COIN INDUSTRY

PLAY METER

Volume 1 No. 7 June-July, 1975

In this issue:

Bouncing blips' creator speaks
Solid-state infests pinball
Arkush-Kurzes operators
Unity breaks legal hex
Kurz-Kasch preaches the way
Conversion exorcises no-pay demon

WIZARD

BY Bally® OF COURSE

4-PLAYER FLIPPER **CONVERTIBLE TO ADD-A-BALL**

Circle 1 on reader service card.

ANN-MARGRET, the star of TOMMY, a Columbia motion picture, enjoys the company of WIZARD, which was inspired by TOMMY.

MUSIC OPERATORS OF AMERICA

1975

INTERNATIONAL MUSIC AND AMUSEMENT MACHINES EXPOSITION

THE CONRAD HILTON HOTEL • CHICAGO, ILLINOIS

FRIDAY, SATURDAY, SUNDAY - OCTOBER 17-18-19

EXPO '75 *MOA's International Trade Show for the Coin-Operated Music and Amusement Industry and Allied Industries*

Digital Games Incorporated

Digital Games Inc.

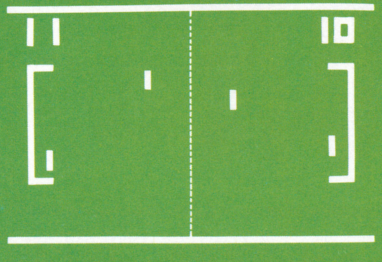
Announcing

NEW! EXCITING! FAST ACTION GAMES

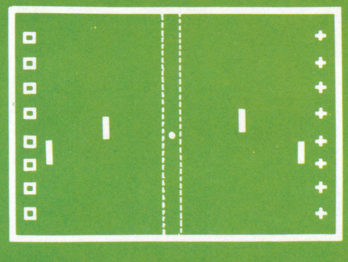
FEATURES INCLUDE:

- FULL FACTORY WARRANTY
- DURABLE CONSTRUCTION
- 19" MOTOROLA MONITOR
- SIDE MOUNTED KNOBS
- $500.00 LOCKING COIN VAULT
- ILLUMINATED COIN SWITCH
- .25/.50 CENT PLAY
- ELECTRIC COIN COUNTER
- 110/220 VOLT 50/60 HERTZ
- WEIGHT 150 LBS.

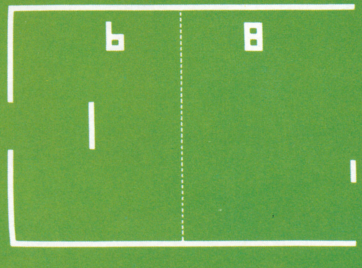
DUAL



KNOCK-OUT



474



KNOCK-OUT and 474 are both INTERCHANGEABLE and will Play 1, 2 or 4 Player with Free Game Option.
DUAL will Play 2 or 4 Players Hockey or Tennis.

For Further Information Contact Your Distributor or **Digital Games Inc.**

545 TERRACE DRIVE, SAN DIMAS, CALIFORNIA 91773 • (714) 599-8333 / (213) 966-1636

Distributor Inquiries Welcome

Circle 2 on reader service card.

COIN INDUSTRY
PLAY METER

June/July, 1975
Volume 1 / No. 7

MUSIC OPERATORS MOA OF AMERICA
MEMBER

features

Getting Together by Association 24

Staff writer Del Leggett observes that new state operators' associations are coming alive all over with a vigor. He talks with various association heads and MOA officials about why state organizations are needed and how to go about putting one together.

Computerized Pinball 30

With the introduction of a solid-state pinball game apparently imminent, Associate Editor Sonny Albarado elicits comments from the major pinball manufacturers about their solid-state plans and discusses the potential of solid-state flippers with electronics specialists and the man who helped design what may be the first marketed computerized pingame.

Old Videos Get 'Religion' 38

Technical Editor Perry Miller discovers companies who will change both the appearance of your dying video uprights and their insides. Miller sees much future potential in this new aspect of the industry and obtains comments about the need for such services from the persons who provide them.

'Black Box' Secrets Revealed 47

An electronics manufacturer decides the coin industry needs help learning to maintain and service its new sophisticated equipment and sets out to accomplish that goal by offering distributor-sponsored courses that favor no manufacturer's games and provide knowledge about all of them.

departments

From the Editor 6
Mailbox 11
Coinman of the Month 13
Video emperor relives past, looks forward
Operating 18
Copyright exemption
Pocket Change 21
Distributing 26
FTC snoops around industry, again
Manufacturing 37
International Dateline 40
New Products 42
Technical Topics 45
On the Move 46
Feedback 56
Classifieds 57

staff

Editor and Publisher:
Ralph C. Lally II
Associate Editor:
Sonny Albarado
Editorial Assistant:
Del Leggett
East Coast Contributing Editor:
Robert E. Haim
Technical Editor:
Perry Miller
Art Director:
Roy Willis
Production Assistant:
Steve Hebert
Circulation Manager:
Carol P. Lally
Typography:
Adcom
Advertising Representatives:
Ralph C. Lally II
Del Leggett

Credits: June-July cover photo, Paul Sylvester; "Coinman" photos courtesy of Atari Inc.; Copyright article photos courtesy of MOA and Chase Studios Ltd., Washington, D.C.; Kurz-Kasch photos, Ralph C. Lally II; Robert Palmer photo courtesy of Island Records; all illustrations by Roy Willis.

PLAY METER is published monthly by Skybird Publishing Company Inc.

PLAY METER, June-July 1975, Volume 1, Number 7. Publishing Offices, 4136 Washington Avenue, P.O. Box 24170, New Orleans, La. 70184. Telephone (504) 827-0320. Printing Offices, Franklin Printing Co., 209 Magazine St., New Orleans, La. Controlled circulation at New Orleans, La. Subscription rates: U.S. and Canada--$20; Europe and Japan--$35; Elsewhere--$40. Multiple subscriptions (ordered at one time): 2-9, $17 each; 10-24, $15 each; 25 or more, $10 each. Advertising rates on request. Copyright 1975 by Skybird Publishing Company. No part of this magazine may be reproduced without express permission. The trademarks, PLAY METER and COIN INDUSTRY PLAY METER, are registered. The editors are not responsible for unsolicited contributions. Postmaster: Send form 3579 to Play Meter, P.O. Box 24170, New Orleans, La. 70184.

Calendar

July 25-27:
Montana Coin Machine Operators association, annual convention. Outlaw Inn, Kalispell, Montana.

Sept. 11-14:
Florida Amusement Merchandising Association, annual convention. Sheraton Towers Hotel, Orlando, Florida.

Sept. 18-20:
West Virginia Music and Vending Association, annual convention. Heart O'Town Motor Hotel, Charlestion, West Virginia.

Sept. 19-28:
Illinois Coin Machine Operators Association, annual convention. Lincolnshire Marriott, N.W. Suburban Chicago, Illinois.

Sept. 27-28:
North Carolina Coin Operators Association, annual convention. Holiday Inn, Charlotte, North Carolina.

Oct. 2-4:
Music Operators of Virginia, annual convention. Howard Johnson Motor Lodge, Richmond, Virginia.

Oct. 16-19:
National Automatic Merchandising Association, annual national convention and exhibit. The Rivergate, New Orleans, La.

Oct. 17-19:
Music Operators of America, national annual convention and exposition. Conrad Hilton Hotel, Chicago, Illinois.

We passed a sort of halfway mark when we published the May issue of *Play Meter.* It was issue number six. It was our first issue on which we used our own typesetting equipment. It marked an achieved paid circulation of nearly 20 per cent of our original complimentary mailings. And it was our largest advertising revenue producer up to that point.

But amidst all that progress, I still felt we had failed in one of our goals--getting operators and other readers to give us a piece of their minds. While we receive many letters praising us in general for our good work, we seldom receive any mail commending us for a specific article, criticizing us for something we've said or commenting about personal or industry-wide problems.

It's not that I don't appreciate those generalized letters we get--we thrive on them. But, to cite an example, we sometimes hear, always second-hand, that so-and-so had this or that to say about something they read in *Play Meter*. Yet, only once have we ever seen anything in writing or heard anything by phone from the horse's mouth.

To me, such incidents point to a severe problem within the industry, a problem that may be too widespread to correct. It's called apathy. But it's not apathy alone; it's coupled with a sort of industry isolationism.

From my experience, apathy in the industry starts at the top, with the manufacturers. Too many of them care only about their newest product. Problems that have developed with earlier models rarely concern them, even when those early machines continue to be money-makers for operators located out of the industry mainstream.

This apathy tends to spread downward to the distributor, though distributor apathy isn't caused by a lack of concern for the operator. The operator is his bread and butter. What happens to the distributor is that he gets caught in the middle, which forces him to become the chief buck-passer. Warranties shrink to nothing, but he still must sell his manufacturer's product. Parts dwindle in supply as time passes until they're as scarce as buffalo nickels, yet he has to try to keep his customers happy by having repair facilities available.

The complaints and the problems mount impossibly until he's just too tired to do anything about it except point at the the other guy and say, "What do you want me to do? It's their fault."

This apathy and apparent inability to find common goals drifts further downward to the operator, who, faced with flimsy excuses and false promises from the people who are supposed to help him, gets tired of banging his head against the wall. He finally just shrugs his shoulders, scratches his head and wonders what he's doing in this business anyway. If he's been around a while, he'll probably just go on struggling in the dark, bitter and apathetic about trying to improve his lot or the lot of his peers.

I hope to change that with this issue of *Play Meter*. We've created a new "Bull Sheet," a tear-out, postage-paid card that will hopefully tell us a little about our readers and a little about us, too. You'll find it on page 51.

If you feel you've been ripped off, abused or treated fairly or if you think something we've said makes sense, is inaccurate or just plain crazy, we invite you to fill out the card, fold it and mail it to us.

We aren't trying to create dissension or controversy within the industry by doing this. We're only trying to open lines of communication that seem to have rusted shut long ago and let fresh air into stale rooms. I hope you feel that way, too.

Sincerely,

Ralph C. Lally II,
Editor and Publisher

Editorial

games beanstalk shoots for stars

"The coin amusement machine industry will someday rival the movie industry for America's leisure-time dollar."

We've been hearing that statement with more and more frequency of late and it's no small wonder why. Look at any of the news articles or features we've run in *Play Meter* since January and you'll notice that games of all sorts are gaining acceptance in areas previously unheard of.

Kiddierama in a bank. Atari, Bally, Williams in airports. New manufacturers as well as established ones in hotel lobbies, exclusive night clubs and dinner clubs with sophisticated games. All manufacturers in posh, clean, enjoyable family fun centers.

It's easily seen that the coin-operated games industry is going places--fast. And not a small part of that forward movement is due to the expansion of games concepts brought on by the introduction of digital electronics into the industry.

The minaturization and more varied performance capabilities of "computer" technology has brought the visionary to an industry that for too long seems to have felt it had reached its utmost potential. That's changed, fortunately, and the change is noticeable in everyone we talk to.

Industry old-timers and new-comers alike launch into conversations of the exciting potential floating around today for the operator who is imaginative and profit-minded.

What's even more encouraging and pleasing is reading news articles like a Copley News Service story which recently quoted William Doughty, chairman of the board of Western Investment Counsel Inc. of Phoenix, as believing that the nation's "big money" interests are moving out of traditional stocks and investing in entirely different types of companies--specifically the entertainment field.

The big money in the country--the established investment fortunes of people like Hunt, Hughes and Mellon--appears to be betting its bankroll on young people who are now coming into power, particularly in the recreation-entertainment and information gathering fields, Doughty said in the news article.

If some of that money finds its way into the coin machine industry, we could see an even faster and larger rise in the importance of fun centers and other coin amusement concepts.

All we can say is "Keep on Playin'."

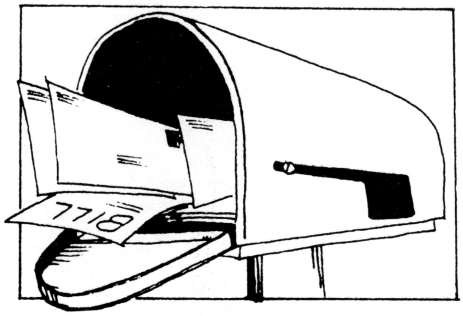
We're all yours

At long last. You can finally stop searching for news about your music and games business in the back sections of other business publications. Play Meter has come to the rescue. Music and games is our bag – not only our primary bag but virtually our only bag. If you're a businessman, it means our news and feature coverage is geared strictly to your needs. Support Play Meter. Subscribe now and don't delay. Be first in line for our next big issue. And welcome aboard.

The Magazine for the Music and Games Industry

COIN INDUSTRY
PLAY METER

P. O. BOX 24170
NEW ORLEANS, LA. 70184



As a medium for information within an industry, you owe your readers the promise that the content of ads correspond with the truth.

Your edition containing Dynamo's ad stating their concern over other manufacturers copying them is a bit of seemingly false advertising.

The only orginality that Dynamo has a right to claim is as the original copy of a Tornado table. The blueprint in the ad is remarkably similar to one Tornado produced in 1971 when Bob Furr first unveiled his Tornado table-including a "flat textured glass playing surface."

His innovations of a counterbalanced man and octagonal handles soon followed.

When Dynamo placed their first prototype on location, Tornado was already a roaring success in the Dallas area and the Dyanamo was created to capitalize on that success.

Dynamo has certainly done an excellent job of marketing what was originally Bob Furr's concept. But to claim to be the innovators scolding the herds of others who have jumped on the "Texas-style" bandwagon seems to be a true case of false advertising.

And, if you're interested in seeing a "dynamic promotion," take a look at what Tournament Soccer is doing with their Quarter Million Dollar Tour.

Duke Dinex
7902 Kostner
Skokie, Ill.

I want to thank the editor of *Play Meter* for allowing Dynamo Corp. the privilege of responding to the above letter concerning an advertisement we initially ran in *Play Meter* in the June issue, and which we plan to run in additional future issues.

The primary point to the ad and the key to the reason why Dynamo is in the fussball manufacturing business is industry demand. Prior to the original Dynamo table, no legitimate coin machine operator or distributor could purchase what has become known as the "Texas style" table. Thus, we at Dynamo, have the right to claim we originated the availability of this style table to the coin machine industry.

We recognize and thank Mr. Bob Furr of Tornado for providing the basic innovations which enable the Texas style table to elevate table soccer from a game to a sport, the basics of which are controlled offense and defense.

In addition, we feel we have made some very significant and innovative contributions that have enabled the operator to realize a larger net profit from operating fussball machines. Specifically: a hard, long-lasting, rough surfaced ball; one piece cabinet with slide out playfield; drink racks built in on top or off the end; ball banks mounted to enable quick replacement, distinctive butcher block paneling; and the most significant of all, a functional "no cheat" ball drop mechanism. It is accurate and fair to trace the ancestry of almost all of the industry's "Texas style" tables to the Dynamo table, as many of our own innovations have been included in these particular tables.

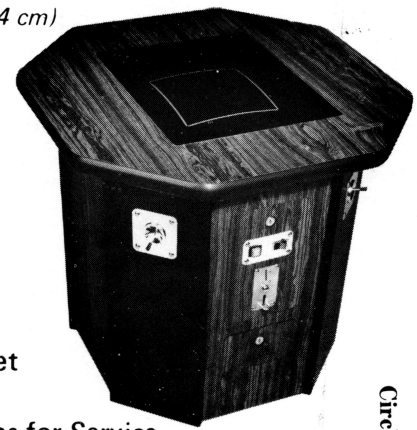
Lastly, our Research and Design Division is constantly seeking new and improved design prototypes to improve playability for the players

(*Continued on page 35*)

TV COCKTAIL TABLE
Featuring the Game

SURVIVAL

SIZE: *32" x 32" x 29"*
(81 cm x 81 cm x 74 cm)
WEIGHT: *148 lbs.*
(67 kg)



- 1, 2, 3 or 4 Players
- Free Game Option
- 19" Motorolla Monitor
- Electrical Counter
- Isolated Cash Box
- Joystick Controls
- Attractive All Mica Cabinet
- Durable Construction
- Hinged, Locked Top Opens for Service
- Top Also Detachable
- 1 Quarter for 1 Player Against House or 2 Players Against Each Other
- 2 Quarters for 3 Players Against House or 4 Players Against Each Other

U S BILLIARDS, Inc.
Amityville, N.Y. 11701
TEL 516-842-4242

Circle 5 on reader service card.

THE MAGNIFICENT SEVEN

SEVEN GAMES FROM MIRCO THAT CHANGED THE COURSE OF AN INDUSTRY

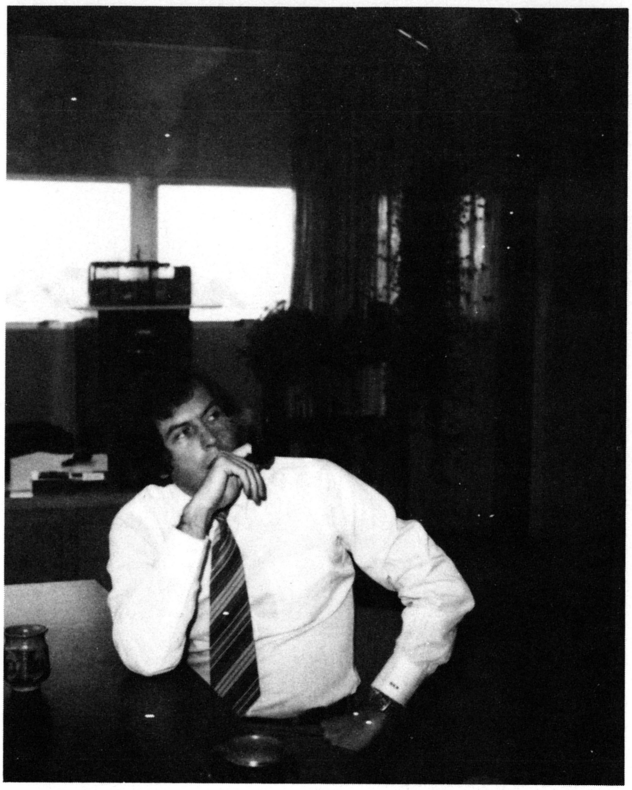
Circle 3 on reader service card.

Reliability • Playability • Durability

A PRODUCT OF **MIRCO GAMES, INC.**

Phone (602) 944-5578 • 1960 W. North Lane • Phoenix, Arizona 85021

Ponk, Ponk- the bouncing blip blitzkrieg



"Some new merchandising methods are needed, possibly using tokens or pay-one-price or something like that, so that Johnny can spend three hours of action-packed fun in the game center and spend only five bucks."

A PLAY METER interview with Nolan Bushnell, board chairman of Atari.

In 1965, a University of Utah engineering student, who had put in some parttime work at a local arcade, decided amusement games needed to be zapped and he thought he had the proper zapper when he taught the university computer to play a few wierd games. The concept was born, but it wasn't until 1970 that inexpensive technology caught up with Nolan Bushnell, now chairman of the board of multi-million dollar Atari Inc., and allowed the computer prodigy to build what is generally regarded as the first feasible video game, Computer Space.

Originally, you see, it had been Bushnell's idea to program a small computer for various games and allow players to use video terminals located away from the computer. But the costs involved in that concept in the mid-sixties were prohibitive.

Bushnell waited and the cheap technology available in 1970 started him working on his old idea again. But then he discovered he didn't need the computer at all and that the game concept could be worked out with only a printed logic board.

Like all good pioneers, he tried to sell his idea to bankers, but like good bankers, they weren't buying. Which forced him to build Computer Space on his own and sell the rights to another company. He got a piece of the pie, but not what he felt he deserved. But now that his concept had been proven, he could proceed more or less on his own.

He began building Pong, the legendary video game that really launched the solid-state revolution in coin-operated games because of its relative inexpensiveness and its more easily understood play concept.

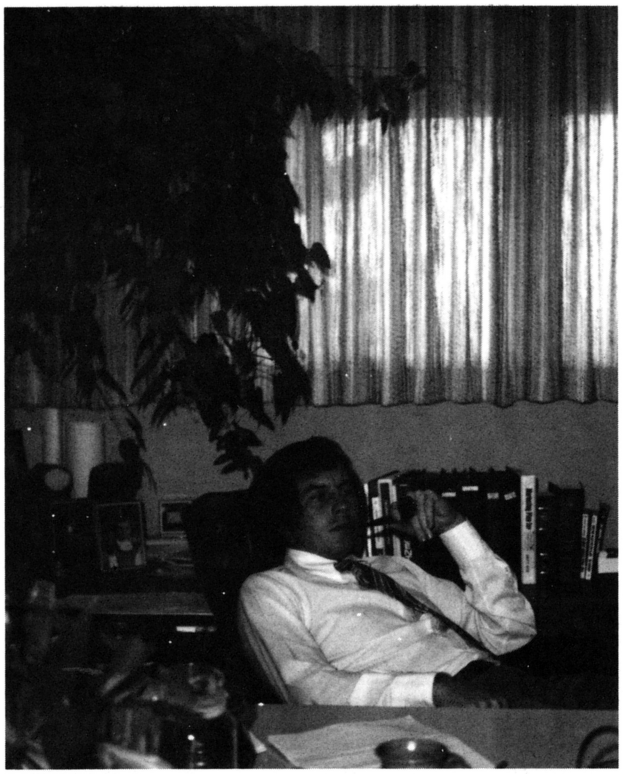
He had signed an agreement with Bally, however, and felt obliged to offer Pong to them. They refused it, though, because they didn't like the fact that it had no one-player mode and because they thought it needed video men instead of paddles, Bushnell says.

He went back to Los Gatos, where he founded his factory, disappointed. But Bally's rejection turned out to be a windfall for Bushnell's future. As he explains:

"We were still very small and very, very short on money, but at the same time we had produced a number of machines and sold and placed them ourselves. They earned fantastically and word spread locally among the operators, who spread the word to their distributors."

The word mushroomed and Bushnell was able to borrow against orders from three distributors to put his firm into business. From then on it has been well-known history. Atari produced not games, but amusement concepts, continually trying to live up to its image as the pioneer of electronic games with Bushnell's eternally optimistic frame of mind at the fore.

(See next page)



"Even if we'd do repairs for free, if an operator has a game down for two weeks, it will cost him more than any repair costs. So, that's really why we want the distributor...and the operator to have a repair capability."

Knowing of his farsighted reputation, we asked him what he felt the future holds for the industry he chose to revolutionize.

PLAY METER: Do you think we've scratched the surface as far as the games go?

BUSHNELL: Yes, we've scratched the surface, but, gee, there's so much left to do that it staggers the imagination.

You see, we're just seeing a situation where the coin machine industry is just starting to scratch the surface of what I'd call marginal acceptability. There are still many, many people who equate coin machines of any form with gambling. An awful lot of people look at it as an unsavory diversion that our children do. There's an awful lot of what I'd call bad image.

But it's turning, changing. Statistics that we've done show that presently, less than two per cent of the country's populatiion represents coin machine revenue. That's almost insignificant. That means our players are a very small segment of the population.

PLAY METER: That's an interesting way of looking at it.

BUSHNELL: So, what we're striving for is to jump that to four per cent. When we get four per cent contributing 90 per cent of the revenue, we've doubled the size of the coin machine industry.

PLAY METER: How do you do that?

BUSHNELL: Well, it's almost happening by itself. There are beginning to be more coin machines in the mainstream of life. There are an awful lot of people who have never gone into a beer bar in their lives, never gone to a bowling alley in their lives and probably never will go to either of those places in their lives. And many of them are nowhere near an amusement park and if they are, they think they're there to ride the rides and not go into the penny arcade.

But what do we do? We put them in hotel lobbies. Maybe that's another .01 per cent. Airports, too, but there are still many people who don't go to hotels and don't fly; people who are not making over $10,000 a year family income. They have money to go to movies, but they don't do much more.

That's where the new, small regional games center plays a part. The biggest problem there is who is your competition. Where are they spending their leisure dollars? You're competing against the small restaurant, hamburger joint, drive-in place or movie house.

PLAY METER: How does an arcade go about competing against a well, drive in restaurant or movie house?

BUSHNELL: Let's take another look at the coin machines in a typical 30-piece arcade. You'll find, usually, that there is a tremendous amount of assets that are idle a good deal of the time. Your assets in a good location are maybe alive 10 per cent of the time.

So okay, Johnny's taking his girl out for a date and he can see he can take her to the movies and spend five bucks. Well, in the typical quarter arcade, five bucks isn't going to last very long and Johhny wants to be able to entertain his young lady for three or four hours.

Some new merchandising methods are needed, possibly using tokens or pay-one-price or something like that, so that Johnny can spend three hours of action-packed fun in the game center and spend only five bucks. If you work through the mathematics, you'll find there's plenty of machines there; it's just how do you figure out how to funnel him to different machines so that there aren't long lines behind any one game. Maybe you give him 100 tokens for five bucks or three bucks and schedule how many tokens it will take to play certain machines based on demand. In other words, perhaps it takes five tokens to play a Tank, but only one to play a Pong.

PLAY METER: All of what you said seems to make sense.

BUSHNELL: This way Johnny can see that if he spends his tokens stingily, he can maybe spend five hours in there and you're just as happy because he's playing machines that would have been idle anyway. Plus, now you can compete.

PLAY METER: Have you tried that yet?

BUSHNELL: We have a pilot program in the works right now. It's the old idea of management promotion; how do you generate traffic. Perhaps, we have the best possibilities because we don't have to give pizzas away to get people into our joint. We can give a few games away.

When you think about the typical amount of promotion that goes into nickel and dime items for sale that don't have near the margin that coin machines do, it's a sin that our operators aren't getting off their ass and running it like a sophisticated business.

The biggest problem we have is the fact that it's been a good industry for so long that we haven't had to work to make a buck.

PLAY METER: That seems to be what happened with the booming video cocktail table market and the way blue-suede-shoe men jumped into it. What are your feelings about the tables and about the marketing

methods controversy?

BUSHNELL: I think it's been good for the industry because it's got a lot of operators off their ass.

PLAY METER: In what way?

BUSHNELL: Operators have somehow gotten the idea that their areas are fully saturated. You know, I've talked to guys so many times and their idea of going after a location is going to a place that's already got games and trying to buy it with a checkbook.

A lot of these guys, if you'd have told them to go into a nice cocktail lounge, they'd have told you no chance.

We tried to sell cocktail tables clear back when and were singularly unsuccessful through our regular distributor organization. It was just a thing that nobody was ready for. We ended up building and selling some in Tokyo as early as mid-1973. The operators over there were a bit more aggressive and did rather well with it. But we could get no interest whatsover in the states.

So, we were approached by National Entertainment and we said, "Sure, we'll build you a cocktail table." They went out, beat the bushes and placed the tables on location and suddenly you had operators scrambling around, trying to protect their locations, trying to buy cocktail tables. Not because they wanted to, not because they thought it was a good idea, but to sort of protect their down side.

Then they started collecting their money out of the things and found out they were making money. But that would have never happened had it not been for the suede shoe guy. You can see it happening still today. The suede shoe guy is hitting hardest right here in California and that's where the cocktail table run was in the last six months. Now they're pushing East and suddenly, you see demand spring up in the East.

PLAY METER: Does Atari plan to do something in the cocktail table market?

BUSHNELL: Yes. We've got our first table--I should say our second run of cocktail table games--coming off the line June 25, called Goal Four. We modeled it after our successful World Cup game that we're marketing in Europe.

PLAY METER: You don't think it's too late to be jumping into that market?

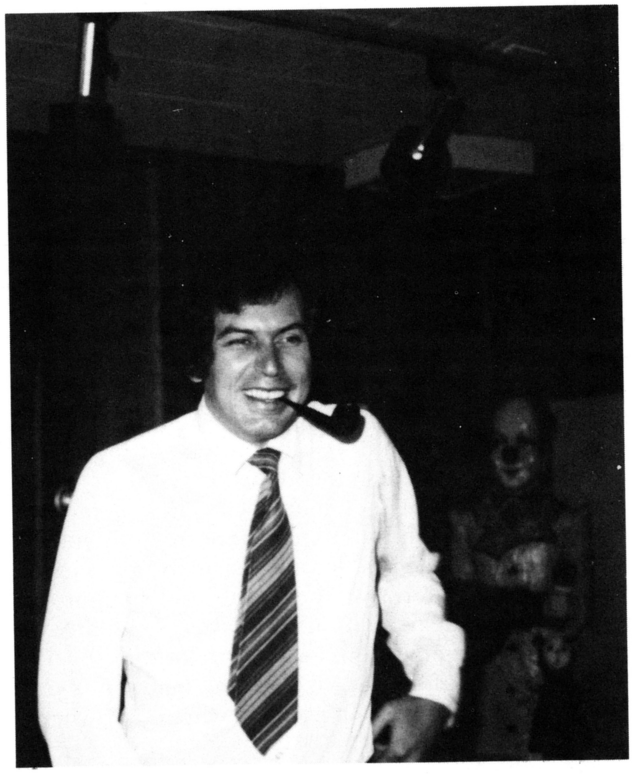
BUSHNELL: Not at the price. The game's good enough to stand on it's own.

PLAY METER: Now that we've talked a little about the future and the present, let's get back to the past. Why was there such a small monitor on the Pong in comparison to later games?

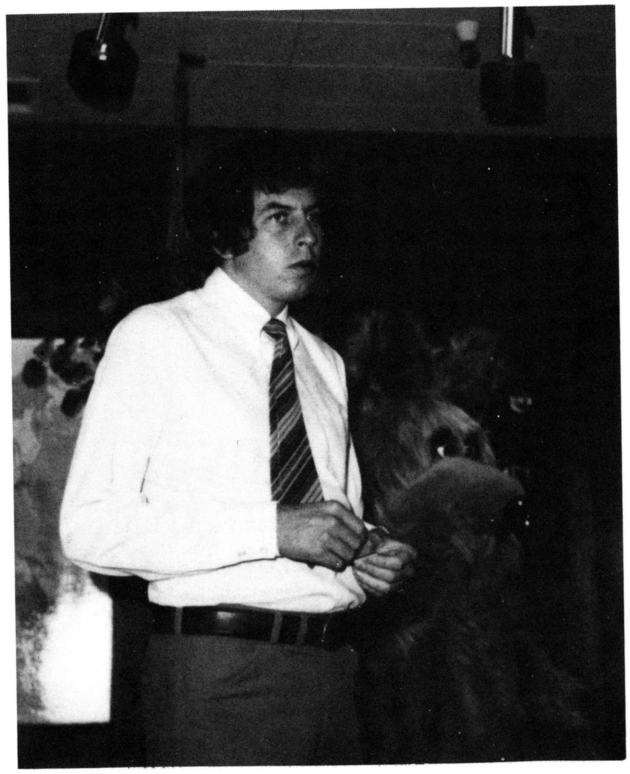
BUSHNELL: Remember, we were scientists at the time and we knew perhaps too much about the human eye and about the right way to do things.

When you're standing right on top of a monitor, it's generally undesirable to see the line structure on the screen. It's been shown to give people headaches and all the other things that tv does. A smaller monitor, the 12-inch, turned out to be the largest size in which the line definition becomes somewhat obscure. Also, when you're standing that close, you don't have to move your head. It becomes an eye motion, which is much more pleasing and comfortable.

(See next page)



"When you think about the typical amount of promotion that goes into nickel and dime items for sale that don't have near the margin that coin machines do, it's a sin that our operators aren't getting off their ass and running it like a sophisticated business."



"I also really have a hard time accepting copying of any form. What it really does is it destroys earnings on almost all levels. What you're doing in copying...is spending a lot of engineering costs that have to paid for somewhere. And it is ultimately paid for by the operator."

Technically, the small monitor is better in terms of the player and everything else. It was only reluctantly that we changed to the bigger ones because you have more reliability problems the bigger you go, the energies that are involved are worse. There are lots of problems with the bigger monitors, but it appears that the big gaudiness attracts people, which ultimately pushed us into the bigger ones.

PLAY METER: Okay, Pong was in production and, as we all know, took off like a rocket in all parts of the country. And then, competition set in, right?

BUSHNELL: Right. I guess to go along with that a bit further, the first test location we had was a place called Andy Capp's Tavern. One of the owners of the place also happened to be the financial vice-president of Ramtek, so he evidently saw some of the earnings reports...

PLAY METER: And Ramtek at that time was just an engineering firm?

BUSHNELL: They made display terminals for the medical instrumentation market.

PLAY METER: They weren't in the games field at all, but they were in a related field so that they could easily give you some competition if they wanted to and saw the potential?

BUSHNELL: They saw the potential, saw how much money we were making and started a reverse engineering thing on it. I guess at the same time, Allied and a few of the folks heard it was doing well and they understood there was this tiny California company that had a great product and they ought to jump on it.

I don't think any of them realized how fast we could get our production up. We were up to about 1,000 a month in February and March of '72. At the end of March, Ramtek hit the market with theirs. And by April, we were banging them out at darn near a hundred a day. I guess by June the market was pretty well filled with single paddle games.

Then we introduced Space Race. Ran it for a couple of months. Then came in with Pong Doubles.

PLAY METER: Pong Doubles, although it was very good, disappointed a lot of people because they felt it obsoleted their two-player game.

BUSHNELL: That's right.

PLAY METER: Which caused the first big rage among the operators...

BUSHNELL: You see, we were really forced into Pong Doubles.

PLAY METER: Because of the competition?

BUSHNELL: Yes. We weren't planning to release Pong Doubles until the following spring and Allied came on with their Tennis Tourney. Like you say, I felt it was necessary for the operators to get more earnings out of their Pong singles before they jumped on top of Pong Doubles.

I try to think of it as the common cash box theory; that is, there's so much money out there that's going into games and maufacturers get a certain percentage of that back. But only a healty operator can make a healthy distributor can make a healthy manufacturer. So we always try to make sure our products don't obsolete ourselves; that is, let's make something that will give incremental earnings, rather than earnings at the expense of other machines.

Quite frankly, we had a plan that Pong Doubles wouldn't have come until the following spring. We had two other games that we were willing to slate in after Space Race and we chose Space Race simply because we felt that that would definitely not compete with Pong because we knew Pong was primarily an over-16 game, where Space Race was aimed at the 8-14 age bracket.

PLAY METER: How do you explain the poor resale value of Pong?

BUSHNELL: Just too damned many of them on the market. It's just a thing that with each of the new games that come out, a certain number of the older paddle games were displaced.

What really happened was that because of the reverse engineering process so many people jumped in on top of Atari with their version of the paddle game that by the time they hit the market, there was no market left. So the manufacturer started cutting prices to move inventory. Then the distributors were stuck with inventory so that they had to cut prices. And the operator was left with a deflated piece of equipment.

What also happened is people just plain got carried away with the hysteria of the game and bought too many of them. Instead of having the possibility of moving the Pong game from location to location, by the time the bottom fell out, there was one on every location. so where do you go with them? Nowhere, except to your warehouse.

I also really have a hard time accepting copying of any form. What it really does is it destroys earnings on almost all levels. What you're doing in copying, even in reverse engineering a product, is spending a lot of engineering costs that has to be paid for somewhere.

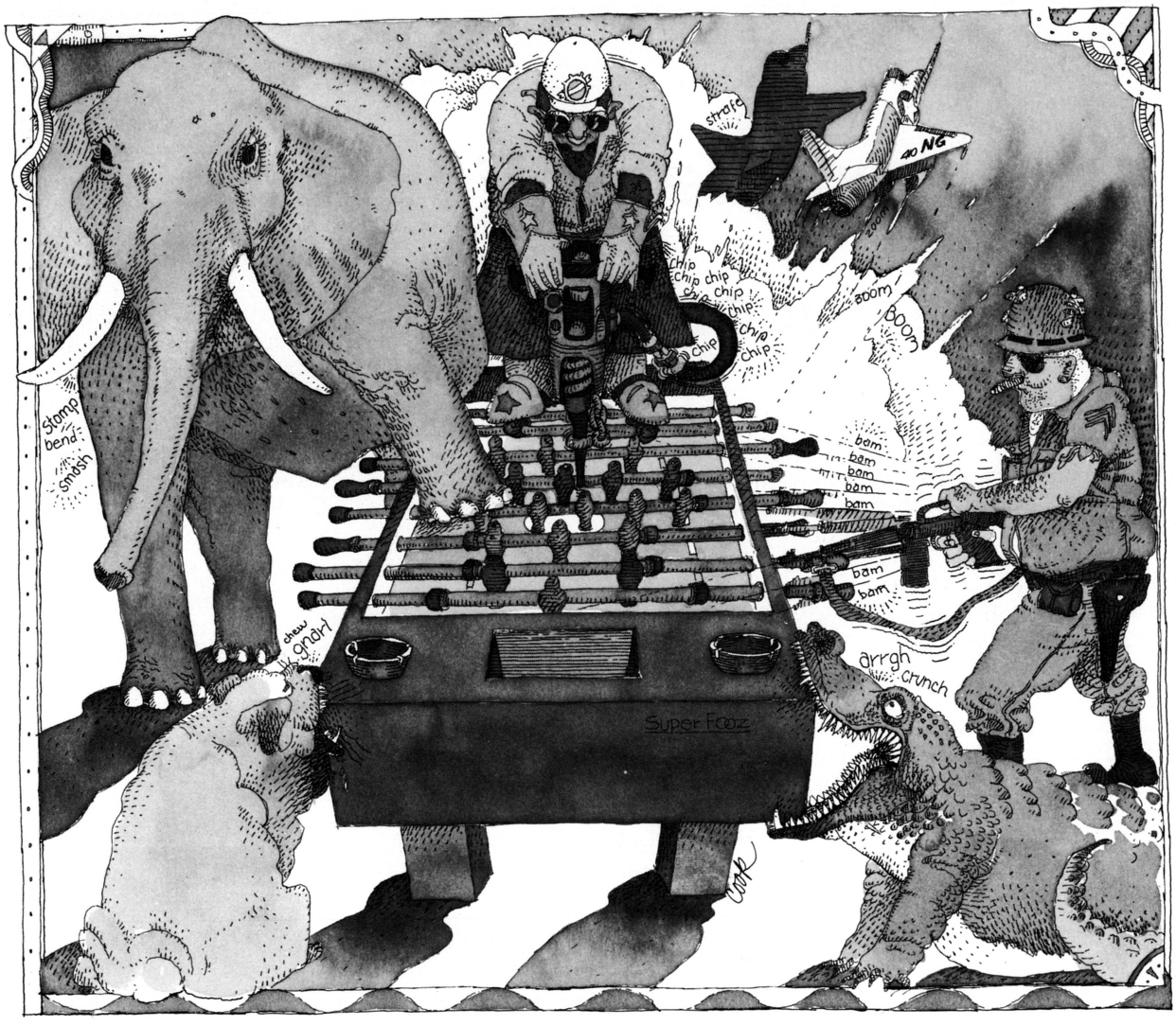
(Continued on page 53)

BIMBO LOVES

- **KIDDIE CLOTHES STORES**
- **GROCERY STORES**
- **ARCADES**
- **BANKS**
- **MALLS**

UNITED BILLIARDS, INC.
51 Progress St. Union, N.J. 07083
Phone [201] 686-7030

Circle 6 on reader service card.



SUPERFOOZ: THE LOUSIER YOU TREAT IT, THE BETTER IT LOOKS.

Many manufacturers have tried to bowl you over with a long list of "exclusive" features. And if you've grown cynical about all of them, we couldn't blame you.

So when we tell you about our texturized, tempered glass playing surface, our hardwood handles and our works-in-a-drawer coin trap mechanism, we don't expect you to be instantly won over.

In fact, if we lined up all the top-of-the-line tables—including the SuperFooz—you might say they all look pretty similar.

But take a look at those same tables 20,000 slam-bang games, 500 spilled beers and 1,000 carelessly dropped cigarettes later. That's when the SuperFooz really stands out.

Because while other manufacturers were busy dreaming up their "exclusive" features, we were busy finding practical ways to make our already-impressive features last longer. With little or no maintenance necessary.

Our cabinet is made largely by hand, in distinct contrast to the typical assembly-line construction. Our fittings are shaped with aircraft precision. And our quality control is absolutely unyielding.

Let us show you the SuperFooz. Kick its tires. Slam its doors. Then take it out for a grueling test spin.

Color brochure and full specifications available on request.

LEISURE SPORTS SYSTEMS INCORPORATED

322 Barnes Drive / Garland, Texas 75042 / (214) 494-1481

Circle 4 on reader service card.

Jukebox exemption hit by subcommittee

The jukebox industry's 66-year-old freedom from other-than-congressional review of its copyright fees suffered a blow in early June when Sen. John McClellan's (D-Ark.) Senate Copyright Subcommittee voted unanimously to remove the industry's long-held and long-protected exemption.

But MOA Executive Vice-President Fred Granger commented only that the bill has yet to go through the parent Senate Judiciary Committee before which he and other MOAofficials are expected to appear.

Granger's attitude was one of "anything can happen to the bill between the time it gets to the parent committee and the time it reaches the Senate floor." In fact, the exemption was retained in a Senate bill last year only after a last-ditch floor fight prompted by jukebox industry lobbyists.

Ironically, McClellan's subcommittee action came during the same week Granger, MOA President Fred Collins, past president Russell Mawdsley and others were testifying on the other side of Capitol Hill before a House Judiciary subcommittee about the House version of the copyright bill.

The House hearing had a somewhat conciliatory air about it, as the three performing rights organizations--ASCAP, BMI and SESAC--and jukebox interests agreed upon the proposed $8 per box per year fee.

But the conciliatory atmosphere dissipated when the jukebox interests continued to press for the copyright exemption and the performing rights groups said they would accept the $8 fee only if it is subject to review every five years. The jukebox fee is the only copyright fee that is currently exempt from tribunal review.

MOA and jukebox interests are concerned that if their copyright liability is left open-ended by a review clause, operators' already declining jukebox income will be sliced even further. In his statement to the subcommittee, Mawdsley stressed the MOA's position on H.R. 2223 with figures indicating a generally weak jukebox market. He was supported by the three jukebox manufacturers' attorney Perry S. Patterson, who told the hearing that one manufacturer is down 20 per cent in dollar volume this year, another has laid off employes and the third suspended production in April. (That company has reportedly resumed production as of this writing.)

Mawdsley reiterated that MOA (1) supports the proposed $8 jukebox royalty as provided in Section 116 of the bill, (2) opposes any increase in that proposed royalty, (2) opposes any provision for readjustment of that royalty through a Copyright Royalty Tribunal or otherwise and (4) opposes any fee for registration of jukeboxes.

The reason for such staunch support of the $8 figure, Mawdsley noted, is MOA's understanding that the comprise agreement reached with the performing rights organizations in 1967 "was intended to be a complete resolution of royalty claims against our industry. We have stood by this compromise in the expectation that all other interested parties would likewise do so."

RUSSELL MAWDSLEY, immediate past president of the Music Operators of America, explains why MOA members oppose any attempts to increase the jukebox performance royalty above the $8 compromise and attempts to remove the jukebox industry's exemption from copyright review. MOA attorney Nicholas E. Allen sits beside Mawdsley.

The industry opposes any further increase or readjustment in the royalty rate, Mawdsley went on to say, because:

"New jukeboxes cost up to $2,500 each, as compared with a maximum of about $2,000 ten years ago...

"Our singles records now cost an average of 75 cents per record, which is a marked increase from the 60 cents which a typical operator reported to this committee in 1965.

"Wages of our electronic and mechanical technicians and our other costs of operations have risen even more drastically and are continuing to rise.

"On the other hand, jukebox operators are unable to increase prices per play so as to keep abreast of their increasing costs of operations."

Mawdsley noted that while some businesses can change prices by merely increasing price tags, jukebox operators have to consult location owners, reduce the number of songs a customer can play for a certain coin and change his coin receiving mechanism. "Prices of two plays per quarter have been established in some areas," he added, "but this is by no means generally accepted."

Jukebox income is down, he said, and from the paltry average gross of $24 or so a week, the operator must pay the location commission and his own expenses. "*Any* new royalty rate will impact severly upon the industry," he stressed. Including the $8 performance fee, the industry's total copyright payments will jump to $8.5 million yearly, an increase of at $3.6 million a year, Mawdsley told the subcommittee.

Mawdsley also urged the subcommittee to retain the present 2 cents-a-side mechanical royalty rate, rather than accepting the increase to 3 cents a side written into the bill. He asked the subcommittee to require the music publishers and composers to prove that an increase is needed to compensate them fairly for their product.

The MOA representative went further and opposed as a matter of principle the proposed new royalty contained in H.R. 5345, which would create a recording arts performance royalty.

On the performing rights side, composer Aaron Copland dramatized ASCAP's appeal for relief by arguing that many "serious" composers never see a jukebox and are in no small way supported by the earnings of their fellow pop writers. "Accordingly, the fees ASCAP would receive for jukebox performances under the general revision bill are of vital interest to me and to other serious composers," Copland said.

Still buying "THE NEW" game every year? Kiddierama never goes out of style.

INTRODUCING MOA OFFICIALS at recent House hearing on copyright revision was Rep. James R. Mann of South Carolina [center] who paused with MOA President Fred Collins Jr. and MOA attorney Nicholas E. Allen during a recess. Mann did not sit on the subcommittee, but is a member of the parent Judiciary Committee.

Ciecle 7 on reader service card.

Mali

The Henry W. T. Mali & Co. Inc.
257 Park Ave. South
New York, NY 10010
(212) 475-4960 Circle number 6 on reader service card.

Billiard Cloth

Style 820—Plain, Style 920—Backed

Fabrics developed specifically for coin-operated tables.

Available through your distributor.

Michigan free play bill sits idle in legislature

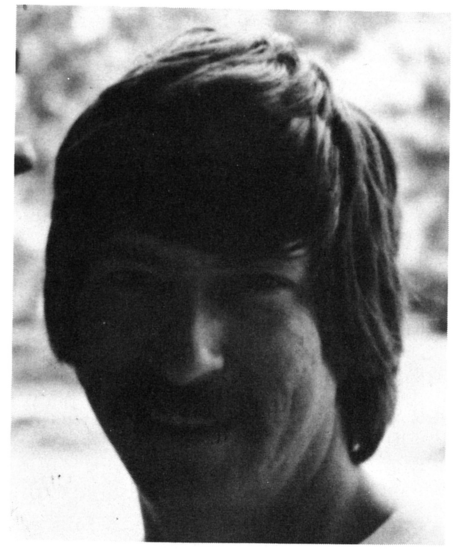
A bill to allow "free play" on pinball machines in Michigan still sits in the Michigan Senate Judiciary Committee, where it has sat for over a month, but Music Operators of Michigan Executive Secretary Michael Spaniolo believes the bill has enough votes to be reported favorably to the full senate.

"It could sit there for quite a spell," Spaniolo told *Play Meter*, because the committee chairman has been out for three weeks and as the senate nears the end of its current session, it is having to deal more and more with the tougher issues of state finances and the like.

"If we don't get any action on it by July 15," Spaniolo said, "we'll not get it until September, when the fall session begins. Reaction to the bill by committee members has been largely favorable, he added, and MOM is hopeful of its eventual passage this year.

A similar free play bill died without action last year because an amendment that would have prohibited those 18 years old and younger from playing free play machines caused delays in committee. The amendment was supported by the Michigan State Police and opposed by MOM.

Since that time, MOM officials met with state police officials and agreed to a possible compromise of 14 years old. Spaniolo noted, however, tnat no effort has yet been made to introduce any amendment to prevent persons 14 and under from playing free play machines. Michigan operators realize, though, that compromising for the 14 age limit earns them respect and income throughout the state, he added.



Publisher plans speech before FAMA members

Play Meter editor and publisher Ralph C. Lally II is scheduled to be a guest speaker at the Florida Amusement-Merchandising Association convention and trade show Sept. 12-14.

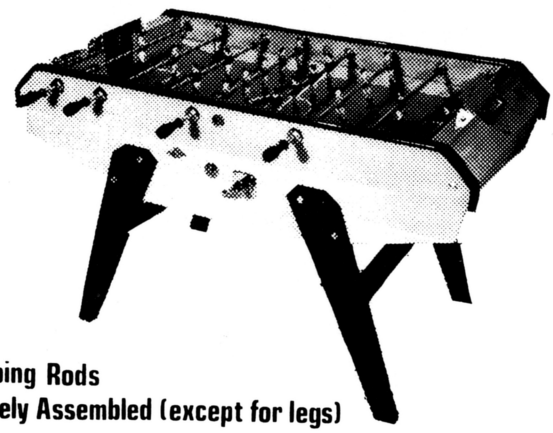
The FAMA organization approached Lally some weeks ago to speak about the amusement games industry. He will be joined on the platform by Dave Rose of the Vendo Company, who will speak about the vending industry.

The association is expecting its largest show yet, the FAMA newsletter says, noting that most major maufacturers will be represented.

The theme of this year's convention, the newsletter notes, is " I Believe." Citing recession, unemployment and government stifling of free enterprise, FAMA officials state:

"In times such as these, *Believing* in ourselves and in our systems is perhaps uncomfortablly analogous to that second teaspoon of sugar in your morning coffee. It gets harder and harder to swallow."

RENE' PIERRE
The Name Of The Game



- Telescoping Rods
- Completely Assembled (except for legs)
- New Drop Chute Coin Mechanism
- New Lock System
- New Ball Chute Assembly

FOR FURTHER INFORMATION CONTACT: KAL KASSIR

Circle 8 on reader service card.

PEABODY'S, INC
(804) 428-2049
P.O. Box 163 Virginia Beach, Va. 23458

If you have all the answers, how come there are other operators in town? Maybe Kiddierama has something.

"THE BLOCKBUSTER of the year," according to California operator *Gene Beley* is Allied Leisure's F-114 and his sentiments have echoed by operators and distributors around the country.

Beley also reported he's testing Chicago Coin's new *Superflipper,* a video pinball game inside a shortened version of the standard pinball cabinet. He was a little disappointed that he wasn't provided with an instruction card about optional play features, but he found the switches himself and increased play appeal and income by changing the factory-sent five ball game to seven and adding free play. Chicago Coin "nearly missed the boat, but it's a good game and receiving favorable reaction here."

EXCEPTIONAL REACTION is what Tom Nieman, Bally's regional marketing director, reported recently about Wizard, the four-player flipper game Bally designed in conjunction with promotions for the rock movie *Tommy.*

POCKET CHANGE

Wizard is the "largest pingame in Bally history," Nieman proudly claimed, noting that despite the obvious boost the movie gave it, the game is making it on its own merits as well. Bally is "double-shifting through the summer" to fill orders for the game, he added.

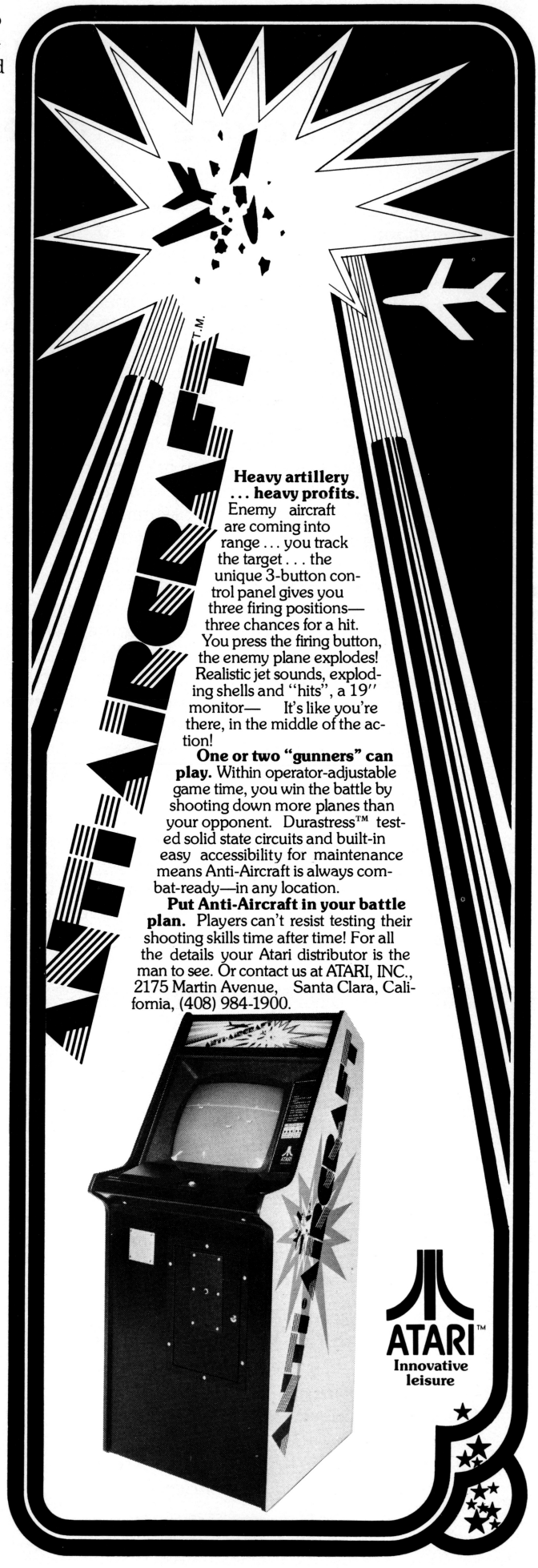
EDCOE MANUFACTURING and Service co. of Culver City, Calif., expects to introduce a new light display cocktail table game within a month, Edcoe's *John N. Hartsock,* says. It will *not* be a video game, he stresses, because "there are too many in that market." The game will be housed in the same cabinet currently used by Edcoe in its Video Cocktail Table Kit.

PM'S RALPH LALLY had lunch June 12 with *Bill Prast* of Digital Electgronics and *Bill Arkush* of Kurz-Kasch. The trio discussed new inroads in solid-state games and Arkush's activities at Kurz-Kasch's traveling electronics schools.

Lally also enjoyed a night in New Orleans' Fat City with U.S. Billiards' *Len Schneller* June 16. Len likes to show off his love stone to the local Cajuns, but they're wise to him. They know a Broadway rock when they see one.

PM'S JANUARY COINMAN of the Month, *John R. Trucano* of Deadwood S.D., was recently elected president of the Greater South Dakota Association, the state's chamber of commerce, according to the MOA newsletter. Trucano, owner of Black Hills Novelty Co. Inc., is a past president of MOA.

WE UNDERSTAND United Billiard's President *Scott Daddis* was hospitalized recently after a head-on collision involving his car and another car that jumped a highway median. Fortunately, we're told, neither car was going very fast and a possible fatal accident avoided. Hope Scott recovers soon.



Circle 9 on reader service card.

Notre Dame scholars impart business advice to operators

"This is not a social gathering," the 75 operators who attended the MOA's late spring regional seminar at Notre Dame University were told. And indeed it wasn't.

From Day One, operators and lecturers alike were on a "strictly business" basis, trying to learn from each other and trying to absorb vital knowledge about an industry about which "relatively little has been written," as Dr. Gerry Sequin, seminar coordinator and director of the Notre Dame graduate program in administration, put it.

The three seminar lecturers, all experienced business scholars, spent the two days of the conference giving the operators their views on such things as employe motivation, development and evaluating new location potential and controlling operations. The professors also swapped ideas with the conference attendants during workshop sessions.

Dr. William Sexton, associate professor of management, told the listening operators that employers are often not sensitive enough about their employes' mental attitudes. Seventy-five percent of an employe's job sucess depends on his frame of mind at work and about work, the professor said.

By holding positive attitudes about one's employes, he noted the employer can cultivate positive attitudes within the employes about their work, which naturally increases their efficiency and productivity. Employes also need to be challenged and stimulated in their work and this can be accomplished by giving them feelings of accomplishment with their tasks, feeling of importance about themselves and their work and feelings of responsibility and recognition.

Operators interested in improving their routes were given a lot of advice by Dr. David Appel, chairman of the department of marketing, who told them that "when I talk of new locations, I am talking about new ways of using the equipment you have, not more of the same locations."

Imaginative thinking is needed by operators looking for expanded business, but who tend to get so caught up in the day-to-day problems of their business that they don't take time to develop an overall approach to seeking new locations.

Appel suggested that operators seek out the customer (location) and find out what types of equipment would be best suited for him, rather than buy equipment and then find places to put it. "If you first have the customer," he said, "then you have the means of directing your resources. To do this, you need a customer orientation, a coordinated marketing effort and an attitude that profit rather than sales is important."

Dr. John R. Malone, associate dean for graduate study, College of Business Administration, noted that the nation's overall economy is in a normal business cycle caused by several factors beyond our control. With the recessionary atmosphere as a background, Malone then discussed methods of analyzing costs and controlling operations on a cost basis. By combining successful revenue and cost strategies, he suggested, the operator can recoup initial capital investments that can be in turn used as new capital and reinvested.

Common revenue strategies include higher prices per play, more machines per location, new locations and new equipment. Cost strategies include eliminating loss locations, reducing service calls, reducing record turnover, changing commission structures, combining maintenance and route functions and renting equipment versus purchasing it.

SCOREBOARD
ELECTRONIC GAMES BY
MAGNETIC CORP. OF AMERICA

179 Bear Hill Road
Waltham, Mass. 02154
ATTN: Norm Sherman-PM1

Phone [617] 890-4242

SOME TERRITORIES STILL AVAILABLE
FOR SCOREBOARD ELECTRONIC GAMES

Featuring the fantastic new Tournement Table for commercial or home use. Large net on each game sold. Deal direct with the factory. No inventory or investment required. You get the bottom price. Write or phone today.

Circle 10 on reader service card.

MOA board nominations open until July 15

The Music Operators of America Nominating Committee has called on its members to submit recommendations for nomination to the board of directors not later than July 15.

"Candidates for the board of directors must be submitted to the nominating committee for investigation at least 90 days prior to the election and each canidate must be endorsed by five members in good standing," as MOA letter to members said recently.

From the recommendations received by the committee, 10 vacancies on the board will be filled by a vote of the general membership at a meeting October 18.

The MOA letter suggests that no one recommend a candidate without consulting the person first. Be sure, the letter says, that your candidate has been a member in good standing for at least a year, will accept if nominated by the committee and knows what is involved.

Directors are expected to attend two of the board a year for which they pay their own expenses. "A director's basic responsibility is to deliberate matters of benefit to the membership and industry," the letter notes, "and to represent the views of the members in his own area or in his state and local association. Directors serve three-year terms.

Music and Amusement Assoc. gathers in Stevensville, N.Y.

The Music and Amusement Association of New York (formerly Music Operators of New York) had their Spring Convention at the Stevensville Country Club the weekend of May 18, and according to the association head, Ben Chikofsky, a great time was had by all.

The annual spring convention attracted 250 operators from all over the state. Also attending were MOA President Fred Collins, and Columbia Records Vice-President, Stan Montiero.

At the symposium, various topics of importance to our whole industry were discussed, such as the copyright bill on records, a briefing on the status of pinball machines in New York (still not permitted, but a battle in the courts still going on), and the availability and pricing of single records to the jukebox industry.

We sell strong because we have a lot to sell with KIDDIERAMA.

Digital, Solid-state Totalizers

...(and at a price you can afford!)

- TWO NEW MODELS
- SPEEDS COLLECTIONS!
- PREVENTS BREAK-INS!
- ELIMINATES PILFERAGE!
- QUICK, UNIVERSAL INSTALLATIONS!
- FULLY GUARANTEED!

We've made our cash totalizers more sophisticated than they probably have to be. And we've still managed to keep the lid on our prices. One of our two completely new digital, solid-state totalizers may be just the piece of equipment you've been looking for.

Yes, now Cash Controls has two totalizer models to choose from. And one of them, either the FT-100 (which counts quarters only) or the FT-500 (which counts nickels, dimes, quarters, half-dollars or dollar bills) is perfect for your needs.

Really. Both are universally adaptable. We haven't found a machine on the market that won't accommodate either or both of our new models. All equipment, regardless of age or model, will accept our totalizers.

We've simplified the installation on our two new models to a matter of wires. The FT-100 has four wires to connect; the FT-500 has eight. In either case the wires are protected by a special collar shrink tubing we've developed that protects you as well.

In field tests, we've found that both machines count money faster than the most optimistic operator could have ever hoped. The FT-500 will count up to $40 a minute; the FT-100, up to $20 a minute.

We guarantee it with a written 60-day money-back guarantee and a full-year warranty on all parts.

These fulltime cash registers and bookkeepers can save you up to 40% of your time at each location by eliminating the necessity for counting money manually. They are accurate and dependable.

They also check pilferage by eliminating guessing. They count only money taken in by each machine, eliminating "skimming." Importantly, they can't be bypassed and can't be reset.

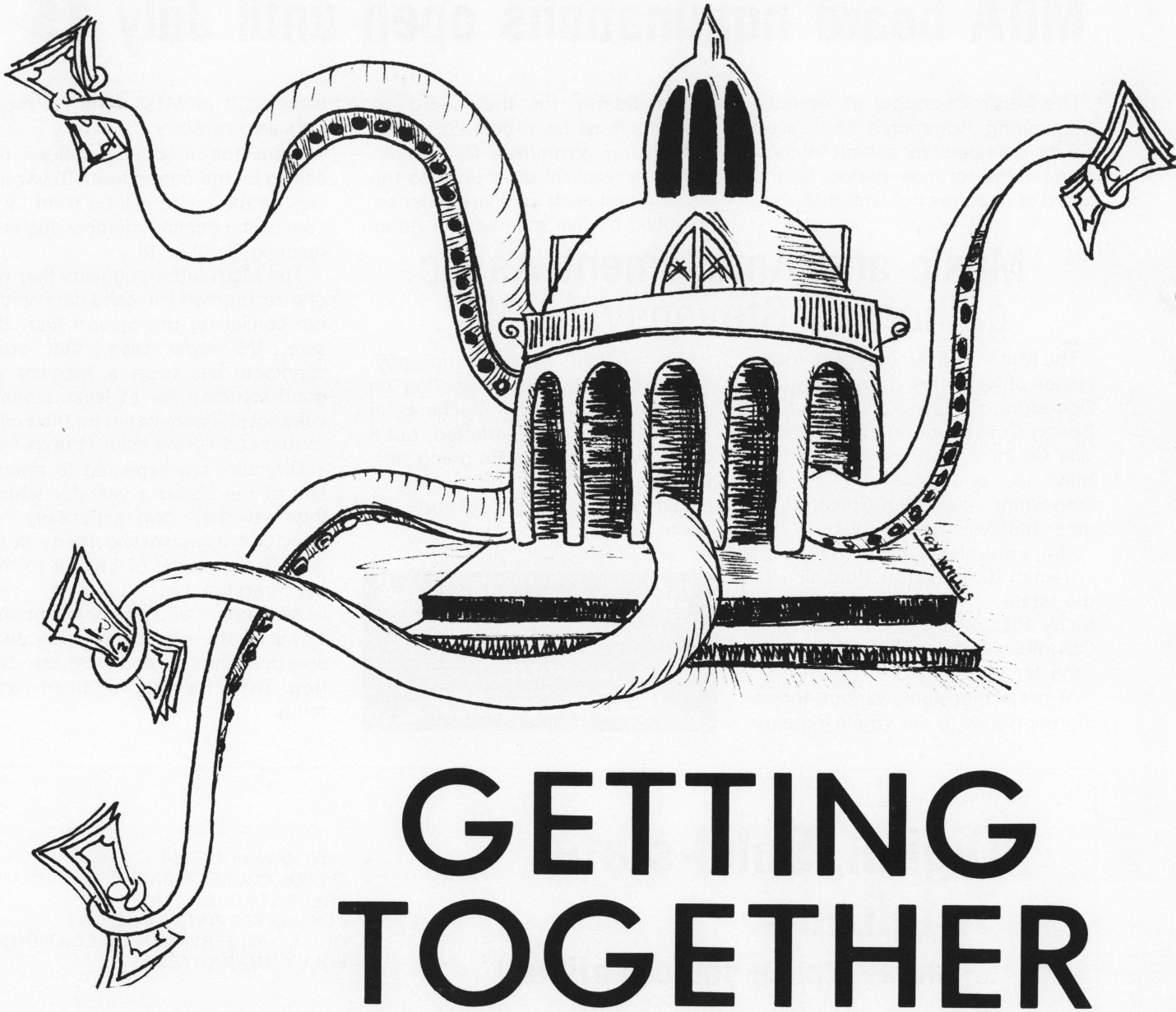
Call or write us to find out more about Totalizers.

Circle 11 on reader service card.

CASH CONTROLS INC.

383 ELLIOT STREET
MASSACHUSETTS 01264

NEWTON UPPER FALLS
TEL: (617) 965-4777



GETTING TOGETHER

BY DEL LEGGETT

Enraged, concerned and spontaneous Colorado music and games operators moved quickly and concisely this month when they called a statewide meeting June 13-15 and formed the trade's newest state association, the Colorado Coin Industry Association.

The Colorado association is the fifth new state group to become chartered in as many years and its establishment is a good example of why such associations are needed:

--In this day of complex state legislation, businessmen should constantly monitor the goings-on at their state capitals. Budget-weary state governments are exploring all avenues for new tax sources, and the axe is falling where the resistance is least.

--A unified voice, representing a recognizable percentage of the voting populace, can draw a more understanding audience from its public officials than can several disjointed voices calling from the wilderness.

--A single lobbyist, again, representing a recognized and cohesive group of businessmen, can often

save those businessmen millions of dollars in work on a single legislative anti-tax campaign.

--Building communication and rapport among public officials and industry businessmen is a good way to reach an understanding about the problems the businessmen face, and how unfavorable legislation can aggravate those problems so much that the overall state economy can be adversely affected.

The Colorado association is the 28th such organization in the nation (though several of those are inactive), and nearly every one of those state associations was actually formed too late.

The Rocky Mountain State is a case in point: Shocked by a bit of state legislation that would have severely dipped into operators' profits--a bill that almost became law before anyone noticed--the Colorado association was formed after the storm had calmed.

But theoretically, had the state association been in existence in the first place, the bill may never have been introduced. And since it proposed to place a 10 per cent tax on amusement machines, its results would have been disastrous, says Peter J. Geritz, the distributor who singlehandedly defeated the bill.

Nearly all state associations share a common history and Colorado is no exception to the rule. While businessmen in a given state may have been considering forming an association for years before actual inception, in nearly all cases a horrifying catalyst was needed. And in nearly every case, that catalyst was a life-or-death legislative or courtroom fight.

But lobbyists and other politicos agree that the easiest way to win a legislative battle is to ward it off before the swinging starts. Weed out the bad bills *before* they are introduced and your chances of winning are inestimably improved.

The establishment of several new state associations in the past few years clearly shows the need for organization. Colorado, Michigan, Oregon, Washington and Texas have all recently formed organizations for similar reasons--all legal. And presidents of state organizations agree that their businesses could suffer severely should they drop their guard against aggressive state governments scrounging for treasury boosts.

But legislative problems are not new to the coin machine operators of states across the nation. Hardly. A sales tax issue in Florida in 1961 gave birth to the Florida Amusement-Merchandising Association and now its president, Jim Mullins of Mullins Amusement Company in Miami, credits the simple fact that the organization exists as the reason the state legislature and the state's operators have enjoyed a peaceful coexistence since turning back the initial sales tax issue.

The Florida association could serve as a model to those forming new associations in many ways, especially in states where the need for organization is great and the number of volunteer coordinators is few.

"When we first decided to form the association, we employed an attorney and he and his secretary took care of nearly all the organizational details," Mullins said. "So actual formation of the group was no great problem."

The association is currently supported not only by the state's operators, but by associate members who boost the organization's total membership to a boastful 10,000. Associate members consist primarily of location owners and distributors. Membership, of course, is on a voluntary basis, but since so many location owners have been willing to support the organization, membership fees are minimal, says Mullins. And, if they are inclined to do so, operators can make most of their membership dues back by recruiting their accounts as associate members, he adds.

Meanwhile, the association's day-to-day business is handled by a full-time management firm in Tallahassee called R.S. Rhinehart and Associates.

The Rhinehart firm handles a multitude of business duties, not only for the Florida association, but for about 11 others as well. In Florida, said Mullins, membership dues are used to compensate the Rhinehart firm for its services.

Examples of the services offered by Rhinehart are legislative research, organization and promotion of annual trade shows and association meetings, publication of newsletters and practically all other functions necessary in running a state association.

Though confined to the southeastern United States, the Rhinehart firm is considering expanding itself to other areas farther north and west.

Mullins and other association heads interviewed were also quick to add that MOA has given them loads of assistance in organization and management over the years, especially in the legislative arena. Mullins, incidentally, is a vice president of MOA.

"In most cases, state associations really need the help of a professional management firm to take care of their association business. You've got to remember that these are businessmen who are concerned with the day-to-day task of running their own operations and they actually have trouble just freeing themselves for board meetings, let alone handling association business details," said Dave Boozer of the Rhinehart firm. "We actually do the work of the various officers of the association. We conduct membership drives, publicity, seminars--everything on a year-round basis--including legislative representation."

Mullins plays up the idea of having a viable association to prevent "having to fight legislation after the fact. Nowadays, you have to be more on the ball than that. Because when you're talking about taxes, state legislatures generally take the idea that you're guilty until proven innocent. In other words, you have to prove that they're wrong."

Fighting legislation after the fact is a matter all too familiar to Ed Schultz, president of the Music Operators of Michigan MOM. The Michigan association was formed just last year, primarily aimed at combating an old law that makes it illegal for minors to play coin

(*See next page*)

Some people listen, some don't.

You owe it to yourself
to listen to Kiddierama.

FTC apparently begins investigation

The Federal Trade Commission apparently began an investigation inside the industry in June, but it didn't specifiy who or what it is investigating.

Industry leaders are apparently in the dark about the investigation because when they were contacted by *Play Meter,* no one reported having heard of it.

Play Meter learned of the apparent investigation when someone from the FTC called to ask for copies of the magazine and to ask editor and publisher Ralph C. Lally II some general questions about the manner in which the manufacturer-distributor-operator system works. Based on those questions, Lally believes the FTC may be looking for either anti-trust or restraint of trade violations by either distributors or manufacturers.

PMC chooses Pico in S. Calif.

In a joint statement, K. Chris Loumakis of Pico Indoor Sports and Bob Bender of PMC Electronics, announced that Pico has been selected exclusive distributors for PMC Electronics in Southern California.

Loumakis said that his goal is to distribute only the finest quality products he can and stated that "PMC is an innovative company with an excellent product and a healthy outlook towards the coin industry." He said he expects the line to be well accepted among Los Angeles operators.

Loumakis' Pico Indoor Sports also distributes for US Billiards, digital Games and Ebsco Amusements.

Pinball Playfield Cleaner

Cleans and waxes to a high gloss finish. Is non-conducting to static electricity and is made for professional use only. Comes in re-fillable plastic quart bottles equiped with finger tip spray attachment.

Send for sample quart or save and order by the case;

$ 3.50 for sample quart
$40.00 for case of 12

Order by the gallon and save more:

$48.00 for case of four gallons

All prices FOB Philladelphia

ORDER NOW:

Nu-Look Products
2815 Tremont Street
Philladelphia, Pa. 19136

Send check or money order.

No cod's please

Circle 12 on reader service card

Empire Dist. hosts Dynamo promo

Empire Dist. Inc., Green Bay hosted a three day Dynamo Foosball promotion recently.

Dynamo's Regional Sales Manager Randy Skelton was in town for the exhibition, which was carried on by George Garber and Ron Lewis from Houston, Texas. Empire's John Bulin coordinated the event along with Denmark Coin of Green Bay and Magnet Vending of Oshkosh. A prize of $100 was offered to anyone beating the Texas Champs two out of three games--no one did.

Empire's Bob Rondeau said "our objective was not to prove we had a team that no one could beat, but rather to generate a continued interest in foosball and other amusement games. People strive to find means of entertainment. We want them to know amusement games are a means of entertainment for young and old alike.

TOGETHER

operated amusement games.

But fighting a new bill that would make it illegal for minors to play pinballs and other such games that award free plays is not the only thing keeping MOM busy. While fighting that battle, the association is also planning a pool tournament aimed at discouraging location owners from buying their own tables--a common problem in many states. Patterned after a similar and successful Wisconsin campaign, the MOM tournament would be open only to locations with operator-owned tables.

Schultz is also happy that a unified industry voice has been established in his state during MOM's first year of existence, in which it has attracted about 90 members.

MOM employs two fulltime executives who handle day-to-day business and legal matters and Schultz credits those two men with much of his association's early success.

"We are extremely lucky to have two such talented men working with us. One is general manager Walt Maner and the other is legislative counsel-executive secretary Michael Spaniolo."

MOM is an offspring of the Michigan Tobacco and Candy Distributors and Vendors Association and its two fulltime employees are paid partially by both organizations.

Schultz adds that Spaniolo has built a good rapport with state legislators, a fact that has greatly helped the Michigan organization in its fight.

There are other pluses in belonging to a state association. Group insurance--hospitalization, life and even auto--is available through many associations.

And, of course, annual conventions usually attract major manufacturers and distributors, making it easier to do some serious buying and selling business in the operators' own backyards. That's part of the reason that 1975 will see a total of 16 state association conventions this year.

But the real advantages of uniting --in communication, combination of efforts and politicking for the cause --are impossible to ascertain. And chances are if your state doesn't have an association of its own yet, it may be later than you think.

NEW FROM MIDWAY

WHEELS II

ALSO AVAILABLE IN LO-PROFILE MODEL
29"W × 32"D × 52"H, 73.66cmW × 81.28cmD × 132.08cmH

Circle 13 on reader service card.

- Speed shift controls
- Adjustable timer feature
- Accelerator pedals
- Engine sound effects
- 25¢ per player
- Extended play
- Cabinet dimensions
  29″W x 32″D x 65¾″H
  73.66cmW x 81.28cmD x 167.01cmH
- Approx. weight in carton 320 lbs. 145.15 kg.
- 23″ Motorola Solid State TV Monitor
- Seat optional

JUKEBOX

Now	Was	TITLE, ARTIST, Label, Number, (Distributing Label)	WKS. ON CHART
1	1	**LOVE WILL KEEP US TOGETHER** CAPTAIN & TENNILLE A&M 1672	10
2	3	**WILDFIRE** MICHAEL MURPHEY/Epic 8 50054	15
3	4	**LOVE WON'T LET ME WAIT** MAJOR HARRIS/Atlantic 3248	15
4	6	**WHEN WILL I BE LOVED** LINDA RONSTADT/Capitol 4050	12
5	2	**SISTER GOLDEN HAIR** AMERICA/Warner Bros. 8086	11
6	8	**I'M NOT LISA** JESSI COLTER/Capitol 4009	13
7	14	**THE HUSTLE** VAN McCOY & THE SOUL CITY SYMPHONY/ Avco 4653	10
8	11	**MAGIC** PILOT/EMI 3992 (Capitol)	13
9	9	**ONLY WOMEN** ALICE COOPER/Atlantic 3254	13
10	13	**LISTEN TO WHAT THE MAN SAID** WINGS/Capitol 4091	5
11	5	**TAKE ME IN YOUR ARMS (ROCK ME)** DOOBIE BROTHERS/ Warner Brothers 8092	15
12	7	**THANK GOD I'M A COUNTRY BOY** JOHN DENVER/ RCA PB 10239	15
13	18	**SWEARIN' TO GOD** FRANKIE VALLI/Private Stock 021	7
14	22	**I'M NOT IN LOVE** 10cc/Mercury 73678	7
15	15	**CUT THE CAKE** AWB/Atlantic 3261	12
16	21	**ROCKIN' CHAIR** GWEN McCRAE/Cat 1996 (TK)	10
17	20	**WHY CAN'T WE BE FRIENDS?** WAR/United Artists XW 620X	10
18	19	**HEY YOU** BACHMAN-TURNER OVERDRIVE/Mercury 73683	7
19	24	**MIDNIGHT BLUE** MELISSA MANCHESTER/Arista 0116	8
20	10	**GET DOWN, GET DOWN (GET ON THE FLOOR)** JOE SIMON/ Spring 156 (Polydor)	14
21	27	**ONE OF THESE NIGHTS** EAGLES/Asylum 45257	5
22	38	**JIVE TALKIN'** BEE GEES/RSO 510 (Atlantic)	6
23	31	**PLEASE MR. PLEASE** OLIVIA NEWTON-JOHN/MCA 40418	4
24	28	**THE WAY WE WERE/TRY TO REMEMBER** GLADYS KNIGHT & THE PIPS/Buddah 463	9
25	29	**MISTY** RAY STEVENS/Barnaby 614 (Chess/Janus)	12
26	16	**THE LAST FAREWELL** ROGER WHITTAKER/RCA PB 50030	13
27	33	**DYNOMITE** TONY CAMILLO'S BAZUKA/A&M 1666	9
28	17	**BEFORE THE NEXT TEARDROP FALLS** FREDDY FENDER/ ABC Dot DOA 17540	20
29	23	**SHINING STAR** EARTH, WIND & FIRE/Columbia 3 10090	18
30	12	**BAD TIME** GRAND FUNK/Capitol 4046	13
31	25	**BAD LUCK (PT. 1)** HAROLD MELVIN & THE BLUENOTES/ Phila. Intl. ZS8 3562 (Col)	13
32	26	**OLD DAYS** CHICAGO/Columbia 3 10131	10
33	39	**I'LL PLAY FOR YOU (HEAR THE BAND)** SEALS & CROFTS/ Warner Bros. 8075	11
34	30	**ATTITUDE DANCING** CARLY SIMON/Elektra 35246	8
35	32	**HOW LONG** ACE/Anchor ANC 2100 (ABC)	18
36	41	**RHINESTONE COWBOY** GLEN CAMPBELL/Capitol 4095	5
37	37	**SPIRIT OF THE BOOGIE/SUMMER MADNESS** KOOL AND THE GANG/Delite 1567 (PIP)	10
38	45	**THE ROCKFORD FILES** MIKE POST/MGM 14772	6
39	40	**BABY THAT'S BACKATCHA** SMOKEY ROBINSON/Tamla T54258F (Motown)	11
40	36	**REMEMBER WHAT I TOLD YOU TO FORGET** TAVARES/ Capitol 4010	11
41	44	**I'M ON FIRE** DWIGHT TWILLEY BAND/Shelter 40380 (MCA)	8
42	49	**DISCO QUEEN** HO	
43	43	**BLACK FRIDAY** STE	
44	35	**JUDY MAE** BOOM	
45	52	**SLIPPERY WHEN W**	
46	42	**ONLY YESTERDAY** (	
47	47	**GIVE THE PEOPLE**	
48	34	**I WANNA DANCE** LETTES Feat	
49	46	**PHILADELPHIA FREE**	
50	48	**LIZZIE AND THE RA**	
51	50	**JACKIE BLUE** OZAR	
52	54	**T-R-O-U-B-L-E** ELVI	
53	57	**PLEASE PARDON M** RUFUS	
54	56	**I'LL DO FOR YOU A**	
55	53	**ME AND MRS. JONI**	
56	59	**LONG HAIRED COU**	
57	64	**SWEET EMOTION** A	
58	51	**SHAKEY GROUND**	
59	55	**HE DON'T LOVE YO**	
60	70	**JUST A LITTLE BIT**	
61	60	**SHOESHINE BOY** E	
62	74	**IT'S ALL DOWN TO**	
63	88	**MORNIN' BEAUTIFU**	
64	66	**BABY—GET IT ON**	
65	58	**SADIE** SPINNERS/A	
66	62	**(HEY WON'T YOU SOMEBODY WRONG**	
67	76	**RAG DOLL** SAMMY	
68	71	**LOOK AT ME (I'M**	
69	63	**LET THERE BE MUSI**	
70	84	**EVERYTIME YOU TO**	
71	80	**SEXY** MFSB/Phila.	

Top 20 Soul

Music Programming

TOP 100

		T CHOCOLATE/Big Tree 16038 (Atl)	6
		ELY DAN/ABC 12101	7
		ER CASTLEMAN/Mums ZS8 6033 (Col)	9
		ET COMMODORES/Motown M1338F	7
		CARPENTERS/A&M 1677	14
		WHAT THEY WANT O'JAYS/Phila. Intl. ZS8 3565 (Col)	8
		WIT 'CHOO DISCO TEX & THE SEX-O-uring MONTI ROCK III/Chelsea 3015	12
		DOM ELTON JOHN BAND/MCA 40365	17
		INMAN TANYA TUCKER/MCA 40402	9
		K MOUNTAIN DAREDEVILS/A&M 1654	20
		S PRESLEY/RCA PB 10278	8
		E (YOU REMIND ME OF A FRIEND) Featuring CHAKA KHAN/ABC 12099	5
		NYTHING YOU WANT ME TO BARRY WHITE/20th Century TC 2208	5
		ES RON BANKS AND THE DRAMATICS/ ABC 12090	8
		NTRY BOY CHARLIE DANIELS BAND/ Kama Sutra 601	7
		EROSMITH/Columbia 3 10155	5
		EMPTATIONS/Gordy G714F (Motown)	14
		U (LIKE I LOVE YOU) TONY ORLANDO & DAWN/Elektra 45240	17
		OF YOU MICHAEL JACKSON/ Motown 1349F	5
		DDIE KENDRICKS/Tamla T54257F (Motown)	19
		GOODNIGHT VIENNA RINGO STARR/ Apple 1882	2
		L TONY ORLANDO & DAWN/ Elektra 45260	2
		KE & TINA TURNER/UA XW 598X	5
		lantic 3268	9
		PLAY) ANOTHER SOMEBODY DONE SONG B.J. THOMAS/ABC ABP 12054	21
		JOHNS/GRC 2062	4
		N LOVE) MOMENTS/Stang 5060 (All Platinum)	5
		C ORLEANS/Asylum 45243	11
		UCH ME (I GET HIGH) CHARLIE RICH/ Epic 8 50103	6
		ntl. ZS8 35667 (Col)	3
72	81	**SNEAKIN' UP BEHIND YOU** BRECKER BROTHERS/Arista 0122	4
73	61	**I DON'T LIKE TO SLEEP ALONE** PAUL ANKA/UA XW 615X	16
74	83	**HOLDIN' ON TO YESTERDAY** AMBROSIA/20th Century 2207	2
75	65	**KILLER QUEEN** QUEEN/Elektra 45226	20
76	86	**MAKE THE WORLD GO AWAY** DONNY & MARIE OSMOND/ MGM 14807	2
77	87	**FALLIN' IN LOVE** HAMILTON, JOE FRANK & REYNOLDS/ Playboy 6024	2
78	78	**WHAT CAN I DO FOR YOU** LABELLE/Epic 8 50097	5
79	—	**HOW SWEET IT IS (TO BE LOVED BY YOU)** JAMES TAYLOR Warner Bros. 8109	1
80	82	**SOONER OR LATER** IMPRESSIONS/Curtom CMS 0103 (WB)	5
81	—	**COULD IT BE MAGIC** BARRY MANILOW/Arista 0216	1
82	68	**RAINY DAY PEOPLE** GORDON LIGHTFOOT/Reprise 1328	11
83	—	**WASTED DAYS AND WASTED NIGHTS** FREDDIE FENDER/ ABC Dot DOA 17558	1
84	—	**SATURDAY NIGHT SPECIAL** LYNYRD SKYNYRD/MCA 40416	1
85	91	**GET DOWN TONIGHT** KC & THE SUNSHINE BAND/TK 10009	2
86	—	**HOPE THAT WE CAN BE TOGETHER SOON** SHARON PAIGE AND HAROLD MELVIN & THE BLUENOTES/ Phila. Intl. ZS8 3569 (Col)	1
87	90	**BURNIN' THING** MAC DAVIS/Columbia 3 10148	4
88	93	**MISTER MAGIC** GROVER WASHINGTON, JR./Kudu 924F (Motown)	3
89	—	**KEEP OUR LOVE ALIVE** PAUL DAVIS/Bang 718	1
90	—	**SURE FEELS GOOD** ELVIN BISHOP/Capricorn CPS 0237 (WB)	1
91	—	**(SHU-DOO-PA-POO-POOP) LOVE BEING YOUR FOOL** TRAVIS WAMMACK/Capricorn CPS 0239 (WB)	1
92	94	**DO IT IN THE NAME OF LOVE** BEN E. KING/Atlantic 3274	3
93	95	**7-6-5-4-3-2-1 (BLOW YOUR WHISTLE)** GARY TOMS EMPIRE/ PIP 6504	4
94	96	**I DON'T KNOW WHY** ROLLING STONES/Abkco 4701 (London)	2
95	99	**THIRD RATE ROMANCE** AMAZING RHYTHM ACES/ ABC 12078	2
96	100	**BALLROOM BLITZ** SWEET/Capitol 4055	2
97	—	**THE BIGGEST PARAKEETS IN TOWN** JUD STRUNK/ Melodyland ME 6015 (Motown)	1
98	92	**BLACK SUPERMAN—MUHAMMAD ALI** JOHNNY WAKELIN & THE KINSHASA BAND/Pye 71012 (ATV)	9
99	—	**AT SEVENTEEN** JANIS IAN/Columbia 3 10154	1
100	—	**SEND IN THE CLOWNS** JUDY COLLINS/Elektra 45253	1

Top 20 Country

1	1	LOVE WON'T LET ME WAIT	Major Harris-Atlantic 3248
2	2	ROCKIN'CHAIR	Gwen McCrae-Cat 1996 (TK)
3	5	THE HUSTLE	Van McCoy & The Soul City Symphony-Avco 4653
4	4	LOOK AT ME (I'M IN LOVE)	Moments-Stang 5060
5	6	SLIPPERY WHEN WET	Commodores-Motown M 1338F
6	3	GIVE THE PEOPLE WHAT THEY WANT	O'Jays-Phila. Intl. ZS8 3565 (Col)
7	7	THE WAY WE WERE/TRY TO REMEMBER	Gladys Knight & The Pips-Buddah 463
8	8	CUT THE CAKE/PERSON TO PERSON	AWB-Atlantic 3261
9	9	SPIRIT OF THE BOOGIE/SUMMER MADNESS	Kool & The Gang-Delite 1567 (PIP)
10	10	SHACKIN' UP	BarbaraMason-Buhada 459
11	12	WHY CAN'T WE BE FRIENDS?	WAR-United Artist XW 629X
12	13	TAKE ME TO THE RIVER	Syl Johnson-Hi 5N 2285 (London)
13	16	SOONER OR LATER	Impressions-Curtom CMS 0103 (WB)
14	19	JUST A LITTLE BIT OF YOU	Michal Jackson-Motown 1349F
15	11	ME & MRS. JONES	
16	17	MISTER MAGIC	Grover Washington Jr.-Kudu 924F (Motown)
17	14	GET DOWN, GET DOWN	Joe Simon-Spring 156 (Polydor)
18	23	I'LL DO FOR YOU ANYTHING YOU WANT ME TO	Barry White-20th Century TC2208
19	24	SEXY	MFSB-Phila. Intl. ZS8 3567 (Col)
20	22	WHAT CAN I DO FOR YOU?	Labelle-Epic 8 50097

Robert Palmer snea Sally through the a and to the charts

Robert Palmer joins the ranks of English acts--AWB, Elton John, David Bowie and others --who are sizzling the states this summer with third generation rhythm'n'blues and disco sounds.

Palmer, former vocalist with Dada (a 12-piece jazz-rock group) and with Vinegar Joe, went solo after Vinegar Joe disbanded this year and decided to record an album of r'n'b, his favorite kind of music.

The title song from his album, "Sneakin' Sally Through the Alley," was writtrf by New Orleans' pre-eminent soul man, Allen Toussaint, and this funky little single (Island 006) should prove Palmer's chances for success in the states.

Other songes of the album could become chart material, also, should the label decide to make singles with them.

Producing the mus was Steve Smith, a nati Shoals and naturally at-home with soul and r discophiles, "Snea Through the Alley" wa popular by Lee Dorsey know who he is.

The song has t backbeat one can imag through the French C cluded byways during sultry summer when young men are bound things with young la enough to tantalize the

If you happen t record supplier sneaking out letting you hear this hold on, set a spell an one.

ALPHABETICAL LISTING

AT SEVENTEEN Brooks Arthur (Mine/April, ASCAP) 99
ATTITUDE DANCING Richard Perry (C'est/Maya, ASCAP) 34
BABY—GET IT ON Ike Turner, Denny Diante & Spencer Proffer (Unart/Huh, BMI 64
BABY THAT'S BACKATCHA Smokey Robinson (Bertram, ASCAP) 39
BAD LUCK Gamble-Huff (Mighty Three, BMI) 31
BAD TIME Jimmy Ienner (Cram Renraff, BMI) 30
BALLROOM BLITZ Phil Wainman (Chinnichap/RAK, BMI) 96
BEFORE THE NEXT TEARDROP FALLS Huey Meaux (Shelby Singleton, BMI) 28
BLACK FRIDAY Gary Katz (American Broadcasting ASCAP) 43
BLACK SUPERMAN-MUHAMMAD ALI Robin Blanchflower (Drummer Boy, BMI) 98
BURNIN' THING Gary Klein (Screen Gems-Columbia/Song Painter, BMI) 87
COULD IT BE MAGIC Barry Manilow & Ron Dante (Kamikazi/Angeldust, BMI).... 81
CUT THE CAKE Arif Mardin (Average/Cotillion, BMI) 45
DISCO QUEEN Mickey Most (Finchley, ASCAP) 42
DO IT IN THE NAME OF LOVE Bert de Coteaux & Tony Silvester (Penumbra, BMI) 92
DYNOMITE Tony Camillo (Tonob, BMI) 27
EVERY TIME YOU TOUCH ME (I GET HIGH) Billy Sherrill (Algee, BMI/Double R., ASCAP) 70
FALLIN' IN LOVE Jim Price (J.C., BMI) 77
GET DOWN, GET DOWN (GET ON THE FLOOR) Raeford Gerald & Joe Simon, (Gaucho/Belinda, BMI) 20
GET DOWN TONIGHT H. W. Casey, R. Finch (Sherlyn, BMI) 85
GIVE THE PEOPLE WHAT THEY WANT Gamble-Huff (Mighty Three, BMI) 47
HE DON'T LOVE YOU (LIKE I LOVE YOU) Hank Medress & Dave Appell (Conrad, BMI) 59
(HEY WON'T YOU PLAY) ANOTHER SOMEBODY DONE SOMEBODY WRONG SONG Chips Moman (Press/Tree, BMI) 66
HEY YOU Randy Bachman (Ranbach/Top Soil, BMI) 18
HOLDIN' ON TO YESTERDAY Freddie Piro (Rubicon, BMI) 74
HOPE THAT WE CAN BE TOGETHER SOON Gamble-Huff (Mighty Three, BMI) 86
HOW LONG John Anthony (American Broadcasting, ASCAP) 35
HOW SWEET IT IS (TO BE LOVED BY YOU) Lenny Waronker & Russ Titelman (Stone Agate, BMI) 79
I DON'T KNOW WHY Jimmy Miller (Jobete, ASCAP/Stone Agate, BMI) 94
I DON'T LIKE TO SLEEP ALONE Rick Hall (Spanka, BMI) 73
I WANNA DANCE WIT 'CHOO Bob Crewe (Heart's Delight/Caseyem/Desiderata, BMI) 48
I'LL DO FOR YOU ANYTHING YOU WANT ME TO Barry White (Sa-Vette/January, BMI) 54
I'LL PLAY FOR YOU (HEAR THE BAND) Louis Shelton (Dawnbreaker, BMI) 33
I'M NOT IN LOVE 10cc (Man-Ken, BMI) 14
I'M NOT LISA Ken Mansfield & Waylon Jennings (Baron, BMI) 6
I'M ON FIRE Oister (Tarka, ASCAP) 41
IT'S ALL DOWN TO GOODNIGHT VIENNA Richard Perry (Lennon/ATV, BMI) 62
JACKIE BLUE Glyn Johns & David Anderle (Lost Cabin, BMI) 51
JIVE TALKIN' Arif Mardin (Casserole, BMI) 22
JUDY MAE Boomer Castleman (Tree, BMI) 44
JUST A LITTLE BIT OF YOU Brian Holland (Gold Forever/Stone Diamond, BMI) 60
KEEP OUR LOVE ALIVE Paul Davis & Phil Benton (Web IV, BMI) 89
KILLER QUEEN Ray Thomas & Queen (Feldman/Trident, ASCAP) 75
LET THERE BE MUSIC Chuck Plotkin (Borch, ASCAP/Mojohanna, BMI) 69
LISTEN TO WHAT THE MAN SAID Paul McCartney (McCartney/ATV, BMI) 10
LIZZIE AND THE RAINMAN Snuff Garrett (House of Gold, BMI) 50
LONG HAIRED COUNTRY BOY Paul Hornsby (Kama Sutra/Rada Dara, BMI).... 56
LOOK AT ME (I'M IN LOVE) Goodman & Ray (Gambi, BMI) 68
LOVE WILL KEEP US TOGETHER Captain w. Toni Tennille (Don Kirshner, BMI) 1

Charts courte

aks

lley

c for Palmer
ve of Muscle
a person
n'b. For you
kin' Sally
s first made
and we all

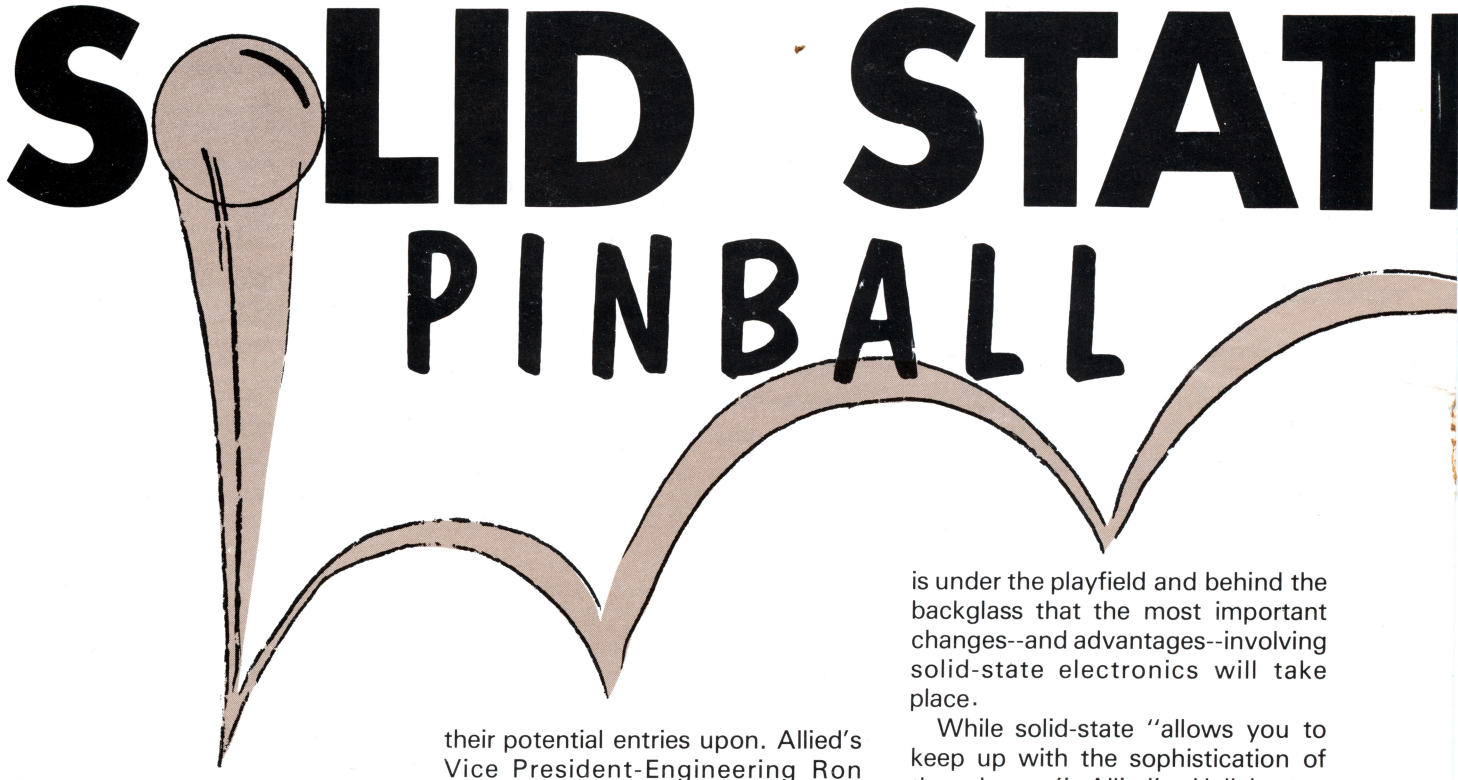
at laid-low
ine slinking
uarter's se-
the sticky,
hotblooded
to do risky
dies foolish
n.
see your
away with-
tune, tell to
sip a cool

Now Was		
1 2	WHEN WILL I BE LOVED	Linda Ronstadt-Capitol 4050
2 4	RECONSIDER ME	Narvel Felts-ABC Dot DOA 17549
3 3	TRYIN' TO BEAT THE MORNIN' HOME	T.G.Sheppard-Melodyland 6006
4 5	LIZZIE AND THE RAINMAN	Tanya Tucker-MCA 40402
5 6	THERE I SAID IT	Margo Smith-20th Century TC 2172
6 8	LITTLE BAND OF GOLD	Sonny James Columbia 3 10121
7 1	YOU'RE MY BEST FRIEND	Don Williams-ABC Dot DOA 17550
8 15	TOUCH THE HAND	Conway Twitty-MCA 40407
9 11	HE'S MY ROCK	Brenda Lee-MCA 40385
10 12	WORD GAMES	Billy Walker-RCA PB 10205
11 22	MOVIN' ON	Merl Haggard-Capitol 4085
12 18	SHE TALKED A LOT ABOUT TEXAS	Cal Smith-MCA 40394
13 17	DREAMING MY DREAMS WITH YOU	Waylon Jennings-RCA PB 10270
14 20	THAT'S WHEN MY WOMAN BEGINS	Tommy Overstreet-ABC Dot DOA 17552
15 19	PICTURES ON PAPER	Jeris Ross-ABC 12064
16 16	THE MOST WANTED WOMAN IN TOWN	Roy Head-Shannon 829
17 10	FORGIVE AND FORGET	Eddie Rabbitt-Elektra 45237
18 24	JUST GET UP AND CLOSE THE DOOR	Johnny Rodriguez-Mercury 73682
19 21	FIREBALL ROLLED A SEVEN	Dave Dudley-United Artists UA XW630 X
20 23	CLASSIFIED	C.W.McCall-MGM 14801

LOVE WON'T LET ME WAIT Bobby Eli (Mighty Three/Friday's Child/WMOT, BMI) 3
MAGIC Alan Parsons (Al Gallico, BMI) 8
MAKE THE WORLD GO AWAY Mike Curb (Tree, BMI) 76
ME AND MRS. JONES J. L. Reynolds, Ron Banks, Don Davis (Assorted, BMI) 55
MIDNIGHT BLUE Vini Poncia (New York Times/Roumanian Pickleworks, BMI) 19
MISTER MAGIC Creed Taylor (Antisia, ASCAP) 88
MISTY Ray Stevens (Vernon, ASCAP) 25
MORNIN' BEAUTIFUL Hank Medress & Dave Appell (Apple Cider/Music of the Times, ASCAP; Little Max/New York Times, BMI) 63
OLD DAYS James William Guercio (Make Me Smile/Big Elk, ASCAP) 32
ONE OF THESE NIGHTS Bill Szymczyk (Benchmark/Kicking Bear, ASCAP) 21
ONLY WOMEN Bob Ezrin (Ezra/Early Frost, BMI) 9
ONLY YESTERDAY Richard Carpenter (Almo/Sweet Harmony/Hammer & Nails, ASCAP) 46
PHILADELPHIA FREEDOM Gus Dudgeon (Big Pig/Leeds, ASCAP) 49
PLEASE MR. PLEASE John Farrar (Blue Gum, ASCAP) 23
PLEASE PARDON ME (YOU REMIND ME OF A FRIEND) Bob Monaco (Kengorus/Palladium, ASCAP) 53
RAG DOLL Jay Senter & Larry Knechtel (Hampstead Heath, ASCAP) 67
RAINY DAY PEOPLE Lenny Waronker (Moose, CAPAC) 82
REMEMBER WHAT I TOLD YOU TO FORGET Dennis Lambert & Brian Potter (ABC Dunhill/One of a Kind, BMI) 40
RHINESTONE COWBOY Dennis Lambert & Brian Potter (20th Century/House of Weiss, ASCAP) 36
ROCKIN' CHAIR Steve Alaimo, Willie Clark & Clarence Reid (Sherlyn, BMI) 16
SADIE Thom Bell (Mighty Three, BMI) 65
7-6-5-4-3-2-1 (BLOW YOUR WHISTLE) Rick Bleiwess & Bill Stahl (Cookaway, ASCAP) 93
SATURDAY NIGHT SPECIAL Al Kooper (Duchess/Hustlers, BMI) 84
SEND IN THE CLOWNS Arif Mardin (Beautiful/Revelation, ASCAP) 100
SEXY Gamble-Huff (Mighty Three, BMI).... 71
SHAKEY GROUND Jeffrey Bowen & Berry Gordy (Jobete, ASCAP) 58
SHINING STAR Maurice White w. Charles Stepney (Saggiflame, ASCAP) 29
SHOESHINE BOY Frank Wilson, Leonard Caston (Stone Diamond, BMI) 61
(SHU-DOO-PA-POO-POOP) LOVE BEING YOUR FOOL Rick Hall (Mr. Dogg/ATV, BMI) 91
SISTER GOLDEN HAIR George Martin (WB, ASCAP) 5
SLIPPERY WHEN WET James Carmichael & Commodores (Jobete, ASCAP) 45
SNEAKIN' UP BEHIND YOU Randy Brecker (Carmine Street, BMI) 72
SOONER OR LATER Ed Townsend (Cheritown, BMI) 80
SPIRIT OF THE BOOGIE R. Bell, Kool & the Gang (Delightful/Gang, BMI) 37
SURE FEELS GOOD Johnny Sandlin (Crabshaw, ASCAP) 90
SWEARIN' TO GOD Bob Crewe (Hearts Delight/Caseyem/Desiderata, BMI) 13
SWEET EMOTION Jack Douglas (Daskel, BMI) 57
T-R-O-U-B-L-E no producer listed (Jerry Chestnut, BMI) 52
TAKE ME IN YOUR ARMS (ROCK ME) Ted Templeman (Stone Agate, BMI) 11
THANK GOD I'M A COUNTRY BOY Milt Okun w. Kris O'Connor (Cherry Lane, (ASCAP) 12
THE BIGGEST PARAKEETS IN TOWN Mike Curb & Don Costa (Pierre Cossette/Every Little Tune, ASCAP) 97
THE HUSTLE Hugo & Luigi (Van McCoy/Warner-Tamerlane, BMI) 7
THE LAST FAREWELL Denis Preston (Arcola, BMI) 26
THE ROCKFORD FILES Mike Post (Leeds, ASCAP) 38
THE WAY WE WERE/TRY TO REMEMBER Ralph Moss (Colgems/Chappell, ASCAP)
THIRD RATE ROMANCE Barry Burton (Fourth Floor, ASCAP) 95
WHAT CAN I DO FOR YOU Allen Toussaint (Gospel Birds, BMI) 78
WASTED DAYS AND WASTED NIGHTS Huey P. Meaux (Travis, BMI) 83
WHEN WILL I BE LOVED Peter Asher (Acuff-Rose, BMI) 4
WHY CAN'T WE BE FRIENDS? Jerry Goldstein with Lonnie Jordan (Far Out, ASCAP) 17
WILDFIRE Bob Johnston (Mystery, BMI).... 2

sy of RECORD WORLD

SOLID STATE PINBALL



By Sonny Albarado
Associate Editor

When Allied Leisure Industries throws its "Dynomite" four-player pinball game into the market late this summer, the seldom challenged fortresses of electro-mechanical pinball may feel the first blow of a sweeping revolution--the advance of the solid-state pingame.

But the industry's stalwarts--Bally, Williams and Chicago Coin--won't be taken by surprise. Neither will Gottlieb, probably, although that firm refused to divulge any information about its plans regarding digital components in pingames.

The majors all agreed that solid-state pinball is definitely the "new wave" for the coin machine industry, but the Big Three were all unspecific about when they might be introducing their own versions of pinball with snap-on works. All of them, however, predicted solid-state games within the next year or two.

It seems, then, that the Hialeah, Florida, novelty game company will be the first to watch opertor, mechanic and player reaction to solid-state components in the traditional pingame. And, of course, those key reactions are what everyone involved will be looking to base their potential entries upon. Allied's Vice President-Engineering Ron Hallaburton said the company received favorable reaction from their prototype at a showing to 40 distributors in March. He also mentioned that while the game will appear "normal" to a player, it will have a few added play featrures at no additional cost made possible only by digital electronics.

New possibilities in play appeal are what excites Jim Sneed, vice president-sales for Kurz Kasch Inc. Electronics Division, most about the industry's ventures into combining solid-state components and pinball.

"You'll be going from a limited presentation to an unlimited presentation," Sneed said. "Let's face it, the pins are essentially the same today as when they were created. But with solid-state electronics, you've opened the door for a new generation of pingames. It will probably create an entirely new industry, just like video games did. You can build some exotic games now."

Sneed's associate, William Arkush, agreed: "Now you can build all kinds of complex backboards. You won't be limited to painting a glass. You won't be limited in the playfield area, either. Solid-state will allow you many new play features on the standard playfield."

Added play appeal is nice, but as Gary Stern of Williams Electronics noted, "The player doesn't care what's under the playfield." And it is under the playfield and behind the backglass that the most important changes--and advantages--involving solid-state electronics will take place.

While solid-state "allows you to keep up with the sophistication of the players," Allied's Hallaburton said, it also means "less down time on location and in the shop" once mechanics become familar with the modular, plug-in boards his company will be using on its "Dynomite."

"Reliability is the major factor" to consider about solid-stating a pingame, Kurz-Kasch's Arkush commented. "In the electro-mechanical games, you had to have a mechanic virtually assigned to one game or set of games. On solid-state pingames, you may go a year or more without a service problem involving the logic."

Atari Inc. Chairman of the Board Nolan Bushnell agrees that reliability is the key in any industry move to solid-state components. Although Atari showed a solid-state pingame in its suite last year to positive reaction, Bushnell said he has been in no hurry to build one for marketing because "quite frankly, Atari is in the enviable position of being able to sell all we can possibly make.

"Right now," the Atari founder added, "we are not going to come out with a solid-state pingame until we are absolutely convinced the thing is on an order of magnitude that is ten times better in reliability and that its earnings are at least equal to or better than the conventional pingame. I say that because people expect high earnings from Atari products."

The problems Bushnell thinks any other manufacturer will have to conquer before producing a solid-state pingame include making it cheat-proof and static-proof.

Ramtek Corp. in Sunnyvale, Cal., has a prototype of a solid-state pingame it hopes to market late this year and the firm's Melvin McEwan noted that his or any other manufacturer's digital pinball "should be more reliable" than the electro-mechanical games.

For Ken Anderson at Chicago Coin "it's what the mechanics think of it" that counts, too. "It's whether he has the parts available, whether he has the knowhow to repair it." If the mechanics and operators have confidence in a machine's reliability and repairability, then it will be successful. But those questions must be answered for operators and distributors before they can be expected to buy or sell a solid-state pinball game, Anderson said.

Anderson feels personally that solid-state pinball "is definitely going to happen." ChiCoin is researching the possibilities, he said, adding that while it is not a traditional pinball game, the company does have a video pinball game inside a pinball cabinet presently being tested.

Bally Manufacturing Corp. solid-state division has been researching solid-state possibilities in the traditional pingame for over a year, according to Tom Nieman, regional marketing director. "We'd be putting our heads in the sand if we didn't," he said. But Nieman, too, is worried about serviceability. He feels that service problems and educational lags brought on by video games still exist and that those problems could be compounded by the introduction of a digital pingame if something isn't done to correct the situation now.

"We'll all have to have extensive service schools," believes Williams' Gary Stern. "The service aspect is what has held the industry back from introducing solid-state into the pingame sooner." The circuit boards should of course be designed with serviceability in mind, he added, noting that Williams has one "that looks good now and we're putting it into some games for testing."

Arkush and Sneed both felt serviceability and mechanic education would be no problem. "They've got to learn the electronics anyway," Sneed noted.

Besides, Arkush revealed, Kurz-Kasch will be ready with a test fixture for troubleshooting solid-state pingames as soon as they are introduced to the market. "We'll be prepared," he said.

Of course, Hallaburton, Arkush and Sneed said, the other major factor involved in going solid-state with pingames is cost. While all the manufacturers said that any game they produce will be competitve in price with the electro-mechanical models, they all noted that the inexpensiveness of digital components would probably reduce operators' repair costs drastically.

Sneed believes the games will not cost manufacturers as much as electro-mechanical pingames to produce and that the differential in cost can be plowed back into more exotic play features. "For the operator, his replacement costs will be greatly minimized," he added.

"There's no doubt with the way the solid-state industry's costs are declining, that it will mean gradually less expense for the operator and the manufacturer," Hallaburton said.

Once the solid-state pingame is developed and marketed, remarked Ramtek's McEwan, "the price line will be held because the parts involved are steadily coming down in price."

Apparently, then, the revolution in coin-operated amusements started by the video games manufactures has spread finally to the 43-year-old pinball industry. And depending on what innovations, if any, the individual companies make on the backboard or playing field, the standard pinball player will never know the difference.

"You'll have the same feel," Allied's Hallaburton said. The game may play a little faster, but "you wouldn't be able to tell the difference."

With cost and service benefits to be realized and possible added play appeal, the Big Three know they will have to go with solid-state pinball, but they all stress they want reliable machines that can be easily serviced before they'll foist them on the public and on the operator.

Hallaburton noted that "the life of solid-state over electro-mechanical is about 10 times longer" and reliability about 100-to-1. "That's one of the reasons we're attempting our first solid-state pingame, our first pingame of any kind," he said.

The next 12 months in the pinball industry will be interesting to watch whether you are a manufacturer, distributor, operator or interested observer. But ChiCoin's Ken Anderson hopes some more of his questions are answered before everybody joins the competition.

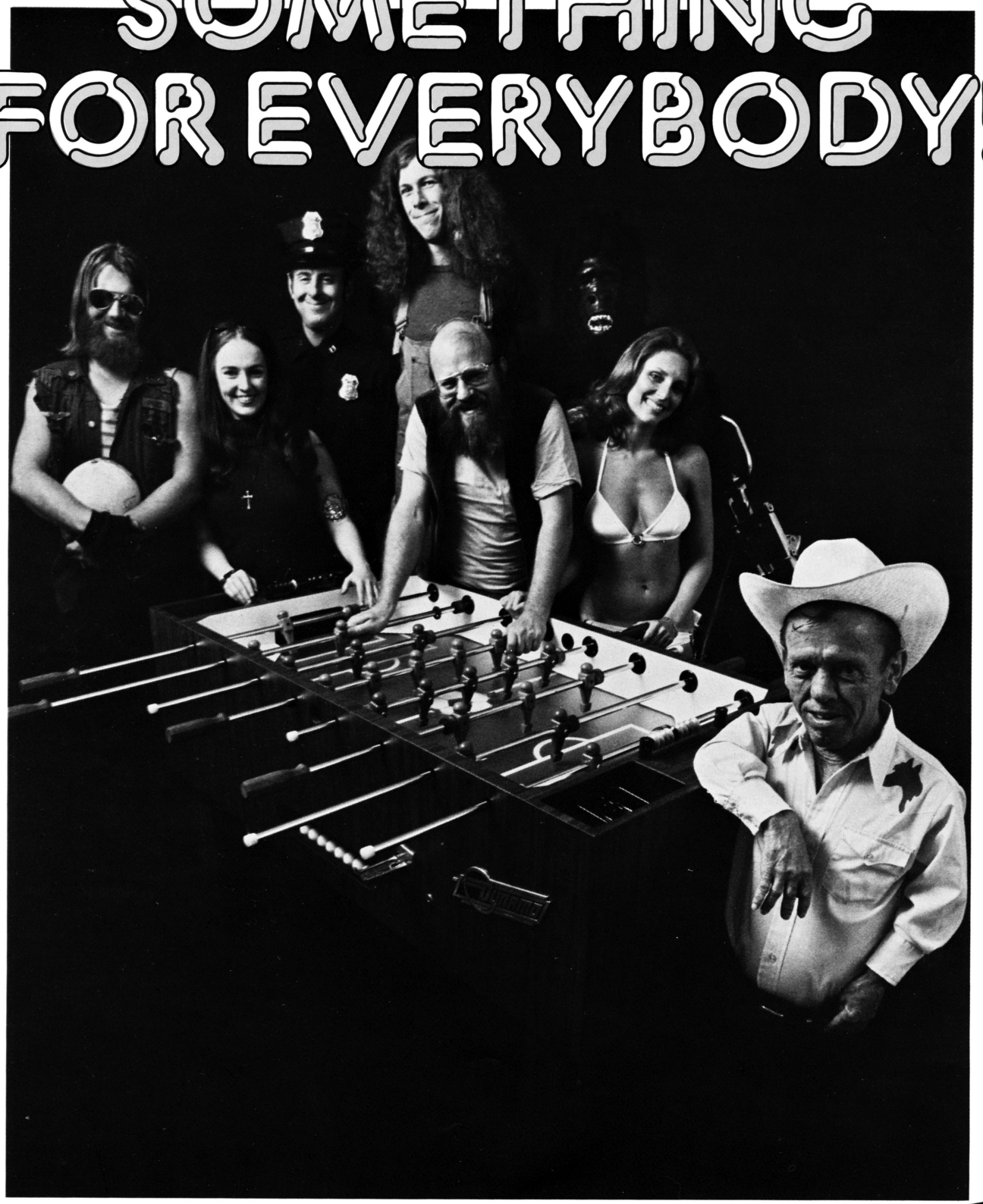
"The first manufacturer who comes out with one will get sales, but after the awe is over, you get down to what are you going to do for the serviceman. What are you going to do for the operator 10 years from now who has a 1976 machine and there's no board?

"Also," Anderson continued, "is the operator prepared to pay his serviceman more because of his increased technical ability and does the operator have the ability to pay more?"

Arkush and Sneed, however, are confident all those problems will be conquered easily.

"Solid-state pingames will be just like video games," Sneed said. "They won't go away."

SOMETHING FOR EVERYBODY!



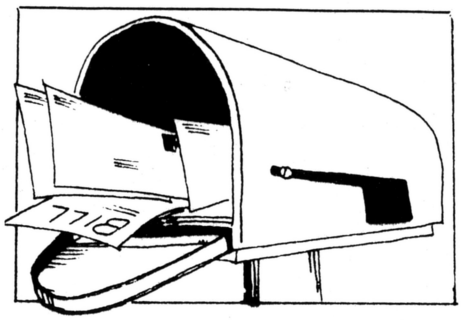
Just look around. Whether you're a distributor, operator or player you know when you see 350 pounds of solid, well designed, low maintenance fussball tables, you're seeing a product that's good for everybody. That's the only way we build them at Dynamo: strong as a gorilla with quality control as rigid as the law, and lines as pleasing as the feminine form. And you're also looking at one of the highest profit potentials you can handle in the industry. That's because we keep costs way down so your profits can stand tall!

Sure, everyone is different. But there's one thing you can always count on being the same, month after month and year after year and that's Dynamo quality. And that's something for everybody!

Dynamo©

Circle 14 on reader service card.

Dynamo Corporation 1805 South Great Southwest Parkway, Grand Prairie, Texas 75050 214—264-6211



(*Continued from page 11*)

and profitability for the operators.

Regarding promotion: I applaud and commend Tournament soccer and their "Dynamic" quarter million dollar tournament. I must say, however, Dynamo Corp. originated and has been immensely pleased with our own local, operator oriented, "Beat the Champs" promotions.

Thank you,
Randy Skelton
Sales Manger
Dynamo Corporation
Prairie/Texas

Congratulations! *Play Meter* is informative as well as entertaining and we look forward to receiving each issue.

We at Peabody's Inc., have noticed the tremendous acceptance of amusement centers by the under-30 crowd on the East Coast and read with particular interest the article "atmosphere, architecture, games galore," in your May issue. Centers such as the one described in Salt Lake City not only promote our coin industry, but help it attain the respected place it so rightly deserves in the business community.

We wish you continued success in the contribution you are making to our industry.

Very truly yours,
Kal Kassir
Peabody's, Inc.
Va. Beach, Va.

My first issue of *Play Meter*, March, arrived and I found it very interesting reading.

Yours sincerely,
E.R. Neuman
Auckland, New Zealand

In addition to a make-up and editing stint on "Commercial Constuction News," I write a weekly newspaper column.

It thus gives me a good deal of pleasure to see a well made-up, well-written and clean trade publication containing interesting copy.

Yours certainly is one of the unfortunately small number of trade publications I have seen that is and does.

Very truly yours,
J.J. Drautman
Technical Director
Electromotion Inc.
Bethlehem, Pa.

Thanks for the past issues. I enjoy your product very much. I wish *Play Meter* much success in the future.

Gene Klein
Celebrity Amusements
Ft. Lauderdale, Fla.

Keep up the good work on publishing the *Play Meter*. The industry needs a good magazine and I know with your knowledge of the business plus the enthusiasm and vigor that you put into your work the *Play Meter* could very well be one of the coin machine industry's better publications. I want to congratulate you and your staff for making a good start.

Evans Amusement Company
John R. Evans
Owner
Gulfport, Miss.

Enjoy your magazine 100 per cent - a real *ASSET* TO OUR INDUSTRY.

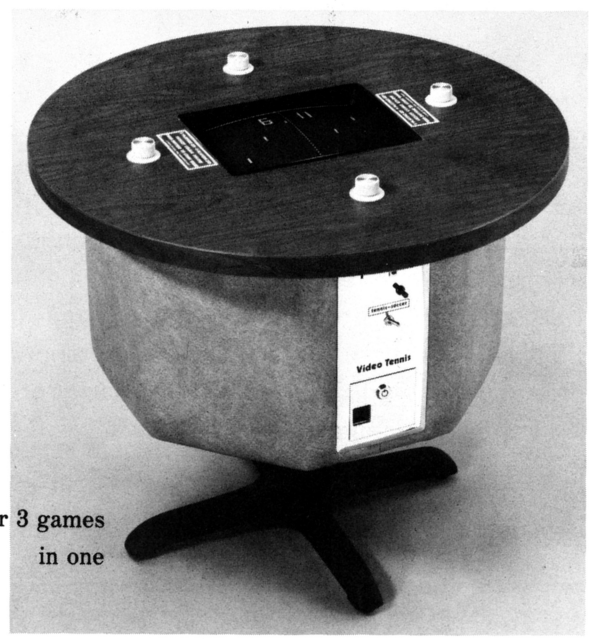
Wishing you the best for your forthcoming issues, I remain.

W.W. Kenison
Kenison Music Co.
Iowa Falls, Iowa

Times get good - times get bad.
Meanwhile
Kiddierama gets bigger and bigger.
Somebody must be buying them.

new

ct-4 series



1,2, or 3 games in one

- 2 or 4 players
- 12" motorola monitor
- coin counter
- durable construction
- formica top
- full warranty

CT-4 Tennis Only	$690.00
CT-4S Tennis & Soccar	$750.00
CT-4SH Tennis, Soccar, & Hockey	$815.00

Technical Design Corporation

7605 Washington Avenue South ° Edina, Minnesota 55435
Phone [612] 941-5955

Circle 15 on reader service card.

Stop Break-Ins
With The New SVS Warning Sticker

The PROVEN-TESTED psychological crime deterrent ! When placed on a cash box doors - burglars believe that there is really a silent alarm system inside. IT REALLY WORKS !
We believe they won't risk it. The most Convincing WARNING STICKER on the market. Made by a security products manufactuer.

- Actual size: 4'' x 1¾''.
- Bright red & yellow color.
- Easy to use adhesive back.
- Other suggested uses: Your cars, trucks, home and garage, shop...???

Priced Right- 50 for $9.95

Rush Your Order Now To:

Active Automatic Security Co.
P.O.Box 24170
New Orleans, La. 70184

Include check or M.O. with order. Add $1.00 for postage and handling

Circle 16 on reader service card.

GET THAT PIONEERING SPIRIT!

At Play Meter, we don't consider ourselves "just another magazine," and we don't want you to think of us that way either. We're pioneering — exploring new and unexplored avenues in music and games reporting. There has never been another music and games publication quite like Play Meter, and we think you'll appreciate our fresh approach to today's music and games business. We'll deal with down-to-earth, everyday problems, and we'll tell it to you straight. Because we know when there are decisions to be made, you want a quality publication you can turn to for some solid background material; something from which you can form your own ideas and opinions. Hop on our wagon train . . .

SUBSCRIBE TO

COIN INDUSTRY
PLAY METER

P. O. BOX 24170
NEW ORLEANS, LA. 70184

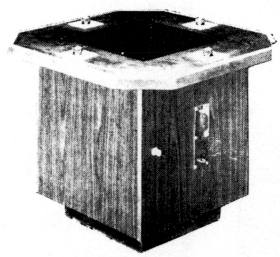
Do you have old video games? Then give them a new life!
VIDEO COCKTAIL TABLE KIT

Pong
Quadrapong
Hockey
Soccer
Wipeout, etc.

Just convert that old video game to a cocktail game table, and start making profits again. Edcoe Video Cocktail Table Kit allows you to do this fast and inexpensively.

Our kit comes complete. All you have to do is exchange components from your old game to the Edcoe VCT Kit, or send us your old video games and let us convert them. We are fully equipped to handle this for you.

Our kit is a strong and beautifully designed cabinet with a top of strong and durable black slate Formica, dark walnut cabinet accented with a hardwood trim to give an all around appearance of a game table.



Circle 17 on reader service card.

For information call or write
EDCOE Mfg. & Service Co.
9512 Jefferson Boulevard
Culver City, California 902[illegible]

Telephone:
213/836-3603

'Dynamo Fats' comes to N.O.; Lewis likes it

THE ACTION GETS intense during the TAC Amuement Co., New Orleans-Dynamo Corp.-sponsored "Beat the Champs" tournament in Louisiana. Hundreds of participants gathnered in TAC's Game Room on Airline Highway in New Orleans, for the finals competition.

"While others may see their responsibility ending after sales, we feel that's where ours is just beginning," believes John Lewis, president of Dynamo Corp. of Grand Prairie, Tex., manufacturers of a popular table soccer game.

That's why Lewis' firm created "Dynamo Fats," a not-so-fictitious fussball fanatic who gives tips on "cheating" in fussball, and developed a national "Beat the Champs" promotional tournament for distributors of Dynamo products.

Two young Texans, Bobby Cook and Michael Weddendorf (Texas State Fussball Champs), are touring on behalf of Dynamo currently and taking any and all challengers. Beat them two out of three games, Lewis says, and a cash prize provided by Dynamo is awarded.

"It's proving to be quite a success," Lewis grins, noting that some challengers seem to be taking lessons from his own Dynamo Fats. A Brooklyn youth claims to have seen the bald-headed, handlebar-mustached and full-bearded character who dominates Dynamo's promotional T-shirts and who advises players "to beat time on your chick's wooden leg to distract your opponent."

Seriously, though, Lewis believes the tournament program -- a cooperative effort between the local distributor, operators and locations --not only gives disciples of the sport new stimulation, but gives a large audience its first look at table soccer.

What's more, Lewis feels his program is a healthy development for the industry. "We're the only company that goes out of its way to provide promotion on location for operators. The result has been mutually beneficial for our distributors, the operators and us."

Electromotion sues PMC

Electromotion Inc. of Bethlehem, Pa., has filed suit in a Pennsylvania civil court seeking an injunction against and unnamed damages from PMC Electronics Inc. of Southampton, Pa., according to court records *Play Meter* obtained in Buck County, Pa.

The suit, filed May 2, alleges that PMC and individual members of the firm intentionally set out to deceive distributors, operators and the public by marketing a video cocktail table game that was an exact copy of an Electromotion game's design.

PMC denies this allegation in its answer to the Electromotion suit, which was also filed in the Buck County courthouse. PMC also argues in its answer that the Electromotion unit was not protected by patent or copyright. The PMC unit is not a copy of anyone's machine, the answer states.

In its suit, Electromotion asks for preliminary and permanent injunctions prohibiting PMC from manufacturing or selling or advertising any of the alleged imitations. The suit also asks that Electromotion be paid damages in the amount of whatever sales and orders were made on the PMC table.

Imperial

AMERICA'S LARGEST
BILLIARD SUPPLY HOUSE

THE OPERATORS CHOICE

- Imperial-Apollo and Premier cues
- Imperial-Belgin billiard balls
- Imperial-Cloth and pool table supply

Imperial... Your **cue** to higher returns

Imperial Billiard Industries

Eastern Sales Office and Warehouse

79 Hackensack Street
E. Rutherford, N.J. 07073
Phone (201) 935-9330

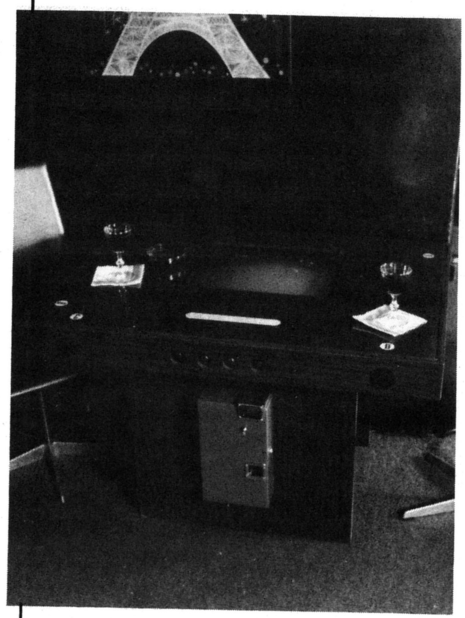
Western Sales Office and Warehouse

2005 San Fernando Road
Los Angeles, Ca. 90065
Phone (213) 221-1114

Circle 18 on reader service card.

Go, ye, and convert thy brother's game

By Perry E. Miller
Technical Editor



Video games are making a comeback. The sudden emergence of the video cocktail table has brought new blood into the industry for manufacturers as well as operators--new people who are enthusiastic about the business and are bringing fresh ideas into it.

These newcomers see a bright future for video games. But established operators are also experiencing a resurgence of video games. Second generation video games like Atari's Tank and Midway's Wheels are producing excellent returns for their owners. Video games are becoming a vehicle of good earning power.

But among all this enthusiasm and excitement, there still remains to a large extent the problem of reluctance from operators and distributors to buy a new video game. A well established operator, thinking about his old two-player tennis games that are gathering dust, told me "to buy a new video game is throwing good money after bad. Look, I've been in this business some 15 years and have never had so many machines collecting dust. What these machines need is more than one game built into them, to make them last longer."

Some manufacturers are addressing themselves to this problem. "The operator has to be shown that the manufacturer is on his side. We are planning our future games so the player can select any one of three games. Also, the operator can replace three or four logic cards and change the three games. This gives the operator the advantage of keeping the earnings up without buying new machines," says Bob Nallick of Technical Design Corp. Technical Design Corp. isn't the only manufacturer thinking along these lines. Electromotion will soon market a table with the capability of offering 12 different games. According to Gene Smith, the game will make use of a modular concept and, "You can carry a complete inventory of games in a briefcase."

"Ya, that's fine for the future, but what about my old Winner IV? It just sits there grossing $10 a week. Why doesn't some guy provide a method for turning it into a new game?" some operators ask.

Well, there are manufacturers who are doing just that, converting old video games into new money producing machines. Presently there are two types of video game conversions--the cabinet conversion and the logic board conversion. The cabinet conversion transforms your old upright video game into a cocktail table. Manufacturers like Edcoe Mfg. and Service Co. and Electronic Concepts Industries Inc. make cocktail table cabinets, which will accomodate your old video game. Edcoe's kit is complete with the top of the table prewired, mounting board for the TV and full instructions on the conversion. All you have to do is to exchange components from your old game to the new cabinet. If you don't care to do the conversion yourself, just send the thing to the factory and they will convert it for you. This type of conversion allows you to obtain a cocktail table at one-third the cost of a new unit. Edcoe offers their unit for about $200.

Cabinet conversion manufacturers do not offer any changes in "logic." This second type of conversion is probably the most exciting area because your old tennis game can be transformed into a new video game.

A small conversion board with a few IC's on it is mounted on the main logic board of your old game and wire leads are connected between the two printed circuit boards. Sometimes an edge connector is used; so the new conversion pc (printed circuit) board becomes a plug-in module. The main point is that a whole new game can be created by changing the logic.

Oil wells don't pump out
all the oil in 6 months.
Like an oil well,
Kiddierama keeps right on pumping.

Give your old video 'religion,' convert it into a cocktail table

There are many different "new games" to choose from. Advanced Automation Associates provides a kit which converts Allied's Paddle Battle into a new updated tv game with three paddles per player and top and bottom lines. An additional feature is that the ball is not always served from the goal line. The end result of these modifications is that Paddle Battle can be returned to the same locations where collections have gone "dead" and provide "new game" collections. Advanced Automation Associates' kit consists of a printed circuit board with flying leads for connecting to the game's circuit board. "Hookup requires only a soldering iron and ten minutes," according to Val Rayboy. All of this for only $49.95 per kit.

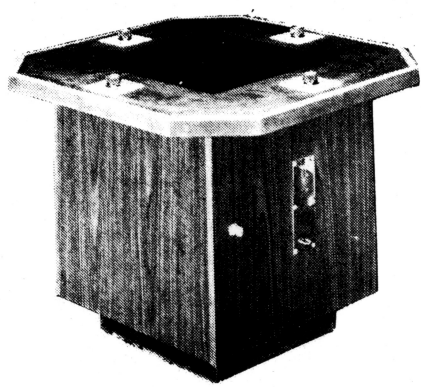
JRW and Video Games Inc. are offering a conversion in logic, which converts old pc boards into an improved Flim-Flam game. Joysticks which provide full court play and a curve button allowing each player to change ball direction are some of the game features. Also, each player can choose one of three paddle sizes. This allows a beginner to play an expert and win some of the time. JRW and Video Games Inc. can convert most two -player tennis and hockey logic boards. Send your old pc board and front panel to them and they will send you a front panel with new controls and your converted pc board with instructions for installation. Cost $225.

Another company providing conversion kits is RDM Associates. They have a wide variety of different logic board conversions. Super-Pro is one of their conversions and is an ideal game for a cocktail table. Super-Pro is a conversion for Midway's Playtime. Two goalies are added to provide a two-and four-player game. This game also has a one-player feature which is found on some of RDM's two-player tennis conversions. One player can just play against the machine. A rotating wall with holes in it is the target for the player. The player tries to hit the ball through the moving holes. If the player is able to beat the machine, he obtains a free game, but the holes become smaller making the game more difficult to play. There are four patterns of increasing difficulty for the player to play against. An additional feature is a free game, if a mystery score is matched.

RDM Associates does custom conversions also. If you have an idea about how your "dead" video game should be converted, here is your chance to get it done your way. "We feel that many operators have good ideas about how they would like their games converted. We are here to help the operator obtain a money-making machine at a reasonable cost," says Steve Perry of RDM.

For you readers in Europe there is a company, International Cybernetic Machines Ltd. in Dublin, Ireland, that is providing logic board conversions for Europe. ICM converts video games like ALCA's Ping-Pong to a new video game with eight different games. ICM makes the same logic board conversion for Midway's Winner, but adds a color monitor. Some of the games in color are truly spectacular.

But what does the manufacturer of conversions have in store for the operator in the future? Steve Perry of RDM says, "I believe that after most of the older tennis uprights have been converted, there will be few conversions left to do. Of couse, there will always be some video game which bombs and needs to be converted. However, I think conversions will turn into new game conversions. That is, we will provide an operator with a new front panel and new electronics to give him a new game."



Video games are a new type of game and will have their ups and downs. Like any new product line, it will take time to grow and mature. Pinball machines did not reach their present level of sophistication in five years. It took several years of trial and error. But as long as the general public continues to accept and enjoy video games, improvements will continue to be made.

Unfortunately, some games dwindle drastically in popularity. And as long as that happens, conversion will arise--to combat noise problems, to add free play, to add more memory, to increase the score capacity, to convert paddles into figures, to count coins electronically, to improve the sound, to add more sound, to add a video playback machine.

I think that conversion kits will play an important roll in the future of video games. The operator will be constantly faced with improving his machines. Because of this, operators will be seeking out digital electronic techs and engineers to help solve their problems. Electronic service centers will spring up all over the world and will be the clearing house for all types of conversions. Distributors will change to meet the competition and loss of revenue. Distributors will start asking manufacturers, "What options do you offer? Can the machine be changed to a new game and will you supply the electronics and the controls?"

Of course this won't happen overnight, but the operator who is struggling with video games today will be tomorrow's success story. He will know what is needed in a machine and know how to put it there when it is missing. He will keep abreast of who is manufacturing conversions and what they have to offer.

IS YOUR INCOME OFF?
You should be looking at Kiddierama.

Milan Fair disappoints, but Italian pinball makers show

After the two British exhibitions, the automatics section at Milan Fair is probably the most important show of coin-operated amusements in Europe. The 1975 show was disappointing, however, with many leading Italian firms absent.

Italy has another coin machine exhibition, the Enada, run by the industry exclusively, which must affect the Milan Fair, which promotes machines in one section of a general exhibition. Add to this the general unhappy economic climate in Italy and it is not suprising that theItalian amusements industry is showing signs of depression.

The automatics section attracted large crowds -- the general public is admitted to the pavillion and often groups from schools and colleges on official tours. But no one apart from customers or likely purchasers are permitted to play the machines and uniformed police patrolled the exhibition area to enforce the rule. Opinions among exhibitors were mixed on the subject.

Pinball machines are the top-sellers in Italy and it was expected that before long Italian companies would start to produce them to challenge the American equipment so popular on the Italian market. Ami of Turin has started production and showed their first one-player model, the Derby. Europlay of Bologna also showed their own pinball machines, the one-player Tic and Toc and another single-player the Royal King. Italy at present favors single-player machines so it may be some time before Italian producers start production lines for two- or four-player versions.

Several Italian companies are now producing rebuilt pinball games, with redesigned backflashes and playing field. Bensa and Playmec were among the firms exhibiting this type of equipment.

Bally Continental of Antwerp showed the Midway Racer and the Bally Slapstick single-player pinball.

Maggiaioli showed Chicago Coin, Sega and Brunswick machines and the firm's Paolo Maggiaioli said that his firm was to join forces with Nolomatic to form a new company, Gimat, to import and export equipment.

The internationally-known Model Racing showed their now classic arcade shooting game, Duck Shooting, as well as a new pinball machine on a video screen, the U.F.O.

Among the big display of kiddie rides was a small pony covered in real pony skin. It was shown by Orginal Kart and included a speed-change feature. C.A.B. showed a selection of rides including a tank with sound effects, trains, cars and buggies. G.P.S. showed combined kiddie rides and shooting games. One was Tank War in which small boys fire at moving targets shown on a screen in front of them and another was Far West where the ride is on a horse and red Indians appear on a screen as targets.

Strength tests, billiard tables, pool tables and football games were shown in profusion as well as a big display of juke boxes.

We have a lot to say.
Why not listen to
KIDDIERAMA.
Won't cost anything to listen.

A PASSERBY samples the new Derby flipper game introduced by Ami of Turin, an Italian manufacturer, at the recent Milan Fair.

KEITH SKELDING of Alca Electronics, Oldham, England, pours a lusty round of champagne with George Bainbridge, director of Sunderland Vendamatics, after a recent pool tournament sponsored by the two firms in England.

Pool craze in Britain adds tourneys

An indication of the strong influence that pool tables are now having in British pubs and clubs comes from a competition held by a pool table operating company, Vendamatics Ltd. of County Durham.

The firm has just completed the competition, with an initial entry of 64 teams from their own locality at Sunderland.

Playing on tables manufactured by Alca Electronics of Lancashire -- the popular table size in Britain is six feet by three feet with smaller pockets and balls than those used in the U.S. -- the competition was whittled down to a final between the Witton Gilbert and District Social Club and the Pelton Royal Antedeluvian Order of Buffaloes club. Witton ran out winners by seven games to one and recieved a magnificent trophy contributed by the sponsors. The awards were presented by George Bainnbridge, managing director of Vendamatics. Alca Electronic sent along six bottles of champagne to be cracked into the cup.

Recel expands again, exports flippers to Germany as Euroflip

The rapidly expanding Spanish firm of pinball machine manufacturers, Recel S.A. of Madrid, have broken into the West German pinball market in a big way.

Using a new brand name, Euroflip, they have started to export machines into Germany through Lowen Automaten, the country's largest and most important company in the amusement field.

The first machine to go into the German market is the Criterium, a four-player model for which Lowen has given Recel a massive order.

Euroflip's Criterium made its debut at a show for the leading German wholesalers at a hotel in Wiesbaden which coincided with the birthday of Pepe Benavides, export sales manager for Recel. To mark the occasion he received a Criterium racing bicycle and another went to Juan Parades, head of Recel. The same name for the bicycle and the pinball game is pure coincidence.

Natural juices available in new Rock-Ola vender

Today, more and more Americans are becoming health-minded and are changing their life-styles and consumption habits. Consequently, it is not surprising that chilled fruit juices have become the fastest growing and one of the most lucrative segments of the American beverage market, according to Rock-Ola's Vending Vice President Dr. David Rockola.

"Recognizing the opportunity for vending created by the increasing popularity of natural and nutritious fruit juice drinks, Rock-Ola recently introduced its cold juice vender," Rockola said.

"The types of locations which hold great promise for cold juice vending are nearly too numerous to mention," he added. "Two examples, however, are tennis and health clubs, whose health-oriented members prefer a natural, refreshing, nutritious drink to quench their thirst and revitalize their energy. By having Rock-Ola chilled juice venders available near the play areas and in the locker rooms, the clubs please their members while adding to the club's operating profit," Rockola said.

"Another example--the growing interest on the part of parents, dietitians and state and federal legislators in promoting the consumption of more nutritive drinks by the young, has created in the nation's schools a vast new market for Rock-Ola Cold Juice Venders."

Atari attacks with combat game idea

Atari has just announced the release of another new concept in video games named Anti-Aircraft, a fast-moving combat skill game in which one or two players compete in a furious ground-to-air battle.

The battle is won by the player who shoots down more "enemy" aircraft than his opponent.

Each "gunner" has a three-button fire control panel which controls aiming and firing of his cannon in high, medium or low trajectory patterns. As the planes come into range, each player has three chances to press the firing button and score a hit. The number of hits for each player is digitally displayed on the 19-inch monitor.

Designed for rugged action, Anti-Aircraft features all solid-state, Durastress-tested circuitry for maximum reliability and built-in ease of accessibility.

Operator-adjustable game time, realistic cannon fire, bursting shells and "hit" sound effects, attractive panel graphics and low-profile design make Anti-Aircraft a natural traffic builder for any type of location, according to Gene Lipkin, Atari marketing vice-president.

"Income is reported very high in early location tallies. Players can't resist testing their shooting skills time after time...," the company noted.

Gene Lipkin, vice-president of marketing, stated that samples have now been shipped to internationa and domestic distributors and units are now available for immediate delivery.

Anti-Aircraft is 57.87 inches (147 cm) high, 25.12 inches (64 cm) wide and 28 inches (71.12 cm) deep. Shipping weight is 223 pounds.

Midway cashes in on Wheels uproar

Midway announces the release of Wheels II, a one-or two-player t.v. driving game like it's predecessors, Wheels and Racer. As a two-player game, the drivers put their talents against each others driving skill.

The players' cars actually move forward as they accelerate. The faster you go, the higher the score you can achieve, as long as you do not crash. The two drivers' scores are calculated separately according to skill and speed. A crash by one car only stops that car, not the opponent's car.

Dual speed shift controls, adjustable timer, dual accelerator pedal, engine sound effects, extended

play, double 25 cent doors, 23 inch Motorola solid-state t.v. monior, in another of Midway's cabinets, which is 29 inches wide, 32 inches deep, and 65 3/4 inches high (seat optional).

Leisure Sports says 'Hurt us'

Kick it. Slam it. Give it a beating. That's what the SuperFooz, latest offering from Leisure Sports Systems, Inc. was designed to take, according to the firm. It has been engineered to b e not only the best playing, but the most maintenance-free table on the fussball market.

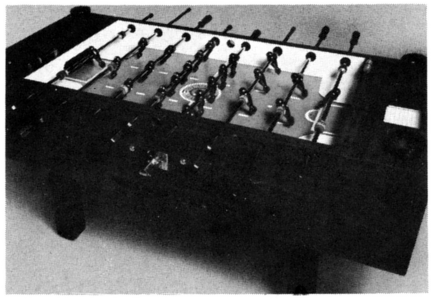
The materials used include hardwood for the handles; tempered and texturized glass for the playing surface; aircraft-quality carbon steel for the rods, ground and polished to a hard chrome finish.

"But obviously it's not just the choice of materials which give the SuperFooz its incomparable durability. It's how those materials are used. In other words, craftsmanship," the company maintains.

Take a look at the cabinet. Most manufacturers build theirs on an assembly line. But not the SuperFooz. It's constructed largely by hand and, before it ever leaves the factory, it's scrutinized under rigorous quality control standards uncommon in any industry.

Take a look at the works-in-a-drawer coin trap mechanism. It's the closest thing to an infallible system yet devised, the firm believes.

A good deal of innovation has gone into achieving properly balanced players and the optimum degree of friction between the players and the ball. Out of this research has come the "no-lift foot." Expert players agree that this design greatly facilitates passing, dribbling, catching and shooting.



The SuperFooz is available in a choice of popular finishes and is priced competitively with other top-of-the-line fussball tables.

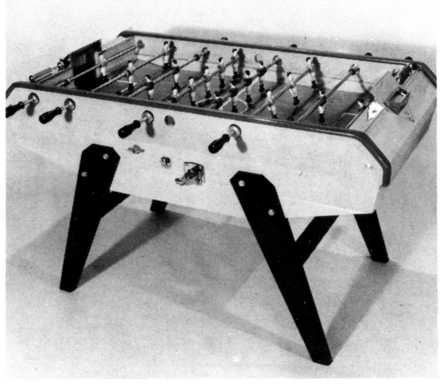
The SuperFooz is available from Leisure Sports Systems, Inc., 322 Barnes Drive, Garland, Texas 75042. Telephone: 214/494-1481.

Rene Pierre adds three features

Three new features have been added to the Rene Pierre Footsball Competition Model table, according to Kal Kassir, director of sales and marketing for Peabody's Inc., American distributor for the French-made soccer table.

The American coin mechanism is now a permanent feature, Kassir mentioned, as well as a new table lock assembly and new ball chute.

"These changes have come about in order to improve the high standard of quality and workmanship of Rene Pierre," Kassir emphasized. "These improvements were suggested mostly by our distributors and operators, who have always been very cooperative and helpful to us," Kassir added.



Edcoe prepares computer games

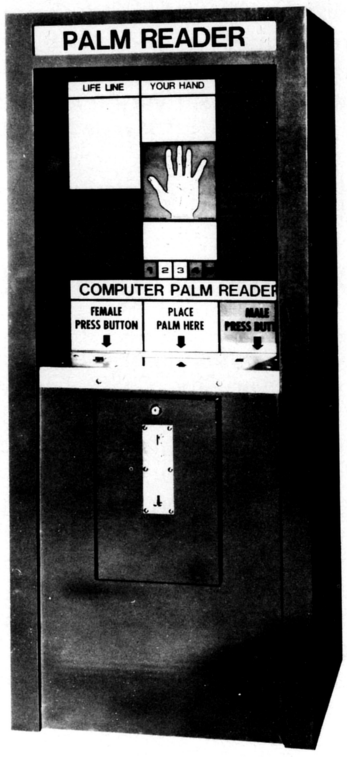
Edcoe Manufacturing and Service Co. of Culver City, Calif., has two new solid-state games ready for distribution--Computer Palm Reader and Love Computer, according to the company'a John N. Hartsock.

The company calls the two units "light display games," Hartsock said. The games use no cards so that there is no worry about jamming, he added.

The Computer Palm Reader and Love Computer both feature simple logic solid-state components and require little maintenance.

The pieces provide "computer-like" readouts about the patron's life and love-life based on the units' sensitivity to certain data fed to them by the patron.

The Computer Palm Reader is a 25-cents-a-play machine and the Love Computer 10 cents.



Valley Pro-Soccer ready to play

Valley Manufacturing and Sales Co., Bay City, Michigan, introduced the new Valley Pro-Soccer table recently.

The table features sturdy construction and a laminated "wood-grained" plastic exterior and ia of the same quality as Valley Pool tables, the company asserts.

Other features of the table include a non-glare, textured tempered glass playing field, counterbalanced men of high-impact plastic and seamless steel tube rods that are chrome-plated.

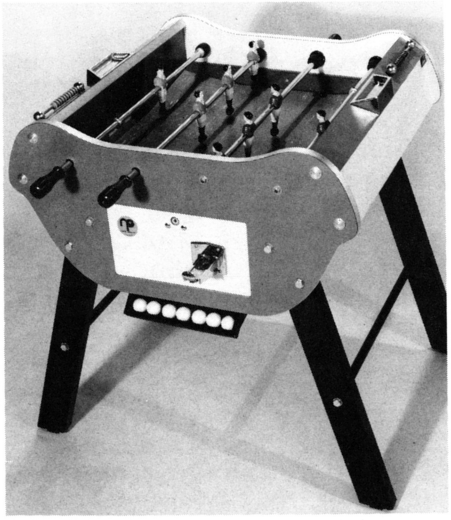
The cabinet is split for easy maintenance and has a drop down playfield for easy cleaning, the firm atates. Arecessed coin chute is another feature of the new entry into the table soccer market.

More play features include octagonal hardwood handles, rough textured ball, goal openings designed to prevent ball pop-out and rubber bumpers on each side of the rods, eliminating the springs.

With bar trays, the table has overall dimenisions of 32 inches by 71 inches. Without the trays it is 32inches by 57 inches. The playfield is 27 inches by 47 inches and the shipping weight is 375 pounds. Eight rods are included with each table, as well as one can of silicon spray.

Peabody's offers two-player table

Peabody's Inc., of Virginia Beach, Va., exclusive importers of Rene Pierre Footsball products recently announced the introduction to the U.S. market of their new Two-Player Footsball Table. The table features the American drop-chute coin mechanism and attractively styled cabinet with chrome trimmings.



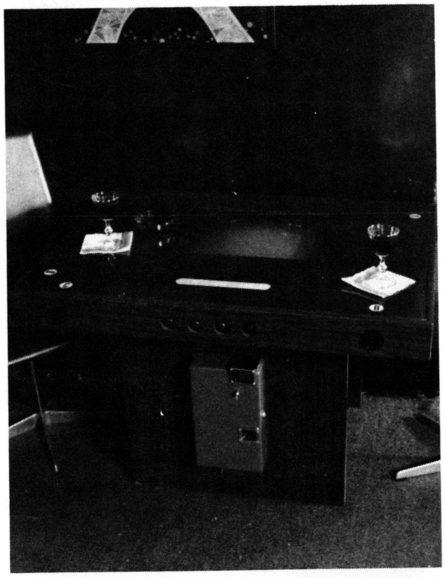
Converter service

Electronic Concepts Industries of Bloomfield Hills, Michigan, a division of Communications Unltd., offers a video game conversiion service in two sizes, according to the firm's Andre R. Dubel.

"We take most any video game, such as Tennis, Soccer, Wipe Out, Hockey, etc. (all must have two or four rotating controls, no joysticks) and convert it to a cocktail table," Dubel said.

The rebuilt games feature tempered glass tops and wood-graines cabinetry.

Prices for the service are $225 for a 28x38 inch table and $250 for a 36-inch octagonal model, Dubel said.



You don't have all the answers.
You should investigate
KIDDIERAMA.

photofinish:we lose!

The picture that accompanied the Control Sales Co. article in the May new products section was actually a picture of the conversion unit offered by ECI Inc.

The picture appearing below is the actual picture of the Control Sales Co. cocktail table. The ECI photo accompanies the ECI article elsewhere in this section.

Our apologies for any inconveniences.

TECHNICAL TOPICS

paddle problems and how to whip them

By PERRY E. MILLER

With video cocktail tables becoming popular, the serviceman and/or operator will be faced with many of the old tennis game service problems, particularly the old nemesis of paddle malfunctions.

With that in mind, I decided to present the most common paddle problems, describe the problem and then provide a solution to correct the problem.

Adjusting Paddles

A poorly adjusted paddle will not travel all the way up or all the way down the raster (tv screen). If a paddle travels only halfway up the raster, you cannot expect players to drop in a second coin and in all likelihood they will ask for the return of their first coin. Properly adjusted paddles put coins in the cash box.

To adjust two- and four-player tennis and hockey, with the exception of Ramtek's video games which cannot be adjusted, rotate the paddle controls located on the front panel fully counter-clockwise to bring the paddles down to the bottom of the tv screen. (NOTE: Some games have their paddle controls backwards and you will have to rotate the paddle controls fully clockwise to bring the paddles down to the bottom of the screen.

The next step is to find on the printed circuit board the adjustment control for each paddle. You will find the controls near the 555's, which generate the vertical position.

For most two-player tennis games the left paddle adjustment control is located to the right of B-9. The right paddle adjustment pot (control) is located to the right of A-9. An easy way of locating the adjustment controls (trimmer pots) is to turn on the game and rotate each trimmer control on the printed circuit board. Write down on a piece of paper which trimmer pot affects which paddle.

Now you are ready to adjust each paddle. Make sure the paddle controls on the front panel are fully counter-clockwise. Each paddle should be adjusted so the bottom line of paddle just disappears. The paddle should be bright and flicker-free. Practice making these adjustments until you can detect a misadjusted paddle and you can adjust it in a minute or two. Remember, properly adjusted paddles put coins in the cash box.

Creeping Paddles

The paddles will not stay adjusted. When the paddles are down at the bottom of the tv screen, move upwards about half an inch to an inch (1-3 cm) and then move downwards again. This happens without touching anything. Many technicians in the field call this "creeping paddles" and it is caused by poor regulation of the five volt regulator. Change the LM309K and your paddles will no longer creep. The LM309K (five volt regulator) is located in the black heat sink near the printed circuit board connector. If the video game has a Motorola monitor, the five volt regulator will be located on the monitor chassis (reference Motorola service manual). (NOTE: All paddles on all games will creep up and down one or two horizontal scan lines. This is normal. If you turn up the brightness of your monitor you will note that the raster is made up of several hundred horizontal lines. These lines are called horizontal scan lines or simply scan lines).

Paddle Jumps Downward

Paddle goes all the way to the top of the screen, but by turning the paddle control further, the paddle instead of going higher on the screen or stopping, jumps down about half an inch (12 mm). This is caused by an internal fault in the IC (555) which generates the vertical position of the paddle. Replace the 555 integrated circuit associated with that paddle i. e.: Left paddle jumps on Winner IV; change IC B-II (555). Left paddle jumps on Chicago Coin TV Ping Pong; change IC B-9 (Amutronics IC #58). The right paddle vertical position is generated by IC A-9 (Amutronics IC #66).

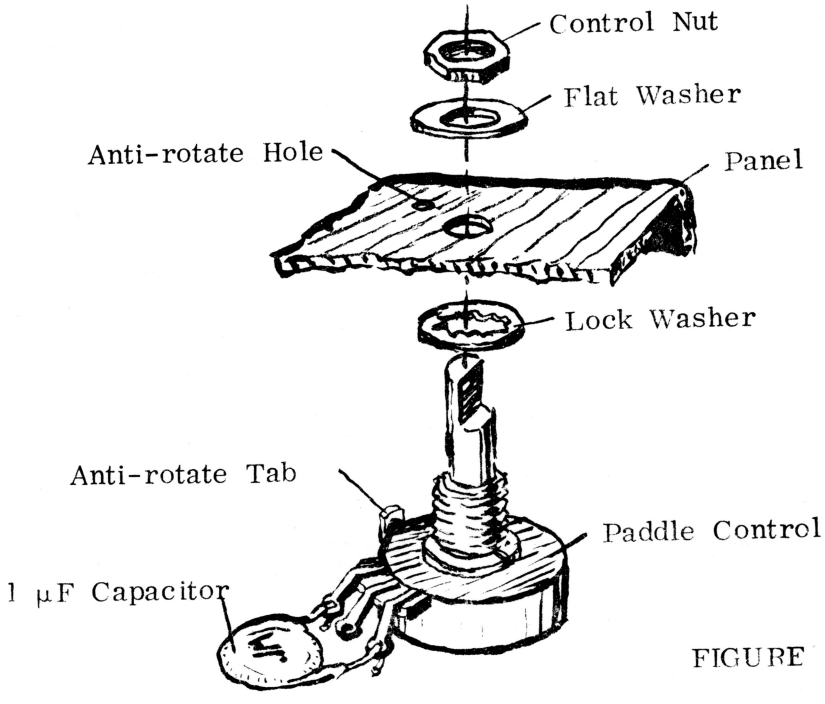
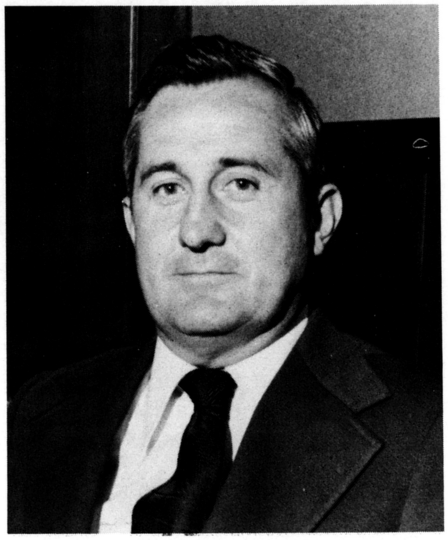


FIGURE 1

Fischer Billiards promotes W.E. Barry



William Barry

William E. Barry has been promoted to the new position of national sales manager of Fischer Billiards Manufacturing Co., California, Mo., a division of Spalding, Richard M. Geisler, president of the Spalding division of Questor Corp., announced recently.

Mr. Barry, 44, was manager of premium sales for five years until promoted last March to director of national accounts. He joined Spaldings sales force in 1966 as a premium salesman in the National Accounts Division.

Previously he had been manager of the special sales division of Ingraham Clock Co. He holds a bachelor's degree in business administration from Seton Hall University and received an M.B.A. magna cum laude in marketing from the Fairleigh Dickinson Graduate school of Business.

Barry, his wife, Margaret, and five children will relocate to Jefferson City, Mo.

TECHNICAL TOPICS

Paddle Jumps

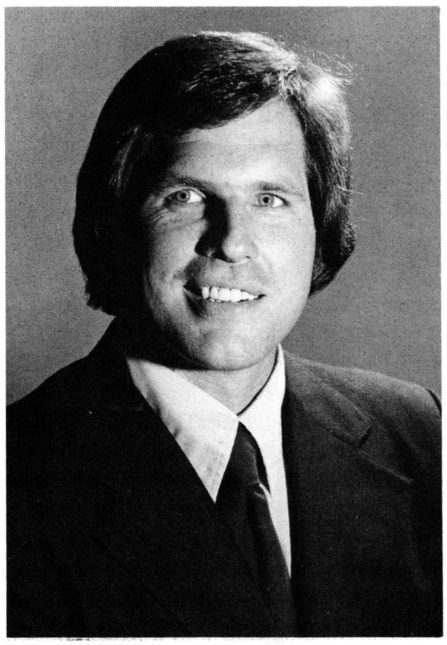
Paddle is very erratic at certain points on the raster. When the paddle control is moved the paddle does not move smoothly up and down the screen, but jumps ~~erratic~~ally. The jump will occur each time at the same point on the screen. The paddle control associated with that paddle is defective and probably should be replaced.

Before replacing the defective pot (potentiometer), try repairing the old control. Although they may be sealed, pry the back cover off with a screwdriver and spray "no noise" contact cleaner on the contacts. The moveable wiper arm can be cleaned. Check to see what the wiper arm is making proper contact before reassembling the pot. If the control cannot be repaired, then it must be replaced.

How to Replace a Paddle Control

All video games--two- or four-player tennis, hockey, etc.--have a control which positions the player or

Why don't you try
5 Kiddieramas.
That won't break you.
It might make you.



Dudley Merkel

Former Singer manager heads Mirco marketing section

PHOENIX, Ariz. -- Dudley Merkel, formerly district manager for Singer Business Machines-Systems, has joined Mirco Games, Inc. as their manager of North American Marketing.

Merkel was with Singer for ten years and held positions of salesman, product line manager, regional sales manager, branch manager and district manager of the $400 million systems division.

Bob Kaiser, Mirco's director of Marketing, announced Merkel's appointment in conjunction with the announcement of two new video games, "Mr. Merkel's successful background in the computer business makes him an excellent man for this new position. Market acceptance has been phenomenal and Mr.Merkel will help us maximize our penetration into the market," reports Mr. Kaiser.

Mirco Corporate headquarters are located at 1960 West North Lane, Phoenix, Ariz. 85021.

paddle in the field of play. The control for all these games is a potentiometer. A potentiometer is commonly referred to as a "pot." And most all video games use a 5,000 ohm (5 Kohm) pot. Some games use a different value, such as Ramtek's hockey and Clean Sweep, which use a 25,000 ohm (25 Kohm) pot. Once you have obtained the correct replacement part, the following procedure should be used to change the paddle control.

First loosen the set screw on the control knob and remove the knob. Some manufacturers use two set screws in each set screw hole of the knob. If you loosen the set screws and the knob does not come off, remove one set screw and loosen the second set screw. Remove the control nut (a box wrench or hexnut-driver are the best tools to use). The paddle control with wires attached can now be removed from the front panel. Using a soldering gun or a soldering iron remove the wire or wires from one of the terminals of the control. Solder this wire or wires to the same terminal of the replacement control. Remove the wire or wires from one terminal at a time and solder to the same terminal of the new control. Solder a .1 micro-Faraday capacitor (I0 volts or greater) across the outside terminals of the control (reference figure 1).

Before mounting the control back into the front panel of the machine, turn on the game and make sure the control works properly. Most games have their controls wired so that when the control is rotated to the left (counter-clockwise) the paddle moves down. Make sure that both paddles work identically. If they do not work identically, reverse the outside terminal's wires; this will reverse the direction of the paddle.

Turn off the game and mount the control back into the cabinet as shown in Figure I. Make sure the antirotate tab on the pot (paddle control) is aligned with the anti-rotate tab on the pot (paddle control) is aligned with the anti-rotate hole in the front panel. Install flat washer and nut as shown in Figure I and tighten nut. Replace the knob over the control shaft and tighten the set screws in the knob. Anytime you replace a pot you will probably have to adjust that paddle. Turn on the game and check out the game for proper operation.

Digital magicians reveal dark secrets of black boxes

The seemingly overnight explosion of solid-state electronics in the coin amusement games industry produced "a market that is in dire need of educational assistance, as well as the instruments to maintain its equipment," says William G. Arkush, a former employe of the country's foremost computerized games manufacturer.

"Most of the industries that we find -- aerospace, automotive, broadcasting -- already know their parameters and know what equipment is needed to help them," Arkush points out. "It's big bucks.

"But here's a little industry--the coin amusement industry -- that's turning out to be big bucks and the manufacturers refuse to help," he claims. "They're just too busy building games to help the operator with the service aspect; therefore an outside company has come in to organize the need within the coin industry and fill the gap."

That "outside company" is Kurzch-Kasch Inc., Electronics Division, Arkush's new employers. Leaders in the maufacture of plastic knobs for the electronics industry since 1915, the firm originated a line of digital test equipment six years ago and in recent months began giving service schools through local distributors to games operators and servicemen who have become faced with maintaining their newly acquired electronic cuirosities. These schools, Arkush stresses, are designed to help operators and servicemen maintain any piece of digital games, not any specific product.

While Kurz-Kasch's electronics division natually promotes its line of digital test equipment and technical data books at the seminars Arkush has been teaching this summer, the firm and Arkush believe there is a higher motive behind the school

"The superior motive," Arkush says, "is to get it known that the stuff inside this box is not Black Magic, but something the average serviceman or operator can deal with, that it's very similar to what they have been dealing with, just in a different package design."

Arkush and his partner Jim Sneed use analogies between such electromechanical games as pinball and the digital games in order to whet their students' appetities and end their fear of such things as PC (printed circuit) boards and IC (integrated circuit) chips, says Jim Keller, general manager of Kurz-Kasch's electronics division.

"Jim and Bill have compared IC chips to electro-magnetic relays in that they are either opened or closed," Keller explained. "They explain logic in those terms. It's a true comparison; unfortunately, not too many textbooks offer that sort of presentation.

"We take the symbology from the schematics you'd find in a pinball machine," Arkush explains further; "then we go into the open-and-closed switch theory and apply voltages to it that we are familiar with."

From there, he says, the students learn that when voltage is applied in games with digital components, a "pulse" is developed, which causes certain things to happen in the game's functioning. "In the case of pin equipment, it's slow. In the case of digital equipment it's quite fast. Up to 7 million times a second," Arkush notes.

Despite the seemingly incomprehensible speed of functioning within the digital game, everything that happens can be measured by the proper use of test equipment and

(*See next page*)

the confident knowledge that it can be fixed, he adds. In the case of his company's product, he notes, the serviceman or operator learns that each function has a color code, thereby making malfunctions easier to detect.

Keller states that this simplified method is not an attempt to downgrade the serviceman or operator who's been trained on electromechanical machinery.

"We recognize there's a transitional period. These people are used to another brand of electronics. All we're trying to do is bring them from that knowledge to digital knowledge," Keller says.

The object of the seminar, Arkush remarks, is to spend two days with operators and servicemen unfamiliar with digital equipment and repairs and get them over the hurdle of being awed by it all. "We don't let anybody look like a fool or look like a hero," he says.

"Anyone who understands basic DC (direct current) circuitry can go through one of these classes and get something out of it. Of course,

Fixin' your own

After you leave your distributor, slightly off-balance from his overwhelming job of selling you a dazzling, colorful computer game, it hits you:

"What if the danged contraption breaks down? What then?"

As a bare essential, William Arkush of Kurz-Kasch Electronics recomends a logic probe if you're going to go anywhere near a computer board to do any kind of trouble shooting. Specifically he suggests his company's LP-520, which costs $77 and is sold direct to the operator.

"If he wants to be totally self-sufficient," Arkush adds, "the operator would also need our test fixture, the TF-650, a $350 powering station that sort of looks like a battery with knobs on it. He would need the logic pulser, the HL-583, which stimulates in-circuit stimulation and costs $96. And he would need two IC test clips, TC-590, which are $6.29 each.

The complete electronic operator should also keep a handy stock of plastic IC chips, resistors, capacitors and other spare parts, about $500 worth, depending on who sells them, Arkush suggests. Kurz-Kasch doesn't manufacture or supply those, he says, but they're easily obtainable from any large electronics supply house.

Don't be worried about knowing what to ask for if one of those chips or parts needs to be replaced, Arkush advises. "all of these parts have generic numbers to the electronics industry. They're manufactured with numbers under the code name NEDA number or specific family number. For example, if I have a device on my board numbered 7402 and it fails, I would ask for a 7402.

The operator would also need program cards that fit the games he handles. They are used in connection with the test fixture, Arkush notes, and cost $15 each from Kurz-Kasch. The company provides three free ones with each fixture, he says.

Aren't you interested in more major retail accounts? KIDDIERAMA can help you.

Step into the computer age!

COMPUTER PALM READER

Strong cabinet design for long life

Solid-State dependability-full 1 year warranty on logic board

Fast and easy servicing

Play appeal never drops off

Computer read-out with over 2250 different readings

Looks, acts and sounds like the real thing

Complete line of other computer games

COMPUTER PALM READER By: EDCOE

Contact your local distributor for this and all other edcoe products or

Edcoe Mfg and Service Co.
9512 Jefferson Blvd
Culver City, Cal. 90230
[213] 836-3603

Circle 19 on reader service card.

they're not going to be digital video technicians," he says.

The first half-day of the course is spent in general discussion of the type of digital electronics involved in the game industry. During the second half of the day, Arkush and Sneed give the attendants all the digital logic required to organize a computer board.

"By end of the first day, they not only know what a 7420 is, but they know what to expect going into it and coming out of it. They know where to get that information because we gave it to them in the seminar book," he explains.

The morning of the second day is spent teaching the students abut synchronizing signals, the method by which information from the computer board is fed into the television moitor. For this, Arkush uses his broadcast background to make analogies from the standard television receiver to the monitor used in the games industry.

"A lot of these people in the audience are old tube jockeys, old broadcast people," Arkush adds, "and that often makes it easier to draw comparisons."

During the second half of the second day, Arkush and Sneed create problems in computer boards they bring with them and call randomly from their attendance sheet on people in the audience to analyze the problem with the test equipment and fix the problem.

After the class is over, Arkush expects the graduate to "put that first foot forward and say I'm started; I'm no longer afraid of this stuff." After the course, the operator or serviceman should be able to approach his malfunctioning digital games with confidence.

If he desires to learn more, he can join Kurz-Kasch's library service, which is about to publish it's third technical data book for games repairmen. The first book dealt exclusively with Atari's Pin Pong game, Arkush explains, primarily because the game utilizes some historically important techniques in digital games. The second book was a general book on paddle games, which are all basically alike, and the third volume will cover baseball games. Each book is 15 pages long and a member of the service is not required to buy a new book each time it comes out unless he needs it.

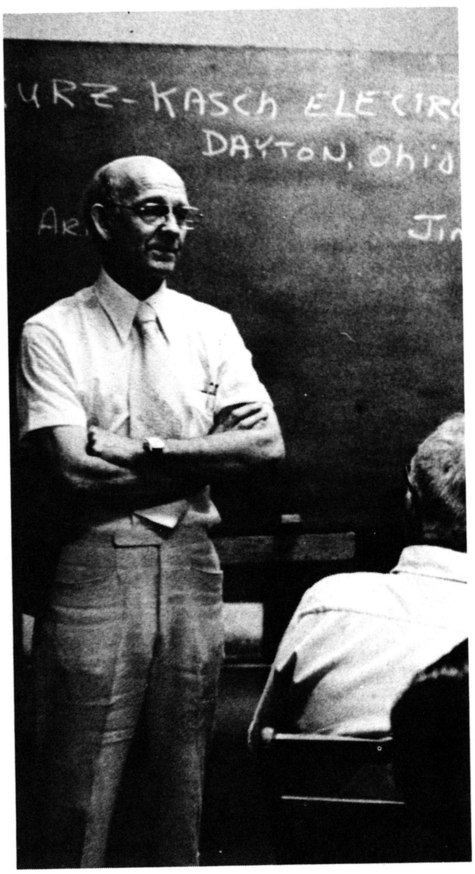
The repairman who would like to gain even further knowledge of electronic games, their theory and repair could also enroll in a course of some kind. Arkush recommends two of Kurz-Kasch's five electronics courses. Only two are offered to coin industry personnel because they contain all the knowledge currently used by the industry. "We offer them at reduced prices because MOA co-sponsors them," Keller adds.

Arkush and Kurz-Kasch are naturally pleased with the support MOA has given their correspondence courses and Arkush is thrilled at the response the industry has given his non-partisan seminars. Although he operates on a tight schedule, he has had to teach several additional seminars that were squeezed in by popular demand, he says.

"They're obviously coming to learn. They're not coming to nail me up on a cross or hold me responsible for a game manufacturers' slip-up," he says of the seminar atmosphere, which differs from game manufacturer service shcools he's attended.

"The questions they're firing now pertain to digital logic, not why the delay in my parts or that sort of thing," Keller interjects.

"When they're through, I can say here's the equipment, here's the knowledge, go to it, gentlemen," Arkush says.



JIM SNEED, vice president-sales at Kurz-Kasch Inc. Electronics Division, holds the attention of operators and servicemen who attended a recent Kurz-Kasch seminar at New Orleans Novelty in New Orleans, La.

SNEED AND ARKUSH teach operators in New Orleans how to troubleshoot problems with their digital electronics games. The two are traveling about the country, giving two-day seminars on electronic games repair for all brands of games.

Quality is really the name of our game.

Fred and Flora have been playing Flim Flam for more than two years, and a few people have tried to pull a fast one on them.
Imitation Flim Flam Video Game Tables have sprung up, all trying to fool the Freds and Floras into believing that these imitators are the same as Flim Flam.

But Fred and Flora found out the difference. "They can copy the table," said Flora, "and they can copy the joystick, but they don't copy the quality."
"Yep," said Fred.

"I'll admit, says Flora, "we tried some of the imposters, but Fred and I get tired of all of the interruptions —those darn service calls keep us from playing."
"Yep," says Fred.

So, as all the imitators began to fail, Fred and Flora stuck with Flim Flam. And to the imitators, thank you . . . thank you for helping us to prove to all the Freds and Floras that Flim Flam is a game of fun and quality. After all, what other video game table has a 12 month (or 12,000 players—whichever comes first) warranty on all computer boards?

Some Flim Flam features:

- Finest components available
- Expert, pro and novice paddle sizes
- Weighs only 130 lbs.
- 2 or 4 player positions
- And of course, virtually no service calls
- (If you do enjoy lots of friendly service calls, and don't care about quality, call us anyway, and we'll give you the names of the imitators.)

Call your National Entertainment Co. distributor:

Toll Free **(800) 538-6832**
In California Toll Free **(800) 672-3557**

3031 Tisch Way, San Jose, California 95128

Circle 20 on reader service card.

National Entertainment

A quality video game from Meadows Games, Inc., and National Entertainment Co., Inc.

(*Continued from page 16*)

And it ultimately has to be paid for by the operator. That's engineering money that could be spent just as easily in designing a new game and that represents industry growth. Redesigning an old game is money down a rat hole if you look at it through the common cash box theory.

Secondly, limited production on any piece keeps your resale up. It keeps the demand up.

PLAY METER: I can understand how you can keep your production limited, but how do you keep Joe Blow Manufacturing Company from copying you and flooding the market?

BUSHNELL: You can't. See, that's the whole thing. If the operator would get used to not buying copies, they'd end up with more earnings in the long run.

PLAY METER: Why do they buy copies in the first place?

BUSHNELL: I really don't know. I think it's shortsighted on their part, but they do it. There are certain operators who have a company loyalty and I can accept that, but I think they're cutting off their noses to spite their faces in continuing to do so. I think it's stupid.

PLAY METER: I know that's a big problem in this industry. As soon as somebody comes up with an ingenious idea, every other manufacturer in the country has the same game out in a month.

BUSHNELL: Right. We could have really saturated and built probably an extra 3,000 more Trak 10's and Gran Trak's than we did. But we chose not to and right now you can't buy a Trak 10. They're selling for within $100-$200 of what they sold for new. From the kind of earnings they make, that represents a very nice protection of the operator's investment.

PLAY METER: Why didn't everybody copy Trak 10?

BUSHNELL: Because we had a awful lot of sophisticated electronics and custom circuity that, quite frankly, was very difficult to copy. We've learned a lot of things about what to do to make a game copy-proof. It was a thing that a garage shop just couldn't do it economically without a run of three or four thousand.

PLAY METER: Yet, Kee Games did.

BUSHNELL: Well, Kee Games bought a license from us. Besides, I owned a piece of it at that time.

PLAY METER: How did the joining of Kee and Atari come about?

BUSHNELL: It was a situation where some guys thought they had a better solution--some of them had worked here--and they thought they'd go off and do their own thing. They were going to compete against us anyway and we had some extra money, so we felt we might as well own a piece of our competition if they're going to be there anyway. We thought there was a need for another factory at the time, too.

PLAY METER: Did you have ideas then of acquiring them or being acquired by them?

BUSHNELL: Yes, I did.

PLAY METER: It worked out very well then?

BUSHNELL: Yes, it did.

PLAY METER: But it did cause some resentment on the part of some distributors in other parts of the country who were proud to be Atari distributors, but who the next day came face to face with a Kee distributor across the street, or down the block. They

(*See next page*)

Join

MOA

Now!

Major Chains Want

KIDDIERAMA

Circle 21 on reader service card.

Name the location you would like...if we can secure it for you...then buy a Kiddierama for it. WHAT'S A BETTER DEAL?

Kiddierama could obtain a foothold into major locations for you. We can assist in securing many major locations for you.

Financing Now Available

Pay as little as 25% commission with KIDDIERAMA
604 Main St., Davenport, Iowa 52803
Phone [319] 326-6060

were no longer exclusive distributors, so to speak.

BUSHNELL: That's true, but I really think that the overall strength of all marketplaces were helped by it. And they're really a very valuable part of the Atari company right now. Quite frankly, Tank has been a fantastic product. I really think that any of the Atari distributors that would have been cut out if we hadn't acquired them (Kee) would have been very uncomfortable.

PLAY METER: While we're talking about the old games, let's talk about warranties and repairs. I remember the older games had warranties of up to a year. What do they cover now?

BUSHNELL: It's essentially a 90-day warranty. What we're really warrantying now is what we'll call factory defects, rather than wear and tear. What's happened is that the cost of administering a warranty is extremely difficult because there's just an awful lot of guys who'll do everything in their power to screw you over. What it ends up doing is penalizing the honest operator because you have to put such rigorous controls in it and you penalize the operator who wants to develop his own capabilities.

What we did was to take a lot of our money out of the warranty program and spend it in field service seminars and the like, saying that what we really want to do is build a field service capability rather than a huge factory repair service capability because that's really where the money will be saved.

Even if we'd do repairs for free, if an operator has a game down for two weeks, it will cost him more than any repair costs. So, that's really why we want the distributor to have a repair capability and want the operator to have a repair capability. And we believe that they can be developed and we plan to develop it.

PLAY METER: Do you ever foresee the availability of spare parts kits containing plug-in replacement IC's for the PC board with the operator being able to call the factory, tell them what's wrong with the machine and the factory telling him which chip to replace?

BUSHNELL: Absolutely not.

PLAY METER: Why not?

BUSHNELL: First of all, any time you've got a socket on a board you diminish the reliability of the mechanically linked electrical connections beyond that which Atari demands of its equipment. No matter how good the socket, no matter how good the connector is, mechanical vibrations, mechanical problems, and things like that...

PLAY METER: In other words you're opposed to a replaceable, socket-type IC chip and favor every IC being soldered into place.

BUSHNELL: Absolutely.

PLAY METER: Are there any companies that use the plug-in chips now?

BUSHNELL: I think there are some that tried it and I think they all came to the same conclusion.

PLAY METER: How do you then plan to overcome the problem of not worrying about the service problems in your factory, but to educate the operator and the distributor?

BUSHNELL: The soldering iron is the magic tool. You know, teach operators how to solder; it's not that tough a thing.

PLAY METER: Well, how do they find out what to solder?

C.A. ROBINSON & CO.

2301 West Pico Boulevard • Los Angeles, Ca. 90006/ Tel:(213)380-1160

The best friend Southern California operators have had for 32 years.

Exclusive distributors for the very best:

ALLIED LEISURE INDUSTRIES
ATARI/KEE, INC.
BALLY MANUFACTURING CO.
CHICAGO DYNAMIC INDUSTRIES
J.F.FRANTZ MANUFACTURING CO.
IRVING KAYE SALES CORP.
MIDWAY MANUFACTURING CO.
MIRCO GAMES, INC.
NUTTING ASSOCIATES
VALLEY MFG. AND SALES CO.

Combining experience and dynamic young ideas. We are staffed by the finest, friendliest people in the coin machine business, to better serve operators and distributors throught the world:

Al Bettleman
Ira Bettleman
Lance Hailstone
Rube Kardoff
Hank Tronick
Sandy Bettleman
Mike Hall
Andy Lanzisero
Betty Meyers
Jim Tomei

Contact us for the best prices on the best equipment anywhere.
Export inquiries invited.
Send us your list of flippers and arcade games.
We offer best prices.

Circle 22 on reader service card.

BUSHNELL: Through our service manuals and our service schools. We have the equipment and test fixtures available now to allow in-shop repair and cut down time to one-day turn-around.

But I think you'll find right now there are many operators who have 100 per cent in-house service capabilities and that number is growing much more rapidly than you'd believe. And whereas, two years ago almost no distributor had in-house capabilities, every one of Atari's distributors now have in-house repair capabilities and can fix better than 90 per cent of the problems.

PLAY METER: We were talking about the Pong games and the saturation point that was reached and we've noticed recently a big surge in interest in conversion kits. How do you feel about seeing your old Pong games being changed into something else?

BUSHNELL: If it's really, seriously good for the industry and if Pong games really don't have value as you say, then a conversion kit makes sense.

But it's my feeling that if you really put a paper and pencil to this thing, an operator really isn't saving a dime by doing a conversion. It's costing him money that is really throwing it down a rat hole.

PLAY METER: Why? Suppose a guy could convert an old Pong into a Tank, let's say, for $500 and give the operator a game that'll earn his $200 a week. What do you say to that?

BUSHNELL: First of all, I don't think he could get a conversion unit into a Tank for $500. But if he could and looking at the cost involved in Tank's computer, any company that's going to build like a Tank board and sell it to a guy that's got an old $200 Pong, what's this guy really saving.

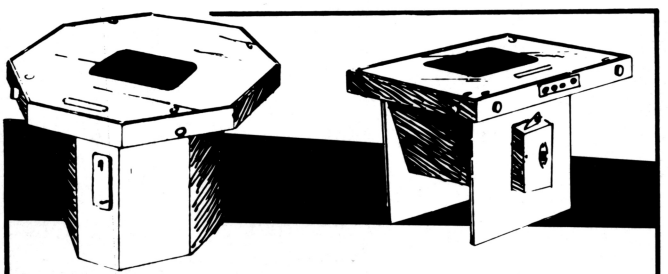
He's got an old, worn out cabinet that looks like crap. He's got to change the control panel because it's not sloped the right way and needs different pots. People walk into the bar and see that it looks like an old Pong and they're not sure there's something new in it or not. He's probably got an old coin mechanism and an old monitor that are going to give him a service problem. By the time he's through converting, he's maybe saved 400 bucks, maximum, and he's got a product that looks worse, isn't going to earn as well, that's going to cost more in service calls. He's got a game that's bound to go down more because you have to figure a conversion unit is not going to be as good as the factory's new piece. He's also saying that the Pong game itself had zero earning capability and I say you can put a Pong game anywhere and it will earn something. He's also got an old, uglier game that's not going to give the resale value he could have obtained from a Tank he bought new. When you really put a pencil to it, he's really lost money. I think it's dumb.

PLAY METER: I think you have to look at it from his point of view, too. Where it's sitting, it's not earning him one red cent and he's probably depreciated it already.

BUSHNELL: If his old Pong game is really not doing him any good, I really think he'd be better off dumping it into the bay or giving it to his church. Really. All you have to do is sit down with a pencil and paper and look at the two alternatives over a two-year period and I think you'll find that the conversion of that $200 game is going to end up costing him a grand.

Be the first in town with Kiddierama

"Beats using those nasty old dollars!"



COCKTAIL TABLE VIDEO GAMES

THREE STYLES, FIVE DIFFERENT GAMES
. . . and more on their way!

- Video games are our only product, ECI is one of the oldest manufacturers of VIDEO games.
- We design and manufacture our own logic boards and complete tables in our own facility.
- All tempered glass tops, controls on side rails, makes our tables more practical for daily operation in your locations.
- Rectangular tables fit alongside any wall, no cords over the floor, also fit into existing booths (32x38S model).
- Full year warranty on all electronic components.
- Lowest prices in the industry. Prices start at $735.00. All prices F.O.B. Pontiac, Mich.

electronic concepts industries

Box 441, Bloomfield Hills, Michigan 48013
(313)-647-7452

Circle 23 on reader service card.

The "feedback" section format has been changed to provide readers and others with an opportunity to respond to some of the comments and articles printed in Play Meter. *The concept behind the change is to allow for extended commentary or reply to something that has been said or printed in the magazine, either by the staff or by someone else. Anyone wishing to take advantage of this new department can write Associate Editor, Play Meter, P.O. Box 24170, New Orleans, La. 70184.*]

A comment by the *Play Meter* interviewer in the February "Coinman of the Month" interview with New York's Millie McCarthy has brought an objection from Herb Gross of Nice Day Productions, producers of the current New York State Coin Machine Association's pinball tournament and subject of the remark.

Gross objected to the interviewer's remark that operators who attended the tournament seminar at last year's MOA convention did not get what they hoped they would. "Instead all they saw was a promotional film for Nice Day Productions. They didn't learn anything about running a tournament," the interviewer said.

Ms. McCarthy replied that she was disappointed that the MOA had not arranged for a better question and answer session on the details of setting up tournaments.

In reply to this portion of the interview, Gross told *Play meter* recently that "we explained to the MOA officials prior to our showing our movie that all we could talk about was what we have done in the past with pinball and what was presently underway for the New York Coin Machine Association. This was okayed by both the MOA and Millie McCarthy."

The promoter added that his firm's intent at the MOA show was "to show operators and distributors what could be done and accomplished with the application of modern promotional concepts, not how to do it."

Gross went on to say that there are many ways in which to run a tournament and that the program he developed for the NYCMA took six months of advance planning and production.

"The program presently underway for the NYCMA is proving the point that most operators, even when given a complete tournament package, do not have the time required to make a tournament a success. Only if the tournament is produced by an outside source will the amount of time required for a successful production be able to be allocated," Gross added.

As an example he cited a recent tournament conducted by an operator in Geneva, N.Y., which required weeks of advance coordination with town officials and planning for publicity, printing and promotion.

Circle 24 on reader service card.

BUY
Century's
WORLD SERIES
CONSOLE FLOOR MODEL
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

Circle 25 on reader service card.

PONG GAMES

PERFECT CONDITION

P.M.C.:	
T.V. TABLE TENNIS	$395
WHAM BAM	395
Amutronics:	
T.V. Hockey	395
BOWL-A-TRON	625
U.S. Billiard:	
T.V. TENNIS	450
Kee Games Co.:	
ELIMINATION	395
Nutting:	
SPACE COMPUTER	395
Mirco Games:	
CHAMPION TV	395

Write for complete list of Games and Phonographs

Atlas Music Co.

2122 N. Western Avenue
Chicago, Il 60647
Phone: 312 / 276-5005

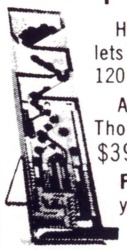
BUILD YOUR OWN SOCCAR TABLES-Why Not-Other route operators are-You can too! You can save a fortuine. Dozens of manufactuers have sprung up all over the country-Save freight-Write or phone us for how to do it instructions. Box 31154 Mt. Healthy, Ohio 45231. Phone [513]771-2130.

We Service: TV's, Amplifiers, Logre Boards. All makes-all models. $20.00 plus parts. Call or write for free catalog: RDM Associates, Inc.. 4 Brook Street, Scituate, Mass. 02066. Phone [617] 545-3439.

OPRTATORS: We repair video game logic boards. All brands any model. 72 hour turnaround. Full parts and labor warranty. We pay shipping both ways. Your cost: $25.00 plus parts. Send check or money order. Repaired board will be sent C.O.D. for parts charge. LOGIC SERVICE CENTERS, INC. 7605 Washington Ave. So., Edina, Minn.55435. For more info, call collect: [612] 941-5956.

For Export: Buckley seven coin horse race with cash p/o $400.00. Bally one-balls and Turf Champs $350.00. Crosse-Dunham, 141 Meadowbrook St., Gretna, La. 70053. Phone [504] 367-4365.

Save up to 75% of your time spent handling coins



Hand and gravity operated tray lets you sort, count, and wrap over 120 rolls or 5000 coins per hour.

Available for two-week free trial. Thousands in use. Costs only $39.95

FREE—1000 coin wrappers—yours for trying it in your business. Write today for details.

NADEX Industries Inc. Dept. 17404
220 Delaware Ave., Buffalo, N.Y. 14202

ARE YOU A CLAM? We hope not. This vibrant young trade journal needs vibrant writers from within and without the industry. If you have something to say in article form, send queries to Dept. W, P.O. Box 24170, New Orleans, La. 70184.

Repair parts for Downey-Johnson, Globe, Klopp Coin Counters, all rail sorters. We repair: full line coin counting, sorting, wrapping machines. Akron Coin Counting, 3720-A E. 59th, Tulsa, Okla. 74135. [918] 742-5144.

SCHOOL FOR GAMES & MUSIC, ONE TO FOUR WEEK COURSES. Phono's, Flippers, and Bingos. By schematics. CAL'S COIN COLLEGE, P.O. Box 810, Nicoma Park, Okla. 73066.[405]769-5343.

CAN YOU AFFORD TO BE WITHOUT THE DRA PRICE GUIDE

The only publication devoted exclusively to analyzing and assessing values of used coin operated equipment.

PLAY METER SAYS:

"In our opinion, the most complete and useful Price Guide available is the DRA Price Guide."

TRADE MOR CATALOG

Presented the DRA Price Guide with its GOLD COIN AWARD in 1974.

You should know what your equipment is worth — Selling — Buying — Depreciation — Taxation require this vital information.

SUBSCRIBE NOW

and you will receive our Fall issue in August. The DRA Price Guide is the tool professionals use. For complete information, write:

Distributors Research Assoc.
262 N.W. 29th Street, Miami, Florida 33127

Do you have some VIDEO GAMES standing around gathering dust? If so, let E.C.I. convert them to COCKTAIL TABLES so you too can cash in on the new rage without a large investment. Utilizing your console model we make a cocktail table for you with a 28x38 tempered glass top for only $225.00 F.O.B. Detroit. We also manufacture NEW tables with four different games at the best prices in the industry. For details and pictures contact E.C.I., Box 441, Bloomfield Hills Mi. 48013 [313] 647-7452.

TV COCKTAIL TABLE *CONVERTED*

Featuring the game

ELIMINATION

- 2 or 4 Players
- 19" Monitor
- Electrical Counter
- Isolated Cash Box
- Knob Controls
- Attractive Cabinet Design
- Durable Construction
- Locked Top, Hinged to Open for Service. Also Detachable.
- 1 Quarter, 2 Players
- 2 Quarters, 4 Players

Only $795 F.O.B. Chicago

WORLD WIDE

DISTRIBUTORS, INC.
2734 W. Fullerton, Chicago, Ill. 60647
Phone: 312/384-2300

FOR SALE: Seeburg, Wurlitzer, Rock-ola, AMI Phonographs. Williams, Gottlieb, Bally, Chicago Coin, flippers, guns, baseballs, United, Chicago Coin, 1525 Airline Hwy. Metairie, La. 70001 [504] 837-8400.

Call , write or wire New Orleans Novelty Co. for the best in used equipment [flippers, foosballs, arcade equipment, guns, shuffle bowlers and TV games]. New Orleans Novelty Co., 1055 Dryades Street, New Orleans, Louisiana 70113. Telephone [504] 529-7321.

PLAY METER CLASSIFIED ADVERTISING

SMALL OUTPUT, BIG INPUT

Classified ad rate: 30 cents per word, counting *all* words that appear in ad. Minimum ad accepted $5.00. CASH or CHECK should accompany orders.

Mail your message to:

PLAY METER
P.O. Box 24170
New Orleans, Louisiana 70184

Bally
Page 2

Thank You.

ROCK-OLA
THE SOUND ONE
Page 60

DYNAMO
Page 27

U S BILLIARDS, Inc.
Amityville, N.Y.11701
Page 11

Mali
page 19

Digital Games Incorporated
page 4

KIDDIERAMA THEATRES
Page 53

ATARI Innovative leisure
KEE GAMES a wholly owned subsidiary of Atari, Inc.
Page 21

MIDWAY MFG. CO.
Page34

CASH CONTROLS, INC.
Page 23

MIRCO GAMES, INC.
Page 12

ELECTROMOTION, Inc.
Page 59

century industries
THE INNOVATORS
Page 22

National Entertainment
Page 50

EDCOE Mfg. & SERVICE CO.
Page 36 Page 48

PEABODY'S, INC.
EXCLUSIVE IMPORTERS
page 20

Leisure Sports Systems, Inc.
page 17

Imperial
Page 37

Electronic Concepts Industries
page 55

Empire Distributing, Inc.
page 56

C.A. Robinson & Co.
Page 54

Active Automatic Security Co.
Page 36

Technical Design Corporation
Page 35

Nu-Look Products
Page 26

MAGNETIC CORPORATION OF AMERICA

Electromotion's family of proven Money-Makers

Throughout North America, Europe, Australia, Japan, and even within the Arctic Circle, Electromotion IV has become the standard of quality workmanship, low maintenance and high performance. Electromotion IV, the *original* copper laminated video table, is the choice of smart operators and location owners all over the world.

Designed with the operator in mind, Electromotion video tables are built to last. Solid state circuitry surrounds a Motorola monitor. Lexan™ space age glass protects the unit. Every video table component is pre-tested to insure trouble-free operation.

Now you can turn the smallest space into a big fat profit with the Compact, Electromotion's newest video table. The space saving Compact offers the same rugged reliability as our Electromotion IV, measures 22″ x 39″ x 18″, and weighs only 78 lbs. Its low coffee table design is ideal for lounges, restaurants, and waiting rooms. When space is at a premium, choose the Compact.

Write-Wire-Phone . . . ELECTROMOTION Inc.

6 Winside Drive
East Allen Township Industrial Park
Bethlehem, Pennsylvania 18017
(215) 837-1821

Circle 26 on reader service card.

SUBSCRIBE NOW TO PLAY METER

Send me my subscription to PLAY METER for 12 months

- ☐ U.S. & Canadian subscription rate – $20.00
- ☐ Europe, Japan – $35.00
- ☐ Elsewhere – $40.00
- ☐ PAYMENT ENCLOSED ☐ BILL ME LATER

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

7

☐ MANUFACTURER ☐ DISTRIBUTOR ☐ OPERATOR

Printed in U.S.A.

READER SERVICE CARD

Would you like to receive further, more detailed information on the products and/or product lines advertised in this month's Play Meter? We offer a service that makes it easy for you to do so. Here's how it works:

Near the bottom of each display advertisement in Play Meter is a phrase: "Circle number 12 on reader service card." For each ad, a corresponding number appears on this card below. Just circle the number on numbers of the ads about which you would like to inquire, detach the card and drop it in the mail. Postage is prepaid.

When we receive your card here at our offices, we will immediately forward it to the advertiser about which you inquired. Please allow two weeks for contact.

And if you want to inquire directly to the company, please mention Play Meter. We appreciate it.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

	1	2	3	4	5	6	7	8	9	10	11	12
7	13	14	15	16	17	18	19	20	21	22	23	24
	25	26	27	28	29	30	31	32	33	34	35	36

Bull Sheet

Tell us about us.

Sponges can't respond, but people can. If you want to comment on an article in this issue of *Play Meter*, here is the opportunity. If you want to address a question to one of our authors or if you want more information on a topic we've covered, it's as simple as tearing out this card and mailing it. Give us a piece of your mind in the space below. We're good listeners.

Write your message here:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

...and about yourself...

We want to know more about you, our readers and what interests you in your work. We would appreciate your taking a moment to answer the brief questionnaire below. Your answers will help us do a better job for you and for your industry colleagues.

1. Do you belong to a state association?
   ☐ Yes ☐ No

2. If your answer to question 1 was yes, do you think:
   - ☐ Does a good job and represents your interests?
   - ☐ Does not represent your interests?

3. Do you have in-house video repair capabilities? ☐ Yes ☐ No

4. Do you think video games are the strength of the market?
   ☐ Yes ☐ No

5. Do you operate or distribute:
   - ☐ Pingames ☐ arcade pieces
   - ☐ Phonographs ☐ Video games
   - ☐ Pool tables ☐ Table soccer
   - ☐ Shuffle alleys ☐ Cigarette machines
   - ☐ Other vending machines

Name _____ **Title** _____

Company _____

Address _____

City _____ **State** _____ **Zip** _____

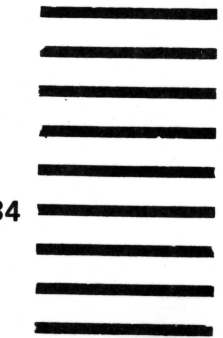
FIRST CLASS
PAID
PERMIT NO.954
NEW ORLEANS, LA.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage will be paid by:

PLAY METER
P. O. Box 24170
New Orleans, Louisiana 70184



FIRST CLASS
PAID
PERMIT NO.954
NEW ORLEANS, LA.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage will be paid by:

PLAY METER
P. O. Box 24170
New Orleans, Louisiana 70184

FIRST CLASS
PAID
PERMIT NO.954
NEW ORLEANS, LA.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

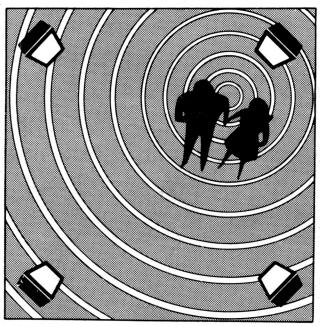
Postage will be paid by:

PLAY METER
P. O. Box 24170
New Orleans, Louisiana 70184

Rock-Ola Quad-Phonic not only fills a room with sound, it fills it with people.

Paying customers. That's what the Rock-Ola Quad-Phonic system produces. We do it by providing what people will come just to hear—the most dynamic, realistic sound ever to come from a record.

We start with the most responsive speakers around—their performance is just this side of phenomenal. Then we give each speaker a separate volume control on a decoder unit that can be quickly attached to any model 460 or 456. With Rock-Ola Quad-Phonic, you've got the controls you need to fine-tune the system to your location. And create a roomful of perfectly balanced sound.



To make the effect even better, we blend the two stereo channels in various proportions, so each of the four speakers delivers a different mixture.

The net result is tremendous. No matter where customers are within the room, they're right in the middle of the music. They're amazed. Impressed. And they and their friends will not only keep coming back to your location, but you'll be able to charge them more per play.

After all, even 25¢ is not too much to hear your favorite records come alive.

The unstoppable Rock-Ola Quad-Phonic system. It fills any room with paying customers.

ROCK-OLA / 4 CHANNEL QUAD-PHONIC SOUND

A system so good, people are willing to pay extra for it.

Circle 27 on reader service card.

There's no stopping Rock-Ola.

ROCK-OLA RMC

THE SOUND ONE