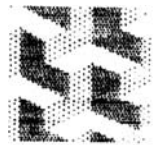
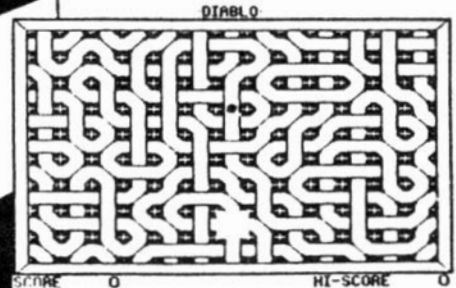


PROMOTIONAL BULLETIN



Every item listed here can be used in the Coleco Adam Computer.

(C) = Cartridge (D) = Disk (DP) = Data Pack



With 118 moveable panes, this game demands strategy, planning & decisive control to keep the ever-advancing ball from rolling off the board. Every board is different.
1st PLACE WINNER OF THE T.I.S.H.U.G. AUSTRALIA CONTEST

IMAGE MICROCORP

DIABLO	(DP/D)	\$24.95	\$19.95	
BLACK GOLD	(DP/D)	\$24.95	\$19.95	A board style game
THE STOCK MARKET GAME	(DP/D)	\$24.95	\$19.95	A board style
LEARN & PRACTICE MORSE CODE	(DP/D)		\$19.95	
DISASSEMBLER	(DP/D)	\$34.95	\$24.95	
GEOMETRY I	(DP/D)	\$19.95		PYTHAGOREAN
GEOMETRY II	(DP/D)	\$19.95		QUADRILATERALS



Black Gold
by
Image Microcorp

PARALLEL SYSTEMS, INC.

HOME BUDGET PLANNING	(DP)	\$19.95	\$9.95	
HOME FILES MANAGER	(DP)	\$19.95	\$9.95	
PERSONAL CHECKBOOK	(DP)	\$19.95	\$9.95	
STATES & CAPITALS GAME	(DP)	\$19.95	\$9.95	
WORLD CAPITALS GAME	(DP)	\$19.95	\$9.95	
GREAT INVENTIONS GAME	(DP)	\$19.95	\$9.95	
PARTY TRIVIA GAME	(DP)	\$19.95	\$9.95	

MARTIN CONSULTING

BONANZA	(DP/D)	\$34.95	\$29.95	15 programs
FANTASY GAMER	(DP/D)	\$34.95	\$29.95	3 programs

EXTENDED SOFTWARE CO.

EBU	(DP/D)	\$21.95		SmartBASIC replacement, plus more
CHARTS & GRAPH ASSEMBLER	(DP/D)	\$24.95		Pie, Graph, Bar, etc.

VICTORY SOFTWARE

ADVENTURE PACK I	(DP/D)	\$24.95	\$20.95	3 text programs
ADVENTURE PACK II	(DP/D)	\$24.95	\$20.95	3 text programs
BOUNTY HUNTER	(DP/D)	\$24.95	\$20.95	Text adventure
TREK	(DP/D)	\$24.95	\$20.95	Adventure
SAVINGS & LOANS	(DP/D)	\$24.95	\$20.95	Calculate interest
STRATEGY PACK I	(DP/D)	\$24.95	\$20.95	4 programs
GAMES PACK I	(DP/D)	\$24.95	\$20.95	3 programs



BOUNTY HUNTER
An adventure to the Old West. America's best with the help of Uncle Sam and his FBI agents the only force of justice who is needed to solve the toughest crimes in the old west. You play the role of Bounty Hunter, hunting against a ruthless outlaw, search for clues, solve puzzles and the suspense of the unknown will keep you on the edge of your seat. Average playing time 30-45 hours. If you like adventures, add this to your list. Paged with 81100000

TAPEWARE TECHNOLOGY

THE RIB	(DP)	\$32.95		2 DP's, with 14 programs/5 tutorials
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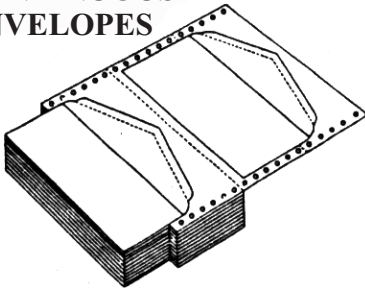
STRATEGIC SOFTWARE

SmartSPELLER	(DP/D)	\$39.95		
FastFILER	(DP)	\$24.95		
DataCALC	(DP)	\$24.95		
POWERPRINT	(DP)	\$24.95		

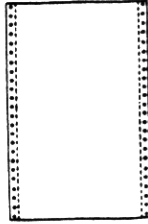
LABELS



CONTINUOUS ENVELOPES

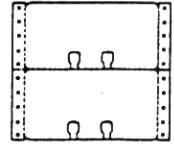


PRINTER PAPER



5 x 2-1/6 ROLODEX CARDS

4 x 2-1/6 CARDS (DETACHED). USE YOUR COMPUTER TO CREATE OR UPDATE ROLODEX FILES. 100 LB. TAG STOCK IN WHITE ONLY FITS STANDARD 4 X 2-1/6 ROLODEX FILES.



DISKS - LORAN (SS,DD)	We only sell top quality	10/ \$19.95	17.95	30/\$49.50
PLAIN LABEL (SS,DD)	lifetime warranty	10/\$11.95		30/\$33.95

ALL PAPER PRODUCTS BELOW ARE TRACTOR/FEED - FAN/FOLD

ADDRESS LABELS - 3 1/2 x 15/16	1000/\$5.00
DATA PACK - CASSETTE LABELS	100/\$5.00
WHITE CLEAN EDGE - 9 1/2 x 11, 20lb, 1000 sheets	\$25.90
WHITE CLEAN EDGE - 9 1/2 x 11, 20lb, 150 sheets	\$8.99
WHITE ENVELOPES - 20lb, 100 envelopes	\$19.95
1/2" GREENBAR - 9 1/2 x 11, 18lb, 1000 sheets	\$16.99
3x5 INDEX CARDS - 500 index cards	\$7.95
2 1/6 x 4 ROTARY FILE CARDS - Used in Rolodex, etc., 500 cards	\$8.95

UNREAL SOFTWARE COMPANY

CONVERT (DP/D) \$34.95 - Transfers data and programs between Adam CP/M and the following (SS,DD) CP/M formats: Zenith 100 CP/M 85, TRS-80 model IV CP/M+, IBM pc CP/M-86. Requires: Adam, 1 digital drive, 1 disk drive, CP/M 2.2 and SmartBASIC.

FutureVision

VIDEO TUNES (DP) \$34.95 - You can compose, play, and save music. Program comes with 11 demo songs. Notes light up, Music scrolls.

AUTO AID (DP) \$29.95 - Enhancement to SmartBASIC. Auto line numbering. Function key definition, lets any key to be equal to any string of characters. Ability to turn off or on key clicking. Caps lock feature. Built in print buffer. Callable assem. language routines, etc.

BEST SOFTWARE CO.

MULTI-CART BACKUP (DP/D) \$19.95 - Written in assembly language, menu driven. Loads in 2 seconds, disk or DP. Holds 5 cartridges to disks, 8 to DP. Requires backup program. Example Pack Copy, Hackers Guide to Adam.

CHALLENGE WARE

(All Challenge Ware - DP \$9.95 & D \$11.95)

ADAM BANNER - Create banners and signs. Save them.

RESUME - Instant personalized resume.

CASTLE OF DOOM - Medieval text adventure.

DRAGON'S CAVERN - Fantasy graphics game.

KEYMAN - Logo needed - Game for kids 6-12

APPIAN WAY - Logo needed - A chariot game.

DATAKEEPER - A versatile data base.

M.W. RUTH CO.
 510 Rhode Island Ave. Effective 9/10/85
 Cherry Hill, NJ 08002 Expires: 10/31/85
 (609) 667-2526

ORDERFORM - 885

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number (_____) _____

Enclosed is \$ _____ (Check or Money Order - U.S. dollars only)

Charge my _____ Mastercard _____ Visa

Account # _____ Exp. Date _____
Month/Year

Signature _____

Quantity	(DP) (D) (C)	Description	Unit Cost	Total Cost

We stock what we sell. If for any reason we are out of stock, we will ship your back order promptly.

Hours: Mon. thru Fri.
 9 to 5 est.

Sub-Total
Ship & Hdlg - \$2.50 US
Ship & Hdlg - \$4.50 CN
Insurance - \$1.00 (optional)
Sales Tax 6% (NJ residents only)
Total

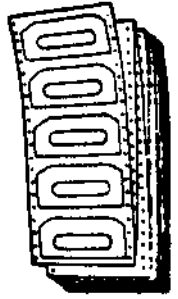
M.W. Ruth and/or manufacturer warrants all merchandise against defects, not contents. Defective merchandise will be replaced with same. Please call or write for authorization to return. Our aim is to please. Don't have an Adam Computer, or also have another computer? Please write. If you have developed software, and/or hardware for the Adam, we will be happy to sell it for you, just contact us.

6 x 3 FILE - INDEX CARDS



6 x 3 INDEX FILE CARD
WITH PINFEEDS
REMOVED, 100 LB. TAG
STOCK AVAILABLE IN
WHITE. GREAT FOR
INVENTORY, VENDOR
ROUTE LISTS, ETC.

CONTINUOUS CASSETTE LABELS



EVE ELECTRONIC SYSTEMS

RS-232 SERIAL/PARALLEL INTERFACE UNIT - \$139.95 - This opens a whole new world for Adam owners. Now you can connect a dot matrix hi/speed printer, use standard modems (300-1200 baud), comes with software used with SmartBASIC, CP/M etc.

PRINTER CABLE - \$19.95 - Needed to connect parallel printer to above unit.

POWER PACK - \$69.95 - To replace Adam printer supply. Now you can use your Adam without the printer connected.

SPEECH SYNTHESIZER UNIT/CLOCK CALENDER - \$89.95 - Now add VOICE capabilities to your Adam. Software included.

64K MEMORY EXPANDER - \$79.95

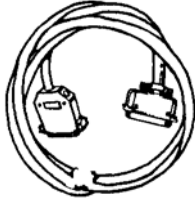
PANASONIC 1091 PRINTER - \$279.95 - Dot matrix. 120cps. bidirectional, also near letter quality, Tractor and Friction feeds, plus more.

PANASONIC RIBBON - \$9.95

PANASONIC KXP12 - \$69.95 - 4K buffer board.

PRINTER/CPU SEPARATOR - \$34.95 - You will now be able to move your printer farther away from your computer with this 12 foot cable.

ADAM EXTRA DIGITAL DATA DRIVE - SPECIAL PRICE - \$49.95.



CLASSIC COVERS for ADAM	- 3 covers, keyboard, CPU, printer.	\$18.95
	Covers have Adam logo on them.	
	- Keyboard	\$7.99
	- Memory Console Cover (CPU)	\$7.99
	- Expansion Module #3	\$7.99
	- Printer	\$7.99
	- Disk Drive	\$7.99

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A HACKER'S GUIDE TO ADAM - \$17.95 Book - DP or Disk
 This is the book you have been waiting for. We want to thank the authors, Peter & Ben Hinkle for giving us the finest, and most detailed book. It describes the Adam system, hardware and software. Operating system routines are identified and instructions given to use them to control the tape, printer, video, sound and keyboard. Printout of the expansion connectors are given for your own hardware projects. Z80 assembly language is described. Many BASIC programs are listed in the book. Just to name a few, Z80 DISASSEMBLER, FONT EDITOR, SPRITE EDITOR. SOUND PROGRAM, BACKUP, CARTRIDGE COPY.

ACCESSORIES

TRACTOR FEED - \$79.95 - Now you can use tractor feed paper, tractor feed labels, etc. and the paper will stay in line. This is the item that Coleco forgot to put on the printer. The Tractor Feed attaches in seconds. No tools are needed since it's the same as original equipment.

PRINTER STAND / REMOTE ON/OFF - ~~\$22.95~~ \$19.95 - Front mounted remote switch activator and printer leg set. A must for using fan fold paper, labels, etc. It moves power on/off control to the front.

Combo SPECIAL above 2 items(Tractor Feed & Printer Stand) - \$98.95

ADAM AIR CONDITIONER - \$19.95 - A stand alone 115 volt, 60 cycle cooling fan that is recommended if you give your ADAM prolonged use. Heat is the biggest enemy of electronic components. Keep the air moving.

ADAM MONITOR CABLE \$10.95

MTR MONITOR - 13" Color monitor for the ADAM - w/o cable. \$239.95

DISK HOLDER - MM5 holds up to 50 5 1/4" disks - anti static. ~~\$15.95~~ \$13.95

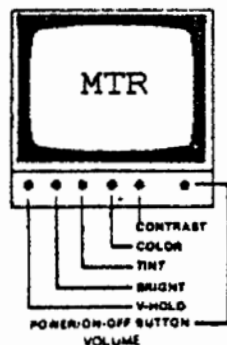
COMPUSERVE STARTER KIT - 5 hours of free connect time. ~~\$29.95~~ \$26.95

DAISY WHEELS FOR ADAM - All styles. 1/\$5.50 3/\$15.00
 PICA 10, PRESTIGE PICA 10, ELITE, PRESTIGE ELITE, COURIER 10, COURIER 72, LETTER GOTHIC, FORMS GOTHIC, DUEL GOTHIC, EMPHASIS, BOOKFACE, SCRIPT, ITALIC.

RIBBON CARTRIDGE (ADAM) 1/\$5.50 3/\$15.00

DIGITAL DATA PACK - Blank (pre-formatted) Loran. 1/\$5.50 5/\$26.25
 Blank (pre-formatted) Plain label \$3.95 10/\$37.50
 (Larger quantities call for quote.) 31 - UP \$3.50

NOTE: Loran makes all Coleco Adam, and M.W. Ruth's Plain Label Data Packs - All these data packs above are duplicated electronically to be error free. To our knowledge we haven't found any other data packs with the same high grade tape strength against breakage and stretching. Also metal wheels against warping. Casings are clear. This is computer grade tape. Don't be fooled by audio cassettes with holes drilled in them. It's not the same.



MEDIA MATE 5



MICRO 2

YOU AND YOUR CHECKBOOK (DP) ~~\$24.95~~ \$17.95 - A hassle free balancing of your monthly statement. Withdrawal and deposit etc. Sophisticated yet user-friendly. Produces printout copy for your records.

MICRO MONEY MINDER (DP) ~~\$24.95~~ \$17.95 - Ideal for listing expenses, etc. Know where all your money goes with this easy to use monthly program.

INSURANCE FILE (DP) ~~\$24.95~~ \$17.95 - Can't find your policy? What is the premium amount? All info on all types of policies at your fingertips.

HOME/OFFICE INVENTORY (DP) ~~\$24.95~~ \$17.95 - Complete inventory record for easy review and safe storage of serial numbers, warranty information, purchase dates, prices and much more. Easy to add and update items.

CREDIT CARD FILE (DP) ~~\$24.95~~ \$17.95 - Safety record for all credit card information. Instant recall of any card. Categorized for easy reference.

PROPERTY MANAGEMENT (DP) ~~\$24.95~~ \$17.95 - At last, a program designed for the busy property manager. Complete tenant and rental information.

MICRO MATH (DP) ~~\$24.95~~ \$17.95 - Ideal for grades 2-5. Graduated level of addition & multiplication skills. Colorful animated graphic rewards.

READING FUN (DP) ~~\$24.95~~ \$17.95 - Grades 2-5. Make phonics fun with a program designed to teach vowels and rhyming words.

ADDRESS FILE (DP) ~~\$24.95~~ \$17.95 - Ideal for clubs, business or home use. Address and phone information. Easy to update and add to.

CASH FLOW ANALYSIS (DP) ~~\$24.95~~ \$17.95 - Your net profit is not the only measure of available cash. You see the true picture of business cash flow.

INVESTMENT ANALYSIS (DP) ~~\$24.95~~ \$17.95 - An ideal record for your investments. Complete questions concerning a variety of investments. Categorized.

STOCK PROFILE (DP) ~~\$24.95~~ \$17.95 - Ideal method for charting profit or loss in stocks. Easy to add and update as your portfolio changes.

MAKE CHANGE (DP) ~~\$24.95~~ \$17.95 - This is the most unique educational program dealing with money. 3 separate programs are included. This is a teaching tool and practice makes perfect. It will deal with buying and counting your change, which includes dealing with coins and bills. This program is great for young children and anybody that needs help.

HOLIDAY SPELLING (DP) ~~\$24.95~~ \$17.95 - Four different groups of words in different times and seasons of the year. A good teaching tool.

SAGE ENTERPRISES

PACKCOPY (DP) ~~\$39.50~~ \$29.95 - PACKCOPY will make backup copies of most Adam software. Make backup copies of SmartBASIC, etc.

BOOKS & LEARNING AIDS

ADAM'S COMPANION - \$9.95 - This book takes nothing for granted, anticipating questions to designing original programs.

THE COLECO ADAM ENTERTAINER - \$12.95 - Enjoyable and easy to use, this original collection of informative programs make optimal use of your Adam's special sound, color, and graphics capabilities. This book not only offers hours of fun, but also the opportunity to learn fundamental programming techniques. Whatever your level.

LEARNING TOGETHER WITH ADAM - \$9.95 - This is the only book that shows the parent how to use the computer to educate children. It addresses the question, what am I going to do with Adam? This book includes such items as using and learning SmartWriter, learning together with SmartBASIC, and best of all using SmartLOGO.

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Combine skill and knowledge with your campaign strategy. Select platform issues, raise funds, avoid bad press. Travel from state to state increasing your popularity. Just maybe, come election day, you'll have enough electoral votes to hear "Hail To The Chief".

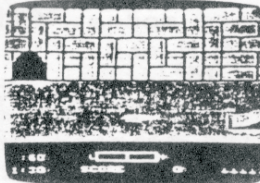
AN ENTREPRENEUR!



GUST BUSTER™

Navigate through videogames' most exciting Amusement Park, by inflating and deflating your balloons. Different altitudes bring changes in wind gusts and direction. Avoid animals, fountains, airplanes, fireworks and other obstacles while attempting landing in crowds to sell your balloons.

AN ARCHEOLOGIST!

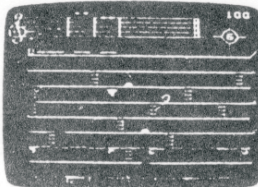


QUEST FOR QUINTANA ROO™

Help Yucatan Sam explore dozens of terror-filled chambers that create The Mystical Temple of the Mayan God Quintana Roo. Supplies are limited, so use them with caution. Time in the temple is a matter of life or death, but risk is part of solving this Mayan Mystery.



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ROLLOVERTURE™

Scurry madly about the orchestra, directing notes to their proper order. Climb ladders, throw levers, reverse the conveyor belt. Incorrect placements will increase difficulty but proper placement rewards you with a classical overture.

A SPELUNKER!



mountain king™

Welcome to the land down under, where eerie melodies provide challenging hints to test your exploration skills. Armed with a flashlight and raw courage, you must use all your senses and abilities to locate the flame spirit, enter the tomb, and escape with the crown.

SUNRISE
SOFTWARE INC.

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All Sunrise software are on Data Packs - Each \$24.95

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