

OFFICIAL BULLETIN



**SUPER HEROES-
SUPER GAMES!**

PELE'S CHAMPIONSHIP SOCCER

Personally endorsed
by the world's
greatest soccer player
—a legend in his
own life-time.

PELE'S Championship Soccer

This brand new Atari
cartridge offers 54 terrific
games! Here we offer a great
new concept from the Atari
development team—a
scrolling field of play. As you
battle to beat your opponent,
the on-screen football pitch
unrolls, making the playing
area much larger!

Pele's Championship Soccer
simulates real-life situations
—throw-ins, corner kicks—
and when someone scores?!
... buy the cartridge, and find
out for yourself! It'll provide
endless championship fun
for you and your friends.

The most
sensational
twosome ever
to hit your
TV screens!



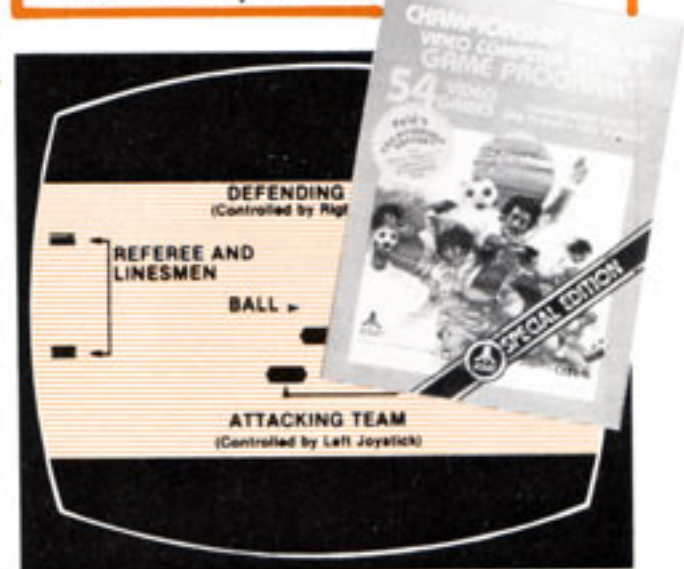
PELE'S CHAMPIONSHIP SOCCER
—used with Joysticks.
27 one-player games.
27 two-player games
Suggested retail:
£29.95 incl. VAT. At your local Atari
dealer — NOW!

SUPERMAN

All-time superhero,
now featured in a new
film—"Superman II"
—which goes on
release in the U.K.
in early April. (See overleaf)

PELE'S U.K. TOUR!!

We've pulled off a coup for the U.K.
—at the end of April we're flying in
Pele himself! Yes, our soccer
super hero will be here, in person,
right over the weekend of
1st May 1981. He's going to be
putting in lots of personal
appearances, so you're sure to
see him on TV! And once his
schedule has been finalised, we'll
let you lucky Members know his
itinerary— who knows, you could
meet him *in person*!!



YES - HE'S BACK!

SUPERMAN™

Needless to say... the Adventure continues!

When SUPERMAN, the movie, soared onto the big screen in December 1978, a motion picture about a legend itself became a legend!

Now Warner Brothers have come up with another mammoth production, still starring the brilliant and charismatic Christopher Reeve! As you can see from these advance stills - borrowed, through sheer brilliance, from Warners by our own intrepid twosome, Vidella and Brains - the thrills and action in Superman II will take a lot of beating!

Superman II is not a sequel to Superman I - it's its own fantastic and totally engrossing thing. It covers the ultimate confrontation between good and evil; with three arch criminals from Krypton: the megalomaniac General Zod, the wickedly beautiful Ursa and the brutish giant, Non challenging civilisation as we know it in a final showdown! Needless to say, Lex Luthor, the most warped criminal genius in America, can't wait to take advantage of the situation - so it's all down to Superman to sort out an amazing, terrifying and brilliantly directed cosmic hiatus!

The outcome of this epic encounter must - for obvious reasons - remain a secret until Superman II is launched in London on 8th April! But worry not, it'll be on regional release in time for Easter.

What a film - a mystery, an adventure, a comedy and a fantastic kaleidoscope of special effects! Go and see it - it's too good to miss.

Ingersoll Electronics' ATARI SUPERMAN COMPETITION

In our next issue we'll be running a simple competition for Owners who have an Atari Superman cartridge and have seen the new film! So be sure not to throw away your Superman instruction booklet, as we'll be asking you for a small "proof of purchase" cut off the booklet. And watch the film really carefully - we're going to ask you questions about it...



Play
SUPERMAN yourself at home!

You fly high over the city. Hidden away is the evil Lex Luthor and his gang - and you have to put them in jail. And if you're zapped by a Kryptonite, only a kiss from Lois Lane can bring back your super powers!

One of the most exciting Atari cartridges ever designed. For player choice, plot variation and decision speed, there's nothing like Superman! Try it first, at your Atari dealer. The Superman cartridge will provide endless thrills and a constantly varying game, at a really reasonable price!

SUPERMAN - used with Joysticks
1 or 2 players
Suggested retail: £23.95 incl. VAT



YOU'RE NOT TOO LATE!

ENTER OUR NATIONAL CHAMPIONSHIP

Sunday April 19th to Tuesday April 21st

ONLY £10 for Adults!
JUST £5 for Juniors!

We're running the first ever National Championship for Owners Club Members at the Piccadilly Hotel, London on April 19th, 20th and 21st.

Three days' fun for £10

If you can stay with friends in London, or live within easy travelling distance of the Championship, you can compete for just £10 - from 4.00 p.m. on Sunday 19th April, till the afternoon of Tuesday 21st April (if you reach the Finals!). Or if you are 13 or under, you become a contestant for just £5. Playing Space Invaders - and other Atari cartridges - meeting new friends, in a great festival atmosphere! What a fabulous, and inexpensive, way to spend Easter!

Don't delay - register for the Championship NOW!

Entries officially close on Tuesday 24th March but these special AB14 forms will be accepted by the organisers until first post on Monday, 30th March.

OVERALL/JUNIOR CLASS

The 'Overall' class is an open event - all entrants can compete for these prizes. The 'Junior' class is for boys or girls aged 13 years of age or under, on 19th April 1981.

The decision of the Championship Judges will be final at all times. Competition Rules available on request.



Rail/Accommodation package

If you can't easily find your way to London under your own steam, and don't have somewhere to stay, we have made arrangements with Grand Metropolitan Hotels and British Rail, so you can attend the Championship, and compete at a low price which is outstanding value. The prices shown are an all-inclusive package deal, for the whole event and include:

- * Travel from your station, within counties shown (2nd class), to a London Station.
- * Two nights' accommodation, sharing a twin-bedded room with private bathroom in a central London hotel.
- * Full English breakfast each morning.
- * Entry to all events at the National Championship, and participation in linked entertainment programme during visit.
- * A free gift from Ingersoll Electronics.
- * All service charges and VAT.

YOU COULD WIN ONE OF THESE SUPER PRIZES!

OVERALL SECTION

1st Prize A week for two in America, as a guest of Atari - a fun-packed week which includes visits to Atari in Sunnyvale (California), San Francisco, New York - and a trip to Disney World!

2nd Prize An Atari 800 Personal Computer - for you to use, at home!

3rd Prize A super Atari 400 Personal Computer - great for fun, games: and more serious uses!

4th Prize An Ingersoll Electronics Portable Black & White TV.

Runners-up prizes

An Ingersoll Electronics Soundaround hip pocket stereo player and headphones, for the four quarter-finalists not in the Final judging.

JUNIOR SECTION

1st Prize An Atari 400 Personal Computer.

2nd Prize Ingersoll Electronics stylish stereo radio/cassette player.

3rd Prize Ingersoll Electronics Soundaround with additional set of headphones (listen in with a friend!)

4th Prize Ingersoll Electronics Soundaround with one set of headphones.

'TOUCH ME'S' for ALL FINALISTS

All Finalists will receive a super Atari 'Touch-me' pocket computer game.

All-inclusive package prices

County	COST - Seniors	COST - Juniors
Avon	49.10	24.55
Bedfordshire	43.53	21.77
Berkshire	44.08	22.04
Buckinghamshire	43.43	21.72
Cambridgeshire	46.21	23.10
Cheshire	53.94	26.97
Cleveland	61.17	30.56
Cornwall	61.25	30.63
Cumbria	61.59	30.80
Derbyshire	50.12	25.06
Devon	55.64	27.82
Dorset	50.20	25.10
Durham	61.17	30.57
Essex	43.47	21.74
Gloucestershire	48.76	24.38
Hampshire	46.63	23.32
Hereford & Worcs	48.76	24.38
Hertfordshire	42.50	21.25
Humberside	54.71	27.36
Kent	50.29	25.15
Isle of Wight	44.85	22.43
Lancashire	57.43	28.72
Leicestershire	48.12	24.06
Lincolnshire	50.54	25.27
Manchester (Gtr)	56.32	28.16
Merseyside	56.32	28.16
Norfolk	49.10	24.55
Northamptonshire	45.27	22.64
Northumberland	64.48	32.24
Nottinghamshire	50.12	25.06
Oxfordshire	45.49	22.75
Shropshire	52.41	26.21
Somerset	51.22	25.61
Staffordshire	51.39	25.70
Suffolk	46.29	23.15
Surrey	42.89	21.45
Sussex (E & W)	44.85	22.43
Tyne & Wear	61.76	30.80
Warwickshire	47.82	23.91
West Midlands	49.86	24.93
Wiltshire	47.61	23.81
Yorkshire (N)	57.09	23.55
Yorkshire (S)	53.18	26.59
Yorkshire (W)	54.37	27.19
Wales		
Clwyd	56.75	28.38
Dyfed	57.94	28.97
Glamorgan (Mid)	54.03	27.02
Glamorgan (S)	52.58	26.29
Glamorgan (W)	55.56	27.78
Gwent	51.31	25.66
Gwynedd	58.45	29.23
Powys	54.79	27.40
Scotland		
Central	65.93	32.97
Dumfries & Gall	64.40	32.20
Fife	68.31	34.16
Grampian	72.05	36.03
Highland	73.15	36.50
Lothian	67.20	33.60
Strathclyde	66.10	33.05
Tayside	68.82	34.41

If you wish to enter the Championships, but do not wish to take advantage of the inclusive rail/accommodation package, the cost for the whole event, in advance, is:

Adults - £10.00
 Juniors* - £5.00

* Juniors must be aged 13 years and under on 19th April, 1981.



These are some of the great prizes to be won!

ATARI
 Great ideas from
ingersoll

A MEMBER OF HERON CORPORATION

Our first prize, Overall, is a Week for two in America!



INGERSOLL ELECTRONICS PORTABLE TV



ATARI PERSONAL COMPUTERS



INGERSOLL ELECTRONICS STEREO RADIO CASSETTE PLAYER



INGERSOLL ELECTRONICS SOUNDAROUND

SPECTATORS

If you live near London and want to bring your 'support team' that's fine with us. But fire regulations are very strict in London hotels and if the competition area (which will be roped off, so you can concentrate!) gets too crowded, the spectators will be asked to wait outside.

Most of the TV and radio stations will be sending crews to the Championship - and of course the press will be there in force. So you may well find yourself in the media!

The Atari Owners Club OFFICIAL BULLETIN

CHAMPIONSHIP ENTRY FORM

Entries on this special form will be accepted till Monday 30th March, 1981

Entrant(s) _____
(Christian and Surname please)
Address _____

Telephone _____ Age if 13 or under (Please tick) on 19 April 1981

Date of travel _____
British Rail Station from which you will be travelling _____

Number of rooms: Single Twin

Please note that there is a £4.00 (per night) supplement for a single room.

If not requiring hotel/travel, please tick box and enclose your entry Cheque of £10 or £5.

14 years and over (Adults) OVERALL £10.00
13 years and under (Juniors) JUNIOR £5.00

Amount enclosed £ _____

Please make cheques payable to **Grand Metropolitan Hotels Ltd.** and send, together with this booking form, to:

Atari Owners Club Championship
7 Stratford Place
London W1A 4YU
Tel: 01-629 6618 ext. 222



For office use only

NAME	TICKET NO.

CO	A	TOWN	COUNTY	CLASS	PAID TO	AGENTS NO.	
HOTEL CODE	S	NTS	DATE OF TRAVEL	ADULTS	CHILD	BATH	S & B

AMOUNT

Badge Design COMPETITION



The winners -
Top left: Nicola Jane Ward (9) of Oxon.
Top right: Alan Ford (13) of Surrey.
Bottom left: J. Southall from W. Midlands.
Bottom right: S. D. Laraway from Lancs.

These are the four designs which have won a new Atari cartridge each in our Badge Design competition. It's a shame we only print in black and white, because they're really colourful and very carefully done!

Our judges had a difficult time picking the winners from over 600 entries - obviously we took age into consideration. We've now given all four badges to our advertising agency, who will come up with a super, all-embracing new badge design incorporating elements from each of these initial ideas. We'll show you the final badge - and tell you how to qualify for one - in a future issue.



FUNNY WE THOUGHT!

What are Space Age Lisa, Bionic Claire and Trendy Wendy doing on bikes?

Most of our regular readers know Space Age Lisa and Bionic Claire, who work in the Atari Owners Club Offices - and Trendy Wendy is another recent recruit. But what are they doing astride these super Suzuki motorbikes at Heron Suzuki's recent trade show? If you've been watching Saturday afternoon TV instead of playing Atari, you might already know the answer - but if not, we'll spill the beans in our next issue!



The Atari Owners Club OFFICIAL BULLETIN

PELE'S CHAMPIONSHIP SOCCER COMPETITION

This month's competition is a simple one. And it's open to anyone who has bought a Pele Championship Soccer Cartridge! All we want you to do is design an ATARI JACKET for Pele. The colours you may use are the four featured in the Instruction Book - Orange, Yellow, Turquoise and Green; plus black and white if you need them.

On a sheet of paper no bigger than 6" square, please draw Pele, and his jacket - which must say ATARI loud and clear! We don't mind how you do it - but make those designs stunning, original and as colourful as you can! Age will be taken into consideration.

THE WINNER will receive a football personally autographed by Pele and a brand new Atari cartridge release.

THREE RUNNERS UP will also receive new Atari cartridges.

Proof of purchase

Attach our entry coupon to the back of your entry, with a staple or tape. Also carefully cut the printed reference number from the back of your CHAMPIONSHIP SOCCER PROGRAM instructions, and sellotape or glue it in position on the entry coupon.

Rules

1. All entries must have Entry Coupon cut from AB14 attached.
2. Closing date for entries is first post, Friday 10th April 1981.
3. Persons connected in any way with the administration of the competition, or with Ingersoll Electronics Ltd., are ineligible for a prize.
4. No responsibility is accepted for entries lost in the post.
5. The judges' decision is final, and no correspondence can be entered into.

ENTRY COUPON - PELE COMPETITION

Cut off this whole coupon and fix it to the back of your design.

Please also glue your "proof of purchase" from your Program Instructions in this space:



Name: _____ (Mr/Ms)

Age (if under 15): _____

Address: _____

Console No: _____

Post to: PELE COMPETITION, RHA,
7 HIGH STREET, MAIDENHEAD, BERKS.

AB14

ATARI STOCKIST LOCATION SERVICE

A free service for Atari Owners

All major Atari stockists carry a big stock of cartridges - but if you can't find what you want, round your way, fill out the coupon below and we'll advise you of alternative sources of supply.

To: Stockist Location Service
Ingersoll Electronics Ltd
202 New North Road
London N1 7BL

I want to purchase the following cartridges but am unable to obtain what I want because: _____

Cartridge	tick	Cartridge	tick
Air Sea Battle	<input type="checkbox"/>	Blackjack	<input type="checkbox"/>
Space War*	<input type="checkbox"/>	Basic Maths	<input type="checkbox"/>
Outlaw	<input type="checkbox"/>	Codebreaker	<input type="checkbox"/>
Video Olympics	<input type="checkbox"/>	Hunt & Score	<input type="checkbox"/>
Breakout	<input type="checkbox"/>	Skydiver*	<input type="checkbox"/>
Basketball	<input type="checkbox"/>	Min. Golf	<input type="checkbox"/>
Surround	<input type="checkbox"/>	Street Racer	<input type="checkbox"/>
Brain Games	<input type="checkbox"/>	Bowling	<input type="checkbox"/>
Superman	<input type="checkbox"/>	Indy 500	<input type="checkbox"/>
Backgammon	<input type="checkbox"/>	Chess	<input type="checkbox"/>
Space Invadors	<input type="checkbox"/>	Adventure	<input type="checkbox"/>
Golf	<input type="checkbox"/>	Slot Racers*	<input type="checkbox"/>
Circus	<input type="checkbox"/>	H. Cannonball	<input type="checkbox"/>
Casino	<input type="checkbox"/>	Night Driver	<input type="checkbox"/>
Dodge 'Em	<input type="checkbox"/>	Hangman	<input type="checkbox"/>
Maze Craze	<input type="checkbox"/>	V. Checkers	<input type="checkbox"/>
B. Programming	<input type="checkbox"/>	Pele Soccer	<input type="checkbox"/>

Signed: _____ (Mr/Ms)

Name: _____ Console No: _____

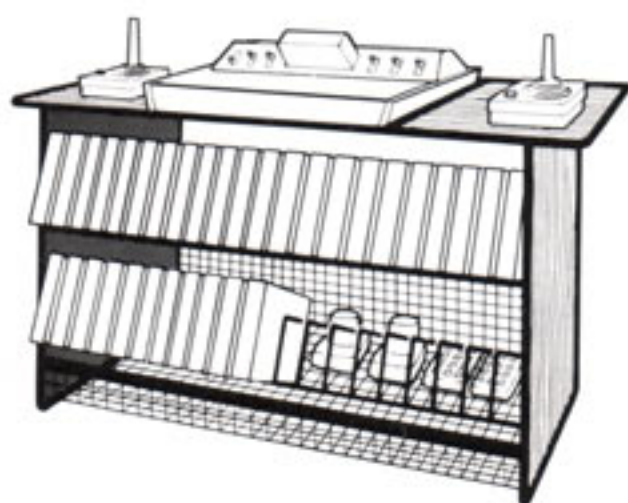
Address: _____

Ref. AB14

Most cartridges can be played Solo. We have indicated, with a * those which cannot.

How to keep your Atari system neat-and tidy!

ATARI SYSTEM RACK for only £24.95



Here's the Atari System Rack, specially designed in the U.K. to house your Atari console, with lots of space for dozens of cartridge boxes. It also has an integrated basket for all those bits and pieces - controllers, paddles, etc. etc. If Atari has taken over your living room, here's a way to get order back into your home!

The System Rack is constructed in plastic-coated metal, and has a brown wood-finish matt laminate top and sides. Your Atari console actually slots into a hole in the middle of the top, so it sits securely; controllers can be kept, and operated, on either side. The whole unit is the size of a small coffee table.

Special Owners' price for the Atari System Rack is £24.95 (including VAT and p&p). Allow 28 days for delivery.

This offer is subject to availability.

To: Captain Atari,
Ingersoll Electronics Ltd.,
202 New North Road, London N1 7BL.

Please send me one of your Atari System Racks at the special price of £24.95 (which includes VAT and p&p).

Name _____

Address _____

My Atari Video Computer System Serial Number (on base of unit) _____

Please make the cheque or postal order payable to Ingersoll Electronics Ltd.

AB14

