

FOR THE COIN-OP ENTERTAINMENT INDUSTRY

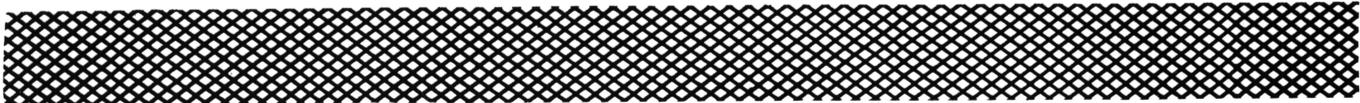
PUBLISHED TWICE MONTHLY

PLAY METER

FEBRUARY, 1986



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UP FRONT

Darts can be addicting

This issue's story about Arachnid's program of inviting operators to see successful dart leagues in operation was fun to do for two reasons. First, it's not often that any of us in the press get to spend a lot of time with operators listening to their praises and complaints about the industry. And second, we don't often have the chance to accompany operators visiting locations.

It was good to see operators realize that the locations we visited were not so different from ones they had back home and to hear them say that there was no reason dart leagues in their locations couldn't be as successful as the ones they saw. As it turned out, the group of New York operators I accompanied decided to do something that even Sam Zammuto of Arachnid thought was unique—to cooperate in starting a dart league. Sam quipped that some operators in the same area don't even want to talk to each other, let alone work together to form a dart league.

But that makes their cooperative effort all the more impressive because it is unique and maybe a model for other operators. The goal of making money is shared by all operators, and here is a group of operators helping each other accomplish that.

A week after the Arachnid session on how to play each game, I had the chance to play electronic darts, and, you know what? It really is fun. I had watched players during our Arachnid tour, but to play myself was an experience. For the first time I understood how players can get addicted. I played with two operators and a Wico representative, and we bordered on the obnoxious, which Sam assured

me was common among dart players. Maybe obnoxious is not the best adjective, but excited describes us perfectly. The important thing was, we had fun.

I realized something else that day. Most people really don't know how to play an electronic dart game. Oh, the rules are written right on the games, but few players take the time to read them. And this is where an operator can help get his dart games going. He may have to babysit the game for awhile after placing it in a location—leading players to it and explaining how it works. They, in turn, will teach others, and the game will be a hit. It won't be a waste of time, because chances are the game will be in the location for as long as seven or eight years, and the more people who know how to play the better.

I love the fact that while the game requires a certain amount of skill, it is not intimidating. No one without experience playing pool would dare challenge someone to a game. But you can be lucky in darts and walk away a hero even if you have never thrown a dart before.

So, operators, talk with your distributor to see if he will take a group of you to Arachnid's enlightening session. There is absolutely no commitment you have to make, but the evidence of electronic-dart possibilities will make the games hard to resist. Once you are exposed to electronic darts, you too will be addicted.

Valerie Cognevich

Valerie Cognevich
Editorial Director





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Volume 12, Number 2/February 1986

FEATURES

Operators see darts fly 14

For more than two years, Arachnid has been bringing groups of operators to Rockford, Ill., to tour the manufacturer's dart-game factory and get a first-hand look at electronic-dart leagues in action. Most have been impressed enough to start leagues of their own.

Coinman interview: Paul Beall 16

When Paul Beall and his partner bought Arachnid in 1977, most operators were too busy collecting from video games to be enthusiastic about electronic dart games and the promoting that goes with them. Now, the market for dart games is growing fast, and Beall sees no slowdown ahead.

Corks pop at ATEI 30

British distributors celebrated record sales at London's Amusement Trades Exhibition International, which boasted 162 exhibitors and 126,000 square feet of booth space.

Pinball conversions seek market 36

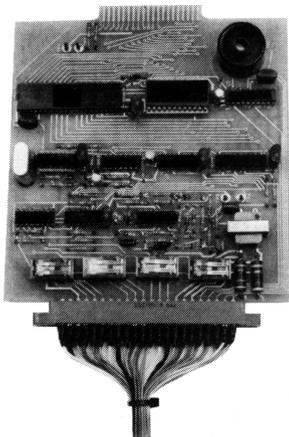
Roger Sharpe sees an uphill struggle for companies marketing pinball conversion kits, which must compete not only with new machines, but also with low-cost reconditioned pieces.

DEPARTMENTS

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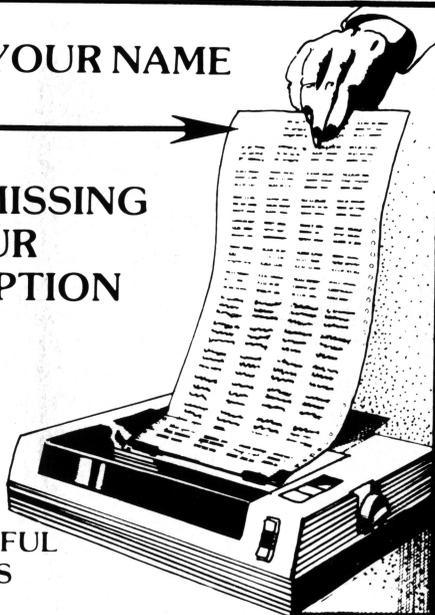
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NEWS

ACME will not admit public to show

The American Amusement Machine Association (AAMA) at a recent board meeting dropped plans to open the American Coin Machine Expo (ACME) to the public on the closing day.

Opening the show to the public was planned originally for the Amusement Showcase International (ASI) before its merger with Amusement Operators Expo (AOE). Inviting the public to see equipment and talk to manufacturers was an attempt to promote the industry and its products.

But the plan was controversial from the beginning. Several exhibiting companies were concerned because they supply only industry members. "I will have nothing to gain from having people off the street come by my booth," said Ted Nichols of Mobile Record Service, a company that provides records to operators.

The Illinois Coin Machine Operators Association (ICMOA) sent a letter to AAMA objecting to the plan, and only two days before AAMA's reversal, executive director Art Seeds said ICMOA was sending a letter to its members asking for opinions about having the public at the show.

After hearing of ACME's change of plans, Seeds said, "I'm delighted that the AAMA board of directors made this decision. It is in line with the feelings of the majority of the operators in Illinois." He added that he would immediately tell operators of the decision and start promoting the show every way possible.

Valerie Cognevich of *Play Meter*, which co-sponsors ACME, said she was glad of the decision. "We had our doubts as to the viability of allowing the public into a trade show, but it was a concession we made when the two shows were combined. We are very pleased that the manufacturers association has listened to the opinions of operators and fellow manufacturers and made this decision," said Cogne-

vich. *Play Meter* editorial director and ACME seminar coordinator.

"The intention," said Bill Cravens, AAMA board member and Nintendo's director of sales, "was not a bad one, but we didn't have the time to get a controlled audience. If we used it as a fundraiser for a controlled audience, I think we could benefit from players' reactions to the games."

Bob Lloyd, AAMA president, added, "All of us, the manufacturers association and *Play Meter*, want a successful show. This decision is just one example of us collectively examining the facts and coming to a decision aimed at the show's success." ●

AMOA answers Digital Controls

The Amusement and Music Operators Association (AMOA) has responded to a letter from Digital Controls that criticized the organization for "demonstrating virtually no concern over this heinous problem [of copied games.]"

William Carpenter, AMOA execu-

tive director, replied to Digital, which also withdrew its support of AMOA, in a letter that said in part:

"The board of directors of AMOA has publicly endorsed the strong stand [against copied games] taken by AAMA, and we so informed their officers during that Saturday morning meeting [at the recent AMOA].

"The operators are very sympathetic with the problem that challenges manufacturers and are cognizant of the law which prohibits such piracy and any abetting of it. If there is an economic benefit to be gained by buying a pirated video-game board, that could be more than offset by potential legal problems. I'm sure you are aware, however, that this is not unique to the coin-operated machine business. ... This is a problem of national concern that spans across many industries. ... Perhaps more has to be done at the federal-government level.

"However, apparently the average U.S. consumer is seeking the best-quality product at the best price and probably doesn't care where it's manufactured."

The letter continued, "It is true that our operators should be aware that manufacturers' research and development will be impaired if this piracy continues and should know that this will eventually have a negative impact on their future product supply if manufacturers economically suffer from continued piracy, and this is one point that we will emphasize to our members."

Carpenter questioned Digital's decision to withdraw from AMOA. "Instead of withdrawing from the association and being critical from the outside," he wrote, "would not a more effective course of action be to remain as an AMOA manufacturer member and offer constructive suggestions regarding how our association can take meaningful steps to combat the problem. Until such a time as the majority of this industry's manufacturers are members of AMOA, it is clear that the responsibility lies within



Hangman countertop

Hangman omitted

The countertop version of Status Games Corp.'s *Hangman* mistakenly was left out of the display of countertops in *Play Meter*'s Winter Buyers Guide. *Play Meter* apologizes for the omission. ●

the province of the AAMA and not with our organization, which basically represents the operators' interests. Nevertheless, we want to offer whatever support will gain favorable results. We empathize with your cause, and we strongly support the activities of AAMA in this problem area."

Carpenter added that the AMOA is planning a mid-year meeting in April and invited Digital's recommendations on AMOA's assistance. ●

Booths selling fast at ACME

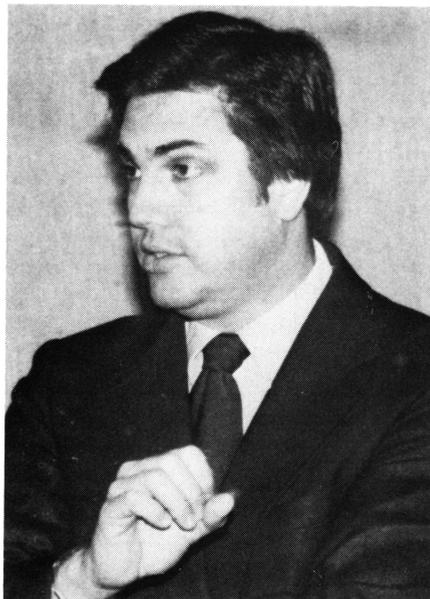
Exhibit space at the first annual spring ACME show is going fast. Anyone who may have decided to pass on the first ACME should look at the impressive exhibitor list before making a final decision. Exhibitors will be displaying the latest equipment offerings.

Atari Games has hinted that there will be something new at the show, and if it's half of what *Gauntlet* was at AMOA, it should be worth the trip; Bally Coin-op (including Bally Midway and Bally Sente) had some impressive products at AMOA and will show more at ACME; Capcom, creator of some of the top games on the market, has reserved space to show attendees new things to come; Data East has a tough act to follow with its past string of number-one games, but the hits keep coming; Grand Products, the new company started by Dave Marofske, Hank Ross, and Stan Jarocki, is expected to introduce some surprises the industry has been waiting for; Konami has treated operators to some exciting products and ACME should be no different; Nintendo still has the most popular system, and operators will be able to see its latest kits; Merit, which has given the industry such hits as *Pit Boss*, *Trivia Whiz*, and *Tic Tac Trivia*, now has *BullBuster Darts* and will show its array of products at ACME; and Premier Technology, Williams Electronics, and Game Plan will exhibit the latest pinballs.

Other exhibitors, assuring the most comprehensive exhibit of new equipment and products possible, include: Arachnid, Betson, Carousel International, Coin Acceptors, Coin Communicator, Coin Controls, Coin Mechanisms, Communico, Inc., Computer Amusement Systems, D & R Industries, Deltronic Labs, Dynamo, Elcotel, Exidy, The Game Exchange, Grayhound Electronics, AirVend, Wico, Videobox Networks, The Valley Com-

pany, Tehkan, Taito America, Status Games, Rowe, Roth Novelty, Mobile Record Service, Kel-Chad, Loewen American, PGD, Skee Ball, PGI, Progressive Game Distributors, Roger Williams Mint, Innovative Industries, M. Kramer Manufacturing, SMS Manufacturing, Network Paystations, Nadel & Sons Toy Corp., SG Industries, and Seeburg.

For more information on ACME, call (312) 333-9292. ●



Glenn Braswell

AAMA executive director resigns

In a surprise announcement, Glenn Braswell, for the past three years executive director of the American Amusement Machine Association, has resigned as of March 1.

Braswell has accepted a better-paying position with the national association of manufacturers and suppliers of flexible packages used for industrial purposes in the consumer market.

Though Braswell will begin his duties at the flexible-packaging association soon, he assured the AAMA that he would see the ACME show through to its conclusion and would be available should there be a continuing transition past March 1.

AAMA board member Paul Moriarty said, "Glenn has been a valuable asset to this association, and I am sorry to see him leave. Unfortunately, I can certainly understand why he accepted the extremely generous offer."

AAMA board members met on January 28 to discuss future plans and agreed to start searching for a new executive director. ●

THE CALENDAR

March 4-5

International Gaming Business Exposition, Tropicana Hotel and Country Club, Las Vegas, Nevada, USA. Contact Conference Management Corporation, 17 Washington Street, P.O. Box 4990, Norwalk, Connecticut 06856. Telephone: (203) 852-0500. Telex 284997.

March 7-9

American Coin Machine Expo, Downtown ExpoCenter, Chicago, Ill. Sponsored by the American Amusement Machine Association and Play Meter magazine. Contact W.T. Glasgow at (312) 333-9292.

March 14-16

South Carolina Coin Operators Association annual convention and trade show, The Carolina Inn, 937 Assembly St., Columbia South Carolina. Contact Helen G. Sikes, (803) 254-4444.

March 21-23

Western Convention-Exhibit of Vending and Foodservice Management, Anaheim Convention Center, Anaheim, Calif. Organized by the National Automatic Merchandising Association (NAMA). Contact Walter W. Reed at (312) 346-0370. 3,000 registrants are expected.

April 11-13

New York State Coin Machine Association Trade Show, Turf Inn, Albany, New York. Contact Gina Vichiconti or Curtiss Matterson, NYSCMA Headquarters, c/o Matterson Associates, 427 Kenwood Ave., Delmar, NY 12054, telephone (518) 439-0981.

April 26

Amusement and Music Operators of Texas (AMOT) 6th Annual Texas State Eight Ball Pool Tournament, Texas Stadium, Irving, Texas. Contact Pat Miller, (512) 454-8625. Direct all inquiries to 940 E. 51st St., Austin, TX 78751.

May 16-18

Wisconsin Amusement & Music Operators Annual Convention and Trade Show, Embassy Suites, Green Bay. Contact WAMO at (414) 529-4704.

May 29-June 1

Florida Amusement/Vending Association (FAVA) Convention Trade-show, Hyatt Orlando, Kissimmee, Florida. Contact Norm Jensen at (904) 878-3134.

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New company to license games

John Rowe, former Romstar vice president, and Byron Cook of Master Vend Amusement Sales have formed a new company called Trade West to license games from various companies and offer them through normal distribution channels.

"We're unique to the industry," Cook said. "We started as an operator, and as an operator turned to kits after the video crunch to stay alive. However, we noticed a resistance among distributors to offer operators good, low-cost kits, so we then got into distributing.

"It then disturbed me when kit costs kept rising, so I started looking into licensing kits," Cook continued. "But our missing link was someone with expertise in manufacturing and dealing with Japanese companies, and John has filled that void. I have every confidence this will work."

Cook said the new company will share Master Vend's facilities. "This way we will have minimum overhead expense, which will enable us to bring to the market quality products under market price."

Trade Winds has licensed its first kit, *Alpha Mission*, from Japanese SNK (former owner of Romstar). Cook said the game has been rated number seven in Japan, and he is thrilled with his test results.

The game will be available by the end of February and will be shown at the ACME show in Chicago's Expo-center March 7.

The address and telephone number of Trade West are P.O. Box 1796, Corsicana, TX 75110, (214) 874-2683. •

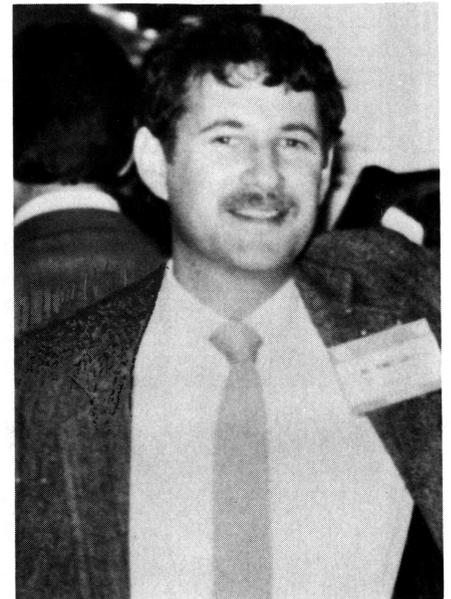
Tehkan changes to Tecmo

Tehkan, Ltd., of Tokyo has changed its name to Tecmo, Ltd., effective January 8, 1986.

Tekashi Kakihara, the company's president, said the new name "reflects

our plan to grow into the coin-operated and home video fields, as well as expand our opportunities to enter the home-game segment in Japan."

The company's U.S. subsidiary, Tehkan, Inc., will change its name also in an announcement to be made at the ACME show in March. •



Dennis Sable

Sable to conduct conversion seminar

If you are an operator who wants conversions that rival dedicated games, or a distributor who would like to do conversions for your customers, Dennis Sable of Romstar will present a seminar at the ACME show that is just what you need.

Sable said, "I have done over 500 conversions, including games and kits by nearly all of the manufacturers in our industry, and have gained considerable insight into the tricks of this very intricate process."

Sable will begin with checking the package to make sure all listed parts are included and go right through finishing touches.

For more information, call (312) 333-9292. •

Play Meter issued once this month

In order to ensure timely publication of our comprehensive March 1 ACME Preview issue, *Play Meter* has combined its February 1 and February 15 issues into this single edition.

Subscribers will come out ahead as a result of the combination because all subscriptions have been extended one month. The extension will not only make up for a one-issue February, but will provide all subscribers with an additional issue at no cost. •

Bally Sente tabs Locke

Tom Locke, Bally Midway vice president of sales development, has been assigned to develop new product lines and national-account sales for Bally Sente, Inc., which designs and markets video-game software for the SAC I interchangeable game system. Both companies are subsidiaries of Bally Manufacturing.

Locke will continue to be responsible for marketing strategy, market

research, and sales analysis of new Midway products and will be based at Midway's offices in Franklin Park, Ill.

The market targeted for Bally Sente national accounts, Locke said, is "large nationwide and regional chains not currently in the video-amusement business who have the potential to purchase a large number of games at one time. Likely candidates are some convenience food stores, fast-food chains, and certain restaurants with casual ambience."



Tom Locke

Locke said the Sente System's "more tasteful" cabinet, the ease of changing system games, and continued game availability will make the system attractive to such locations, which may have shied away from video games in the past.

The first such national account, National Convenience Stores, has been signed, and more than 200 games are now in the company's locations from Florida to Nevada.

Lock said all national-account sales will be coordinated with Bally Sente distributors. ●

Status reports record revenues

Status Games Corporation has reported income of \$101,351 on record revenues of \$1,871,969 for the three months ending November 30, 1985.

The quarterly results represented huge gains compared with the same period the year before, when the company reported income of \$30,391 on revenues of \$926,775.

Income and revenues for the six months ending November 30 also were more than double those for the same period the year before.

"These results reflect increased penetration by our innovative amusement games, particularly in the international market," said Irving Yaffa, Status chairman and president. "Additionally, we benefited from revenues from game machines which the company owns and operates, a segment of the business which wasn't in operation last year." ●



Mr. and Mrs. George Kane and their son, George R. Kane, hosted an open house at Kane Amusement's new facilities.



Mr. and Mrs. Al Huffine of BAG Amusement in Jefferson, La., made the trip to Hattiesburg.



Jerry Reeves of Wurlitzer (left) talks to Christy Landon, manager of Kane's game room, and Kane routeman Bill Horoszko.



Inspecting darts before a game are, from left, Ledon Bellamy of Arcade Electronics, Jerry Pilgrim, and Bob Turpin of Wico.

Kane Amusement holds open house

Operator/customers joined the staff of Kane Amusement at a January open house to celebrate Kane's move from Petal, Miss., to Hattiesburg. "It will be easier for our customers in Hattiesburg," said George Kane.

Operators enjoyed a German buffet prepared by Mrs. Kane and

played the latest games. *World Series* by Cinematronics was a hit among operators and evidently is coming on strong. *Ghosts 'n Goblins* by Taito/Digital Controls was also said to be doing well. And a visit next door to Kane's amusement center showed *Tiger Heli* popular among the kids. ●

Nichibutsu opens Portland office

Nichibutsu USA has opened its sales office in Portland, Ore., and named Glenn Kalhar and Aldo Donnalio to the company's sales force.

The address and telephone number of the sales office are 10110 S.W. Nimbus B-2, Portland, OR 97223, (503) 639-7743.

The rest of the company's operations remain in Paramount, Calif. •

Atari appoints Pacific Vend

Atari Games Corp. has appointed Pacific Vend Distributors the company's authorized distributor for western Canada.

A full-line distributor for more than five years, Pacific Vend is headed by Sam Fedder, president. Karl Fedder manages sales, and Young Ahn manages customer service. •

Unitel moves headquarters

San Diego-based Unitel, one of California's largest vending companies, has moved its corporate offices from Mission Valley to the Naiman Tech Center in Sorrento Valley at 9685

Scranton Road.

The move follows Unitel's recent purchase of Servomation's Southern California vending assets, which the company said generated \$8 million in sales last year from more than 2,500 locations.

Unitel also reports it secured contracts in 1985 to provide private pay phones to more than 1,000 locations. •

Nomac launches \$50,000 promotion

Nomac, Ltd., the manufacturer of *Pub Time* dart games, has launched its 1986 \$50,000 *Pub Time* National Championships promotion.

The program will consist of local playoffs in taverns across the nation; three \$10,000 regional playoffs in July in Seattle, Minneapolis, and Orlando; and the \$20,000 national playoffs at the Tropicana Hotel in Las Vegas, August 15-17.

The top 12 teams in each of nine categories of play at the regionals will qualify to compete in the national playoffs. All players will be classified according to their skill levels based on their performances at the local qualifying tournaments.

The program is open to operators of any brand of electronic dart games. Operators may buy as many qualifying kits as they want for \$50 each.

Each kit includes instructions, announcement poster, rules, sign-up sheets, double-elimination charts, the certificates of qualification, and 16 qualifying certificates good for free entry into the three regional playoffs.

For more information, write Nomac, Ltd., at 901 Armstrong St., Algonquin, IL 60120, or call 1-800-323-0449 [in Illinois, (312) 658-6166]. •

New Way awarded trophy, participates in parade

New Way Sales Company of Toronto has been awarded a trophy by Sega for being the top distributor in sales of *Hang-On* in North America. Sega's Tom Petit presented the award to Jerry Janda, New Way Sales president, and Paul Janda, vice president.

New Way Sales also participated in Canada's traditional Santa Claus parade for the third year.

The annual Santa Claus parade, which celebrated its 80th anniversary, was broadcast across Canada and the United States. Wizard's Castle, the operating division of New Way Sales, participated with a French Float called *Poulette Gris*. Wizard's Castle also bought coloring books of the floats, which will be given to youngsters who visit Wizard's Castle. •

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Hide and Seek under investigation

The Hide and Seek Foundation, of which the Video Operators Children's Alert Line (VOCAL) is a part, is being investigated by the Oregon attorney general's office in connection with alleged misuse of funds.

Pending the outcome of the investigation, Hide and Seek has been dropped as an affiliate by the Missing Children's Network, a national syndicate that provides such services as toll-free telephone numbers and advertising to organizations working to find missing children.

VOCAL was founded in September 1983 by the Skill Game Operators of Oregon and was merged with Hide and Seek. Hide and Seek had been a Missing Children's Network affiliate for two years.

"Our organization is in constant touch with the attorneys general in all states where we have affiliate groups," said the network's Don Prijatelj. "We found out that there was, in fact, an investigation in Oregon that involved Hide and Seek, so to retain our credibility and reputation, we dropped them temporarily. I must emphasize that it was done temporarily, and in no way am I saying that because we dropped them there was any wrongdoing. In fact, they may be reinstated."

The investigation began in late 1985 when the attorney general's office received inquiries about a professional fund-raising group in Oregon, KLV Fundraisers. Explaining that Oregon regulates such groups strictly, Assistant Attorney General Ross Laybourne said, "It became apparent to us that KLV was not disclosing the proper

information to the public, and an investigation was begun. At the time, the only [non-profit] group involved with KLV was Hide and Seek, so our investigation spilled over to them."

Laybourne said needed records of Hide and Seek's were missing, and conflicting accounts of their disappearance were given. "When investigation into money leads to several people, allegations and counter-allegations are common," he said.

Anne Fisher, a former Hide and Seek employee who resigned within several weeks of joining the organization, has charged that Hide and Seek's founders, Linda and Ernie Rivers, misused funds. Linda Rivers has in turn accused Fisher of absconding with about \$1,500 in foundation funds.

According to Laybourne, Fisher was the liaison between Hide and Seek and KLV and handled money KLV raised for the foundation. Fisher denies handling the money. Rivers maintains she did not work with KLV on fund-raising.

Amid the allegations is Rivers' assertion that Fisher "had a criminal record in Florida and used several aliases." Fisher counters that Rivers is "trying to make it look like I was the guilty one," and said the alleged aliases are "simply my maiden name and other married names. The record was an incident in 1973 when I was busted for harboring a fugitive. But ... I was found not guilty."

According to Linda Rivers, 317 missing children have been found through Hide and Seek, and eight children have been found as a result of the VOCAL program. ●

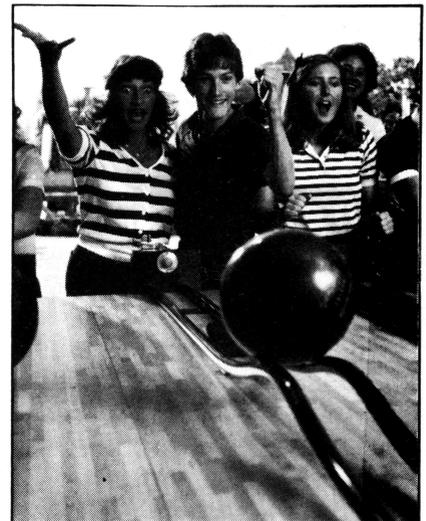
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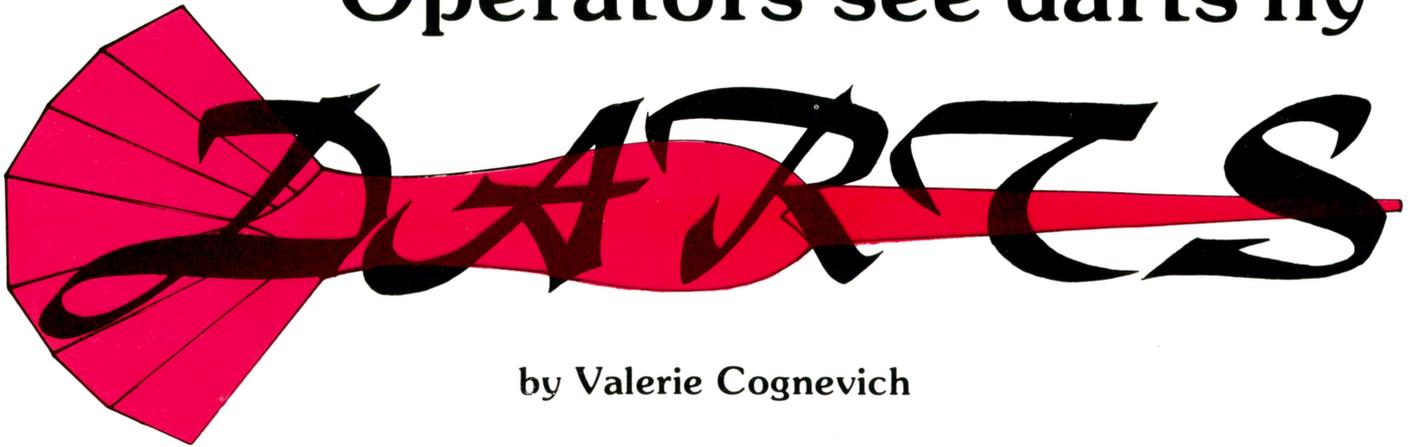
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Operators see darts fly



by Valerie Cognevich



Sam Zammuto, Arachnid vice president of manufacturing, explains the company's league program to operators.



Doug Shipley of Cleveland Coin listens to operators' questions during a tour of Arachnid's facilities.

Instead of visiting operators and talking about successful electronic-dart leagues, Arachnid brings the operators to Rockford, Ill., to show them firsthand what can happen when an operator gets involved in a dart league and promotions. The company also provides a tour of its factory, "to let the operators know that we are here to stay," said Arachnid's president, Paul Beall.

Beall said the program of bringing operators to Rockford, Arachnid's home, began more than two years ago. "We realized that no matter what we told operators about how successful dart promotions can be, there was that element of doubt on their part," he said. "Operators expected us to talk highly about it because they felt that was our job as salesmen."

But taking operators into a location participating in a league program and letting them talk to players and location owners proves things a salesman can't describe, Beall said.

Groups of operators have been visiting Arachnid in Rockford at least once a week since the program was started. *Play Meter* joined seven New York operators (numbers range from five to more than 20 operators in each group) last month for the Arachnid program.

The operators—Al Woods of The Sunny Company in Rochester, Robert Bergman of DARRT Amusement in Buffalo, John Dettelis of Rank Amusement in Buffalo, Robert Wnek of Wnek Amusement in Buffalo, John Bielecki and Robert Krickovich of Johnny's Amusement in Depew, and Mike Suffoletto of Mike's Amusement in Buffalo—were joined by a distributor, Cleveland Coin's Doug Shipley. (Arachnid doesn't sell dart games

directly to operators, and, Beall said, distributors should know what their customers see and hear during their visits.)

Arriving in Rockford on a Monday, the operators that night visited several locations that had dart tournaments in progress and talked to players and bartenders. One player said that before the dart leagues began, he stayed home on Monday nights and watched television. But now, he said, "I don't just show up on Monday night to play in the league, I usually practice several times a week at different bars."

The group later saw the same player at another location challenging others to dart games. "Oh, I did pretty well tonight, and I like to challenge other players after the league is finished," he said.

It was hard to remember that it was a Monday night, as location after location was filled with customers. One bartender said that were it not for the dart leagues livening up the slow nights, the bar might not even be in business.

Comments from other locations were similar. "The dart-league players are serious and usually practice several nights a week to keep in form," said another bartender. "With them practicing for the league night, my business has increased tremendously."

It was clear that the locations were basking in success largely because of the dart games and leagues. "Even our other games have perked up slightly," said still another bartender.

But the question cropped up among the operators—"Isn't this just too good to be true. Of course, Arachnid took us to the best spots and everything seemed just a little too perfect."

Laughing, Beall said, "I hear it all the time. In fact, one operator wanted to know if we paid a cast of characters to look that good! But I quickly told him that we couldn't afford it every week. We've had operators who have come a day early or stayed an extra day so they could go out by themselves and see if it is for real."

Beall also said that the Arachnid people usually leave a little early to give the operators a chance to mingle with players and talk to location employees. "They're honest people out there," he said. "If they ever got cheated out of a dart, they'll be sure and tell you. But they will also tell how pleased they are with these leagues. They are honest."

As for the effectiveness of bringing



Before a row of English Mark Darts in Arachnid's Rockford, Ill., factory are, from left, Sam Zammuto of Arachnid, Bob Bergman of DARRT Amusement, Bob Krickovich of Johnny's Amusement, Al Woods of the Sunny Co., Doug Shipley of Cleveland Coin, Bob Wnek of Wnek Vending, Mike Suffoletto of Mike's Amusement, John Dettelis of Rank Amusement, and John Bielecki of Johnny's Amusement.

operators to Rockford, Beall said, "We have about a 90-percent sales rate of operators who come through here. And if operators from the same area get together and plan a program, there's almost no way it will fail. It just takes one hard-working operator to create the market for electronic darts."

Planning a league program together is just what the operators in the group decided to do. Said Cleveland Coin's Shipley, "I've already shipped over 50 units since the tour, and by the end of February I'm sure orders will top 100 units."

Shipley added, "Although these operators are competitors, this dart program is really bringing them together. Their common goal of making money has thrown them together, and united they will accomplish that goal."

The league concept, explained to the operators by Arachnid's Sam Zammuto, includes four players a team with two alternates. A location may not have more than two teams a game, and the teams alternate a home game one week and an away game the next. Nine games are played during league play, and 301 open in/open out is the suggested game until the players' skill level develops.

In 301 open in/open out each player begins with 301 points and aims to be the first to get down to zero. If a player only has 19 points remaining, in his next turn he must get only 19 points, no more, to win the game. If he gets more than the 19, his score stays at 19 until his next turn.

In the double-in/double-out version, players must hit a double to start scoring and to bring scores down to zero.

Players pay \$2.50 a week in dues, and also pay their own quarters for the machine. Zammuto explained the need for each location to pay a sponsor fee. "This fee (ranging from \$20 to \$40) is aimed to make the bar feel responsible for making sure the players show up on league night. If the bar has no financial interest, the owner may not urge players to be there."

League play lasts from 10 to 20 weeks, depending on the kind of league. "The bar where I signed up for the league only has one dart game, and it definitely needs more," one player said. "I like to practice on a night the league doesn't play, but the game is always busy." Because a location is only allowed two teams a game, Zammuto said most locations want multiple games.

COINMAN INTERVIEW



Paul Beall

by Valerie Cognevich

Paul Beall, president of Arachnid, was a patent illustrator at a law firm in 1976 when Rudy Allison and Harry Gil, then Arachnid's owners, enlisted the firm to file a patent on the Rockford, Ill., company's dart game.

After becoming interested in Arachnid's games while making the patent drawings, Beall, along with his friend Mike Tillery (who also was acquainted with Allison), put some of them on location in Wisconsin. At the time, Arachnid leased the games to operators in exchange for a percentage of revenues.

When Arachnid developed financial problems, Beall and Tillery bought their games from Arachnid and started a company of their own. The venture became profitable as operators, preferring ownership to leasing, began buying the games from Beall and Tillery. When they had sold all the games they had and went to buy more from Arachnid, the pair discovered the company was in receivership.

Rather than buying more of Arachnid's games, Beall and Tillery bought the whole company. The sale was completed in July 1977.

Tell us a little about those first years in business.

"Video was just starting to become popular, and operators were seeing large collections in their cash boxes. But even back then darts needed promoting, so we weren't exactly welcomed with open arms, since collections on videos were high with no promotion. It wasn't until 1982, when video started to decline, that operators started looking around at games that would make money. So they began to buy darts. We had proven that Arachnid was going to be around for a long time since we weathered the video boom. I don't remember who said it, but someone said you had to be in this business five years before anyone took you seriously. So by that time we had paid our dues."

What were your thoughts when you decided to invest in a company that wasn't making a hot video game while videos were the money makers?

"It wasn't the electronic coin-operated dart game that interested me at that time. I knew nothing about the coin-operated amusement business and wasn't a game player. But I saw the home non-electronic version as being another hula-hoop. It was neat to see plastic-tipped darts stick in prepared holes. I liked to play darts, and even had a steel-tipped dart game, but had no idea about how to keep score. And I had small children, so whenever the children came into the room I either had to remove the children or the dart board. So I thought it would be a neat product for families with young children.

"But when we bought the company, the only real

● **The dart game has proven itself to be a staple of our industry just like the jukebox and the pool table.** ●

product we had was the coin-operated dart game. But it wasn't working all the time and still had improvements that needed to be done. It was still in its infancy. We then decided that if we were going to make any money we would have to perfect the product we had. And that's how we got into the coin-operated amusement business."

But weren't the original games coin-operated?

"Yes, but we always had the non-electronic home games as well. It was the first thing I thought there was a market for. But once I got a feel for the industry and saw the numbers of video games being sold by the big manufacturers who were producing up to 800 games a day, I thought there must be something in the coin-op industry that I should look further into. The electronic game has always been a staple. We have just recently redesigned our non-electronic home version and have been successful with it. It's taken nine years to see my original concept and my original reason for buying the company start to materialize. [The problem] has always been manufacturing cost, but we have gotten to a point where we can handle it."

Some say you shouldn't buy dart games unless you plan on doing some kind of promotion. Do you agree?

"There is no question that whenever you put a dart game in a location and couple it with promotion it will make far more money than it will by not having a promotion program. It's a true statement when you are going to be the first one in your area to put in electronic dart games. You then must couple it with some type of program to generate interest. There are operators who have been successful without running leagues, because they buy dart games after someone else has made it popular in their area. But it is like a fast-food chain moving into an area. The first one does the promotion, and then the others soon come in and don't couple it with promotion since the first one already did that, generated the interest and market.

"The dart game has proven itself to be a staple of our industry just like the jukebox and pool table. There will always be a trivia, *Pac-Man*, or some other video game, but you can't have enough staples. Even *Space Invaders*, with probably one of the longest life expectancies, died out in two and a half years. Operators made money and paid for that game, but there will be others that may not pay for themselves, so the staples are absolutely essential to being a profitable operator."

When video was at its peak you said that as video declined we would see more interest in things like

darts. And though at that time it was hard to imagine video declining, you saw something. What did you see?

"What I saw then was a potential problem coming. Not that I am clairvoyant, but there was such a large number of games being manufactured by an even larger number of manufacturers. They were coming out with games every two months, and the operator was nothing more than a moving van, not really making money. Sooner or later it had to catch up. It was impossible to believe you could put a new game in a location every three months and get the right kind of money out of it. Those were the thoughts running through my mind. Operators eventually had to buy a product that they would be able to leave in a location for a long period of time and make money. Not only does an operator have to pay for the game, but he has to pay light bills, employees, buy trucks, and have a little to take home. I think that's what I kept seeing. If the manufacturers had limited themselves, they may have been more solid today. Of course that's hindsight, but it's my thoughts. If we hadn't crammed so much equipment down the distributor's and operator's throats, things might be different today. The distributors had to sell them or they would lose the lines. The operators had to buy because the locations were demanding new games."

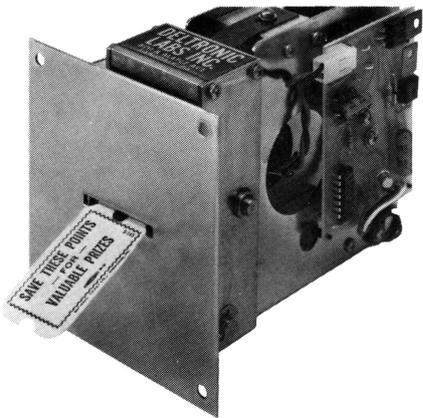
Why didn't Arachnid get into video games?

"We didn't because I have always looked for a product that involved a skill level. You would hear from pool-table manufacturers, pinball manufacturers, and video companies that there is certainly a lot of skill in playing those games, but I guess I'm looking for skills that are competitive, like bowling, darts, and pool. These are games you can play against another player. And it is not so much the person against the game as it is the competitive aspect. That's the kind of product we continue to look for, one with longevity and challenging to players. Foosball was a good product for a long time. Shuffleboard still does well in many locations. Bowling machines continue to please players. These games allow players to compete against one another with an element of skill. I guess there will always be good video games, but there will be others that aren't so good."

Are people who play steel-tipped darts drawn to soft-tipped darts?

"Yes. As a matter of fact, here in Rockford at least 30 percent of dart players play both steel-tipped and soft-tipped darts. There is no real discernable difference. A good dart player depends on eye-hand coordination, and a good dart player is a good dart player either way. What has brought many steel-tipped dart players to the market

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is the amount of revenue that can be made by playing in tournaments. In a steel-tipped tournament, because there is no coin box to collect revenues, the bar owner usually donates the prize. In the electronic darts you have a coin box to generate some of the revenue to set up a tournament. A steel-tipped dart player may play all day and come away with 30 bucks and a trophy. But with electronic darts it's not uncommon to see three tournaments on a weekend with a \$100 prize in each. Some even go as high as \$500. So steel-tipped dart players are looking at electronic darts more seriously. And when they decide to play, they are good."

Dart programs seem to do better in certain parts of the country. Do you know why?

"It doesn't have anything to do with the area of the country. But it does have to do with the operator and distributor in that area. For a long time we had the part that darts were a Midwest game, a Wisconsin game, so to speak. And the reason is because in 1977 I didn't even have a truck, but I would throw a dart game in the back of my station wagon, and I could drive to Wisconsin without it costing me much, so that's where we first made all of our inroads. But now we have good programs in Arizona, Texas, and Atlanta, an area we feel is just starting to move. We have had trouble breaking into the California market. The East is moving slower than we would like to see. It really just takes an operator in any given area who wants to get out there and work. There is no substitute for that energetic operator who wants to run a league, visit bar locations, talk to players. We started out with six games and maybe 10 teams in this city, and we had to work our butts off for about a year, but then it started to mushroom and grow. It is no different in Rockford, Ill., or Green Bay, Wis., than it is in Chattanooga, Tenn., or anywhere else. It's just a matter of getting out there and doing the job. We have never had an operator fail that went out there and worked."

You spent 10 years promoting your one product, and now there are others coming out with electronic dart games. How do you feel about it?

"Obviously, we have worked 10 years to make darts popular, knocking on doors when no one wanted to talk to us. But finally the product started to move. Legitimate competition doesn't bother me, because it could only help us promote electronic darts. That's why we are tied up in these law suits to find out if what we have is legitimate competition, or in fact we just have some opportunists trying to take advantage of a product we've worked long and hard to develop and promote."

You spend quite a bit of money bringing in operators to see the factory and tell them about your programs and products. Why do you do it?

"Very often our industry thinks in terms of putting one product in one location. But darts is a game that has the potential for multiples in a single location. We bring operators in to see a typical city where about 75 percent of our locations are the same type of locations that 75 percent of their routes are made of. Ten percent are the same 10 percent they have. So it starts to ring a bell. They start to realize that they have the same locations, and dart games should do just as well in their locations. Our first thought was that when manufacturers go on the road and visit an operator with his distributor, and he tries to explain what he has going and what they can have

going in their city, they look at you like, 'you're supposed to tell me that because you're a salesman. Salesman are supposed to tell me how great things really are.' But we can bring them in a location and give them a chance to talk to players and location owners, and we can even open receipts to show them what we make on the location. They can have a hands-on feel as to what is going on. It has been very successful.

"When we take the operators to our locations they are seeing seven or eight years of building and making mistakes, so what we are handing them is seven or eight years of experience."

What do you think about the league program AMOA is getting ready to launch?

"I have a lot of respect for AMOA and have supported them as members as operators and a manufacturer. Of course, what Dick Hawkins has accomplished with his pool program is nothing short of remarkable. I feel they are very sincere about the program. We have talked with them, and they have some ideas, but all are not formulated at this point. I am going to wait until I see exactly where they are headed before I make any more comment. But whenever they do something, especially under the guidance of Dick Hawkins, it should be a class operation."

Is your program a tournament or league program?

"It is an ongoing league. This year for the first time we are planning a Labor Day weekend \$25,000 tournament at the Ramada Inn in Chicago. It is recommended that operators send their league winners to this. We don't believe there are enough nationwide leagues to offer regionals, so just one national tournament is the way to go at this point. We were asked for this type of program for over a year before we decided to do it. I never believed in ramming a program down an operator's throat, but they are ready for this tournament now. I think it will be successful. It is just another promotional device we're able to offer the operator as a reward for his league winners. We are going to run the Illinois state tournament again this year. We have enough entries to make it a success, but we'd like to see even more. I think we'll have this tournament for years to come, maybe even incorporating regional finals as interest grows."

It's obvious you feel that electronic darts are here to stay.

"I don't even think we have scratched the surface. I would use Rockford's growth, simply because I am so familiar with the situation locally. We've grown each year since 1980 with league play at a rate of 30 percent per year. And I think you could equate that percent nationally."

How would you describe the average electronic-darts player?

"That is an interesting point. If you profile the player, you will find it's either male or female, the age is between

18 and 65, they are not your video player nor your pool player. It's people who will get off a bar stool to play darts who may never have played any other game in their life. Whenever the operator adds this piece to his route, he increases his player base. I think that is another reason for its success.

"It's one of those games that may have a certain element of luck, especially when you first start playing. A dart may fall in a double or triple, which will give you a decent score. So you are probably not going to be blown away by a good player. But at the end of the game, when you try to go out and must hit a certain number, the skill level takes over. But players can have a few cocktails, not worry about keeping score, and have fun without it being threatening to anyone. In fact, one team was beaten by a team that had a lady that had broken her leg, was in a wheelchair, and had to throw from three feet behind the line. It just goes to show you that anyone can be good if they work at it."

Do you have any other comments?

"I think people in this industry have forgotten that we are in the entertainment business. We sell entertainment by the quarter. It takes an average of five to seven minutes for a standard game of darts among four people. But if they enjoyed those minutes we've done our job. I've never heard a player who threw a six-dart out and tied up the game for less than three minutes complain about what he had to pay for that three minutes. I've never heard a player complain of not having enough time. I've never even heard an operator complain that the game doesn't make enough money.

"It does afford the player entertainment while in a location. It's an excellent means for meeting new people. It is a great location game because the location not only provides entertainment for the customers while they are there, but there's time between throws to have a drink. And with the amount of money the game makes it is an excellent location piece. It's a good game for an operator because he has some control over his coin box by the amount of promotion he wants to do. And it makes good money. It is one of the best buys in our industry today for what the retail cost is and the money it makes. So we have a player, a location, and an operator who are happy with the game. And it is not the type of game an operator only buys one of, so it's good for the distributor, too.

"It also helps the operator with his locations. The location becomes less demanding because with the promotion the operator is providing, he is bringing people into the location and even changing slow days to good days. And it is a great tool for the operator who is willing to work to find new locations. What I enjoy the most about going into a location and watching the game being played is the reaction of the players, because they are genuinely having a great time. If they are having a hot night they will travel to several locations looking for the other hot players of the evening, trying to find the best match they can. It's not uncommon for players to say, 'we killed them tonight. Let's go find somebody else to challenge.'"

"We have never had an operator fail that went out there and worked."

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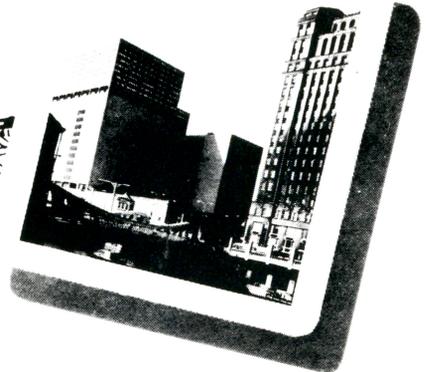
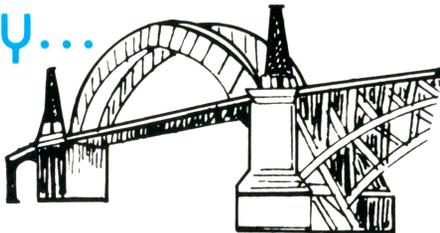
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FRIDAY, MARCH 7

● 9:30 am-11:00 am

#101 The Private Pay Phone Market: Is It a Sound Investment?

Since deregulation began allowing private pay phone companies to enter a market once dominated by Bell, the market has looked irresistible to many operators. However, it may not be as lucrative as it looks. In this seminar, Marty Segal, a private pay phone operator in Illinois; Bill Ohland, a phone manufacturer; and Marc Ostrosfsky, publisher of Private Pay Phone News, explore the private pay phone market, answering vital questions operators should be asking.

#102 Standardization

Operators often wonder why the various manufacturers can't standardize certain parts of their equipment such as on/off switches, locks, and volume controls. Todd Erickson, Summit Amusements, will moderate a seminar featuring a panel of manufacturers to discuss this important issue.

#103 Technical: Power Supplies

The power supply is the heart of any game and a good working knowledge of power supplies is essential. In this session Randy Fromm, former president of San Diego Arcade School, will cover the construction, operation, typical failures, and troubleshooting of this important part of any game.

Expocenter Downtown Chicago/ Holiday Inn-Mart Plaza



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Friday, March 7
(Cont'd.)

● **3:00 pm-4:30 pm**

#202 Tax and Accounting for the Operator

In this session Jeff Rosenthal, an operator and a professional tax accountant, discusses operators' special tax requirements and tips for how to keep on top of your taxes all year and accounting procedures tailored to operators.

#203 Technical: The Digital Multimeter

Successful electronic game repair does not always require costly test equipment. The digital multimeter is an inexpensive portable unit that can be used to diagnose many common electronic failures in coin op games. This session is geared for those who plan on repairing games but have little previous experience.

● **5:00 pm-6:30 pm**

#301 Developing a Business Plan/Buying Strategies

In the face of tough competition and an unpredictable economy, proper planning can be your strongest business ally. In this session, Rich Babich of Babich and Associates and president of Colorado Game Exchange, will analyze buying decisions, financing choices and growth projections. You will learn how to project where your business is now and where it's heading.

#302 Computerizing Your Business

Most executives have pondered about whether to install a computer in their business but don't know where to begin or how to decide. Jeff Rosenthal, an operator and professional tax accountant, will discuss what to consider before making the computer decision for your business and help you avoid many common mistakes when adding a computer to your business.

Friday, March 7
(Cont'd.)

#303 Vending: Is it a Viable Extension of Your Route?

Vending seems to be a natural extension of an existing route. However, if you have considered adding some type of vending, cigarette, bulk, or food, there are vital considerations. This seminar will help you understand vending so you can evaluate its place in your business plan.

#304 Technical: Troubleshooting Pinball Machines

With pinball making a comeback in the coin-op industry, many technicians versed on video repair are finding it difficult to jump into pinball repair. This session will cover all aspects of pinball repair and maintenance and common failures.

**SATURDAY,
MARCH 8**

● **9:30 am-11:00 am**

#401 Manufacturers Firing Line

(A special free session)

The concept of manufacturers facing a firing line of operators has proven to be a highly effective and productive concept in the past. We have expanded on this idea and have appointed a prominent operator as the panel moderator. Operators, don't miss this opportunity to say what's on your mind. We will offer the option of writing your questions to be read by the moderator or enabling you to address a particular person face to face from the floor.

● **3:00 pm-4:30 pm**

#501 Retirement and Estate Planning

Though retiring may be the last thing on your mind, the fact is that now is the time to decide what you want to do with your company when you retire. If you already know it will be passed on to family, there may be loopholes that could cause serious problems in the future. Jeff Rosenthal, an operator and tax consultant, will discuss this topic at length.

Saturday, March 8
(Cont'd.)

#502 Non Traditional Markets and Corporate Accounts

The coin op business has changed so much that operators can secure locations never before possible but a more professional posture is required. Sharon Harris of Stan Harris & Company will tell operators what to do when making a proposal to non-traditional markets such as truck stops, movie theaters, supermarkets, airports, etc. She will outline what to do once you have the location.

#503 Revitalizing Equipment

Todd Erickson, Summit Amusements, says that some games were too good to have had such poor collections, and settings may be the key. He will explain the importance of knowing how to set your machines for maximum play. A factory setting may do well in certain areas and be a disaster in others. Todd will help operators learn when to make changes and what trends to look for in equipment earnings and play time.

#504 Technical: Making the Most of Your Conversions

Almost all operators are converting games. However, if the conversion doesn't look and play like a brand new game or if it takes you too long to make the conversion, Dennis Sable of Romstar may help you understand why. He will guide operators through a conversion, explain what to look for before starting, discuss individual games and why they are good/poor for converting. This seminar is a must for anyone interested in conversion kits.

SUNDAY, MARCH 9

● **9:30 am-11:00 am**

#101 The Private Pay Phone Market: Is it a Sound Investment? (Repeat)

Since deregulation began allowing private pay phone companies to enter a market once dominated by Bell, the market has looked irresistible to many operators. However, it may not be as lucrative as it looks. In this seminar, Marty Segal, a private pay phone operator in Illinois; Bill Ohland, a phone manufacturer; and

Sunday, March 9
(Cont'd.)

Marc Ostrosfsky, publisher of Private Pay Phone News, explore the private pay phone market, answering vital questions operators should be asking.

#102 Standardization (Repeat)

Operators often wonder why the various manufacturers can't standardize certain parts of their equipment such as on/off switches, locks, and volume controls. Todd Erickson, Summit Amusements, will moderate a seminar featuring a panel of manufacturers to discuss this important issue.

#601 RICO and Its Affect on Operators

The Racketeer Influenced and Corrupt Organization (RICO) act is explained in layman's terms. The law's revisions have an important impact on operators and this session will help operators understand its significance.

#602 Leagues: A Must for Darts and Pool

The new electronic dart games are sweeping the country but operators who run them advise others not to bother if they don't plan on offering a league program. Most manufacturers are offering tournament kits. This seminar is vital if you are already operating darts or plan to start. Pool leagues, though fairly well established in some areas will be also discussed.

#603 Technical: Semiconductors

The electronic circuits in today's games are based on semiconductors. A failure in a game is very likely a semiconductor, a component such as a transistor or a diode. They are easy to understand and simple to test. All types found in games will be discussed along with their operation, testing, specifications, and working substitutes are discussed.



LIST OF EXHIBITORS

Air-Vend
Arachnid, Inc.
Astropick
Atari Games Corporation
Bally Coin-Op Division
Baton Hardware Co.
Betson Enterprises
Dan Brechner & Co., Inc.
Canadian Coin Box Magazine
Capcom U.S.A., Inc.
Capitol Lighting Products Corp.
Carousel International Corporation
Cinematronics, Inc.
Coin Acceptors, Inc.
Coin Communicators
Coin Controls, Inc.
Coin Mechanisms, Inc.
Communico, Inc.
Computer Amusement Systems, Inc.
D & R Industries, Inc.
Data East USA, Inc.
Deltronic Labs, Inc.
Digital Controls, Inc.
Dynamo Corp.
Elcotel, Inc.
Exidy
The Game Exchange
Game Plan, Inc.
Grand Products, Inc.
Grayhound Electronics, Inc.
Hoffman International
IDEA Industrial Design
Innovative Industries, Inc.
International Communications, Inc.
Kel-Chad, Inc.
Kerr & Associates
Konami, Inc.
M. Kramer Manufacturing Co., Inc.
Loewen-America, Inc.
Merit Industries, Inc.
Miniature Electronics, Inc.
Mobile Record Service Company
Monroe Distributing, Inc.
Nadel & Sons Toy Corp.
Network Paystations
Nichibutsu USA Corp.
Nintendo of America, Inc.
Nomac Ltd.
PGD
Premier Technology
Profitable Games, Inc. (PGI)
RePlay Magazine
Roger Williams Mint
Romstar
Roth Novelty Company
Rowe International, Inc.
Royal Corona, Inc.
SG Industries
SMS Manufacturing Corporation
Seeburg Phonograph Corporation
Sega Enterprises, Inc., U.S.A.
The Silent Partner
Skee-Ball, Inc.
Standard Reis USA
Status Game Corporation
Steiner Manufacturing Co., Inc.
Taito America Corporation
Tehkan, Inc.
Tornado Table Soccer, Inc.
Tourist Attractions & Parks Magazine
UAI New Jersey, Inc.
The Valley Company
Vending Times
Videobox Networks, Inc.
Wico Corp.
Williams Electronics Games, Inc.



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NATIONAL PLAY METER

Poll Information

The following are rankings of the top games in the coin-operated amusement industry. The games are ranked according to an index formulated from a regular survey of operators of coin-operated amusement equipment. Games not appearing on this poll either (1) did not generate a five percent response or (2) did not rank among the top 50 games in the country. The games are further identified by their general equipment classification type: Video, Pinball, and Novelty. The average index rating for all surveyed games for this individual survey was 77.

Top Ten Games of February Issue

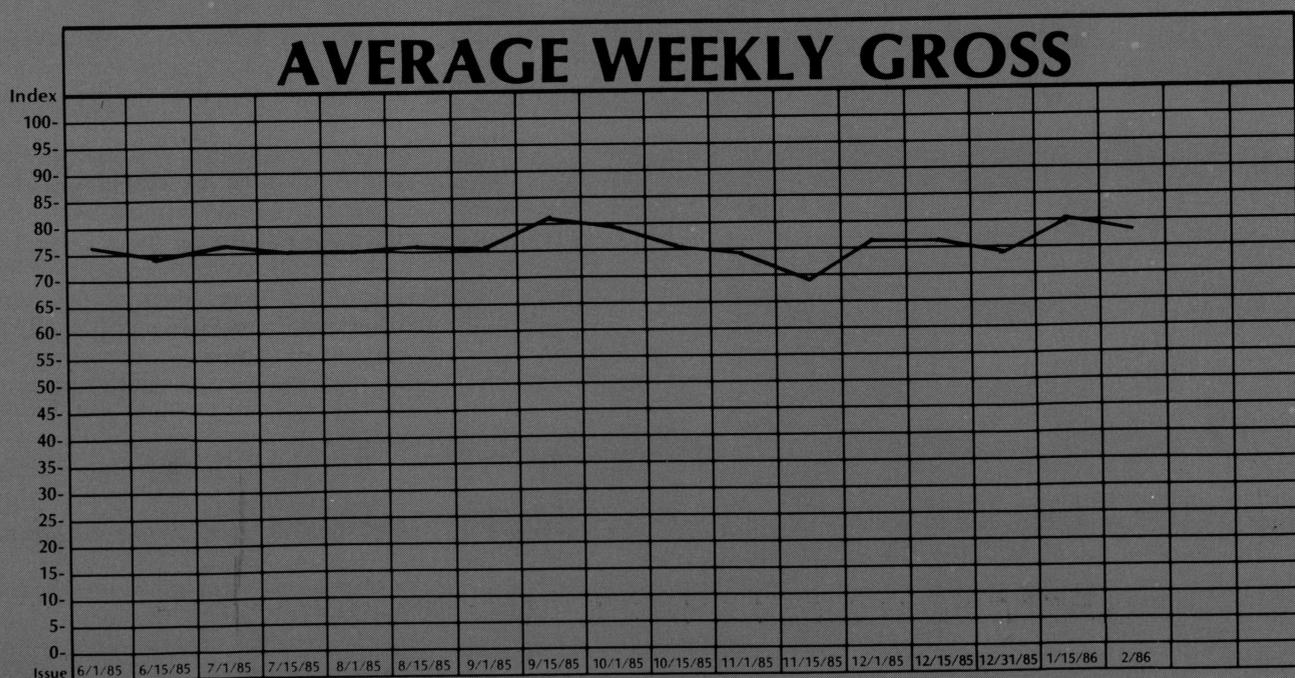
Game/Manufacturer	Index Rating	Game/Manufacturer	Index Rating
1. Gauntlet/Atari	336	6. Mini Golf/Bally Sente	163
2. Hang-On (sitdown)/Sega	277	7. Mat Mania/Memetron	161
3. Hang-On (upright)/Sega	244	8. Temple of Doom/Atari	147
4. High Speed/Williams	238	9. Comet/Williams	136
5. Stocker/Bally Sente	179	10. Crackshot/Exidy	131

Game/Manufacturer	Feb.	Jan. 15	Dec. 31	Dec. 15	Video	Pinball	Novelty
1. Gauntlet/Atari	336	428	229	273	•		
2. Hang-On/Sega (sitdown)	277	217	241	317	•		
3. Hang-On/Sega (upright)	244	217	241	317	•		
4. High Speed/Williams	238	—	—	—		•	
5. Stocker/Bally Sente	179	—	—	79	•		
6. Mini Golf/Bally Sente	163	160	—	—	•		
7. Mat Mania/Memetron	161	171	—	135	•		
8. Temple of Doom/Atari	147	136	152	—	•		
9. Comet/Williams	136	132	137	138		•	
10. Crackshot/Exidy	131	—	—	—	•		
11. Demolition Derby/Bally Midway	126	123	—	102	•		
12. Paperboy/Atari	124	145	145	151	•		
13. Choplifter/Sega	122	177	137	—	•		
14. Sorcerer/Williams	119	113	—	78		•	
15. Ghosts 'N Goblins/Digital	114	—	—	—	•		
16. Spy Hunter/Bally Midway	106	105	111	85	•		
16. Space Shuttle/Williams	106	90	95	89		•	
18. Sex Trivia/Merit	103	104	155	91	•		
19. Gunsmoke/Romstar	100	163	—	—	•		
20. Rock/Premier	95	—	89	—		•	
21. Hat Trick/Bally Sente	93	—	88	73	•		
22. Commando/Data East	92	124	116	110	•		
23. 1942/Romstar	88	94	90	104	•		
24. Cobra Command/Data East	87	58	60	59	•		

NOTICE: The sole purpose of this survey is to determine on a regular basis the top performing games in the country. Any attempt to use the results of this survey for any other purpose is unauthorized, wrongful, and misleading.

NATIONAL PLAY METER

Game/Manufacturer	Feb.	Jan. 15	Dec. 15	Dec. 1	Video	Pinball	Novelty
25. VS Baseball/Nintendo	85	58	56	75	•		
25. 10-Yard Fight '85/Memetron	85	89	68	81	•		
25. Ring King/Data East	85	163	101	—	•		
28. Rush 'N Attack/Konami	83	113	122	129	•		
29. Pole Position/Atari	82	74	73	82	•		
30. Trivia Whiz II/Merit	80	84	140	73	•		
31. Triv Quiz/Status Games	79	84	—	58	•		
31. Eight Ball Deluxe/Bally Midway	79	71	71	72		•	
31. Pinball Action/Tehkan	79	110	—	—	•		
34. Crowns Golf in Hawaii/Kitkorp	78	73	—	—	•		
35. Kung Fu Master/Data East	77	85	100	89	•		
36. Pole Position II/Atari	76	93	94	85	•		
37. Triv Quiz II/Status	75	—	56	54	•		
38. Hogan's Alley/Nintendo	74	85	80	99	•		
38. Strike Zone/Williams	74	—	—	53			•
40. The Empire Strikes Back/Atari	72	52	—	—	•		
40. Eight Ball Champ/Bally Midway	72	80	—	81		•	
42. Cheyenne/Exidy	70	114	79	95	•		
42. Firepower II/Williams	70	71	56	60		•	
42. Triv Quiz 3/Status	70	—	—	—	•		
45. Shootout/Data East	69	—	—	—	•		
46. Karate Champ/Data East	68	82	79	85	•		
47. Spy Hunter/Bally Midway	66	50	63	49		•	
48. Marble Madness/Atari	65	52	54	68	•		
49. Video Trivia/Grayhound	64	66	97	74	•		
49. Duck Hunt/Nintendo	64	84	67	94	•		



Corks pop at ATEI

by David Snook



Alan Black (right) of Sound Leisure, which has the rights to build the replicas of Wurlitzer's Nostalgia jukebox, discusses its merits with operator Steve Gregson of Yorkshire Automatic Machines.



Taitsumi's Buggy Boy, with its triple screen, was one of the sitdown hits of the show. With the game are, from left, Israeli visitor Mosh Ozsinay and another Middle East operator, Robert Elias of Eliasco, and Joyland Distributing's Gerald Steinberg.

Japan was jumping, the United States was stompin', and now Britain's bubbling. The coin-machine industry, if the international shows are a guide, is climbing back on to its feet.

So far the big three exhibitions around the world seem to be sending out a message that the bad days are gone and things are getting back to normal.

The signs were there at the Tokyo exhibition in October, and there was evidence that the momentum was gathering at the AMOA show in Chicago. A couple of months later, London had what the British call "a burster."

And not before time, either, for the British trade has had a series of disasters since 1981 when the video-games bubble burst so spectacularly. Each year's show in London has confirmed the Amusement Trades Exhibition International to have one of the longer titles, and certainly the world's most spectacular display. But as operators said at the time, if the cupboard's bare it doesn't matter how beautiful the booths are.

London, 1986, was a total reversal of the trend. Champagne corks popped on stand after stand as the big distributors and major manufacturers celebrated a hoped-for, but not guaranteed, boom time. Several of the U.K.'s major distribution companies quoted record sales, among them Deith Leisure, Electrocoin Automatics, Joyland Distributing, Associated Leisure Sales, and Taitel Holdings. Indeed, the last-named company sold more equipment on the second day of the show than it did in the whole of the 1985 exhibition.

It is a worldwide trend, or just market circumstances in the U.K.? The question was asked all around Olympia's 126,000 square feet of booths as the show drew to an end, and the conclusion was quite firmly that it was a worldwide trend. Everyone who had taken a financial beating

with video games had paid off his debts and was now ready to reinvest—that was the way the reasoning generally panned out.

About 12,000 operators from all over the world trekked to Olympia this year for what still is considered the world's number-one show. It is the largest amusement show in terms of floor area, usually contains the largest number of companies exhibiting (162 this year), generally has the highest attendance (although that 12,000 represents turnstile figures rather than separate registrations), and beyond question has the best booths.

The latter context is intriguing. Generally, American shows concentrate on getting product to the exhibition floor and spacing them conveniently, but with far less emphasis on building a showpiece booth. In the U.K., while the machines are important, company prestige is paramount, and that is why ATEI has the big and the beautiful. Some companies have spent up to £50,000 (\$70,000) on booths in the past, and in 1986 there certainly was no shortage of the imaginative.

Taitel's stand was a double-decker construction with a bar on top, while JPM, the slot-machine manufacturer, used laser lighting effects to write messages on the side of its stand and accompanied it with clouds of smoke and crashing music. Coin Controls, the British parent of the American subsidiary of the same name, had something that was positively Cecil B. DeMille in inspiration, straight out of a Biblical epic.

They were after the stand awards, the gilt plaques distributed by the organizers to the best booths and equipment in a variety of categories. Notably, Status Games won one for its booth construction.

And the equipment? Dominated by slot machines, of course, as the entire British industry always has been. The U.K. has a legalized slot-machine industry, located mostly in pubs, where up to two machines may be sited. They are permitted a top input of 10 pence (14 cents) and a top prize of £3 (\$4.50), half of which must be in replayable tokens.

The prizes, then, are very minor indeed, but the 125,000 slot machines currently operating in British pubs, cash bingo halls, cafes, and amusement arcades testify to the effectiveness of the "amusement machine with prizes," as it is officially known. There are another 40,000 "fruit machines," as the slots are called, in private clubs,



Besides Atari's Gauntlet are the company's British chief, Daid Smith (right) and his U.S. counterpart, Shane Breaks. At left is operator Harry Belton, who gave Breaks his first job in the coin-machine industry in the late 1960s



Sega's Space Harrier was a spectacular exhibit on the stand of Taitel Holdings. Michael Green of Taitel is on the right with arcade owner Brian Meaden.



Status Games' Tony Barff (second from left) receives one of the best-booth awards from three of ATEI's directors (from left), Michael Shefras, Peter Instone, and Alex Parmenter.



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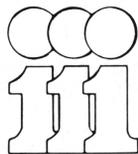
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which are principally working men's clubs, political and sports clubs, which are permitted a top input of 20 pence (28 cents) and a maximum jackpot of £100 (\$140).

These form the backbone and the high-profit area of the U.K. industry and are operated alongside video games, jukeboxes, pool tables, pinballs, and other machines by about 2,000 operators, some as large as 28,000 pieces of equipment (Associated Leisure) or 26,000 pieces (Bass Leisure) and others as small as half a dozen.

The gambling side of the business, however, is policed heavily. Operators have to be scrutinized by the Gaming Board, a government body that demands a large fee for a certificate to operate, without which no business with gambling machines is permitted. There is a special tax on the machines called the Gaming Machine License Duty, and the games on those machines are strictly regulated by the board to ensure fair returns to the players.

The rest of the industry—the pool tables, pinball, jukeboxes, and video games—is free to operate on "sharing" or rental basis, except for the 15-percent value-added tax general throughout British industry for sales and services.

Video games are estimated to be about 100,000-strong in the U.K., jukeboxes about 40,000, pool tables at the same figure, and pinballs down at about 10,000 (the law insists it is a gambling device, which tends to devalue its performance, for it has to be operated on rent).

Given that overall scenario, it is easy to see why the ATEI is dominated by slot machines, new and rebuilt ones, while everything else is regarded as subsidiary.

In came a new category this year, however, with the arrival of the trivia game. It was seized upon eagerly by the brewers, who control all of the prime pub sites in the country, and many of them demanded the provision of trivia games in their locations from their independent operating suppliers.

A hype very quickly emerged through the summer, but it quickly became evident that although there were immediately about 20 companies ready and able to supply trivia equipment, few of the machines actually were arriving on-site. This may have a great deal to do with the operators' innate sense of caution. After all, they've seen video games before.

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What they may have been waiting for, however, was the arrival of the SWP. This is a skill game with prizes. In other words, a payout on a trivia game. It was inevitable that it was to come, for the Gaming Board made it plain that trivia games with payout structures on them did not fall within its jurisdiction. In other words, they were derestricted in the sense that there was no limit on input, jackpot, numbers operated, or where they could be operated, because they were not gambling machines.

You can imagine the rest. Boom time had arrived again—but not quite. The industry decided to be “responsible.” At the Annual Convention of the British Amusement Catering Trades Association in December members of its manufacturing division decided to set a limit on its SWP payouts in order to head off bad publicity and perhaps some legislation which may prove undesirable in other directions, too. So they set a limit on payouts of £10 (\$14), and this was evident in all of the SWP machines at the show.

So trivias with payouts on them are available in somewhat muted

colors, and it remains to be seen whether their operation will be significant in the coming months. One thing all are agreed upon—they won't outtake the slot machines.

All of that overshadowed the more traditional games American visitors might wish to see. Atari's *Gauntlet* remains supreme in the video-game market, with its Irish factory turning out the game as fast as it can to satisfy a widening European market. Bally Sente product, as well as Bally pinball, are now distributed via an independent Antwerp company which reported that the simulator that had sales of only 30 to 40 when it was first launched in the U.S. had tripled that number within days of a European launch, which demonstrates the disparity often apparent between the U.S. and European markets.

Nintendo's VS. System is getting stronger in Europe as its range widens with better games, and games from Capcom and Konami also have their share of the market. Particularly strong at the London show was Tehkan's *Soccer*, a game out of Japan that most consider the best soccer game around right now and that is

particularly well timed as the World Cup in soccer is being played in Mexico this summer.

Sega's *Space Harrier*, Nintendo's *Mario Brothers*, and Taito's *Halley's Comet* were thought to be strong challengers to *Gauntlet* and *Soccer* as the hits of the show.

In the pinball sector there was little argument that Premier Technology's *Rock* reigned supreme, although Williams' *Comet* looked a strong product. There was little new in the music business, although one small British company demonstrated a background-music system using compact discs with a promise of a jukebox version before the year is out. As the home of the video laser-disc jukebox, the U.K. is continuing to show them in strength, with companies such as Sound and Light, Music Hire Group, MAM Inn Play, and Thorn-EMI all with excellent products available.

ATEI in London was a good show—almost a great show. Those who chose not to visit the Olympia display this year missed out, and those who chose to go instead to Frankfurt for the West German show put their money on the wrong horse. •

Slots dominate Dutch show

by David Snook

The Netherlands has become the fourth country in Europe to set practical laws on slot machines, and in so doing has completely altered the shape of the coin-machine industry there.

As the Dutch trade's annual coin-machine exhibition, VAN-Expo, got under way in Amsterdam January 7, the news came that the changeover to payout slots will take place July 1.

“Payout slots” is deliberately chosen, for Holland already has 35,000 slot machines. It has had them for years, in fact, but they never paid out.

The effect on the industry as a whole in the country, naturally, is to make virtually every other form of coin machine second fiddle, just as it did in Great Britain, West Germany, and Spain, the other European countries with settled and practical laws on gambling machines.

This was clearly the case at VAN-Expo as it opened its doors in the giant RAI complex where it had one small

hall to accommodate the 20 or so companies exhibiting. Some new games were flown in from Japan, notably from Sega, but all the attention was on the slots.

The reason for Holland's mute slots is that payouts were banned, but those forming that legislation took into account neither the Dutch love for gaming machines nor the industry's ingenuity. Consequently, Holland took to non-payout slots like a duck to water, and for years the country has had console-model slots with no payout trays. And the Dutch like their game complex, so their slots came with a multitude of features to make them thinking-man's games.

You may wonder at the passion for gambling machines that dictates that non-payout ones are acceptable. The Dutch are not as single-minded as that. The laws only prohibit *payout* machines, so the games are graded in points. You play for points, and, when you're tired, you ask the barman for

the amount of cash represented by the number of points accumulated on the visible points meter.

This is, of course, where things become a little difficult. There is nothing to demand that the barman pay you, for, after all, it is the clear intent of the legislation that no one shall gamble for money, even if the wording permitted loopholes. But mostly, the barmen did pay out.

So a whole new somewhat-illegal and unfortunately dubious industry was born. The industry deplored the situation, pointed to the obvious demand shown by the public, and continually asked for “a proper law,” indeed vigorously campaigned for it. If it sounds strange that operators of video games, jukeboxes, and pinballs should seek actively the right to operate slots, remember that the clear division between the two forms of coin machine is prevalent only in the U.S. Throughout Europe and the rest of the world, where slots are allowed or



Dutch distributor Robert Veltmeijer watches Sega's Space Harrier in action at his booth.

even merely tolerated, operators run both gaming and games side-by-side.

After many promises and false starts, then, Holland now has a new law on the way. That means that VAN-Expo saw a great deal of looking and not too much buying as operators effectively kept their pocketbooks in their pockets. After all, far better to wait and see which machines do best in the new market before jumping one way or the other. They have been permitted two years to effect their changeover so that current equipment has a chance to be downgraded.

The new law will permit a maximum 25-cent stake (about seven cents U.S.) and a maximum payout of 50 guilders (\$17). Children under 18 are banned from using the equipment, a rule that certainly will be enforced vigorously. There are safeguards for the unwary public, too. Machines will not be permitted to win more than 50 guilders an hour from the public and must have a minimum payback of 60 percent when played unskillfully (making no use of features). This might have been a tall order in pre-microchip days, but is perfectly feasible now. Indeed, all of the slots on display had this facility already built-in.

That the machines must not win more than 50 guilders an hour does not mean that they cannot have that much and a great deal more through the slot. Regulating the amount and rate of payback is a simple juggling of reel-spin speed and payout adjustment through the microprocessor unit's programming.

So how does all this affect the Dutch coin-machine market? "It makes us legal. For the first time I can hold my head up in public and say that I make and sell gaming machines," said Henri Spuykers of Eurocoin International. "We're above board. The image is right for the first time," said Franz Derx of the Elam Group.

They anticipate that their new respectability will bring new players to slot machines, and no one knows how those new players—indeed, no one knows how the traditional players—will take to games with an active payout. It is reasonably argued that within a year or so most of the 35,000 mute machines will be replaced, and the total market will expand to about 50,000 pieces, most of them British-built. The Dutch market is largely dominated by the prolific manufacturers of slots in the U.K. Household

names across the English Channel, such as Bell-Fruit Manufacturing, Ace Coin Equipment, JPM, Barcrest, and Maygay, are equally so in the Netherlands, and the British were out in force at VAN-Expo sizing up the reactions of the Dutch trade to their new games for the new laws.

"No-one really knows what's going to happen here," said John Lane of JPM. "Around October we'll start to see a pattern developing, but it is going to take until next year's VAN-Expo to really see the trends."

And what of the rest of the equipment? There was little to see of anything other than slots. A couple of trivia games were shown, built by British companies Coinmaster and Subelectro and programmed with Dutch questions. There was a strong display of Sega equipment by Veltmeijer Automaten, which had flown *Space Harrier* in from Japan for a European debut. The game was shown in Japan last October and is a simulator-style game. As Benelux distributor for Capcom and Taito, Veltmeijer had a range of their games on hand, too.

Elsewhere Williams pins were on display, but the games were principally Japanese and imported in board form for local assembly. The big exception was Atari's *Gauntlet*, working well in the Dutch show against the competition of the slots and reportedly earning spectacularly all over Europe.

The elevation of slots from a shady leader in the market to whiter-than-white respectability will merely reinforce its domination of the Dutch market, forcing games still further into the background. That is not to denigrate games altogether, for as distributor Robert Veltmeijer said, "Games are important. Whatever happens to slot machines, games will always be acceptable, and are therefore important to the Dutch operator. There will always be a demand for them."

Naturally, however, while the slots business is booming (beginning July 1), the operators' ability to find the resources for games will be inhibited. ●

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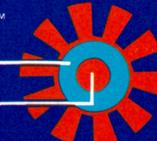
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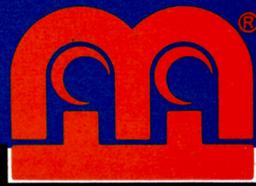
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Pinball conversions seek market

by Roger C. Sharpe

The concept has been around since the days when Dave Rosen of Sega said that the future of the coin-op industry would be filled with “convertible” systems. Of course, Dave was way ahead of his time, and not many really gave any notice to what he forecasted and tried to nurture along with his own product line.

At about the same time we even saw the introduction of Data East's Deco Cassette System that, although some of the models offered weren't the best in the world, tended to fuel the fire that there were alternatives to abandoning monitors and cabinets.

What these pioneers and others who followed showed was that there, indeed, could be a business made for conversion kits and interchangeable systems. After all, the wood was already in place on one street corner after another. A less expensive and more easily transportable solution seemed much more workable given the market conditions. But the focus always was directed at video games, except for a few attempts to cultivate interest in other coin-op forms.

One forgettable variation on the conversion theme appeared at the AMOA show around 1979 or so, when a group out of Canada tried to launch a professional pinball standard. They took four Bally models (circa *Evel Knievel* and *Power Play*) and redid the playfields and artwork so that the final product bore only a passing resemblance to the original. The response to the idea was less than enthusiastic, and the games faded quickly from view.

Interestingly, at the same AMOA convention another company offered a way to spruce up old pinball machines, and they received a great deal of attention the first day of the show. What they had done was dress up a Bally *Playboy* machine by imbedding in the center of the playfield a screen that featured a bevy of lewdly posed

women in various stages of undress. Not only were these folks censored out of the show, they effectively were censored out of the industry.

It wasn't until the spring 1983 AOE in Chicago, when *Dragon's Lair* woke up the business with its unveiling, that Gottlieb made a serious effort to see if there could be any life in a conversion-kit concept for pinball. The machines that led off the feeling-out process were two resurrected classics—*Royal Flush Deluxe* and *Super Orbit*. There were demonstrations as to how easy and quick the conversion was and that, similar to video, the concept

might well have a chance in the world of pinball. Unfortunately, no one was really interested in pinball at the time, and not much happened to encourage development of the kit approach.

But move up to the spring show of 1985 and once again there could be found two conversions, one based upon *Kings of Steel* from Bally. The company behind the product was NSM out of Germany, and something must have clicked for them, because at the AMOA they were back again showing off some new models led by *Cosmic Flash*. Calling it the Unipin, NSM is trying to establish some world-



Cosmic Flash, NSM's Unipin No. 3 pinball conversion, was introduced at the '85 AMOA show.

wide support for their pin-kit system and the belief that a conversion-kit market might well exist for pinballs the way that it did for video.

And NSM wasn't alone in its attempt to carve out a niche market. Gary Stern was back, this time heading up Pinstar, and the star attraction was a kit based on Harry Williams' stellar effort, *Flight 2000*. Now in a regular-sized cabinet along with some new playfield wrinkles, *Gametron* received quite a bit of attention from all who saw it.

Now the issue isn't whether these models or any others have merit on their own, because on the surface they do. The question really is one of whether there is a need for such a product on a wide scale. A new glass, new playfield, appropriate artwork, and necessary circuit boards are only the beginning in evaluating the kind of support one might expect from such an undertaking.

We are faced with a situation right now in which pinball is gaining strength in the marketplace because of a new player-audience mix as well as the disenchantment with video, which grew because, in many instances, it was the only game in town. Doors subsequently have opened for almost every kind of coin-op creation whether it's a motorcycle, a four-player fantasy-role video, or even pinball.

The problem for the newest machines is that despite the recent successes of flipper games, operators are reluctant to make major investments in products they don't know how to service. Let's remember that there does exist a breed of operator who doesn't know the first thing about a drop target, thumper bumper, or even a flipper. With video, life is much simpler because there are no real mechanical parts outside of a joystick or some control-panel mechanisms.

Pinball is different and needs totally different care than a video or any other coin-op art form. But this is only the beginning of the real crisis. In an effort to satisfy public demand without paying a heavy price, more and more operators have shied away from the newest models and instead are choosing to stock up with older, reconditioned pieces at a fraction of the cost. To them, it's still pinball, and most of the players have no knowledge that they might be playing a machine that is more than three or four years old.

Together these two factors pose a formidable challenge not only for brand-new machines, but also for any

conversion-kit options that might exist. In fact, the harder battle may well be in getting the kits accepted, because of the always-present question of parts and service, not to mention that the playfield still holds much of the intimidation present for the wary operator.

Even if this obstacle could be overcome, I wonder if a kit is really the answer in today's market. It's not as if the industry is faced with the dilemma of stockpiled cabinets just waiting for a fresh coat of paint and all the trimmings. In fact, if anything, there appears to be a shortage of machines, according to the various operators and distributors I have talked to in the past months.

*But are the kits
competing against
the new equipment
available or the
older pieces being
reclaimed from the
scrapheap for another
go around?*

This leaves only one other credible selling point for the kits—the bottom-line price compared with the older games as well as the new ones. Is it more effective and economical to go this route? That is the issue confronting NSM, Pinstar, and any other manufacturers who might want to enter this market. And what does the operator or distributor really buy going this alternative way?

Looking at the conversion question in a different light, it is easy to understand that a company can get into the business of producing pinballs without all the risk inherent in having a full-fledged factory. In addition, there might be the opportunity to supply a greater number of different boards and supportive artwork, etc., much more quickly than by producing conventional dedicated models. But does the industry need a glut of different models to fill the pipeline? From what I have seen it's difficult enough to get some of the golden oldies out of the way to make room for a hot new machine.

Given current events, I'm left in a quandary as to the role of conversions in the world of pinball. This isn't to suggest that I rule out the opportunity

altogether or that there isn't merit in this alternative. I'm just not convinced that it serves any real purpose if an operator is looking to upgrade his equipment. Maybe the only good argument to be made is for conversions as a low-price alternative, if this is the case. But are the kits competing against the new equipment available or the older pieces being reclaimed from the scrapheap for another go around?

If pinball kits have to battle both ends of the spectrum, the fight will be a long one in gaining any appreciable acceptance. The universe of workable machines just isn't big enough to tap into in any way that would have an impact, but the market is unpredictable as always, and pinball is as much in the running as anything else.

The conversion process itself isn't all that difficult even for a novice operator. And anything that further strengthens pinball's presence in the marketplace is going to get my vote just as long as it doesn't take away from continued development and advances in playfield design and electronic sophistication.

Whether NSM or Pinstar can lead the way for others is anyone's guess, although it really will depend on each company's expectations and what the market will bear. I suppose I am a bit skeptical only because I have been down this path before and didn't see any encouraging signs to warrant yet another try. In fact, I can take a look at Wico's ill-fated economy model—*Aftor*—and recognize that in the final analysis it is the old versus the new, and so far the old is winning.

I'm seeing games from a bygone era still in operation from one location to another, with only one or two reasonably current models finding their way into the line-up. Something is missing across the board when it comes to pinball, and the player isn't the wiser for it. There is still an inconsistency in quality from one model to the next, and this is true whether we're talking about a kit or a completely new unit.

Is 1986 the time for pinball conversion kits to exert their influence? It's as good as any, but I'm not very optimistic about their survival. On a piecemeal basis, sure there is some room for kits. But it will be the drawing power of the new and upcoming models that will drive pinball's future and help shift the balance of power between the reconditioned machines in operation and the brand-new out-of-the-box creations that will keep this coin-op art form alive. ●

FRANK'S CRANKS

By
Frank "The Crank"
Seninsky



Look out for Pop-A-Shot static

These last few weeks of January I've been busy visiting amusement parks and state- and county-fair trade shows to gather information for an upcoming article on merchandising and redemption for all phases of our industry. I have been working with cranes, pushers, rotaries, pokers, and other prize games for the past 17 years on the New Jersey Shore, where these games have been "legal" since 1959. Now that the cat's out of the bag, let's get to some service tips:

Service updates

Pop-A-Shot—Since the *Pop-A-Shot* review, I've received several interesting calls from places like Idaho, Montana, and Oregon, where the newly designed version is having some intermittent problems. Some of these games are locking up, and swapping boards, supplies, etc. doesn't seem to help. Considering how cold it has been in these areas, it's little wonder that static electricity has been found partly responsible for the lock-ups. In addition, in most cases the diode on the ball-release coil (12 VDC) has been blown. These diodes may have been defective or they may have just worn down because of the static electricity. This problem has not been brought to my attention by anyone in other parts of the country.

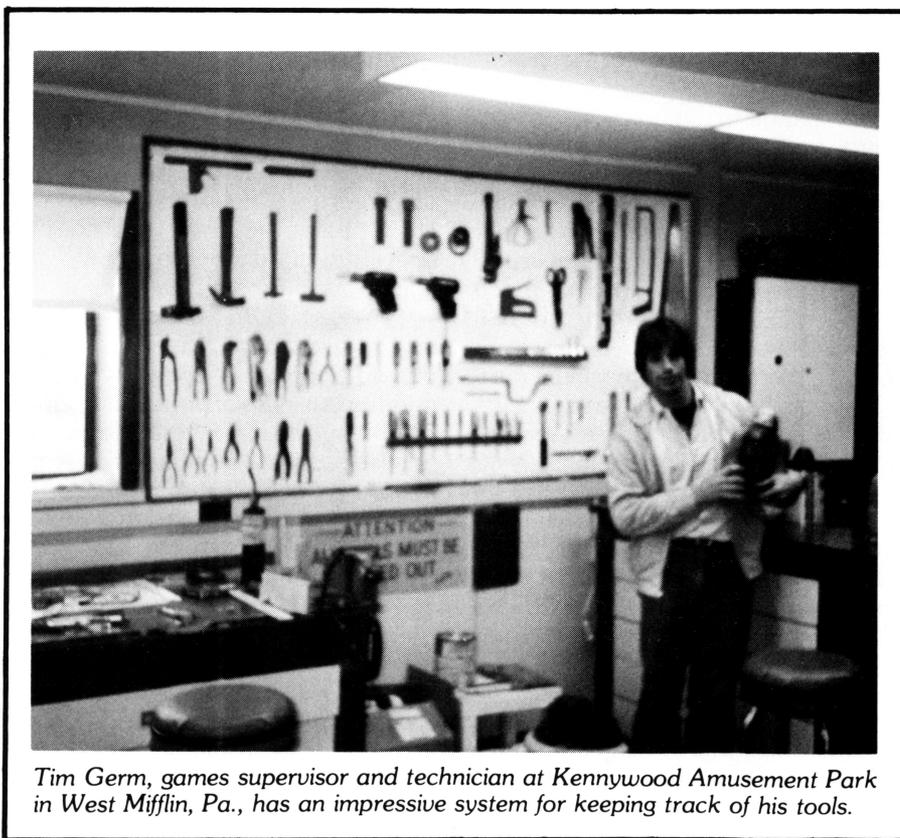
One of the features that is missing on the new *Pop-A-Shot* game is the adjustable frame. This really annoyed me when I found that it would not fit into the gameroom at Villanova University, which won the 1985 NCAA basketball championship, because the

ceiling is too low.

High Speed—Yes, the people at Williams have outdone themselves again. Their latest pinball, *High Speed*, may be their best effort to date. Now that you know how good it is, let me give you some preventative maintenance tips that surely will save you later service calls.

Before putting this game on location there are at least three simple adjustments that need to be made on

the top of the playfield: (1) On the very top of the playfield, there is a section spanned by a six-inch rubber that the ball can get behind easily. Simply "double rubber" this section; (2) The "traffic-light" assembly case, located near the top left section of the playfield, can vibrate loose from the plastic snap-on tabs, causing the case to fall onto the playfield. I have used black tie-downs to hold the case together and have had no repeat calls on this



Tim Germ, games supervisor and technician at Kennywood Amusement Park in West Mifflin, Pa., has an impressive system for keeping track of his tools.

item; (3) The ball-ramp tube guides tend to bend upwards and come in contact with the bottom of the playfield glass. This can cause scratching of the glass, which will detract from the game's appearance. Being extra careful not to put too much pressure on them, bend the guides downward each time you work on the game. Some of the tack welds holding the guides together are coming apart. Williams says that new guides that should hold together much better are being put on in the regular production runs. Thanks to Jeff Sullivan of Atlas Distributing in Pittsburgh for showing me *High Speed* and to Phil Sternberg of Eastern in Philadelphia for getting me one of the first *High Speed* prototypes. I'll keep you posted on adjustments under the playfield so you'll be an expert when your game arrives; don't miss this great game!

Hang-On—A service bulletin was released by Sega concerning start buttons that are getting stuck in the pressed-in position on their upright games. The retaining rings were put on too tightly at the factory, causing the switch cases to bend out-of-round.



Frank plays the upright version of Sega's Hang-On.

Sega recommends that you just loosen the retaining rings and all will be OK. Just to be sure that you'll never receive a call on this again, it's

wise to gently file out the area where the button travels against the case frame with your rat-tail file. Gently now! You'll also get a chance to use the special allen wrenches to remove the M-5 tamper-proof screws from the steering-handle cover to get to the button case. This will force you to make sure you have these special wrenches before the game goes out on the road.

ACME update

ACME seminar information just came out, and you'll note that I am not one of the presentors. I did submit my name to give a seminar entitled "How to Make More Money From Your Route Operation," but I heard through the grapevine that a couple of manufacturers didn't feel I was qualified to discuss their products. Anyway, some of this year's seminar presentors are excellent, such as Todd Erickson of Summit Amusements, Randy Fromm (welcome back), Rich Babich of the Colorado Game Exchange, Sharon Harris, Dennis Sable of Romstar, and Dick Hawkins.

As always, keep cranking. •

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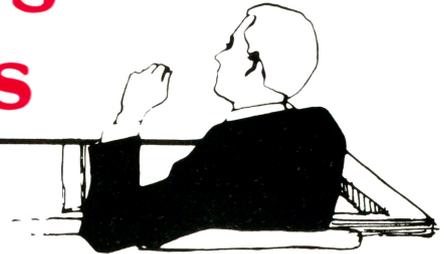
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New managers need pointers



by Robert I. Weil

Few people are instinctively good managers, just as not many are natural musicians or artists. For many, management skills come hard—or not at all. There are a few people who will never be able to carry a tune, and others who are unlikely to succeed as managers, no matter how hard they try. Most, however, can learn some of the requirements of management, even if they'll never be experts.

When people become managers, it is often long after they entered the work force. Yet, there is little in the training or background of most of them to prepare them for the task. Doing and managing are quite different skills.

Management is an art, not a science. The rules are never absolute in management, and different styles will succeed or fail at different times. There are, however, some observations we can make that apply to most situations that require the direction of the efforts of other people. And that's one of the key subjects of management.

Management styles

Management is not a popularity game. That may be a reason some managers have difficulty. Managers must be regarded as fair, but some of the time they need to be tough. That doesn't mean a management position is a license to be personally nasty or coarse. It means a manager must be able to make and enforce decisions that some other people won't like.

You've got to be tough to be a manager. A manager may have to tell a subordinate his performance is not

up to par, his raise will be denied, or he should look for another job. Such discussions are not pleasant for anyone. But they are part of management responsibility. Covering over bad news or avoiding confrontation only makes problems worse.

On the other hand, a manager must keep his emotions under control. Anger in word, mein, or memorandum harms the manager and detracts from authority.

Commitment

If you want to be the outfit's foremost producer of work, don't undertake management. Management takes time—time to plan, organize, supervise, follow-up on delegated tasks, review, and counsel. You cannot be the best worker and also take on much management responsibility.

We've seen managers who do not have time to be available to those they supervise. Such persons will end up as management failures.

Don't overmanage

One lawyer-manager we know required every incoming and outgoing document or letter of her department to cross her desk. Since the group involved 10 busy lawyers, the manager's office soon became a bottleneck through which work flowed ever more slowly. The poor manager could not even get away on a vacation, being constantly swamped with paper. Further, the system stifled the subordinate lawyers and administrators.

A manager must know what to delegate and must delegate real

authority. Delegated authority can be defined. It does not mean free rein, but properly defined limits and accountability for decisions made.

A manager must find subordinates who can be trusted; then he must trust them until they prove the trust misplaced.

Span of control

Another problem the foregoing general counsel encountered was that she was directly supervising too many people. A manager who only manages, can, at most, directly supervise six to eight people. One who also functions professionally should limit the number of reporting subordinates to about four. These four, in turn, may functionally supervise others.

Unless the number of persons with constant access to the manager is limited, there won't be enough time for those who need to consult to do so. We once interviewed a young professional who routinely was not able to get in to see his boss for three months at a time.

Direct, don't do

The commander-in-chief doesn't carry a rifle. Lee Iacocca doesn't assemble cars. Both work through others to achieve goals. That is the function of management. If you'd rather make tools, write briefs, or balance books, let someone else manage the affairs of the organization. As a manager, you must ensure that others do their jobs, and in the ways that the organization has established. You must plan, coordinate, review, criti-

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cize, and counsel.

Don't dictate

Giving direct orders is not generally in vogue, though it may be necessary on occasion. A good manager is subtle. A manager may consult, advise and counsel, review and critique. And a good manager must always listen. This is especially important if a decision is to be made that directly affects other people.

A good manager can anticipate which issues require a little advance selling and which can be made without fuss. An adept manager knows the constituents.

Be prompt

Delay is a common tactic for some people. It is often a disaster in management. When a decision needs to be made, make it. It is better to make some errors than to delay consistently.

Beware of committee

Committees are great for debate, poor for action. If you want something discussed, appoint a committee. If you want something done, delegate to one person. Then you know whom to hold responsible.

Take authority

Authority belongs to the person who takes it. A manager must not overstep the bounds of the position, of course, but most managers do not fully use the authority a position requires. When necessary, act. It is the mark of the manager.

Follow up

Never assume that procedures will be followed or requests carried out unless you know a subordinate well and long. Useless work will be done, essentials will be omitted, and work will accumulate unless there is direct checking back and supervision from time to time. The trick is to spot non-performance early and correct it firmly. An important part of a manager's job is to know that subordinates are performing their assignments.

Conclusion

This list is only a beginning of the traits and strategies of management. But the most important caveat of management is: Follow the golden rule. Then you'll be regarded as fair as well as able.

Robert I. Weil is a certified management consultant and a principal of Altman & Weil, Inc., of Ardmore, Pa.

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TAX TIPS

By
Irving L.
Blackman

Tax reform to wait

While the House of Representatives was patting itself on the back for passing a tax-reform bill just before its adjournment in 1985, a little-publicized resolution was passed at the same time by both the House and Senate. The resolution makes it almost certain that tax reform will not go into effect, if ever, until January 1, 1987. This is not a binding resolution, but says in effect that a final tax-reform bill will most likely contain that date. Some provisions in the final bill could have earlier dates, however, as Congress is notorious for making tax laws retroactive.

Regular readers of this column are aware of how tough it was to do year-end tax planning under the cloud of tax reform. There was an avalanche of articles advising readers to accelerate deductions for 1985 and defer income until 1986. This advice assumed that tax reform would become effective sometime in 1986 and that tax rates would be lower in 1986 than in 1985.

Now consider this: The two main actors in the Senate version of the tax-reform debate, Majority Leader Robert Dole and Finance Committee Chairman Robert Packwood, have made it clear that a Senate tax-reform bill will be produced no sooner than the summer. Let me translate this into English—by the time the two chambers of Congress get around to nitty-gritty negotiations over a compromise bill, election-year politics will be in full swing. If you think things moved slowly in 1985, you ain't seen nothin' yet. •

Income-tax changes for 1986

Here are some of the changes in tax law that took effect January 1, 1986:

Personal exemptions—Exemptions for you, your spouse, and your dependents rise to \$1,080 each from \$1,400 in 1985. This also means your dependents can earn up to that amount before the exemption is lost.

Zero-bracket amount—The standard deduction rises to \$3,670 for married taxpayers filing jointly (from \$3,540 in 1985) and \$2,480 for single taxpayers (from \$2,390 in 1985). Itemized deductions that exceed this amount are allowed to offset income.

Tax brackets—Because of indexing for inflation, tax brackets will begin at higher levels, and, as a result, tax rates will be two percent to three percent lower in 1986. The top tax-bracket rate will remain 50 percent, but the bracket begins at \$175,250 for married couples (it was \$169,020 in 1985) and \$88,270 for singles (\$85,130 in 1985).

Charitable contributions—Non-itemizers can deduct 100 percent of charitable contributions made in

1986 (up from 50 percent in 1985).

Expiring provisions—Here is a list of tax breaks that expired January 1:

1. The 25-percent incremental research and development credit;
2. The targeted jobs credit;
3. The exclusion for employer-provided tuition;
4. The exclusion for employer-provided legal assistance;
5. The exclusion for employer-provided van pooling;
6. Solar and geothermal credits for homes and businesses;
7. Energy credits for homeowners for insulation, etc.;
8. The deduction for removing architectural barriers to the handicapped;
9. The exclusion for dividend-reinvestment plans of utilities.

Technically, withholding rules apply to benefits that must now be included in an employee's income. But, based on past experience, as with many of the employee-benefit exclusions last year, when Congress readjourns it probably will extend some of them for another year retroactive to January 1, 1986, negating the necessity to withhold. Until then, these breaks are in tax limbo. •

Car lease purchase effects unchanged

To make sure that the closely held-business owner who leases a company car is put behind the same tax eight-ball as the owner who purchases, the IRS has developed rules that yield about the same rough treatment whether you buy or lease. Although the new rules dealing with leasing a company car are more tax costly, the purchase-versus-lease tax consequences remain the same. Here's why.

For any car leased after April 2, 1985, with a fair market value (FMV) of more than \$11,250 you are required to include in your income an amount determined under a formula set out in IRS tables. Before April 3, 1985, the formula didn't apply unless the FMV of the car was \$16,500.

But for a company car purchased after April 2, 1985, the maximum investment tax credit (ITC) that can be taken is \$675 (the previous limit was \$1,000). The maximum depreciation deduction is reduced from \$4,000 to \$3,200 in the first year and from \$6,000 to \$4,800 a year thereafter.

What effect does this have on the question asked by all my closely held-business clients, "Should I lease or buy my company car?" Let's use a car with an FMV of \$20,000 as an example. Assume the business owner who

buys or leases the car is in the 50-percent bracket and uses the car 75 percent for business during 1986.

The following amount of income can be offset if the car is purchased on January 1, 1986:

Year	ITC	Depreciation	Total
1	\$675 × .75 = \$506 × 2 = \$1,012	\$3,200 × .75 = \$2,400	\$ 3,412
2		\$4,800 × .75 = \$3,600	\$ 3,600
3		\$4,800 × .75 = \$3,600	\$ 3,600
4		\$4,800 × .75 = \$3,600	\$ 3,600
Total income offset			<u>\$14,212</u>

The following amount of income, according to IRS tables, can be offset if the car is leased on January 1, 1986, on a four-year lease:

For Year 1:

Business expense deduction		
Lease payment	\$ 7,200	
Business use	75%	\$5,400
Inclusion in income		
Car FMV	\$20,000	
Table amount	662	
Business use	75%	\$ 496
Net deduction (income offset)		<u>\$4,904</u>

Years two and three are computed the same way. Year four uses a different table that results in a \$135 inclusion with a \$5,265 net tax savings. This results in a four-year offset total of \$19,976.

Based on the above computations, it appears that leasing is still the better tax option by about the same margin as it was under the old rules.

But in making a purchase-versus-lease decision, other factors could tip the scales in favor of the purchase. If the purchase is financed, loan-interest deductions could make the purchase more favorable. What about the cost of the car? The higher the FMV, the larger the lease-income inclusion, while if the car is purchased at the same higher cost, depreciation, although limited, would extend beyond the four-year lease term in the example above. Also, the lease-payment amounts can reduce or enhance the favorability of the leasing option.

Making a purchase-versus-lease decision involves juggling a lot of numbers and circumstances to fit your situation. •

Divorced couples can share tax savings

What is the one thing a divorcing couple usually agrees to? It's paying the least amount of income tax. Typically, an ex-husband in a high tax bracket makes alimony payments to his ex-wife in a low bracket. The couple has two tax choices: (1) make the alimony payments excludable from the wife's income and nondeductible to the husband or (2) make alimony deductible to the paying spouse and includible in the income of the

receiving spouse.

At first glance, it appears the two alternatives are diametrically opposed in their tax consequences for each party, with the first choice being to the wife's advantage and the husband's detriment, and vice versa for the second choice. It simply isn't true. Here's how and why.

Ralph and Alice divorce. Suppose Ralph's taxable income is \$100,000, and Alice's is \$5,000. Ralph makes a deductible \$24,000 yearly alimony payment to Alice. Here are the tax consequences:

Ralph's cost:

Tax on \$100,000	\$37,935
Tax on \$ 76,000 (\$100,000 - \$24,000)	<u>26,051</u>
Tax saved	\$11,884
Cost of paying \$24,000 (minus \$11,884)	<u>\$12,116</u>

Alice's income:

Tax on \$ 5,000	\$ 325
Tax on \$29,000 (\$5,000 + \$24,000)	<u>\$ 5,773</u>
Additional taxes	\$ 5,448
Net income (\$24,000 - \$5,448)	<u>\$18,552</u>

Ralph pays \$24,000 to Alice, but because of the deductibility, it only costs him \$12,116. The amount of taxes he saves (\$11,884) is equal to the amount of money he saves compared to making nondeductible payments. Alice, however, receives \$5,448 less than under the nondeductible choice. That difference is picked up by Uncle Sam in the form of taxes. So how can Alice benefit? She can share Ralph's tax savings by having the yearly alimony payments increased, say to \$36,000, for example.

Ralph's cost:

Tax on \$100,000	\$37,935
Tax on \$ 64,000 (\$100,000 - \$36,000)	<u>20,291</u>
Tax saved	\$17,644
Cost of paying \$36,000 (minus \$17,644)	<u>\$18,336</u>

Alice's income:

Tax on \$ 5,000	\$ 325
Tax on \$41,000	<u>\$10,529</u>
Additional taxes	\$10,204
Net income (\$36,000 - \$10,204)	<u>\$25,796</u>

Even though Ralph's in-pocket savings decrease because of the increased payment, the tax advantages of deductibility still leave him paying \$5,664 less than he would with a \$24,000 nondeductible payment.

Alice is \$1,796 (\$25,796 - \$24,000) better off than if she had chosen the nondeductible alternative.

Juggle the figures to fit your needs, but the message remains clear. Cooperation regarding alimony payments can result in tax and in-pocket savings to both divorcing spouses. •

Irving L. Blackman is a CPA specializing in taxation and closely held businesses. A partner in the firm of Blackman, Kallick & Co., Ltd., he will consult with readers of his column. Write him at 300 South Riverside Plaza, Chicago, IL 60606, or call (312) 207-1040.



Western Electric Smart Phone

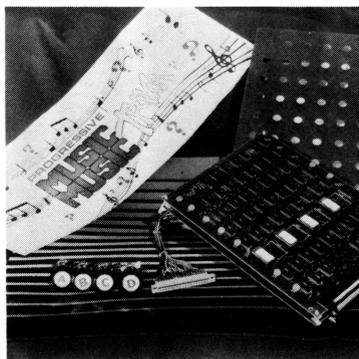
Phone-Master Corporation has introduced the *Western Electric Smart Phone*, which offers user-friendly, full pre-paid service and will not accept a blue-box switch hook or other fraudulent attempts.

Among its features are an internal calendar clock that automatically changes rates by clock times, immediate collection on toll calls (both initial and subsequent amounts), 10-number speed calling (free or with charges), and collections and refunds determined by the data base. The phone is programmable for unique charges and an unlimited number of codes for default. It has synthesized speech to determine charge amounts and charge increments.

Programming abilities on the remote-programmable phone include free calls, restricted calls, and programming for charge and no-charge options.

Accounting capabilities include prediction of the next collection date based on past history. The phone will provide printouts to a customer-owned printer on coin-box collection data, or will provide large operators with automated accounting functions, central testing functions, and downloading of all tariff or rate changes.

For more information, write Phone-Master Corporation, 2255 Ygnacio Valley Road, Suite N, Walnut Creek, CA 94598, or call (415) 934-5995.



Music trivia kits

PGD's *Progressive Music Trivia*, which plays music and offers written trivia questions, is now available in two different kits.

One is a standard PCB kit that includes a plexiglas marquee header, lit buttons, a labeled wiring harness, a lexan control-panel overlay, a complete printed circuit board, assembly instructions, and schematics.

The second kit converts *Trivia Master* to *Progressive Music Trivia*. It requires turning old circuit boards in to a distributor for return to PGD and reassembly with the new board containing music questions. PGD promises one-day turnaround on the new board. The kit contains all items included in the universal board kit.

PGD will arrange kits in any operator-requested configuration—for example, four music categories instead of three, with two regular trivia categories, or one music category and six written categories.

Progressive Music Trivia features built-in hardware diagnostics, non-repeatable questions through battery back-up, horizontal or vertical monitor, and table flip-flop all handled through software settings. One kit fits all games.

Two operator-programmable advertising messages of 144 characters each are contained in the software. There are 30 regular trivia categories and seven music categories.

The bookkeeping features a resettable coin meter and indicates the number of times each category has been played.

For more information, write PGD, Inc., 1985 Friendship Dr., Suite J, El Cajon, CA 92020, or call (619) 449-9010.

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in your own time,
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huge following!**



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It's about a princess and kidnapping and courage and the castle guards of an evil warlord. It's a magical story about a mystical hero named Kage and his brave attempts to rescue the Princess Kiri from the hands of her captors. It's an exciting new video that's stealing and holding captive the imaginations of players across the country and around the world!

Kage, armed with swords, star knives and determination befitting a legend, must fight his way through the forest, along the secret passageway, up the castle wall and through the castle itself to set Kiri free. He comes up against the devilish daring of fire-breathers, dangerous guards and evil ninjas who will go to any lengths to stop him!

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TAITO AMERICA CORPORATION
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(312) 981-1000, Telex 25-3290, FAX (312) 981-0150



Height: 178 cm (70")
Width: 64 cm (25")
Depth: 76 cm (30")
Crated Weight: 86 kg. (190 lbs.)

THE LEGEND OF KAGE™ is a trademark of Taito America Corporation.
©1986 TAITO AMERICA CORPORATION



Ring King

Data East U.S.A., Inc.'s *Ring King* is an interactive two-player game in which players challenge each other to a championship boxing match won either by scoring a knockout or by winning rounds on points.

Both boxers and challengers in the one-player and two-player modes are from around the world, and each has his own boxing style. Boxers are armed with an assortment of jabs, hooks, uppercuts, and combinations along with the ability to "float like a butterfly," and "sting like a bee."

For more information, write Data East U.S.A., Inc., 470 Needles Dr., San Jose, CA 95112, or call (408) 286-7074.

Tournament Ice Hockey

Entertainment Enterprises, Ltd., has introduced *Tournament Ice Hockey*, a two- to three-player game featuring realistic action, sound effects, electronic scoring, durable construction, and flexible rods for maximum player control.

Available for immediate shipment, *Tournament Ice Hockey* is offered at volume discounts.

For more information, call 1-800-645-2162, in New York (516) 593-5050, or write Entertainment Enterprises, Ltd., 25 Hutcheson Place, Lynbrook, NY 11563.



Trivia Whiz IV

Merit Industries, Inc., has released *Trivia Whiz IV* with more than 10,000 new questions in the categories of sports, entertainment, "rock 'n pop music," and "strange but true."

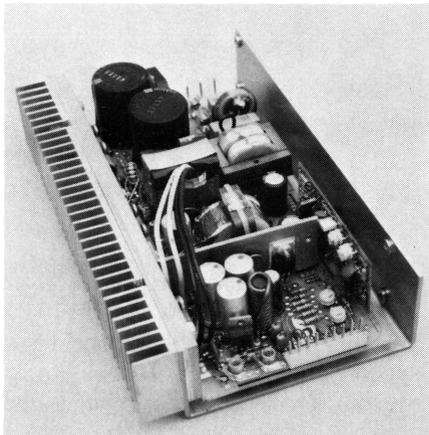
In addition to questions on football, baseball, and basketball, Merit includes in the sports category questions on martial arts, "record breakers," hunting and fishing, "girl jocks," and other topics.

The entertainment category features "Saturdy Nite Live," "All in the Family," '80s music, "sex on file," Hitchcock movies, and "who played?"

Merit's first all-music category, "rock 'n pop," includes questions on the Beatles, early rock, "the British invasion," and "rock today." In "strange but true," the player must decide whether statements are true or false. Included are questions on the "Old West," science and nature, "sex trivia," famous people, and word games.

For more information, write Merit Industries, Inc., P.O. Box 5004, Bensalem, PA 19020, or call (215) 639-4700.

Aids to the Trade



250 watt switchers

CEI Corporation's new XL250 series 250-watt switchers have a power output of 3.6W/cubic inches in an 8.5-inch by 4.6-inch by 1.9-inch package. Multiple output models (dual, triple, and quad) pack 2.6W/cubic inches in a 10-inch by 5-inch by 1.9-inch package.

A U-channel chassis is standard, with mounting holes available on the bottom and one side. A vertical- or horizontal-finned heat sink is available for low-airflow applications.

These MCSFET forward converters operate at 100kHz and range from 80 to 90 percent efficient, depending on the output voltages. Designed to UL478, CSA22.2, and VDE safety requirements, these suppliers are available at about 75 cents/watt per 1000-unit order in six to eight weeks.

For more information, write CEI Corp., P.O. Box 501, Londonderry, NH 03053, or call 1-800-DC POWER; in New Hampshire, 623-8888.

Free catalog

Randustrial Corporation offers a free 1986 Randustrial Maintenance Catalog with 32-pages of building-maintenance products for do-it-yourself application. It includes more than

50 roofing, flooring and general maintenance products for industrial, institutional, and commercial buildings.

Each product is accompanied by information on coverages, uses, and prices, and a photograph of the application.

For a copy, write Randustrial Corp., 13311-NR Union Ave., Cleveland, OH 44120. In Ohio call 1-800-468-0576; outside Ohio call 1-800-321-4662.



American combination padlock

American Lock Company has introduced its Series RS400 re-settable padlocks, which carry a suggested retail price of \$4.99.

Available in three- and four-dial models, the padlocks' combinations (1,000 possible for the three-dial model, 10,000 for the four-dial) can be changed easily. The padlocks feature laminated steel bodies and chrome-plated hardened solid-steel shackles in lengths of seven-eighths inches and one and three-quarters inches.

For more information, write American Lock Company, 3400 W. Exchange Road, Crete, IL 60417, or call (312) 534-2000.

Cold-temperature adhesive

Sun Process, Inc., has introduced SP 38, a cold-temperature adhesive.

SP 38 is a high-tack acrylic adhesive that maintains its adhesion and cohesion properties in cold temperatures.

SP 38 adheres quickly to a variety of substrates, including polyester, polypropylene, polycarbonate, vinyl, and paper. It is designed for hard-to-adhere areas and is intended to be permanent.

Sun Process also offers an information handout on its double-coated specialty tapes that describes high-performance requirements needed in industrial applications.

For information and samples, write Sun Process, Inc., 505 Bonnie Lake, Elk Grove Village, IL 60007, or call 1-800-323-0697; (312) 593-0491 in Illinois.



Custom tool kits

Jensen Tools, Inc., offers a custom-tool-kit service with Jensen custom-designing and building tool kits to a company's specific needs in quantities of as few as 25 kits at off-the-shelf prices.

The company maintains a stock of more than 3,000 tools and test instruments, more than 50 styles of tool cases, and hundreds of pallet designs.

For more information, write Jensen Tools, Inc., 7815 S. 46th St., Phoenix, AZ 85044, or call (602) 968-6241.

Aids to the Trade



Aluminum walk-in van

Express Trucks International, Inc., has introduced a walk-in van manufactured entirely of extruded and structural-grade aluminum. The non-corrosive aluminum reduces maintenance and extends vehicle life.

The all-aluminum van has lower body weight to reduce wear on the engine, driveline, brakes, and tires. It features an extruded-aluminum planked floor supported on extruded-aluminum I-beams with four-inch load centers. The extruded-aluminum roof rails are welded to a one-piece structural-grade aluminum roof for protection against damage and elimination of water leaks. The sliding doors open 36 inches.

The walk-in van can be delivered on any domestic or imported truck chassis and is available with all options. It carries a five-year warranty against floor wear and a five-year or 50,000-mile warranty against the balance of the body.

For more information, write Express Trucks International, Inc., 1807 N. Bloomington St., Streator, IL 61364.

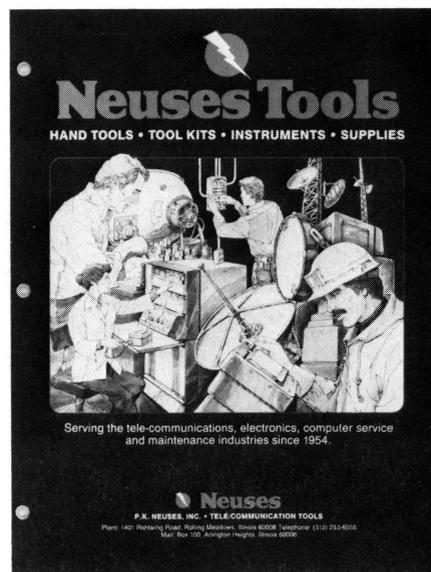
Service manual

*Star*Tech Journal* has published *Electronic Game Repair*, a 65-page instruction and reference manual.

Written by James Calore, the manual covers basic electronics, semiconductors, video-game systems,

electronic pinball systems, troubleshooting techniques, tools and test equipment, schematic reading, and other topics.

The price is \$24.95, and quantity discounts are available. To order, write *Star*Tech Journal*, P.O. Box 1065, Merchantville, NJ 08109.



Tool catalog

P.K. Neuses, Inc., has published its 1986 full-line catalog and price list with illustrations and descriptions of all its tools, kits, instruments, and supplies.

The company began manufacturing tools in 1954 and in the '70s and '80s added tools and kits for the computer-service, tele-communications, and electronics industries.

For a copy of the 1986 catalog, write P.K. Neuses, Inc., 1401 Rohlwing Rd., Rolling Meadows, IL 60008, or call (312) 253-6555.

Circuit module

DLL Com Con, Inc., has developed the DC 8001 circuit module, which eliminates the need for AC adaptors in

customer-owned coin-operated telephones.

The DC 8001 can step up voltage or current. Its operating range is 50 to 75 volts with an efficiency rate of approximately 85 percent and the ability to function in temperatures of minus 40 to 70 degrees Celsius.

DLL Com Con engineers will customize the DC 8001 circuit module to meet operator phones' specific needs.

For more information, write DLL Com Con, Inc., Cornell Industries Research Park, 140 Langmuir Lab, Ithaca, NY 14850, or call (607) 257-0333.

Portable buildings

Porta-King portable and modular buildings feature a pivot-lock system that reduces installation time.

The buildings offer clear-tempered safety glass in all doors and windows, solid insulated panels for sound reduction and thermal control, installation without the need for mechanical fasteners, concealed electrical wiring, and complete anodized-aluminum construction.

Porta-King ships buildings pre-assembled or modular. The buildings have a pivot-lock-panel ceiling system that combines insulation and acoustical properties into a ceiling panel that spans from wall to wall.

For more information, write Porta-King, 4133 Shoreline Dr., Earth City, MO 63045, or call toll-free 1-800-325-1866.



Aids to the Trade



Gem Top for '86 Jeep

Gem Top has introduced the steel Gem Top Model 800 custom-made for the 1986 Jeep Comanche.

The Model 800 has curved sides to match the rear cab of the Comanche. It features curved sliding side windows tinted dark, and a "kiss connection" that fits snugly against the rear of the Jeep and allows a direct pass-through between the cab and pickup bed.

For more information, call (503) 659-3733.

Price cut for OEMs

MicroTouch Systems, Inc., has announced a lower-cost MicroTouch Screen with added features, improved performance, and reduced controller size for OEMs and systems integrators.

In OEM quantities of 1,000, the price of the kit version of the MicroTouch Screen has been reduced from \$495 to \$350, effective the first quarter of 1986.

The MicroTouch Screen is an analog-capacitive touch screen designed to fit most PC monitors, terminals, and CRTs. The screen now has three major additional capabilities for managing its RS-232 communications. Its glass surface protects it from damage under normal conditions and will not distort the display image, rendering it

suitable for industrial and public-access use.

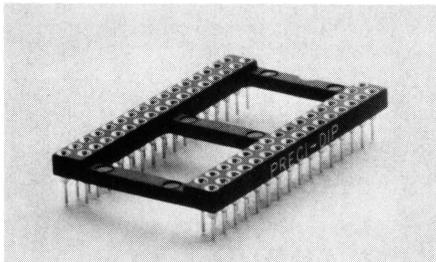
For more information, write MicroTouch Systems, Inc., 10 State St., Woburn, MA 01801, or call (617) 935-0080.

IEE products

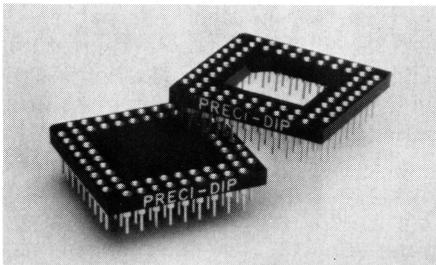
Industrial Electronic Engineers, Inc., (IEE) has introduced three new products.



IEE one-line by 16-character LCD



IEE 64-pin socket



IEE pin-grid-array socket

The component products division has added a new precision-machined 65-pin socket and a new pin-grid-array socket to its Preci-Dip product line.

The industrial products division has introduced a one-line by 16-character LCD to its Daystar Nova product line.

The 64-pin socket has been designed to meet the layout configuration of Rockwell's R6500 series of modem microprocessors that use the Quip format (the quad in-line package). It features a beryllium copper four-finger contact that provides insertion forces averaging 3.2 ounces a pin. The standard plating is 16 micro-inches of gold on the contact with tin plating on the sleeve. Other platings are 30 micro-inches of gold on the contact with tin on the sleeve or tin on both the contact and sleeve. Pricing with standard plating in 100-piece lots is \$2.18 each.

The new pin-grid-array socket matches the 68-pin layout of the Texas Instruments Series 888, 890, and 897 microprocessors. It features a beryllium copper six-finger contact that provides insertion forces averaging 2.5 ounces a pin. Standard and other platings are the same as for the 64-pin socket. The price for 100 pieces with standard plating is \$6.15 each.

Both the 64-pin socket and pin-grid-array socket are available from stock or six to eight weeks ARO depending on the variation required.

The LCD is a large-character, compact, alphanumeric liquid-crystal-display module. The one-line by 16-character display (models 3803-13/14-016) is the most compact display in the Daystar Nova line. Other models are available, and all are offered in both 20-degree and minus 20-degree preferential-viewing-angle versions for either top or bottom viewing. Daystar Nova's also are available with optional electroluminescent backlighting (series 3855). Pricing is \$73 each in 100-piece lots.

For more information, write IEE, 7740 Lemona Ave., Van Nuys, CA 91405, or call (818) 787-0311.

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3	Pac-Land	New	8-12	\$ 995	\$795	H
4	Choplifter	Shoot 'em up	7-11	\$ 845	Special	H
5	Tiger Heli	Helicopter	7-11	\$ 845	Special	V
6	Terra Cresta	Shoot 'em up	6- 9	\$ 845	\$745	V
7	Ring King	Boxing	8-10	\$ 895	Call	V
8	Rush 'N Attack	Fighting	8-10	\$ 795	\$645	V
9	Yi Ar Kung Fu	Kung Fu	4- 6	\$ 695	\$445	H
10	Magmax	Shoot 'em up	4- 6	\$ 595	\$495	H
11	Galaga III	Shoot 'em up	4- 6	\$ 595	\$445	V
12	1942	Shoot 'em up	7	\$ 795	\$695	V
13	VS. 10 Yard Fight	Sports	5- 8	\$ 595	\$395	H
14	Road Fighter	Driving	5- 6	\$ 695	\$395	V
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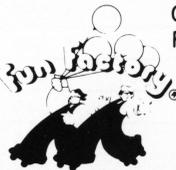
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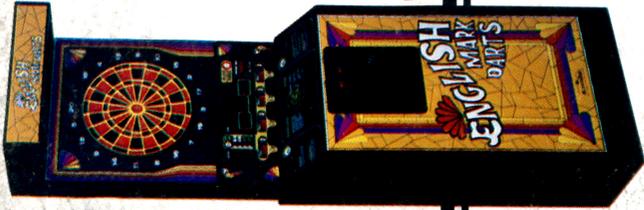
- 1 Exhibitor
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- 3 Distributor/Management
- 4 Distributor/Sales
- 5 Arcade Operator
- 6 Route Owner/Operator
- 7 Technician
- 8 Trade Press
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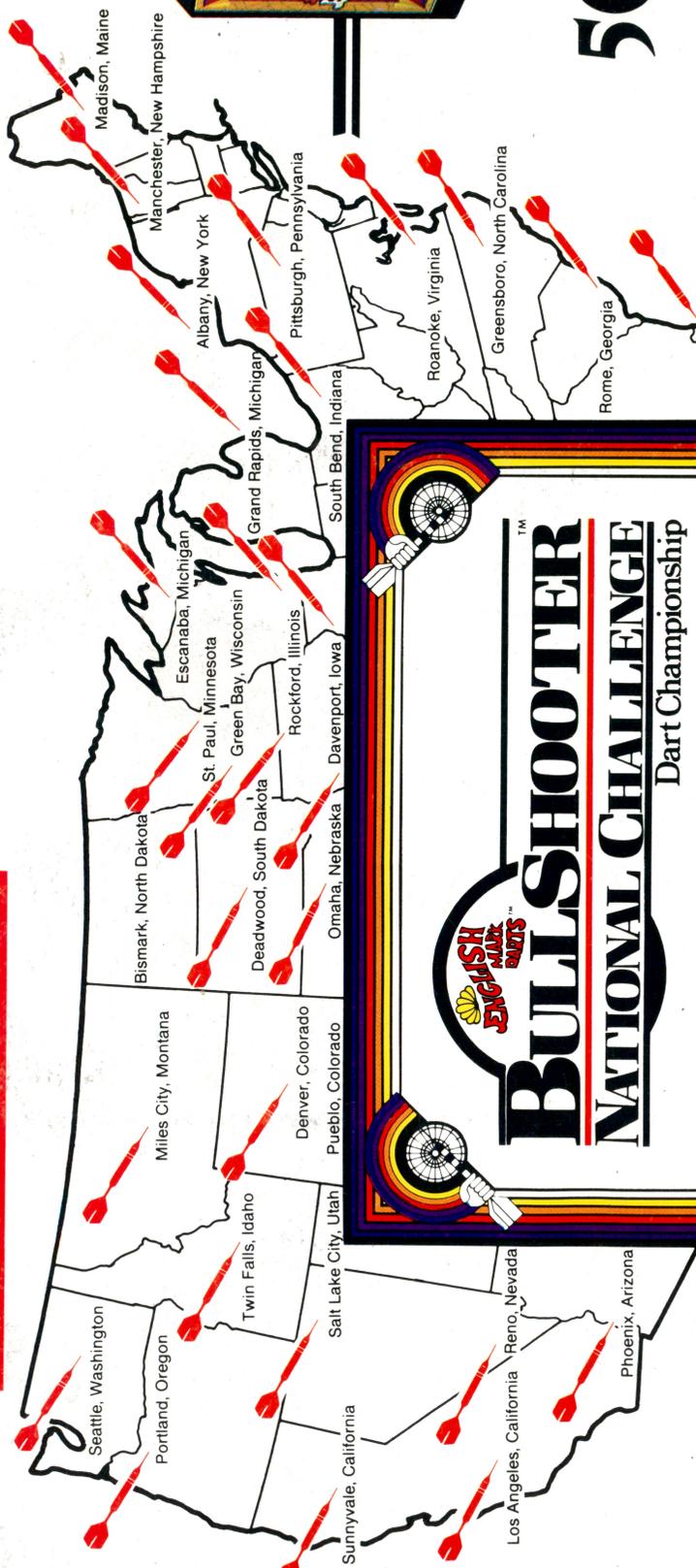
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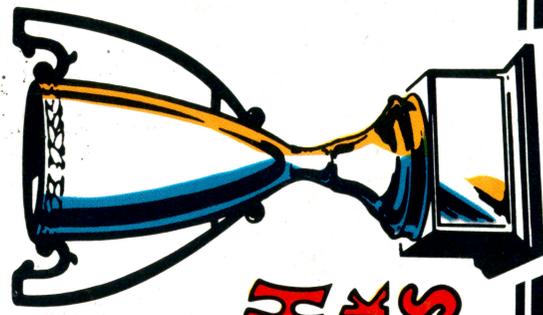
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CHICAGO, IL
May 24, 25, 26, 1986

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