

M.W. RUTH CO.



510 Rhode Island Ave.
Cherry Hill, NJ 08002
(609) 667-2526

Dear Adam Owner,

We, as a company have been in the computer business for many years. Our goal is to provide you with all types of software and hardware for the Adam. M.W. Ruth Co. will sell all merchandise at discount prices. Our reputation (and future), rests on providing you with superb value for your money. We stock what we sell. This is the reason why we can give you fast delivery. Some programs that are advertised by other companies are not listed here, because they are not available yet. We will keep you updated as new programs become available for the Adam.

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

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

~~~~ NEW ITEMS ~~~~

IMAGE MICROCORP

BLACK GOLD (DP) \$24.95 - A board style game, for 1 to 4 players. The computer simulates an oil deposit hidden beneath the surface of the earth. Choose a location on map, geological survey printed. Probability, drilling cost, taxes etc.

THE STOCK MARKET GAME (DP) \$24.95 - A board style game for 1 to 4 players. This program is a model of the stock market. You can buy and sell shares. For graphic displays (DOW-JONES, STOCK CHARTS, PORTFOLIO and BIG BOARD). Great game if you know how the stock market works. Great educational game to learn about the market

LEARNING MORSE CODE & PROGRAMMABLE MORSE CODE PRACTICE (DP) \$19.95 - These two programs teach the user the correct sound of each character in easy steps. The 2nd is a powerful learning aid. Varies speed & sound freq. is 600 to 1000 Hertz

DISASSEMBLER (DP) \$34.95 - Computers only understand, on the most basic level. We represent these as 1's and 0's. Machine Code is a listing of these numbers expressed in hexadecimal. This program will convert Machine Code stored in memory into something readable. To use this, you should have some programming knowledge.

PRINTER STAND /REMOTE ON/OFF \$22.95 - Front mounted remote switch activator and printer leg set. A must using fanfold paper. It moves power on/off control to the front of the printer. Raises the printer 3 & 3/4 inches on 4 plastic legs. This kit only needs a Phillips screwdriver to install and no electrical modifications

PARALLEL SYSTEMS

HOME BUDGET PLANNING (DP) \$19.95 - Plan an entire budget by entering all income. Then enter all expenditures. The computer of course does all the math.

PERSONAL CHECKBOOK MANAGER (DP) \$19.95 - Control your checking account. Balance, deposits, withdrawals, misc. transactions. Prints monthly summaries, checks etc.

COLECO

SMARTFILER (DP) \$34.95 - Eliminates sloppy file cabinets and messy desk drawers. This database program is used for mailing label, helps organize personal and business records. Create files, arrange them, sort, search and print them out.

~~~~~ NEW ITEMS ~~~~~

COLECO

DONKEY KONG (DP) \$34.95 - Super Game Pack all the action, challenge and screen of the arcade game! You'll see the opening cartoon sequence and intermissions. It also has the "Conveyors" screen added. This is different from the cartridge.

DONKEY KONG JUNIOR (DP) \$34.95 - Super Game Pack is different from ColecoVision game cartridge. This has the additional special Mario Hideout screen, which is in the real arcade game including special intermission scenes throughout play.

ELECTRONIC FLASHCARD MAKER (DP) \$34.95 - If you have trouble memorizing facts, song lyrics, lines in plays or speeches, now you can do something about it. You can construct your own cards, sort and print them. You can buy separately the Flash Fact cards below. Ages 8 - Adult.

FLASH FACTS - TRIVIA (DP) \$15.95 - From TV and films to sports .....etc.

FLASH FACTS - VOCABULATOR (DP) \$15.95 - Improve vocabulary, language arts, etc.

FLASH FACTS - FLASHBACKS (DP) \$15.95 - Learn American History, 1492 to present.

~~~ NOTE: FLASH FACTS programs require the ELECTRONIC FLASHCARD MAKER ~~~

VICTORY SOFTWARE

BOUNTY HUNTER (DP) \$24.95 - This is a full-length text adventure. You play the role of Bounty Hunter, battling against ruthless outlaws, hostile indians, wild animals etc. You will do this with your wits and six gun. This one is a real tr

ADVENTURE PACK I (3 Programs) (DP) \$24.95

1. MOON BASE ALPHA - Destroy meteor that is racing toward the moon or die.
2. JACK & THE BEANSTALK - Defeat the giant in your quest for his golden hen.
3. COMPUTER ADVENTURE - Re-live getting your first computer. New & different

ADVENTURE PACK II (3 Programs) (DP) \$24.95

1. AFRICAN ADVENTURE - As sole survivor of plane crash, find your way home.
2. HOSPITAL ADVENTURE - Your a spy whose mission is to complete the bungled assassination attempt on dictator, who is in the hospital under guard.
3. BOMB THREAT - Get back to town to warn police of a bomb that was planted.

SAVINGS AND LOAN (DP) \$24.95 - This program will calculate interest, principal, monthly payment or term of loan based on the values you enter. It will also calculate the final value of either a single investment or periodic deposits into an annuity fund, savings account, I.R.A., etc.

BOOKS & LEARNING AIDS

THE FIRST BOOK OF ADAM \$12.00 - Clear explanations and helpful exercises lead you through each step of using the computer and writing programs in SmartBASIC.



THE SECOND BOOK OF ADAM \$9.50 - This book was designed to help you quickly master the Adam home computer and its built in word-processing program, SmartWriter.

FLIPTRACK LEARNING SYSTEM \$29.95 - With a LEARNING EXPRESS course, you will learn directly by doing. At your own pace and convenience. This is a step-by-step audio cassette course, that also comes with an easy reference guide. The new patented FLIPTRACK format is used to cover as much or as little detail as you want. Just choose the topics that interest you one at a time.

Adam Accessory Kit-Cleaning pads & liquid - 3 wheels - 1 ribbon - book \$37.95
 Classic Covers for Adam -Contains 3 covers,1 keyboard,1 modular,1 printer \$18.95

| | | | |
|----------------------------------|----------|-----------------------------------|----------|
| Television System | \$119.00 | Adam Computer System | \$699.00 |
| Expansion Mod #1-For Atari 2600 | \$79.00 | Adam Computer Module | \$550.00 |
| Expansion Mod #2-W/Turbo Cart. | \$79.00 | Extra Digital Data Drive | \$189.00 |
| Rocky-for use w/Super Act. Con. | \$29.95 | Super Action Contr.(W/Baseball(C) | \$89.95 |
| Roller Controller -W/Slither(C) | \$89.95 | Controller (single replacement) | \$27.95 |
| Football-for use w/Super Act.Con | \$29.95 | Jumpman Junior (C) | \$34.95 |
| Miner 2049er (C) | \$37.95 | Alphabet Zoo (C) - ages 3-8 | \$29.95 |
| Facemaker (C) ages 4-12 | \$29.95 | Fraction Fever (C) - ages 7-adult | \$29.95 |
| Burger Time (C) | \$29.95 | War Games (C) | \$29.95 |
| Front Line (C) | \$29.95 | Rock-n-Rope (C) | \$29.95 |
| Congo Bongo (C) | \$29.95 | Star Trek (C) | \$29.95 |
| Cabbage Patch (C) | \$29.95 | Gorf (C) | \$29.95 |
| Pitfall (C) | \$28.95 | River Raid (C) | \$28.95 |
| Q'bert (C) | \$34.95 | Popeye (C) | \$34.95 |
| BC's Quest for Tires (C) | \$29.95 | Quest for Quintana Roo (C) | \$25.95 |

~~~~ ADDITIONAL ACCESSORIES FOR ADAM ~~~~

|                                                                                 |                                                                                   |                   |        |
|---------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------|--------|
| Digital Data Pack blank ( pre-formatted )                                       |  | Special 5/\$26.25 | \$5.50 |
| Ribbon Cartridge                                                                |  | Special 3/\$15.00 | \$5.50 |
| Tractor/feed - Fanfold labels for addresses,etc.(3 1/2 x 15/16) 1000 for \$5.00 |                                                                                   |                   |        |

~~~~ DAISY WHEELS ~~~~

Daisy Wheels - All styles below. \$5.50

| |
|--|
| PICA 10 - #38101 (This comes with ADAM)
 !@#\$\$% &*() `~ QWERTYUIOP{} ASDFGHJKL:" ZXCVBNM<>?
\1234567890-+^ qwertyuiop[] asdfghjkl;' zxcvbnm,./ |
| PRESTIGE PICA 10 - #303031
©!@#\$\$% &*() †=° QWERTYUIOP†° ASDFGHJKL:" ZXCVBNM<>?
 1234567890-+§ qwertyuiop[] asdfghjkl;' zxcvbnm,./ |
| PRESTIGE ELITE - #13301
 !@#\$\$% &*() `~ QWERTYUIOP{} ASDFGHJKL:" ZXCVBNM<>?
\1234567890-+^ qwertyuiop[] asdfghjkl;' zxcvbnm,./ |
| COURIER 10 - #38100
 !@#\$\$% &*() `~ QWERTYUIOP{} ASDFGHJKL:" ZXCVBNM<>?
\1234567890-+^ qwertyuiop[] asdfghjkl;' zxcvbnm,./ |
| COURIER 72 - #18107
 !@#\$\$% &*() `~ QWERTYUIOP{} ASDFGHJKL:" ZXCVBNM<>?
\1234567890-+^ qwertyuiop[] asdfghjkl;' zxcvbnm,./ |
| EMPHASIS - #13202
 !@#\$\$% &*() `~ QWERTYUIOP{} ASDFGHJKL:" ZXCVBNM<>?
\1234567890-+^ QWERTYUIOP[] ASDFGHJKL;' ZXCVBNM,./ |
| SCRIPT - #15102
†!@#\$\$% &*() °=™ QWERTYUIOP\$† ASDFGHJKL:" ZXCVBNM<>?
©1234567890-+© qwertyuiop[] asdfghjkl;' zxcvbnm,./ |



Wide variety of quick change, low cost print wheels.



Tractor/feed - Fan-fold labels for cassettes and data packs(blank) 100 for \$5.00



ADVENTURE PACK I (3 PROGRAMS)

MOON BASE ALPHA Destroy the meteor that is facing towards the moon or else your colony will be destroyed.
JACK & THE BEANSTALK Defeat the giant in your quest for his golden hen.
COMPUTER ADVENTURE Re-live the "excitement" of getting your first computer. An adventure with a very different flair. Played with **KEYBOARD**.



ADVENTURE PACK II (3 PROGRAMS)

AFRICAN ADVENTURE As the sole survivor of a plane crash, you must find your way out of the dark continent.
HOSPITAL ADVENTURE You are a spy whose mission is to complete the bungled assassination attempt on the evil dictator, who is recuperating in the hospital under heavy guard.
BOMB THREAT Get back to town to warn the authorities of the bomb planted by the terrorists who left you prisoner at their hideout. Played with **KEYBOARD**.



BOUNTY HUNTER

An adventure in the Old West. Journey back with us into the days of Jesse James and Billy the Kid where the only form of justice was a loaded revolver and a hangman's noose. In this full-length text adventure, you play the role of Bounty Hunter, battling against ruthless outlaws, hostile Indians, wild animals and the elements of the wilderness with only your wits and your six gun. Average solving time: 30-50 hours. If you love adventures, this one is a real treat. Played with **KEYBOARD**.

IMAGE

FEATURES THE BIG BOARD

| | | | |
|--------------|------|------|--------|
| 32 1/2 ABAR | 1.00 | 1120 | 17 1/2 |
| 27 1/2 ABAR | 1.00 | 1100 | 17 1/2 |
| 23 1/2 ABAR | 1.00 | 1080 | 17 1/2 |
| 37 1/2 ABAR | 1.00 | 1060 | 17 1/2 |
| 47 1/2 ABAR | 1.00 | 1040 | 17 1/2 |
| 57 1/2 ABAR | 1.00 | 1020 | 17 1/2 |
| 67 1/2 ABAR | 1.00 | 1000 | 17 1/2 |
| 77 1/2 ABAR | 1.00 | 980 | 17 1/2 |
| 87 1/2 ABAR | 1.00 | 960 | 17 1/2 |
| 97 1/2 ABAR | 1.00 | 940 | 17 1/2 |
| 107 1/2 ABAR | 1.00 | 920 | 17 1/2 |
| 117 1/2 ABAR | 1.00 | 900 | 17 1/2 |
| 127 1/2 ABAR | 1.00 | 880 | 17 1/2 |
| 137 1/2 ABAR | 1.00 | 860 | 17 1/2 |
| 147 1/2 ABAR | 1.00 | 840 | 17 1/2 |
| 157 1/2 ABAR | 1.00 | 820 | 17 1/2 |
| 167 1/2 ABAR | 1.00 | 800 | 17 1/2 |
| 177 1/2 ABAR | 1.00 | 780 | 17 1/2 |
| 187 1/2 ABAR | 1.00 | 760 | 17 1/2 |
| 197 1/2 ABAR | 1.00 | 740 | 17 1/2 |
| 207 1/2 ABAR | 1.00 | 720 | 17 1/2 |
| 217 1/2 ABAR | 1.00 | 700 | 17 1/2 |
| 227 1/2 ABAR | 1.00 | 680 | 17 1/2 |
| 237 1/2 ABAR | 1.00 | 660 | 17 1/2 |
| 247 1/2 ABAR | 1.00 | 640 | 17 1/2 |
| 257 1/2 ABAR | 1.00 | 620 | 17 1/2 |
| 267 1/2 ABAR | 1.00 | 600 | 17 1/2 |
| 277 1/2 ABAR | 1.00 | 580 | 17 1/2 |
| 287 1/2 ABAR | 1.00 | 560 | 17 1/2 |
| 297 1/2 ABAR | 1.00 | 540 | 17 1/2 |
| 307 1/2 ABAR | 1.00 | 520 | 17 1/2 |
| 317 1/2 ABAR | 1.00 | 500 | 17 1/2 |
| 327 1/2 ABAR | 1.00 | 480 | 17 1/2 |
| 337 1/2 ABAR | 1.00 | 460 | 17 1/2 |
| 347 1/2 ABAR | 1.00 | 440 | 17 1/2 |
| 357 1/2 ABAR | 1.00 | 420 | 17 1/2 |
| 367 1/2 ABAR | 1.00 | 400 | 17 1/2 |
| 377 1/2 ABAR | 1.00 | 380 | 17 1/2 |
| 387 1/2 ABAR | 1.00 | 360 | 17 1/2 |
| 397 1/2 ABAR | 1.00 | 340 | 17 1/2 |
| 407 1/2 ABAR | 1.00 | 320 | 17 1/2 |
| 417 1/2 ABAR | 1.00 | 300 | 17 1/2 |
| 427 1/2 ABAR | 1.00 | 280 | 17 1/2 |
| 437 1/2 ABAR | 1.00 | 260 | 17 1/2 |
| 447 1/2 ABAR | 1.00 | 240 | 17 1/2 |
| 457 1/2 ABAR | 1.00 | 220 | 17 1/2 |
| 467 1/2 ABAR | 1.00 | 200 | 17 1/2 |
| 477 1/2 ABAR | 1.00 | 180 | 17 1/2 |
| 487 1/2 ABAR | 1.00 | 160 | 17 1/2 |
| 497 1/2 ABAR | 1.00 | 140 | 17 1/2 |
| 507 1/2 ABAR | 1.00 | 120 | 17 1/2 |
| 517 1/2 ABAR | 1.00 | 100 | 17 1/2 |
| 527 1/2 ABAR | 1.00 | 80 | 17 1/2 |
| 537 1/2 ABAR | 1.00 | 60 | 17 1/2 |
| 547 1/2 ABAR | 1.00 | 40 | 17 1/2 |
| 557 1/2 ABAR | 1.00 | 20 | 17 1/2 |
| 567 1/2 ABAR | 1.00 | 0 | 17 1/2 |

Call Procter Today
Buy MPL at 40.
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THE STOCK MARKET GAME

by Image Microcorp

IMAGE

BLACK GOLD

by Image Microcorp

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ORDERFORM - C4

ORDERFORM - C4

Your Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone Number (____) _____
 Enclosed is \$ _____ (check or money order)
 Charge my _____ Master Card _____ Visa
 Acct.# _____ Exp.Date _____
 Is this your first order from us? _____ Month/yr
 Yes _____ No _____ Signature _____
 If yes, please put the letter and/or number next to
 your name from the label here. _____

Your Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone Number (____) _____
 Enclosed is \$ _____ (check or money order)
 Charge my _____ Master Card _____ Visa
 Acct.# _____ Exp.Date _____
 Is this your first order from us? _____ Month/yr
 Yes _____ No _____ Signature _____
 If yes, please put the letter and/or number next to
 your name from the label here. _____

| Qty | (D) (C)
(DP) | Description | Unit
Cost | Total
Cost |
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| Qty | (D) (C)
(DP) | Description | Unit
Cost | Total
Cost |
|-----|-----------------|-------------|--------------|---------------|
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We stock what we sell,
 for next day shipping.
 If for any reason we
 are out of stock, we
 will ship your back-
 order promptly.

| | |
|-------------------|--------|
| Total above | |
| Shipping & Hdlg. | \$2.50 |
| Sales Tax 6% | |
| NJ residents only | |
| Total | |

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| Sales Tax 6% | |
| NJ residents only | |
| Total | |

**ATTENTION
 PROGRAMMERS**

Let the M.W.RUTH CO. take over the headaches of publishing your software. We are looking for quality programs in all fields. Our royalties are very competitive.

ENTERTAINMENT
 BUSINESS APPLICATIONS
 UTILITIES
 EDUCATION

If you don't have an Adam Computer System,
 please write to us and we will send you a
 different catalog.

M.W. RUTH CO.
510 Rhode Island Ave.
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(609) 647-3376

ORDERFORM - 04

Your Name _____
Address _____
City _____ State _____ Zip _____
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Enclosed is \$ _____
Charge by _____
Is this your first order from us? _____
If you please put the letter and/or money order in
your name from the label here.

CHERRY HILL, NJ
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U.S. POSTAGE
BULK RATE

| Qty | Unit Price | Description |
|-----|------------|-------------|
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ORDERFORM - 04

Your Name _____
Address _____
City _____ State _____ Zip _____
Telephone Number (____) _____
Enclosed is \$ _____
Charge by _____
Is this your first order from us? _____
If you please put the letter and/or money order in
your name from the label here.

| Qty | Unit Price | Description |
|-----|------------|-------------|
| 100 | 1.00 | |

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RETURN POSTAGE GUARANTEED

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ATTENTION
PROGRAM
I ♥ ADAM™
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UTILITIES
EDUCATION

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different catalog.