PRO BASKETBALL PUTS THE PROFESSIONAL PLAYERS ON YOUR TABLE TOP!

Basketball Fan:

The enclosed sample player card is one of the one hundred and forty different player cords contained in the current, 1971, edition of the APBA Pro Basketball Game. This 1971 edition, based on the 1969-70 season of the National Basketball Association, represents the fourteen teams that constituted the Association in that season with ten players comprising each team.

FANTASTIC REAL-LIFE PERFORMANCE

The performance of each individual player in the APBA Pro Basketball Game is a fantastically realistic reproduction of his real-life NBA season. The results of every phase of basketball play are accurately reproduced within the individual performances of each player.

Each one of all the one hundred and forty players will perform in every detail, both on offense and defense, just as he did during the 1969-1970 NBA season.

First, every player is rated according to his individual offensive and defensive ability with respect to his overall league reputation as a floor man. These ratings go together on a five-man basis to give each team a specific offensive and defensive strength as a unit figure. A team may lose this relative strength during the course of the game as a result of injuries or excessive personal fouls by certain players!

INDIVIDUAL PASSING AND DRIBBLING

The offensive ball handling ability of each player is further reproduced, and in fine detail, by the separate passing and dribbling columns on his card. Note the P and D columns on the enclosed sample card. The accuracy of his passing and his adeptness as a dribbler is reflected in these columns for each player. The passing column will also reflect each player's assists-per-game average by the degree that his passes to teammates trying for a field goal enhance the probability of a successful basket! You will want to use just the right man for feeding the ball into the shot makers!

Thus, your high assist men will be the same as those in real-life. You can expect Len Wilkens, Clem Haskins, Walt Frazier, Jerry West and Gail Goodrich to be your top assistmen, too, and you will favor their use in setting up field goals whenever you are playing with their respective teams. The great dribbling ball handlers, likewise, will be more successful than others in driving into the basket for a lay-up!

THE SAME REBOUNDERS WILL DOMINATE YOUR BOARDS

You will be amazed to find your best rebounders will be the very same ones that control the backboards in real-life. Whenever a shot is missed you will not know which team took the rebound until separate dice-rolls, using APBA's exclusive Finder System are made. This will tell you which team and then which player retrieved the ball off the boards, and as your season progresses you will find sure enough that Lew Alcindor, Bill Bridges, Wes Unseld and Elvin Hayes will be leading your league, too, in rebounding! And should you lose your top rebounder through injury or personal fouls during the course of the game, you'll be dismayed to find your team losing more and more follow up efforts when you miss your field goal attempts. At both baskets you'll be losing the ball too often to win games when your rebounding strength is inferior to your opponents.

FOULING AND INJURIES

Every player has a personal foul frequency rating based upon the actual number of times per playing minute he committed fouls during the season. As your players are fouled during the course of a game, you will see APBA's Finder System pointing the finger at the same players most often "guilty" in real-life! And so you are at times going to have to pull out fellows like Jim Davis, Hal Greer, Greg Smith and Tom Meschery in mid-game lest they disqualify themselves on personal fouls, if you want to be sure of having them for top team strength in the final period of the game. On the other hand, the "48-minute men" like Bill Bridges, John Havlicek, Clem Haskins and Jerry West will seldom "foul out" or get injured for you either!

FIELD GOALS AND FREE THROWS

All the players in APBA Pro Basketball have a scoring ability based upon their precise field goal and free throw percentages of the season represented. Just in one series of figures (the S column on the enclosed card) there is reflected, in an ingenious way, both the field goal percentage and the free throw percentage of each player, no matter how far apart the two percentage figures may be!

The free throw percentages will vary hardly at all from the real-life figures. The field goal percentages may be raised or lowered to a slight degree by the normal variances of floor play. Unusually astute guarding on the part of the defense, for example, and the improper use of the best assist men on the part of the offense could impair a player's normal field goal percentage. Of course, opposite conditions will on the contrary enhance the player's percentage somewhat, so on a full season basis you can count on the field goal percentage to average out for each player to just about his real-life figure.

YOU ARE THE COACH!

You, as coach of these great professional cagemen, will control the entire game. Starting with the selection of lineups and strategic substitutions throughout the game and on through every phase of play - which player will start the ball up the floor, will he pass or dribble, who will try for the basket — when to try the fast break and on defense what counter moves to try against the offense and when to press all the decisions will be yours!

No other basketball game lets you actually visualize the floor play, and although you do control all the moves yourself, your playing personnel will be your most important asset and so you're not going to have trouble keeping teams like New York and Atlanta on top but to make winning teams out of Detroit and San Diego will be a downright impossibility.

THE ONLY BASKETBALL GAME WITH ALL THE DETAILS OF FLOOR PLAY YOU CALL EVERY PASS AND DRIBBLE - SET UP PLAY PATTERNS You Name the Players to Handle the Ball Set Up Your Defense When You Lose the Ball



3

MORE REALISM! MORE FEATURES! MORE ACCURACY! MORE FUN

APBA Pro Basketball offers more details of the game of basketball than any other basketball game ever made. It actually simulates all the floor play of real-life basketball. All the aspects of ball handling are to be found in it.

IF IT HAPPENS IN A BASKETBALL GAME, IT HAPPENS IN APBA PRO BASKETBALL

- The whole gamut of floor play dribbling, passing, stolen balls, intercepted passes, wild passes, loose balls, jump balls, inbounds plays, fast breaks, rebounding, the full court press.
- Varying field goal shooting effectiveness from the varying floor distances. Set shots as well as shots made off passes.
- Planned offense play patterns providing for a countless number of ways for working the ball into the basket.
- Counter defensive measures, providing for the chance to "read" the offense and "block" passes, "turn" dribbles and thwart the shooter.
- The complete fouling structure of basketball both personal and technical. Intentional fouling, too, and time-out violations
- A timing system based on the actual volume of floor play, so that the less passing and dribbling you do, the higher the scores are likely to be, exactly as in real-life! Yet passing and dribbling are limited, too, by APBA's equivalent of the 24-second rule. The timing system is in no way affected by the actual clock time you take to play the game.

WHAT'S THE PLAYING TIME?

Basketball plays faster than any other professional sport. There are far fewer breaks in the action than in baseball, football and golf. Obviously, one cannot roll dice and look for the results as fast as the passing and dribbling goes in basketball, so the process must be slowed down in a table game, but we have customers who tell us they have played the game in approximately two hours. This is after they have developed a playing technique. It won't play this fast at the beginning.

SHORT VERSION

The playing rules of the APBA Pro Basketball Game offer also a shortened version. Playing by this method the game is speeded up by eliminating all the individual passing and dribbling prior to each shot. All the statistics work out exactly the same using this method, but the setting up of play patterns and counter defenses are eliminated. Experienced players complete a game in less than an hour when using the short version.

YOU CAN PLAY IT ALONE, TOO!

Just like all other APBA games, the APBA Pro Basketball Game can be played competitively or by one's self. Simple instructions are included in the rules for playing alone. This makes the game an especial delight for those who enjoy playing off a season's schedule by themselves and then comparing their own team and player statistics with the real-life ones. APBA games have no peer in this consistently accurate reproduction of team and personnel records and without any sacrifice of the excitement of game play for the monotonous boredom of pure mathematics.

> APBA GAME COMPANY, INC. 53 Eastman Avenue, P.O. Box 1447 Lancaster, Pennsylvania 17604

HOW THE APBA PRO BASKETBALL GAME IS PLAYED

The APBA Pro Basketball Game is played by actually deploying the five offensive players on a sectionalized basketball court. APBA's court is divided into eight specific floor sections on each half of the floor. Section A is directly under the basket and section B is the next section away from the basket and surrounds section A. Moving out from the basket are left and right sections C, then D, then left and right sections E and, finally, section F. Each team is assigned one of the two halves of the

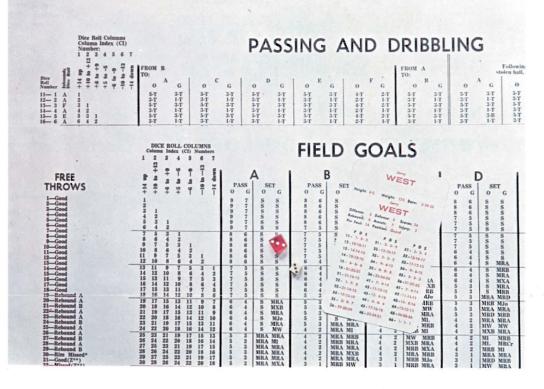
court for all its offense play.

The game is started with a center jump, done with one roll of the dice which will determine not only the team that retrieved the ball but in which floor section on its half of the court it will begin its play pattern. This is all obtained simply by referring to the Jump Ball Column on the playing boards and applying each team's Jump Ball Index to this column. Jump Ball Indexes are based on the total relative offensive ability of each team's five players on the floor at the time of the dice roll.

Suppose on this dice roll the Jump Ball Column had specified floor section F. (It could have been a floor section closer to the basket but by design the chances for that are less likely.) Now you put the ball marker disc in floor section F and with it the name tab of any one of the five players you prefer. There is a detachable name tab at the top of every player's card, as you can see on the enclosed sample card, for use in deploying your players on the court. You'll probably use a guard to start working the ball in from back here. Then assign your other four players to any of the other seven floor sections you wish and you are ready to go.

You now have just three dice-rolls with which to make a field goal attempt. On the first and second rolls you may dribble, pass to another player or attempt a shot, but on the third dice-roll the player with the ball, whoever he may be at that time, must try for a field goal or you are in violation of the 24-second rule and the ball goes over to the opponents.

Your play choices prior to each dice-roll are declared by the use of offensive play cards, of which there are eight, representing the eight floor sections. One of these is placed face down before each dice roll and the defense counters with both a defense card and a word of mouth declaration which may or



may not lessen the offense's chances of a successful pass, dribble or shot attempt, depending upon what its play card happens to show when it is turned over. The method of using these play cards in solitary play is quite simple and makes playing the game by one's self as entertaining as competitive play.

The players' name tabs may be redeployed to different floor sections after each dice roll so long as possession of the ball is maintained.

All shots, passes and dribbles are made by a roll of the dice, which resultant number is applied to the

card of the player doing the shooting, passing or dribbling. Take, for example, the photo of the Jerry West card from a previous year shown here. The dice-roll shows a large red three and a small white three. This is not a six, as in conventional dice, but a thirty-three, for the large red die represents the first of a two-digit figure and the small white die is always the second digit. Thus there are a possible thirty-six different dice-roll numbers, all of which have an equal chance of occuring on any roll. See the black dice-roll numbers on the enclosed sample card.

What the Customers Are Saying

I am very much enthused about your Pro Basketball Game ever since I got it last year. It is undoubtedly the most realistic game made. 321 Harvard Street Princeton, Wisconsin 54968 DOUGLAS WICK

I have completed half of a season with your fantastic baseball game and have laid it aside for the winter to make room for your double fantastic basketball game. I now wish to order your football game which I am sure will be as good as or better than the other two games. 2 Acker Drive Middletown, New Jersey 07748 JEFFREY GERALD KILICK

I am an avid fan of your games, which I have been playing for many years. My favorite is your basketball game. I get many hours of fun from this game, and it provides realistic statistics. 53 Morris Drive Syosset, New York 11791 MITCH LAZAR

I have purchased your great basketball game and I like it very much. Now I'm very interested in your golf game. Please send me a brochure on it. I was surprised at my basketball statistics. They were so very real and life like. Your games are just great. DAN DEMAREE

330 North Main Street Munroe Falls, Ohio 44262

I am enclosing \$1.50 for 100 scoresheets for my APBA Basketball Game. Would you please rush the order, I am in the middle of a season with the 1966-67 Los Angeles Lakers. I have just finished a season with the Cincinnati Royals and am surprised with the outcome of the statistics. The team's record for the season was 41-40. The team's record for that season in real life was 39-42. Another thing that was really impressive was that the leading scorer for the Royals for that year, Oscar Robertson, was only .4 point off in his average during that season. 205 Paul Street Bedford, Ohio 44146 JOE MARTUKOVICH, JR.

I purchased your APBA Pro Basketball Game about 3 years ago. I have achieved great satisfaction from playing this game. I play the shortened version of the game because I like to play off an entire season schedule. NICK GALAIDA

10814 Lamontier Cleveland, Ohio 44104

I recently purchased your APBA Basketball Game and I have spent more than half of my time playing your game. I get 10 days off for Easter and I have sort of my own room to play it so no one will bother me. I expect to get over 50 games played during vacation. My most exciting game was when San Francisco defeated Cincinnati on a last second shot from about 30 feet by Jim King, 111 to 110. King came in for Attles in the early part of the third guarter and started hitting consistently and wound up with 34 points. Robertson had 46 points. Believe me, this is the best game anyone can put out. "It's just plain GREAT!!!! **BRUCE THEDE**

8 Brookwood Drive Normal, Illinois 61761

Please send me the 1970 edition of the player cards for the APBA Pro Basketball Game. Keep up the fine quality. Both the basketball and football games have really been accurate this past year. It's a tribute to you and your company for such an accurate account of games. All I need now is a water cooler to kick, everything else is there. SGT. TIM BYRNE Box 278 Hurlburt Field, Florida 32544

Your APBA Basketball Game is fantastic. All the leaders in real life lead in our league. Every team has played about 10 games. We act as everything, owner, coach and statistician. We're running short on score sheets, enclosed is \$3.00, please send 200 score sheets. And please make it quick.

BRUCE E. LEVITT

1008 South End Street Woodmere, New York 11598

On this photo example a thirty-three shows a number 2 for West in all three columns, for passing (P), dribbling (D) and shooting (S), so you would look for number 2 in the proper column of the playing board that applies to the play declared prior to the dice roll. Parts of two sides of the playing boards are shown in this photograph. The dice-roll numbers are shown on the left of these boards and they appear in seven different columns. The Column Index of the player's team determines which of these seven columns is to be used. The relative team offensive advantage, or disadvantage, compared to the defense's defensive points will determine which dice-roll column is used for the team with the ball. Of course, the greater the advantage, the better the chances for a successful result. Note, for example, that in Field Goal section A a pass shot under G (guarded) this number 2 in column one results in a 7, while in column seven the same number 2 results in a 5. A successful field anal attempt off a pass results when this number added to the number or numbers accumulated from the previous passes produces a total of ten or more. Thus with a seven, only three passing points would have to have been accumulated prior to the shot attempt. Some of these passing numbers can be seen on the Passing and Dribbling board above the Field

Set shots are made following a dribble or a rebound and designated simply as a score (S) or missed (M).

Goals board.

The ball may be lost to the opponents on the passing and dribbling attempts in the usual ways wild passes, stolen balls, intercepted passes, travelling, held balls lost on the subsequent jump. The game is designed in such a way that once the few symbols designating these plays are learned, the playing routine is quite simple.

All inbounds plays and jump balls take into account the relative advantage one team has over the other in real life. On rebounds, too, the team with the better rebounders will always have the advantage regardless of the relative offense and defense ratings.

The complete playing instructions for the APBA Pro Basketball Game are contained in a detailed instruction booklet which is indexed for easy reference until all phases of the game are absorbed.

I have recived your Pro Basketball Game and am very impressed. I'm in the process of developing a playing technique, and although the floor play is quite slow at first, the realism and similarity to NBA Basketball amazes me. You have invented a fantastic game! 8906 Tweedy Lane Downey, California 90240 KEVIN McGRATH

Your APEA Basketball Game is just fabulous! My friend played a game

with me and the Hawks nipped the Knicks 116-115, despite Cazzie

Russell's 26 point second half splurge. We both agreed that it is the

best basketball game on the market for many reasons. First, last season

Wilt Chamberlain averaged 24.3 points per game. In most realistic

basketball games, every game he will average around 24.3 points per

game. However, in your game, you could have him try for 60 points

sometimes just as Wilt did in real life. Another factor is quality. Your

game parts are colorful, strong and neat. Last, the factor of averages. All

of them are so accurate! For this, you have the best game on the

market. Please send me your brochure on your APBA Football Game.

Please rush me the details for ordering the 1970 edition of your fan-

tastic basketball playing cards. We have been playing consistently since

last November, and have found the realism and accuracy to be almost

too realistic !! So far, Dave Bing is the scoring leader (29.7), and Cham-

I have just finished the 1967-68 season and got amazing results. My

1031 Redway Avenue Cincinnati, Ohio 45229

707 Groton Drive Burbank, California 91504

If it's as good as your basketball, it's got to be great.

berlain is the rebounding leader (23.4).

STEVE MESSER

KEN ABRAMSON

won it again.

CLIFF ANDERSON

Orders are filled in the sequence received and depending upon the volume of orders, which during certain months of the year is quite heavy, and the distance the package must travel, you should receive your game in eight to twenty days from the date we receive your order. Parcel post mail is not given preferred handling by the post office and it is sometimes de-

scoring leader was Dave Bing with 2183 points. My leading rebounder was Wilt Chamberlain with 1999 rebounds. And, of course, the Celtics layed in transit.

1642 Ralston Avenue Belmont, California 94002

On July 1st of each year we mail notices to all game owners, giving the details for ordering the new edition of cards. If you want to be notified each year, all you need do is keep us advised of any change in your address. It would be helpful if we had it no later than April 1st for prompt arrival of your notice in early July. IF YOUR GAME IS PUR-CHASED IN SOMEONE ELSE'S NAME, PLEASE GIVE US YOUR NAME AND ADDRESS, AS WELL AS THAT OF THE PERSON WHO PURCHASED IT FOR YOU.

The APBA Pro Basketball Game can be ordered direct from the APBA Game Company only. It is not yet available through retail stores. The game is priced at \$10.25. If you live in Pennsylvania it is \$10.87 with the 6% sales tax. The price in Canada, Mexico and other Western Hemisphere countries is \$10.50 U.S. dollars only. The price elsewhere, outside this hemisphere, is \$11.00. Servicemen with APO or FPO addresses pay the regular \$10.25 price. The APBA Pro Basketball Game is comprised of two large, 14-ply playing boards (printed both sides) and a basketball court, all measuring 161/2" x 141/2", a fatigue and injury and finder board, a hundred and forty player cards in fourteen team envelopes, a plastic basketball marker, two pairs of dice and two dice shakers, eight offense play cards and two defense play cards, an ell ruler for easier reading of the playing boards, a roster sheet, one hundred score sheets and an instruction booklet.

NEW PLAYER CARDS EVERY YEAR

An entirely new set of player cards is made every year. These cards are based on the latest complete season's records and are current from July 1st to July 1st of the following year. The current set, the 1971 edition, is based on the records of the 1969-70 NBA season and will be considered current until July 1, 1971 when orders will be taken for the 1972 edition, based on the 1970-71 basketball season, which will then include all the new teams.

PREVIOUS YEARS' EDITIONS

We have just two previous years' editions of basketball cards available. These are the 1967 edition, based on the 1965-66 season, and the 1969 edition, based on the 1967-68 season and each sells for \$3.00, \$3.18 in Penna., \$3.30 outside the states. These are the card sets only, not a complete game. A lineup sheet is included with each set.

PRONOUNCE IT "APP-BAH"

HOW TO ORDER THE APBA PRO BASKETBALL GAME

WE PAY THE POSTAGE

The game is packed in a box 17" x 15" x 11/2" and is mailed to you by postpaid parcel post — four-pound rate. If you want the game mailed special delivery (IN THE UNITED STATES ONLY), add 75c to the purchase price. To have it airmailed, inquire at your local post office for the AIR PARCEL POST charges on a four-pound package to Lancaster, Pennsylvania. This amount then must be added to the purchase price.

Post Office regulations do not permit a package of this size to be airmailed to all APO addresses overseas. To those APO and FPO addresses where it is permitted, the airmail rate is \$3.28. But inquire at your P.O. before including the extra amount.

Purchasers from foreign countries should know that any additional cost in the form of import duty is imposed by their own governments, not by APBA.

WE DO NOT ACCEPT C.O.D. ORDERS. C.O.D. shipments entail separate handling and timeconsuming processing on each package at the local post office; also the seventy-cent C.O.D. fee makes it more expensive for you.

WE DO NOT SELL ANY GAMES ON APPROVAL AND DO NOT MAKE REFUNDS OR EXCHANGES OR ALLOW CANCELLATIONS ONCE YOUR ORDER HAS BEEN PROCESSED. ALL SALES ARE FINAL, BUT WE DO GUARANTEE THE GAME TO BE EXACTLY AS ADVERTISED AND IN NO WAY MIS-REPRESENTED IN THIS BROCHURE. Copyright 1970

ORDER COUPON

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APBA GAME COMPANY, INC.							
53 Eastman Avenue – P.O. Box 1447							
Lancaster, Penna. 17604							

Enclosed is \$10.25 (\$10.50 U.S. or \$11.00 U.S. foreign mail, \$10.87 to Penna. residents) for my APBA Pro League Basketball Game. (No C.O.D.'s, please)

Send postpaid to:

Name	First Name	Middle N		Last Nar	ne	
Address						
City			State		Zip	