

# Hang Time

by  
MIKE HUDAK

## for Denver

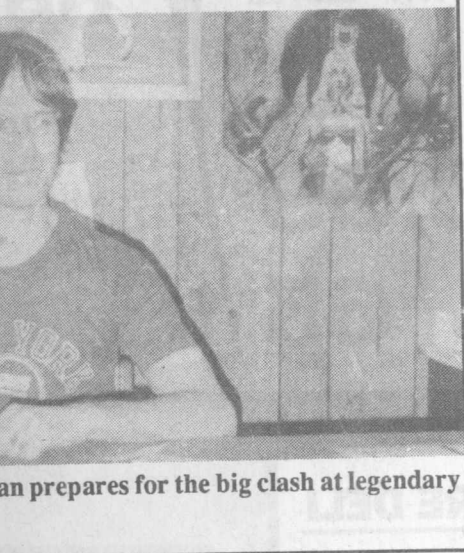
es; the Giants win 37-3.  
n? Well, last Wednesday night, my friend  
day's Super Bowl game with the help of

s we ran an interview with Strat-O-Matic  
sports simulation games are known the  
n for inspiration, it only seemed natural to  
ame out in advance. (This version of the  
ver today's real thing - no commercials.)  
shland Oil employee, coached the Giants,  
ve weren't playing in an outdoor stadium,  
my face. Not only did Whitman outsmart  
fortuitous dice combinations, too. That's a  
ne, and I didn't.

he above story really happened in the game.  
e quotes, nor will we know for a few hours  
ade Nicaragua.

xperiment, I wouldn't bet the house on the  
ob Rocket and myself played a Browns-  
efore the AFC title clash, only this time the

art. . .



an prepares for the big clash at legendary

After I got done laughing at the ad, I thought I'd forward it to you.

There has to be a story here, especially since the last paragraph of the ad states that the designer of this game is a Bucknell grad. Who is this person, who tests the games he designs by pitting the Bison against powerhouse teams like the Sooners?

Ken Gaul '82  
Pittsburgh, Pa.

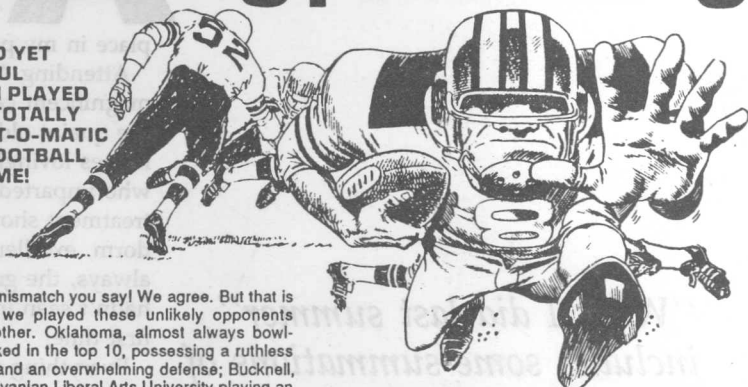
team and player statistics that are used in the game, along with dice and strategy from the player "coaches."

"The ability to coach a specific team against another team makes this game fun," said Richman. "You make all of the coaching decisions but it also involves luck. It's a challenge that all football lovers would enjoy."

One of Richman's favorite responses to the ad came from a letter written by

## OKLAHOMA 91-BUCKNELLO

AN ABSURD YET  
MEANINGFUL  
MISMATCH PLAYED  
WITH THE TOTALLY  
NEW STRAT-O-MATIC  
COLLEGE FOOTBALL  
BOARD GAME!



An impossible mismatch you say! We agree. But that is precisely why we played these unlikely opponents against each other. Oklahoma, almost always bowl-bound and ranked in the top 10, possessing a ruthless running attack and an overwhelming defense; Bucknell, a small Pennsylvania Liberal Arts University playing an Ivy League type schedule. Strat-O-Matic played them against each other to test our College Football Game's realistic limits. The results speak for themselves thanks to our built-in breakdown system.

The vast majority of games that you will play with Strat-O-Matic College Football will be "nip and tuck." Winning and losing between evenly matched teams will be influenced greatly by your coaching "calls." Forty-eight 1986 season teams including Oklahoma, Penn State and Miami have been selected from the leading conferences and major independents. Oh yes, four Ivy League teams have also been selected. Play them among themselves or venture out for a bold try at Navy or Army. And if you are really fearless, pit them against the likes of Nebraska and Iowa and prepare yourself for the worst.

**STRAT-O-MATIC IS ACTUALLY TWO GAMES IN ONE-BASIC AND ADVANCED**

Our basic game allows you to coach 48 college teams each performing according to its player personnel and your coaching decisions. Each team's strengths and weaknesses are accurately portrayed. Oklahoma's

awesome running attack and iron clad defense must be utilized to their maximum to offset a weak passing game. San Diego State's wide open passing game must compensate for a weak running attack and only an adequate defense.

Our advanced game allows you even more control. You actually set up 4-3, 3-4 or 5-2 defenses to "combat" your opponent. Key on a back, doubleteam a receiver or play pass prevent.

Our basic game is simple and easy to play. Our advanced game is more complex and unbelievably exciting to play. Both versions play very similar to our famous Strat-O-Matic Pro Football Game. And best of all, there is no need to purchase either College Version separately as all game parts and instructions for both basic and advanced are included in our fabulous new College Football Game. If you are football fanatical or just football interested, youngster or adult, Strat-O-Matic is for you.

For those of you who are curious, Bucknell was not included in our College Football Game set - in spite of vigorous protesting by the designer, a Bucknell graduate.

Harold Richman says he advertises his Strat-O-Matic football game with a Bucknell headline because it proves the game is authentic and it gives Bucknell national publicity.

### The story:

The man is Harold Richman '58 who turned his lifelong love of games into a career in tabletop sports games at age 25. The product, called Strat-O-Matic College Football Game, is his latest design. He has also produced pro football, baseball, basketball and ice hockey games since he founded his company in 1961.

The advertisement started as a test of his new product and the 91-0 Bison loss to top-10 ranked Oklahoma convinced Richman that the college football game was a success. But Richman didn't have the ad in mind when he pitted the Bison against the Sooners. "I used Bucknell because of my relationship with the University," says Richman. "But it also got Bucknell's name in the public.

"Since Oklahoma was in the top 10 and Bucknell was ranked near 200, their great difference in talent and ability should have proved a one-sided contest. And, it did."

The game's realistic scores result from the set of computer-analyzed cards of

Douglas W. Smith '75 who received a copy of the ad from an Oklahoma graduate: "My response is obvious. As noted by your ad, the game was designed by a Bucknell graduate, illustrating once more that Bucknellians will design, shape and influence the world; people from Oklahoma will play football."

The game, available by mail order through Strat-O-Matic Company, includes top NCAA football schools such as Penn State, Alabama, Oklahoma and Miami, as well as some Ivy League teams and service academies. But much to Richman's disappointment, the Bucknell football squad is not included in the game.

The most famous Strat-O-Matic game is Richman's first invention, the baseball game, which, along with the pro football, ice hockey and basketball games, is being sold in many stores across the country thanks to Richman's wife, Sheila, who started the retail sales division of the company.

Richman and Sheila live in Port Washington, N.J., with their two children, Ann, 19, and Adam, 17.

### Who did this?

To the editor:

A friend of mine recently sent me an advertisement for the new Strat-O-Matic College Football board game. As you can see, Bucknell's football program gets a little "gentle" ribbing.