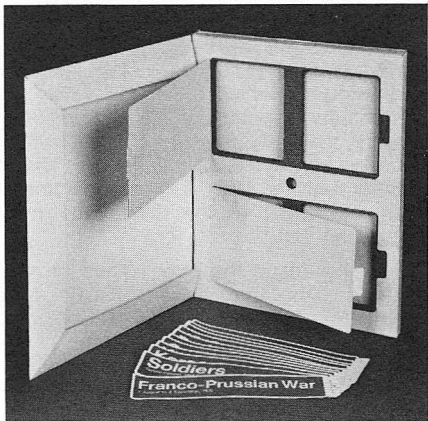


## The Standard Game Box Mk. I, Mk. I½, Mk. II



This past summer saw the introduction of our so-called Standard Game Box, a 12"x15"x $\frac{3}{4}$ " white folding carton, with a compartmented corrugated filler. In most respects it's been well received and has improved the saleability of our games. In the Mk I box, however, some difficulty was encountered with the tab closures on the cover and on the interior hatches. Also, counters would occasionally slide between the corrugated filler and the back of the box.

Mk. I½ (recently received from the box manufacturer) has solved the tab problem and partially solved the disappearing counter problem, by slight readjustments in design. The Mk II, whose introduction is not yet firm, should solve all of the storage problems and will probably be the only package available truly designed for the gamer. The main change will be a multicompartmented, plastic tray in place of the die-cut corrugated now in use. It's birth awaits some final detail work and of course, the allocation of that all time favorite: money.

The three illustrated versions of the SGB (*Barbarossa*, *Leipzig*, and *Normandy*) have also been very successful leading some people to ask "Why not illustrate all the game boxes?" I'd love to, if I had the time and the money and the sales volume per title that could justify printing 10,000 of each box cover (that's the lowest run which is at all feasible). Since we only sell a few thousand of each title per year, we'd be stuck with a whole bunch of pretty boxes for a painfully long time. This will change as our audience grows and the volume of per title sales increases. Money is the hand-maiden of Beauty, but Beauty don't go nowhere without first checking with the maid.