

4/26/83

THE INCREDIBLE

astrocade DEMO!

Now, only ABC HOBBYCRAFT offers Bally Arcade or Astrocade owners a chance to own an unusual COLLECTORS' ITEM -- the original Bally ARCADE Dealer Demonstration cartridge!

The Dealer Demonstration Cartridge (usually called the "Demo" cartridge) was manufactured by Bally Inc. for use by dealers selling the Arcade in their stores. When Bally sold the manufacturing rights to the system to Astrocade, Inc., the Demo cartridge was discontinued. Never offered to the public, the Demo has not even been seen by most Astrocade owners, since dealers who started after the Astrocade takeover did not receive these cartridges for demonstrations.

The Demo cartridge plugs in just like any Videocade cartridge, with the demo displayed on the usual menu. When "DEMO" is selected, the screen displays the Bally Inc. logo and a colorful series of descriptions of the Bally ARCADE system. Meanwhile, the viewer is treated to the most elaborate musical score on ANY video game cartridge -- a lovely three-tone rendition of the Allemande by J. S. Bach.

The cartridge then automatically selects each of the systems four built-in functions in turn (Gunfight, Checkmate, Color Calculator and Scribbling) and demonstrates them for the viewer. After a quick plug for some of the early Bally Videocade cartridges, the Demo returns to the menu.

The most unique attribute of the Demo shows up if you DON'T choose a menu selection! The Demo cartridge was designed with an "attract mode", much like coin-op video games often use. If no menu selection is made, after about 3 minutes the demonstration series activates automatically! What a great way to introduce visitors to your Astrocade system!

ABC HOBBYCRAFT has recently been able to secure a limited number of these true COLLECTORS' ITEMS from a long-time distributor who still had them in his warehouse. For a limited time, we are offering them to the public. Originally, these demonstration Videocades were sold to dealers at \$29.95. We intend in their near future to offer these cartridges through an ad in the ARCADIAN newsletter at a special price.

But for our SPECIAL PREFERRED CUSTOMER LIST, we offer these valuable collectors pieces at only \$5.00, when ordered along with ANY OTHER cassette tape program or cartridge game from our catalog! (Including sale items listed elsewhere in this newsletter!) This price is lower than the price we will list in the upcoming ARCADIAN ad, or anywhere else.

continued on next page...

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continued

Of course, the deal listed in our last newsletter and ARCADIAN ad is still in effect! If you buy any three of the following -- Biorhythm, Dogpatch, Galactic Invasion or Astrocade BASIC -- at their special prices, you get the Demo cartridge FREE!

To get this NEW special deal, you MUST enclose the coupon below with your mail order! (If you phone in your order, you MUST specify you want the FIVE DOLLAR DEMO SPECIAL to get the special price!)

Remember, you get the Demo Videocade for \$5.00 with ANY purchase of a program cassette tape (L&M; Wavemakers, etc.) or cartridge game (Astrocade Videocade or new Esoterica Ltd. TREASURE COVE). This special offer expires May 15, 1983, so order NOW! If you want any THREE of the following -- Galactic Invasion, Biorhythm, Dogpatch, or Astrocade BASIC -- you get the Demo FREE just by asking for it!

Have an authentic collectors' item from the early days of the Bally ARCADE! Order today!

*Offer expires
May 15, 1983...*

EXPIRES MAY 15, 1983

COUPON

ASTROCADE DEMO \$5.00 SPECIAL

This PREFERRED CUSTOMER coupon allows purchase of 1 ASTROCADE DEMO Videocade for \$5.00 when accompanied by an order for any pre-recorded cassette program or game cartridge (min. \$9.00 purch.).

Ordering address:

ABC HOBBYCRAFT
2155 E. Morgan Avenue
Evansville, IN 47711

(812) 477-9661

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.

BASIC: IT'S HALF THE FUN OF HAVING AN ASTROCADE!

If you don't already have Astrocade BASIC, you haven't even **BEGUN** to explore the possibilities for fun and excitement with your Bally or Astrocade Professional Arcade! Astrocade BASIC turns your Bally or Astrocade video game into a powerful personal computer, allowing you to create your own video games, electronic music, video art, utility programs, and much, much more!

The Astrocade BASIC cartridge plugs into your unit just like any other Videocade cartridge, but instead of one game, it opens up the Astrocade system to thousands of fun possibilities of your own creation. Astrocade BASIC comes with a self-teaching course manual which step by step teaches you how to use the popular BASIC computer language. With this language YOU have control over your system's functions, including 256 screen colors, graphics, three-tone music synthesizer, sound effects, joysticks, and much more!

Astrocade BASIC is a perfect way to introduce children to the world of computer programming -- a skill that will be very important in later life. Adults will also enjoy learning and using BASIC for fun and for useful functions.

The NEW Astrocade BASIC cartridge contains a built-in cassette tape interface. You can connect your BASIC cartridge directly to any cassette tape recorder, using standard audio tape to store the games and programs you create for later use!

Even if you aren't interested in programming your own games, you will want Astrocade BASIC so you can make use of the **HUNDREDS** of independently created programs on tape available through ABC Hobbycraft! Programs by L&M Software, Wavemakers, Esoterica and Bit Fiddlers -- presented on cassette tapes -- can **ONLY** be used in your Bally or Astrocade game system if you have the Astrocade BASIC cartridge!

If Astrocade BASIC's \$59.95 price tag is what's been holding you up, now's your chance to get in on the fun! For a limited time, ABC HOBBYCRAFT is offering this system for **LESS THAN HALF PRICE** -- only \$29.95! Buy now, save money, and get in on the action!

(And if you are an early Bally ARCADE user, still working with the original BASIC cartridge, this is a great time to move up to the new **IMPROVED** Astrocade BASIC. The built-in cassette interface loads tapes **FOUR TIMES FASTER** than the older BASIC. The new BASIC also has many new features, including improved music commands and a line editing system! Most of the new, exciting programs available are for use with **NEW** Astrocade BASIC only, so upgrade now while the price is so low!)

Order new Astrocade BASIC today at the low, low price of only \$29.95! (Requires a cassette tape recorder and an inexpensive patch cord for program recording or playback...)

astrocade™

Doesn't just play games



Astrocade BASIC is a plug-in cartridge that turns your Bally or Astrocade Professional Arcade into a personal computer. Besides the three built-in games and calculator in the Astrocade video game unit, the Astrocade BASIC cartridge and manual provides a great many new, exciting games and functions, including an illustrated self-teaching BASIC language learning course. An incredible array of electronic music, sound effects, video art, colors and graphics allows non-technical users to create their own video games and basic language programs. These can be stored on the user's own home tape recorder for later use. Hundreds more programs and games are also available from independent software manufacturers, through ABC HOBBYCRAFT.

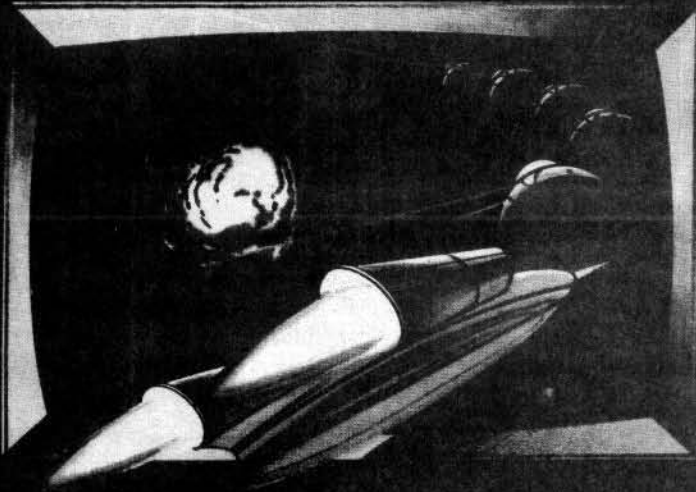
BASIC: IT'S HALF THE FUN OF HAVING AN ASTROCADE!

New ASTROCADE BASIC
Regular price \$59.95

ONLY \$29.95

GALACTIC INVASION 2007

ACTION/SKILLS SERIES



Alien ships come at your missile launcher from every direction. They peel off from their formation singly or in groups of twos or threes. The more aliens you destroy, the more of their reinforcements attack. Each ship is piloted by a highly skilled captain capable of maneuvering with incredible agility. Realistic sounds add to the intensity! Up to 4 players.

GALACTIC INVASION
Regular price \$29.95

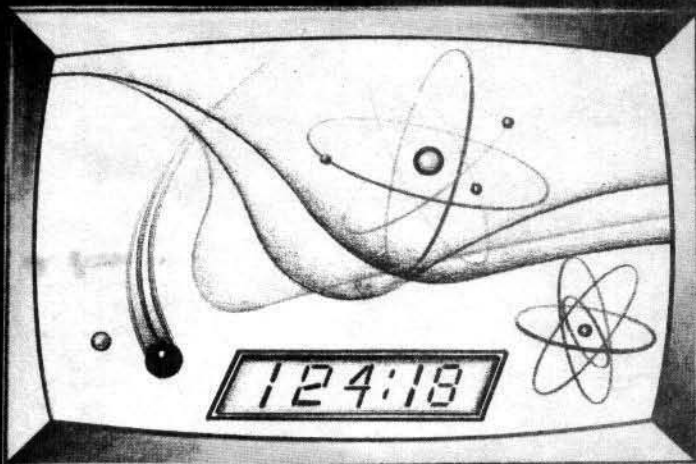
ONLY \$14.95

BASES: SCORE 0

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BIORHYTHM 4004

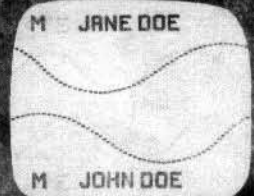
EDUCATIONAL SERIES



Enter your birthdate and watch as the computer calculates your physical, emotional and intellectual cycles. The screen displays your highs, lows and critical days. This program can be great fun at parties. Biorhythm can help you develop a new awareness of your moods and personal interaction with the world. 1 or 2 players.

BIORHYTHM
Regular price \$29.95

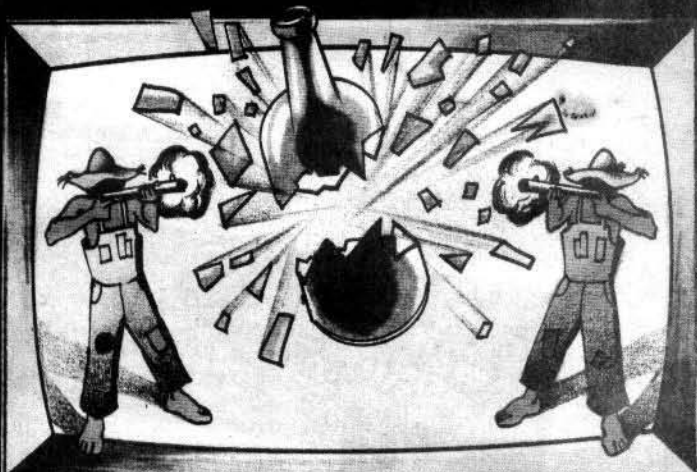
ONLY \$9.95



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24.

DOG PATCH 2010



A real down-home skeet shoot! The target spins through the air as you raise your shotgun and fire. Good shooting keeps the target bouncing between the players. An explosive 12-gauge juggling act builds a big score! Blast the target past your opponent to score points. Play long or short games and vary the number of targets. 1 or 2 players.

DOGPATCH
Regular price \$29.95

ONLY \$9.95



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TREASURE COVE CARTRIDGE DEBUTS!

Now, from Esoterica Ltd., an INDEPENDENTLY PRODUCED CARTRIDGE GAME for your Bally or Astrocade video game!

TREASURE COVE plugs into your system just like any Astrocade Videocade, requiring no cassette recorder or BASIC cartridge. That's where the resemblance stops, however! TREASURE COVE features an animated display and musical background as soon as the cartridge is plugged in, instead of an ordinary "menu" listing. Also, the musical theme of the cartridge plays continuously, just like the BEST coin-op arcade games (unless you want to shut it off for quiet play...).

In TREASURE COVE, you control a brave scuba diver, who races against time and a dwindling air supply to retrieve sunken treasure from the sea bottom. Along the way, your diver faces the dangers of the deep, in the forms of various types of undersea critters. Retrieving four treasures and returning them to your ship moves your diver to another screen with even more challenge and excitement. There are 20 screens of adventure and reward in all, plus a special TOURNAMENT LEVEL of play, where several players can compete with the same set of game parameters.

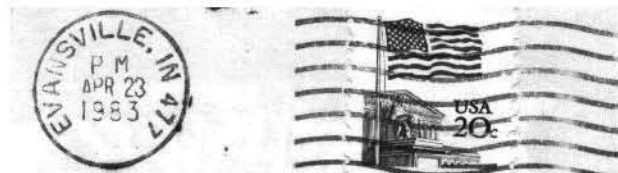
TREASURE COVE is designed by Brett Bilbrey, one of the most knowledgeable and experienced programmers of the Bally/Astrocade system. It features lots of color, graphic resolution, and character action -- just what you'd expect from a sophisticated CARTRIDGE game!

TREASURE COVE is for one to four players, and fits any Astrocade system. Now available from ABC HOBBYCRAFT for only \$32.95!

A.B.C. HOBBYCRAFT Co.

2155 E. MORGAN AVE.

EVANSVILLE, INDIANA 47711



Your *Bally*® *

ASTROCADE

full-line dealer