

The Literary Guild®

501 Franklin Avenue • Garden City, New York 11530

Children + Atari / Sesame Street = Holiday Joy!

Dear Friend,

Young children's minds need more than toys. This year, give them the new Atari Sesame Street Library – video games for fun and learning!

Save valuable holiday time with shop-at-home convenience
– and save Christmas cash three ways! Take generous discounts when you purchase two or more game cartridges ...spread your payments over three or four months at no extra cost...and, if you act now, get a special \$30 rebate on the ATARI® 2600™ VCS™!

Games That Grow With Your Child's Mind...

ENDURING SESAME STREET ENCHANTMENT!

These challenging, captivating games help 3- to 7-year-olds practice important preschool skills: number-learning, maze-tracing, letter-recognition and visual logic. They involve and stimulate the child's senses to promote active, not passive, learning. And their multi-skill levels make them perfect for individual, cooperative or competitive play, even with older children and parents.

Designed and tested by the Childrens Computer Workshop with input from psychologists, educators, programmers and children themselves, these games also give preschoolers important skills for the Electronic Age!

Easy to operate, the special new Kid's Controller is created especially for little fingers. Each game's colorful, durable keypad overlay adapts the Controller for game play. And a clearly written instruction manual, with a read-aloud story and special kids' activities, aids parents in helping their children develop skills needed for the game.

Long-term excitement for girls and boys...nonviolent play that teaches and delights...an introduction to electronics... only Sesame Street offers this much! Choose Big Bird's Egg Catch™, Cookie Monster Munch™, Alpha Beam with Ernie™ – or all three! – for wholesome fun and skills that last.

A Special Gift for the Whole Family...

\$30 ATARI® 2600™ VCS™ REBATE – IF YOU BUY BY 12/31/83! While supplies last, you'll actually pay just \$59.95 (that's \$89.95 less the manufacturer's \$30 rebate!) to get all you need for arcade-game thrills at home.

You'll receive the famous ATARI 2600 VCS console, one pair of joystick controllers, a power adapter, a TV switch box, an

Kids
Learn
best from
their TV
pals!

Games
to
play
and over

\$89.95
- 30.00
You pay \$59.95!

instruction book and a FREE PAC-MAN¹ game cartridge... which has a suggested retail price of \$29.95. Your set is easy to use. And thanks to Atari's exacting standards, it's built to last!

FREE with
purchase -
PAC-MAN²
game
cartridge!

If you already have an ATARI 2600 VCS (or compatible system), order the Kid's Controller and any games separately. But if you don't have a video console, act now and save money on this complete Christmas package of video fun!

More exciting arcade games for older children and adults...

ADVENTURE...CHALLENGE...THRILLS...DELIGHT!

*JOUST *JUNGLE HUNT *BATTLE ZONE
*POLE POSITION *DIG DUG *KANGAROO
*MOON PATROL

See the enclosed brochure for details.

As a special money-saving Christmas offer, we'll deduct \$5 from your order when you purchase any two games. When you purchase three or more games, we'll deduct \$14.95!

This year, make Santa's partners Sesame Street and Atari!

Cordially,

Maureen Mahon Egen

MAUREEN MAHON EGEN
The Literary Guild

P.S. Remember, every Atari game cartridge and unit is backed by a full 90-day warranty and a national network of service centers. And you can examine every item in your home for 15 days without obligation!

The Atari® Sesame Street Library. New video games for fun and learning



Exciting, educational, child-tested games
for 3- to 7-year-olds...

- Use with any ATARI® 2600™ VCS™ console,
the world's most popular video game
system (or any compatible system)
- Encourage early-learning skills
through play
- Help kids take confident first steps
into the Computer Age

New from Atari® - Soon to be
seen in national advertising!

It's never too early to learn with The Atari Sesame Street Library

Preschool learning skills, like those introduced in the new Atari Sesame Street Library, are vitally important to every child. And learning with Sesame Street makes learning fun.

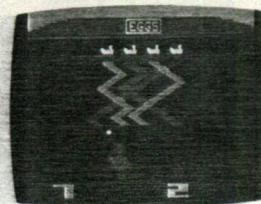
Featuring the lovable Sesame Street characters, these video games encourage children to repeat the activities necessary for letter-matching, number recognition, problem-solving and eye-hand coordination. With exciting color graphics and varying levels of skill, the games are as engrossing for a 7-year-old as for a 3-year-old, and provide opportunities for cooperative, individual and competitive play. They're perfect family-fun games that appeal to both boys and girls.

These extraordinary games can also be a valuable tool for developing your child's awareness of electronics. Today, when even kindergarteners use

computers, the Atari Sesame Street Library familiarizes preschoolers with the basic concepts of controllers, video displays and using programmed cartridges.

Designed and tested by the Children's Computer Workshop using input from teachers, psychologists, programmers and children, the Atari Sesame Street Library combines Sesame Street enchantment with video-game challenge. And those ingredients provide fun, adventure and electronic skills!

Mail the enclosed order card today!

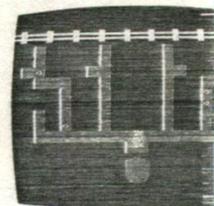


BIG BIRD'S EGG CATCH™†

Help Big Bird catch the eggs that the chickens are laying in the hayloft! As the egg rolls down long, mazelike chutes, move Big Bird right or left, catching the eggs in the basket on his head. Listen to the music — but watch out, or you've got scrambled eggs! This game features ten levels of increasingly complex and interwoven mazes, helping children practice the concepts of right and left, and teaching them to use visual logic to follow directional arrows.

82073

\$29.95



COOKIE MONSTER MUNCH™†

Will the Cookie Monster get what he wants? Select the cookies and a point for each cookie you put in the jar! On the simplest level, this game helps children become familiar with mazes, the concepts of straight right and left, up and down, and number-learning. On higher levels, challenge the Cookie Monster yourself, or to beat the clock!

82065

For a very special console — and for games — see other



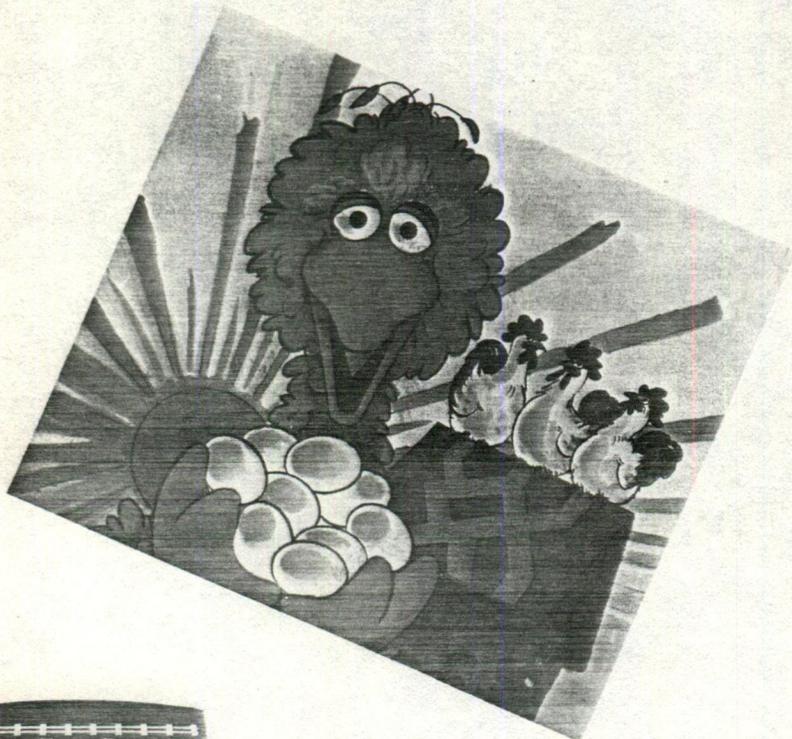
THE KID'S CONTROLLER WITH KEYPAD OVERLAYS

Designed especially for little hands, this special new keypad controller, engineered for durability, is required for all Atari Sesame Street Library games. The Kid's Controller can be used with either the ATARI 2600™ VCS™ game player or any other compatible system.

Each Atari Sesame Street Library game includes a coordinated keypad overlay — a sturdy card that snaps onto the controller and uses symbols to indicate game play. Special price reductions on two or more games. (See order card.)

82016 \$14.95

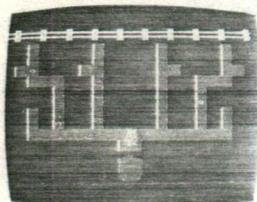
Each game includes an instruction book for parents, to help children operate the game and learn the skills involved. It also features a read-aloud story and special children's work-alone activities.



**ALPHA
BEAM*
WITH ERNIE†**

Your spaceship's out of gas! Refuel it from tanks identified with alphabet letters, and blast off. This game helps children practice recognition and matching of upper- and lowercase letters as well as concepts of right, left, up and down. For added challenge for two or more players, the higher levels of the games are timed.

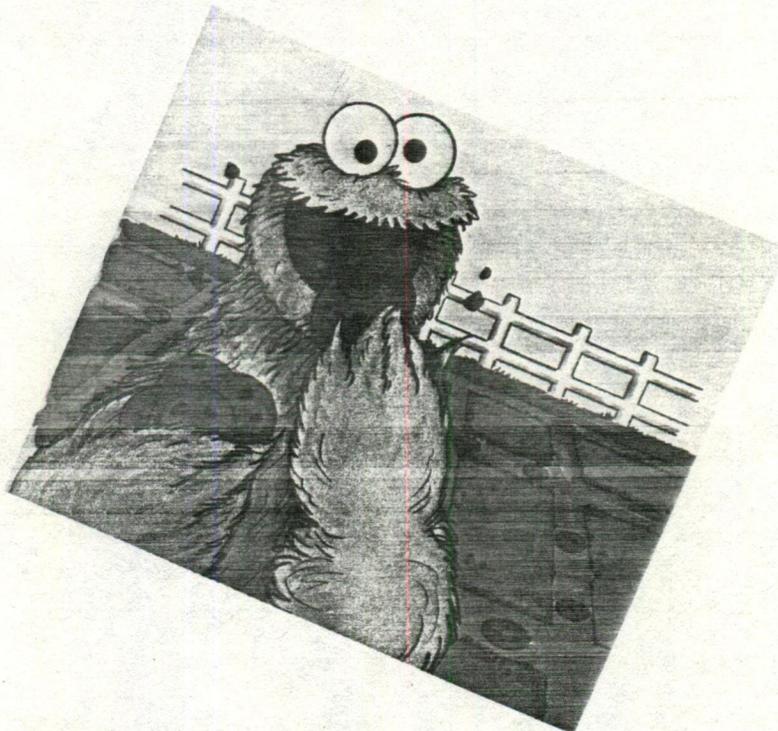
82081 \$29.95



**COOKIE
MONSTER
MUNCH™†**

Will the Cookie Monster get what he wants? Collect the cookies and win a point for each cookie you put in the jar! On its simplest level, this game helps children become familiar with mazes and the concepts of strategy, right and left, up and down, and number-learning. On higher levels, challenge the Cookie Monster yourself, or play to beat the clock!

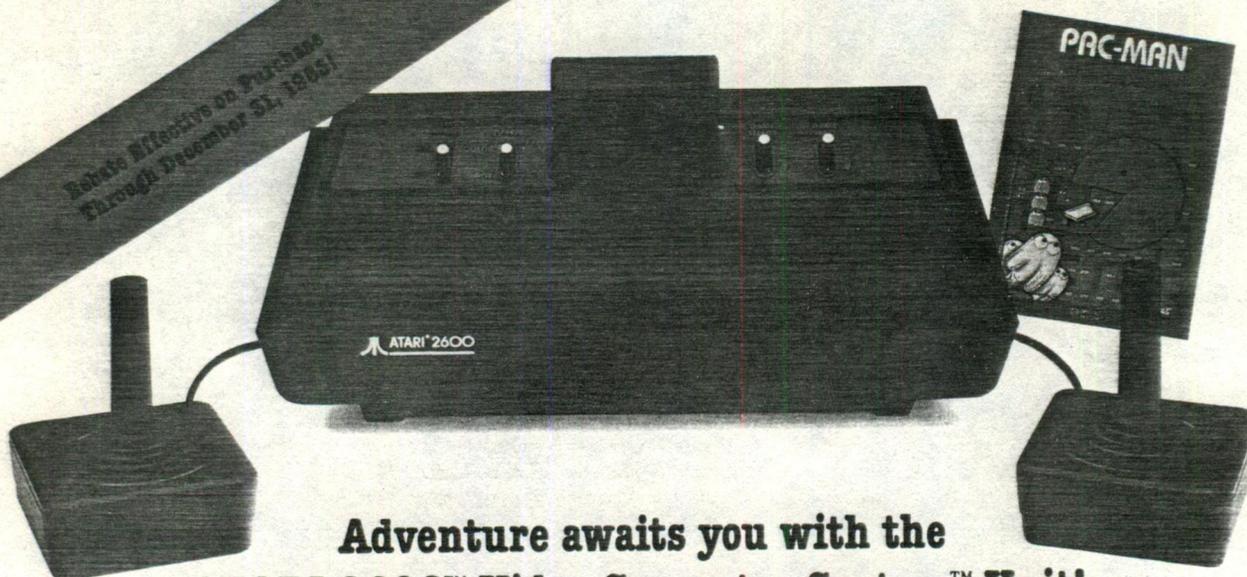
82065 \$29.95



For a very special offer on an ATARI 2600™ VCS™ console – and for seven more exciting NEW video games – see other side

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Muppet characters © 1983 MUPPETS, Inc.
All Rights Reserved
Featuring the Jim Henson™* Sesame Street™ MUPPET™ Characters.
*Indicates TM of Childrens Computer Workshop
†Indicates TM of Childrens Television Workshop
‡Indicates TM of MUPPETS
§Indicates TM of Henson Associates

Rebate Effective on Purchase
Through December 31, 1982



Adventure awaits you with the ATARI 2600™ Video Computer System™ Unit!

Discover a world of Atari magic for children and adults — an outstanding value at just \$89.95, less a \$30 manufacturer's rebate!* Complete and ready for fun, the VCS™ 2600™ unit includes a game console, one pair of joystick controllers, a power adapter, a TV antenna switch, an easy-to-follow instruction manual, and a FREE Game Program cartridge of PAC-MAN, the classic arcade game.

For good reasons, the ATARI 2600™ VCS™ is

the world's most popular video computer system. Built to the highest quality standards, the unit is covered by a 90-day warranty and backed by a national network of Atari service centers.

And it's easy to use. Simply attach the game console to your television set. (It won't interfere with regular viewing.) Plug the controllers and the Game Program cartridge into the console... and you're ready for exciting Atari entertainment!

82008 \$89.95 less \$30 manufacturer's rebate*

*PAC-MAN is a trademark of Bally Midway Mfg. Co., licensed by Namco-America, Inc.

*plus shipping & handling; rebate coupon will be shipped with purchase

Seven more exciting NEW games for your ATARI 2600™ VCS™!

Recommended for children ages 10 and up.

POLE POSITION Pole Position is engineered and designed by NAMCO Ltd., mfd. under license by Atari, Inc., trademark and © NAMCO 1982.	82099	\$34.95
All the thrills of the Grand Prix auto race!		
MOON PATROL Moon Patrol and Joust are trademarks and © of Williams 1982, mfd. under license from Williams Electronics, Inc.	82123	\$34.95
Defend your Moon Buggy from enemy attack...		
JOUST Moon Patrol and Joust are trademarks and © of Williams 1982, mfd. under license from Williams Electronics, Inc.	82131	\$34.95
Medieval knights ride flying ostriches to battle enemies!		
DIG DUG Dig Dug is created and designed by NAMCO Ltd., mfd. under license by Atari, Inc. Trademark © NAMCO 1982.	82149	\$34.95
Dig for treasure — but beware of enemy meanies in the ground!		
JUNGLE HUNT Jungle Hunt is a trademark and © of TAITO America Corp. 1982.	82156	\$34.95
Rescue heroine from cannibal captors!		
KANGAROO Kangaroo is produced under license from Sun Electronics Corp.	82164	\$34.95
Help Mama Kangaroo save her baby from monkeys...		
BATTLE ZONE ™ Battle Zone is a trademark of Atari, Inc.	82172	\$29.95
Defeat the enemy in the desert — with your radar screen and supertank!		

Only from Atari — challenging game play, arcade-quality graphics, high adventure in the world's most popular video games! The ATARI 2600™ VCS™ and cartridges carry a full 90-day warranty.

Book Club Associates 501 Franklin Avenue, Garden City, New York 11530
Mail the enclosed postpaid order card today!