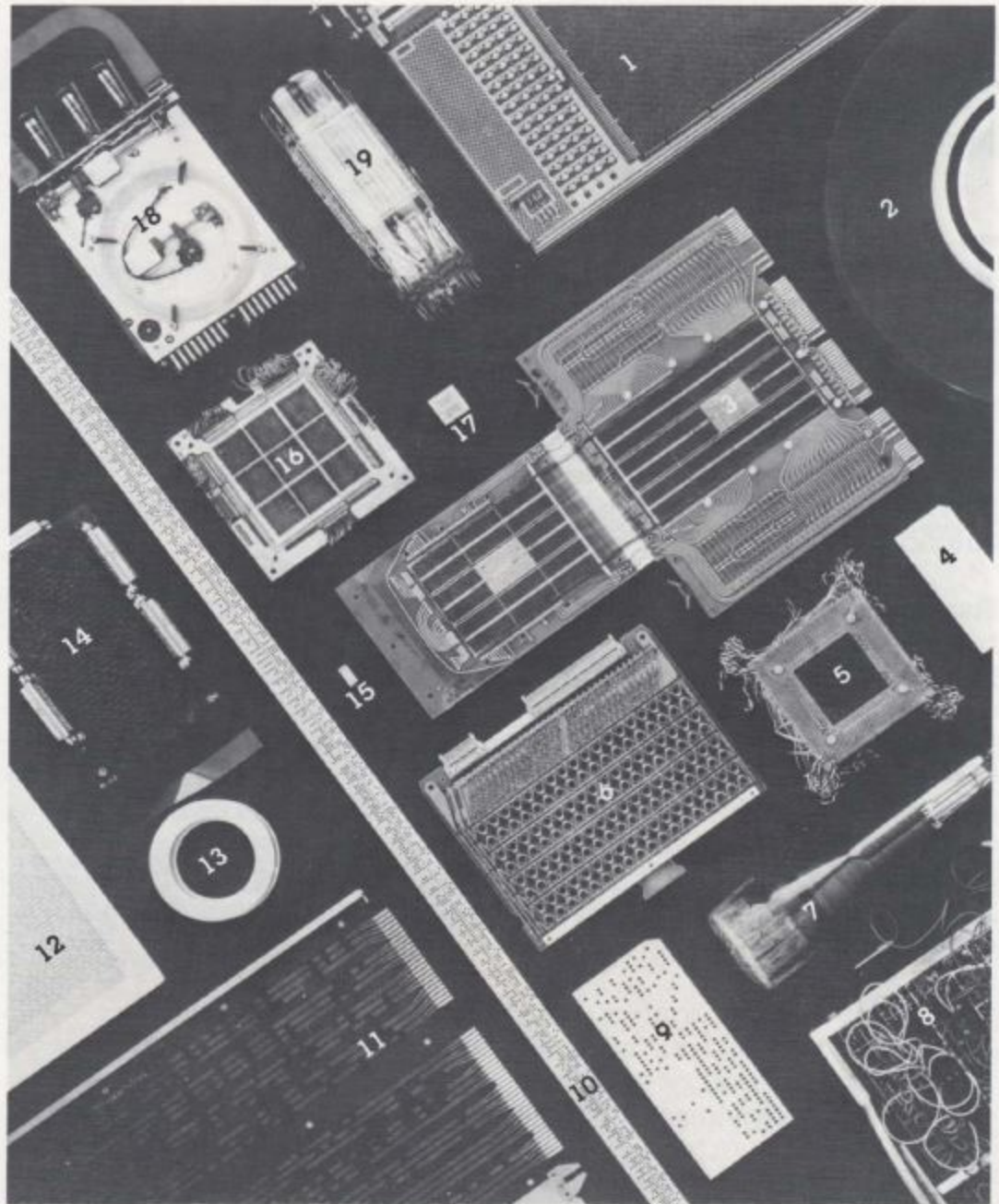## Memories Poster Directory

1. Read only memory from Honeywell (1970)
2. IBM 1316 Disk Pack (1963)
3. Planar core memory board from DEC (1972)
4. Small Powers-Samas punched card (c. 1950)
5. Block of magnetic core memory from CDC 6600 (1963)
6. Rod cell memory board from Nixdorf 82023 (1969)
7. Williams tube from the Maniac (c. 1950)
8. IBM Plugboard (c. 1930s)
9. Univac 90-column punched card (1951)
10. Fan-fold paper tape (c 1961)
11. Pegboard program tray from Fernati Argus 200 (c. 1965)
12. "Complete Mathematical Chart" by C.W. Goodchild (c. 1900)
13. Dec-Tape magnetic tape (1964)
14. Read only Rope Memory from Apollo Guidance Computer (1963)
15. 256K Random Access Memory by Hitachi (1985)
16. Core plane from Honeywell 58 (1970)
17. 64K Random access memory 8 chip double layer package by IBM (1978)
18. Short Magneto-Restrictive delay line from Ferranti Pegasus (1956)
19. Selection from the Johnniac (c.1950)

Computer Memories Poster

Mark Hunt

You may have seen the image on the cover of this issue of the *Report* in advertisements in leading computer publications over the past few months. The story of how this public service campaign developed is worth telling because it illustrates how enormously the Museum benefits from collaborative efforts.

In the spring of 1985 Gabe d'Anunzio, vice-president of marketing programs for MICOM-Interlan, suggested to the Museum staff a public service announcement campaign advertising a poster picturing "antique" computer memories.

Gabe put the Museum in touch with Grafik Communications, of Arlington, Virginia. They volunteered to design the poster and the advertisement, and to arrange for free photography and production of the posters in exchange for limited in-kind services for their client, VM Software. VM Software photographed the Museum's exhibits and items from the collection for their annual report.

The key elements still missing were commitments from the publishers to run the ads at no cost and a color separation for each publication.

Our first calls were to David Bunnell, publisher of *MacWorld* and *PC World*, and Harry Brown, publisher of *Byte*. They agreed to run the ads if we provided color separations. Paul Thiel, vice-president of marketing communications at Scitex America Corp., maker of state-of-the-art computer-controlled color separating equipment, then agreed to supply color separations and we were in business.

Almost every publisher we spoke with was eager to participate. Each offered a full-page, full-color advertisement. The total advertising space committed is valued at almost $225,000, with a combined circulation of 3.4 million high-tech readers of 25 publications. The total value of the program is almost a quarter million dollars. All from the hard work of many dedicated friends and staff of the Museum.

Responses to the advertisement are streaming in daily. Readers send a tax-deductable contribution of $25 or more to receive the elegant full-color poster. To order your own poster, check the appropriate box on the membership coupon on page 17, and return it to the Museum with your own $25 tax-deductible contribution.

Participating Publications

AI Expert
Boston ComputerNews
Byte
Circuits Manufacturing
Computer
Computer Design
Computer Graphics World
ComputerWorld
Data (Denmark)
Datamation
DEC Professional
Digital Design
Digital News
Digital Review
Electronics Test
Hardcopy
High Technology
Information Center
InformationWEEK
InfoWorld

People that Made it Happen

Gabe d'Anunzio
  MICOM-Interlan
Gwen Bell
  The Computer Museum
Alex Berry
  Grafik Communications Ltd.
Mark Hunt
  The Computer Museum
Judy Kirpich
  Grafik Communications Ltd.
Megan McCarthy
  Scitex America Corp.
Renate Brown Neely
  VM Software
Gail Rosen
  Scitex America Corp.
David Sharpe
  David Sharpe Studio
Oliver Strimpel
  The Computer Museum
Rich Theis
  Scitex America Corp.
Paul Thiel
  Scitex America Corp.
David Vanable
  Scitex America Corp.

Companies that Donated Services

David Sharpe Studio
Grafik Communications Ltd.
Scitex America Corp.
Type Studio
Virginia Lithograph