



**THUMBS UP**—Champion race car driver Don Devendorf plays Activision's "Enduro," a car racing game that has shot to the top of Billboard's video game chart. Devendorf races a Datsun Turbo 280zx when he's not driving a computer game.

## Now Playing

### Study: Pen Mightier Than Computer

By FAYE ZUCKERMAN

For those of us who thought that the introduction of computers with printers into American homes would replace pens, pencils and paper, a new study out of Norwalk, Conn. by International Resource Development Inc. finds paper consumption will actually increase. According to the study, "Electronic media stirs in people a longing for the unique, for the human and for the personal."

Although electronic mail is more efficient and rapidly gaining popularity, the study observes that a handwritten letter on personalized stationery is far more meaningful and authoritative than a message transmitted to a computer monitor. "In business, people do not need paper," says Ken Bosomworth of International Research Development. "Greeting cards and stationery will be two paper products which will enjoy improved sales because of the backlash against depersonalization."

The study does find, however, that certain paper products will not survive new technology. Newspapers, the Yellow Pages, catalogs, directories and third-class mail will succumb to electronic publishing. Makers of paper for these products will be affected.

Magazines and trade books, the study finds, will not feel the impact of "paperless publishing." There will be a need for such specialty publications.

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Texas Instruments plans to offer its 99/4A computer owners a longer limited-warranty period, a free computer course and a new toll-free number to provide information about TI consumer products. The toll-free number: 1-(800) TI-CARES. The new warranty increases TI's current 90-day offer to one year.

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Software reviews: The Einstein "MemoryTrainer" for the Apple IIe uses methods to strengthen memory skills which are based on associating, visualizing and linking "everyday" words and phrases to places, names, telephone numbers, faces and any concepts to be remembered. These linking methodologies aid in quick retention/recall skills. Their methods, the user's manual reports, were derived from the ancient Romans and Greeks, who used a similar formula to remember lengthy speeches. Apparently these methods are commonly used today.

(Continued on page 86)

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Billboard®

Survey For Week Ending 9/3/83

## Top 25 Video Games

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This Week	Last Position	Weeks on Chart	These are the best selling home video games compiled from retail outlets by the Billboard research department.	Atari 2600	Atari 5200	Coleco Vision	Intellivision	Odyssey
1	1	13	<b>ENDURO</b> —Activision AX-026	•	•	•	•	•
2	3	27	<b>MS. PAC-MAN</b> —Atari CX 2675	•	•	•	•	•
3	2	23	<b>CENTIPEDE</b> —Atari CX 2676	•	•	•	•	•
4	17	3	<b>Q-BERT</b> —Parker Brothers 5360	•	•	•	•	•
5	8	9	<b>BURGER TIME</b> —Intellivision 4549	•	•	•	•	•
6	4	17	<b>KEYSTONE KAPERS</b> —Activision AX-025	•	•	•	•	•
7	11	33	<b>RIVER RAID</b> —Activision AX-018	•	•	•	•	•
8	7	7	<b>JUNGLE HUNT</b> —Atari-C-2688	•	•	•	•	•
9	6	7	<b>ROBOT TANK</b> —Activision AX-028	•	•	•	•	•
10	21	3	<b>POLE POSITION</b> —Atari CX 2694	•	•	•	•	•
11	12	49	<b>PITFALL</b> —Activision AX-108	•	•	•	•	•
12	5	51	<b>FROGGER</b> —Parker Bros. 5300	•	•	•	•	•
13	10	9	<b>GALAXIAN</b> —Atari CX 2684	•	•	•	•	•
14	9	25	<b>DONKEY KONG JR.</b> —Coleco 2601	•	•	•	•	•
15	14	25	<b>ZAXXON</b> —Coleco 2435	•	•	•	•	•
16	20	51	<b>PAC-MAN</b> —Atari CX 2646	•	•	•	•	•
17	16	11	<b>LOOPING</b> —Coleco 2603	•	•	•	•	•
18	13	27	<b>PHOENIX</b> —Atari CX-2673	•	•	•	•	•
19	<b>NEW ENTRY</b>		<b>KANGAROO</b> —Atari CX 2689	•	•	•	•	•
20	15	9	<b>MINER 2049</b> —Tigervision 7008	•	•	•	•	•
21	<b>NEW ENTRY</b>		<b>DECATHLON</b> —Activision AZ 030	•	•	•	•	•
22	<b>NEW ENTRY</b>		<b>CRACK POTS</b> —Activision AX 029	•	•	•	•	•
23	23	15	<b>DOLPHIN</b> —Activision AX-024	•	•	•	•	•
24	19	17	<b>OINK</b> —Activision AX 023	•	•	•	•	•
25	22	51	<b>DONKEY KONG</b> —Coleco 2451	•	•	•	•	•

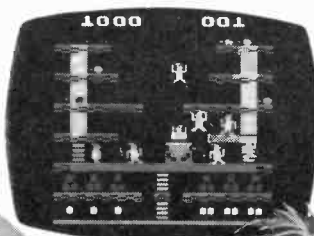
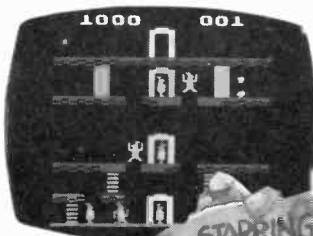
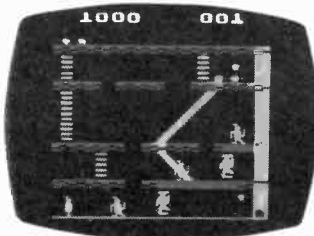
•Denotes cartridge availability for play on hardware configuration.

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