



**Video Computer System™  
Retailer  
Confidential Price List**

Effective January 1, 1981 to June 1, 1981

# Video Computer System™ by ATARI®

CODE	ITEM	KEY	RETAILER COST	SUGGESTED RETAIL
CX2600	VIDEO COMPUTER SYSTEM™ (min. order: 24 units)		\$135.00	\$199.95
	GAME PROGRAM™ CARTRIDGES (min. order: 48 units)			
CX2601	COMBAT	(a)	\$14.00	\$22.95
CX2602	AIR-SEA BATTLE™	(a)	\$14.00	\$22.95
CX2604	SPACE WAR	(a)	\$14.00	\$22.95
CX2605	OUTLAW®	(a)	\$14.00	\$22.95
CX2606	SLOT RACERS™	(a)	\$14.00	\$22.95
CX2607	CANYON BOMBER™	(b)	\$14.00	\$22.95
CX2612	STREET RACER®	(a)	\$14.00	\$22.95
CX2618	3-D TIC-TAC-TOE	(b)	\$14.00	\$22.95
CX2621	VIDEO OLYMPICS™	(a)	\$14.00	\$22.95
CX2622	BREAKOUT®	(a)	\$14.00	\$22.95
CX2623	HOME RUN™	(a)	\$14.00	\$22.95
CX2624	BASKETBALL	(a)	\$14.00	\$22.95
CX2625	FOOTBALL	(b)	\$14.00	\$22.95
CX2627	HUMAN CANNONBALL	(b)	\$14.00	\$22.95
CX2628	BOWLING	(b)	\$14.00	\$22.95
CX2629	SKY DIVER™	(b)	\$14.00	\$22.95
CX2630	CIRCUS ATARI®	(b)	\$14.00	\$22.95
CX2633	NIGHT DRIVER®	(b)	\$14.00	\$22.95
CX2634	GOLF	(b)	\$14.00	\$22.95
CX2641	SURROUND™	(a)	\$14.00	\$22.95
CX2642	A GAME OF CONCENTRATION (formerly, HUNT 'N SCORE™)	(a)	\$14.00	\$22.95
CX2643	CODEBREAKER™	(a)	\$14.00	\$22.95
CX2644	FLAG CAPTURE™	(a)	\$14.00	\$22.95
CX2651	BLACK JACK	(a)	\$14.00	\$22.95
CX2661	FUN WITH NUMBERS™ (formerly, BASIC MATH™)	(a)	\$14.00	\$22.95
CX2662	HANGMAN	(a)	\$14.00	\$22.95
CX2664	BRAIN GAMES	(a)	\$14.00	\$22.95
CX2610	WARLORDS™	(b)	\$18.50	\$31.95
CX2613	ADVENTURE	(b)	\$18.50	\$31.95
CX2616	PELE'S CHAMPIONSHIP SOCCER™	(b)	\$18.50	\$31.95
CX2631	SUPERMAN <sup>1</sup>	(b)	\$18.50	\$31.95
CX2632	SPACE INVADERS™ <sup>2</sup>	(b)	\$18.50	\$31.95
CX2635	MAZE CRAZE™	(b)	\$18.50	\$31.95
CX2636	VIDEO CHECKERS™	(b)	\$18.50	\$31.95
CX2637	DODGE 'EM™	(b)	\$18.50	\$31.95
CX2639	OTHELLO® <sup>3</sup>	(b)	\$18.50	\$31.95
CX2648	VIDEO PINBALL™	(b)	\$18.50	\$31.95
CX2649	ASTEROIDS™	(b)	\$18.50	\$31.95
CX2652	CASINO™	(b)	\$18.50	\$31.95
CX2611	INDY 500 (packed with Driving Controllers)	(c)	\$26.50	\$39.95
CX2617	BACKGAMMON	(b)	\$26.50	\$39.95
CX2620	BASIC PROGRAMMING	(b)	\$26.50	\$39.95
CX2645	VIDEO CHESS™	(b)	\$26.50	\$39.95
KEY: (a) Available in 6/case or 12/case. (b) Available in 6/case only. (c) Special Indy 500 12/case.				
	ACCESSORY CONTROLLERS (minimum order: 4 units)			
CX20-01	DRIVING CONTROLLER PAIR		\$13.50	\$19.95
CX30-04	PADDLE CONTROLLER PAIR		\$13.50	\$19.95
CX50	KEYBOARD CONTROLLER PAIR		\$13.50	\$19.95
CX40	JOYSTICK CONTROLLER SINGLE		\$ 6.75	\$ 9.95
ORG 300	GAME LIBRARY™ (min. order: 12 units)		\$ 5.40	\$14.95
CO10472	AC ADAPTOR (minimum order: 4 units)		\$ 5.50	\$ 9.95
CO10325	SWITCH BOX (minimum order: 4 units)		\$ 5.50	\$ 9.95
<sup>1</sup> (Trademark of and © DC COMICS INC.) <sup>2</sup> (Trademark of Taito America Corp.) <sup>3</sup> (OTHELLO® is a CBS INCORPORATED registered trademark for its strategy disc game and equipment)				

# Terms and Conditions of Sale

## Basic Sales Program

REGULAR TERMS: Net 30 from date of invoice.  
 MINIMUM SHIPMENTS: 24 Video Computer System™ base units or 48 Game Program™ cartridges. Incremental units must be ordered in case lot quantities.  
 WAREHOUSING ALLOWANCES: \$2.00 per unit warehousing allowance for shipments of 96 to 496 base units at one time to one location (cost becomes \$133.00) and \$8.00 per unit warehousing allowance for shipments of 500 or more base units at one time to one location (cost becomes \$127.00/unit).

## Stock Balancing Program

Through May 31, 1981, Game Program cartridges may be returned for replacement conditional upon a simultaneous purchase of twice as many cartridges. Requests for a Return Merchandise Authorization must be accompanied by a signed purchase order for the replacement cartridges. (Excluding cartridge titles introduced in 1980: Circus Atari® 3-D Tic-Tac-Toe, Space Invaders,\*\* Adventure, Night Driver,® Golf, Maze Craze,\*\* Video Checkers™ Dodge 'Em™ Pelé's Championship Soccer™, as well as Othello,®\*\*\* Video Pinball™ Warlords™, and Asteroids™. Any retailer who purchased cartridges at \$6.75 before December 31, 1980, is ineligible to return any cartridges purchased under the terms of that promotion.

(\*\*Trademark of TAITO AMERICA CORP., \*\*\*OTHELLO® is a CBS INCORPORATED registered trademark for its strategy disc game and equipment)

## Return Policy

Returns for credit only will be limited to products which are initially defective within 30 days of purchase, and are listed in our current catalog. All returns of 50 VCS units or more must have written approval of both appropriate sales representative and Atari Regional Manager. All returns must first be authorized by the Atari Credit Department and have a valid RMA number which will be issued by an authorized Atari Sales Representative, and Atari shipping label. Atari retains the right to debit back to any customer a \$20 handling charge for any games which are returned and not found defective.

## Prices

Prices are subject to change without notice. Products not price protected. Products are invoiced at prices in effect at time of delivery.

## Shipping Terms

All products are FOB Atari Distribution Centers: Sunnyvale, California; Edison, New Jersey; Wheeling, Illinois. ATARI RESERVES THE RIGHT TO SHIP FROM ANY OF ITS WAREHOUSES IN WHICH PRODUCT IS AVAILABLE. THE TERMS ARE FREIGHT COLLECT FROM THE WAREHOUSE SHIPPED.

## Co-op Advertising

Please consult the 1981 Co-op Ad Program folder for details.

## Shipping Specifications

### Video Computer System™

Shelf pack	13" x 4-1/2" x 23-1/2"
Case pack	18-15/16" x 13-9/16" x 24-5/8"
Case lot	4
Weight	39.4 lbs.

### Game Program™ Cartridges

6 CASE PACK	
Shelf pack	5-1/2" x 15/16" x 7-1/2"
Case pack	6-3/8" x 6" x 8-3/8"
Weight	1.75 lbs.

#### 12 CASE PACK

Shelf pack	5-1/2" x 15/16" x 7-1/2"
Case pack	12-3/8" x 6" x 8-1/8"
Weight	4.35 lbs.

#### INDY 500 12 CASE PACK

Shelf pack	5-9/16" x 3-5/8" x 7-5/8"
Case pack	18-1/16" x 15-5/16" x 8-3/4"
Weight	14.69 lbs.

### Accessory Controllers

JOYSTICK SINGLE PACK	
Shelf/case pack	4" x 3-1/2" x 4-1/2"
Case lot	1
Weight	0.55 lbs.

#### OTHER CONTROLLER PAIRS

Shelf pack	5-1/2" x 2-7/8" x 7-1/2"
Case pack	6-3/8" x 6" x 8-3/8"
Case lot	2
Weight	1.75 lbs.

### Cartridge Accessory

GAME LIBRARY™	
Shelf pack	5-3/4" x 6" x 10"
Case pack	10" x 11" x 36"
Case lot	12
Weight	28 lbs.

# ATARI®

## Sales Representatives

### Oregon, Washington

Richard Reeves & Associates  
6415 S.W. Canyon Court, Suite 30  
Portland, OR 97221, (503) 292-3585

### Northern California, Washoe County (Reno)

D.K. Marketing  
Watergate Towers  
1900 Powell, Suite 770  
Emeryville, CA 94608  
(415) 654-6366

### Southern California, Clark County (Las Vegas)

Shank Associates, Inc.  
16133 Ventura Boulevard  
Suite 200  
Encino, CA 91436, (213) 981-2595

### Idaho, Utah, Montana, Wyoming, Nevada (except Clark and Washoe Counties)

Sig Schreyer Sales, Inc.  
2891 Casto Lane, P.O. Box 17168  
Salt Lake City, UT 84117, (801) 272-4207

### Arizona, New Mexico, El Paso, Texas

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5055 E. Broadway  
Suite C-214  
Tucson, Arizona 85711  
(602) 298-5867

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1821 University Avenue  
St. Paul, MN 55104,  
(612) 645-6441, (612) 645-1111

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7706 (A) Big Bend Blvd.  
St. Louis, MO 63119, (314) 644-2400

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8608 World Trade Center, P.O. Box 58324  
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Haddonfield, NJ 08033, (609) 428-3800

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New York, NY 10001, (212) 947-6677

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Syracuse, NY 13206, (315) 437-2992

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Needham, MA 02192, (617) 449-3910

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3240 Auten Road  
Ortonville, MI 48462, (313) 627-4493

North Central Marketing, Inc.  
270 West Holbrook Drive  
Wheeling, IL 60090, (312) 541-5790

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Akron, OH 44303, (216) 867-7550

### Alaska

Far North Representatives, Inc.  
P.O. Box 10-1608, 10361 Nigh Road  
Anchorage, Alaska 99511, (907) 349-4496

### Hawaii

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Phil Quigley  
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### ATARI® INC.

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(800) 538-8478 (Order Entry)  
(800 numbers not valid in California)  
(408) 745-2200 (Sales and Marketing)  
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