

Football Fans Respond With Enthusiasm To APBA Football

Our customers write our best advertisements . . . Here are just a few of the hundreds of enthusiastic comments voluntarily sent us by fans who have played previous editions of the APBA Pro League Football Game.

I am an owner of your football and basketball games. Unfortunately, I got your football game midway through the season, so we couldn't complete an entire schedule. But in the games we did complete, your astounding statistical results on each player card proved true. The running and passing was accurate and the kicking game held true to life and averages in our games were shockingly similar. This game is the best I have ever played. I'm a careful shopper and after looking at the others, I found the APBA game way ahead of all other competitors. I shall always depend on APBA for super-accurate statistical results and great managerial and coaching realism.

JEFFREY DEAN LATER 12753 Meadowlark Avenue
Granada Hills, Calif. 91344

Your football and golf games are unequalled, not only for the suspense and realism of the sports you portray, but also because of the statistical accuracy. Ever since I was introduced to APBA football almost one year ago, I have had infinite hours of pleasure playing your game. Thank you ever so much for producing the world's finest tabletop sport games.

HENRY GRANT GIGG 463 Ancaster Avenue
Ottawa (14) Ontario
CANADA

It has been over four years since I last purchased one of your products, though in the span of 1960-1965 I bought over \$125.00 worth of merchandise from you! I am now in the process of graduating from college and find that even after four years I am impelled to return to playing my APBA seasons. As a further compliment to your company, my older brother, who is a Ph.D. candidate at Princeton Univ., is no less an old APBA fan!

ROBERT A. FIELDS 4054 Antoinette
Houston, Texas 77017

I have enjoyed your APBA Football game for nearly ten years now, and worn out several sets. Thank you for many hours of enjoyment from your truly remarkable game. I'm convinced that you could cut your advertising budget to zero with no ill effects, as the games already sold attract new customers every time they are used.

C. DANIEL ROCK 408-B East Central
Santa Maria, Calif. 93454

I have owned APBA football and baseball games for seven years and I've enjoyed every minute of every game. I introduced the game to several of my friends last week and they are excited beyond control about getting last year's game and playing the schedule. Congratulations on consistently producing the most realistic and enjoyable games in the world.

PAUL F. ACOCELLA Pres., Seton Hall Football Club
Seton Hall University
South Orange, N. J. 07079

I first of all would like to thank you on a great job you did making a table football game that is both statistical and can be played alone. I gave a lot of thought whether to get Brand X, Brand Z, or APBA. Finally, I decided to get APBA and am I glad. I play your game after school and every chance I get. After 14 games (I play 25), Leroy Kelly has averaged 5.1 yards a carry. Clifton McNeil has 78 catches for 1074 yds. and Earl Morral leads the passers with 187 completions, 30 touchdowns, and a 57.9 comp. pct.

CHARLIE RICHARDSON Box 23
Murrysville, Penna. 15668

I have been playing APBA Baseball and Football since 1960 and the APBA Basketball Game since its introduction. I also own 8 Great Teams of the Past in Football, and 20 Great Teams in Baseball. During these ten years I've never felt that a cent was wasted on your products. I am now 22 years old so it seems I've had APBA around all my life. Your Football is my favorite (Golf 2nd, Basketball 3rd, and Baseball 4th).

MICHAEL A. BORGES 3931 N. Colorado Ave.
Turlock, Calif. 95380

Your game without a doubt is the best work of scientific ingenuity our club has ever encountered. The realistic simplicity makes your game the best on the market. Our '67 season was immeasurably accurate, and completing our '68 season was even better. Starr threw his passes with the same proficiency as the real Starr did. Sayers averaged 6.4 yards per carry for me, the real Sayers had a 6.2 avg. I'd like to thank you once again for the best game I've ever enjoyed.

CLARENCE J. STREETER 2211 - 12th St.
Riverside, Calif. 92507

Just a word to you on how unbelievably realistic your Pro Football Game is. I purchased it about 2 months ago and it has given me endless hours of tremendous enjoyment. I have played the first 7 weeks of the season and Baltimore, Minnesota, Cleveland, and Dallas lead their divisions. I think the most exciting aspect of the game is the possibility for upsets. I have had a few and they are the games that have given me the most thrills.

DAVID R. JONES 6033 Houston Dr.
Parma, Ohio 44130

Your Football Game is great! The passing and running are exactly right. It makes other football games I've played seem "second-class".

MARK STROCZKOWSKI 25 Linden St.
New Britain, Conn. 06051

I have been playing and enjoying your great game for some time in a league at school and can't remember when I have enjoyed myself more with one game before. APBA isn't really a game, it's an experience. Your Football Game and the coaching is so realistic and great. You really get involved when the tension rises. Thank you again for such a great game.

BRIAN NELSON 217 Shelbourne St.
Peterborough, Ont.
CANADA

I am a devoted fan of your company and its products and I have been on your mailing list since 1964. Although this sounds trite, your games have actually given me countless hours of enjoyment for five years, and the fact that I am now a college student has not dulled my enthusiasm in the least. My absolute confidence in your company, your products, and your integrity allows me to ask you to send me (sans order blank) the AFL Football cards for the 1968 season. I'm not sure how much it costs, so you can deduct the proper amount from this \$10 bill and enclose whatever change I have forthcoming in the package.

MALCOLM BONNER 4715 Larchwood Ave.
Philadelphia, Penna. 19143

Can't tell you how much pleasure my 14-year-old son has had from your Football Game. His ambition is to be a sports announcer so he not only plays your games, he narrates them! Hope to get the Basketball in time for Christmas. By the way, we are very impressed with your speedy service to date.

BARBARA M. LEMYRE R.R. #2, Denison Dr.
Granville, Ohio 43023

For your information, eight of us, including a former Oakland Raider/Washington Redskin/Los Angeles Ram, Pervis Atkins, have a league going. We chose the eight strongest teams of 1968, based on the starting lineups, and conducted a draft among the remaining players. The results have been interesting, with Sonny Jurgensen passing for the Green Bay Packers, the Pack is indeed back, leading the Western Division with a 5-1 record, and apparently headed for a Super Bowl clash with the Kansas City Chiefs, leading the East with a 5-2 record. Lance Alworth leads the KC receivers. Incidentally, the "coaches" include a couple of well-known actors, as well as theatrical agents, a producer, etc., and we are planning an expansion to a possible 16 teams next season.

EDGAR SMALL 19456 Collier St.
Tarzana, Calif. 91356

Please let me congratulate you on your excellent quality and accuracy that you have put into the Football Game. I find it's the closest thing to actual play that you can find anywhere. All I need now are a couple of groovy looking cheerleaders to complete the scene and I'll have it made. Thanks again for the good quality of the cards.

SGT. TIM BYRNE Box 928
England AFB, La. 71301

Your "APBA Pro League Football" game is one of the best games I've ever played. I have enjoyed hours and hours of this great invention. I was amazed at the realism of the game after playing about 5 games. Most of the time I play by myself so it expands my football knowledge immensely. I can only play the game during the weekend but once I start playing I can't seem to stop, because of the amazing strategy involved. Congratulations!!

C. COMSTOCK 18691 Fowles Rd.
Middleburg Heights,
Ohio 44130

I would like to add to my small, but growing collection of APBA Football Game material. This game is absolutely the greatest game I have ever played. Frankly, I'd never heard of the game until this fall; but I've played enough games already to make up for at least five of the years I missed and I'll be playing about a million more in 1970 alone.

DOUGLAS R. THALER 6 Monroe Hgts.
Cortland, N.Y. 13045

Just a short note to say how much we enjoy your well-designed Pro League Football Game. It is truly a masterpiece in game design. Looking forward to ordering your 1969 edition, I remain

CHARLES J. SCHUTTROW P.O. Box 829, News Bureau
St. Joseph's College,
Rensselaer, Ind.

Enclosed is \$12.50 for APBA Pro League Football Game. Last November I purchased one, but I sold it. On July 22nd I received a Game-ST, but it was nothing compared to App-Bah. On July 25 I sent the game back. Last year I had a very good season of APBA Football and your Baseball Game is the best out.

VINCE RYAN 6715 Paxton Ave.
Youngstown, Ohio 44512

Let me begin by saying, although I am sure you have been told before, that you have created absolutely the greatest, most fantastic game in the history of Western man. My friends and I, football fanatics to a man, never tire of playing "The Game". There have been many, many great games played but the one that stands out as THE game was played between the '67 Rams and Packers, the Rams winning on the 28th play of the 4th quarter, 27-26. Thanks again for a great game. Your Baseball Game is great, too!

STEVEN LAURIA 62 Penbroke Ave.
Staten Island, N.Y. 10301

APBA Football Statistics As Compiled By The Game Owners Themselves

A complete play-off of a full league schedule is easily accomplished with the APBA Pro League Football Game. Many fans do it in a few months, some in a matter of weeks. Here are just a few of the many sets of complete season statistics sent us by APBA game owners. The actual, real-life statistics for the season played off are shown in parentheses after the customers' figures.

Your football game is great! I have just finished a solitaire replay of the 1968 NFL season with great results, which I have enclosed. Some of the exciting moments were: a 19-15 upset victory for Detroit over Green Bay on Lem Barney's 102 yard kick-off return; New Orleans defeating New York on a last second, 26 yard TD pass from Kilmer to Abramowicz; and Baltimore defeating Dallas on a safety with only seconds to go in the championship game. Thanks for a great game.

FINAL STANDINGS

Century Division	Eastern Conference				PTS. FOR	PTS. AG.
	WON	LOST	TIED	PCT.		
Cleveland	11(10)	3(4)	0(0)	.786(714)	379(394)	271(273)
St. Louis	7(9)	7(4)	0(1)	.500(692)	273(325)	329(289)
New Orleans	4(4)	10(9)	0(1)	.286(308)	254(246)	363(327)
Pittsburgh	3(2)	10(11)	1(1)	.231(154)	265(244)	368(397)

Western Conference						
Coastal Division	Western Conference				PTS. FOR	PTS. AG.
	WON	LOST	TIED	PCT.		
Baltimore	13(13)	1(1)	0(0)	.929(929)	446(402)	105(144)
Los Angeles	10(10)	4(3)	0(1)	.714(769)	339(312)	165(200)
San Francisco	7(7)	6(6)	1(1)	.538(538)	321(303)	258(310)
Atlanta	1(2)	13(12)	0(0)	.071(143)	104(170)	455(389)

Central Division	Western Conference				PTS. FOR	PTS. AG.
	WON	LOST	TIED	PCT.		
Green Bay	9(6)	5(7)	0(1)	.643(462)	271(281)	182(227)
Detroit	6(4)	7(8)	1(2)	.462(333)	214(207)	273(241)
Minnesota	5(8)	7(6)	2(0)	.417(571)	241(282)	214(242)
Chicago	5(7)	8(7)	1(0)	.385(500)	191(250)	335(333)

PASSING	ATT	COMP	YARDS	TD	LG	INT	AVE GAIN
Nelson, Calv.	280(292)	191(152)	2858(2366)	18(19)	62(87)	8(10)	10.2(8.1)
Morrall, Balt.	317(317)	215(182)	3144(2909)	27(26)	80(84)	16(17)	9.9(9.2)
Tarkenton, NY	327(337)	216(182)	3048(2555)	18(21)	93(84)	9(12)	9.4(7.6)
Siv, GB	171(171)	129(109)	1555(1617)	4(15)	79(63)	4(8)	9.1(9.5)
Brodie, GB	388(404)	256(234)	3179(3020)	22(22)	80(65)	12(21)	8.2(7.5)
Merredith, Dall	309(309)	207(171)	2719(2500)	23(21)	82(65)	17(12)	8.8(8.1)

RUSHING	ATT	YARDS	AVE	LG	TDS
Kelly, Clev	248(248)	1204(1239)	4.9(5.0)	54(65)	16(16)
Haek, Pitt	175(175)	1182(858)	6.7(4.9)	80(77)	5(3)
Perkins, Dall	188(191)	1062(836)	5.7(4.4)	29(28)	7(4)
Willard, SF	227(227)	1004(967)	4.4(4.3)	82(69)	6(7)
Woodeshick, Phil	217(217)	1003(947)	4.6(4.4)	48(54)	5(3)
Crenshaw, St.L	203(203)	909(813)	4.5(4.0)	74(66)	5(6)
Sayers, Chi	138(138)	856(856)	6.2(6.2)	90(63)	6(2)
Brown, Minn	222(222)	835(805)	3.8(3.6)	97(32)	5(11)

RECEIVING	NO.	YARDS	AVE	LG	TDS
McNeil, SF	71(71)	1125(994)	15.8(14.0)	80(65)	7(7)
Jefferson, Pitt	58(58)	988(1074)	17.0(18.5)	74(62)	4(11)
Rentzel, Dall	54(54)	1025(1009)	19.0(18.7)	82(65)	7(6)
Abramowicz, NO	54(54)	949(890)	17.6(16.5)	76(47)	5(7)
Hayes, Dall	52(53)	886(909)	17.0(17.2)	69(54)	8(10)
Warfield, Clev	50(50)	1050(1067)	21.0(21.3)	74(65)	7(12)
Smith, St.L	49(49)	816(789)	16.5(16.1)	71(65)	5(2)
Taylor, Wash.	48(48)	648(650)	13.5(13.5)	79(47)	4(5)

PUNTING	NO.	YARDS	AVE	LG	TDS
Bragg, Wash.	70(76)	44.2(43.3)	79(64)	2(2)	0(0)
Lofthridge, Atl.	81(75)	42.5(44.3)	77(70)	0(0)	0(0)
Widby, Dall.	52(59)	40.4(40.9)	75(84)	0(0)	0(0)
McNeill, NO	61(49)	40.0(41.0)	70(58)	0(1)	0(1)

PUNT RETURNS	NO.	YARDS	AVE	LG	TDS
Volk, Balt.	20(25)	14.0(7.9)	42(24)	0(0)	0(0)
Smith, LA	14(27)	12.3(6.3)	39(24)	0(0)	0(0)
Lockhart, NY	26(13)	11.8(5.3)	31(28)	0(0)	0(0)
West, Minn.	20(20)	11.8(10.1)	72(98)	2(1)	0(0)

KO RETURNS	NO.	YARDS	AVE	LG	TDS
Baynham, Dall.	21(23)	35.5(25.7)	81(40)	0(0)	0(0)
Pearson, Balt.	27(15)	29.8(35.1)	102(102)	1(2)	0(0)
Barney, Dall.	31(25)	28.0(26.8)	102(98)	2(1)	0(0)
Smith, LA	27(26)	25.3(27.6)	76(94)	0(1)	0(0)

INTERCEPTIONS	NO.	YARDS	AVE	LG	TDS
Davis, Clev.	7(8)	7.3(20.3)	11(44)	0(0)	0(0)
Williams, LA	7(7)	5.1(7.3)	14(36)	1(0)	0(0)
Boyd, Balt.	6(8)	16.0(20.0)	56(49)	1(1)	0(0)

EAST—Dallas 20, Cleveland 19		WEST—Baltimore 17, Green Bay 13	
CHAMPIONSHIP—Baltimore 36, Dallas 34			
BILL MELZER 144-41 - 254th Street Rosedale, New York 11422			

I have completed my first year of AFL football. All I can say is fantastic realism without the boredom of statistics. Just compare these statistics.

1968 AFL						
WEST			EAST			
Oakland	12(12)	2(2)	0(0)	New York	10(11)	4(3)
Kansas City	11(12)	2(2)	1(0)	Houston	6(7)	7(7)
Denver	8(9)	6(5)	0(0)	Miami	5(5)	7(8)
San Diego	5(5)	8(9)	1(0)	Boston	3(4)	11(10)
Cincinnati	4(3)	10(11)	0(0)	Buffalo	2(1)	11(12)

COMPLETION PCT.						
Robinson, Cin.	1039(1023)	Griss, Minn.	56.7(52.4)			
Holmes, KC	983(866)	Dawson, KC	51.0(58.5)			
Granger, Hou.	860(848)	Namath, NY	49.8(49.2)			
Snell, NY	799(747)	Lamonica, Oak.	47.3(49.5)			
Dixon, Oak.	794(865)	Briscoe, Den.	44.6(41.5)			

ROOKIE OF THE YEAR—Robinson, Chn.

CHAMPIONSHIP GAME					
New York Jets	10	7	0	7—24	
Oakland Raiders	0	10	3	7—20	

JEFFREY K. MILLER 1 Delta Court Allendale, New Jersey 07401

I have recently received my order for the Top Teams of the Past and new set of playing boards for the APBA Football Game. My brother and I have organized an eight team league, consisting of the Top Teams that we ordered and the New York Giants of '63, who had defeated the Chicago Cardinals of '48, 25-23 (the Giants won the game on a 16 yard field goal with one play left, a scoring play that culminated a 48 yard drive after the recovery of an onside kick with ten plays left), for the championship of another league. After three weeks of play, here are the standings.

Division #1	WON	LOST	PCT	PTS.	OPP.
'41 Packers	2	1	.667	88	70
'63 Giants	1	2	.333	64	64

'50 Browns	1	2	.333	67	80
'52 Lions	1	2	.333	100	114
Division #2					
'50 Rams	3	0	1.000	91	68
'58 Colts	2	1	.667	90	78
'42 Redskins	1	2	.333	51	58
'41 Bears	1	2	.333	62	80

Nearly every game has been a thriller, but three games stand out among the rest for pure excitement:

Colts 50, Lions 38—At half the Colts led 6-0. But in the second half the two teams went wild. Bobby Layne threw three quick touchdowns to give the Lions a 38-37 lead. With twelve plays left the Colts went to work. Nelson returned an interception 73 yards, and Myra kicked two field goals to win the game.

The Bears missed two field goal attempts from the twenty yard line within the last ten plays, as the Rams held off the Bears' blitz to win 27-24.

Packers 34, Browns 27—With two plays left, Hinkle gave the lead on a 27 yard run. On the ensuing kickoff, Lou Rymkus returned a short kick to the Packer nine. One play remained. Graham's pass to Jones was incomplete. One-half play left, Graham threw to Lavelle—66—one. The defense had the lowest line, and the receiver was an A, and under one it said "touchdown". But the play had been correctly analyzed and instead of a touchdown, seven yards resulted. The Browns were stopped on the two yard line. What a finish! As stated before, nearly every game has been like the above. I can honestly say I have never played a boring game of APBA Football—in fact, my experience leads me to believe it's an impossibility. Also, having knowledge of the statistics, and knowing the histories of some of the teams. I must say that the teams of the past are amazingly real;—playing with them is like reliving the past.

RICHARD OSTERKORN 114 Oakland Grove Elmhurst, Illinois 60126

Your games are the greatest in the world. Here are my final statistics for the 1967 season. I am impatiently awaiting for 1968 season cards to be made. Incidentally I also own APBA Major League Baseball, APBA Pro Basketball, and APBA Professional Golf games. They are all just fantastic. Thanks to APBA for making my free time fun time with APBA Professional sports game.

NATIONAL FOOTBALL LEAGUE 1967									
Capitol Division					Century Division				
Dallas	9(9)	5(5)	0(0)	0(0)	Cleveland	9(9)	4(5)	1(0)	1(0)
Philadelphia	6(6)	6(7)	2(1)	1(1)	St. Louis	8(6)	6(7)	0(1)	0(1)
Washington	6(5)	8(6)	0(3)	0(3)	New York	6(7)	8(7)	0(0)	0(0)
New Orleans	4(3)	10(11)	0(0)	0(0)	Pittsburgh	3(4)	10(9)	1(1)	1(1)

EASTERN PLAYOFF—Dallas 20, Cleveland 19									
WESTERN PLAYOFF—Green Bay 30, L.A. 13									
CHAMPIONSHIP GAME—Green Bay 23, Dallas 22									

RUSHING	ATT	YARDS	AVE	LG	TDS
Kelly, Clev.	240(235)	1307(1205)	5.4(5.1)	89(42)	13(11)
Osborn, Minn.	215(215)	986(972)	4.6(4.5)	76(73)	3(2)
Sayers, Chi.	190(186)	917(880)	4.8(4.7)	84(70)	6(7)
Farr, Det.	206(206)	897(860)	4.4(4.2)	48(57)	4(3)
Perkins, Dall.	201(201)	882(823)	4.4(4.1)	56(30)	7(6)
Roland, St.L.	234(234)	876(876)	3.7(3.7)	87(70)	10(10)
Josephson, L.A.	178(178)	795(800)	4.5(4.5)	55(27)	3(4)
Green, Clev.	145(145)	730(710)	5.0(4.9)	58(59)	4(4)
Koy, N.Y.	148(146)	708(704)	4.8(4.8)	54(61)	4(4)
Coffey, Atl.	180(180)	707(722)	3.9(4.0)	25(20)	4(4)
Woodeshick, Phil.	156(155)	678(670)	4.3(4.3)	75(41)	7(6)
Reeves, Dall.	174(173)	660(603)	3.8(3.5)	57(32)	4(5)

RECEIVING	NO.	YARDS	AVE	LG	TDS
Taylor, Wash.	72(70)	1299(990)	18.0(14.1)	72(86)	10(9)
Smith, Wash.	68(67)	1200(849)	17.6(12.7)	88(43)	13(12)
Richardson, Balt.	65(63)	1001(860)	15.4(13.7)	66(31)	9(8)
Mitchell, Wash.	62(60)	1046(866)	16.9(14.4)	67(65)	7(6)
Hawkins, Phil.	59(59)	1265(1765)	21.4(21.4)	75(75)	10(10)
Rentzel, Dall.	58(58)	990(996)	17.1(17.2)	62(74)	8(8)
Smith, St.L.	56(56)	1202(1205)	21.5(21.5)	75(76)	8(9)
Mackey, Balt.	55(55)	777(686)	14.1(12.5)	55(34)	4(3)
Dowler, G.B.	54(54)	894(836)	16.6(15.5)	62(57)	5(4)
Casey, L.A.	54(53)	883(871)	16.4(16.4)	60(57)	8(8)

PUNTING	NO.	YARDS	AVE	LG	TDS
Davis, Clev.	15(18)	207(229)	13.8(12.7)	8(11)	1(1)
Harris, Wash.	15(23)	200(208)	13.3(9.0)	37(51)	0(0)
Cross, L.A.	20(17)	258(136)	12.9(8.0)	31(39)	0(0)
Meador, L.A.	23(21)	264(131)	11.5(6.2)	31(22)	0(0)
Cunningham, S.F.	14(27)	158(249)	11.3(9.2)	37(57)	0(0)
Spiller, St.L.	15(15)	166(124)	11.1(8.3)	36(33)	0(0)
Hayes, Dall.	19(24)	199(276)	10.5(11.5)	20(69)	0(1)
Lockhart, N.Y.	17(7)	165(54)	9.7(7.7)	30(19)	0(0)

KICKOFF RETURNS	NO.	YARDS	AVE	LG	TDS
Williams, G.B.	19(18)	806(739)	42.4(41.1)	102(104)	4(4)
Sayers, Chi.	17(16)	585(603)	34.6(37.7)	102(103)	4(3)
Gilliam, N.O.	19(16)	620(481)	32.6(30.1)	99(94)	2(1)
Haymond, Balt.	18(13)	530(326)	29.4(25.1)	76(48	