



HOBBYCRAFT

astrocade newsletter

May 1983

ABC expanding ASTROCADE market with specials, services, more new products

Some of our regular customers who have seen all the incredible bargain prices being offered by ABC Hobbycraft on ASTROCADE merchandise have wondered if we were planning to discontinue the ASTROCADE line. Nothing could be farther from the truth!

ABC Hobbycraft is in the process of greatly expanding their ASTROCADE activities, providing the ASTROCADE owner with the most comprehensive service and greatest variety of QUALITY merchandise offered anywhere. After all these years, we aren't ABOUT to give up on ASTROCADE just when things are looking so good! We are expanding our order-taking and processing facilities, our national advertising program, and our FREE ASTROCADE NEWSLETTER. Frankly, all this expansion costs money, and we wouldn't be doing it if we didn't believe that the ASTROCADE market is growing and active.

This faith in our product, however, does not seem to be shared by some of the other ASTROCADE wholesale and retail outlets across the country. Some of them have bailed out. Of course, most of the ones who have given up ASTROCADE have other game systems that they are also selling, and they have decided to concentrate where the numbers are.

Sure, we know that there are more ATARI, INTELLIVISION and COLECO systems out there than there are ASTROCADE units! We have access to all these systems, if we chose to carry them. Even so, we ONLY sell ASTROCADE systems. Frankly we don't care to sell just what is "most popular" -- we want to sell the BEST system available! ASTROCADE doesn't have multi-million dollar ad budgets. What they DO have is the BEST system on the market!

Because we SPECIALIZE in ASTROCADE, we can concentrate our efforts on being the BEST dealer nationwide for that system! We go the extra distance for our ASTROCADE customers, because we are ASTROCADE owners ourselves. We CARE about what we sell, and we want YOU to be satisfied with our service and our products.

As to our specials, we are simply picking up surplus stocks of popular ASTROCADE items from other dealers and distributors. Often, these distributors have decided to center their efforts on other products. You, the ASTROCADE customer, are the beneficiary when we buy these stocks at low prices and pass the savings along to you in our BARGAIN BASEMENT sales!

The future looks bright for the ASTROCADE system. ASTROCADE has new Videocades in production (Solar Conqueror, Cosmic Raiders, and others), and the independent manufacturers are helping to expand the market with such products as TREASURE COVE and the Z-Grass expansion system. Things are getting better all the time, so stick with ABC HOBBYCRAFT -- your ASTROCADE connection!

ABC introduces 24-hour order service

ABC Hobbycraft now introduces its 24 HOUR ORDER LINE for ASTROCADE customers! Now you can place orders direct to our sales personnel during business hours, OR record them on our 24 HOUR ORDER LINE anytime, day or night! ORDER LINE orders will be processed first thing in the morning for fastest service. You can even call late at night when long distance rates are very, very low!

When using the new 24 HOUR ORDER LINE, you will hear a short message and then be able to record your order on a 3-minute tape. Be sure and have ALL of the following information ready to give us when you call:

- * Name, full mailing address, and ZIP CODE
- * Phone number & area code (This is VERY important...)
- * VISA or MASTERCARD number AND card expiration date (if no card # is given, we will ship COD. No COD to Canada...)
- * Preferred shipping method (UPS or US Postal Service)
Canadian phone orders must be U.S. Postal Service.
- * Your EXACT order. Please be specific about quantities and descriptions!

Don't forget to record your PHONE NUMBER, so we can call you if there are any questions about your order. Call our 24 HOUR ORDER LINE at our regular phone number, (812) 477-9661 and get prompt service from ABC Hobbycraft!

WAVEMAKERS software on special SALE!

Now, for a limited time, get famous WAVEMAKERS game programs for your ASTROCADE at fantastic low prices! These programs, on cassette tape for use with ASTROCADE BASIC (with built-in audio interface), sell in our current catalog for \$15.95. Thanks to a special purchase, you can obtain selected WAVEMAKERS programs at BIG SAVINGS! (This is NOT a close-out! Quality WAVEMAKERS tapes will continue to be offered by ABC Hobbycraft -- but by buying NOW you can get a great bargain on these selected titles!)

CHECK OUT THESE FANTASTIC PRICES!

- Tape #1 - MAX (Robot from Space) & HORSE RACE (original version)
- Tape #2 - CLUE & FLYING ACE (original version)
- Tape #3 - MAZE RACE & OBSTACLE COURSE
- Tape #4 - SLOT MACHINE & PERVERSION
- Tape #5 - MUSIC COMPOSER & YAHTZEE
- Tape #8 - BACKGAMMON & TOURNAMENT OBSTACLE COURSE
- Tape #14 - COLLISION COURSE

These 7 great tapes -- only \$5.95 EACH!

(regularly \$15.95 -- SAVE \$10.00!)

And, as a special bonus, ABC Hobbycraft offers an even more special SALE on WAVEMAKERS tape #10 -- LOOK OUT FOR THE BULL. Get both beginner and advanced versions of this action game (list price \$15.95) for only \$3.95, with ANY other purchase from our catalog of fine ASTROCADE software! (That's a savings of \$12.00 over list price!!!) To qualify for this special price, simply order LOOK OUT FOR THE BULL at the same time with any other order (by mail or by phone) and be sure and specify you want the SPECIAL SALE PRICE of only \$3.95! Of course, ABC Hobbycraft still offers the rest of WAVEMAKERS fine line of software at regular prices! The special offer on WAVEMAKERS software is only good through August 1, 1983 or until stocks run out on this special purchase. Quantities are limited, so order NOW!



HOBBYCRAFT

2155 E. Morgan Av.
Evansville, IN 47711
(812) 477-9661

& Guy's Bargain

presents **Basement**

WAVEMAKERS

fine software for ASTROCADE

by MIKE PEACE

at UNBELIEVABLE PRICES!!!

Check out these FANTASTIC PRICES on famous WAVEMAKERS software!
All packages below regularly priced \$15.95!

TAPE # 1 MAX (Robot from Space) / HORSE RACE (original version)

TAPE # 2 CLUE / FLYING ACE (original version)

TAPE # 3 MAZE RACE / OBSTACLE COURSE / SPACE CHASE

TAPE # 4 SLOT MACHINE / PERVERSION

TAPE # 5 MUSIC COMPOSER / YAHTZEE

TAPE # 8 BACKGAMMON / TOURNAMENT OBSTACLE COURSE

TAPE #14 COLLISION COURSE

ANY TAPE LISTED ABOVE -- ONLY \$5.95 EACH!!!

As a special bonus, with the purchase of any piece of cartridge or cassette tape software at regular price, you can buy WAVEMAKERS tape #10, LOOK OUT FOR THE BULL, at only \$3.95 -- a savings of \$12.00 over its regular \$15.00 price! This is a special purchase, not a closeout -- ABC HOBBYCRAFT continues to stock and sell the complete line of WAVEMAKERS tapes at regular prices. These SPECIAL SALE prices good only while special purchase stocks last (or until Aug. 1, 1983). Buy now and SAVE!

Now! Get astrocade quality

at the lowest price ever!

Regularly \$299.95 -- ONLY

limited time offer **\$149.95**

ABC also offers a SPECIAL PURCHASE SALE on a limited number of ASTROCADE game systems. These are NOT used or repaired units, but brand new systems in original boxes with 2 control handles, complete instructions, and warranty. This is NOT A CLOSEOUT! ABC HOBBYCRAFT is EXPANDING its support of the ASTROCADE system! But we've made a special purchase of units at a low price, and are passing the savings on to you! To sweeten the deal, ABC HOBBYCRAFT will include a FREE Astrocade BASIC cartridge (a \$59.95 value) PLUS a real collector's item -- a FREE Astrocade DEMO cartridge (a \$29.95 value, previously available only to dealers)! Quantities are very limited on this special price! You get the complete ASTROCADE unit (\$299.95) plus the free BASIC and DEMO carts (\$59.95 + \$29.95), a total value of \$389.95, for ONLY \$149.95! DON'T MISS THIS SALE! BUY NOW!

Coming soon From



Hobbycraft

For **astrocade systems**

The long-awaited

Z-grass

computer expansion unit

ALSO COMING SOON:

**Cosmic Raiders & Solar Conqueror VIDEOCADES
Blasteroids game cartridge from ESOTERICA**

At long last, the much-heralded Z-GRASS COMPUTER EXPANSION UNIT for the ASTROCADE system is to be made available. ESOTERICA LTD. (makers of the new TREASURE COVE game cartridge) will be marketing the system, as designed by ALTERNATIVE ENGINEERING. Naturally, ABC Hobbycraft will carry this fine system IN STOCK for all its eager ASTROCADE customers.

Watch for Z-GRASS updates coming soon from ABC Hobbycraft, your ASTROCADE/Z-GRASS connection!

COSMIC RAIDERS and SOLAR CONQUEROR, ASTROCADE's new VIDEOCADE game cartridges, will be shipped from ASTROCADE very soon now, and ABC Hobbycraft is now taking orders for these new cartridges at \$34.95 each! Order now for earliest shipment! Also expected soon is ESOTERICA's second independent cartridge game for ASTROCADE, called BLASTEROIDS, and selling for \$32.95! Order now!

And don't forget that ESOTERICA's first independent ASTROCADE cartridge game, TREASURE COVE, is available NOW for \$32.95 from ABC Hobbycraft! TREASURE COVE, for 1-4 players, is a colorful and exciting game with full-color animated graphics and a continuous three-tone music track. It ranks among the BEST cartridge games for the ASTROCADE! Order today!

ORDER FROM:

ABC HOBBYCRAFT
2155 E. Morgan Avenue
Evansville, IN 47711

Call our NEW 24 HOUR ORDER LINE!

Record the following info:

- Name, full address, & ZIP
- Phone # and AREA CODE
(VERY IMPORTANT!)
- VISA or MASTERCARD #
& expiration date
- Your EXACT order...

Call when rates are low!

(812) 477-9661

SERVICE BEGINS JUNE 1st!

24 HOUR ORDER LINE - (812) 477-9661
NO COLLECT CALLS ACCEPTED!

Include \$1.50 shipping/handling fee with all orders! COD, VISA or MASTER CARD billing available. UPS or US Mail delivery in U.S. (U.S. Mail prepaid or credit card only to Canada...) Indiana residents include 5% sales tax.



IT'S HERE!

MUNCHER for ASTROCADE

ABC Hobbycraft announces the limited availability of MUNCHER the classic "little yellow gobbler" CARTRIDGE game for the ASTROCADE. MUNCHER is the BEST gobble game on the market, with playing field and action that will be quite familiar to all fans of the little guy with the big appetite in the arcades! Run the maze, eat the dots, chase (and be chased by) the ghost monsters and pick up BONUS points for fruit on each level. This is the one you have waited for, and it's available now as a CARTRIDGE with full arcade action -- color, music, graphics! But it's available only in limited quantities! Only \$34.95 for this INCREDIBLE cartridge. You demanded it, and it's here, now, from ABC HOBBYCRAFT! Order today! Wacka-wacka!

Z-GRASS at last from ESOTERICA & ABC!

At long last, the much-heralded Z-GRASS COMPUTER EXPANSION UNIT for the ASTROCADE system is to be made available. ESOTERICA LTD. (makers of the new TREASURE COVE game cartridge) will be marketing the system, as designed by ALTERNATIVE ENGINEERING. Naturally, ABC Hobbycraft will carry this fine system IN STOCK for all its eager ASTROCADE customers.

Final information on features and prices will be available soon (and will be sent to all ABC newsletter customers), but the unit is supposed to have a complete typewriter-style keyboard, 64K of RAM memory and all the features announced for ASTROCADE's aborted Z-GRASS project. In addition, a built-in DISK CONTROLLER unit will allow you to use most types of personal computer disk drives with the system. All in all, the expansion unit makes your ASTROCADE into a full-fledged professional microcomputer system as powerful as anything on the market. Better still, it runs the incredible Z-GRASS language, the easiest-to-use, most powerful computer graphics language available anywhere!

Watch for Z-GRASS updates coming soon from ABC Hobbycraft, your ASTROCADE/Z-GRASS connection!

Cos. Raiders/Solar Conq. shipping soon

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Include \$1.50 shipping/handling fee with all orders! COD, VISA or MASTER CARD billing available. UPS or US Mail delivery in U.S. (U.S. Mail prepaid or credit card only to Canada...) Indiana residents include 5% sales tax.

REMINDERS ON ORDERING PROCEDURES

Just a note to remind you of a few points about our ordering procedures for mail orders:

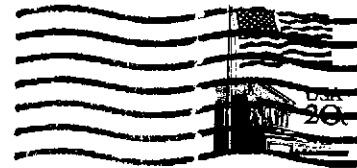
We DO NOT accept collect telephone calls at any time! We're sorry, but our narrow profit margins do not allow for the huge telephone bills generated by accepting collect call charges. We can make NO EXCEPTIONS to this rule out of fairness to ALL our customers. Call us anytime you like, but we CANNOT accept collect calls!

Don't forget to include \$1.50 shipping/handling charges with each order you make! You don't have to send \$1.50 PER ITEM, just \$1.50 per ORDER! (If you order 30 items, it's still only \$1.50!) The \$1.50 covers normal mail or UPS charges. If you request special handling (first class mail, UPS Blue Label), enclose an EXTRA \$1.50 (\$3.00 total). Also remember if you order C.O.D. that C.O.D. charges will be added to the amount collected.

A.B.C. HOBBYCRAFT Co.

2155 E. MORGAN AVE.

EVANSVILLE, INDIANA 47711



Your *Bally*® *

ASTROCADE

full-line dealer