Guide to the West Coast Computer Faire Collection

NMAH.AC.1118
Robert Ageton.
2007
# Table of Contents

Collection Overview ........................................................................................................ 1  
Administrative Information .............................................................................................. 1  
Arrangement..................................................................................................................... 2  
Scope and Contents........................................................................................................... 2  
Biographical / Historical ................................................................................................. 2  
Names and Subjects .......................................................................................................... 2  
Container Listing ............................................................................................................. 4  
  Series 1: 1977 Faire Materials......................................................................................... 4  
  Series 2: 1980 Faire Materials......................................................................................... 10
Collection Overview

Repository: Archives Center, National Museum of American History
Title: West Coast Computer Faire Collection
Identifier: NMAH.AC.1118
Date: 1980
1977
Extent: 1 Cubic foot (1 box)
Creator: Jones, Ernie
Language: English
Some materials in Japanese.
Summary: Collection contains product literature, newsletters, and other hand-outs collected from exhibitors by Ernie Jones, a faire attendee. The First West Coast Computer Faire was held in San Francisco, California on April 15-17, 1977, and the Fifth West Coast Computer Faire was held on March 14-16, 1980.

Administrative Information

Acquisition Information
This collection was donated by Ernie Jones on October 20, 2007.

Processing Information
Processed by Robert Ageton (volunteer), November, 2007; supervised by Alison Oswald, archivist.

Preferred Citation

Restrictions
The collection is open for research use.

Conditions Governing Use
Collection items available for reproduction, but the Archives Center makes no guarantees concerning intellectual property rights. Archives Center cost-recovery and use fees may apply when requesting reproductions.
Biographical / Historical

The West Coast Computer Faire was an annual computer industry conference and exposition that was often held in San Francisco. The first faire was held in 1977 at the San Francisco Auditorium and Brooks Hall. It was organized by Jim Warren and Bob Reiling. At the time it was the biggest computer show in the world, intended to popularize the personal computer in the home. However, Apple stopped exhibiting at the West Coast Computer Faire, refusing to exhibit at any show other than COMDEX that also had PC based exhibits. In 1983, Warren sold the rights to the Faire for US$3 million to Prentice Hall, who later sold it to Sheldon Adelson, the owner of Interface Group and COMDEX. In total, sixteen shows were held, with the last in 1992. The Fifth West Coast Computer Faire was held from March 14-16, 1980 in San Francisco and its focus was intelligent machines for home, business and industry.

Scope and Contents

Collection is divided into two series: 1977 Faire Materials and 1980 Faire Materials. In some instances, the dates associated with the materials are recorded. Otherwise, all materials are dated 1977 or 1980. The 1977 and 1980 Faires were held at the San Francisco Civic Auditorium and Brooks Hall. The programs for the faires include the schedule at a glance, list of sessions, advertisements, lists of exhibitors and booth, and the conference proceedings from previous fairs. The materials contain product literature for computer hardware and software, publications, newsletters, journals, advertisements, and other computer-related information. The fairs included papers, talks, demonstrations, and exhibits.

Arrangement

The collection organized into two series.

Series 1: 1977 Faire Materials
Series 2: 1980 Faire Materials

Physical Characteristics and Technical Requirements

Gloves must be worn when handling unprotected photographs and negatives.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:
Computers
Exhibitions -- 1960-1990
Types of Materials:
   Advertisements -- 20th century
   Handbills
### Container Listing

**Series 1: 1977 Faire Materials**

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Program, 1977 April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 2</td>
<td>Alpha Micros Systems, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 3</td>
<td>Altair Software Distribution Company, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 4</td>
<td>Associated Electronics Company, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 5</td>
<td>Advanced Microcomputer Products, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 6</td>
<td>ALF Products, Incorporated, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 7</td>
<td>Alpha Microsystems, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 8</td>
<td>Association For Computing Machinery, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 9</td>
<td>Billings Computer Corporation, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 10</td>
<td>Board Byters 1976, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 11</td>
<td>Byte Shop, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 12</td>
<td>California Business Machines, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 13</td>
<td>Center for the Study of the Future, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 14</td>
<td>Comptex, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 15</td>
<td>Computer Corporation, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 16</td>
<td>Computalker Consultants, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 17</td>
<td>Computer Kits, Incorporated, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 18</td>
<td>Computer Music Journal, 1977</td>
</tr>
</tbody>
</table>
Box 1, Folder 19  Compu/Time Price List, 1977
Box 1, Folder 20  Creative Micro Systems, 1977
Box 1, Folder 21  Cromemco Corporation, 1977
Box 1, Folder 22  Custom Computer Systems, 1977
Box 1, Folder 23  DAJEN Electronics, 1977
Box 1, Folder 24  Data Terminal and Communications, 1976
Box 1, Folder 25  Davis Laboratories, 1977
Box 1, Folder 26  Digital Components Group, 1977
Box 1, Folder 27  Digital Electronics Corporation, 1977
Box 1, Folder 28  Digital Equipment Corporation, 1977
Box 1, Folder 29  The Digital Group, 1977
Box 1, Folder 30  Digital Projects, 1977
Box 1, Folder 31  Digital Systems, 1977
Box 1, Folder 32  Dilithium Press, 1977
Box 1, Folder 33  E. Berg Publications, 1977
Box 1, Folder 34  Electron Tool Company, 1977
Box 1, Folder 35  E and L Instruments, Incorporated, 1977
Box 1, Folder 36  E and L Pfeiffer Computer Products, 1977
Box 1, Folder 37  Eidetic Designs, undated
Box 1, Folder 38  Electronic Control Technology, 1977
Box 1, Folder 39  Electronic Music Productions, 1977
Box 1, Folder 40  Escon (Impact Printer), 1977
Box 1, Folder 41  Extensys Corporation, 1977
Box 1, Folder 42  Forethought Products, 1977
Box 1, Folder 43  Galaxy Systems, 1977
Box 1, Folder 44  GNAT Computers, Incorporated, 1977
Box 1, Folder 45  Hal Communications Corporation, 1977
Box 1, Folder 46  Hayden Book Company, Incorporated, 1977
Box 1, Folder 47  Heuristics, Incorporated, 1977
Box 1, Folder 48  Hot Line, Incorporated, 1977
Box 1, Folder 49  Ibex Company, 1977
Box 1, Folder 50  ICS Computer Equipment Sales, 1977
Box 1, Folder 51  Institute for Electrical and Electronics Engineers (IEEE) Computer Society, 1977
Box 1, Folder 52  Information Terminals Corporation, 1977
Box 1, Folder 53  Integrated Computer Systems, 1977
Box 1, Folder 54  Integrated Research Corporation, 1977
Box 1, Folder 55  Intel Corporation, 1975
Box 1, Folder 56  Ithaca Audio, 1977
Box 1, Folder 57  Kathryn Atwood Enterprises, 1977
Box 1, Folder 58  Lawrence Hall of Science, University of California, 1977
Box 1, Folder 59  Logical Services, Incorporated, 1977
Box 1, Folder 60  Logistics, 1977
Box 1, Folder 61  Meca, 1977
Box 1, Folder 62  M and M Enterprises, 1977
Box 1, Folder 63  Microcomputer Associates, Incorporated, 1977
Box 1, Folder 64  Micro Designs, Incorporated, 1977
Box 1, Folder 65  1976 Mini/Micro Computer Conference and Exposition, 1977
Box 1, Folder 66  Micro-Term, Incorporated, 1977
Box 1, Folder 67  Midwest Scientific Instruments, 1977
Box 1, Folder 68  Mikkuiya Data Systems, 1977
Box 1, Folder 69  Mini Term Associates, Incorporated, 1977
Box 1, Folder 70  Mountain Hardware, 1977
Box 1, Folder 71  Mr. Calculator, 1977
Box 1, Folder 72  MUG (programming language), 1977
Box 1, Folder 73  Mullen Computer Boards, 1977
Box 1, Folder 74  National Multiplex Corporation, 1977
Box 1, Folder 75  National Semiconductor Corporation, 1977
Box 1, Folder 76  North Star Computers, Incorporated, 1977
Box 1, Folder 77  Ohio Scientific Instruments, 1977
Box 1, Folder 78  Pacific Office Systems, 1977
Box 1, Folder 79  PAIA Electronics, Incorporated, 1977
Box 1, Folder 80  Parasitic Engineering, 1977
Box 1, Folder 81  PARSEC, 1977
Box 1, Folder 82  Peoples Computer Company, 1977
Box 1, Folder 83  Peripheral Vision, Incorporated, 1977
Box 1, Folder 84  PerSci, Incorporated, 1977
Box 1, Folder 85  Perteck Computer Corporation, 1977
Box 1, Folder 86  Poly Paks, 1977
Box 1, Folder 87  Prentice-Hall, Incorporated, 1977
Box 1, Folder 88  Prime Radix, Incorporated, 1977
Box 1, Folder 89  Processor Technology, 1977
Box 1, Folder 90  Promedics Data Corporation, 1977
Box 1, Folder 91  PSR, Incorporated, 1977
Box 1, Folder 92  Realistic Controls Corporation, 1977
Box 1, Folder 93  Recreational Computer Centers, 1977
Box 1, Folder 94  Rigel Four, 1977
Box 1, Folder 95  RMQ Systems, 1977
Box 1, Folder 96  ROM Publications Corporation, 1977
Box 1, Folder 97  S100 Computer Products, 1977
Box 1, Folder 98  Sargent's Distributing, 1977
Box 1, Folder 99  Smoke Signal Broadcasting, 1977
Box 1, Folder 100  Software Technology Corporation, 1977
Box 1, Folder 101  Southern California Computer Society, 1977
Box 1, Folder 102  Southwest Technical Products Corporation, 1977
Box 1, Folder 103  Sunrise Electronics, 1977
Box 1, Folder 104  Sylvan Hills Laboratory, Incorporated, 1977
<table>
<thead>
<tr>
<th>Box 1, Folder 105</th>
<th>Symbiotic Systems, 1977</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1, Folder 106</td>
<td>Tab Books, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 107</td>
<td>Technical Design Labs, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 108</td>
<td>T and H Engineering, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 109</td>
<td>Ultra-Violet Products, Incorporated, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 110</td>
<td>Department of Computer Science, University of California, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 111</td>
<td>Lawrence Hall of Science, University of California, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 112</td>
<td>Vector Graphic, Incorporated, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 113</td>
<td>Video Terminal Technology, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 114</td>
<td>Western Data System, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 115</td>
<td>Wave Mate, 1977</td>
</tr>
<tr>
<td>Box 1, Folder 116</td>
<td>Zybek, 1977</td>
</tr>
</tbody>
</table>

*Return to Table of Contents*
Series 2: 1980 Faire Materials

Box 1, Folder 117  Program, 1980 March
Box 1, Folder 118  Ad Tech Power, Incorporated, 1980
Box 1, Folder 119  Advanced Computer Products, 1980
Box 1, Folder 120  Allen Gelder and Company, 1980
Box 1, Folder 121  American Terminal Leasing Company, 1980
Box 1, Folder 122  Apple Computer, Incorporated, 1980
Box 1, Folder 123  Apple Orchard, 1980
Box 1, Folder 124  Applied Digital Data Systems, Incorporated, 1978
Box 1, Folder 125  Arkenstone, Incorporated, undated
Box 1, Folder 126  Business Microproducts-Division of The Ready Corporation, 1980
Box 1, Folder 127  California Pacific Computer Company, 1980
Box 1, Folder 128  Cameo Data Systems, 1980
Box 1, Folder 129  Casheab, 1980
Box 1, Folder 130  CMC Marketing Corporation, 1980
Box 1, Folder 131  Commodore Business Machines, 1980
Box 1, Folder 132  Commline, 1979 September-October
Box 1, Folder 133  CompuMax Associates, Incorporated, 1980
Box 1, Folder 134  Complete Business Services Corporation, 1980
Box 1, Folder 135  Computer Connection, 1980
Box 1, Folder 136  Computer Information Exchange, Incorporated, 1980
Box 1, Folder 137  Computer Pathways Unlimited, Incorporated, 1980
Box 1, Folder 138  Computer Shopper, 1980 March 15
Box 1, Folder 139  Compumart, 1980 March 15
Box 1, Folder 140  CompuServe, 1980 March 15
Box 1, Folder 141  Computalker Consultants, 1980 March 15
Box 1, Folder 142  Computronics, 1980 March 15
Box 1, Folder 143  Creative Computing Press, 1980 March 15
Box 1, Folder 144  Creative Computing Software, 1980 March 15
Box 1, Folder 145  Cromenco, Incorporated, 1980 March 15
Box 1, Folder 146  Datametrics Corporation, 1980 March 15
Box 1, Folder 147  Digital Design, 1980 March 15
Box 1, Folder 148  Digital Graphic Systems, 1980 March 15
Box 1, Folder 149  Dynabyte, 1980
Box 1, Folder 150  EXO Electronics Company, 1980
Box 1, Folder 152  Dilithium Press, 1980
Box 1, Folder 152  Edu-Ware Services, Incorporated, 1980 March
Box 1, Folder 153  Electrolabs, 1980
Box 1, Folder 154  Electronic Data Systems Corporation, 1980
Box 1, Folder 155  Enerpac, 1979
Box 1, Folder 156  Exatron, 1980
Box 1, Folder 157  General Eclectics, 1980
Box 1, Folder 158  General Electric Company, 1980
Box 1, Folder 159  Graham-Dorian Software Systems, Incorporated, 1980 Spring
Box 1, Folder 160  Grass Valley Computer Systems, 1980
Box 1, Folder 161  Guidance to Japan Micro Computer Club, 1980
Box 1, Folder 162  Heathkit Computer, 1980
Box 1, Folder 163  Hewlett Packard Journal, 1980 June
Box 1, Folder 164  Information Unlimited Software, Incorporated, 1980
Box 1, Folder 165  Intelligent Business Machines (IBM), 1980
Box 1, Folder 166  Intertec Data Systems, 1980
Box 1, Folder 167  JADE Computer Products, 1980
Box 1, Folder 168  John Bell Engineering, 1980
Box 1, Folder 169  Johnson Associates Software, 1980
Box 1, Folder 170  Level IV Products, Incorporated, 1980
Box 1, Folder 171  Lobo Drives International, 1980
Box 1, Folder 172  Magnolia Microsystems, 1980
Box 1, Folder 173  M and R Enterprises, 1980
Box 1, Folder 174  Marinchip Systems, 1980
Box 1, Folder 175  MicroAge, 1980
Box 1, Folder 176  Micro-AP, 1980
Box 1, Folder 177  Microcomputer Consultants, 1980
Box 1, Folder 178  MicroDaSys, 1980
Box 1, Folder 179  Micromation, 1979 December 31
Box 1, Folder 180  Micromation, 1980
Box 1, Folder 181  Micro Matrix, 1980
Box 1, Folder 182  Micro Peripheral, 1980
Box 1, Folder 183  Microsoft, 1980
Box 1, Folder 184  MicroSun, Incorporated, 1980
Box 1, Folder 185  Micro Technology Unlimited, 1980
Box 1, Folder 186  Microwave General, 1980
Box 1, Folder 187  MQI (computer products), 1980
Box 1, Folder 188  Newman Computer Exchange, 1980
Box 1, Folder 189  Osborne Library of Microcomputer Books and Software, 1980 February
Box 1, Folder 190  Personal Software, Incorporated (catalog), 1980 Spring
Box 1, Folder 191  Phase One Systems, Incorporated, 1980
Box 1, Folder 192  PMS Pacific Mountain States Corporation, 1980
Box 1, Folder 193  Priority Electronics, 1980
Box 1, Folder 194  Processor Technology Corporation, 1980
Box 1, Folder 195  Programma Computer Products, 1980
Box 1, Folder 196  Programma International, Incorporated, 1980
Box 1, Folder 197  Quasar Data Products, 1980
Box 1, Folder 198  Radio Corporation of America (RCA), 1980
Box 1, Folder 199  Radio Corporation of America (RCA) Micro Computer Products, 1980
Box 1, Folder 200  R-Factor Computer Concerns, 1980
Box 1, Folder 201  Racet Computes, 1980
Box 1, Folder 202  Retail Services, Incorporated, 1980
Box 1, Folder 203  Small Business Applications, Incorporated, 1980
Box 1, Folder 204  Southwest Technical Products Corporation, 1980
Box 1, Folder 205  Strobe, Incorporated, 1980
Box 1, Folder 206  Structured Systems Group, Incorporated, 1980
Box 1, Folder 207  Synergistic Software, 1980
Box 1, Folder 208  Systems Formulate Corporation, 1980
Box 1, Folder 209  Vandata, 1980
Box 1, Folder 210  Videx, 1980
Box 1, Folder 211  Western Union Data Services, 1980
Box 1, Folder 212  XYMEC, 1980

Return to Table of Contents