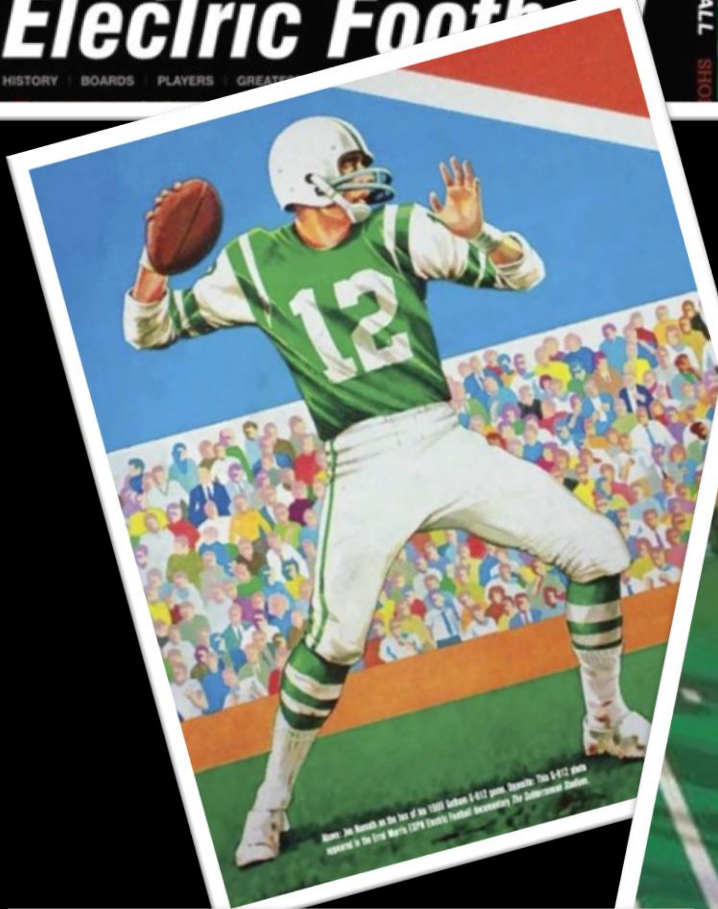
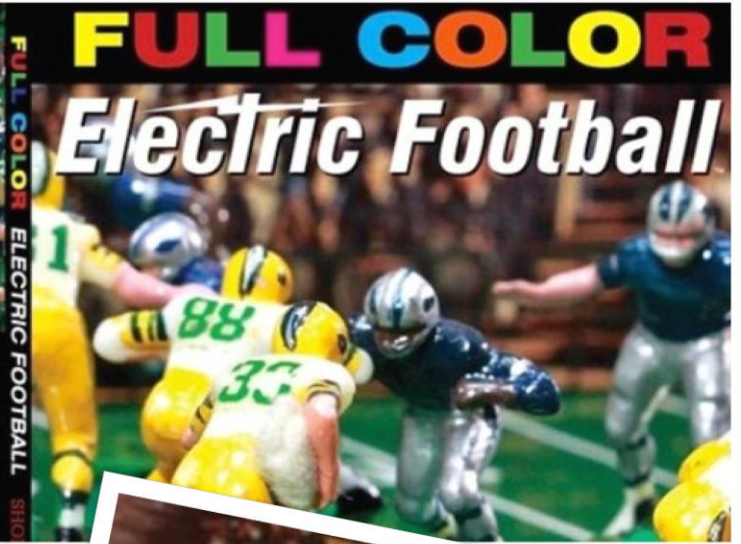


fullcolorelectricfootball.com

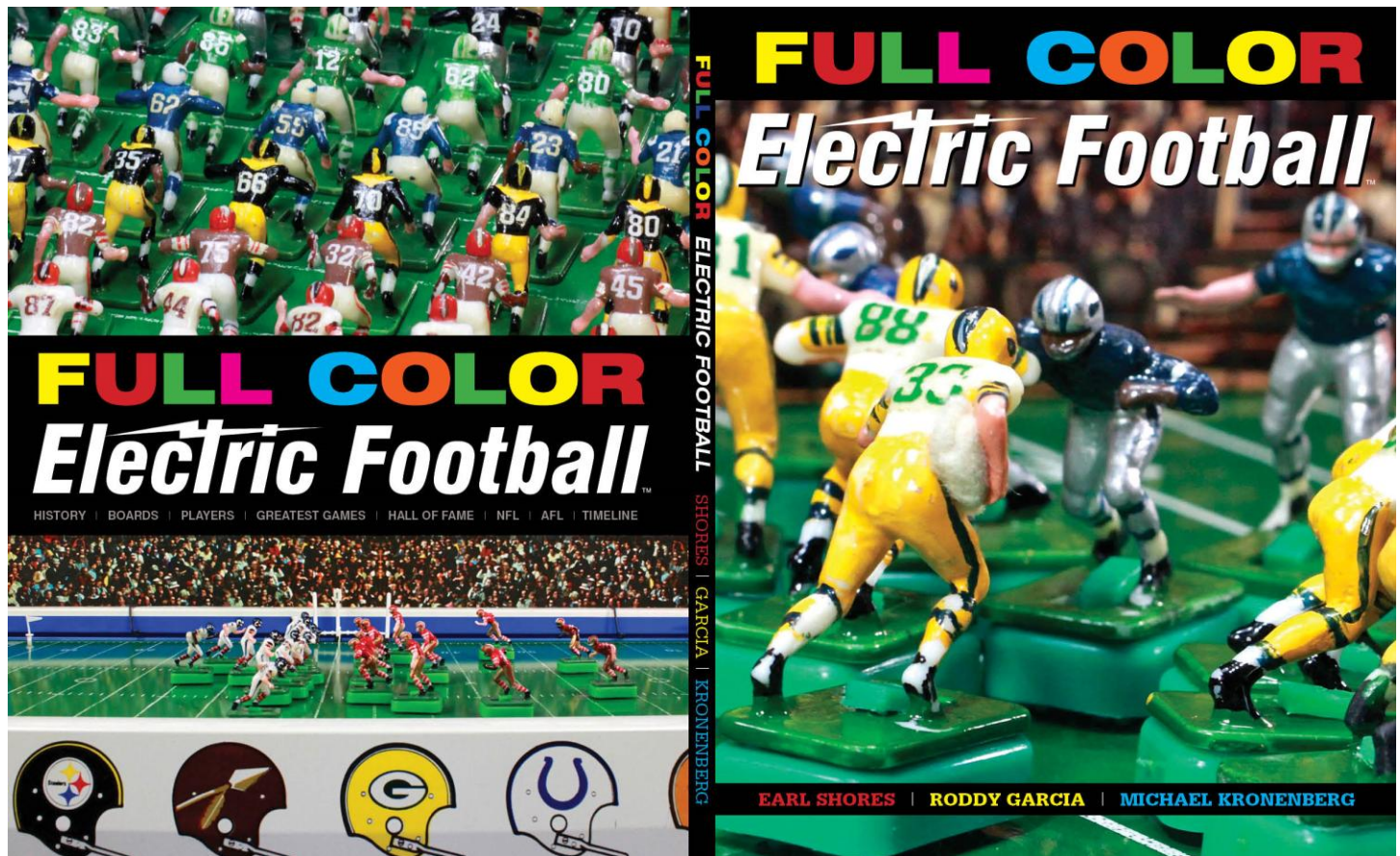


FULL COLOR
Electric Football

HISTORY | BOARDS | PLAYERS | GREAT



fullcolorelectricfootball.com



Historical Preservation Project of The National ELECTRIC FOOTBALL Game Museum



Efg Publishing a division of The National ELECTRIC FOOTBALL Game Museum
nefgm.org Spring Hill, TN nefgm2019@gmail.com

One part of preserving the history of electric football is researching the internet for information and websites that have been published regarding the game of electric football.

“Full Color Electric Football” is a book published by Earl Shores and Roddy Garcia. It is a companion book to their earlier publication “The Unforgettable Buzz - The History of Electric Football and Tudor Games”.

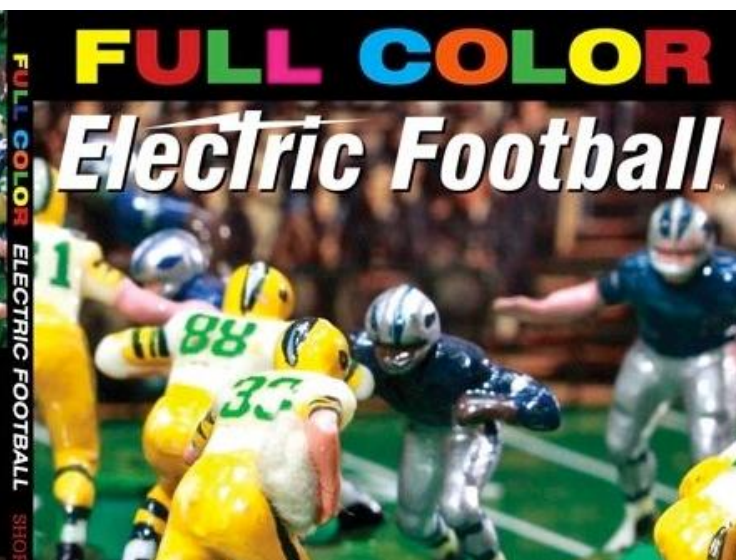
Recently, while researching the internet, I came across the website “fullcolorelectricfootball.com” which contained some very interesting articles and information regarding the history of the publication of this book and their previous book. I did not know that this website even existed before this. I was very familiar with their other website “theunforgettablebuzz.com” but this one was a new one.

The internet is full of information, but a lot of it gets lost over time. I know I have tried to find other websites regarding electric football that once existed but are forever lost now due to the closing of out of date website platforms and everchanging computer technology.

This is just one of several “Historical Preservation Projects” that will be undertaken by “The National ELECTRIC FOOTBALL Game Museum.

I would like to acknowledge Earl Shores and Roddy Garcia as the authors of the information contained in this book. Without their extensive research and knowledge of the history of electric football this book would not be possible.

Editor’s note: Some content has been removed to retain uniformity and clarity or due to irrelevance. All hyperlinks have been removed.




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It's Christmas morning with every turn of the page. An epic all-photo journey through the history of America's most iconic sports toy. Childhood memories come to life thanks to over 250 stunning images. The result is a colorful collage of Electric Football NFL dreams in miniature!

Displayed on page after glorious color page is the full legacy and history of this great toy. NFL games, NFL teams, catalog pages, rule books, production photos, as never seen before. In addition, all the best items from toymakers Tudor Games, Gotham, Coleco, and Munro, are featured. As they were, and how kids imagined them to be.


Full Color Electric Football is the second book from the writing/design team of Earl Shores, Roddy Garcia, and Michael Kronenberg. It's the follow up to their acclaimed **The Unforgettable Buzz**, the first book ever published about Electric Football (2013).

This time Shores, Garcia, and Kronenberg combine NFL history, toys, and American culture into a seamless visual display that transcends the individual elements. Not only does Electric Football become the stuff of our dreams, the game becomes art.


NFL NBA MLB NCAAF Soccer NHL ...Watch Listen




Uni Watch 2015 Holiday Gift Guide
2d · Paul Lukas




From The Mag: How Jimmy Sexton became college football's ultimate power broker
5h · Mark Schlabach




Best-case, worst-case scenarios for all 32 teams
6h




Curry predicts Warriors will lose before Panthers
CAROLINA PANTHERS
3h · David Newton




Brady wants rule change to protect receivers
NEW ENGLAND PATRIOTS
19m · Mike Reiss



Papi ready to set aside feud with ace Price
BOSTON RED SOX · 2h · Enrique Rojas









Low: How a 4th-and-25 miracle saved the CFP from chaos
ALABAMA CRIMSON TIDE
3h · Chris Low



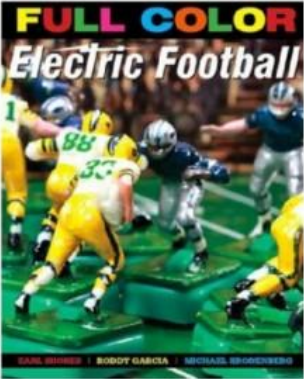
Strauss: How Stephen Curry wrecks defenses without the ball
GOLDEN STATE WARRIORS
3h · Ethan Sherwood Strauss

6K Shares



actually looks *better* when rendered that way. [Get them here](#) from Tecmo Bowers.

3. "Full Color Electric Football"



Courtesy of Earl Shores

As long as we're talking about old-school sports games, fans of Tudor's old Electric Football -- that's the game with the vibrating field and the little plastic players that inevitably ended up in a big scrum at one corner of the end zone -- will want to check out this new paperback book by Earl Shores, Roddy Garcia and Michael Kronenberg that examines the game's history and evolution. [Gorgeous color photography](#) shows just how tricky it can be to get the uniforms painted onto those tiny players and how rewarding it can be when it's done well. [Get it here.](#)

In December of 2015 Full Color Electric Football earned the **No. 3 spot on the Uni Watch/ESPN 2015 Holiday Gift Guide**. Uni Watch editor Paul Lukas also added that "this is a great book."

Thank you for your interest in the book. May all of your wondrous Christmas morning memories come flooding back!

I can't say enough about this book and what joy it brings to me as I look through the beautiful photographs of fields, teams, box artwork and ads that not only trace the game of electric football but the history of football itself!

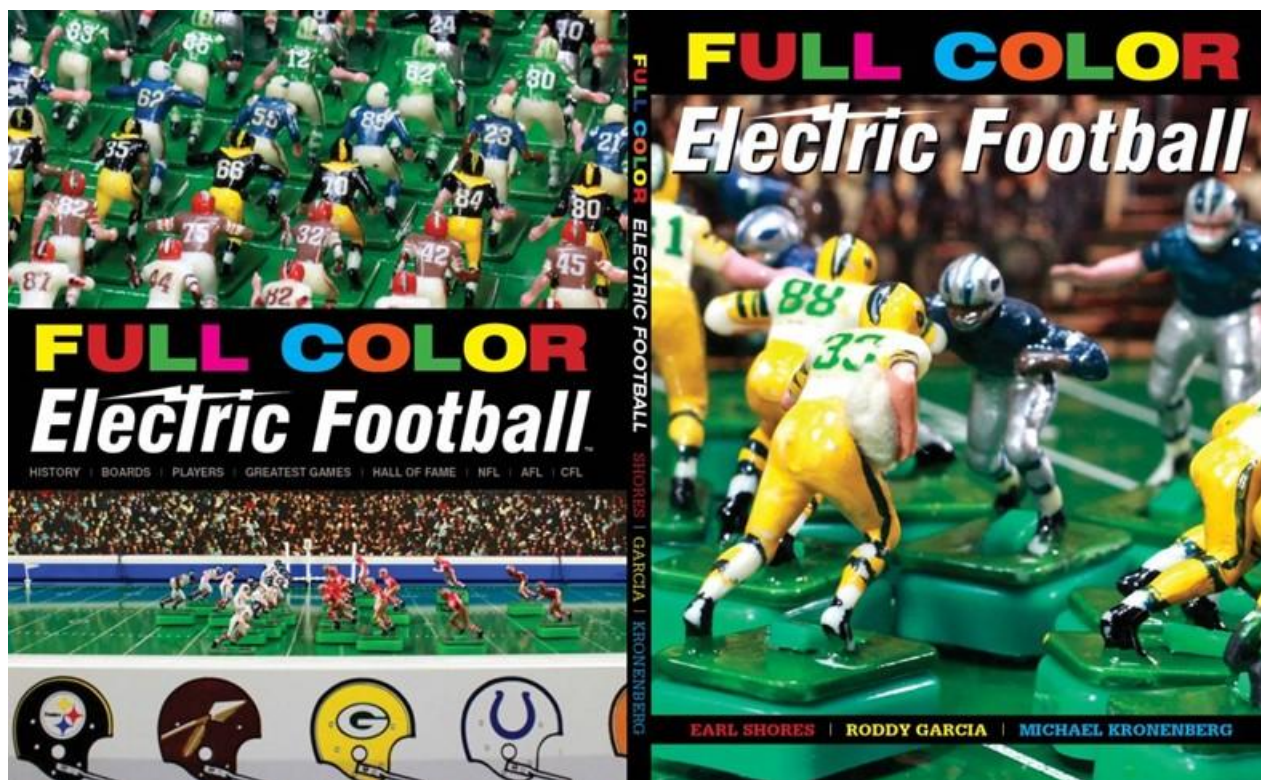
The artwork on the old fields pictured in the book not only capture the game, but the outside frame of the field from each new year expressed the artwork of those times. The photos in Full Color Electric Football show brilliantly all the beauty of these games and bring back memories not only of the electric football game I had as a child, but memories from watching the NFL on TV throughout the years and all the exciting unforgettable games that were played. Electric football allowed me to replay those games on my living room floor and gave me the chance to keep my heroes playing long past their actual retirements.

Full Color Electric Football is nostalgic, beautiful, memorable and interspersed with historical facts about electric football as well as the history of professional football. This books real beauty though, isn't necessarily what's on its pages, but its what those pages bring back to life from your memory. Times with friends and family, great games, losses, wins, forgotten hobbies, life events and simpler times. If you had the game as a kid or if you didn't and are a football fan you will want this book close at hand and I guarantee you will find your smile growing with every turn of the page!

— Lynn Schmidt, Electric Football "Coach" since 1968, National Administrator for the Miniature Football Coaches Association

Sample Pages

Here are some beautiful sample pages from **Full Color Electric Football**. These are examples of what you'll find throughout this stunning 122-page book. It's 8" x 10" oversized format makes a big impact on the reader. Few toy books display their content with such detail. These details extend to the quality of the photos, as well as the design elements put into every single page. No shortcuts were taken in creating the only color book ever published about Electric Football.



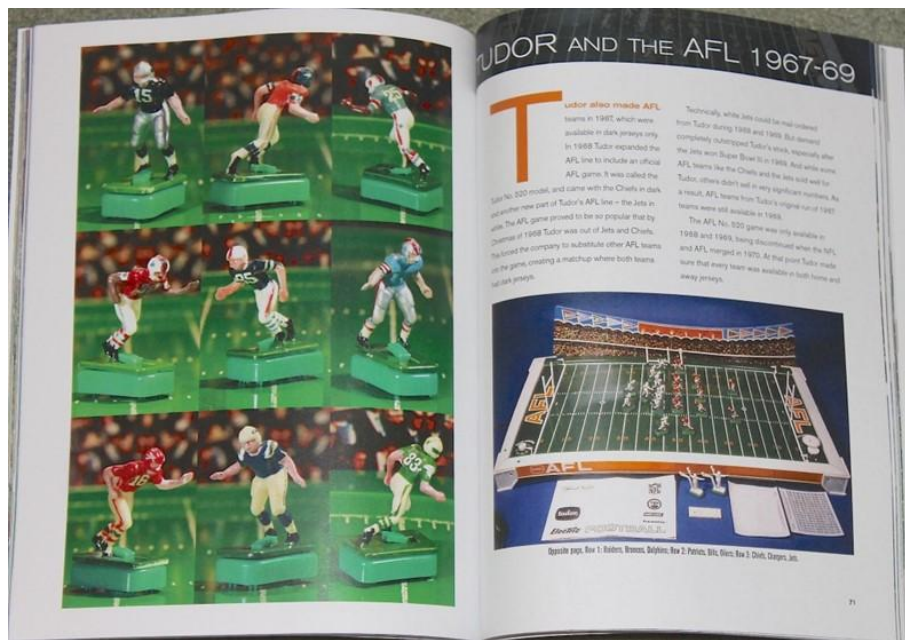
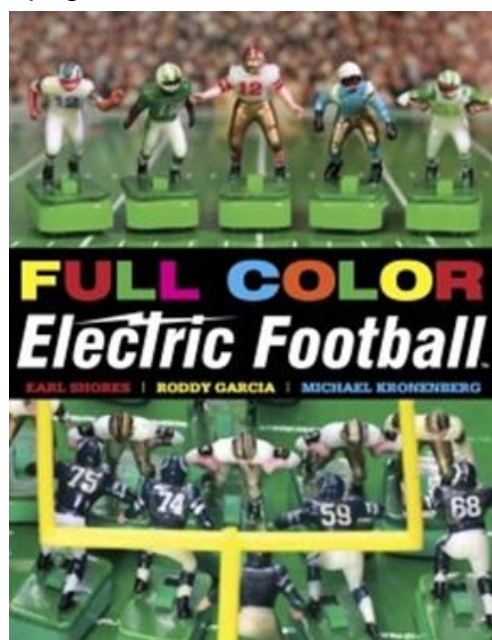
Michael Kronenberg designed the cover of *Full Color Electric Football™*. He also designed all the pages in this section and in the book.

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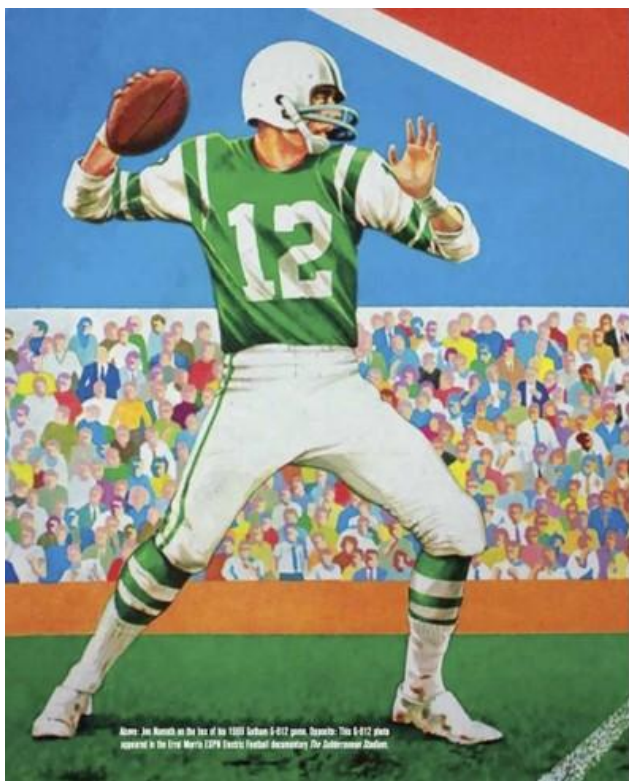


What better place to start the Sample Pages section than with the colorful Table Of Contents — a page of dreams.



Title Page

Sample pages keep on coming. Here's the Tudor AFL spread featuring large Tudor teams and the No. 520 model.



Above: Joe Namath on the box of his 1969 Gotham G-812 game. Opposite: This G-812 photo appeared in the first Martin GPM Electric Football yearbook, *The Golden Dome Stadium*.

PLAYER ENDORSED GAMES

The first player-

endorsed Electric Football game was the Gotham G-812 Joe Namath model in 1969. It was really quite the coup for struggling

Gotham to land Broadway Joe. This surprise Namath deal made 1969 an extraordinary year in Electric Football, as it was the same year that Tudor and Sears introduced the No. 633 Super Bowl game with the Jets and Colts. The metal Gotham Namath quarterback figure was the highlight of the game, as the game board itself was not much more than a glorified Gotham G-880.

Gotham also produced an Electric Football game endorsed by the National Football League Players Association in 1969. This endorsement came on the

impressive Gotham G-1512 Super Dome model, which ended up getting second billing in the Sears' Christmas Wishbook behind the new Tudor Super Bowl.

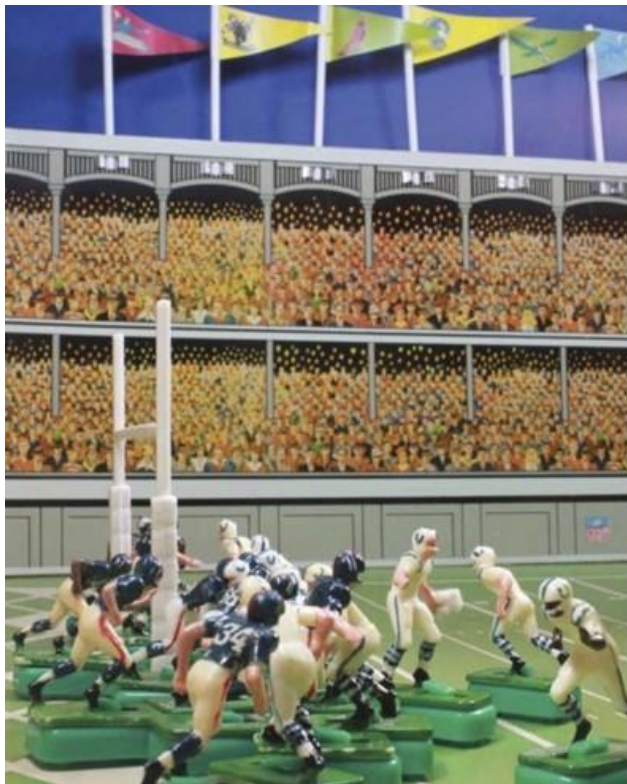
In 1970 Gotham added a Roman Gabriel-endorsed model to their line. The new G-818 came with a metal Gabriel quarterback figure, but without a grandstand. 1970 also saw Coleco step onto the field of Electric Football with a pair of Pro Stars models that were endorsed by well-known football players of the time.

Gotham expanded their line of player-endorsed games in 1971 to include a Dick Butkus model. What was more notable was what Gotham did to the Namath and Gabriel games that year: They replaced the metal quarterback figure in each game with a generic and oversized plastic one. The expansion of the player endorsed models continued for Gotham



87

Spread for Player Endorsed Games, which includes the Joe Namath G-812 model the Gotham Pressed Steel corporation.



GREATEST GAMES

With

in mind

fun in this

recreating

some of

the NFL's

most memorable moments with an Electric Football game. A few liberties were taken mixing the years and brands of games and players – just think of it as the ultimate in Fantasy Electric Football!

1958 NFL Championship: Johnny Unitas hands off to Alan Ameche in overtime for the game-

winning touchdown. (Tudor Colts and Giants on a 1961 Gotham NFL G-1500.)

1960 NFL Championship: Eagles' linebacker Chuck Bednarik tackles Packers' running back Jim Taylor on the final play of the game to preserve a 17-13 Eagles victory. (Tudor Eagles and Packers on a 1962 Tudor Sports Classic No. 600 model.)

1965 NFL Western Conference Playoff: Don Chandler of the Green Bay Packers kicks a 25-yard field goal in overtime to give the Packers a 13-10 win. (1967 Tudor NFL No. 510 with Colts and Packers.)



Gotham's G-1500 "Golden Stadium" model was perfect for recreating the final play of the 1958 NFL Championship game. Alan Ameche scores a TD in overtime to give the Colts a 25-17 victory over the Giants.

88

Here's the final play of the 1958 NFL Championship game, as envisioned in Electric Football with a 1961 Gotham NFL G-1500 game, and NFL large 1967 Colts and Giants teams made by Tudor Metal Products. From the Greatest Games section of Full Color Electric Football.

December 25, 1971: The Chiefs and Dolphins play for almost 83 minutes before kicker Garo Yepremian gives the Dolphins a 27-24 victory. (Sitting on the field is the white towel used by Dolphins' holder Karl Noonan.)



Here's more from the Greatest Games section — the NFL's Longest Game. It's December 25, 1971, and the Dolphins Garo Yepremian has just kicked the sudden-death game winning field goal against the Chiefs for a 27-24 victory.

Below: Cowboys and Packers posed on an NFL No. 620 game. The numbers all correspond to actual NFL players.



Is it the 1966 NFL Championship Game? That what it looks like. This photo of the Cowboys and the Packers was created and taken by Lee Payne, Tudor' Director of Product Development. More about Lee Payne and his work is in the [Lee Payne Archive section](#) of *Full Color Electric Football*.



LEE PAYNE ARCHIVE

As we've discussed in previous sections of this book, and in great detail in *The Unforgettable Buzz*, one of the most

important "players" in all of Electric Football was Lee Payne. After becoming Tudor's first Director of Product Development in 1964, Payne created Tudor's line of NFL players, as well as some of the most treasured Electric Football games ever made. Payne also designed Tudor's catalogs and packaging, taking the photos that appeared on

Tudor's boxes and in the coveted Tudor Rule Book. He had a profound influence on just about every aspect of Electric Football, even to the modern version of Tudor Games using Payne's iconic lineman image on its games and website.

The photos in this very special section come entirely from the Lee Payne archives. There are production photos, "mock-up" photos, prototype photos, sideline photos, Toy Fair showroom photos, and much more. These stunning images offer a true peak behind the scenes and into the genius of Lee Payne. It's a section for the Electric Football dreamer inside all of us.



Creators



The *Full Color Electric Football*™ team: Earl Shores, Michael Kronenberg, and Roddy Garcia. This is their second Electric Football project together. The first was the highly acclaimed **The Unforgettable Buzz**, which has the distinction of being the first-ever book published on the topic of Electric Football.

The Unforgettable Buzz



The Unforgettable Buzz is the first book ever published on the topic of Electric Football. Written by Earl Shores and Roddy Garcia, and designed by Michael Kronenberg, the book has garnered great acclaim since its release in June of 2013 (see below). In 2015 Errol Morris used the book in his ESPN Electric Football documentary “The Subterranean Stadium.” **The Unforgettable Buzz** also recently became a textbook at the University of Central Florida’s Devos Sports Business Management Program. With a 4.8 Star (out of 5) Amazon rating, the book is an unparalleled compendium of Electric Football history.

Praise for **The Unforgettable Buzz**

"The Unforgettable Buzz is a thoroughly researched and cleverly written study of electric football. Every Baby Boomer who played the game - and that's all of us - will love this book."

— Ray Didinger, Pro Football Hall of Fame Sportswriter and
NFL Films Emmy® Award Winning Writer and Producer

"The Unforgettable Buzz is a gem of a book, full of riveting stories and interesting facts. Earl Shores and Roddy Garcia have done the fascinating history of electric football and Tudor Games a proud service. Even though it's 650 pages long (because of its scholarship it needs that), it bears reading in one long go - or, my preference, lots of daily exciting dips to prolong the pleasure."

— Eric Clark, author of *The Real Toy Story*

"Authors Earl Shores and Roddy Garcia have done such a brilliant job of using the game [Electric Football] as a lens for viewing so many aspects of American life - including the rise of merchandising, professional football, and television - that foremost it may be a history lesson cleverly disguised as a book about a toy."

— Tom Flynn, author of *Venable Park and Baseball in Baltimore*

"A fascinating and absorbing look at the life and history of one of America's (and my own) best-loved games, all played out against the backdrop of its times, the booming consumer culture and always-competitive toy industry."

— Christopher Byrne aka The Toy Guy®, author of *Toy Time*

"The book very effectively weaves together the story of the Tudor Metal Products Company, their competitors, the rise of professional football and subsequent AFL/NFL merger, the emerging medium of television, toy manufacturing and retailing in general, historic events, and how the orbits of all of these things interrelated."

— Paul Lukas, Uni-Watch.com

"This is such a great book. It immediately took me back to those special moments of my childhood. Shores and Garcia have done their homework in opening a sacred portal to the past."

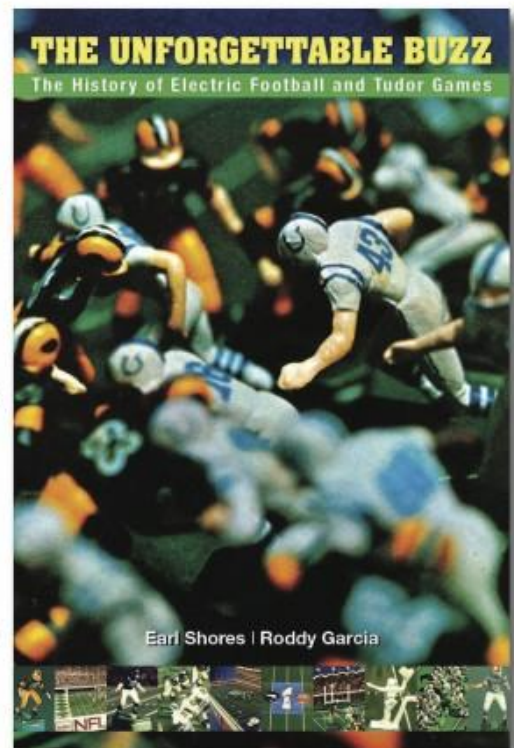
— Rick Burton, David B. Falk
Professor of Sport Management, Syracuse University

"Earl Shores and Roddy Garcia have written one of the most in depth histories of toy manufacturing and the only resource I've seen on electric football. The level of detail they bring is astounding, intermixed with development of the original game, licensing, player design, the NFL and historic games that fed into the popularity of professional football, the skirmishes with other companies that also started selling their own versions of vibrating football, marketing and a good bit of American history thrown in as well."

— Glenn "Umpire" Harman, editor, *Action Figure Times*

"The Unforgettable Buzz is a must read for anyone who loves football, follows the toy industry, or wants to connect with a classic game and hobby."

— Doug Strohm, president, Tudor Games



Electric Football History

Amazingly realistic!

ABRAHAM & STRAUS
ESTABLISHED 1890

'MEN' ACTUALLY MOVE IN NEW ELECTRIC FOOTBALL GAME!

First at A&S! **5.95**

Just throw the switch...the players automatically run through real plays!

Mechanical quarterback actually kicks and passes!

Actual football thrills for armchair strategists! Amazing Tudor Teaching football is played with 22 plastic men, plus a kicker-and-passer. You set up your offense, your opponent sets his defense. Now push the switch—players run, “tackle” and block! Football rules apply. It’s a whole of a game for fans from eight to eighty! (AC only. Licensed by UL Laboratories, Inc.) **A&S Eighth Floor**

MAIL AND PHONE ORDERS FILLED WITHIN 1 WEEK OF RECEIPT OF ORDER. Beyond market delivery area add 10% shipping charge. For each additional unit add only 25¢. Order #A&S 5-6555.

Electric Football History Fact No 1: The first Electric Football games were sold by Tudor Metal Products in **1949**. Electric Football did not exist in 1947.

There is no more accurate source for Electric Football history than **The Unforgettable Buzz**. It covers the entire “story” of the game over 652 carefully researched and fully referenced pages.

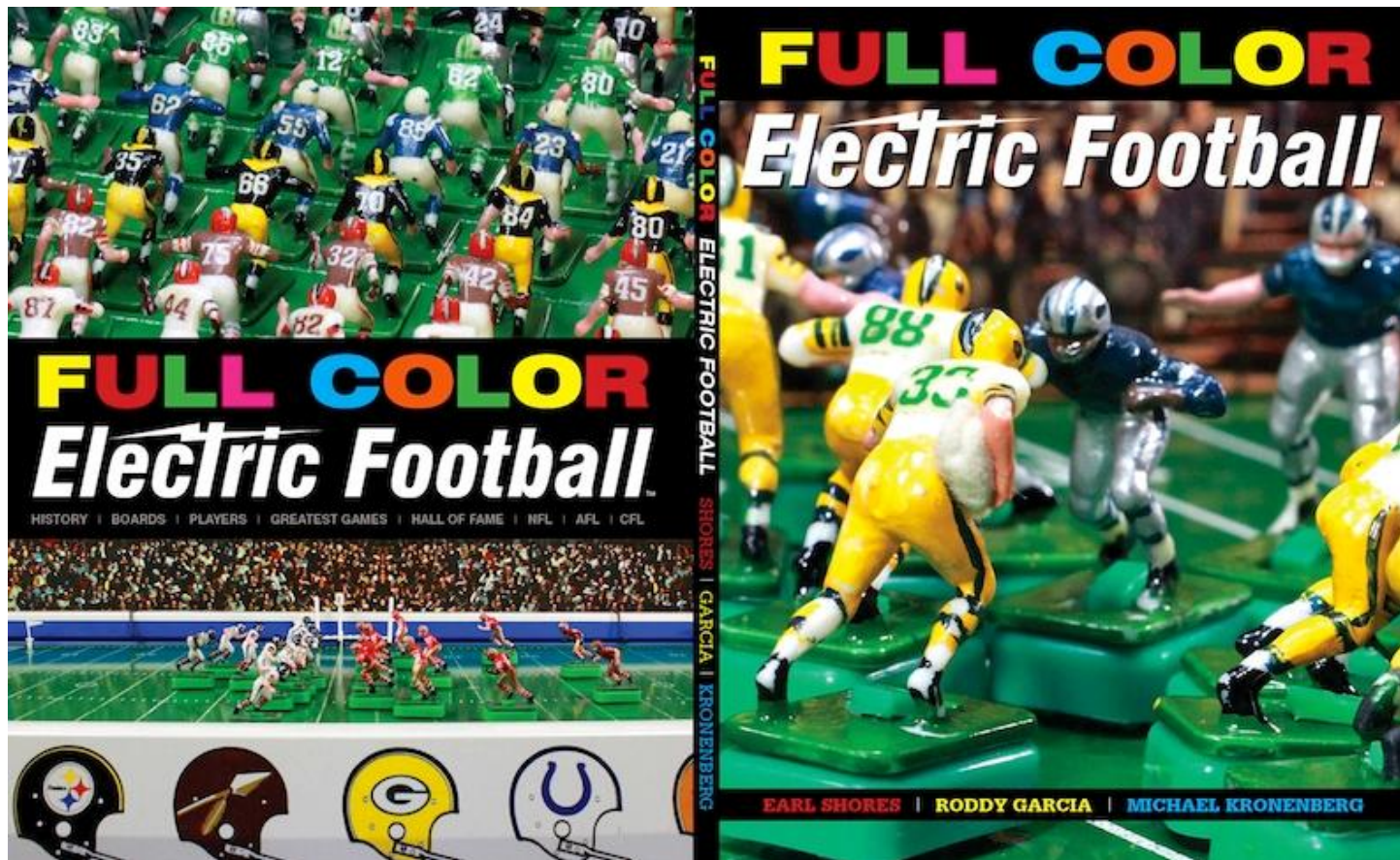
There is also 3 years worth of Electric Football history, stories, and photos on **The Unforgettable Buzz web site**. With over 260 individual posts it is perhaps the most comprehensive collection of Electric Football writing ever assembled.

Be sure to check out the popular **Top 20 Electric Football Game Countdown**, find out where the name “Tudor” came from, and use the search bar to get specific answers from this treasure-trove of Electric Football information.

Also be sure to check out **The Unforgettable Buzz Facebook page**, **twitter feed**, and **Google+ page**. They are updated daily with NFL and Electric Football images.

Full Color Electric Football Is Live!

Posted By Earl, On September 11, 2015



Welcome to the official home of Full Color Electric Football™! We're pleased and excited to have the publication process so close to being complete. We promise to keep you posted on the exact date when the book becomes available

We're grateful to all of you who have supported The Buzz book, as well as our Buzz website and Facebook page. We had no idea where things would go when we first went "live" online in 2012, but we're very happy with where we've ended up.

We can honestly say that all of our Electric Football dreams have come true in Full Color Electric Football. It's like Christmas morning all over again...and again, and again.

We can't wait to share it with all of you. So please take a moment to browse our new site and let us know what you think!!

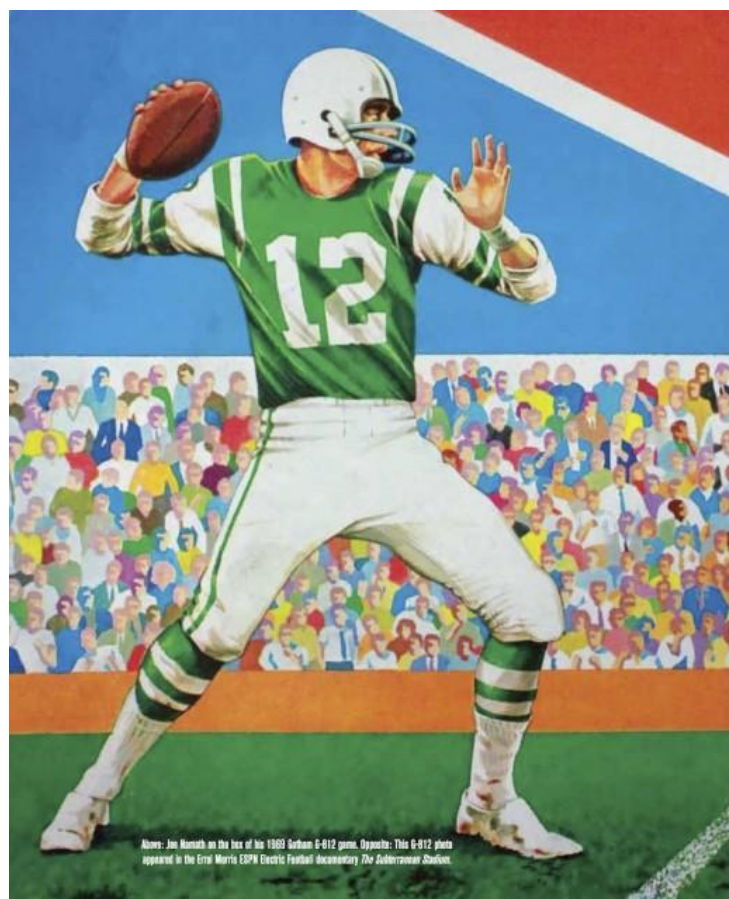
Earl, Roddy, & MK

John Sobocinski
September 15, 2015

I loved electric football when I was a young boy growing up in the seventies. My friends and I would get lost in a game while writing down statistics from our teams when the buzzing stopped.

New Sample Page — Player Endorsed Electric Football Games

Posted By Earl, On September 18, 2015



Always: Joe Namath on the box of his 1969 Gotham G-812 game. Opposite: This G-812 photo appeared in the Errol Morris ESPN Electric Football documentary *The Subterranean Stadium*.

PLAYER ENDORSED GAMES

The first player endorsed Electric Football game was the Gotham G-812 Joe Namath model in 1969. It was really quite the coup for struggling

Gotham to land Broadway Joe. This surprise Namath deal made 1969 an extraordinary year in Electric Football, as it was the same year that Tudor and Sears introduced the No. 633 Super Bowl game with the Jets and Colts. The metal Gotham Namath quarterback figure was the highlight of the game, as the game board itself was not much more than a glorified Gotham G-880.

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Gotham expanded their line of player-endorsed games in 1971 to include a Dick Butkus model. What was more notable was what Gotham did to the Namath and Gabriel games that year. They replaced the metal quarterback figure in each game with a generic and oversized plastic one. The expansion of the player endorsed models continued for Gotham



87

So many thanks for the rousing welcome you gave Full Color Electric Football™ last week! Today we're unveiling the opening spread of Chapter 12, our Player Endorsed Games section of the book (pages 86-87). Joe Namath leads it off...and there's much more inside.

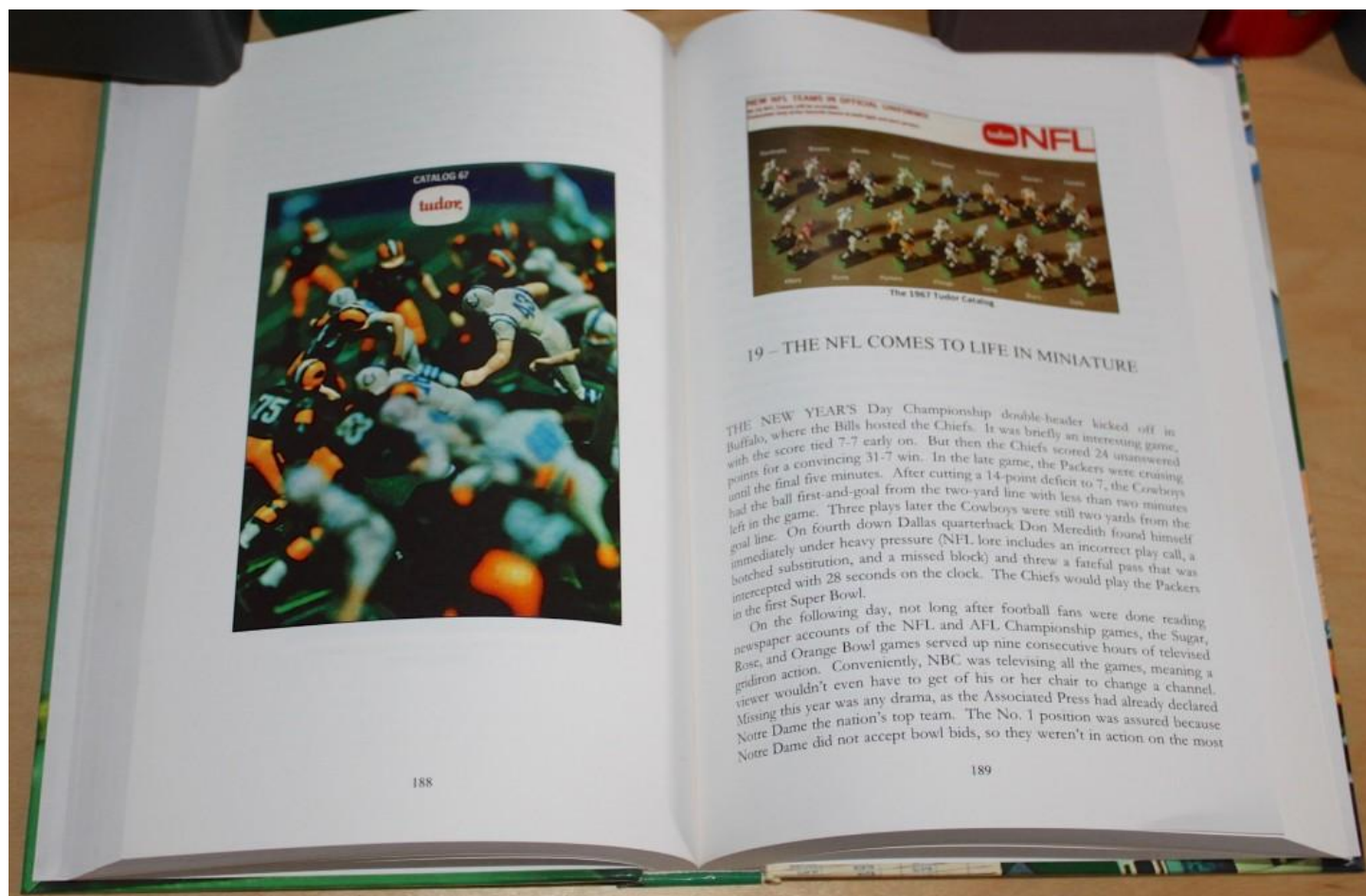
This is how the book is setup. Each chapter/section has introductory text — usually a single page — and then the rest of section consists of nothing but photos. Lots and lots of photos. All of them in color.

Again, thank you for your continued support as we keep moving toward the goal line!

Earl, Roddy, & MK

Our Secret 2012 Color “Demo” Book

Posted By Earl, On September 25, 2015



A spread from our 2012 color “demo” version of “The Unforgettable Buzz”.

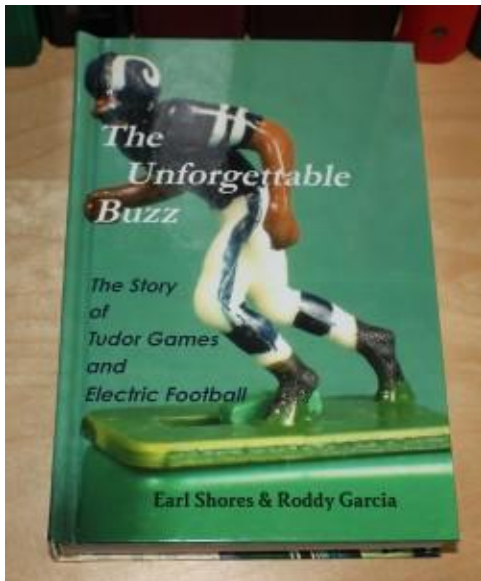
We’re going to let you in on a little secret — a full color Electric Football book already exists. It’s even in hardback.

It’s name is...**The Unforgettable Buzz.**

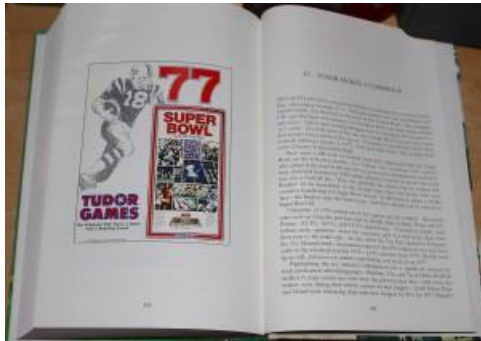
Well, at least it says **“The Unforgettable Buzz”** on the cover. A more accurate way to describe it would be a “demo” version of The Unforgettable Buzz. It was printed in March of 2012, long before the final edits were complete, and long before Michael Kronenberg became part of the project. (Michael had nothing to do with the images in this post!)

This version was only printed, never published. You can’t find a literary listing of it, which is good, because it was a rough and rushed effort to get the Electric Football story into print.

Yet in the “big” picture of things, it might have been the most important thing we’ve ever done — flaws and all. That’s because it was this color demo version of The Unforgettable Buzz that Electric Football inventor Norman Sas got to see before he passed away in June of 2012.



Our homemade cover.



Only 25 copies were printed, with most ending up in the hands of the Sas family. All 426-pages of the book were in color. The cover was home made — and looks it. A publishing professional who saw it on our web page in the early days told us to “take that thing down right now!” But the interior of the book, even with our slapdash design work, printed beautifully. The color photos looked fantastic.

So why didn't we do a final version of The Unforgettable Buzz in color? Because color printing is very expensive. These early demo books, coming in at only 426 pages, cost over \$100 a piece. That was just for printing, before Amazon or B&N got involved to take a distribution cut. A color Buzz would have been a crazy expensive proposition, testing the wallet of even the most dedicated Electric Football fan. It really wasn't practical because not all of its 625 pages needed to be in color.

But we didn't give up on the color idea. In fact, The Buzz helped us focus in on exactly what we wanted to do with the color format. We wanted to keep things simple and let the photos do all the talking. And we feel like we've accomplished just that in Full Color Electric Football™. Hopefully you'll agree. The goal line is approaching...

Earl & Roddy

Full Color Electric Football – Behind The Scenes

Posted By Earl, On October 2, 2015

Our original concept for Full Color Electric Football™ was to take some of the best images from The Unforgettable Buzz and show them off in the color presentation they deserved. Once we started into the actual creative process for the new book, our thinking changed. Yes, some of The Buzz's best images did make into Full Color Electric Football. But we took an entire new batch of color photos. Lots, and lots, and lots of new photos.

This was done partly because the images produced by today's digital technology far exceed the quality of the 35mm slides that made up the bulk of our original Electric Football library. Our slides were good, but even with the best digital conversion they just didn't carry the detail that we knew was possible.

The other reason for taking more photos is that we think our photography had improved through the years. So if we were going to do a color book, essentially our final Electric Football project, then we were going to make it the absolute best it could be. No effort would be too small or too great to get the “right” image.



© 2015 theunforgettablebuzz.com



© 2015 theunforgettablebuzz.com

Photo set up for the Tudor quarterback brass master. Lots of work for just a single player.

So...we greatly appreciate your enthusiasm and patience as we work through the final stages of publication. The details are seemingly never done (but they will be soon!).

Earl, Roddy, & MK

Inspiration For Full Color Electric Football™

Posted By Earl, On October 9, 2015



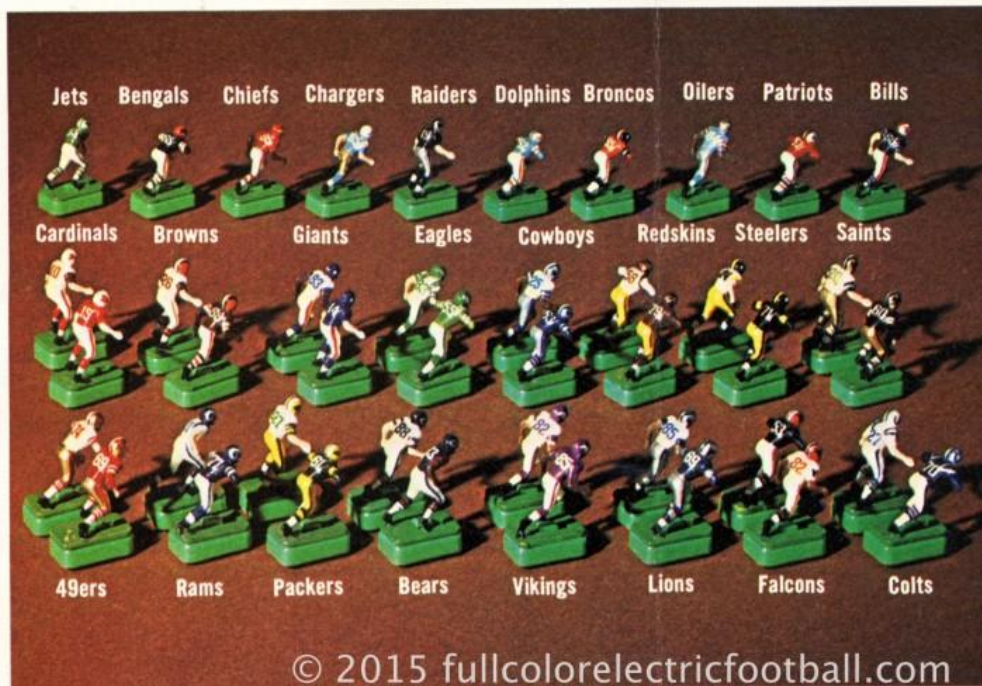
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AFL-NFL teams in official uniforms!

AFL teams available in dark jerseys only.*

Send for your favorite AFL & NFL deluxe teams! Use handy order form in back of book. Be sure to order player numbers with your new teams (specify team name and dark or white jersey). Order more DELUXE running bases too.

NFL teams available in both light and dark jerseys.



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Deluxe figures — with separate deluxe running bases. Ideal for strategy sessions or room decorations.

You may order any or all 10 AFL and 16 NFL teams.

***JETS available in both light and dark jerseys.**



1969 Tudor Rule Book

Our inspiration for creating Full Color Electric Football™ was simple. We loved looking at Tudor's colorful Rule Book pages, and we know that lots of other people spent extended time dreaming over those pages as well. All the "Rule Book recollections" we've heard through the years are classic childhood moments.

The most favored way of getting extra Rule Book viewing time was sneaking them into textbooks at school. This worked great until the teacher asked you a question or noticed you weren't keeping up with the class. Then your coveted and contraband text was in danger of being confiscated for an unknown length of time (possibly until after football season!).

But hey, at least we were reading and doing math, totaling up our order forms to see how many more nickels and dimes we needed to land those awesome Chargers with the gold pants.

The undiluted and innocent thrill of hovering over a page of Tudor teams is what we hope to capture in Full Color Electric Football. A tall order, yes, but we felt the game deserved nothing less.

Earl, Roddy, & MK

Sample Page — The NFL's Greatest Games

Posted By Earl, On October 16, 2015




GREATEST GAMES

We had fun in this section recreating some of the NFL's most memorable moments with an Electric Football game. A few liberties were taken mixing the years and brands of games and players – just think of it as the ultimate in Fantasy Electric Football!

1958 NFL Championship: Johnny Unitas hands off to Alan Ameche in overtime for the game-winning touchdown. (Tudor Colts and Giants on a 1961 Gotham NFL G-1500.)

1960 NFL Championship: Eagles' linebacker Chuck Bednark tackles Packers' running back Jim Taylor on the final play of the game to preserve a 17-13 Eagles victory. (Tudor Eagles and Packers on a 1962 Tudor Sports Classic No. 600 model.)

1965 NFL Western Conference Playoff: Don Chandler of the Green Bay Packers kicks a 25-yard field goal in overtime to give the Packers a 13-10 win. (1967 Tudor NFL No. 510 with Colts and Packers.)



Gotham's G-1500 "Yankee Stadium" model was perfect for recreating the final play of the 1958 NFL Championship game. Alan Ameche scores a TD in overtime to give the Colts a 23-17 victory over the Giants.

Our Greatest Games section opens with the 1958 NFL Championship

Full Color Electric Football™ is moving ever closer to its final status as a printed object that you can hold in your hands. The last steps of publication are always exacting and exhausting. We're as close as we've ever been, yet it still feels "far away." (Fortunately, it's not.) At this point we're kind of tired of looking at photos and proofs. Images we once found exciting are now passed over quickly to see if the latest "issue" has been taken care of.

We put all of that aside this morning to show off the opening spread from our "Greatest Games" chapter. We had a lot of fun putting this part of the book together, where we recreated famous NFL moments using the medium of Electric Football (like so many of us did in our bedrooms back in the day). We hope it's a section that people will keep coming back to.

Also, if you haven't already signed up for our Buzz email list...it's something you might want to consider. We'll just say for now that our mailing list friends always hear about "stuff" first.

Earl, Roddy, & MK

"Goal To Go" For Full Color Electric Football™

Posted By Earl, On November 6, 2015



Christmas Morning 1968

We've been quiet on the **Full Color Electric Football™** blog over the last couple of weeks, but that doesn't mean that nothing has been going on. In fact, this has been the busiest period in the entire history of the project. We are now as close to the goal line as we've ever been. It seems we could simply extend an arm (with the ball, of course) and we'd be in the end zone.

But...the coaches have wisely called a final timeout to go over every option and contingency. The final "play" for Full Color Electric Football has to be the right one. The execution has to be perfect. We can't afford to come up short, or throw the ball out of the end zone.

Despite the pressure of the situation, we are quite confident that we have the right call in our playbook. We've already made a couple of audibles, changed the formation slightly, and "matriculated" down the field to where we are now.

So we'd strongly suggest that if you're not already on our e-mail mailing list, you might want to take a moment and sign up. Our mailing list friends always hear about "stuff" first. Rumor is that our mailing list is going to be in line for a very special offer in the very near future.

Thank you for all of your support over the last 3+ years. The end zone awaits..as do cherished memories of Christmas morning.

Earl, Roddy, & MK

Full Color Electric Football™ Is Published!

Posted By Earl, On November 11, 2015



We are pleased and proud to announce the official publication of our new book **Full Color Electric Football™**. It's been quite the "drive" to get this thing into the end zone, including a few tricky "third-and-long" conversions.

Our hopes were high for Full Color Electric Football, and we have to say, those hopes were exceeded. Even after living with this material for almost two years, we found ourselves floored when flipping through the pages of our advance copies.

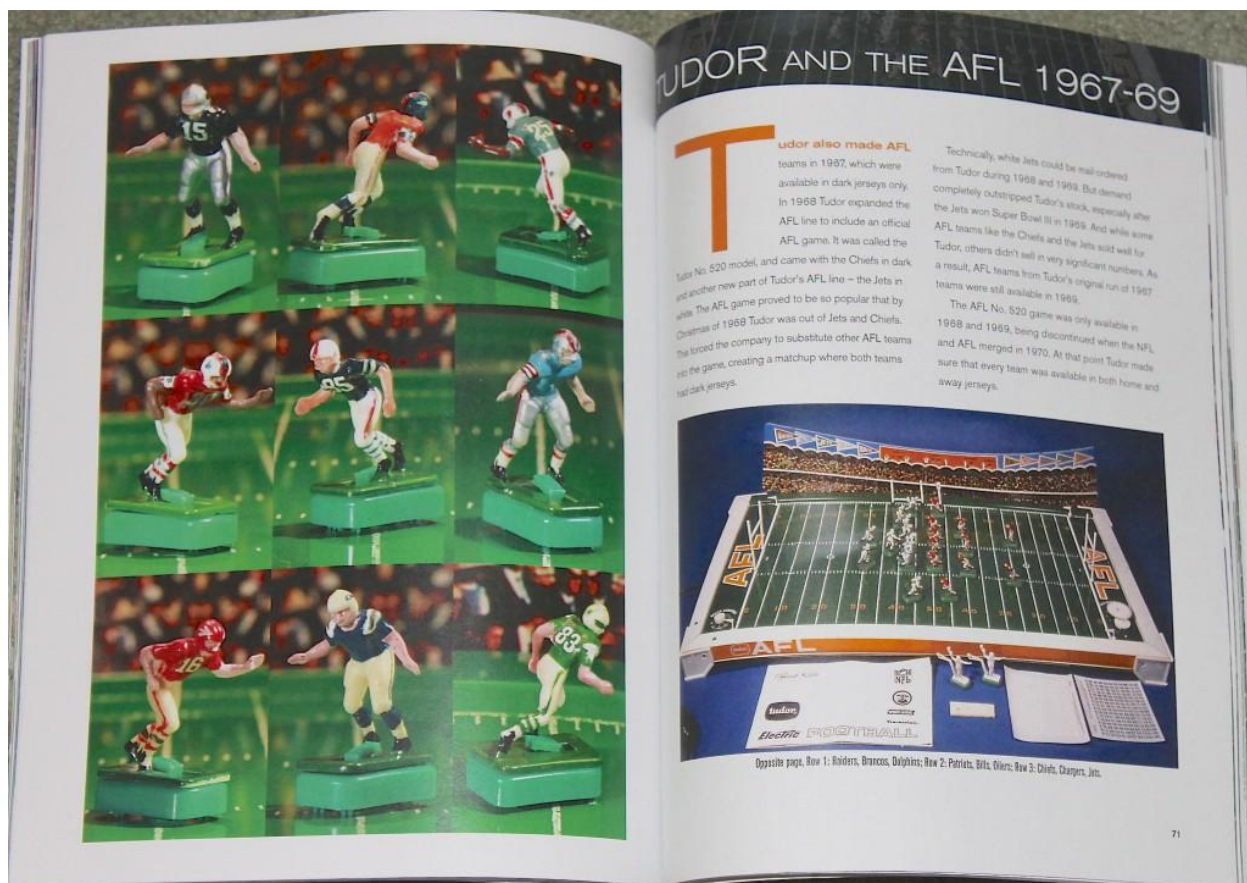
This book really is a dream come true. From the very beginning we "saw" a color Electric Football book. So this marks the culmination of all that we've done over the last 20 years. It's the writing, the research, the photography, and the collecting, all rolled into 124 beautiful pages.

Michael Kronenberg's design work is...well, you'll be able to see for yourselves. Masterful, brilliant, visionary — Lee Payne would be proud. And the photography, as Norman Sas and Lee always strived for with Tudor images, puts you right in the game. The appeal of Electric Football is obvious to see, as the NFL comes to life right before our eyes.

We hope that all of you will find a cherished piece of your childhood in Full Color Electric Football.

Full Color Friday – Tudor's "Big" 1967 AFL

Posted By Earl, On November 20, 2015



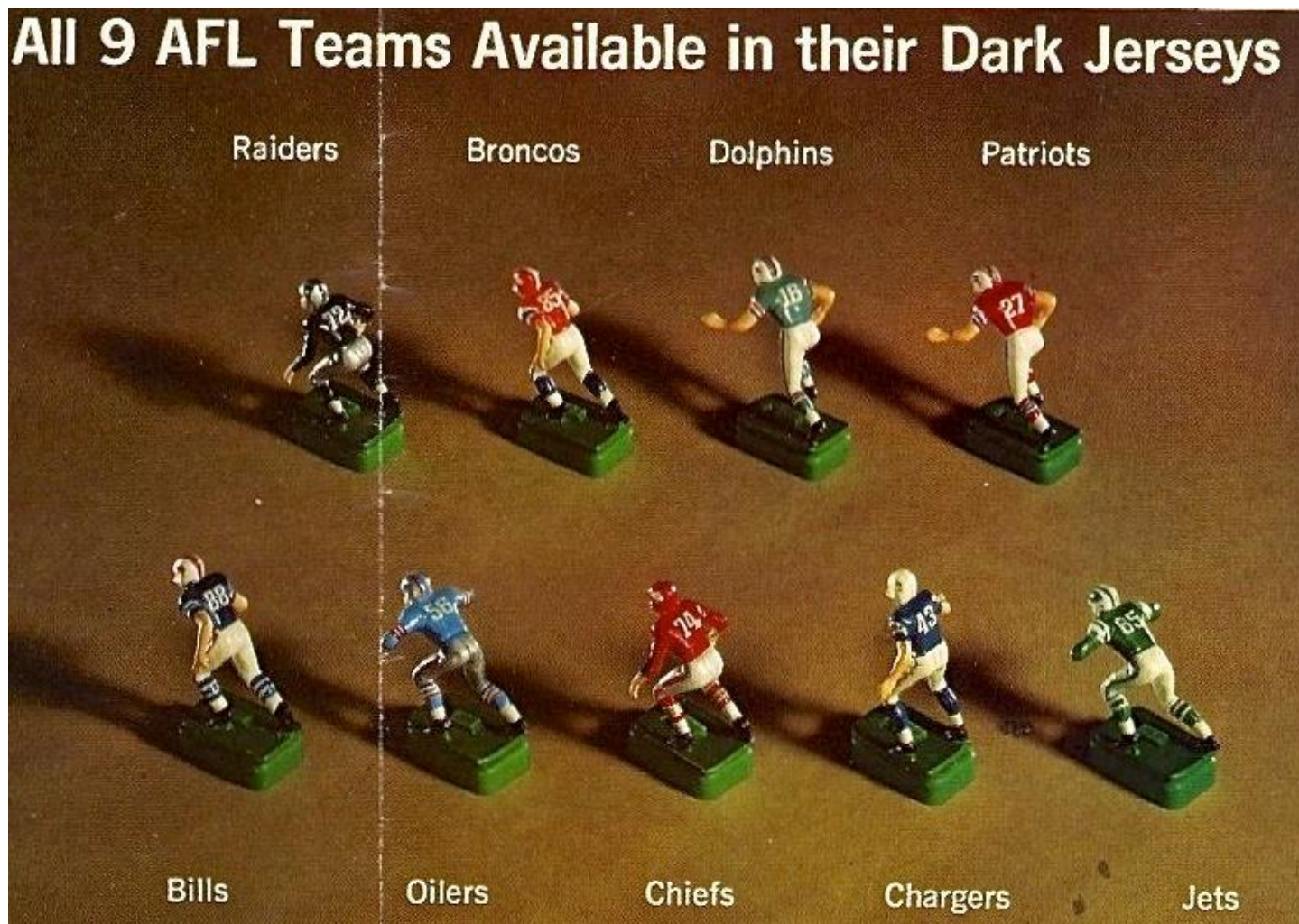
Big Tudor AFL players in Full Color Electric Football

Full Color Electric Football™ was a labor love. It was all about putting together Electric Football images that we love, images that were inspired by our memories of that first Tudor NFL (or AFL) Electric Football game; our first sighting of a Tudor Super Bowl in a Sears Christmas Wish Book; that first peak at a lineup of NFL and AFL teams in a Lee Payne-designed color Rule Book insert.

These are all moments that, decades later, we still cherish. They link to some of the best moments of our childhood, combining the wonder and innocence of a time when things were simple. When a new NFL team came in the mail, or a new Electric Football game showed up under the Christmas tree...life was good. Very good. You had everything you needed. Period.

That's how we felt when got the first copies of **Full Color Electric Football**. Leafing through the pages, especially pages like the beautiful AFL spread included in this post, it was a dream come true. We felt like a giant box containing every Tudor NFL team had been delivered to our doorstep. And we sincerely hope you'll share our dream when you have a chance to check out Full Color Electric Football. It's totally from the heart. We tried to honor this wonderful game as it deserves to be honored – in full color.

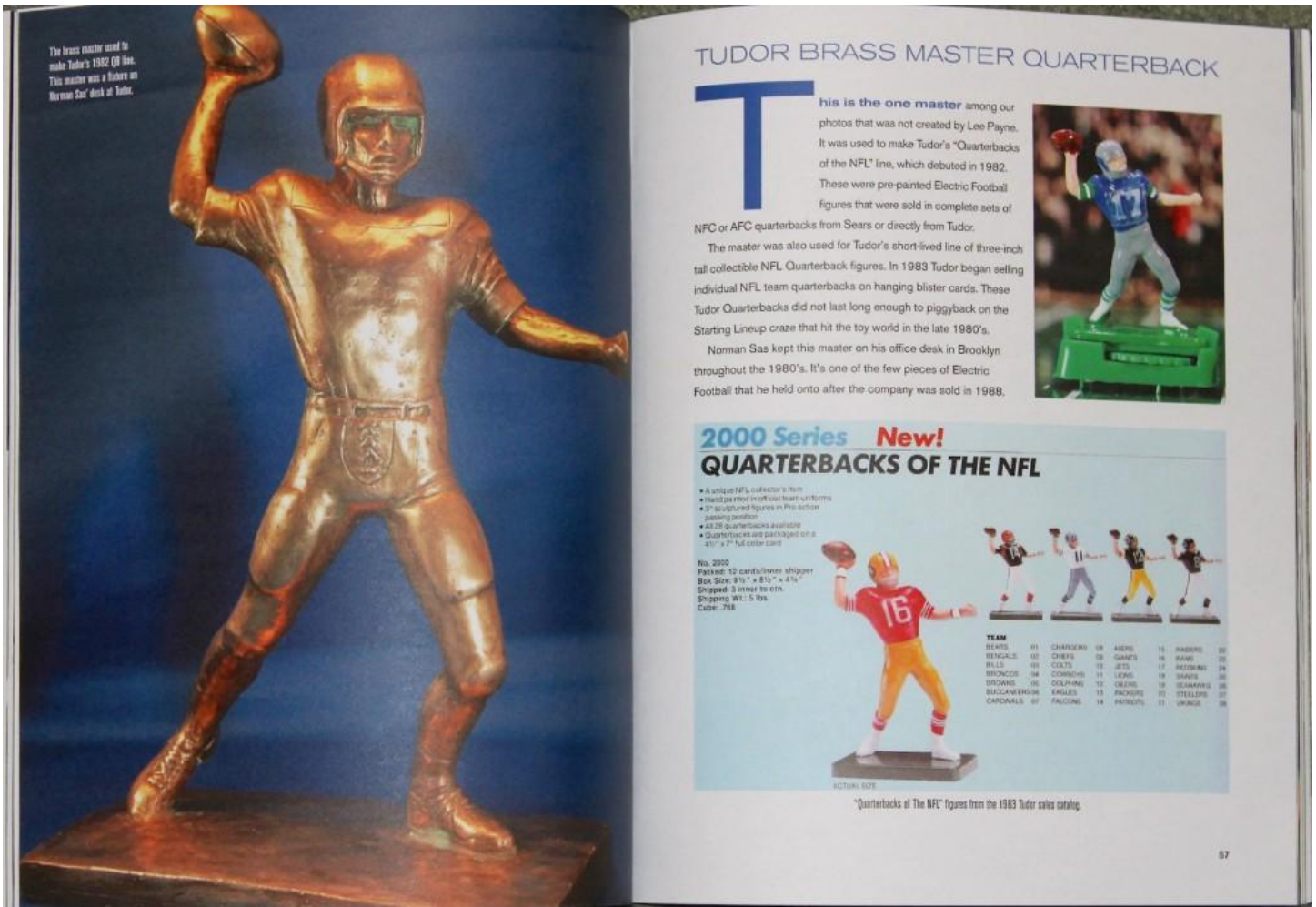
Earl, Roddy, & MK



1967 Tudor color Rule Book insert – we duplicated the team order for **Full Color Electric Football**

Full Color Friday — Tudor QB Brass Master

Posted By Earl, On November 27, 2015



Electric Football production pieces of any kind are exceedingly rare. That's because they weren't viewed as anything "special" at the time they were created. Their purpose was simple — to be part of the industrial process of making a toy. Or in the case of the page from **Full Color Electric Football** we're previewing today, the process of creating an Electric Football player. And these production pieces didn't create just a single item or player. The brass master in our photo spawned tens of millions of Electric Football players

So...can something really be "special" when millions of items are produced from it?

Yes, because of what happened when a production line ceased. Pieces like this quarterback were not only discarded, they were destroyed. Melted down. Just visualize this master being dumped into a blazing furnace...Electric Football history disappearing right before your eyes.

So we're proud in **Full Color Electric Football** to be able to feature — in color — this Tudor brass master. It was from him that Tudor created their NFL Quarterback Electric Football sets in the early 1980's. It was also from him that Tudor created the short-lived "Quarterbacks of the NFL" line in 1983.

As one of the few Electric Football production pieces to survive into the modern era, he's now like a prized dinosaur fossil in a museum display. His "bones" help explain Electric Football's past to future generations. Another special part of this QB's legacy is that he spent his post-production days in Brooklyn sitting on the desk of Electric Football inventory and Tudor Games President Norman Sas. How's that for a priceless pedigree?

We're pleased to finally give this Tudor player the exposure he deserves — in full color.

Earl, Roddy, & MK

Uni Watch/ESPN Holiday Gift Guide Puts Full Color Electric Football At No. 3!

Posted By Earl, On December 3, 2015


The screenshot shows the ESPN website's sports section. The top navigation bar includes links for NFL, NBA, MLB, NCAA, Soccer, and NHL. The main headline is 'Uni Watch 2015 Holiday Gift Guide: What to get the sports fan who doesn't need another cap or jersey', ranked No. 3. To the left is a sidebar with various sports news snippets. Below the headline is a video player showing Paul Lukas, the Uni Watch columnist, holding up a copy of the 'Full Color Electric Football' book. The video player has a play button overlay and a title bar that reads 'Uni Watch 2015 holiday gift guide'.


Electric Football is making its mark in 2015, as our new **Full Color Electric Football™** book landed at No. 3 on the Uni Watch/ESPN Holiday Gift Guide list!! It was a thrill to see Uni Watch columnist and editor Paul Lukas hold up a copy of **Full Color Electric Football** in a video on the ESPN website and say “this is a great new book...”


Like Norman Sas did when Lee Payne showed off the first-ever 3-D Electric Football players, we fell out our chairs!


There is also a nice write up of the book on the ESPN web site. From this ESPN exposure we had a record number of visitors to our own web site. Hopefully we've awakened some long dormant yet cherished memories of Electric Football under the Christmas tree.


ESPN NFL NBA MLB NCAAF Soccer NHL ... Watch Listen


**Uni Watch 2015 Holiday Gift Guide**
2d · Paul Lukas


**From The Mag: How Jimmy Sexton became college football's ultimate power broker**
5h · Mark Schlabach


**Best-case, worst-case scenarios for all 32 teams**
6h

**Curry predicts Warriors will lose before Panthers**
CAROLINA PANTHERS
3h · David Newton







**Brady wants rule change to protect receivers**
NEW ENGLAND PATRIOTS
19m · Mike Reiss

**Papi ready to set aside feud with ace Price**
BOSTON RED SOX · 2h · Enrique Rojas

**Low: How a 4th-and-25 miracle saved the CFP from chaos**
ALABAMA CRIMSON TIDE
3h · Chris Low

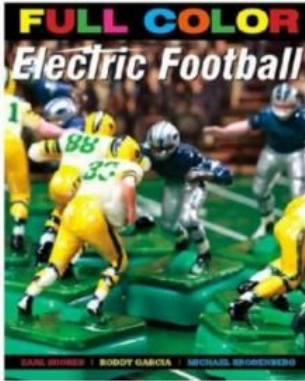
**Strauss: How Stephen Curry wrecks defenses without the ball**
GOLDEN STATE WARRIORS
3h · Ethan Sherwood Strauss

6K Shares



actually looks *better* when rendered that way. [Get them here](#) from Tecmo Bowlers.

3. "Full Color Electric Football"



Courtesy of Earl Shores

As long as we're talking about old-school sports games, fans of Tudor's old Electric Football -- that's the game with the vibrating field and the little plastic players that inevitably ended up in a big scrum at one corner of the end zone -- will want to check out this new paperback book by Earl Shores, Roddy Garcia and Michael Kronenberg that examines the game's history and evolution. [Gorgeous color photography](#) shows just how tricky it can be to get the uniforms painted onto those tiny players and how rewarding it can be when it's done well. [Get it here.](#)

What a start to the Christmas season — thanks so much to all of you who've been along for the long ride over the last two years! And a big “Full Color” welcome to those who are just rediscovering the special place that Electric Football occupies in our hearts and minds.

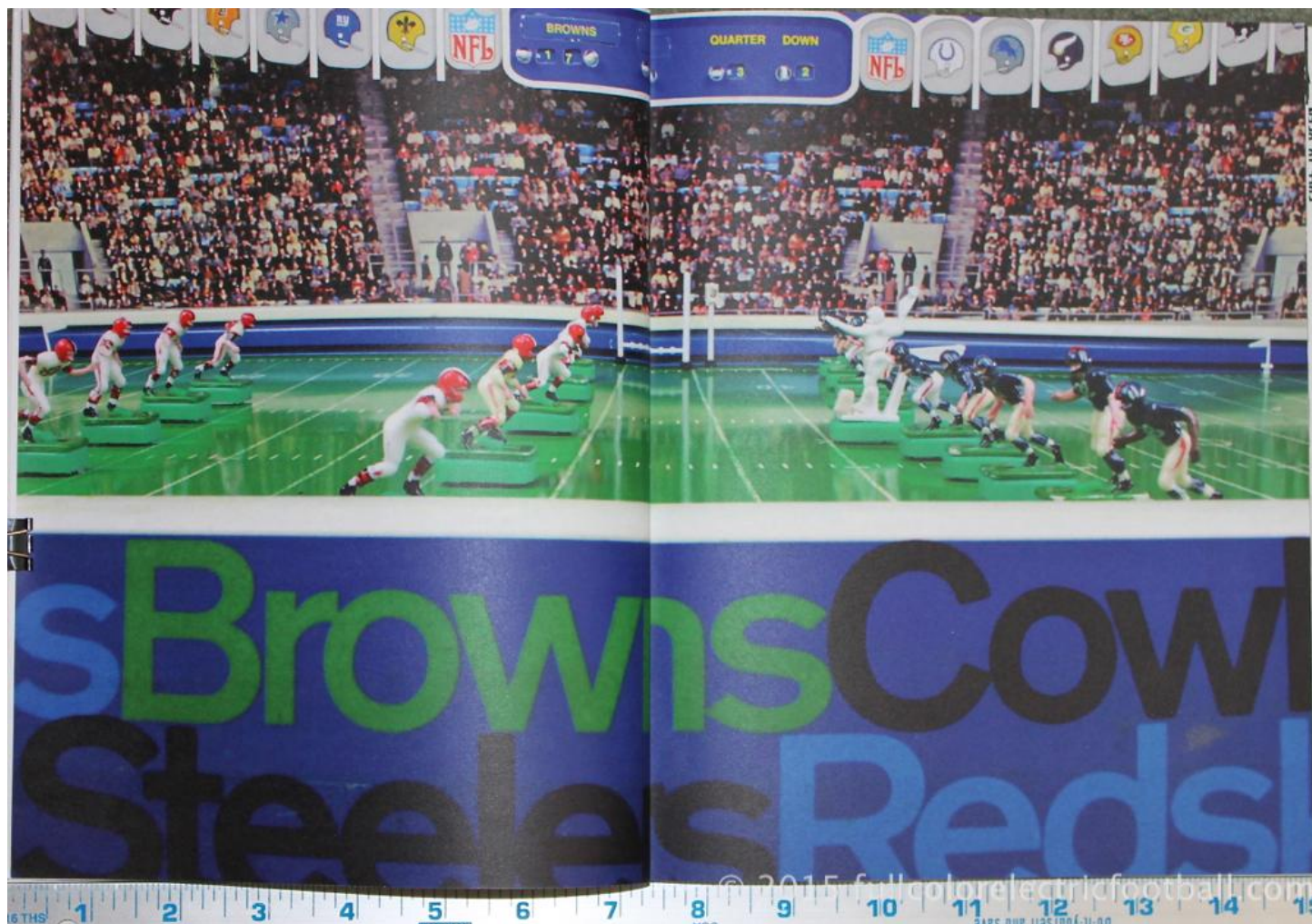
Earl, Roddy & MK

Full Color Friday — 1967 Tudor NFL No. 620 Spread

Posted By Earl, On December 4, 2015

Electric Football Full Color Friday continues this week with the opening photo spread from **Full Color Electric Football™**.

One of the most frustrating aspects of the book is this: taking photos of its pages just don't do it justice. A still photo can't capture the physical act of turning a page, and finding this beautifully designed two-page spread staring back at you.



When the book is fully opened, the spread above is almost a full 16 inches across (see the yardstick). That means if you laid the book out on an actual No. 620 field, this No. 620 image would stretch from the end zone to the 50-yard line. Those kind of dimensions make the players in this photo, at least the ones in the foreground, larger than real-life Electric Football players.

It all adds up to make quite an impact — at least when the book is sitting in your hands. It's something we hope you all get to experience in the coming weeks.

Earl, Roddy, & MK

Full Color Electric Football Interview With The Knee Jerks!

Posted By Earl, On December 7, 2015

Electric Football has no greater friends in the media world than Greg Eno of Al Beaton of The Knee Jerks. For almost an hour yesterday I talked with them about **Full Color Electric Football™** and all things Electric Football. It's always such a fun conversation because they are true Electric Football guys. They "get it" on every level. And what is so enjoyable is that they always come up with interesting questions, leading the conversation about Electric Football to totally new places.

They never fail on this angle. I was totally floored and flattered by Greg saying that **Full Color Electric Football** could be the official program for an imaginary Electric Football museum/hall of fame. It's the book you would buy in the museum gift shop to take home and remind you of the cool exhibits you saw during your visit. Wow! That's the type of an endorsement we're happy to float upon for a while.

What says it all about my conversations with Greg and Al is that I'm always amazed how quickly the time goes by. An hour talking with them feels like 15 minutes. Hopefully you feel the same way and enjoy their enthusiasm for our favorite game. Click on the link at the top of page to listen to the interview.

Thanks so much Greg and Al!!

Earl

Full Color Friday — the Lee Payne Archive

Posted By Earl, On December 11, 2015



LEE PAYNE ARCHIVE

As we've discussed in previous sections of this book, and in great detail in *The Unforgettable Buzz*, one of the most important "players" in all of Electric Football was Lee Payne. After becoming Tudor's first Director of Product Development in 1964, Payne created Tudor's line of NFL players, as well as some of the most treasured Electric Football games ever made. Payne also designed Tudor's catalogs and packaging, taking the photos that appeared on

Tudor's boxes and in the coveted Tudor Rule Book. He had a profound influence on just about every aspect of Electric Football, even to the modern version of Tudor Games using Payne's iconic lineman image on its games and website.

The photos in this very special section come entirely from the Lee Payne archives. There are production photos, "mock-up" photos, prototype photos, sideline photos, Toy Fair showroom photos, and much more. These stunning images offer a true peak behind the scenes and into the genius of Lee Payne. It's a section for the Electric Football dreamer inside all of us.



Electric Football Full Color Friday continues with another chapter from **Full Color Electric Football™** that we're incredibly proud of — the Lee Payne Archive. What this section contains is truly one of a kind – 30 images from the personal collection of Tudor's "all-pro" designer Lee Payne.

There are prototype images, production mock-ups, photos that made it into Tudor catalogs, and others that are strictly “behind-the-scenes” stuff. We show how the iconic Sears NFL No. 613 box was created, as well as other Big team match ups that Lee put together on an NFL No. 620 in 1967.

Below: Cowboys and Packers posed on an NFL No. 620 game. The numbers all correspond to actual NFL players.



101

A Lee Payne image from page 101 of Full Color Electric Football (not the Ice Bowl).



Bart Starr on the frozen field during the 1967 Ice Bowl

But the unquestioned centerpiece of the section is the first-ever color photo of Tudor’s 1968 Ice Bowl prototype. This never put into production model is the “Lost” Electric Football game of all-time. A beautiful piece that produces wonder in anyone who sees it.

We’ve placed the game in a stunning two-page spread that lets you linger over the image, taking in every detail that Lee included in the game — including “frozen” white end zones. The “What If’s” race through your mind. Tudor’s Cowboys and Packers never looked so good!

We are pleased to be able to open this amazing window to the genius of Lee Payne. It’s one of the many highlights to be found in **Full Color Electric Football**.

Earl, Roddy, & MK

Full Color Friday – Interview With Fox Sports Radio KKTK

Posted By Earl, On December 18, 2015

Electric Football Full Color Friday continues with something special in this week before Christmas — an interview by Full Color author Earl Shores (me!) with Fox Sports Radio KKTK 1400am/ESPN Radio KTRG 94.1 in Texarkana, Texas.

The interview took place on Tuesday evening (12/15) during the drive time “Leaving The Yard” program. Hosts Chuck Zach and Robert Cochran truly are old friends at this point, giving both **Full Color Electric Football** and **The Unforgettable Buzz** unmatched exposure and enthusiastic praise throughout the conversation.

It was full on fun. In fact, we covered so many facets of Electric Football and the new book that the interview has been converted into our long overdue Full Color Electric Football video trailer.

I finally tell the story of the unlikely place where the plan for our new book was “hatched.” Many, many thanks to Chuck and Robert for conducting this great interview. They are great friends of Electric Football.

Earl

Full Color Friday Electric Football Christmas!

Posted By Earl, On December 25, 2015



Christmas Day 1971

Football's most significant day is Christmas. It is a fact that most Electric Football games were (and still are!) received as Christmas presents, providing the “Red Ryder” moment that many of us have carried in our memories for 40, 50, or maybe even 60 years. It's the toy we put at the top of our Christmas lists, usually after seeing a full color image in a Christmas catalog from Sears, Montgomery Ward, or JC Penney.

Yet while the Santa-delivered Tudor NFL buzzed around our living room floors on Christmas day, there was only one Christmas throughout the 1960's, 1970's, and early 1980's when any actual NFL games were played. That was the 1971 Divisional Playoffs.

In the early game that day, the Cowboys defeated the Vikings 20-12. But it was the second game that will forever hold a place in both pro football and American history.

It was and still is the longest NFL game ever played, an epic contest that wreaked so much havoc on traditional Christmas family dinners that the NFL didn't attempt to play another game on Christmas Day until 1989. The game we're referring to, of course, is the Dolphins 27-24 double-overtime victory the Kansas City Chiefs.

December 25, 1971: The Chiefs and Dolphins play for almost 83 minutes before kicker Garo Yepremian gives the Dolphins a 27-24 victory. (Sitting on the field is the white towel used by Dolphins' holder Karl Noonan.)



118

For our new **Full Color Electric Football™** book we thought this game was worth commemorating. So in our Greatest Games section you'll find this photo of the Electric Football version of the game's final play. To recreate the look of KC's Memorial Stadium (this would be the last game ever played there), we put Tudor Chiefs and Dolphins on a 1970 Coleco game. Then we did a little extra decorating — even down holder Karl Noonan's white towel on the field. Turned out pretty well, didn't it?

So...we hope you're enjoying all those books Santa left under the tree this year. You know you've been good!!

Merry Christmas and Happy Electric Football Holidays!!

Earl, Roddy, & MK

Full Color Electric Football On Television!!

Posted By Earl, On January 8, 2016



WHITE PLAINS Community Media

Your Internet
White Plains Comm
Verizon 45/



A man in a dark suit, light blue shirt, and red tie is holding a box of 'Full Color Electric Football'. The box features a football game in progress with players in yellow and white uniforms. The text 'FULL COLOR Electric Football' is visible on the box. The man is speaking and gesturing with his hands.

01:02 28:01

Beyond The Game - Earl Shores Full Color Electric Football
White Plains Community Media Presents: Beyond The Game - Earl Shores Full Color Electric Football

Like 0

Tweet

Media exposure for **Full Color Electric Football** expanded to television last week when co-author Earl Shores paid a visit to the Beyond The Game show in White Plains, New York.

This was the second time that Shores had the pleasure of sitting down with host John Voperian in front of the cameras and bright lights. The result was a vibrant and wide ranging conversation that covered not only Electric Football's past, but also its present and future as well.

John started the interview by asking about the story behind the black helmet Saints section of **Full Color Electric Football**, then moved onto the the AFL, Greatest Games, Player Endorsed games, and many other Full Color highlights.

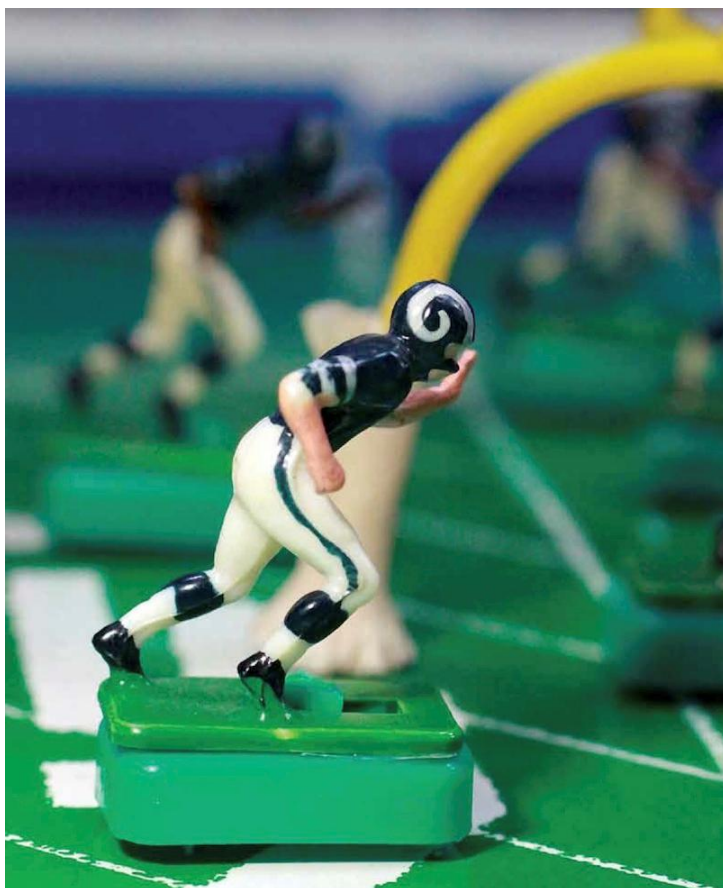


One of unique things about the conversation was having pages from the book up on screen as Shores explained them to viewers. The interview wrapped up with two back-to-back 50-yard touchdown runs by a Tudor quarterback sporting a green rub-on #12.

Shores came off the set thinking it was one of the best Electric Football conversations he'd ever had. "It's just very comfortable to sit down with John," said Shores. "He makes sure you're relaxed and then asks great questions — the answers just flow."

Full Color Electric Football Friday – Rams Intro

Posted By Earl, On January 15, 2016



INTRODUCTION

If there's one thing Electric Football is about it's color. From the green of the fields, to the red and yellow teams of the early Tudor No. 500 models, to the stark yet stunning graphics on Gotham NFL boxes, to the Drummond brothers happily competing in those Tudor Sports Classic ads, to finally, the multiple hues of Tudor's miniature NFL – color dominates.

Color is what we "see" in our minds, almost automatically, when our thoughts wander to Electric Football. The blue of the NFL No. 620 frame, the red, white, blue and bold of the majestic Sears SUPER BOWL frames, the Broncos with orange pants, the yellow apron of the 1967 Steelers, and the triple-striping on the sleeves of the early Packers, Browns, and Cardinals.

Those players all appeared on the wondrously inserted and tantalizingly colorful Lee Payne-designed Tudor Rule Book pages. Perhaps nothing in Electric Football generated the amount of awe and wonder as a full color lineup of NFL teams. One of the things it did was keep us coming back to Electric Football year after year. Once the season was over we might put our Electric Football games away, but when the NFL season started again the following fall, there we were, dragging our games from under the bed or out of the closet to start up anew. Not only did we have dreams of a new season, we had dreams of new teams to make our season that just more realistic.

This meant Tudor could sell a single game yet have us playing Electric Football for years to come,

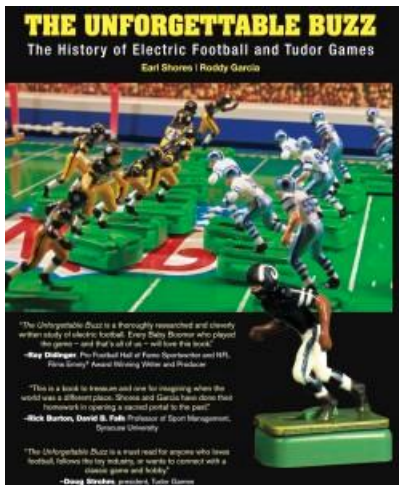
simply by giving us the chance to add something new to our NFL lineup with each new season.

Of course we would lust for new Electric Football games, especially if the Sears, Ward, or J.C. Penney Christmas catalog was delivered to our home. Those retailers all awarded Electric Football "featured toy" status, producing full-color catalog pages that carried almost as much wonder as the Tudor Rule Book. Electric Football games with legs, lights, and domed stadiums were all used to sway our Christmas shopping list.

Electric Football became so popular that by 1972 four different companies were making almost 40 different models. This period proved to be the high water mark for the game, as the market soon became oversaturated. Forty NFL teams were one thing (actually with home and away jerseys, Tudor had 48 teams for sale), but 40 games were too many. A collapsing Electric Football market shook out both the excess games and companies. By 1977 only two companies were left, combining to make just a half dozen Electric Football models. And by decades end Tudor was back to where it started in 1949 – the sole maker and seller of Electric Football.

But what Electric Football left behind is enough to provide a lifetime of toy dreams for anyone who found joy while playing the game. That's really what this book is about – the dreams that a simple color image can inspire. And we hope that you find some of those wondrous long lost dreams as you page through *Full Color Electric Football*.

The Rams have played a prominent role in both of our Electric Football books. There is a 1967 Tudor Rams' receiver on the spine and back cover of ***The Unforgettable Buzz***. And for ***Full Color Electric Football***™, we used a Rams' running back for our Introduction spread. They are true teammates, having arrived in the same Tudor bag that said "RAMS (D)."



We used these players because they capture all that we dreamed of when we first sat over an Electric Football game. They were painted so well – almost too perfect it seems. But they were painted by somebody's very talented hand in a very busy painting factory in Hong Kong. Painted with the detail and near perfection that we wished for in every Tudor player we owned.

The blue is almost a exact match for the blue the NFL Rams used at the time, even if their dark jerseys were something that only came out on those occasions when they visited the Browns, the Cowboys, or the Saints (or Cardinals in 1966). And there's just something about the Rams in dark jersey, an "elusive" quality, that combined with the excellent painting, makes these players and this 1967 team extra special. It goes without saying that these players will always be "seen" through our eyes as the Los Angeles Rams.

So when the news came out this week that the Rams were moving back to Los Angeles, it stirred up a lot of mixed feelings. For those of us of a certain age, it's nearly impossible to remove the "Los Angeles" from in front of the "Rams" when thinking about the team. From there it's an easy jump to the conclusion that the Rams should have never left LA. But they did, making a home in St. Louis for two decades while replacing the Cardinals, who had fled to Arizona (after originally coming to St. Louis from Chicago).

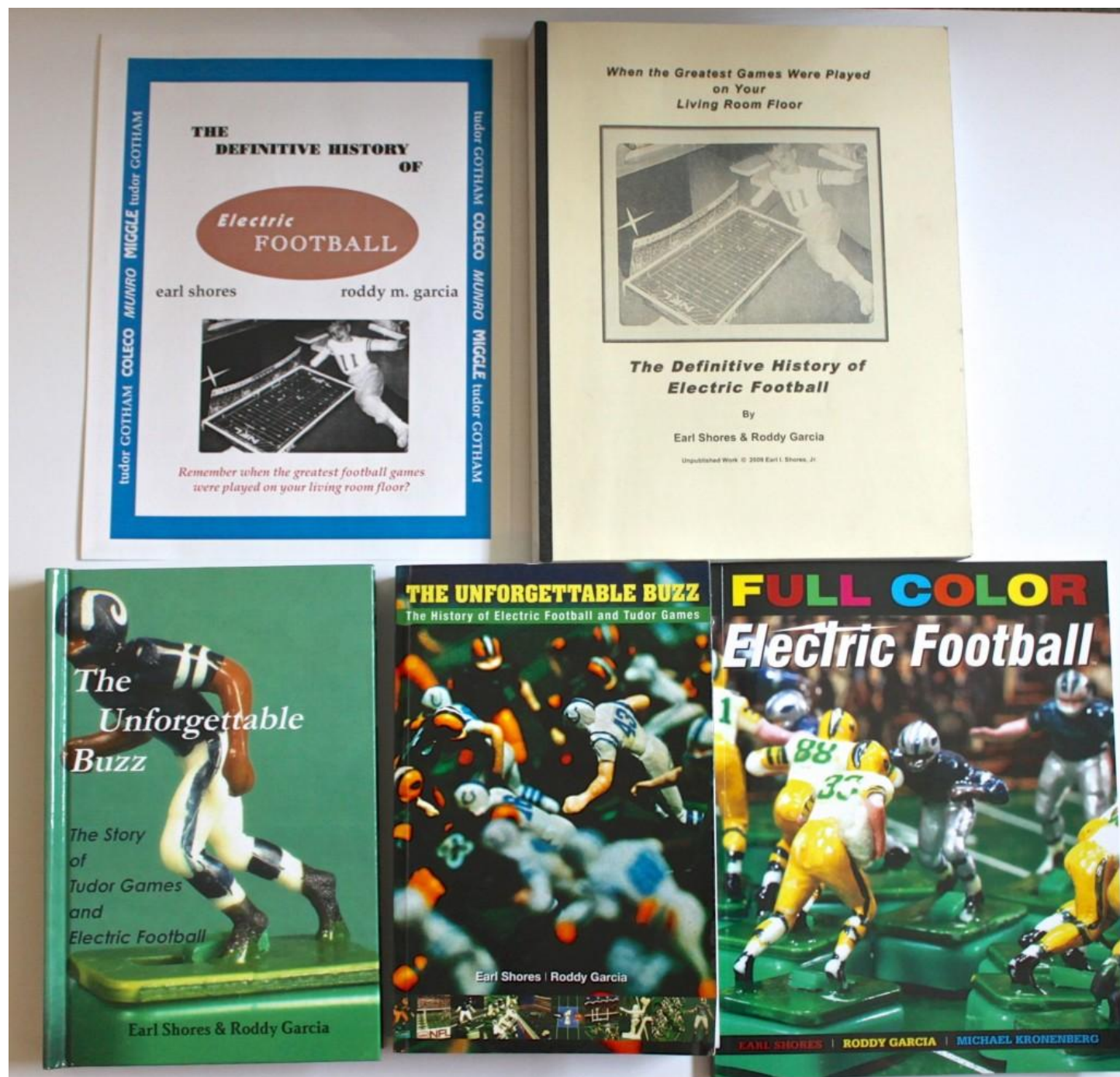
It's impossible not to feel bad for the fans and the city, who have now been used and abandoned twice by the NFL. Almost everything surrounding the Rams move – as well as the Chargers – leads us too the emphatic fact that the almighty dollar is king in the NFL. And we're talking billions of \$\$\$. There's just no way to ignore it in 2016.

But back in 1967, the NFL was different (most players had 2nd jobs!), the world was still full of wonder, and our dreams of perfection could be satisfied by a little blue Electric Football player with precisely painted "horns." That's the type of wonder we wanted to recreate when you turn the pages of ***Full Color Electric Football***. We hope we've succeeded.

Earl, Roddy, & M

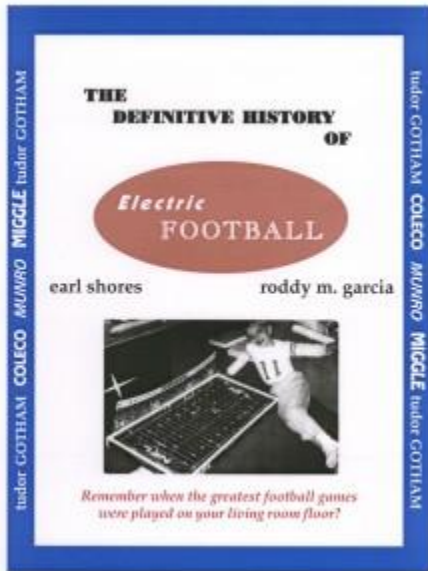
Full Color Electric Football Friday — A 20 Year Dream

Posted By Earl, On January 22, 2016



Top row: The 1996 Chicago "teaser"; 2009 "Sas draft." Bottom row: A 2012 test copy; 2013 The Unforgettable Buzz; 2015 Full Color Electric Football.

Twenty years ago we had an Electric Football dream. We wanted to write a book about Electric Football. It seemed like a no-brainer idea. We had already published several Electric Football articles, the hobby of toy collecting was being covered by 3 different publications, and Miggle had just brought Electric Football back from bankruptcy and the graveyard of dead toys. Not only that, bookstore shelves were overflowing with slick looking books about any and every sort of collectible — except Electric Football. We were sure it was a “niche” that needed filling.



Cover of the 1996 Chicago book “teaser.”

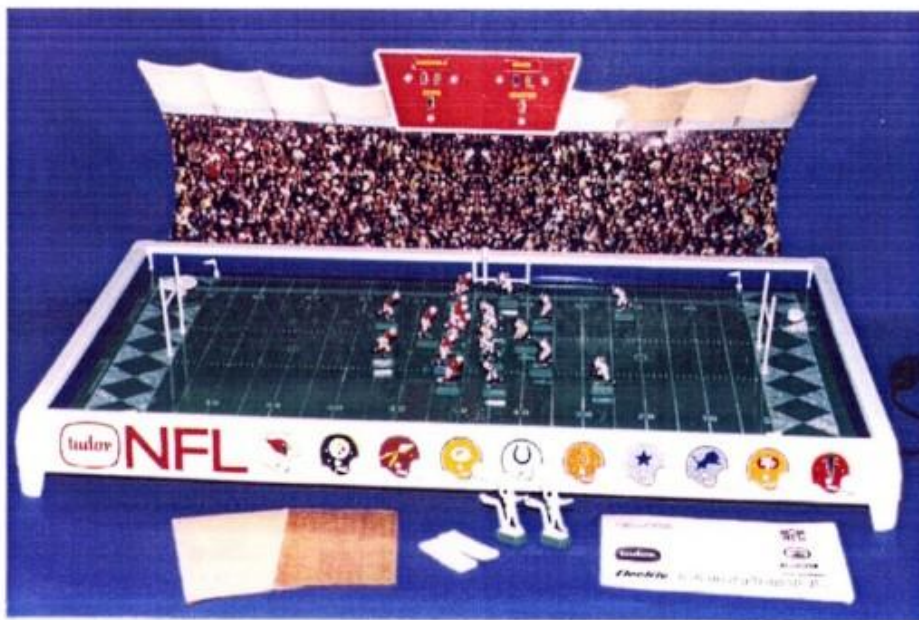
To promote our book idea we came to the 1996 Miggle Electric Football convention in Chicago with a four-page full color “teaser.” That teaser looks so crude today, which belies just how difficult it was to put it together. Since only the most expensive computers of the day were powerful enough to run any type of graphics programs — not that the average home user could even afford a graphics package in 1996 — we had to enlist the help of our talented friend Christine Kirker and rent computer time at a local Kinko’s to create it. It was a painful process, with any little move of the text or photos seemingly unleashing a cascade of changes to the file. And what those four measly pages cost to print in 1996...using the same price scale today would put the cost of our 124-page Full Color Electric Football book at about \$200.

In the late 1990’s we continued moving through the “channels” of the collectable publishing world, finally, thanks to a giant assist from Toy Trader Editor John Koenig, landing a contract in early 1999 for an Electric Football book with Antique Trader Publications. Specified in the deal was a 200-page color book. We eagerly signed the contract and FedEx’d it back to Antique Trader for their final approval.

This last step never took place. At the same time we were in negotiations for our book, secret negotiations were going on between Antique Trader and Krause Publications for a merger. Their merger moved forward, but our book didn’t. Krause editors weren’t interested in Electric Football, although it took them six months to let us know.

It was a BIG blow to us, and it was painful to have to explain the situation while manning tables at the 2000 Miggle Convention in D.C. The official “no” had come just weeks earlier, so it was a very hollow weekend. Looking around it was great to see the hobby moving forward, but we weren’t sure where or how we fit anymore. We had been talking about a book for 5 years...without producing one.

Through the ensuing years we purposely took a lower profile while continuing work on the project. Dozens and dozens of letters were sent to agents and publishers (all rejected), while we continued to do research and interview people like Norman Sas, Lee Payne, Roger Atkin, Albert Sung, and Brian Clarke. Finally, Norman Sas asked us to write up what we had and print it so he could give his company’s history to his family. This took place in 2009, with us meeting Norman Sas during Super Bowl weekend of 2010.



1967 TUDOR NFL FOOTBALL - Model No. 613

Mid-west bragging rights were up for grabs, and you were on the sideline during a wind-chill December day at Wrigley Field or Sportsman's Park. Sold exclusively through Sears, the #613 brought to life the rivalry of the Bears and the Cardinals with authentically painted 3-D NFL players. Besides being painted, these new "deluxe" players featured another innovation - removable bases. The #613 was not the largest game Tudor made in 1967, but the border of lithographed NFL helmets made it the most striking. Accessories: two triple threat QB's, two number sheets, a felt of six footballs, four end zone flags, a magnetic first down marker, a ball marker, the patented Tudor End Zone Timer, scoreboard names for all NFL teams, and a rulebook with an NFL team order form.



1969 JOE NAMATH ELECTRIC FOOTBALL, GOTHAM PRESSED STEEL - Model No. 812

To compete with the NFL, Gotham signed up the biggest star of the AFL - "Broadway Joe." The laminated fiberboard field included Joe's face and signature at mid-field, but the key feature to the

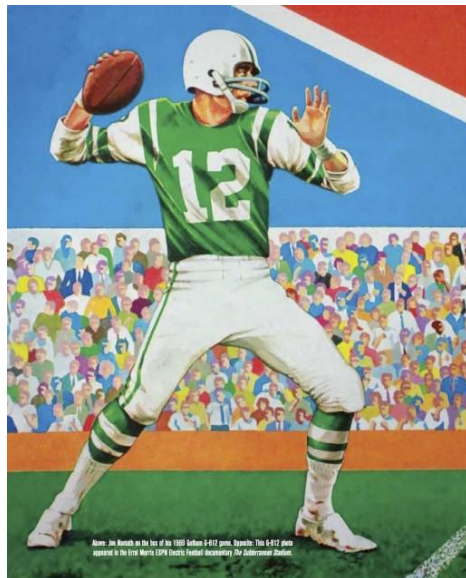
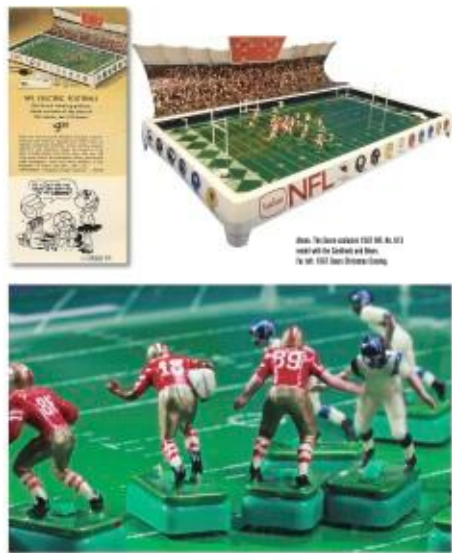
and the Giants. A mid-sized #613 model, which was sold exclusively through Sears, pitted the Bears against their once crosstown rivals, the Cardinals.

In 1968, Tudor marketed an AFL game with the Jets vs. Chiefs, and the modern age of electric football was under way. While Tudor updated and refined its games in the early 70's, Canadian toy companies Coleco and Munro introduced games of their own, and dug in along the electric football "scrimmage line." But by the mid-70's, Tudor still had the ball, and was alone in the clear. All of its rivals - Gotham, Coleco, and Munro - were strewn in the dust.

Tudor continued to make games into the 80's, but couldn't handle the blitz of video game technology. So through a mutual agreement in 1988, the Tudor line was handed over to Superior Toys of Chicago. But when Superior Toys experienced financial problems in 1990, it seemed the final whistle had blown for electric football.

Fortunately for electric football fanatics around the country, Mike Landsman never gave up on the game he loved. In 1993 he launched Miggle Toys, and resurrected the tradition of electric football. Thanks to Mike's dedication, this "American Sports

To say we were inspired was an understatement. Things took off from that point, with the final piece in the book puzzle being designer Michael Kronenberg. With his Lee Payne-like artistic vision added to the project, we published ***The Unforgettable Buzz*** in 2013 and ***Full Color Electric Football*** in 2015.



PLAYER ENDORSED GAMES

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Gotham to land Broadway Joe. This surprise Namath deal made 1969 an extraordinary year in Electric Football, as it was the same year that Tudor and Sears introduced the No. 633 Super Bowl game with the Jets and Colts. The metal Gotham Namath quarterback figure was the highlight of the game, as the game board itself was not much more than a glorified Gotham G-880.

Gotham also produced an Electric Football game endorsed by the National Football League Players Association in 1969. This endorsement came on the

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In 1970 Gotham added a Roman Gabriel-endorsed model to their line. The new G-818 came with a metal Gabriel quarterback figure, but without a grandstand. 1970 also saw Calico step onto the field of Electric Football with a pair of Pro Stars models that were endorsed by well-known football players of the time.

Gotham expanded their line of player-endorsed games in 1971 to include a Dick Butkus model. What was more notable was what Gotham did to the Namath and Gabriel games that year. They replaced the metal quarterback figure in each game with a generic and oversized plastic one. The expansion of the player endorsed models continued for Gotham



Michael Kronenberg's work in 2015 on the Tudor NFL No. 613 model and the Gotham Joe Namath game for our Full Color Electric Football book.

In looking back two full decades into the eyes of those ambitious young dudes standing there in Chicago, it's pretty stunning to realize that, although it took a while, we accomplished all that we set out to do.

In *The Unforgettable Buzz* we told the story of Electric Football, pretty much creating "the definitive history" we were talking about twenty years ago. And in *Full Color Electric Football* we were able to show the true grandeur of the game with page after page of the best Electric Football photos we've ever taken. Why this game captured our imaginations — for a lifetime — is clearly on display for any reader to see.

The last two decades have truly been one helluva of ride. There were many (many, many, many) bumps and setbacks along the way, but we kept persevering, finally completing the vision we had long ago. It's something we didn't realize until we started contemplating the 20th anniversary of that first Miggle Convention. So we want to sincerely thank everyone for encouraging us, sticking with us, and ultimately supporting both our books when we finally got them published. All we can say is that sometimes dreams DO come true. Many, many thanks!!



Earl and Roddy, Chicago 1996.

Earl & Roddy

Great Review of Full Color Electric Football by Hail Varsity!

Posted By Earl, On March 4, 2016

HOTREADS

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dreynolds41 Sweep. Thanks for playin', Texas. #Huskers #NCAAVB



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b.a.s.k.e.t.b.a.l.l.26 So proud

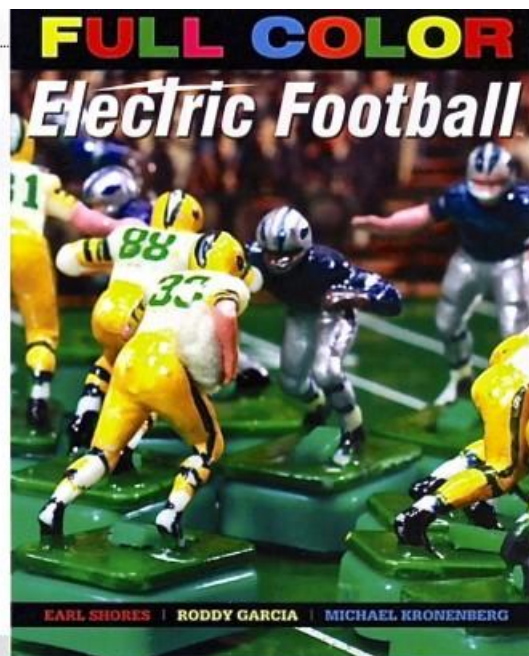
katey8099 Great job Go big red 🙌🏻🏆🏆



Kerri Walsh Jennings

Congratulations ladies! So well played! I LOVED the blocking. SO good @Huskervball! @TexasVolleyball CONGRATS!

@kerriewalsh, Dec. 19, 2015, 6:31 PM



WORTH IT

FULL COLOR ELECTRIC FOOTBALL

Like any good child of the late-1950s/early-1960s, my father had an electric football set. Thirty or so years after he got it, my father broke it out for my brother and me.

We weren't much interested in the vibrating field or the little, cotton footballs, but we loved the figures – tiny offensive linemen with their elbows out in a blocking posture, running backs in the first two steps of a sprint, linebackers and defensive backs looking vaguely athletic with their knees bent. Each team – the Bears, Browns, Chargers, Chiefs, Cowboys, Packers and a few others I'm probably forgetting – was stored in its own repurposed baby food jar. I didn't so much play with them as marvel at football writ – or in this case, painted – small.

Full Color Electric Football (One Way Road Press, \$24.95) delivers in book form the same delight I felt holding a miniature Jim Brown between my fingers three decades ago. Authors Earl Shores and Roddy Garcia joined with designer Michael Kronenberg to produce the definitive history of electric football in their first book, 2013's *The Unforgettable Buzz*. Their latest, published in November, provides more than 250 full-color images of those tiny teams and stadiums, giving the game the visual companion it so deserves.

If you ever considered the challenge of painting a Green Bay 'G' on a helmet the size of a pencil eraser or wondered what Alan Ameche's touchdown plunge in the 1958 NFL Championship game would look like on an electric football field, this is the book for you. There's an entire chapter on recreating some of the NFL's most memorable moments, but the whole book serves as a visual treasure trove of mid-century football memories.

In that way, *Full Color Electric Football* appeals to those who never stopped hearing the unmistakable hum of a steel gridiron as well as those who never actually heard it all.

—Brandon Vogel

Electric Football truly has a knack for ending up in surprising places. We were amazed to find our new ***Full Color Electric Football*** book in the December 30, 2015 edition of Hail Varsity, the alumni magazine for the University of Nebraska.

In a full color and nearly full-page feature, Editor Brandon Vogel gave our book an emphatic “thumbs up.” It’s such a thoughtful and thorough review, we were absolutely thrilled to read it. What’s rewarding about this review up is that Mr. Vogel is a “millennial” who never actually played the game. He was exposed to Electric Football through his father’s old Tudor Games NFL set. But yet, he was still enthralled by the Electric Football concept, particularly the painted NFL teams and the tiny details that were imparted on them.

So here’s someone from the electronic generation who can “see” the grandeur of Electric Football pretty much as we did 30 years earlier. It seems a little thing, but it’s heartening to know that Tudor’s “vision” of the game is still clear to see all these years later. It also helps us think we weren’t totally crazy to publish two books about Electric Football.

So...thank you Brandon Vogel — we appreciate your kind words about ***Full Color Electric Football!*** And thank you Lynn Schmidt for letting us know the review existed!

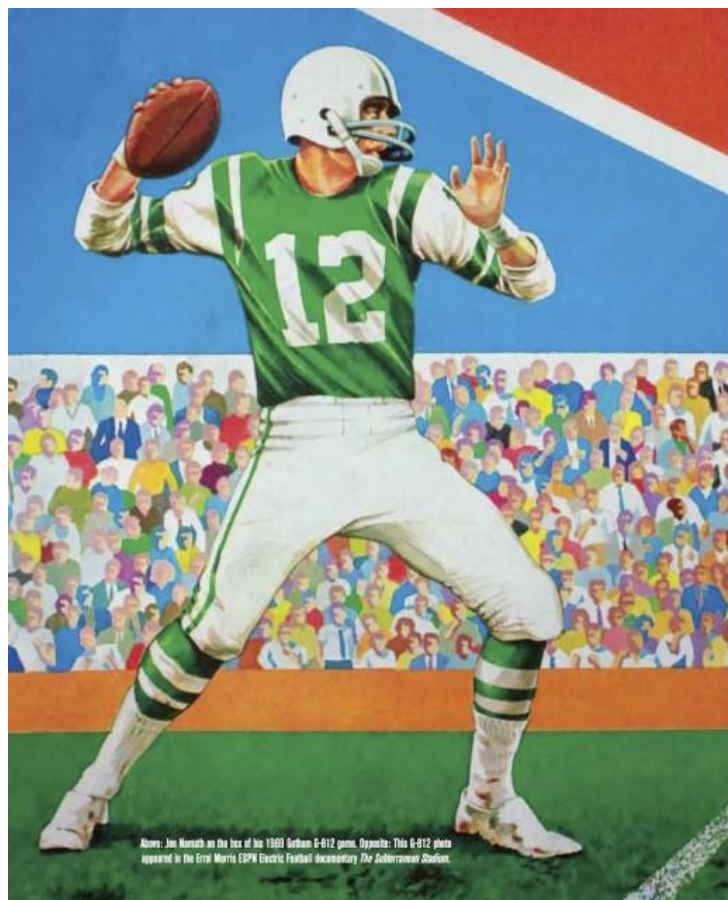


A Happy Full Color Electric Football Birthday to Joe Namath!

Posted By Earl, On May 31, 2016

Not only was Joe Namath a star and Hall of Famer in the AFL and NFL, he was exactly that for Electric Football too.

The 1969 Gotham Joe Namath model pictured above was the FIRST player-endorsed Electric Football game ever made. It’s a game we feature prominently in our book ***Full Color Electric Football*** and discuss in great detail in our first book ***The Unforgettable Buzz***.



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87

No other player had the commercial appeal of “Broadway Joe,” especially after the Jets upset the Colts in Super Bowl III in 1969. He was the perfect player to have his own personal Electric Football game, and actually helped keep Gotham Pressed Steel viable in the hyper-competitive Electric Football world of the early 1970’s.

So here are birthday wishes to one of the all time greats — both in the NFL and in Electric Football!

Norman Sas – Remembering Electric Football’s Inventor

Posted By Earl, On June 28, 2016

It was four years ago today that Electric Football Inventor Norman Sas passed away.

We were truly saddened, but we knew that Norman had not been well for some time. So his passing wasn’t completely unexpected. What we didn’t know was that the Sas family would put both of our names and the tentative title of our still unpublished book into Norman’s obituary. It was an honor that we’ll always treasure, and it sent us on our way to getting *The Unforgettable Buzz* into print in 2013.



2016 Hall Of Fame Game and Tudor's No. 510

Posted By Earl, On August 4, 2016

Set to square off in this Sunday's Pro Football Hall of Fame game are the Colts and the Packers. These NFL teams are obvious choices because of the Hall Of Fame inductions of Brett Favre, as well as former Colts' player Marvin Harrison. In addition, former Colts' coach Tony Dungy is also a 2016 inductee.

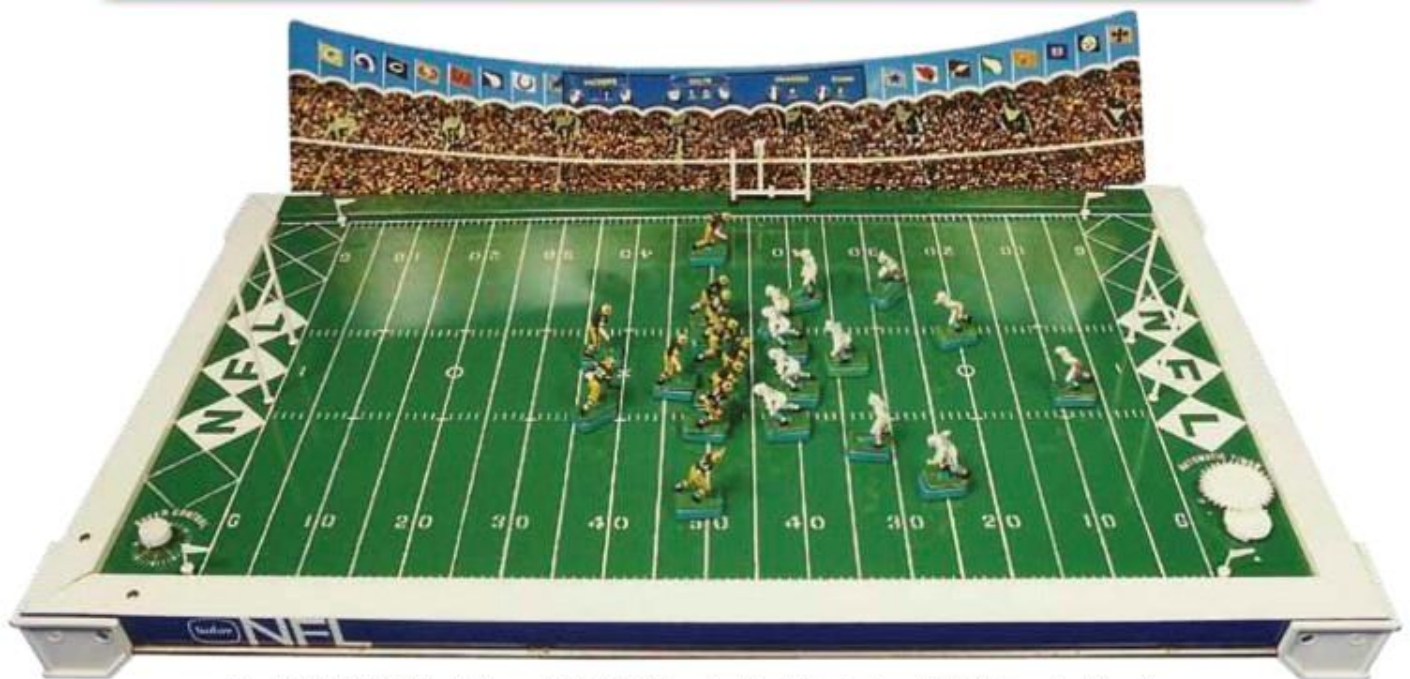
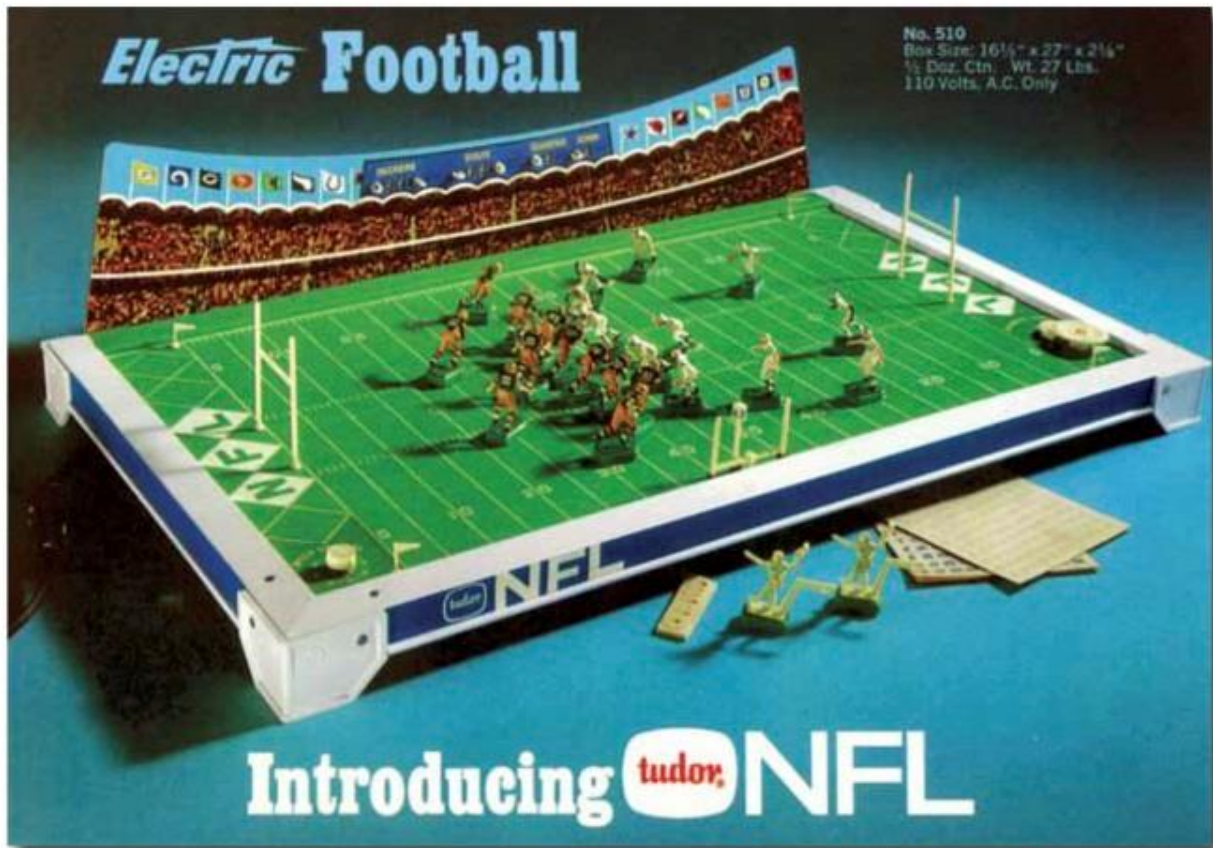
This Hall Of Fame Game pairing contains so much NFL history. In the 1960's these teams were bitter rivals who played some epic games. One of those games is the 1965 Western Conference Championship, which we feature in our Full Color Electric Football book.

And this rivalry is why Tudor put the Colts and Packers on their new NFL No. 510 Electric Football game in 1967. They were two of the best teams in the NFL and would help sell Tudor's brand new line of NFL games. Lee Payne's careful photography also would help sell games.

The Tudor NFL No. 510 model is a first ballot Electric Football Hall Of Famer

Just like Favre, the Tudor NFL No. 510 is a first ballot inductee into the Hall of Electric Football games. It was a top seller for Tudor, and in addition to the NFL No. 620 game, helped make NFL Electric Football a featured toy in the late 1960's.

The Tudor No. 510 is one of the most noteworthy games in all of Electric Football. So we didn't hesitate to put it on the cover of ***The Unforgettable Buzz*** in 2013.



Tudor's 1967 NFL No. 510. Top: As it appeared in the 1967 Tudor sales catalog. Bottom: Packers and Colts lined up and ready for action. Opposite: The cover of the 1967 Tudor sales catalog.



It's truly an Electric Football Hall Of Fame Game. Not just for 2016, but for all-time!

The Unforgettable Buzz Book On Uni Watch.com

Posted By [Earl](#), On September 23, 2016

We are proud and pleased to have our [*The Unforgettable Buzz*](#) book featured on Uni Watch.com.

Uni Watch is such a great site, and not just because this isn't the first time they've featured us there. The way they follow the "fashion of sport" is something that's right up our alley of sensibilities. As you know, we love great looking uniforms. That's one of the major appeals of electric football. The amazing [NFL uniforms that Tudor painted](#) through the years.

So we are long time fans, with our fandom dating back to the earliest days of our [*The Unforgettable Buzz* web page](#). And of course we became even bigger fans after our [*Full Color Electric Football*](#) book came in at No. 3 on the Uni Watch/[ESPN 2015 Holiday Gift Guide](#). What an unexpected gift that was!

This current feature talks about the [new e-book version of *The Unforgettable Buzz*](#), which just came out over the summer. It was nice to have the new format mentioned. Certainly they type advertising we can't buy. And to an audience that is perfect for both of our books.

So once again, our helmets are off to Uni Watch. Thank you for all the support of Electric Football!

The Uni Watch.com Collectors Corner, September 13, 2016

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Collector's Corner

By Brinke Guthrie

Been reading a [fascinating book](#) on my Kindle: *[The Unforgettable Buzz: The History of Electric Football and Tudor](#)*. (I'll have a review on it once I'm done- it's a lengthy read!) So far, the battle in the book — besides the one on the vibrating field — is between the rival companies Tudor and Gotham, who really went at it. Here's one of Gotham's efforts from 1954: [the Gotham All Star Electric Football Game, model G-880](#). And in the interests of equal time, here's [a Tudor NFL Team Set](#), which I never even knew existed. And check out this [Falcons set](#)—do you remember those stick-on numbers? Man, I sure do.

All New 2017 Electric Football Calendar!

Posted By Earl, On October 21, 2016



We're proud to introduce our all new ***Full Color Electric Football Calendar!*** It covers all of 2017 plus December of 2016 — just in time for Christmas. Included are 13 fantastic color NFL Electric Football images. All have been carefully chosen from our extensive Electric Football photo archives.

The calendar is available exclusively through Lulu.com. They do beautiful work. Lulu printed our Special TudorCon 14 edition of *The Unforgettable Buzz*. (Those of you lucky enough to own a copy know how good that book looks.) Pages measure a full 8.5" x 11" and are made of sturdy 100# weight card stock. There's nothing flimsy about it. And the images are stunning.

Tudor NFL Colts-Packers No. 510 Model

Posted By Earl, On November 3, 2016

One of the most important Electric Football games ever made is the 1967 Tudor NFL No. 510 model with the Colts and Packers. This game is of such importance that we featured it on the cover of ***The Unforgettable Buzz***. We also devoted a full spread to the No. 510 in ***Full Color Electric Football*** and have included the game in our new ***2017 Full Color Electric Football Calendar***.



1967 Tudor NFL No. 510 model with the Packers (D) and Colts (W).
www.thewarforgottenleagues.com



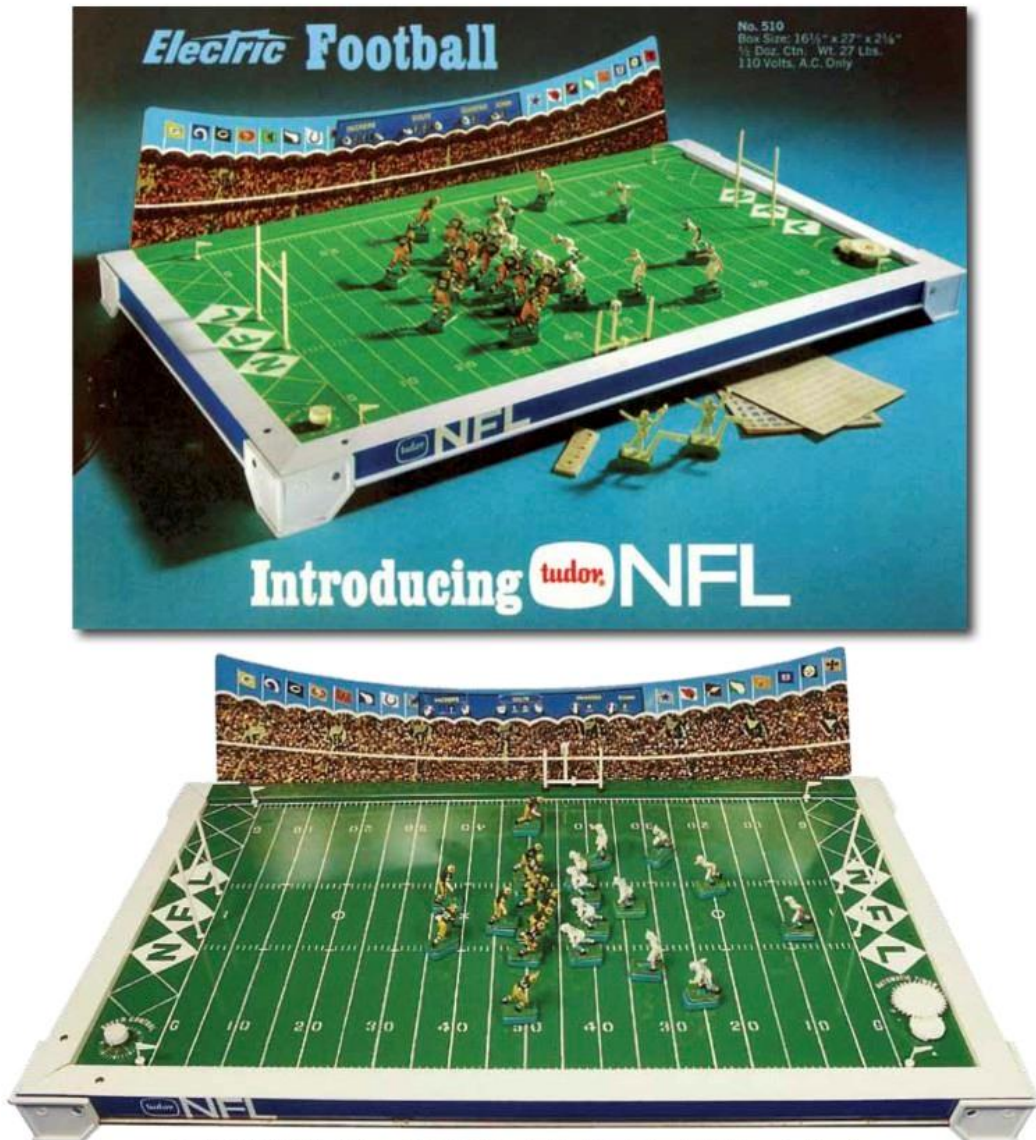
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Just how significant was the Tudor NFL No. 510 in Electric Football history?

Tudor put the game on the cover of their 1967 sales catalog to introduce the toy world to the NFL (the full cover can be seen on page 63 of *Full Color Electric Football* and page 258 of *The Unforgettable Buzz*). Tudor also gave the No. 510 the responsibility of introducing boys to Tudor's NFL, as it was the first color photo you came across in Tudor's 1967-69 rule books.

The photo of the No. 510 sucked you right into the action. The players were numbered after real players! Even if you had just received a Tudor NFL No. 620 or an NFL No. 613...when you came across the color photo of the No. 510 in Tudor's catalog you wanted one!!



Tudor's 1967 NFL No. 510. Top: As it appeared in the 1967 Tudor sales catalog. Bottom: Packers and Colts lined up and ready for action. Opposite: The cover of the 1967 Tudor sales catalog.

Lee Payne Magic

The work Tudor designer Lee Payne did with a basic Tudor No. 500 model to make it NFL-worthy was truly genius. There was the diamond end zone pattern with three all-white diamonds containing “N-F-L,” the grandstand “flags” of every NFL team, and the 16 removable NFL nameplates for the scoreboard.

But what he had done with frame made all the difference. On a standard No. 500 the frame was entirely white. On the No. 510, Lee made the outside edge of the frame blue. The only white was in the left hand corner where a Tudor logo and the letters “N-F-L” stood side-by-side. It sounds subtle, and when compared with a No. 620 or a No. 613, the No. 510 frame is quite sparse. Yet the effect is dramatic. The white against the blue works like a magnet to draw your eyes right to the NFL on the frame. The NFL is imprinted into your brain without a conscious thought – you just “know” that your looking at an NFL Electric Football game.

And on the border of the frame Lee made another subtle yet significant change. While three sides of the border framed the field in white, Lee made the back border that lead to Tudor’s clip-on NFL scoreboard the same green color as the field. This created a seamless transition from the field to the grandstand — it feels like a “stadium.” The game was absolutely beautiful.

We Saw The NFL

And we haven’t even mentioned Tudor’s brand new NFL players. Norman Sas and Lee Payne picked the Colts and the Packers for the No 510. In 1967 these teams were Western Conference rivals, and two the best teams in the NFL. The Packers were the defending Super Bowl champs, having won four NFL Championships since 1961. Bart Starr, Johnny Unitas, Jim Taylor, Tom Matte, Willie Davis, Jim Parker. Ray Nitschke, John Mackey, Paul Horning, Forrest Gregg, Elijah Pitts, Bob Vogel, Bobby Boyd, Raymond Berry, Lenny Moore....there were just so many great players on both teams.



What we “saw” on the Tudor NFL No. 510. A beautiful Neil Leifer photo.(©Neil Leifer)

The Packers and Colts had played some epic games through the years. One of their legendary battles was 1965 Western Conference playoff game. With Unitas and backup QB Gary Cuozzo both injured, Colts' running back Tom Matte played valiantly at quarterback that day. And the Colts were leading 10-7 before Green Bay's Don Chandler kicked a controversial game-tying field goal with 1:58 left regulation. The ball soared high over the H-shaped goal post, and appeared to go wide left — but the kick was ruled good by the single official standing under the crossbar. Chandler then kicked a field goal in overtime to give the Packers a 13-10 victory.

Besides getting teams that generated immediate NFL excitement, if you got a No. 510 during the 1967-68 period, the Packers and Colts were likely to be Tudor's big/large teams. An extra special bonus on an already special game.

The No. 510 is truly one of our all-time favorite games. As we said back in August, a true Hall Of Famer!

Full Color Electric Football Anniversary!

Posted By Earl, On November 11, 2016

Happy First Anniversary Full Color Electric Football!

Our Full Color Electric Football book is officially a year old today. It's amazing how fast time flies by, as we can still recall the thrill of releasing the book last November. All the work and sweat that was put in as we headed toward our publication date...wow, what a ride it was.

And what a ride it has been over the last year. Your reception to the book has been so positive and overwhelming. That's what we'll always remember most. Every second we spent putting the book together was rewarded by your awe-inspiring response. It's amazing to have only Five-Star reviews (out of Five!) on Amazon.

Full Color Electric Football is a dream come true. It's what we envisioned when we first started thinking about an Electric Football book more than 20 years ago. (Maybe because the first article we ever did about Electric Football in 1994 was published in color.) Anytime we pick the book up, it's a thrill to realize how far we were able to come with the project.

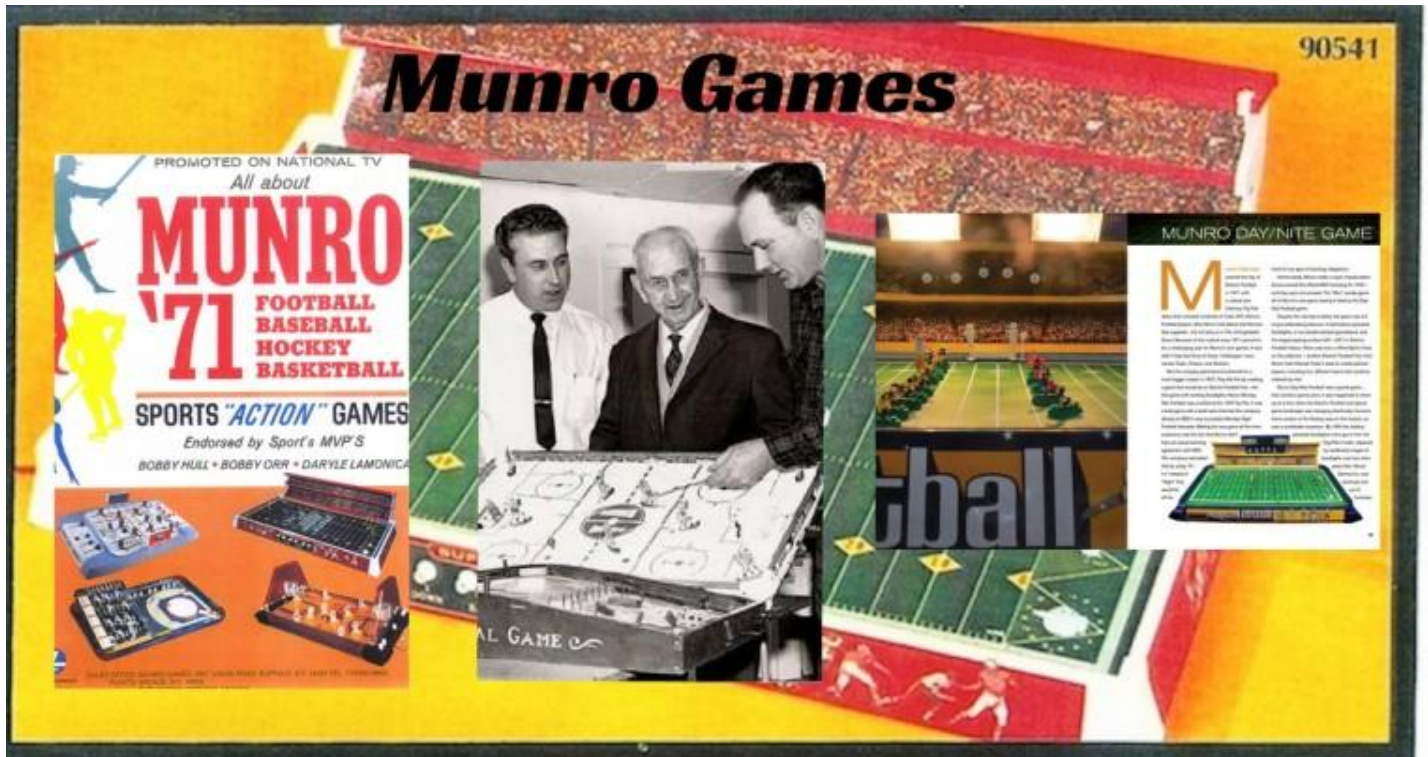
So, thank you to all of you who have supported us over the last year by picking up a copy of Full Color Electric Football. We know you're enjoying it.

And for those of you who still need to get a copy, why not help us celebrate our first anniversary by getting your copy during this upcoming Holiday season? Put it on your list, or better yet, order it now. You deserve to get exactly what you want for Christmas, right?? Make it a Full Color Holiday!

Munro Games 1971 Electric Football Debut

Posted By Earl, On December 8, 2016

It was 45 years ago this fall that Munro Games stepped onto the vibrating gridiron of Electric Football...



Electric Football Has Many Great Stories

One of the stories we're most proud of documenting in both Full Color Electric Football and The Unforgettable Buzz is that of Canadian toy maker Munro Games.

In a fortuitous turn, we were able to make the acquaintance of Don Munro Jr. in the late 1990's. (A big "thank you" to table hockey historian Rob Raven.) Mr. Munro's father founded Munro Games in the 1930's, with the company establishing itself as a serious toy maker through the high-quality table hockey games that it made during the 1940's and 1950's.



Munro Hockey game from the early 1963



*A duo of two page Munro Games spreads from **Full Color Electric Football***

By the 1960's Don Jr. and his brother Bill were running Munro Games. The company at the time was the main table hockey game supplier for Sears. It was also making table hockey games for Norman Sas and Tudor Metal Products.

Munro Games Finds A Partner

Bill eventually grew tired of the toy business, so Don partnered with a Buffalo aerospace engineering firm called Servotronics, Inc. The owner of Servotronics was looking to diversify, and toys were a profitable endeavor as the 1960's came to a close.

The Servotronics' owner also liked making bold decisions, thus Munro Games blitzed into electric football in 1971 with only minimal preparation. But within a year they had created the legendary Day/Nite game, which was the first electric football game with floodlights. It was also the largest electric football of the time (40" long).

Munro's grand entrance into electric football happened to coincide with one of the biggest economic crisis since the Great Depression – the OPEC oil embargo of 1973. Even major toy companies suffered enormously during this time, and Munro Games was quickly adrift in a sea of red ink.

Munro Games would never recover, soon joining the long list of defunct toy makers. Don Munro had a front row seat to his company's rise and fall, which he thoughtfully recounted in several interviews for The Unforgettable Buzz.

Unfortunately, Mr. Munro passed away not long after speaking with us. So it's been gratifying for us to tell his story in The Unforgettable Buzz and Full Color Electric Football. The Munro Games story is one that is not to be missed


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In 1971 Munro Games joined the electric football sci-fi scene line. The cover of the 1971 Munro sales catalog. (Collection of Earl Shores.)



The bowl games of New Year's Day 1971 offered up the most riveting day of college football ever seen on television. In the simplest of scenarios, top-ranked and heavily favored Texas would beat Notre Dame in the Cotton Bowl, and by dinner time all the drama would be gone from college football. But Notre Dame forgot to read the script, upsetting Texas 24-11 (the game also ended the Longhorns' 30-game winning streak). That result neatly moved television viewers to the next game of the day, the Rose Bowl in Pasadena, where undefeated and No. 2-ranked Ohio State could now claim collegiate football's top spot with a win over Stanford. Unfortunately, Stanford didn't cooperate, handing the Buckeyes a 27-17 loss. Once again, the outcome conveniently led television viewers to the final game of the day, the nighttime telecast of the Orange Bowl from Miami. Nebraska had started the day ranked No. 3, but by kickoff time against L.S.U. they were the only undefeated team left in the top ten. It seemed very likely that a Nebraska victory would give the team a very unlikely national championship. The Cornhuskers got a 17-12 win – and a few days later were crowned national champions.

Those not suffering a bowl-game hangover from Friday could watch the Gator Bowl and East-West Shrine games on Saturday afternoon. Truly meaningful football would begin again on Sunday when the NFL played its conference championship games. In the AFC, the Raiders traveled to Baltimore for their fourth consecutive appearance in a championship game that offered the winner a trip to the Super Bowl. Their chances seemed to fade when Lamonica limped off the field in the second quarter, but 43-year-old quarterback George Blanda had the Raiders all square in the third quarter at 10-10. Then "youth" took over, and 37-year-old Johnny Unitas led the Colts to a 27-17 win. Out in the San Francisco sunshine, the Cowboys gained over 220 yards on 51 rushing attempts, while their

The start of the Munro Games story in The Unforgettable Buzz