



# Ingersoll's Atari Owners Club

## BULLETIN

No. 18 Autumn/Winter 1981

**Captain Atari  
brings you**

**FUN  
FOR  
ALL THE  
FAMILY**

**LONG LIVE  
THE KING!**



## ASTEROIDS

Wow, has this been an amazing cartridge! Ingersoll Electronics issued Asteroids onto the UK market in September — and already it's a giant seller. Thousands of Members have had so much fun already — so don't delay any longer — buy the fantastic Asteroids cartridge NOW! It's going to be the cartridge for Christmas presents this year. (Mums, Dads, relatives and friends take note!).

Asteroids has 66 game variations, for 1 or 2 players. Save your spaceship from destruction by using one of this cartridge's fabulous features — HYPERSPACE or SHIELDS — plus a great new one: FLIP! You can constantly swing through 180° to attack the Asteroids coming up behind you!

### ASTEROIDS

— used with Joysticks

66 games for one or two players

Suggested retail: £34.50 incl. VAT.



Here's our very latest cartridge release — in plenty of time for Christmas!

## WARLORDS

You're the king. The other Warlords are out to destroy your castle — and kill you! Keep safe behind your castle walls — and use your shield (controlled by paddles) to deflect their deadly aim — with a dastardly FIREBALL! Every time the fireball hits a castle, a brick is destroyed. If a ball hits you, you're DEAD!

**WARLORDS**  
— used with paddles  
28 games for up  
to four players  
Suggested retail:  
£23.95 incl. VAT



### STOCKIST LOCATION SERVICE

Atari cartridges are available from good shops and stores everywhere, throughout the country. But if you'd like a list of stockists for your area write to VALUABLE VAL at our publicity consultants, RHA — 7 High Street, Maidenhead, Berks. Val will send you a list.

Kill the three Warlords — and you're omnipotent! But your aim must be good — only a direct hit demolishes the Warlords. Warlords has 28 game variations, including three for young children. Fabulous entertainment — for all the family. In the shops now — hurry!



**THE ATARI VIDEO COMPUTER SYSTEM**

Ingersoll Electronics Ltd 202 New North Road, London N1 7BL Telephone 01-226 1200 Telex 28255 INGSOL G

**ATARI**  
Great ideas from  
**ingersoll**

## HIGH SCORE SPOT

### 1 NEW RECORDS FOR PINBALL

Pinball Wizards — what superlative scores! During the course of the last month, we've had some real high scoring on Video Pinball:

Tony Wright, Erith	21,892,207
Nigel Doran, Aldershot	21,641,390
Mark Buch, Matlock	17,976,648
Ian Macdonald, Falmouth	17,601,326
Ashley London, Keston	16,786,178



IAN MACDONALD



KARL WORMLEY

PINBALL  
TOP SCORE  
41,412,518

But here's the guy who has broken all the UK records — and to the best of our knowledge, the US one, too — KARL WORMLEY, age 18 — from Brayton Selby, N. Yorks. Congratulations Karl, on a really amazing feat.

If anyone better Karl's score, please write to our Correspondence Co-ordinator, Capable Kathy at the Owners Club. Play only on Game One, tell us how long it took you, and give us the name of one witness to the whole breathtaking event!

### 2 THE FIRST BIG MISSILE COMMANDERS

The UK record for Missile Command, Game One, stands at a fantastic 10,227,650! This took Peter Service from Tottenham, London N15 a whole twelve hours! Peter is 28 — and surprise, surprise, he thinks Missile Command is even better than Space Invaders...

Other High Scores which have been received in writing by Capable Kathy are:

Paul Parkes, Walsall	8,104,965
G.H. Laflin, Woodbridge	2,349,320
R. Parry, Diss	1,896,630

Come on lads — and lasses — are there any more Missile Commanders out there? Scores for Game One only, please, in writing to Capable Kathy, plus a note of play duration and the name of your witness.

### HAVE YOU MOVED HOUSE?

If you have changed the address to which your regular Bulletin should be sent, please let us know! Write to MERRY MAGGIE at our publicity consultants, RHA — 7 High Street, Maidenhead, Berks. Don't forget to let us have your old address too — and your console number. Or better still, staple our current address label from your latest Bulletin envelope onto your letter.

Things YOU ought to know  
**INFORMATION**

from the Atari  
Owners Club



## Benefits- for Atari Owners Club Members



Around 100,000 people now belong to the Atari Owners Club! It's quite free — it's a service provided by Ingersoll Electronics for anyone who owns an Atari VCS.

If you own an Atari, make sure you are enrolled, then you won't miss out on all the fun and excitement Atari can give you and your family. So if you, or anyone you know who owns an Atari, doesn't receive our Atari Bulletin regularly, you're missing out on a good thing.

Write straight away to Capable Kathy at Ingersoll Electronics, giving name, address and Atari VCS Console number — we'll do the rest! Here's a reminder of what you will get:



### 1 REGULAR FREE BULLETIN

*Inside information on new cartridge releases!*

Once you're enrolled in the Atari Owners Club, you will receive a free, regular, Owners Bulletin. The main purpose of the Bulletin is to keep you informed on **new cartridge releases** — Ingersoll Electronics issue between 12 and 15 super new Atari cartridges every year! You can't afford to miss out on all that fun and excitement...

### 2 OWNERS CLUB OFFERS

*Special Owners Club merchandise — at super low prices!*

In most issues we offer accessories for your Atari — or Owners Club regalia: at Special Offer prices. For instance, we've run Atari cartridge racks, Atari pop-up storage boxes, a VCS system stand, a cotton Atari unit cover — and Owners Club t-shirts and badges.

### 3 COMPETITIONS

*Lots of super prizes for Owners!*

In each issue of the Bulletin we run an easy-to-enter competition, based on your knowledge, and experience of the Atari system. Prizes to the value of many hundreds of pounds can be won — TVs, radios, hip pocket stereos and watches are among recent gifts awarded.

### 4 TWO-WAY COMMUNICATION

*Know everything that's going on!*

When you're an Atari Owners Club Member, you know precisely what's going on in the fantastic world of Atari! You can communicate with other Members, take part in Atari functions (such as our annual **UK Atari Championship**) — there's so much going for you, with Atari!

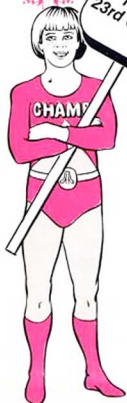
REMEMBER OUR  
SPACE INVADERS  
CHAMPIONSHIP?

Closing date  
extended to  
Friday  
23rd October

## ASTEROIDS

Could you be Asteroids Champion of the World?

WIN A TRIP TO AMERICA ON NOVEMBER 12TH - NOVEMBER 15TH, 1981 TO PLAY AGAINST THE CREME OF THE WORLD'S PLAYERS!



If you've bought an Asteroids cartridge, you will have received an Entry Form for the UK Asteroids Contest! But if he's run out of forms, write to Jumping Jacky, Asteroids Contest, Atari Owners Club, 7 High Street, Maidenhead, Berks — straight away, and she'll send you one by return.

SO DON'T DELAY organise your local Asteroids High Score Competition NOW!

If you really hit it lucky, you could even win the International Final, with a super prize from Atari — as well as your trip to the States.

### HOW IT WORKS

This is how the UK ASTEROIDS CONTEST works:

#### 1 RUN A LOCAL ASTEROIDS HIGH SCORE COMPETITION

Do this in your own time, in your own home, with ten friends or relatives, who don't own Atari VCS units themselves. They are to play Asteroids, Game 32, against the clock, for 15 minutes each.

They needn't all assemble in one day — you can fit them in when you like, but make sure we receive your completed Entry Form by Friday 23rd October, at the latest. Fill out the scores and all the details shown on the Entry Form, for each of your contestants.

The highest scorer in your Competition will receive a special Asteroids Certificate of Merit, direct from us, and everyone who has taken part will be sent details of another competition, to be run by Ingersoll, later in the year.

To Sum up

#### 2 THE UK ASTEROIDS CONTEST

Every Atari Owner who runs a local Asteroids Competition will be sent details of how to enter the UK Asteroids Contest, no later than 26th October, 1981. This Contest will be held at the Custom Car Show, Olympia, in London — on Saturday 31st October. Contestants will receive a free entry ticket for the Show. This will be a knock-out type competition, and similar Contests will be being held at the same time, all over Europe and the United States.

Our Contest first prizewinner will be sent, all expenses paid, to Atari's International Final in the United States on November 12-15, 1981. The second and third prizewinners will receive substantial prizes also and all Contest participants will receive a special Asteroids present when they register at the Ingersoll Contest desk at the Custom Car Show.

#### 3 ATARI'S INTERNATIONAL ASTEROIDS FINAL

The Ingersoll Electronics UK Asteroids Contest first prize winner will be sent to the International Asteroids Final, to be run by Atari in Washington — on November 12-15, 1981. The trip will be all expenses paid — courtesy of Ingersoll Electronics (see Rules on your Entry Form).

1 BUY ASTEROIDS CARTRIDGE AND OBTAIN ENTRY FORM.

2 RUN A LOCAL HIGH SCORE COMPETITION WITH TEN FRIENDS OR RELATIVES, SEND IN ENTRY FORM.

3 YOU ARE NOW QUALIFIED TO ENTER THE UK ASTEROIDS CONTEST IN LONDON ON SATURDAY 31ST OCTOBER.

4 IF YOU WIN (I.E. IF YOUR SCORE IS THE HIGHEST!) YOU'RE OFF TO THE INTERNATIONAL FINAL IN AMERICA ON NOVEMBER 12-15!

5 IF YOU WIN THAT, YOU'RE ASTEROIDS CHAMPION OF THE WORLD!





## There's so much fun-with Atari!



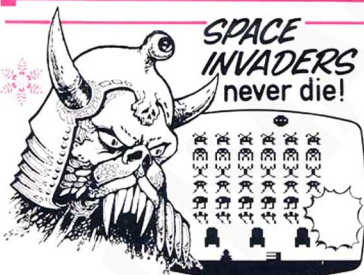
Did you know that the Atari Video Computer System is the world's *best-selling* programmable TV game? And needless to say, Ingersoll Electronics have made sure Atari is market leader in this country, too!

We now have almost 100,000 Members in Ingersoll's UK Atari Owners Club, and we're issuing 8-12 new game cartridges *each year*! The family will never run out of fun with Atari . . .

Brains and I thought we'd refresh your minds on the most popular cartridges over the last eighteen months (haven't we had a ball with them all!?) — and this lightning guide may be useful to newer Members, or even prospective Atari Owners!

*Captain Atari*

### SPACE INVADERS never die!



The most successful Atari cartridge release of all time — and our *Space Invaders Championship* really hit the headlines!

Now there's still no need to queue at the arcades for your turn with a hot 10p in your hand. If you're an Atari Owner you can take *Space Invaders* home with you. Yes, Brains has done it again! A world-wide Atari exclusive, the best 4-colour visuals you've ever been threatened with — and 112 — yes, 112 different *Space Invaders* games to play, all on one cartridge.

So for palm-sweating excitement, nerve-tingling sensations, and all-day, all-night, toe to toe, Eyeball to eyeball fights to the death with the trickiest opponents in the galaxy — get *Space Invaders* NOW!

#### SPACE INVADERS

— used with Joysticks

112 games

Suggested retail: £29.95 incl. VAT

## SUPERMAN



Play Superman yourself —  
at home!



You fly high over the city. Hidden away is the evil Lex Luthor and his gang — and you have to put them in jail. And if you're zapped by a Kryptonite, only a kiss from Lois Lane can bring back your super powers!

One of the most exciting Atari cartridges ever designed. For player choice, plot variation and decision speed, there's *nothing* like Superman!

#### SUPERMAN

— used with Joysticks

1 or 2 players

Suggested retail: £23.95 incl. VAT



## MISSILE COMMAND

Now Atari's best-selling arcade game comes to your TV screen!

If Space Invaders held your interest, this new cartridge Missile Command will keep you glued to your TV from now until next Christmas! You are Base Commander on the peaceful planet of Zardon. It's up to you to defend your six cities — and your missile base — from interplanetary ballistic missiles — and cruise missiles! — fired by the wily Kryptolians. The Kryptolians are warriors: out to seize and destroy your planet. As the game progresses, the Kryptolians attack faster and faster — and once all your antiballistic missiles are used up, you are defenceless until a new wave begins!

On-screen scoring just like the arcade game and fabulous sound effects — bonus cities for each 10,000 points scored. This cartridge is for the Atari bigtimers: We've already had fantastic scores!

**MISSILE COMMAND**  
— used with Joysticks  
34 games

Suggested retail: £29.95 incl. VAT



Remember Bionic Claire? She's a very important part of Ingersoll's Atari Owners Club team. Some of you may have met her at the PCW Show, or at bike race meetings (Ingersoll sponsor Team Ingersoll Heron Suzuki). She can't decide her preference between Missile Command and Asteroids — which do you like best?

## VIDEO PINBALL

A fantastic concept — great for real high scorers!

Your very own Pinball game — to play at home! Take a deep breath, sit right down; and jump right into Video Pinball. Now you're going to see why so many people have caught "pinball madness" — but you're not going to be elbowed away from the machine, like you might be in a fair, club or arcade!

Bumpers, spinners, rollovers, drop targets — and of course — flippers! Your Atari VCS is set up for non-stop Pinball fun. But don't push it too hard — because up comes the tilt (just like the real thing) — your flippers freeze up and you can't go for that high score....

One or two players can choose their own difficulty levels — enjoy all the thrills, sounds and high score fun energy with this latest Atari cartridge.

**VIDEO PINBALL**  
— used with Joysticks  
4 game variations  
Suggested retail: £23.95 incl. VAT



## PELE'S CHAMPIONSHIP SOCCER

The world-famous Pele jetted over to the UK specially to help us launch this super cartridge!

This brilliant Atari cartridge offers 54 terrific games! Here we have a great new concept from the Atari development team — a scrolling field of play. As you battle to beat your opponent, the on-screen football pitch unrolls, making the playing area much larger!

Pele's Championship Soccer simulates real-life situations — throw-ins, corner kicks — and when someone scores?!... buy the cartridge, and find out for yourself! It'll provide endless championship fun for you and your friends.

**PELE'S CHAMPIONSHIP SOCCER**  
— used with Joysticks  
48 games  
Suggested retail: £29.95 incl. VAT



The brilliant new Atari Personal Computers have been in the shops for over a month now, and new registration cards are pouring into Ingersoll's PCS Headquarters in London. The new computers, designed for both home and office use, are so easy to understand, that people who never dreamed of owning a computer now can! You can get these machines humming in minutes — they'd be a real high technology asset for any family!

## So easy to hook up

Just plug your Atari personal computer into your TV set, and it's ready to go — use it at home, or take it to the office (it's no bigger than an electric typewriter).

## So easy to change programs

The Atari computers take special program cassettes, so you can take your pick from an enormous range of computer facilities — for home, business or educational use — or you can play fabulous new games with high resolution graphics! And the 800 PCS can run up to 4 disc drives.



## So easy to extend

The Atari 400 and Atari 800 computers have 16K bytes of RAM memory, but this can be expanded further if required by adding Memory Modules. The machines

are capable of full colour display, 4-sound "voices", music synthesis, and can run light pen and independent graphics accessories, plus word processors, recorders and printers.

## So easy to communicate

Unlike most other "small computers" the Atari models have their own upper and lower case alphabets — much easier, and quicker, to take in. The computers are programmed in Atari Basic. The Atari 400 has a 57-key monopanel ("touch-type") keyboard, with 4 function keys and 29 graphics keys. The bigger Atari 800 has the same key specification but has a full-stroke keyboard.

*"What a fabulous  
Personal Computer"*  
say thousands of new owners of

## The NEW ATARI 400 and 800 Personal Computers

Software  
cassettes from  
£8.95 incl. VAT.

*The Atari 800*  
Suggested retail:  
£645 incl. VAT

*The Atari 400*  
Suggested retail:  
£345 incl. VAT

## So many uses — in the office

In America, professional men and small businessmen are already learning what an enormous time and energy savings help Atari computers can be. And company men have come to rely on their own personal Atari computer (instead of having to book themselves in to use that unco-operative hulk down in the company basement!). An Atari computer takes the paper out of paperwork! It estimates, deduces, solves problems, increases profitability — at the touch of a key.



## ... or in the home!

Atari computers work just as hard at home. For instance, they'll help you learn languages, compose music or teach touch typing. They'll entertain you ... or help you and your family manage your personal finances, keep household records — even recipes, birthday lists or addresses!

If you'd like to try an Atari Personal Computer — in the shops right now — we'll put you in touch with your major Regional Stockists. Please write to Owners' PCS Enquiries Dept., RHA, 7 High Street, Maidenhead, Berks SL6 1JN.



# Ingersoll's Atari Owners Club Bulletin

## Miscellany

### Championship Replay — Pele style



Here's Sajjad Ali, (left) who won the Atari/Pele Jacket design competition in our Spring Atari Bulletin.

Sajjad collected his personally signed football from Pele at Arsenal Football Ground.

With him are Stephen Bradley, the Overall 1981 UK Atari Champion, and Stuart Clarke, the Junior 1981 Champion. But who do you recognise in the back row?



### Crowded out at the Personal Computer World Show

Here's a special greeting to all the Members who visited Ingersoll Electronics at the Personal Computer World Show in September. It was great to meet so many of you - sorry our stand (which was one of the biggest there, anyway!) got a bit crowded!

Hope you were impressed with what you saw - the new Atari 400 and 800 Personal Computers really are quite something, aren't they!

## Service Topics THE ATARI VIDEO COMPUTER SYSTEM

### 1 New address for Ingersoll Electronics' Service Department

Those of you who have need to use our Service Department know how speedy and efficient they are. Now they're even better, because they've moved to spacious new premises! You can contact the Service Department direct at the following address:

INGERSOLL ELECTRONICS SERVICE DEPT.  
Ingersoll House  
Delamare Road  
Cheshunt, Herts.

Telephone: Waltham Cross (0992) 23677

### 2 Left-handed joysticks

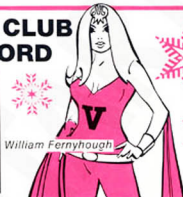
In our last issue we explained how to convert your Joysticks if you are left-handed. However, we recommended that you don't attempt this modification if you don't understand circuitry. Go to your electrical dealer — that's what he's there for!

### 3 NTSC cartridges and consoles

Those of you who're having problems with carts and units bought abroad should contact the Ingersoll Service Department - they may be able to help you, and will explain how to exchange your foreign goods for models which work in this country.

As you probably know, NTSC cartridges will not normally work at all on the UK's PAL transmission system - so be warned!

## OWNERS CLUB CROSSWORD



William Fernyhough

Here's something very special! Our very first Atari Owners Club Crossword, compiled by William Fernyhough (14). Capable Kathy and Space Age Lisa have checked it out, and it really works! Have a go at solving it. No prizes this time for completing the Crossword — and we'll publish the answers in the next Bulletin.

We've sent William an Atari Owners Club teshirt for this super effort.

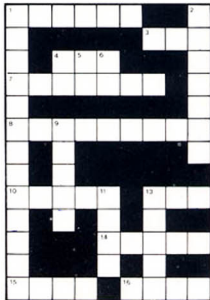
### CLUES

#### Across

1. Pele's new cartridge
3. When playing Combat don't let time run
4. A Super person
7. Kathy is this
8. The makers of Atari
10. What you play on
13. The Atari is one
14. To play this game, you to have em
15. A kind of Racer
16. Now you can do this on the Atari

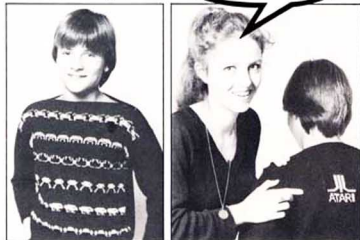
#### Down

1. Top selling cartridge in 1980
2. A new cartridge
4. Captain Atari should be one
5. This company will not fix a broken Atari
6. Please note
9. Atari is
11. A cart with 500
13. Olympics and Chess



## Exclusive SPACE INVADERS Jersey Competition

50 fantastic and  
totally exclusive  
Jerseys to be won



Our beautiful Space Invaders sweater, designed exclusively for Ingersoll's Atari Owners Club, features hordes of yellow space invaders marching across a black sweater, and has the distinctive Atari emblem on the back.

The jersey is knitted in a top-quality Italian acrylic yarn, is machine-washable and requires no ironing. It is an easy-fitting drop-shoulder style, with a fashionable straight neckline which suits everyone. The jersey can be worn alone or over a roll-neck sweater or shirt.

Enter our easy Owners Competition, and win this jersey (worth at least £25) - FREE!

Here's what you do. Simply, tick the right answers to our easy questions and fill out our tiebreaker sentence. Tick the size jersey you would like, fill out your name, address and console number - and send our publicity consultants your completed Entry Form by Friday 20th November at the latest.

The best fifty (yes, fifty!) We believe in being generous to our Owners! will be sent their jerseys in plenty of time for Christmas.

1. All entries must be on our Entry Form cut from AB18.
2. Closing date for entries is first post, Friday 20th November 1981.
3. Persons connected in any way with the administration of the competition, or with Ingersoll Electronics Ltd., are ineligible for a prize.
4. No responsibility is accepted for entries lost in the post.
5. The judges' decision is final, and no correspondence can be entered into.

## Introducing Champ!

Here's Champ, our own Atari Boy Wonder. Champ's the guy who has learned to zap Space Invaders and Asteroids with devilish cunning and panache, he's a whizz at Breakout, Warlords and Pele's Soccer — and you should even see him on the Atari 400 and 800!

We've asked him to help out during the holidays in our Offers and Competitions Department, where he'd be working under the eagle eyes of Space Age Lisa. So we've got some really amazing goodies ready in the pipeline for you! Here are details of the first:



## Entry Coupon

TO: Jersey Competition

RHA, 7 High Street, Maidenhead, Berks.

1. What is the main solid colour on the Warlords box?  
CYCLAMEN ☐ INDIGO ☐ CAMEL ☐
2. How many games on the Space Invaders cartridge?  
12 ☐ 112 ☐ 202 ☐
3. What's the name of Captain Atari's development engineer?  
BRAINS ☐ BUSTER ☐ BERNARD ☐
4. What does Vidella have on her boots?  
STARS ☐ ARROWS ☐ LACES ☐
5. How many degrees can you FLIP through with Asteroids?  
60° ☐ 100° ☐ 180° ☐

Lastly, please complete this sentence in your own words.

I'D LIKE TO WIN A SPACE INVADERS JERSEY BECAUSE:

Jersey size required: (up to 15 more words)

27" ☐ 30" ☐ 33" ☐  
36" ☐ 39" ☐ 42" ☐

Name: \_\_\_\_\_

Age (if under 18): \_\_\_\_\_ Console No.: \_\_\_\_\_

Address: \_\_\_\_\_