



After four years of extensive research and testing, the Strat-O-Matic Game Co. has created a football game that is the answer to every fan's dream. It is **Actually Two Games in One**: an Elementary Set for 12 to 16 year olds, and an Advanced Version for adults. The 1968-69 Strat-O-Matic Pro Football Game depicts unbelievably all the realistic aspects of football, and gives complete strategical control to you, the coach. The portrayal of the actual running, passing, kicking and defensive ability of 1,000 National and American football league players is truly amazing!

Each runner's card (See Gayle Sayers) reflects the 1967 statistics for that player. His average yards per carry, his ability to run inside or outside, and his ability for attaining tough yardage are all contained in his card. Even his actual longest run has been computed into his card. Thus, although Bill Brown will average less yards per carry than the average running back, he will be, nevertheless, one of the most proficient at picking up "the tough yardage." Leroy Kelly will not only be among your league average gain leaders, but will be a constant threat to breakaway for a touchdown.

Each passer's card (see Jack Concannon) depicts accurately the 1967 statistics of that player. His completion average, his interception rate, and his ability to throw the long pass are some of the many factors measured on his card. Thus, though Bart Starr will have a high completion average, he will also have a high interception rate. Don Meredith's completion percentage might not be outstanding, but he will be one of your superior long passers.

Your pass receivers are also represented by cards (no sample card is shown). Each player's ability to catch different types of passes, as well as the average yards gained per catch are reflected in their individual cards. Thus, Homer Jones will be one of the leading long pass catching threats in the league. The abilities of your fieldgoal, extra point, and punt specialists, as well as your punt return and kickoff return specialists are also accurately measured in Strat-O-Matic Pro Football.

In addition to having computed individual player abilities, Strat-O-Matic Pro Football also computed actual team play performances! The offensive line's ability to protect the passer from being thrown for a loss, the defensive line's pass rush charge, fumbles, and interceptions are depicted accurately in Strat-O-Matic Pro Football. As in AFL play, the Oakland Raiders' pass rush will be devastating, as they will most likely lead their league in tackling opposing quarterbacks attempting to pass. In the NFL, the Washington Redskins' offensive line will give their quarterback, Sonny Jurgensen, superior pass protection. Opposing defenses will encounter difficulty in attempting to tackle Jurgensen in passing situations. The defense's ability to defend against a run or a pass are also vividly portrayed. Thus, it will be easier to run against New Orleans than Los Angeles, while the New York Giants will be more susceptible to the passing game than Green Bay.

Strat-O-Matic Pro Football gives you the most realistic team picture possible. For example, Green Bay will present you with Football's greatest defense. A tremendous pass rush, three outstanding linebackers, and a dazzling secondary are the essential assets of their defense. Offensively, the running attack will be in the capable hands of Donny Anderson, Jim Grabowski, Elijah Pitts and Ben Wilson who will constantly grind out yardage for you. The passing of Bart Starr to a good nucleus of receivers, including Carrol Dale and Boyd Dowler, will be a source of satisfaction to you. However, such weaknesses as the lack of a breakaway runner, and only

**SAMPLE
PLAYER
CARDS**

**ACTUAL
SIZE:
(4 1/2" x 5 5/8")**



GAYLE SAYERS						Halfback		
RUNNING CARD						CHICAGO BEARS		
LINEBUCK			OFF TACKLE			END RUN		
Right	Wrong	Keyed	Right	Wrong	Keyed	Right	Wrong	Keyed
2.+9 3. offensive RG +1* +4 or 0	Long gain offensive RG +6* +7 or +2	+4 0	2. +10 3. offensive inside G +2* +5 or 0	+70 offensive inside G +2* +6 or +1	+5 +1	2. +9 3. offensive inside G +3* +4 or -1	+28 offensive inside G +5* +7 or +2	+8 -2
4.+6 5. F +1, 2-6, +1, 7-12	Short gain F +9, 2-6 +9, 7-12	+4 F 0,	4. +7 5. F +1, 2-6 +1, 7-12	Short gain F +8, 2-6 +8, 7-12	+6 F 0,	4.+6 5. F +2, 2-6 +2, 7-12	Long gain F +8, 2-6 +8, 7-12	+5 F 0,
6.+3 7. 0 8.+1 9. offensive C +6* +6 or +1	Short gain +4 offensive C +8* +8 or +3	+1 0 0 0	6.+3 7.+1 8. 0 9. offensive inside T -1* +5 or -2	+8 Short gain +5 offensive inside T +6* +9 or +3	+2 0 -1 -2	6.+3 7.-1 8. 0 9. offensive inside end 0* +4 or -2	Short gain +9 +5 offensive inside end +6* +9 or +1	+2 -2 0 -3
10.+2 11. offensive Lg 0* +3 or -1	+7 offensive Lg +3* +6 or +1	0 -2	10.+5 11. offensive inside end 0* +4 or -1	+9 offensive inside end +1* +8 or +3	0 -2	10.+2 11. offensive inside T +2* +5 or 0	Short gain offensive inside T +1* +8 or +3 +34	-2 -3
12.+7	Long gain	-1	12.+9	Long gain	-2	12.-3		-4

1967 RUSHING RECORD

ATTEMPTS	YARDS	AVERAGE	LONGEST	TOUCHDOWNS
186	880	4.7	70	7

GAYLE SAYERS — RUNNING CARD


JACK CONCANNON						CHICAGO BEARS		
Quarterback -						PASSING CARD		
FLAT PASS			SHORT PASS			LONG PASS		
Right	Wrong	Rec 2-tmd	Right	Wrong	Rec 2-tmd	Right	Wrong	Rec 2-tmd
2. -2			2. Int +15	Int +15	Int +15	2. Int +35	Int +35	Int +35
3.	+9		3.		◆-10	3. Int +33	Int +33	Int +33
4.	+5		4.		◆-9	4. ◆-10		◆-10
5.			5.	+12	Int +12	5. Pass rush		◆-8
6. +2	+7		6. Pass rush			6.		Int +32
7. +4	+6		7. ◆-9	+13	◆-9	7. Pass rush		◆-7
8. receiver	receiver		8. +14	+14		8. ◆-9	Long gain	◆-9
9. receiver	receiver		9. Must run		◆-7	9. Must run	+32	◆-10
10. Int +6, 2-7, 11, 12 X, 8-10	Int +6, 2-5, 11, 12 X, 6-10	Int +6	10. Int +14, 2-8, X, 9-12	Int +14, 2-6, 12 X, 7-11	Int +14	10. Int +29, 2-8, 12 X, 9-11	Int +29, 2-6 X, 7-12	Int +29
11.+3	Short gain	Int +3	11. +15	+15		11.		
12. Short gain	Short gain		12. Pass rush	+22	◆-8	12. Long gain	Long gain	

1967 PASSING RECORD

PASSES ATTEMPTED	PERCENTAGE COMPLETED	YARDS	TOUCHDOWNS	INTERCEPTION PERCENTAGE
186	49.5%	1260	6	7.5%

JACK CONCANNON — PASSING CARD

BLITZ END RUN	LEF LE 4	BLITZ OFF TACKL	LEFT LT 4	BLITZ LINE-BUCK	RT 5 ACKLE OFF TACKLE	BLITZ END RUN	RE 0 END	BLITZ	
FLAT F LLB 5	MLB 6	LOOK-IN-PASS				FL RLB 4	PASS		
LCB 5		SHORT PASS				TS 4	RCB 6		
FS 0				LONG PASS				DOUBLE TEAMING PASS RECEIVERS	
				HALFBACK		FULLBACK		FLANKER	
				SPLIT END		TIGHT END			
SPECIALIST CARD			RUNNING BACK OR PASS RECEIVER			QUARTERBACK			


STRAT-O-MATIC PRO FOOTBALL 90 MAIN STREET • PORT WASHINGTON, L. I., N. Y. 11050

DOWNS: 1 2 3 4

TIME OUTS: 1 2 3

1:30 1:45 2:00 2:15 2:30 2:45 2:50 2:55 3:00 3:15 3:30 3:45 3:50 3:55 4:00 4:15 4:30 4:45 4:50 4:55 5:00

PLAYING FIELD GAME BOARD (Folded in Half) Actual Size Open 19" x 19"

average pass blocking by the offensive line will annoy you constantly.

We hope that we have not overwhelmed you with the statistical precision of Strat-O-Matic Pro Football, for you need not be a football expert to play Strat-O-Matic. All of the described statistics have been condensed in briefest form at the bottom of each player's card. REGARDLESS OF THE EXTENT OF YOUR FOOTBALL KNOWLEDGE, THE MEANS ARE YOURS TO EVALUATE EACH PLAYER'S ABILITIES, AND THEREBY CHOOSE A POTENTIALLY WINNING TEAM.

Strat-O-Matic Pro Football presents you with lifelike replicas of pro football players whose actual playing ability has been accurately measured in every minute detail. Essentially, however, this game is a constant mental struggle between opposing coaches. The opportunity is now yours to participate in pro Football in its key position — as an actual coach! It is YOU, the coach, who must be able to co-ordinate, maneuver, and apply all strategy moves at the appropriate time to achieve victory. Thus, in the long run it is possible for a weaker team with good coaching to defeat a superior team with poor coaching. Time and time again, it will be YOUR coaching ability that makes the difference between victory and defeat.

On offense, You call the plays, select your running backs, and pass receivers, and change your lineup due to injuries. You must decide whether to direct your running attack behind your superior offensive blockers, or at your opponent's weak spots. When passing, You must decide whether "to work on a weak link" in your opponent's secondary, or pass to your most capable receiver. It is not an easy decision as your opponent may "double team" any pass receiver. You must be alerted toward the possibilities of a blitz, as your opponent might gamble with this maneuver in hopes that you are throwing a long pass. If you are throwing a long pass,

there is an excellent chance that your quarterback will be nailed by a blitzing linebacker for a big loss. However, if you had anticipated a blitz, and threw a quick pass to the flat, or over the middle, the chances are good for a gain. When calling your offensive plays, You must attempt to establish both running and passing games in order to prevent the defense from concentrating on one aspect of your offense. For example, if You are coaching the Baltimore Colts, You must establish a running game in order to prevent your opposition from massing their defense against the passing of John Unitis. In calling your plays, You must "setup" your opponent for the big play — the possible touchdown, or long gainer. You will accomplish this by effectively mixing up your plays, thereby depriving your opponent of considering such an action on your part. Of course, you must be prepared "to win the battle" on key third down plays, for consistent success on this down will most likely bring victory.

On defense, You must anticipate your opponent's offense. Aware of your opponent's strengths and weaknesses, and his play calling frequencies of the past, You will set your defenses up accordingly. In anticipation of a pass, You may choose to blitz one, two, or three linebackers, or double team a receiver. In anticipation of a run, You may move one or more linebackers in to your "defensive wall," or "key" (concentrate) on a running back. By keying on a running back, you will minimize the potential gain of this specific back. However, the maneuver will backfire if you "key" on the wrong running back. If your opponent attacks certain weaknesses in your defense, You can offset these particular weaknesses by fortifying the areas under attack. However, You must beware of weakening other aspects of your defense by doing so.

ALL OF THESE POTENTIAL COACHING MANEUVERS ARE INCORPORATED IN THE ADVANCED VERSION, AND SEVERAL IN THE ELEMENTARY VERSION.

HOW TO PLAY STRAT-O-MATIC PRO FOOTBALL

Strat-O-Matic Pro Football is actually two games in one:

- 1—An elementary version which is geared to be played by 12 to 16 year olds.
- 2—An advanced game with additional comprehensive rules and playing parts for adults.

All of you will begin playing the *Elementary Game* and many will eventually play the *Advanced Game*.

ELEMENTARY GAME

Strat-O-Matic Pro Football is played according to Pro Football rules. Each offensive backfield man and end is represented by a card (see Sayers and Concannon's player cards), and each team's defense is also represented by three cards (see Baltimore Elementary Lineback and Off Tackle Defensive Card). Three dice, one white, and two blue activate play. When the Dice are rolled, the white Die is read separately from the blue dice total. If the white Die yields a 1, 2 or 3 value, you refer to the offensive back's card involved in the play. If the white die's reading is 4, 5 or 6, you refer to the defensive card of the team presently playing defense. The blue dice reading refers to the series of numbers found underneath the correct column of the play.

To illustrate, let us say the Chicago Bears are on offense, and the Baltimore Colts on defense. *The Bears' coach would select an offensive play while the Colts' coach would select either a pass, or run defense.* Let us assume that the Bears' coach calls a lineback by Gayle Sayers, and the Colts' coach calls a run. *The Play has been guessed right by the defense.* The dice are then rolled by the Bears' coach with a result of a white 3, and a blue dice total of 6. *As the white die is a 3, you would refer on Sayer's card to LINEBUCK-RIGHT to the number 6 (blue dice total).* The result is a +3, or three

yard gain. *If the Defense had guessed a pass, instead of a run, the play would have been guessed wrong, instructing the Chicago coach to look at LINEBUCK-WRONG.* The result would be a +6, or six yard gain. Under the same circumstances, if the dice roll had yielded a white 5, and a blue dice total of 9, you would refer to the Baltimore Colts' defensive card under LINEBUCK, number 9, and the result would be a 2 yard gain.

A Pass play operates in the same manner as a running play with one exception — the offensive coach would refer to the quarterback's card if the white die's reading is 1, 2 or 3. If the white die's reading is 4, 5 or 6, the defensive coach would refer to his defensive card underneath the type of pass thrown. For example, let us say a flat pass is thrown by Concannon, and the defense has guessed a run; **THE PLAY IS GUESSED WRONG BY THE DEFENSE.** If a white 2, and a blue dice total of 3 is thrown, refer to Concannon's card underneath **FLAT PASS-WRONG**, to the number 3. The result is a +9, or nine yard gain. Assuming the same dice roll, if the defense had guessed a pass, you would refer to **FLAT PASS-RIGHT** underneath number 3. As there is nothing in the proper space, the pass is incomplete.

There are many other rules regarding the Elementary set, however, these details describe the basic factors.

ADVANCED GAME — FOR ADULTS

For the most part, the basic rules of the Elementary set apply to the advanced game. However, in the advanced game, several additional rules and game parts are introduced. Where in the Elementary set, the defense was represented by three elementary defensive cards, it is now represented by three Advanced Defensive cards (see illustration on page 5). Each defensive player is represented by an individual square on which is indicated his numerical ability rating. In

DEFENSE ELEMENTARY

BALTIMORE COLTS

LINE BUCK	OFF TACKLE
2. Short gain	2. +23
3. Short gain	3. Short gain
4. +7	4. +8
5. Fumble +1,2-4 +1,5-12	5. Fumble -2,2-4 -2,5-12
6. +4	6. +3
7. 0	7. 0
8. -1	8. -1
9. +2	9. +4
10. +4	10. +6
11. 0	11. +1
12. +7	12. +4

1967 DEFENSIVE RECORD — AGAINST RUNS

OVERALL RATING — Excellent

**ELEMENTARY
BALTIMORE
DEFENSE
CARD.**

**ACTUAL SIZE:
(4 1/2" x 5 5/8")**



**ADVANCED
BALTIMORE
DEFENSE
CARD.
ACTUAL SIZE:
(4 1/2" x 5 5/8")**



DEFENSE ADVANCED				
BALTIMORE COLTS				
END RUN		FLAT PASS		
One Man	Two Men	0 Men	1 Man	2 Men
2. Long gain	+2	2.	-5	
3. Short gain	+1	3. +6		
4. Short gain	0	4. +7	-3	
5. Fumble 0, 2-4 0, 5-12	Fumble -2, 2-4 -2, 5-12	5. +8	+4	Int, +4
6. +1	-5	6. +9	+1	
7. +5	-2	7. +10	linebacker in zone X or short gain	
8. defensive end -1 or +5	defensive end 0 or +2	8. +13	+3	
9. defensive end -2 or +6	linebacker in zone -2 or +4	9. +23	Intercepted +5	Int +5
10. 0	-1	10. +16	+2	
11. +3	+2	11. +30		
12. +1	-2	12. long gain		

addition, these defensive squares are positioned on a playing board as in the photograph page 3. Four of these defensive squares may be moved by the defense: the linebackers and the free safety. These players can be moved after the offensive coach has indicated that he has made his play selections, but before he has revealed his decision. In the photograph on page 3, you will note that all defensive players are defending specific zones or against certain types of plays. For example, the left linebacker (LLB) is located in the flat pass zone found on the left side. If the defensive coach (in this instance, Baltimore) decides to move his left linebacker into the End Run Zone found on the left side, he would increase his defensive strength in that zone to two men (left end plus the left linebacker). Thus if the Chicago coach called a end run to the Baltimore leftside by Sayers and rolled a white 4 and a blue dice total of 6, the Baltimore coach would refer to the advanced defensive card to end run - two men (number of men in zone). The result is a -5 or 5 yard loss. Assuming the same dice roll, if only 1 man was in the end run zone, the Baltimore coach would refer to End Run - 1 man, and a one yard gain would result. By moving his left linebacker in, he would have stopped the end run for a big loss. However, if the Bears' coach had countered instead with a flat pass to the Baltimore leftside (assuming the same dice roll and the left linebacker stationed in the End Run zone) the Colts' coach would refer to his defensive card to Flat Pass - 0 Men, and the result would be a 9 yard gain. On the other hand, if the left linebacker had remained in the flat pass zone, the pass would be completed for only a one yard gain (refer to flat pass defense - 1 man).

THIS UNIQUE FEATURE OF STRAT-O-MATIC PRO FOOTBALL CANNOT BE FOUND IN ANY OTHER STATISTICALLY ORIENTED FOOTBALL GAME. THIS FEATURE PROVIDES YOU WITH AN INCOMPARABLE VISUAL DIMENSION THAT ALLOWS YOU UNBELIEVABLE FREEDOM OF DEFENSIVE MOVEMENT. YOUR FORMATION'S STRENGTHS AND WEAKNESSES ARE

IN FULL VIEW OF YOUR OPPOSING COACH AND YOURSELF! THIS CREATES A TRUE BATTLE OF WITS BETWEEN YOUR OPPONENT AND YOURSELF!

Offensive linemen also have numerical ability ratings assigned them. In many instances, it is the ability of an offensive lineman or defensive player that will determine the number of yards gained on a play. These ratings are found on a team's offensive and defensive rating card (not shown). Also provisions are made for doubleteaming pass receivers, keying on running backs, and blitzing. Another outstanding feature of Strat-O-Matic is the increased degree of difficulty an offensive team will encounter in penetrating the defense when nearing his opponent's goal line. Additional provisions regarding a realistic timing system for Strat-O-Matic Pro Football are also included.

As each player is a unique chart in himself, it is seldom necessary to refer to outside charts, whereas, in other football games, it is always necessary to refer from the player's card to several cumbersome charts. As a result of the complete nature of each player's card, the Elementary version of Strat-O-Matic Pro Football is played in 45 minutes, and the Advanced version in 75 minutes. Complete sets of instructions and game parts for both Elementary and Advanced sets are enclosed with each game, as well as for a solitaire version.

Strat-O-Matic Pro Football's statistical accuracy as reflected in each individual player card is precise. Only one factor alters their accuracy slightly - *your coaching*. If you manage the Green Bay Packers in exactly the same fashion as Vince Lombardi, your Packer statistics will be very similar to the actual statistics established by both Packer players and the team. But, if you use innovations in your coaching, you will alter the Packer statistics, and perhaps improve upon them. Strat-O-Matic is purposely set up in this way, because realistically, a change of coaches of a team does effect the performances of the players.

Therefore, you too, are able to influence a team's performance. Perhaps, you will choose to coach a team differently than does its actual coach. You may throw more passes, run less, and gamble more on defense. If so, you alter the statistical performances of the players, and even more importantly, you effect the team's performance positively, or adversely. Of course, you may completely agree with the coaches' techniques, and therefore, choose to handle their ball clubs in the same manner. Your coaching ability is the major factor influencing victory or defeat between teams of equal ability! However, as in Pro Football, you cannot expect to coach the New Orleans Saints to the National Football League championship. The Saints' personnel limits your managerial ability, just as it does Tom Fears. In such cases, you must be content to play the role of a spoiler, and attempt to prevent the leading teams from winning the important games.

Each year, a new set of National and American Football

League player cards based on the most current statistics is made available at a nominal cost. Prior year football customers can purchase complete player sets at pre-football season sale prices. Individual orders for less than 25 teams can also be obtained. Once you have purchased a game set, you need only purchase new player card sets which become available approximately July of each year.

Strat-O-Matic Pro Football is colorfully, and simply setup. It is equipped with individual player cards, team defensive cards for Elementary and Advanced sets, one game board, advanced and elementary play selector cards, dice, and other essentials for both complete Elementary and Advanced Games. Incidentally, the player cards are a huge 4½" by 5½" and have no equal in size or quality. The cover is extremely attractive, and the gamebox (measuring 11½ by 20½) is the finest of its kind. You will be as pleased with the appearance of Strat-O-Matic Pro Football as you will be with its contents!

STRAT-O-MATIC PRO FOOTBALL GAME PRICE LIST

Strat-O-Matic Game Co., Inc. presents five football game sets. Each set is the same with two exceptions: the number of teams contained in each set, and a special Football Facts Book contained in Deluxe sets only. All sets offer you the finest in Football realism, and in entertainment.

WE ARE SO CONFIDENT THAT YOU WILL BE DELIGHTED WITH ANY ONE OF THE STRAT-O-MATIC PRO FOOTBALL GAME SETS THAT WE OFFER THIS NO-RISK MONEY BACK GUARANTEE! IF FOR ANY REASON YOU ARE NOT SATISFIED WITH OUR FOOTBALL GAME, RETURN IT WITHIN TEN DAYS OF RECEIPT, AND YOUR MONEY WILL BE REFUNDED.

SUPER DELUXE SET

Includes all 16 National Football League teams, and 9 American Football League teams. **Price—\$14.25**

NFL DELUXE SET

Includes all 16 National Football League teams. **Price—\$11.00**

AFL DELUXE SET

Includes all 9 American Football League teams. **Price—\$7.50**

All Deluxe Sets contain our Football Facts book at no additional cost. League schedules, team appraisals, rosters, and numerous football statistics are included in this book which is the most comprehensive, and concise publication of its size ever published. All teams included in the above Deluxe sets contain 19 player settings (12 player cards, 7 with playing data on two sides), 3 elementary, and 3 advanced Defensive Cards, as well as individual ratings of offensive linemen and defensive players. All materials for both Elementary and Advanced games are included in each Deluxe Set.

GIFT SPECIAL SET

A power packed assortment of the four finest teams in Pro Football. The World Champion Green Bay Packers, the Baltimore Colts, the NFL Coastal Division winner, the Los Angeles Rams and the NFL Capitol Division winner, the Dallas Cowboys. Establish a four team league, and play football's finest teams against each other. Each team contains 19 player settings (12 player cards, 7 with playing data on two sides), 3 elementary, and 3 advanced defensive cards, as well as individual ratings of offensive linemen and defensive players. There

are no substitutions or additions to this set, as it is pre-packed. **Price—\$5.00**

SELECTOR SET

You select any number of your favorite teams from the 25 available Pro Football teams and establish your own league with your favorite teams! PRICE—\$5.25 for the first 4 teams, \$1.25 additional for each multiple of 2 teams added or 75¢ for each team added. For example, an order for 7 teams cost \$7.25 (\$5.25 for the first 4 teams, \$1.25 for the 5th and 6th teams and 75¢ for the 7th team). Each team contains 19 player settings (12 player cards, 7 with playing data on two sides), 3 Elementary and 3 Advanced Defensive cards and ratings for offensive linemen and defensive players. All materials for Elementary and Advanced games are included in this set.

Please allow two to three weeks for delivery. For rush orders, an additional 65¢ enables you to receive your order via special delivery (delivery time—one week after receipt of order).

HOW TO PURCHASE STRAT-O-MATIC PRO FOOTBALL

Strat-O-Matic Pro Football is sold throughout the United States on a mail order basis only. To receive your set of Strat-O-Matic Pro Football, simply fill out the coupon found on stub, and enclose check, money order, or cash. We pay the postage for all prepaid orders.

If requested, we ship Strat-O-Matic Pro Football to you on a COD basis, providing the address in question is in the United States, and is not an APO, FPO, Canadian or other foreign address. However, the game's price increases from \$1.08 to \$2.00 more per order due to two postal fees, and postage. We strongly urge you to enclose payment with your coupon in order to avoid these additional COD costs. Our money back guarantee provides you with full protection.