

The Electronic Revolution in Child's Play

Once upon a time, not long ago, child's play used to consist of such simple amusements as stacking alphabet blocks and tumbling them down, dressing dolls, pushing toy trucks and cars and playing "Let's Pretend" with whatever props were handy and sparked the imagination. High technology had not yet been added to the toy chest.

Then, in 1969, Children's Television Workshop (CTW) introduced Sesame Street and the enchanted Muppet bestiary to TV screens across the country. Since the early days of TV, of course, there have always been shows for kids; but Sesame Street, with its staff of educators, psychologists and childhood experts, was different. It taught preschoolers basic learning skills in an entertaining way, making use of sophisticated TV graphics, animation and technology. In addition, the program represented one of the first steps taken toward making TV an interactive medium. TV as an educational toy: the concept was compelling.

And it was a huge success. More than nine million children watch the show seven days a week; and since it first aired 13 seasons ago, more than 30 million children have tuned in.

Today, the world of children's educational video is being brought to you by the letter C, which stands for Computer and the host of technological marvels that the silicon chip made possible, like the ATARI Video Computer System™. Seeing the far-reaching effects of computer technology on society as a whole, CTW formed a subsidiary called Children's Computer Workshop (CCW) to channel "high tech rec" in the direction of children's education. This past year, CCW teamed up with Atari to produce educational game cartridges for the VCSTM and 5200™ Supersystem.

The first two cartridges will appear on store shelves early this summer. These cartridges are Grover's Music Maker™* and Cookie Monster Munch™*. The game programs were designed with the educational needs of children ages three to seven in mind. They develop such skills as pattern, letter and number recognition, matching, maze tracing and hand-eye coordination. The cartridges are designed to be played with a special



Lisa Cummings, specialist coordinator, Corporate, and her son, Josh, watch the Cookie Monster gobble up cookies on the game screen of the new Cookie Monster Munch game cartridge.

new controller. The new game software and hardware are firsts in the very specialized market of preschool children's educational products.

The games feature dazzling graphics and instructional game play. In Grover's Music Maker, Grover gestures to the accompaniment of the notes to 20 pre-recorded songs. In other game options, the player can improvise a tune, record it and play it back. The player can also play songs by number from numerical scores included in a manual that comes with the cartridge. Color bars at the side of the screen illustrate the concept of musical intervals.

In Cookie Monster Munch, the object of the game is to get the Cookie Monster to wind his way through a maze, pick up cookies and put them in a cookie jar. Once the player gets adept at doing this, then he or she can become the Cookie Kid, who tries to get the cookie in the cookie jar before the Cookie Monster can overtake him or her and snatch away the cookie.

Coming out later in the summer will be three more cartridges: Alpha Beam™*, Big Bird's Egg Catch™* and Oscar's Trash Race™*. In Alpha Beam, the object is to match alphabet letters located inside a spaceship with letters floating at the top and bottom of the screen. When the floating letters which match are beamed into the spaceship, it blasts off.

In Big Bird's Egg Catch, the overgrown

charismatic creature tries to catch eggs which are being dropped down chutes.

In Oscar's Trash Race, the player has to match the number of pieces of trash with the appropriately numbered trash can. Once the player selects the right number on his keypad, then the trash can grows a pair of feet and races to the large trash can at the bottom of the screen. When the player gets all the trash in the foot-loose container, then Oscar the Grouch pops out.

In addition to CCW, two other child-oriented enterprises have joined forces with Atari to design and market game cartridges: Walt Disney Productions and Charles Schulz's Creative Associates.

In conjunction with Disney, Atari will be putting four games on the market in midsummer. One of these cartridges is Sorcerer's Apprentice, a fast-paced skill-and-action game based on the scene from Disney's film Fantasia. In the game, Mickey Mouse is trying to shoot stars falling from the sky. The ones he misses fall into a second screen, where they become brooms filling the screen with water. All Mickey has to do to stop a broom from fetching more and more water is to touch it. But as often happens, the best-laid plans of cartoon characters and game players fail, or in

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*This video game product was developed by Atari Inc. and the Children's Computer Workshop, an activity of Children's Television Workshop.

"Atari Ads by Children" Contest

"Have you admired the work of a child artist today? Remember, Picasso was once a kid with crayons, too!" reads the bumper sticker which inspired the "Atari Ads by Children" Contest. The purpose of this contest is to recognize the precocious talents of young artists related to Atari employees. And since Atari makes products which children and their families love, the staff of Atari Life thought this contest would be the perfect opportunity for young Atari artists to celebrate the Atari products they enjoy in the form of original ads. During the contest and after the results are in, watch this paper for the work of young Atari Michelangelos, Renoirs and O'Keeffes who will take the advertising world by storm once they come of age.



Here are the contest rules:

1. All children 3-14 years of age related to Atari employees are eligible to enter. "Related" means son, daughter, brother, sister, niece, nephew, grandchild or cousin.
2. Entries will be judged in one of three divisions according to the artist's age level. The divisions are: 3-6, 7-10, 11-14.
3. Children can submit drawings in any medium they choose: crayon, water color, oil paint, pencil, etc.
4. The theme of the contest is "Atari Ads by Children," so all artwork submitted must be an original ad for an Atari product, real or imagined.

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ATARI STAR



Atari Star: Sherry Bradshaw

Just give this issue's Atari Star, Sherry Bradshaw, a paint brush and a few vials of paint and she is right at home. Actually, her home-away-from-home is Coin-Op's Silkscreen department. Vincent van Gogh and Ryn van Rembrandt, move over, Sherry has arrived to carry on the tradition of fine painting.

Sherry started at Atari in October 1975, stuffing PCBs. "I was not a very good stuffer," she admits, "so I asked to be transferred." Sherry next devoted her talents to inspecting power supplies in the electromechanical area. She worked in this capacity until August 1980, when she joined the Silkscreen department as a quality assurance inspector. "I didn't know that much about QA, but it sounded like a big challenge," she says. The challenges her new job put in her way, however, still did not tap all of Sherry's talents. "As a quality assurance inspector, I could not touch-up boards if something was wrong with them," Sherry states. So she was given a new job as a fab technician in the touch-up area.

After a piece of plexiglass or wood paneling has been through the ink screening process, each panel is inspected to see if each coat of ink is precisely within the registration guidelines. Any rejected pieces are given to Sherry, who must mix different colors to produce an exact color

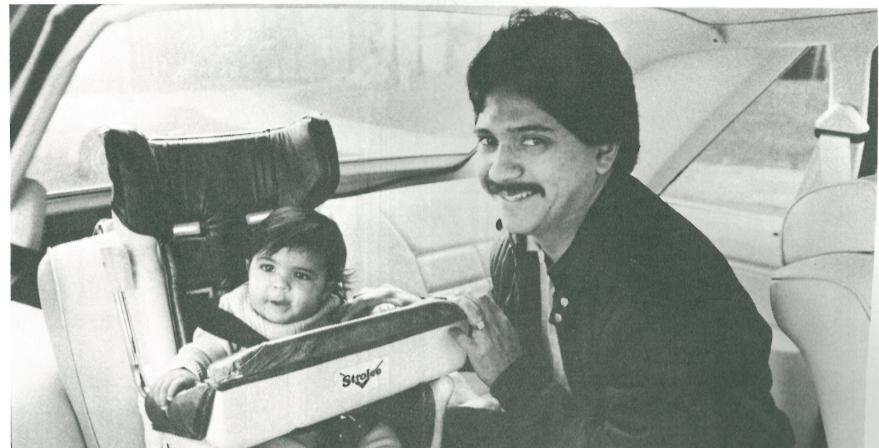
match. She then touches up the areas that were not screened properly.

Her supervisor, Doug Irvine, says, "Other people can do this, too, but not as masterfully as Sherry can." Doug adds that Sherry does more than what is asked of her. "Sherry continually comes up with new ideas and suggestions," says Dave Coiner, production manager.

If a side panel has even the tiniest dent, the hole must be filled before the panel can be touched up with ink. To accomplish this, Sherry suggested mixing Elmer's glue with plaster to form a putty. The idea was successful. She also solved the problem of how to get dry ink off plexiglass without scratching the surface or dulling the shine. Sherry suggested combining butyl cellulose and car polish—and presto!—the dry ink came right off without marring the surface or the sheen. When the department's conveyor belt seemed to have come to the end of its lifespan, Sherry brought in a needle and thread and sewed the frazzled conveyor belt back together.

Sherry muses, "As a child I loved to color and paint, and when my children were small I used to draw caricatures of animals for them. Who would have thought that my talents would lead to an exciting job like this with Atari!"

Safety Seats for Children Now the Law



Sylvester Ramirez, senior drafter, Corporate Facilities, and his son, Joseph, are playing it safe. Joseph uses his child safety seat every time his mom and dad take him for a spin in their car. It's a good thing, too, because if they didn't, they would be breaking a new California law that went into effect on January 1.

The law states that it is illegal for a parent or legal guardian, when present in a passenger vehicle or motor truck of less than 6,001 pounds which is registered in this state, to permit his or her child under the age of four years or weighing less than 40 pounds to be transported without providing and properly using a child passenger seat restraint system meeting applicable federal motor vehicle safety standards. If the parent or legal

guardian is not present with his or her child in the car, then the driver is held responsible for the child's safety.

Any law enforcement officer reasonably suspecting a violation of this new law may stop any vehicle transporting a child appearing to the officer to be within the specified age or weight.

Because of their tender years, children are dependent passengers. In enacting this law, the legislature's intention is to ensure children of the safest transportation possible. Meanwhile, set a good example for older children by buckling up your own seat belt. It saves lives. Remember, some 25,000 automobile passengers die each year because they don't buckle up.

The Electronic Revolution in Child's Play

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this case, get flooded out.

In the line-up of Peanuts cartridges that Atari is designing and marketing with Creative Associates is the game Snoopy and the Red Baron, a shoot 'em up cartridge targeted for preteens. Snoopy is scheduled to take off on his dog house for game screens across the country this fall.

Credit for the development and design of the CCW, Disney and Peanuts game cartridges goes to many people at Atari and the three companies. Special thanks go to Steve Wright, CED Special Programs director, and his team of game designers for toiling away to make the CCW and Peanuts cartridges perfect. Game designers at 275 Gibraltar, working under the direction of George Kiss, CED Software Development director, and Don Teiser, CED Software Development manager, get a galaxy of gold stars for the dazzling Disney cartridges. The three sets of cartridges are the first in a long line of games that will comprise the Atari Kid's Library.

"Atari Ads by Children" Contest

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5. A collection of artist's supplies will be awarded to the winner of each division.
6. Only one entry per child.
7. All entries must be accompanied by a sheet of paper giving the artist's name, address, age, phone number and the name, job title, department, division and work phone number of the Atari employee he or she is related to. Please state the relationship between artist and Atari employee.
8. All entries become the sole property of Atari Inc. and will not be returned.
9. Deadline for entries is February 10, 5 p.m.
10. Send entries through the interoffice mail to: Atari Life, 3900 Freedom Circle.

The judges of the contest will be Ted Kahn, Atari Institute director; George Opperman, Visual Communications director, Coin-Op; Andy Leonard, Advertising director, HCD; John Hayashi, Graphics director, CED; Ginny Talmadge, Advertising/Merchandising manager, CPG; and Atari CEO Ray Kassar.

ACTIVITIES & RECREATION

Calendar of Events

January 28 Last day to register for Co-ed Volleyball League
February 1 Last day to submit WCI Scholarship applications
February 3 Volleyball League play begins
February 4-6 Lake Tahoe Getaway Weekend
February 12 Disney on Ice, Oakland Coliseum
February 14 Happy Valentine's Day!
February 18 Last day to turn in "I Shaped Up at Atari" entries
February 18 Last day to sign up for Big Band Night
February 21 Disney on Ice, Cow Palace
March 5 Atari Big Band Night at Santa Cruz Beach and Boardwalk
March 19 Saint Patrick's Day Family Fun Run

Weekly Events

M/T/TH Karate—6:30-7:30—Sunnyvale High School



Big Band Dancing

This Valentine's Day give your sweetheart something to look forward to by inviting him or her down to Santa Cruz Beach and Boardwalk's Coconut Grove Ballroom for an evening of Big Band dancing on Saturday, March 5. In Coconut Grove, Northern California's only remaining ballroom, you can still dance to the Big Band sound of the 30s and 40s. Echoes of the past blend with the present as you sway to the tunes of Tommy Dorsey, Glenn Miller, Les Brown and other great orchestra leaders. Little Brown Jug never sounded so good!

Your evening will start with a buffet dinner in the beautiful domed Sun Room, followed by an hour of free dance instruction. At 9 p.m., the mirrored ball revolves and the Glenn Miller Orchestra fills the ballroom with music.

The price of this enchanted evening is a low \$23 per person. Reservations must be made by February 18. To make your reservations or for information, call Rebecca West, 988-0352.

New Atari Volleyball League to Form



If you missed out on the last co-ed volleyball league or participated and had SO much fun that you want to do it again, here's your chance to play! The new volleyball league will begin play during the first week of February and will continue until mid-March. Depending on the number of teams registering, league games will be scheduled for Thursday evenings at Sunnyvale High School, located near Atari's Training and Conference Center.

Please make a note of these important dates:

January 26—League organization meeting and referee clinic
January 28—Last day to register
February 3—League play begins
All team registrations will be taken by Shimo Shimasaki, 988-5069, at 3900 Freedom Circle.



MCMLXXXI WALT DISNEY PRODUCTIONS



Olympic Silver Medalist Linda Fratianne and Mickey Mouse link the competitive world of figure skating and the imaginative world of Disney in Walt Disney's World on Ice.

Five decades of Disney magic come to life on the ice in the world premiere of Walt Disney's World on Ice next month. The brilliant new production features such Disney immortals as Mickey Mouse and Donald Duck in their ice skating debuts, plus beloved and familiar storybook heroes in a series of colorful adventures.

Dazzling Olympic silver medalist and twice world champion figureskater Linda Fratianne is just one of a host of talented world class figure skaters who share the show's spotlight. During the show, you will journey on an icy frolic to Bear Country, to India to visit Jungle Book characters and to a romantic Sweethearts' Ball where Cinderella meets her Prince Charming.

The show culminates in the famous

"Main Street Electrical Light Spectacular," in which all the Disney favorites, featured skating soloists and more than 50 precision skaters participate.

Atari Employee Activities has arranged for you to attend one of two special matinee performances on Lincoln's and Washington's birthdays at a discount. Dates, times and locations are: Saturday, February 12, at noon at the Oakland Coliseum; and Monday, February 21, (observed holiday) at 1:30 at the Cow Palace. You can fill out a voucher for your tickets at the Company Store and pay for them at that time. The price is only \$6.50 per ticket (a savings of \$2). You can then pick up your tickets at the Company Store a week before the show. For more information, contact Rebecca West, 988-0352.

The Hunchback of Atari

Rumor has it that an Atari users' group at the University of Notre Dame in Paris, France, has designed a peripheral for use with the ATARI 800 Home Computer. The device is called the "Quasi-Modem." The only problem with it is that all it can do is ring bells.

Ze Slammers Take Co-ed Volleyball Championship

The playing season for the 1982 November/December Co-ed Volleyball League ended last month with four teams (Bruce and the Bears, Financial Wizards, Service Deluxe, and Ze Slammers) competing in the championship playoffs. In

the final match, Ze Slammers, managed by Mike Eidson, lived up to their name by defeating Service Deluxe—16-18, 15-7 and 15-5. Each of Ze Slammer's team members received a championship plaque for their outstanding contributions.



Ze Slammers—winners of the Co-ed Volleyball League: standing (left to right) Manharal Mistry, Wayne Apple, Mike Eidson, Singh Mangat and Bill Renteria; seated (left to right) Trisha Gracie, Jamie Real and Mary Mershon.

"The Message" Wins Basketball Championship

In a thrilling 48-44 overtime victory last month at Oak Grove High School, The Message, a team of HCD employees from 590 Brennan, won the San Jose City League Sports Federation Basketball Championship. They beat a fine team, The Red Barons, for the trophy

and finished the season with a stunning 9-1 record. Reggie Jenkins set the pace with 18 points, and Melvin Smith devastated the opposition with 15 blocked shots and 14 rebounds. The team's message for 1983 is that they will be winning more championships soon!



The Message: top row (left to right) Reggie "World" Jenkins, Melvin "Swat" Smith, Michael "Doc" Baines and James "Magic" Dixon; bottom row (left to right) Albert "Swift" Tingle, Sean "Clash" Hennessey and Tony Davis. Not pictured are Wendal Pugh, Craig "Sweet" Irving and Jeff Dixon (statistician).

Saint Patrick's Day Family Fun Run



If celebrating the arrival of old Saint Nick made your belly soft, maybe by celebrating St. Pat you can take the fat off! How? By participating in the Atari

Saint Patrick's Day Family Fun Run! On Saturday, March 19, put a lucky penny in your shoe and bring your spouse and little leprechauns down to 790 Sycamore at 9 a.m. For just a few green bucks, you can run the one-mile and/or five-kilometer course and afterwards enjoy refreshments and receive a t-shirt to commemorate the event. Ribbons will be awarded to the winners. Look for registration information in the next issue of Atari Life.

"I Shaped Up at Atari" Contest—Round Two!

Now that the holidays are well behind you, probably in the form of fat on your already ample posterior, it's time to start working on that New Year's resolution you may have already forgotten: **losing weight**. And due to popular demand, Atari is holding another great weight-loss contest to help you fight fat! Here are the contest rules:

1. Pick a starting date on or before February 15.
2. Weigh in on your starting date at one of Atari's three Health Services dispensaries (hours 7:30 a.m. to 4:30 p.m.): 1215 Borregas, Sunnyvale; 735 Sycamore, Milpitas; 2710 North First, San Jose.
3. Set a weight loss goal—not less than five pounds or more than 25 pounds—and mark the appropriate box on the registration form below.
4. Mail the completed registration form in an interoffice envelope to the Atari Employee Activities department, 3900 Freedom Circle. Registration forms must be received no later than February 18 to qualify.
5. Registration information will be kept confidential.
6. One week before your ending date (three months from your starting

date), you will be mailed a copy of your original registration. At that time you are to fill in your weight and the total number of pounds you lost and return it to Employee Activities within four days after your ending date.

7. Both your beginning and ending weights must be verified at one of Atari's three Health Services dispensaries.
8. An "I Shaped Up at Atari" button will be awarded to each registered Atari employee who achieves his or her personal weight goal and follows all contest rules.
9. A special drawing will be held among the goal achievers in each of the five weight loss categories. One \$25 gift certificate to the Company Store will be awarded in each category. The time and place of the drawing will be announced, but winners need not be present to win.
10. Registered Atari employees who do not return their registration forms within four days of their stated ending dates will be deemed not to have achieved their goals and will not be eligible to receive a button or participate in the drawings.

"I Shaped Up at Atari" Contest Official Registration Form

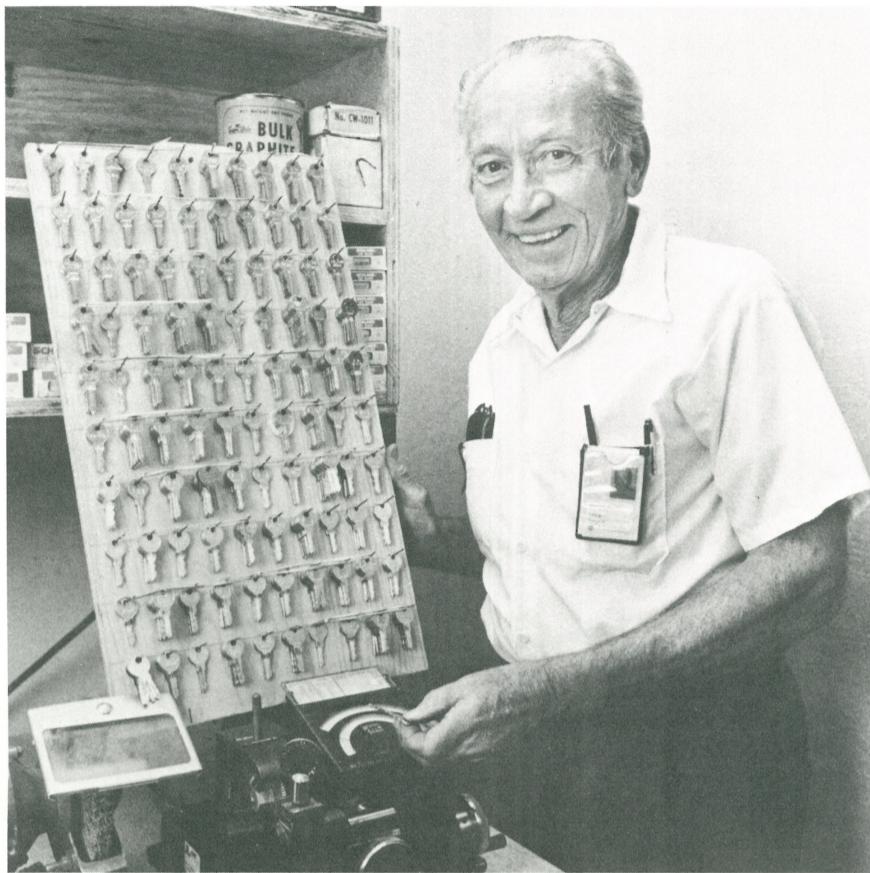
Name _____ Starting date _____ (Before Feb. 15)
Work phone _____ Starting weight _____ Nurse's initials _____
Division _____ Building _____ Employee's signature _____
Weight loss goal (check one):
A. 5 lbs. B. 6-10 lbs. C. 11-15 lbs. D. 16-20 lbs. E. 21-25 lbs.
Ending weight _____ Total pounds lost _____

(Do not write below this line)

Official ending date _____ Ending weight _____
Total pounds lost _____ Goal achieved yes _____ no _____ Nurse's initials _____

Cut out and mail this form in an interoffice envelope to:
Atari Employee Activities, 3900 Freedom Circle.

Taking the Measure of Atari with Its Locks and Keys



George Roche demonstrates how to duplicate a key on the Duplicating Key machine.

Most people measure growth and success by the measuring sticks of their professions. Stock brokers, for example, gauge the health of the stock market by the Dow Jones average and the number of stocks traded on the Stock Exchange. Olympic runners think in terms of the seconds or tenths of seconds they can

shave off their time in competition. Astronomers measure the expanding universe in terms of hundreds of millions of light years.

Atari locksmiths, however, measure the growth of the company by the number of locks they install and the numbers of keys they make. The numbers so far

are in the tens of thousands.

"When I first started here in 1980, there were 16 buildings. Now there are over 50," George says.

For over two years now, George Roche, locksmith coordinator, has been coming to the rescue of emergency callers. Most of the calls are from employees who realize that they left their office keys at home. So if you leave your keys in the suit you wore yesterday, why not call George before you ram your foot through the door to your office or break a hairpin trying to pick the lock to your desk.

Although George insists that more people are locked out of the office, than locked in, he remembers a particular case when an employee was locked inside her office and couldn't get out. After a few would-be locksmiths tried to rescue the damsel in distress with such tools as a letter opener and a Brownie knife, the locksmiths were called to the rescue. The day was saved and the employee did not have to camp out in her office overnight.

Now if you are locked out of your file cabinet, don't fret. The locksmiths can help you, too. When a new file cabinet is delivered, two keys come with it. If you find yourself without the keys though, for whatever reason, just give the locksmiths a call and they can make more keys for you. All you have to do is tell them the number under the lock of the file cabinet, and they can then consult a General Code Directory which tells them the key size to make.

For everyone's convenience there is a locksmith on call from 5 a.m. to 6:30 p.m. Earlybird George begins at 5 a.m.

Another earlybird, Tom Tabash, is ready to go at 6 a.m. Both agree that the early hours aren't so bad when you consider all the work that can be accomplished before the phone starts ringing off the hook at 8 a.m.

Joining the duo at 9:30 a.m. is Brian Bonham. "This is a great place to be," Brian states. "I get to meet many different people and that only adds to the excitement of my job." Often Brian starts his day with a pile of emergency rush orders. He makes sure to take along his beeper if he is out of the office all day so he can respond to late-breaking emergencies.

If you think a new Atari building is ready for occupancy after the construction crew has gone home, think again. George and his crew make each door handle a lock and a set of keys. Locksmiths refer to this procedure as "keying-in" a building. Each office is assigned a four-digit number, which is engraved on the keys. If a key is misplaced, George can quickly make another one with reference to that four-digit number. No two numbers are the same. Because only a few keys are made to fit each lock, anyone issued a key must sign out for it. This enables the locksmiths to keep track of all the keys.

Responding to emergencies, keying in buildings and making spare office, desk, and file cabinet locks are not the only things the locksmiths do. They are responsible for installing all the padlocks on storage cages, roof hatches and alarm boxes.

Savage Axe: The Latest Edge in Heavy Metal

Drummer Dave Weiss, HCD tester, and his heavy-metal rock band, "Savage Axe," had their concert debut at the Keystone Theater in Palo Alto this month. Because the group has only been together since last summer, the band members were taken by surprise when they were invited to play the concert.

A local video producer was looking for four local unknown bands to videotape and help promote to stardom. He had seen their card in a guitar store and went to hear them play. A few weeks later, they were the opening band in his Video Night concert at the Keystone.

Dave describes the band's heavy-metal sound as hard driving, "we-don't-mess-around" rock'n'roll. And the band's name certainly lives up to this description. "Axe" is a slang term for guitar, and "savage" refers to the lead guitarist's style.

"He plays a crisp, structured, screaming guitar," says Dave.



Dave Weiss debuts with his band, Savage Axe, at the Keystone Theater.

As a drummer, Dave compares himself to Jim Henson's character, "Animal," because he beats the drums as hard and as fast as he can.

"It's good for me to play that way because I release a lot of energy that I would otherwise keep pent up inside me," he explains.

Dave has dreamed of being a rock star since he was in the third grade. He persistently begged his parents for a drum set, and they consistently said no. Finally, they lent him the money for one when he was 14-years-old.

Since that time he has played strictly for personal enjoyment, as a member of his high school marching band, in various groups and in garage jamming sessions with his friends.

For a while, Dave decided to put down his drumsticks and pursue other things like hot rods and pumping iron. After his drum set had collected a few inches of dust, a Savage Axe band member asked him to play drums for the group.

"Because I was rusty, I had to really practice," says Dave. "But soon we sounded great together."

The band plays only original pieces. All the music they perform is a collaboration of ideas by the members.

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CLASSIFIED ADS

For Sale: 1970 MGB-GT. Runs well, must sell. \$1300 or best offer. Call Michael, 745-4523.

For Sale: Medium-size doghouse. All redwood with carpet inside. \$90 new, will accept best offer. Call Madeleine, 942-6668.

For Rent: One bedroom condominium in Mountain View. Pool, tennis court, jacuzzi, rec room, newly remodeled. \$625/mo. Call Maria, 988-7953, ext. 74.

For Sale: Travel trailer. 82' Prowler 26Y bunkhouse with tow vehicle, sleeps 9, screenroom & awning. \$12,500 or best offer. Must sell. Call Bryan, 745-4284. After 6, 335-5518.

For Sale: 1968 Volkswagen Bug. Excellent condition, rebuilt engine, new upholstery, tires. Just needs paint. \$1600 or best offer. Call Michele, 942-3034. After 5, 238-1382.

For Sale: 1980 Datsun 310GX Coupe, 2-door hatchback, sunroof, air conditioning, Blaupunkt AM/FM/Cassette, velour interior. \$4500 or best offer. Call Stan, 945-7450. Evenings, 734-4623.

For Sale: 1973 124 Fiat Spider. \$1950 or best offer. Runs well. Call Joanie, 354-1492.

For Sale: Pioneer stereo receiver SX-4. Four months old. .04% T.H.D. Twelve preset stations and station scan. Call Ted, 245-1389.

For Sale: Two black-and-white television sets—Zenith 12" with Levi denim case; Sears Silvertone 19". Both are in good condition. Call Steve, 727-9661.

For Sale: ATARI 820 printer. Like new with original roll of paper. \$200. Call Tom, 745-2042.

Wanted: Riders for Santa Cruz vanpool. Pick up near Highway 17. Destination—1349, 1399 or nearby. Call Dana, 745-4021, ext. 46.

For Sale: Sofa and love seat, coffee and side tables, dresser with mirror, and twin bed. Call Teresa, 727-5785.

Wanted: Used typewriter in good working condition and reasonable price. Call Francis, 745-4021.

For Sale: 1979 Honda Wagon 4-speed. Looks new. \$3900. Call (415) 449-5261.

For Sale: 1965 Volkswagen Bug. Rebuilt engine. New paint, excellent condition. \$1700 or best offer. Call Joel, (415) 793-5087 or Joy 727-9922.

For Sale: 1968 Datsun pickup. Needs brake work. \$500. Call Dan, 745-5761.

For Sale: 1976 Mustang II Ghia. Sunroof, mags, radio/tape, power steering and brakes, automatic transmission. Silver with black pinstripes. Excellent condition. Price negotiable! Call Karen 970-4589. After 5, (415) 490-5648.

Ridesharing: Would like to find dependable car poolers from Scott's Valley-Santa Cruz Area to Santa Clara. Hours: 8-5. Call Karen, 727-5602. After 6, 438-1017.

For Sale: Super twin waterbed with bookcase frame. Call Maria, 942-6576. After 6, (415) 948-2543.

For Sale: Air waterbed with frame. Excellent condition. \$75. Call Maria, 942-6576. After 6, (415) 948-2543.

For Sale: 1981 Mobile Traveller RV. 18 1/2 feet, sleeps four, self-contained on a Chevy chassis. \$17,500. After 6, Jean, 248-0813.

COMPANY STORE

Atari Ski Club members Carol Branham, harness design supervisor, Coin-Op, and Bill Jorgensen, breaker, Corporate, are ready to hit the slopes with new Atari ski fashions and accessories available at the Company Store. Here is a partial listing of our winter stock:

Ski down jacket	\$45.90
Women's ski jacket	34.95
Club house jacket	29.00
Men's Kato jacket	28.35
Women's Kato jacket	28.35
Ski bag	25.85
Weathering jacket	24.00
Ski vest with sweater	21.25
Ski boot bag	20.45
Child's Kato jacket	20.35
Men's ski vest	18.00
Child's ski vest	16.00



Free Commuting Literature

Do you want to go skiing but don't want to hassle with the drive up to Lake Tahoe? Would you like information on group bike rides or cyclist workshops? Do you need information on local bus schedules and routes or information on carpooling? Do you sometimes wonder if taking the train might be a better way of getting to work than driving your car?

Atari transportation and task force coordinator Ellen Lipuma has free literature with answers to many of your questions about transportation alternatives. In addition to bus and train schedules and carpooling information, she has helpful ridesharing and transportation booklets. Here is a must-read list for the wise commuter:

Transportation Alternatives to Lake Tahoe This brochure contains useful information about the many ways there are of getting around the Tahoe basin. You will find that the comprehensive transportation network in the basin will allow you to maintain a high level of mobility without the bother of driving and parking.

By using mass transportation, you'll help preserve the spectacular beauty and environment of the Lake Tahoe area. You'll also save money on transportation costs.

California Commuting Cyclist For bikeriding buffs, this booklet has the latest update on bike clubs and trips. It also contains information on a new bicycle currently being manufactured that will be available in August. The bike weighs less than 24 pounds, slips under bus seats and unfolds in 10 seconds!

For your free booklets, call Ellen Lipuma, 988-6648.

Savage Axe: Latest Edge in Heavy Metal

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After they had written enough pieces for an act, they began to consider performing publicly. They had business cards printed and put them around town on kiosks and bulletin boards, but they didn't seriously look for jobs. So when they were contacted to perform at the Keystone, it was just a matter of luck.

After the performance, Dave was in seventh heaven. However, he doesn't feel that rock'n'roll will change his future.

"I'm just glad to be able to show my parents that lending me that money paid off!" he laughs. "It's fun to play, and I'll ride this wave as far as it takes me. But as for my future, I want to make it at Atari."

ATARI LIFE

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ATARI LIFE Readers Survey

ATARI LIFE is a little over six months old. Having worked most of the bugs out of the production end of the paper, we now need to refine the content. For this we need your help.

Approximately 1,000 Atari employees in the Silicon Valley will soon be receiving a Readers Survey questionnaire. If you are one of the random persons chosen, PLEASE HELP US.

Take a little time to read the questions closely and give us your honest answers—no holds barred. We need to know your opinions, desires, likes and dislikes. A return envelope will be enclosed for you to return the survey when you're

done. You will not be asked to sign the questionnaire so your answers will remain anonymous. At the end of the survey we ask for your suggestions and comments. We would especially appreciate these.

The results of the Readers Survey will be published in a future issue of ATARI LIFE and representative comments will be quoted.

We are your newspaper. Please help us by completing and returning the Readers Survey to Employee Communications if and when you receive yours.

Thank you.

— the ATARI LIFE staff