

March 15, 1978

Mr. William Mitchell
Group Marketing Director
JS&A National Sales Group
One JS&A Plaza
NORTHBROOK, ILLINOIS, 60062

Dear Mr. Mitchell:

First of all let me thank you for sending us purchasers of the Bally Home Library Computer as much information as you do about the product and the availability dates. If the HLC turns out to be able to live up to its advanced publicity, and I see no reason why it shouldn't, it's going to be a great system. I am especially anxious to get my Tiny Basic cartridge so I can test the computer's potential.

I know FCC regulations, production timing and probably the weather have not been conducive to keeping anticipated schedules. JS&A personnel, however, don't help as much as they could in fostering consumer trust or JS&A credibility in spite of the policy on backorders that you issued on 9/1/75 (copy enclosed).

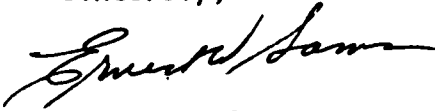
I ordered the HLC on 9/26/77 along with the five cartridges that were then "available". The story about the basic unit not being shipped on time is now history for me because I received the unit on 2/22/78. The cartridges for the unit and the add-on keyboard module have now taken over from where the basic unit left off. Each week for the last three weeks I have been assured by JS&A personnel that the cartridges have either just been shipped or will be shipped during the current week in which I checked. Apparently backorder policies numbers one and seven are not being followed. (It's especially disconcerting to me to read in your catalog #2 that you and your family have been "enjoying its many programs for the past few months" while I can't even get one cartridge.)

When I asked about the availability of a cartridge called Palo Alto Tiny Basic -- on 2/13/78 (which I read about in an ad placed by NCE/Compumart) the response I got from the JS&A order desk was that the cartridge would be available about the second week in March, 1978. I tried to place an order for a cartridge then but the response was that JS&A would not take telephone orders but would send a postcard to (original) purchasers of the basic unit to allow them to buy the Tiny Basic cartridge. When I received your catalog #2 I saw the Tiny Basic cartridge listed along with the other five cartridges so I called your order desk and asked if I could place an order for the cartridge and the response was "certainly". Well, I placed the order but I don't know how long I would have waited for the postcard to arrive.

In your book "Questions & Answers on the Home Library Computer" (which was great, thank you) you say you will not guarantee delivery of the keyboard module until June, 1978 but in your catalog #2 you say you plan to introduce the unit in August, 1978 and ship October, 1978. Is June, 1978 no longer a guaranteed shipping date?

Anyhow, anything you can do to speed up the shipping process of the Tiny Basic cartridge to tide us over until the keyboard module becomes available will be greatly appreciated.

Sincerely,

A handwritten signature in cursive script, appearing to read "Ernest W. Sams".

Ernest W. Sams
248 South Forest Street
Bellingham, Washington, 98225