



DATE: October 28, 2013

AGENDA ITEM # 2

AGENDA REPORT

TO: Historical Commission
FROM: Zachary Dahl, Staff Liaison
SUBJECT: 12-H-04 – 2066 Crist Drive – Former Steve Jobs Residence

RECOMMENDATION:

Designate the property at 2066 Crist Drive as a Historic Resource due to its association with Apple Computer Company co-founder Steve Jobs and list it on the Historic Resources Inventory

BACKGROUND

Over the past two years, the Historical Commission has been reviewing the property at 2066 Crist Drive, the childhood residence of Apple Computer co-founder Steve Jobs, for potential designation as a Historic Resource.

At their meeting on September 23, 2013, the Historical Commission reviewed and commented on the final draft of the historic property evaluation for 2066 Crist Drive. The Commission voted unanimously to accept the draft evaluation and bring it back for formal consideration for designation as a Historic Resource and listing on the City's Historic Resources Inventory (HRI).

DISCUSSION

The structure at 2066 Crist Drive is a one-story Ranch style house that was constructed in 1952. This area of Los Altos was annexed into the City in October of 1983. The house is 61 years old and the physical integrity of the structure is in good condition. However, the basis for this historic designation is not the age or architecture of the structure; it is with the property's association with an event and an individual of historic significance. As outlined in the attached property evaluation, this is a childhood home of Apple Computer Company founder Steve Jobs. The site is also where the Apple Computer Company was founded and the first 50 to 100 Apple computers were assembled. Attachment B contains additional documentation to support these findings.

Based on these findings, staff recommends that the property be designated as a Historic Resource and listed on the City's HRI. In addition, the property does appear eligible for designation as a Los Altos Historic Landmark and potentially eligible for listing on the California Register of Historic Resources and the National Register of Historic Places. However, additional documentation would be required in order to pursue these higher level designations and the City would seek support from the property owner.

As outlined in the Historic Preservation Ordinance (Sec. 12.44.060), the Commission has the authority to designate properties and structures as Historic Resources and add them to the HRI. However, a property owner does have the right to appeal the Commission's action to the City Council. A Historic Landmark designation would need to be approved by City Council resolution.

Attachments:

- A. Property Evaluation (DPR 523 A and B)
- B. Support Documentation

FINDINGS

12-H-04 – 2066 Crist Drive

With regard to designating the property at 2066 Crist Drive as a Historic Resource and listing it on the Los Altos Historic Resources Inventory, the Historical Commission finds the following in accordance with Section 12.44.040 of the Municipal Code:

- A. Age. The structure or property is more than fifty (50) years in age.

- B. Determination of Integrity. The structure or property retains sufficient physical integrity in most of the following areas:
 - 1. Design: The combination of elements that create the form, plan, space, structure and style of a property.
 - 2. Setting: The physical environment of a historic property.
 - 3. Materials: The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
 - 4. Workmanship: The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
 - 5. Feeling: A property's expression of the aesthetic or historic sense of a particular period of time.

- C. Historic Significance. The structure or property is clearly associated with one or more of the following areas of significance:
 - 1. Event: The Property is associated with the founding of the Apple Computer Company in 1976 and the site where the first 50 to 100 Apple computers were assembled, which is a pattern of events that have made a significant contribution to local history, and the cultural heritage of California and the United States;
 - 2. Person/People: The property is associated with the Steve Jobs, the founder of the Apple Computer Company, and is consider a person important to the local, California and national history.

ATTACHMENT A

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code

Other Listings
Review Code

Reviewer

Date

Page 1 of 4

*Resource Name or #: 2066 Crist Drive (11161 Crist Drive)

P1. Other Identifier: 11161 Crist Drive

*P2. Location: Not for Publication Unrestricted

*a. County: Santa Clara and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: _____ Date: T ; R ; ¼ of ¼ of Sec ; M.D. B.M.

c. Address: 2066 Crist Drive (11161 Crist Drive) City: Los Altos Zip: 94024

d. UTM: Zone: ; mE/ mN (G.P.S.)

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) Elevation:

APN: 318 24 011

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This is a single-story, single family, ranch style residence. It is U-shaped in plan, and has an attached garage. It has a hipped roof clad in wood shake with a moderate eave overhang with exposed rater tails. The front entry to the house is through a porch which is protected by a shed overhang of the primary roof plane. A low brick wall encloses the entry porch. The house is set on a rectangular lot with a curved concrete driveway. It is wood framed house, clad in smooth stucco. Original windows seem to be replaced with vinyl windows. The front windows are flanked by vinyl shutter. The garage door appears to be replaced. The house appears to be in good condition.

*P3b. Resource Attributes: (List attributes and codes) **HP2 Single Family Property**

*P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo: (View, date, accession #)

Primary Elevation

July 8, 2012

*P6. Date Constructed/Age and

Sources: Historic

Prehistoric Both

Built in 1952

(Los Altos Planning Dept.)

*P7. Owner and Address:

Patricia Jobs
2066 Crist Drive, Los Altos,
CA 94024

*P8. Recorded by: (Name, affiliation, and address)

Sapna Marfatia
Historical Commissioner for Los
Altos
City of Los Altos, CA

*P9. Date Recorded: October 14,
2012

*P10. Survey Type: (Describe)
Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.")

Los Altos Historic Inventory Update

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record
 Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
 Artifact Record Photograph Record Other (List):

DPR 523A (1/95)

*Required information

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 4

*NRHP Status Code 3

*Resource Name or # (Assigned by recorder) 2066 Crist Drive

- B1. Historic Name: Jobs / Apple Computers original garage
B2. Common Name: none
B3. Original Use: Residential home with Garage B4. Present Use: Residential Home with Garage

*B5. Architectural Style: Ranch

*B6. Construction History: (Construction date, alterations, and date of alterations)

- Reroof, issued 7/11/90
- Add fireplace to master bedroom, issued 6/25/90
- New master bedroom and exterior bath, issued 6/7/90
- Kitchen Remodel, issued 4/3/90
- Electrical permit, 8/12/86
- New electrical service, 8/12/86
- New AC, 3/14/86
- New sewer connection, 11/3/84
- New 2-car garage, issued 9/26/84 (this permit was finalized 12/10/84) inspections included forms, frame, electrical, stucco and sewer. (this is a detached garage) original garage of the street is unaltered except for door replacement.
- Electrical permit, issued 9/26/84

*B7. Moved? XNo Yes Unknown Date: N/a Original Location: N/a

*B8. Related Features:
Attached Garage

B9a. Architect: Unknown

b. Builder: Unknown

*B10. Significance: Theme: Apple Computers started here

Area: Silicon Valley

Period of Significance: Assembling the first Apple computers 1967 to 1977 Property Type: Single Family Home

Applicable Criteria: N/A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The said property 2066 Crist Drive (also called 11161 Crist Drive) is significant under criteria 1/A and criteria 2/B for it is associated with the production of the first 50 to 100 Apple computers and Steve Jobs, as he grew up in the neighborhood which fostered innovation and creativity.

B11. Additional Resource Attributes: (List attributes and codes)

HP2 - single family home with attached garage where all the first apple computers were assembled

*B12. References:

1. Steve Jobs by Walter Isaacson 2011
2. Apple Computer Timeline, History, Company checks, Photo of original Assembly team and mounted Plaque from Stanford University Special Collections
3. Post Sale Report from Christie's 23rd Nov 2010
4. Apple Computer Partnership Agreement from 1976

B13. Remarks:

*B14. Evaluator: Sapna Marfatia

*Date of Evaluation: September 17, 2013

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
LOCATION MAP

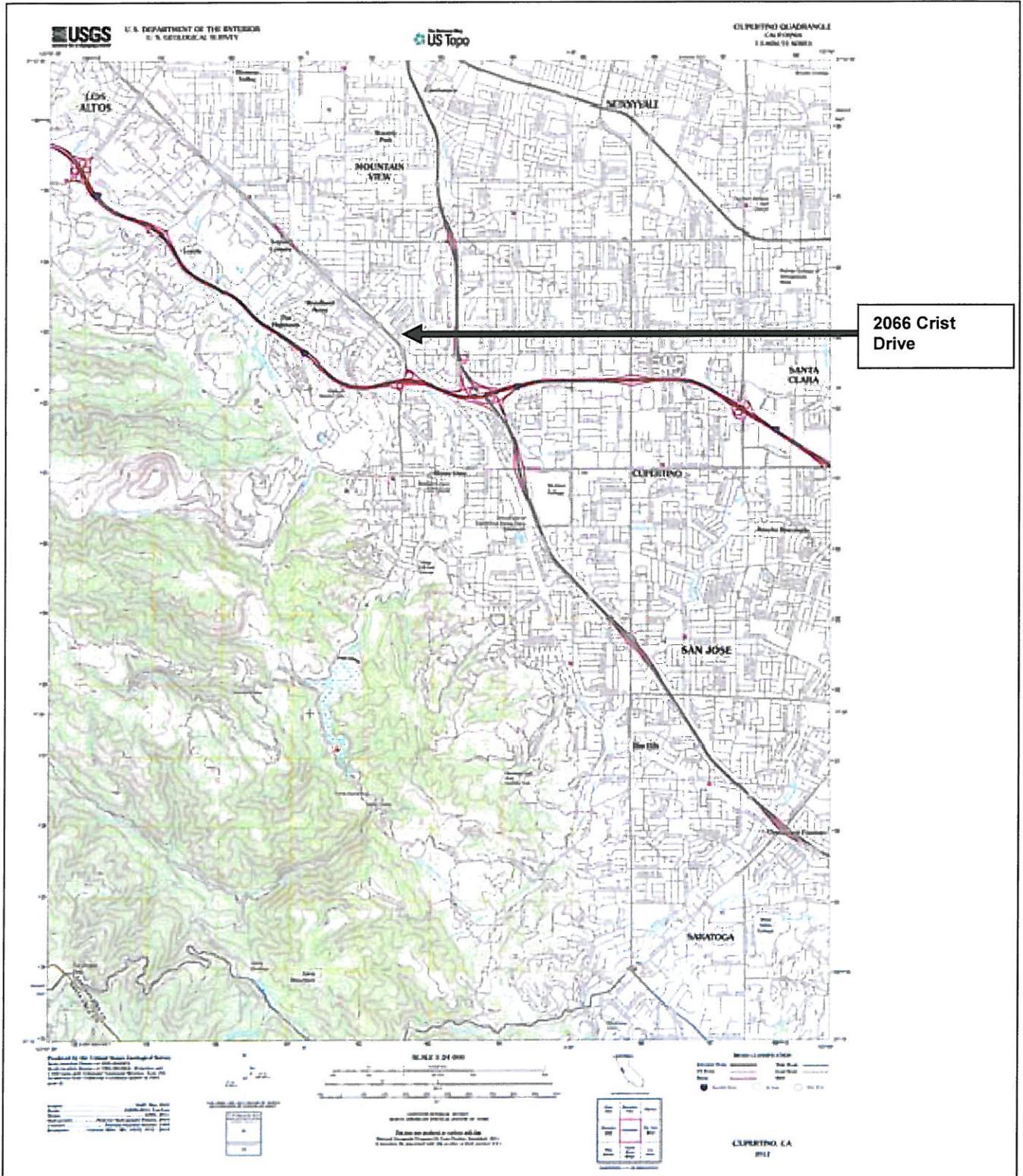
Primary #
HRI#
Trinomial

Page 3 of 4

*Resource Name or #: 2066 Crist Drive

*Map Name: Cupertino Quad

*Scale: 1:24000 *Date of Map: 2012



DPR 523J (1/95)

*Required information

Continued from Page 7 (B10.-Significance)

Evaluation **California Register Criteria (1,2,3 & 4) & National Register Criteria (A,B, C & D):**

Criterion 1/A: Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States:

The subject property is associated with the production of the first Apple computers in Silicon Valley. As mentioned in *Steve Jobs by Walter Isaacson* (pgs. 63 to 78), as well as a card catalog search at the Stanford University Archives (attached), reveals that the very first 50 Apple 1 computers were assembled for Paul Terrell's Byte shop by Steve Jobs, Patricia Jobs, Steve Wozniak, Daniel Kottke, and Elizabeth Holmes and then sold for \$500 from the said property 2066 Crist Drive (11161 Crist Drive). Some of the first investors such as Chuck Peddle of Commodore Computer, Don Valentine of Sequoia Capital, and Mike Markkula then a young investor only thirty three year old came to the said property for a demonstration of Apple 2. The first partnership for Apple Computer Co., was signed on April 1st 1976. Steve Jobs and Steve Wozniak were each 45% partners, and Ron Wayne a common friend became a 10% partner (see attached document). However, Wayne backed out of the contract in 11 days. Apple sold its first 50 computers to the Bytes Shop for \$500 each. In addition, they sold another 50 to their friends from Home Brew Hobby Club and were in the process of building 100 more for local retail stores (see attached documents from Stanford University Archives). One of the original Apple 1 computers was sold at the Christie's Auction for \$213,000 (see attached document) original marked price was \$666.66. Nine months later, Jan 3rd 1977 Apple Computer Co. was created and the operations moved to Cupertino. On April 1977 in San Francisco, Apple 2 was launched at a west coast computer faire. Apple got its 2nd order of 300 computers from a textile company located in Japan. "There have been 4 significant "waves" of progress in the valley, beginning with Fred Terman's drive in the 1930s to motivate his graduates to start their own companies. Later waves came in 1953 with the establishment of the Stanford Research Park, 1960 with the debut of the integrated circuit and in 1976 with the introduction of the personal computer." This represents the 4th "wave" in California's history where youngsters working in their respective garages were experimenting with electronics and the new emerging computer industry as "tools for human use". Apple computers, a small operation started by a couple of teenagers, has grown today to be one of the most valued American company. These significant events took place at the subject property, therefore it appear to be eligible under California Criterion 1 and National Register Criterion A.

Criterion 2/B: Associated with the lives of persons important to local, California or national history: The original owners of the property, Paul and Clara Jobs, were Steve Job's adoptive parents. In 1967, Steve Jobs moved to 2066 Crist Drive with his parents and attended the local middle school. He continued on to the local High School, during this time he developed a friendship with Steve Wozniak while attending Homestead High School. They together developed and started a Company called Apple Computers which revolutionized the home/personal computer industry all over the world. Steve Jobs spent a part of his childhood and part of his adulthood sharing this home with his parents and adoptive sister Patricia Jobs. Steve Jobs is considered a genius who blended technology and creativity to invent and market a product which dramatically changed many industries. His influence is expected to be felt by multiple generations forthcoming. The property appears to meet Criterion 2/B.

Criterion 3/C: Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction: The house is a relatively common example of the California Ranch style. The property does not appear to meet Criterion 3/C.

Criterion 4/D: Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation: As per the information gathered so far, the property has no traces of previous occupation-prehistoric or historic-are present. The property does not appear to meet Criterion 4/D.

Integrity is very strong in terms of location, design, materials, workmanship, feeling and association and setting. The exterior of the building and the garage is unchanged since the time when the structure was used to assemble the Apple 1 computers.

.*Recorded by: Sapna Marfatia *Date: 9/17/13

X Continuation Update

ATTACHMENT B

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✓	CORP. BACKGROUND	1	7 ✓	Corp. Background (4 pages)
✓	Agency checks	1	2 ✓	Copies of checks for first caption
✓	Photo of Reginald Apple Assembly Room	9	13 ✓	Mounted photo purchase
✓	Photo of Assembly Room	9	12 ✓	Mounted photo
✓	Plaque mounted ad.	9	14 ✓	Plaque from exhibit

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Signature of applicant: *Denise Welch*

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CORPORATE TIMELINE

Apple Computer, Inc. • December 1988

1976

- | | | |
|----------|---|-----------|
| January | • Steve Wozniak (26) is working at Hewlett-Packard and Steve Jobs (21) is at Atari. | Corporate |
| March | • Wozniak and Jobs finish work on a preassembled computer circuit board. It has no keyboard, case, sound or graphics. They call it the Apple® I. | Product |
| April | • Wozniak and Jobs form the Apple Computer Company on April Fool's Day. | Corporate |
| | • The Apple I debuts at the Homebrew Computer Club in Palo Alto, California. | Product |
| May | • Jobs sells his VW van and Wozniak sells his Hewlett-Packard programmable calculator, raising \$1,350 to finance production of the Apple I boards. | Corporate |
| | • The Byte Shop computer store orders 50 Apple I boards. Jobs leverages the order to get credit so they can build the machines in Jobs' parents' garage. | Corporate |
| June | • Apple retains Regis McKenna Advertising to represent Apple Computer. | Marketing |
| July | • The Apple I board is released for sale to hobbyists and electronics enthusiasts at the price of \$666.66. | Product |
| August | • Jobs meets venture capitalist Don Valentine through Atari founder Nolan Bushnell. Valentine will refer Jobs to Mike Markkula, who had previously managed marketing for Intel Corp. and Fairchild Semiconductor. | Corporate |
| November | • Apple's first formal business plan sets a goal for sales to grow to \$500 million in ten years. As it turns out, the company will pass that mark in half the time. | Corporate |
| December | • Apple I computer boards are now sold through 10 retail stores in the U.S. | Marketing |

1977

- | | | |
|---------|--|-----------|
| January | • Apple Computer is incorporated by Jobs, Wozniak and their new partner and chairman, Mike Markkula. In addition to plotting its marketing strategy, Markkula invests \$250,000 in the fledgling | Corporate |
|---------|--|-----------|



	<ul style="list-style-type: none"> enterprise. Additional financing will come later from a group of venture capitalists that include Venrock Associates, Arthur Rock and Associates and Capital Management Corp. 	Corporate
February	<ul style="list-style-type: none"> Apple moves from Job's garage to a building on Stevens Creek Boulevard in Cupertino, California. 	Corporate
	<ul style="list-style-type: none"> Markkula asks Michael Scott to accept the position of Apple's president. Scott becomes a driving force behind Apple during its fastest growing years. 	Corporate
April	<ul style="list-style-type: none"> The new Apple® II is unveiled at the first West Coast Computer Faire. It is the first personal computer able to generate color graphics and includes a keyboard, power supply and attractive case. 	Product
	<ul style="list-style-type: none"> At the show Apple rents the largest booth and uses a large projection screen for demonstrations. Markkula walks the floor, signing up dealers. 	Marketing
	<ul style="list-style-type: none"> The Apple logo as seen today is designed by Rob Janoff, art director for Regis McKenna Advertising. 	Corporate
May	<ul style="list-style-type: none"> Regis McKenna Advertising launches its first ad campaign for Apple. Although advertising is initially aimed at electronics enthusiasts, Apple will soon become the first company to advertise personal computers in consumer magazines. 	Marketing
June	<ul style="list-style-type: none"> The Apple II is now available to the general public. Fully assembled and pretested, it includes 4K of standard memory, and comes equipped with two game paddles and a demo cassette. The price is \$1,298. Customers use their own TV set as a monitor and store programs on audio cassette recorders. 	Product
	<ul style="list-style-type: none"> Monthly orders reach a \$1 million annual sales rate. 	Marketing
	<ul style="list-style-type: none"> First Apple shipped to Europe through an independent distributor called Eurapple. 	Marketing

1978

January	<ul style="list-style-type: none"> Apple moves into its new corporate headquarters at 10260 Bandley Drive in Cupertino. Over the years, a campus of Apple office buildings will spring up around it. 	Corporate
March	<ul style="list-style-type: none"> Apple introduces various interface cards for connecting to most printers. 	Product
June	<ul style="list-style-type: none"> Apple's Disk II® is introduced at the Consumer Electronics Show. It is the easiest to use, lowest priced, and fastest minifloppy disk drive ever offered by a computer manufacturer. It will make possible the development of serious software. Production at first is handled by just two employees, turning out 30 drives a day. 	Product
	<ul style="list-style-type: none"> Apple announces telephone linkup services to Dow Jones and Company for Apple II users. 	Marketing
December	<ul style="list-style-type: none"> In only its second year, Apple is one of the fastest growing companies in America. Sales have increased tenfold, and its dealer network has grown to over 300. 	Corporate

Apple Computer, Inc. Corporate Background Information • June 1995

Overview

As an applied technology company, Apple strives to create products that people can use to enhance their knowledge and ability, and create and communicate in new and more intelligent ways. The company holds the philosophy that when individuals are given extraordinary tools, extraordinary things will happen. With this in mind, Apple continues to be a catalyst for improving the way people use technology to work, learn, and communicate.

Apple Computer, Inc. is a recognized pioneer and innovator in the information industry. The company creates powerful solutions based on easy-to-use personal computers, servers, peripherals, software, online services, personal digital assistants, and networking and communications products. Apple, a \$9 billion company headed by Chief Executive Officer Michael H. Spindler, does business in 140 countries.

Apple's History

Apple's origin dates back to 1976 when Steven P. Jobs and Stephen G. Wozniak set up shop in the garage of the home of Jobs's parents home in Cupertino, California. Jobs sold his Volkswagen van, and Wozniak sold his programmable calculator to finance the building of the first 50 Apple I computer circuit boards. Seeing the potential of the business, Jobs sought business advice from several successful industry figures. They included A.C. "Mike" Markkula, who wrote the business plan and officially joined the company as partner and chairman when it incorporated in January 1977; and Regis McKenna, owner of the Silicon Valley advertising and public relations agency that helped establish an immediate presence for Apple with an eye-catching multicolor logo that remains one of the most recognized logos in the world today.

Within four years, the personal computer industry boomed. By the end of 1982, there were more than 100 companies manufacturing personal computers. In 1983, Apple entered the Fortune 500 and gained additional Wall Street renown by recruiting Pepsi-Cola, Co., president John Sculley as its new chief executive officer.

In 1983, Apple established a radical new direction in personal computing with the introduction of Lisa®. Although Lisa was not a financial success, it was a milestone product that reestablished Apple as a technological pioneer, and set the industry standard for software based on a graphical user interface. Lisa technology was the foundation for the much-anticipated Macintosh® introduced on January 24, 1984. With icons, pull-down menus, windows and mouse pointing device, the Macintosh set a new standard for ease-of-use in the industry that continues to this day.

Products & Technology

Today Apple is a multi-product, multi-business company that continues to evolve its hardware platforms, system software technologies, multimedia products, networking and communications products, peripherals and services to meet the diverse and growing needs of its customers.

The Macintosh Platform

The Macintosh platform now includes the Macintosh Classic, Macintosh II Quadra series, the Macintosh LC® series for

educators, the Macintosh Performa® series for consumers, a range of PowerBook® mobile computers, and the Power Macintosh™ series. Today the installed base of Macintosh computers exceeds 16 million.

PowerPC and Power Macintosh

In March 1994, Apple introduced the first Power Macintosh and began an important transition to integrate RISC technology into its entry-level, portable, and high-end desktop systems. The Power Macintosh is based on the PowerPC™ RISC microprocessor developed in alliance with IBM and Motorola. Apple sold 1.4 million Power Macintosh computers and upgrades the first year, and more than 600 native applications are available from independent software developers. In addition, Apple offers a range of high-performance, large storage PowerPC-based Workgroup Servers.

In November 1994, Apple, IBM and Motorola agreed to create a common hardware reference platform based on the PowerPC microprocessor, and designed to run multiple operating systems. The platform will be openly licensed and available for other companies to manufacture.

Mac OS

The Macintosh operating system (Mac™ OS) is an acknowledged industry leader in ease of use, plug and play compatibility and support for sophisticated graphics and productivity. The latest release of Mac OS is System 7.5. In the coming years, the Mac OS is planned to feature a new user interface that conforms even more to the way people work, improved speech-to-text and text-to-speech technologies, "agents" that can anticipate users' needs and learn from their work habits, and OpenDoc™, Apple's cross-platform component software technology designed to let users customize their computer work environment. In addition, Apple will offer new products based on QuickTime® multimedia technology software and QuickDraw™ GX graphics technology.

In 1994, Apple announced plans to license the Mac OS to other personal computer vendors in order to expand the market for the platform, give customers the benefit of more choices and sources, and offer developers a larger installed base of users.

Newton

Apple has claimed a lead position with Newton® technology and MessagePad™ products. Newton was developed to be an openly licensed technology built around communications and usability on small mobile devices. Although the market for personal digital assistants is still in the early phase, industry research indicates that Newton technology holds a significant lead.

Networking and Communications

In addition to offering a range of networking and communications products, Apple this year announced its alliance with VERSIT, a global cross-industry initiative with Apple, AT&T, IBM, and Siemens that will improve the interoperability between computers and communications platforms. By leveraging these standards, Apple plans to make the Macintosh a universal platform for telephone, PBX systems and computer networks.

eWorld

Apple launched eWorld, its online service, in June 1994. The software is included free with most Macintosh computers. Customers pay a subscription fee. eWorld is poised to become a key player in this dynamic growth market.

Claris

A wholly owned subsidiary of Apple, Claris is the largest vendor of Macintosh software applications (based on units shipped) and the eighth largest vendor of personal computer software applications (based on revenue).

Apple's Customers

The company is focused on delivering quality products and solutions to key customer segments. These markets collectively account for more than 80 percent of Apple's business.

Home. Apple is the leader in home computer unit sales. According to research published in 1994 by Dataquest, Apple Macintosh personal computers held 13.9 percent of the worldwide home computer market, and an even stronger 18.7 percent in the U.S. home market. The home computer market is projected to be the largest computer market in the U.S. in 1995.

Education. According to Dataquest, Apple holds a 28 percent share of the worldwide education market. According to Quality Education Data, Apple holds a 61 percent share of the K-12 education market in the U.S. Apple estimates that sales to education contribute to 20 percent of its net sales.

Business. Apple is the third largest personal computer vendor to business and government in the world, according to research by Dataquest. Apple's revenues from business and government account for 45 percent of total revenues. Apple leads one of the fastest growing parts of the business market—business communication and publishing, which Apple estimates accounted for 25 percent of net sales in 1994. Apple also leads in one of the most promising segments of the business market—mobile computing. Apple's PowerBook Duo® computers are market leaders in the sub-notebook category, and PowerBook® computers continue to set the standard for innovation.

Entertainment. Apple products have significant advantages for creators of entertainment content. Beginning with the integration of sound in the very first Macintosh, Apple continues to offer entertainment products and services such as the QuickTime Music Tool Kit I, Apple Interactive Music Track, and QuickTime VR (virtual reality) for people who want to create and enjoy movies, music videos, special effects, CD-ROMs and interactive music.

Apple's Organization

Worldwide Research and Development leads the company's product development efforts, advanced technology group, and company-wide operating system and technology licensing efforts.

Worldwide Manufacturing oversees all phases of Apple's worldwide manufacturing and distribution operations.

Worldwide Marketing and Customer Solutions focuses on developing targeted high growth market segments, and delivering market-specific solutions, including hardware, software applications through Claris Corporation, and online services through eWorld.

Apple USA. Based in Cupertino, California, Apple USA is the largest sales region, selling products and services through approximately 1,600 resellers, including superstores, computer dealers, value-added resellers, systems integrators and others.

Apple Pacific. Based in Cupertino, California, Apple Pacific is Apple's second largest and fastest growing region. It provides marketing, sales, and support operations in Australia, Canada, Japan, Asia, and Latin America.

Apple Europe. Based in Paris, France, Apple Europe provides marketing, sales and support for European, African, Mediterranean, Middle Eastern and Central European countries, as well as the now independent countries of the former Soviet Union.

Lot Description

APPLE-1 -- Personal Computer. An Apple-1 motherboard, number 82, printed label to reverse, with a few slightly later additions including a 6502 microprocessor, labeled R6502P R6502-11 8145; printed circuit board with 4 rows A-D and columns 1-18, three capacitors, heatsink, cassette board connector, 8K bytes of RAM, keyboard interface, firmware in PROMS, low-profile sockets on all integrated circuits, video terminal, breadboard area with slightly later connector, with later soldering, wires and electrical tape to reverse, printed to obverse *Apple Computer 1 Palo Alto, Ca. Copyright 1976*.

[*With:*] Apple cassette interface card, numbered 2 in black ink manuscript to obverse and lettered G within triangle in black ink manuscript to reverse; Scotch C-60 cassette with typed printed label 'BASIC', *Apple-1 Cassette Interface*. Palo Alto: Apple Computer Company, (n.d., but 1976). 2 bifolia to form oblong 8° (140 x 216mm [8pp.]) Original company logo of Sir Isaac Newton under the apple tree to upper cover. 2 diagrams, 1 full-page -- *Apple-1 Operation Manual*. Palo Alto: Apple Computer Company, (n.d., but 1976). 4° (280 x 215mm) 12pp. 8 circuit diagrams, 2 on one folding sheet printed recto and verso, one full-page. (Light vertical crease folding sheet, marginal light pink ink marks to full-page diagram.) Original printed wrappers, stapled, with original company logo to upper wrapper and warranty within decorative border to inside rear wrapper (short split at foot of spine) -- double-sided illustrated advertisement sheet with prices -- original typed invoice for Apple-1 and Apple cassette interface totaling \$741.66 dated 12/7/76, with salesman named as Steven -- undated TYPED LETTER SIGNED STEVEN JOBS' to original owner, on ruled paper, *one page folio* -- typed letter signed by Apple Technical Support Specialist John Fenwick dated 19 January 1982, *one page folio*

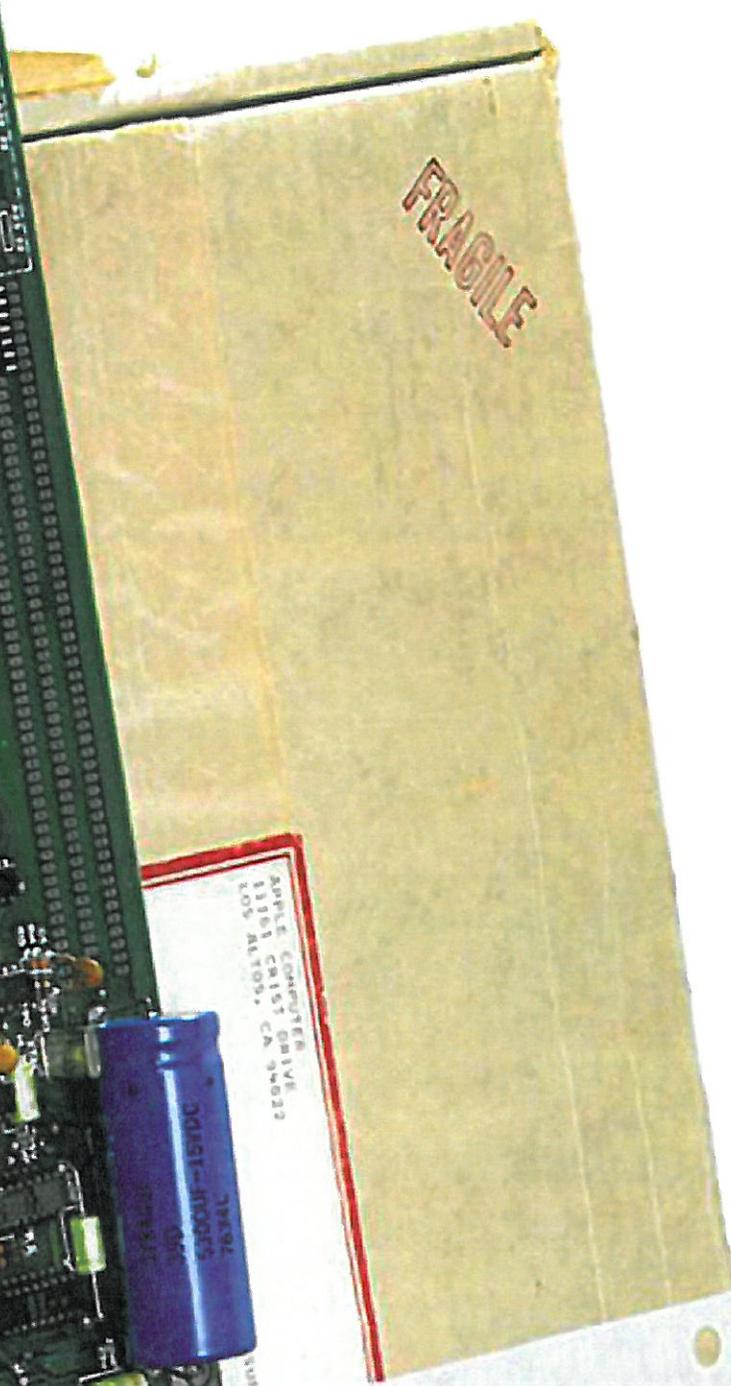
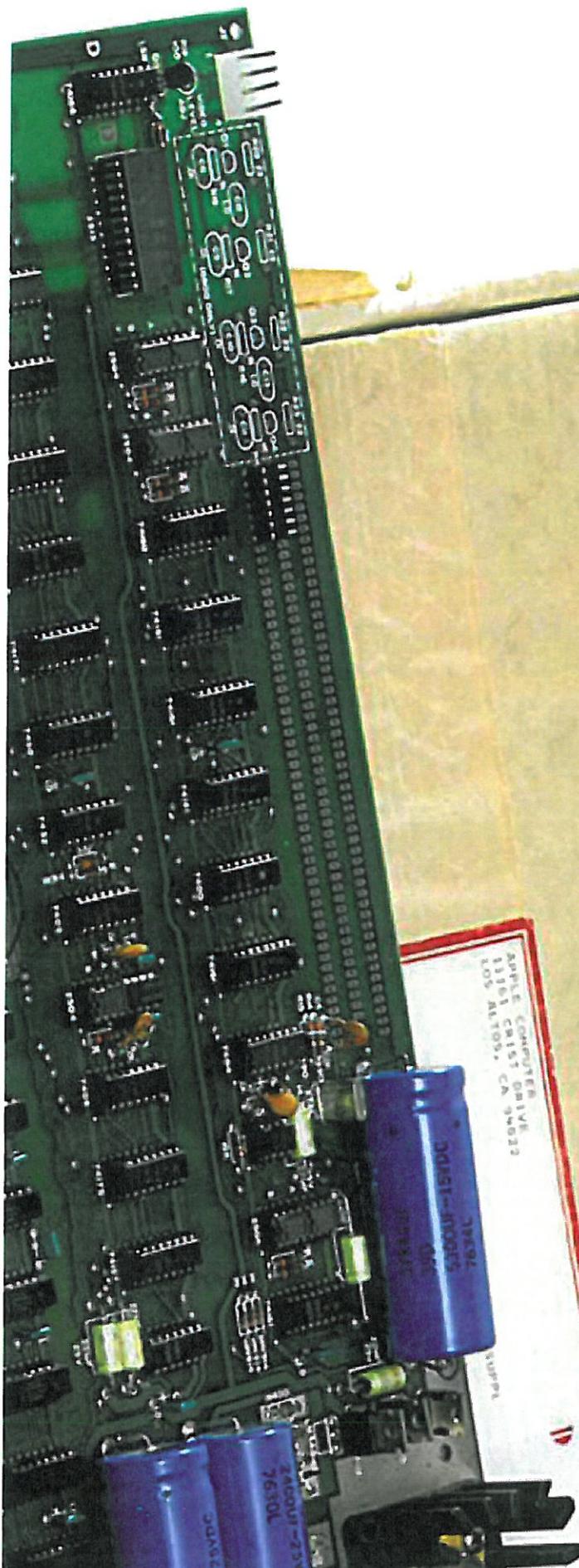
ALL CONTAINED IN THE ORIGINAL SHIPPING BOX, typed label to upper cover, 'fragile' stamps in red ink, various shipping marks in ink and manuscript (extremities rubbed, parcel tape fraying, lightly soiled, but in remarkably fresh condition). 455 x 290 x 70mm. *Provenance:* Electric City Radio Supply, Great Falls, Montana (shipping label to box, invoice address) -- Frank Anderson (of Great Falls, Montana, possibly the original owner of ECRS, letter addressed to him from App

Technical Support) -- Keith Purdy (of Scotts Valley, CA, business card) -- unknown owner (photograph of owner with Steve Wozniak, Wozniak's business card included).

THE FIRST APPLE COMPUTER, AND THE FIRST PERSONAL COMPUTER WITH A FULLY ASSEMBLED MOTHERBOARD, HERALDING THE HOME COMPUTER REVOLUTION. Introduced in July 1976, the Apple-1 was sold without a casing, power supply, keyboard or monitor. However, because the motherboard was completely pre-assembled, it represented a major step forward in comparison with the competing self-assembly kits of the day. Priced at \$666.66, the first Apple 1s were despatched from the garage of Steve Jobs' parents' house - the return address on the original packaging present here. It is not clear how many Apple-1s were sold, but by April 1977 the price was dropped to \$475, and it continued to be sold through August 1977, despite the introduction of the Apple II in April 1977 (a major advance with integrated keyboard, sound, a plastic case, and eight internal expansion slots). It was officially discontinued by October 1977. A SUPERB EXAMPLE with the original packaging, manuals, cassette interface and basic tape, early documentation and provenance, and a COMMERCIALLY RARE LETTER FROM STEVE JOI

Saleroom Notice

Steve Wozniak, co-founder of Apple, would be delighted to autograph Apple I for the successful bidder at the end of the sale.



APPLE COMPUTER COMPANY
PARTNERSHIP AGREEMENT

TO WHOM IT MAY CONCERN:

WHEREAS, Mr. Stephen G. Wozniak (hereinafter referred to as WOZNIAK), Mr. Steven P. Jobs (hereinafter referred to as JOBS), and Mr. Ronald G. Wayne (hereinafter referred to as WAYNE), all residents of the County of Santa Clara, State of California, have mutually agreed to the formation of a company to be specifically organized for the manufacture and marketing of computer devices, components, and related material, said company to be organized under the fictitious name of APPLE COMPUTER COMPANY (hereinafter referred to as COMPANY), then

BE IT NOTED HEREWITH, that the COMPANY has been formally established in the County of Santa Clara, State of California, in conformance with all laws, statutes, and regulations of said County and State, as of the 1st day of April 1976, and

BE IT FURTHER NOTED HEREWITH, that by virtue of their respective contributions and commitments to the formation, maintenance, and progress of the COMPANY, the total of all rights, title, and interest in and to the COMPANY, and all assets therein contained, is herewith proportioned among all of the parties to this agreement, WOZNIAK, JOBS, and WAYNE, as follows: WOZNIAK is herewith assigned a total of forty-five percent (45%) of all rights, title, and interest in and to the COMPANY, and all assets therein contained; JOBS is herewith assigned a total of forty-five percent (45%) of all rights, title, and interest in and to the COMPANY, and all assets therein contained; and WAYNE is herewith assigned the remaining ten percent (10%) of all rights, title, and interest in and to the COMPANY, and all assets therein contained.

NOW THEREFORE, in consideration of the respective assignments of interest, as defined in the paragraph above, it is generally understood that the responsibilities of the various parties to this agreement, WOZNIAK, JOBS, and WAYNE, are to be nominally divided into the following categories: WOZNIAK shall assume both general and major responsibility for the conduct of Electrical Engineering; JOBS shall assume general responsibility for Electrical Engineering and Marketing, and WAYNE shall assume major responsibility for Mechanical Engineering and Documentation. All other functions and responsibilities, both primary and secondary, shall be apportioned among the parties to this agreement by mutual accord and by exercise of the various appropriate Articles of this agreement as defined in the following paragraphs.

NOW THEREFORE, it is mutually agreed by WOZNIAK, JOBS, and WAYNE, as current holders of a combined total of one hundred percent (100%) of all rights, title, and interest, in and to the COMPANY, and all assets therein contained, that the conduct of the business of the COMPANY, with regard to all activities of growth and development, distribution of any and all profits, disposition of shares of interest, and all other future operations, shall be performed in accordance with the following Articles:

ARTICLE I:

With regard to the conduct of any business activity, involving the development of COMPANY policy, procurement of capital equipment, development of marketing and assets, or any similar activity, a majority vote of not less than fifty-one percent (51%) of voting shares shall prevail, with not less than seventy-five percent (75%) of the total COMPANY shares in attendance or duly represented, and this Article shall specifically apply in any action involving an expenditure of any sum of money in excess of one hundred dollars (\$100.00); said amount to be subject to change, at any future date, by similar majority vote.

ARTICLE II:

With regard to the distribution of any and all profits, in the form of dividends to the various partners, no dividend shall be voted, except in equal proportion to all share holders, in accordance with the procedures of Article I, above, and then only in equal proportion to their respective share holdings at the time of the distribution. In the event of exceptional action, or extraordinary activity on the part of one of the parties to this contract, however, an exceptional dividend or "bonus", may be voted to that party, by a vote of one hundred percent (100%) of all shares other than those of the subject party.

ARTICLE III:

With regard to the shares of interest held by the various share holders it is herewith, and mutually, agreed that no current share holder shall dispose of, by sale, any portion of his holdings of interest in and to the COMPANY, for any sum of money or equivalent property of value, without first having offered the shares of interest to be so disposed of, to each of the other partners; thus allowing the current partners the right of first option to procure such shares at the price which might subsequently be paid by the outside party. Further, it shall be the responsibility of the seller of such shares to outside purchasers, to convey the understanding to said outside purchaser, that said purchaser shall be bound by all of the Articles, terms, and conditions of this contract, and shall agree in writing to such obligation, prior to the re-registration of the subject shares in the COMPANY records.

ARTICLE IV:

In the event that it shall become necessary to accumulate a fund of free shares for future promotion, reward, or acquisition of new capital, such a fund of shares shall be established from the holdings of the parties to this contract, in direct

proportion to the total percentage of each of their respective holdings, to such an extent as shall be mutually agreed, and voted to, in accordance with the terms of Article I, above.

NOW THEREFORE, it is mutually agreed and understood, that this contract contains and embodies all understandings, representations, and agreements of the parties hereto, that this agreement shall represent a potential of both risk and profit, in direct proportion to each participant's percentage of holdings, and that this contract shall be binding upon, and inure to the benefit of, each of the parties herein named, their respective heirs, assigns, executors, and successors in interest.

IN WITNESS WHEREOF, this instrument has been executed by each of the parties hereto, on this 1ST day of April 1976.

Stephen G. Wozniak
Mr. Stephen G. Wozniak (WOZNIAK)

Steven P. Jobs
Mr. Steven P. Jobs (JOBS)

Ronald G. Wayne
Mr. Ronald G. Wayne (WAYNE)

APPLE COMPUTER COMPANY
PARTNERSHIP AGREEMENT

TO WHOM IT MAY CONCERN:

AMENDMENT

By virtue of a re-assessment of understandings by and between all parties to the Agreement of April 1, 1976, WOZNIAK, JOBS, and WAYNE, the following modifications and amendments are herewith appended to the said Agreement, and made a part thereof. These modifications and amendments, having been concluded on this 12th day of April, 1976, hereby supercede, and render void, all contrary understandings given in the Agreement of April 1, 1976.

ARTICLE A:

As of the date of this amendment, WAYNE shall hereinafter cease to function in the status of "Partner" to the aforementioned Agreement, and all obligations, responsibilities, agreements, and understandings of the Agreement of April 1, 1976, are herewith terminated. It is specifically understood, and agreed to, by all of the parties to the original agreement, and the amendments hereto appended, WOZNIAK, JOBS, and WAYNE, that that portion of all financial obligations incurred by WAYNE, on the part of the COMPANY, prior to the date of this amendment, is herewith terminated, and that WAYNE's portion of obligations (10%) to the creditors of the COMPANY are herewith assumed, jointly and equally, by the remaining partners to the original agreement, namely, WOZNIAK and JOBS. It is further mutually understood, and agreed, that WAYNE shall incur no obligations or responsibilities in, or for, the COMPANY, nor shall WAYNE be held liable in any litigation, initiated by or instituted against, the COMPANY, with regard to the conduct of the COMPANY's business with any creditor, vendor, customer, or any other party, nor with reference to or arising from any product of the COMPANY, as of the first day of April, 1976.

ARTICLE B:

In consideration of the relinquishment of WAYNE's former percentage of ownership, and for all efforts thusfar conducted in honor of the aforementioned agreement during its term of activity, the remaining parties to the partnership, WOZNIAK, and JOBS, agree to pay and deliver to WAYNE, as their sole obligations under the terms of this amendment, the sum of eight hundred dollars (\$800.00).

IN WITNESS WHEREOF: These amendments have been appended to the original Agreement and made a part thereof, and have been executed by each of the parties hereto, on this 12th day of April, 1976.


Mr. Stephen G. Wozniak (WOZNIAK)


Mr. Steven P. Jobs (JOBS)


Mr. Ronald G. Wayne (WAYNE)

FILING FEE \$5.00

COUNTY OF SANTA CLARA

STATEMENT OF WITHDRAWAL OF GENERAL PARTNER

1 NO: _____ DATE OF WITHDRAWAL **April 12, 1976**

THE UNDERSIGNED HEREBY CERTIFIES THAT HE HAS WITHDRAWN ON THE ABOVE DATE AS A GENERAL PARTNER FROM THE CONDUCT OF BUSINESS UNDER THE FICTITIOUS BUSINESS.
NAME OF:

2 **APPLE COMPUTER COMPANY**

NAME

3 **20443**

CERTIFICATE NUMBER

April 2, 1976

DATE FILED

Santa Clara

COUNTY WHERE FILED

4 _____
SS OR TAX I.D. NUMBER

5 **Ronald G. Wayne**

NAME OF WITHDRAWING PARTNER

6 **1900 California Street**

RESIDENCE ADDRESS

4

APT. NO.

Mountain View

CITY

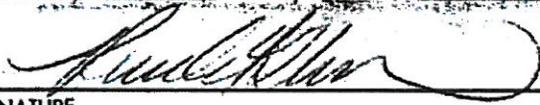
Santa Clara

COUNTY

94040

ZIP CODE

7 EXECUTED AT **Mountain View** CALIFORNIA ON **April 12, 1976**

8 
SIGNATURE

NOTE: UNLESS NOTICE OF DISSOLUTION OF PARTNERSHIP HAS BEEN PUBLISHED PURSUANT TO SECTION 15035.5, CORPORATIONS CODE, THIS STATEMENT OF WITHDRAWAL SHALL BE PUBLISHED IN THE SAME MANNER AS THE FICTITIOUS BUSINESS NAME STATEMENT. (SECTION 17923, BUSINESS AND PROFESSIONS CODE.)

Having completed the first batch of Apple I's in Paul and Clara Jobs' semiconductor-strewn living room, Wozniak and Jobs move their assembly line to the garage.



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23 NOVEMBER 2010 | London, King Street | PRINT

For Immediate Release

Co

POST SALE REPORT: APPLE 1 COMPUTER SELLS FOR £133,250 / \$212,267 / €156,169 AT CHRISTIE'S

A rare and exceptional example of the first Apple computer – the Apple 1 – sold today at Christie's for £133,250 / \$212,267 / €156,169. The first personal computer with a fully assembled motherboard, the Apple 1 heralded the home computer revolution. Only about 200 examples are believed to have been produced, and the present example was sold at auction by a private collector complete with original box, instruction manuals and a signed letter from Steve Jobs, co-founder of Apple. The other prominent co-founder of Apple, Steve Wozniak, who designed and constructed the Apple 1, attended the auction. It was acquired by Marco Boglione, a private Italian collector.

A further highlight of the sale was an 'Enigma' machine, the cipher machine widely used by the German army in World War II, which sold for £67,250 / \$107,129 / €78,817. It was underbid by an internet bidder via Christie's LIVE and acquired by a client bidding by telephone.

Julian Wilson, specialist for Books and Manuscripts, Christie's London: *"At today's auction, we saw people studying the sale catalogue on their 'ipads' using the Christie's app while the auctioneer took online bids through Christie's LIVE; it is a fitting illustration of how computers have revolutionised the world to have sold an Apple 1 computer as an historic relic in Christie's salerooms. This is the first time that an Apple 1 has been sold at a major international auction, and we are thrilled with the global interest and enthusiasm that we saw leading up to the sale, and with the price realised by this rare and exceptional piece of computing history."*

Related Sale Sale 7882
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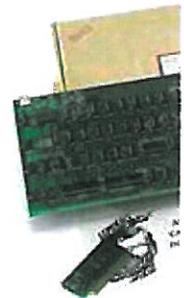
APPLE-1 Personal Computer: The Birth of the Home Computing Revolution

BY JULIAN WILSON, BOOKS AND MANUSCRIPTS SPECIALIST, LONDON

Today, Apple has established itself as a major force in the competitive world of new technologies. New announcements by Steve Jobs are eagerly awaited, not only by Apple's devoted followers, but also by the rest of the industry, as time and again Apple introduces new "game-changing" products. But in 1976, years before the Mac, iPod, iPhone or iPad, the first Apple was assembled and shipped from the garage at Steve Job's parents' house.

From these humble origins, the home computer revolution was started. The Apple-1 was the first home personal computer to feature a fully pre-assembled motherboard. This was a major step forward. Prior to this, all home personal computers were sold as kits that involved soldering skills and a knowledge of electronics. True, the Apple-1 was sold without a keyboard, monitor or power supply, and it didn't even have a casing, but in principle it worked straight out of the box. The modern Apple products still embody this philosophy, and all in their own way can trace their lineage directly back to the Apple-1.

In July 1976, the Apple-1 went on sale priced at \$666.66, and units were despatched in a simple cardboard box. The example Christie's is selling is complete in this original packaging -- an extremely rare survival -- with the garage's return address on the typed label. In superb condition, complete with the original packaging, manuals, cassette interface and basic tape, early documentation and provenance, the lot also includes a commercially rare letter from Steve Jobs.



Lot 65, Sale 788
APPLE-1 -- Pert
motherboard, n

Price Realized: :

This letter, typed on ruled notepad-paper, and signed in a clear, legible hand "Steven Jobs", emphasises the simple beginnings of the company. So too does the invoice dated "12/7/76", typed on a "Rediform" invoice pad. The manuals have the company's original logo of Newton sitting underneath the apple tree; the iconic Apple logo had yet to be adopted.

It is not clear how many Apple-1s were sold, but it was available for 15 months, being officially discontinued by October 1977, and some estimate 200 were produced. Although perhaps as many as a quarter of these still survive, very few are in such good, near-original condition with associated ephemera and full provenance. Christie's is proud to present this extremely exciting opportunity to acquire such an important milestone in the history of technology.

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