

ATARI AGE™

THE OFFICIAL NEWSLETTER OF THE ATARI® GAME CLUB™

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WOW! You swamped us...

with your orders for those exciting ATARI video games. And right in the middle of the holiday rush! Our shipping room nearly came apart at the seams, but we still managed to get 95% of your orders out on time.

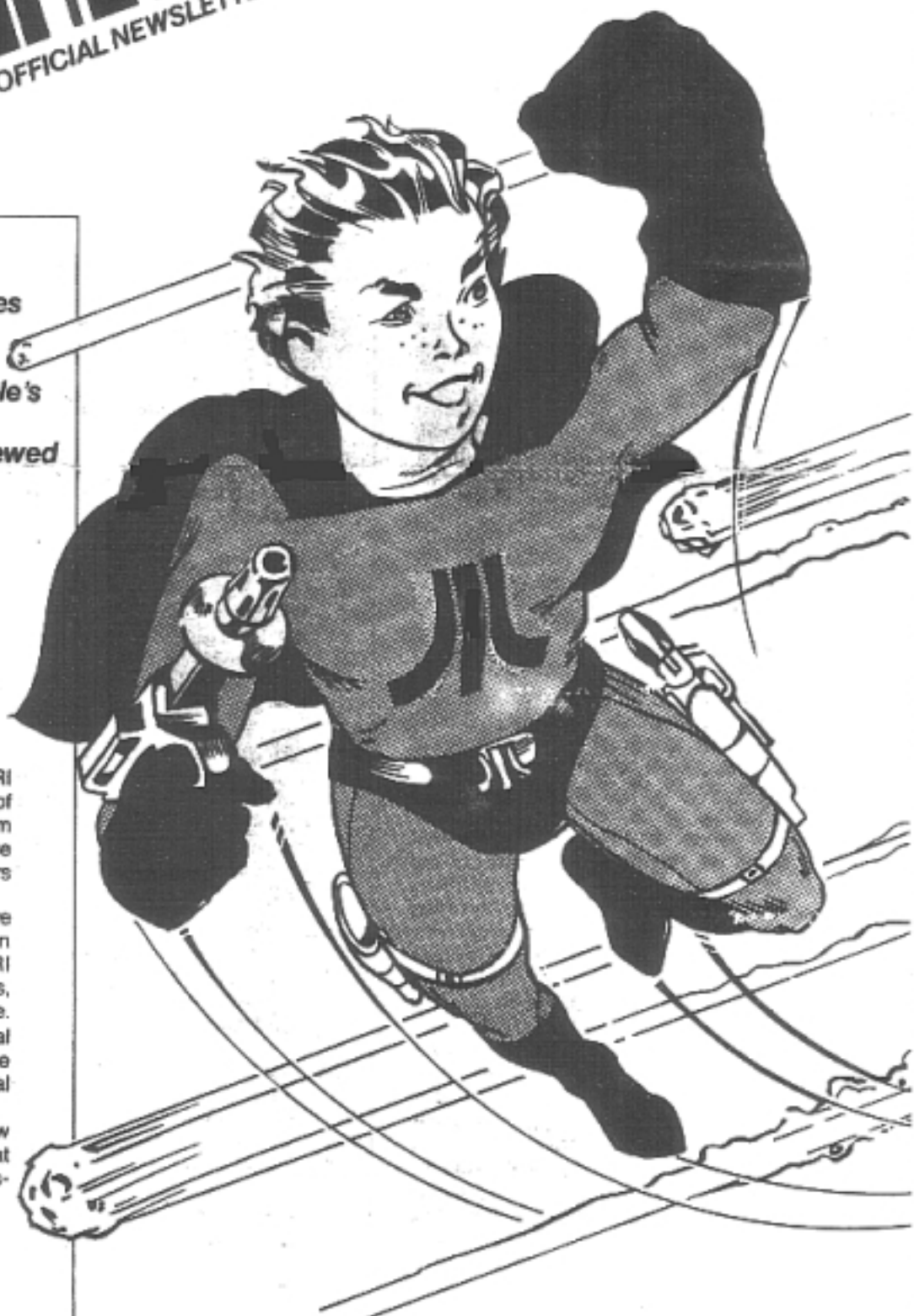
You kept the Clubhouse Store hopping, too. Three shifts a day! In fact, even if Santa had lent the ATARI people a couple of hundred elves, they *still* could barely have kept pace.

Supplies are almost back to normal in the Clubhouse Store, so we should be able to fill your orders with our usual promptness.

Thanks for your patience. I know how tough it is to wait for those great ATARI games...but it wouldn't be possible except for your loyalty to ATARI!

George Dakota

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BILL HEINEMAN SCORES 165,200;

New York City

His room in the Berkshire Palace Hotel was everything he wanted—and more. Like each of the other four finalists in the Space Invaders tourney, Bill Heineman's room was complete with a comfortable bed, a large color television, a brand new Video Computer System™, and a complete selection of Game Program™ cartridges.

But tonight, Bill Heineman has time for just one game—Space Invaders. The seventeen year old from Whittier, California, finalist from the Los Angeles region, unpacked his favorite joystick, did a few minutes of limbering and breathing exercises, and pressed the familiar Game Reset button one more time.



Space Invaders Champ Bill Heineman

One hour later, Bill Heineman knew he'd never be more ready. Now was the time for a long, peaceful sleep.

The next day, limousines took the contestants to the Warner Communications Tower, headquarters of ATARI's parent corporation. There Bill Heineman would face four other regional Space Invaders champs from Chicago, Dallas, New York, and San Francisco. In all, the five competitors had bested 10,000 other Space Invaders buffs to get to the finals.

When the two hour competition was over, Bill Heineman had captured top honors with an incredible 165,200 points (game was played on "A" difficulty). Hing Ng of San Francisco, California was second with 153,000 points, while Frank Tetro of Yorktown Heights, New York placed third with 133,000 points.

First prize, a full size Missile Command™ arcade video game, is now the top attraction in the Heineman family room. Second prize was an ATARI 800™ personal computer, and third prize was an ATARI 400™ personal computer.

Bill Heineman says he's looking forward to the new Asteroids™ cartridge, scheduled for release by ATARI in a few months. And once he masters Asteroids the way he's mastered all the other ATARI cartridges, Bill Heineman may be headed toward another national championship.

TIP TIME

Rx FOR CRIPPLED CONTROLLERS



Sometimes the moisture and chemicals in the atmosphere corrode the contacts in controller plugs. When this happens, you may find that you can't move game pieces in one or more directions.

Rather than send your Video Computer System™ in for repair, you might try this simple remedy. Get a can of "tuner cleaner" (available at most TV repair shops and electronic stores) and squirt it into the controller plugs and into the controller sockets at the back of the Video Computer System. This will usually restore your controllers to full mobility.

ASK GEORGE

George Dakota answers club member questions.

Q. Edison invented the electric light; Marconi invented the radio. Who invented video games?

W. G. New York

A. Lots of people "played games" with their computers while they were studying, teaching, programming, or doing research. But it was Nolan Bushnell who built the first commercial video game, which he called Pong®.

He built it in his garage and fitted it with a coin slot. Then he found a cocktail lounge willing to experiment with something new. Pong became an overnight success, and the quarters it collected helped finance his new company—ATARI.

Q. A friend tells me video games eventually ruin your television set. I've used my Video Computer System every day for two years and the TV is fine. Am I just lucky?

V. J. Chicago

A. Never fear; your TV is in good hands with ATARI. You can leave the set on for days on end and no harm will come to it.

But your friend has a point. Some "bargain" video games don't have the special protective circuits built into every ATARI set. The special electronics ensure that the image on the screen moves around and changes color to prevent the "burning in" of a ghost pattern.

AN OPEN LETTER FROM GEORGE DAKOTA

Welcome to the Atari Game Club—and to the first issue of Atari Age, our official newsletter. You are now a charter member of the first national video game club.

Response has really been incredible. We already have well over 10,000 members, and we're getting hundreds more every day. Our members range in age from very young to senior citizens and they come from every state and a few foreign countries. All brought together by the Video Computer System™.

Atari Age is your opportunity to hear from—and communicate with—your fellow video game buffs. In this first issue, I've published two of the questions people sent in with their membership applications. Please send me in your questions, comments, and photos so I can share them with the club.

To make Atari Age more fun to read, there will be some sort of contest or puzzle in every issue. This time, see if you can match the TV screens with the names of the corresponding ATARI cartridges. All correct entries will go in a barrel and Dorothy will pick a winner. The prize is a set of the four latest ATARI releases—Maze Craze™, Dodge 'Em™, Pele's Championship Soccer™ and Video Checkers™. Be sure you get your entry in by March 1, 1981 to qualify for the drawing.

Tip Time is my chance to pass on useful hints about the care and feeding of the Video Computer System. Some of the ideas will come from club members, others from ATARI engineers in Sunnyvale, California. Each issue of Atari Age will have at least one solid tip.

The Clubhouse Store is getting bigger and better. Not only do we have ample stocks of all the great ATARI Game Program™ cartridges—we also have spare controllers, switch boxes, and AC adapters.

We also carry a fine selection of exclusive club gear. So show off your colors with Space Invaders and Asteroids™ tee shirts, official ATARI vests and backpacks, club sunglasses and duffel bags—even ATARI Flight Logs and official pens!

The easiest way to order from the Clubhouse store is by toll-free telephone (call collect in California). If that's not convenient, you may mail your order to us.

Hope to hear from you soon

George Dakota

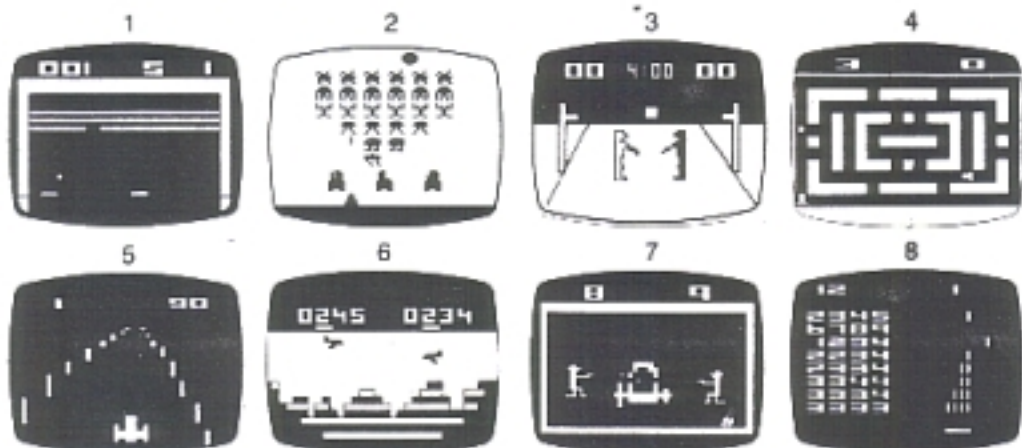
WINS SPACE INVADERS* TOURNEY.

CLUB HOUSE QUIZ

Match the TV screens with the names of the ATARI Game Programs™ they belong to. Send in your correctly completed entry form and you could win a great prize—a set of the four most recent ATARI cartridges: Maze Craze™, Dodge 'Em™, Pele's Championship Soccer™,

and Video Checkers™.

To qualify for the drawing, get your entries in by April 30, 1981. The winner will be notified immediately, and the winner's name will be published in the next Atari Age.



Your entry form is attached to the Clubhouse Store order form. Good Luck!

Breakout® _____ Space Invaders _____ Night Driver® _____ Canyon Bomber™ _____
Basketball _____ Slot Racers™ _____ Outlaw® _____ Codebreaker™ _____

FOUR GREAT NEW ATARI CARTRIDGES — YOU CAN GET THEM FIRST!



OTHELLO™
Based on one of the most exciting and challenging strategy games ever.
Available February, 1981.
*Othello is a trademark of CBS, Inc. for its strategy disc game and equipment.



VIDEO PINBALL™
Become a real Pinball Wizard in the comfort of your home.
Available March, 1981.



WARLORDS™
Up to four players defend their castles against rival attackers.
Available May, 1981.



ASTEROIDS™
No more waiting in line for the world's most popular arcade game.
Available July, 1981.

Reserve your cartridges now.

By special arrangement Atari Game Club members can receive these dynamite new cartridges as soon as they are available for shipment. You can reserve one...or all four. We'll send them to you through the Clubhouse Store within 48 hours of the time we receive them.

To ensure speedy shipment, please decide how you wish to pay for the cartridges when you place the order. Credit card orders will be billed as they are shipped. Checks or money orders in the full amount may also be sent with your reservation order.

Please note that release dates are approximate. Neither ATARI nor the Atari Game Club can be responsible for delays in manufacturing or shipping.

SPECIAL BONUS OFFERS

- Reserve any two of these new ATARI cartridges and get an Asteroids Tee Shirt FREE.
- Reserve all four new ATARI cartridges and get the tee shirt plus the official Club Cartridge Case FREE.
- The tee shirt will be shipped immediately. The cartridge case will be shipped with your first cartridge.

GEORGE DAKOTA'S GAME REVIEW

Pele's Championship Soccer™



Just fifteen seconds are left on the second half clock. My Blue Team had been down by four goals, but we've come back to tie it up. We have one last opportunity to get the ball past Red Team goalie Crash Morgan and win the game.

But it won't be easy.

I move the ball down the pitch (that's British for field), dodging and weaving, nudging the ball from one player to another as I tip the joystick and squeeze off pass after pass. With Pele's Championship Soccer, the defenders always move a little faster than the team with the ball, so the scoring drive requires finesse.

The Red Goalie has an uncanny knack of staying between the ball and the goal (because he's programmed that way). So I ease toward the left side of the goal, pass the ball to my right and blast a screaming toe kick toward the right corner of the goal.

The goalie races after the ball, but just as he's about to fall on it and end the game in a tie, my forward sends a head shot into the opposite corner of the goal. That's the winning point!

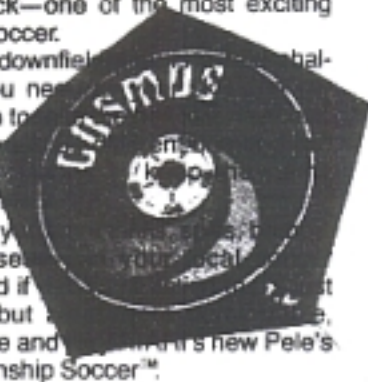
Final score: Blue 5, Red 4.

Pele's Championship Soccer is named after the celebrated Brazilian superstar who played most recently for the American champion New York Cosmos. And this ATARI soccer game is as exciting as Pele himself!

The action is authentic. Send the ball over one of the side lines and the other team gets a throw in. Send the ball over the opposing end line and they get a goalie kick. But if they knock the ball over their own end line, you get a corner kick—one of the most exciting plays in soccer.

The downhill challenge. You need coordination to get the ball past the other player. And there's a challenging challenge.

So if you're a soccer fan and bruised from a team. And if you're as fast, but stay inside and win's new Pele's Championship Soccer™.



THE CLUBHOUSE STORE



Complete selection of Game Program™ cartridges The Clubhouse Store is fully stocked with every available Atari cartridge. Prices vary, so check the order form.



ATARI Insulated Vest No self-respecting Atari Game Club member would let a winter chill take the edge off his video game skill. Stay warm, dry, and fashionable in this DuPont Hovofil® insulated vest. Machine washable, snappy Mars-red color, and only \$29.95.



ATARI Duffel Bag Pack up your Video Computer System™, cartridge case, Atari Flight Log—and still have room to bring home the trophy from your next video game journey. Top quality water-resistant linen, only \$14.95.



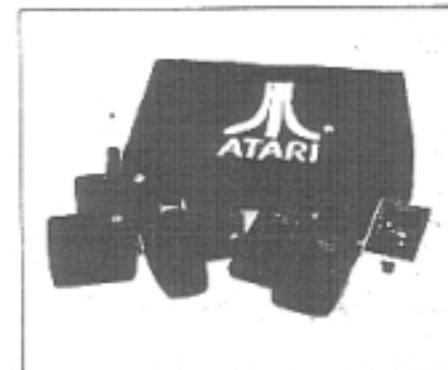
ATARI Sunglasses The official shades of the Atari Game Club. Special blue tint filters out overhead glare, so you can concentrate on the video game action on the TV screen. Left lens is gold-stamped with the famous Atari symbol. Really comfortable, great-looking glasses...only \$7.95.



Official Backpack Slip in your favorite joystick, your newest cartridge, a sandwich or two, maybe a little something to read on the way, and you're off to another Atari game party with the Official Backpack. Perfect for schoolbooks and light hiking, too. Adjustable straps for ages 8 to 14. Only \$9.95.



Club Cartridge Case Bookshelf design stores eight Game Program™ cartridges in a space no larger than a TV dinner! Perfect way to organize your cartridges at home—or on a video game vacation. Stylish brown leather look vinyl cover gold stamped with the Atari seal. Special pocket for instruction manuals. \$14.95.

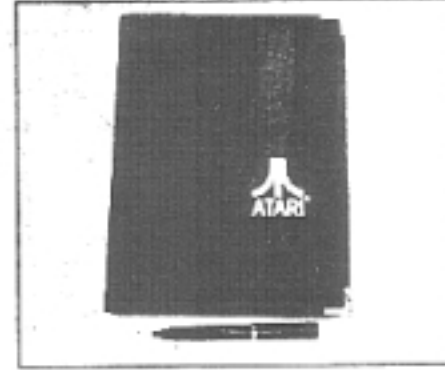


Console cover, controllers, and other accessories This custom tailored console cover fits your Video Computer System™ like a glove, protecting it from dust and other airborne nuisances...only \$7.95. And when you need extra controllers, TV switch boxes, or AC adapters, the Clubhouse Store has 'em. Check the order form for prices.



Official Tee Shirts Both styles count as perfect attire for jogging, video game festivities, and dinner at the better French restaurants. First quality, 100% cotton shirts are as comfortable as they are good-looking. Get both the Space Invaders® Blue and Asteroids® Black, Adult sizes S, M, L, XL, to complement your wardrobe. Only \$7.95 each.

*Indicates TM of TAITO AMERICA CORP.



ATARI Flight Log and Official Pen This Flight Log is the best looking notebook holder we've ever seen. It's made from durable, water-proof vinyl, but looks and feels like blue suede with leather trim. Brass corners and gold stamping, too. Full 9" by 12" size, only \$16.95. The Official Atari Pen (by Sheaffer) is made extra thick for a secure grip—even in the sweaty palm excitement of a video game journey. Only \$2.95.

HOW TO ORDER

By phone Charge to your Mastercard, Visa or American Express and your order will be shipped within 48 hours. Call toll-free, (800) 227-6703. In California, call collect (415) 726-6331. Dorothy answers the phone at the Clubhouse Store, and she's always ready to help.

By mail Use the official Clubhouse Store order form. Send along a check or money order, or charge it to your credit card. **Make your check payable to the Atari Game Club.**

The Clubhouse Store Guarantee We'll get your order out fast, and we'll pack it carefully. In the unlikely event you don't receive your order within 2 to 4 weeks (due, perhaps, to alien intervention), write to us and we'll make it right.

We ship everything 100% insured. Most important, if there's any problem, we'll stick by you until you're fully satisfied.

Send your orders to: Clubhouse Store Atari Game Club P.O. Box AGC Half Moon Bay, CA 94019