite hot or cold beverage and displays the colorful Apple logo.

Order no. A-001 .....\$5.75 (\$2.40)



## T-Shirts

Be the Apple of everyone's eyes in these comfortable, eye-catching T-shirts. Classic men's, women's (French cut), and children's styles all boldly display the Apple logo. Specify size and color on order form.

### A Women's

50/50 polyester/cotton French-cut V-neck. Small (4-6), Medium (8-10), Large (12-14). Light blue or tan.  
Order no. C-002 ..... \$9.50 (\$2.72)

### B Child's

50/50 polyester/cotton. Small (4-6), Medium (8-10), Large (10-14). Light blue or tan.  
Order no. C-003 ..... \$6.00 (\$2.72)

### C Men's

100% cotton Hanes Beefy T. Small (34-36), Medium (38-40), Large (42-44), X-Large (46-48). Light blue or tan.  
Order no. C-001 ..... \$8.50 (\$2.72)





## B Jigsaw Puzzle

Put together your own Apple computer! The 500 interlocking pieces of this 17"x19" puzzle lets you assemble the computer inside and out. Certain to test the most capable challenger.

Order no. H-001 ..... \$8.75 (\$2.40)

B

## A Latch-Hook Rug Kit

Have hours of enjoyment creating your own latch-hook rug. Everything is included in your kit to produce a 100% polyester and acrylic rug that can also double as a wall-hanging. Imagine the compliments when friends discover that you did all the work! 34"x34". Pre-cut yarn, screened canvas, hook-latch tool and instructions.

Order no. O-001 ..... \$75.00 (\$4.50)

A



### A Wall-Hanging

This magnificent wall-hanging of the Apple logo is truly a work of art. Produced by leading designer Myra Burg, each one is hand-made and reflects the quality craftsmanship she is known for. Perfect for office or game room. 3' x 3'

Order no. N-001 ..... \$350.00 (\$13.00)

A

### B Diskette File

Here's an organizer that will keep your Apple Diskettes filed for convenient retrieval and protected from dust, dirt and spills! Produced in handsome, durable plexiglass, these holders are personalized for Apple owners with a 1-inch metal-enameled logo emblem. (Diskettes, Apple system not included)

Order no. M-001 . . . \$26.00 (\$3.00)

B





A

### 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 .....\$8.00 (\$1.75)



D

### 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)



E



C

Adorn yourself with these finely crafted Apple jewelry accessories made from colorful cloisonne enamel.

### C Tie Tack

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. K-001 .....\$2.50 (\$1.25)

### E Lapel Pin

Order no. J-001 ..... Sold Out



### 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 Kubberand 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  $3\frac{1}{2}'' \times 3\frac{1}{2}''$  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)



C



B



A

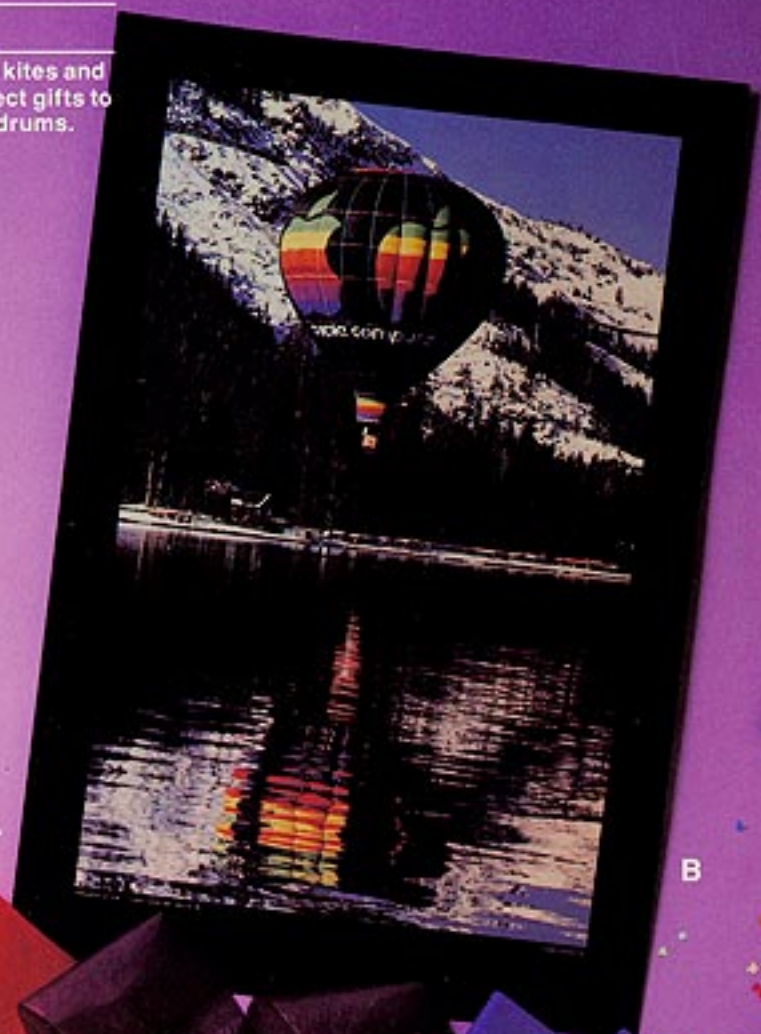


## Kite & Posters

You're flying high with Apple kites and hot-air balloon posters. Perfect gifts to escape from the working doldrums.



A



B

### A Kites

The Apple kite is a premier model resplendent with the Apple logo and a 25ft tall in all our colors. Durably made of stitched ripstop nylon. Kite string included.

Order no. S-001.....\$23.00 (\$7.00)

### B Posters

Don't gaze at this poster for too long, you may never want to come down to earth! It captures an early morning flight of our beautiful hot-air balloon over a Northern California lake. Hang one on your favorite wall and imagine yourself in the gondola of this scene!

Order no. T-001.....\$1.50 (\$2.75)



Place  
Stamp  
Here



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### Tote Bag

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Carry home all your Apple gifts in this cotton-canvas tote bag. Afterwards, use the tote for books, shopping or personal articles. 12" x 13" x 4".  
Order no. R-001 .....\$8.00 (\$2.72)