

PIXELS IN PRINT (PART 1): ADVERTISING COMPUTER SPACE – THE FIRST ARCADE VIDEO GAME

To advertise the first commercial video game, marketers took inspiration from an unlikely source.

By Kate Willaert < <https://gamehistory.org/author/kwillaert/> >

April 10, 2018 < <https://gamehistory.org/first-arcade-game-advertisement-computer-space/> >

The following article by artist and writer Kate Willaert is part of an ongoing series investigating the history of video game advertising. It was made possible through donations made toward the [VGHF Writing Fund < https://gamehistory.org/writing-fund/>](https://gamehistory.org/writing-fund/) . If you'd like to see more like this, consider [donating today < https://gamehistory.org/donate>](https://gamehistory.org/donate) !

How do you market video games to a world that's never heard of them?

This was the challenge faced by the pioneers who turned video games into an industry. There was no established audience, no established template, and no established language for advertising this technology. The first marketers of video game had to make it up as they went along.

This is the story of the first attempt, targeted at arcade operators who were looking to make a profit of their own.

Creating The First Arcade Video Game

In 1969, aspiring entrepreneur Nolan Bushnell witnessed a demonstration that would not only change his life, it would set him on a course to change the world.

It was a computer program at Stanford called *Spacewar!*, a competitive two-player game that involved maneuvering spaceships around the simulated gravity of a central star while shooting at each other. Today we'd call it a video game, but that term didn't exist yet.

<https://www.youtube.com/embed/1EWQYAfuMYw> *Spacewar!* played on a PDP-1 in 2017.

Spacewar! was created in 1962 as a fun and interactive way to show off the capabilities of the PDP-1, a large and expensive computer that was considered a "minicomputer" because it wasn't as large and expensive as the typical '60s computer.

The developers of the game had given no thought to trying to monetize it, but Nolan Bushnell had once run a penny arcade back in college, and he immediately saw coin-op potential. He spent the next two years conceptualizing an arcade version, partnering with two co-workers from his day job at Ampex, a developer of cutting edge recording technology. The trio decided to call themselves Syzygy, a word describing when three or more objects in space align.



< <https://gamehistory.org/wp-content/uploads/2018/04/image2.png>>

A syzygy occurring in *2001: A Space Odyssey* from 1968.

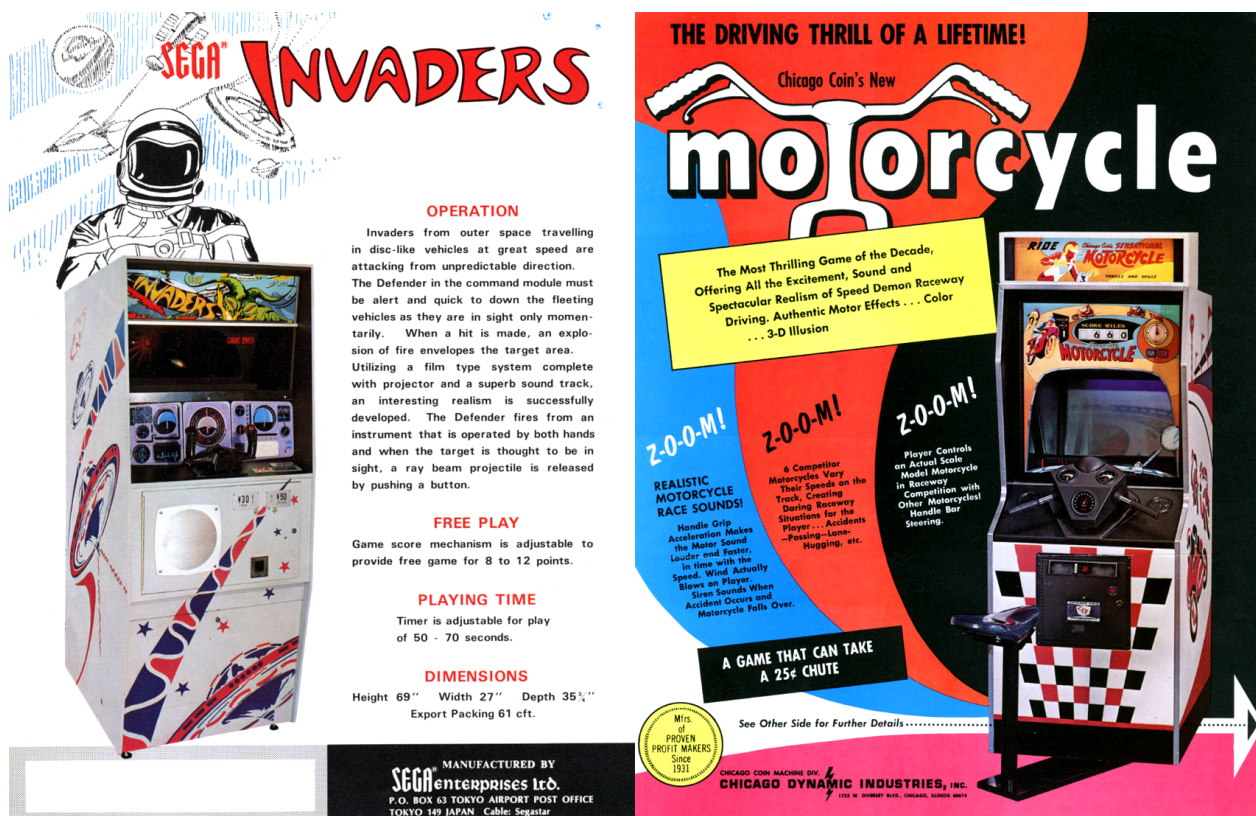
But they soon realized that any machine advanced enough to run *Spacewar!* was going to be too expensive to mass-produce as a coin-op. Syzygy was forced to [simplify the game < https://www.youtube.com/watch?v=Oph5dcoMeTM>](https://www.youtube.com/watch?v=Oph5dcoMeTM).

They removed the gravitational star from the center, and replaced the second player with rudimentary AI enemies. It was now an affordable single-player UFO-shooter, and Syzygy struck a deal with local coin-op manufacturer Nutting Associates to produce it.

But how to promote it?

Arcade Games In The Pre-Video Era

If you're a manufacturer of coin-op machines, your customers aren't the people pumping coins into the machines — your customers are the operators who buy and place the machines. Advertising to operators means taking out ads in trade magazines and sending out flyers.



SEGA INVADERS

OPERATION
Invaders from outer space travelling in disc-like vehicles at great speed are attacking from unpredictable direction. The Defender in the command module must be alert and quick to down the fleeting vehicles as they are in sight only momentarily. When a hit is made, an explosion of fire envelopes the target area. Utilizing a film type system complete with projector and a superb sound track, an interesting realism is successfully developed. The Defender fires from an instrument that is operated by both hands and when the target is thought to be in sight, a ray beam projectile is released by pushing a button.

FREE PLAY
Game score mechanism is adjustable to provide free game for 8 to 12 points.

PLAYING TIME
Timer is adjustable for play of 50 - 70 seconds.

DIMENSIONS
Height 69" Width 27" Depth 35 1/4"
Export Packing 61 cft.

MANUFACTURED BY
SEGA Enterprises Ltd.
P.O. BOX 63 TOKYO AIRPORT POST OFFICE
TOKYO 149 JAPAN Cable: Segatar

THE DRIVING THRILL OF A LIFETIME!
Chicago Coin's New
motorcycle

The Most Thrilling Game of the Decade,
Offering All the Excitement, Sound and
Spectacular Realism of Speed Demon Raceway
Driving. Authentic Motor Effects . . . Color
. . . 3-D Illusion

Z-O-O-M!
REALISTIC MOTORCYCLE RACE SOUNDS!
Handle Grip Acceleration Makes the Motor Sound Louder and Faster. In time with the Speed. Wind Actually Blows on Player. Siren Sounds When Accident Occurs and Motorcycle Falls Over.

Z-O-O-M!
6 Competitor Motorcycles Vary Their Speeds on the Track, Creating Daring Raceway Situations for the Player . . . Accidents . . . Passing . . . Lane Hugging, etc.

Z-O-O-M!
Player Controls an Actual Scale Model Motorcycle in Raceway Competition with Other Motorcycles! Handle Bar Steering.

A GAME THAT CAN TAKE A 25¢ CHUTE

See Other Side for Further Details

Mits. & Proven Profit Makers Since 1931

CHICAGO COIN MACHINE DIV.
CHICAGO DYNAMIC INDUSTRIES, INC.
1720 W. DIVERDENT BLVD., CHICAGO, ILLINOIS 60640

<https://gamehistory.org/wp-content/uploads/2018/04/image3.png>

Two examples of arcade flyers from 1970.

Although coin-op video games didn't exist yet, coin-op arcade games did. They even looked a lot like modern arcade cabinets, just instead of a TV screen, the playfield was made up of lights and moving parts, and sometimes a projector. Today we call these electro-mechanical games, but some of the manufacturers' names might still sound familiar to you: companies like Midway, Williams, and Sega.

In fact, Sega played a major role in revitalizing the American arcade industry in 1968 with the release of an ambitious machine called *Periscope*, which popularized quarter play back when most games cost a dime.

SEGA
Single Unit
PERISCOPE

SEGA PERISCOPE

Fires visual torpedoes at moving ships.
Realistic sound system.
New visual explosion flashed on back scene.
Front service entrance.
Single units can be banked.

SPECIFICATIONS
Height : 7 Feet
Width : 4 Feet
Depth : 8 Feet

FUN - SUSPENSE - EXCITEMENT

SEGA enterprises Ltd. TOKYO JAPAN
TOKYO INT'L AIRPORT, HANEDA P.O. BOX 63

< <https://gamehistory.org/wp-content/uploads/2018/04/image7.png> >

Periscope flyer from 1968.

The three biggest hit arcade games of the late '60s were *Periscope*, Chicago Coin's *Speedway* < <https://www.youtube.com/watch?v=ao8-l8tWtTw>> in 1969, and Nutting Associates' *Computer Quiz* < <https://www.youtube.com/watch?v=zr98ASLdbZQ>> .

Introduced in 1967, *Computer Quiz* had a very different look from other arcade games at the time. The cabinet that looked more like a modern retro ATM than a game, and it was missing the usual side art and colorful marquee illustration.

This was likely done on purpose, to play up that this wasn't a mere game — it was also educational.

COMPUTER QUIZ[®]

NA
NUTTING ASSOCIATES
MOUNTAIN VIEW, CALIFORNIA

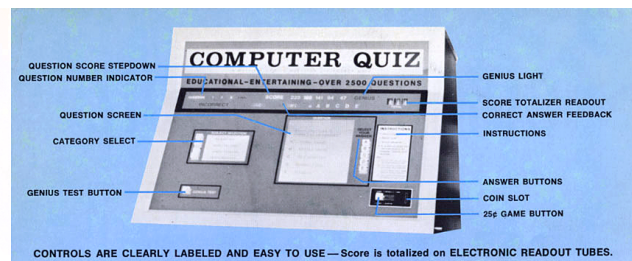
A PROVEN MONEY MAKER THAT EDUCATES AS IT FASCINATES

Everyone enjoys a challenge... Everyone enjoys outwitting a machine... Everyone likes to demonstrate and use his knowledge. This is part of the reason why COMPUTER QUIZ has become a success in over 500 locations of every size and description, from student unions to airports, from bowling alleys to military bases. COMPUTER QUIZ, like the popular question and answer games on radio and television, capitalizes on universal human characteristics—the desire to know, to learn, and to compete. COMPUTER QUIZ fascinates, frustrates, and flatters its players. The result is a FULL COIN BAG and PROFITS UNMATCHED by any other amusement machine.



A Question and Answer Game Designed for the Computer Generation

COMPUTER QUIZ attracts players from a highly receptive audience—a generation of young people that are pre-conditioned to the concepts of computers and teaching machines—a generation EAGER TO MEET THE INTELLECTUAL CHALLENGE THAT COMPUTER QUIZ OFFERS.



HOW COMPUTER QUIZ WORKS—AND PRODUCES

Simple, Fast Operation. Play is initiated by two nickels, a dime, or a quarter (3 games for a quarter). The player selects his favorite category and four questions appear on the screen, one at a time, along with five multiple choice answers.

Exciting Player Action. Player involvement is heightened as question score ticks down with time. When the correct answer button is pushed, the player is INSTANTLY REWARDED with a flash of the green "correct" light and a distinctive "ding-ding" of the bell. If the wrong answer button is pushed, the red "incorrect" light flashes and the player is allowed another try. After each question the player is given "correct answer feedback" to make COMPUTER QUIZ an AUTHENTIC EDUCATIONAL DEVICE.

"Genius" Rating Incentive. A score of 700 earns the player a chance to TRY FOR GENIUS with four additional questions. A sufficient score on this test earns the rating of GENIUS for the player—And who can resist JUST ONE MORE TRY for GENIUS!

Entertains Waiting Customers. COMPUTER QUIZ is an ENTERTAINING AND PROFITABLE way to keep waiting customers occupied—Ideal for busy bowling alleys, billiard parlors or transportation terminals—Any location that wants to convert IDLE TIME INTO PROFITABLE TIME.

THE UNIQUE ADVANTAGES OF COMPUTER QUIZ

Quality Image—New Markets. The warm simulated walnut exterior, the rich blue playing panel, and the very nature of the game itself all combine to give COMPUTER QUIZ an image unmatched by any other amusement device—An image that allows COMPUTER QUIZ to fit in and to perform well WHERE NO OTHER AMUSEMENT MACHINE WOULD BE ACCEPTABLE.

Big Profits—Small Size. COMPUTER QUIZ measures only TWO FEET from front to back. (Total dimensions—30" wide x 24" deep x 49" high.) It can be used in locations where SPACE IS AT A PREMIUM, or set up in small areas that are otherwise unusable, where "dead space" can be converted into REVENUE PRODUCING ACTIVITY.

Programming Support—Random Display. Each program contains over 2500 questions, and the questions are displayed in random sequence on the screen to insure that NO TWO GAMES ARE EXACTLY ALIKE. Each program is PROFESSIONALLY WRITTEN by the staff of Nutting Associates working in conjunction with specialists in various fields at Stanford University, and a selection of up-to-date programs is available to every COMPUTER QUIZ representative.

Easy Maintenance—Factory Support. Electronic components are on PLUG-IN MODULES, each of which can be easily replaced by the serviceman and sent to the factory for repair—Spare parts, repair manuals and professional training are all READILY AVAILABLE FROM THE FACTORY.

NOW is the Time. COMPUTER QUIZ may be your chance to PROFIT FROM THE KNOWLEDGE EXPLOSION. Find out more TODAY!

NA | NUTTING ASSOCIATES
556 ELLIS STREET ■ MOUNTAIN VIEW, CALIFORNIA 94040 ■ 415-961-9373

Copyright 1967, Nutting Associates

< <https://gamehistory.org/wp-content/uploads/2018/04/image12.png>>

Computer Quiz flyer from 1967, front and back.

"Educates as it fascinates." The flyer continued the theme, eschewing an exciting and colorful layout in favor of something that looks like it came out of a textbook. And it worked, at least initially. This was a time when coin-ops

were still associated with organized crime in a lot of people's minds, and *Computer Quiz* felt safe.

Safe, but also maybe a little boring.

A year later, Nutting Associates started to spice up their advertising. It began with a full page magazine ad — a rarity for an arcade game — that appeared in trade publication *Cash Box*.



NA
CQ

COMPUTER QUIZ
THE ONLY QUIZ MACHINE WITH COMPUTER QUALITY

The only quiz machine with Computer Quality

Remember those initials. NA—That's us. CQ—That's our product, the Computer Quiz... But CQ stands for a lot more. Like the Computer Quality that's built into every machine and the space-age appeal of the game itself. It also means *Cash Quiz* for operators in hundreds of locations, from student unions to bowling alleys, airports to military bases.

Computer Quiz helps you cash in on the "Knowledge Boom." It attracts players that are pre-conditioned by modern teaching machines and the question-and-answer games on television. They're eager to test their knowledge and soon become fascinated by CQ's computer-like flashing lights, buzzers and bells... by the exclusive time-related scoring system and electronic display tubes... by the sophisticated illustrated question programs.

Operators prefer the CQ over any other quiz machine for three important reasons...

- Its proven player appeal and profit potential
- Its compact, attractive appearance that opens the door to new locations
- Its reliability and complete 92-page Maintenance Manual

There are a lot more reasons to put the CQ to work for you. To get the complete story, give us a call or write for a brochure and fact-filled data on the fantastic success other operators have had with CQs.

NA
NUTTING ASSOCIATES
558 Elm Street, Mountain View, California 94040 (415) 961-8973

DISTRIBUTORS: Tell us about yourself and your business. We have a few area distributorships still available for the CQ and other exciting new products coming soon!



Our beauty.

Will it spoil the Volkswagen image?

We never thought it would come to this. A beautiful Volkswagen. All these years we've been telling you about the ugly bug.

And now, the snazzy Fastback sedan. But don't let its good looks fool you. When you really come down to it, it's still a Volkswagen.

The engine is still in the rear and it's still air-cooled. It's just as easy to replace parts. And it's just as easy on gas as any other Volkswagen. (The fastback averages 27 miles on a gallon of gas. Which is pretty good for a car that cruises over 80 miles per hour.)

While we were making this beauty beautiful, we were also making it bigger. It's got a trunk in the front where most cars have their motors. And a trunk in the back where most Volkswagen have their motors.

In case you're wondering where we put the motor, well, it's neatly tucked underneath the trunk in the rear.

The Fastback's also got a little more room for passengers than the beetle. You pay a little more for it, too. \$2,148.*

Will a Volkswagen like this change our image?

We doubt it.

After all, it's only the world's most beautiful Volkswagen. Not the world's most beautiful car.

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< <https://gamehistory.org/wp-content/uploads/2018/04/image1.png> >

Left: *Computer Quiz* ad from *Cash Box* (Jul 6, 1968), Right: Volkswagen ad from 1967.

I don't think it's an accident that Nutting's ad mimicked the format of Volkswagen ads. For one thing, it was an extremely popular ad campaign throughout the '60s, and is still considered possibly the most influential ad campaigns of all time < <http://adage.com/article/special-report-the-advertising-century/ad-age-advertising-century-top-100-advertising-campaigns/140150/> > .

But also, the Volkswagen was an squat, ugly car trying to compete in a well-established American market where being stylish and enormous mattered more than being solid and efficient.

The ad campaign played up these differences, breaking all the rules in the process. Car ads never used photographs because it was felt they made cars look “dumpy” in comparison to idealized illustrations, often featuring the cars in beautiful settings; Volkswagen ads used only photographs of the car, almost always set against a blank white background. American cars were always trying to be bigger and roomier; Volkswagen asked Americans to “[Think Small < http://archive.fortune.com/galleries/2009/fortune/0908/gallery.iconic_ads.fortune/index.html>](http://archive.fortune.com/galleries/2009/fortune/0908/gallery.iconic_ads.fortune/index.html),” forty years before Apple asked them to “Think Different.”

Join Us!

We're saving video game history with help from people just like you

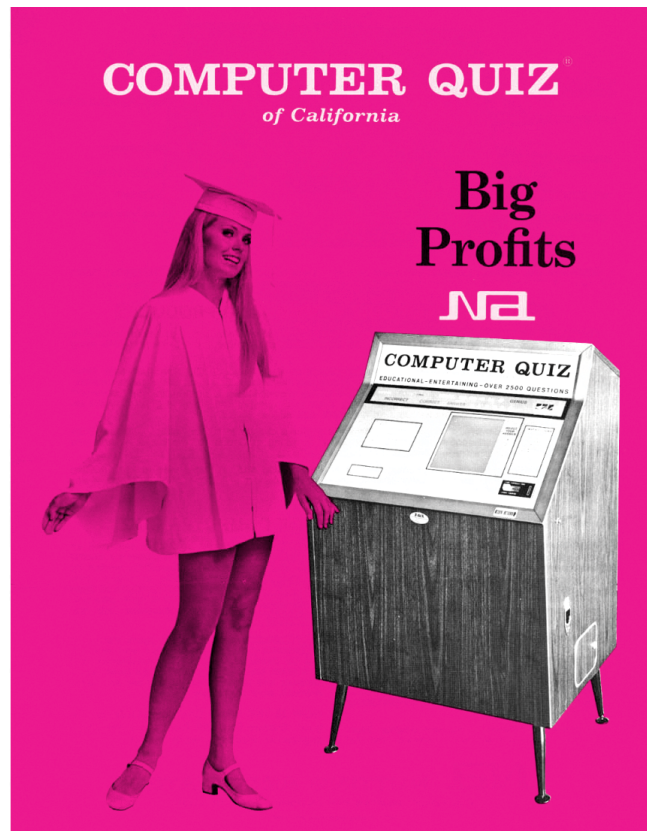
[DONATE < HTTPS://GAMEHISTORY.ORG/DONATE/>](https://gamehistory.org/donate/)

Incidentally, the first year or so of ads only referred to the car as a “VW,” which might be why “NA” is attempting to explain what “CQ” means.

However, there are also a few ways in which Nutting’s ad diverges from the Volkswagen philosophy. Volkswagen ads avoided the cliché of happy, beautiful people that show you how happy and beautiful you will be if you buy one.

Volkswagen ads also used a lot of humor, at a time when humor in ads was considered off-limits. “People do not buy from clowns,” was the popular wisdom parroted by every other ad agency. Volkswagen ads often went for self-deprecating humor, at that. But I don’t think Nutting was ready to admit that Computer Quiz was squat and ugly.

Later that year, the ads moved even further from “safe” and into...sexy?



< <https://gamehistory.org/wp-content/uploads/2018/04/image9.png> >

Left: Nutting ad from Cash Box (Oct 12, 1968), **Right:** *Computer Quiz* flyer from 1968.

Booth babes and products under wraps were fixtures of auto shows, and Nutting tried to channel that for the announcement of two new games to debut at MOA, a trade show for coin-op machines. The same model posed next to *Computer Quiz* in a redesigned flyer that cries out for a slogan like “Smart Is Sexy.”

Around this time, other manufacturer’s arcade flyers were moving from limited color to full color printing. Whether for budget reasons or just to stand out from the crowd, Nutting stuck with the limited color look — and models posed next to machines — well into 1970.

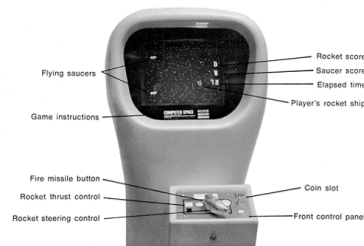
But now it was 1971, and none of Nutting’s other games were catching on like *Computer Quiz* had. Nutting needed another big hit. To capitalize on the

recognizable name, Syzygy's UFO-shooter became *Computer Space*.

Promoting The First Arcade Video Game

Despite the similar name, *Computer Space* was a very different type of game. Nobody had seen an arcade use a TV set as a play-field before, and that was sure to attract attention. But to get people in front of the screen, the cabinet itself needed to stand out.

The cabinet was still free of illustrations, but instead of squat and boxy it became tall and curvy, with a shiny car-like finish. The molded fiberglass shape looked like a sci-fi prop (and even showed up for a cameo in 1973's *Soylent Green* < <https://www.youtube.com/watch?v=s5sOuWHwgE4> >).



HOW COMPUTER SPACE WORKS AND PRODUCES

BEAUTIFUL SPACE-AGE CABINET attracts players of all age groups. The player is additionally attracted by two flying saucers moving about in formation on the playfield while the unit is in its non-activated state.

EXCITING PLAYER ACTION occurs as coin is inserted and start button is pushed to activate the unit. A rocket ship appears out of nowhere and at the same instant the once friendly flying saucer begins firing missiles at the rocket ship. Now at the controls of the rocket ship, you begin to evade the missiles bearing down on you and maneuver into position to fire your own missiles at the saucers. The thrust motors from your rocket ship, the rocket turning signals, the firing of your missiles and explosions fill the air with the sights and sounds of combat as you battle against the saucers for the highest score. Outscore or hit the saucers with your missiles more times than they hit you for extended play in hyperspace. Attain hyperspace and the playfield turns white and gives you a vision of daylight in outer space. Thrill to the reality of controlling your own rocket ship in gravity-free outer space. Battle the saucers in a duel of wits and coordination!

CHECK THESE UNIQUE FEATURES

- ★ Coin acceptor, rocket thrust button and rocket steering controls are the only moving parts in the entire unit. No mechanical relays, time or bells.
- ★ Adjustable play time from 1 minute to 2 1/2 minutes.
- ★ Standard unit 25c play convertible to 2/25c by the throw of a switch.
- ★ Tamper-proof coin meter.
- ★ Continuous blinking panel lights and back-lit playfield for player attraction.
- ★ Integrated circuits in low-current solid-state construction insure the ultimate in long life.
- ★ No repeating sequence; each game is different for longer location life.

COMPONENTS? THERE ARE ONLY THREE ASSEMBLIES IN THE ENTIRE UNIT



COMPUTER (BRAIN BOX) is sealed and carries a full one-year unconditional guarantee if not tampered with. FRONT CONTROL PANEL houses the only moving parts in the unit—the rocket ship controls and coin acceptor. BLACK AND WHITE TV SET has the life of any new black and white receiver—no modifications have been made to affect its reliability.

Weight 98 lbs.; Dimensions 30" wide x 67" high x 30" deep.

 NUTTING ASSOCIATES, INC. 500 LOQUE AVE., MOUNTAIN VIEW, CA 94040 (415) 961-9373	Distributed By
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11-71-008

PRINTED IN U.S.A.

< https://gamehistory.org/wp-content/uploads/2018/04/computer_space_large.jpg >

Computer Space flyer from 1971, front and back.

The flyer still had a model posing next to the game, but now her face was serious instead of smiling. The image was finally printed in full color, but still without the usual illustrations or garish blasts of color that were the trend. It looked like a car ad.

A car ad, but not of the Volkswagen variety. I have a strong suspicion they modeled it on a specific Mercury ad from earlier in the year.



< <https://gamehistory.org/wp-content/uploads/2018/04/image10.png> >

Detail of a 1971 Mercury Cougar ad from late 1970.

Unfortunately, it looks like Nutting lost their graphic designer between 1968 and 1971. The front of the *Computer Space* ad has the most baffling and arbitrarily placed text I've ever seen on a flyer. It almost requires a strange sort of skill to make Helvetica look bad, but they figured it out.

There are also subtle problems with the photograph itself. If you look closely at the model, her head and shoulder are blurry. She was probably still settling into her next pose when they snapped that one, and either didn't notice or didn't care enough to select a different shot. Or maybe they liked how, if you look closely, you can see the model's underwear through her too-sheer gown.

While we're looking closely, note that the screen area of the cabinet is a darker black than the background. This might've been a last minute to cover up a game screen that hadn't photographed well?



< <https://gamehistory.org/wp-content/uploads/2018/04/image5.png> >

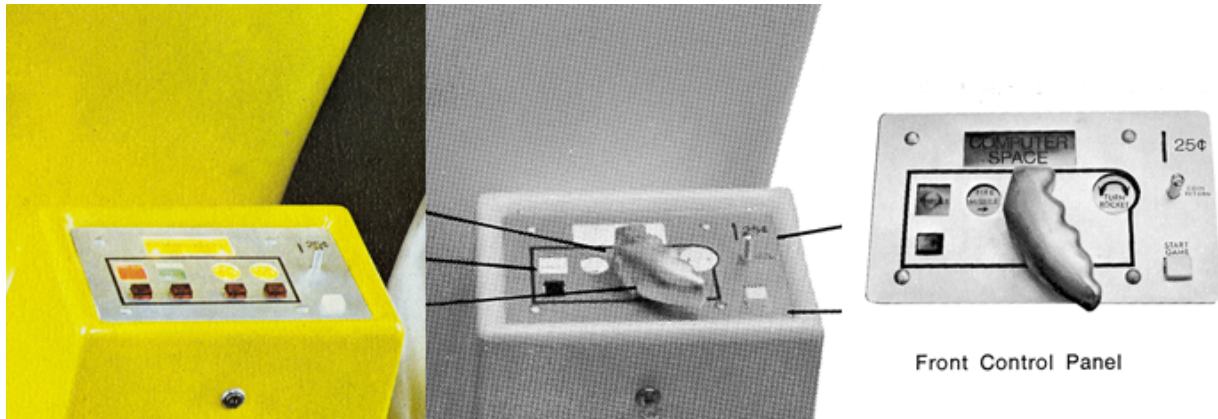
Left to Right: Flyer Fever, Arcade Flyer Archive, Flippers.com, VGHF.

Also, the image wasn't properly color corrected. It's so bad, it seems like scanners with auto-color enabled want to shift the hue to a yellow-orange, so the model's skin looks a little less like a Simpsons character. Or maybe the color is being shifted manually by the uploader, to give it a more natural look. Either way, it seems like half of the *Computer Space* flyer images on the internet have more of an orange-yellow hue, while the other half look pure yellow like the one Frank Cifaldi scanned in for this article.

Another issue that makes the flyer tricky to scan is that the paper has a canvas-like texture to it that can look like dust or cracks when scanned. I wonder if the texture meant to make it seem like art?

Let's just say there's a strong "ambitious amateur" vibe to the flyer, and the lack of quality control extends to the back. While the layout of the back at least looks competent, they made a mistake with the photographs and

featured a cabinet with completely different set of player controls than the front!



< <https://gamehistory.org/wp-content/uploads/2018/04/image11.png>>

Syzygy briefly tried out this rotating lever during location tests after noticing in location that some players were struggling with the concept of using buttons to rotate the ship, but it didn't last the night before breaking. My question is how such a short-lived configuration made it onto the back of the flyer, when there was obviously a photo-shoot for the front that used the button controls. It's a mystery. The other interesting thing about the back of the flyer is what it doesn't say. The term "video game" didn't exist yet, and they made no attempt at coming up with a word themselves. The flyer only refers to *Computer Space* as a "cabinet" or a "unit." The language is similarly dry when discussing the TV set itself, focusing purely on the practical aspects. There are "no mechanical relays, films or belts" that might break on you, with "solid-state construction" that will give you "the ultimate in long life." It even uses electro-mechanical arcade language when describing the screen itself as a "back-lit play-field." Was Nutting simply struggling for the language to properly describe it? Or were they purposely downplaying the screen because a black and white TV set wasn't as visually exciting as the color cars projected in *Speedway* < <https://www.youtube.com/watch?v=ao8-l8tWtTw>> and its clones? You almost had to see *Computer Space* in action to really understand how differently it played from electro-mechanical games. The best the flyer could manage was "no repeating sequence."

NUTTING ASSOCIATES
of California
HAS DONE IT AGAIN!

AMEN, BROTHER! THE ONLY INNOVATIVE
IDEA AND CONCEPT IN THE ENTIRE
INDUSTRY. TIRED OF DRIVING GAMES?
TIRED OF THE SAME OLD CABINET
STYLING AND GAME FEATURES?
SO ARE THE PLAYERS!

INTRODUCING THE
COMPLETELY ALL NEW

COMPUTER SPACE NA-2010

Available now at your distributor. Hurry!
Your customers deserve a break!

NUTTING ASSOCIATES, Inc.
Mountain View, CA 94040
(415) 961-9373



[< https://gamehistory.org/wp-content/uploads/2018/04/image4.png >](https://gamehistory.org/wp-content/uploads/2018/04/image4.png)

Computer Space ad from *Cash Box* (Nov 27, 1971).

As with *Computer Quiz*, Nutting ran magazine ads for *Computer Space* in *Cash Box*. The text boldly criticized the arcade industry's tendency to imitate existing concepts rather than innovate new ones. The irony.

The ad used an alternate shot from the flyer photo-shoot. Did they notice the blurriness, or just want to change things up? Either way, quality control problems struck again in the ad's first appearance. Somehow they managed to set the type at a slight diagonal in relation to the border. There are also some white specks that I initially thought were printing anomalies, but after comparing several different scans of this page, the same specks appeared in every copy of this issue. You might also notice the bottom edge of the ad has a "bump" where the photograph meets the black rectangle the text is set in.

It's a real shame, too, because this is an important piece of video game history, and they obviously didn't realize it at the time. This is the very first magazine ad for a video game, ever.

But there's one caveat. It wasn't the first magazine ad aimed at actual video game consumers. That distinction goes to the first home video game.

[Continued in Part 2. < <https://gamehistory.org/magnavox-odyssey-advertisement-history/>>]

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Additional Sources: [Arcade Flyer Archive < https://flyers.arcade-museum.com/>](https://flyers.arcade-museum.com/), [Atari History Timelines < http://mcurrent.name/atarihistory/syzygy.html>](http://mcurrent.name/atarihistory/syzygy.html) by Michael Current, *Atari Inc.: Business Is Fun* by Marty Goldberg and Curt Vendel, [FlyerFever.com < https://www.flyerfever.com/>](https://www.flyerfever.com/), [PinRepair.com < http://www.pinrepair.com/>](http://www.pinrepair.com/), [They Create Worlds < https://videogamehistorian.wordpress.com/>](https://videogamehistorian.wordpress.com/) by Alex Smith, *Think Small* by Frank Rowsome, Jr., *Videogames: In The Beginning* by Ralph H. Baer.

Special Thanks: Wietse van Bruggen, Frank Cifaldi, Ethan Johnson, and Alex Smith.

Follow me on Twitter: [@katewillaert < https://twitter.com/katewillaert?lang=en>](https://twitter.com/katewillaert?lang=en)

PIXELS IN PRINT (PART 2): ADVERTISING ODYSSEY – THE FIRST HOME VIDEO GAME

How do you explain home video games to someone who has never seen an
arcade cabinet, or even a VCR?

By Kate Willaert < <https://gamehistory.org/author/kwillaert/> >

March 20, 2020 < [https://gamehistory.org/magnavox-odyssey-advertisement-
history/](https://gamehistory.org/magnavox-odyssey-advertisement-history/) >

<https://gamehistory.org/first-arcade-game-advertisement-computer-space/> we looked at the very first attempt to market a video game. But where that one was targeted at arcade operators, advertising directly to consumers would require a different approach. How do you market a home console to a world that's never even used a VCR?

This is the story of Odyssey.



Creating The First Home Video Game

In 1966, a designer of military electronics had a revolutionary idea: what if people could interact with their home television set?

Ralph Baer began tinkering with the idea in secret at work, at one point even borrowing a spare technician to help him flesh out a proof-of-concept. When he finally showed his bosses at Sanders Associates what he'd been working on, they naturally fired him on the spot.

I'm kidding. They were impressed and approved the project.

The only problem is that Baer was having trouble coming up with fun game concepts to play on his device. Unlike Nolan Bushnell at Nutting Associates, Baer was completely unaware of computer games like *Spacewar!*. And besides, Baer was trying to keep it simple. Rather than showcasing a powerful computer, he was trying to develop something that would be affordable at a consumer level.

His initial ideas involved simple actions, like mashing a button to cause a flat color to rise from the bottom and fill the screen. If an overlay of a burning house was placed on the screen, the flat color could represent water that “fills up” holes cut into the overlay.



< <https://gamehistory.org/wp-content/uploads/2020/03/image15.png> >

Pumping Game prototype overlay from 1967.

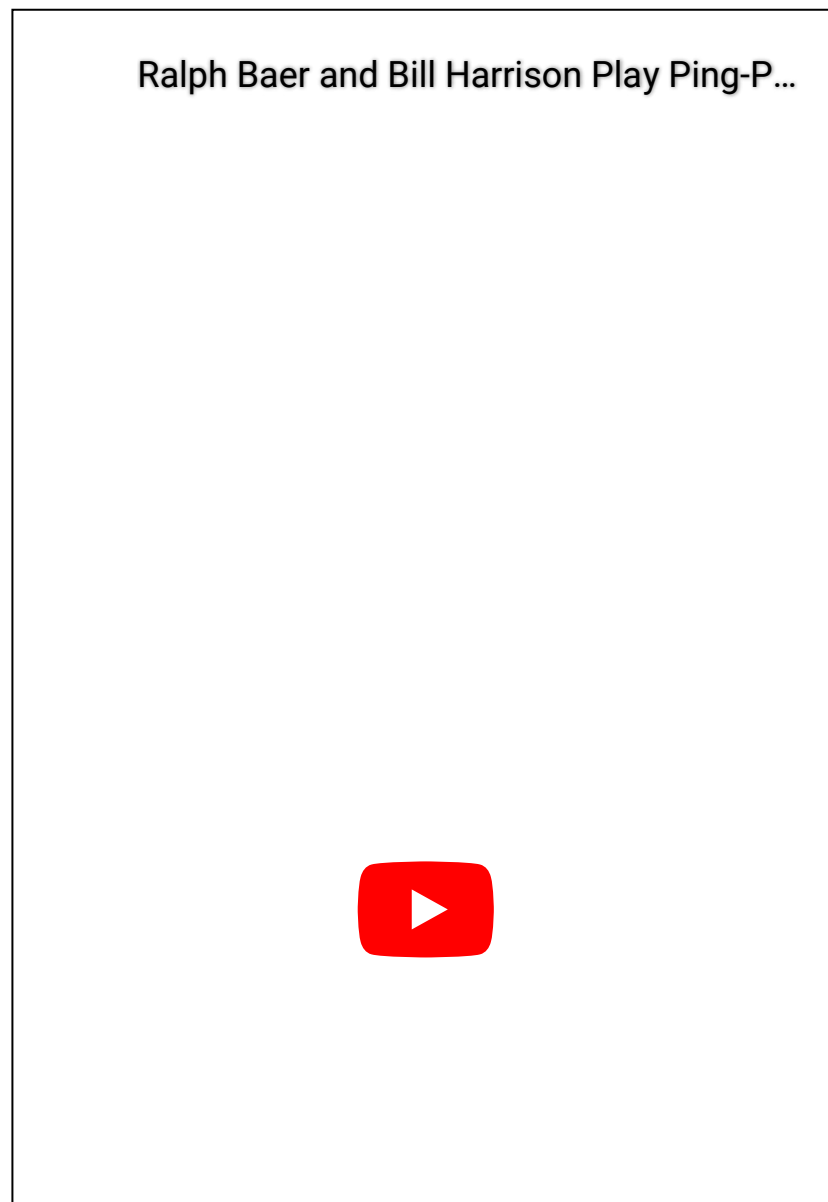
“Pumping” games continue to show up today as mini-games, but could you imagine playing only variations on that concept over and over?

Ralph Baer recruited an engineer named Bill Rusch for some additional brainstorming sessions, which resulted in a number of concepts that revolved around using controllers to move two dots around on the screen. If a board

game overlay was placed on the TV, the two dots could function as game pieces. Or, the dots could chase each other and play tag. These ideas were more promising, but there was still a general concern about replay value.

When Bill Rusch was brought on as an official member of the team, he had an idea that would be a literal game-changer:

What if they added a third dot that wasn't controlled by either player, that could be hit around by the other two dots, like a game of ping pong?



ong in 1969.

navox to produce a
covered *Spacewar!*. Baer
for-profit video game

machine, and neither of them knew it.

Unfortunately for Ralph Baer, negotiations with Magnavox took just a little too long, and Nolan Bushnell was able to beat them to market by about a year. But Baer and Magnavox were still the first to bring video games into the *home*.

Launching The First Home Video Game

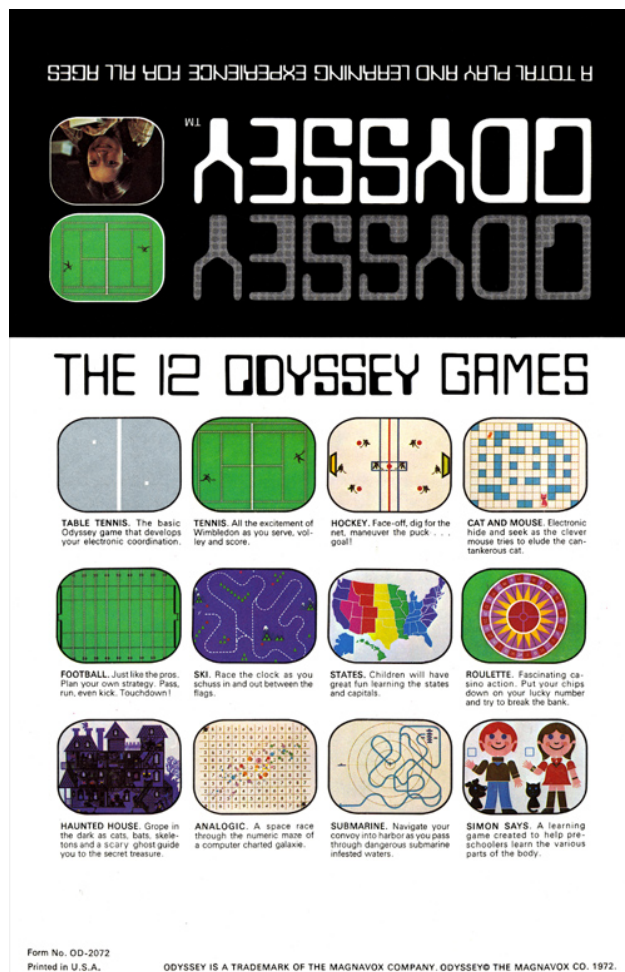
Magnavox launched the finished product in the fall of 1972, naming it Odyssey, perhaps in reference to the recent sci-fi film *2001: A Space Odyssey*.

Although it's tempting to call it "The Odyssey" or "Magnavox Odyssey," marketing materials always called it simply: "Odyssey."

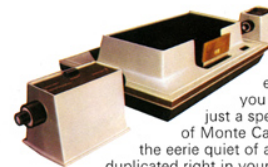
Odyssey came packaged with twelve different game modes, most of which were essentially just board games that used your TV as the board. But the main attraction was clearly ping pong, with the first three game modes being just variations on that, called *Table Tennis*, *Tennis*, and *Hockey*.

But what do you call a video game console when the term "video game" isn't yet a thing? Magnavox's first brochure provided a number of options:

- An electronic game simulator
 - A closed circuit electronic playground
 - A total play and learning experience
 - The electronic game of the future
-



ODYSSEY - THE ELECTRONIC GAME OF THE FUTURE.



ODYSSEY is an electronic game simulator that easily attaches to any 18 to 25 inch (diagonal) television to create a closed circuit electronic playground. With ODYSSEY you participate in television, you're not just a spectator. The fascinating casino action of Monte Carlo, the excitement of Wimbledon, the eerie quiet of a prehistoric hunt can all be duplicated right in your own living room.

ODYSSEY is thought, action and reaction. ODYSSEY comes complete with a master control module, six printed circuit game cards, 11 different game overlays and two player controls. The master module allows you to control the speed of the game; your player control lets you move your player vertically, horizontally and even apply "English."

ODYSSEY is also an electronic teaching aid. Your child can learn numbers, letters, geography—even abstract thinking!

And best of all, ODYSSEY makes learning fun.

ODYSSEY is a total play and learning experience for the whole family. ODYSSEY . . . from Magnavox.

\$99.95



< <https://gamehistory.org/wp-content/uploads/2020/03/image20.png> >

Odyssey launch brochure front (left) and back (right) from 1972.


The first brochure was likely printed before the box art was finalized, because most of the screenshots are early prototype versions, similar to the ones that made it into [the first commercial](https://gamehistory.org/first-video-game-commercial/) < <https://gamehistory.org/first-video-game-commercial/> > .

Some of these prototype images did make it onto the final packaging, such as *Tennis*, *Hockey* and *Cat And Mouse*. But the brochure features additional prototypes, most noticeably *Roulette*, but also *Analogic*, and *Submarine*.


Just how early was the brochure released? Was it available during Magnavox's touring trade show, where they demonstrated Odyssey the summer before launch?

ODYSSEY

A TOTAL PLAY AND LEARNING EXPERIENCE FOR ALL AGES



ODYSSEY - THE ELECTRONIC GAME OF THE FUTURE.











ODYSSEY is an electronic game unlike that which you have ever known. It is the only game designed to make you participate in education, even as you play a game. It is the only game which can be played by the entire family. It is the only game which can be played by the entire family. It is the only game which can be played by the entire family.

ODYSSEY is a game that is designed to be played by the entire family. It is the only game which can be played by the entire family. It is the only game which can be played by the entire family.

ODYSSEY is a game that is designed to be played by the entire family. It is the only game which can be played by the entire family. It is the only game which can be played by the entire family.

THE 12 ODYSSEY GAMES

The 12 ODYSSEY games, available on some complete ODYSSEY game overlays, game accessories and game tiles, available now from your ODYSSEY dealer:


			
FIELD HOCKEY The game of the future.	TENNIS All the excitement of tennis.	BASKETBALL Play all the excitement of basketball.	BASEBALL Play all the excitement of baseball.
			
FOOTBALL The game of the future.	BASEBALL Play all the excitement of baseball.	BASEBALL Play all the excitement of baseball.	BASEBALL Play all the excitement of baseball.

ODYSSEY is a trademark of JACO MAGNATON COMPANY.

© 1972

OPTIONAL ODYSSEY SHOOTING GALLERY (ITL950)

This game is available from JACO MAGNATON as a separate unit. It is the only game which can be played by the entire family. It is the only game which can be played by the entire family. It is the only game which can be played by the entire family.



OPTIONAL ODYSSEY SHOOTING GALLERY

FOOTBALL The game of the future.

BASKETBALL Play all the excitement of basketball.

BASEBALL Play all the excitement of baseball.

TENNIS All the excitement of tennis.

Odyssey brochure front (left), spread (center), and back (right) from Fall 1972.

Strangely, the title for the “Optional Odyssey Shooting Gallery” doesn’t match the style of the other titles. In the first brochure, the designer did the titles in a custom-made non-bold variation on Odyssey’s logo type.

MODRE COMPUTER
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(&.,:;“”“”!~-~[]*\$%& / \ : ; . , . % .)
1234567890

Odyssey's logo was based on a font called Moore Computer, which we would've called a "typeface" back then, but language evolves and now we call them fonts. Live with it.

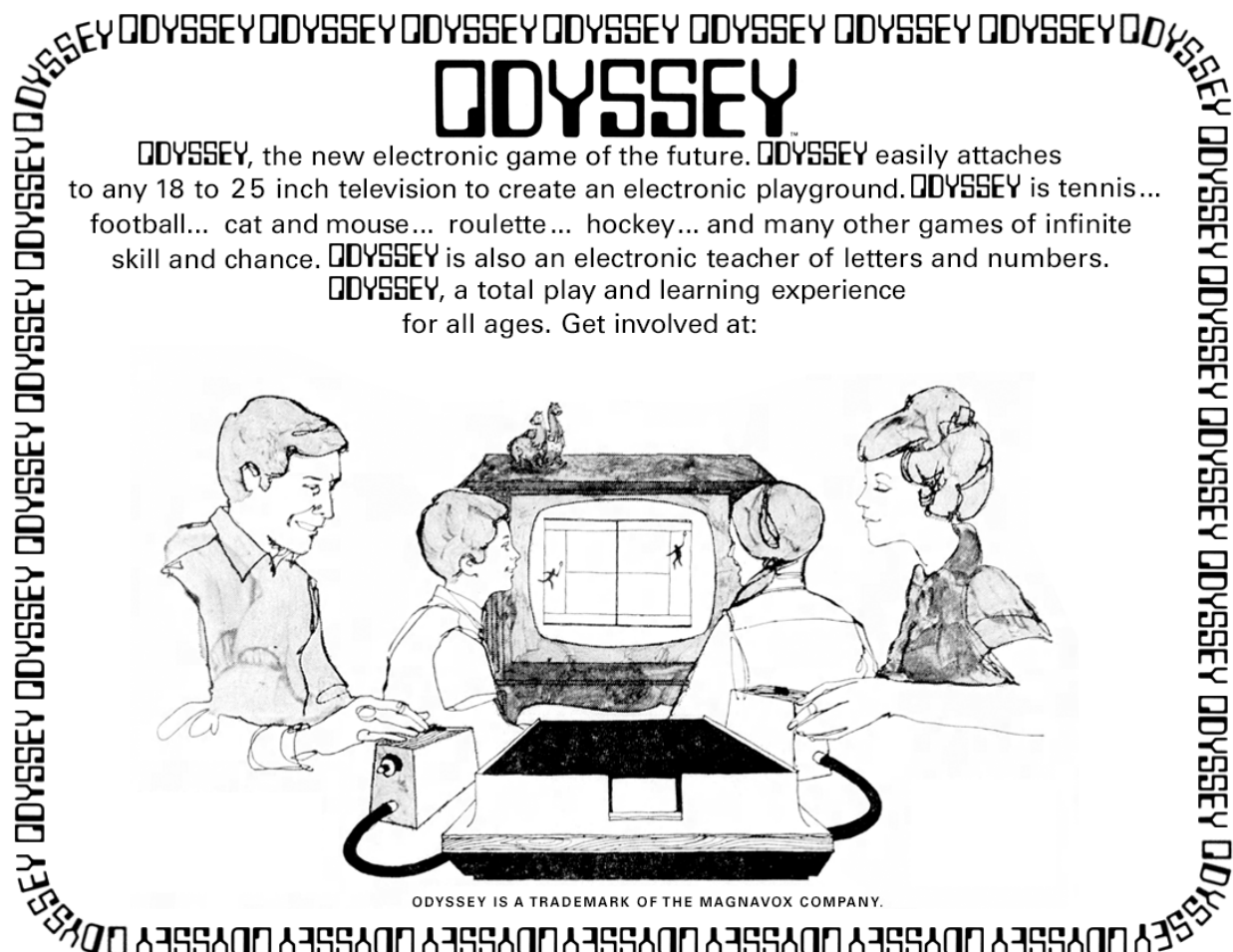
According to [Fonts In Use <](https://fontsinuse.com/typefaces/7324/computer)

[https://fontsinuse.com/typefaces/7324/computer>](https://fontsinuse.com/typefaces/7324/computer), Moore Computer was designed in 1968 by James H. Moore, and was later digitized under the name Computer, but good luck searching the internet for “Computer font.”

But who was responsible for the obscure non-bold variation, which has never been digitized? The packaging was created by Bradford/Cout Design, but I’ve analyzed both of their styles and I’m still not positive whether it was Ron Bradford or Al Cout. Bradford definitely designed all the overlays and game pieces, but it’s unclear whether he did the box itself.

The custom-made font was used on all the initial design materials, such as the Odyssey box and the boxes for the first wave of games, and then never appeared again.

Odyssey’s logo, on the other hand, continued to get quite a workout.



< <https://gamehistory.org/wp-content/uploads/2020/03/image19.png> >

Odyssey newspaper ads came in two basic shapes: short rectangle and tall rectangle. They might not look like much, but these are the first ads ever created for a home video game console.

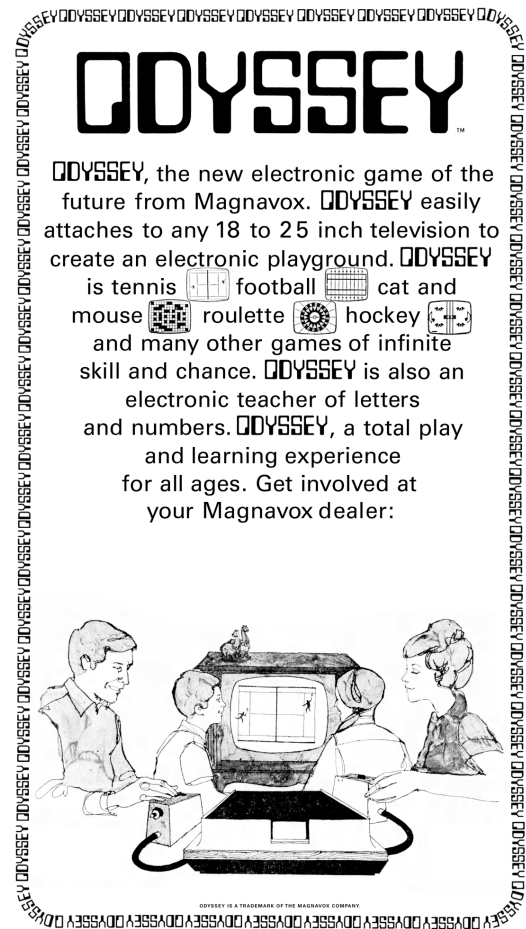
Or were they the first video game ads, period? Although the [ads for Computer Space](https://gamehistory.org/first-arcade-game-advertisement-computer-space/) < <https://gamehistory.org/first-arcade-game-advertisement-computer-space/> > appeared a year earlier, they were only seen by industry insiders. The Odyssey ads, on the other hand, were the first to be seen by actual consumers.

Either way, the marketing approach between the two couldn't be any different. Where *Computer Space* went with “sex sells,” Odyssey is very “fun for the whole family.”

On the other hand, one thing they do share in common is that neither were directly marketing to kids. Just as Nutting was targeting arcade operators, Magnavox was selling to primarily to parents. Hence the focus on Odyssey being educational.

But they also wanted to emphasize that this wasn't just for kids — it was fun for adults, too!

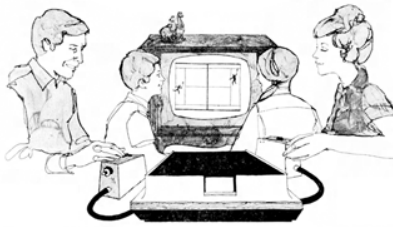
The illustration looks like it was loosely based on the brochure photo and the shot at the end of the first commercial. Or was it the illustration that came first? Either way, there's one important difference: in the illustration, the parents are the ones reaching for the controllers. This mirrors the



< <https://gamehistory.org/wp-content/uploads/2020/03/image4.png> >

Odyssey newspaper templates from Fall 1972.

early [Odyssey TV commercials](https://gamehistory.org/first-video-game-commercial/) < <https://gamehistory.org/first-video-game-commercial/>> which showed the parents playing more than the kids.



And it's not hard to imagine why Magnavox would take this approach. \$100 was a lot of money in 1972 (about \$600 in 2019 dollars), and parents might be reluctant to spend so much on a mere toy, even if it was educational. But a fun gadget that adults can enjoy? That's another story.

The only catch was that you had to live in a city that had a Magnavox dealer, because they were the only ones allowed to sell Odyssey, even though other Magnavox products could be bought at department stores. This exclusivity may be what led some consumers to believe Odyssey was only compatible with Magnavox televisions.

This exclusivity also meant that fewer people at the time even heard of Odyssey, because the ads were only run on a regional basis. Dealers were typically responsible for taking out the ads themselves, with template art supplied by Magnavox.



< <https://gamehistory.org/wp-content/uploads/2020/03/image17.png> >

Examples of modified ad placements from Fall 1972.

But the art wasn't always printed exactly as sent. Since the space reserved for the dealer's store info was so small, those who didn't just put their info underneath the ad would sometimes chop it up, or rearrange it to make it fit a different shape.

I feel kind of bad for whoever had to create that border, going to all that pre-computer effort only for someone to potentially throw it away. I hope it was a labor of love and not a directive from above. Repetition can be effective, but it's called the rule of three, not the rule of thirty, Bob.

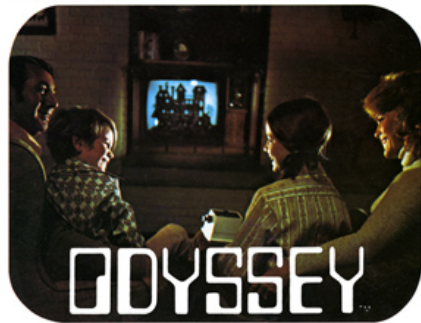
Post-Launch 1973

Odyssey's launch didn't go quite as planned. Magnavox had projected holiday sales of 50,000 units, and ended up selling 69,000 units. Which is great, right?!

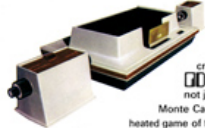
Except an enthusiastic Odyssey advocate in marketing had convinced the company to manufacture more than twice as many units as the projected amount. Now that overstock was taking up warehouse space, making Odyssey look like a flop instead of a runaway success.

But dealers were consistently selling through their orders and wanted more. This must've given Magnavox just enough confidence to not discount Odyssey during their big Annual Sale.

All items shown on these two pages are regularly-priced, with no Annual Sale Savings



... the electronic game of the future. A total play and learning experience for all ages!



ODYSSEY is the fantastic new electronic game that easily attaches to any brand 18 to 25 inch (diagonal) television to create a closed circuit electronic playground. With ODYSSEY you participate in television... you're not just a spectator! The fascinating casino action of Monte Carlo, the excitement of Wimbledon, the thrills of a heated game of football--can all be duplicated right in your own living room!

ODYSSEY is thought, action and reaction. ODYSSEY comes complete with a battery-powered master control unit (batteries included), six printed circuit game cards, twelve action and learning games for the entire family, eleven different game overlays and two player controls, as well as a wide variety of game aids. The master unit allows you to control the speed of the game; the player control lets you move your player vertically, horizontally and even apply "English."

ODYSSEY is also an electronic teaching aid. Your child can learn numbers, letters, geography--even abstract thinking! And best of all, ODYSSEY makes learning fun. ODYSSEY... it's new from Magnavox... and works with any brand TV--black and white or color. Come in now for the fun of a demonstration. ODYSSEY--model 17L200... **\$99⁹⁵**

20

All prices are Minimum Fair Trade Prices.



TABLE TENNIS: The basic Odyssey game that develops your electronic coordination.



TENNIS: All the excitement of Wimbledon as you serve, volley and return.



ROULETTE: Fascinating casino action. Put your chips down on your lucky number and try to break the bank. Includes chips, play money, board and ball.



HOCKEY: Face off, dig for the net, maneuver the puck, goal! Includes Score-board.



CAT AND MOUSE: Can the clever mouse elude the cat? A hilarious electronic addition game of hide and seek.



FOOTBALL: Just like the pros. Professional looking play, run, even kick. Touch-down! Play cards, game board, dice, and scoreboard included.



SEA: Race the clock as you school in and out between the flags.



STATES: A fun means of adding and subtracting that helps you learn the states and their capitals. States cards, study map and answer folder included.



ROULETTE: Fascinating casino action. Put your chips down on your lucky number and try to break the bank. Includes chips, play money, board and ball.



HAUNTED HOUSE: Games in the dark or day. Balls, numbers and a score game guide you to the secret treasure. Includes clear and secret message cards.



ANALOGIC: A space race through the narrow maze of a computer channel game. A fascinating electronic addition game for all ages.



SIMON SAYS: A learning game created to help pre-schoolers associate parts of the body with the named word. Includes Simon Says Cards.



SUBMARINE: Navigate your conveyer into harbor as you pass through dangerous submarine-occupied waters.

Optional ODYSSEY Shooting Gallery



... offers you an exciting new dimension in the enjoyment of your ODYSSEY. The SHOOTING GALLERY, model 17L1950, includes an ELECTRONIC RIFLE, two Printed Circuit Game Cards and 4 different Target Overlays in two sizes. The total unit offers 6 variations for creating your own home shooting gallery. **\$24⁹⁵**



SHOOTOUT



SHOOTING GALLERY



PREHISTORIC SAFARI



DOGFIGHT

Other Optional ODYSSEY Games...

are available, too... and at a very modest price--only \$5.95 each! Once you've tried ODYSSEY... you'll want to have every exciting game offered. Here are additional games that will bring you and your family great fun and hours of entertainment. Complete instructions, as well as game aids are included with each.



VOLLEYBALL (17L792): A demanding game of your electronic coordination as you try to smash the ball over the net and out of your opponent's reach.



INVASION (17L801): Try to capture all opposing enemy castles. You launch your army by land or air, but must strategically protect your castles during the battle. Includes Treasure Lost cards, game board, army tokens and dice.



FUN ZOO (17L900): Youngsters will have fun at the Zoo as they read the game cards and follow the paths to the correct animal's cage, or skip at the zoo's show. 28 Fun Zoo cards are also included.



BASEBALL (17L700): Select your team and plan your batting line-up. You are the manager. To lead your team and plan the game strategy. Includes strike cards, scoreboard, runner tokens, and dice.



HANDBALL (17L701): The electronic version of handball that challenges your reflexes and reactions in a fast moving game.



WIPEOUT (17L800): Advance your car along the game board as you complete your laps. You must be fast, but also accurate as you are timed and penalized by the time left. Includes game board, car tokens and pit stop cards also.

21

< <https://gamehistory.org/wp-content/uploads/2020/03/image7.png> >

Odyssey spread in "Factory-Sponsored Annual Magnavox Sale" catalog from January 1973.

The first catalog ad for a video game was this double-page spread in the Annual Sale catalog for January 1973.

Every year, Magnavox put together two big catalogs: a pre-holiday catalog in the fall, and the Annual Sale catalog in January. These were available in-store in glossy form, but were also sometimes printed on lower-quality paper as a newspaper insert.

Why did Odyssey first appear in the Annual Sale catalog rather than the Fall 1972 catalog? Magnavox was limiting how many dealers would even get shipments of Odyssey that season, so that's probably why. But I imagine with

all that warehouse backstock post-Christmas, they must've opened the floodgates right away in January.

My favorite thing about this spread that it reminds me of video game catalog spreads from the '80s and '90s. Back then, Sears and JCPenney would fill pages with rows of screenshots instead of box art. I never imagined the trend started way back in 1973, but it makes sense. What better way to quickly get across that Odyssey played a wide variety of games?

But one thing that bugs me is that the logo is wrong. It's so subtle you probably didn't even notice, but take a look at the uppercase "O."



In the official logo, the thick portion of the "O" was lowered to line up with the thick portion of the "S." But somehow, the original "O" snuck in!

And it's not just once. Odyssey's logo appears thirteen times, and the wrong "O" is used every time. Did the catalog designer not have the logo on hand, and decided it'd be faster to just typeset it from scratch?

Christmas 1973

Odyssey had a strong Christmas in 1973. Not only did they sell through all that warehouse stock, they also manufactured 27,000 additional units, for a total of 89,000 units sold — better than the previous year!

But Magnavox itself wasn't doing so well. They began 1973 with a disappointing earnings report just as the stock exchange was entering [one of](#)

[the ten worst bear markets in history <](https://en.wikipedia.org/wiki/1973%E2%80%9374_stock_market_crash)

[https://en.wikipedia.org/wiki/1973%E2%80%9374_stock_market_crash> .](https://en.wikipedia.org/wiki/1973%E2%80%9374_stock_market_crash)

Magnavox stock that was as high as \$39 in mid-1972 was already down to \$17 by February 1973.

That same month, Magnavox brought in Alfred Di Scipio as their new President of the Consumer Electronics Group at Magnavox, who immediately proceeded to shake things up. One of his big marketing initiatives was a Magnavox-sponsored [Sinatra TV special < https://gamehistory.org/first-video-game-commercial/ >](https://gamehistory.org/first-video-game-commercial/) for Fall 1973 that showcased a variety of Magnavox products, including Odyssey.

Fall 1973 also saw a makeover to Odyssey's print assets. This included a new, less-spooky family photo, and a new product descriptor: no longer merely an "electronic game," Odyssey was an entire "electronic game center."

<https://gamehistory.org/wp-content/uploads/2020/03/image2.png>

Odyssey three-page section in "High Reliability Television" catalog from Fall 1973.

Odyssey took up three pages in the Fall 1973 catalog, with a spread that showed *literally everything*. The four new optional games, bringing to total to ten. The optional carrying case. Even the AC power supply!

And that's not all; they also displayed all the little game pieces next to their corresponding overlays, to make it extra clear what you were getting.



< <https://gamehistory.org/wp-content/uploads/2020/03/image6.png> >

Odyssey tri-fold brochure outside (top) and inside (bottom) from 1974.

Afterwards, a revised brochure was released that contained most of the same information. The images were larger, of course. But there's also a small addition so subtle you might not notice.

In the big block of text under the words "This Is Odyssey," there's a tiny little illustration of a ball-and-paddle game trying to draw your attention to the sentence about "electronic tennis."

Ball-and-paddle games were heating up at the arcades, so it made sense to call that out. But at the same time, why so subtle?

from **Magnavox**

**SPECIAL
PRE-HOLIDAY
OFFER**

**SAVE \$50 on
ODYSSEY**

THE EXCITING TV ELECTRONIC GAME CENTER



**NOW ONLY
\$49⁹⁵** REGULARLY \$99⁹⁵

**with the purchase of any Magnavox TV,
17" diagonal or larger—black and white or color**

Save on the fantastic ODYSSEY game—a Christmas gift you can give to your entire family now! ODYSSEY easily attaches to any TV, black and white or color, 17" or larger... and gives you 12 exciting games to play, plus many more to choose from. Try your hand at electronic Tennis, play fast action electronic Hockey, or break the bank at electronic Roulette—all right in your own home! And, learning can be fun for children with Simon Says and States. Odyssey is thought, action and reaction. It's a total play and learning experience for all ages. Come in for a demonstration... and take advantage of this special offer now!



< <https://gamehistory.org/wp-content/uploads/2020/03/image14.png> >

Odyssey newspaper ad from Fall 1973.

The Fall makeover extended into the newspaper ads, with a new family illustration loosely based on the new family photo. Strangely, the illustration replaced *Hockey* with *States*. Did they feel newspaper readers would be more engaged by the educational angle?

I'm not sure why the half-off deal featured here wasn't mentioned in the catalog ad, unless not all dealers were participating in the deal? But one one small item that did appear in both ads was the *Parents Magazine* Guaranteed Seal. It's that little graphic in the lower right corner.

The Guaranteed Seal indicated that *Parents Magazine* had personally tested the product and were so confident in its quality that they were willing to offer 30 day return policy.



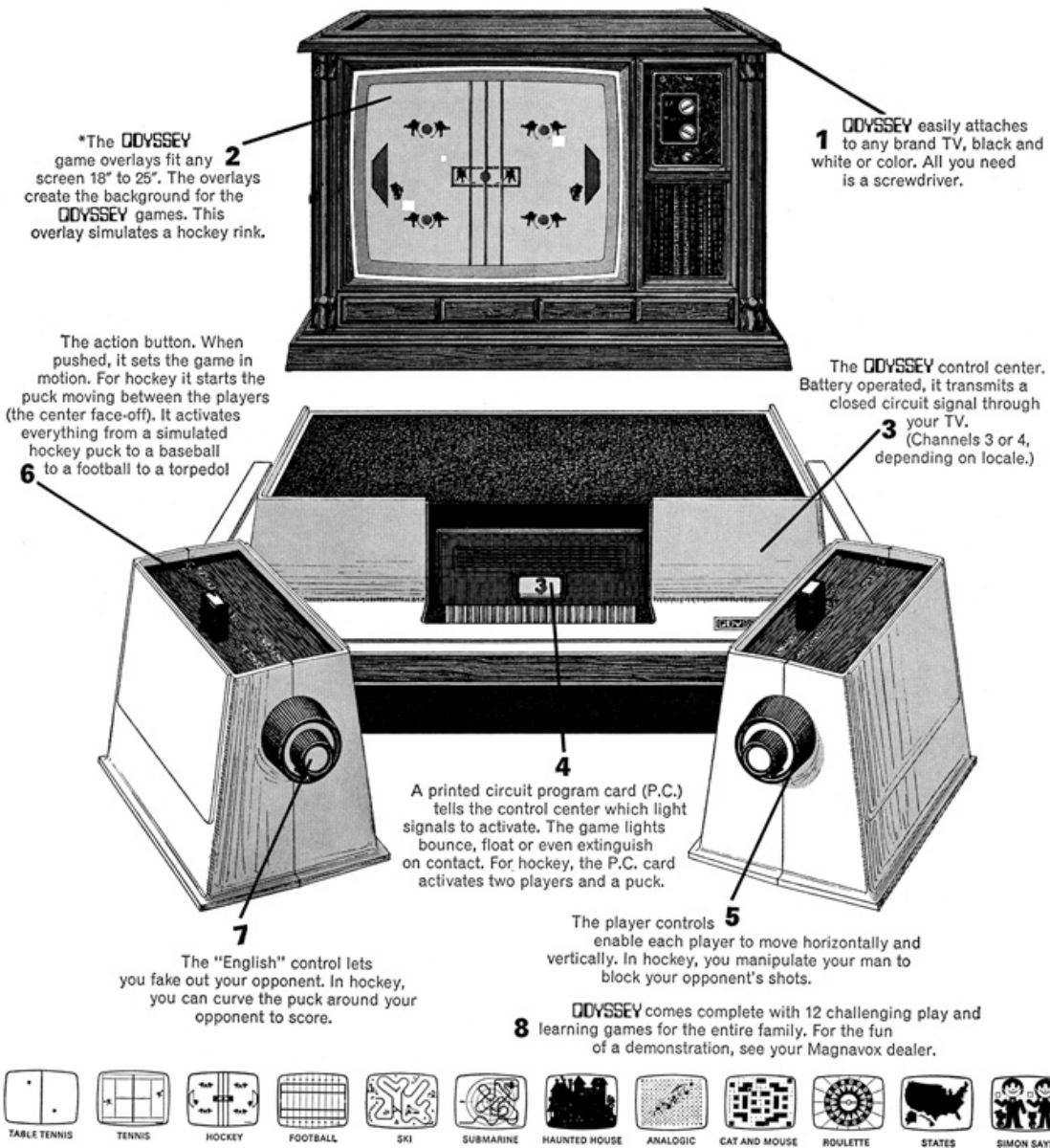
The Guaranteed Seal was inspired by *Good Housekeeping's* Seal Of Approval, possibly the most recognizable trust symbol of the 20th century, and likely a direct ancestor to Nintendo's Seal Of Quality.

The Seal of Approval was originally established in 1909 to help combat unsafe products. Before a product could be advertised in *Good Housekeeping*, it had to be tested in-house. As a bonus, any product that passed the test could include the seal on ads outside of the magazine.

Parents Magazine worked the same way, which meant Magnavox took out a magazine ad. And here it is:

ODYSSEY™

Turns any TV,* black and white or color, into an electronic game center!



Magnavox

THE MAGNAVOX COMPANY • 1700 MAGNAVOX WAY, FORT WAYNE, INDIANA 46804



< <https://gamehistory.org/wp-content/uploads/2020/03/image9.png> >

Odyssey ad from Parents Magazine (Nov 1973).

The first full-page magazine ad for a home video game.

I'd say it was a pretty bold move advertising in a national publication when the product was only available in cities with Magnavox dealers, but the Sinatra special was far more bold. Magnavox hoped that the uniqueness of the product would convince people to seek out their nearest Magnavox dealer.

I love that the first magazine ad was essentially a “for dummies” explainer for adults. They knew that no kids were reading *Parents Magazine*, so the focus was less on fun than functionality.

But in trying to explain how simple it was, did they make it even more complicated? At the very least they could've arranged the numbers in a clockwise pattern, rather than zig-zagging all over the place.

In another strange design gaff, they “smooshed” the logo! This happens all the time in the computer age, because a thoughtless amateur can just grab a corner and stretch it as much as they want, but back then it took a little more effort to break common branding rules.

Christmas 1974

1974 was Odyssey's best year yet, breaking the 100k barrier with 129,000 units sold!

But it was a rough year for Magnavox as a company. It were forced to delay its Annual Sale to March, though Di Scipio claimed it was due to the Sinatra special creating “unprecedented demand” that overwhelmed them with orders.

They didn't even print a catalog for Annual Sale '74, which is disappointing because generic dealer ads indicate Odyssey was on sale for the clever price of \$74.74.

Meanwhile, Magnavox stock continued to plummet. The Fall 1974 season began with Philips initiating a hostile takeover, gaining a majority stake in

October 1974 and complete ownership by July 1975.



< <https://gamehistory.org/wp-content/uploads/2020/03/image3.jpg> >

Left: Odyssey spread in “Magnificent Gifts From Magnavox” catalog from Fall 1974, Right: Odyssey ad in “Magnavox Double Star Savings” catalog from January 1975.

The catalog ads that year simply reused the assets from 1973, but what’s most notable this time is what’s *not* featured. The four newest game releases are gone, and the ones that remain are literally being given away. Magnavox clearly lost interest in the extras.

Ralph Baer believed the additional games didn’t sell because they were apparently hidden under the store counter, for staff to upsell customers who were purchasing a console. If true, that would make it impossible to sell new games to someone who already owned Odyssey.

But what if there was simply much more interest in the ball-and-paddle game? The additional packs were [little more than glorified board games](https://www.acriticalhit.com/best-box-art-part-1-magnavox-odyssey/) < <https://www.acriticalhit.com/best-box-art-part-1-magnavox-odyssey/> >, offering additional overlays and game pieces to game modes already built into the console.

Maybe Magnavox saw the writing on the wall, which would explain the direction they went with the first Odyssey sequels — but we’ll get to those another time. Magnavox wasn’t finished with the core console just yet.

TABLE TENNIS TENNIS FOOTBALL HOCKEY SKI SUBMARINE

HAUNTED HOUSE ANALOGIC CAT AND MOUSE ROULETTE STATES SIMON SAYS

Play these 12 games . . . electronic dot "players" race, spin, block, even ski on TV screen

All the action takes place on your TV!

Twist remote control to maneuver your players on TV . . .

Each player can control his "player" vertically and horizontally. An action button starts the puck . . . "English" control adds twist to "fake out" your opponent.

ODYSSEY™ Electronic Game

Includes a Master Control, two Player Controls, antenna-game switch, six printed circuit Game Cards, eleven Game Overlays and batteries

\$9995

The fast-paced action of hockey, the excitement of tennis and the strategy of football can all be duplicated in your own living room with the Odyssey™ by Magnavox. Attaches easily to any 18 to 25-inch (diagonal) black and white or color television set to create your own electronic playground.

To set the game up, attach the antenna-game switch to the antenna terminals of your TV set. Connect the two Player Controls to the Master Control and then plug the Master Control into the antenna-game switch with the 15-foot cord provided. To play electronic table tennis, turn on your TV to an unused station and insert a printed circuit Game Card into the battery-powered Master Control to activate two player lights and a ball (other games use designated Game Cards and plastic Game Overlays). Master Control lets you control the speed of the game, the Player Control lets you control the action. Plastic control units, two 5-foot Player Control cords, six "C" cell batteries, instructions/rules booklet. *Television not included.*

C6 N 25795C—Shipping weight 12 pounds\$99.95

Opposition tries to pass, check, defend

Face off and aim for the goal . . . shoot the puck past the defender and score

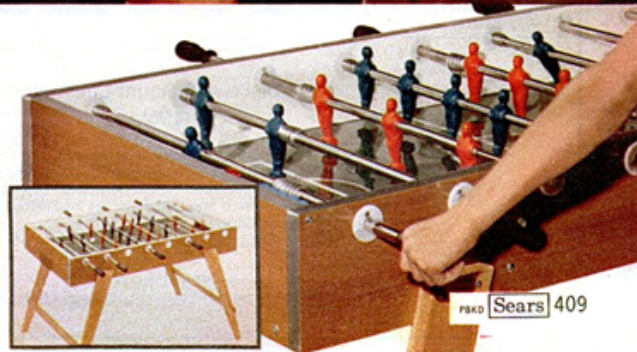
Lively 4½-inch tall "players" keep miniature soccer ball in action on this Table Soccer Game **\$19995**

Capture the excitement of live soccer as you challenge your opponent to fast-action competition. Push, pull or whirl telescoping rods to maneuver your "players" to block, pass and kick the ball. Twenty-two plastic "players"—eleven on each team, compete on 27½x47½-inch field.

Pecan finish 1-inch thick plywood cabinet with furniture-style wood legs stands 33 inches high. Chrome-plated tubular steel rods have sure-grip rubber handles. Convenient end ball returns. Can be played by two or four players. Includes six balls, two score counters and owner's manual. Partially assembled with legs detached. From Italy.

6 N 25124N—Carton 50½x30½x8 inches. Shpg. wt. 70 lbs.\$199.95

SHIPPING NOTE FOR BOTH PAGES: items with an "N" suffix (as 6 N 25124N), see page 266.



< <https://gamehistory.org/wp-content/uploads/2020/03/image21.png> >

Odyssey ad from Sears Wish Book (Christmas 1974)

Odyssey ad from Sears Wish Book (Christmas 1974).

In a shocking move, Magnavox allowed their once-exclusive console to be sold by mail in the *Sears Wish Book*!

Naturally, this wasn't something Magnavox pursued, but rather were talked into. Tom Quinn was a buyer at Sears who was fascinated with video games. He was in charge of sporting goods, but he justified going after Odyssey because it included sports games.

But he couldn't convince them to allow Sears to sell Odyssey in their stores.



Until Odyssey,
TV was something you just sat and watched.
Now it's an electronic game center for active family fun and learning.

By the age of 11, the average kid has spent over 12,000 hours in front of the TV set. Just watching. But now there's Odyssey by Magnavox. It transforms any TV* into a challenging electronic playground of fun and learning games the whole family can play and enjoy together. Action and reaction games, like Hockey and Tennis. Arithmetic games, like Analogic. Geography games, like States. And pure fun games, like Simon Says and Haunted House. Get Odyssey. So you and your family can do more with your TV than just sit and watch.

ODYSSEY
Electronic TV games from Magnavox.
Visit your Magnavox dealer before Christmas, and ask about his special Odyssey offers.

*Any brand, color or black and white, 17" (diagonal) screen or larger. Odyssey is a trademark of The Magnavox Company.

Give the gift that makes TV more than something they just sit and watch: Odyssey.

Odyssey by Magnavox transforms any TV* into a challenging electronic playground of 12 fun-and-learning games the whole family can play and enjoy together. Action and reaction games, like Hockey and Tennis. Arithmetic games, like Analogic. Geography games, like States. And pure fun games, like Simon Says and Haunted House. So this year, give your family and friends the gift that makes TV more than something they just sit and watch. Give Odyssey.

Special Free Offer!
If you buy Odyssey before December 24, 1974, you get six extra games free: Baseball, Handball, Volleyball, Wipe Out, Invasion and Fun Zoo. Each a \$5.95* value...all free with Odyssey now, at your Magnavox dealer.

ODYSSEY
Electronic TV games from Magnavox.
*Any brand, color or black and white, 17" (diagonal) screen or larger. † Manufacturer's suggested retail price. Optional with dealers. Odyssey is a trademark of The Magnavox Company.

< <https://gamehistory.org/wp-content/uploads/2020/03/image12.png> >

Left: Ad from Parents Magazine (Nov 1974), Right: Ad from Reader's Digest (Dec 1974).

Magnavox also produced a new magazine ad for *Parents Magazine*, and then ran in a reworked form in *Reader's Digest*. That they were targeting magazines

primarily read by moms I think says something about who they felt had most of the buying power at Christmas.

I imagine it must've been a constant headache figuring out which two of the four basic family members should be playing in any particular ad. How do you suggest a gift for the kids, but that adults can enjoy it too?

Here they've apparently given up and decided all four should be playing. If you don't know how Odyssey works, basically they've got two people controlling vertical movement, and their partners controlling horizontal movement. Which is a great idea if you want to get everybody arguing. On the other hand, there are modern hits like *Overcooked*.

I've been trying to generate theories on why the ad was reworked for *Reader's Digest*. The page dimensions of that magazine were much smaller, but it doesn't look like they actually increased the text size. It ran in the Gift Guide section of the issue, so that at least explains the change from "Get Odyssey" to "Give Odyssey."

But there are two things I love about the first version that get lost in the second.



First, that killer headline. It's based on an idea that goes all the back to the very first brochure ("With Odyssey you participate in television, you're not just a spectator"), but it was never said better than right here. It's so good that even the garbage subhead underneath barely injures it.

Second, the bold move to open the body text with a shocking statistic about the trouble with television, only to turn it around in the very next paragraph. This was a common strategy used in Volkswagen ads — though usually

augmented with humor — which brings us full circle with [Computer Space and the inescapable influence of car ads < https://gamehistory.org/first-arcade-game-advertisement-computer-space/>](https://gamehistory.org/first-arcade-game-advertisement-computer-space/) .

The Flop Fallacy

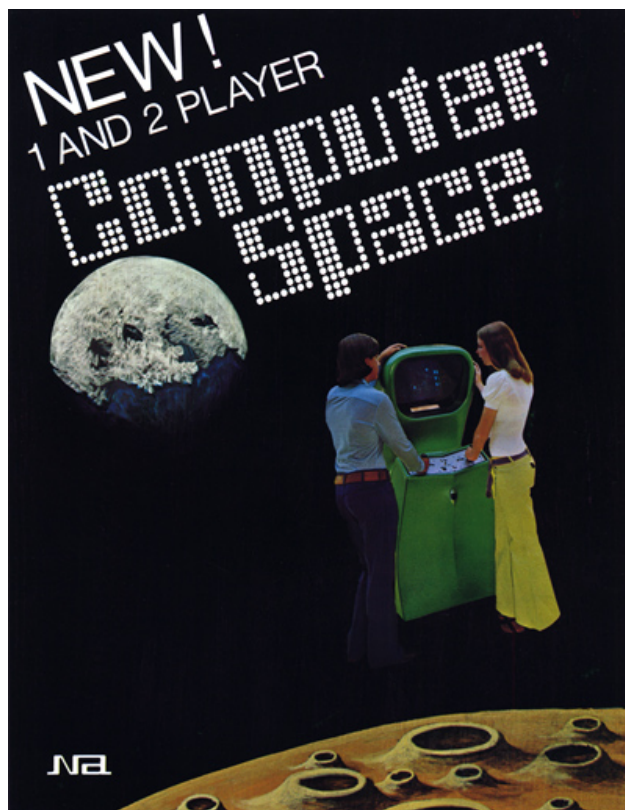
There's a common misconception that *Computer Space* and *Odyssey* were flops. Failures. Fiascos. None of this is true.

I'd hesitate to even call them "commercial disappointments." Both machines sold a reasonable number of units for the times, they just weren't the culture-defining hits they *could've* been.

What held them back? In the case of *Computer Space*, the game was just a little too complicated to be someone's first introduction to the concept of video games. College kids enjoyed figuring the game out, but bar patrons wanted something a little more pick-up-and-play.

The legend goes that the game was so complicated that no one wanted anything to do with it, but that's simply not true. Nutting Associates manufactured around 1,500 at a time when that was an above average amount, and sold most or all of them.

If they hadn't, they wouldn't have made a sequel.



DOUBLE PROFITS — DOUBLE FUN NEW! 1 AND 2 PLAYER Computer Space



- Choice of 1-player or 2-player action at the push of a button.
- 2 Player competition pits players against each other to maneuver their Space Rockets and destroy before being destroyed.
- Single players battle against computer-programmed Space Saucers by skillful guidance of the Space Rocket and firing missiles to destroy the Saucers.
- Most competitive and fastest action of any video game ever.
- Players play again and again. High profits from proven locations.

- 25¢ PLAY—for more profit.
- NEW CONTROL STICKS—Fast, natural action.
- SPACE BATTLE SOUNDS—Rocket and thruster engines, missiles firing, explosions.
- ATTRACT MODE—Two Space Saucers fly continuously across the screen.
- SOLID STATE, long life computer.
- BEAUTIFUL SPACE-AGE CABINET
- EXTENDED PLAY, for high score in 1-player mode.
- ADJUSTABLE TIME—1 minute to 2½ minutes.
- EASY SERVICE—Built in test pattern and plug-in circuit boards.
- SIZE—67" High, 30" Wide, 29" Deep. Shipping Weight—160 lb.

NA | NUTTING ASSOCIATES
500 LOCUS AVENUE, MOUNTAIN VIEW, CALIFORNIA 94035 415/961-9372

< <https://gamehistory.org/wp-content/uploads/2020/03/image1.png> >

Computer Space flyer from 1973 (front and back).

With an actual logo this time! And I guess Nutting decided sex was no longer selling, because he decided to replace the risqué models with the game's theoretical target demographic: teenage boys and girls.

Magnavox's launch was more complicated. They beat their projected numbers, but produced way too many, which looked like a flop on paper. But then they sold through all the overstock and produced another run, beating the first year's sales. And then the third year they beat the second year's sales.

So why do these get labeled as flops?

It's partly down to the initial overorders, of course. But also, it's like we have this kneejerk desire to declare something a flop if something isn't a hit — or sometimes isn't *enough* of a hit.

Maybe we even believe that if something becomes obscure and forgotten, it's a sign that it was a flop. But the truth is, we only ever remember the hits. After all, when we see a ball-and-paddle game today, we don't call it "Odyssey" or "Table Tennis."

We call it *Pong*.

[Continued in Part 3.]

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[trading-volume-dips-trading-is-light-stock.html>](#) , 4 < <https://www.nytimes.com/1974/09/15/archives/the-space-age-pinball-machine.html>> , 5 < <https://www.nytimes.com/1974/08/29/archives/north-american-phillips-seeks-magnavox-shares-an-offer-is-made-for.html>> , 6 < <https://www.nytimes.com/1974/09/20/archives/market-place-comparing-stock-lows-investors-view-of-offers-magnavox.html>> , 7 < <https://www.nytimes.com/1975/07/25/archives/magnavox-wholly-owned-by-north-american-philips.html>>), Odyssey Museum < <https://magnavox-odyssey.com/>> , (blog < <https://videogamehistorian.wordpress.com/>> and expanded book < https://www.amazon.com/They-Create-Worlds-Alexander-Smith/dp/1138389900/ref%3Dsr_1_1?keywords%3Dthey%2Bcreate%2Bworlds%26qid%3D1579057387%26s%3Dbooks%26sr%3D1-1>), [Videogames: In The Beginning](#) < <https://archive.org/details/VideogamesInTheBeginningRalphH.Baer>> by Ralph H. Baer, Weekly Television Digest.

Special Thanks: Chris Chapman, Frank Cifaldi, Ethan Johnson, Gus Lanzetta, Alex Smith, and Wietse van Bruggen.

Kate Willaert collects video game history in her [monthly newsletter](#) < <https://criticalkate.substack.com/>> .

Why in North Dakota is Carmen Sandiego?

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