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# STARLOG

JULY NUMBER 60



**STAR TREK II—  
THE WRATH OF KHAN**



**TRON**



'81—'82  
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**BLADE RUNNER**



**SF TOYS  
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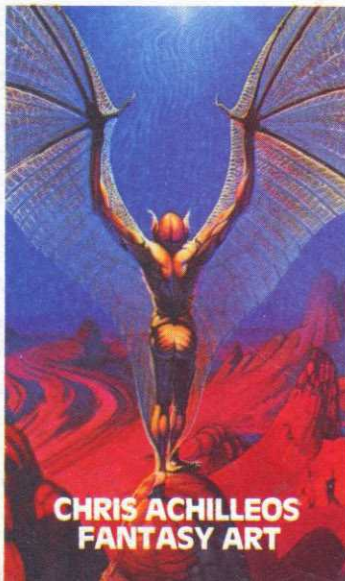
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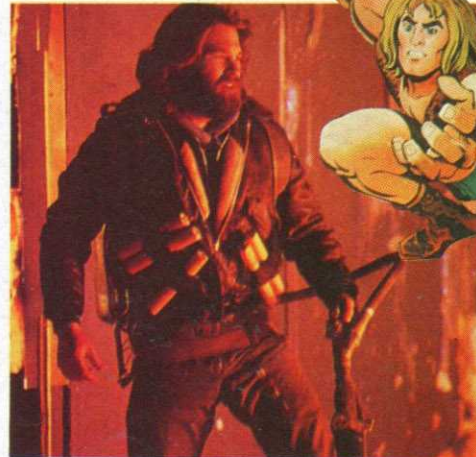
**THE THING**



**THE  
EXTRA-  
TERRESTRIAL**



**CHRIS ACHILLEOS  
FANTASY ART**



**AND MUCH MORE!**





# STARLOG

JULY 1982  
Number 60

THE MAGAZINE OF THE FUTURE



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# Toys & Games For '82

All right, gamers, tighten those belts and save those quarters, 'cause you ain't seen nothin' yet!!

By SUSAN ADAMO & BOB GREENBERGER

**W**hile Americans are tightening their budgetary belts more than ever before, they are still finding a few extra dollars to spend on toys. Stuffed toys, solar toys, stringed toys. Toys you wear, cuddle, clothe, ride, sail. Toys you build, toys you launch. Electronic toys, radio-controlled toys, wooden toys, indoor toys, outdoor toys, pocket toys, beach toys, anywhere and everywhere toys. Toys that *blip, whirr, screech and ring*. Silent toys that are nice just to look at.

Last February about 850 toy manufacturers gathered in New York for the 79th Annual American Toy Fair. There they displayed their latest lines and the perennial favorites to 12,000 eager, but cautious, retail and wholesale buyers.

At an opening press conference Bernard Loomis, chairman of the Toy Manufacturers of America, Inc., reported that toy shipments increased 18.5 per cent in 1981 (to over \$7 billion in retail sales) over the previous year. Video game sales accounted for a whopping 12.5 per cent of that rise.

According to Loomis, "Video games, carrying the highest ticket prices in the industry, sold very well despite the weak economy. The popularity of arcade games were, at least, partially responsible for the surge in video game sales. In addition to consumers purchasing these systems for the home, the public spent five billion dollars in the form of quarters to play arcade machines which sprung up in such diverse places as stores, theaters, restaurants and even dentists' offices. And let me repeat," Loomis told the audience, "traditional toys moved up modestly despite the money siphoned off by arcade and home video sales."

How traditional toys will fare in the coming years is anyone's guess, but a brief tour through showrooms proved that many manufacturers are counting on increased demand in the video game market.

Hartford-based Coleco Industries has recently introduced Coleco Vision, a third-generation video game system boasting "unsurpassed... graphic resolution, superiority (of) player control... using Coleco's new roller controller... and an eight direction joystick, a push button keyboard, and two, independent fire/action buttons." An expansion module interface built into ColecoVision allows for expansion capabilities. Conversion Module #1 makes the system compatible with

the entire line of Atari Video Computer System Cartridges. In 1983, a second module will allow the system to be converted into a personal computer.

ColecoVision's library of cartridges will include a version of the arcade hit Donkey Kong (included with the system), Turbo, Venture, Spectar, Cosmic Avenger, Zaxxon and others. Coleco has also developed a line of cartridges for use on the Atari Video Computer System and another line for use with Mattel Electronics' Intellivision. These include Donkey Kong, Cosmic Avenger, Zaxxon, Venture and Smurf.

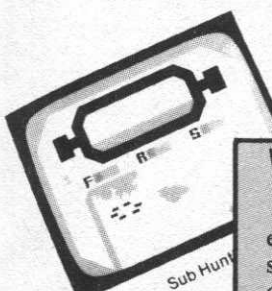
Other news from Coleco includes portable, self-contained versions of Donkey Kong, Pac-Man, Galaxian, Omega Race, Berzerk and Frogger; and a tabletop version of Midway's Galaxian.

Parker Brothers, too, is entering the video game cartridge business. This year the company is introducing two cartridges: one based on the AT-AT battle scene from *The Empire Strikes Back*; the other is Frogger. These cartridges (\$25-\$30) are compatible with both the Atari System and the Sears Video Arcade; later on Parker will be expanding its line to include all leading video games on the market. Next year's releases will include cartridges based on such licensed products as James Bond, Spider-Man and *Jaws*.

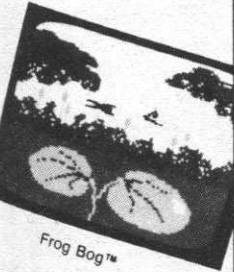
The 47-year-old Monopoly has also entered the electronic age. This year Parker has introduced an accessory, Monopoly Playmaster (\$65), designed for use with the classic board game. Though the object of the game remains the same, the pace is sped up by an electronic roll of the dice, auctioning off unowned property, buying back singly-owned properties and the lending of money to encourage earlier property development. Playmaster features lights, sounds (example: "Taps" for the player who goes bankrupt and "Merrily We Roll Along" indicating doubles).

Other Parker games for '82 include *Lost Treasure* (\$42), an electronic deep-sea diving board game, and *Master Merlin* (\$45), a new deluxe version of the top-selling hand-held Merlin.

Though we've already reported on Atari's upcoming lines ("Log Entries," STARLOG #58), that company has recently announced that in the second half of this year it will be releasing a cartridge based on *Raiders of the Lost Ark*.



Sub Hunt™



Frog Bog™



Star Strike™



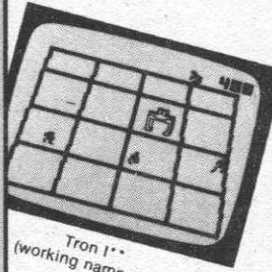
Advanced Dungeons & Dragons™



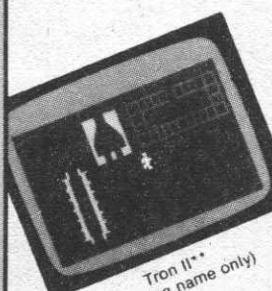
Card Fun (working name only)



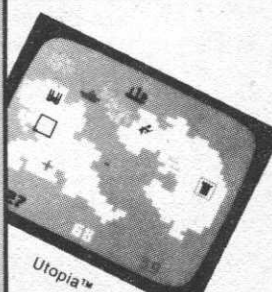
Pinball (working name only)



Tron I™ (working name only)



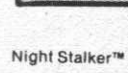
Tron II™ (working name only)



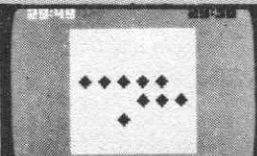
Utopia™



Space Hawk™



Night Stalker™



## Mattel Expands

Mattel Electronics announced that it is introducing 12 new cartridges for its Intellivision home system. Of special interest to SF-oriented game players will be two cartridges based on Disney's upcoming *Tron*. In *Tron I* the player (Tron) uses deadly discs to fight off the evil blue warrior (computer). In *Tron II* the player wins points by destroying alien "bits" while trying to penetrate the master control program's inner circle.

In *Mattel's Space Hawks*, the player commands a space man with five protective shields. Points are garnered by destroying UFOs, comets and bubbles as they appear on screen. A quick trip to hyperspace avoids catastrophes.

In the *Advanced Dungeons and Dragons* cartridge, the player attempts to retrieve a treasure in a computer-controlled labyrinth, all the while avoiding a feisty dragon.

*Night Stalker* features a maze containing bats, spiders and a continuing parade of evil robots. Armed with three replenishable weapons, the player tries to maneuver his man to safety.

Other news on the Mattel front is this year's introduction of the Intellivoice Voice Synthesizer. This module plugs into the Master Component and is used with special cartridges (upcoming: *Space Spartans*, *B-17 Bomber*, *Bomb Squad*) that produce realistic male and female voices while games are in progress. These voices introduce the game, cheer winners, warn of imminent danger and offer strategic assistance.

Astrovision reports it is "about to fire the first salvo in the 1982 'video space wars' between Astrovision, Atari, Mattel and Magnavox" with a \$10 million TV advertising campaign for its upcoming video games. These cartridges, which will retail at the \$24.95-\$34.95 range, are for use in the Astrovision Astro Arcade (formerly the Bally Professional Arcade). They will include *Munchie* (in the style of *Pac-Man*), *The Wizard* (based on the coin-up *Wizard of Wor*), *Solar Conqueror* (Asteroids-like), *Cosmic Raiders* (Defender-like), *Space Fortress* (Space Zap-like), *Quest For the Orb*, *Pirate's Chase* and *Coloring Book With Light Pen*.

Entex Industries, too, is vying for a place in the home video game market. *Video Space Battle*, the company's first video game, is played on a TV set. Contained in a hand-held unit *Space Battle* is equipped with a joy-stick, fire button and eight skill levels and is expected to retail at under \$65.

Being heralded as the first stand-alone electronic game is Entex's *AdventureVision*. This electronic game, which operates either on batteries or AC current, features a 6,000-dot matrix display, and "unlimited sound effects." The \$75 suggested retail price includes a *Space Force* cartridge. Also available for the system, at \$15 apiece, are *Turtles*, *Defender*, *Super Cobra* and *Space Base Alpha*.

You may know them best for their calculators and wrist watches, but Texas Instruments is hoping that this year they'll also be known for their contributions to the video game field.

Upcoming from TI are *Hustle*, in which players attempt to hit targets while avoiding opponents; *Invaders Command Module*, where players try to save the world from invaders from outer space; *Tombstone City*, where, in the surroundings of an Old West ghost town, players try to stop a fleet of green aliens (morgs) from infesting the Earth, while gathering additional points by wiping out tumbleweeds; the old numbers favorite *Yahtzee* and *Car Wars*, a high-speed car racing game.

Two Milton Bradley favorites, *Battleship* and *Stratego*, are being released in electronic editions. A programmable computer in *Electronic Battleship* enables players to either automatically position the fleet or manually determine ship coordinates. *Electronic Stratego* features extensive computer memory, programmable hidden bombs, and electronic lights and sounds (The "1812 Overture" and a cannon blast indicate a captured flag and a game winner).

For MB's hand-held Microvision units, *Super Block Buster* and *Barrage* are on the 1982 front.



MB's Microvision additions for '82.

## Licensing

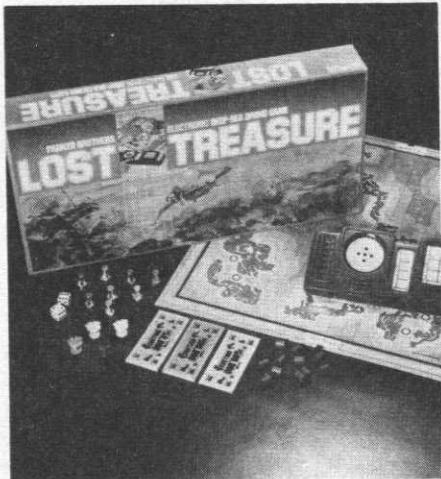
One sure road to toy retailing success has proven to be issuing products based on creations from other media. The entire role of licensing has brought manufacturers millions of dollars. (Last year, licensing brought in \$13.7 billion in retail sales according to *The Licensing Letter*). Now the trend appears to be changing so that manufacturers' creations are being spun off in a variety of ways.

This trend began with Mattel's successful creation, *Strawberry Shortcake*, and continues with its most recent addition, *Masters of the Universe*. The action-figures stand 5½" tall and are divided between the good guys (He-Man, the most powerful man in the Universe; Teela, warrior goddess; Stratos, an airborne warrior; Mer-Man, his underseas counterpart; and Man-at-Arms, a soldier with interchangeable weapons) and the bad

(Beast Man, most powerful force of evil in the Universe; Skeletons, beastly dog-soldiers). All the action is to take place around *Castle Greyskull* as He-Man and company try to free the Universe from the evil control exerted by Beast Man.

Already there are plans for *Masters of the Universe* Halloween costumes, comic adventures (produced by DC Comics and sold with the action-figures) and other related items.

Interestingly enough, male-oriented action-figures are making a comeback in popularity. Spurred on by the success of the *Star Wars* action-figures from Kenner, Hasbro has redesigned and reintroduced G.I. Joe, making his first appearance in six years. Scaled down to the now-popular 5½" height, Joe and his companions compose an elite-strike force sent around the world to in-



Parker's electronic diving game.

sure freedom and democracy. In conjunction with Marvel Comics, the new figures have been heavily advertised on TV and Marvel has begun publishing G.I. Joe comics. Again, there will be a Halloween costume and a myriad of related items such as the G.I. Joe action-figures for the 10 and under crowd for next winter.

DC's *Sgt. Rock* and Ideal's newly created *Eagle Force* have also entered the toy scene, with *Eagle Force* using more science fiction-oriented technology than the battle-happy joes of World War II's *Easy Company*.

Twentieth Century-Fox's *MegaForce* has been licensed by Mattel which has introduced six vehicles, all in die-cast metal like the company's successful *Hot Wheels* collection. To go with the vehicles, Mattel has created a *Desert Strike* set, complete with power booster to send the cars and cycles hurtling over fire and danger. A *Verti-Bird* is being introduced so children can swoop down and pick up road blocks or drop packages using skyhooks. (For the full story on the making of the *Megaforce* movie, tune in next issue.)

Not to be outdone, Kenner is introducing plenty of new *Star Wars* and *Empire Strikes Back* figures and playsets. Most interesting





More wizardry from Parker.

among the new entrees is a Tauntaun with removable reins and saddle. You can open the belly and place Luke inside to keep him warm, safe from the new Wampa snow creature. There will also be new accessories such as the Tri-Pod and Laser Cannons.

New from Kenner this year will be action figures based on (what else?) *Raiders of the Lost Ark*. These figures are only 4 3/4" in height, and the main characters (Indiana Jones, Marion Ravenwood, Toht and the Cairo Swordsman) are included. Two playsets are being introduced at first: the Map Room and the Well of Souls, complete with snakes.

Another area popular with licensing is board games and Milton Bradley and Parker Brothers have served up some new fare including two different *Dark Crystal* games, *Annie*, *Garfield*, *Thundarr the Barbarian*, *Richie Rich* and others will be filling toy store shelves throughout the summer.

Three-D fans take note. Viewmaster is going strong with new reels based on such upcoming productions as *Star Trek: The Wrath of Khan*, *Annie*, *Tron*, the George



Coleco's tabletop Pac-Man.



### PAC-MAN GOBBLES UP A NATION

In St. Louis, beneath the gateway arch, Mayor Vincent C. Shoemehl, Jr. awarded the key to the city to him. In Chicago, he made his television debut on *Bozo's Circus*. In Washington, D.C., he marched in the Cherry Blossom Parade.

He's the torselless video muncher known as Pac-Man and on April 3, 1982, Atari, Inc. held events coast-to-coast in honor of National Pac-Man Day. That same month the Pac-Man cartridges for Atari's Video Computer System were officially released and customers gobbled them up.

Richard Simon, a securities analyst at Goldman, Sachs & Co., told *The Wall Street Journal*, "Pac-Man will make more money for Warner [Atari's parent company] than *Star Wars*, the movie, made for Twentieth Century-Fox."

The hairless brainchild of the Japanese company Namco, Pac-Man arrived in the American arcades, via Midway Manufacturing, at the end of 1980. With his ghostly pursuers, Blinky, Pinky, Winky and Clyde, he gathered an enthusiastic and loyal following and made quite a name for himself in the U.S.

Pac-Man is credited with bringing girls and women into the arcades. Is it his pacifist nature? Is it the cuteness factor? Is it because, in this diet-conscious era, it's nice to participate in a non-stop eatfest? (Pac-Man's name is derived from the Japanese word "paci," which means "to eat.") For whatever reasons, Midway has taken note of this phenomenon and, in order to tip their hats to the female

gamesters, sent Ms. Pac-Man into the arcades this year.

A host of variations followed on Pac-Man's heels. Apple owners got Gobbler from On-Line; and there's Jawbreaker for Atari's 400 and 800 systems. Some spin-offs, such as Puck-Man, were declared outright illegal while others, such as Odyssey's K.C. Munchkin, are being contested.

Additionally, the success of Pac-Man has inspired manufacturers to vie for licenses for baseball caps and jerseys, bath and beach towels, hats, tee-shirts, license plates.

In February, Columbia Records released "Pac-Man Fever," by songwriters Buckner & Garcia. Touted as "The one and only album for a video-crazed America," the album contains a sleeve which depicts five winning Pac-Man patterns. And, if those patterns aren't enough, book publishers are supplying readers with a host of others (see "Log Entries," STARLOG #59).

This year, Milton Bradley will be sending Pac-Man board games, card games and puzzles into stores all over the country for those who aren't inclined towards video. Coleco will be introducing a portable, tabletop Pac-Man unit while Ben Cooper Costumes claims their Pac-Man costume will be the hit of the Halloween season.

And, the little fellow will star in DC comic book adventures sold with the Atari cartridges so we must stop and ask ourselves: can *Pac-Man The Movie* be far behind?

