

The World's Leading Amusement Machine Trade Publication

\$2.50

PLAY METER

Volume 5, Number 17

September 15, 1979

The State of the Industry



6T 0285 1279
FEL AN COIN MACH
C W8 THT

The Industry Buyers' Guide

"THE WORLD'S HOTTEST GAME"

MIDWAY'S

SPACE INVADERS

IN COCKTAIL TABLE MODEL

Now **you** can invade new markets and widen your horizons with this smartly styled, compact "sit-down" video game. A great 'door opener' that fits beautifully in lounges, clubs . . . anywhere — to give you more money-making locations. The game's the same . . . a proven winner with all the action and excitement of the original upright arcade model. For 1 or 2 players using a 19" monitor flip-flop screen. Take advantage of added profit opportunities with this high income producer and its expanded appeal.

DIMENSIONS:

Height: 29" (73.63 cm)

Depth: 32" (81.25 cm)

Width: 22" (55.86 cm)



©1978 - MIDWAY MFG. CO.



MIDWAY MFG. CO.

A BALLY COMPANY

10750 West Grand Avenue

Franklin Park, Illinois 60131

Phone: (312) 451-1360

For Service Information—Call Toll Free: 800-323-7182

PRINTED IN U.S.A.

PLAY METER

Volume 5, No. 17
September 15, 1979

Staff

Publisher and Editor: Ralph C. Lally II
Editorial Director: David Pierson
Managing Editor: Mike Shaw
International Editor: David Snook
Editor, *Coin Slot*
Technical Editor: Zac Oliver
Correspondents: Roger C. Sharpe
Pat Matthews
Arthur B. Hollander
Douglas McCallum
Art Direction: Katey Schwark
Circulation Manager &
Classified Advertising: Valerie Cognevich
Typography: Vickie Lofton
Advertising Representative: David Pierson
European Representative: Esmay Leslie

PLAY METER, September 15, 1979. Volume 5, No. 17. Copyright 1979 by Skybird Publishing Company. PLAY METER (ISSN 0162-1343) is published twice monthly on the 1st and 15th of the month. Publishing offices: 112 North Roadway, New Orleans, La. 70124, P. O. Box 24170, New Orleans, 70184. Tel. 504/282-0261. Subscription rates: U. S. and Canada—\$25; Europe and Japan—\$45; elsewhere—\$50. One order subscription: 2-9, \$20 each; 10-24, \$17 each; 25 or more, \$15 each. Advertising rates available on request. No part of this magazine may be reproduced without expressed permission. The editors are not responsible for unsolicited manuscripts. Second-class postage paid at New Orleans 70113 and additional mailing offices. Postmaster: Send Form 3579 to PLAY METER, P. O. Box 24170, New Orleans, La. 70184.

European office: PLAY METER Promotions, "Harescombe" Watford Road, Northwood Middx. England, Northwood 29244.

PLAY METER

A House Divided 22

Editorial Director David Pierson shows concern over what is *not* being done to bring about a more effective national defense of the image of pinball.

Oh, the Shape We're In 29

The manufacturing sector of the industry is booming, and Managing Editor Mike Shaw has the stats to prove it.

A Look Ahead 32

Roger C. Sharpe backs away from the playfield for a moment to reflect on the significance of the coin slot.

Totalizing System Is Curing Operator Headaches 38

A data acquisition system is easing the burdens of running a smooth operation, and here's how it works.

Buying and Selling an Existing Business 60

Business Writer Arthur B. Hollander offers some pertinent warnings for anyone considering acquiring or unloading a going concern.

The Industry Buyer's Guide 63

PLAY METER has herein compiled a comprehensive display of the new and used games you'll find in the United States today.

From the Editor	4
Mailbox	7
Coinman of the Month	8
Equipment Poll	34
Music	48
Operating	52
Distributing	54
Manufacturing	56
Tax Clinic	59
Technical Topics	124
Critic's Corner	129
New Products	133
Classified	135
News Briefs	140

COVER CREDIT:

Photograph courtesy of James Hamilton, from Roger C. Sharpe's *Pinball!* (E. P. Dutton)

From the Editor

How would you assess the present state of our industry?

We asked that question of a wide range of industry folk this month while preparing our first "State of the Industry/Buyer's Guide" issue. The summary response indicated an urgent need for unification within the industry. A general feeling prevails that cut-throat tactics soil the battle ground of honest competition, leaving our dirty linens to display a classic example of a house divided. As such, can we continue to stand?

Much of the problem centers around operators' selfishness. An operator who maintains an apathetic stance on industry-wide problems serves only to promulgate the difficulties. The "every man for himself" syndrome staggers the development of an industry which has such an incredible amount of growth potential. By offering lopsided commissions and exorbitant loans to prospective locations, an operator involves himself in "negative competition," and paves the way to diminishing returns, wherein the operator who should be reaping fifty to sixty percent of the take is now left with a mere thirty-five or forty percent. It is moot to suggest that operators cannot stand to sacrifice ten to twenty percent of their income, especially in an era characterized by spiraling inflation. In spite of the obvious self-destructive nature of such a way of doing business, the trend, frighteningly, is spreading.

In a healthy industry, other companies are quick to follow suit when a leading competitor initiates a product or service improvement, or even institutes a price increase. But not in our house. When an enterprising operator is able to arrange a sixty percent split for himself, a competitor will soon knock, offering that sixty percent to the location. The gain is short-lived, at best, and serves again only to undermine the entire industry in the mind of one more location owner.

Amazingly, so little is the understanding of bottom line profitability.

Instead of cutting each other's throats, operators should be spending time—and money—battling the real enemies—the leaches that threaten the growth and very survival of this industry: double taxation, unfair licensing fees, anti-pinball laws, governmental creations like the Copyright Royalty Tribunal, etc.

Now is the hour to cease counter productive in-fighting and to begin a new industry-wide policy of cooperation. We are necessarily here together and we must utilize that natural unity to build integrity for our sector of the industry and to take us into a more profitable and respectable future.

Perhaps the call to unity has become somewhat cliched. I have spoken of the need here before. And I will continue to broadcast the message until its accomplishment.

PLAY METER is a willing vehicle for use in the realization of this endeavor to strengthen our sector of the industry. As the leading and most authoritative publication in the industry, we have contributed endless research for answers and served as a clearinghouse for all pertinent information on the most baffling operator problems. As an integral part of our format, we have offered information and encouragement to local, state, and national associations, and have not been hesitant to offer alternative ways and means to solve common problems.

To accomplish our mutually beneficial goal of unity—to stand against the enemies of our industry—does not require an unreasonable effort. The avenues to deal successfully with our problems are here and open. It merely takes the desire and commitment of each individual operator to contribute an effort to the cause. Do it now. As always, tomorrow never comes.



Ralph C. Lally II
Editor and Publisher

EXIDY BRINGS YOU

CRASH



- The head-on CRASH you've been waiting for
- The challenge of a road race
- The excitement of Destruction Derby
- Score points by driving over speed dots
- Computer-controlled cars oppose players
- Exciting sounds
- Daily high score display
- Accelerated-speed button
- Switch lanes to avoid crashes
- Optional BEAT THIS SCORE feature
- Operator-adjustable coinage and plays



inc. 390 Java Drive • Sunnyvale, California 94086 • (408) 734-9410 • TELEX 348-329

THE GREAT ★

2075 so. valentia st.
denver, colo. 80231
303-751-4851

AMUSEMENT

EMPORIUM!

Div. of Excelsior Enterprises, Inc.



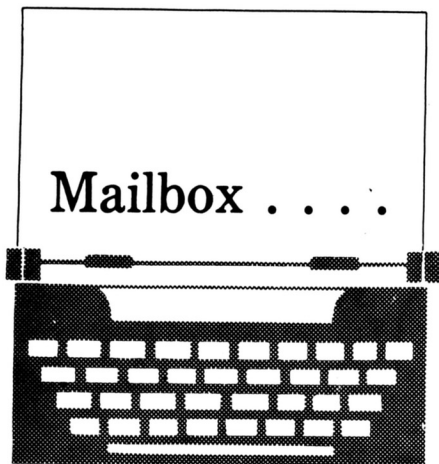
worldwide service to
the amusement industry

**The Amusement Industry's
Latest And Largest Parts
Catalog: Over 340 Pages.
Call Or Write For Your
Free Copy.**

toll free ★

1-800-525-8078

TELEX 45-4372 AMUSEMP DVR
CABLE ADDRESS: AMUSEMP



Hurricane Millie

This is in regard to your July "Coinman of the Month" interview. Your question directed to Mr. Granger was on pingame problems.

PLAY METER: My question to you, therefore, is does the AMOA plan to get involved in other issues besides this jukebox problem?

MR. GRANGER: Not on the state level. We've got our hands full with the copyright battle.... The national association does its job on the national level....If something comes up on the national level later on, we would undoubtedly be involved.

The state associations do their best, but sometimes the problem needs the lip service of national for clout—no money, just support. The IRS ruling against pingame tournaments was national. Rufus King (attorney for Gottlieb and Williams in Washington) pleaded for just that type of support several years ago to show the IRS it was a need of an industry rather than just manufacturers. As a state association officer, I wasn't permitted even to raise the question. I'm sure the ruling cost Bally's Aladdin's Castle Tournament a tremendous amount of money.

Art Seglin offered AMOA his services free of charge several years ago when solid state pingames were coming out and there were virtually no skilled mechanics. His idea was for a curriculum that could be used nationwide. He was told in essence: "Thanks, but no thanks." Today the system could

have been well under way. (The Don Miller program is just a placating gesture). Again, we asked for no money.

Putting the "A" at the head of AMOA was just "taxation without representation." The amusement games provide a greater dues base. The tremendous innovations in games in the last few years pushed AMOA over the top. They and their related suppliers flood the Show.

No one expects AMOA to spend money, just to lend a hand, a strong hand of support. It's

hard trying to spearhead national programs through state organizations. It reminds me of steering the car from the passenger's side while my late husband slept at the wheel. Same anguish.

Millie McCarthy
President
New York State
Coin Machine Association, Inc.

[Ed. — Ms. McCarthy, along with two other former "Coinmen of the Month," are interviewed at length in this issue.]



Used Solid State Pinballs

(Completely shopped and reconditioned)

BALLY

Night Rider.....	\$695
Evel Knievel.....	795
Power Play.....	895
Eight Ball.....	945
Mata Hari.....	1145
Black Jack.....	895
Strikes & Spares.....	945
Lost World.....	1145
Playboy.....	1395
Six Million Dollar Man.....	1145

GOTTLIEB

Joker Poker.....	\$1095
Dragon.....	1175
Sinbad.....	1050
Close Encounters.....	1175
Charlie's Angels.....	1295
Solar Ride.....	1345

We have a large selection of late electro-mechanical pingames.

Our Super Arcade Specials

SEGA

Heli-Shooter.....	\$2495
Plinker's Canyon.....	2495

ATARI

Sprint 8.....	\$2495
---------------	--------

Complete game room outfitters. Call us collect for special prices on any new or used equipment.

ADVANCE DISTRIBUTING COMPANY, INC.

2820 North Grand Boulevard • St. Louis, Missouri 63107
314-652-1600

Coinman of the Month

a special three-part interview

Roger C. Sharpe

“If this industry had a clean image, what you’d find would result would be an easing up of local legislation against the industry”

Millie McCarthy

“If nothing else, the AMOA should have been a clearinghouse for information. There should be files on legislation by state.”

Steve Kirk

“If you don’t provide the media with the information, they’ll just write whatever they want.”

For this, our “State of the Industry” issue, we decided to change our Coinman of the Month format somewhat. Instead of featuring one personality on the industry scene today, we decided to revisit three former Coinmen and ask them the same question—“Do you see a problem that threatens the state of the industry today?”

Though the three individuals were interviewed separately, all three seemed to see the same problem and also offered strikingly similar solutions to that problem. They all feel there’s a need for a central lobbying force in this industry. And they all believe there should be a clearinghouse of information for legal matters.

The first of the three we interviewed was none other than PLAY METER’s own pinball critic, Roger C. Sharpe, author of the book, Pinball! Besides being a regular contributor to PLAY METER, Roger did some moonlighting recently as

a game designer for Game Plan’s first upright pinball—Sharpshooter. Roger was first featured as Coinman of the Month in our May, 1976 issue.

Millie McCarthy, New York’s outspoken state association president, was our second Coin(wo)-man. In a letter to the editor—in this month’s Mailbox section—she takes exception with the remarks made by a recent Coinman. Her thoughts were so intriguing we decided to offer her equal time. She was first featured as a Coinwoman in February, 1975.

Our third Coinman is Steve Kirk, the president of the Pinball Association of America. The co-author of a book entitled All About Pinball, with Bobbye Claire Natkin—Steve was the designer of the big Stern hit, Stars. He’s designed a new game from Stern (the game is called Meteor) which features some new possibilities with drop targets. He was our Coinman of the month in February, 1978.

JOURNEY INTO THE EXCITING WORLD OF

PARAGON

The first all-electronic, 4-player

SUPERSIZE™

pinball machine from

Bally®

New & exciting features to challenge players and guarantee supersize profits:

- New "Valley Of Demons" In-Line Drop Targets. Never before on any game, four drop targets, one behind the other, score points and multiply bonus up to 3X.
- 3-coin entry door with 2 quarter slots and 1 dollar slot for the new Susan B. Anthony Dollar Coin.
- Individual sounds and tones for each scoring increment.
- Adjustable Paragon Tower Saucer Feature with memory & recall spots center playfield "P-A-R-A-G-O-N" for points and special.
- Extra flippers for supersize playfield control.
- Beast's Lair Save-A-Ball Ramp.



Bally Manufacturing Corporation
2640 West Belmont Ave
Chicago IL 60618
312/267-6060
Telex #253076

All Rights Reserved
©1979 Bally Manufacturing Corporation

Roger C. Sharpe

PLAY METER: Do you see a problem that threatens the state of the industry today?

SHARPE: Yes, I do. I don't think many people are willing to accept that there is a problem in the industry today because what they see is a growing acceptance of the games. They see locations are opening up; they see a wider acceptance of solid state technology, even an easing up of legislative restrictions in the last five to six years: Los Angeles, New York, and Chicago, for instance, have all allowed pinball machines in. And this has led to a problem of attitude, from the operator on up to the manufacturer, of take the money and run.

There is no concern about giving anything in return, either into the community or to a type of group that could help turn around die-hard beliefs that have been going on for the last forty years. Instead, we see that there's a total disregard for what the equipment is and what kind of shape it's in. And you wonder how long this can happen.

Why isn't there some combined charity effort by the industry? Why isn't something done for the Jerry Lewis Telethon? or for any other charity on an industry-wide basis? It doesn't take very much imagination to come up with ways to help people out. What about all those old electro-mechanicals from the mid-seventies that no one wants anymore? They could be donated to hospitals, to halfway houses for teens, maybe vocational schools, even to schools to help them with their own fund-raising drives. These are the kinds of things that help improve an industry's image. Instead, all we hear about is people redefining their involvement in the coin industry where they want to avoid saying they run an arcade because it has a bad connotation. They say instead that they run a "family amusement center."

PLAY METER: So you think the industry should be looking to improve its image. Do you think a good or bad image can be translated into dollars and cents?

SHARPE: Let's put it this way: If this industry had a clean image; if the industry were to donate old machines to hospitals, halfway houses for teenagers, maybe vocational schools; even donate some games to the local schools so that they could run their own fund-raising events—what you'd find would result would be an easing up of local legislation against the industry. Until that happens, however, operators can always expect to be harrassed by some newsman or by some budding politician who thinks that pinballs are bad or video games are bad. If operators took an interest in their communities, things like that wouldn't happen.

You see, right now pinballs are accepted begrudgingly, and people in the industry seem willing to accept that. They tell themselves they have turned the crossroads, but that's not the case at all. With increased revenues, they seem willing to overlook the negative tinge of operating coin machines; and that, I think, is really the major problem confronting the industry today. One of the

big business problems is that as long as everybody is making money, no one is going to stop and take a look at how he could better his business. No one thinks outside himself, of fulfilling what social responsibilities he might have.

The problem is that although this industry is big-time now, everybody is still thinking small-time. It's at all levels in the industry—how can I screw that guy so he gets less business. They'll undercut prices, take lower margins. They'll do anything because everybody's thinking bottom line.

The important thing is for everybody to band together and try to present a solid front. I think we're getting to the point where, if the machinery is as good as we think it is, and if we're really a big business now, and if people are going to start scrutinizing us more because we are a multi-million dollar industry—we've got to clean up our act. But right now there's no lobbying support in Congress. There's no structure where people can go in with their problems, especially if their state associations are weak or mismanaged. There has to be an overall advertising campaign, one that is industry sponsored, such as there was with the oil companies and such as there were with the tobacco industry and with the automotive industry, where an entire industry suddenly took a stand together. Something like this has to be done in this industry to end all the negativity that is generated by parents who still think their kids are squandering their money. I can see a great many things that could be done if people in this industry banded together, but unfortunately they don't.

PLAY METER: So you think some sort of national lobbying force is needed for this industry?

SHARPE: Yes. If this industry were to try to set forth some sort of case on a national level it would definitely help at the local level. I think the biggest thing is what you see with the state associations. They get no help. How often is interest taken in a local problem? Not very often. People have to be willing to take the time and think of it as something that is going to benefit the entire industry.

PLAY METER: And how would such a national lobbying force be funded?

SHARPE: There could be something like a five-dollar per-machine surcharge on every piece of equipment that is sold. That might be enough to create a pool that could fund some overall organization that would handle the industry's advertising and promotions, and such an organization could also go from state-to-state and talk with the local people and find out if they're having any problems. Such an organization could keep tabs on each state's laws, direct the industry's energies, and could present a solid front. But it would need some sort of funding, perhaps like a five-dollar per machine assessment. And maybe it could be extended to insure you that there was always somebody there to help—whether he be from Bally, Gottlieb, Williams, Stern, or whatever—even for the smallest operator. This industry has got to realize that every step that's taken, no matter how small, if it's taken with the right things in mind,

Williams[®] TRI ZONE



New dimension
in futuristic fantasy!

TRI ZONE...the profit launch pad!



- Dual Sound
- 5x Bonus Multiplier
- Front-end Programming
- 4-Player Profit Maker

The perfect communication machine beams a galaxy of sound energy in waves that pulse their message right to the fingertips . . . Creating the greatest audio turn-on in pinball play imaginable . . . With the most futuristic sounds ever, accompanying all major features!

• **Earning Mega-points!**
Making A & B increases the bonus value 2x, 3x, 4x and 5x for up to 95,000 points . . . All with explosive, nosedive, and staccato sound thrills!

• **Shoot for T-R-I!**
And earn lit values from 3,000 to 10,000 points, or special, or extra ball! . . . With echoing and ringing satellites of sound!

• **Blast the Drop Targets!**
Making Z-O-N-E lites spinner or top eject hole to score 10,000 . . . Or drop the targets for 10,000 each . . . Or outlanes for special . . . All accompanied by a resounding squadron of sound excitement from another dimension.

Welcome to the next dimension!
Accomplishing the ultimate integration of futuristic sound with scoring power and extra-dimensional visual effect, Tri Zone breaks into a new dimension of entertainment thrills!

For service (only), call Williams
toll-free at 800/621-4765
In Illinois, call 800/972-7898 toll-free.

The Hot One!

Williams®
ELECTRONICS, INC.

an XCOR International Inc., Company
3401 N. California Ave., Chicago, IL 60618
Cable Address: WILCOIN, CHICAGO
AVAILABLE FOR IMMEDIATE DELIVERY
THROUGH YOUR WILLIAMS DISTRIBUTOR

could help out on the local level. By fighting local laws and winning, it sets precedents for winning in other locales. The way industries grow is by banding together under a strong, unbiased leadership that doesn't play any favorites.

PLAY METER: So you think some changes are necessary, at the industry level?

SHARPE: Yes. What I think has to change above and beyond the machinery is how to operate a coin machine business because that's what we're getting to. The old rules aren't going to apply anymore. Otherwise, we're going to reach the law of diminishing returns and suddenly those profit margins aren't going to be that great anymore. And with that, the licensing fees may start to seem a little bit steeper. What people in this industry don't realize is that if they remain off in the shadows, people aren't going to look the other way.

PLAY METER: But the argument is why bother with image, why bother with all this extra energy. Everybody is making good money right now.

SHARPE: Maybe he can do a little bit better. This business goes beyond the machinery, but unfortunately, that's not the way people view it. No one is planning off into the future, except the game designers. And what I see is a misdirected, ineffective leadership. If the leadership were better funded, better utilized, we could really start accomplishing some things. But, instead, what happens is that everyone backs down. No one is willing to confront. Operators see hassles when they go out and try to get that extra buck; so they back down. I think if you have a central authority it's not going to hurt the little guy. It's only going to help him. They could come in and help with all the legal problems of running a tournament or with free play ordinances, etc. And with that, we would begin to see an ever-broadening number of locations which may be restricted now by local ordinances. Everyone seems to think that with the easing of legislation for casinos and everything else, that pinballs are going to be swept along with the slot machines and suddenly everything is going to be wide open. What has to be done can't be done at the state association level.

PLAY METER: What kind of public relations could this industry produce?

SHARPE: We have an industry that helped in World War II. It was an industry that stopped producing what was its livelihood in order to help out with the war effort. This industry has a history to be proud of. Outside of Chicago, for example, there's Gottlieb Memorial Hospital. The name alone should give away who made that accomplishment. That is a remarkable feat. There are some truly great people in this industry, people of stature. Where are the P.R. companies to put this stuff in the papers?

Millie McCarthy

PLAY METER: Do you see a problem that

NOW!!!

fall purchases at summer prices

latest and hottest pins and videos at special prices

Active Amusement Machine Company

666 NORTH BROAD STREET
PHILADELPHIA, PA 19130
215-684-1600 TOLL FREE: 800-833-3748 (PA)
800-523-3523 (NJ, DE, MD)

STILL THE BEST EQUIPPED,
BEST STAFFED SERVICE AND PARTS
DEPARTMENT IN OUR TERRITORY

We Handle All Types of Used Vending Equipment and Phonographs (as well as Used Games)

Full Parts and Service Back-up

Representing: Rowe, Gottlieb, Atari,
Ramtek, Meadows, Brunswick,
and Irving Kaye

Equipment available in other lines too.

ROWE INTERNATIONAL SAN FRANCISCO DISTRIBUTORS

1400 Minnesota Street
San Francisco, California 94107
Phone [415] 285-0300

"I think one attorney could handle the laws"

threatens the industry today?

MCCARTHY: Yes. We should have a standard, universal teaching method by now. I think there should be a teaching method, a curriculum, to be taught in vocational schools. The manufacturers should have been united to use the people who are teaching to put it down on paper and have it presented as a course at the vocational school level. It could have been put together as some sort of course in vending perhaps. So somewhere there should have been a curriculum. The AMOA should have been into this several years ago.

PLAY METER: You seem to be quite outspoken in your contention that the AMOA should be doing more than it is doing. Why is this?

MCCARTHY: First of all, I should say I'm not against the AMOA. I just want it to do more. It can do more. It has to be our mother and father. We have to have direction and we have to have leadership. The bigger we got in the last few years, the less we have of leaders. Somewhere we needed a unified industry promotion. Also, if nothing else, the AMOA should have been the clearinghouse for information. There should be files on legislation by state.

My original suggestion in New Orleans in 1975 was that the AMOA should establish an encyclopedia of laws every five years with a yearly supplement of changes, much like the encyclopedias do. And then after five years, it would be incorporated into a new volume. Now, the argument against it was why tell the world about all the others. We found many times, though, that they had copied a law we never passed or that was defeated in a court battle. So there's a need not only to compile all this information but also to keep it updated so that people know what happened to it. And the strange part of it was that I told them **PLAY METER** Magazine had agreed to do this free of charge, but they didn't want it. I still suggest that state associations be responsible for giving **PLAY METER** the information on all their state laws and local ordinances, and maybe we can still do this.

PLAY METER: For our part, **PLAY METER** still stands ready and willing to help in this venture. But let's get into this. How could that information be used after it is gathered?

MCCARTHY: I was hoping it could be something like NAMA where they send in a representative to provide legal help in problem areas. I saw this happen once at a hearing in Utica, New York, and it impressed the people there that Chicago had sent an attorney. It kind of overwhelmed the court, and they discussed the law, and it was let go.

PLAY METER: But do you feel the cost for something like this may be prohibitive for the AMOA?

MCCARTHY: Well, the AMOA has been able to afford Nicholas Allen for ASCAP which is

something like a one-shot deal. So I think they could afford a second attorney, and it seems that almost never would he have to be in two places at once or that maybe he could win a postponement, or some other arrangement could be worked out.

I think one attorney could handle the laws. If there's one attorney just for the jukeboxes for ASCAP, for the occasional time that he is needed to do something with it, there should definitely be an attorney for the entire games industry which makes up a larger part of our industry.

PLAY METER: One argument against your idea is that, with the jukebox issue, you are talking about a federal law. A lawyer with the local laws might not be feasible in that he's working on the national level.

MCCARTHY: Why then is it feasible for NAMA? I know that as a state association president I don't have that many state laws to contend with, but I also know that if I don't go into a local area to help with a problem it will spread to twenty cities. What good am I at the state level if all my people are hit at the bottom in their own battles with the law?

PLAY METER: But do you feel that something like a full-time industry lawyer might have the adverse reaction—that it might turn off some people in governmental positions at the local level?

MCCARTHY: Not really. Whoever represents the industry, whether it be an operator or an industry attorney, will be effective. If an operator presents himself well, with dignity and as a good businessman, these people back off. You give them your reasoning and your arguments and many times it just passes over. And many times they're just happy to see someone who can help them because they didn't know about our industry and really didn't know what they were passing.

PLAY METER: So you don't think it's wise for operators to run and hide when they see adverse press or adverse legislation coming up?

MCCARTHY: In the legal area, many times you'll find that a bill isn't even aimed at you, and so it's mainly a question of communication. For instance, once a state senator was writing a law in our state for washerterias, and he said there must be a guard near every location of coin-operated machines. When I pointed it out to him that we couldn't put a guard at everyone of our locations, he changed his bill. The offending phrase was "washers, dryers, and any other types of coin-operated machines." So what he did was strike out the part of "and any other coin-operated machines." It was simply a mistake, and it happens a lot. Lots of times, by not watching or by not checking, this industry has been pulled into problems such as this where a new administration comes in and picks up a law like that and tries to apply it to our industry.

PLAY METER: We now have an arcade operators association. There's talk of a manufacturers association. Do you see this as good? or do you see

Welcome to BELAM COUNTRY

AMERICA'S LARGEST EXPORTER
OF NEW AND USED COIN MACHINES

TheFinestWorldwideExportService

U. S. BILLIARDS • EXIDY • MEADOWS • ATARI
CINEMATRONICS • WILLIAMS • GOTTLIEB
BALLY • SEEBURG • ROWE AMI
VECTORBEAM • SUNBIRD • ALLIED LEISURE

supplying the world with

PHONOGRAPHS • FLIPPERS • VIDEO GAMES
ARCADES • BINGOS • SLOTS

BELAM EXPORT CORP.

51 Madison Ave.
New York, N.Y. 10010
Tel: 212/689-5633
TELEX: 223333
CABLE: BELAMEX NEW YORK

NEW YORK MIAMI

(Belgian Office)
17A Korte Winkel Straat
B-2000 Antwerp, Belgium
Tel: (31) 32-59-46
(Paul Schmit, Manager)

BELGIUM CHILE

this as an industry fragmenting?

MCCARTHY: I see it as good, but I see it as not being successful because whoever heads a distributor association isn't going to be able to handle all the questions. Likewise, the arcade association president isn't going to be able to handle all the questions on arcades. They can't do all that work, and their own too. They'll be able to meet and discuss their own problems, but there has got to be a central place because I cannot see them doing it themselves without a head. So despite all this fragmentation, we're all interested in the same thing.

PLAY METER: So you think that could all be done under an umbrella organization like the AMOA?

MCCARTHY: Yes, I don't see all this fragmentation as posing a threat to a national organization like the AMOA because no one has the time in these groups to run a bureau. And they are all not going to be able to support a bureau. They can pound out all these problems, but they will eventually have to put it on paper and turn it over to a bureau where anyone can reach out for it when he needs it. So I can see where each one can have its nucleus, but I can see where eventually they will need an organization to get it into type and getting it typed and sending out the newsletters and so on.

PLAY METER: Let's get back to your contention that the AMOA should be doing more than it is doing. Another problem, the AMOA would say, is that it already has its hands full with the copyright

battle. Are you saying that some of its energy should be directed into other avenues?

MCCARTHY: Yes, we've seen a games explosion in the last few years, and most of the manufacturers are not at all interested in jukeboxes. What we have here is almost like having five children and one of them is a black sheep. You can't ignore the four to worry about the fifth. As I see it, the battle is fought and lost on the jukeboxes. Maybe we have to accept that. We cannot allow the games which bring in such a tremendous percentage of the money to be ignored. We have to keep the rest of the industry healthy. To date, though, nothing has been done for this greater portion.

PLAY METER: Do you feel the industry still has an image problem?

MCCARTHY: Yes, it certainly has. And we are not doing the right things by telling ourselves that nothing is wrong. If we have problems, we should put them out in the open. We must lay the bad parts on the table and commit surgery. Until we are bold enough to admit that we do have problems, that we do have people in the industry that we're not the proudest of, we're not going to correct it.

PLAY METER: What can be done to improve our image?

MCCARTHY: We can't just say it. We have to do it. This is why I think a 1980 Coin Olympics would have been a good idea. It would have established our games as national sports before the slots got mixed up with us. I think a 1980 Olympics with a

IN THE WEST, THE PLACE TO BUY GAMES



**U.S. Billiards
American
Ardac
Choice Vend
Atari
Exidy
Dynamo**



CIRCLE INTERNATIONAL

**2225 West Pico Boulevard
Los Angeles, California 90006
Phone (213) 380-5850**

**Game Plan
Meadows
Vectorbeam
Bio Rhythm
Gremlin
Seeburg
Williams
United**



united front from the industry coming out affirming that our games are world sports would have been the biggest show of strength, especially being at the same time as the other Olympics were going on. It would have seemed so right.

But, instead, we seem to be suffering from the glass-eyes syndrome. And the manufacturers, I think, suffer from it more than any other segment in our industry. The glass-eye syndrome goes like this: It's about the time God saw two brothers who were constantly fighting. So He goes down and tells one of the brothers He'll give him anything he wants if his brother can have two. "If I want a mansion, Mike would get two?" asked the boy. "Yes," said God. "And if I want a million dollars, Mike would get two million?" he asked again. "That's right," said God. The brother thought it over and said, "Then I'll take a glass eye."

The manufacturers must find a common ground to talk with one another. It doesn't prevent them from beating each other's brains out in competition. They've got to get together on common ground. Why can't they get together for schooling? for national promotions? and so on. The glass-eye syndrome is just that problem. Maybe if we got all the segments under one umbrella with a head agency, they could support it. It isn't all that terribly expensive. State associations are there to cooperate. They can dig up their own laws. As long as the state associations are healthy, they can provide the AMOA with the information. All the AMOA would have to do is keep it in the central files.

Steve Kirk

PLAY METER: Do you see a problem that threatens the industry today?

KIRK: Well, to put it in the words of the cartoon character Pogo, "We have met the enemy, and the enemy is us." That really applies to this industry. It seems as if we have a combination of ignorance and indifference. And, in some areas, it seems almost a shame that some in this industry don't want people to know they work in the pinball business. I think a lot of the problem really boils down to a lack of public relations in the industry, in educating the public as to what the games are all about. It's such a big job that I don't think any one person, any one organization can totally cover it, but eventually I hope that all the manufacturers can work together because I think what's needed is some central organization to catalogue, record, and perhaps even computerize all the affecting ordinances in this country. And it could also include all the things necessary that might provide some insight into communities looking to draft legislation for game rooms and that sort of thing.

PLAY METER: Then you think the industry should be more involved on the local government level?

KIRK: I have found from my own experience that, by having sat in at several game ordinance city council meetings and having written a couple of ordinances myself, the people who write the

**If there's a used flipper,
video, or arcade game
you need, chances are
we have it.**

**Current hot items:
Namco's Shootaway
Nintendo's
Shooting Trainer**

**BRADY
DISTRIBUTING CO.**

**1900 West Morehead Street
P.O. Box 668263
Charlotte, North Carolina 28266
Tel (704) 373-1211 Telex 572-453**



**A WORLD LEADER IN
AMUSEMENT GAMES**

**RELIABLE, HIGH QUALITY
ARCADE AND VIDEO GAMES**

**LARGE VARIETY NEW
AND USED ARCADE
AND VIDEO GAMES—
AVAILABLE FOR EXPORT**

HEAD OFFICE:
Taito Corporation
2-5-3, Hirakawa-cho
Chiyoda-ku, Tokyo
JAPAN

MAILING ADDRESS:
Central P. O. Box 1164
Tokyo 100-91 JAPAN
Telex: J22931
Cable: "EPTRA" TOKYO

UNITED KINGDOM OFFICE:
Taito Electronics Limited
274 Water Road
Wembley, Middlesex
England
Telex: 24264 Taitel G
Telephone: 997-2522

U. S. A. OFFICE
Taito America Corporation
1256 Estes Avenue
Elk Grove Village, Illinois 60007 U. S. A.
Telex: 253290
Cable "TAMCO" Elk Grove Village
Telephone: (312) 981-1000

TAITO CORPORATION

The Money Makers



brown
playfield —
tournament
used
TS22L

&
TS22D

TOURNAMENT **SOCCER™**
foosball **tables**
HANSON Dist. Co.
call toll free
for prices

SUITE 1, 9201 PENN AVE. S.
BLOOMINGTON, MINNESOTA 55431

MN - 612/884-6604
MN WATS - 800/352-2780
OUT OF STATE-800/328-2866

WHOLESALEERS OF NEW AND USED COIN OPERATED EQUIPMENT
SALES • SERVICE • PARTS

STUD POKER

BY THE PEOPLE
WHO BROUGHT YOU

BLACK JACK

AND THE
NEWLY DESIGNED

DRAW POKER

WITH ITS
"OUT OF SIGHT" SOUNDS



GAME-A-TRON CORPORATION

931 West Main Street
New Britain, CT 06050
Tel. (203) 223-2760

ordinances don't really have a good insight into either the coin machine business or the games themselves. They think of them as gambling machines unless they happen to play them. In most cases, the people on these city councils are older and probably not familiar with the games on a first hand basis.

My experience, though, is that if you sit down and talk with these people, you'll find they're pretty reasonable—as long as you don't try and oversell. If you make your point legit and point out what you're trying to talk about, they're willing to meet you halfway, or more. They need input. In fact, at one city council meeting, the village president thanked me at the end of the meeting for coming out. He said they were trying to find some people from the coin machine industry to give them some input and that they didn't know how to go about it.

I think this is the problem. I think oftentimes what happens is that the city will draft legislation for a game center in a totally ignorant way. I'm not saying that game centers are not without their problems; they certainly are. Anytime you have a large number of young people in an establishment, whether it be a ballpark or an arcade, you have to have some sort of regulations. You have to be able to police the area well. But a substantial part of the problem, as I see it, comes from ordinances which are not well written. There's various logic to regulating the coin machine industry in the respect of making it a blend of what is needed by the community and what is fair for the coin-operated business. It can't be one-sided one way or another because the business has got to be responsible to the community. If you want to open a game room, let's say, you should become familiar with these people, invite them in, show them what's going on. And if you have something to hide, then maybe you shouldn't be in business.

PLAY METER: Why then do you suppose none of this is happening right now?

KIRK: It's sort of like running the government. Everybody figures somebody else will do something about it, and so we end up with idiots in office because we don't bother to check out who really is qualified to run the office. It's sort of a default kind of government where nobody bothers, and it's the same thing with this industry when it comes to local ordinances. Nobody bothers. It's easy to prove that pinball is a game of skill. It's been done many times, but the question is how many times does it have to be proved? It has to be proved an indefinite number of times, until the general public which thinks there's something wrong with these games comes to understand these games.

PLAY METER: Do you feel there's a need for a public relations force in this industry?

KIRK: Yes, I think it's a logical step. There have been efforts in the past—some successful, some unsuccessful. But the industry is getting to the point where individual efforts are probably not as effective as collective input that would take place on a much larger scale. Hopefully, all the manufacturers would support some kind of collective effort.

I think in many cases you could use tournaments—such as Bally's, such as the tournaments we at the Pinball Association of America run, and such as the tournaments others are running—as a means to get additional media coverage and stress the skill aspects of the game. But I also think there are other areas that need to be worked on too, and that is partly an attempt to try and get operators of a higher caliber, not just to sell the games to anybody but to look over the people and make sure they know what they're doing.

I've seen it happen time and time again where a guy comes in who decides to throw in a few dollars and start a game center, and since he doesn't know a thing about the business, he hires some 17-year-old to run the place for him, thinking things will run by themselves. The only reason he got that far was because one of the distributors was more interested in unloading some equipment than he was in seeing who this guy was and whether he really belonged in the business and whether he represents the business fairly. Surely, the cities are not capable of ascertaining whether the guy was capable of doing business, and they didn't know how to make this assessment. To them, he just represents another part of the coin machine industry.

So perhaps in some areas there have been some rather lax decisions in letting some people operate who would not be in the best interest of the industry. However, the industry is getting much smarter. The high caliber game centers are a big step in selling the idea of coin-op games to the public because they have been able to keep a tight rein on things. In fact, some people say they've been too conservative, but you can't look at too many of these places and say they aren't well run. These are the types of responsible business people that you have to start looking for. And this is starting to happen, partly for competitive reasons and partly because the industry is finally waking up. It's getting to the point where we can't all inner-fight. We have to work together for a common good.

PLAY METER: Do you feel the legal problems in this industry are being addressed?

KIRK: I think they are, on a selective basis. I think the biggest problem in addressing the legal area comes from the fact that there are such an infinite number of ordinances that there just isn't enough legal advice to go around. I think that the operator has to do a certain amount of educating himself. The operator has to have some kind of background about the skill factor of pinball if he is going to go into a situation. To be ignorant of your own business can be your downfall.

Operators should pay more attention to what is the background of their industry—are they getting railroaded or are things fair? I think that it's an overall educational process that just takes time. I think that the very fact that we're doing this interview—and I have to commend PLAY METER Magazine's efforts in trying to put these kinds of things together—is evidence that the interest is there, and that people are trying to get it started.

New Parts Catalog

amusement and vending machine parts and supplies

FOOSBALL PARTS		BILLIARD CLOTH	
BILLIARD SUPPLIES		SOUND SUPPLIES	
COILS		SPEAKERS	
COIN CHUTES		LOCKS & SECURITY	
PINBALL SUPPLIES		BILLIARD CUES	
FLUORESCENTS		MINIATURE BULBS	
COIN ACCEPTORS		RUBBER RINGS	

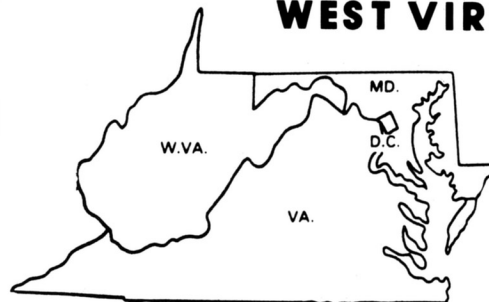
See Inside Front Cover for INDEX

For free copy write to Dept. PM979

J-S Sales Company, Inc.

24 South Third Avenue
Mount Vernon, New York 10550
Phone (212) 324-3830

IN MARYLAND, D. C., VIRGINIA AND WEST VIRGINIA



FOR COMPLETE SATISFACTION • SERVICE EQUIPMENT • PARTS

Distributors for Seeburg, Choice Vend, Williams, Gremlin/Sega, Dynamo, U.S. Billiards Ardac, National Rejectors

Sefco Distributing Co., Inc.

7255 STANDARD DRIVE
PARKWAY INDUSTRIAL CENTER
HANOVER, MARYLAND 21076
(301) 796-8950

“There is a need for some full-time legal people to represent all the coin machine industry”

Nobody has all the answers, but the fact is that everybody is starting to work toward doing something. It is still going to take some time.

PLAY METER: Do you feel a task force to address these problems is a practical goal?

KIRK: If we're talking about a major area, like Los Angeles or Chicago or New York, then certainly it's desirable. How far can you go with something like that remains to be seen, and where does the dollars and cents come in? Would the financial support be there, either from the manufacturers, from the operators, or from a combination of both? Perhaps it could be something where in a given area these operators could have these people for hire, although I don't know how that would be worked out. There is a need for some full-time legal people to represent all the coin machine industry. However, the effort right now is so individualized, so splintered that a lot of effort is being wasted.

One of the things I would like to see and one of the things that we would like to provide as the Pinball Association of America would be to print and make available a number of documents, be they historical or legal, that would help the operator help himself. Perhaps something like a background of the case history of skill versus chance is needed.

PLAY METER: What about the media? How

should operators and others in the industry deal with them?

KIRK: Often the people who request information have never even played a game of pinball. So if you don't provide them with the information, they'll just write whatever they hear or feel. But if you sit down and talk with them, if you spend a little time with them, or invite them to an arcade to demonstrate the skill factor of the game, they're more than willing to present your side of the argument. After all, their job is to provide an entertaining informative story, and they want to have the right information. They just don't know where to get it.

Now, some of the people in this industry have been reluctant to discuss the business with the media. But I think the industry is now working toward better press relations. Some efforts now—for instance, the manufacturers' plan for a national pinball tournament—should result in a lot of good media coverage, and that would provide the industry with a good vehicle for educating people.

PLAY METER: Do you feel there should be some sort of professional public relations firm to handle this task?

KIRK: That's the best solution because what we're getting right now is different stories from different manufacturers, and their stories tend to slant the

Continued on page 36

Our competitors suggest a longer mast;

we think there's a better way. Call us.

C. A. Robinson & Co.

2301 W. PICO BLVD., LOS ANGELES, CA 90006 Tel: (213) 380-1160

REPRESENTING:

ALCA • ALLIED • AMERICOIN • ATARI-KEE • BALLY • BALLY GROUP GAMES
CINEMATRONICS/VECTORBEAM • EXIDY • FRANTZ • GAME PLAN • GREMLIN • MIDWAY
NAMCO • POLAROID • SONIC • STERN • TOURNAMENT SOCCER • TAITO
VALLEY • U.S. BILLIARDS



CROMPTONS (EXPORT) LTD

is pleased to announce that SIRCOMA International of Reno has been appointed the sole distributor for Cromptons products in the United States, and will be displaying the Cromptons line at the A M O A show in Chicago and at the I A A P A show in New Orleans.

SIRCOMA was formerly known as A-1 Supply, Inc. of Nevada and Nutting Associates of California, two of the oldest and most respected names in the coin machine industry.

With the addition of Cromptons Penny Falls, Splash Down, Flippa Winna and Grand Canyon, SIRCOMA has a winner for you.

For information:

SIRCOMA
International

520 South Rock Boulevard
Reno, Nevada 89502

(702) 323-5060
Twx: 910-395-7014

A house divided

By David Pierson

The amusement industry is suffering, and it's because it has no solid national front.

You're walking down the street with a friend when you hear a loud bang. The noise startles you, but apparently it has startled your friend even more. For you find him sprawled out on the sidewalk as though he were taking cover under heavy enemy gun fire.

A few seconds pass. Then he picks himself up off the sidewalk and looks sheepishly at you. You say nothing because you know your friend has had this nervous habit of hitting the dirt ever since he came back from the war in Vietnam.

You pretend not to notice your friend's embarrassment; but, all the same, you wonder why he still reacts this way to loud noises. True, the instinct might have saved his life on several occasions back when he was in the jungles of Southeast Asia; yet, now that he's back in civilian life, you wish—not for your sake, but for his—that he'd shake this reflex action.

The coin-op amusement industry as a whole, it seems, has been suffering from a form of shell shock, too. For too long the industry has been the target of a hostile press, crusading public officials, and misguided citizens—all of whom see pinballs, pool tables, and jukeboxes as something that could have only been devised by a sub-human element that preys on man's weaknesses.

"The Syndicate" must be into it, they conclude, since "The Syndicate" is into all things sinister. Drugs, pool, prostitution, pinballs—they're all part of the seamy side of life, they say.

And so, to survive in this adversary climate, the coin-op amusement industry has developed over the years an instinct for survival that is not too far removed from the former GI who still hits the dirt whenever he hears a loud bang.

Lay low and wait until the heat passes over. That's the industry's battle plan. But we should also remember we lost the war in Vietnam; so maybe the strategy of our Vietnam veteran friend doesn't work anymore.

The point is this: Despite all the "good press" the industry has gotten recently, the prejudice is still there against the industry. Pinball machines and pool tables and jukeboxes, and the people who make their livings off them, are having a hell of a time trying to shake a bad rap.

Take the case of the recent vice raid in New Orleans. One of the "kingpins" (a word suggesting some sort of executive or administrative position within "The Syndicate") which the police reported nabbing was William J. Colacurcio.

Local newspapers were then quick to point out to their readers that "Kingpin" Colacurcio was at one time a big pinball operator.

There you have it—prostitution, drugs, and pinball. See how neatly it all fits in.

Of course, the fact is that his previous association with pinball has absolutely no relationship with his present occupation. But, still and all, the newspapers felt compelled to pass on this little bit of irrelevant information to their readers.

One has to wonder, would the newspapers have done so if the "kingpin" had formerly owned a grocery store? or a barber shop? or a gas station? Probably not. In fact, there's an even chance that he might have had a dozen other occupations, but none of them could have played upon the old prejudices.

Pinball, on the other hand, fits in rather neatly with all these nether worldly associations. And the bad rap seems to stick because no one steps forward to challenge the insinuations.

This hit-the-dirt syndrome was especially evident last year when the *Chicago Sun-Times* newspaper featured a muckraking series which gained national exposure. For those who are new to the industry, or who don't remember the incident, let the first sentence of the first article in that series indicate the direction of that journalistic effort: "The vending machine operators say their product is pinball and jukeboxes, but the mirage [The *Sun-Times* front] dis-

covered they were really trading in illegal kickbacks," blah, blah, blah.

Then later the article states: "Lawlessness is the general rule in the coin industry."

But more important than the *Sun-Times'* own prejudicial effort was the fact that operators and industry people felt it was not in their best interest to protest. Instead, they allowed their fear of further repercussions from a newspaper-gone-amuck to strip them of their right to self-defense.

It's a woeful day when a people (or, in this case, an industry) feel that—even though they have been misrepresented or mistreated—it is better for them to keep silent than to fight back at injustices which rob them of their good name.

The industry rationale, it seems, is that this industry will survive, good name or bad. As one operator put it: "I don't care if they like me or not, just as long as they pay to play my games."

Well, he's right to a point. But what he and others like him don't realize is that the industry's image has a bottom line that is reflected in dollars and cents. Perhaps that point hasn't been made perfectly clear.

If an industry is apologetic about its very existence, if it's silent in the face of its accusers—it is bound to pay for its lack of a defense.

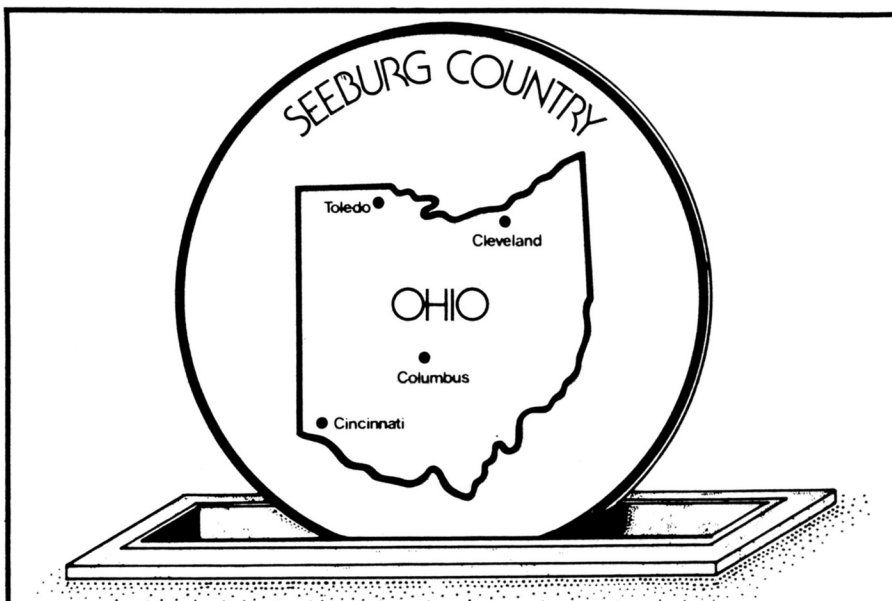
And how does it pay?

Governments, both local and federal, have their ways of making such an industry pay: anti-pinball laws, anti-pool laws, anti-arcade laws, and anti-operator laws, anti-free play laws, add-a-ball laws, higher licensing fees, pinball restrictions, double taxation, unfair depreciation standards. The list is endless.

In fact, the point has been well taken that the jukebox copyright law is largely the result of another industry capitalizing on this industry's bad name. And with that prejudice firmly planted in the minds of the lawmakers, the industry's adversaries were able to capitalize on the coin-op amusement industry's bad name.

As evidence of that, one need look no further than the recent comments of ASCAP's Bernard Korman who, in explaining to *PLAY METER* why he thought the Copyright Tribunal sided with ASCAP and against the jukebox industry, said: "At the hearings on licensing, we only heard testimony from small town Boy Scout leaders and ministers. We never saw any big city operators."

If Korman's right—and he is, after all, on the winning side—it means that the industry suffered its unkindest cut of all mainly because of its image. In the eyes of this reporter,



Cleveland Coin game plan for '79-'80

We are keeping pace with the technological advances in our industry by providing you with better technical backup than ever before.

South America export inquiries welcomed.

CLEVELAND COIN INTERNATIONAL

17000 South Waterloo, Cleveland, Ohio 44110 • 216/692-0960
7029 Huntley Road, Columbus, Ohio 43229 • 614/846-8590

Peterson People Please Texans

Representing:

**ROCK-OLA
GOTTLIEB
ATARI
& OTHERS**

**PETERSON COIN
MACHINE CO.**

2700 Milam

Houston, Texas 77006

Phone (713) 523-7494

State licenses and taxes

- ALABAMA**—\$12.50 per machine
- ALASKA**—No license fee, no sales tax
- ARIZONA**—4% sales tax
- ARKANSAS**—\$1,000 operating permit plus \$5-\$10 per machine, \$2.50 per wall box
- CALIFORNIA**—No license fee, no sales tax
- COLORADO**—No license fee, no sales tax
- CONNECTICUT**—7% sales tax
- DELAWARE**—\$100 operating license plus \$75 per machine plus a gross profits tax
- DISTRICT OF COLUMBIA**—No license fee for jukeboxes, \$91 for each group of three games
- FLORIDA**—\$187.50 plus \$7.50 on the first 35 machines, \$1.80 for each machine thereafter
- GEORGIA**—4% sales tax
- HAWAII**—\$5 per machine
- IDAHO**—3% sales tax
- ILLINOIS**—\$10 per machine
- INDIANA**—4% sales tax
- IOWA**—3% sales tax
- KANSAS**—No license fee, no sales tax
- KENTUCKY**—\$10 per machine
- LOUISIANA**—\$50 per game, \$10 per jukebox and kiddie ride
- MAINE**—No license fee, no sales tax
- MARYLAND**—5% sales tax per amusement machine
- MASSACHUSETTS**—No license fee, no sales tax. (Exception—Sunday operations \$50 for each type of machine in a location)
- MICHIGAN**—No license fee, no sales tax
- MINNESOTA**—No license fee, no sales tax
- MISSISSIPPI**—\$30 per game, \$18 per jukebox, \$12 per kiddie ride
- MISSOURI**—No license fee, no sales tax
- MONTANA**—No license fee, no sales tax
- NEBRASKA**—\$10 per machine
- NEVADA**—3½% sales tax
- NEW HAMPSHIRE**—No license fee, no sales tax
- NEW JERSEY**—5% sales tax
- NEW MEXICO**—4½% gross receipts tax
- NEW YORK**—No license fee, no sales tax
- NORTH CAROLINA**—\$10 per jukebox, \$15-\$20 per pool, \$10-\$25 per pinball location
- NORTH DAKOTA**—\$15 per machine
- OHIO**—No license fee, no sales tax
- OKLAHOMA**—2% sales tax, plus \$40 per machine
- OREGON**—\$50 per pinball, \$25 per jukebox
- PENNSYLVANIA**—No license fee, no sales tax
- RHODE ISLAND**—No license fee, no sales tax
- SOUTH CAROLINA**—\$25 per jukebox, foosball, pool, and video (which award only extended time), \$75 for pins and videos (which award free plays), \$237.50 per bingo pins
- SOUTH DAKOTA**—3% sales tax
- TENNESSEE**—1/8% gross receipts tax
- TEXAS**—\$500 operating license plus \$15 per machine
- UTAH**—No license fee, no sales tax
- VERMONT**—\$100 per game, \$25 per jukebox
- VIRGINIA**—No license fee, no sales tax
- WASHINGTON**—5% sales tax
- WEST VIRGINIA**—\$15.50 franchise licensing fee plus sales tax
- WISCONSIN**—4% sales tax
- WYOMING**—No license fee, no sales tax

Local licenses and taxes

- Albany, NY**—\$50 per machine
Alexandria, VA—\$200 operating license plus 1.8% gross receipts tax
Arlington, VA—\$200 operating license plus 1.8% gross receipts tax
Ashton Mills, PA—\$1,000 operating license plus \$1,000 per machine
Austin, TX—\$25 per machine
Bakersfield, CA—\$10 per machine
Baltimore, MD—\$125 per machine
Bangor, ME—\$5 per location plus \$10 per pool table
Bellingham, WA—\$1,250 pinball operating license plus \$50 per pinball, \$500 music operating license plus \$10 per jukebox
Berlin, NJ—\$20 mercantile license
Boise, ID—\$3 per machine
Brookings, SD—\$10 per game, \$15 per jukebox
Burlington, NJ—\$25 operating license
Burlington, VT—\$25 for the first three machines, \$10 per machine thereafter
Camden, NJ—\$25 per machine
Charlotte, NC—\$25 per location
Chicago, IL—\$300-\$500 operating license plus \$75 per machine
Cincinnati, OH—\$351 operating license plus \$123 for the first pinball in a location and \$116 for each additional pinball, \$90 for the first pool table in a location and \$60 for each additional pool table
Cumberland, MD—\$25 per machine
Dallas, TX—\$7.50 per machine
Denver, CO—\$25 per pool table, \$15 per jukebox, \$10 per pinball
Durango, CO—\$50 per pinball
Escondido, CA—\$300 per machine
Fort Smith, AR—\$10 per machine
Geneva-On-The-Lake, OH—\$3 per machine
Grand Rapids, MI—\$10 per machine
Haddenfield, NJ—\$250 per machine
Hartford, CT—\$3 per jukebox, \$12 per game machine plus \$3 per jukebox and \$12 per game machine assessed to the location owner
Holyoke, MA—\$13 per machine
Independence, MO—\$50 per machine
Jamestown, NY—\$5 per pinball, \$10 per jukebox game
Madison, SD—\$10 per machine, \$15 per jukebox
Maple Shade, NJ—\$25 per machine
Massiltown, OH—\$20 per machine
Middletown, CT—\$100 per game, \$25 per pool table
Milwaukee, WI—\$200 music operating license plus \$5 per jukebox, \$200 game operating license plus \$10 per game, also a \$10 premises permit for each location
Monticello, NY—\$150 operating license plus \$30 per machine
Moorhead, ND—\$25 for the first three machines, \$5 per machine thereafter
New Orleans, LA—\$1,000 operating license plus \$50 per pinball, \$10 per jukebox
New York, NY—\$50 per pinball, \$25 per jukebox
Ogden, UT—\$25 per jukebox, \$165 per pinball, \$25 per video
Omaha, NE—\$20 per machine
Petersburg, VA—\$1,250 operating license plus \$7.50 per machine
Philadelphia, PA—\$25 per machine
Providence, RI—\$200 operating license plus \$25 for the first machine and \$15 per machine thereafter
Raleigh, NC—\$25 per machine
Red Spring, NC—\$10 per jukebox, pinball, and video; \$20 per pool
Reno, NV—\$50 per machine
Richardson, TX—\$7.50 per machine
Rocky Hill, CT—\$250 per game
Roswell, ND—\$10 per operation
Salt Lake City, UT—\$20 per machine
San Francisco, CA—\$50 per machine
Scranton, PA—\$40 per pinball, \$20 per jukebox
Sierra Vista, AZ—1% sales tax
Solocroft, PA—\$20 per machine
St. Louis, MO—\$10 per machine
Tucson, AZ—\$200 operating permit plus \$6 per machine plus 2% sales tax
Union City, OH—\$20 per machine
Waukesha, WI—\$25 per game, \$10 per jukebox
Wetherfield, CT—\$12 per machine plus \$12 per machine assessed to the location owner
Willingboro, NJ—\$50 per machine

Editor's Note: In the interest of keeping operators informed of any changes in the status of license and tax structures throughout the country, PLAY METER asks your assistance. If you are affected by an altered license or tax regulation, let us know, and we, in turn, promise to share the knowledge with the rest of the industry. Change is infectious. Information you supply us may help operators elsewhere to head off problems before they develop. When you have news to report, simply write: PLAY METER, P.O. Box 24170, New Orleans, LA 70124.

who has spoken on three different occasions with CRT commission member Thomas Brennan, Korman's idea of the typical operator is very similar to the image Brennan was beginning to convey.

And a bad image is also reflected in other ways—most evident among these is the number of locations which are closed to amusement equipment of any kind.

With newspapers like the *Sun-Times* making insinuations of extortion by operators (of location owners) broken knuckles by operators (knuckles owned by location owners), and with a fairly liberal sprinkling of references to "The Syndicate" and "organized crime," it should be clear to see why many location owners figure it's better to go without amusement equipment than to go through all that trouble and misery.

And if these location owners decide to operate the equipment, they figure it's better to go ahead and buy the equipment themselves than to deal with "The Syndicate."

Of course, a good operator might be able to educate some of the location owners that views like this are about as real as Spiderman and the gangsters he's always battling. But it still requires a lot of extra time and effort to turn a location owner around to going with your equipment. So without a fight, it makes your job harder.

There seems to be some confusion as to the good publicity the industry has been getting lately. Operators and distributors and manufacturers see the increase of newspaper and magazine articles favorable to pinball and videos, etc. and say the industry's image is on the upswing.

But there's a subtlety at play here. If you read the articles closely, you'll see that what is getting the good press are the machines themselves and, to a smaller extent, the manufacturers of those machines. But as for the people who operate the machines—well, that's a different story.

As a lawyer for the city of Chicago told me last year when I was talking to him about the bad name the *Sun-Times* series gave to the coin-op amusement industry: "I don't think this has given your industry a bad name. People today know there's nothing wrong with the machines, and people know also that there's nothing sinister about the people who make the machines. It's just with those hoods who own the machines." And then he went on to talk about The Syndicate, organized crime, blah, blah, blah.

He was quickly informed that "those hoods" make up, in fact, the

backbone of the industry. But still his comment detailed exactly where the image problem is in this industry. It's not really with the machines. "It's just with those hoods who own the machines."

But let's move on.

There's also an industry position that cites a basic law of physics—"For every action, there's an opposite and equal reaction." Industry people who espouse this position feel that it is better to lay low when the heat is on than to stir up the hornets' nest and really have them coming after you.

But this point of view appears short-sighted. The only way to deal with problems such as the ones newspapers and public officials create is to fight back. For as long as this industry shows by its silence that it can be intimidated, it will continue to suffer from adverse legislation and from apprehensive location owners who will restrict the natural growth of the industry.

If the industry isn't corrupt, outsiders will conclude, then why doesn't it defend itself?

The "opposite and equal reaction" in this case should be administered by the industry itself. Whenever a newspaper or a public official attacks the industry in such a way to place it in a bad light, the industry should have a mechanism whereby it can fight back.

Presently, though, no such mechanism exists, and thus newspaper reporters and public officials are allowed to issue forth statements that, while having no basis in fact, nevertheless, taint the industry's image and set the stage for further political interference.

However, if an industry-supported mechanism were designed to call these bluffs, the coin industry could probably begin to strip away these veils of prejudice that have been hampering them all these years.

Let's take, for instance, a recent case in Cambridge, Massachusetts.

In Cambridge, the city fathers passed an ordinance which prohibited the establishment of arcades. Upset by the proliferation of pinballs within the city, Cambridge city officials passed an ordinance which prohibited the location of two pinball machines within 500 feet from each other.

"Heck," said one operator in the area, "we couldn't even have an arcade in a place as big as Fenway Park."

The *Boston Globe* newspaper reported on January 8 of an impending anti-pinball ordinance. In that account, the *Boston Globe* reported: "A pinball machine brings in \$500 or more per week, depending on the location, Cambridge and

court officials agree."

Such an outlash of stupidity should not have been allowed to go unabated because, in this case, it led to some stiff penalties against pinball operators for no valid reason whatsoever.

Instead of operators in the area being intimidated by the anti-pinball publicity, they should have had some means of fighting back. Here's some of what could have been used:

1. The *Boston Globe* had left itself open to censure by relying on ignorant sources for its information. Read the *Boston Globe* account again ("A pinball machine brings in \$500 or more per week, depending on the location, Cambridge and court officials agree"). If Cambridge and court officials had agreed that pinball machines bring in \$10,000 a week, would that have been printed as fact, too? Obviously, the *Boston Globe* reporter did not bother to check his sources.

2. For a pinball machine to make \$500 a week, the machine would have to be played almost continuously. In fact, considering the number of free plays a machine gives up, many machines would have to still be in operation long after the establishment has closed for the night.

3. An ordinance which prohibits pinballs from being located within 500 feet from each other is discriminatory. It unjustly restricts commerce and presents an undue interference on the operator's means of doing business. Further, why does an ordinance like this affect only pinballs? Why not all machines, including vending machines, even soft drink taps that are not coin-operated? Why not television sets?

4. Also, Cambridge city fathers left themselves open for ridicule when, to cut down on the proliferation of pinballs in their city, they passed an ordinance which prohibited pinballs from being within 50-feet from one another. Here was an ideal opportunity to mix ridicule in with an attack on unjust legislation.

Someone speaking in the industry's defense could have said something to the effect: "Did Cambridge city officials pass the 500-foot ordinance because they thought the machines were mating with each other? Is that why Cambridge city officials thought the machines were proliferating?"

At first glance, this type of attack may not appear as a good defense tactic, but in fact it is. Such a comment made to press or media people guarantees the speaker of the opportunity to air his side of the story in the newspapers and on the air (after all, the media are the

formulators of public opinion). A speaker who makes a comment such as this is not denigrated. Reporters look on him as "good copy." That means he's got something different to say, something that is guaranteed to attract the attention of readers/viewers. Any newspaperman worth his salt would gladly insert such comments in a follow-up story and give that speaker an opportunity for a full airing of his views.

Also, along these same lines, many industry people say it is unwise to make such comments because they might infuriate the lawmakers and cause them to take further reactionary action. However, the fact is that when a city council passes an anti-pinball ordinance, it has already set itself up as your opponent. You are already the loser. From that point on, you have nothing more to lose. Even governmental officials can't go too far in passing additional ordinances because then they're leaving themselves open to repercussions from other segments of the society who will see their pinball vendetta as predatory and, therefore, something out of character for public officials. Thus, government officials who try to go too far with their pinball vendettas are the ones who stand to lose in the end. So for operators to fear worse treatment, is unfounded.

Some other observations about the Cambridge, Massachusetts case: the unqualified statement that pinballs make \$500 a week has in it an insinuation which operators and other industry people should be aware of. The implication is that—like drugs, like prostitution—there's big money to be made in pinballs because it's obviously an industry that feeds off man's lower instincts.

These insinuations should be dealt with, head on. Even if a pinball machine were to bring in all the money that pinball opponents say the games bring in, that still doesn't mean the games flourish off man's weaknesses. It means instead that—like McDonald's, like television—pinball is just giving the people what they want.

The Cambridge, Massachusetts case is just one example of pinball operators allowing themselves to be fettered by public officials and newspaper reporters who are playing on old, out-dated prejudices. It also shows that the silent treatment, the hit-the-dirt syndrome doesn't always work.

Of course, the skill factor in pinball can be proved, but why does pinball have to prove a skill factor at all? Is either the Kellogg's or Post cereal companies compelled to show a skill factor when it holds its perennial

bicycle sweepstakes, sweepstakes you can enter by sending in just two boxtops from your favorite sugared cereal?

City fathers in Wyoming, Ohio might be interested in finding that out. Recently they banned pinball from their township because they said pinball was being used as a gambling device. Why then didn't someone point out that Kellogg's Corn Flakes can also be used as a gambling device?

Obviously what is happening is that this industry is fragmented; that's hardly the kind of news people want to hear in their state of the industry report. But it's still true all the same.

Now there's an arcade operators' association and even some heavy talk about manufacturers forming their own association.

Why all this fragmentation? There can be only one answer—lack of leadership. When the industry is under fire, when corrective action has got to be taken, there is mass confusion on where to turn for help.

This is the disadvantage of a fragmented industry. The scars of a fragmented industry are evidenced by the adverse legislation against that industry and the bad image that industry has suffered.

There is a need for a centralized source of information, a clearing-



TOKENS • TOKENS • TOKENS

(STOCK AND CUSTOM)

FOR ALL MAKES OF GAMES,
TURNSTILES & VENDING MACHINES

PRIZE REDEMPTION & TRADE CHECKS

CASINO SLOT & GAMING COINS

Phone or write for catalog & samples

VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON, KY. 40555
(606) 255-5990



Copyright © All Rights Reserved

house of information to deal with these problems.

Actually, the industry does have a mechanism set up to represent it—the Amusement and Music Operators Association (AMOA). But, as is evidenced by the creation of new, specialized associations, it appears that the AMOA just isn't doing all it could be doing.

True, the AMOA has been fighting the copyright battle for a long time, but there appears to be a growing number of complaints from within the industry that the national association should be doing more. Such problems as the repeal of the gaming tax stamp and the institution of fair

depreciation standards are just some of the areas a national association should be addressing.

As for matters on a more local level, the argument is that state associations should be handling that. But, most of those associations are working with limited resources and limited sources of information. So there is only so much they can achieve.

Again, there is a need for some sort of industry information center. Without this, we can expect further fragmentation within the industry.

But the sticking point is that the AMOA has only limited resources—there's only so much they can do.

That is true, but there are perhaps some avenues which the AMOA should investigate.

If the AMOA could show itself active in other legislative matters, other than the copyright law, we could expect to see a sizeable increase in its membership rolls, thus increasing the AMOA's treasury.

What is needed it seems, is not a group of highly-paid professionals to swoop down on a small unsuspecting community the size of Wyoming, Ohio and blow the town away with their research and expertise. This would surely create the "opposite and equal reaction."

Instead, what it appears is needed is for the AMOA—or if not the AMOA, another national organization—to (1) actively research local and state laws; (2) compile names, addresses, and phone numbers of experts who could be called upon to testify at the local level; (3) build up a legal bibliography of case histories state by state which would be readily accessible by AMOA members; and (4) to provide assistance in the area of community and public relations.

In that way, when a legal problem arises in a town—even one the size of Wyoming, Ohio—that state association, or affected operators in that area, could requisition the materials necessary to help them present their case as effectively as possible.

Thus, the clearinghouse of information could act in an advisory function—on legal matters, on public relations matters, even on coordinating activities with others who are experiencing the same problems.

Then, if after all this effort, if a serious miscarriage of justice is done by the local government, and there is a need to challenge the validity of that law, an advisory committee of the national association should study the problem and see if perhaps the national association should give additional support—including financial assistance from a legal action fund.

Granted, a system such as this would not be without its flaws. Granted also, such a system would probably be more costly; but what should also be conceded is that such an association would have more to offer prospective members, would stand a better chance of increasing its membership rolls (thus increasing its coffers); and, more importantly, the industry would be better equipped to handle the myriad of injustices that are heaped upon it by outsiders who see the industry as a pushover because it refuses to get into a fight. Only after the industry has shown that it is not afraid to fight back, will the industry not be given a black eye at every turn.

CHANGE

is the key to
arcade operation!

The more change you make
readily available, the more
profitable your operations will be!

You can buy or lease a dependable,
automatic Standard Bill/Coin
Changer that returns
up to 4,400 quarters per filling
for less than \$2 a day! *

*Cost amortized on 3-year basis or lease.



STANDARD
Change-Makers

422 E. New York Street
Indianapolis, IN 46202
Tel. (317) 639-3423



Oh, the shape we're in

By Mike Shaw

**Game makers have
doubled their
production in the
past three years**

Amidst the rumblings over juke-box regulations, intrusions on pinball competition, defective construction, and excessive licensing and taxation, the statistical scoreboard reads as brilliantly definitive as a Paul Faris backglass: the amusement and music industry is booming.

In the July/August issue of *Du Pont Magazine*, Bally's Tom Nieman was supplying the information to James Moore: "Pinball machine production has doubled in the past three years, reaching 200,000 units annually."

Although production statistics are never precise—each manufacturer guards his figures covetously—comparisons of various respected estimates bear out the fact that 200,000 video and pin machines produced in the United States in 1978 is an accurate estimate. Of that amount, approximately forty percent are video games, between 72,000 and 77,000.

Additionally, support and supply statistics indicate that game production was in the neighborhood of 110,000 machines in 1977, down from about 125,000 in a banner 1976. That statistic only serves to dramatize the remarkable production rate of 1978.

Video game manufacturers insist that their collective percentages of these overall production figures have been consistent over the past three years, so it is reasonable to assume

that both pinball and video makers have significantly improved productions over that span.

Supposedly, 1979 would have seen increased production, about 22 percent better than 1978, according to an electronic games industry survey recently released by market researchers Frost and Sullivan. But severe winter weather conditions in Chicago slowed game shipments and production, leaving the remainder of the year to make up for those losses. It is a mark of the industry's strength that the ability to catch up is present and prognosticators are now certain that production in 1979 will equal or may even surpass that of the previous year.

Frost and Sullivan predict the annual growth rate of 22 percent to continue through 1983. Sales will be fueled, they insist, by average manufacturing unit prices that will not significantly increase over those years (about ten percent for pins from 1979 to 1983; about twenty percent for videos over the same period). Holding the line on prices will be made possible by technological advances that will make readily available less expensive solid state components for the games.

On the phonograph side of the business, American manufacturers increased their production to something slightly less than 50,000 pieces this year, some 10,000 more than the previous 12 month period.

An additional 35,000 or 40,000 pool tables were produced within the year, and with the advent of Tournament Soccer, foosball tables from that company alone are being sold at a current rate of about 1000 to 1,300 a month (12,000 to 15,000 annually).

The pool table market is composed almost entirely of replacement pieces, and, consequently, the number of tables produced over the last three years has remained constant.

It is important to remember that these statistics represent American manufacturers' production only, and that slightly less than half of the machines produced in America are sold outside the country.

Production has been spurred by the introduction of solid state technology to the industry. Videos, of course, sprang fully armed from the bosom of solid state, but pins have been reborn too, growing flashier and noisier and overthrowing their electro-mechanical predecessors in just a few short years.

Perhaps the great expression of the new game mania can be best seen in the phenomenon *Space Invaders*. While this machine is being touted as responsible for creating interest in games where interest has not been seen before, it must be

conversely noted that additional interest in the industry's products in general has more readily led new players to this most popular of current offerings.

That consideration should not detract from the tremendous impact on the market of this Japanese piece. The game has actually caused a coin shortage in Japan, and its popularity has led to its inclusion in locations which never before carried games. Says one location owner: "It's as popular as a Coke machine."

Space Invaders' production, still peaking after eleven months, has passed the 25,000 mark and the game is a good bet to surpass Brunswick's *Air Hockey* as the largest production piece ever at 33,000. (Keep in mind that Taito, *Space Invader's* creator, may very well have produced twice as many of the pieces in Japan as have been produced here in the United States.)

Among other elements that have nurtured the soil must be included the series of important legalizations for pinball in places like Chicago, New York, and California during the last few years. And predictions that the industry will continue its rapid, almost rampant, ascent throughout at least the next three to five years are not hollow, especially when

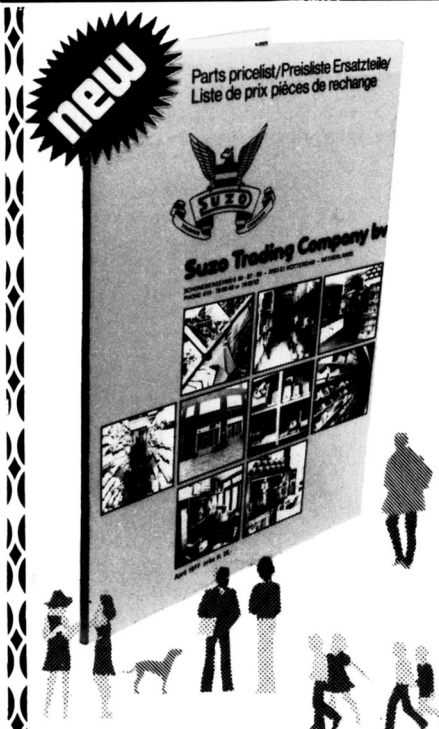
prognostications are made such as the one which forecasts the legalization of gambling in New York State. (Were slots to become generally accepted throughout the U.S.—and experienced Europeans find it hard to imagine why they will not—the resultant effect on the coin-op amusement industry would be positively staggering.)

It is, above all, interesting to note the tremendous recent growth of our industry, in light of other game and entertainment successes. True, leisure stocks are up everywhere, but other industries benefit by direct support of vastly sophisticated communications networks. You won't catch a pinball playoff on *Wide World of Sports*; you'll not read about a foosball tournament in *Sport*.

However, the glorification of competition that the broadcast and print media inundate the public with is influencing us to participate along with the rest of that exalted world. And so, the game industry benefits from this internationally sponsored and embraced spirit of competitiveness—in much the same way that the jukebox industry benefits from radio and television support of the music business—a spirit which has become a definitive expression of the era in which we live.

SUZO

EVERYBODY IS SPEAKING ABOUT THE NEW SUZO CATALOG



150 pages with inquiry about spare parts for:

- BINGO'S**
- SLOTMACHINES**
- FLIPPERS**
- JUKE BOXES**
- BILLARDS**
- AND ALL OTHER AMUSEMENT MACHINES**

*do you have them?
NO... send today for free copy!*

SUZO TRADING COMPANY B.V.
85-89 SCHONENBERGERWEG
3023 ZJ-ROTTERDAM
HOLLAND



the NEW BIG CAT —

THE *Cougar* — PROVES IT!

Undisputed in quality, unchallenged in holding — and *increasing* — collections. For years, these have been built in assurances in any coin-operated table carrying the Valley name. The new COUGAR continues this tradition of value, service and acceptability, to make it a still better investment with a new enlarged cash box; a new color (a long-wearing laminate in attractive bird's eye maple-like finish); and a 50¢ push chute as standard. But the COUGAR's greatest "plus" is the Valley name, a name which means a full commitment to satisfying the needs of our customers. This means leadership . . . this means Valley.



VALLEY FEATURES;
VALLEY VALUES

- PUSH CHUTE COIN MECHANISM
50¢ play standard;
25¢ and 35¢ play optional
- DROP CHUTE COIN MECHANISM
25¢, 35¢ and 50¢ play
- Full set of quality cast-phenolic balls, and four Valley-made cues included
- Long-lasting cloth and professional gum rubber cushions
- Imported, precision-ground one-piece slate
- Durable, stylish chrome corners
- Easy-access clean-out door
- Four sizes to suit your needs

THE VALLEY COMPANY

Subsidiary of Walter Kidde & Company, Inc.

KIDDE

P.O. Box 656, 333 Morton Street, Bay City, Michigan 48707



A look ahead

By Roger C. Sharpe



“Do your pinball machines have a slot for Susan B. Anthony coins?”

There are things lurking on the sidelines as we enter the '80s. Game technology is increasing rapidly (a visit to this year's AMOA should prove this statement true beyond doubt, for you're really in store for some big developments). Game design is breaking new barriers as evidenced by how far the simple drop target bank has come this season alone, not to mention the release of the in-line target which offers even greater expansion of what can be possible on a playfield.

Along with these changes has come greater scoring numbers on more and more machines, which isn't just a manufacturer phenomenon but rather something that is industry-wide from machine to each succeeding machine. Play is rapid, scoring higher, and the movement to parity in cosmetics—specifically sounds—is becoming bridged, again, with each new machine.

But there is only so far that the sounds can go and even the artwork seems to fall into patterns along with any celebrity or personality tie-in anyone can come up with. All of which leaves us with the game board and one very important factor that has surfaced only sparingly.

What I'm leading up to is the pricing of games and the fact that I am a proponent of five ball games. My machine, *Sharpshooter*, was designed to be a five-ball game, but minor changes were made to accommodate three-ball play. But let me reiterate my feelings that I can live with two three-ball games, or one five-ball game, for a quarter.

However, since the dawn of video games as a major earning force, the sights of most operators and distributors and even manufacturers have been set to have pinball machines that “time” out well in comparison

Games and pricing advance into the future

with their video adversaries. After all, if a pinball game lasts two and a half to three and a half minutes and all you're pulling in is a quarter, while a video game is giving sixty to ninety seconds for a quarter, and even sometimes fifty cents for that same two and a half minute interval, then things must change. Only if you've been off the planet or not in an arcade, would you not realize that change has occurred.

Pingames are playing faster, and now comes the Bally method of correction with the first dollar slot available to take advantage of the newest of the new, the Susan B. Anthony dollar. What does it all mean? Well, let's jump to the not too distant future and see what happens.

Let's back up for a bit. First off, you have a pinball machine sector of the industry which is very sensitive to its video game counterpart. Next is the surprising success of *Hercules* that mammoth effort from Atari which in many areas is being run on fifty cent play (now don't jump ahead of me!). Now let's think of the rate of inflation, something Bill Gersh has been harping on for years and years and years, and finally, let's consider that dollar slot.

If most of the operators are giving away two plays for a quarter, their days are admittedly (and regrettably) numbered; especially if those two games are five ball games. Now if the prophesy of one play for a quarter for a three-ball game comes true, as it has in many parts of the country—especially in urban areas—let's go one step further. What I foresee is the end of free play pinball. Now read that over again because it's not a mistake and I'm not caught up in the aura of a New York City and Wisconsin pinball state of mind. Add-a-ball is going to come back—just wait and see.

The reason is simple. It's only a matter of time before the games are going to be priced at fifty cent play, three for a dollar. With more features, higher scoring, better sounds, and all the other arguments, the manufacturers and distributors are going to try to sell you on this idea with the rationale stemming from those old video games and what their earning potential is. And many of you are going to believe the basis for the change in price, maybe even looking forward to a chance to garner more revenue, quicker, from the same equipment (let's not get into the fact that machine costs will also continue to rise at break-neck speed). Remember when you heard that the cost of games would go down with solid-state? How many *really* believed that? You can put your hands down now, since we have to get back to reality.

The whole thing is that when the games do get to fifty cent play, and they will, what operator out there is going to want to have some kid with six credits up there or even more? You're talking about three dollars worth of games that player's going to get, a far cry from a dollar and a half of gift games. Is the picture getting clearer?

So if you have this increase in worth of the games, why not just eliminate the free games and give (let's borrow from our video game friends a term we've all come to know and love), an "extension of play." Have it now? You're going to be giving the equivalent of thirty seconds more, even sixty seconds more. Now, don't go calling Gottlieb for those old single-player add-a-balls, but let this idea sit with you a while; after all it does make sense, and, of course, cents.

Go into some add-a-ball locales and see if operators are hurting—

they aren't. Players are ultimately playing for high scores anyway, so why not increase their play during a game they're doing well on, rather than offering them an entirely different opportunity? It's all going to come into place—you can just see it, can't you? Players shouldn't be turned off because the guy down the block is going to be running his games the same way.

Legally, all those areas that think free games are a thing of value and hence that pinball machines are an invention just this side of slots and other "gaming devices" will have to back off and accept the fact that people play pinball even if they don't get free games; and maybe, just maybe, the games are based on skill and are truly what we've been saying all along—just games of amusement.

Yes, you're getting into the spirit now, but don't move too hastily. Much of this whole thing rests on the acceptance, availability, and usage of Susan B. If no one can get it, or businesses don't let you spend it because they don't have enough trays in the registers, or too many people think of it as a quarter because of its shape (or lack of it), then all of this is just writing and forecasting in the wind.

But let's face it, the government is committed to that new dollar and much of this might well happen. After all, have you been to the local laundromat lately and sandwiched those two quarters on top of each other, or have you ridden public transportation and seen the fifty cent fare come and stay, or, better yet, have you seen the price of gasoline triple in the last year? All of these things are warning signs that a nickle and dime business is no longer nickles and dimes, and that a quarter business is really a fifty cent and, for the few, a dollar business.

Play Meter Equipment Poll

Here are the September results of PLAY METER's subscriber survey ranking pinball and video games. Rankings are compared with games' standings in last month's poll.

Top Pins

SEPTEMBER	AUGUST	SEPTEMBER	AUGUST
1. FLASH/Williams.....	1	11. LOST WORLD/Bally.....	5
2. SUPERMAN/Atari.....	3	12. COUNT-DOWN/Gottlieb.....	12
3. PLAYBOY/Bally.....	2	13. STELLAR WARS/Williams.....	—
4. KISS/Bally.....	4	14. EIGHT BALL/Bally.....	9
5. PARAGON/Bally.....	—	15. GENIE/Gottlieb.....	—
6. STAR TREK/Bally.....	6	16. (tie) DISCO FEVER/Williams.....	—
7. SUPERSONIC/Bally.....	7	(tie) TRIDENT/Stern.....	—
8. PHOENIX/Williams.....	10	(tie) HERCULES/Atari.....	—
9. HOT HAND/Stern.....	—	(tie) DRACULA/Stern.....	14
10. MATA HARI/Bally.....	8	20. PINBALL POOL/Gottlieb.....	—

Top Videos

SEPTEMBER	AUGUST	SEPTEMBER	AUGUST
1. SPACE INVADERS/Midway.....	1	6. SPACE WARS/Cinematronics.....	4
2. FOOTBALL/Atari.....	2	7. BASKETBALL/Atari.....	10
3. SPRINT II/Atari.....	3	8. STAR HAWK/Cinematronics.....	8
4. HEAD ON/Gremlin.....	6	9. CRASH/Exidy.....	—
5. STAR FIRE/Exidy.....	5	10. SEA WOLF/Midway.....	7

The PLAY METER subscriber survey of pinball and video games will be a regular feature in subsequent PLAY METER publications. If you would like to join readers currently participating in the survey, simply fill out the coupon below and return it to PLAY METER.

Please print legibly

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

N.B. Please make sure you print your name legibly on the return address portion of the survey card.

Meet Max

The compact Rock-Ola machine that puts
160 plays in the space of 100.



Model 477

Mighty Max, the first electronic phonograph of the 80's, packs added profit into every inch of space. With 160 full plays programmed into its microprocessors, Max outperforms all small size machines.

Max boosts income with the Random Complimentary Play. The Hit Tracker™ keeps you informed of the money-making hits. And the Profit

Setter™ has a microprocessor that provides you with unlimited price combinations plus control of the Random Complimentary Play time sequences.

Max. The maximum profit performer, with more important features in less space. From Rock-Ola, the people who build quality and reliability into every music machine. Isn't it time you met Max?

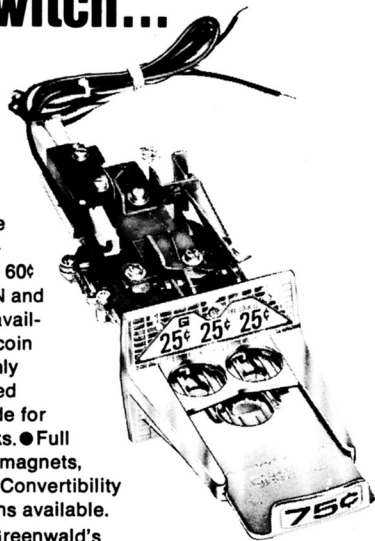
ROCK-OLA®

ROCK-OLA Manufacturing Corporation
800 North Kedzie Avenue, Chicago, Illinois 60651

© 1979 RMC, Chicago, IL U.S.A.

new! Greenwald comet coin chute with switch...

Electrically impulses an appliance or vending machine when money is deposited. ● Available in all popular denominations 25¢, 35¢, 50¢, 60¢, 75¢, \$1.00. ● TRI-COIN and "stack" coin chutes available. ● Fits standard coin chute opening. ● Highly polished heavily plated casting and slide blade for longlasting good looks. ● Full protection, including magnets, against most slugs. ● Convertibility to other denominations available. ● Can be wired to Greenwald's Solenoid operated time accumulator mechanism, Model 5000P, to provide a timed service of an appliance or machine.



GREENWALD INDUSTRIES

Division of Walter Kidde & Company Inc
KIDDE

Dept. P

1340 METROPOLITAN AVE., BROOKLYN, N.Y. 11237 • TEL. 212 456-6900
TELEX: 1-2281 CABLE ADDRESS: GREENCOINS NY

For the Best Deal in
New or Used Equipment,
It's Southwest Vending

Representing Seeburg • Williams
Midway • Bally • Valley
U.S. Billiards • Atari • Sega
Gremlin • Cinematronics
Americoin

SOUTHWEST VENDING SALES CO.

720 N.W. 4th P.O. Box 25006
Oklahoma City, Oklahoma 73125
(415) 232-0253

Continued from page 20

information toward their personal products. That's understandable, but for the good of the industry, I would like to see a collective financial support of public relations firm that would handle just public relations in general and that would make an effort to sell the public on the idea of the games. I don't see any reason why pinballs can't be merchandised like everything else in the world. But there has been very little done in this regard.

PLAY METER: Do you think something like that would be economically feasible?

KIRK: The bottom line is which is worse to have such a program or to duck the issue and have the public turn against us because they're ignorant and therefore restrict the number of games that can be operated in a given area, and that translates at the manufacturing and distributing levels as fewer games to sell.

Actually, such a venture can be assessed only if we try it, that is to make a commitment for a year where we all put in money and then assess the results at the end of the given period. Give it a year or two or three. Until you do it, you can't justifiably condemn it. You know you can always dismantle something like that if it just doesn't work out.

The very fact that the industry pays such exorbitant license fees is evidence that such a thing is needed. In the city of Chicago, for instance, in order to open an arcade, which by zoning is almost impossible, an operator has to buy a \$200 operator's license, pay a \$75 per-machine license fee, and a state tax too. So by the time he opens his arcade, he's paid almost five times as much business tax as a bowling alley. Somehow that just doesn't seem to make any sense. There's something wrong there. Part of the reason is that the industry is not a collective force. Everyone is so splintered they are not able to see things all the way through.

PLAY METER: What do you mean when you say the industry is splintered?

KIRK: By splintered I mean the manufacturers are too busy manufacturing to do anything themselves, and the operators are too busy operating to do anything themselves. Maybe we do need a full-time representation. The idea has been kicked around that maybe the manufacturers should assess an additional five dollars on every machine they sell. That five dollars per machine would then go into a fund to handle public relations and legal problems.

The operators I've talked to say they would rather see five dollars per machine spent in something worthwhile like that. And five dollars more on the total amount of each game might provide a significant amount of income. But, of course, you would have to get everybody to agree to do that. I think the reason some of these things never take place is that nobody ever let's us know what they really want. As far as determining how much money each manufacturer should supply, maybe that's the way to do it. Whether this would be applicable just to pinballs or to other things, I don't know. It probably would be, but the biggest problem as I see it is the pinball legislation. After all, what major industry does not have some sort of public relations input?

Totalizing system is curing operator headaches

By David Pierson

Maintaining employee efficiency, guarding against employee theft, cementing location relations, and increasing cash flow—these are four of the biggest concerns of any operator. And though they may appear as four different problem areas, it now appears that, with the aid of solid state technology (which is already very much established in this industry today), there may finally be a system which can help the operator deal with all of these age-old concerns.

Surprisingly, it comes in the form of a data acquisition system designed by International Totalizing Systems, Inc. of Newton, Massachusetts. More than a mere totalizing device, the system has some interesting applications for both arcade and route operations.

It's already moved past the theory stage, in fact. Route and arcade operators, both large and small, have been testing the equipment in their operations and have nothing but praise for the system. But it's a different sort of praise, for those who are testing it are somewhat reluctant to talk about the system because now they look upon it as their secret, their competitive edge over other operators. So be it, but here is some of what PLAY METER learned about the system's interesting attributes.

ITS officials boast that their system has the capability to perform the following tasks: (1) shorten the amount of time needed to make weekly collections; (2) help the operator keep tabs on his routemen at all times, thus eliminating unauthorized side trips and abbreviated working schedules; (3) provide a security check to insure against

employee theft; (4) cement relations with location owners by adding a system that assures them that they are getting their fair share of the collection take; and (5) increase the operator's cash flow without even increasing his collections or commission arrangements.

That's quite a claim for a totalizing system, but the few operators who are presently using the system have confirmed the fact that the system is perfectly capable of fulfilling all those functions, and that the main problem they are experiencing at this point is adapting their operations quickly enough to the system.

The ITS system consists of a tamper-proof totalizer which is installed in each machine (approximate cost, \$100; approximate installation time, 10-15 minutes) and an interrogating printer (\$990) which scans each totalizer's coded LED, recording (among other things) the amount of money in the cash box.

At first glance, it may seem too simple an operation, something that is not capable of the heady claims ITS execs and pioneering operators are making about the system, but the system seems to swell in applicability only by a careful analysis of each of the functions it performs.

Of course, employee theft has always been and probably will always be one of the biggest worries of operators because the coin-op industry, unlike most other industries, relies heavily on the honesty of its collection people. However, operators who have tried to safeguard their businesses from dishonest employees, who collect X number of dollars from a machine but collecting only report X-Y number of dollars, have

found their attempts somewhat hampered by governmental restrictions.

For instance, the U.S. Congress is presently looking into the dubious constitutionality of employer practices which require employees to take lie detector tests. Invasion of privacy is the constitutional concern here, and it seems to be a point well taken.

However, as any fur trader will tell you, there's more than one way to skin the beast. In this case, to skin the security beast, an operator doesn't have to rely only on what his employees tell him. He can rely instead on what the machine itself tells him. It's an interesting concept and one that is free from governmental entanglements because coin machines to date are not granted any constitutional rights.

So the ITS system starts with the premise of making a lie detector for machines instead of people.

As Peter Lillios, president of International Totalizing Systems, puts it, "The system doesn't paint the facts. It just gives you the damn truth."

In some cases, perhaps the facts may be too hard for an operator to swallow, but at least it now appears as if that information can be attained.

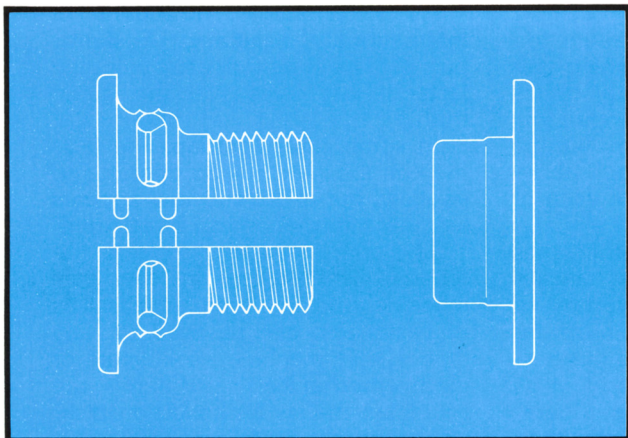
The principle works like this: the totalizer is installed in the coin machine (the totalizing unit itself is universal and can be used for any type of coin machine—solid state or electro-mechanical). When the routeman makes his collection pickup, he scans the totalizer's LED to get an accurate reading of the number of times the coin switch was tripped, and that data is transferred via a light beam to the interrogating printer.

AVAILABLE NOW!



THE ORIGINAL, AMERICAN-MADE PRECISION TABLE SOCCER MACHINE

The Revolutionary McCloud Split Bearing



Tornado is proud to announce that Tornado table soccer machines are now available for sale. Tornado is ready to sell and ship tables factory-direct anywhere in the world.

Tornado was the first table soccer machine in America. It is the highest quality, most durable table manufactured. Tornado's PATENTED FEATURES include counterbalanced men, textured glass playfield, wood hex handles, and our unique serving hole. Tornado combines these with the revolutionary McCloud split bearing for the fastest, most precise player control.

Tornado believes in the amateur sport of table soccer. The sport of table soccer is based on amateur player development and competition, NOT MONEY! Competition is based on age groups and ability. Tornado feels that *everyone* should have equal incentive and consideration to play table soccer, regardless of ability.

For more information about the Tornado table or the amateur sport of table soccer, contact Bruce Marlow or Terry Justice at Tornado International
P.O. Box 309
Pinole, CA 94564
415/799-0707
Tornado Inc.
5204 Airport Fwy.
Ft. Worth, Texas 76117
817-831-2231



Then the routeman takes the money out of the machine.

The micro-printer stores more than 150 machine readings and comes with a printed receipt capability that helps the operator keep tabs on his operation.

When the interrogating printer is returned to the home office, the operator can compare the routeman's report with the micro-printer's report.

The totalizer itself is programmed to respond to only one interrogating printer, thus preventing competitors from reading the machines. The information the totalizer passes along to the interrogator includes a 22-character code, the machine's serial number, the total number of times the coin switch was tripped, the date and time of the reading.

According to operators who have been testing this system for the past few months (actually the system has been in use by vending operators for quite some time), the accuracy of the system is laudable.

"It's darn close," says one operator, "so close in fact that we think the reason for the discrepancy between the totalizer's reading and the money collected is due to human error of some sort." He said that eighty percent of the machine readings were right on the money and that the majority of those readings that showed a discrepancy were only off by 25 cents.

Of course, the advantage of a system like this is that it results in immediately eliminating employee theft since routemen now know their boss is keeping tabs. This may result, therefore, in a slight increase in collections.



The interrogating printer reads the LED display on each machine to give an accurate report on how many times the coin switch was tripped.

COMPETITION BUILDS WINNERS

Over 4,000 **PLAYERS** from the U.S., Canada, and Europe competed at the \$250,000 World Championships held in Minneapolis over Memorial Day Weekend. Another Million Dollars in prize money will be given away on the 1979-1980 Tournament Soccer Professional Tour, leading up to the next World Championships in May 1980.

Participating coin machine **OPERATORS** from all over the world continue to enjoy the incremental profits associated with organized promotion and competition.

Let the **Pros** at Tournament Soccer show you how "competitive packaging for profits" can increase your revenue.

TOURNAMENT SOCCER[®]

MARKETING THAT'S OUR GAME

Contact your local Tournament Soccer Distributor, or call toll free:

1-(800)-426-8897

Tournament Soccer • 7930 Occidental Avenue South • Seattle, Washington 98108



Not everyone can claim the title of "World Champion," but Tournament Soccer's program of worldwide promotions and competitive events offers more players more chances to be a winner than any other marketing concept today! And THAT means more revenue from increased enthusiasm and practice.

As for the slight discrepancy between totalizer readings and collections on some of the machines, operators who are using the system insist that that too can be explained by human error. The problem, they insist, is now with the totalizing system but with routemen who don't give an accurate count of the number of times they play-tested the machine or who forget to write down the amount of paybacks given the location for money lost in the machine. Again, human error. Even if the machine loses power, the system reportedly retains its memory.

A large national operating company recently completed its own experimentation of the ITS system, and now the firm plans to expand its use of the system to its other routes.

"The big reason we got into it," said a spokesman for the company, "was that this device creates accountability." But he went on to say that another reason why the firm had decided to expand its use of the equipment was that it was realizing that the system was cutting down on the amount of time a routeman needs to complete his rounds.

The reason for that, he said, was that about eighty percent of the locations they deal with are accepting the total on the receipt provided by the interrogator. What this does is eliminate the time a routeman wastes counting out the money right there on the spot, quarter by quarter.

Only about twenty percent of its locations, said the operating firm's spokesman, still insisted on the money being counted in front of them and refused to accept the totalizer's count as the actual count.

And then there's another very interesting development which the system provides. Although one operator said that he is not employing the capability right now, he added that he plans to institute the practice in the very near future.

That practice is to have the routeman leave the location with all

the money, not even stopping to count out the location's share of the collection. Instead, as the operator projects, the routeman will hand over a receipt to the location owner which will tell him how much money is due him. Then he'll get a check mailed to him once or twice a month.

The advantage to the operator? It immediately increases his cash flow. He is allowed to use other people's money free of charge for a short period of time. In a business with as much cash intensity as this one, it might be a good idea for operators to start looking into that possibility.

Said the operator, still theorizing, "We figure your high volume locations—like bowling alleys, skating rinks, and restaurants—will probably go for the idea, although, as I said, we haven't made a push in this area as of yet. Of course, there will always be the smaller guys (who operate lounges, for the most part) who are counting on that weekly collection to help them make it through; so we don't figure these people will go for it. But the high volume locations probably wouldn't mind getting their money in lump payments, once or twice a month."

According to his calculations, his company is expecting upwards of thirty or forty percent of his locations will agree to go with the plan, taking a receipt for the machines instead of the cash.

The receipt itself is printed by the interrogating printer, which has the capability to print as many receipts as are necessary—perhaps one for the location, one for the routeman, and one for the home office.

Then there's something else that the ITS system provides which can help with employee efficiency. When the interrogating printer reads the totalizer's LED, it also makes a note of the date and time when that reading took place. If this capability is employed by operators, it could lead to making routemen, who are many times difficult to find, accountable for their time.



The system has universal applications. Even old electro-mechanical pins can be adapted.

Instead of having a routeman who perhaps gets lost for a few hours every day when he's out on the road, the operator can insure himself that his routeman is making his rounds in a reasonable amount of time.

Therefore, in the same way that a printout of collection totals can eliminate employee theft, a printout of the time each machine was read can work to the operator's advantage, making his hard-to-reach routemen accountable for their time. Besides eliminating dallying along the way, which is translated as lost man-hours, such a capability, it seems, would also eliminate side trips in company vehicles since the routemen would be working under the clock at every stop.

One route operator saw the combined capability of the system—with regard to abbreviating the routeman's collection time and making the routeman accountable for every minute he's out on the road—and concluded: "If we can increase by ten percent the number of machines our routemen can cover in a week, we'll feel that that alone would make the system worthwhile."

With the ITS totalizers projected to have functional lifespans of between eight and ten years—the lifespan of several pinballs and videos—it appears as if the assessment is valid.

One arcade operator who operates family amusement centers in shopping centers was bothered about the possibility that his arcade managers, unknown to him, might be opening his arcades later than they were supposed to. So, with the addition of this new system, he required his managers to make their

● BREAKAWAY III ● 1 OR 2 PLAYER 5 CARD DRAW "POKER" ●

C A S I N O



Hallelujah!

- Complete Video Games
- Conversion Kits to Convert Your Old Games or Build Your Own New Games

Toll Free 1-800-528-1442

CALL TODAY

VENTURE LINE, INC.

2207 S. 48th Street
Tempe, Arizona 85282
(602) 966-4695

CALL Alpin Dist.
For Service in N. East
1-301-661-8645

B R E A K A W A Y

● SMASH ● COSMIC INVADER ●

NEW

COIN OPERATED POOL TABLES BUILT TO TAKE PUNISHMENT

The UBI coin operated pool table is built to professional standards. But, rarely are our tables found surrounded by skillful gentlemen in tournaments. More often they're surrounded by big guys with ugly tempers and wise guys with little respect for your property. So, what we really designed our table for is *punishment.*



All Pro NY Giant BRAD VAN PELT finds the UBI coin mechanism surprisingly indestructible.

HITTING BELOW THE SLATE

There's no ref in pool. Cue stick attacks on a coin mechanism generally put the table out of action. But the UBI drop chute can take it. We have operator reports of over 100,000 plays on a



NY Giant JON MENDENHALL is "slated" for a painful hand.

single energizer. There's no "pusher" to bend out of shape. All 15 balls release automatically. And if anything does go wrong, the entire mechanism is in a drawer that can be replaced in seconds without costly or time consuming service calls.

BUILT YES, PRETTY NO

Our all plywood bulk-headed construction means more on location than just good looks. Screws hold better. Glue penetrates and holds better. So when push comes to shove, heaven help pressed wood imitations. And while no one ever whistled at our chrome steel legs, UBI's solid construction will stay that way long after the beauty contest is over.



All Pro NY Giant JACK GREGORY proves plywood is stronger than man.

DEBRIS OR NOT DEBRIS

There's always some clown who sinks an empty beer can in the corner pocket. A lot of tables would have to

be dismantled to retrieve our friend's debris. Not the UBI table.

The runways have openings to allow chalk and small objects like bottle caps to fall through. There are four large access openings in the bottom of the table that allow easy removal of larger objects—like beer cans.



NY Giant JON MENDENHALL can't break a leg.

WHY UBI?

The world in which the coin operated pool table must survive is not an easy one. We know that. And you know that. What we make is the most durable, reliable and serviceable table you can buy. What you make is a very profitable investment.

UBI.

UNITED BILLIARDS INC.
51 PROGRESS STREET,
UNION, NJ 07083
201-686-7030

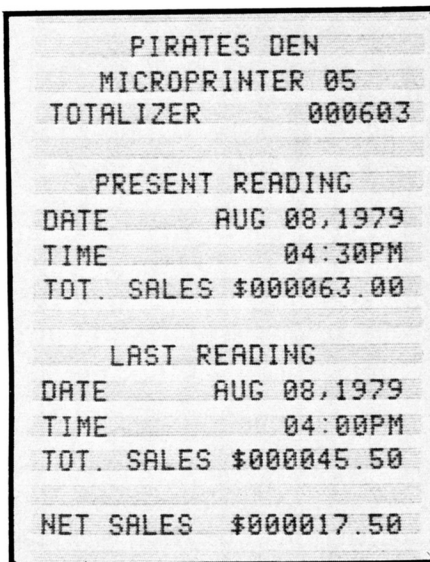
collections first thing every morning—before they opened the doors for the public. Thus, in addition to getting a daily cash report from the arcade, the operator was able to monitor his managers' times, to make sure they were opening the amusement center at the right time.

Another advantage the system seems to be providing these enterprising operators is that it has added a certain degree of credibility to the operator.

In the case of the operator who had amusement centers in shopping malls, he feels he can use the system as a selling point to help him secure prized mall locations.

Since amusement center operators usually have to pay a percentage of the gross, as part of their lease agreements, a system such as this which provides accountability has the effect of assuring the shopping center landlord that the collections the operator says he is making are, in fact, the collections he is making. The evidence is, of course, the receipts from the machines themselves, as provided by the interrogator.

This can also help the route operator, it seems, because it assures the location owner that he also is not getting ripped off by the operator. As one route operator put it: "Our industry has been suffering from an



The printed receipt also prints out the time of the machine reading. It's a way to keep a handle on routemen.

image problem. There are many location owners who feel that jukebox and game operators are crooked, and so they may be anti-games because they don't trust operators as a rule. But what something like this can do is show the location owner that he is not being ripped off, that no one is trying to cheat him out of his due."

It is subtleties such as this which could make the difference as far as

cementing relations with location owners. It could also be the kind of support that is needed to help an operator break through on a previously unsalable account and get them to allow amusement equipment in their locations.

For larger operations—both route and arcade—the whole system can be interfaced with the office computer or even fed back to a home office via telephone for tabulation and reporting.

As for other possibilities the system seems to suggest is the following: Could the system be modified to the point where it could tell the operator how many free games the machine gave up?

With information such as this, together with all the other functions, the unit would essentially monitor your employees work performance and even the machine's performance.

Says Peter Lillios, president of ITS, about the possibility: "Yes, we have the ability to incorporate that kind of capability into the system, but the question is would the operator be willing to pay the additional price?"

One way or another, the point is clear that the ITS system has very quietly added some interesting possibilities to the way an operator runs his business.

THE GREATEST REVOLUTION IN GAME MACHINES SINCE THE SLOT WAS INVENTED IN THE 1890'S.

Million Dice

DOUBLE-UP Feature Makes Your Profits Double Up!!
Double-Up

CREDIT TYPE
Free-play AMUSEMENT



THE BIGGEST play appeal... 1 coin becomes 512 coins...the biggest money maker.
 Multiple coin play (1 to 5 coins)...fast action.
 The very latest in electronics...100% solid state.
 Correct reading of dice...as sure as a casino crap table.
 Compact and beautiful design, with a strong, durable formica cabinet.

DOUBLE UP SCORES

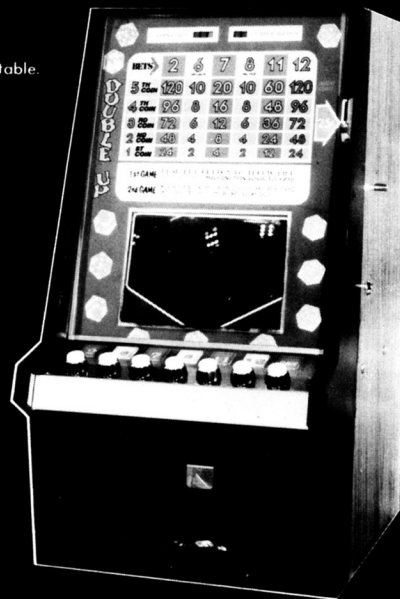
1ST GAME	2ND GAME DOUBLE UP							
	1	2	3	4	5	6	7	8
6	1	2	3	4	5	6	7	8
8	12	24	36	48	60	72	84	96
10	20	40	60	80	100	120	140	160
12	24	48	72	96	120	144	168	192
14	28	56	84	112	140	168	196	224
16	32	64	96	128	160	192	224	256
18	36	72	108	144	180	216	252	288
20	40	80	120	160	200	240	280	320
22	44	88	132	176	220	264	308	352
24	48	96	144	192	240	288	336	384
26	52	104	156	208	264	312	360	416
28	56	112	168	224	280	336	376	448
30	60	120	180	240	300	360	400	480
32	64	128	192	256	320	384	416	512
34	68	136	204	272	340	408	432	544
36	72	144	216	288	360	432	456	576
38	76	152	228	304	380	456	480	608
40	80	160	240	320	400	480	504	640
42	84	168	252	336	420	504	528	672
44	88	176	264	352	440	528	552	704
46	92	184	276	368	460	552	576	736
48	96	192	288	384	480	576	600	768
50	100	200	300	400	500	600	624	800
52	104	208	312	416	520	624	648	832
54	108	216	324	432	540	648	672	864
56	112	224	336	448	560	672	700	896
58	116	232	348	464	580	700	724	928
60	120	240	360	480	600	724	748	960
62	124	248	372	496	620	748	772	992
64	128	256	384	512	640	772	796	1024
66	132	264	396	528	660	796	820	1056
68	136	272	408	544	680	820	844	1088
70	140	280	420	560	700	844	868	1120
72	144	288	432	576	720	868	892	1152
74	148	296	444	592	740	892	916	1184
76	152	304	456	608	760	916	940	1216
78	156	312	468	624	780	940	964	1248
80	160	320	480	640	800	964	988	1280
82	164	328	492	656	820	988	1012	1312
84	168	336	504	672	840	1012	1036	1344
86	172	344	516	688	860	1036	1060	1376
88	176	352	528	704	880	1060	1084	1408
90	180	360	540	720	900	1084	1108	1440
92	184	368	552	736	920	1108	1132	1472
94	188	376	564	752	940	1132	1156	1504
96	192	384	576	768	960	1156	1180	1536
98	196	392	588	784	980	1180	1204	1568
100	200	400	600	800	1000	1204	1228	1600

ORDER NOW!!

BONANZA ENTERPRISES, LTD.

6-6, Shin-Isogomachi, Isogo-ku, Yokohama, Japan
 Mail/Port P.O.Box 111, Yokohama, Japan
 Telex:3823-764 (KACLEX-J)
 Cable:"Kactram", Yokohama
 Telephones:(045)753-3951

PAYOUT TYPE



The IRS and pinball

The ruling class

By Roger C. Sharpe

So you want to run a pinball tournament, or give away weekly prizes for high scores on a particular machine, or give away T-shirts, trophies, or something just to acknowledge that one player has done pretty damn good. And you'd like to do any (or all) of these things and charge players a quarter to play the machine or an entry fee just to have the opportunity to try. Well, fun seekers, you can't do it...legally... yet.

Sure there have been any number of tournaments held through the years, and Bally did hold a mammoth affair some time back, but their games were set for free play—no one had to put money in to get a chance to play and that's the rub. You'd like to run a tournament or give away some type of prizes but you don't want to swallow all the costs yourself. Well, maybe times are getting ready to change; then again, maybe they're not.

You see, there's a group of rulings handed down by the Internal Revenue Service, regarding excise and miscellaneous taxes, that's standing in your way. According to the revenue act of 1978, there have been some things going on that you might not have been aware of.

You'll probably be unhappy to learn that there are a slew of regulations concerning pinball machines, regulations which lump together everything from slot machines to jukeboxes without any differentiation. But there are loopholes here and there which could be utilized to overcome all the negatives, if there were an effective coin-machine industry lobby in Washington. Unfortunately this isn't the automotive, liquor, tobacco, or any of the other major industries, where special in-

terest groups get a hand in drafting legislation.

Under subchapter B, Occupational Tax on Coin-Operated Devices, there are certain sections which apply directly to pinball machines and any special taxes that can be charged if one wants to give away prizes or even run a prizeless and trophyless tournament.

In general, the one thing holding up everything else is a simple Section 4461, which deals with the imposition of tax. It states:

(a) In general.

There shall be imposed a special tax to be paid by every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin operated gaming device (as defined in section 4462) at the following rates:

- (1) \$250 a year; and
- (2) \$250 a year for each additional device so maintained or the use of which is permitted. If one such device is replaced by another, such other device shall not be considered an additional device.

Now there's a Catch-22 inherent in all of this, because when you look at Section 4462, which defines what a coin-operated gaming device is, you think that you're home free, but you're not. This section reads as follows:

For purposes of this subchapter, the term "coin-operated gaming device" means any machine which is—

- (1) a so-called "slot" machine which operates by means of the insertion of a coin, token, or similar object and which, by application of the element of chance, may deliver, or

entitle the person playing or operating the machine to receive cash, premiums, merchandise, or tokens, or (2) a machine which is similar to machines described in paragraph (1) and is operated without the insertion of a coin, token, or similar object.

Now, the exclusions to this section would seem to put pinball machines in the clear, but it's not that easy.

(b) Exclusions.

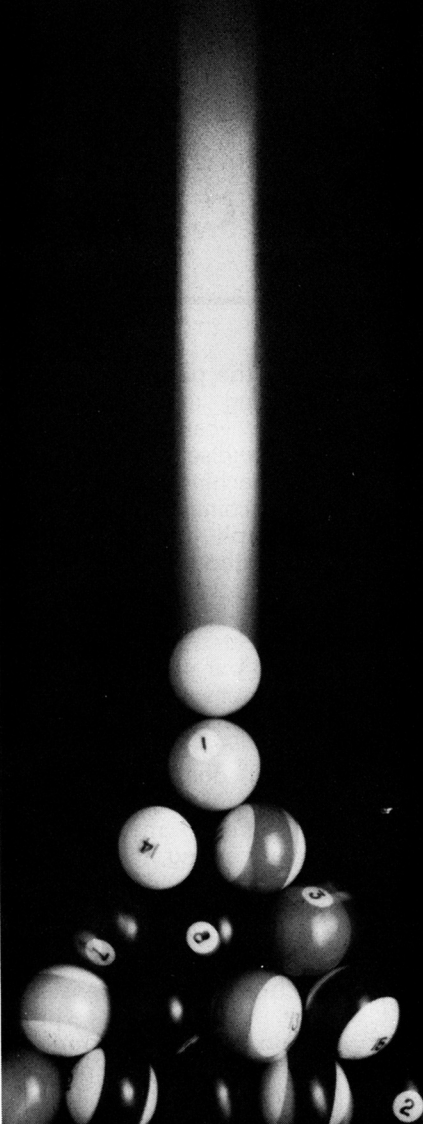
The term "coin-operated gaming device" does not include—

- (1) a bona fide vending or amusement machine in which gaming features are not incorporated;
- (2) a vending machine operated by means of the insertion of a one cent coin, which, when it dispenses a prize, never dispenses a prize of a retail value of, or entitles a person to receive a prize of a retail value of, more than 5 cents, and if the only prize dispensed is merchandise and not cash or tokens; or
- (3) a vending machine which (a) dispenses tickets on a sweepstakes, wagering pool, or lottery.

These are the relevant parts of the major sections of the IRS rulings and as you probably noticed it looks for the moment as if pinball machines are home free because they are amusement machines which don't incorporate gaming features. However, justice is not to prevail, although you are offered a way out according to a separate section and relevant ruling:

Pinball machines. Pinball machines that are used, free of charge, in tournaments in

THE BREAKTHROUGH



At last! The Universal B cue Ball! The first one-piece universal 2-1/4" cue ball ever. No cage. No splitting or cracking. It's the most perfectly balanced cue ball rolling ... on any coin-operated table using magnetic, photo optic or weighted separation techniques. This is the one you saw at the AMOA at the Wildcat Chemical booth. Want to know more? Call your local distributor, or

Amusement Supply, Inc.

10911 Dennis Road Suite 401
Dallas, Texas 75229
Toll Free Numbers
1-800-442-3726 Texas
1-800-527-0518 Out of State
U.S. Patent #4142720
Others Pending

which prizes are awarded for the highest score are not coin-operated gaming devices subject to the occupational tax imposed by section 4461 (a) of the Code; Rev. Rul. 76-25 distinguished.

Hence, from this, you can see how Bally was able to run their tournament. But there's more to it.

Rev. Rul. 76-557

Advice has been requested whether a nontaxable pinball machine used under the circumstances described below becomes a coin-operated gaming device for purposes of the occupational tax imposed by section 4461 (a) of the Internal Revenue Code of 1954.

A taxpayer that maintains nontaxable coin-operated pinball machines at several of its places of business for use by customers, sponsors a free pinball tournament in which players compete for prizes. Winners are determined on the basis of the highest scores attained during tournament play. These pinball machines, when used in the tournament, are operated without insertion of a coin. There is no charge or payment made for the privilege of operating a machine during the tournament, nor is there an entry fee required for participation.

Section 4461 (a) of the Code imposes a special annual tax to be paid by every person who maintains for use or permits the use of, on any place or premises occupied by such person, a coin-operated gaming device as described in section 4462.

Section 45.4462-1 (a) (2) of the Miscellaneous Stamp Tax Regulations illustrates the type of devices within the scope of section 4462 (a) of the Code. Included are pinball machines equipped with a push button for releasing free plays and a meter for recording the plays so released, or equipped with provisions for multiple coin insertion for increasing odds. (*Writer's note: sounds suspiciously like bingo machines and not pinballs*). Also included are pinball machines in connection with which free plays are redeemed in cash, tokens, or merchandise, or prizes are offered to any person for the attainment of designated scores.

Rev. Rul. 76-25, 1976-1 C.B. 349, relates to the taxability of a coin-operated pinball machine where prizes are awarded to

players based on the highest weekly score. It holds that where the highest weekly score is designated as a winning score the pinball machine is a coin-operated gaming device.

The term "coin-operated" as used in the law and regulations means that payment, in some form, will be made in connection with the operation of the machine.

As you can tell, the rulings, although very wordy, are rather specific concerning prizes on a weekly basis and even the running of tournaments, although much could be made for amusement pinball flipper machines and the inherent differences between these and bingo machines. But obviously not enough can be made to influence the rulings as they stand and have been enforced.

Interestingly, the IRS hasn't missed a step, as can be seen by the following embellishment of the rulings regarding pinball machines and tournaments.

Pinball machines. Coin-operated pinball machines maintained by a taxpayer that sponsors monthly pinball tournaments in which trophies are awarded to winners are coin-operated gaming devices for purposes of the occupational tax imposed by section 4461 (a) of the Code.

Rev. Rul. 77-425

Advice has been requested whether, under the circumstances described below, coin-operated pinball machines are coin-operated gaming devices for purposes of the occupational tax imposed by section 4461 (a) of the Internal Revenue Code of 1954.

A company maintains several establishments that have a number of coin-operated pinball machines. The company sponsors monthly pinball tournaments and awards trophies to players who achieve high score honors. Trophies are awarded at the end of each month under two circumstances: (1) on the basis of the highest aggregate score on three pinball machines, and (2) on the basis of the highest aggregate score on five pinball machines.

Section 4461 (a) of the Code imposes a special annual tax to be paid by every person who maintains for use or permits the use of, on any place or premises occupied by such person, a coin-operated gaming device....

A prize or premium is generally something offered to the winner

of a competition or contest. A trophy is a particular type of prize. Therefore, where a trophy is awarded in connection with the operation of a coin-operated machine that depends upon the application of the element of chance, it is a prize or premium for purposes of section 4462 (a) (1) of the Code and section 45.4462-1 (a) (2) (iv) of the regulations.

Accordingly, coin-operated pinball machines that are used by the company in pinball tournaments in which trophies are awarded for attaining designated scores are coin-operated gaming devices within the meaning of section 4462 (a) (1) of the Code, and the company is liable for the tax imposed by section 4461 (a) with respect to such machines.

Maybe after reading all this you're a bit confused. Well go back over it all very slowly and see what the IRS is driving at with its rulings. Or maybe you're thinking that you really want to run a tournament and you don't care about the \$250 tax since you feel you can make that expense back. Well, hold on for a minute. If you do pay that \$250, you're saying that pinball machines are in fact games not predicated on skill but rather chance, and, in essence, are coin-operated gaming devices.

How a multi-million dollar industry could have allowed such a law to go through without even a whimper is beyond me. And since it is in effect, we all have to live with it—at least for the time being.

But there's a very big turn of events about to occur. The IRS rulings regarding federal taxing of pinball machines for tournaments, etc. expires on June 30, 1980. So

that the excise tax is really going to be phased out, unless a movement occurs in Congress which will cause it to stay in effect. As of now, no known plan is under way to keep this in effect, so we're apparently safe for the time being.

The problems come from two lawyers who handled the case for the IRS, working through the House Ways and Means Committee and the Senate Judiciary Committee in Washington. Sandy Mill and Dick Ruger talked to me by phone regarding this whole thing, and what they had to say was revealing to say the least.

The main point is that these two lawyers, and everyone else bringing down the rulings, do not differentiate between slot machines and pinball machines. To them, the games are not based on skill but rather chance, which is why the rulings ever were considered in the first place. Obviously, the Korpan case of 1956 doesn't even clear up the dilemma, and as we all know from past experience, the pinball machine, indeed the whole coin-machine industry, is not viewed in the most favorable light.

This is something, as I have contended for many years, that the industry is going to have to accept and confront someday. For now, however, the outlook—although there is a glimmer of a silver lining associated with that June 30, 1980 date—is still muddled, so don't plan on running a tournament next year if you want to charge money. The reason is simple: although there might not be excise taxes through the IRS, you are still going to be bound by local laws regarding the running of tournaments and even pinball machines themselves.

The end, unfortunately, is not yet

in sight. Some movement must be initiated to confront all the skeptics and naysayers and assert, once and for all, an all-encompassing definition of pinball machines for the modern era based on the fact that they are conceived as a game of skill, not only from a design and manufacturing standpoint, but also in terms of how the public plays them.

It is, and will be, an uphill climb that can only bear fruit with a total industry outcry against the inequities of such demeaning laws and inaccurate suppositions regarding the nature of the business and the equipment. And things aren't going to get any easier with the passage in some areas of casino gambling and deceptively relaxed licensing standards.

The hard line is still being held against novelty pingames, and always will until something can be done. But it will take a solidified industry attack supported by each and every operator, distributor, and manufacturer in every major city, small town, and backwater burg from coast to coast. And, sadly, I just don't see this happening.

So, for the present you're left with an IRS tax that should not be in effect next year, but local laws which may still prohibit your doing anything in the way of awarding prizes or holding tournaments. There may still be some ways around the whole thing and I'm looking into them. But for now, you're going to have to sit tight.

For any of you, who have the motivation and the time, why not drop PLAY METER a line and offer your own stories of what you've encountered. You might even indicate your support for a full-fledged campaign whereby pinball might be regarded in slightly higher esteem than it now is.

The world of coin machines under one [trade fair] roof.

—**IMA** — in Frankfurt: The international spectrum of coin-operated music, amusement and vending machines.

—**IMA** — in Frankfurt: The important international trade meeting point. Latest ideas, international contacts, information. Take advantage of this extraordinary opportunity to promote your business success.

—**IMA** — in Frankfurt: At a new location, with a new concept. You should attend either as an exhibitor or as a specialist visitor. Request detailed information.

Sponsor:

Association of German Coin Machine Manufacturers (VDAM), Cologne

Organizer:

HECKMANN GMBH
Messen+Ausstellungen KG
Kapellenstr. 47 · D-6200 Wiesbaden
Tel. 0 61 21/52 40 71 · Telex 04 186 518

ima

International
amusement and
vending trade fair

Frankfurt/Main
Fair grounds
17-19. January 1980



Eliminating the guesswork at new music stops

By David Pierson

Know thy location.

That's important, of course. If you know something about a new location before you place your jukebox in there for the first time, you stand a lot better chance as far as programming for profit.

But to do this, you have to establish a system whereby your location contacts can relay vital information about new locations to the music programmer. As in everything else, communication is the key.

Without communication, the music programmer—the one who needs to know about the location right from the start if he's to program the jukebox for profit—is going to be working in the dark.

To resolve this problem, many operators have instituted a practice whereby the location contacts fill out location description cards for the music programmer.

Since it is the music programmer who will be relying upon these cards to program his jukeboxes, he should be the one who designs the card. He should be the one who specifies what kind of information he needs to help him do a better job as far as music programming.

Here's some of the information he might want to include: (1) type of location, (2) age range of the clientele, (3) are the customers predominantly male, or is there a fair mixture of females, (4) an ethnic description of the clientele, etc.

Obviously the list can go on. But by specifying certain areas of information that he needs, the music programmer can make the location contacts focus their observations into areas that will best serve him.

If instead, the whole location description is relegated to some unrelated comments on the back of

notepad smudged with oil, the programmer is working from hit-or-miss information. Sometimes the information he's given will be valuable and sometimes it will be next to useless.

Therefore, if the programmer makes a list of the specific information he needs and allows ample room for additional comments, there's a better chance the jukebox will be programmed much closer to its maximum profit potential than if the programmer were to rely solely upon random observations.

This method calls upon the location contacts to be the suppliers of the information. Of course, the easy way out for them is to hand over the location description card to the location owner, and let them fill it out. After all, they may reason, location owner knows his clientele better than someone who is making a one-time assessment.

But there are serious drawbacks with doing this. When a location contact asks the location owner for some ideas about what kind of music he thinks his customers will like, he is leaving himself open to negative feedback, such as "I don't want any of that disco %\$#& in here."

It's harder to make a jukebox a profitable venture if the programmer has all sorts of taboos as far as types of music. Therefore, many operators say, the location contacts should try to avoid any talk with the location owner about the kind of music that will be put in the jukebox.

If the location owner is adamant about certain types of music he doesn't want there, of course, the operator is usually left with no choice but to accede to his demands. So the best policy, these operators say, is probably to avoid the subject of music with a location owner. Loca-

tion requests will still find their way in to the programmer, they insist.

The location contacts have to rely on their own eyes and ears when trying to determine what kind of music they think the customers would like. A good practice is, of course, to pick the location owner's brain as for his special knowledge of his customers.

So there's a tightrope that has to be walked here. Don't ask the location owner what kind of music he thinks his customers would like. But do quiz him about the special knowledge he has about his customers. For instance, he might be able to clue you in to the fact that his clientele is basically college educated or that the great majority of them work at a nearby construction plant or that the place undergoes a change of atmosphere at night, transforming maybe from a quiet bar with older patrons during the day to a swinging, livelier place at night.

For a good location contact, it can become a challenge, trying to pick the location owner's brain for as much inside information about his customers as possible without revealing exactly what he needs that information for.

A new jukebox location can be a challenge for both the music programmer and for the location contact, but it won't mean a thing if there is no system for communicating information.

The whole reason for programming a jukebox in the first place is to make as good a profit as can be made with the equipment. Communication can be the key here—but not communication between the location and the operator—rather it should be between the music programmer and the location contact.



Nobody ever dropped a quarter in a wall clock.

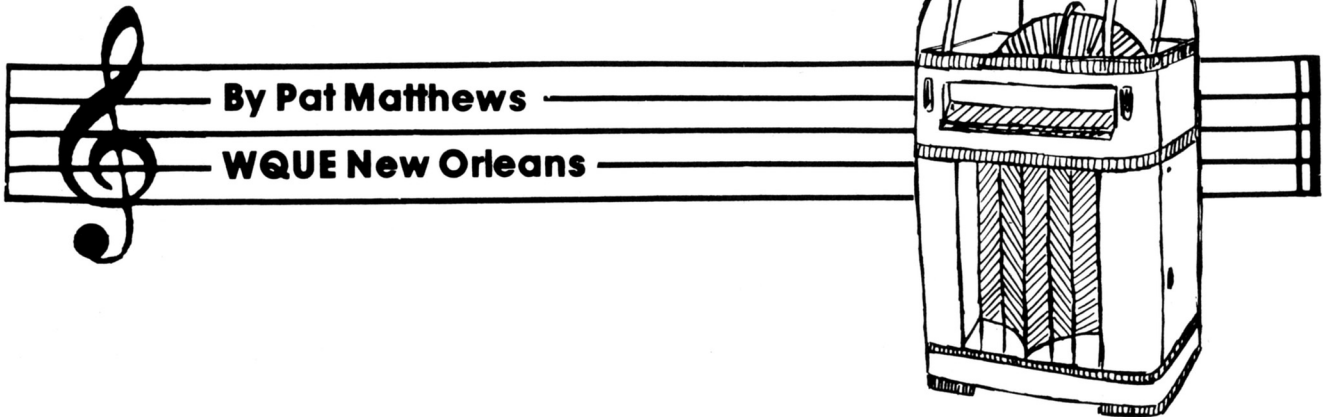
An electronic wall game provides "extra" profits by turning existing wall space into a steady money making area. With no loss of valuable floor space. And none of the maintenance problems associated with floor games.

At Sunbird, we pay a lot of attention to making wall games with real profit potential. Because, at Sunbird, making wall games is our only business. And like you, we're in business to stay in business.

For more information on Sunbird electronic wall games, contact your Sunbird distributor.



Sales Department
6949 Washington Avenue South
Minneapolis, Minnesota 55435
(612) 944-1437



Charting September's successes

A little fanfare is needed at this point...right here...thank you. With August's review, we unveiled a slightly different look, at least as far as our chart listings are concerned. We have condensed them and hope that, in such a form, they are handier, more useful. Now we invite you to share in the necessity of the moment and enjoy.

UNBREAKABLE HEARTS—Hargus "Pig" Robbins—Elektra E-46512-A

With a title like this, you expect to hear violins, right? Well, the "Pig" is not one to let us down. Swirling violins are intertwined with an appropriate steel guitar, and acoustic guitars are strummed in perfect time as Mr. Robbins' tickles the ivories. It's a "nice" tune with a cute repeating chorus and one that you'll certainly find infectious enough to keep you whistling or humming until you hear it again. On the country box it's a sure shot, 8 out of 10.

THE TROPICAL SONG—The Baron Knights—Epic 9-50755

With all due respects (and obvious

permission in writing), a first time around group is about to clog up the airwaves of the world with this parody (and a good one) of Supertramp's monstrous hit, "The Logical Song." The song opens up with the sound of a car that just won't start, which is a hint as to what the lyrics are about—the gas situation. The music is note perfect to the original Hodgson/Davies composition. It may have been released just a little late, but it definitely is topical. A 6 out of 10 should be enough to get these guys enough money to pay for their gas for a while.

GHOST DANCER—Addrisi Brothers—Scotti Brothers SB 500

From the sibling act who gave birth to "Never My Love," among others, it's the Addrisi Brothers proving they "got to get it on again;" and they certainly should with this mid-tempo disco tune from their first LP effort in quite some time. It's a record about dancing and everyone will find it easy to do just that. "Ghost Dancer" features a steady beat (natch), excellent strings, and the Addrиси's impeccable vocals. Should do 8 out

of 10 or better.

ARROW THROUGH ME—Wings—Columbia 1-11070

And now, I'd like to get "Back To The Egg" for a moment, if you'll be so kind. It's Mr. and Mrs. McCartney, *et al*, in a nice flowing tune which is a far cry from the previous release, "Getting Closer." There's also a nice saxophone chart which begins about mid-song and carries the tune the rest of the way. This one should do even better than their previous Columbia release and shows McCartney "getting closer" to an old Beatles style as he takes it one step further. 9 out of 10.

VOULEZ VOUS—Abba—Atlantic 3609

Voulez-vous Abba? *Qui. Voulez-vous* disco Abba? Hmm, he said scratching his head. Well that's what you've got as the group that seems to do no wrong puts their dancing shoes on for the first time since the disco pioneering days of their tremendous success "Dancing Queen." It's more disco rock than anything, which should keep most of the "less than

The records are rated as follows: 10 out of 10 = Top 10 peak; 9 out of 10 = Top 20 peak; 8 out of 10 = Top 30 peak; 7 out of 10 = Top 40 peak; 5 or 6 out of 10 = Somewhere in Top 100; 4 or less = Forget it, loser, break in half.

chic" clubs from playing it, however take it from one who knows, the dance floors will be packed. 9 out of 10 or more.

DEPENDIN' ON YOU—The Doobie Brothers—Warner Brothers WBS 49029

Wanna try another certified dynamite smash on your crowd? Put this on the turntable and watch what happens. From the very first note it's so obvious who's playing and it's such a good feeling! This particular cut from the already successful *Minute By Minute* LP is more of a combination of the "old" Doobies sound mixed with what they're doing today. It's an excellent concoction of styles and a helluva song. 10 out of 10.

REASON TO BE—Kansas—Kirschner Z S9 4285

This one has been culled from the *Monolith* LP due to a public outcry in A.O.R. circles. As the tune opens, one thinks of Styx, then it becomes very apparent that it's Kansas. Once again, terrific instrumentation highlights this very laid back acoustical effort from some of the finest musicians ever assembled in one group. It's full of deep lyrics and should do a 7 out of 10 or better.

PLEASE DON'T GO—K.C. & The Sunshine Band—TK TKX 1035

Unlike all the rest of the disco *ad nauseum* music which has been generated by this group in the past, this tune is a definite *song*. It's a love song with a non-stop tambourine beat. Synthesizer, piano, and vocals are in the forefront, and it's completely void of the horns that usually characterize K.C.'s work. The lyric is repetitive, yet effective. There's even a harp. No kidding. H.W. Casey has definitely found out being your lover, ladies, is definitely more fun than being your "Boogie Man." At least a 7 out of 10.

GOTTA SERVE SOMEBODY—Bob Dylan—Columbia 1-11072

From his long awaited *Slow Train Coming* LP, here's the legendary Mr. D sounding more like himself than in quite sometime. "Gotta Serve Somebody" is blues *extraordinaire*, a parable, and quite a feeling. Bob is entertaining the inevitable, and is definitely entertaining on this one. It's the type of song which makes the purchase of the LP a gratifying experience, even for this one cut. It's all about rich, poor, black, white, smart, and not so smart, sung only as the master poet can. Unfortunately, it's a long time in between hits for Bob Dylan, but the overdue is here—finally. 8 out of 10.

PLAY METER "HOT 25"

- ___ **DON'T BRING ME DOWN**—
- ELECTRIC LIGHT ORCHESTRA—Jet
- ___ **YOUNGBLOOD**—RICKIE LEE JONES—Warner Brothers***
- ___ **POP MUZIK**—M—Sire
- ___ **WHAT CHA GONNA DO WITH MY LOVIN'**—
- STEPHANIE MILLS—20th Century Fox***
- ___ **LOVIN', TOUCHIN', SQUEEZIN'**—JOURNEY—Columbia
- ___ **DIFFERENT WORLDS**—
- MAUREEN MCGOVERN—Warner Brothers***
- ___ **MY SHARONA**—THE KNACK—Capitol***
- ___ **GOOD TIMES**—CHIC—Atlantic***
- ___ **CRUEL TO BE KIND**—NICK LOWE—Columbia***
- ___ **SAD EYES**—ROBERT JOHN—EMI
- ___ **MAIN EVENT/FIGHT**—BARBRA STREISAND—Columbia***
- ___ **BORN TO BE ALIVE**—PATRICK HERNANDEZ—Columbia
- ___ **THE DEVIL WENT DOWN TO GEORGIA**—
- THE CHARLIE DANIELS BAND—Epic***
- ___ **LEAD ME ON**—MAXINE NIGHTENGALE—Windsong (RCA)
- ___ **AFTER THE LOVE HAS GONE**—
- EARTH WIND & FIRE—Columbia***
- ___ **MAMA CAN'T BUY YOU LOVE**—ELTON JOHN—MCA
- ___ **I'LL NEVER LOVE THIS WAY AGAIN**—
- DIONNE WARWICK—Arista
- ___ **SUSPICIONS**—EDDIE RABBITT—Elektra***
- ___ **LET'S GO**—THE CARS—Elektra***
- ___ **GOODBYE STRANGER**—SUPERTRAMP—A&M***
- ___ **LONESOME LOSER**—LITTLE RIVER BAND—Capitol
- ___ **HOT SUMMER NIGHTS**—NIGHT—Planet***
- ___ **DRIVER'S SEAT**—SNIFF N' THE TEARS—Atlantic***
- ___ **I DO LOVE YOU**—GQ—Arista
- ___ **SAIL ON**—THE COMMODORES—Motown***
- ___ **BAD CASE OF LOVING YOU**—ROBERT PALMER—Island***

PLAY METER PICKIN' & GRINNIN'

- ___ **I MAY NEVER GET TO HEAVEN**—CONWAY TWITTY—MCA
- ___ **THE DEVIL WENT DOWN TO GEORGIA**—
- THE CHARLIE DANIELS BAND—Epic***
- ___ **HEARTBREAK HOTEL**—WILLIE NELSON &
- LEON RUSSELL—Columbia***
- ___ **YOU'RE MY JAMAICA**—CHARLEY PRIDE—RCA
- ___ **YOUR KISSES WILL**—CRYSTAL GAYLE—United Artists
- ___ **JUST GOOD OL' BOYS**—MOE BANDY &
- JOE STAMPLEY—Columbia***
- ___ **TILL I CAN MAKE IT ON MY OWN**—KENNY ROGERS &
- DOTTIE WEST—United Artists
- ___ **I KNOW A HEARTACHE WHEN I SEE ONE**—
- JENNIFER WARNES—Arista***
- ___ **HERE WE ARE AGAIN**—THE STATLER BROTHERS—Mercury
- ___ **IT MUST BE LOVE**—DON WILLIAMS—MCA

PLAY METER FUNKIFIED

- ___ **FOUND A CURE**—ASHFORD & SIMPSON—Warner Brothers
- ___ **DON'T STOP 'TILL YOU GET ENOUGH**—
- MICHAEL JACKSON—Epic
- ___ **AFTER THE LOVE HAS GONE**—
- EARTH WIND & FIRE—Columbia***
- ___ **I JUST WANT TO BE**—CAMEO—Chocolate City
- ___ **FIRECRACKER**—MASS PRODUCTION—Cotillion
- ___ **GOOD TIMES**—CHIC—Atlantic***
- ___ **DO IT GOOD**—A TASTE OF HONEY—Capitol***
- ___ **TURN OFF THE LIGHTS**—
- TEDDY PENDERGRASS—Philadelphia International***
- ___ **THIS TIME BABY**—JACKIE MOORE—Columbia
- ___ **STREET LIFE**—CRUSADERS—MCA***

***denotes records previously reviewed by PLAY METER



Ron Crouse, a marketing manager of Williams Electronics, presents a certificate of achievement to the new pinball playing champion Sonny Ciavatta. Sonny set a record of 228 hours on Williams' World Cup in Riverside, California.

Havard bows to BMI

"Harvard University has entered into a licensing agreement with BMI and acknowledges that such an agreement is appropriate." In so stating, Broadcast Music, Inc. of New York announced the settlement of a suit against Harvard University for unlicensed use of its music.

The licensing agreement is retroactive to January, 1978, and hence covers the period on which litigation was based.

The suit had been filed by BMI in Boston on March 8 and represented the first infringement action against an American educational institution under the 1976 Copyright Act which included public performance at educational institutions within the licensing scope of the copyright royalty societies (PLAY METER, April 15, 1979).

As such, the settlement represents a successful courtroom test of the constitutionality of the law.

"The educational institution fees can be divided into two tiers," Alan Smith, vice president, licensing, told PLAY METER. On tier one, the school pays five and a half cents per full-time student (or a minimum of

sixty dollars) for "general use" of copyrighted music. That use includes, aside from standard uses, concerts where the entertainment cost is less than \$1,000, and radio stations that earn less than \$10,000 a year. Tier two would reflect added royalty payments to the tune of a penny per available seat for concerts where the entertainment costs more than a \$1,000. Tier two also would include radio stations that produce more than \$10,000 per year in revenue. Those stations must purchase a commercial copyright license.

Elsewhere on the royalty horizon, BMI has arranged a new licensing contract with hotels and motels. The new five-year license, retroactive to January, 1979, provides for on-site discotheques. Fees range from \$75 for small operators to \$4,100 for hotel/motel operators whose budgets for entertainment exceed \$1 million.

BMI, the world's largest music licensing body, representing nearly 60,000 writers and publishers, also announced the establishment of new office headquarters at 320 W. 57th Street in New York.

Dial free

Amusement Supply, Inc. of Dallas has secured toll free telephone service for the convenience of its customers. Clients inside the state of Texas can dial 1-800-442-3726. Anyone wishing to contact Amusement Supply from anywhere in the United States outside of Texas can do so by dialing 1-800-527-0518.

NAMA claims sellout

The National Automatic Merchandising Association has announced a sellout for its 1979 convention exhibit at McCormick Place in Chicago. The sellout will boast a record crowd of more than 6,000 exhibitors for the October 25-28 show.

In addition to the exhibits, the convention will sponsor discussions on customer communications, the energy problem, computer applications, coinage, and cost controls, and programs on marketing, merchandising, and labor law.

David Katz of Automatic Catering, Edison, New Jersey, has been named general chairman for the event and Lane Holmes of Allvend in New Orleans has been appointed program chairman.

Coin-op junkie scores

If you're one of those fanatics who has an attic full of useless junk that you cherish as precious coin-op memorabilia, here's an uplifting piece of news you can flaunt in the face of your critics for a while.

Charles Campbell just couldn't resist a pile of coin-op parking meters heaped outside the Waycross, Georgia city hall. So he sauntered inside and drawled to the mayor that he was interested in having the meters as souvenirs. Imagine Campbell's wife's chagrin when he came home with 500 parking meters.

But, alas, Charles Campbell has rendered his fanaticism profitable. Among his customers are *Playboy* sports editor Anson Mount (three meters), a woman who has put one in her son's bedroom (which is decorated to look like a car), and numerous people who are using the meters as coin banks.

"They hold between \$90 and \$100 in dimes," Campbell estimates.

Penn firm will lease

Amusement Systems Corporation of Morgan, Pennsylvania has announced the opening of a new division for leasing equipment manufactured by Amusement Systems Corporation for operators of amusement equipment. The program offers a lease/purchase program enabling the operator to use a machine while paying for it, thereby keeping his initial investment at a minimum.

West Virginia hurting

Operator business is off in West Virginia this year according to the Music and Vending Association there. The message was conveyed by the association in a letter requesting attendance at its upcoming convention and exhibit to be held October 11-13 at the Ramada Inn in South Charleston.

"The state's economy has never recovered from last year's coal strike," offered Leoma Ballard, secretary and treasurer of the West Virginia association. Ms. Ballard also cited general economic conditions and rising beer prices as reasons for most of the state's business being confined to about ten percent of the locations. "I don't anticipate things getting much better this year," she added.

The West Virginia Music and Vending Association is marking its 25th anniversary with its convention this year. The dedication of active members there have led to much favorable legislation for operators in that state, and currently the association says it is pleased with the status of state legislative controls on the industry.

Although that satisfaction has translated into little legislative for the association this year, there is one effort afloat—to remove a "per coin" tax that exists in the state. That tax is set up so that the amount of coins, rather than the total money deposited in a machine, is taxed.

Williams teaches

Neal Smithweck, one of Williams' top engineers, will conduct a service seminar at New Orleans Novelty Company, 1055 Dryades Street, New Orleans, Louisiana on Wednesday, September 5 and Thursday, September 6. Both sessions will run from 9:00 to 5:00. All Williams' flippers and shuffle alleys will be thoroughly covered including *Stellar Wars*.

It could be your sharpest ploy yet



In the competitive business jungle, you need something to clear away the confusion.

Today's answer: computerized control.

Just as solid state technology led to game innovation, so it can now lead you to tremendous accounting advantages.

The result: the competitive edge.

I.T.S.-1

the income totalizer system

FOR COIN MACHINE CASH CONTROL FROM

International Totalizing Systems

- CUT DOWN TIME SPENT MAKING COLLECTIONS
- GUARD AGAINST EMPLOYEE THEFT
- INSURE LOCATION OWNERS OF THEIR SHARE OF COLLECTIONS
- INCREASE YOUR OWN CASH FLOW
- MANY MORE EXCELLENT APPLICATIONS

To learn more about the I.T.S.-1, the smartest buy you might ever make for your business, mail this coupon today.

NAME _____

FIRM'S NAME _____

FIRM'S ADDRESS _____

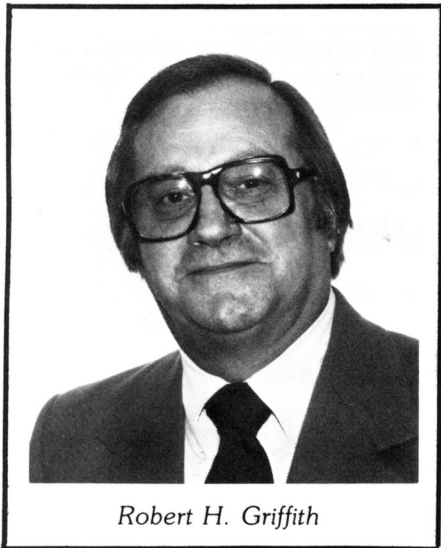
CITY _____ STATE _____ ZIP _____

**Mail to: INTERNATIONAL TOTALIZING SYSTEMS, INC.
1254 Chestnut Street, Newton U.F., MA 02164**

Cleveland Coin gains and loses

Charles Elkins has joined the industrial vending staff of Cleveland Coin. He brings an extensive background in industrial vending to Cleveland Coin, having worked as sales manager of the vending division of Empire Distributing. His experience in both marketing and service will suit his expected appointment as coordinator of industrial vending development in southern Ohio and neighboring areas. He will work out of the Columbus branch of the company.

Also from Cleveland Coin, we hear that Marion Berry has been designated "salesman of the year." Berry is a marketing executive involved with sales of industrial vending equipment, and must be pursuing something beyond his



Robert H. Griffith

beloved golf game to have been honored with such an award. Recently, his work has resulted in special recognition from the Ohio Services for the Blind and from the Parma Board of Education.

Cleveland Coin had sad news to pass along as highly respected and loved Robert Harold Griffith, 55 year old vice president of the company, died July 24 in Akron City Hospital, Akron, Ohio. Griffith had been ill with cancer for the last seven months.

Griffith was born in South Bend, Indiana and attended Syracuse University and the University of Akron. He was a member of the National Automatic Merchandising Association, and had been with Cleveland Coin for six years.

He leaves numerous close relatives, including his wife Jacqueline, three sons and three grandchildren.

Ronald Gold, president of Cleveland Coin lamented the passing by commenting that the "loss of Bob Griffith to his family, Cleveland Coin, and the industry is immeasurable. Bob Griffith was a rare person who embodied a personal strength and integrity that carried him through life with honor. My association with him was one of the highlights of my career in the industry.

"He was made aware of his cancer in December, 1978, and the seven month battle he waged with the ravages of the disease could certainly serve as an inspiration to all who loved and respected him. He will be missed by all of us."

Shamrocks for Stern

Stern Electronics, Inc. has stepped up its international distribution by naming Joyland Amusements, Ltd. as its full-line distributor for Ireland, according to Larry Siegel, vice president of sales.

"Stern expects major growth through expansion of our international marketing efforts. The addition of Joyland Amusements, Ltd. and the attendant expansion of our service facilities in that area is only the first step in that direction," Siegel stated.

The new association is effective with the introduction of *Magic*, Stern's newest pinball that boasts of some of the most exciting four-player, solid-state technology available in a pin game today.

Joyland Amusements, Ltd. is owned and operated by Gerald Steinberg and is headquartered at 58 Mallusk Road, Hyde Park, Co. Atrium, Northern Ireland.

Kimco dives in

Kimco of Mentor, Ohio has entered the distribution field in the coin-op industry. Kimco had already been servicing industrial electronics accounts when chief Hal Lohse attended this year's Ohio state association convention and discovered an available market in the music and amusement operators.

Kimco distributes tools, solvents, and other equipment for repairing and reworking printed circuit boards. The company is currently seeking representatives for the Kimco product line nationwide.

The twenty page catalog that displays products pertinent to the coin-op industry will include 3M anti-static products, the Copaloy line of electronic pliers and cutters, American Beauty soldering products, and various products from Hexacon, EPE, and Micro-Shear.

Kimco is maintaining warehouse facilities and offering a same day shipping promise for orders received before three o'clock.

John Anderson, director of operations, has established a toll free number for operators outside of Ohio, 800-321-7056.

"The South's Leading Supplier for Coin Machine
Parts & Supplies"

FREE

for the asking - Our New 1979 CATALOG. 304 pages full
of quality supplies to assist you in your Coin Machine
Operations. To receive our Catalog, please phone or write to:

PEACH STATE DISTRIBUTING COMPANY
1040 Boulevard, S.E., Atlanta, Georgia 30312
Phone: 404 - 622-4401

Wildcat roars through best summer

Wildcat Chemical reports a very successful year-to-date, including the largest summer sales since the company's inception nine years ago. President Joe Peters feels that, in part, the company's success is due to the fact that "Wildcat has reached certain plateaus that have made the company's name synonymous with the vending and amusement industry world-wide. This growth and world-wide recognition is evident in our ever increasing international sales."

Wildcat develops its philosophy of business around a continuous attempt to bring out products especially designed for unique pieces that require special care and handling. Its effort has been supported by Bally, who has recommended and endorsed Wildcat products. Fascination International is another strong supporter of Wildcat products, and Valley Manufacturing is the latest firm to endorse the chemical line.

On the strength of the vending division's reputation, Wildcat is diversifying its effort to include several new divisions, such as the Wildcat Industrial Chemical Company. This division, under the direction of Charles Lee, services the oil and gas industry throughout the southwest part of the United States.

The product which has led to Wildcat's inclusion in the oil business is a foaming agent that is used in the air drilling process to provide a faster and cleaner method of drilling.

This industrial division offers approximately 200 different formulas ranging through solvents, degreasers, herbicides, fungicides, insecticides, disinfectants, adhesives, and water-treatment chemicals.

Behind all this development, Joe Peters is quick to point out the role of the women in his life. Peters is soon

to marry a former Bally executive, Felicia Tornabene, who will assist him in his business efforts throughout the world.

Peters is also anxious to give proper credit to the "real boss at Wildcat." Ms. Deborah Flynt, who serves as secretary and "sees that all departments are run smoothly and handled properly."

Urges using coin

Sandler Vending of Minneapolis has devised a purposeful promotional idea to enhance acceptance of the dollar coin slot on Bally's *Kiss*.

Sandler has suggested operators offer an introductory six plays for a quarter, or have the location owner sell the dollar coins for 95 cents apiece. For the "sale" concept, each player would be limited to buying from two to five dollar coins. If a thousand dollars worth of coins were sold this way, the total promotion would cost the operator just fifty dollars.

Becker joins Moss

The Moss Company of Des Moines, Iowa has announced that Jerry Becker has joined the firm and will operate out of the Kansas City office.

Becker was previously with Rowe International and most recently served as manager of the southeast zone. As such, he was based in Miami. Becker's move has grown out of a desire to return to his native city, where he has maintained an interest in and a familiarity with most of the people in the coin-op business.

Principals buy into EMS

Mel Sonier and Phil Sternberg, long time employees of Eastern Music Systems Corp., a Philadelphia Seeburg distributor, have taken stock positions in the company and have been elected president and secretary, respectively. Additionally, Morris Zacher, the firm's counsel for many

years, has been elected vice president and corporate counsel. Marvin Stein, who made the announcements for E.M.S., was elected chairman of the board and as such will devote his time to the developing slot machine industry in Atlantic City, New Jersey.

**SUPPLIES & ACCESSORIES
FOR THE
COIN VENDING INDUSTRY**

**THE
NEW KIDS
ON THE
BLOCK**

**NOW
FEATURING
SOLID STATE PARTS**

**Original
Beckman SP-491
Gas Displays for
Williams · Bally
Stern pingames**

**Plus
ICs—Diodes
Transistors**

Plus Complete Line Of

**Billiard
Soccer
Lighting
Supplies**

**For
Price • Quality • Service
All Roads Lead To A
New Direction**

CROWN

**BILLIARD & SOUND
SUPPLIES**

**180 Sunrise Highway
Rockville Centre, NY 11570
516/678-3220**

Catalog Upon Request

Meadows' parent scraps for survival

Holosonics, parent company of Meadows Games has been awarded a chapter 11 bankruptcy. Under the chapter 11, Holosonics will be allowed to continue normal business operations while holding creditors at bay.

The decision came out of the United States District Court in Seattle, Washington. Holosonics' problems derive from \$4 million in loans owed to Citicorp and Peoples banks. The banks called for immediate payment in full, and Holosonics was unable to produce the money.

In light of the chapter 11, efforts to secure new financial support are being enacted. Holosonics' medical

division is being sold to a Japanese firm for \$4.7 million, and two major U.S. corporations are actively pursuing the purchase of Holosonics.

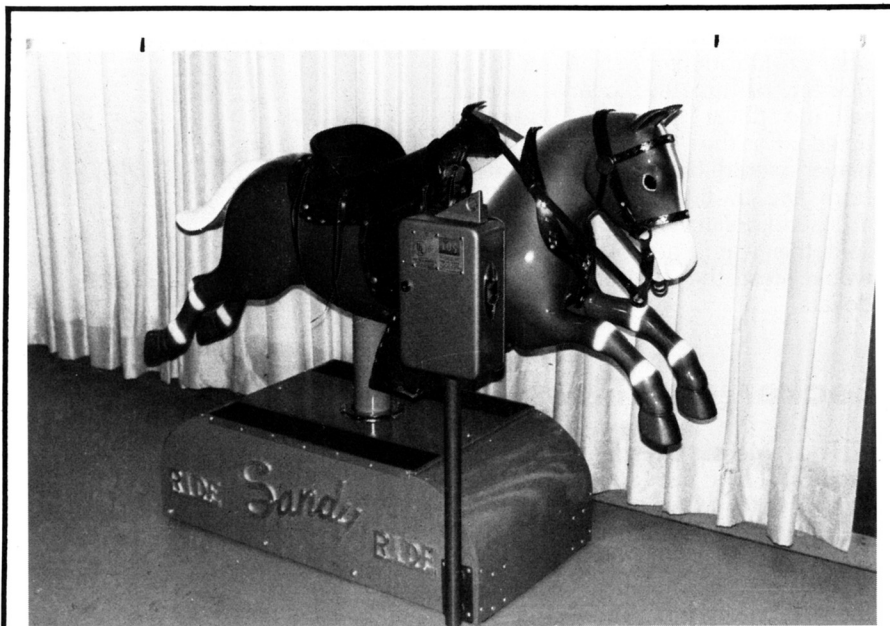
Holosonics holds patents on holography—including acoustical holography, a technique used to inspect pipe—and is valuable to companies who rely on transporting their products through pipeline. One of the companies interested in Holosonics is a large, though not major, oil company.

When Holosonics purchased Meadows Games late in 1978, they spent \$140,000 on the games manufacturer to buoy its position in the marketplace, and announced a plan to produce the first holographic

game. Plans for that game have been shifted to the back burner in favor of another effort, *Warp Speed*.

Warp Speed is Larry Leppert's first game for Meadows. Leppert previously has designed *Bi-Plane* for Fun Games and was in on Atari's *Tankers* and *Breakout*.

"We're very excited about our new game," says Bill Cravens, president of the wholly owned Holosonics subsidiary. "It has tested out brilliantly and it looks as if this will be a tremendously successful upright video." Sega has indicated an interest in distributing the game in Japan and plans are even being considered to extend that distribution effort to a worldwide market.



Sandy is UTEC's most successful effort

Rosendahl takes reigns at UTEC

Warren G. Rosendahl, Jr. has purchased Cincinnati-based United Tool and Engineering Company, a manufacturer of coin-operated amusement rides.

Most noted for *Sandy*, the pony ride, the UTEC name has been familiarized by 28 years of business activity.

"UTEC distributors and representatives have been an integral part of our successful move," claims

Rosendahl, owner of Cincinnati's Technical Industries. "Our product line has always produced results for customers in the small-space profit making area. With new technological advances, we now intend to move even faster, developing new products to meet the market's needs and to assure our customers' future success."

UTEC contends that new distribution areas are slated to open in the near future.

IMA filling up

IMA has already reserved 2,700 square meters of exhibition area for its ambitious trade fair scheduled for January 17-19 in Frankfurt, Germany. The fair offers exhibition space to manufacturers of vending, amusement, phonograph, and payout machines, and to some categories of accessory producers.

The Frankfurt Fairgrounds is providing 10,000 square meters of available exhibition space, and recently has dispatched information to 900 potential exhibitors in and outside of Europe. Approximately sixty percent of potential exhibitors being contacted are from outside Europe.

Seeburg services

The largest attendance at a Seeburg/World Wide service school took place July 23 at the World Wide showrooms in Chicago.

The service school, on Seeburg's *Disco 160* phonograph drew 55 students and lasted well into the evening.

Simplicity, easy to understand, and easy to service—those were the prevailing comments of all in attendance.

Seeburg Field Engineer Bob Zersing, who was assisted by World Wide's Larnell Grenn, conducted the session. Also in attendance were World Wide's John Neville and Jack Moyle.

Strouds shift

David Stroud, formerly sales manager at Cinematronics in El Cajon, California, has been elevated to the position of marketing vice president. He replaces Tom Stroud, Jr. in that post. Tom, Jr. has taken over as president of Cinematronics' recently acquired Vectorbeam division in Union City, California.

David, a graduate of UCLA, has been associated with the coin industry his entire life.

Miller appointed

Greenwald Industries has announced the appointment of Barry Miller to regional sales manager covering the states of Pennsylvania, Virginia, West Virginia, Tennessee, Kentucky, and metropolitan New York City.

Miller will be handling the complete product line of Greenwald's coin meter systems.

Miller was formerly a sales representative for Alcoa Aluminum. He is a graduate of Hofstra University with a B.B.A. in marketing.



Barry Miller James Van Alstine

Alstine moved up

James W. Van Alstine has been appointed a product manager in the Brunswick Corporation Consumer Division by Robert T. Nixon, vice president, marketing. He will be responsible for billiard supplies and accessories, home pinball machines, and other electronic products.

Van Alstine has spent the past six years with Brunswick's Mercury Marine Division, most recently as manager of business planning, Marine Power Group. He is a graduate of the University of Wisconsin and the Columbia University Graduate School of Business and a former Army officer.

Van Alstine, 36, is married and lives in Chicago.

Brunswick's Consumer Division manufactures and markets a broad line of billiard tables and accessories, home pinball machines, and game tables.

Cleveland



Dayton

- Rely on our reputation for top quality equipment and service
- Our new 70,000 square foot facility enables us to carry a large inventory of new and used equipment
- Call or write us and we'll put you on our mailing list to receive our equipment bulletins

TOLL FREE (outside Ohio) 1-800-321-3072

Representing:

Allied • American • Atari • American Shuffleboard • Bally
Cinematronics • Deutsche Meister • Exidy • Electro-sport
Game Plan • Gremlin • Irving Kaye • Intermark • Lektro Vend
Meadows • Midway • Mirco • Rock-Ola Music and Vending
Ramtek • Sega • Stern • Taito • U.S. Billiards • Vectorbeam

MONROE DISTRIBUTING, INC.

2999 Payne Ave.
Cleveland, Ohio 44114
216/781-4600
Telex 98-0197

1424 Stanley Ave.
Dayton, Ohio 45404
513/223-0550
Telex 28-8098

BETSON ENTERPRISES

"We have full confidence in our products and pride in our service"

3726-34 Tonnele Avenue
P.O. Box 213
North Bergen, N.J. 07047
201/864-2424
Cable: BETSON

Connecticut Branch
301 Brewster Road
Milford, Conn. 06460
203/878-6966
Telex 12-5336

MUSIC/

Rock-Ola Manufacturing

GAMES/

American Shuffleboard, Atari, Bally, Cinematronics, Exidy,
Gremlin, Irving Kaye, Meadows, Midway, Ramtek, Stern, Sonic, UBI

VENDING/

Automatic Products, Litton Industries, Moyer Diebel, National
Rejectors, Rock-Ola Manufacturing

More Fun

After three years of litigious folderol, the Fun Games suit against Atari, Rowe, and others apparently will be concluded. The defendants—Atari, Atari International, Nolan Bushnell, Rowe, Rowe of Canada, Atari Japan, Ronald Gordon, and Multi-National—have agreed to a compromise proposal to pay the bankrupt Fun Games \$150,000 in addition to granting other consideration.

Fun Games had alleged violations of antitrust laws against the parties, accusing them of boycott conspiracies aimed at manufacturing and distribution business associates of Fun Games and of international interference with other Fun Games' business relationships.

As part of the agreement, Atari will drop its claim to a \$176,000 judgement it had won from Fun Games in prebankruptcy litigation resulting out of two games Fun Games had produced which were too similar to previous Atari productions, *Tankers* and *Anti-Aircraft*.

The hearing on the proposal was set for August 16, but was rescheduled for September 18 to provide time for further review by the northern district court of California.

Approval of the compromise agreement has been strongly recommended by Edwin Shiver, special counsel for Fun Games' trustee Edward Walsh. Shiver offered that "expensive and extended further pretrial discovery is needed before the matter would be ready for trial, including travel to all parts of the United States, Europe, and Asia, at great expense to the estate; the litigation is complex and the eventual outcome is subject to grave doubt; the availability of witnesses leaves something to be desired and the offer appears to be fair and reasonable under all the circumstances and there is no likelihood that the defendants would increase the offer."

If the recommended settlement is approved, the \$150,000 would be used to pay Fun Games' legal fees and Fun Games' trustee's fees and legal expenses. The balance would be available for dispersal to the bankrupt's creditors.

Meanwhile, Walsh conducted a trustee's sale of the remnants of stock parts from Fun Games' video manufacturing operations on August 27. The value of the parts was estimated at \$3,000.

ASC finally secure

Amusement Systems Corporation, after considerable hassle, has finally completed its relocation to a larger facility at 1300 Stirling Road; 6B; Dania, Florida.

The firm's move and re-opening was twice halted. It was initially delayed when two Bekins moving vans carrying A.S.C. belongings disappeared for three days. The vans were located and directed to their proper destination, but further complications developed when the new site was vandalized on the second night of A.S.C.'s occupation there.

Sega execs relocate

Sega Enterprises has changed the site of its corporate offices. The video and arcade game manufacturer has moved to 2029 Century Park East in Los Angeles. The new phone number there is 1-213-557-1700.

Sega recently reported dramatically increased earnings for the previous fiscal year (PLAY METER, June 15, 1979). Those earnings reflected the October, 1978 acquisition of video game manufacturer Gremlin Industries.

Clarification

In August PLAY METER, page 52, an article entitled "Rowe promotion" spoke of a summer jukebox promotion offer. We have since learned that this promotion was developed by the Rowe distributor in Dedham, Massachusetts and applies only to his customers. Our apologies to Rowe.

Apologia

In the Wildcat ad in PLAY METER, June 15, 1979, the advertiser made reference to "Super-cat" and depicted a cat in a Superman-like costume. Superman is an exclusive property of DC Comics Inc., and Wildcat has indicated its regret for the impropriety of its aforementioned use.

Williams distributes manuals to club

Williams Electronics has inaugurated a direct communications club with amusement operators. Under the new program, Williams has distributed a handsome service manual binder to "charter members" of the club.

The initial mailing provides a sample of material that will be sent to club members several times a year, including instruction manuals, a service bulletin package, and a technical topics newsletter.

The instruction manuals will treat Williams' three product lines: conventional pinballs, wide-bodies, and shuffle alleys.

The service bulletin package will summarize all technical and design alterations made since the first solid state game from the company, and will be presented in a form handy enough to maintain as a reference for servicing older games

Each technical topics newsletter will provide service aids and tips intended to keep down service calls and reduce time spent on location.

Additionally, Williams will include in their communications packets newsletters geared to keep operators up-to-date on innovations and trends in the industry.



P.O. BOX 322
MENTOR, OHIO 44060
[216] 255-7757 in Ohio
OUTSIDE OHIO CALL
TOLL FREE 1-800-321-7056

DO YOU HAVE A PROBLEM WITH —

- Component removal
- Static sensitive devices
- Cleaning P.C. boards & components
- Soldering or desoldering

- Lifted or broken tracks or pads
- Salvaging good components
- Field service capabilities

WE HAVE THE SOLUTION.

Our Kimco Catalog contains: solvents, cleaners, anti-static wrist straps, cutters, formers, shears, pliers, tweezers, strippers, anti-wicking tools, crimpers, soldering irons, tips, resistance soldering & static free soldering stations, self contained desoldering stations, ultrasonic cleaners, and 3-M brand transparent static shielding bags, non-corrosive foam, conductive table tops, and field service kits.

REWORK — REPAIR — TOOLING for ELECTRONICS

To buy or to lease: that is the query

QUESTION: Should I buy or lease a truck for use in my business?

ANSWER: Much has been written about the relative tax advantages and disadvantages of leasing a truck or auto for use in a business, as compared to the purchase of the truck for use in a trade or business.

The tax law relating to a purchase, as compared to leasing, is substantially different, although the end result may not be that significantly different.

Assuming that the truck or automobile is used exclusively for business purposes, all of the payments made to the leasing company for the rental of the vehicle will be deductible either at the time made, if you are on a cash basis, or when they become due, if you would have adopted the accrual method of accounting.

On the purchase of the vehicle, it is necessary to capitalize the cost of the vehicle, and depreciate it over its useful life. Under the Asset Depreciation Rating Guidelines, as published by the Internal Revenue Service, the useful life of a general purpose light truck is from three to five years, a heavy duty truck from five to seven years, and an automobile from two and one half to three and one half years. You can determine the useful life for which you will use the asset, and if it is reasonable, the depreciation of the vehicle can be taken over the life.

In addition, upon the purchase of a vehicle, assuming that the useful life is at least 3 years, you are entitled to take investment credit in the year the asset was purchased. The investment credit is generally equal to ten percent of the full cost of the

vehicle, assuming that you would use a useful life of seven years or more.

In the case of an automobile which had a useful life of three years, the investment credit would be equal to a third of ten percent and in the case of a vehicle having a useful life of five to six years, the investment credit would be two thirds of ten percent.

The investment credit is a direct credit against your tax liability in the year of purchase, and can be taken, providing the asset is put into service during that year. For example, assume that the vehicle was purchased on December 23, at a cost of \$7,000, and had a useful life of five years. The investment credit would be \$466.67, which could be subtracted against the tax liability for that year, upon the filing of your Income Tax Return. The investment credit is in addition to the depreciation to which you are entitled, and it is the equivalent of the government's rebate for the purchase of a vehicle, or other asset used in a trade or business. Furthermore, interest paid to finance the acquisition of the vehicle is a deductible expense.

In addition to the tax considerations, the economic differences between purchasing a vehicle, or leasing one, must be considered. In the typical lease transaction, the lessee is not required to make any cash down payment for the lease of the vehicle, except for the first month's rental, and one or more month's security deposit. On the purchase of a vehicle, a down payment will be required in the event the vehicle is financed. Most lending institutions will require at least 25 percent of the purchase price, as a down payment.

Your equity investment may be

represented by value in the vehicle after the repayment of the loan. However, you have not had the use of the funds during this time.

Frequently, an automobile is used partially for personal purposes, and partially for business purposes, which necessitates the allocation of expenses for purposes of determining the automobile expense deduction. It is a myth to assume that under a lease agreement, the portion of the expenses that are deductible will be greater than under a purchase agreement. In the event the automobile is leased, the portion of the lease payments that will be deductible is equal to the percentage of use for business purposes the automobile is put to, as compared to its total use. For purposes of depreciation, the same formula will be used.

A determination of whether to purchase or lease is an individual decision based upon the particular facts in your circumstances. The economics and type of lease may weigh heavily on your decision. Different leases provide for maintenance and insurance, as compared to the so-called net leases, which are similar to another form of financing the acquisition of a vehicle. All of these factors should be taken into consideration, including the tax implications, which may be of less importance than the economic implications in determining whether you should buy or lease a vehicle.

—By *Comprehensive Accounting Corp. of Aurora, Illinois. Comprehensive provides a bookkeeping, accounting, and tax service to over 14,000 business clients each month through a nationwide network of more than 140 franchised offices.*

Mali

The Henry W. T. Mali & Co. Inc.
257 Park Ave. South
New York, NY 10010
(212) 475 4960
Toll Free: (800) 223 6468

Billiard Cloth

Style 820—Plain, Style 920—Backed

Fabrics developed specifically for
coin-operated tables.

Available through your distributor.

Buying and selling an existing business

By Arthur B. Hollander

On the surface, buying an existing business seems to solve all the problems of starting a business from scratch. After all, you are purchasing a package deal, complete with stock and equipment as well as an instant clientele. Quite possibly, the price may be reasonable, too, since sometimes businesses are sold in haste by owners with health problems or by survivors of recently deceased owners.

On the other hand, unless you're very careful, you could get stuck. Often, a business is sold simply because it isn't doing well. And, if the owner isn't honest, you may overpay, thinking you are getting more than you actually are. It's also possible that the owner was not well-liked or respected in the community. In this case, you may be buying someone's *bad will*—and that's a hard thing to shake, even if you put a sign in the window saying "under new management." Perhaps the existing business doesn't have the best inventory, or perhaps it isn't in the greatest location.

My advice to someone interested in buying a going business is: proceed with care. Don't be taken in by smooth talk. You'll need to estimate the sales and profits that can be expected over the coming few years. To do this, you must examine the financial statements of the business you are interested in buying. Balance sheets and income statements are helpful to see how the company has fared in the past. A good accountant should be able to analyze these records thoroughly. It should also be ascertained whether or not the statements were verified by an audit. It is desirable to go back at least five years—preferably, ten—in examining these financial statements. You may also want to see other records. If the financial statements are incomplete, look at annual income tax returns. Again, you should see them for at least five

years, if possible. Ask which returns have been audited by the IRS.

By examining these statements, you should be able to see whether profits have been increasing or decreasing over the years you've examined. If the profits don't seem to be satisfactory, is there a possibility of improving them?

You'll also need to find out what share of the market the business has in its area. This includes not only where the business stands at the present, but how the business may be able to grow in the future. To find this out, you must analyze factors such as the state of the market, the amount and type of competition, etc. If you do a thorough job in investigating, you should be able to decide whether or not to proceed further with assessing the business.

A lot of the information you seek will depend on the nature of the business you are thinking of buying. Look into the sales history of the business. Depending on the size of the business, sales information records may range from being very thorough to very skimpy.

Sales information can come from a variety of sources—from sophisticated bookkeeping systems to sales tax records to accounts receivable. It's up to you to explore as many sources as you can: use your imagination!

You can also study records—*shipper receipts, vendor invoices, etc.*—to study the cost of goods sold (this includes the price of inventory as well as shipping and other charges). The gross profit is the difference between sales and the cost of goods sold. Obviously, the more goods cost, the lower the net profit will be. High freight costs, for instance, can affect the cost of goods measurably.

Be sure to check out the location carefully. Look into any projected plans for change in the area. Plans for eventual urban renewal could be

in the works—and that means you might soon be hunting for a new location should you buy the business. Sometimes major highways are rerouted, and businesses once on busy thoroughfares find themselves in virtual isolation. It has happened that a business owner is fully aware of prospective changes that will adversely affect his business, but he sells the business to an unsuspecting buyer.

If you're new to an area, you may not be aware of rumors of change: make it your business to investigate. You should be up on building ordinances and find out if you would be allowed to expand if necessary.

You must also analyze the population of the city: the number, income, and age of the populace. You can obtain census figures from the Federal government.

Find out what the general market picture is for your business nationwide. But don't stop there. Perhaps you may want to contact the owner's supplier for more information. Or his banker. (Although the banker has a wealth of information, he may not divulge it, however.) Perhaps credit agencies, or trade associations can be a source of information.

In addition to all this groundwork, you should ask the owner to prepare a projected statement of income as well as profit or loss for at least the coming year. The owner will estimate the net profit. You, the buyer, can prepare your own estimate, as well, after analyzing at least five years' worth of back profit and loss statements.

When it comes right down to deciding what price to pay for the business, the decision should be based on the capitalized value of future earnings. Let's say that projections estimate the profits of a business over the next 5 years to average \$20,000 a year. Using the usual rate of from 20% to 25% for capitalizing the earnings of a small

business, the buyer should pay from \$80,000 to \$100,000 for the business.

The usual way of pricing a business, however, is based on the purchase and sale of assets. When this method is used, the buyer must consider a number of tangible, as well as intangible things.

The tangible items include merchandise inventory, which is generally valued by using the cost of last purchase and the current market price. Before the merchandise is counted, examine the inventory to ascertain its quality. It would be helpful for you to have someone knowledgeable in the type of merchandise you are buying assist in the inventory examination and counting.

If real estate is to be purchased, rather than leased, as part of the deal, the general rule is to have an independent appraiser arrive at a value for real property. In the same way, an independent appraiser can be useful in evaluating a price for personal property equipment. It's a good idea for the buyer to consider each asset individually, and not purchase them as a package deal.

Before he gets into the actual negotiation, the buyer should be aware of the legal risks he will assume should he buy a business. Here, again, sleuthing will pay off. Some assets can be examined through contracts and documents, while others can be ascertained only by questioning the seller.

Existing contracts that will affect both the buyer and the seller as far as liability should be examined. Generally, only rights and *not* obligations may be transferred to another without express consent from the other party for the original contract. (If the seller is subleasing, for example, he is still liable.)

Contractual rights, however (unless stated otherwise), are generally assignable. In the case of a non-assignable contractual right, the only alternative is to renegotiate the contract.

Be on your toes, and ask for copies of contracts from the seller. Leases, for instance, should be examined with a fine tooth comb. Check out all the terms, including subleasing clauses, renewal and expiration dates, etc.

Also get copies of any financing agreements the seller has negotiated, paying heed to finance charges, interest rates, and loan terms. These agreements can be helpful as future reference should the buyer wish to get a loan.

Examine copies of employee contracts and union agreements. Check out insurance policies to get an idea of the scope of coverage. If

an exclusive dealership or license is involved in the purchase, be sure to get a copy of the contract and be sure the exclusivity is transferable. The same goes for any trade name, patent, or copyright registrations.

Ask to see evidence of ownership for real estate as well as other major items of personal property being transferred.

Court records will indicate whether there are any judgment liens against any real estate, or any pending lawsuits. Check with tax authorities to be sure no liability exists for unpaid taxes.

If all of this sounds nit-picking, it's not. I know several buyers who thought they were buying something that actually wasn't the seller's to begin with. I've also known buyers to be hit with a breach of contract suit for an incident that took place before the business was purchased. These unpleasant incidents happen all the time, and can be avoided only by careful examination of all legal information.

Before signing a contract, both the buyer and seller should also consider tax consequences. By planning carefully before signing the dotted line, tax savings may be possible. Check with the IRS for their tax guide for small businesses.

Contract terms, of course, must contain more than just price. Both parties (particularly the buyer) need protection to cover them from possible future problems.

Aside from stating the purchase price and method of payment, a typical buy-sell contract includes: clauses pertaining to the buyer's assumption of contracts and liabilities; extensive warranties from the seller (stating no liabilities are outstanding, for instance); a list of seller's obligations during the period between contracting and actual transfer of ownership; a seller's covenant not to compete; conditions preceding closing; time and place of the actual closing; indemnification by the seller as well as provisions for a seller's security deposit for these indemnities (usually held in escrow for a year after closing); and provisions for arbitrating any disputes.

And that is, basically, that. Assuming you've done all your homework thoroughly, you should be fully aware of the value and potential of the business you've purchased. Hopefully, there will be no rude awakenings or out-and-out shocks after the deal has been closed.

But let's move along and assume that you are the owner of a successful business. Let's say you have reached a point where you no longer have to

Master
BILLIARD CHALK
STRESSING SMOOTHNESS

Triangle
CHALK
STRESSING FIRMNESS

Two Separate and Distinct Formulas

tweeter
FIBRE CO., Inc.

Both Made in Chicago by the World's Leading Chalk Maker . . .

2003 W. FULTON ST. • CHICAGO, ILL. 60612

Profits ZOOM
with our individually customized Tokens

It's a Proven Fact . . .

Your Profits will MULTIPLY when your equipment is CONVERTED Quickly and Easily . . . to TOKEN OPERATION + We have designed an EXCLUSIVE Program for YOU and the entire coin operated amusement and vending industry + Ask for details . . . Free ideas. Free Color Catalog. Special Free Token Samples. Write or call Dept. A:

Meyer & Wenthe
7220 W. Wilson Ave.
(312) 867-7575
Harwood Heights, Illinois 60656

work the long, grueling hours that you put in when your business was new. Should you sell your "baby," the business you built from scratch?

Actually, there may be a number of reasons for considering such action. Perhaps you are thinking ahead and want to diversify your personal holdings while increasing your liquidity. If you are thinking of your heirs, and planning your estate, selling now can prevent the forced sale of your business at a distressed price. In addition, your heirs will have the needed cash to pay estate taxes.

That's only one reason, of course. But if vague thoughts have been stirring in your head about selling your business, the next question is: when?

It's only natural for a business owner to think that the worst time to sell is when he's doing the best. In reality, the opposite is true. When the future looks bright and rosy for a business, it can be sold for its full market value. And that's the time that you have the most powerful ability to negotiate.

You should prepare extensive information about your business: including its marketing, management, financial statements, and profit potential. While you shouldn't ignore

the weak aspects of your business, be sure and emphasize the positive strengths.

Putting a selling price on your business is a difficult task for many business owners. To arrive at a value, the fundamentals of the business must be examined: present and past financial statements, earning power, intangible values such as goodwill, the going market price for similar businesses, the present and future outlook on the market in general.

An important point in valuing your business is to be able to see it through the eyes of the prospective buyer. Since every business has its strengths you should be able to see the major attractions of your business to the would-be buyer. Placing a value on your business's strong points can help you negotiate the best deal with the buyer.

When you decide to sell, don't overlook the effect of taxes and accounting. The money you obtain from selling your business may be taxable, partly taxable, tax-free, or tax-deferred. If you can arrange the deal so that you can defer or reduce taxes, it may be advantageous for you to accept a lower price.

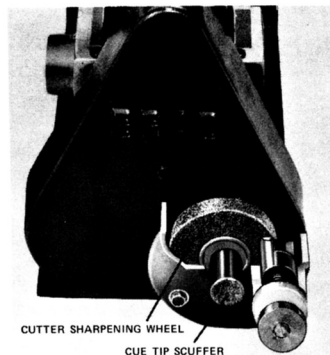
When you receive your payment can also be important. Most sellers

naturally would like to receive their money as soon as possible. Tax considerations, however, could make a deferred payment desirable. Be sure, of course, that the buyer has enough financial backing to eventually pay.

On certain occasions, buyers might ask for a contingent payment based on future earnings. Problems can arise if this method of payment is adapted, however, unless it is worked out skillfully.

In writing out the contract, you must include retrogressive liabilities and any continuing obligations. Before the contract is written, however, be very careful about giving the buyer too much inside advice without a deposit accepted in good faith. Remember, it is a dog-eat-dog world out there. I've known of sellers who have supplied oceans of inside information to a person they supposed was a prospective buyer. In actuality, however, the fellow turned out to be a competitor—or, on a few occasions, a future competitor. I have advised *bona fide* buyers to investigate a business-for-sale as thoroughly as possible. I advise you—the seller—not to supply too much information to so-called buyers, until you've first checked out their authenticity.

BRAD Point Fitter now with cutter sharpener and scuffer



Here is the *only and most complete* machine for cue tip service in the billiard industry! Profit in time and money — simplify installation of tips with this ingenious, *easy-to-operate tool*. New cutter design assures *better* cutting action...lends itself to sharpening *on* machine with cutter sharpening wheel. There's *no costly delay* while cutters are out for sharpening. Do it yourself in minutes! Cutter accuracy assures new ferrules a *secure and permanent* fit without adhesives, even with inexperienced operators.

Standardizes Industry Requirements—Processes All* Cues!

The two cutters on this machine are NOW all you need to process *any* tips...and just two diameters for *greater* dowel strength. This precision machine has universal application on 11, 12, 13 and 14 mm cues, for installation of ferrules with BRAD's unique *suspended leather* tip, and for ferrules of new material, available from BRAD, for standard leather tips.

* Except fiberglass



INTERNATIONAL BILLIARDS, INC.

2311 Washington, P. O. Box 7693, Houston, Texas 7707
713/869-3237 1-800-392-2209 Texas, 1-800-231-1282 Out of State
Call toll free for wholesale billiards and coin supplies

The Industry Buyer's Guide

The following section features a comprehensive display of coin-operated games produced in the United States over recent years. With few exceptions, manufacturers have furnished PLAY METER with photos and pertinent information on all pinball games since 1974, video games since 1976, foosball games since 1976, pool tables since 1974, phonographs since 1972, and all cocktail videos and pingames.

The items represent not only games that are currently in production, but also games that have long been out of production but are still in use. In some instances, manufacturers have declined to submit photos or information on various machines. For whatever reasons those refusals occurred, the editors of PLAY METER have respected them with the belief that machines not featured here represent an insignificant percentage of machines in current use.

In a number of cases, manufacturers have produced nearly duplicate machines. Generally, pinball duplications occurred when a manufacturer decided to market a solid state rendition of a previously issued mechanical game. In some other instances, manufacturers have seen fit to re-issue a four-player model in a two-player or one-player version. At times, a manufacturer may even change the backglass of the machine when it is reproduced with different capabilities, but the playfield remains the same. When these situations were detected, we have pictured the latest model—in most cases—and explained earlier efforts with a footnote to that effect.

When a video game was duplicated by a cocktail table game, we have chosen to feature the stand-up model.

In the case of some pool tables, pieces are pictured that have initial production dates prior to 1974. These tables have been included here when the manufacturer has indicated that the same model is still in production, or at least was still in production in 1974.

We offer the following "Buyer's Guide" games listed according to their manufacturers (positioning is irrelevant, and merely the result of layout necessities).

For some manufacturers we have included more than one section. These are manufacturers who produce, in significant numbers, more than one type of piece. All cocktail tables are grouped together, identified by manufacturer, and listed chronologically.

From time to time a particular machine might represent a particular milestone for a manufacturer, and when such a factor exists, we have tried to recognize it and footnote it in order to give our readers all the useful information possible.

We hope that you will find our pictorial guide a useful reference tool for identifying proposed purchases of new and used equipment, now and in the future. In light of such use, we hope that you will keep the "Buyer's Guide" in an immediately available place in your desk.

index to manufacturers

Allied Leisure	88,110,123	cocktail	123	Stern	
Americoin	109	Game-a-Tron	111	pin	78,79
Art Daddis	116	Gottlieb	80-83	shuffleboard	103
Astro Games	88	Gremlin		Sunbird	121
Atari		video	102,103	Telmark	123
pin	84	wall game	120	Tournament Soccer	117
video	92-95	cocktail	123	U.B.I.	112,120
arcade	108	Imperial	120	United Billiards	110
cocktail	123	International	120	U.S. Billiards	
Bally	72-76	Irving Kaye	117	arcade	112
Brunswick	116	Meadows Games	106	table	116,120
Chicago Coin		Midway		cocktail	123
pin	90	video	96-98	Valley	
arcade	111,112	cocktail	123	table	115
Cinematronics/Vectorbeam	100	Mike Munves	110,112,121	cocktail	123
Computer Kinetics	122	Mirco	107	Venture Line	
Dynamo	114	P.S.E.	111	video	103
Elcon	107	Ramtek	107	cocktail	122,123
Exidy		Rock-Ola	64,65	Williams	
video	104,105	Rowe	68-70	pin	86-88
arcade	109	Seeburg	66,67	shuffleboard	118,119
Game Plan		Sircoma	100	Zila	115
pin	88				

Rock-Ola Phonographs

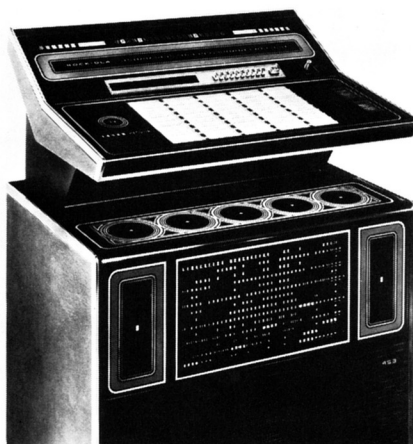
1972-1979



1972 450 SS



1973 452 Console Deluxe SS



1973 453 SS



1973 454 SS



1974 456 Console Deluxe SS



1974 460 SS

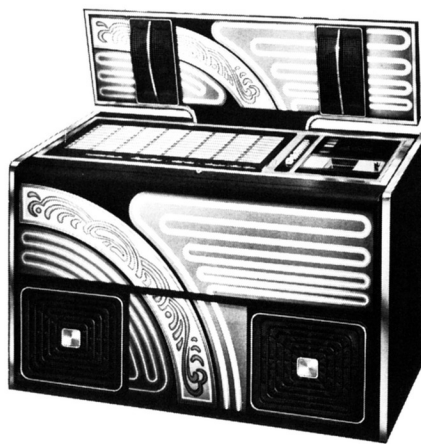


1975 459 SS

Rock-Ola's solid state line begins with model #448; Model 450: available as 100-selection, Model 451



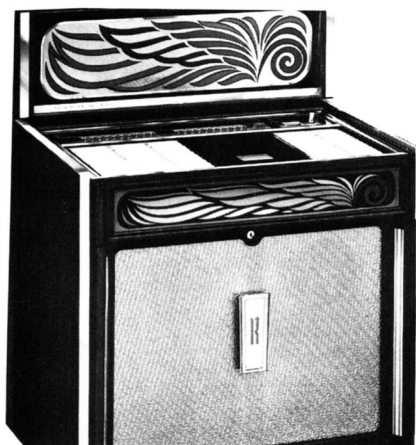
1975 461 Princess Console SS



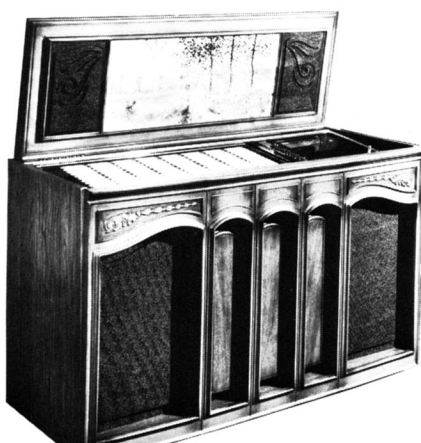
1975 464 SS



1976 463 SS



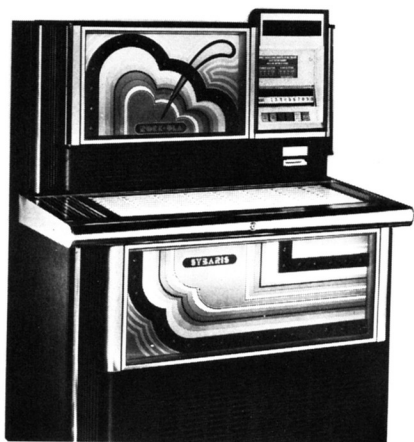
1977 467 Princess SS



1977 468 Grand Salon SS



1977 470 SS



1977 474 Sybaris SS



1978 478 Mystic SS



1979 477 Max SS

MODEL 470: available as 100-selection, Model 471; 474 SYBARIS: also as 100-selection, Model 473

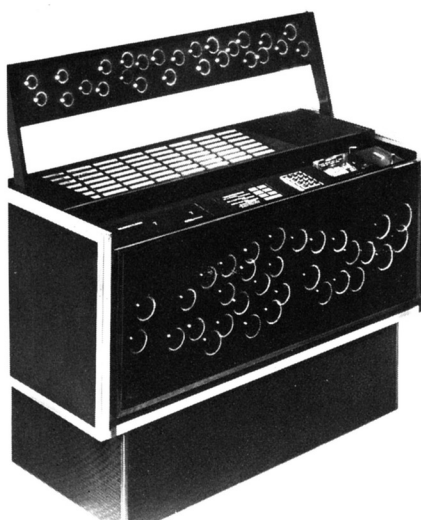
Seeburg



1971 Firestar SS



1972 Marauder EM



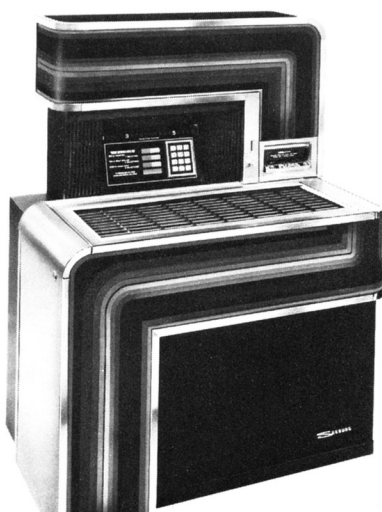
1972 Regency SS



1972 Matador SS



1973 Carnival EM



1974 Vogue II SS



1975 Magna Star SS

REGENCY: "in motion" cabinet light display; VOGUE II: stereo model, quadraphonic version

Phonographs 1971-1978



1975 Entertainer SS



1976 Sunstar SS



1976 Topaz SS



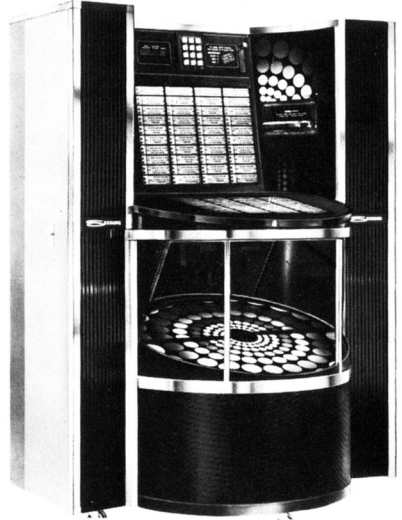
1976 Hutch SS



1978 Celestia SS



1977 Seeburg-160 SS

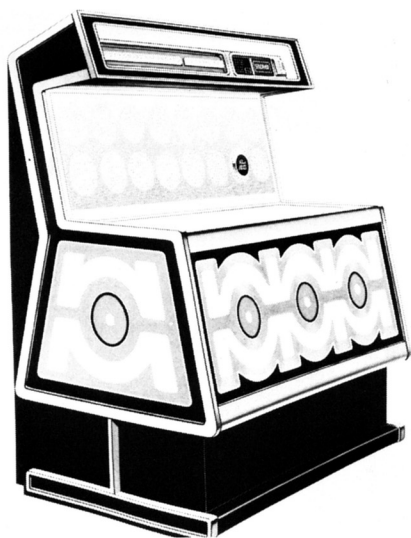


1978 Disco-160 SS

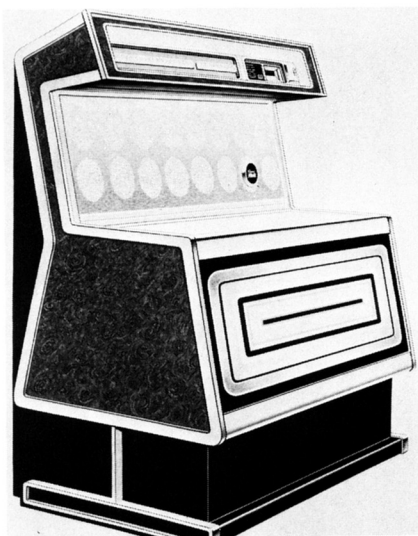
ENTERTAINER: quadraphonic version available as Entertainer II; DISCO-160: microcomputer technology

Rowe Phonographs

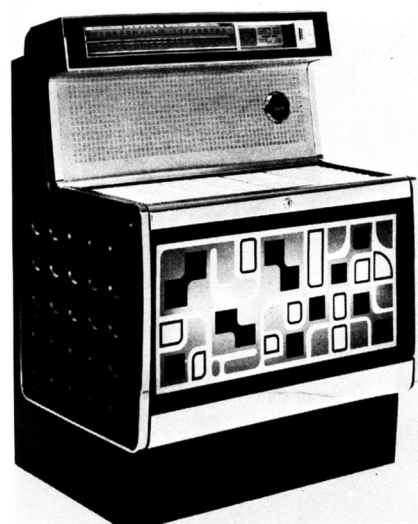
1972-1978



1972 Monte Carlo (TI-1) EM



1972 Deauville (TI-1) EM



1973 Heritage (RI-1) EM



1973 Rhapsody (TI-2) EM



1973 Caprice (TI-2) EM



1973 Woodbridge (TI-2) EM

HERITAGE: all Rowe machines featured here offer 200 selections except this model which offers 120 selections



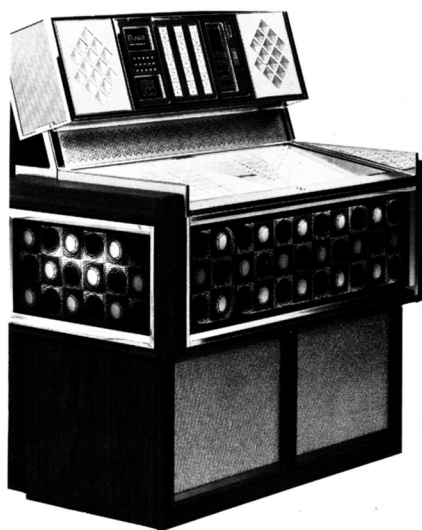
1973 Crestwood EM



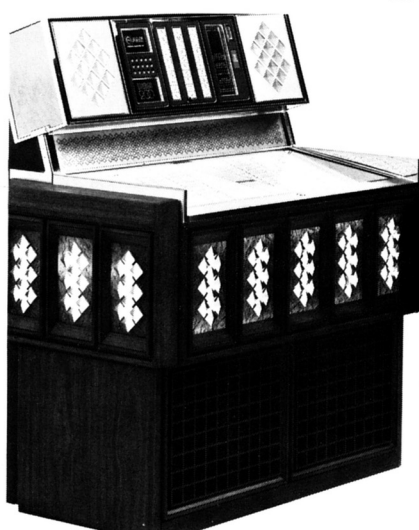
1974 Classic (R-74) EM



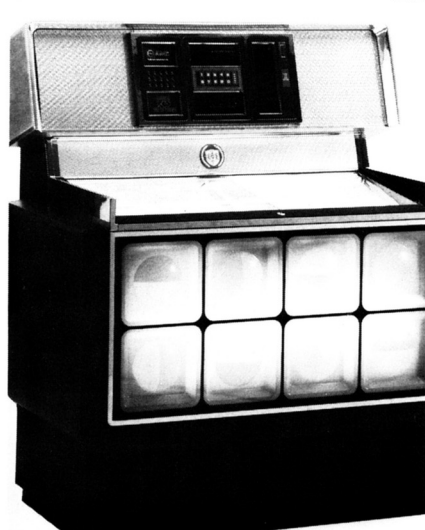
1974 Arlington (R-74) EM



1975 Imperial (R-80) SS

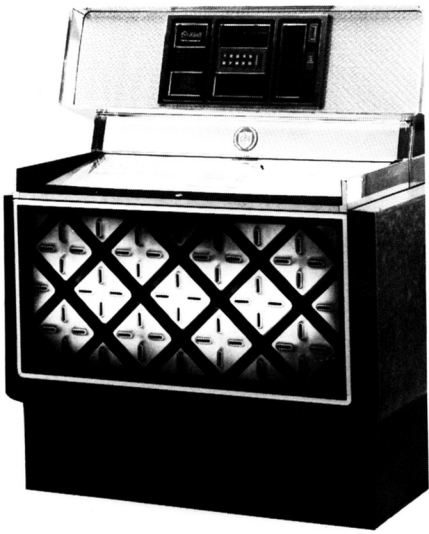


1975 Fleetwood (R-80) SS



1976 Pulsar Orange (R-81) SS

IMPERIAL, FLEETWOOD: in 1975, Rowe began making completely solid state machines, but these models were also produced as electro-mechanicals



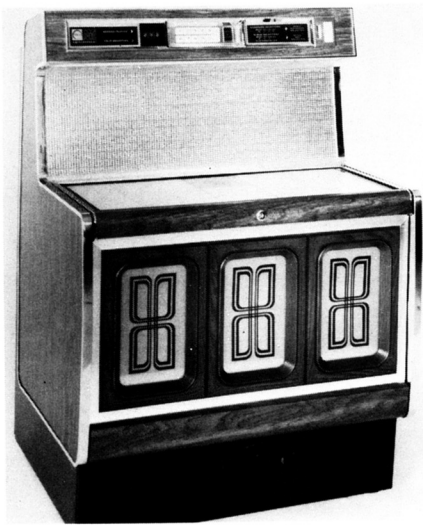
1976 Laser Blue (R-81) SS



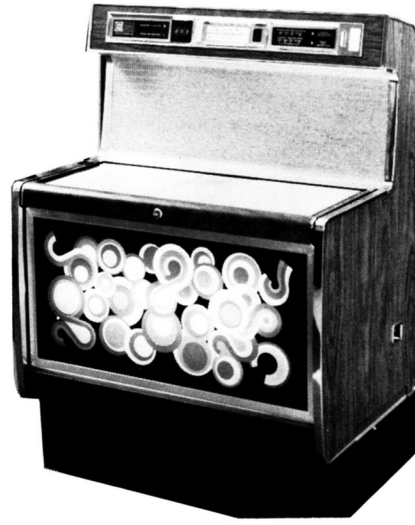
1977 Blackmagic (R-82) SS



1977 Woodhue (R-82) SS



1977 Canterbury (RI-2) SS



1977 Fantasia (RI-2) SS



1978 Fiesta (R-83) SS



1978 Claremont (R-83) SS



1978 Disco 200 (R-83) SS

BLACK MAGIC: featured recessed selection glass design



Bally **EXPLODES WITH THE**
HOTTEST KISS EVER!
4-PLAYER PINBALL EXCITEMENT!

- Individual strobing KISS backglass letters draw players in game over mode.
- 4 rows of KISS lights and 8 arrows make up 1,000 to 120,000 point memory bonus feature.
- 2X bonus collect and bonus multiplier awards up to 240,000 points!
- KISS light-a-line feature awards bonus points.
- ABCD feature awards 2X, Extra Ball or Special.



- 3 coin entry door with 2 quarter slots and 1 dollar coin slot for new Susan B. Anthony dollar.
- 2 of KISS' most popular songs in addition to various tones and sounds.
- 3 or 5 ball option.
- 100% solid-state circuitry.
- Convertible to Add-A-Ball.
- Automatic self-test switch.



Bally Manufacturing Corporation
 2640 West Belmont Avenue
 Chicago, Illinois 60618
 Telephone: (312) 267-6060



The operation of these games and the features therein may be subject to various state and local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

©1978, 1979 Aucoin Management, Inc.
 By Agreement With "KISS"®

©1979 Bally Manufacturing Corporation
 All Rights Reserved
 PRINTED IN U.S.A.

Bally Pins 1974-1979



Jan '74 **Big Show** 2 PL (EM)



Feb '74 **Champ** 4 PL (EM)



Feb '74 **Twin Win** 2 PL (EM)



Apr '74 **Sky Kings** 1 PL (EM)



May '74 **Amigo** 4 PL (EM)



Jul '74 **Delta Queen** 1 PL (EM)

Bally's game list names 78 games produced between 1963 and 1973



Aug '74 **Rogo** 4 PL (EM)



Nov '74 **Bon Voyage** 1 PL (EM)



Dec '74 **Boomerang** 4 PL (EM)



Jan '75 **Flicker** 2 PL (EM)



Feb '75 **Air Aces** 4 PL (EM)



Apr '75 **Knockout** 2 PL (EM)

KNOCKOUT: featured mystery random lighting and knockout hole scoring build-up



May '75 Wizard 4 PL (EM)



Oct '75 Hi-Deal 1 PL (EM)



Nov '75 Bow and Arrow 4 PL (EM)



Jan '76 Flip Flop 4 PL (EM)



Mar '76 Hokus Pokus 2 PL (EM)



Apr '76 Old Chicago 4 PL (EM)



Jun '76 Capt. Fantastic 4 PL (EM)



Jun '76 Aladdin's Castle 2 PL (EM)



Jul '76 Freedom 4 PL (EM)

FREEDOM: released as Bally's first solid state game in Dec '76



Sep '76 Quarterback 2 PL (EM)



Nov '76 Night Rider 4 PL (EM)



Dec '76 Hang Glider 4 PL (EM)



Jun '77 Kick Off 4 PL (EM)



Jun '77 Evel Knievel 4 PL (SS)



Sep '77 Eight Ball 4 PL (SS)



Jan '78 Power Play 4 PL (SS)



Apr '78 Mata Hari 4 PL (SS)



Jun '78 Black Jack 4 PL (SS)

EVEL KNEIVEL: also EM version released in Jan '77; EIGHT BALL: Bally's largest production run; MATA HARI: also EM version released in May '77; BLACK JACK: also EM version released in Apr '77



Jun '78 **Strikes and Spares** 4 PL (SS)



Aug '78 **Lost World** 4 PL (SS)



Oct '78 **Six Million Dollar Man** 6 PL (SS)



Dec '78 **Playboy** 4 PL (SS)



Mar '79 **Supersonic** 4 PL (SS)



Apr '79 **Star Trek** 4 PL (SS)



Jun '79 **Kiss** 4 PL (SS)



Jun '79 **Paragon** 4 PL (SS)

PARAGON: Bally's first "super size" pin

STERN

***ELECTRONICS
INC.***



1725 Diversey Parkway
Chicago, Illinois 60614
(312) 935-4600, Telex: 25-4657
Toll Free Number for Service Only: 800-621-6424

Stern Pins 1976-1979



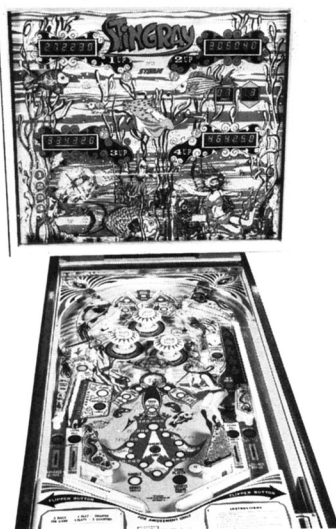
Oct '76 Stampede 2 PL (EM)



Nov '76 Rawhide 4 PL (EM)



Aug '77 Pinball 4 PL (SS)



Dec '77 Stingray 4 PL (SS)

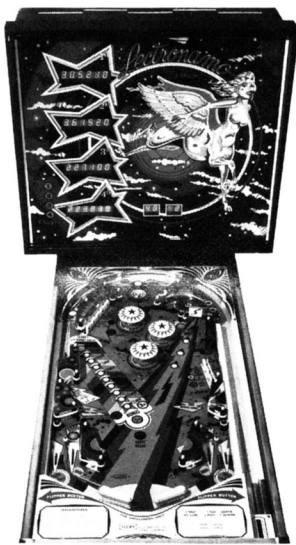


Mar '78 Stars 4 PL (SS)



Jun '78 Memory Lane 4 PL (SS)

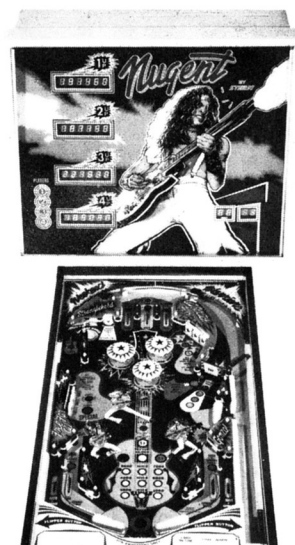
PINBALL: first released in electro-mechanical version



Aug '78 Lectronamo 4 PL (SS)



Oct '78 Wild Fyre 4 PL (SS)



Nov '78 Nugent 4 PL (SS)



Jan '79 Dracula 4 PL (SS)



Mar '79 Trident 4 PL (SS)



Jun '79 Hot Hand 4 PL (SS)

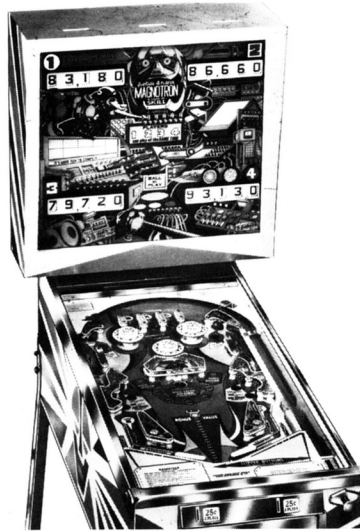
NUGENT: personality pinball featuring rock star Ted Nugent

Gottlieb Pins

1974-1979



Feb '74 **Big Indian** 4 PL (EM)



Jun '74 **Magnotron** 4 PL (EM)



Aug '74 **Top Card** 1 PL (EM)



Oct '74 **Far Out** 4 PL (EM)



Jun '75 **Super Soccer** 4 PL (EM)



Apr '75 **Fast Draw** 4 PL (EM)

FAR OUT: released as 2-player Out Of Sight in Dec '74; SUPER SOCCER: featured "rolling ball" bonus in light box



Aug '75 **300** 4 PL (EM)



Nov '75 **Abra Ca Dabra** 1 PL (EM)



Dec '76 **Spirit of '76** 4 PL (EM)



Apr '76 **Royal Flush** 4 PL (EM)



Oct '76 **Volley** 1 PL (EM)



Nov '76 **Target Alpha** 4 PL (EM)

TARGET ALPHA: released with different backglass as 2-player Solar City in Feb '77 and 1-player El Dorado in Apr '75; 300: released as 2-player Top Score in Oct '75



Jan '77 Jacks Open 1 PL (EM)



Mar '77 Bronco 4 PL (EM)



May '77 Jungle Queen 4 PL (EM)



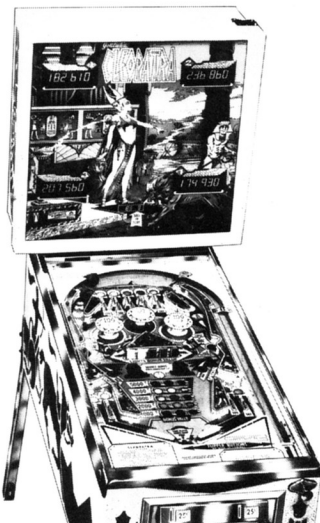
Aug '77 Centigrade 37 1 PL (EM)



Aug '77 Jet Spin 4 PL (EM)



Oct '77 Vulcan 4 PL (EM)



Dec '77 Cleopatra 4 PL (SS)



Feb '78 Sinbad 4 PL (SS)



Jun '78 Joker Poker 4 PL (SS)

CLEOPATRA, SINBAD, JOKER POKER: also electro-mechanical versions; JUNGLE QUEEN: released in Aug '77 as Jungle Princess, a 2-player; CLEOPATRA: first Gottlieb solid state; SINBAD: all-time Gottlieb best seller



Aug '78 **Close Encounters** 4 PL (SS)



Aug '78 **Hit The Deck** 1 PL (EM)



Oct '78 **Dragon** 4 PL (SS)



Oct '78 **Gemini** 2 PL (EM)



Dec '78 **Charlie's Angels** 4 PL (SS)



Feb '79 **Solar Ride** 4 PL (SS)



Apr '79 **Count Down** 4 PL (SS)



Jun '79 **Pinball Pool** 4 PL (SS)



Aug '79 **Totem** 4 PL (SS)

CLOSE ENCOUNTERS, DRAGON, CHARLIE'S ANGELS, SOLAR RIDE: also electro-mechanical versions

Atari Pins 1976-1979



Nov '76 **Atarians** 4 PL (SS)



Jun '77 **Time 2000** 4 PL (SS)



Sep '77 **Airborne Avenger** 4 PL (SS)



Feb '78 **Middle Earth** 4 PL (SS)



Sep '78 **Space Riders** 4 PL (SS)



Mar '79 **Superman** 4 PL (SS)



Apr '79 **Hercules** 4 PL (SS)

ATARI
International
1265 Borregas Avenue
Sunnyvale, CA 94086
(408) 745-2500

HERCULES: the largest of flipper games stands six feet, eleven inches, and features eighteen square feet of action



BEST OF
INDUSTRY
1979



BEST OF
INDUSTRY
1980

Keep your eye on Williams
for games that really pay off!

Williams[®] 
ELECTRONICS, INC.

An XCOR International Inc., Company
3401 N. California Ave., Chicago, IL 60618
Cable Address: WILCOIN, CHICAGO

Williams Pins 1974-1979



Oct '74 **Super-Flite** 2 PL (EM)



Aug '75 **Triple Strike** 1 PL (EM)



Sep '75 **Little Chief** 4 PL (EM)



Jan '76 **Space Mission** 4 PL (EM)



Nov '76 **Blue Chip** 1 PL (EM)



Dec '76 **Grand Prix** 4 PL (EM)

Also see Williams Shuffleboards



Apr '77 Liberty Bell 2 PL (EM)



May '77 Big Deal 4 PL (EM)



Oct '77 Wild Card 1 PL (EM)



Nov '77 Hot Tip 4 PL (SS)



Mar '78 Lucky Seven 4 PL (SS)



May '78 World Cup 4 PL (SS)



May '78 Contact 4 PL (SS)



Jun '78 Disco Fever 4 PL (SS)



Nov '78 Pokerino 4 PL (SS)

HOT TIP: first Williams solid state pin; WORLD CUP: incorporated electronic sounds; CONTACT: Williams first wide body; DISCO FEVER: introduced curved flippers



Jan '79 Flash 4 PL (SS)



May '79 Stellar Wars 4 PL (SS)



Aug '79 Tri Zone 4 PL (SS)

Astro Games



Jan '79 Black Sheep Squadron 4 PL (SS)

Game Plan



May '79 Sharpshooter 4 PL (SS)

Allied Leisure



Mar '76 Dyn O' Mite 2 PL (SS)



Nov '77 Getaway 4 PL (SS)

FLASH: Williams largest production run

Astro Games is no longer in business

GamePlan

shoots you into profits with a wild west winner

SHARPSHOOTER

SHARPSHOOTER'S UNIQUE FULL ACTION MEMORY HOLDS OVER. S-H-A-R-P lanes, kick-out hole, multiple value, rollovers, specials, extra balls, lit spinner and out hole bonus multiplier.

- Improved integrated accounting system.
- Self/diagnostic test system.
- Adjustable to all coin combinations.
- Z-80 micro processor system.



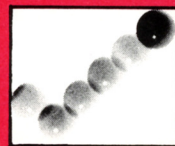
HEIGHT 70"
LENGTH 52"
WIDTH
BACK BOX 30 1/4"
CABINET 22"
WEIGHT 260 lbs.

SHARPSHOOTER BRINGS AN INDUSTRY FIRST. For the first time in the electronic age comes a pinball machine with a MILLION LIGHT for high score to date! It's what the players want and the operators need to get more punch in their profit picture.

TLX 206098

GamePlan, inc.

AN AES COMPANY
1515 W. Fullerton
Addison, IL 60101
Telephone 312/628-8200



Chicago Coin Pins 1975-1976



Mar '75 **Top Ten** 2 PL (EM)



Mar '75 **Super Star** 4 PL (EM)



Jul '75 **Blue Max** 4 PL (EM)



Jul '75 **Red Baron** 2 PL (EM)



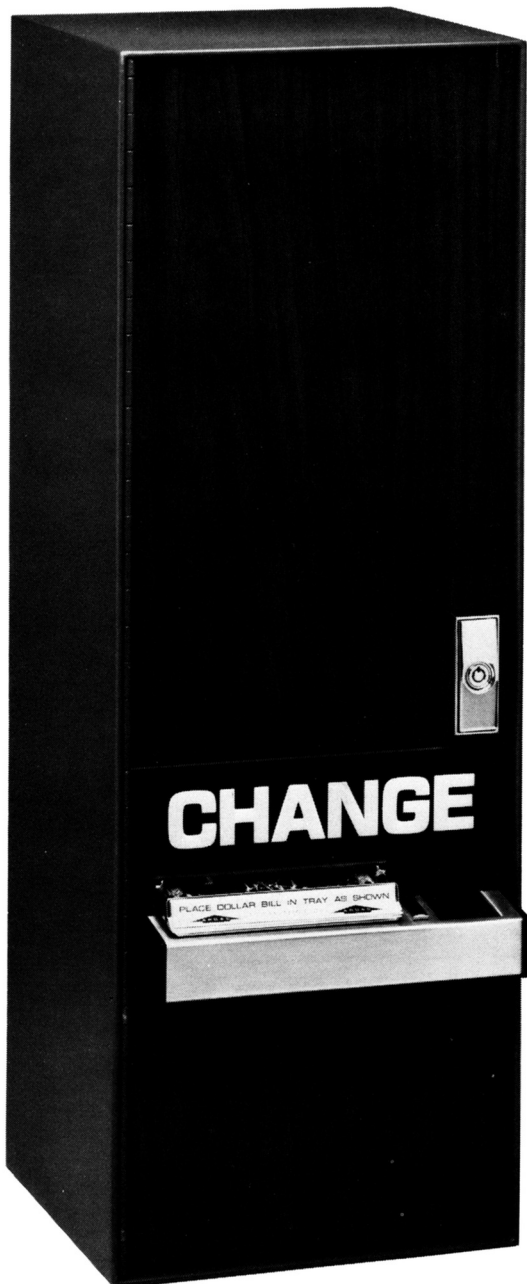
Mar '76 **Cinema** 4 PL (EM)



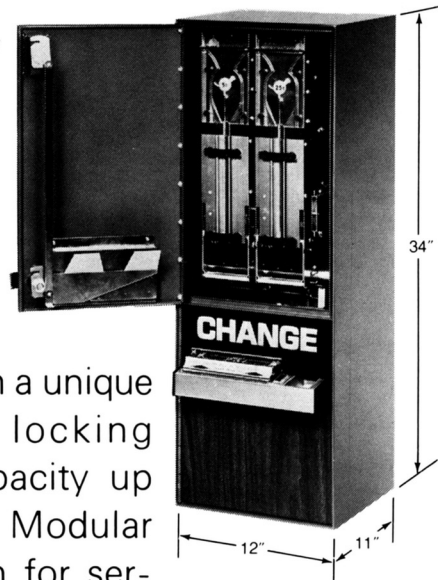
Sep '76 **Juke Box** 4 PL (EM)

Stern bought Chicago Coin in 1976 and does not make or stock parts for Chicago Coin games; CINEMA: released as 2-player Hollywood in Dec '75; JUKEBOX: released as 2-player Sound Stage in Mar '76

Ardac's newest dollar bill changer. Compact. Low cost. Bulk-loaded.



Ardac's newest changer has features you might expect on units twice its size. It has a dollar bill acceptor designed to operate for millions of operations without a lot of fine tuning or adjustments. A dollar bill stacker is available to automatically stack bills in a neat column. Bulk-loaded hoppers can be easily programmed to provide a wide variety of payout combinations. The cabinet provides maximum security with a unique four-point locking system. Capacity up to \$800.00. Modular construction for servicing ease. Simplified electronics. A remarkably low cost.



ARDAC

ARDAC, INC. 4860 EAST 345TH STREET, WILLOUGHBY, OHIO 44094 (216) 951-3440

Atari Videos 1976-1979



Jan '76

Stunt Cycle

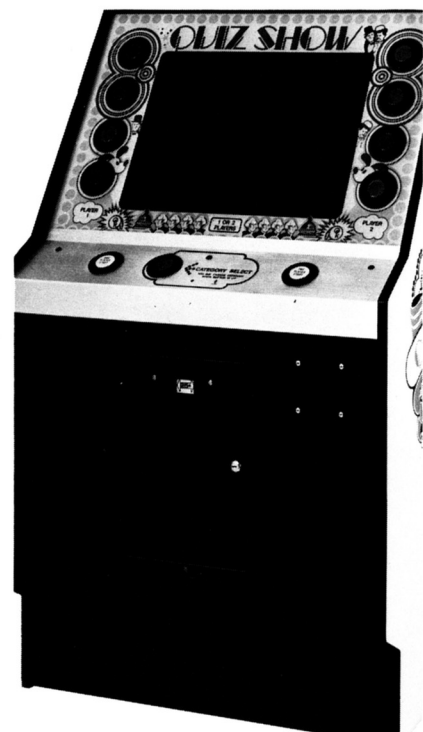
2 PL



Mar '76

Outlaw

1 PL

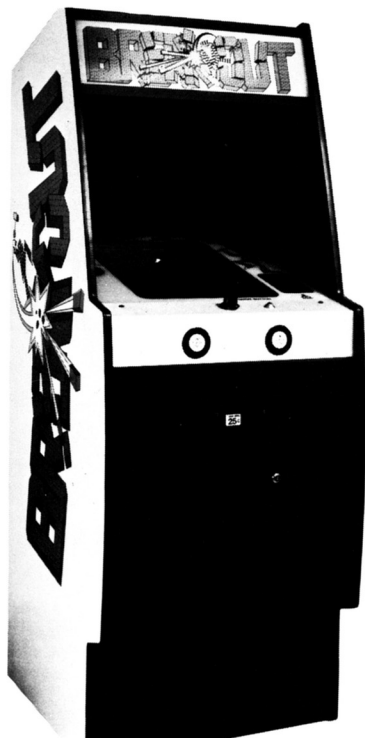


Apr '76

Quiz Show

2 PL

Atari released the very first video coin-op in Nov '72. The game, pioneered by Nolan Bushnell, was Pong



May '76 **Breakout** 1 PL



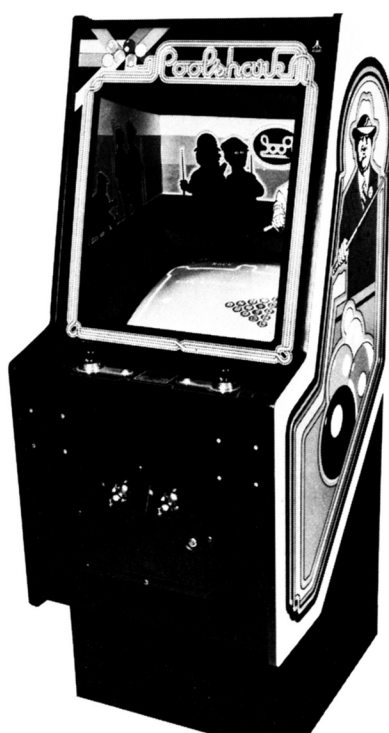
Jul '76 **Flyball** 2 PL



Aug '76 **Le Mans** 1 PL



Nov '76 **Sprint 2** 2 PL



Jun '77 **Poolshark** 2 PL



Jun '77 **Drag Race** 2 PL

BREAKOUT: also released as cocktail model, Atari's largest production run; *SPRINT 2*: Atari's longest lasting game on locations



Jul '77 **Starship I** 1 PL



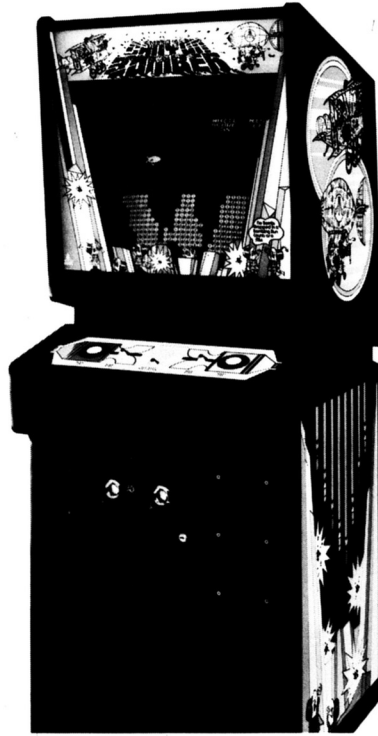
Sep '77 **Super Bug** 1 PL



Sep '77 **Super Breakout** 2 PL



Oct '77 **Destroyer** 1 PL



Nov '77 **Canyon Bomber** 2 PL



Jan '78 **Sprint One** 1 PL

STARSHIP I: Atari's first space theme, this game was the inspiration for similar thematic concepts to come



Mar '78 Sky Raider 1 PL



Apr '78 Avalanche 2 PL



Jun '78 Skydiver 2 PL



Jul '78 Smokey Joe 1 PL

Atari Sports



Oct '78 Football 2 PL



Jun '79 Baseball 2 PL



May '79 Basketball 2 PL

Atari sports games feature Atari's Trak Ball and give players control over the speed and direction of the ball in attempt to emulate realistic action



Midway Videos & Arcade

1977-1979

1977 **Boot Hill** 2 PL



1977 **Double Play** 2 PL 1977 **Desert Gun** 1 PL 1977 **Guided Missile** 2 PL

Midway is a subsidiary of Bally Manufacturing



1977 Laguna Racer 1 PL



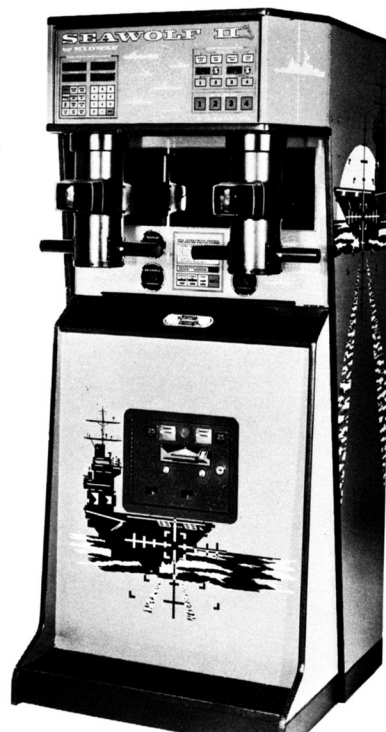
1977 M4 2 PL



1978 Clowns 2 PL



1978 Extra Inning 2 PL



1978 Seawolf II 2 PL

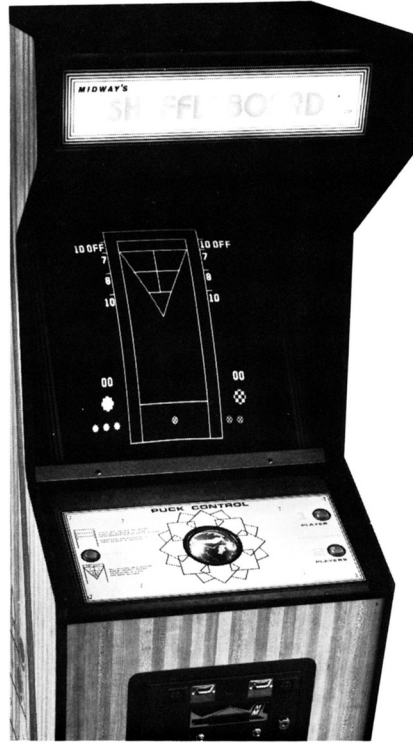


1978 Dog Patch 2 PL

CLOWNS: also available as cocktail table; SEAWOLF II: full color



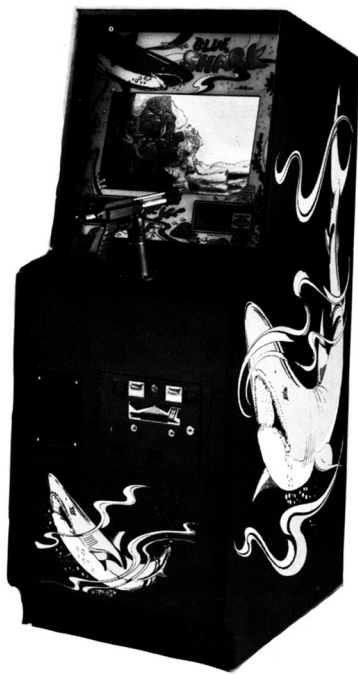
1978 Space Walk 2 PL



1978 Shuffleboard 2 PL



1978 Space Invaders 2 PL



1979 Blue Shark 1 PL



1979 Bowling Alley 4 PL



1979 18 Wheeler 1 PL

SHUFFLEBOARD: two games, regulation or deck; 18 WHEELER: electro-mechanical; BOWLING ALLEY: two games, regulation or flash; BOWLING ALLEY, SPACE INVADERS: also available as cocktail table

SIRCOMA . . . it's a new name in the amusement industry. It is also one of the oldest, and most respected names. SIRCOMA was formerly known as A-1 Supply, Inc. of Nevada and Nutting Associates of California. Today, SIRCOMA is a name to remember.

SIRCOMA was the first to bring all the popular games of Nevada to the amusement industry.

Amusement Poker, Blackjack, Keno, and Bingo. Games that keep the players' interest, because they keep the player thinking. High reliability, low maintenance and very little down-time because there are few moving parts. Ruggedly sophisticated machines that are often copied but never equalled. Like our Amusement Poker, pictured here – the computer dealer plays fair, but plays to win, and deals you in on profits.

Or the perennial American favorite, Bingo, where the player can choose from not hundreds but millions of cards – always looking for the “five in a row.” Amusement Bingo could fill that “free space” in your location book. Maybe you'd rather sink your teeth into SIRCOMA'S new Dawg Race.

Computerized canines that demand attention, from post time to the “hare-raising finish.”

Dawg Race might be the machine to unleash your profit potential.

So please remember . . .

SIRCOMA – where only the name and the ideas are new.

SIRCOMA International has been appointed the sole distributor for Cromptons products in the United States. With the addition of Cromptons Penny Falls, Splash Down, Flippa Winna and Grand Canyon. SIRCOMA has a winner for you.



**Amusement
Poker**



**Amusement
Bingo**



**Amusement
Dawg Race**

SIRCOMA

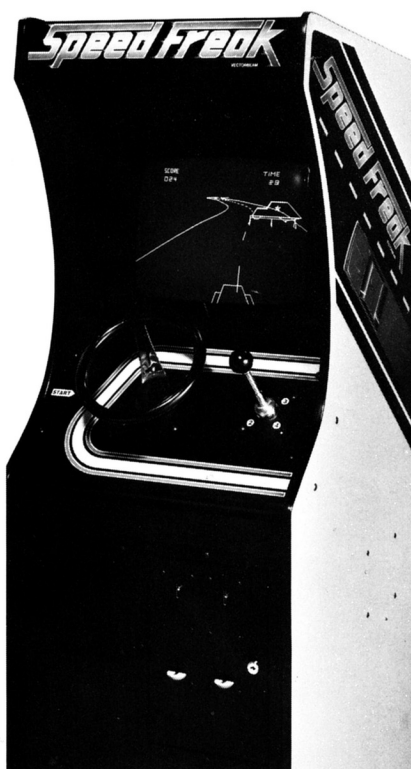
**520 South Rock Boulevard
Reno, Nevada 89502
(702) 323-5060 · TWX 910-395-7014**

The SIRCOMA and Cromptons machines will be on display at AMOA and IAAPA.

Cinematronics/Vectorbeam



Sep '78 Space Wars 2 PL



Mar '79 Speed Freak 1 PL



Aug '79 Barrier 2 PL

Sircoma

(formerly A-1 Supply)



1979 Draw Poker 1 PL



1978 Bingo 1 PL

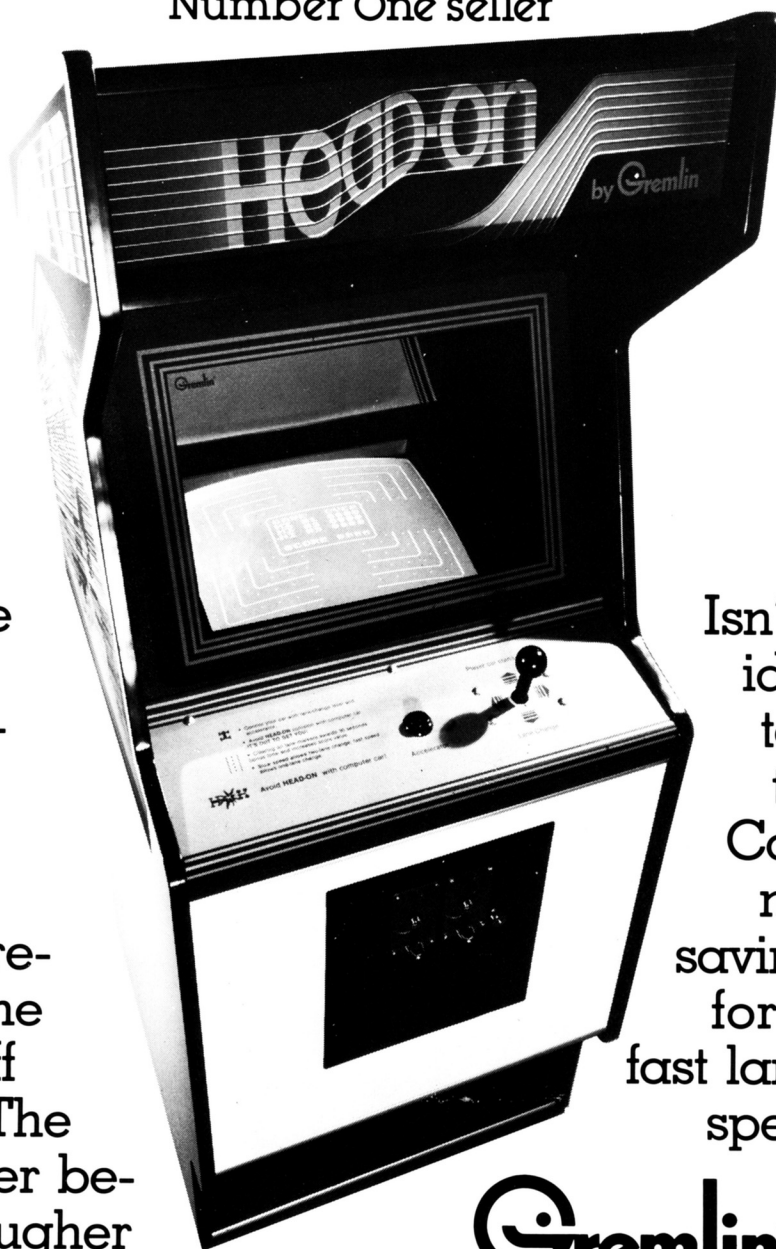


1979 Dawg Race 1 PL

Other games, move over!
This winner's in the
high-speed profit lane

HEAD-ON[®]

This new MultiPhase[®] game is the
Number One seller



You make the profits while we make history. HEAD-ON—the best selling game we've ever created—takes the speed limit off your profits. The better a player becomes, the tougher HEAD-ON gets to beat. People keep playing and paying. *And paying!* That's the whole MultiPhase idea.

Isn't it a good idea for you to get in on the action? Call or write now. We're saving a place for you in the fast lane to high-speed profits!

Gremlin[®]/SEGA[®]

The games people REALLY play.
GREMLIN INDUSTRIES, INC.
8401 Aero Drive, San Diego, CA 92123
(714) 277-8700 TWX 910-335-1621

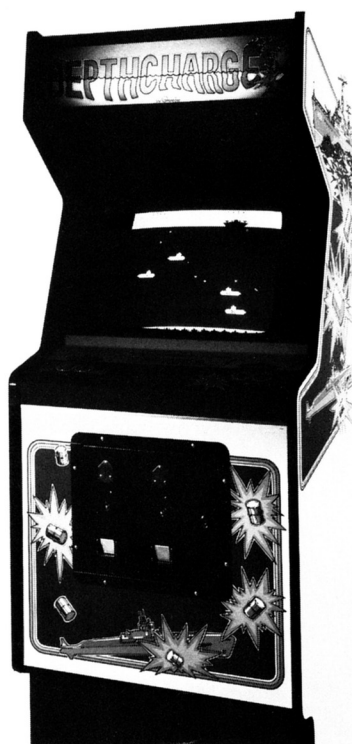
MULTIPHASE and HEAD-ON are 1979 copyright names of Gremlin/Sega

Gremlin and Sega are registered U.S. trademarks

Gremlin Videos 1976-1979



Sep '76 **Blockade** 2 PL



Jun '77 **Depth Charge** 2 PL



Nov '77 **Safari** 1 PL

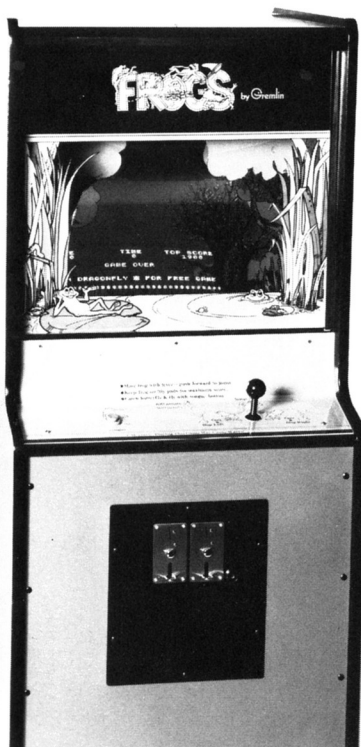
Gremlin was acquired by Sega in October, 1978, and continues to produce games under the Gremlin name



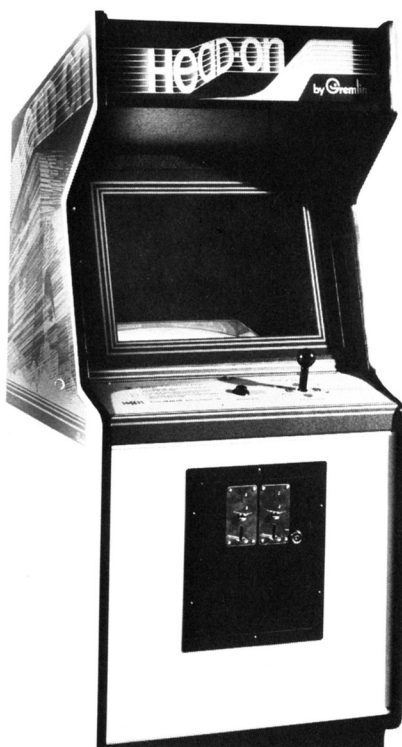
Apr '78 **Blasto** 2 PL



Jun '78 **GeeBee** 2 PL



Oct '78 **Frogs** 1 PL



May '79 **Head-On** 2 PL

Stern



Jun '79 **Genesis** 6 PL (SS)

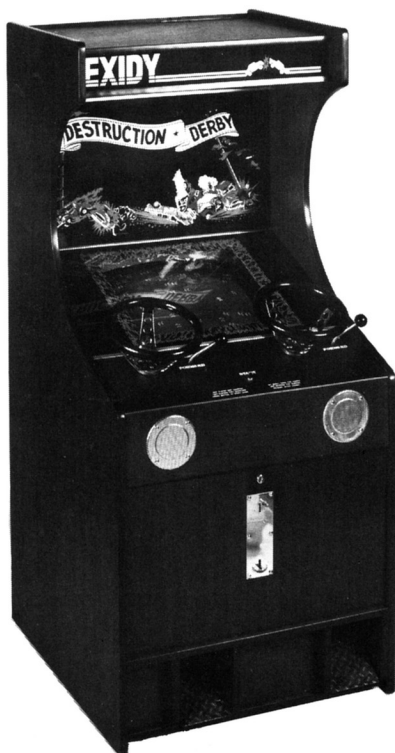
Venture Line



Apr '79 **Five Card Draw** 1 PL

HEAD-ON: the first Multi-Phase game from Gremlin/Sega

Exidy Videos 1975-1979



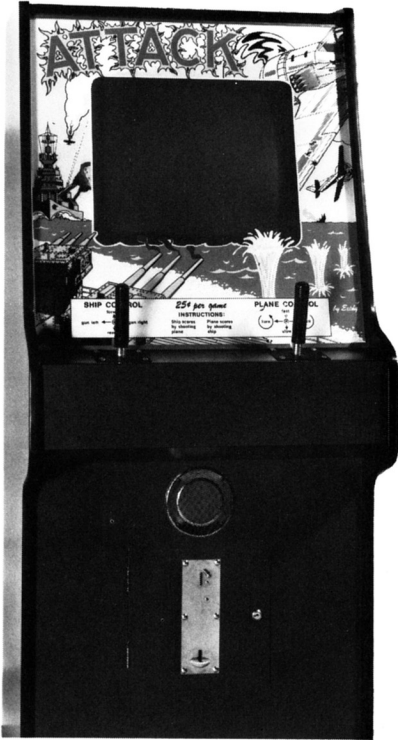
Sep '75 Destruction Derby 2 PL



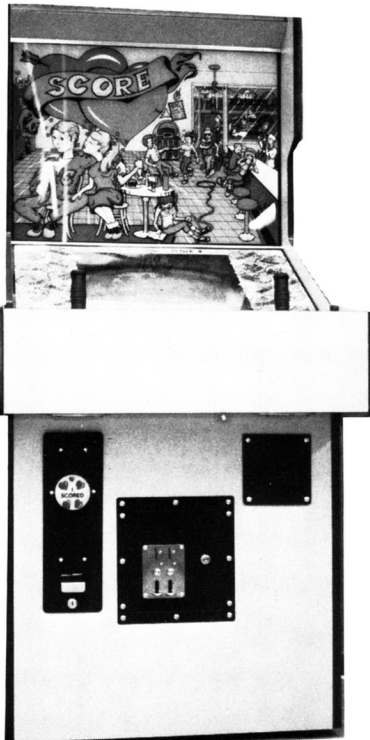
Jan '76 Death Chase 2 PL



Jul '76 Alley Rally 2 PL



Sep '76 **Attack** 2 PL



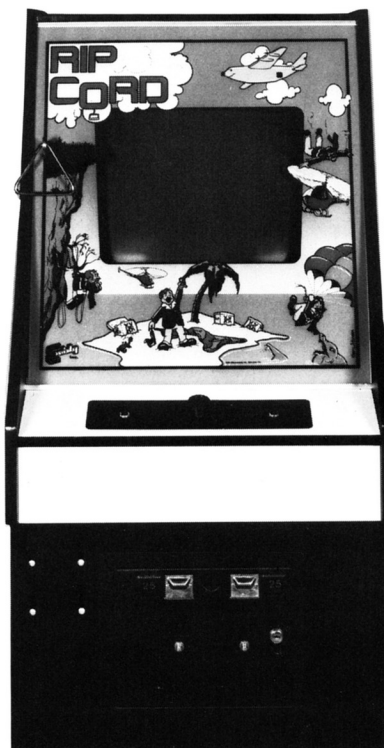
Sep '76 **Score** 2 PL



Jul '77 **Robot Bowl** 2 PL



Nov '77 **Circus** 2 PL

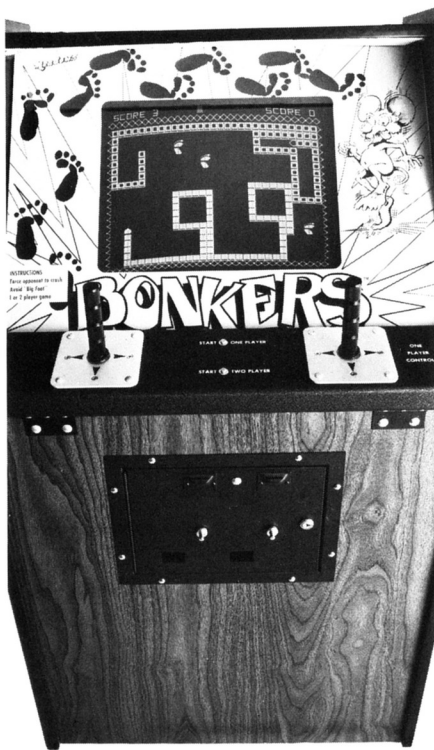


May '79 **Rip Cord** 2 PL



Jun '79 **Crash** 1 PL

Meadows Games



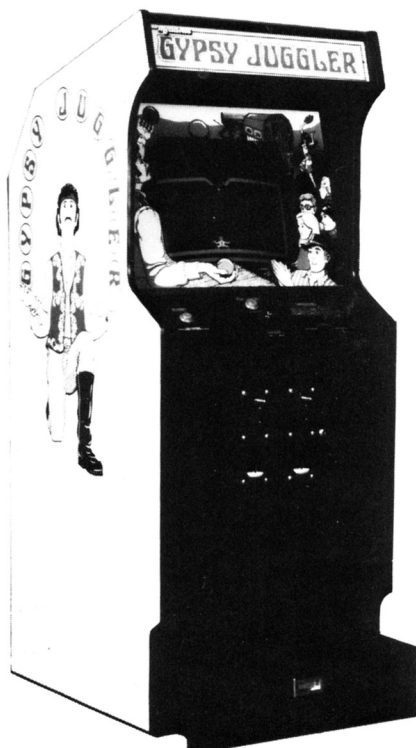
Jan '77 **Bonkers** 2 PL



Jun '77 **Meadows Lanes** 2 PL



Feb '78 **Inferno** 2 PL



May '78 **Gypsy Juggler** 2 PL

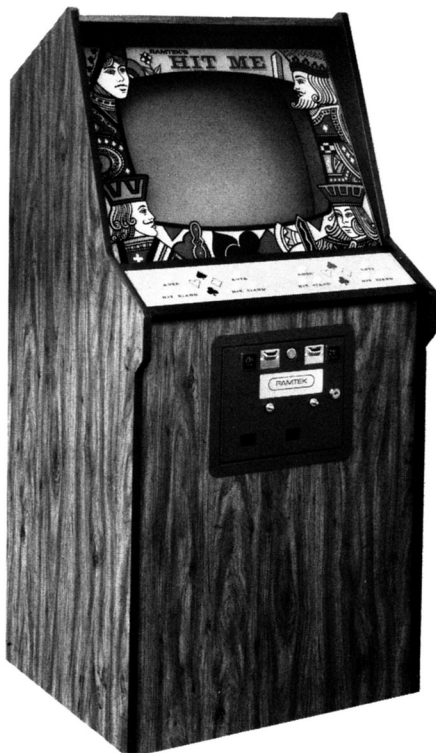


Jul '78 **3-D Bowling** 2 PL



Oct '78 **Dead Eye** 2 PL

Ramtek



Jun '76 **Hit Me** 4 PL



Jan '77 **Barricade** 4 PL

Elcon



May '79 **Cosmic Attackers** 2 PL

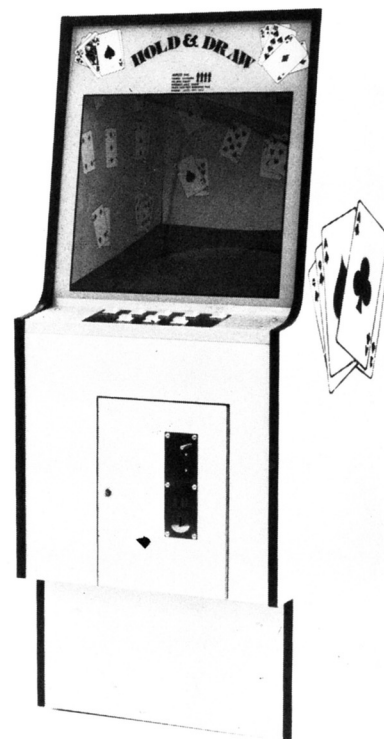


Jul '77 **Ambush** 2 PL



Sep '77 **Star Cruiser** 2 PL

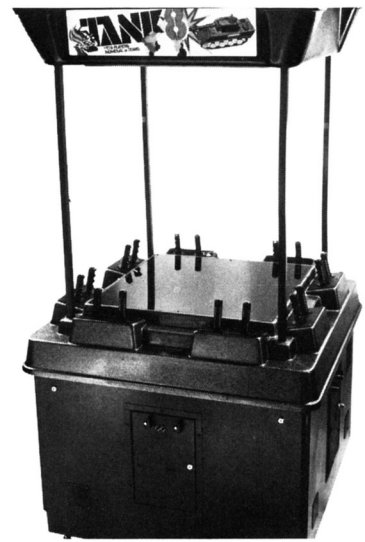
Mirco



Aug '78 **Hold & Draw** 2 PL

Atari Arcade

1976-1979



Tank 8

Apr '76

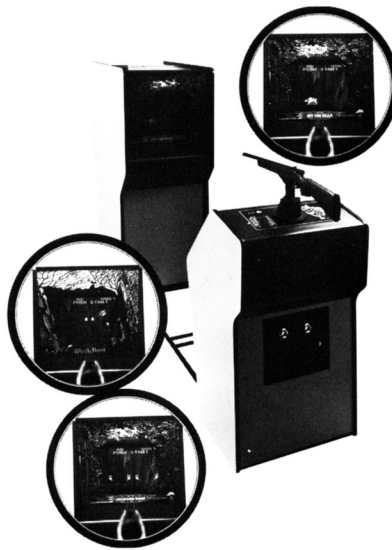
8 PL



Indy 4

May '76

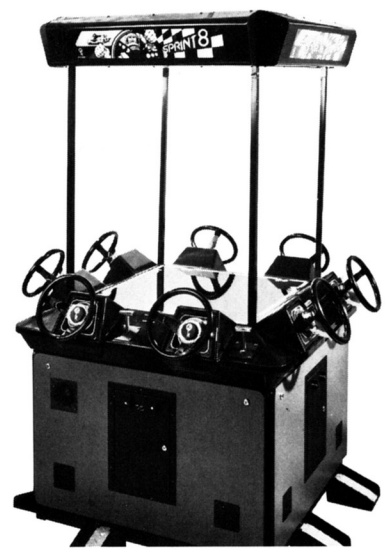
4 PL



Hit The Bear

Apr '77

1 PL



Sprint 8

May '77

8 PL



Sprint 4

Dec '77

4 PL



Fire Truck

Jun '78

2 PL



Subs

May '79

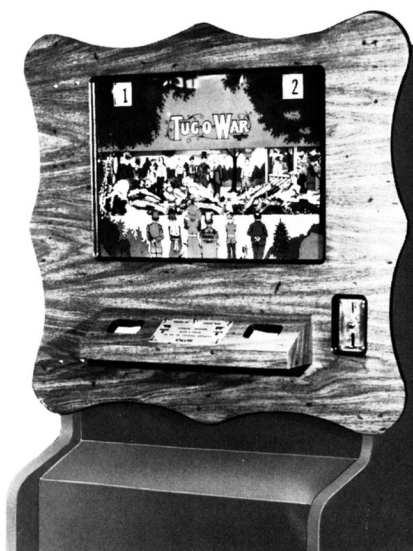
2 PL

The original Sprint game was Sprint 2, released by Atari in Nov '76. Subsequent pieces, Sprint 1, 4, and 8, were built to accommodate each number of players, respectively

Americoin Arcade



Jan '78 Dozer 2 PL (EM)



Mar '79 Tug-O-War 2 PL (EM)

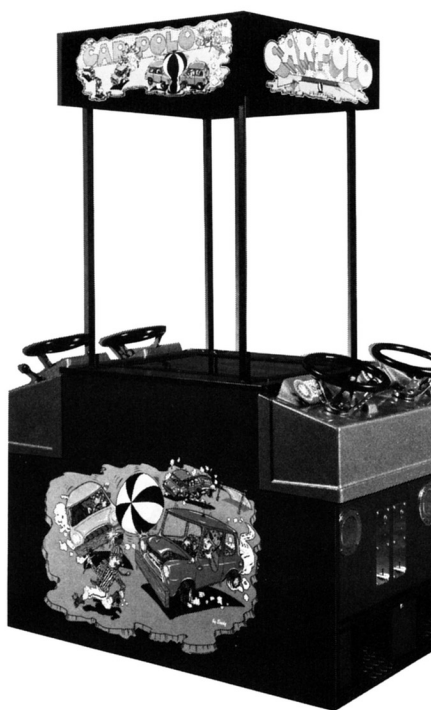


Mar '79 Killer Bees 2 PL (EM)

Exidy Arcade



Old Time Basketball
Apr '76



Car Polo
Jan '77



Star Fire
Dec '78

Allied Leisure Arcade 1976-1979



Fire Power
Jan '76



Daytona 500
Jun '76

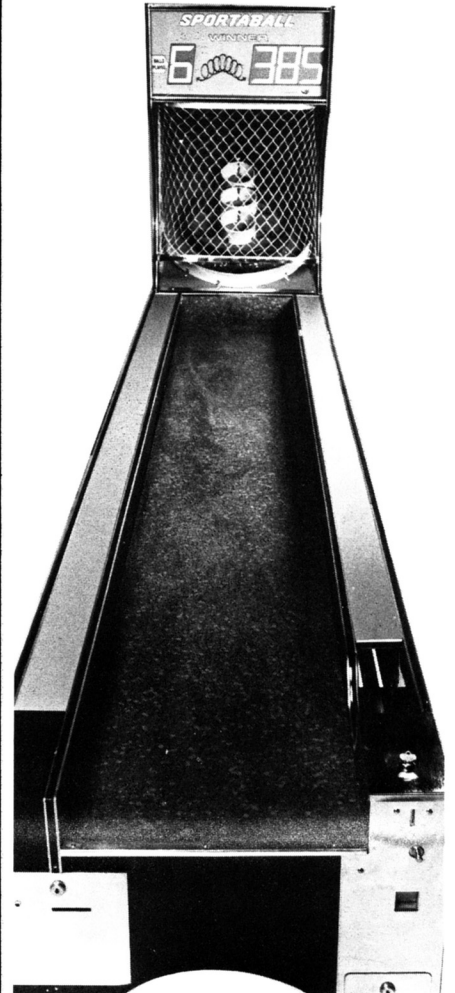


Battle Station
Dec '78



Clay Champ
Jun '79

United Billiards



Sportaball
1979

Mike Munves



Air Hustle
May '79

CLAY CHAMP: Allied's current production piece

Game-a-Tron

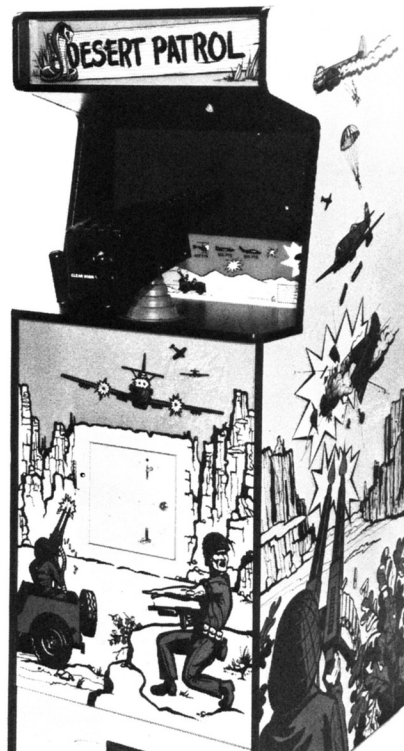


Black-Jack
Sep '78



Computer-Poker
Sep '78

P.S.E.



Desert Patrol
Jun '78 1 PL

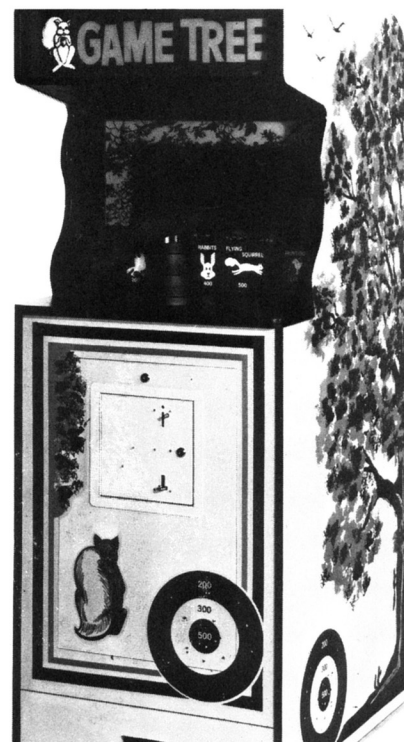
Chicago Coin



Big League
May '75



Demolition Derby
Dec '75



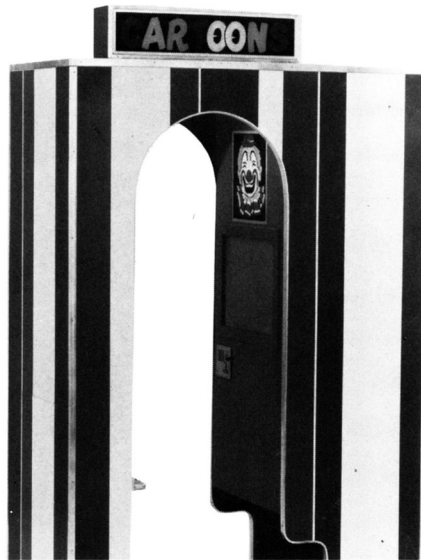
Game Tree
Sep '78 1 PL

U. S. Billiards



The Driver
Jan '79

Mike Munves



Cartoon
Jun '78

U. B. I.



Bimbo
Jul '75

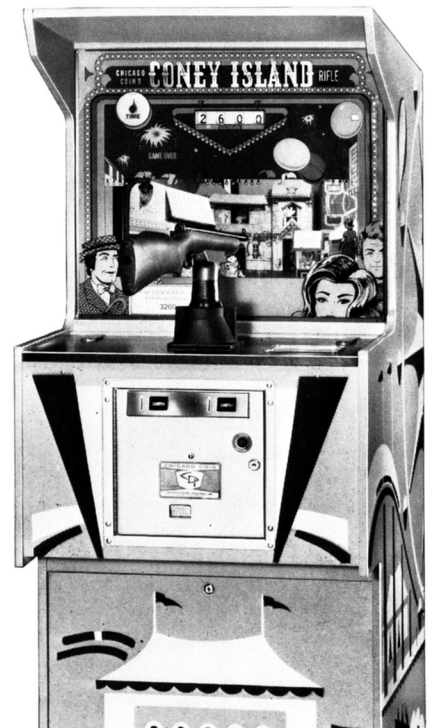
Chicago Coin Arcade



Rifle Gallery
Mar '75



Shoot Out
Oct '75



Coney Island
Apr '76

SNOOKER

**Dynamo Presents
the Industry's First
Coin-Operated
Snooker
Table.**



Dynamo Snooker. A Beautiful Way to Raise the Low-Priced Pool Game!

Having a hard time raising your pool price? Then, this is the table for you. Dynamo's All New Snooker Table has tested very well at 75¢ a game. Here's how it can help raise your pool game prices. Pick one of your prime multi-table locations. Put in our Dynamo Snooker Table at 25¢ a game higher than you are currently charging. In a few weeks, you should be able to convert your entire location to the higher price structure.

Also use Dynamo Snooker as a deterrent to your locations buying their own pool tables. Only you and your distributor will have access to Dynamo Snooker, making it virtually impossible for your locations to purchase this game.

Beautiful? You bet, in more ways than one. Dynamo Snooker comes in an all new Golden Pecan finish with maintenance-free Dyna-trim corner castings and rails. It features Dynamo's exclusive 2¼" cue ball.

Be First... with the most unique billiard game on the market. Contact your local distributor or Dynamo.



DYNAMO CORPORATION
1805 South Great Southwest Parkway
Grand Prairie, Texas 75051 • 214/641-4286
Toll Free 1/800/527-6054 • Telex 732432

Dynamo Table Games 1976-1979



Fussball
1976



Fussball (Pecan)
1979



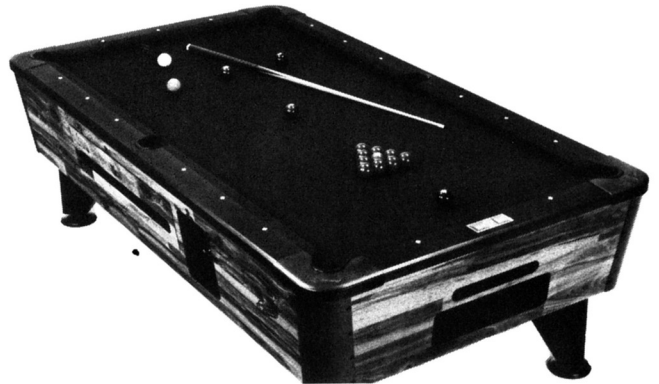
Rosewood Model 30
1976



Mirrored Model 30
1978



Model 30 (Pecan)
1979



Snooker
1979

Valley Table Games

1974-1979



Pecan Big Cat
Mar '75



Bob Cat Bumper Pool
Sep '74



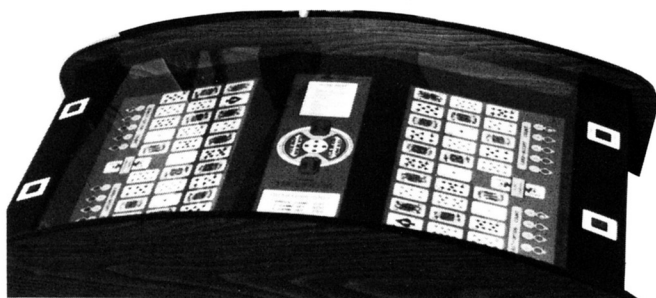
Pro Soccer
Jun '75



Makora Big Cat
Jan '77



Cougar
Jan '79



Jun '79 Ace-Hi 4 PL

Zila Cocktail Non-Video

U. S. Billiards Table Games

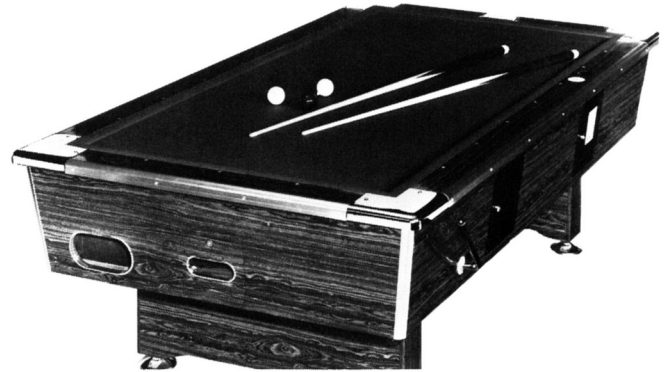
1975-1979



English Leather
Nov '75



Timberline
Nov '76



Carom Billiards
Nov '76



SST
Apr '77



Classic Rosewood
Nov '77

Brunswick



Brunswick Coin-op
Jan '74

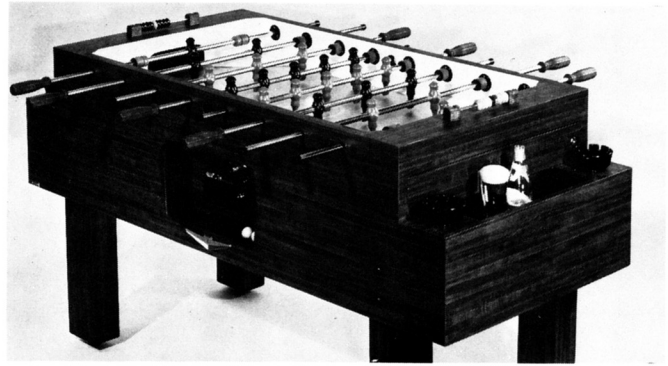
Art Daddis



Tournament Model
Jun '79

Irving Kaye Table Games

1967-1979



Hurricane
Jun '67



Deluxe Apollo
Sep '69



Antique Apollo
Sep '69

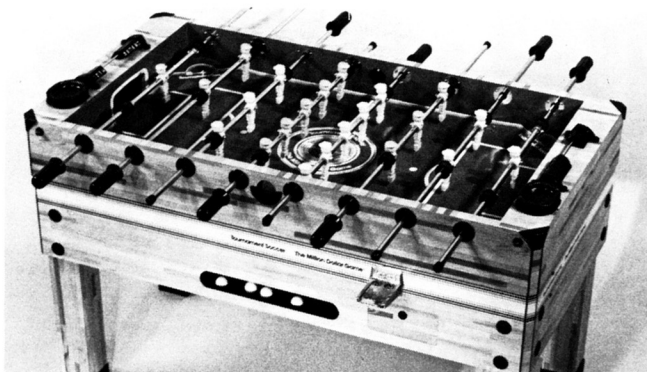


Stars & Stripes
Nov '75

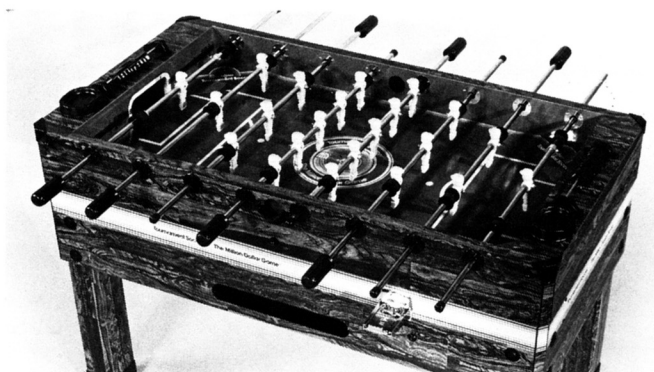


Silver Shadow
Jun '78

Tournament Soccer



22 L
Jan '79



22 D
Jan '79

Williams Shuffleboards

1974-1979



Aug '74 Civic Center 6 PL (EM)



Oct '74 Unique 6 PL (EM)



Oct '74 Star Sapphire 6 PL (EM)



Jan '75 Supreme 6 PL (EM)

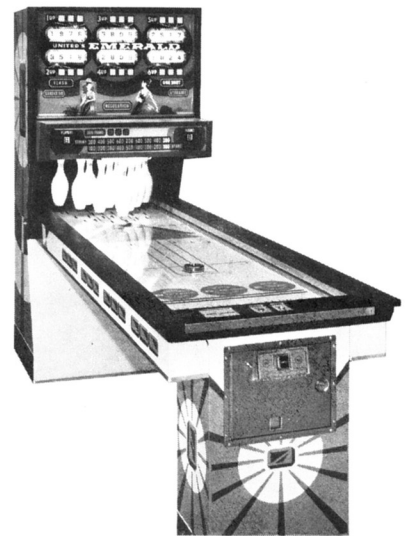
United's 6-player shuffleboards are produced by Williams



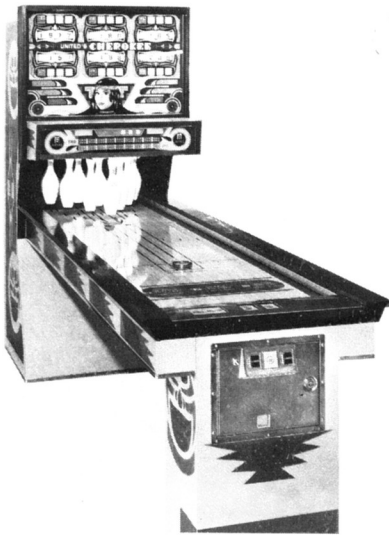
Jun '75 Marquis 6 PL (EM)



Jan '76 Seville 6 PL (EM)



Jun '76 Emerald 6 PL (EM)



May '77 Cherokee 6 PL (EM)



Nov '77 Nugget 6 PL (EM)



Apr '78 Topaz 6 PL (SS)



Aug '78 Aristocrat 6 PL (SS)



Nov '78 Pompeii 6 PL (SS)



Apr '79 Taurus 6 PL (SS)

TOPAZ: first solid state shuffle alley; ARISTOCRAT: first shuffle alley with electronic sounds

Gremlin Wall Games



Tenpin
Sep '76 2 PL



All Star
Dec '78 4 PL

U.B.I.



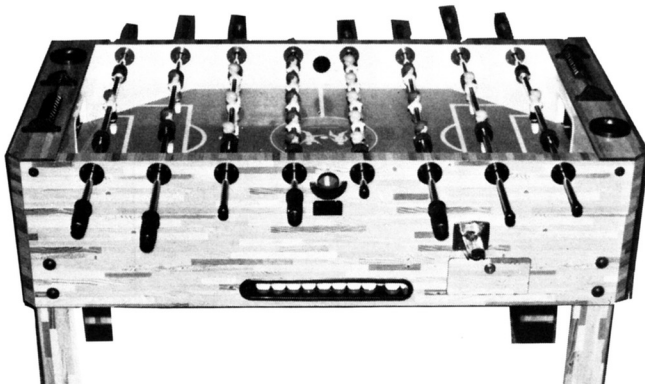
Zenith
1979

International



Pool Table
1972

Imperial



Championship Soccer
1977

U.S. Billiards



Aerojet Hockey
1973

Mike Munves



Love Tester
Jun '67

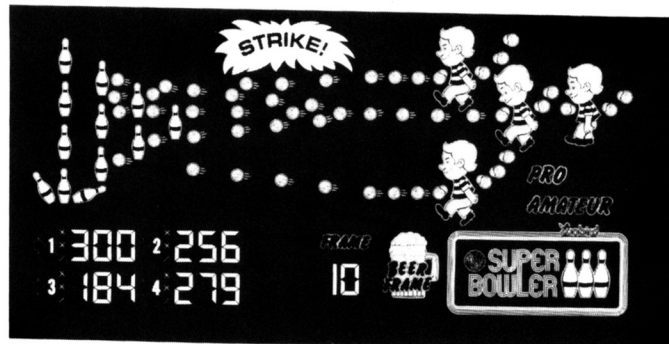


Mutoscope
May '76

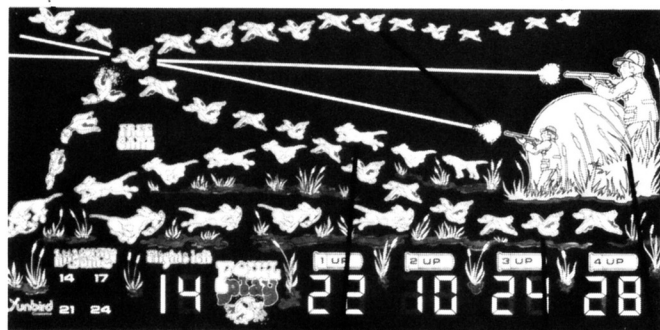


Wheel of Love
Jun '76

Sunbird Wall Games



Super Bowler
Aug '77 4 PL (SS)

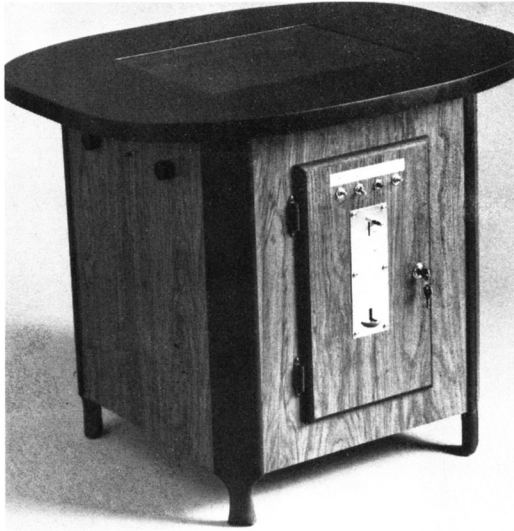


Fowl Play
Nov '78 4 PL (SS)



Tombstone
Nov '78 2 PL (SS)

Venture Line Cocktail Videos



Mar '74 Sports Command 2 PL



Jul '78 Casino Royale "21" 2 PL

Computer Kinetics



1976 Vega 21 1 PL



1978 Chooz 4 PL



1978 In-Between 4 PL



1979 Draw 5 2 PL

Cocktail Tables



Gremlin Hustle Jan '77



U.S. Billiards Video Pool Nov '77



U.S. Billiards Variety Nov '77



Game Plan Star Trip Jan '78



Atari Tournament Table Mar '78



Game Plan Foxy Lady Jun '78



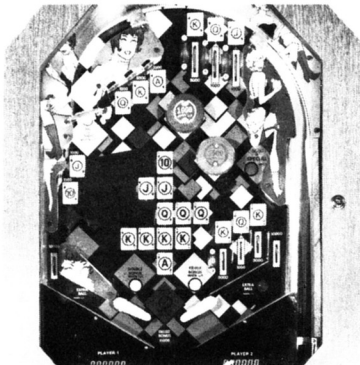
Midway Rotation VIII Jun '78



Atari Monza Jan '79



Telmark Touchdown Fever Jan '79



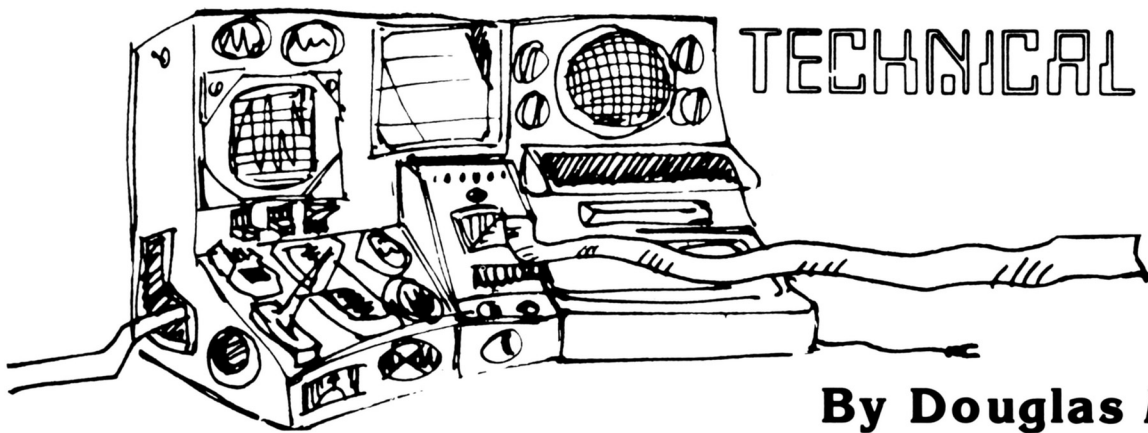
Venture Line Joker's Wild Feb '79



Valley Spectra IV Mar '79



Allied Leisure Disco Jun '79



By Douglas McCallum

Williams offers front door adjustments in Flash

When Williams introduced its electronic pinball system, it also introduced the headache of making

adjustments. Someone up there must have been listening to all the grousing, because with *Flash Wil-*

liams has redone the whole system—all the adjustments are made from the front door.

To get into self test, simply flip the toggle switch into the AUTO-UP position and press the advance button. The credit display will show "04." (In the grand scheme of things, y'see, Williams has us starting on the fourth step.)

If you want to start at the start, push the advance button with the switch in MANUAL-DOWN. The ball in play display will show "00"—this corresponds to the function number in the accompanying table. Functions "00" through "11" are bookkeeping functions, while "12" through "35" are game adjustments. The current status of any function is shown in player one display.

Once you're in self test you must select the function you want to check or change. To go to a higher function number flip the switch to UP and push or hold down the advance button. Holding the button down causes the number to advance quickly. For lower function numbers, flip the switch to DOWN. (For meter readings on your routes you will need functions "04" and "08.") Functions "00" through "11" will not be adjustable, but you will have occasion to make feature adjustments. The value of the particular function will be shown in the player one display. To change it hold in the credit button on the front of the cabinet. Switch to UP for higher

Cinematronics/Vectorbeam customer service bulletin

Interchangability of Parts/Boards
Vectorbeam *Starhawk* vs Cinematronics *Starhawk*

printed circuit boards

The CPU boards are completely interchangeable.
The AUDIO boards are *NOT* interchangeable.
The DISPLAY boards are *NOT* interchangeable.

Please be advised that at this time it is *NOT* possible to interchange the power supplies between Vectorbeam and Cinematronics games due to a wiring incompatibility. Do *NOT* attempt to use any Vectorbeam assemblies in Cinematronics games or vice versa as severe damage will result.

Exorciser test fixture

The Cinematronics Exorciser Test Fixture may be used to troubleshoot the Vectorbeam main logic board by performing the two following steps prior to test.

1. Replace the DIP jumper header located at D8 with the modified header. This shorts pins 2 and 15 for correct signal path during test.
2. Cut trace as shown on drawing. After test this trace must be patched.

Add to Cinematronics Kit:

Part #36-10175-02 Modified DIP Header (SHORTS D-8, PINS 2 & 15)

Part #80-1001-01 Logic Fabrication Drawing
Note: 1 of each

numbers and to DOWN to make the numbers go down...get it?

To summarize: the advance button changes the function number and the start button changes the value. The UP-DOWN switch selects which way, higher or lower.

EXAMPLE: Let's change from a five ball to a three ball game (and you can make it a seven ball or anything else, if you want).

1. Enter self-test by switching to AUTO and pressing advance.

2. Leave switch in UP position and hold down advance until "31" appears in the ball in play display.

3. Notice that "05" shows in player one display. That means five balls.

4. To lower to three balls, flip the switch to DOWN and push advance til "03" shows.

5. Turn the game off and back on. You're done.

Williams has also come up with

another interesting twist: there are two high scores to date. Function "12" is the *real* high score which changes when beaten. Function "13" is our high score—the one we want to reset the game to each week. Only we can change it.

All you have to do to reset the high score is to push the high-score reset button in game over mode. What this does is take our score (stored in "13") and put it in "12," erasing what's already there. No going to zero and stepping up, just open the game and push. Neat, huh? Not only that, to change *our* score (or the replay scores, for that matter) simply find the appropriate function number and raise or lower the value with the credit button and the UP-DOWN switch.

Coinage is still clumsy, if you don't like their standard arrangements. Unfortunately, two plays for 25 cents is not on their standard list. Function "19" to zero and program in any

other coinage plan via functions "20" through "24" (see the instruction manual).

Used to be you couldn't reset Williams' bookkeeping functions, but now you can. We no longer have to use the little switches on the MPU to program the game, thank goodness, but they now are used for Master Commands (lots of reverb, please). The diagnostic procedure chart has changed a little—you can't get back up to the top of the chart without starting over. Anyway, either press the diagnostic button on the MPU or press advance in MANUAL—when the LED's blink twice, you're in business. The only Master Command we need to use is the one that zeroes out the bookkeeping functions. Set the command switches all off except "8" which is on; then press the command enter button and your registers are now zeroed.

P.S. Enzo still gets flashes.

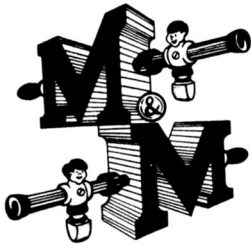
Game adjustments

Function	Description	Notes	Factory Setting
00	PROM Identification	1	0486 2
01	Coins, Left Chute (Closest to coin door hinge)	1	—
02	Coins, Center Chute	1	—
03	Coins, Right Chute	1	—
04	Total Paid Credits	1	—
05	Total Specials	1	—
06	Total Replay (extra ball) scores	1	—
07	Match and High Score to Date credits	1	—
08	Total Credits	1,2	—
09	Total Extra Balls	1,3	—
10	Total ball time in minutes	1	—
11	Total number of balls played	1	—
12	Current High Score to Date	4	550,000
13	Backup High Score to Date	5	550,000
14	Replay 1 Score	5	270,000
15	Replay 2 Score	5	370,000
16	Replay 3 Score	5	470,000
17	Replay 4 Score (Disabled)	5	0
18	Maximum Credits	6	20
19	Standard and Custom Pricing Control (00-07)	7	01
20	Left Coin Slot Multiplier	7	01
21	Center Coin Slot Multiplier	7	01
22	Right Coin Slot Multiplier	7	01
23	Coin units required for credit	7	01
24	Coin units bonus point	7	02
25	Credits in game	—	00
26	High Score Credits	8	03
27	Play	—	11
	01-Liberal, Eject Hole Lamps Restored, 5,000 Lamp Lit Initially		
	02-Moderate, Eject Hole Lamps Restored, 5,000 Lamp not Lit Initially		
	11-Factory Setting, Eject Hole Lamps not Restored, 5,000 Lamp Lit Initially		
	12-Conservative, Eject Hole Lamps not Restored, 5,000 Lamp not Lit Initially		
	14-No Extra Ball, Eject Hole Lamps not Restored, 5,000 Lamp not Lit Initially		
28	Match (00=ON, 01=OFF)	—	00
29	Special	—	00
	00 = Awards Credit		
	01 = Awards Extra Ball		
	02 = Awards 50,000 Points		
30	Scoring Awards	—	
	00 = Credits at Replay Score		
	01 = Extra Ball at Replay Score		
31	Number of balls (03 or 05)	—	03
32	Maximum Plumb Bob Tilts (1-9)	—	03
33	Sound Option	—	00
	00 = Background Sound OFF		
	01 = Background Sound ON		
34	SUPER FLASH Scoring	—	00
	00 = Awards 50,000 Points		
	01 = Awards Extra Ball		
35	SUPER FLASH Restore	—	00
	00 = Restores		
	01 = Does not Restore		

Notes:

- Functions 00-11 cannot be changed from the coin door; however, Functions 01-11 can be set to zero as described in Section 4.
- Total credits (Function 08) is the sum of Function 04 and, as applicable, Functions 05, 06, and 07.
- Total extra balls (Function 09) is the sum of the game extra ball feature and Functions 05 and 06, as applicable.
- Current High Score to Date (Function 12) can be changed to the value of the backup High Score to Date (Function 13) by operating the HIGH SCORE RESET switch while in the game over mode.
- Functions 13-17 may be set to any multiple of 10,000 points. Setting a function to zero disables the High Score to Date (Function 13) or the replay score (Functions 14-17).
- Setting Maximum Credits (Function 18) to zero places the game in a free play mode.
- With Function 19 set to 00, Functions 20-24 can be set manually. Refer to Table 2 for seven standard pricing schemes (selected by values of 01-07 for Function 19) and custom pricing values.
- Setting Function 26 to zero with Function 13 set to any score but zero, permits the High Score to Date feature to operate but no credits are awarded.

FOOSBALL EXPERTS



DISTRIBUTOR FOR
TOURNAMENT SOCCER

• WE STOCK ALL PARTS •

LOW PRICES ON:
LOCATION READY USED TABLES

TOTALLY REBUILT TABLES
(BROWN TOES)

REPAIR AND REBUILDING WORK

• TOURNAMENT SOCCER •
U.S. BILLIARDS • ARDAC CHANGERS

M & M DISTRIBUTING

2322 Hampton Ave. St. Louis, MO 63139
(314) 781-7138

"SINCE 1975"

**Now more
than ever,
Play Meter,
the magazine
operators read
and believe in**

**(Independent,
honest, and unbiased)**

Learning solid state:

PLAY METER has received requests for more information about the technical instruction books on the list published in the June 15 issue (page 20).

Electronics related publications are profuse and one can find printed material on just about any electronic component or system on the market. Our list is composed of some of these books and service manuals. We have added a few more selections not included in the previous list. Some publications (e.g. Data Books) are not always available, nor are some of the manuals supplied at manufacturers seminars.

Introduction to Flipper Games,
Introduction to Slots,
Instruction and Troubleshooting Manuals,
Electronic Pinball Games—Theory of Operation, Service Bulletins.

All of these manuals are printed by Bally and are available free of charge through your Bally distributor, or on written request from Bally Manufacturing Company, 2640 West Belmont Avenue, Chicago, Illinois 60618.

Williams Electronics is putting together a package of their latest models service manuals, schematics and services bulletins. Contact Ron Crouse, Marketing Director, by phone or mail, at Williams Electronics, Inc., 3401 North California Avenue, Chicago, Illinois 60618.

Gottlieb Solid State Service Manual is printed by Gottlieb and is available free of charge through written request to D. Gottlieb and Company, 165 West Lake Street, Northlake, Illinois 60164.

Rockwell PPS-4/2 Series 11660 Micro Computer Manual by Rockwell International is available upon written request from Rockwell Micro Electronic Devices, P.O. Box 3669, Anaheim, California 92803.

Technical Repair Manual—Solid State Monitor by Motorola Display Products, Part number 68P65130A74 is available upon request, free of charge, through Motorola Display Products Parts Department at 1155 Harvester Road, Chicago, Illinois 60185.

General Information and Troubleshooting Procedures, Microprocessor Video Games—Standard Repair Procedures for Midway Processor Boards by Midway available through Midway service schools or Andy Ducay at Midway Manufacturing Company, 10750 West Grand Avenue, Franklin Park, Illinois 60131.

Electronic Pinball Electronics for Pinball Mechanics,

a technician's reading list

Volume I and II by Robert A. Hornick, published by Laserscope LTD. is available through Wico Corporation at the price of \$19.95.

Microcomputer Primer by Mitchel Waite and Michael Pardee—\$7.95.

The TTL and CMOS Cookbooks by Don Lancaster—\$8.95 and \$9.95 respectively.

The 8080 Bug Book by Peter R. Rony, David G. Lanrsen and Jonathan A. Titus—\$9.95.

Using the 6800 Microprocessor by Elmer Poe—\$6.95.

All of these books are published by Howard W. Sams and Company, Inc. at 4300 West 62nd Street, Indianapolis, Indiana 46268 and are available through Electronic Parts stores all over the U.S.

The Textbook of Video Game Logic by Kush & Stuff Amusement Electronics is available at Peach State Distributing, 1040 Boulevard, South East, Atlanta, Georgia 30312—Price \$19.95.

The Complete Motorola Microcomputer Data Library by Motorola Technical Information Center—Available through Electronic Parts Stores carrying The Motorola Semi-conductor lines. Ask for other Motorola Data Books—Price \$4.50.

Troubleshooting Solid State Electronic Power Supplies by Ben W. Gaddis, published by TAB Books, Blue Ridge Summit, Pennsylvania 17214—Price \$4.95.

Fairchild Data Books—Published by Fairchild, 464 Ellis Street, Mountain View, California 94042—Available through Fairchild Distributors—Price range from \$2.50 to \$5.00.

National Semiconductor Data Books by National Semiconductor Corporation, 2980 Semiconductor Drive, Santa Clara, California 95051—Price range \$5.00 to \$7.00.

Transient Voltage Suppression Manual-Optoelectronics by W.H. Sahn, published by General Electric Company, Electronic Park, Syracuse, New York 13201—Available through your G.E. Parts Representative—Priced around \$5.00.

Tilt, The Pinball Book by Candice Ford Tolbert & Jim Alan Tolbert—Published by Creative Arts Books Company—Available through Wico Corporation—Price \$4.50.

J-MAK

DISTRIBUTORS, INC.

For New and Used Equipment

Carrying Rowe-AMI, Bally, Midway, U.S. Billiards

John Trucano, Pres.
500 Main Street
Deadwood, S.D. 57732
(605) 578-2121

All Roads Lead To



**For the Finest in New and Reconditioned
Equipment Anywhere**

Joe Westerhaus Jr., President
Jack Schleicher, Sales Manager
Claudia Redwine, Sales

ROYAL DISTRIBUTING CORP.

1210 Glendale-Milford Road
Cincinnati, Ohio 45215

(513) 771-4250

Why?

Why do you suppose more operators read Play Meter than any other industry-related trade publication?

We think it must have something to do with the fact that Play Meter is independently-owned and honest with its readers.

We are, after all, the only publication that evaluates pinball machines.

Not only that, our articles (such as the recent three-part series on business profitability) are thought provoking, useful, and written specifically for the operator.

And we cover more industry news than anyone else, month after month.

Then, of course, there's our "Technical Topics" section, which is written by independent technicians who have firsthand experience in the field.

There seem to be as many reasons for reading Play Meter as there are readers.

PLAY METER



By Roger C. Sharpe

Majors prepare for autumn attack

The memories of summer: gas lines, warm weather, more gas lines, odd and even days, and a baseball season pennant race going down to the wire with at least one Chicago team, the Cubs, still in the running; but even more pertinent than these few things, a rather interesting mid-year for pinball machines.

Wide-body machines have come into some measure of prominence, Williams has made a dramatic comeback thanks to the incredible success of *Flash*, and Atari, after releasing *Superman*, has somehow faded from pinball view due to all the problems they have encountered since unveiling *The Atarians*.

Celebrity machines made an imprint that shows brightly for their future with the success of *Nugent*, *Kiss*, *Charlie's Angels*, and a whole slew of other notably thematic games. Solid state machines have firmly entrenched themselves in the marketplace, to the point that many have almost forgotten those "old" drum-scoring units and conventional chimes and bells. Scoring potential has increased with the acceptance of multiple bonus possibilities and business continued (and continues) to grow at a remarkable rate.

As for what's coming, every manufacturer is gearing for the fall show with its own unique AMOA

stoppers in the hopes of cornering larger shares of the market. And there are some incredible developments on the horizon, with electronic technology becoming even more integrated into the scheme of things along with an increasing reliance on better cosmetics (sounds and artwork).

Before we get to three of the newest efforts, a moment to wish an industry stalwart well as he bows out of an industry that still and always will bear his imprint—George Molentin of Advertising Posters. A fond farewell is wished.

But what about the new games? Well, this time around three of the biggies have offerings that are very different and also very good.

Williams' TRI ZONE

Flash is a tough act to follow and the hope from Williams is that this effort will continue its upward spiral. One supposes that only time will tell.

PLAYFIELD: The action starts with two angled lanes (A-B) and an upper left side kick-out hole. Move down a bit and three thumper bumpers supply the action either back up to the right hand side and a wire gate protected short lane and rollover (R), or down to a drop target area. At the sides are two



Williams' TRI ZONE

Roger's Ratings At-A-Glance

Williams' TRI ZONE.....	###	Stern's MAGIC.....	####
Bally's PARAGON.....	####		

FREE PARTS CATALOG

Betson Enterprises has 'em!

I.C.s - Transistors - Diodes - Resistors - Capacitors

Send for your all new I.C. — semiconductor — resistor and capacitor catalog for electric pinball machines. (Bally - Stern - Gottlieb - Williams) Save time shopping for the best buy because we have it. A complete stock for the listed machines is in inventory. We use only national brands (Motorola - T.I. - National - Signetics - RCA - etc.). Kits and individual components are available. Send for your free catalog today.

BETSON ENTERPRISES

3726 Tonnele Avenue

North Bergen, N.J. 07047

Attn: Dept. I.C.

Cable: BETSON

Phone: 201/864-2424

Telex: 12-5336

Ship to:

Company Name _____

Address _____

City _____

State _____

Zip _____

Attention: _____

sweeping lanes back to the top. The right side has a rollover (I), while the left side features a spinner and another roll-over (T). Scattered at mid-field are four drop targets—at left of the spinner (Z), in the center (O), at the opening of the right side lane (N and E). The bottom is a conventional wire land and flipper setup featuring Williams' use of a thick metal form.

ANALYSIS: *Tri Zone* really offers a few zones for hitting shots. The A & B lanes at the top as well as the lanes to the flippers control the bonus multiplier, while the spelling out of T-R-I increases point values and eventually leads to an extra ball and special values. The drop target value leads to out-lane specials. The only problem with the game is that it's really a two shot effort—either you go for the left side spinner or the right side lane to get back to the top—the rest of the game requires a system of nudging and hoping for good rebounds. It's simple, basic action. No more, no less.

GRAPHICS: Less "flashy" than its predecessor, *Tri Zone* nonetheless is a striking game with playfield artwork that has been changed from the picture you see here. It's colorful, futuristic, and bounces out with almost the same power as *Stellar Wars*.

PLAY: As are most Williams' games, this machine is better suited for three-ball play, since nothing is really doubled up going from the five-ball setting to the three-ball setting. Decent levels for extra ball areas would be about 130,000 to start, followed by 260,000 and 480,000 points. For free play you may want to raise each limit by about 50,000 to 100,000 points. One thing, though, is that in many instances where I have played this game, I have found the operator, or even the distributor, has changed the memory features so that the bonus multiplier doesn't stick from ball to ball (it should unless it gets to 5X). The building up of the T-R-I values is also shut off rather than allowed to continue through the game. This changes the game dramatically and just shouldn't be done—so watch it, or run the risk of altering a good game into a bad one.

RATING: ###

Stern's MAGIC

The folks at Stern have weaved some "magic" with this machine that follows quickly on the success of *Trident* and *Hot Hand*. It's a good game, with some good shots and fast moving action.

PLAYFIELD: The top of the board features three lanes (M-A-C)



ride with the times . . .
...with a company that cares about people, quality and profits

Thousands of business concerns coast-to-coast have reported high profits from the family traffic and increased sales as well as the direct coin box profit that their UTEC rides have created. UTEC offers a full line of quality rides, The Racer Car, The Kiddie Boat, and many other beautifully built animals all for your customer's enjoyment.

Top-quality UTEC coin-operated amusement rides provide a high profit, short-term investment for your place of business by providing safe, inexpensive entertainment for your customer's children. Our name "UTEC" has been identified with fine quality, good value and excellent service for nearly thirty years. Our customers can rely on our past and depend on our future.

utec 

UTEC INC.
2770 HIGHLAND AVENUE P.O. BOX 12530
CINCINNATI, OHIO 45212 (513) 531-2800

which lead down to a three thumper bumper area that is neatly balanced by a right side three drop target bank and a left side collect bonus kick-out hole. Also on the left is a rollover button and a short spinner fronted lane that complements a right side spinner which offers access back to the top. Move down and the middle is wide open except for a couple of rollover buttons, leaving the action for two side targets on the left (G-I) and right (M-C). The bottom set-up is the Stern-ized wire lane bottom with two rubber-ringed posts by the outlanes for some extra action, as well as a center post between the flippers.

ANALYSIS: *Magic* offers a good build-up of action during the course of any one ball, with the drop targets at the top right providing bonus multiplier values up to 5X, along with point values (up to special) for just getting the three targets down. The lanes at top as well as the side targets supply a way to spell out M-A-G-I-C, with the A only possible from the top. Get the name out twice and special values appear and for every letter gotten out. The spinners also increase in value up to 2,000 points per revolution.

So the scoring is there, and then some, from every corner of the board in a top design that may remind some of *Nugent*, with those thumper bumpers, drop targets, collect bonus kick-out hole, and short left side lane (*Nugent* didn't have that left side spinner). Reverses are good also for either the drop targets or the spinners and even lateral action is possible from the side targets and side kickers—plus the flippers seem stronger here than on any previous Stern machine.

GRAPHICS: The artwork on *Magic* is more reminiscent of *Trident* than *Hot Hand* with its monster, butterfly-like woman and almost pre-historic warriors. The colors are dark and eye catching and even the playfield picks up the graphics for a good, tight package.

PLAY: As I've mentioned, the scoring on *Magic* is potentially very high, and that's with three-ball play which I've experienced and watched. What the features may produce on five-ball, I don't honestly know, but I don't think there's any doubling up to worry about. So for extra ball play try 180,000 for a first limit and follow it with 360,000 and 600,000 points. On free play you'll probably want to add about 100,000 points to each of these levels.

RATING: ####

Bally's PARAGON

Sound the trumpets, for this major

is offering its first "supersize" machine (better known to us in the industry as a wide-body), and if anybody could put everything but the kitchen sink on a board, including true innovation, it's the guys from Bally with a machine which I wasn't blown away by when I first saw it, but have subsequently grown to like as have many others who can't get enough of the *superer sized* game.

PLAYFIELD: At the top of *Paragon* are two saucer kick-out holes, with the left (Golden Cliffs) offering point totals up to 20,000 points a pop, and the right side offering a way to spell out P-A-R-A-G-O-N for special values. Just below is a triangular set of three thumper bumpers with a big center target that adds an out-hole bonus value. Move down and over to the right side and it is the "waterfall" drop targets and lane, with a three drop target bank that increases in value from 10,000 points to 25,000 points and special values. Over at the left side just below the kick-out hole is a spinner and post set up with the wider left side offering an innovative delight this reviewer has been waiting a long time for, ever since I saw it worked on in the engineering room of Bally some time ago. It's an in-line drop target set called the "valley of the demons" which controls the bonus multiplier and extra ball values. Just below this set-up is a small left side flipper which is just above the "beast's lair"—a thumper bumper and wire gate ramp to a lower left side flipper, and a big access out to drain land. Back to the middle of the field fronting the thumper bumper is a center target which also helps spell out P-A-R-A-G-O-N. And last is the right side lane and two flipper set finishing off the board.

ANALYSIS: When I mentioned that *Paragon* has a bit of everything it really does. The spinner on the left is reminiscent of *Lost World* and even has the same decal, while the right side waterfall lane brings back memories of Bally's old *Knock-Out*. The bottom flippers are a return to the days of *Aladdin's Castle* and all together everything really works, although much of the impact (and importance for future design) of the in-line drop targets is lost due to its difficult access from the flipper as well as the abundance of other shots on the field. Truly a game of continuity, there are super bonus values of 20,000 points, 30,000 points, and 40,000 points for maximum scoring even though the bonus multiplier values aren't held over from ball to ball.

There is an abundance of memory, with the waterfall drop targets



Stern's MAGIC



Bally's PARAGON

“Give Paul Faris more space and he gives you more of the best artwork around”

holding over from ball to ball and increasing in value every time they're hit. The top two kick-out holes and the letters are also held over from ball to ball, giving the play a wide variety of shots that have to be implemented for the duration of the game. The left side lair at the bottom offers some good nudging similar to the days of Williams' *Fantastic* and *Spanish Eyes*, and even Bally's prototype models of *Freedom* before it was changed to suit European tastes. It is indeed an exciting world of Paragon that Bally offers and a game that grows on players from time to time with its diverse shot selection and scoring potential. Even the sounds of a cat's cry and other tones have been imaginatively worked into the theme for a total effort.

GRAPHICS: What can one say? Give Paul Faris more space and he gives you even more of some of the best artwork around, with some great detailing on the playfield and very strong images on the backglass. Although the playfield is more colorful than the backglass, the motif and execution continue in the recent Bally tradition of upgrading pinball art.

PLAY: Even though scoring can be high on *Paragon*, it is really centered around building up from one ball to the next, much like *Eight Ball*, and so you must be careful with the way you set your limits. On three-ball, extra-ball play try a 90,000 point start and follow it with 280,000 and 500,000 points. For

free play you may want to raise this by 100,000 points per limit at least, depending upon the caliber of your players and how they're hitting the machine. For five-ball play you can even go another 100,000 points higher for each level and make sure that your game is retaining the memory it should. One last word is to check for the access into the left side kick-out hole behind the in-line drop targets—it's a hard shot and players may complain that the ball won't land in and stay in, but it will, and there's nothing here to signal something wrong with the game. The little bit of plastic overlay at this point is acceptable. Also, be really careful as to the way the ball is being released from the waterfall lane since it has the tendency to drain right out between the flippers. A simple adjustment is all that's needed.

RATING: ####

That's it for the main portion of the corner this month, but time has come for an update on *Sharpshooter*—the first of what will continue through the next few issues. Gratifyingly, the response and test reports have been predominantly quite favorable, for which I am very happy. Some responses I have gotten on the negative side pertain to the fact that there's yet another manufacturer on the scene; others have been turned off by the bottom thumper bumper arrangement on the right side, calling it too quick for some players, and

causing the game to play too long for others. A bit of a disparity there.

The majority of comments have been on the favorable side, including the sound and how it fits with the theme of the game, the swiftness of action, the power of the flippers, and the flexibility of shot possibilities. The 50,000 point lane has been praised as a great feature, and the balance of action throughout the board has been complimented. There have even been words about the million light and how many players really like having it and how they wish all the games had it. All in all, the very positive earnings have proven this machine to be a winner from location to location, and it seems to be the sounds and scoring features that are doing it. The rating round-up so far reads like this:

= 19
 ### = 8
 ## = 3
 # = 2

Obviously, the responses are still limited and there's more than enough time for anyone and everyone to get their own comments and reviews in. So let me hear from you as the PLAY METER readers get a chance to rate this machine. And until next time—with some news from Gottlieb, more happenings from Williams and some other surprises—I bid you a happy September, and, as always, be well and prosper.

EXPORTING? Tokens are The Answer!



Do you want to operate a Pinball Game on 34 Krupecs? 62 Cruzeros? 29 Francs? 4, 350 Lira? . . . Tokens are the answer. Coin Acceptors and Slide Chutes are easily adjusted for Token Operation. Bill Changers can be quickly modified for virtually any size Token, and the number of Tokens dispensed can be set for any quantity.

It is important to allow a margin of size difference from the coins in use in any country, to prevent slugging. Pro-

viding the proper Token is selected, Coin Mechs can be set to eliminate slugging completely.

If you are exporting new or used equipment, you owe it to yourself and to your customers to consider Tokens and all of the advantages they offer.

Catalogue and assorted samples are available on request. Phone (606) 255-5990, or write Van Brook of Lexington, Inc., P.O. Box 5044, Lexington, Ky. 40555.



it all adds up

A new coin counter is being made available through Gannon's, Inc. of Portsmouth, Ohio. The *Stack-n-Wrap* employs a standard coin wrapper which is slipped over a cylinder. When the wrapper is then filled to the top, it contains the correct amount of coins for that roll.

The *Stack-n-Wrap* handles quarters, nickels, dimes, and pennies. It has no moving parts and carries a lifetime guarantee against defects in workmanship and materials.

gonna haul y'all in

A new line of *Trailevators*, designed for greater convenience and efficiency in load hauling, has been introduced by Magline Inc. of Pinconning, Michigan.

The *Trailevator* lowers to ground level for "roll-aboard" loading, and then can be hydraulically elevated to towing position.

The new trailers are available in two basic capacities: 2,000 and 3,000 pounds each. Three bed sizes are available, from sixty inches wide and eight feet long to seventy inches wide and ten feet long. Surge hydraulic brakes are standard on 3,000 pound models and optional on the 2,000 pound units. A manual, double-acting 5,000 p.s.i. hydraulic pump is also standard.

Optional equipment on the new *Trailevator* includes electric brakes, three inch forged lunette eye couplers, cargo restraints, and electric hydraulic pumps.

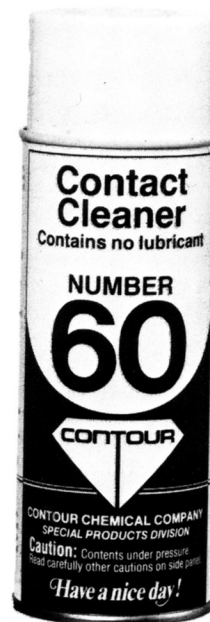
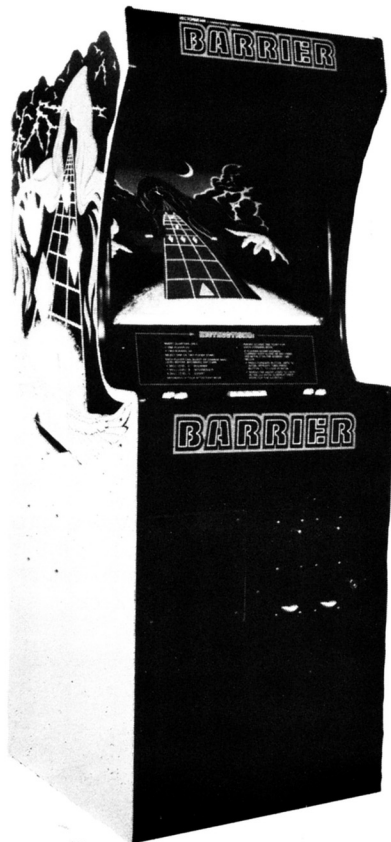
a haunting explosion

Vectorbeam, Inc., now the Union City, California division of Cinematronics, Inc., has released its latest video action game, *Barrier*.

Barrier, originally developed by Cinematronics, features the patented Vectorbeam monitor and provides 3-D video action for one or two players.

Figures move horizontally and vertically across the screen, all the while evading spinning, three-dimensional diamonds which symbolize the forces of evil. Colliding with these diamonds causes the player's piece to explode. A player may move his piece in all directions to avoid contact with the explosive diamonds. Points are scored with each forward move.

Features include one or two player action, three or five crashes per game (operator's option), ghost and goblin artwork, the patented Vectorbeam monitor and the Vectorbeam-pioneered coin accumulator.



keeping it clean

Contour Chemical Company of Woburn, Massachusetts is now marketing an aerosol contact cleaner named *Contour Number 60 Contact Cleaner*. The product is designed to remove oil, dirt, grease, oxidations, and operating erosion dust on all types of contacts, providing electrical and mechanical continuity.

Contour Number 60 leaves no residue and has been compounded for use on relays, tuners, rheostats, switching devices, distribution panels, encoder contacts and brushes, precision step attenuators, and microwave impedance transformers. It is non-conductive and non-flammable and can be used on working contacts. It will not attack rubber, plastics, paints, or metals.

Contour Number 60 is packaged in 16 ounce aerosol cans.



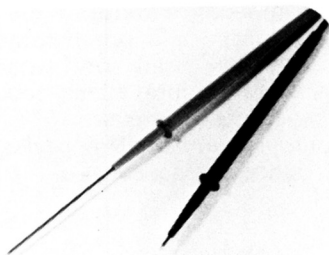
testing... testing

Huntron of Lynnwood, Washington has developed an ultra-thin, telescoping test probe called the *Micro-Probe*. The *Micro-Probe* features an extension electrode measuring .048 inches in diameter for access into hard to reach test areas.

The two and three quarter inch extendable electrode is made of tempered stainless steel and is insulated to the sharpened tip by an epoxy powder coating with an insulation factor of 1,000 volts +. A proprietary locking method fixes the extension positively at the desired working length and does not compromise the protective insulation.

The probe barrel housing the micro-extension is a quarter inch in diameter and offers a clear field of view to the testing area. Molded of fire retardant Valox, the barrel is thereby insulated and also offers finger-tip gripping. Overall length for the body and probe is 5.25 inches retracted and eight inches fully extended.

Additionally, every part of the probe can be replaced to allow repair rather than replacement of an entire probe or set. Parts are available from Huntron.



a magnificent Merlin

Mike Kubin of Stern has finished work on his latest piece, a graphics extravaganza entitled *Magic*. The sorcery and mystique of the world of *Magic* is aptly portrayed on a vivid backglass and playfield, busy with the stuff that conjures up haunting images of myth and mystery.

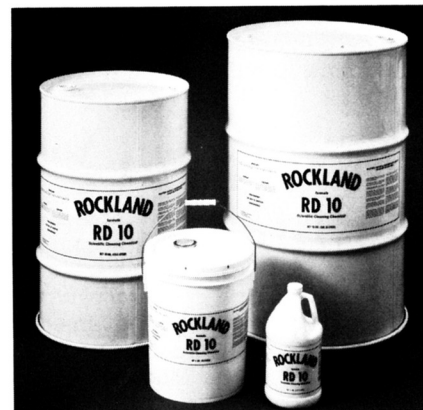
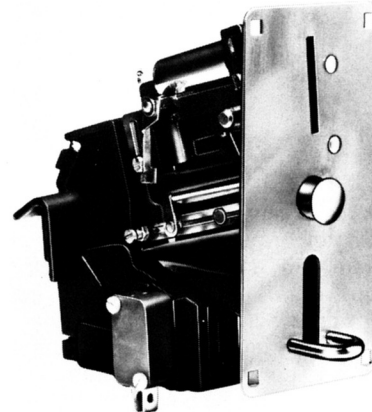
Magic offers a programmable/resetable drop target bank of three targets, two spinning targets, and additional targets and lanes for spelling out M-A-G-I-C. The drop targets include a bonus multiplier, the spinning targets offer a cumulative scoring feature, and spelling M-A-G-I-C leads to specials.

Additionally, *Magic* has a kick-out hole that renders bonuses. The mirrored backglass of *Magic* which accentuates the graphic accomplishments of the game should result in player attraction to the piece.

taking it in

Coin Controls, Ltd. of Royton, England has updated its *Series 1* acceptor with the introduction of the *Marinyl* cradle switch assembly. The feature is currently in production and will be part of all new *Series 1* acceptors. It is also being offered as a replacement part for previous model *Series 1*'s.

The new assembly offers extra security and improved switch terminal access, and carries a lower price tag than its predecessor.



clean up your act

Formula RD 10 has been introduced by the Rockland Corporation of Tulsa, Oklahoma as a multi-purpose cleaning detergent with superior diluting potential. Efficient use of *RD 10* can decrease cleaning fluid costs because it is specifically designed to maintain strength when diluted to extreme proportions. As an example, Rockland offers that *RD 10* can be diluted so that a quart of effective window cleaner can be made for approximately one cent.

Classified advertising

WANTED: Seeburg jukeboxes Models B thru R & 222. G.A.M.E.S., 6626 Valjean Ave., Van Nuys, CA. 213/781-1300.

ALL POOL TABLES, MADE FROM WOOD, AND panel all leather pockets, ball return on drop pocket. 3 piece slate 1" thick regulation size and standard sizes. Call for information. 212/875-1712. ATLANTIC BILLIARD TABLE CORP., Brooklyn, NY 11201.



SLOT MACHINES Wanted

Want to Buy Antique Slot Machines in Any Condition — Also buying Cases, Parts, Mechanisms & Literature. We will buy foreign denominations as long as machines were American made.

Commissions Paid For Successful Leads

Call or Write Today

R.P. Amusements

Box 68696 / Seattle, WA 98188

1-206-941-4880

COIN COUNTING, SORTING, PACKAGING MACHINES. Free catalog. ABC COIN, 2353-PM Claridge Circle, Plano, TX 75075. Tel. 214/596-1212.

INVADERS VIDEO GAMES

Available in kits or cabinets
Includes color overlay
Call or write:

GAME TIME

P.O. BOX 911
LOS ALTOS, CA 94022
415/967-4105

DO YOU KNOW ME?
I'M THE



price guide

"Don't ever be
without one"



Constant research of price trends makes our DRA PRICE GUIDE an invaluable source of information. With our new, easy to read and more complete quarterly, you have pages of vital information at your fingertips.

This spiral bound price guide lists all top manufacturers in the coin vending machine industry. For 13 years, Distributors Research Associates has been publishing the latest prices on trade in and reconditioned machines. Market quotations, wholesale and retail, are the basis for compilation by our local and national staff.

For complete information and a free mini booklet, mail us this coupon TODAY!

DISTRIBUTORS RESEARCH ASSOCIATES

P.O. Box 370965, Buena Vista Station, Miami, FL 33137
Telephone (305) 576-2721

Company Name _____

Name _____

Address _____

City _____ State _____ Zip _____

classified continued

FOR SALE: Ticker Tapes, Blue Chips, Wall Streets, Stock Markets, and Mystic Gates. Also, Sweet Shawnees, Super Jumbos, Big Threes, Blue Spots, Mountain Climbers, and OK games. Antique slots for legal areas. Call WASSICK NOVELTY, Morgantown, W.VA. Tel. 304/292-3791.

FOR SALE: Bally Bingos. Late models and older. Many reconconditioned as new. Qualified buyers call: 614/653-7886.

WANTED TO BUY: 25 pinall and video games. Seller must finance at the down payment. DARREL MCGUIRE, 904/265-3882.

PINBALL & SOCCER TOURNAMENT MANUALS: Clearance sale of final issue to be published. While they last only \$12.50 (includes shipping in U.S.—Plus \$2.50 shipping outside the continental U.S.). Over 60 pages of everything you need to know about pinball and soccer game tournaments.

....Promotional Literature samples....
Registration forms....
rules....
public relations....
news release samples....
 Call or write **HERB GROSS & CO.**, 84 Edgerton St., Rochester, NY 14607. Tel. 716/244-3711.

WANTED: Control center and amplifier for Seeburg LS 1&2, Seeburg "R", "J", "AY", & "Q", LPC-1, LPC-480, Electra, Showcases, LS-1, LS-2, LS-3, Starfire, STD-1&2, USC-1&1, Shoot the Bear, all parts. Also, Rowe MM1-6, TR1&2 Rowe, R-74 Rowe, Rock-Ola 442, 444, 446, 450, 454, 460, Wurlitzer 1015, 1050, 3700, 3200 & 3600, 7500 jukeboxes, or any other phonographs. Bally's Joker's Wild, Twin Joker, 8-Ball, Midway's Wheels 1&2 (need not be in working order, just all parts), Midway Space Invaders, Laguana Racer (upright), Racer #11 (small wheels). Atari's Indy 8, Super Bug, Football, Backglasses for Gottlieb, Spin-A-Card, & Midway's Deluxe Baseball. NSM Prestige 160, Prestige "E", Century 21, any Valley pool tables or bumper pool tables. Also, 7 foot slate for United Billiards pool tables or whole tables. WILL BUY ANTIQUE SLOT MACHINES. Call or write: TAYLOR SALES, 2208 Deschaumes, Houston, TX 77026. Tel. 713/222-7747.

ARCADE

MIDWAY

Sea Wolf (2)..... \$750
 Sea Wolf II..... 1,000
 Gunfight (2)..... 500
 Road Runner..... 600
 Shuffleboard..... 700
 Boot Hill (2)..... 650
 Space Invaders..... 1,300
 Guided Missile..... 450

ATARI

Drag Race (2)..... 650
 HiWay..... 400
 Bug..... 800
 Starship (2)..... 700
 Sprint II..... 1,000
 LeMans (2)..... 650
 Destroyer..... 600
 Football..... 1,000
 Breakout..... 500
 Sky Raider..... 800
 Stunt Cycle..... 550

ALLIED

F-114..... \$ 300
 Ace..... 250

ELECTRA

Fly Fortress..... 400

SEGA

Bullet Mark..... 500

EXIDY

Circus..... 450

CHICAGO COIN

Demo Derby..... 500

DYNAMO

Foosball (4)..... 400

DEUTSCH

FoosBall (3)..... 300

MEADOWS

Bowling..... 450

NINTENDO

Sky Hawk..... 1,650

Wild Gunman..... 1,700

Sht. Trainer..... 2,000

GREMLIN

Hustle..... 450

RED BARON AMUSEMENTS

118 Southwyck Center • Toledo, Ohio 43614
 419/865-8161

GOIN MECHANISMS INC.

817 Industrial Drive, Elmhurst, Ill. 60126

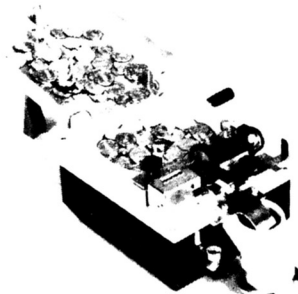
RAY NICHOLSON
 Vice President

PHONE
 312/279-9150

Manufacturing Coin Mechs
 Domestic and Foreign For
 The Coin Operated Amusement
 Machine Industry

NEW! BELITA

LIGHTWEIGHT PORTABLE
 COIN COUNTER



NEW! BELITA

LIGHTWEIGHT PORTABLE
 COIN COUNTER

Manual or Electric

- automatic stop
- inexpensive
- coin tray support
- lag holder
- fast
- only 9 pounds
- long lasting

R.H. BELAM CO., INC.

51 Madison Ave.,
 New York, N.Y. 10010
 212/689-5633

DOWN TIME CAN KILL YOU!

Nation's oldest and largest component repair center can save you money. All makes and models of logic boards, monitors and jukebox amplifiers, \$25, microprocessor logic boards, \$35. Prices include most parts. ASC DISTRIBUTOR SALES CO., 1300 Stirling Road, 6B, Dania, FLA 33004.

ARCADE GAMES

Reconditioned Like New

Americoin DOZER..... \$595
 Atari STARSHIP I..... 995
 Exidy CIRCUS..... 595
 Gremlin BLOCKADE..... 445
 Gremlin
 DEPTH CHARGE..... 795
 Midway
 TORNADO BASEBALL... 595
 Midway
 SHUFFLEBOARD..... 995

Write or call for complete list
 Terms: 1/3 Dep.; Bal. sight draft

WORLD WIDE
distributors co.
 A DIV OF AMERICAN RECREATION GROUP

2734 W. Fullerton, Chicago, IL
 60647 Phone: 312/384-2300

SERVICE EXPERTLY AND RELIABLY DONE ON ALL coin operated games. Boards repaired, games converted, kits installed. Contract rates available. Call by beeper 212/687-5305 Unit 674, or write: JACK GUARNIERI SERVICE COMPANY, Box 155, Brooklyn, NY 11236.

SLOT MACHINES FOR SALE

BALLY single-coin: Circus, Mustang, Las Vegas, Golden Wheel, Jokers Wild, Can-Can and Super 7.

BALLY multi-coin: Three in line. 5 coin Multi-player, 6 coin Super Continental

ACE: Casino Royale and Piccadilly—look like new.

6 player Dennis Jezzard Super Multi Cascade. Very much improved from original model.

Whittaker Autoroulette and Penny Falls.

Aristocrat: Kingsway, Grosvenor, Nevada, Starlite 66 and Olympic models.

100,000 brand new 6 d. brass tokens.

We sell, buy and exchange

HANSA
 MYNTAUTOMATER AB
 Box 300 41,
 400 43 Gothenburg
 Tel. Sweden 31/41 42 00

KIDDIE RIDE OPERATORS

Some time ago I sold my business to Carousel International and am now Sales Representative for them. Please call COLLECT Paul W. Hawkins, 3119 E. Pennsylvania St., Tucson, AZ 85714. Tel. 602/294-1607 or 298-4185.

SWEET SHAWNEE, ALL NEW, SOLID STATE. HOLD & DRAW, exclusive new BONUS FEATURE, full operator controls, built-in self test. Beautiful solid wood cabinet, 1/4" plexiglass. FINEST PIECE ANYWHERE. PROVEN HIGH PROFITS. MERIT INDUSTRIES, 630 Woodland Ave., Cheltenham, PA 19012. Tel. 215/379-1000.

KIDDIE RIDES: Used rides for sale. Completely refurbished and ready for location. Excellent condition. Horses, stagecoaches, etc. \$250 each. Write or call: Box 8301 Greenville, SC 29604. Tel. 803/233-5134.

COUNT COINS FAST



Coin Sorter with Automatic Coin Feeder sorts, stacks, counts coins; does an hour's work in 10 minutes.

- Cuts tedious hand work
- Sorts up to 500 coins per minute
- Speeds roll-wrapping

COMPLETE \$89.90
 3-year guarantee on entire unit. Write for details or order now for 2 week free trial

NADEX INDUSTRIES INC.
 DEPT. 17426
 220 Delaware Ave. Buffalo, NY 14202

WE FIX WILLIAMS, BALLY AND STERN ELECTRONIC flipper boards and sale Irving Kaye Pool Tables. Tel. 704/735-2959. Lincolnton, NC 28092.

COCKTAIL TABLES: Atari Breakout \$400; Midway Tornado Baseball \$450. Excellent condition. Tel. 419/865-8161.

HERE IS OUR INVENTORY ON BEAUTIFUL REFINISHED GAMES: Soccer, Star Trek, Close Encounters, Joker Poker, Sinbad, Jet Spin, Cleopatra, Gridiron, Captain Fantastic, Six Million Dollar Man, Mata Hari, Power Play, 8-Ball, Aristocrat [shuffle bowler], Pompeii [shuffle bowler], Phoenix, Disco Fever, Trident, Shuffleboard, Football, Avalanche, Super Bug, Starship I, Breakout, Super Breakout, Space Wars, Bimbo [new], Dynamo Football [new], Whittaker Brothers Imported Kiddie Rides, slightly used. If interested, call or write: NEW ORLEANS NOVELTY COMPANY, 1055 Dryades St., New Orleans, La. 70113. Tel. 504/529-7321.

You saw it in
PLAY METER

HELP US CELEBRATE

Shaffer's



1929 - 1979

FOR YOUR RECONDITIONED
 and
 "AS IS" EQUIPMENT NEEDS —



Call 1-614-224-6800

Ask to get on our mailing list to receive our regular weekly computerized list of latest used equipment!

- Pin Games
- Arcades
- Guns
- Juke Boxes
- Pool Tables
- Vending

What Do You Need Today?
 Give Us A Call Now!

SHAFFER
 DISTRIBUTING COMPANY

1100 West Third Avenue
 Columbus, Ohio 43212

and

7792 Capital Blvd.
 Macedonia, Ohio 44056
 1-216-467-4850

COLUMBUS



1-614-224-6800

Ask for Chuck Farmer or Bill Grace

PINBALLS (Solid State)
BALLY
 Power Play (2).....\$700
 Evel Knievel (2)..... 650
 Mata Hari..... 800
WILLIAMS
 Contact (2)..... 750
 Lucky 7 (2)..... 600
 World Cup (2)..... 800
 Hot Tip (2)..... 600
 Disco Fever (2)..... 900
 Flash (2)..... 1,400
GOTTLIEB
 Cleo..... 825

Sinbad..... 800
ATARI
 Airborne (3)..... 500
 Middle Earth..... 600
 Space Rider (2)..... 900
PINBALLS (E.M.)
WILLIAMS
 Space Mission..... \$350
GOTTLIEB
 Royal Flush..... 300
SONIC
 Prospector..... 250

RED BARON AMUSEMENTS
 118 Southwyck Center • Toledo, Ohio 43614
 419/865-8161

FREE CATALOG and samples showing vending machine labels, truck signs and badges. SETON NAME PLATE CORP., 2050 Boulevard, New Haven, CT 06505. 203/772-2520.

AUTO PHOTO, COIN OPERATED AUTOMATIC PHOTO machines. We buy and sell. We offer chemicals, photo paper and all parts. Shipments made same day orders are received. New customers may make their first call collect. Best prices guaranteed.

HANNA MFG. CORP.
 Waterville, N.Y. 13480
 Tel. 315/841-4112

FOR SALE

BALLY BINGOS
 Silversails
 Bounty
 Golden Gate
 Bali
 Stockmarkets
 Nashville
 MissAmerica 58/75/79
 Miss American 79, New
 Tickertapes
 Wallstreets
 Cypress Gardens
 Sunvalleys
 Beachtimes
 Sea Island
 Shoot A Lines
 Lotta Funs
 Hawaiiis
 Bonus 7
 Super 7
 Londons
 Venices

FLIPPERS
 E/M
WILLIAMS Grand Prix
BALLY Fireballs
BALLY Four Million BC
GOTTLIEB Royal Flush
BALLY Flip Flops

SLOT MACHINES
 74 Assorted **SEGAS**
JENNINGS—MILLS—
 Perfect For Home Sales
 Customers

FLIPPERS
ELECTRONICS
BALLY Evel Knievel
BALLY Power Play
BALLY 8 Ball
BALLY Playboy
BALLY Six Million Man
BALLY Strikes N Spares
BALLY Black Jack
BALLY Lost World
GOTTLIEB Pinball Pool, New
WILLIAMS Flash, New
GOTTLIEB Close Encounters
GOTTLIEB Countdown
GOTTLIEB Cleopatra
 Etc.

MUSIC
SEEBURG LPC-480-Electras
Fleetwoods—Showcases
LS 1—LS2—LS3
Bandshells—Firestars
Olympians—Entertainers
Vogues—Etc.
WURLITZER 3000-3100-3200
 3300-3500-3600, Etc.
AMI—M200-N200-0200
MM1-MM2-MM3-MM4
MM5-MM6-TI-1
TI2—Etc.
ROCKOLA—440 and UP

T.V.
 2 T.V. 21 games A-1

UPRIGHTS
 5 **BALLY** Super Jumbos

UNITED STATES AMUSEMENTS, INCORPORATED
 2 WEST NORTHFIELD ROAD
 LIVINGSTON, NEW JERSEY 07039
 (201) 992-7813
 Cable address: Princecharming—Livingston, New Jersey
 Telex #139315 Prince Lvon.

WORLD WIDE EXPORTERS HAVE FOR SALE USED and new Bally bingos, Bally slot machines, flippers, bowlers (new), genuine Bally spare parts. Contact: **WILMS DISTRIBUTING CO.**, 87 Boomse Steenweg, 2630 Aartselaar, Belgium. Tel. 031/876800, Telex 31888.

WE HAVE A LARGE SELECTION OF NEW & USED arcade equipment. Also jukes, pool tables, shuffles & cigarettes. We deliver & accept trades. **COIN MACHINE DISTRIBUTORS, INC.**, 213 N. Division St., Peekskill, NY 10566. Tel. 914/737-5050.

WANTED: Used pool tables \$350 or less. Pinballs \$250 or less. Send inventory lists and prices. Will pay cash. Write Box 8301, Greenville, SC 29604.

FOR SALE: Crompton's Penny Falls, 8-player \$3,000. Two Sega Horse Race Games \$350 each. Call or write **BAY AREA FUN CENTER**, 1063 Market St., San Francisco, CA 94103. Tel. 415/626-3908.

ATTENTION AMUSEMENT MACHINE OPERATORS: We want to buy coin operated jukeboxes, arcade, vending and gambling equipment manufactured before 1948. Rewards paid for successful leads. **JUKEBOX JUNCTION**, Box 1081, Des Moines, Iowa 50311.

MILLS-JENNINGS
OF OHIO, INC.
 271 East 156th St.,
 Cleveland, OH 44110
 216/486-7412

Distributors for:
A-1 Supply Inc.—Reno, NV
TJM Corp.—Jennings, IL Corp
 New & Used
 Draw Pokers, Kenos,
 Black Jacks, Jennings Single
 Multiple 25-cent credit only
 slot machines
ALL NEW
 Million Dollar Dice Double Up
 Free Play Machine
 Mills & Jennings Antique
 Slot Machines (large variety)

FOR PRICES
CALL OR WRITE

"TECHNICIANS WANTED"

To recondition
electro-mechanical pins.
Immediate openings.
Must re-locate.
Excellent hours, salary,
working conditions,
and company benefits.
Experienced persons call:
1-800-241-1056

FOR SALE

Over 100 mechanical pinball
machines; over 50 Rowe
cigarette machines

Call or write for prices

L.T. TAYLOR SALES
2208 Deschaumes
Houston, TX 77026
713/222-7747

SCHOOL FOR GAMES & MUSIC one to three week
courses. Phonos, videos, electro-mech, and logic
flippers. By schematics! CAL'S COIN COLLEGE, P.O.
Box 810, Nicoma Park, Oklahoma 73066. Tel.
405/769-5343.

BIGGER AND BETTER: Each issue contains more
money-saving information for you...\$26 per year in
the USA and \$48 overseas. ELECTRONIC AMUSE-
MENT REPORT, P.O. Box 906, Dania, FLA 33004.



SYSTEMS

"Service Doesn't Cost; It Pays!"

202 Plano - Walnut Center
Garland, TX 75042
214/276-8323

TALK IS CHEAP in PLAY METER Classified

Do you want to buy equipment?
Or sell equipment? Or hire a
mechanic? Or find a new job? Or
hire someone? PLAY METER
CLASSIFIED is the inexpensive
way to get your message across
to thousands of operators. Only
35 cents per word for a regular
ad or \$12.00 per column inch
for display. Send copy to P.O.
Box 24170, New Orleans, La.
70184 or call (504) 282-0261.

FOR SALE

Reconditioned

T.V. GAMES

Space Wars
LeMans
ATARI Football
Sea Wolf
Robot Bowler
Space Invaders
M-79 Ambush

FOOSBALLS

POOL TABLES

ROCK-OLA 470

PIN GAMES

Strikes & Spares
Power Play
8-Ball
Stars
Sinbad
Airborne Avenger
Space Riders
Capt. Fantastic
Space Mission
Supersonic
Joker Poker
Playboy
Lost World
Mata Hari
Evel Knievel
Six Million Dollar Man

MAKE OFFER
Call NJ 201-729-9195

WANTED

Parts Manager for growing East Coast Amusement Center
Chain. Located in Northern Virginia (Metro D.C. area).

Duties include:

Parts & supply purchasing & inventory • Source identification
Warehouse supervision • Inventory control
Shipping & receiving • Distributor liaison

Qualifications: highly organized, aggressive, self-starter, able
to work with minimum supervision and possessing at least two
years experience in similar position.

Salary commensurate with experience, excellent working
conditions, hospitalization, major medical, disability and
dental insurance paid. Liberal vacation and sick leave.

Reply: P.O. BOX 1810
Manassas, VA 22110

The following games, just off location, will be sold first come first
served. Terms are half down balance C.O.D. ALL GAMES TO BE
SOLD AT D.R.A. LOW BOOK. Over 150 flippers in stock.

Capt. Fantastic.....	\$495	"300".....	365
Kickoff.....	450	Rio.....	400
Old Chicago.....	400	Butterfly.....	475
Bow & Arrow.....	375	Prospector.....	425
Aladdins Castle.....	350	Super Straight.....	475
Card Whiz.....	400	Mars Trek.....	465
Fast Draw.....	375	Aztec.....	425
Jet Spin.....	475	Grand Prix.....	475
Jungle Queen.....	475	Pat Hand.....	350
Super Soccer.....	345	Space Mission.....	425
Surf Champ.....	425	Circus.....	450
Target Alpha.....	435	Combat.....	450
Top Speed.....	400		

NEW Butcher Block Foosball Tables in cartons.
Coin-Op....\$349 Home Model....\$249

ABILITY GAMES DISTRIBUTING
6803 S.E. Foster Rd. • Portland, OR 97206 • 503/771-4748

in...Bulletin...Bulletin...Bulletin...Bulletin...Bulletin...B

News Briefs

.....The Bureau of Licenses of Providence, Rhode Island, has for the first time since the ordinance's passing the city council in February, enforced a city law regulating the operation of pinball machines. According to the Providence Journal, seven businesses were denied licenses to operate pinballs because the bureau found that the locations were not in heavy commercial zones. All locations which sport more than two such machines must be in such zones. Sounds inviting, eh? "Hey, let's go down to the nuclear power plant and play the new Kiss".....

.....Tournament Soccer's fall schedule will feature three \$50,000 tournaments to be held in Cleveland, Syracuse, and San Francisco, and five \$10,000 tournaments planned for Boston, Seattle, Salt Lake City, Denver, and Omaha. The culmination of the fall tour will be Super Doubles II, a \$100,000 event boasting a \$20,000 winner's purse. Super Doubles II will be held in Chicago, November 23 - 25.....

.....A Hot Hand machine has been modified so that a disabled player can operate the game by blowing into a piece of plastic tubing. The game was donated to Rob Marince of Pittsburgh. It was modified by his brother Gary..

.....Pizza Time Theatre opened its fourth family entertainment center August 12, in Florin Center, Sacramento, California, Nolan Bushnell blessed the opening with the promise that nine more theatres would be open in Northern California before December.....

.....Amusement Systems Corporation of Dania, Florida is looking for an innovative future. They have hired Ian Richter, formerly chief engineer at Allied Leisure, to help them along the way.....

.....Loewen America, Inc. has commissioned three state-side distributors for its NSM phonograph line: Hastings Distributing of Milwaukee, Hanson Distributing of Minneapolis, and Acme Cigarette Service of Niles, Ohio.....

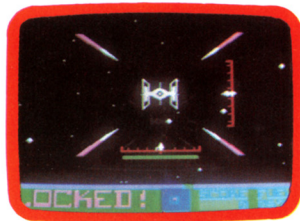
.....Sega Enterprises reported preliminary net earnings for the fiscal year ended June 30, 1979 were a record \$12.5 million, or \$1.92 per share on a primary basis and \$1.83 fully diluted, up from \$1.9 million, or 34 cents per share on both a primary and fully diluted basis the year before.



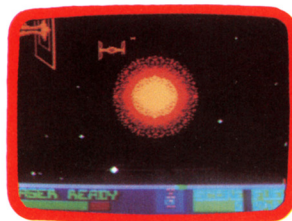
STAR FIRE™



Attractive Color Video



Target Lock-on



Enemy Return Fire



Score Table



THERE ARE MANY FOLLOWERS
BUT ONLY ONE LEADER

The Bally logo is centered within a stylized archway. The archway is composed of concentric bands of red, yellow, and black. The logo itself is the word "Bally" in a blue, cursive script, set against a white circular background with a red sunburst pattern. A registered trademark symbol (®) is located to the right of the logo.

Bally®

Bally has consistently been 1st in all surveys taken by the major industry trade publications. First with players and first with operators. Bally has dominated most surveys by holding the majority of the games listed. No other manufacturer can make this claim.

This popularity means profits and fun at any level. Players "look" for Bally games, operators "ask" for Bally games and distributors "buy" Bally games.

Bally, The Popularity Leader.

This is just one of many of Bally's innovations and contributions to the world of pinball. Bally is diligently working to improve and advance the amusement industry for your enjoyment and profit.



Bally®
makes the games people play

Bally Manufacturing Corporation
2640 West Belmont Avenue
Chicago, Illinois 60618
Phone: (312) 267-6060
Telex: 253076