

Electronic games spark sales

By Paula Ditrack

Electronic pong games are selling faster than Lincoln stores can keep them in stock.

Describing them as the "hottest idea of the year," Mark Tate, Montgomery Wards of Gateway salesman, said customers may choose from a bigger selection of electronic games this year.

Customers buy a remote control panel that can be wired to any television set. Various games can be played depending upon the model chosen.

Tate called the APF TV Fun, which sells for \$79.95, the "best for your money." He said Wards already has sold about 200 of them this Christmas season.

Sold out

Wards is sold out now, but manufacturers have promised another shipment before Christmas, Tate said.

Four games can be played with the APF model, which has amateur and professional settings giving the players a choice of ball angle and speed.

Sears at Gateway also sold out of the electronic pong games, sells four telegames ranging from \$59 to \$99, saleswoman Diane Adkins said. More pongs and super-pongs are expected between Dec. 10 through 15.

Some 130 games will be shipped and there was a 90-name waiting list last week, another Sears representative said. Brandeis is also expecting a shipment of 30 games and also has a waiting list, said a Brandeis salesclerk.

Electronic games

Adkins said adults are buying the electronic games for their families.

The *Odyssey 300* is in stock at Penny's. This three-game model sells for \$59.88.

Another popular family game is *Jaws*, which is sold out in all the stores mentioned. Salesclerks said more have been ordered but they added that the understocked manufacturers are making no promises.

Using a boathook, players attempt to

snag a piece of junk from the jaws of a 15-inch-long plastic white shark.

Players are eliminated when the jaws snap shut and the last survivor wins the games.

Other popular games are the \$6.99 *Super Toe* and *Super Touch*, according to J.C. Penny's saleswoman Janet Hanaway. Those also are now sold out.

Football games

Players hit the plastic football or basketball depending upon the game.

Adult party games are in stock, but most aren't selling well, according to Brandeis stationery department head Dorothy Benton.

She said backgammon is beginning to sell. Brandeis offers various sets costing \$8, \$20, or \$35.

Master Mind, a new game, is also starting to sell, Benton said.

Cunning and logic

Those playing this game of "cunning and logic" try to break the hidden code involving different colors and the number of peg board holes.

The \$10 *Master Mind* box warns that "unless you have a super brain, it may be psychologically dangerous to play the *Super Master Mind* until you have played the simpler version."

Nebraska Bookstore also has a selection of adult party games. *The Devil Made Me Do It* game sells for \$6 and is a version of strip poker that may be played one of two ways.

Playing pieces are included for the cautious, but the curious are urged to play with pieces of their clothing.

Other party warmers include *Seduction* and *Compatibility* both selling for \$7 as does *Chug-A-Lug*, the "drinking party game."

The studios may be quizzed about world records with the \$7.95 *Guinness Game of World Records*. As the box asks, "Can a man pull a train with his teeth?"



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