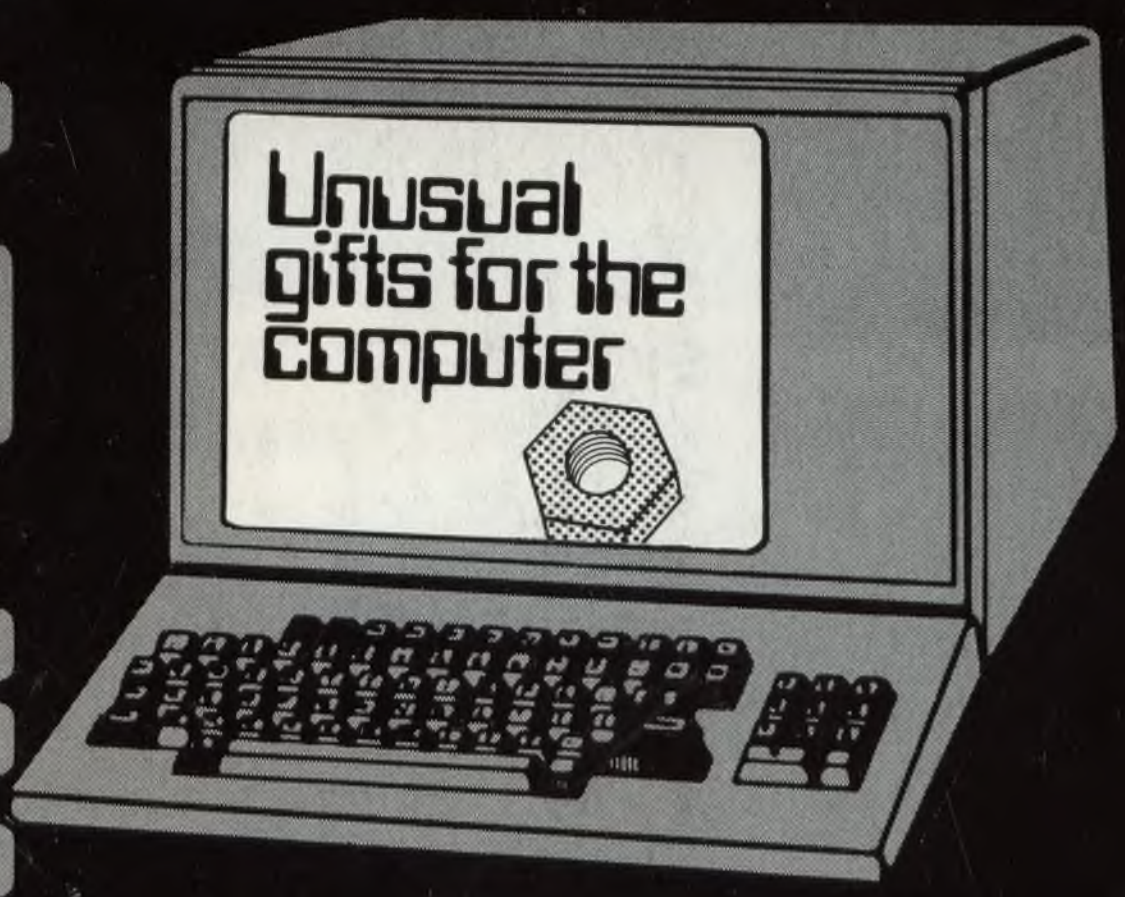
COMPUTER MANIA



By
sweet gum inc.

(1A)

(1B)

(1C)

(1D)

(1E)

SOFTWEAR

A group of fine quality tee-shirts made especially for the computer enthusiast.

50% cotton, 50% polyester for minimal shrinkage. Full cut. Adult sizes S, M, L, XL.

$8.95 ea.

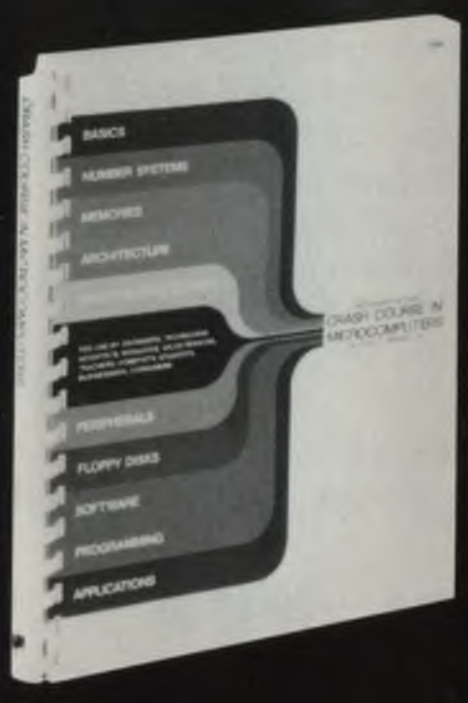
Add $1.50 ea. for ship. & handl.

(1F)

(1G)

(1A) "Byte My Bits" – *royal blue*
(1B) "Have You Hugged Your Programmer Today?" – *white*
(1C) Jr. Programmer – *grape*
(Children's sizes 6-8, 10-12, 14-16)
(1D) "V.I.P." (Very Important Programmer) – *black*
(1E) "Computer Expert" – *beige*
(1F) "I'm Bilingual. I speak English and Basic" – *green*
(1G) "Computer Lesson #1" – *maroon*

DO IT BY THE BOOK



(2A)
THE HOWARD W. SAMS CRASH COURSE IN MICROCOMPUTERS
Excellent for new or experienced microcomputer users of all ages. Quickly provides solid knowledge of microcomputers and programming. Self-teaching, self-testing format provides important information in easy bites. No previous computer knowledge necessary. Comb binding, 8½" x 11", 264 pages. $19.95

Add $2 ea. for ship. & handl.

(2B)
COMPUTER DICTIONARY (3rd Edition)
by Charles J. Sippl
Perfect for computer novices and veterans. Over 12,000 definitions clear up questions about micro, mini or mainframe computer technology. Translates computer jargon into language you can easily understand. Paperback. 5½" x 8½". 624 pages. $15.95

Add $2 ea. for ship. & handl.

(2C)
MICROCOMPUTER DICTIONARY
by Charles J. Sippl
Most easily understood and current collection of microcomputer terminology you can buy. More than 5,000 terms and definitions are presented with application to today's industry. Increases your knowledge ... fast! Paperback. 5½" x 8½". 624 pages. $15.95

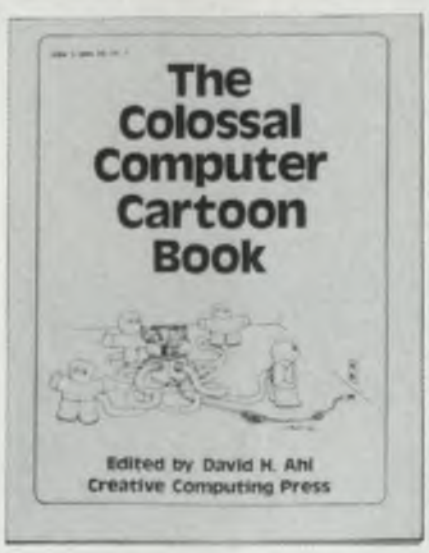
Add $2 ea. for ship. & handl.

(2D)
COMPUTER DICTIONARY & HANDBOOK
by Charles and Robert Sippl
The largest and most complete reference book available on all phases of computers and their applications. More than 22,000 definitions, acronyms and abbreviations bring the whole realm of computer technology to you. Fourteen appendixes serve as state-of-the-art guides to principles and procedures. Hardback. 5½" x 8½". 928 pages. $34.95

Add $2 ea. for ship. & handl.

(2E)
BE A COMPUTER LITERATE
by Marion J. Ball & Sylvia Charp
This book explains in simple terms how and why a computer functions. Illustrations, diagrams and photos make each concept clear and easy to grasp. Softcover. 8½" x 11". 61 pages. $6.95

Add $2 ea. for ship. & handl.



(2F)
THE COLOSSAL COMPUTER CARTOON BOOK
Edited by David H. Ahl
Here's the biggest and best collection of cartoons and comic strips about computers. 36 cartoonists poke fun at the computer scene, at home or in the office. Soft-cover. 8½" x 11". 120 pages. $5.95

Add $2 ea. for ship. & handl.

CHILD'S PLAY

(2G) **KATIE AND THE COMPUTER**
by Fred D'Ignazio/Illustrated by Stan Gilliam
A full-color fantasy for young children. Katie "falls" into her home's new computer and enters the imaginary world of Cybernia. Her journey parallels the path of a programming command through a computer. Supplemental information is provided to relate the story to actual computer operation. Hardcover. Full color illustrations. 8½" x 11". 42 pages. $8.95

Add $2 ea. for ship. & handl.

(3)

FIRE WHEN READY!

The arcade joystick comes to the home with pin-point firing accuracy, lightening response and incredible durability. It's WICO's Command Control™. Comfortable bat handle offers smooth, quick 8-position movement. Two fire buttons (one on handle, one on base). Four rubber grip pads for ideal table top play. Heavy duty plastic base. Easy to install. For use with: Atari and Sears Home Video Games; Atari 400 & 800, Commodore VIC-20 Home Computers.

(3) WICO JOYSTICK. $29.95
6 21/32"h x 4½"w x 4½"d
Add $2 ea. for ship. & handl.

WICO ADAPTERS

(3A) for Odyssey Video Games (plug-in controls) $9.95*
(3B) for Radio Shack TRS-80 Color Computer $17.95*
(3C) for Apple II Computer $21.95*
(3D) for Texas Instruments Home Computers $12.95*
**Add $2 ea. for ship. & handl.*

(4)

MAGIC COMPUTER INPUT/OUTPUT MUG

Let the world know when you're on a coffee break. When hot liquid is poured in, one message disappears and another takes it's place on the computer screen. Fascinating to watch. Big 10 oz. size. Fine quality English porcelain.

(4) MUG $8.95
Add $2 ea. for ship. & handl.

RAPID ACCESS

The perfect attache case for the computer age. Sized to fit bound readout sheets, fashioned from luxurious cowhide leather and rich velour inside trimmed in leather. Two combination locks and hinges, three legal size compartments, two half pockets, pen and pencil holder. Padded leather handle, matching leather identification tag. Available in **(5A)** chocolate brown, **(5B)** deep burgundy, **(5C)** honey tan. Specify color.

(5) Attaché Case 18" x 13" x 4" $110.95
Add $3.75 ea. for ship. & handl.

(5A-C)

In a hurry?

Call us TOLL-FREE for rapid service

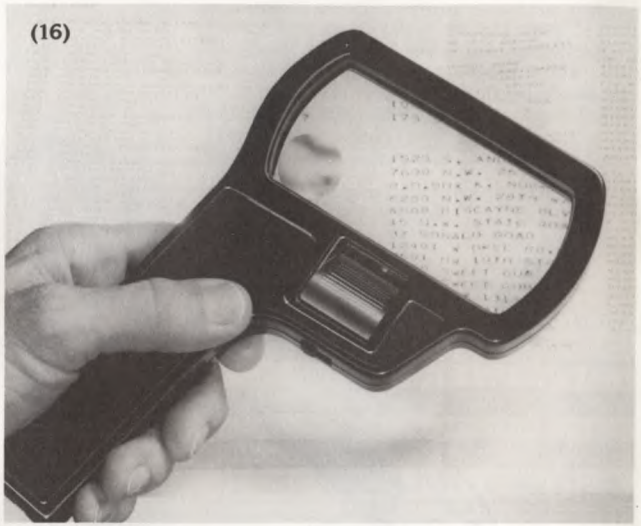
Mon.-Fri. 9am-6pm Eastern Time

1-800-B-E-S-W-E-E-T

except in Florida

In Florida (305) 687-9338

(16)



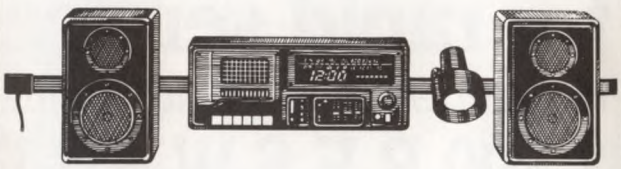
IN FOCUS

Say good-bye to eye strain with the new Lite-Up Reader Magnifier by Tasco. Hand held, with two way pivotal light for either left or right hand operation. 5-power 2" x 4" area, with 9/10" diameter 10-power bifocal area. Works on two penlight batteries (not incl.).

(16) TASCO MAGNIFIER **$12.95**

Add $2 ea. for ship. & handl.

(17)



WALL OF SOUND

The ultimate stereo system for a room with no room for conventional equipment. The Tec Trak attaches to 6 feet of wall space and includes a stereo cassette player and recorder, AM/FM stereo clock radio with LED readout, 2-way speakers, remote control and trak light. Easy to install on 6 foot power track. Perfect for home, office or computer room. Warranty. By Juliette.

(17) TEC-TRAK WALL STEREO SYSTEM **$299.**

Add $8 ea. for ship. & handl.

D

FOLD **E** HERE

ORDER FORM

sweet gum inc.

036767

15490 NW 7TH AVE.
SUITE 204
NO. MIAMI, FLA. 33169

(Please Print)

NAME: _____

ADDRESS: _____ APT. # _____

CITY: _____ STATE _____ ZIP _____

TELE: ( ) _____
(AREA CODE)

Check method of payment: ☐ Check ☐ Money Order Charge to my ☐ MasterCard ☐ Visa

Card # (print all digits) _____

Exp. Date _____

Signature _____

ITEM NO.	DESCRIP.	QUANT.	SIZE (if needed)	PRICE	SHIPPING & HAND.	TOTAL

FOLD **C** HERE

A

TO FOLD & SEAL ORDER ENVELOPE:

1. Tear envelope from book along dotted line.
2. Moisten gummed edges **A** & **B**.
3. Fold along line **C** & press to seal.
4. Insert check or money order.
5. Moisten flap **D** & fold along line **E** to seal.

TOTAL AMOUNT OF ORDER $ _____
Fla. residents add 5% sales tax

GRAND TOTAL $ _____

B

IF SHIPPING TO OTHER THAN ABOVE:

NAME _____

ADDRESS _____ APT # _____

CITY _____

STATE _____ ZIP _____

LIST ITEMS & QUANTITY

_____

_____

_____

_____

WE GUARANTEE YOUR SATISFACTION

If, for any reason, you are not completely satisfied with any item purchased from this catalog, simply return it to us **within 10 days of receiving it,** and we will **refund the purchase price, promptly,** or **replace it free of charge.**

PLACE
STAMP
HERE

sweet gum inc.

15490 NW 7th Avenue
Suite 204
No. Miami, Fla. 33169

SOFTWEAR

A group of fine quality tee-shirts made especially for the computer enthusiast.

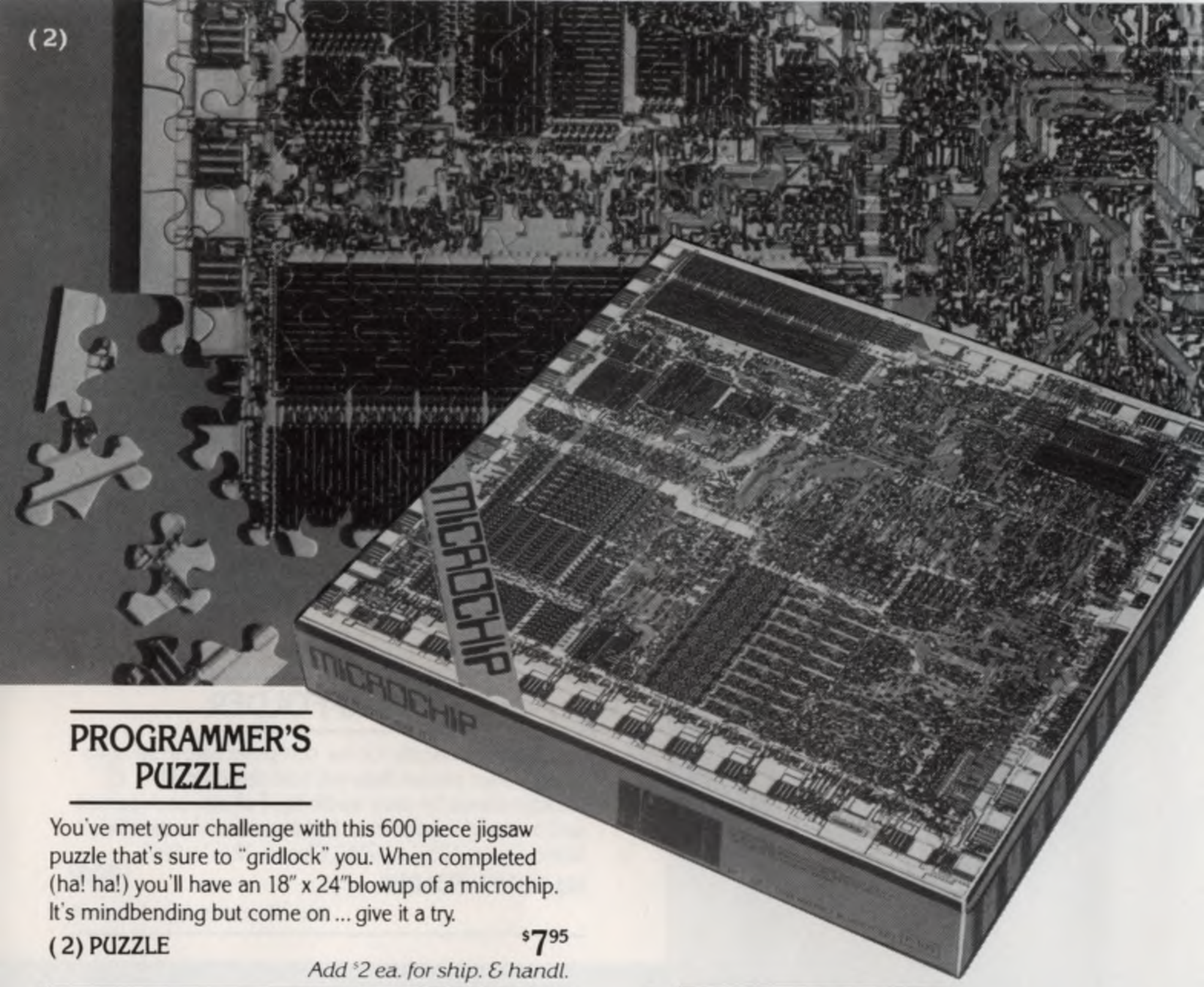
50% cotton, 50% polyester for minimal shrinkage. Full cut. Adult sizes S, M, L, XL.

$8.95 *ea.*

Add $1.50 ea. for ship. & handl.

(1A) "Byte My Bits" – *royal blue*
(1B) "Have You Hugged Your Programmer Today?" – *white*
(1C) Jr. Programmer – *grape*
(Children's sizes 6-8, 10-12, 14-16)
(1D) "V.I.P." (Very Important Programmer) – *black*
(1E) "Computer Expert" – *beige*
(1F) "I'm Bilingual. I speak English and Basic" – *green*
(1G) "Computer Lesson #1" – *maroon*
(1H) NOT SHOWN: "Computer Widow" – *black*

(2)



PROGRAMMER'S PUZZLE

You've met your challenge with this 600 piece jigsaw puzzle that's sure to "gridlock" you. When completed (ha! ha!) you'll have an 18" x 24"blowup of a microchip. It's mindbending but come on ... give it a try.

(2) PUZZLE **$7.95**

Add $2 ea. for ship. & handl.

TIMESHARE

Only you and your fellow computer experts will know what time it is with this binary numeral wall clock. Handsome simulated dark walnut wood finish. Accurate quartz movement with sweep second hand. Runs on one AA battery (not incl.) 11¼" diagonal. Perfect for office or home.

(3) WALL CLOCK 11¼" diagonal. 1 yr. warranty. **$39.95**

Add $3.50 ea. for ship. & handl.

A DELICIOUS BYTE

Here's data to digest ... 9 ounces of quality solid chocolate shaped like a hand calculator. If you can't beat the calculator ... eat it! Gift boxed.

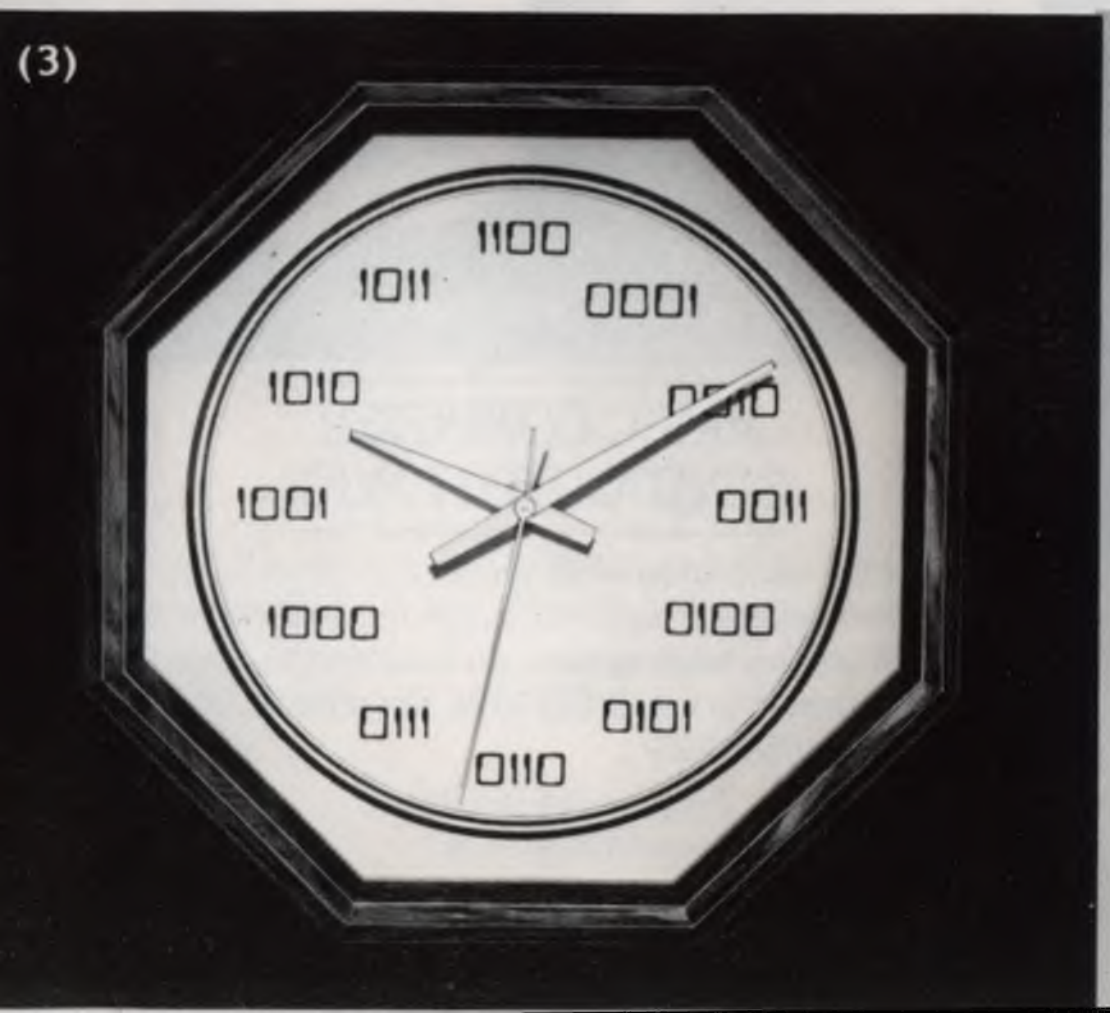
(4A) MILK CHOCOLATE CALCULATOR

(4B) DARK CHOCOLATE CALCULATOR

(4C) WHITE CHOCOLATE CALCULATOR

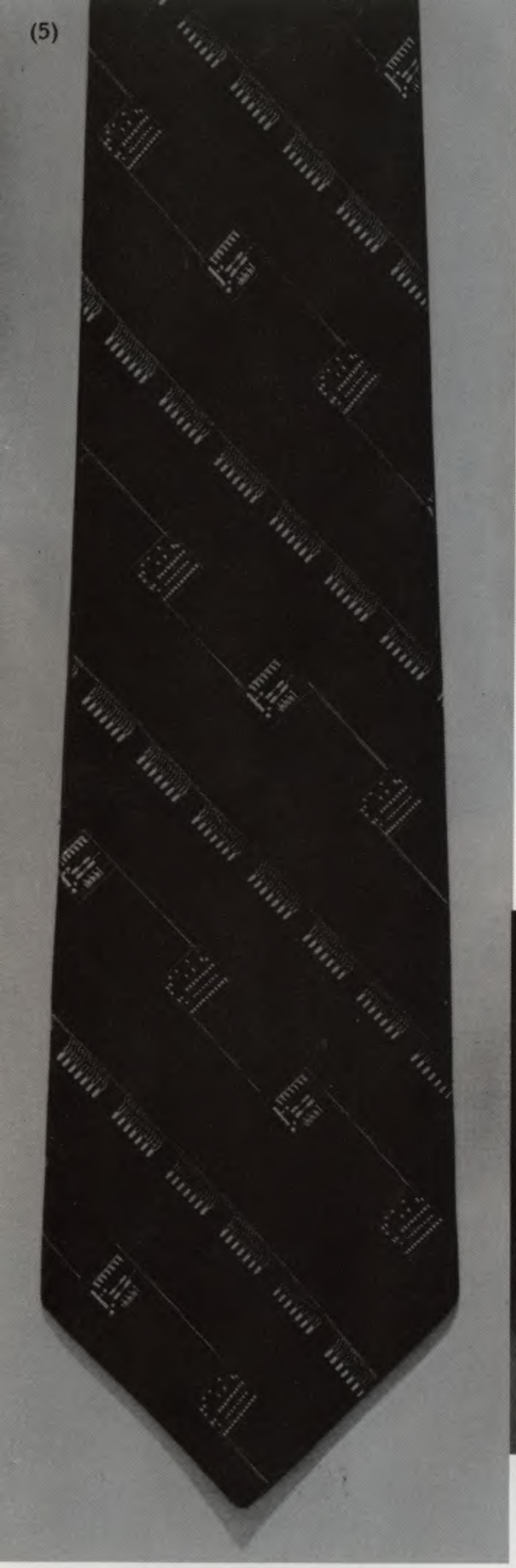
$8.95 *ea. Add $2 ea. for ship. & handl.*

(3)



(4A-C)

(5)



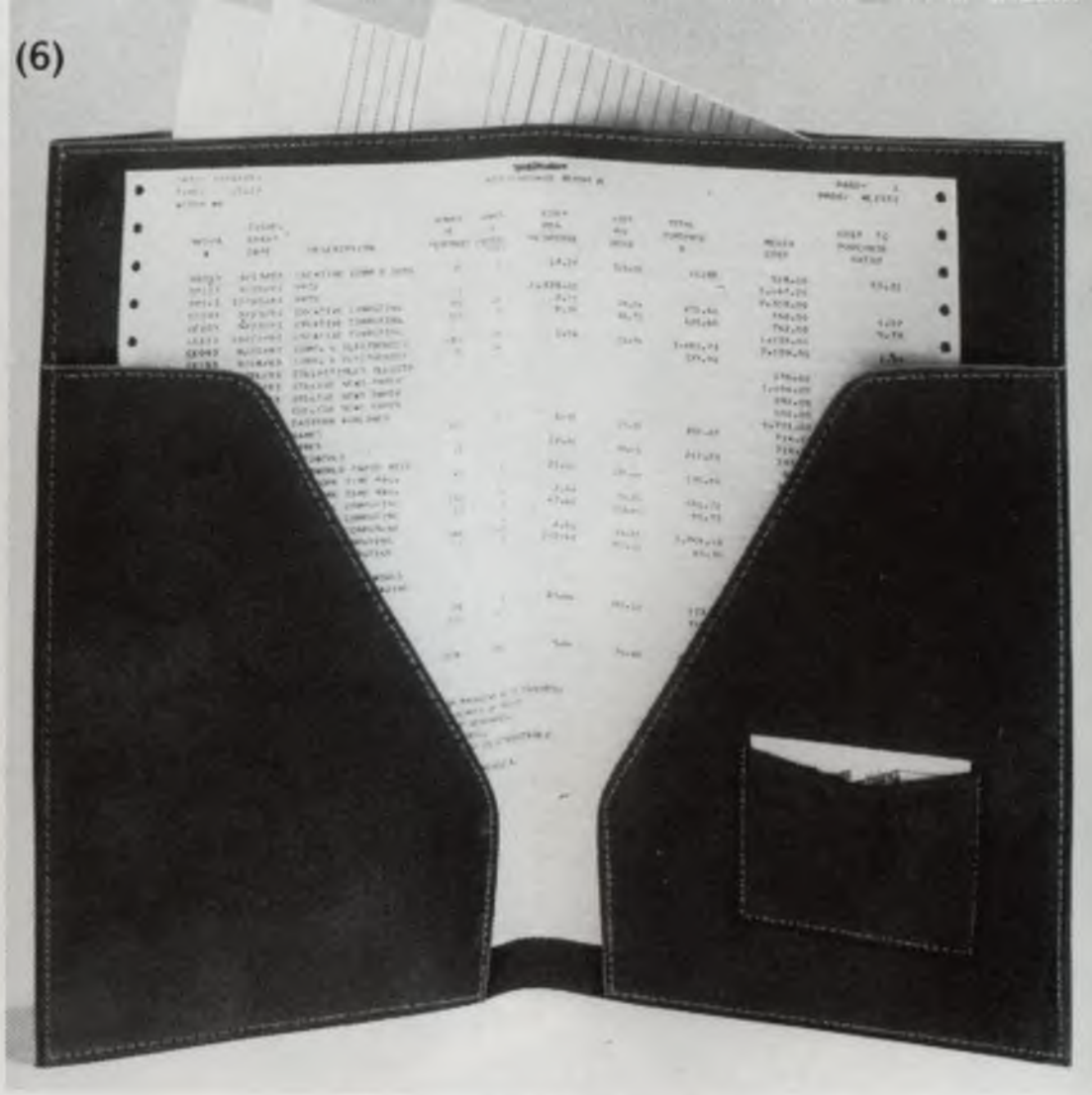
MICROCHIP TIE

Wear your passion proudly with this attractive microchip patterned tie. Navy blue. 100% polyester.

(5) TIE $14.95

Add $1.50 ea. for ship. & handl.

(6)



COMPU-FOLDER

Designed specifically for our computer age. In an open position, two pocket flaps will hold standard 11" x 15" printout sheets for easy readibility. Full size back pocket and business card pocket. Handsome tan leather-like fabric. Open: 12¼" x 17½". Closed: 12¼" x 8½".

(6) COMPU-FOLDER $19.95

Add $2 ea. for ship. & handl.

(7A-B)

MUG "A"

MUG "B" (NOT SHOWN)

MAGIC COMPUTER INPUT/OUTPUT MUG

Let the world know when you're on a coffee break. When hot liquid is poured in, one message disappears and another takes its place on the computer screen. Fascinating to watch. Big 10 oz. size. Fine quality. English porcelain.

(7A) MUG – "Programmer on/off Duty"
(7B) MUG – "Expert on/off Duty" $8.95 ea.

Add $2 ea. for ship. & handl.

MEMORY BLOCK

"Clear Lucite™ cubes that contain a fragment of history ... ideal as paperweights or conversation exhibits.

(6A) Contains magnetic core memory from an IBM 360 computer (circa 50's-early 70's).

(8B) "Chip off the old block"™ cube contains a modern computer microchip. Each 2"x 2"x 2½"

$14.95

Add $1.00 for shipping & handling

Call us TOLL-FREE
1-800-237-9338

In Florida (305) 687-9338

ORDER FORM

sweet gum inc.

15490 NW 7TH AVE. NO. MIAMI, FLA. 33169

NAME: _____

ADDRESS: _____ APT. # _____

CITY: _____ STATE _____ ZIP _____

TELE: ( ) _____

Check method of payment: [ ] Check [ ] Money Order Charge to my [ ] MasterCard [ ] Visa

Card # (print all digits): _____ Exp. Date: _____

Signature: _____

ITEM NO.	DESCRIP.	QUANT.	SIZE (if needed)	PRICE	SHIPPING & HAND.	TOTAL

WE GUARANTEE YOUR SATISFACTION

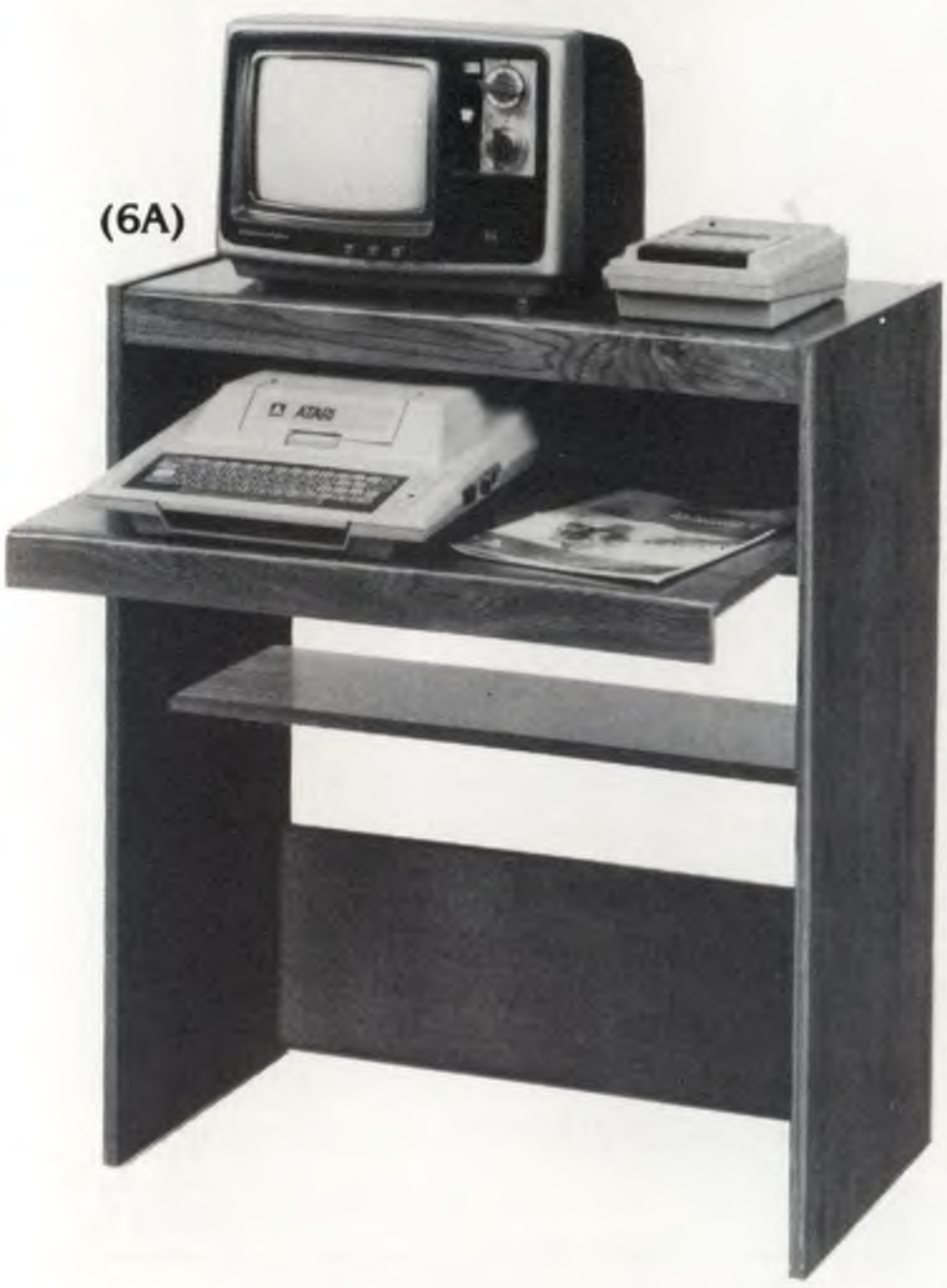
If, for any reason, you are not completely satisfied with any item purchased from this catalog, simply return it to us **within 10 days of receiving it**, and we will refund the purchase price, promptly, or replace it free of charge.

TOTAL AMOUNT OF ORDER $ _____

Fla. residents add 5% sales tax

GRAND TOTAL $ _____

MasterCard VISA



THE FINAL RESTING PLACE

(6A) COMPUTER STAND
Accented in rich Southern Oak wood tones, this stand features a hand pull-out shelf for computer keyboard and extra shelf space for monitor and peripherals. Rugged solid core construction, designed for limited floor space. Easy to assemble. 29"w x 16"d x 34"h

$69.95

Add $15 ea. for ship. & handl.

(6B) COMPUTER TABLE
Sturdy 100% solid natural wood. Top shelf holds monitor for detached computers or TV games and is removable to accommodate single unit models. Easy to assemble. 38"w x 24"d x 35"h

$106.

Add $15. ea. for ship. & handl.

(6C) PRINTER CART *(not shown)*
Same finish as COMPUTER TABLE (6b). On rollers for easy moveability. Perfect for CRT ... even portable TV or microwave oven. Easy to assemble. 30"w x 17"d x 30"h

$106.

Add $15 ea. for ship. & handl.

A CASE FOR COMPUTERS

Protect your computer in transit with this heavy duty carrying case designed to withstand shocks and jolts. Exterior construction: ¼" Luan mahogany wrapped in durable backed vinyl. Deep padded and steel plated corners. Padded handles, key lock. Interior: lined with ½" thick charcoal polyester foam. Velcro cross straps for keyboard security.

Computer Case for:

(7A) IBM PC & Keyboard	$105*
(7B) IBM Monitor	$94*
(7C) IBM Printer	$96*
(7D) Apple II w/2 disk drives	$102*
(7E) Apple III Keyboard only	$101*
(7F) Apple III Monitor only	$101*

**Add $7.50 ea. for ship. & handl.*

(8A-B)

NOTABLES

Note pads for the programmer.

(8A) Mini Notes/Micro Notes:
Pack of 4 pads with room for big or little thoughts.

(8B) Programmer's Excuse Pad:
A miniature read-out sheet with check list of twelve reasons why the program just didn't execute.
Pack contains 200 5½" x 8½" sheets. $5.95 ea.

Add $1.50 ea. for ship. & handl.

PROGRAMMER'S BEST FRIEND

It's in your hands ... the key to effectiveness in computer programming...Texas Instruments LCD Programmer. An efficient way to perform fast conversions and calculations in hexadecimal, octal and decimal number bases. Three key memory. Decimal base features signed floating point for day-to-day math. Constant Memory™ and 10-digit display. Easy-to-read tilt-top display. Ideal for use with any computer. Warranty.

(9)

(9) LCD PROGRAMMER *(Batteries not incl.)* $79.95

Add $2 ea. for ship. & handl.

CUSTOM-BUILT CADDY

Shaped like a miniature computer terminal, this colorful, high-impact moulded plastic caddy is perfect for office or home. Visual read-out display holds photo.

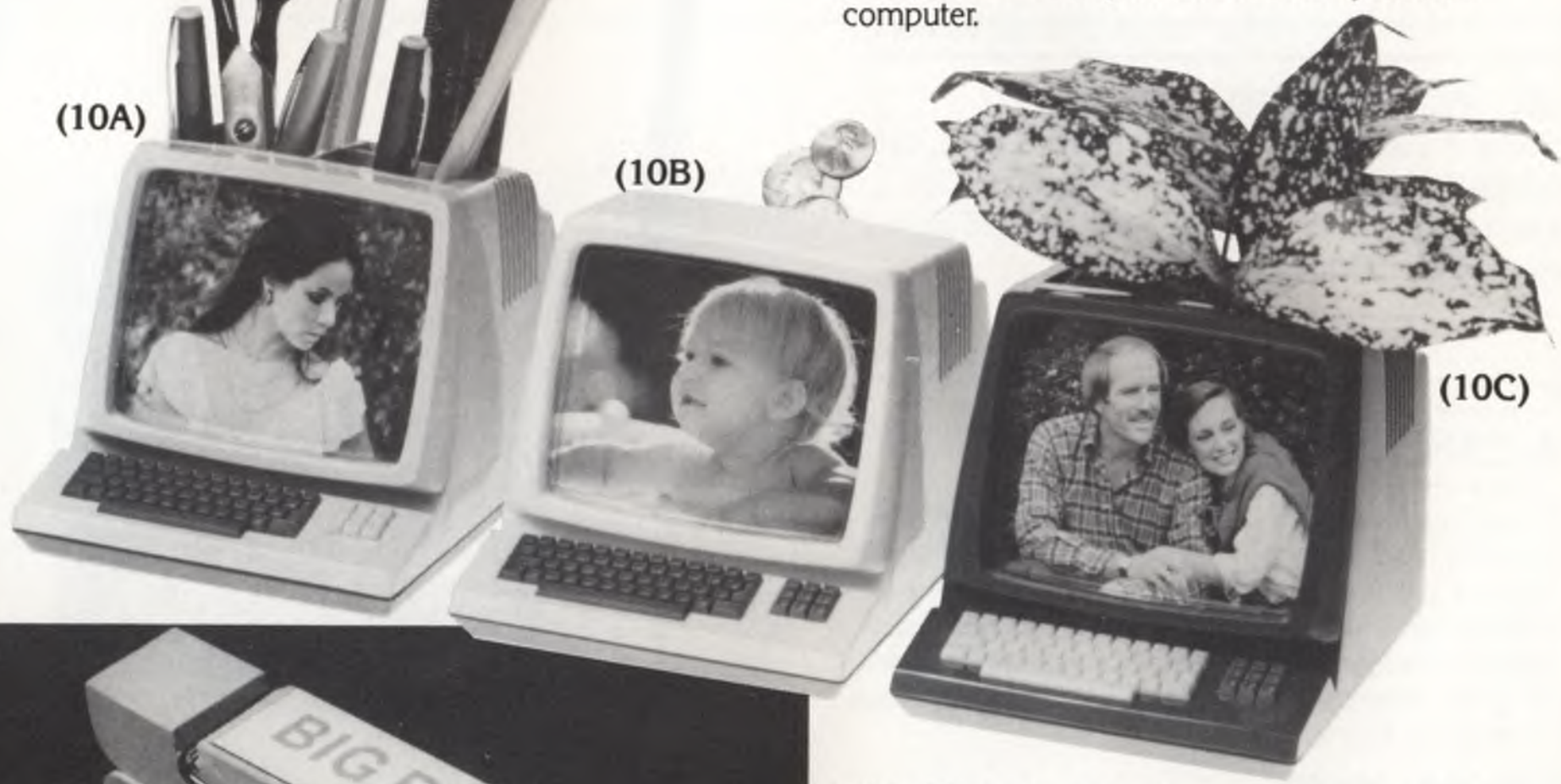
(10A) Desk Organizer – holds your pens, pencils, rulers, scissors, etc.

(10B) Bank – save your coins toward your next computer.

(10A)

(10B)

(10C)



(10C) Planter* – beautify your surroundings in a novel way. **plant not included.*
4½" x 6" x 4¼" $11.95 ea.

Add $2 ea. for ship. & handl.

GET CLIPPED

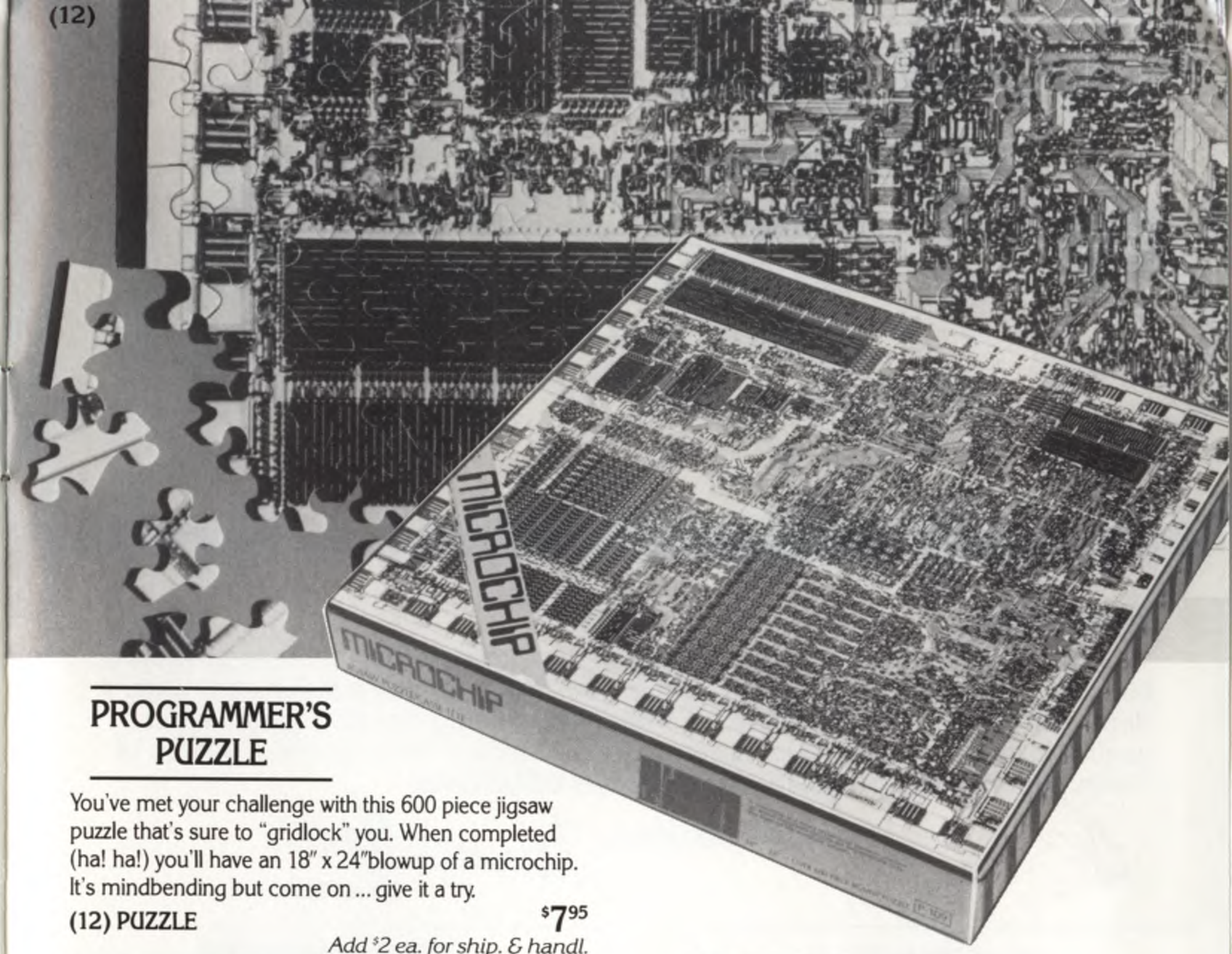
The perfect solution for lost papers. Big, solid wood clips in bright red with appropriate I.D. plates.

(11) CLIPS *(Set of 2)* $10.95

Add $2 ea. for ship. & handl.

(11)

(12)



PROGRAMMER'S PUZZLE

You've met your challenge with this 600 piece jigsaw puzzle that's sure to "gridlock" you. When completed (ha! ha!) you'll have an 18" x 24"blowup of a microchip. It's mindbending but come on ... give it a try.

(12) PUZZLE $7.95

Add $2 ea. for ship. & handl.

TIMESHARE

Only you and your fellow programmers will know what time it is with this binary numeral wall clock. Handsome simulated dark walnut wood finish. Accurate quartz movement with sweep second hand. Runs on one AA battery (not incl.). Perfect for office or home.

(13) WALL CLOCK 11¼" diagonal. 1 yr. warranty. $39.95

Add $3.50 ea. for ship. & handl.

A DELICIOUS BYTE

Here's data to digest ... 9 ounces of quality solid chocolate shaped like a hand calculator. If you can't beat the calculator ... eat it! Gift boxed.

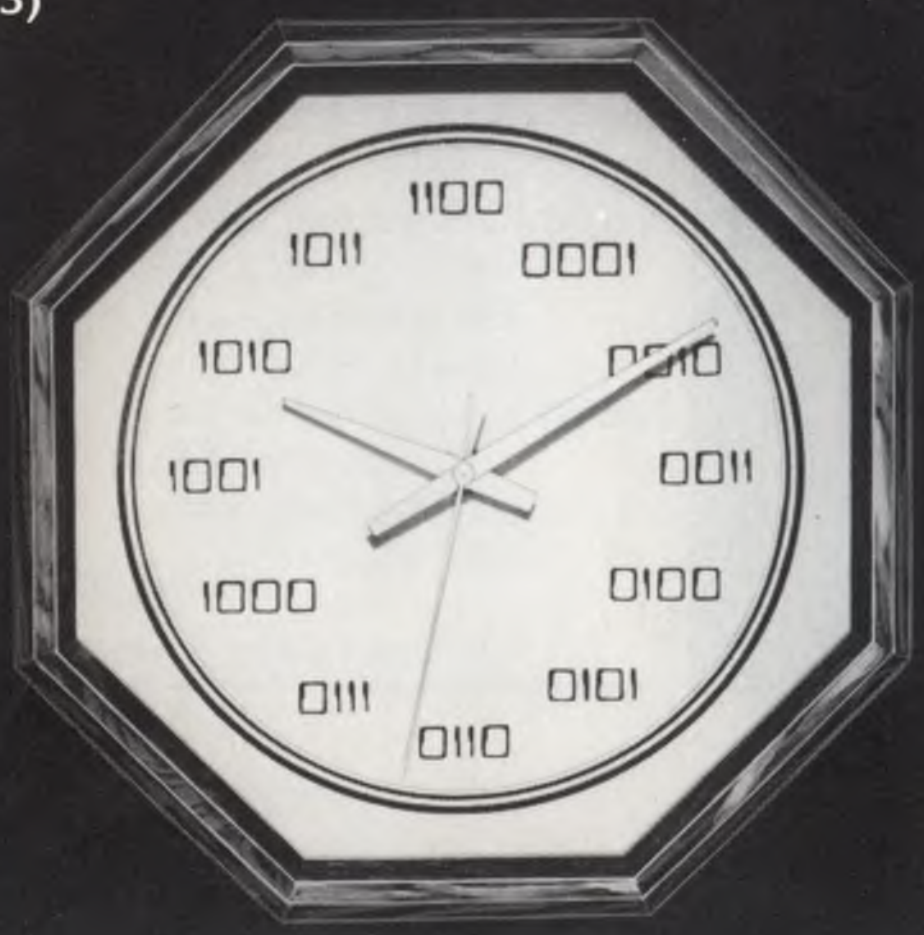
(14A) MILK CHOCOLATE CALCULATOR

(14B) DARK CHOCOLATE CALCULATOR

(14C) WHITE CHOCOLATE CALCULATOR

$8.95 *ea.* *Add $2 ea. for ship. & handl.*

(13)



(14A-C)

sweet gum inc.

15490 NW 7th Avenue
Suite 204
No. Miami, Fla. 33169

BLK. RATE

MIAMI DEC-0'83 FLA.
U.S. POSTAGE
PB.METER 1612244
≈ 0.11

K 105095
IBM/THE SLIPPED DISK
S N MAIN ST.
BREWSTER
NY 10509

Welcome ...

to "COMPUTERMANIA," a treasure trove of unusual items for the data processing buff. We've searched the globe for unique expressions of your passion...computers. Here you'll find the practical and the whimsical, sharing one important factor... quality. And now we proudly present our first collection in the premier edition of "ComputerMania"...the catalog for computer enthusiasts.

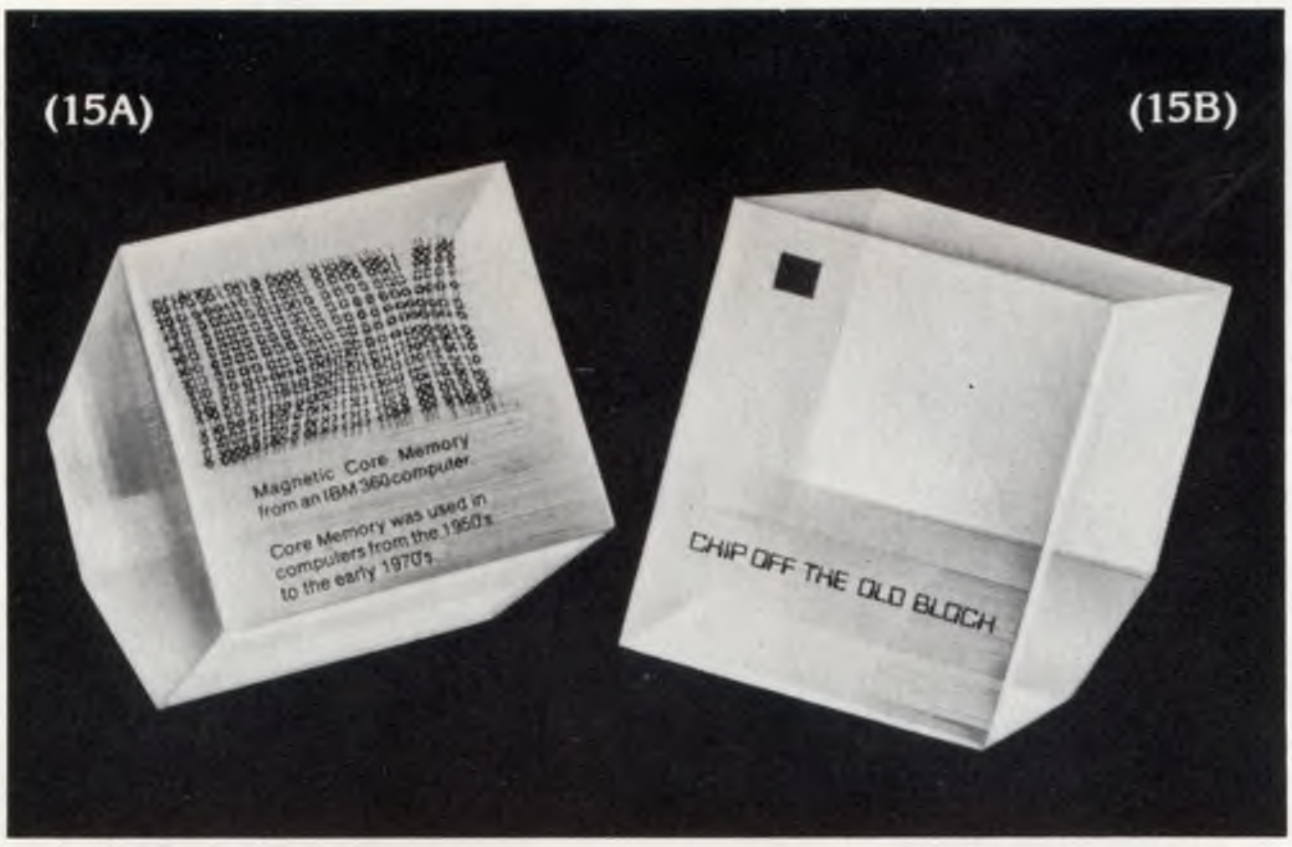
Happy shopping, *Tammy Mann*

Sweet Gum, Inc.

Call Toll-Free
Mon.-Fri. 9am-6pm
1-800-B-E-S-W-E-E-T
except in Florida
In Florida (305) 687-9338

WE GUARANTEE YOUR SATISFACTION

If, for any reason, you are not completely satisfied with any item purchased from this catalog, simply return it to us **within 10 days of receiving it,** and we will **refund the purchase price, promptly,** or **replace it free of charge.**



MEMORY BLOCK

Clear Lucite™ cubes that contain a fragment of history ... ideal as paperweights or interesting exhibits.

(15A) Contains magnetic core memory from an IBM 360 computer (circa 1964 to 1969).

(15B) "Chip off the old block" – contains a modern computer microchip.

Each 2"x 2"x 2½" **$14.95**

Add $2 ea. for ship. & handl.

MasterCard VISA