

Liquidation Sale !!!

Bally Arcade Game or Home Library Computer. Originally \$300, now only \$49.95 while supplies last.

We are liquidating our entire inventory of Bally Arcade program- mable TV games at practically give-away prices. Some units have slight scratches but all are fully operational. Some are new units, some were returned by customers during our 30-day trial period.

CLOSE OUT

Product comes with one-year limited warranty backed by Bally Corporation and four pistol grips. This is an incredible value. Order early. Checks or money orders only. Add \$5.00 for postage, handling and insurance and Illinois residents please add 6% sales tax. You

3,256 CARTRIDGES AVAILABLE

may also select from four cartridges regularly \$20 to \$25 each but offered here at half price. They include such games as Sea Wolf, 280 Zzap and Math Bingo at \$10 each. Baseball for only \$12.50. There are many other cartridges offered by Bally and we will supply you with

Bally \$49.95 .80% off

Bally's address for future orders. We have over 3,256 cartridges so dealers are invited to buy them directly from us at less than wholesale. This is one of the most spectacular offers of the year.

JS&A PRODUCTS THAT THINK

HASTE MAKES WASTE

Retraction

The advertisement to the left has a few errors in it. As a result, you can get a broken Bally TV game for two cents.

We gave them a rest.

It turned out a disaster. The ad above was run to liquidate all our Bally inventory. But it was done in a hurry to meet the *Wall Street Journal* deadline.

And like many things done in a hurry, there were mistakes. Well, it didn't take long before Bally's lawyers called us up with a very strong request—namely, to run a retraction of the offer using the same size ad in the *Wall Street Journal* to correct the two very serious errors we had made.

FIRST ERROR

The first error in our ad was our mentioning that "We will supply you with Bally's address for future orders." What we should have said was that "Bally can give callers the names of its dealers who will have the additional cartridges that are not available from JS&A." We trust this clarifies that situation.

SECOND ERROR

The second error concerned the warranty. We mentioned that the unit "comes with a one year limited warranty backed by Bally Corporation and four pistol grips." Obviously, the unit was not backed by four pistol grips but rather "came with four pistol grips." And secondly, Bally's lawyers told us that the warranty applied only to the original purchaser.

This meant that the units we had in stock, despite their excellent condition, had no warranty since they were returned units and that all Bally would do is service them at a cost of \$25 if they ever needed service.

THIRD ERROR

If that wasn't bad enough, although the

advertisement also mentioned that units were returned "during our 30-day trial period," there were units that were returned even beyond that period due to our lenient return policies. So even that was misstated.

So here we were with a dilemma. With the FTC watching our every move and Bally Corporation's lawyers wanting us to print a retraction, we simply returned all our customers' checks and shipped our entire inventory of working Bally units, free of charge, to many of the customers who ordered the unit and all four cartridges. In short, they all got a free Christmas gift from JS&A in what amounted to almost a \$100,000 giveaway.

We also took our crack advertising department and gave them a rest.

60 DEFECTIVE UNITS

But we had another dilemma. We had 60 units that were defective—product we couldn't repair and that Bally refused to repair under warranty.

Our president gave us the answer. "For two cents, I'd give 'em away too." His brilliant idea sparked the most sensational sale of the year—our "Broken Bally Sale." Here's how it goes.

We'll offer our 60 Bally units for two cents each. Each unit looks like new, but when you plug one in, nothing happens. The units are not backed by Bally Corporation nor are they backed by four pistol grips. But they are cheap.

If you do receive a unit, you can send it to Bally and for \$25, they'll repair it for you and tag on a 90-day limited warranty on their repair

job. Then for a few bucks more, we'll give you four game cartridges, or an \$85 value, for only \$42.50 after you receive your unit.

But there's a catch. For 2¢, we expect quite a response. So we plan to accept all orders, enter them into our computer, and then spit out 60 names to send the units to. Those who don't receive a unit will receive a JS&A gift certificate worth \$10 towards the purchase of \$100 or more of our merchandise, and the certificate is valid for one year. Of course, we will also return your check for 2¢.

To order your defective and slightly used Bally unit, simply send your check for two cents. (Illinois residents please add 6% sales tax) plus \$3.50 postage and handling to Broken Bally Sale, One JS&A Plaza, Northbrook, Illinois 60062. Allow six weeks for delivery. You can also add \$42.50 for the extra cartridges if you wish.

We hope Bally's lawyers are satisfied with our retraction, and we know our customers are delighted. Now it's our comptroller we're having problems with.

Send in your order, today.

JS&A PRODUCTS THAT THINK

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