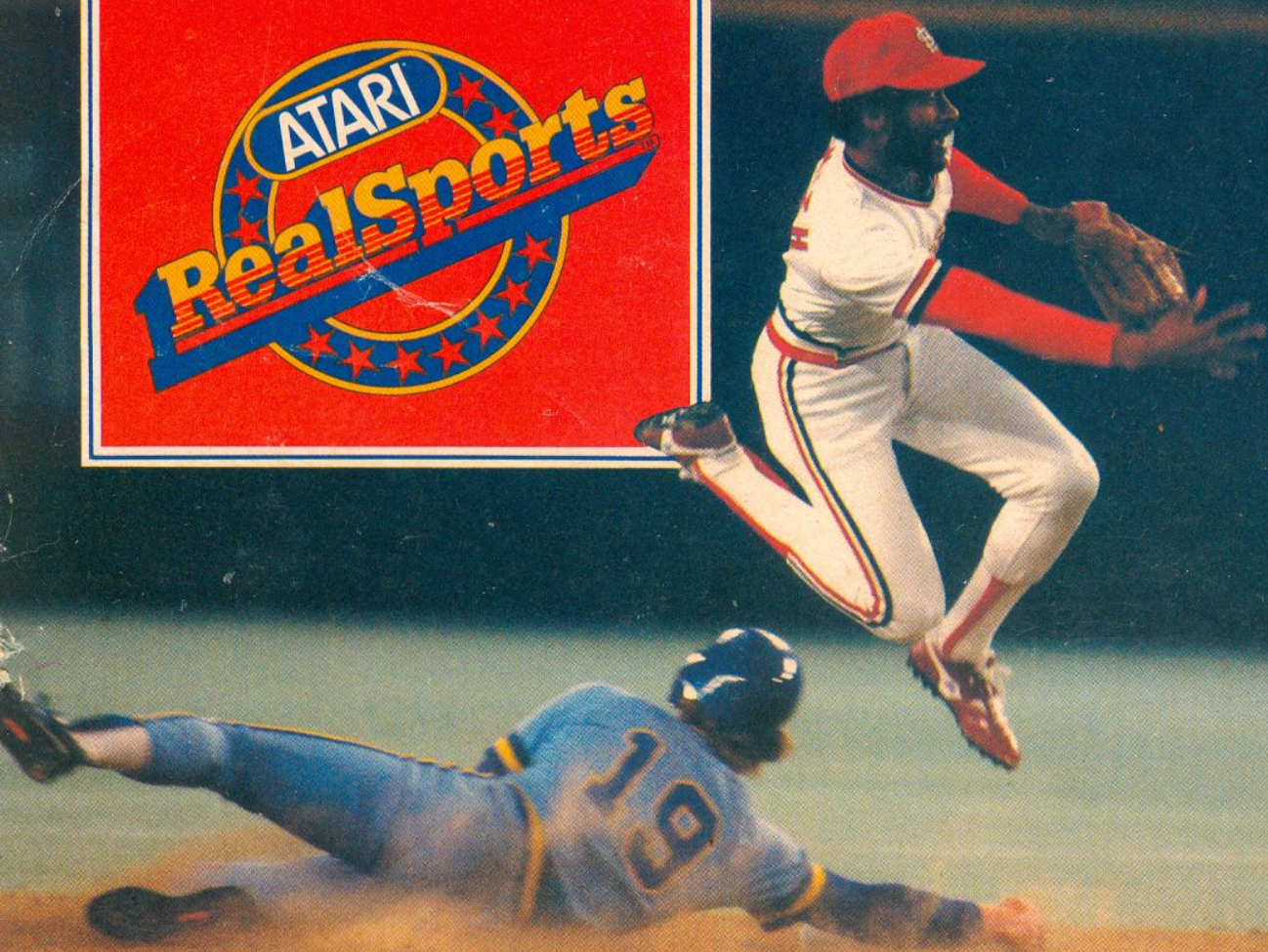
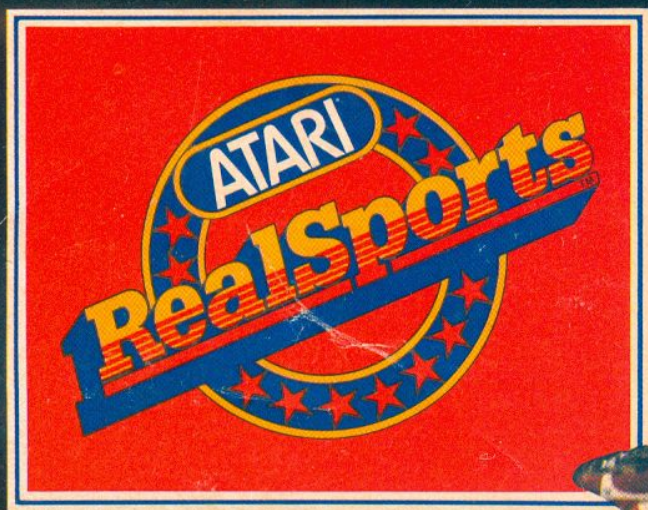


# MAJOR LEAGUE BASEBALL



## 1983 SCHEDULE

BROUGHT TO YOU BY ATARI®





TAKE A SWING AT THE ATARI® SWEEPSTAKES.

# WIN A TRIP TO THE WORLD SERIES.

The number printed on the bat below could be your ticket to a weekend at the 1983 World Series. You can also win an ATARI RealSports™ game cartridge, a RealSports™ jersey or a baseball cap. Over 1500 prizes will be given away. To see if you are a winner, compare your number with the one printed on the ATARI RealSports™ display at any participating retail store listed on the back of this advertisement. If your number hits, you've scored.



1. Take this advertisement featuring the "Lucky Number" located in the bat to any ATARI dealer participating in this promotion. Compare your "Lucky Number" to the winning numbers featured on the ATARI "Win a Trip to the World Series" display. 2. If the "Lucky Number" in your advertisement exactly matches one of the numbers on the display, you've won the prize indicated. 3. To claim the Grand Prize, enclose the advertisement with the "Lucky Number" and your complete name and address on a 3" x 5" piece of paper. Send it via certified mail, return receipt requested, to: ATARI World Series Sweepstakes, c/o Marden-Kane, Inc., 666 Fifth Avenue, New York, NY 10103. Retain a photocopy for your records. Proof of mailing does not constitute proof of delivery. **All other prize claims should be sent to P.O. Box 10450, Long Island City, NY 11101. Not responsible for late, lost or misdirected mail. All claims must be received by July 15, 1983.** Any "Lucky Numbers" that are forged, altered, defaced, mutilated, duplicated, reproduced or tampered with in any way or contain printing or other errors are automatically void. Prize claims subject to verification by Marden-Kane, Inc., an independent judging organization. Decisions of the judges are final and binding. 4. No purchase necessary. If you cannot locate the display and wish to determine if you are a winner, you may obtain a facsimile of the Winning Numbers by sending a stamped, self-addressed envelope to: ATARI World Series "Lucky Numbers," P.O. Box 10400, Long Island City, NY 11101. Residents of State of Washington need not include stamp. Requests must be received by July 1, 1983. 5. Prize Structure: (1) Grand Prize of a weekend trip for two (2) to the 1983 World Series. Trip includes admission to one or two weekend games depending on results of World Series play, air transportation if applicable, hotel accommodations for 3 nights if applicable, \$250 meal allowance. Approximate value \$2,500. NOTE: Value will vary depending on point of departure and destination. Odds of winning 1:4,000,000. (100) 2nd Prizes: Choice of any, one, ATARI RealSports™ game cartridge. Approximate value \$30. each. Odds of winning 1:40,000. (500) 3rd Prizes: ATARI RealSports™ Jerseys (sz. Child-Small-Medium-Large-Ex. Large). Size must be indicated in prize claim otherwise a Medium jersey will be sent. Approximate value \$10. each. Odds of winning 1:8,000. (1,000) 4th Prizes: ATARI RealSports™ Caps. Approximate value \$3.00 each. Odds of winning 1:4,000. 6. Second Chance Sweepstakes: All unclaimed prizes will be awarded in a random drawing conducted by Marden-Kane, Inc. from all entries received. To enter, hand-print your name and complete address and the words ATARI RealSports™ on a 3" x 5" piece of paper. Also, be sure to indicate on your entry which RealSports™ Cartridge you would like to receive if you are selected as the 2nd Prize winner. Enter as often as you like, but each entry must be mailed separately. Mail your entry to: ATARI Second Chance Sweepstakes, P.O. Box 52, New York, NY 10046. Entries must be received by July 31, 1983 to be eligible. Odds of winning depend upon the number of unclaimed instant prizes available and the total number of entries received. 7. All winners will be notified by mail. Taxes, if any, are the sole responsibility of the winner. No substitutions or transfer of prizes. Grand Prize winner will be required to sign an Affidavit of Eligibility and Release which must be returned within 14 days after notification of winning. Winners grant permission to use their name, city and state and/or photograph for publicity purposes. Only one Second Chance prize per family will be awarded. 8. Offer open to residents of the United States except employees and their families of Warner Communications, Inc., its affiliates, subsidiaries, advertising and production agencies and Marden-Kane, Inc. Void where prohibited or restricted by law. All Federal, State and local laws and regulations apply. For a list of major prize winners, send a stamped, self-addressed envelope to: ATARI World Series Winners, P.O. Box 140, New York, NY 10046. 9. Residents of Ohio only need not visit a participating retail outlet to determine if your "Lucky Number" is a winner. To determine if you are a winner, follow instructions in Rule #4.



# KANSAS CITY ROYALS

## HOME GAMES

### APRIL

8, 9, 10 ..... MILWAUKEE  
11, 12, 13 ..... BOSTON  
22, 23, 24 ..... TORONTO  
29, 30 ..... CLEVELAND

### MAY

1 ..... CLEVELAND  
2, 3, 4 ..... NEW YORK  
13, 14, 15 ..... DETROIT  
20, 21, 22 ..... CHICAGO  
23, 24, 25 ..... TEXAS  
26, 27, 28, 29 ..... BALTIMORE

### JUNE

7, 8, 9 ..... MINNESOTA  
17, 18, 19 ..... SEATTLE  
20, 21, 22 ..... OAKLAND  
23, 24, 25, 26 ..... CALIFORNIA

### JULY

8, 9, 10 ..... NEW YORK  
11, 12, 13 ..... TORONTO  
25, 26, 27 ..... CLEVELAND

### AUGUST

5, 6, 7 ..... BOSTON  
8, 9, 10 ..... MILWAUKEE  
15, 16, 17 ..... DETROIT  
22, 23, 24 ..... CHICAGO  
25, 26, 27, 28 ..... TEXAS  
29, 30 ..... BALTIMORE

### SEPTEMBER

5, 6, 7 ..... SEATTLE  
16, 17, 18 ..... OAKLAND  
19, 20, 21 ..... CALIFORNIA  
22, 23, 24, 25 ..... MINNESOTA

## ROAD GAMES

### APRIL

4, 6, 7 ..... BALTIMORE  
15, 16, 17 ..... MILWAUKEE  
19, 20 ..... DETROIT  
26, 27 ..... NEW YORK

### MAY

6, 7, 8 ..... TORONTO  
10, 11 ..... CLEVELAND  
17, 18 ..... BOSTON  
30, 31 ..... TEXAS

### JUNE

1 ..... TEXAS  
2, 3, 4, 5 ..... CHICAGO  
10, 11, 12 ..... SEATTLE  
13, 14, 15 ..... MINNESOTA  
27, 28, 29, 30 ..... OAKLAND

### JULY

1, 2, 3, 4 ..... CALIFORNIA  
14, 15, 16, 17 ..... CLEVELAND  
18, 19, 20 ..... TORONTO  
21, 22, 23, 24 ..... NEW YORK  
29, 30, 31 ..... DETROIT

### AUGUST

2, 3, 4 ..... MILWAUKEE  
11, 12, 13, 14 ..... BOSTON  
19, 20, 21 ..... BALTIMORE  
31 ..... CHICAGO

### SEPTEMBER

1 ..... CHICAGO  
2, 3, 4 ..... TEXAS  
9, 10, 11 ..... MINNESOTA  
13, 14 ..... CALIFORNIA  
26, 27, 28, 29 ..... SEATTLE  
30 ..... OAKLAND

### OCTOBER

1, 2 ..... OAKLAND

# ST. LOUIS CARDINALS

## HOME GAMES

### APRIL

5, 6 ..... PITTSBURGH  
14, 15, 16, 17 ..... NEW YORK  
22, 23, 24 ..... SAN DIEGO  
25, 26, 27 ..... LOS ANGELES  
29, 30 ..... SAN FRANCISCO

### MAY

1 ..... SAN FRANCISCO  
12, 13, 14, 15 ..... MONTREAL  
17, 18 ..... HOUSTON  
20, 21, 22 ..... ATLANTA  
30, 31 ..... CINCINNATI

### JUNE

1 ..... CINCINNATI  
13, 14, 15 ..... PHILADELPHIA  
17, 18, 19 ..... CHICAGO  
24, 25, 26, 27 ..... PITTSBURGH  
28, 29, 30 ..... NEW YORK

### JULY

19, 20, 21 ..... SAN DIEGO  
22, 23, 24 ..... LOS ANGELES  
25, 26, 27 ..... SAN FRANCISCO

### AUGUST

2, 3, 4 ..... CHICAGO  
5, 6, 7 ..... PHILADELPHIA  
15, 16 ..... MONTREAL  
18, 19, 20, 21 ..... HOUSTON  
23, 24, 25 ..... ATLANTA

### SEPTEMBER

2, 3, 4 ..... CINCINNATI  
5, 6, 7 ..... PITTSBURGH  
21, 22 ..... NEW YORK  
23, 24, 25 ..... PHILADELPHIA  
26, 27, 28 ..... MONTREAL  
30 ..... CHICAGO

### OCTOBER

1, 2 ..... CHICAGO

## ROAD GAMES

### APRIL

8, 9, 10 ..... NEW YORK  
12, 13 ..... PITTSBURGH  
19, 20, 21 ..... MONTREAL

### MAY

3, 4, 5 ..... SAN DIEGO  
6, 7, 8 ..... LOS ANGELES  
9, 10 ..... SAN FRANCISCO  
23, 24, 25 ..... CINCINNATI  
26, 27, 28, 29 ..... HOUSTON

### JUNE

2, 3, 4, 5 ..... ATLANTA  
7, 8, 9 ..... PHILADELPHIA  
10, 11, 12 ..... CHICAGO  
21, 22, 23 ..... NEW YORK

### JULY

1, 2, 3, 4 ..... PITTSBURGH  
8, 9, 10 ..... SAN DIEGO  
11, 12, 13 ..... LOS ANGELES  
14, 15, 16, 17 ..... SAN FRANCISCO  
28, 29, 30, 31 ..... MONTREAL

### AUGUST

9, 10, 11 ..... CHICAGO  
12, 13, 14 ..... PHILADELPHIA  
26, 27, 28 ..... CINCINNATI  
29, 30 ..... HOUSTON  
31 ..... ATLANTA

### SEPTEMBER

1 ..... ATLANTA  
9, 10, 11 ..... CHICAGO  
12, 13 ..... PITTSBURGH  
14, 15 ..... NEW YORK  
16, 17, 18 ..... PHILADELPHIA  
19, 20 ..... MONTREAL





# ATARI HEADQUARTERS

## **Ardan's Catalog**

### **Showroom**

All Locations  
Oklahoma

## **Dierbergs**

All Locations  
Missouri

## **Grandpa Pidgeon's**

All Locations  
Missouri

## **Mr. Audio**

201 West Moultrie  
Blytheville, AR  
Missouri

## **Schnuck Markets**

All Locations  
Missouri

## **Toy Chest**

All Locations  
Missouri

## **Venture Stores**

All Kansas City  
Locations, Missouri

## **Venture Stores**

All St. Louis Locations  
St. Louis, Missouri

**KEY: 13**

## **Video Plus**

11811 Manchester  
St Louis, Missouri

## **Video Bug**

All Locations  
Missouri

## **Ardan's Catalog**

### **Showroom**

All Locations  
Kansas

## **Camelot Music**

### **Grapevine Records & Tapes**

All Stores, Kansas

## **Venture Stores**

All Kansas City  
Locations

## **Camelot Music**

### **Grapevine Records and Tapes**

All Stores, Arkansas

In Most Large

### **J.C. Penny Stores**

Arkansas

In Most Large

### **J.C. Penny Stores**

Kansas

In Most Large

### **J.C. Penny Stores**

Missouri

In Most Large

### **J.C. Penny Stores**

Oklahoma

## **Toys'R Us**

All Locations  
Oklahoma

## **Lowe's**

All Locations  
Arkansas

## **Mr. Audio**

201 West Moultrie  
Blytheville, Arkansas

## **Camelot Music**

### **Grapevine Records and Tapes**

All Stores, Kansas

## **Video Visions, Inc.**

7392 Forsuth  
Clayton, Missouri 63105

## **Video Hut**

1364 Clarkson/  
Clayton Center  
Ellisville, Missouri

## **Mr. Audio**

201 West Moultrie  
Blytheville, Arkansas

## **Toys Plus**

All Locations  
Little Rock, Arkansas

## **Toys Plus**

8147 E. Kellogg  
Wichita, Kansas

## **Kordsmeier Furniture, Hdwe, & Appl.**

203 North Moose  
Morrliton, AR 72110


## **Baker Valu-Rite Drugs**

7716 Baseline Road  
Little Rock, AR

## **A.J.'s Waterbeds**

8434 New Benton Hwy  
Little Rock, AR



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