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If you are a young married professional or technician, have children and live in the city, the chances are you would rather have friends "in" than face the problems and costs of baby sitters, cabs, restaurants and theater tickets.

What do you do then? Judging from reports by the department store buyers in various parts of the country, you play adult games.

Between 1960 and 1970, sales of adult games doubled from \$100,000,000 to \$200,000,000, according to industry sources. And now, changing population patterns and fresh economic vigor point to another substantial increase ahead. By 1980, sales of all games are expected to reach the billion dollar mark with adult games contributing about \$400,000,000. (This figure could vary based on what some people consider an adult game).

William J. Caruson, merchandizing manager for 3M Consumer Products division, points to Conference Board estimates that by 1980 close to one of every two families will be earning \$15,000 or better in terms of the 1971 dollar. About 43 per cent of all families will fall into the \$5,000 to \$15,000 range.

"Americans will enjoy more leisure, be better educated and more interested in the challenge and stimulation of games of strategy, new versions of bridge, chess and other adult games," he says. "Despite increased disposable personal income, as recreation costs rise

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and crime in the streets continues, there will be an ever-growing willingness of people to stay home in groups and spend evenings playing games".

The 3M profile of the average game buyer -- female and male -- bears out his contention: These young marrieds have not fled the cities; still a large number have children under 21 years of age. In keeping with this profile, the company finds its top half-dozen markets are New York City, Minneapolis-St. Paul, Chicago, Los Angeles-Long Beach, Philadelphia and Detroit.

3M AND ADULT GAMES

During the first years of the 1960s the only games for adults other than chess, checkers and cards were, with few exceptions the kind found in toy departments. There was a marketing gap and the company took a hard look at it.

Says Mr. Caruson, "We became convinced that games should be developed, packaged and priced for adults. We also felt that today's sub-teens were bright enough to be attracted to adult games, that they would discard children's games more quickly than they had in the past and would carry the adult game habit with them through their formative years into married life."

3M tested this concept during 1962 and 1963. Results far exceeded expectations and the company began national marketing in 1964 with four Bookshelf Games. Three of them are now in their tenth successful year -- Oh-Wah-Ree, Twixt and Acquire. Since then, the 3M roster of games has multiplied more than ten times. It now includes fifteen Bookshelf games, three Bookshelf Classics, one Bookshelf Bridge

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game, seven Sports games, five Puzzlers, two Board games and nine Gamettes.

The Bookshelf and Sports games retail at \$9.95; Gamettes at \$5.00; Puzzlers at \$5.00 (except Kreskin's Krystal at \$10.00); Board games at \$6.95; and Bookshelf Bridge and Bookshelf Classics at \$15.95 (except Chess at \$21.95).

Over-all, the games offer players a sophisticated form of escape and diversion. They also offer a mind-expanding challenge, a feeling of power and accomplishment. If a player can't beat the stock market, he has a fighting chance to do so in STOCKS & BONDS. If he always had the urge to be a lawyer, he can satisfy that yen with POINT OF LAW. And, if he always felt he could run one of Fortune Magazine's 500 leading corporations, he can try his hand at it by playing EXECUTIVE DECISION.

There also are Sports games which let him quarterback his own Super Bowl team, manage a big league baseball club or play golf on some of the world's best courses.

Among recent introductions are IMAGE, a Bookshelf Game in which players attempt to create card images of famous personages by playing cards; MASTER-MAZE, a puzzler calling for the maneuvering of marbles through the board's maze by manipulating levers with just the right finger pressure; BID & BLUFF, a game which can be played at various strategy levels so children and adults can play together, and NEO-CHESS, which is like classic chess until a piece is captured. It can then turn around and fight on the captor's side, which changes the end game.

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New this year (1973) are five Bookshelf games -- CHALLENGE FOOTBALL (a new way of playing football which does not replace the 3M Sports game of THINKING MAN'S FOOTBALL); CHALLENGE GOLF (for arm-chair playing of the famous Pebble Beach course); CHALLENGE BRIDGE (tournament hands with a computer-card dealing system); BACKGAMMON, and GO (an Oriental game of maneuver dating back to 2356 B.C.).

Also new are two Puzzlers, STAC-TAC-TOE (a three-dimension tic-tac-toe game) and HECTIX (in red, white and blue instead of all white); and a new board game, MR. WHO (a family-type detective game for two to six players).

3M's innovative approach to adult game development, packaging and marketing has resulted in a growth rate in excess of 35 per cent annually. The industry as a whole has achieved only an 8 per cent annual increase from 1954 through 1970.

Industry sources believed there would be a drop in the growth rate of 4 per cent to 5 per cent during 1971. Some softening was apparent, but with 1972 there was a definite turn around which 3M believes puts the industry on-target for the 1980's.

HOW 3M PICKS ADULT GAMES

For the successful game inventor there is a thrill and excitement in knowing that thousands of persons are enjoying his creation while they match wits with their opponents.

But few at first realize how seriously players take games. In the middle of one afternoon, 3M's William Caruson received a hurried long distance phone call from a woman who wanted an instant interpretation of a game rule. Her winning the game then in progress depended

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on how he called a move she had made. Another woman complained bitterly about a dining room chair that had been broken in a fight which broke out during a game.

Hopefully, too, for the inventor there are financial rewards. That is the dream they have pursued in increasing numbers. Over the years, the number of ideas submitted to 3M alone have climbed to between 400 and 600 a year. For some -- those who have studied the game market carefully, who have an unique idea which fits into 3M's pattern and have the patience needed to develop their brainchild -- the rewards are there.

More often than not, the first 3M learns of a would-be inventor's creation is by letter, asking for permission to submit his idea. The letter is forwarded to Kathy Brooks, a 26-year-old graduate of Concordia College, Moorehead, Minn., with a B.A. in psychology. Miss Brooks heads a small unit whose responsibility is the screening and ultimate approval of all games submitted to 3M.

If there is no freeze on idea submissions because of backlog, the inventor is asked to sign a disclosure form and return it along with the game's instructions and a photograph of the component parts.

If the game looks interesting, has an unique approach, is not linked to a news event or passing fad and does not compete with another 3M game, the inventor is asked to submit a model for testing.

The testing usually is done by high school or college students. They complete a questionnaire giving their reactions to the games after they are finished. Miss Brooks also sits in, observing and asking questions while the tests are in progress.

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Tests are conducted with the inventor's model. If the model is crude, but the game is particularly interesting, the company will make up a prototype for the test. If the game passes with flying colors, Miss Brooks begins the long process of costing.

Can the game be manufactured, merchandised, packaged within the company's guidelines? If the answer is negative, the game regretfully is returned to the inventor. If the outlook is good, a contract is signed.

"POINT OF LAW -- a game we knew would have a market waiting for it because of the many letters we received from people wanting a legal game -- was rushed through and that took two years to appear," Miss Brooks says. "CHALLENGE BRIDGE was in the house for seven years. That game depends on a dealing device which deals out marked cards. We went through years of changes with our engineering department and designers before we developed a model we were sure would work in the public's hands."

Even after a game is marketed it is not considered fixed. As a result of letters asking for explanation of a specific rule or play, changes will be made in the instruction booklets. Occasionally the company will receive letters from PhDs complaining about the complexity of game instructions, and on the other end of the scale from 10-year olds complaining that the same games are too simple.

Miss Brooks finds inventors on the whole easy to work with. With few exceptions, most work part-time at developing games. Some are school teachers, others lawyers or engineers.

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"But most are like one-book authors," she says. "Few seem able to repeat after selling a game. They try too hard and their games just don't seem to work out." But like authors, they go on to try their luck with those other game companies willing to accept submissions from outside sources. 3M depends entirely on freelancers for their ideas, while some companies restrict themselves to staff-produced games.

Miss Brooks says that the good inventors seem to have the ability to look beyond what already is on the market.

"They also have the patience to work and re-work their ideas until they really are ready for submission, and then to sit and wait while the company goes through its lengthy decision and marketing process."

Interestingly, all the successful 3M inventors have been men, she points out. "Perhaps it is because the women who have submitted ideas have been school teachers who concentrated on teaching games they had developed in the classroom. These do not fit into our present game line.

For the would-be inventor, Miss Brooks is quick to point out that the company has put a freeze on game submissions which probably will last through 1974.

SUCCESSFUL 3M GAME INVENTORS

There are relatively few freelancers who work full-time at inventing games. But one, Sid Sackson, is recognized as the world's foremost authority on games. Now 49 years of age, Mr. Sackson is a graduate engineer who worked for a civil engineering firm before embarking on a full-time career as a game inventor.

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"I can't remember when I wasn't fascinated by games," he says. "From the first time I watched a game played as a child and saw how interestingly each play developed and fitted together to work toward the game's conclusion I've been all wrapped up in it."

Mr. Sackson devised his first game when he was ten. It involved soldiers and blocks plus an elaborate set of rules, and became a neighborhood favorite. When he was fifteen, he created POKE, his first published game. It was a two-handed game combining elements of poker and bridge. It was published in the Esquire Book of Gambling.

For 3M he has invented ACQUIRE, a hotel investment game on which he worked ten years. FOCUS took him five minutes or so to develop. Other of his 3M games include MONAD, VENTURE, SLEUTH and EXECUTIVE DECISION.

When he isn't supplying 3M with games, he creates games for other manufacturers for use either as premiums in sales campaigns or for general consumer sales.

As part of his resource file, he has more than 500 games and over 300 books on games. He also has collected copies of more than 1,000 game patents going as far back as 1900. The patents include French, German and English papers.

Another full-time inventor, Alexander Randolph, views games as "serious imitations of life." And, as life patterns change, so do games.

For instance, he believes that the older money-grabbing, property-acquiring games no longer appeal to young people as much as those based on strategic moves for success. This interest in strategy games led him to invent TWIXT, which is based on the move of the knight in chess.

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Because of his interest in chess, Mr. Randolph points out that chess is not the oldest game of strategy as many believe. To his knowledge, the 3500-year-old African OH-WAH-REE, which is played with pebbles, is older than chess. Mr. Randolph has updated this game so that more than two people can play.

European born, he lives abroad where he is researching and writing on the various forms of chess that have evolved throughout the world.

Jack Carmichael left advertising to devote his time to inventing games. The highly successful MR. PRESIDENT, which 3M reissues during campaign years, is his creation.

Multi-game inventors who continue to pursue other careers include Fred Herschler, sales manager for a St. Paul/Minneapolis toy distributor. For 3M he has invented FOIL, a word game, and three sports games, THINKING MAN'S GOLF, CHALLENGE GOLF and CHALLENGE FOOTBALL.

Frank Thibault is a school teacher who took a sabbatical to invent games and write. Among his successes are REGATTA, a sports game, and PLOY, a strategic board game of maneuver and capture.

Notable among the one-game freelance inventors who work with 3M are Michel Lipman and Bill Boren.

A third-generation San Franciscan, Mr. Lipman is a graduate attorney who was admitted to the State Bar of California in 1938. His successful POINT OF LAW game actually started as a highly praised five-minute radio series sponsored by Wells Fargo Bank, on KCBS, San Francisco. The program later was syndicated and has been carried by more than 500 stations throughout the United States, Canada and by the Armed Forces Radio Service.

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He also is a successful writer. In collaboration with a physician he wrote Guidebook for the Hospital Patient, and arranged for the publication of an unique set of children's classics based on the original publications of Treasure Island, Sherlock Holmes and Twenty Thousand Leagues. He also writes for various magazines, among them RN and Consultant.

Bill Boren, inventor of CHALLENGE BRIDGE, is an engineer as well as a bridge enthusiast. His game comes with a set of computer cards that facilitate dealing of specific tournament bridge hands, so players can compare results with actual tournament play.

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