## Thr (baxpl Arrarding ©n


www.atari-history.com

Next Deadline: AUGUST IST

All Entries Are Welcome

## Founded In Service to the Atari Family MCMLXXIII ©

Vol. 1 No. 2 ATARI, INC., 14600 WINCHESTER BLVD., LOS GATOS, CA.
25 JUL.Y 1973
in LIKE FLINN
Dennis Flinn, of the Purchasing Department, is now the lucky owner of a new Hitchi TV, which cost him not a cent.

Actually, it wasn't so much luck as imagination and initiative. His suggestion of "The Gospel According to St. Pong" as the name of our newsletter was selected from the fifty-four entries.

The choice was made from the list of entries by a committee of Atarians who did not know in advance the name of the contributors. And, as Ed McMahon would say, 'The winner's name was sealed in an old mayonnaise jar', and buried under the papers on Paul's desk until the time Nolan announced the winner.

Congratulations, Dennis!

Many thanks to Karl Schuck of the Art Department for our new masterhead. He had very short notice and did a great job. Thanks again, brother Atarian.

This is only the second issue of our newsletter and already we are growing. As of this issue, we will go to print twice a month, coming to you on the second and fourth Wednesdays of each month.

This means the reporters will really have to get on the ball and get the copy in by the first and third Wednesdays. It also means we need more news, more gossip, more poetry, more fairly clean articles and more cooperation from every Atarian. If your Department is not represented in this issue, it's your fault, not ours. We printed all the Departmental news turned in to us.

Lets make our paper the voice of the people written by the people for the people.

## EDITORIAL

Life seems to be a continuous series of crossroads, each requiring a major decision and each based upon past decisions and experiences. Luckily for us, even if we take the wrong turn, there is usually a sidepath where we can get back on the right road. Usually, but not always.

It seems that Atari is standing at a crossroad. One path leads the way of big business and corporate structure with its' typical total lack of humanity. The other path leads on in the direction Syzygy-Atari started, with a degree of human-ness, consideration of the individual and an attitude of personal kindness and love usually found only in a closely knitted family group.

Which road will we take? If your first thought is a sarcastic one about the 'big wheels who go around in circles", or a cynical one about "Atari being just like every other company", there can be little doubt as to our direction. But if you glory in the "difference of Atari" and if you personally determine that your company will always be a cool, far-out, special and peculiar family of co-workers who love each other and their product, Atari and Atarians can take the world and make it a happy, fun place to be.

The tools we must use to accomplish this are the same tools needed in a happy home: love, consideration, kindness, thoughtfulness, integrity, honesty, loyalty, tenacity, sincerity and unselfishness. The first of these is the greatest and encompasses them all. Finally, if you leave it up the the President, the Comptroller, the General Manager, the Supervisor, the Lead Man, or the Janitor, Atari will fail. It needs you!

No matter how large his family gets, nor how much pressure is put upon him by his business, a father should not allow himself to become isolated from his children and their problems.

## PINK OR BLUE

We Atarians have only been married for a year and we are having our first baby. Due within a month, it will probably be a boy or a girl. At least this is the prediction of Some Strange Seer. Auntie Bertha says only, "God, I hope so!"

At the same meeting during which Dennis received his TV, Nolan presented Atari's first baby bonus check to Roger Thoman of the TV Mod and Joy Stick Dept. Nolan said it is rather interesting that the first baby bonus was going to a male, but we live in a new age where many traditions are being chucked. And after all, what can you expect of a guy in charge of Joy Sticks?

Seriously, Roger and his wife, Tamara (a former Atari employee), are Deautiful people, and have the nicest parents you could ever meet. (By the way, why don't 1 get a Grandpa's bonus?)

For those countless, humble, hard-working people who toil diligently at this earthy little plant and are new to the area, WELCOME.

Rather, let me put it to you thus:
This is the city, Los Gatos, California. Normally, this is a nice, quiet little place. The average inhabitant of this fair land is between 1 and 8 feet tall and weighs in somewhere in the neighborhood of 1 to 600 lbs . Sometimes these people get fantastic ideas and open factories to produce it. When they do, that's when I go to work. My name's Getsla, I carry a badge. (Cue music, fade in badge emblazened with WELLS FARGO SECURITY, 663.)

You see my point. Also, I've had occasion to read your publication entitled " " and have found it to be of a most unique design, you may not be able to beat Lockheed or Western Electric, but quality rather than quantity seems to be an easier way to go anyway.

I read in your paper of an idea proposing to replace the current radio with a juke box and $I$ can see it as a solution but for one thing--a juke box is limited as to the number of selections that may be presented. As such, in the course of one day 1 or more songs may be played until you begin hearing KLIV or KYA or KFRC, or whatever it is your AM radio is tuned to. The repetition will drive you bananas before the sun crazes you with the heat for the simple reason that radio (AM) is, in fact, the enemy within.

As to your request for a name for your sheet, how about this, direct from K. Vonnegut, Jr., your paper could be called the "Chronosynclastic Infindibulum" or some such thing. It is, after all, only a suggestion.

Time to go, 6:00 a.m. is pounding on the door and after six hours of intermittent typing, I've about had it for the day (night?).

Thank you for your kind attentions.
Yours truly, D.A. Getsla

SECURITY, WELLS FARGO SERVICES

Are you thinking of buying a bicycle but are overwhelmed by all of your possible choices?
Well here are some items that will help make your decision a little easier.

HOW MANY SPEEDS DO YOU WANT?
Your can decide this according to where you want to ride and the amount of weight being carried.

3-speeds are good for casual or neighborhood driving, but not good for hilly riding or longer distances. The prices bary from $\$ 50$ to $\$ 100$ some good brand names are Raleigh, Huffy, and Schwinn.

Less-expensive 5 and 10 -speeds are good for casual, commuting and hilly riding. Prices range from $\$ 65$ to just over \$100. Some good brand name are Atala, Nishiki, and Vista.

Better l0-speeds. Ideal for long trips, are lighter weight and faster. Prices start at around \$125. Some better brand names are Peugot, Raleigh and Nishiki.

WHERE SHOULD YOU BUY?
It is better to buy yourbike at a bike specialty store rather than a big department store. Usually the specialty shops know more about bikes and will help you with all the necessary adjustments and equipment.

GET THE RIGHT SIZE
You should be able to straddle the pipe running from the handle bar post to the seat post with a couple of inches between it and your crotch. Frame sizes vary from 17 to 25 inches. This will allow you to have better control in any situation that might arise.

WHAT KIND OF BRAKES AND TIRES ARE THE BEST?
Centerpull brakes provide better braking power than the sidepull variety.
Tire wise, tubular tires seen to be your best bet. They are lighter, more responsive and easier to change.

The rest is up to you. Check the workmanship, It's sturdiness and see that it handles the way you would like it to. With this information to use as a guide you should :not find it so perplexing, trying to select the right bike for your needs.

FUTURE PERFECT TENSE

| I am | We are |
| :--- | :--- |
| You are | You are |
| He is | They are |
| WE ARE | AM |

## Test \& Rework

## CONGRATULATIONS FROM THE FUNKY TEST SHACK.

TO Mr. and. Mrs. Dennis Allen. Dennis Allen and Robin Zoppi were married on Sunday June 10th 1973. The newleyweds honeymooned in Reno.

TO the very first employee of Syzygy who celebrated her first anniversary on June 26th in the test shack. This person was originally hired as Nolan's secretary. Due to the great need of board stuffers, the sexy, red faced secretary volunteered her services. Upon completion of this task she went straight to the HEAD of the company. After completing this most unenjoyable ta $k$ she started doing odd jobs, telephone answering, TV Mod, harness, bezeling, and so on. Finally she ended up in rework, working part time and part-full time in the summer. Even though she officially belongs to the Rework department we in test consider her one of us. Congratulation are due to none other that CYNTHIA VILLANUEVA THE FIRST SYZYGY EMPLOYEE.

## PC Line

GUESS WHAT?
Marie Romero was the first one to learn the descreets on our Space Race boards.

Carla Pound received an Honorary QC Button for doing the first perfect Space Race QC board.

For Some strange reason Space Race is running full speed, . 01 miles per hour. We keep running out of boards. Undoubtedly the future looks bright.

A suggestion from PC:Trim: the peach trees on the road where we go out of the parking lot are a hazard to our health. We can ${ }^{\prime} t$ see on coming traffic.

Welcom back Betsy.
Welcome back Ted and Teresa from your honeymoon.
Congratulations Robin and Dennis on your marriage.
While on the subject of things happening on our PC Line, we had a discussion on who was the best looking guy at Atari. It was a unanimous vote???? LATER.

## Final Assembly

Well it's about time to tell Pong what's going on in Final Assembly. First off it is my pleasure of introducing our latest arrival to our circle, Mike Newman. Iri an effort to make him feel at "home" here $\boldsymbol{I}$ started asking questions about him and his relation to Pong in the universe, none of which he answered.

However, he did come out with a message that all of us know"It was a tough fight ma, but I won". Way to go Mike?

We are going to have a little space reserved for CHAZ SAYS. Where Chaz with his unusually broad mind, throws up interesting tidbits that will make things a little easier.

This month_CHAZ SAYS: "Always count your change. Always cut the cards. Don't be afraid to ask for a new deck. And mind your business"
Thats about all for now. Remember - Party at Mayo's and Wizards.

## AGE OF AQUARIUS

Carroll Righter, noted syndicated astrologer for over 150 U.S. Newspapers, said recently that according to the alignment of the stars on the dawning of the Age of Aquarius, that in 1962 in the Andes mountains of Peru a messiah was born. Righter said he used the word messiah to indicate a person that was destined to change the history of man. He did not indicate the sex of the messiah.

## ATARI-- Home \& Abroad

Rumor in the industry has it that our competitors on Pong are flagging and starting to drop our. It seems they can't continue to try and under-sell us and still make it. In England, the amusement trade magazines call us the "GIANT California Corporation... originators of electronic video gaming..." In Austrałia, the battle against Volley is going well, as mews from the front continues to trickle in. All power to the people who make Pong.

## ATLANTIS FOUND

On Tuesday, July 16,1973 it was announced that Atlantis, lost to myth since seven centuries before Christ has reportedly been found under the waters off the coast of Spain. Scientists in announcing the discovery say that "the Vibrations" in the water near their discovery were "incredible", and that this definitely removes Atlantis from the area of mythology and speculation and into the field of scientific inquiry. "Inscriptions and symbols carved into marble columns now definitely establish our discovery as the lost continent of Atlantis," said one of the scientists on the late mews on Tuesday night.

Atlantis, reportedly an advanced civilization with wireless and video communications, and other machinery was a society dedicated to peace, communal government and health and welfare needs for all. Speculation has also been that Atlantis was an island enclave in the Atlantic Ocean of advanced artisans and technicians from outer space who either landed or crashed here 7 to 10 centuries befork the birth of Christ. Von Danikan's theory of gods from outer space will doubtlessly be revived with this fantastic discovery.

```
Remember when HIPPIE meant big in the hips, And TRIP involved travel in cars, planes, and ships?
When POT was a vessel for cooking things in, And HOOKED was what grandmother's rug may have been?
When FIX was a verb that meant mend or repair, And BE-IN meant merely existing somewhere?
And NEAT meant well-organized, tidy and clean, And GRASS was a ground cover, normally greeni?
When GROOVY meant furrowed with channels and hollows, And BIRDS were winged creatures, like robins and swallows?
When FUZZ was a substance, real fluffy, like lint, And BREAD came from bakeries...not from a mint?
When ROLL meant bun, and ROCK was a stone, And HANG-UP was something you did with the phone?
And DIG meant to shovel and spade in the dirt, And PUT-ON was what you would do with a shirt?
When TOUGH described meat unyielding to chew, And MAKING A SCENE was a rucie thing to do?
Words, once so sensible, sober and serious Are making the freak scene like Psychedelirious.
It's groovy, man, groovy, but English it's not. Methinks that the language has gone straight to pot.
```


## AUGUST BIRTHDAYS

| 8-1 Robin Rabie | 8-11 Kevin Donadio |
| :--- | :--- |
| 8-3 Bobby Lawrence | $8-13$ Neil Coplea |
| 8-8 Penny Chapler | 8-23 Robert Reyburn |
| 8-9 Dennis Allen | 8-25 Terri Spath |
| 8-9 Dan Corona | $8-28$ "Mac" McCabe |

To you Leos and Virgos celebrating birthdays in the month of August, everyone at Atari wishes you a very pleasant day.

Motorcycle - CB 450K-4
3500 Miles - Box Stock
"ABSOLUTELY CHERRY" - Asking \$725.00
See Sharon....

FEFD BACK WANTED: I would like to form a co-operative partnership of about thirty people for the purpose of buying 10-30 acres within 100 miles of San Jose. For about $\$ 300-500.00$ per person, we should be able to get some good property with water and/or mountains to use as a camp and retreat. Each member would be allotted an area for his personal use (tent, cabin, etc.) with the remainder useable by the entire partnership. I would insist that only those rules necessary for the general welfare be adopted, allowing as much freedom of action, movement, and morality as possible without endangering the life, health, and safety of the members. If anyone is interested, let's talk about it. Paul Jay....

Anyone interested in starting a band made up of Atari personnel contact howard in shipping. We're looking for a drummer, bass player, keyboard man and especially a good vocalist....
$\$ 300.00$ ' 59 VW runs good
contact Bernie at 294-8976 or 136 Race Street....

CRAFTS: Frank Haber does custom leather.
Fee or barter negotiable....
Patty Haber will embroider anything desired for cost of thread (very cheap) onto clothing, etc, or make custom patches. See her for details - LOW total cost - negotiable, whatever seems fair or for exchange....

Patty Haber is looking for "slipped" plants to trade for some she has....

Lynda Bartlett would like to buy a dresser or chest of drawers, or both, and a wooden-back rocking chair. Will trade a green Early American upholstered rocking chair in fairly good condition for wooden one.

## AUNT BERTHA

Dear Bertha,
Everybody keeps telling me that I am lazy just because
I do ny work so well that I finish before they do. I can't help it if I'm smarter then they are. Why do they keep calling me egotistical?

Love, Narcissima
Dear Narcissima,
There are not very many people that can accept the fact that there is anyone more intelligent or capable than themselves. As long as you are satisfied, I wouldn't worry too much about being a conceited snob: Keep it up. Auntie Bertha

Dear Bertha,
My boyfriend says he loves me but everytime I am with him. he won't look into my eyes and kiss me like in the movies. What is he trying to hide?

Love, Medusa
Dear Medusa
Only your hair dresser knows for sure:
Auntie Bertha
Dear Aunt Bertha
I have never had the need to write to someone like you, but boy am I in trouble. You see I met this farout really foxy chick last week while going to the store looking for chicken feed. She's got everything I need and then some. I really enjoy her company and all but some where there's a fear in the back of my head that she's only after my good looks, and all my money like the rest of the girls I've known. Bertha, this is driving me insane. How can I free myself of the uncertain doubt? Another thing that's been bothering me lately. I've noticed myself looking at a Pong for sexual release. It's got me a little worried. Is this normal? All my friends think I have some sort of problem! I hope you can give me some kind of advice as the Lord knows I need it. Thanx

Signed, Help I'm a Rock
Dear Rock
In the first place, your statement that the girl had "everything", when you had just met her, shows your chauvinistic attitude. Since the only qualities you mentioned were "foxy and Farout". Also, I would say you are a bit conceited, since you automatically believed.she was after' your "good looks and money" as the "rest of the girls" you've known. Until you can rid yourself of thise demeaning faults, I doubt if you will be ready for a meaningful relationship with anyone. As for looking at a Pong for sexual release, I would say it is another part of your chauvinistic attitude. That is, you want release, whether love or emotion is involved or not. My final advice would have to be suicide, since you have already blown this life.

Dear Auntie Bertha, Please help me with this perverted urge to write on cloth. Love, Boo Weve

Dear Boo,
Your attraction to cloth stems from your attachment to your mother's apron strings.

Auntie Bertha
(the above letter was written on a wiping rag)
'HUH? ${ }^{\prime \prime}$
Which is the way?
Where do we go?
What do we say, man, How will we know? Why do we have To question at all? When will we know it? Who do we call? We must quest on.... An answer must be. Who are you and 1? And why are we?

Lynda Bartlett

SOME STRANGE SEER
Dear Seer,
Last night I dreamed I was floating down a waterfall in a tea cup. The waterfall was caused by a portion of the Pacific Ocean running down the Los Gatos Foothills. Should I take this as a premonition or a symbolic message?

Bertha
Dear Bertha,
Your dream was a premonition and a symbolic message. It was telling you that a physical disaster is coming but that your real being will ride out the flood if you shelter yourself within your beliefs.

## SEER

Dear Seer,
The other day $I$ was writing a letter to my grandmother, when suddenly I lost control of my hand. It started rapidly scrawling across the length of the page. It read: "It's crackers to slip a rozzer the dropsey insnide?" I know this had to be a message from my lately departed husband, but I can't understand what it means. I know that if anybody can understand it, you can. Oh great and powerful seer!

Alfreda E. Newmar
Dear Alfreda,
You are wrong. The message was from your guides, and they were telling you that you were crazy to kill you husband by feeding him Fizzies, while pretending they were peeled grapes, and telling sarcastic jokes.

## Where to Eat

## 'The ATARI Epicure"

Editor's Note: In each newsletter we'll review several nearby eating establishments - anything better than the typical Roach Coach menu. Any firsthand information or suggestions will be welcomed with open heads, empty stomachs, and a ready typewriter.

SIR TOBY'S - 210 E. Main Street, Los Gatos Phone: 354-5573
Sir Toby's gets a five-star rating. It's really a great place to have lunch. In addition to making very good sandwiches, the girls there are not only real, but very friendly. The atmosphere is that of a quiet English dining establishment, both mellow and rather cozy. There is dining (or should we say lunching) inside as well as on the patio.

Sir Toby's is located next to the Foster's Freeze, across from Los Gatos High School. It's a new restaurant in town, and it would be nice if we could help them to get off the ground, because, as we said, the people there are really fine. If you happen to eat there, tell them that you are from Atari they are expecting us. (Besides, if we get a big enough response, we might be able to set up some kind of discount system with the local merchants!)
sir tonv's choics.


SANDWICliES fully garnished



ORINKS diann finm Sir Tols; Well


- 141 くऽ

TICO'S TACOS on Santa Cruz Blvd., in Los Gator has fantastic chile verde burritos and the rest of the food is pretty good.
(1) Old Town wine Cellar gazebo
los gator
Mimi's Rooftop Cafe
El ordo's
(2) SirTeby's
(3) Broken egg
(4) Jack's place
(5) Alex's Lexington House
(6) Good Earth
(7) Mountain Charley's
(8) Los gator fish'! Poultry: Deli
(9) London Oyster
(10) Grag:Sirloin
(11) Villa felice - ritzy
(12) La Hacienda-ritsy
(13) Round Table Pizza
(14) Magoo's Pizza
(15) Pedro's
(16) Cranberry House
(17) Ednaray Chinese foods
(18) The Elegant pup
(19) Burger pit
(20) She vineyard


## RECIPES

## SHRIMP SALAD

| 1 pkg. lemon gelatin | 1 pt. tomato juice |
| :--- | :--- |
| 1 tsp. sugar | $\frac{1}{2}$ tsp. salt |
| $1 / 8$ tsp. pepper | 1 Tbsp. vinegar |
| $\frac{1}{2}$ bay leaf | $\frac{1}{4}$ cup chopped onion |
| 1 cup chopped celery | $3 / 4$ cup chopped green pepper |
| $\frac{1}{2}$ cup chopped olives, ripe or green | 1 can Shrimp |

Boil $\frac{1}{2}$ the tomato juice with salt, pepper and bay leaf 5 minutes. Pour over genatin. Stir until dissolved. Then add remaining juice. Chill until slightly set. Add celery, pepper, olives, onion and shrimp. Pour into $8 \times 8 \times 2^{11}$ pan. Garnish with olives ans shrimp. Thin mayonnaise or salad dressing with half and half cream and serve.

## RICE-STUFFED TOMATOES

6 medium size tomatoes
$1 \frac{1}{2}$ cups cooked rice
$1 \frac{1}{2}$ cups grated cheese
2 Tbsp. melted butter or margarine
Scoop out insides of tomatoes. Drain. Mix rest of ingredients, saving some of the cheese. Fill tomatoes with the mixture and sprinkle with the remaining cheese. Bake at $350^{\circ}$ for about 15 minutes. Serves 6.

## ALL-IN-ONE HAMBURGER CASSEROLE

| 1 cup instant rice | 1 lb ground beef |
| :--- | :--- |
| 3 Tbsp. flour | 2 Tbsp. chopped onion |
| 1 tsp. chili powder | 1 No. 2 can tomatoes |
| $\frac{1}{2}$ tsp salt | 1 ( 12 oz.) can corn |
| $\frac{1}{4}$ tsp. pepper | 2 Tbsp. butter |

Grease 2 quart casserole. Spread rice over bottom. Mix flour, chili powder, salt and pepper. Sprinkle $1 / 3$ over rice, dot with $\frac{1}{2}$ tsp. butter.

Mix ground beef with onion and spread over rice. Repeat flour mixture and butter. Make a layer of the tomatoes, including liquid; repeat flour and butter. Spread corn on top and dot with remaining butter. Cover and bake at $350^{\circ}$ for 45-50 minutes. Serves 6.

```
When people say a witty thing,
    I never have a comeback.
I'm silent as a calandar
    Impaled upon a thumbtack.
But when the chance to speak is gone
    And finished are the quips,
The answers that I think of then
    Undoubtedly are pips.
Ah me! The smart and funny cracks
    On ice within my brain,
Awaiting opportunities
    That will not come again!
                            Constance R. Dowd
```

Fear not that thy life shall come to an end, But rather fear that it shall never have a beginning.

A woman's final decision is not necessarily the same as the one she makes later.

WHY DON'T WE?

Repair the old cue sticks professionally and get some chalk. Employees could help pay a percent and maybe that would make us want to take better care of them....

Set up a lending library in the employees' lounge with books donated by Atarians....

Vote on the ten-hour day, four days a week....
Have an area for display of crafts by employees....
Sponser a rock concert....
Put a water cooler in the lounge....
Have someone clean up the lounge everyday....

## OLD WIVES' CURES

GOT THE HIC-CUPS?
A sure cure is to gulp one level teaspoon of sugar. Try it, you'll be surprised.

TARDINESS ON THE JOB CONSIDERED WORSE THAN POT SMOKING BY MODERN EMPLOYERS
Employee lateness is considered a far greater offense than pot-smoking by many modern business managers, according to a recent survey of executives in 1,650 American firms.

The concession to marijuana smokers is only one of a number of major adjustments being made by employers attempting to attract "new breed" employees, the survey conducted by Prentice-Hall, Inc., and the American Society for Personnel Administration showed.

Fifty-two percent of executives in retail sales companies said they would not fire an employee who uses marijuana off the job but only 9 percent of the same executives said they would relax penalties for tardy employees.

The spread was not quite so wide in other business fields. However, even in such traditionally straitlaced businesses as banks and insurance companies, executives agreed that off-work pot-smoking was not as great a crime as coming to work late.

Approximately 42 percent of the 1,650 firms said they would hire an employee even though they knew he smoked marijuana off the job.

THE 10 MOST BORING JOBS IN THE WORLD
What are the 10 most boring jobs in the world? After a survey, the Institute for Policy Studies at Harvard University came up with this list:

Assembly line worker, operator of a self-service elevator, pool typist, bank guard, copying machine worker, keypunch operator, highway toll collector, car watcher in a tunnel, file clerk, and housewife.

## "ONE"

Then there was the time...and l....down windblown, sandy....blowing softly in the sweet summer....ebbing swiftly over sand script promises of eternal.. ...and time was at a standstill. Now...never to return...with half my... ...half my.........half......


