

FOR THE COIN-OP ENTERTAINMENT INDUSTRY.....

PUBLISHED TWICE MONTHLY

# PLAYMETER

FEBRUARY 15, 1984



## 1984 DIRECTORY ISSUE

AUE Operator Response Stronger Than Ever



Week after week,  
at **Street Locations**  
and **Arcades...**  
It's **No. 1!**

... a weekly report on the Coin-op Market

**NATIONAL EARNING AVERAGES**

**NATIONAL EARNING AVERAGES**  
Weekly averages of nationwide U.S. arcade and street locations. All amounts rounded to nearest quarter dollar.

NATIONAL		Weekly averages of nationwide U.S. arcade and street	
Rank	Name-Manufacturer	Week's Gross	
1.	M.A.C.H. 3 (My)	\$671.75	
2.	Ashtar Bot Battle	\$24.50	
3.	Duogun's Lair (Cosmo)	\$29.50	
4.	Laser Grand Prix (Taito)	\$55.00	
5.	Pole Position II (Atari)	\$38.25	
6.	Chick Hangster (Sega)	\$78.75	
7.	Track & Field (Centuri)	\$64.25	
8.	Begs a Battle (Data East)	\$27.75	
9.	Pole Position (Atari)	\$18.00	
10.	Discs of Tron (Bally)	\$191.25	
11.	Mr. Do's Castle (Universal)	\$69.50	
12.	Six Wank (Atari)	\$42.75	
13.	Cosmo (Centuri)	\$37.50	
14.	Galaga (Bally)	\$32.50	
15.	Granby & Gators (Bally)	\$132.50	
16.	Donkey Kong II (Nintendo)	\$30.00	
17.	Krull (Mylstar)	\$30.00	
61.	Dig Digi (Atari)		
62.	Quantum (Atari)		
63.	Monster Ball		
64.	Dark Planet II		
65.	1 Finger! (Sega)		
66.	Robotron (W)		
67.	Arkanoid (Atari)		
68.	Jungle Hunt II		
69.	Monaco (CPS)		
70.	Satan's Hollo		
71.	Pole! (Atari)		
72.	Mosquit (C)		
73.	Powers (Nuero)		
74.	Alpine Ski II		
75.	Galaxian (Bally)		
76.	Rug Rats (Nu)		
77.	Super Pac Ma		
78.	Loon! (Taito)		
79.	Zoomer (Ven)		

48.00 123. Lazariani/Bally  
47.00 124. Lil' Wanker/Dynamo

23.75  
23.25

VIDEOS

Rank Name-Manufacturer Week's Gross

1. M.A.C.H. 3 (My) \$671.75

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68. Jungle Hunt II

69. Monaco (CPS)

70. Satan's Hollo

71. Pole! (Atari)

72. Mosquit (C)

73. Powers (Nuero)

74. Alpine Ski II

75. Galaxian (Bally)

76. Rug Rats (Nu)

77. Super Pac Ma

78. Loon! (Taito)

79. Zoomer (Ven)

December 1983

Rep

OPS BEST

For this year's Best-of-Show games, Reply turned to the operators. In a straw-poll mailing posted to street vendors from New Orleans, Reply brings you the

GAMES

## OPS DECIDE BEST EXPO GAMES

**OPS DECIDE BEST EXPOS**

[For this year's Best-of-Show games, RePlay turned to the people with the best credentials of all—operators. In a straw-poll mailing posted to street and arcade operators just after we returned from the show, RePlay brought back the following results:

1. M.A.C.H. 3  
(Mylstar)

- (Mylstar)
- 2 Star Rider (Williams)
  - 3 Astron Belt (Bally/Midway)
  - 4 Cliff Hanger (Stern)
  - 5 Laser Grand Prix (Taito)

**BEST EXPO GAMES**  
 Play turned to the people with the best credentials of all —  
 posted to street and arcade operators just after we returned.

# Games People

The news weekly for operators of video and pinball games

December 17, 1988

Vol. 3, No. 3

## Top Ten

## Top 10

This year	Last year	
1	(1)	M.A.C.H. 3 (Mylstar)
2	(-)	Track and Field (Konami/Centuri)
3	(2)	Elevator Action (Taito)
4	(6)	Pole Position (Atari)
5	(9)	Star Wars (Atari)
6	(5)	Dragon's Lair (Cin
7	(3)	Astron Belt (Sega)
8	(-)	Spy Hunter (Bally/M
9	(-)	Cliff Hanger (Stern)
10	(-)	Disc's of Tron (Bally)

## Top 10

This Week	Last Week		8	70	97
1	(2)	M.A.C.H. 3 (Myistar)	5	19	85
2	(1)	Track and Field (Konami/Centuri)			
	(3)	Dragon's Lair (Cinematronics)			

... PUBLISHED TWICE MONTHLY

FOR THE COIN-OP ENTERTAINMENT INDUSTRY

Weeks	No. Playing	Percent of Total
8	58	100
5	74	97
60	42	79

2 (1)  
3 (3)  
Dragon's Lair (3)

PUBLISHED TWO TIMES A MONTH

# PLAY METER

FEBRUARY 1, 1982

# Play Meter's Equipment Poll

# TOP VIDEOS

Arcade Locations

Feb 1 Jan 15 Dec 31  
100.0 106.5

## 1 MACH 3/Mystar

* 2 THOR & Field/Konami	85.5	96.8	—
* 3 Centaur	—	—	100.0
* 3 Dragon's Lair/	69.0	71.3	73.1
* 3 Cinematronics	87.4	76.1	78.8
* 3 Pole Position/Atari	63.0	68.0	71.8
* 5 Star Wars/Atari	59.0	63.8	64.9
* 6 Elevator Action/Taito	55.0	61.1	65.6
* 7 Champions Baseball/Sega	—	—	—
* 8 Crystal Castles/Atari	—	—	—

# TOP VIDEOS

Street Locations

Provisionally Rated Videos

Feb 1 Jan 15 Dec 31  
111.7 — —  
85.1 — —

## Provisional Ratings

### MACH 3/Mystar

Pole Position/Atari	79.0	—	68.7
Track & Field	—	—	—
Konami/Centaur	65.0	68.0	—
Elevator Action/Taito	—	—	—

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# PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

✓BPA Member Business Publications Audit



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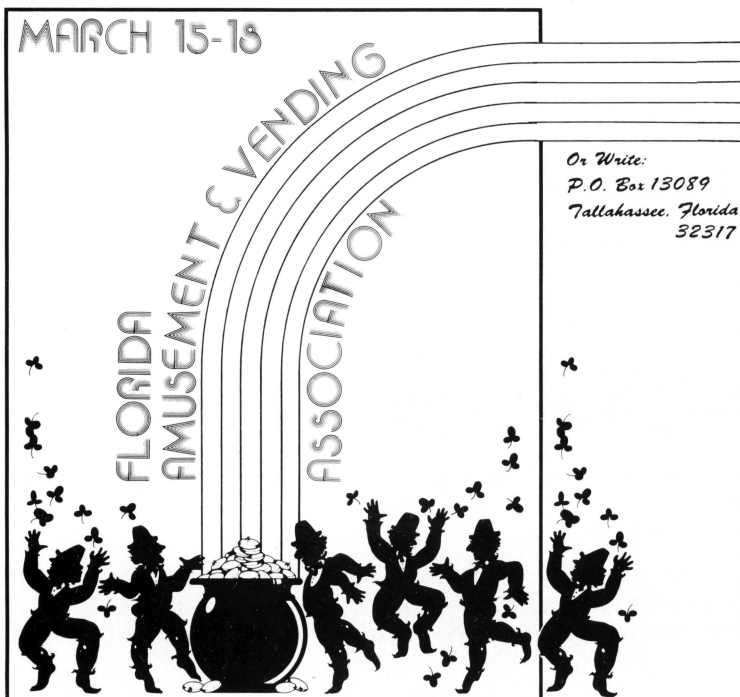
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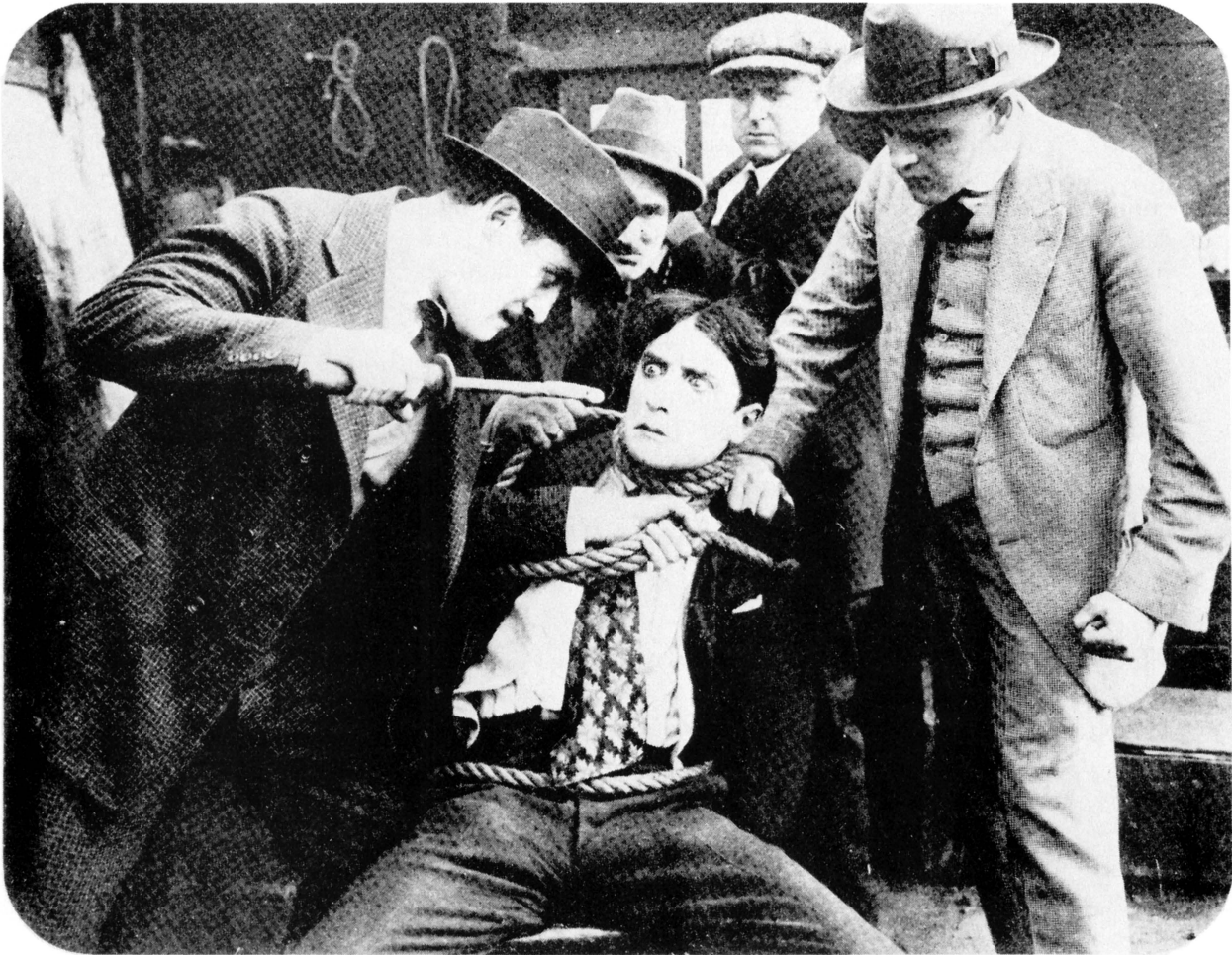
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**PLAY METER**, February 15, 1984. Volume 10, No. 3. Copyright 1984 by Skybird Publishing Company. **Play Meter** (ISSN 0162-1343)(USPS 358-305) is published twice monthly on the 1st and 15th of the month. Publishing offices: 508 Live Oak St., Metairie, La. 70005; **Mailing address:** P.O. Box 24170, New Orleans 70184, U.S.A.; phone: 504/838-8025. For subscriptions: 504/837-7987. Subscription rates: U.S. and Canada—\$50; foreign: \$150, **air mail only**. Advertising rates are available on request. **No part of this magazine may be reproduced without expressed permission.** The editors are not responsible for unsolicited manuscripts. **Play Meter** buys **all rights**, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at Metairie, La. 70002 and additional mailing offices. **Postmaster:** Send Form 3579 to **PLAY METER**, P.O. Box 24170, New Orleans, La. 70184.

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



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## UP FRONT

A pool table manufacturer recently called. Although his company had fallen on hard times, it is under new management and re-emerging into the marketplace. The manufacturer called to say he was interested in exhibiting at a trade show. Like everyone else in the industry, he heard that the manufacturers had scheduled a show (Amusement Showcase International) only weeks before the operators' show (Amusement Operators Expo). But, like others in the industry, his company can not afford to go to both shows.

I explained that since *Play Meter* is an AOE sponsor, I would not want him to think my comments were one-sided. I explained honestly that some of the major manufacturers had canceled plans to exhibit at the AOE in order to support their own show. But I also informed him that the AOE has more exhibitors than the manufacturers' show.

*“Look,” he said. “I really don’t care what manufacturers are at a show. I want to be where the operators are.”*

This simple statement has so much truth that it really hit home. The AOE owes its success to the operators, not to the manufacturers though several major manufacturers supported and will continue to support the show.

The seminars are one reason operators support the AOE. Seminars are planned carefully around subjects imperative to operators in their continued quest for success and information. These seminars have drawn operators to the AOE, and their quality will continue to attract operators. This year the seminars are stronger than ever, and we sincerely believe they will bring thousands of operators to the AOE once again.

[illegible]

*“Look,” said the manufacturer. “I really don’t care what manufacturers are at a show. I want to be where the OPERATORS are.”*

[illegible]

Be sure to read the stories in this issue that give more information on the AOE. On page 8, Rufus King, *Play Meter's* counsel, explains the AOE-AGMA lawsuit. In "Operators Continue to Support the AOE," on page 13, you will read facts that prove operators show an interest in AOE '84. You'll also be able to compare AOE and ASI projected attendance and exhibitor figures. And what could a little red hen have to do with the industry and the AOE? See page 14.

Since *Play Meter* is still the leading industry publication, it will cover the manufacturers' show. When the AOE started in 1980, *Play Meter's* chief competitor did not even list the show in its calendar of events nor did it cover the show for three consecutive years because *Play Meter* sponsored the AOE. We heard numerous complaints from operators saying they felt it highly irresponsible of any trade publication to ignore a major event in the industry. Other trade magazines did cover the show, though they were competitors also.

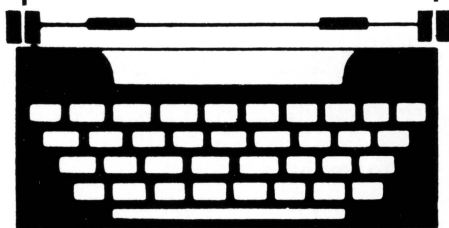
The *Play Meter* staff believes it is our duty to report fairly any industry event. The manufacturers' show is an industry event, and, even with *Play Meter's* lawsuit in effect, you will read a fair assessment of happenings at the ASI show and all other shows.

Valerie Cognovich

Valerie Cognevich  
Editorial Director



## Letters to the editor . . .



### Phonograph petition

As executive vice president of the Amusement and Music Operators Association, I am writing to thank you for urging your readers to support legislation to aid the jukebox industry, H.R. 3858 and S. 1734. It was helpful that you published a petition that your readers could use to collect signatures of persons supporting the legislation.

However, I must point out an inaccuracy in the preface to the petition which states that "[r]ecently the music royalty companies slipped a bill through U.S. Congress that raises the rates jukeboxes must pay to these companies by 525 percent." You should be aware that the Copyright Royalty Tribunal (CRT), not Congress, raised the royalty fees from \$8 to \$50 in 1980. Congress initially passed the law in 1976 establishing a compulsory license for jukeboxes and gave the CRT the right to review these rates.

In the face of the 525 percent increase, AMOA has worked with members of Congress to change the law. We have been very pleased with the reception we have received. We are particularly grateful that Rep. Bob Kastenmeier (D-Wisc.), the chairman of the House Judiciary Subcommittee on Courts, Civil Liberties, and the Administration of Justice, has called a meeting of the entire jukebox industry in Washington on February 3 to discuss this issue. We are optimistic that this meeting will lead the way to a final resolution of the problem created by

the CRT's actions.

Leo A. Droste  
Executive Vice President  
AMOA  
Oak Brook, Illinois

*Editor's Note: We thank Leo Droste for bringing this matter to our attention. We are overwhelmed at the number of responses we're receiving. To date, 1,100 petitions have been returned with an average of 20 signatures each for a total of 22,000 signatures. Because the response has been so strong, and because the deadline for returning the petitions has been extended by the lawyers representing our industry in this struggle, Play Meter is publishing*

*the petition again in this issue on page 11.*

*The new petition carries altered wording in accordance with AMOA's suggestions. While Play Meter is sending the first petition responses along to industry attorneys as we receive them, we urge you to continue to gather responses by posting the new petition at your locations. (Locations that have already produced a good response are probably the best places to put new petition forms.)*

*We urge you to continue to respond to this effort. There is no new deadline, but we ask you to return the signed petition forms as soon as possible.*



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# The AOE-AGMA Lawsuit

Rufus King, *Play Meter's* legal counsel, explains

It now appears that *Play Meter* and its partner, Conference Management Corporation, (Joint Venture, Inc.-JVI), will be compelled to go all the way in defending their 1984 show from the Amusement Game Manufacturers Association and Amusement and Vending Machine Distributors Association's attack on it, either by seeking an injunction again, or claiming treble damages, or both. When preliminary negotiations failed last summer, leaving only two choices, stand by and risk seeing AOE destroyed, or fight, the partners elected to fight. Once committed, against such powerful adversaries who had struck without warning and offered no quarter, there was no alternative but to hit back as hard as possible.

The lawsuit filed in federal court in Virginia on September 22, against AGMA and AVMDA and their officers and directors, pulled no punches. If ASI was not enjoined, its sponsors faced a claim for three times the damages actually caused to AOE (unless AOE, with operator support, turns out to be a total success anyway), plus, possibly, exemplary damages and other long-term relief against the two associations, their individual officer- and director-defendants, and even the associations' manufacturer and distributor members. But no one in the *Play Meter* camp wanted that. It was hoped some compromise settlement could at least be discussed while everyone was in New Orleans for the AMOA Show, but AGMA refused to meet with AOE spokesmen. The aim was some arrangement, such as combining the 1984 shows, which could have avoided the forthcoming battle. But time has run out, and neither *Play Meter* nor JVI can change the course of events by themselves.

## Background of the Suit

A few years ago, when Gary Stern and William O'Donnell Jr. began promoting the idea of a manufacturers' association for the amusement-game industry, *Play Meter*

*"It should not  
really have been  
such a surprise that  
AGMA  
would try  
to take over  
operator oriented  
AOE."*

joined wholeheartedly in the general enthusiasm. AMOA had always been primarily concerned with music operators' problems, and leadership in the games field came haphazardly from a few strong manufacturers, a few independent distributors and operators, and a handful of effective state associations. There had long been a classic split in the industry, Bally on one side pushing "gray area" bingos, and Gottlieb, with Williams, then Stern, and then, briefly, Atari on the other, defending the amusement-only concept and image. (Gary Stern tells his father's story of a showdown 40 years ago between Dave Gottlieb and Herb Jones of Bally. Gottlieb proposed that a then-new industry association take a stand against gambling, and Jones rose, seconded the proposal, and walked out, never to return.)

By 1980 the bingos had been driven out everywhere except from a few isolated pockets like Tennessee, South Carolina, and parts of Maryland, and all the majors except Bally were joined in resisting the spread of the new generation of gray

area video card and casino games beginning to appear. The *Mills-Jennings* case in Ohio, an early triumph for the Ohio Music and Amusement Association, was also a

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victory for seven leading U.S. manufacturers, who intervened in the case to support the Ohio attorney general. (*Play Meter* readers will remember that this publication, since its first issue in 1974, has spoken for amusement operators, and, while not opposing legalized gambling, has consistently resisted all those in the industry who would damage the amusement-only image by confusing, defying, or corrupting law enforcement in order to run illegal gray area devices.)

AGMA was first named ADMA (Amusement Device Manufacturers Association), and one reason was that its founders wanted to welcome companies like Bally and (at that time) Williams, who had legitimate slot machine products i.e., "devices," openly aimed at Nevada, Puerto Rico, Atlantic City, and foreign markets. The original ADMA position on gambling was that it would take no stand on legalizing casinos, lotteries, charity events, etc., preserving its options on gray area issues and illegal operations, and admitting anyone who had at least some amusement-only products.



Even so, Bally stayed out. But it soon became clear that radical changes in the directions of industry leadership were being made through ADMA anyway. The *Mesquite* case, a shoo-in Supreme Court victory for amusement-only games, was derailed by industry lawyers who claimed it was too risky to face the High Court with our tainted image and dubious story. Industry resistance to the spread of gray area games was terminated. Cooperation with municipal authorities, industry responses to genuine problems and trouble spots, and the development of industry-oriented model ordinance provisions, were

.....

*"...behind a smokescreen  
of hype and hoopla,  
the manufacturers  
began focusing  
even more narrowly  
on problems that  
concern only their  
own interests..."*

.....

halted. Even the bland public relations program launched jointly by AGMA, AVMDA, and AMOA was dropped.

Then in mid-1982 a major shift took place. Bally moved in openly as a member, the name of the association was changed to AGMA, and behind a smokescreen of hype and hoopla (Bally had fielded a hype-and-hoopla man named Tomlinson to promote bingos, with unsatisfactory results in 1971.), the manufacturers began focusing even more narrowly on problems that concern only their own interests: copyright infringements, speed-up and conversion kits, FCC compliance, UL standards, etc. Subjects affecting the future of the industry and the welfare of operators—gray area invasions, blue sky artists, signs of *real* organized crime infiltration, hostile lawmakers, unreasonable local regulators, unfair taxes, location ownership, coin-operated lotteries, saturated markets, "duds" and "dogs," and low quality engineering—seem to have become taboo.

It should not really have been

such a surprise, then, that AGMA would try to take over operator-oriented AOE, when the latter proved it could succeed handsomely carrying out a strictly amusement-only policy and sponsoring no-holds-barred seminar discussions over the entire range of operator interests. It was not surprising, either, that the takeover attempt last summer should be high-handed, without warning or any attempt to open peaceable negotiations before announcing ASI.

It was only a little puzzling, from a lawyer's viewpoint, that the move was so clumsy.

.....

*"...time has run out,  
and neither Play Meter  
nor JVI can change  
the course of events  
by themselves."*

.....

### The Antitrust Case

No one denies that if the manufacturers approached it fairly and reasonably, they could join together and put on a national trade show of their own, to promote the sale of their own games. That would be legitimate competition and might be wholesome for the industry. But pursuing a lawful end by unlawful means is as wrong as if the end itself were unlawful.

For example, I have a perfect right to plant my cornfield next to yours, or open my game room across the street from you. But I cannot lawfully poison your plantings, or claim falsely that your game room is a source of Legionnaires disease—or firebomb you. And by the same token, under this country's antitrust laws which have been on the books for nearly a century, I cannot organize a boycott against you by corn-buyers or corn-seed sellers, or game room patrons. I cannot destroy you as a competitor even by cutting prices if to do so would create a "monopoly" of a market in which I am not restrained by the ordinary forces of competition.

Specifically, the antitrust laws known as the Sherman and Clayton Acts make it illegal, both as federal crimes and as bases for recovery of

treble damages, for two or more persons to conspire, which means to act in concert with a common purpose, to restrain trade or commerce "unreasonably" or by "unfair practices." It is self-evident that in a small industry like ours, with only two existing national trade shows, manufacturers who control most of the exhibits cannot agree to launch a new show at almost the same time and place as one already announced by one of their potential rivals. That amounts to illegal restraint (i.e., not mere fair competition). The only defense to such charges would be proof by each of the associations and their officers and directors that every one of them had acted independently, without any common purpose of mutual agreement. But that is refuted by admitted facts: it was publicly announced at the outset that the decision to stage ASI was reached, and the time and place chosen, at a meeting of AGMA's board of directors who met in Alexandria for that purpose, among others, in May 1983.

Thereafter, other acts were taken in concert and by mutual agreement to further carry out the purpose of destroying AOE. These, too, have been publicly announced and admitted, including the withdrawal and cancellation of space by exhibitors who had already signed up for AOE, the refusal to sign up by others who had made tentative commitments and who had participated in prior shows, and express agreements which constitute, in effect, an unlawful boycott. The manufacturers' community is so small there is also a strong inference that simultaneously pulling their advertisements out of *Play Meter* was done by unlawful agreement.

By becoming a participant and co-sponsor, AVMDA has tied itself to all the acts and agreements chargeable to AGMA, even if it has not added independently to the conspiracy. At the same time, and also by mutual agreement, the associations and their officers and member companies have sought to injure AOE independently—unfair practices and unreasonable restraint of trade—by what the courts sometimes characterize as "dirty tricks." These "dirty tricks" include claims that attendance at AOE 1983 had



A second and separate Sherman Act claim, with the same entitlement to treble damages, arises from the facts that the entire amusement game industry is so small that there are only two annual trade shows now supported by industry members, and that the deliberate destruction of even one existing competitor would create a substantial "monopoly." Again the facts supporting this claim cannot be disputed; if some newcomer wanted to launch a national boat show or a national automobile show, his impact on the competitive market would be obviously quite different from the

Another claim or count will arise under state law (in the first suit the Virginia State Code), since nearly every state separately prohibits conspiracies and boycotts which have the purpose of willfully,

The antitrust laws include criminal penalties for violations, but most antitrust cases turn on civil claims for treble damages. The federal RICO statute is primarily criminal, though it also authorizes civil remedies, treble damages and other drastic civil relief. RICO ties directly into the anti-gambling laws of all 50 states (even Nevada outlaws unlicensed subterfuge devices), as well as into a whole bouquet of federal criminal sanctions. Actively promoting the sale of gray area devices in interstate commerce, as is ASI's announced and admitted intention, puts everyone connected with the February show directly in the RICO line of fire.

The JVI partners dropped their suit, containing a RICO count, "without prejudice," because the remedy *is* so drastic and far-reaching, and to see if some fair compromise could be worked out—as AGMA and AVMDA had indicated. No one wants to pull the RICO trigger in our industry family squabble. But no meaningful response came from ASI. RICO is still an awesome weapon, and JVI still has all its options.

And even if that were not enough, the admitted actions of AGMA and AVMDA in causing certain exhibitors who had already bought space at AOE to withdraw and breach their contracts with JVI creates a separate and distinct cause of action, for intentional interference with the contracts and tortious inducement of breaches.

Finally, for the state law claims as well as for the federal antitrust and restraint-of-trade violations, JVI may be entitled to exemplary or punitive damages, besides three times its actual losses, if the court and jury are convinced that what was done by AGMA and AVMDA was willfull and done with intent to injure or destroy AOE. And of course, with any recovery, JVI may be awarded all its attorneys' fees and litigation costs. ●

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## Operators continue to support AOE

**A**s the Amusement Operators Expo nears, early show statistics prove once again that the AOE will continue to receive operator support.

The fifth annual AOE will be March 9-11 at the O'Hare Expo Center in Chicago.

Conference Management, which manages the AOE, reports it has received more operator requests for AOE information than it did at this time last year. At this time in 1983, Conference Management received 1,150 operator requests. As of January 10, the company received 1,176 requests for AOE '84 information.

"Our promotion has been real strong," said Daryl Komar, Conference Management vice president of conference planning. "All the interest from the business reply coupons is slightly stronger than it was yesterday."

Operator interest in the AOE remains strong despite the fact that approximately 2,000 operators went out of business in 1983. (See *Play Meter's* State of the Industry report, November 1, 1983, p. 42.)

"The industry isn't doing as well as it did last year. I think we are going to stay in the same ballpark

for (AOE '84) attendees," Komar explained. "I can only assume operator attendance is going to be in the same proportion."

### Huge attendance increase

Despite a decreasing operator population, operator interest has increased for AOE '84, and this interest is typical of past AOE shows. AOE attendance has grown dramatically in the past five years. AOE '83 drew 8,245 confirmed attendees—a huge increase from the AOE '80 attendance of 909. In comparison, the 1983 AMOA Show in New Orleans, the association's 35th show, had 9,079 attendees.

Bill Leahy, director of communications for Amusement Showcase International, told *Play Meter* that show officials expect about 6,000 to 7,000 operators and distributors at the ASI, to be held February 17-19 at the Chicago Expocenter. Yet, when questioned about how officials determined this projected attendance figure, he replied: "That's just an estimate that we have been working with based on our conversations with the Amusement Game Manufacturers Association and the Amusement and Vending Machine Distributors Association."

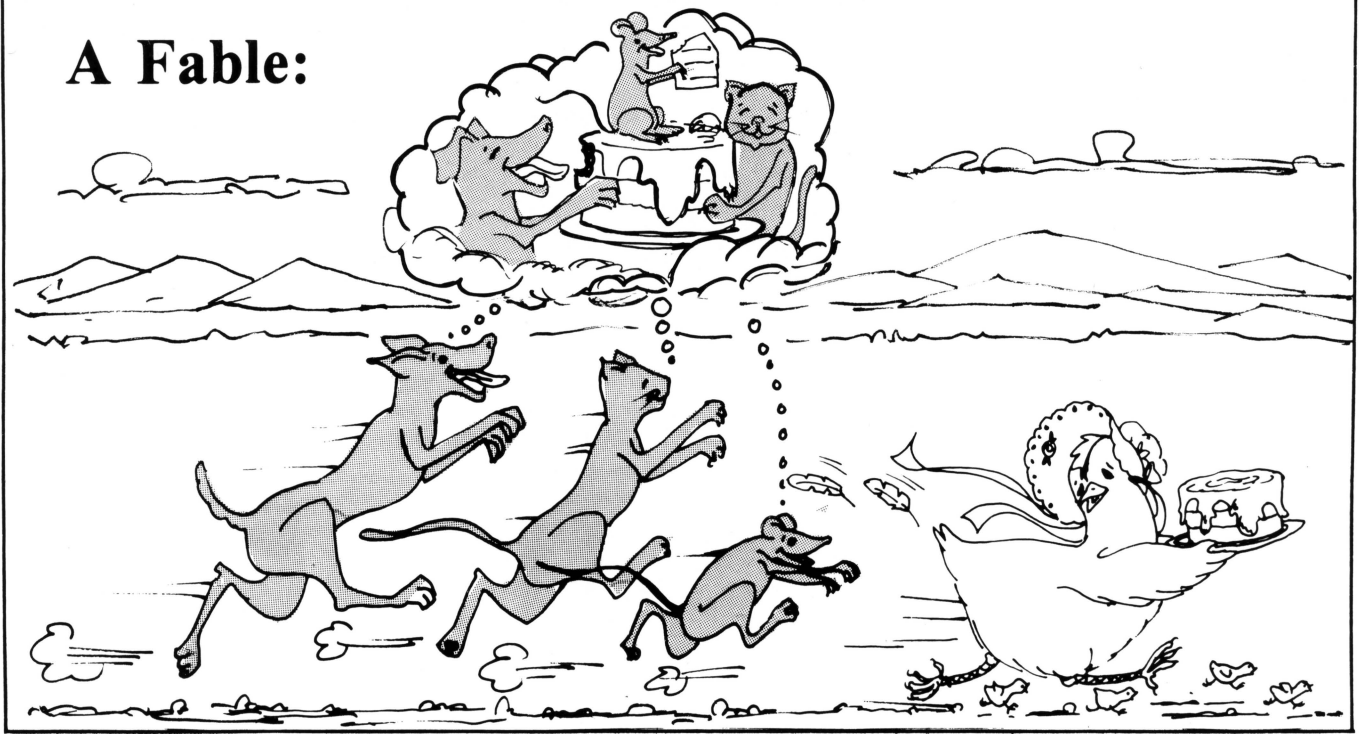
Another indicator of strong operator support at AOE '84 is a poll that appeared in the November issue of another industry trade publication. Poll results show that 6 percent of those questioned about spring shows said they will attend the ASI show. However, 18.2 percent said they will attend the AOE. According to the poll, *three times as many operators plan to attend AOE '84 than the ASI.*

And it's apparent that many exhibitors want to be where the operators will be. Conference Management estimates that about 20 exhibitors pulled out of AOE '84 after AGMA announced it would stage its ASI show. But in the last 30 days, 25 exhibitors who dropped out of AOE '84 for various reasons have signed up again for the event. Lisa Ryan, Conference Management senior account representative, projects that operators attending AOE '84 can expect to see about 150 exhibitors in more than 350 booths.

According to the most recent figures released by ASI representatives, only 75 exhibitors have signed up for the ASI show with only seven booths still available. Although it was requested twice, *Play Meter* never received an ASI exhibitor list. •



## A Fable:



## The Little Red Hen

Once upon a time a cat and a dog and a mouse and a little red hen all lived together in a cozy little house.

The cat liked to sleep all day on the soft couch. The dog liked to nap all day on the sunny back porch. And the mouse liked to snooze all day in the warm chair by the fireside.

So the little red hen had to do all the housework.

She cooked the meals and washed the dishes and made the beds. She swept the floor and washed the windows and mended the clothes.

She raked the leaves and mowed the grass and hoed the garden.

One day when she was hoeing the garden she found some grains of wheat.

"Who will plant this wheat?" cried the little red hen.

"Not I," said the cat. "Not I," said the dog. "Not I," said the mouse.

"Then I will," said the little red hen. And she did.

Each morning the little red hen watered the wheat and pulled the weeds.

Soon the wheat pushed through the ground and began to grow tall.

When the wheat was ripe, the little red hen asked, "Who will cut this wheat?"

"Not I," said the cat. "Not I," said the dog. "Not I," said the mouse.

"Then I will," said the little red hen. And she did.

When the wheat was cut, the little red hen asked, "Now who will take this wheat to the mill to be ground into flour?"

"Not I," said the cat. "Not I," said the dog. "Not I," said the mouse.

From *THE LITTLE RED HEN* by Paul Galdone, published by Clarion Books/Ticknor & Fields, a Houghton-Mifflin Co., New York, Copyright © 1973 by Paul Galdone.

"Then I will," said the little red hen. And she did.

The little red hen returned from the mill carrying a small bag of fine white flour.

"Who will make a cake from this fine white flour?" asked the little red hen.

"Not I," said the cat. "Not I," said the dog. "Not I," said the mouse.

"Then I will," said the little red hen. And she did.

She gathered sticks and made a fire in the stove. Then she took milk and sugar and eggs and butter and mixed them in a big bowl with the fine white flour.

When the oven was hot she poured the cake batter into a shining pan and put it in the oven. Soon a delicious smell filled the cozy little house.

The cat got off the soft couch and strolled into the kitchen.

The dog got up from the sunny back porch and came into the kitchen.

The mouse jumped down from his warm chair and scampered into the kitchen.

The little red hen was just taking a beautiful cake out of the oven.

"Who will eat this cake?" asked the little red hen.

"I will!" cried the cat. "I will!" cried the dog. "I will!" cried the mouse.

But the little red hen said, "All by myself I planted the wheat, I tended the wheat, I cut the wheat, I took the wheat to the mill to be ground into flour.

All by myself I gathered the sticks, I built the fire, I mixed the cake. And all by myself I am going to eat it!"

And so she did, to the very last crumb. After that, whenever there was work to be done, the little red hen had three very eager helpers. ●

# 'The Little Red Hen' and the AOE have a lot in common

By Valerie Cognevich

It's often the case that the more complicated things get, the more simply they can be stated. We believe the story of "The Little Red Hen" states simply what is at issue in the AOE/ASI controversy. The manufacturers—like the cat, dog, and mouse—sat idly by as The Little Red Hen (i.e. AOE) fashioned a show to address the operators' needs at a time (spring) when a show was needed.

Now they want the show for themselves. Of course, The Little Red Hen did not, in this case, build AOE all by itself. There was a lot of support. But that support came from operators, not manufacturers.

It's curious to note the manufacturers' collective amnesia on, for instance, AOE '81 when the manufacturing giants, members of AGMA, boycotted AOE, saying it would never succeed. Where were they when the show needed support?

Where was Atari at AOE '81?

Where was Bally at AOE '81?

Where was Stern at AOE '81?

Let's see where they were. Here is an excerpt from *Play Meter's* report of that show (*Play Meter*, June 1, 1981, p. 25):

"There was never any question the wide ranging seminar program was getting high marks from everyone, but there was a serious question as to how interested operators really were in a no non-sense seminar program which dealt with the nuts and bolts of their operations. An industry trade show designed with the operator in mind, they said, would never succeed. So many exhibitors refused to exhibit at AOE '81,

believing that there was only room for one trade show and that being the AMOA show in the fall. So many exhibitors decided against exhibiting at the second annual AOE.

What they did not anticipate was the truly phenomenal turnout by operators who had heard from other operators who had attended the previous year that the show was indeed worthwhile. The word had gotten out to the rank and file operators, but apparently it didn't make its way back to the factories.

Less than a month before the show, there was a definite trend of growing attendance at the show. And major factories, which had previously opted to stay out of the show, began to couch their bets by making sure their game would be on the floor of the show.

Bally's new pinball game appeared in the booth of supplier Big State Supply of Fort Worth, Texas, a subsidiary of Wildcat Chemical Company. Williams' new pinball and the cocktail version of its first ever video appeared in the U.S. Billiards booth (since principals of U.S. Billiards also operate a distributing firm which represents Williams). And Stern Electronics' new pinball and video found their way onto the floor of the show via the International Totalizing Systems exhibit. It was a curious arrangement with some of the biggest manufacturers noticeably absent from the show but somehow present nevertheless.

Then as people poured through the doors of the exhibit hall, the exhibitors and "non-exhibitors" watched in utter disbelief, "Phenomenal," "fantastic," "great," "super," "totally unexpected," "amazing,"—none of them had expected a turnout like this.

The operators had spoken, and the manufacturers were taking note."

They were taking note then; they want to take the show now.

Three years ago they said it couldn't be done. Now they think they're the only ones that can do it. I wonder who they think they are fooling?

Isn't it an ironic twist of fate? AOE '81 was an overwhelming success despite the manufacturers, not

because of them. Nearly every major U.S. manufacturer came to and exhibited at AOE '82, in effect, following the operators—wanting to be where the operators were.

Now, though operators seem bitterly resentful of them, the manufacturers believe operators will follow them to the manufacturers' show forsaking AOE, a show that owes its success to the operators. Very few can afford the time or the money to attend two shows scarcely three weeks apart.

Some manufacturers may be offended by a story like "The Little Red Hen." If they find it disturbing, then they have gotten the point.

Instead of acting like spoiled little children, they should look inward to find the real reason the industry is in such dire straits. It is they who have created such depressed market conditions—not the operators, not AOE, and not *Play Meter*.

Instead of conspiring to cannibalize an industry that is already suffering, the manufacturers could have put forth the time and effort they are spending trying to sponsor a show to take a serious approach to addressing vital industry issues. Somewhere along the line, the spoiled child realizes he can't always get what he wants.

The operators got their message across in 1981, and the manufacturers heard and responded. We believe that the operator response (or lack of it) at the manufacturers' show will deliver the message as clearly and as simply as "The Little Red Hen."







# FOR INFORMATION: CALL THE OPERATOR



BY DAWN ADORNO

How would you compare the AOE to other trade shows? What would you say to operators who never attended AOE or are undecided about going this year?

I was very pleased with the seminars and the floor show at last year's AOE show. The AOE is operator oriented. The majority of operators today are smaller operators as opposed to the big concerns owned by the manufacturing companies, and the AOE is more representative of individual operators. If operators are concerned about the industry and their place in it, I'd say they should attend the AOE and support it.

**Dean Tangelakis**  
Fantasy Zone  
Ypsilanti, MI

The AOE seems to be the best show around so far. I wish some of the other shows would pattern themselves after it. The nice thing about AOE is that they don't charge you for it.\* They also tend to try to

keep the kids out. I think it's a good deal, but it seems we don't get the support from people we should be getting support from—like the AMOA. They don't tell you about the AOE.

**Rodger Boots**  
RD's Quarter Arcade  
Cedar Rapids, IA

*\*Editor's Note: Exhibition admission is free to all attendees who show a business card. Seminars are \$25 per session if operators have registered before February 17. Registration postmarked after February 17 or made at the door costs \$35 per session. For more information, contact Conference Management Corporation at 203/852-0500.*

We plan to go to the AOE because it's in Chicago, and that's close to here. It's a chance to get a whole perspective of the industry as far as equipment goes and a chance to renew old contacts and try to make new ones.

**J. H. Diltz**  
Diltz & Sons  
Mishawaka, IN

We usually attend all the shows. The AOE show was better than the AMOA because there were no kids there and you got to talk more to the

vendors. I enjoyed AOE's seminars. I met a lot of people who were attending the seminars who gave me a lot of information. We're fairly new in the business and picked up a lot of information at the show from vendors who have been in the business for 25-30 years. We've learned more about the industry at the AOE than we have learned by being in business. We also go to the show to see if we can get better prices on the equipment.

**Tom DiNardo**  
Advanced Amusements  
Jersey City, NJ

I have been to past AOE shows. I thought the exhibits were good and found the seminars on location negotiations and service helpful. Compared to other trade shows, I'd say the AOE is as good as any.

**Larry Cooper**  
B & L Ventures Inc.  
Tucker, GA

I go to the show to look at new equipment and to find out how operators can sustain buying new equipment. I'm particularly interested in kits because the video market took a dive. We go to the show to find out what the hot games are. Compared to other shows, the AOE is a better variety of things. I think it's necessary for operators to attend the show and benefit by what



it has to offer. I plan to attend the seminars this year, and I think other operators should go to the seminars to see what's going on in the industry. If the factories don't get it together, the business is going to go down. And when the operators go down, the whole 9 yards go. People need to be aware, and that is why they should go to the show.

Gary Domino  
American Amusement  
Morgan City, LA

I would definitely recommend the AOE show to other operators. If you're involved in the business and can be there, you should be there. I think the AOE is a good show, but I'm not going this year because I can't afford it. I bought too many video games.

Joe Swan  
Montana Games & Promotion  
Butte, MT

We only attend the AOE and the fall show. I don't think we need any more shows. The AOE is an excellent show. The technical seminars seem to be good.

Lowell Simmons  
Automatic Music & Games  
Painesville, OH

The AOE is a good show. I think the AOE has what's needed for a great showing of equipment. I also like the way in which the AOE tries to regulate the "gray area" pieces. I like the AOE's ethics. I would suggest that operators attend the show because AOE complements operators and is doing everything in the best interest of the operator.

C. Edward Holland  
A-Musements Inc.  
Virginia Beach, VA

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Special credit goes to the Starship arcade in Jacksonville, Florida. The January 15 cover featured the arcade in conjunction with a story dealing with characters in promotions.

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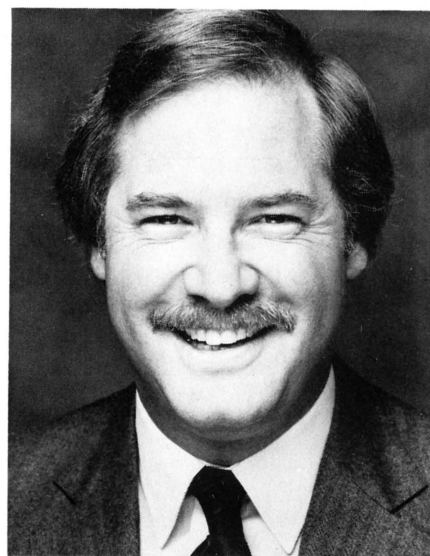
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# Don Osborne's sudden death shocks industry

By Mike Shaw



**D**on Osborne, the man who created and carried out a national campaign to defend video games against anti-video game sentiment threatening the industry's peak years, is dead at age 41. Osborne died December 31 at his home in San Jose of a heart attack.

As Atari's vice president of marketing, Osborne confronted anti-video forces with his Community Awareness Program (CAP), a two-part public relations plan for operators and distributors fighting restrictive local regulation and anti-video game mawkishness.

With CAP, Osborne upgraded the coin-op industry's public image. The public became aware that the industry is comprised of people who care about youths. Through CAP, the public also heard that the industry is filled with creative minds interested in developing computer era entertainment for eager youths rather than, as industry detractors accused, destroyers of the moral fiber of the nation's children.

"There's so much misunderstanding that surrounds the industry," Osborne said, speaking of the need for a public relations effort. "Not that we aren't concerned about the same things parents are, like truancy, but we don't believe video games have been the cause." (*Play Meter*, February 1, 1983, p. 83-85)

Osborne developed the Community Awareness Program with characteristic vigor. He developed a professional videotape presentation with accompanying printed materials portraying several socially cognizant people noting videos' positive experiences and youths'

interactions with them.

## Industry's use

Although CAP was the industry's most developed program to combat anti-video game inanity, Osborne was never satisfied with its use by the industry.

"I don't think we got the kinds of response from the field that we should have," he told *Play Meter*. "I still talk to distributors who say they don't have public relations problems...but these things have an ugly way of surprising you."

To make up for others' unwillingness to campaign for the industry's image, Osborne took to the road, representing Atari at events where he could publicize the positive side of video game playing. He appeared on television and radio shows to debate misconceptions about videos and to allay parental fears about videomania.

Operators and distributors united on local fronts to stem the rampage of anti-video game regulation, but on a national basis, nothing was more effective than Atari's campaign in convincing the nation the anti-video efforts were based on irrationality and misunderstanding. No one did more than Osborne to establish the image of video games as wholesome, contemporary entertainment.

Osborne came to Atari in 1977 after 12 years of work in educational technology. He joined the Sunnyvale firm as a sales manager and later was elevated to director of national sales. Recognizing Osborne's indomitable energy and his flair for public appearances,

Atari extended his sales duties to include all facets of its coin-op marketing program in 1982, consequently making him a vice president. In 1983, with the hiring of long time distributing executive Jerry Marcus, Osborne concentrated on the company's marketing strategies.

In a company often criticized for ignoring coin-op concerns in favor of its home game business, Osborne worked tirelessly to keep vital Atari's coin-op interests.

"The management of Warner has assured me we are an important division of this company," he once said, bristling at the suggestion Warner may abandon its coin-op venture. "If I didn't believe them, I wouldn't be here."

## Fitting tribute

Osborne's death was shocking to the industry because of his youth and apparent good health. Even in the midst of the holiday vacation season, his funeral services in San Jose were attended by hundreds of industry people nationwide.

"The number of people and the facets of his life they represented were an impressive and fitting tribute," said one Atari employee who had worked closely with Osborne.

"What makes his death a little easier to bear is that Don lived every day of his life like it was his last," eulogized a member of Osborne's marketing staff. "He was involved in everything at Atari, from the development of a new game idea all the way to tracking the game's performance on location." ●



**U.S. Manufacturers**



# U.S. Manufacturers



# A

## A & A Company

1930 Greenspring Drive  
Timonium, MD 21093  
Phone: 301/252-1020  
Cable: PARKWAY  
President: Irvin Kovens  
Sales Mgr.: Ed Kovens  
*Product line: capsules, eggs, stamp vendors, video games, cigarette and candy machines, pinballs, coin counters, and drink vendors*

## ACCA Industries Inc.

407 Blade Avenue  
Cincinnati, OH 45216  
Phone: 513/242-0161  
President: Jim Ernst  
Sales Mgr.: Jack Samad  
*Product line: Mini-Mite children's video games; coin-operated radio controlled cars and boats*

## Air-Table-Hockey

P.O. Box 1024  
Boulder, CO 80306  
Phone: 303/444-9164  
Pres. & Sales Mgr.: Mark J. Robbins  
*Product line: Formica-top, air-cushion hockey table, mallets & pucks for same; tournaments & promotions*

## Air Vend

9817 Valley View Rd.  
Eden Prairie, MN 55344  
Phone: 612/944-3604  
Toll-Free: 800/328-7952  
President: Dave Bobert  
Exec. V.P.: George Hean  
*Product line: vending machines*

## Alcohol Breath Analysis, Inc.

532-A East Maryland  
Phoenix, AZ 85012  
Phone: 602/277-3770  
President: Ronald T. Sgrillo  
Sales Mgr.: Kathy Lusk  
*Product line: coin-operated alcohol breath analyzers*

## Alcohol Countermeasure Systems, Inc.

8568 Stone Road  
Algonac, MI 48021  
Phone: 313/961-3405  
Telex: 06968538  
President: Jack George  
V.P./Gen. Mgr.: Felix J.E. Comeau  
*Product line: breath testing machines*

## Alter Enterprises

410 Rt. 15 South  
Wharton, NJ 07885  
Phone: 201/361-0066

President: William A. Alter  
V.P.: Newton A. Parker  
Sales Mgr.: Earl A. Heller  
Operations Mgr.: N. Tyson Parker  
*Product line: coin operated remote control amusement equipment*

## American Arcade Specialty Co.

525 1st. St.  
Rock Island, IL 61201  
Phone: 309/788-2962  
President: Thomas Leon  
Sales: George Pappas, Mike Bosanac, Joe Delphino  
*Product line: novelty items, shooting galleries, shooting guns*

## American Shuffleboard Co., Inc.

210 Paterson Plank Rd.  
Union City, NJ 07087  
Phone: 201/865-6633  
President: Mary Cusano  
General Mgr.: Nicholas Melone  
Product Mgr.: Richard Delfino  
Sales Mgr.: Sol Lipkin  
Service Mgr.: Leo Stelter  
*Product line: shuffleboards, pool tables, bumper pool tables*

## Amusement Equipment Mfg., Ltd.

701 E. Eighth St.  
P.O. Box 307  
Eldon, MO 65026  
Phone: 314/392-7122  
Toll-free: 800/325-3353  
President: N. Earl Veatch Jr.  
Sec./Treas.: N. Earl Veatch Jr.  
Sales Mgr.: Jack Eckart  
Service Mgr.: Velda Simmons  
*Product line: kiddie rides*

## Amusement Service Co., Inc.

1950 Howell Mill Rd.  
P.O. Box 19755, Station 'N'  
Atlanta, GA 30325  
Phone: 404/351-0414  
President: Leon Sokolic  
*Product line: Vivid Vision Videos - coin-operated VHS systems*

## Amusement Technology Inc.

1200 Memorial Ave.

Asbury Park, NJ 07712  
Phone: 201/774-3000  
Toll-free: 800/272-1371

President: George Braverman  
Sales Mgr.: Merrill Braverman  
Service Mgr.: Richard Cook  
*Product line: kiddie rides*

## Arachnid, Inc.

208 N. Madison St.  
Rockford, IL 61104  
Phone: 815/962-3919  
Toll-free: 800/435-8319  
Telex: 270576  
President: Paul F. Beall  
V.P.: Steve Tillery  
Sec.: Mike Tillery  
Ass't. to Pres.: Sam Zammuto  
Dir. Sales & Mktg.: Marcio Bonilla  
*Product line: electronic dart games; countertop reaction games, home reaction games, electronic balloon inflators*

## Atari, Inc.

(Coin-Op Division)  
790 Sycamore  
Milpitas, CA 95035  
Phone: 408/262-4490  
Telex: 172959  
Service No.: 408/943-1120  
CEO, Chairman: James Morgan  
President: John Farrand  
Dir. Spec. Mkts: Dick Needleman  
Int'l Sales Mgr.: Suzanne Elliott  
Mgr. Mktg Serv.: Mariann Layne  
Operations Mgr. Spec. Mkts.: Lenore Sayer  
V.P. Eng.: Dan Van Eldren  
V.P. Creative Des.: Lyle Raines  
Regional Sales Mgr.: Bob Harvey  
John Hill  
Dir. Tech./Serv.: Darl Davidson  
PR Mgr.: Margaret Lasecke  
V.P. Int'l Sales: Shane Breaks  
Far East Manager:  
Rivington Hight, Jr.  
*Product line: video games*

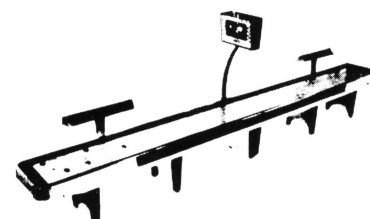
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P.O. Box 907  
Fredericksburg, VA 22404  
Phone: 703/373-2853  
President: Benny Voss  
Product line: kiddie rides

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## B

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**Bally Midway Manufacturing Co.**  
10601 W. Belmont Ave.  
Franklin Park, IL 60131  
Phone: 312/451-9200  
Telex: 72-1596  
President: David Marofske  
Exec. V.P.: Stanley Jarocki  
Dir. Mktg.: Steve Blattspieler  
Sales Directors:  
Larry Berke (Video)  
Paul Calamari (Pinball)  
Adv./Sales Pro. Mgr.:  
James Jarocki  
Service Mgrs.:  
Andy Ducay (Video)

Ed Schmidt (Pinball)  
Cust./Serv. Mgr.: Dick Konopa  
Product line: electronic video  
games, flipper pinball, novelty  
equipment

**Bhuzac International**  
384-A Foster City Blvd.  
Foster City, CA 94404  
Phone: 415/341-5200  
Toll-Free: 800/262-4700 (outside  
CA)  
TWX: 910-374-3000  
President: Satish Bhutani  
Op. & Cust. Serv. Mgr:  
Lynn Watson  
Product line: exclusive agent for  
Zaccaria, Italy video games, pinballs,  
and other coin-op devices

**Bob's Space Racers**  
427 15th St.  
Daytona Beach, FL 32017  
Phone: 904/677-0761  
President: Robert C. Cassata  
Sec./Treas.: Joyce Cassata  
Controller: Wendell W. Hawes  
Sales Mgr.: Robert Cassata  
Serv. Mgr.: John Mendes  
Product line: amusement games  
manufacturer—arcade, park  
models, mobile models

**Brunswick Corporation/  
Brunswick Division**  
525 West Laketon Ave.  
Muskegon, MI 49443  
Phone: 616/725-3300  
President: Aaron Deskins  
V.P. Mkt.: Fred Kaplowitz  
Sales Mgr.: James Bakula  
Service Mgr.: Bob Maule  
Product line: billiard tables,  
billiard supplies, accessories

**Buchert Marketing**  
450 Caredean Dr.  
Horsham, PA 19044  
Phone: 215/675-5800  
President: James Buchert  
Product line: electronic video  
games

---

## C

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**Carousel International Corp.**  
701 E. Eighth  
P.O. Box 307  
Eldon, MO 65026  
Phone: 314/392-7122  
Toll-free: 800/325-3353  
President: N. Earl Veatch Jr.

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Sec./Treas.: Velda Simmons  
Sales Mgr.: Jack Eckart  
Parts Dept: Del Springman,  
Mike Scott  
*Product line: kiddie rides*

**Centuri, Inc**

245 West 74th Place  
Hialeah, FL 33014  
Phone: 305/558-5200  
Toll-free: 800/327-7710  
Telex: 803694  
Vice Chairman: Martin Altman  
President: Arnold Kaminkow  
V.P./Sales: Ivan Rothstein  
V.P./Operation: Martin Jasso  
Sales Mgr.: Tom Siemieniec  
Service Mgr.: Ladon Brown  
*Product line: full line of video games, accessories*

**Cinematronics Inc.**

1841 Friendship Drive  
El Cajon, CA 92020  
Phone: 619/562-7000  
Toll-free: 800/854-2666  
Telex: CINEMAT 697891  
President: Jim Pierce  
Dir. Mktg.: P. Thomas Campbell  
Mgr. Cust. Serv.: Sue Pierce  
*Product line: coin-operated video games*

**Compunetic Devices**

(Bio-rhythm Supply Co.)  
3353 S. Highland Drive #505  
Las Vegas, NV 89109  
Phone: 702/731-1418  
President: Zachary Katz  
Service Mgr.: Larry Sager  
*Product line: Bio-Rhythm III, Compu-Pulse heart rate machine*

**Computer Amusement Systems**

915 Broadway  
New York, NY 10010  
Phone: 212/929-8355  
Toll-free: 800/221-7660  
Telex: 220883 TAUR  
President: Sam Kendes  
Dir. Mktg.: Martin Stuart  
Mktg.: Steve Geiger,  
Fred Klein, Sidney Estrom,  
Josh Halpern  
Sales Mgr.: Sam Kendes  
Service Mgr.: Al Richards  
*Product line: computer portrait systems, black & white and full color system*

**Computer Instruments Corp.**

100 Madison Avenue  
Hempstead, NY 11550  
Phone: 516/483-8200  
TWX: 510-222-4189  
President: Herbert H. Adise  
V.P./Med.Div: Burton H. Birnbaum  
Sales Mgr.: Burton H. Birnbaum  
*Product line: Model 7719CC0 coin-operated fitness computer*

**Computer Kinetics Corporation**

31129 Via Colinas #701  
Westlake Village, CA 91362  
Phone: 213/991-2199  
Chairman: J.P. Nelson  
President: R.R. Calverley  
Sales Mgr.: Adrienne Podell  
Service Mgr.: Garl Satterthwaite  
Acctg: Brenda Heinrich  
Buyer: Bobbie Ioimo  
*Product line: countertop amusement games, upright videos, countertop videos, conversion kits*

**Continental Manufacturing**

611-623 Holt Street

P.O. Box 3232

Montgomery, AL 36109  
Phone: 205/272-2460  
President: H. Jack Windsor  
Sales Mgr.: Chris Koontz  
Service Mgr.: Bill Windsor  
*Product line: coin-operated pool tables*

**Convertible Video Systems**

31 Watermill Lane  
Great Neck, NY 11021  
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V.P.: Peter Robinson  
V.P.: David Jones



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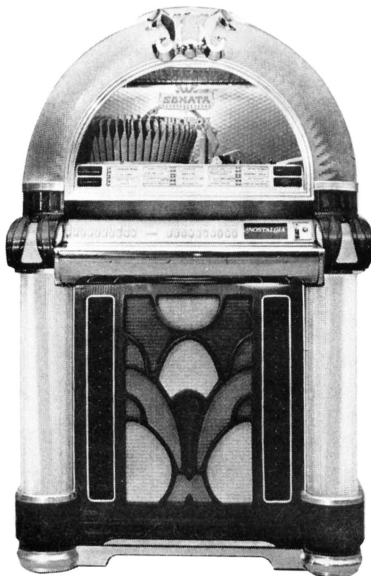
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President: Mike Yamamoto  
*Product line: software developers*

### Corporation Sonata, S.A.

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San Diego, CA 92104  
Phone: 619/282-7568  
Factory Rep.: George Furgueron  
*Product line: factory rep. for nostalgic jukebox*

### Cosmos Inc.

530 Essex Dr. East  
Las Vegas, NV 89107  
Phone: 702/877-8882  
*Product line: conversion kits and  
video games*

## D

### Data East U.S.A., Inc.

470 Gianni St.  
Santa Clara, CA 95050  
Phone: 408/727-4490  
Toll-free: 800/538-5129  
President: Robert E. Lloyd  
V.P. Sales: Tom Petit  
Liaison: Tadashi Yokoyama  
Mktg. Mgr.: Edrick Haggans  
Admin. Ass't.: Linda Ware  
Engr. Mgr. Tom Wieske  
Cust. Serv. Mgr.: David Mariant  
Pro. Supervisor: John Noland  
*Product line: interchangeable video  
games, laser products, novelties*

### Destron, Inc.

5945 N. Rogers Ave.  
Chicago, IL 60646  
Phone: 312/286-7200  
Toll-free: 800/621-5139  
Chairman: Donald P. Desmond  
President: David R. Knez  
Exec. V.P.: Donald Gentry  
V.P.: Christopher Stanford  
*Product line: Bio-Rhythm machines,  
astrology forecasters, bulk mer-  
chandisers, Main-Event boxing  
game*

### Deutsche Wurlitzer

403 E. Gurler Road  
DeKalb, IL 60115  
Phone: 815/756-2771  
Sales Mgr.: Carol Houbatby  
*Product line: jukeboxes, accessories*

### Digital Controls, Inc.

5555 Oakbrook Pkwy., Suite 200  
Norcross, GA 30093  
Phone: 404/441-3332  
Toll-free: 800/441-3332  
Telex: 543642  
President: Mike Macke  
V.P. Operations: Fred Benschine  
Nat'l. Sales Mgr: Al Cofer  
Dir./Spec. Projs.: Moira Shanahan  
Inside Sales Mgr.: Sherry Hanvey  
Serv. Mgr.: Carlos Aguiar  
*Product line: Little Casino I & II,  
pure amusement only countertop  
card games 4 in 1; Countercade,  
interchangeable video and laser  
disc countertop cabinet*

### Direct Connections, Inc.

4138½ Eagle Rock Blvd.  
Eagle Rock, CA 90065  
Phone: 213/256-3394  
President: Chris Anderson  
V.P.: Brian Hayden  
Sales Mgr.: Ben Laberto  
Service Mgr.: Kenny Dent  
*Product line: video games*

### Dufferin, Inc.

318 Holbrook Dr.  
Wheeling, IL 60090  
Phone: 312/520-0420  
President: Bob Nixon  
V.P. Sales: Hank Hayes  
*Product line: Bowlingo bowling  
alley, billiard tables, cues, and  
billiard cloth*

### Dynamo Corporation

1805 S. Great Southwest Pkwy.  
Grand Prairie, TX 75051  
Phone: 214/641-4286  
Toll-free: 800/527-6054  
Telex: 732432  
President: William G. Rickett  
Exec. V.P.: H.L. Coats  
V.P. Sales & Mktg.: Mark L. Struhs  
*Product line: pool tables, soccer  
tables*

## E

### Eagle Conversions

25 Eagle Street, Bldg. #5  
Providence, RI 02908  
Phone: 401/274-0540  
President: Frank Gaglione  
*Product line: video games*

### Eastern Micro Electronics

12D World's Fair Drive  
Somerset, NJ 08873  
Phone: 201/469-9690  
Toll-free: 800/624-0055  
President: Ching-I Hsu

V.P./Mktg. & Sales: Marshall Caras  
*Product line: conversion kits and complete games*

**Electro-Sport, Inc.**  
3170 Airway Avenue  
Costa Mesa, CA 92626  
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Toll-free: 800/367-1035  
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President: Tom Pierce  
V.P.: Bill Doonan  
Field Sales Mgr.: John Travelletti  
Sales Adm.: Terry Stone  
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Eastern Regional Mgr.:  
Vince Francischetti  
*Product line: gun and laser disc games*

**Elektro-Mobiltechnik GmbH**  
8994 Seminole Blvd., Suite 1  
Seminole, FL 33542  
Phone: 813/392-1293  
Mgr.: Wayne McKnight  
*Product line: Electronic cars, motorcycles, kiddie rides, and remote control models*

**Entertainment Enterprises, Ltd.**  
25 Hutcheson Place  
Lynbrook, NY 11563  
Phone: 516/593-5050  
Toll-free: 800/645-2162

President: Jed Forman  
Mktg. Mgr.: Richard Cardinale  
*Product line: video card games, Face-Off ice hockey, video horserace games, and video countertop games*

**Enter-Tech Ltd.**  
1724 W. 4th St.  
Tempe, AZ 85281  
Phone: 602/968-7404  
Toll-free: 800/528-1409  
Telex: 165819  
Exec. V.P.: P. M. Capen  
V.P. Mktg.: Patrick Reed  
Mfg. Mgr.: Robert Holland  
*Product line: Moppet video (children's video games), video games, and amusement card games*

**Exidy, Inc.**  
390 Java Drive  
Sunnyvale, CA 94089  
Phone: 408/734-9410  
Toll-free: 800/538-8402  
Telex: 357-499  
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H.R. "Pete" Kauffman  
V.P./Engr.: Howell Ivy  
Exec. V.P.: Paul Jacobs  
Dir./Spec. Projs.: Lila Zinter  
Mktg. & Sales Mgrs: John Barone,  
Mireille Chevalier  
*Product line: video games; elec-*

*tronic skeeball*

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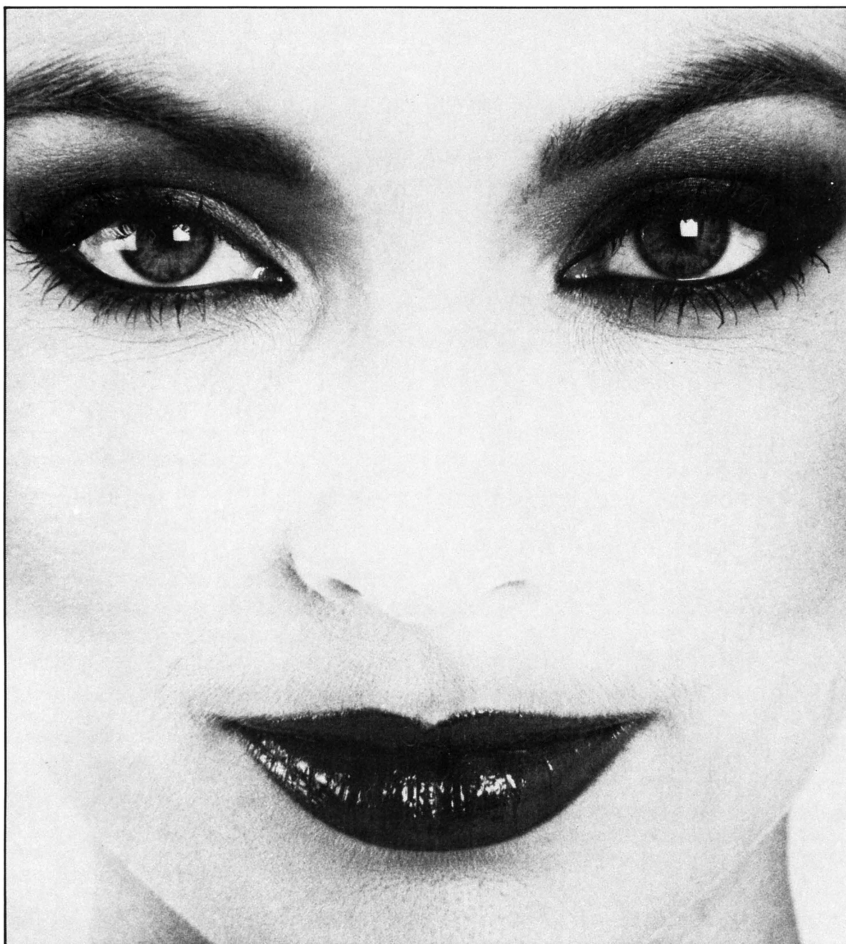
**F**

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**F.W. & Associates, Inc.**  
2605 W. 1st St.  
Tempe, AZ 85281  
Phone: 602/894-2391  
V.P./Sales: Ed Fochtman, Jr.  
*Product line: coin-op mini-cars*

**J.F. Frantz Manufacturing Co.  
Division of Johnston Products Co.**  
627 Fifteenth Avenue  
East Moline, IL 61244  
Phone: 309/755-5021  
Toll-free: 800/447-6768  
800/322-0685 (Illinois)  
President: Bud Johnston  
*Product line: target games*

**Funai/Esp Incorporated**  
3111 S. Valley View Bldg. E 120  
Las Vegas, NV 89102  
Phone: 702/362-4402  
Toll-free: FAX 702/362-0483  
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## G

### G Manufacturing

1620 E. 30th  
Cleveland, OH 44114  
Phone: 216/781-4600  
Toll-free: 800/321-3072  
President: Ed Griffiths  
V.P.: Joe Seider  
Sec.: Norman Goldstein  
Tres.: Andy Baumgardner  
*Product line: ball bowlers*

### Game Plan, Inc.

1515 W. Fullerton Ave.  
Addison, IL 60101  
Phone: 312/628-8200  
Telex: 20-6098  
Exec. V.P.: Wendell McAdams  
Finance Officer: James L.Eterno  
Mktg./Sales Mgr.: Hugh Gorman  
Mgr. Engr.: Martin Rosenthal  
Mfg. Mgr.: Don Reagan  
Parts Supv.: Arlene DiGiacinto  
*Product line: video game, pinballs*

### Games by Merlin

3140 Polaris #22  
Las Vegas, NV 89102  
Phone: 702/873-7799  
Owner: Sheila Fairfield  
*Product line: countertop games*

### Games of Nevada

2607 South Highland Dr.  
Las Vegas, NV 89109  
Phone: 702/732-1414  
Owner: Mickey Wichinsky  
Engr.: Nick Gutknecht  
Video: Victor Tsao  
R&D: John Rosenberger  
Sales Mgr.: Duke Borusuite  
Serv. Mgr.: Hank Danowski  
*Product line: amusement games, specialty machines, video machines*

### Gametronix International, Inc.

8053 Bloomington Frwy. Suite 121  
Minneapolis, MN 55420  
Phone: 612/884-5922  
President: Thomas J. Sweningson  
V.P.: Lynn M. Sweningson  
*Product line: reaction testing games for bartops, tables, arcades; and other bartop games*

### Global Billiard

Manufacturing Co.  
1263 West 132nd Street  
Gardena, CA 90247  
Phone: 213/327-0562  
Torben W. Gramstrup,  
*Product line: Global coin-operated pool tables and accessories*

### Greyhound Electronics

Route 37 & Germania Station Rd.

Toms River, NJ 08753

Phone: 201/341-5200

Toll-free: 800/222-0491 (outside NJ)

Chairman: Carmen Ricci

President: Edward Florimont

V.P. Sales: Tom Ricci

*Product line: countertop and upright video card games*

## H

### Ed Hanna Co.

P.O. Box 290777  
Davie, FL 33329  
Phone: 305/474-5888  
Owner: Edward A. Hanna  
*Product line: coin-operated automatic photo studios and component parts*

### House of Cards, Inc.

4641 Roswell Rd., N.E.  
Atlanta, GA 30342  
Phone: 404/255-5370  
President: Michael Shannon  
V.P. Sales: Dick Shannon  
Sales Mgr.: Bob Nolan  
*Product line: countertop amusement only machines*

## I

### Imperial International

6 Empire Blvd.  
Moonachie, NJ 07074  
Phone: 201/440-6811  
Nat'l Sales Mgr.: Mike DiMotta  
Sales: Mike Cetinich  
*Product line: Premier soccer table*

### Innovative Concepts in Entertainment, Inc.

590 Young St.  
Tonawanda, NY 14150  
Phone: 716/693-9535  
Toll-free: 800/342-3433  
President: Ralph A. Coppola  
V.P.: Jack R. Willert  
Gen. Mgr.: Manny Wagle  
V.P. Mktg.: Steve Berstein  
*Product line: Chexx-Ice Hockey and other electromechanical games*

### Innovative Promotions

525 1st Street  
Rock Island, IL 61201  
Phone: 309/788-1264  
President: Thomas Leon  
Sales: George Pappas,  
Mike Bosanac & Joe Delphino  
*Product line: gas go-carts, animation, money machine, and fun mirrors*

**Interlogic Inc.**  
 9806 W. Farragut Ave.  
 Rosemont, IL 60018  
 Phone: 312/671-0305  
 Toll-free: FAX 312/671-0533  
 Telex: 270359  
 President: Ben Har-El  
 V.P. Frank Bundra  
*Product line: conversion kits*

**International Mutoscope Corp**  
 47-17 Fifth St.  
 Long Island City, NY 11101  
 Phone: 212/784-3800  
 President: Lawrence Galante  
 Sales Mgr.: Eleanor Warchol  
 Service Mgr.: Fred Kornhauser  
*Product line: voice recorders,  
 photo studios, plastic laminating  
 machines*

## K

**K Enterprises**  
 243 Dixon Ave.  
 Amityville, NY 11701  
 Phone: 516/842-4242  
 Telex: 143176 US Biliard Amit  
 Director: Richard M. Simon  
 Dir. of Sales: Len Schneller  
*Product line: coin-op & home pool  
 tables; Klub pool & air cushion  
 games*

**Kiddie Rides U.S.A.**  
 604 Main St.  
 Davenport, IA 52803  
 Phone: 319/326-6467  
 Toll-free: 800/553-8000  
 President: Robert H. Versman  
 Sales Mgr.: Mel LaForce  
 Service Mgr.: Pete Gurko  
*Product line: kiddie rides,  
 children's electronic games,  
 Cartoon Theaters, battery operated  
 rides, hydraulic rides*

**Konami, Inc.**  
 20655 S. Western Ave., Suite 116  
 Torrance, CA 90501  
 Phone: 213/533-8644  
 Telex: 4720119 Konamer  
 President: Ken Ichiki  
 Exec. Assist.: Patty Vaccaro  
 Sales & Mktg. Mgr.: Mark Affif  
 Accts. Receivable: Kenji Shinkai  
 Serv. Mgr. Fumiaki Tanaka  
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## L

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Boston, MA 02110  
 Phone: 617/720-0696  
 Also: 60 Aberdeen  
 Cambridge, MA 02138  
 Phone: 617/576-3560  
 President: Bob Walker  
 V.P.: Thom Kidrin  
 Product line: laser disc games, laser  
 jukeboxes

Loewen-America, Inc.  
 9213 Park Lane  
 Franklin Park, IL 60131  
 Phone: 312/451-1909  
 President: Rus Strahan  
 Office Mgr.: Carol Strahan  
 Sales Mgr. Bob Lentz  
 Serv. Mgr. Mike Jablonski  
 Product line: NSM phonographs

**M**

**Magic Conversion Co.**  
 P.O. Box 3263  
 820 Elmwood Ave.  
 Providence, RI 02907  
 Phone: 401/461-9389  
 Kevin McIntyre  
 Product line: conversion kits for  
 video games, interchangeable  
 games

**Marantz Piano Company, Inc.**  
 P.O. Box 460  
 Morganton, NC 28655  
 Phone: 704/437-7135  
 Exec. V.P.: Anthony M. Blazina  
 Product line: coin-operated player  
 piano; computerized signs

**Master Pitching Machine**  
 4200 Birmingham Rd.  
 Kansas City, MO 64117  
 Phone: 816/452-0228  
 Sales Mgr.: Tony Cutolo  
 Product line: coin-op baseball  
 pitching machines & batting cages

**Matrix Marketing Corp.**  
 6407 Cecilia Circle  
 Bloomington, MN 55435  
 Phone: 612/944-0577  
 Sales Mgr.: Marshall Sektor  
 Product line: pay phones

**Meltec, Inc**  
 1550 B Las Plumas Ave.  
 San Jose, CA 95133  
 Phone: 408/923-1302  
 President: Melvin J. McEwan  
 V.P.: Albina McEwan  
 V.P.: John McEwan  
 Service Mgr.: Mike McEwan  
 Product line: Boom Ball arcade  
 game

**Merit Industries**  
 630 Woodland Ave.  
 P.O. Box 213  
 Cheltenham, PA 19012  
 Phone: 215/379-1000  
 Toll-Free: 800/523-2760 (sales &  
 serv.)  
 Telex: 831897  
 President: Peter Feuer  
 V.P.: Mort Ansky  
 Sales: Dave Weiss, Gene Auletto,  
 David Rubenstein, Barton Dumas  
 Prod. Mgr.: Harry Fritz  
 Cust. Serv. Mgr.: Bob Gaspari  
 Product line: amusement counter-  
 top games

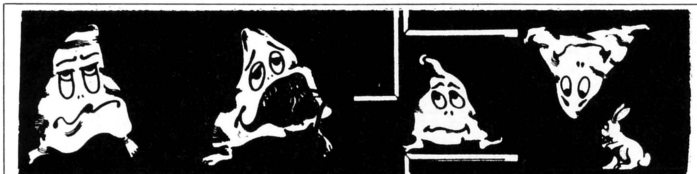
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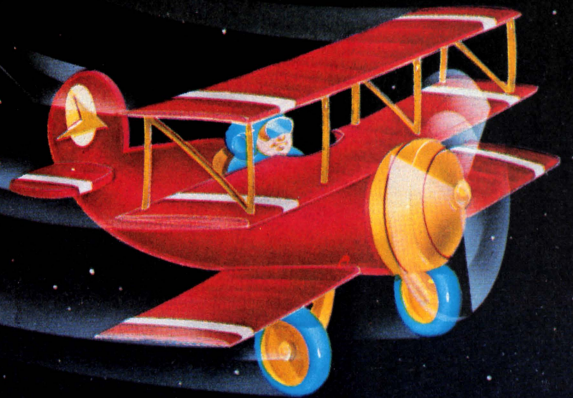
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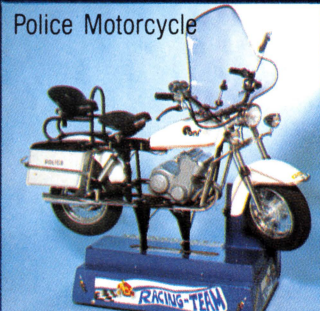




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*Product line: manufacture pool  
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Sales Mgr.: Ralph Hotkins  
*Product line: "Bat-A-Ball" baseball,  
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President: Gordon W. Murrey  
Sales Mgr.: Pat Murrey  
*Product line: pool tables, soccer  
tables; indoor recreation equip-  
ment*

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Holbrook, MA 02343  
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Telex: 1-94-8560 MYIMPA  
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Serv. Mgr.: Kevin O'Leary  
*Product line: video games*

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800/942-1620 (in Illinois)  
800/323-9121 (outside Illinois)  
Telex: 72-8463  
President: Boyd W. Browne  
V.P./Finance & Admin.:  
William J. Kwasniewski  
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Staff Principal Engineer:  
Bill Jacobs  
*Product line: video, pinball, arcade  
amusement devices*

## N

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Sunnyvale, CA 94089  
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Toll-free: 800/538-1610  
President: Namco, Ltd., Japan  
Masaya Nakamura  
President: Namco-America, Inc.  
Hideyuki Nakajima  
V.P. & Gen. Counsel:  
Dennis Wood  
Sales Mgr.: Joanne Anderson  
*Product line: electro-mechanical  
and video games*

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3956 Virginia Ave.  
Cincinnati, OH 45227  
Phone: 513/271-8888  
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V.P. & Gen. Mgr.: Steve Verdin  
*Product line: pocket billiard  
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hockey games*

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Phone: 813/392-1293  
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*Product line: kiddie rides*

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Gardena, CA 90248  
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TWX: 910346 6952 NCBTUSA  
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Sales Mgr.: Brian Ogihara  
*Product line: video games*

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Altoona, PA 16601  
Phone: 814/943-7752  
Toll-free: 800/458-3443  
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President: Robert S. Faith  
V.P.: James C. Faith  
*Product line: complete games, kits,  
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**Nintendo of America, Inc.**  
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P.O. Box 957  
Redmond, WA 98052  
Phone: 206/882-2040  
Toll-free: 800/633-3236  
Telex: 152933  
President: Minoru Arakawa  
V.P. Mktg.: Ronald J. Judy  
Dir. Mktg. Commercial Prod.:  
William Gillam  
Dir. Mktg. Consumer Prod.:  
Bruce Lowry  
Tech. Serv. Mgr.: John Pedersen  
Adv.: Debra K. Simmonds  
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*Product line: coin-op video games,  
table top electronic games*

**Nomac Ltd.**  
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Phone: 312/658-6166  
Toll-Free: 800/323-0449  
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President: Bill McClure  
Exec. V.P.: Fred Kelley  
Gen. Mgr.: Mike Gannon  
*Product line: Century Darts, Royal  
Darts; electronic dart games;  
accessory line for electronic dart  
games*

**North American Amusement Co.**  
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Rock Island, IL 61201  
Phone: 309/788-0135  
Toll-Free: 800/622-4357  
President: Thomas Leon  
Sales: George Pappas,  
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*Product line: kiddie rides*

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4910 W. Linebaugh Ave.  
Tampa, FL 33624  
Phone: 813/962-4012  
President: David Norton  
Admin. Assist./Mktg.:  
Linda L. Lynch  
Mktg./Design: Betty Rodgers  
Serv. Mgr.: Lore' Eargle  
*Product line: novelty games & ticket  
venders*

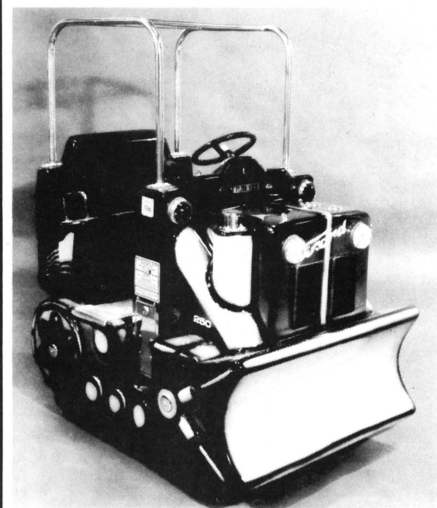
## P

**Penn-Ray Sutra Corp.**  
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Mktg./Sales: C.A. Butowicz  
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*Product line: heart rate machine*

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Lee Rosenzweig  
Dir. Mktg. & Sales:  
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Sales/ Mktg.: Frank W. Schulz  
Cust. Serv. Mgr.: Anthony Ocasio  
*Product line: coin-operated phono-  
graphs, video games, and vending  
machines*

**Rowe International, Inc.**  
75 Troy Hills Rd.  
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Phone: 201/887-0400  
Telex: 136412  
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Exec. V.P. & Chief Oper. Officer:  
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V.P. Mktg.: Edward A. Wiler  
Pres./Dist. Oper.:  
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*Product line: phonographs, Video  
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OBA bill acceptors, ticket vendors,  
background and foreground music  
systems, vending machines*

## S

**Sega Enterprises, Inc.**  
5555 Melrose Ave.  
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President: Jeffrey Rochlis  
Exec. V.P.: Michael Dulberg  
V.P./Prod.: Steven Wright  
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Gary Niles  
*Product line: designers of laser  
coin-op games*

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Los Angeles, CA 90049  
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Telex: 686164 Segamus BVHL  
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V.P.: E. Morales  
Plant Mgr.: J. Largarcha  
U.S. Rep.: Bert Siegel  
*Product line: video games*

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Milpitas, CA 95035  
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President: Robert Lundquist  
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Sr. V.P. Engr.: Roger Hector  
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Ken Wagener  
Dir. of Field Serv. & Serv. Mgr.:  
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V.P. Finance: Randall Pike  
V.P. Mktg./Sales: Marty Glazman  
*Product line: designers and manu-  
facturers of videos, laser disc, and  
simulator games*

**Signatron USA**  
8150-D Vineland Ave., Suite E  
Sun Valley, CA 91352  
Phone: 213/768-7713  
Telex: 696319 WORWESTCO  
*Product line: video games*

**Simutrek**  
3475 Investment Blvd., Suite 5  
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Chairman: Steve Snow  
President: Noah Anglin  
*Product line: video games*

**Skee Ball, Inc.**  
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Treas.: Frank J. Farnan  
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*Product line: Skee Ball alley, 7-pin alley, Aqua-Blaster water game, Roller Coaster cars, Crazy Dazy ride*

**SNK Electronics**  
3043 Kashiwa St.  
Torrance, CA 90505  
Phone: 213/539-2744  
President: Takahito Yasuki  
V.P./Mktg.: John Rowe  
V.P./Operations: Yuzo Harimoto  
Serv. Mgr.: Darryl Williams  
*Product line: video conversion kits*

**Soo Valley Dist. Corp.**  
440 6th Ave. N.W.  
Sioux Center, IA 51250  
Phone: 712/722-3807  
*Product line: video games*

**Standard Kiddie Rides, Inc.**  
2106 Forbes Avenue  
Pittsburgh, PA 15219  
Phone: 412/391-1611  
President: E. M. Braunstein  
*Product line: kiddie rides*

**Standard Metal Typer Inc.**  
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Phone: 312/583-8300  
Sales Mgr.: Tom Koontz  
*Product line: aluminum ID disc vendor which custom-prints player's selected characters*

**Stern Electronics, Inc.**  
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Elk Grove Village, IL 60007  
Phone: 312/981-9600  
Telex: 25-4657  
President: Gary Stern  
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Dir. Adv./Promotion:  
Lauran Bromley  
Treas.: Ron Simon  
V.P./Operations: Tony Trocano  
Dir. of Sales: Bob Breither  
Field Serv. Mgr.: Lou Rudolph  
*Product line: coin-operated video games*

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V.P.: Mike Flanagan & Bill Hoffmann  
*Product line: Super Ball bowling game with ticket dispenser*

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**T**

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**Taito America Corporation**  
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Telex: 25-3290

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*Product line: video games, arcade games*

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*Product line: Pulse-Meter, Mini Clinic*

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Ft. Worth, TX 76117  
Phone: 817/831-2231  
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Office Mgr.: Brenda McCloud  
*Product line: table soccer machines and parts*

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Los Angeles, CA 90034  
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President: Richard W. Housman  
V.P. Mktg. & Distribution:  
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Sales Mgr. George Grey

Dir./Advertising: Michael Fodor  
Service Mgr.: Hanky Kim  
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4467 E. Park Dr., Gwinnett Park  
Norcross, GA 30093  
Phone: 404/925-8515  
President: Ronald G. Green  
*Product line: robot arcade games*

---

**U**

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**U.S. Billiards, Inc.**  
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Phone: 516/842-4242  
President: Albert Simon  
Exec. V.P.: Richard M. Simon  
Dir. of Sales: Len Schneller  
Controller: Dave Nankoff  
R&D: Stan Levine  
Cust. Serv. Mgr.: James Fish  
*Product line: coin-op pool tables, video games, air-cushion games, coin-op bowlers*

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Telex: 143176  
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Exec. V.P.: Richard Simon  
Dir. of Sales: Len Schneller  
Controller: Dave Nankoff  
R&D: Stan Levine  
Cust. Serv. Mgr.: James Fish  
*Product line: coin-op bowlers & amusements*

**United Billiards, Inc.**  
(U.B.I., Inc.)  
51 Progress St.  
P.O. Box 37  
Union, NJ 07083  
Phone: 201/686-7030  
President: Jack Morris  
Gen. Mgr.: Alex Macino  
*Product line: coin-op and home pool tables, Bimbo & Luigi, Bankroll, cabinets*

**Universal U.S.A. Inc.**  
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Sales Dir.: Bill Cravens  
Mktg.: Craig Trebel  
Cust. Serv.: Ray Musci  
Sales: Brian Duke  
Product line: video games

Utec, Inc.  
2770 Highland Ave.  
Cincinnati, OH 45212  
Phone: 513/531-2800  
President:  
Warren G. Rosendahl, Jr.  
Operations, Gen. & Prod. Mgr.:  
Don Gredig  
Product line: kiddie rides

# V

Valley Company  
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P.O. Box 656  
Bay City, MI 48707  
Phone: 517/892-4536  
Toll-free: 800/248-2837  
Telex: 234218  
President: Charles P. Milhem  
V.P. Mfg.: Richard B. Shelton  
V.P. Finc.: Alan R. Schafer  
Sales Mgr.: Emil M. Marcet  
Product line: coin-operated and bumper pool tables, soccer tables, fancy two-piece cues

Vending International Corp.  
33157 Camino Capistrano, Suite C  
San Juan Capistrano, CA 92675  
Phone: 714/661-6808  
President: Ken E. Blackburn  
V.P.: Tony Derrigo  
Product line: arm wrestling, balloon vender Frog Hunter water game, cotton candy vending machine, sales reps for Namco's Frog Ball, Sweet Licks, Shoot Away, Mountain Crane

Venture Line, Inc.  
3731 East LaSalle  
Phoenix, AZ 85040  
Phone: 602/243-6289  
Toll-free: 800/528-1442  
Telex: 667-499  
President: Joe York  
Gen. Mgr.: Phil Vaught  
Dir. Engr.: George Foster  
Service Mgr.: Rich Malecki  
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 Toll-free: 800/521-2138  
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 Telex: 181149 WEST LSA  
 President: Jack Millman  
 PR Dir.: Sheryl Neely  
 Sales Mgr.: Dan Green  
*Product line: video jukeboxes*

**Video Sound**  
 243 Dixon Ave.  
 Amityville, NY 11701  
 Phone: 516/842-4242  
 Telex: 143176 US Biliard Amit  
 President: Richard Simon  
 V.P.: Michael Green  
 Dir. of Sales: Len Schneller  
*Product line: video sound coin-operated video jukeboxes*

## W

**Williams Electronics, Inc**  
 3401 N. California Avenue  
 Chicago, IL 60618  
 Phone: 312/267-2240

Toll-free: 800/572-1324 (IL)  
 Toll-free: 800/621-1253  
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 V.P./Finance: John Nemec  
 V.P./Mfg.: John Masterson  
 V.P. Dir./Mktg.: Ron Crouse  
 Ad Mgr.: Nancy Goodwin  
 Dir./Sales: Joseph Dillon  
 Dir. of Engr.: Don Hassler  
*Product line: pinball and video games*

**WorldVend Pulsescan Co.**  
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 Rancho La Costa, CA 92008  
 Phone: 619/942-7076  
 Telex: 695073  
 President: Bruce W. Fisch  
*Product line: coin-op physical fitness machine (heart rate, pulse rate)*

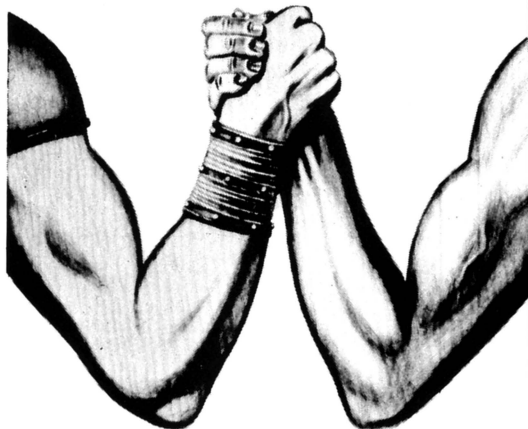
## Z

**Zamperla, Inc.**  
 16 Edgeboro Road

East Brunswick, NJ 08816  
 Phone: 201/238-6280  
 Telex: 642-286  
 Sales Mgr.: Alberto Zamperla  
 Service Mgr.: Carlo Guglielmi  
*Product line: Punchball, Bull, Sputnik and Soccer strength testing machines; Mr. Muscle arm wrestling machine; kiddie coin-operated rides*

**ZAP**  
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V.P.: Joe E. Capilouto

Sec./Treas.: Morris R. Phia

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Parts Mgr.: Mike Tipton  
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Service Mgr.: Mick Gifford  
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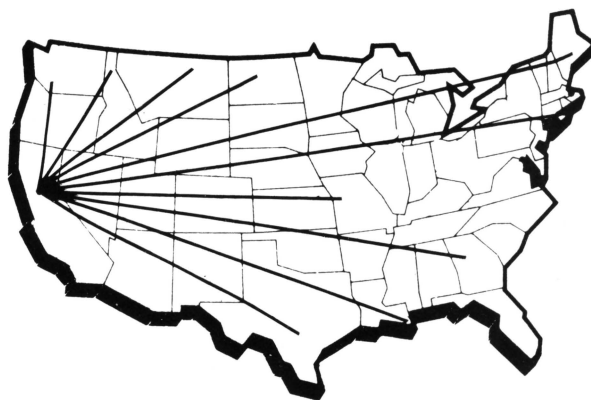
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Phone: 305/857-3381 or 857-3386  
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*Representing: Ardac, Automatic Products, Standard Changers, Centuri, Dynamo, Exidy, Mylstar, Litton, Moyer Diebel, Mars Money System, Nintendo, Irving Kaye, Taito, U.S. Billiards*

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Toll-free: 800/432-9301 (FL only)  
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Keith Skelding,  
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*Representing: Atari, Bally/Midway, Cinematronics, Exidy, Mylstar, Rowe Music & Vending, Stern, Nintendo, Taito, Valley, Williams*

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Hollywood, FL 33020  
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Regional Mgr. Southern Region:  
Joe Gilbert  
Branch Mgr.: Bill Stewart  
Sales: Art Mull, Jeff Krintzman  
Service Mgr.: Bob Ammani  
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Operations Mgr.: James P. Ingersoll  
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V.P./Gen. Mgr.: Jerry Reeves  
*Representing: American Shuffleboard, Automatic Products, Bally/Midway, Centuri, Deutsche Wurlitzer, Moyer Diebel, Tournament Soccer, Valley, RMI, Digital Controls, Universal, Mylstar*

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Manager: Carl Jonas  
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Atlanta, GA 30325  
Phone: 404/351-0414  
President: Leon Sokolic  
*Representing: Vivid-Vision videos; coin-operated VHS systems*

**Game Exchange/Southeast, Inc.**  
1701-C Spring St.  
Smyrna, GA 30080  
Phone: 404/435-0802  
Toll-free: 800/241-1877  
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President: Steven J. Bodenstein  
Sales Mgr.: Neil Marbach  
Serv. Mgr.: Russ Hawn  
*Representing: distributor of reconditioned games; exporting, arcade and route counseling*

**Greater Southern Dist. Co.**  
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Phone: 404/352-3040  
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V.P./Admin.: Rubin M. Piha  
V.P./Sales: David F. Capilouto  
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*Representing: Rock-Ola, Atari, Cinematronics, Nintendo, Exidy, Game Plan, U.S. Billiards, Automatic Products, Bally/Midway, Ardac, Mylstar, Stern, Moyer-Diebel, Williams, Taito, Universal*

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# Play Meter's Equipment Poll

## TOP VIDEOS Arcade Locations

Twelve of 30 videos (40%) with a response rate over 10 percent have above average performances.

	Rating		
	Feb. 15	Feb. 1	Jan. 15
★ 1. M.A.C.H. 3/Mylstar .....	100.0	100.0	108.5
2. Dragon's Lair/ Cinematronics .....	95.3	74.1	100.0
★ 3. Track & Field/ Konami/Centuri .....	92.3	85.5	96.8
★ 4. Pole Position 2/Atari .....	84.3	73.6	—
5. Pole Position/Atari .....	68.5	69.0	71.3
6. Star Wars/Atari .....	66.3	67.4	76.1
★ 7. Elevator Action/Taito .....	63.7	63.0	68.0
★ 8. Donkey Kong 3/Nintendo .....	62.0	64.4	—

### Provisionally Rated Videos

	Rating		
	Feb. 15	Feb. 1	Jan. 15
Provisional Ratings			
Astron Belt/Bally/Midway .....	90.6	90.0	—
Birdie King/Mama Top .....	75.8	—	—
Discs of Tron/Bally .....	70.4	74.7	81.6
Cliff Hanger/Stern .....	60.3	66.6	95.9

## NOVELTIES (non-videos) Arcade & Street Locations

Thirteen of 21 novelties (61.9%) with a response rate over 10 percent have above average performances.

	Rating		
	Feb. 15	Feb. 1	Jan. 15
★ 1. Big Strike/Williams .....	100.0	—	64.4
2. Ice Cold Beer/Taito .....	99.7	—	66.6
★ 3. Skee-Ball/Skee-Ball .....	98.4	100.0	66.6
★ 4. Ninja Gun/ American Arcade .....	92.7	95.4	77.7
5. Chexx/ICE .....	87.2	92.1	—
★ 6. Whirly Bucket/Exidy .....	82.4	100.0	63.9

### Provisionally Rated Novelties

	Rating		
	Feb. 15	Feb. 1	Jan. 15
Provisional Ratings			
Shoot Away/Namco Am. ....	116.5	116.6	60.0
Boom Ball/Meltec .....	114.7	94.4	66.6
High Ball/Norton Co. ....	105.9	118.7	76.6
Triple Strike/Williams .....	105.9	—	—
Zeke's Peke/Taito .....	105.9	—	—
Whac-A-Mole/ Bob's Space Racers .....	95.3	100.0	100.0
Bowl/G Manufacturing .....	88.2	110.0	66.6

## TOP VIDEOS Street Locations

Eleven of 25 videos (44%) with a response rate over 10 percent have above average performances.

	Rating		
	Feb. 15	Feb. 1	Jan. 15
★ 1. Dragon's Lair/ Cinematronics .....	100.0	100.0	100.0
2. Star Wars/Atari .....	68.9	67.7	91.4
3. Pole Position/Atari .....	67.0	73.1	100.0
4. Mario Bros./Nintendo .....	63.1	—	80.5
★ 5. Mr. Do!'s Castle/Universal ..	61.7	58.6	61.4

### Provisionally Rated Videos

	Rating		
	Feb. 15	Feb. 1	Jan. 15
Provisional Ratings			
M.A.C.H. 3/Mylstar .....	122.7	111.7	—
Track and Field/ Konami/Centuri .....	92.4	79.0	—
Pole Position 2/Atari .....	88.4	85.1	—
Cliff Hanger/Stern .....	72.8	—	—
Elevator Action/Taito .....	64.3	65.0	65.0
Donkey Kong 3/Nintendo ....	63.4	—	—

## TOP PINBALLS Arcade & Street Locations

Eight of 21 pinballs (38%) with a response rate over 10 percent have above average performances.

	Rating		
	Feb. 15	Feb. 1	Jan. 15
★ 1. Rack 'em Up/Gottlieb .....	100.0	95.2	—
★ 2. Granny and the Gators/ Bally .....	97.8	100.0	100.0
3. Firepower II/Williams .....	86.9	75.5	85.8
★ 4. Royal Flush Deluxe/ Gottlieb .....	85.9	—	—
5. X's and O's/Bally .....	85.1	66.6	81.6
6. Eight Ball Deluxe Special/ Bally .....	79.4	—	84.9
★ 7. Sharpshooter II/ Game Plan .....	77.6	—	—
★ 8. Q*bert's Quest/Gottlieb ...	77.6	—	—

★ Conditionally Rated—Weekly average based on less than 50% response rate.

Provisionally rated games in each category are above average performing games with a response rate between 10-25 percent.



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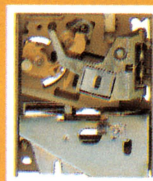
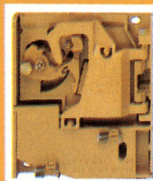
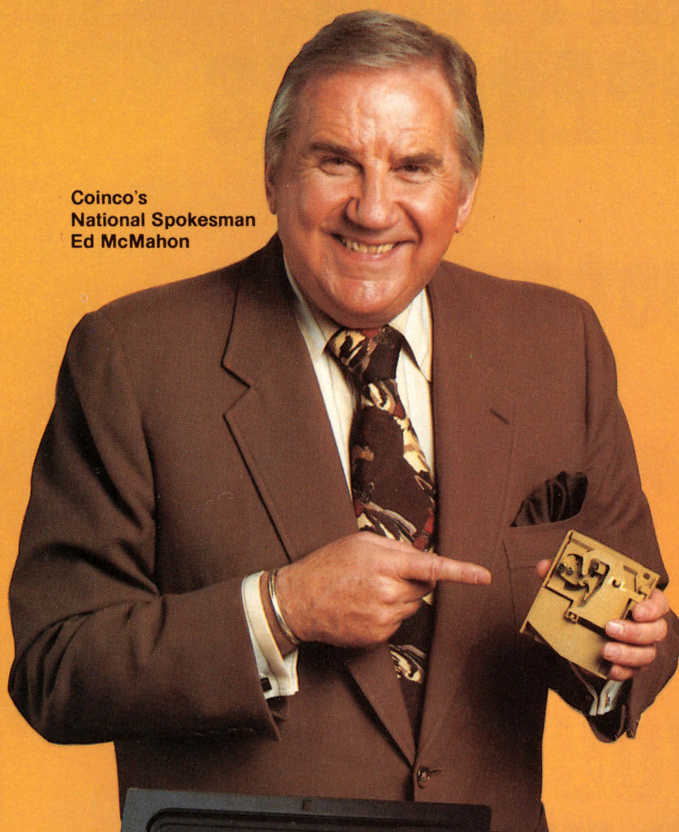


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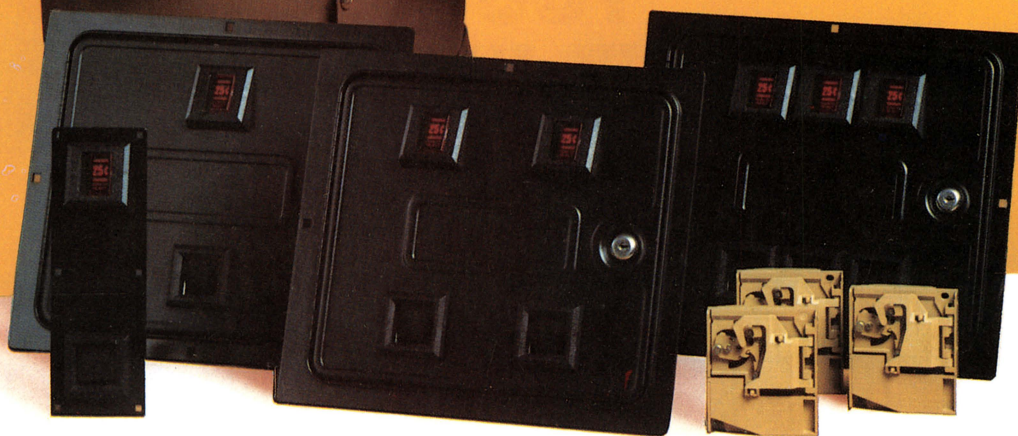
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President: Ron Popp  
*Representing: new and used games and conversion kits*

### Bird Distributors, Inc.

1920 Fox Ridge Dr.  
Kansas City, KS 66106  
Phone: 913/262-8440  
President: A. Lou Ptacek  
V.P./Manager: Duane Zarger  
V.P. Serv. Mgr.: George Ptacek  
*Representing: Automatic Products, Moyer Diebel, Rock-Ola, GPI, GDI, Universal, Nichibutsu, Namco, Data East, U.S. Billiards, United Billiards, Dynamo, Mars, NRI, CoinCo, Centuri, Cinematronics*

### Bird Distributors, Inc.

101 Poyntz Ave.  
P.O. Box "B"  
Manhattan, KS 66502  
Phone: 913/537-2930  
President: A. Lou Ptacek  
V.P./Manager: Floyd Evers  
V.P. Serv. Mgr.: "D.L." Ptacek  
*Representing: Automatic Products, Cinematronics, Moyer Diebel, Rock-Ola, GPI, GDI, Universal, Nichibutsu, Namco, Data East, U.S. Billiards, United Billiards, Dynamo, Mars, NRI, CoinCo, Centuri*

### United Distributors, Inc.

420 S. Seneca St.  
P.O. Box 1995  
Wichita, KS 67213  
Phone: 316/263-6181  
President: Mark Blum, Jr.  
Serv. Mgr.: Mike Jahnke  
*Representing: Automatic Products, Bally/Midway, Centuri, Deutsche Wurlitzer, Dynamo, Game Plan, Taito America, Valley, Venture Line, Exidy, Stern, Data East, Cinematronics, Moyer Diebel, Nichibutsu, U.S. Billiards, Loewen-America (NSM), RMI, Universal, CoinCo, Mars*

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## Kentucky

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### Automated Consultant Systems, Inc.

2523 Data Dr.  
Bluegrass Industrial Park  
Louisville, KY 40299  
Phone: 502/491-4793

President: Juanita Brewer  
General Mgr.: Gene Brewer  
Sales Mgr.: Bill Brewer  
*Representing: Ardac, Data East, Game Plan, Nichibutsu, Universal USA, Utec*

### Cleveland Coin Int'l.

848-G Nandino Blvd.  
Lexington, KY 40511  
Phone: 606/231-8996  
Toll-free: 800/432-9059 (KY)  
800/354-9551 (USA)  
Branch Mgr.: Tim Kiernan  
Sales: Jim Horsh  
*Representing: same lines as Cleveland office*

### James Vending Corp.

4008 E. Indian Trail  
Louisville, KY 40213  
Phone: 502/966-8139  
President: Luther James  
Secretary: Shirley James  
Sales Mgr.: Ray Blythe  
Service Mgr.: Eddie Wheatly  
*Representing: K Enterprises*

### Kentucky Coin

6005 Fern Valley Rd.  
Louisville, KY 40228  
Phone: 502/966-5266  
President: Walter Waldman  
Secretary: Harvey Weingarten  
Ass't Sec.: Jay Waldman  
Parts Mgr.: Sherri Harbin  
Sales Mgr.: Harvey Weingarten  
Service Mgr.: Kevin Moody  
*Representing: Arachnid, Ardac, Atari, Bally/Midway, Digital Controls, Klopp coin counters, ICE, Sharp microwave ovens, Mylstar, Rock-Ola, Cinematronics, Automatic Products, Stern, Valley, CoinCo, Mars Money Systems, Nintendo, Universal, Taito, Centuri, Exidy, Game Plan, Venture Line, GDI*

### Litsey Equipment Co., Inc.

1508 So. 7th St.  
Louisville, KY 40208

Phone: 502/636-1710, 634-1706  
Toll-free: 800/626-6130  
(Bordering States only)  
President: James Litsey, Sr.  
V.P. Sales Mgr.: James Litsey, Jr.  
Foreman/Serv. Mgr.: Les Hartman  
Tech Foreman: Joe Fields  
*Representing: Nichibutsu, Irving Kaye, Game Plan, American Shuffleboard, International Game Technology, Sircoma, Intermark, Data East, U.S. Billiards, Taito, Dynamo*

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## Louisiana

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### A.M.A. Distributors

1525 Airline Hwy.  
Metairie, LA 70001  
Phone: 504/835-3232  
President: Bob Nims  
Sales Mgr.: John Asprodites  
Service Mgr.: Sal Teresi  
*Representing: Automatic Products, Brunswick, Centuri, Exidy, Irving Kaye, Mylstar, Rock-Ola, Universal, Taito, Stern, U.S. Billiards, Valley, Data East*

### Barbin Novelty Co., Inc.

Rt. 3, Box 93-A  
Crowley, LA 70526  
Phone: 318/783-3550, 233-1505  
Toll-free: 800/252-3164 (LA only)  
President: Donald Barbin  
Sales Mgr.: Donald Barbin  
*Representing: Wurlitzer jukeboxes, Dynamo pool tables & foosballs, American pool tables*

### Coin Machine Distributors South Inc.

11800-14 Industriplex Blvd.  
Baton Rouge, LA 70810  
Phone: 504/291-5050  
Toll-Free: 800/633-6432 (in LA)  
800/262-5185 (in AR & MS)  
President: Alexander F. Kress  
V.P.: Harry L. Williamson  
Sales Mgr.: Lambert J. Louviere  
Vending Sales: John R. Stone  
Service Mgr.: Ken Delaney  
*Representing: Bally/Midway, Centuri, Rowe-AMI, Valley, Moyer Diebel, Automatic Products, Vendo, Stern*

### Lakeside Electronics Amusement Co.

310 Covington St.  
P.O. Box 176  
Madisonville, LA 70447  
Phone: 504/845-7146  
President: Scott Cannon  
Sales Mgr.: Mike Cannon  
Office Mgr.: Sarah Cannon  
Service Mgr.: Don Keretz  
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 Phone: 504/888-3500  
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 Jack M. Boasberg  
 G. Robert Boasberg  
 Joseph Isaacson,  
 Edward J. Boasberg  
 Sales Mgr.: Rosemary Nuccio  
 Service Mgr.: Joseph Isaacson  
*Representing: Atari, Williams, Cinematronics, Exidy, Centuri, Game Plan, Taito, Nintendo*

**Operator Sales, Inc.**  
 4102 Washington Ave.  
 New Orleans, LA 70125  
 Phone: 504/822-5800  
 President: John Elms  
 Sales: Dallas LaSalle  
*Representing: Stern/Seeburg  
 Dynamo, Valley, used equipment &  
 pool supplies*

**Ren Enterprises**  
 1525 Airline Hwy.  
 Metairie, LA 70001  
 Phone: 504/835-3232  
*Representing: NSM phonographs*

**Rowe International, Inc.**  
 1327 Danville  
 Kenner, LA 70062  
 Phone: 504/469-0050

Manager: Chuck Steinmetz  
*Representing: Bally/Midway,  
 Centuri, Cinematronics, Dynamo,  
 Nintendo, Rowe Music & Vending,  
 Stern, Valley, Williams*

**S & H Distributing Co.**  
 P.O. Box 37770  
 Shreveport, LA 71133  
 Phone: 318/222-1642  
 Mgr.: Mike Dodson  
*Representing: Atari, Dynamo,  
 Rowe Music & Vending, Stern, Taito  
 America, Valley, Williams*

**TAC Amusement Co.**  
 4102 Washington Ave.  
 New Orleans, LA 70125  
 Phone: 504/822-5800  
 President: John Elms  
 Sales: Dallas LaSalle  
*Representing: Dynamo, Valley, new  
 & used amusement equipment*

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## Maryland

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**Banner Specialty Co.**  
 7160 Ambassador Rd.  
 Baltimore, MD 21207  
 Phone: 301/944-5060  
 Toll-free: 800/237-5000  
 V.P. Sales: Edward A. Kucharski

Branch Mgr.:  
 Raymond J. Christie, Jr.  
 Operations Mgr.: Samuel Balzanna  
 Electronics Dept. Mgr.:  
 Nick Sariogloo  
 Vending & Music Mgr.: Jim Fowler  
 Parts Mgr.: Tom Murphy  
*Representing: Atari, Automatic  
 Products, Centuri, Cinematronics,  
 Coffee-Mat, ICE, Litton, Mars  
 Money Systems, Namco, National  
 Rejectors, Nintendo, Rowe Music &  
 Vending, Simutrek, Taito, Universal,  
 U.S. Billiards, Vending International,  
 Valley*

**Columbia Vending Service**  
 6424 Frankford Ave.  
 Baltimore, MD 21206  
 Phone: 301/485-3700  
 President: Raymond T. Paszkiewicz  
 V.P.: Norbert J. Paszkiewicz  
 V.P. Sales: Jack Dickerson  
 Operations Mgr.: Bernard Hodges  
 Service Mgr.: Barry O'Brien  
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*Representing: Williams Electronics,  
Data East, Dynamo pool tables,  
Valley pool tables, Computran*

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326 Route 3 North  
Millersville, MD 21108  
Phone: 301/987-9062  
President: T. P. Foley  
Sales Mgr.: Tom Foley  
Service Mgr.: Al Pritchard  
*Representing: Computer Kinetics,  
Nichibutsu, U.S. Billiards, Venture  
Line*

**General Vending Sales Corp.**

1003-15 N. Martin Luther King Jr. Blvd.  
Baltimore, MD 21201  
Phone: 301/837-4119  
President: Joel M. Smeyne  
V.P.: Morton Hyatt  
Sales: Craig Hyatt, Mark Smith  
Chuck Weiner  
Parts Serv. Mgr.: Jay Roffeld  
*Representing: Amstar, Ardac,  
Centuri, Data East, Dynamo, Exidy,  
Game Plan, Kasco, Mylstar, Nichi-  
butsu, Nintendo, Rock-Ola, Stern,  
Taito, UBI, Universal, U.S. Billiards,  
Video Sound*

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Sales: Marsha Koenigsberg &  
Randy Sams  
Service Mgr.: Nick DiSabastiano  
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*Representing: Bally/Midway,  
Centuri, Cinematronics, K Enter-  
prises, Sente, Stern/Seeburg,  
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*Representing: Distributor, importer,  
& exporter*

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1400 P Providence Highway  
Norwood, MA 02062  
Phone: 617/762-9300  
Telex: 92-4489  
President: Chuck Arnold  
V.P.: Richard J. Kirby  
Exec. V.P.: John Mauss  
Service Mgr.: David Tucker  
Parts Mgr.: Bob Mulvey  
*Representing: Ardac, Atari, Auto-  
matic Products, Bally/Midway,  
Bhuzac, Centuri, Cinematronics,  
Data East, Dynamo, Exidy, Fixture-  
World, Funai, K Enterprises, Moyer  
Diebel, NRI, Nintendo, Panasonic,  
Rock-Ola, Sente, Stern/Seeburg,  
Taito America, Universal, U.S. Bil-  
liards, Williams*

**Playmor Music, Inc.**

111 'R' Hope St.  
Greenfield, MA 01302  
Phone: 413/774-3124  
President: Timothy J. Strahan  
Treasurer: Paul N. Strahan

Service Mgr.: Louis J. Casella  
*Representing: NSM phonographs*

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888 (Rear) Providence Hwy.  
Dedham, MA 02026  
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Toll-free: 800/523-9672 (MA)  
Toll-free: 800/225-9750  
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Regional Oper. Mgr.:  
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Sales Music & Games:  
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Sales/Vending: Arthur Frates  
Gen. Serv. Mgr./Games:  
John Magner  
Serv. Mgr./Music:  
William Mitchell  
Parts Mgr.: Faith Delaiarro  
Serv. Mgr./Vending: Fred Smith  
*Representing: Rowe Music &  
Vending, Atari, Bhuzac, Centuri,  
Cinematronics, Exidy, ICE, Bally/  
Midway, Mylstar, Nintendo, Stern,  
Taito, U.S. Billiards, Valley, Zaccaria*

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## Michigan

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### **Alcohol Countermeasure Systems Inc.**

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Algonac, MI 48001  
Phone: 313/961-3405  
President: Jack George  
Representing: *breath-testing machines*

### **Bally Midwest, Inc. (formerly Empire Dist.)**

11998 Merriman Rd.  
Livonia, MI 48150  
Phone: 313/525-8700  
Telex: 23-0212  
V.P. Hank Heiser  
Sales: Roger Harvey  
Art Zurawski  
Randall Milan-Williams  
Sales Vending: Keith Healey  
Mike Toohey  
Service Mgr.: Ted Donovan  
Representing: *Ardac, Atari, Automatic Products, Bally/Midway, Centuri, Cinematronics, Exidy, Mylstar, Moyer-Diebel, Nintendo, Rock-Ola, Stern/Seeburg, Williams, Valley*

### **Bally Midwest, Inc.**

3423 Lousma Dr. S.E.  
Wyoming, MI 49508  
Phone: 616/243-3644  
Mgr.: David Hobbs  
Sales: Jim LaRoux  
Vending Sales: Ken Beimier  
Service Mgr.: Henry DeWall  
Representing: *same lines as Livonia office*

### **Cleveland Coin Machine Exchange**

15191 Telegraph  
Redford, MI 48239  
Phone: 313/534-7880  
Mgr.: Merle Stark  
Representing: *same lines as Cleveland office*

### **North American Interstate, Inc.**

3842 West 11 Mile Rd.  
Berkley, MI 48072  
Phone: 313/543-1666  
Toll-free: 800/572-5034 (MI)  
President: Phillip A. Toth  
V.P.: William Mirch  
Representing: *new & used equipment*

**North American Interstate**  
3508 Roger B. Chaffee Blvd.

Grand Rapids, MI 49508  
Phone: 616/247-4771  
Branch Mgr.: Jim LaPlante  
Representing: *new & used equipment*

### **North American Interstate**

3340 Keystone  
Traverse City, MI 49684  
Phone: 616/947-1580  
Branch Mgr.: Michael Schleim  
Representing: *new & used equipment*

### **Rowe International, Inc.**

24540 Capital  
Redford, MI  
Phone: 313/532-5600  
Manager: John Pascaretti  
Vending Sales: Ed Cromwell  
Phonographs & games: Art Hebert  
Representing: *Rowe phonographs and bill/coin changers, vending machines*

### **World Wide Distributors, Inc.**

2740 Hague S.W.  
Wyoming, MI 49509  
Phone: 616/532-1121  
Branch Manager: Andy Mark  
Sales Execs.: Richard Cupp,  
Everett Stockton  
Service Mgr.: Ron Van Hofwegen  
Representing: *American Shuffleboard, Data East, NSM, Stern, Taito America, U.S. Billiards/K Enterprises, Valley*

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## Minnesota

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### **Hanson Dist. Co./I.T.C.**

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Phone: 612/884-6604  
Toll-free: 800/352-2780 (MN)  
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V.P.: Kirk McKennon  
Treasurer: Gary Balk  
Parts Mgr.: Carl Forsberg  
Sales Mgr.: Kirk McKennon  
Service Mgr.: Scott Nelson  
Representing: *Exidy, ICE, Zaccaria, Digital Controls, DEC, CompuPro, Texas Instruments, Tele Video, Real World, Ashton-Tate, NSM, Deco (Data East), Universal, Cinematronics, Arachnid Mark Darts, Tournament Soccer, Game Plan, K-Tron*

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9549 Penn Ave. South  
Minneapolis, MN 55431  
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Toll-free: 800/328-2960  
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Sales Mgr.: John Zeglin  
Service Mgr.: Cecil Waulk  
Representing: *Games & Music: Arachnid, Atari, American Shuffleboard, Bally/Midway, Cinematronics, Dynamo, Exidy, Interlogic, Konami, Mylstar, Nintendo, Irving Kaye, Poland, Rowe, Sente, Simutrek, Stern/Seeburg, Taito, Tommy Liftgate, Williams; Vending: Automatic Products, Coffee-Mat, Creative Fixtures, Litton, Mars, Moyer-Diebel, RMI, Vendo/USI, Rowe*

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Leasing & Sales: Warren Sandler  
Sales Mgr.: David Sandler  
Service Mgr.: Charles Schneider  
Representing: *American Shuffleboard, Automatic Products, Bally/Midway, Rock-Ola, Valley, Nichibutsu*

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## Mississippi

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### **Dixie Amusement Co.**

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Phone: 601/374-2681  
Pres./Gen.Mgr.: Steve Rodolfich  
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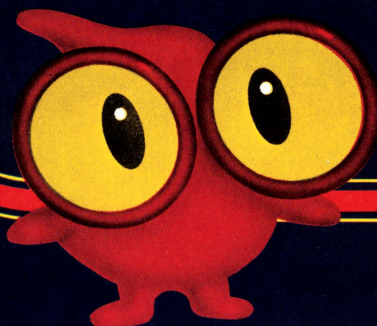
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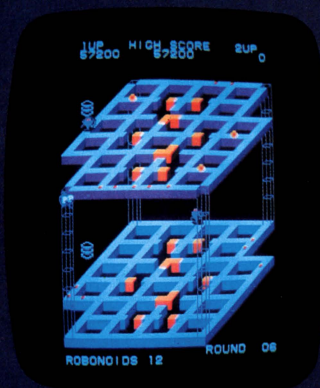
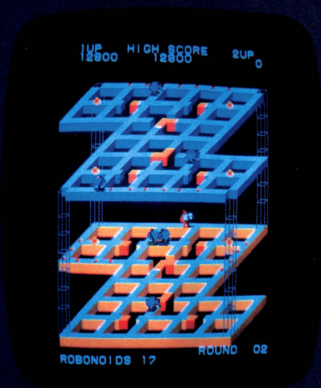
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Phone: 314/421-5100

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V.P./Sales: Marion M. Mitchell

V.P./Mktg.: Brian M. Nelson

Sec./Treas.: Norman Marsh

Serv. Mgr.: Doug Nobilette

Representing: Centuri, Cinematronics, Nintendo, Dynamo, Exidy, Data East, Electro-Sport, Mylstar, Taito, Universal, U.S. Billiards, Woodbine, Deutsche Wurlitzer, Zaccaria, Game Plan, Greyhound

### Auto Amusement Systems

1909 Locust

St. Louis, MO 63103

Phone: 314/621-1750

President: Mike McCormick

Sales Mgr.: Kyle Sherrill

Serv. Mgr.: Dana Levy

Representing: Universal, Enter-Tech, Ltd., Auto Photo

### Bally Midwest

2079 Congressional Dr.

St. Louis, MO 63146

Phone: 314/991-1505

Manager: Joe McCarthy

Ass't. Mgr.: Dennis Sterns

Sales: Rich Grant

Vending Sales: Jerry Rogers

Representing: Ardac, Automatic Products, Bally/Midway, Centuri, Dynamo, Moyer Diebel, Nintendo, Rowe Music, Valley, RMI, Data East, Universal, Vendo, Arachnid, Atari, CoinCo, Taito

### Central Distributors

701 East 8th Street

Eldon, MO 65026

Phone: 314/392-7122

Toll-free: 800/325-3353

(outside MO)

President: N. Earl Veatch

Representing: Bally/Midway, Valley

### Continental Divide

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Kansas City, MO 64111

Phone: 816/531-3944

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Representing: Williams, Nintendo, Taito, Centuri, Universal, Premier, U.S. Billiards, NSM, Tornado

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St. Louis, MO 63103

Phone: 314/421-3622

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Sec.: Louise Jackson

Sales Mgr.: Lewis Ruben

Service Mgr.: James Russell

Representing: Loewen-America, Stern/Seeburg, Williams, Irving Kaye

### Philip Moss & Co.

1601 Forest

Kansas City, MO 64108

Phone: 816/421-4570

Manager.: Robert Porembski

Representing: American Shuffleboard, Atari, Bally/Midway, Centuri, Game Plan, Mylstar, K Enterprises, Nintendo, Rowe Music & Vending, Stern, Taito America, Universal, U.S. Billiards, Valley, Williams

### Musical Sales, Inc.

2920 Locust St.

St. Louis, MO 63103

Phone: 314/535-4310

President: Joe McCormick

Branch Mgr.: Sam Massaro

Representing: Rock-Ola, Automatic Products, RMI, TKW, Ardac, Game Plan, Keset Locks, CoinCo, Mars, Valley

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Sales: Bruce Smith, Gary Sutton  
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*Representing: Atari, Rowe Music & Vending, American Shuffleboard, Bally, Cinematronics, Game Plan, Mylstar, Nintendo, Stern, Valley*

#### **World Wide Distributors**

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Phone: 314/652-1155  
Mgr.: Jerry Womble  
*Representing: Amana, Arachnid, Data East, Destron, Hamilton, K Enterprises, LaCrosse, Lektro-Vend, NSM, Stern/Seeburg, Taito, Universal, U.S. Billiards, Valley*

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**H. B. Brinck, Inc.**  
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Butte, MT 59701  
Phone: 406/723-6726  
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V.P./Sales Mgr.: John Darlington  
Treasurer: Robert Wedlake  
Sec.: Lewis Hettick  
*Representing: Rock-Ola, Valley, Mylstar, Taito*

**Continental Divide**  
547 S. 20th St. W, Unit 5  
Billings, MT 59102  
Phone: 406/652-4907  
Mgr.: Dennis Tessmer  
*Representing: Nintendo, Taito, Centuri, Universal, Premier, U.S. Billiards, NSM, Tornado*

**Montana Billiard Supply**  
134 Regal St.  
P.O. Box 20878  
Billings, MT 59102  
Phone: 406/259-4898  
Sales Mgr.: Tom Orth

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## Nebraska

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**Central Distributing Co.**  
3814 Farnam St.  
Omaha, NE 68131  
Phone: 402/553-5300  
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Sales Mgr.: Mark Singer  
Parts: Steve Brun  
Serv. Mgr.: Steve Ronneau  
*Representing: Arachnid, Ardac, Atari, Automatic Products, Bally/Midway, Centuri, Cinematronics, Data East, Deutsche Wurlitzer,*

*Digital Controls, ICE, Nichibutsu, Nintendo, Simutrek, Stern, Universal, Valley*

**Coin-A-Matic, Inc.**  
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Omaha, NE 68112  
Phone: 402/455-7100  
President: Ray Lantry  
V.P.: Joe Blend  
*Representing: American Shuffleboard*

**H & Z Distributing Co.**  
1321 Jones St.  
Omaha, NE 68102  
Phone: 402/341-1121  
Corporate Officers:  
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Judy A. Katzman  
Sales Mgr.: William Katzman  
Service Mgr.: Joseph DiMauro  
*Representing: Rock-Ola, Electro-Sport, United Billiards Bimbo, Data East, Tommy Liftgate, Game Plan*

**Midwest Coin Machine Distributors**  
2502 Leavenworth Street  
Omaha, NE 68105  
Phone: 402/345-8669  
President: Joe Blend  
Sales Mgr.: Pete Godwin  
Service Mgr.: Dennis Kelley  
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**Philip Moss & Co.**  
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Omaha, NE 68127  
Phone: 402/331-2333  
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Parts Mgr.: Dineal Olsen  
Service: Sam, Jerry, & Kelly  
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## Nevada

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Telex: 354414  
Cable: BALDISCO  
President: Alan Maiss  
V.P.: George J. Vucanovich

Operations Mgr.: Nick Greenwood  
Operations Mgr. Las Vegas:  
Ray Brown  
Sales Mgr.: Tom Mulligan  
Dir. of Adv.: Jeff Gilbert  
Gen. Mgr.(Elko, NV): Tom Jenkins  
Route Mgr.: Don Britt  
Serv. Mgr.: Warren Schaffer  
*Representing: Division of Bally/Midway Manufacturing*

**Bally Distributing of Nevada, Inc.**  
2609 So. Highland Dr.  
Las Vegas, NV 89109  
Phone: 702/731-4171  
President: Alan Maiss  
Dir. Oper.: Ray Brown  
*Representing: Bally/Midway*

**Challenge Games**  
3140 Polaris, Suite 22  
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Phone: 702/873-7799  
Owner: Sheila Fairfield  
*Representing: Centuri, Data East, Game Plan, GDI, UBI*

**Funai/ESP Incorporated**  
3111 S. Valley View Bldg. E 120  
Las Vegas, NV 89102  
Phone: 702/362-4402  
FAX: 702/362-0483  
President: Gregory Peters  
Sr. V.P.: M. Kita  
Sec./Treas.: Ken Carter  
Sales/Serv. Mgr.: Johnny Peters  
*Representing: laser disc video games*

**Games of Nevada**  
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Las Vegas, NV 89109  
Phone: 702/732-1414  
Michael Wichinsky  
*Representing: amusement games, specialty machines, video machines*

**Nevada Novelty**  
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Reno, NV 89504  
Phone: 702/323-7548

**UAI Nevada Ltd.**  
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Las Vegas, NV 89102  
Phone: 702/384-8542  
President: Barry Feinblatt  
Gen. Mgr.: Ed Golobay

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**Alpha-Omega Sales Co.**  
3 Coral St.  
Edison, NJ 08837  
Phone: 201/738-1800  
President:  
Frank "The Crank" Seninsky



Sec./Treas.: Richard Seninsky  
 Sales Mgrs.: Joe Camarota,  
 Joe DeCandia  
 Serv. Mgrs.: Joe Rossi, Ed Ranalli  
*Representing: Greyhound amusement card games and kits; United, Universal, Interlogic, reconditioning, board repair, road service, rentals*

**R.H. Belam Company, Inc.**  
 500 S 31st Street  
 Kenilworth, NJ 07033  
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 Telex: 221568 BELAM UR  
 Cable: BELAMEX NEWYORK  
 Chairman: Victor Haim  
 President: Marc Haim  
 Int'l Sales Mgr.: Ron McGill  
 Branch Mgr.: Jim Kaplan  
*Representing: Ardac, Belita, Centuri, Data East, ICE, K Enterprises, Konami, Loewen-America (NSM), Meltec, Moyer Diebel, Moppet Video, North American Kiddie Rides, Namco, Nintendo, Skee-Ball, Standard Bill Changers, Taito, Universal, U.S. Billiards, Vending International, Zaccaria*

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 Telex: 134-301  
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 President: Hugh Betti  
 Exec. V.P.: Joe Cirillo  
 Treas.: Bob Geschine  
 V.P./Gen. Mgr.: Art Warner  
 Vending Sales: Lou Avoglia  
 Joe Camm, Dan Trivino  
 Music & Games Sales: R. Betti  
 CT Branch Mgr.: Bob Boals  
 NY Branch Mgr.: Mel Kaufman  
 Technical Sales: Ed Ernst,  
 Vic Mossa, Dave Meyers,  
 Fred Miller  
 Parts Mgr.: John Feltz  
 Serv. Mgr.: Vince Severino  
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 Toll-free: 800/526-6261  
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 Sales: Michael Cetinich,  
 Michael Bathalter, Linda Cosides  
*Representing: Premier soccer tables*

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 Phone: 201/467-9700  
 Telex: 421-810  
 President: Suren D. Fesjian  
 Exec. V.P.: Richard Sarkisian  
 Gen. & Serv. Mgr: Anthony Yula  
 Sales Mgr.: James Cokelet  
*Representing: Ardac, Atari, Centuri, Cinematronics, Data East, Exidy, Mylstar, Nintendo, Stern/Seeburg, Taito America, UBI, Universal*

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V.P./Sales: Edward A. Wiler  
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Telex: 219113

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Admin. Assist.: Linda Miaczkowski

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Serv. Mgr.: Franz Brunner

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Phone: 716/668-1991

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Gen. Sales Mgr.: Mitchell Kaufman

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President: Marc Haim

Int'l. Sales Mgr.: Ron McGill

*Representing: Ardac, Atari, Automatic Products, Bally/Midway, Belita, Centuri, Data East, Exidy, ICE, K Enterprises, Konami, Litton Microwave, Loewen-America(NSM), Meltec, Moppet Video, Moyer-Diebel, Namco, Nintendo, North American Kiddie Rides, Skee-Ball, Standard Bill Changers, Stern, Taito,*

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Representing: Centuri, Cinematronics, Data East, Digital Controls, Irving Kaye, Rowe-AMI, Taito, Universal, Valley

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V.P.: John J. Passiatore  
Sec./Treas.: Mary Lou Passiatore  
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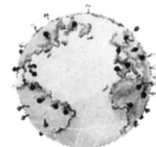
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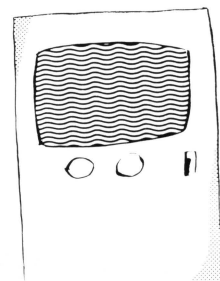
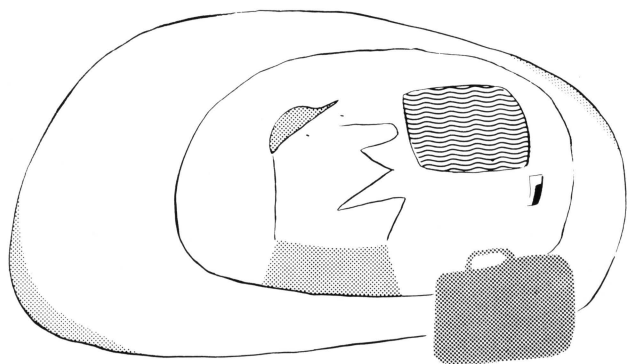
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Nintendo, Nichibutsu, NSM,  
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# **Get an AOE preview—in the April 1 Play Meter.**

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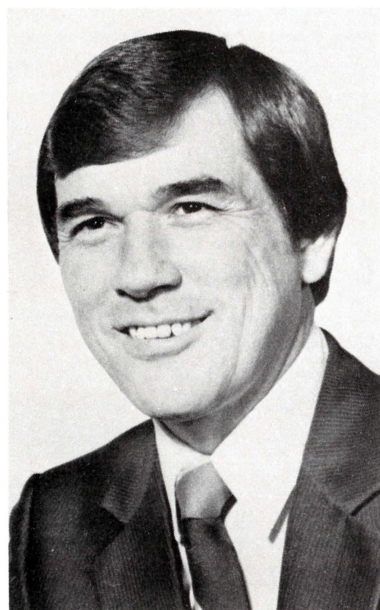
# SNAPSHOTS



**Sondra Tague** has been named sales and service coordinator for the **IDEA** game line which includes *Century Darts*, *Royal Darts*, and *Blitz*.



**Mark Blum**, founder and retired chairman of the board of **United Distributors** of Wichita, Kansas, died December 10 at age 72. Blum had been in the coin-op industry for nearly 50 years, since he dropped out of Emory University in Georgia to help his father run the family billiard hall and bowling center. He founded *Star Vending* and *Ajax Novelty* in Detroit in 1940 before marrying and moving to Wichita in 1941. There, he and partner *Melvin Hammer* founded *United*. Blum's son, *Mark Jr.*, is president of *United*.



**Donald Boyer** has moved to **Guam-Nichols Company** as vice president of operations. The Chicago company manufactures loudspeakers and accessories for OEM and commercial sound markets.



**Neal Smithweck** has been named regional sales manager for **Digital Controls** as the company introduces its *CounterCade* countertop game system and laser disc games. Smithweck was formerly with *Williams Electronics* as East Coast sales manager.



# SNAPSHOTS



**Thomas Leon** (right) of **North American Amusement Company** and **Mr. Furukawa** of **Kasco Japan** announced an agreement whereby Leon will handle exclusive distribution of Kasco games in the U.S. and Canada. Leon also announced similar agreements with Togo Japan for its line of mini park equipment and Hope Japan for its mini trains.



**Mort Ansky** has been named vice president of sales for **Merit Industries** of Cheltenham, Pennsylvania. Ansky will create sales policy and develop sales strategies for new Merit products. Ansky has been with Merit since 1981. He moves from the job of national sales manager.



Doctors and parents agree: video games help youngsters adjust to the environment of a hospital and aid in their recuperation. Here, youngsters play Q\*bert, one of the games donated by Mylstar Electronics to St. Francis Hospital in Evanston, Illinois.



**Thomas Nieman** has been appointed to the new corporate position of director of marketing development at **Bally Manufacturing**. A high priority of this position will be the consolidation of the Bally/Paramount joint ventures rising out of Bally's recent acquisition of Sega Electronics, the company said.



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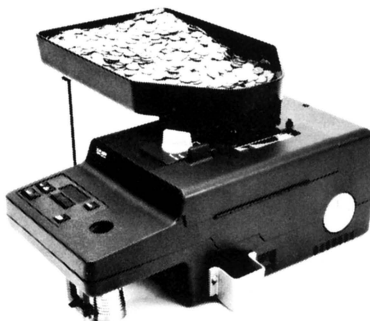
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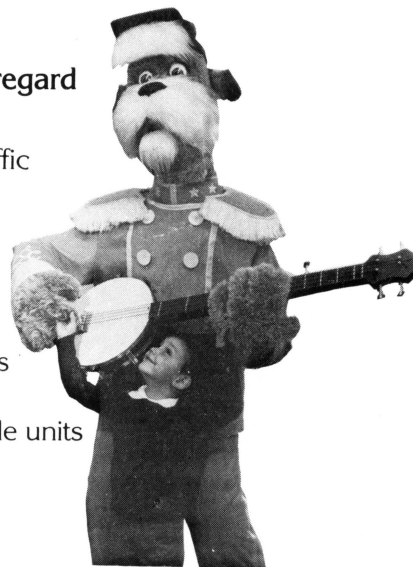
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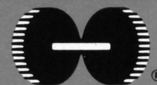
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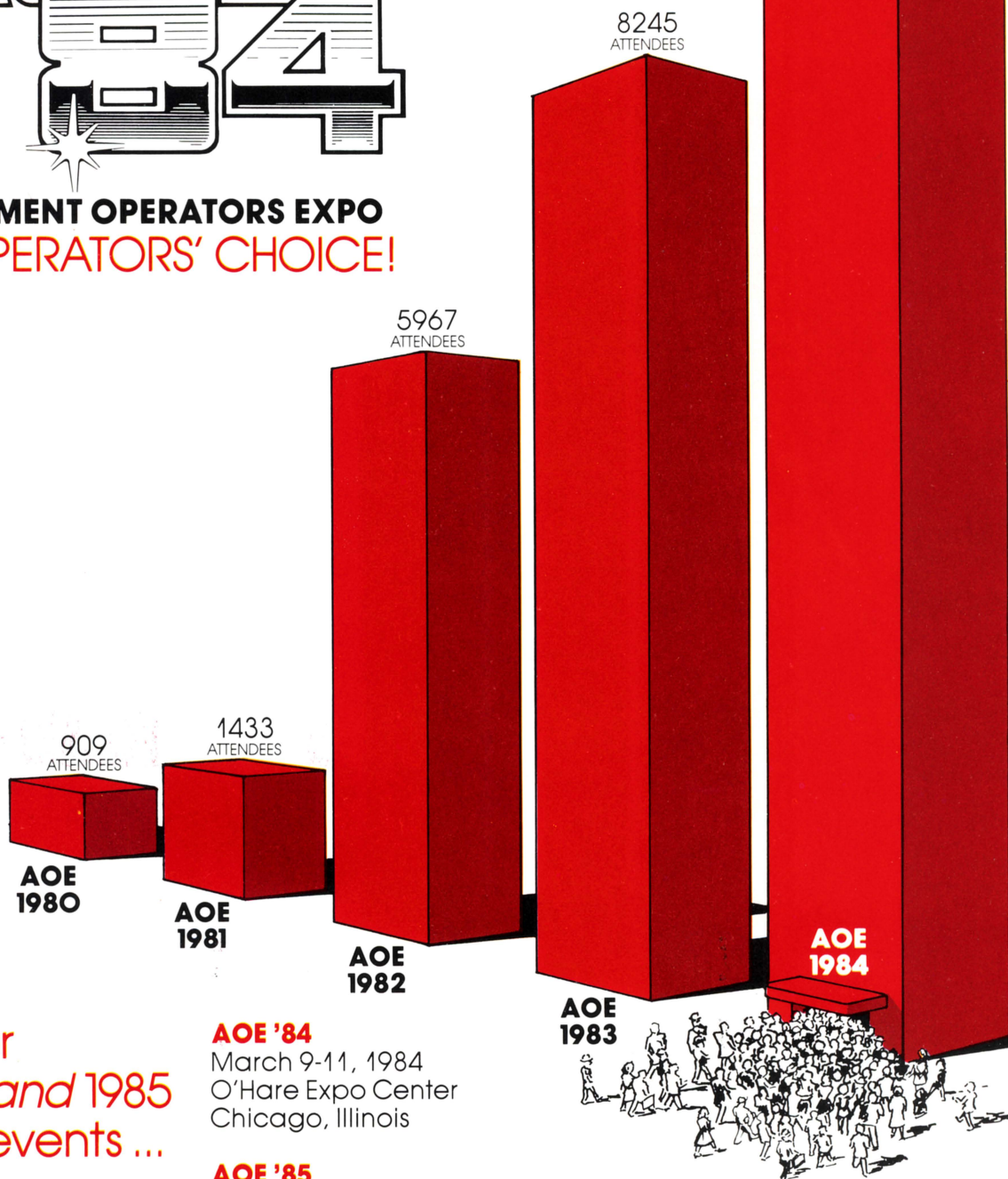
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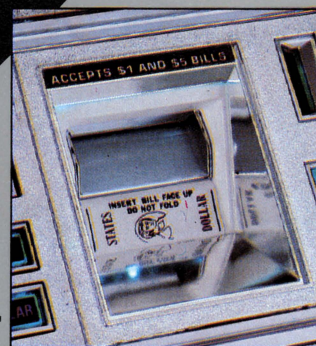




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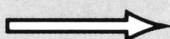
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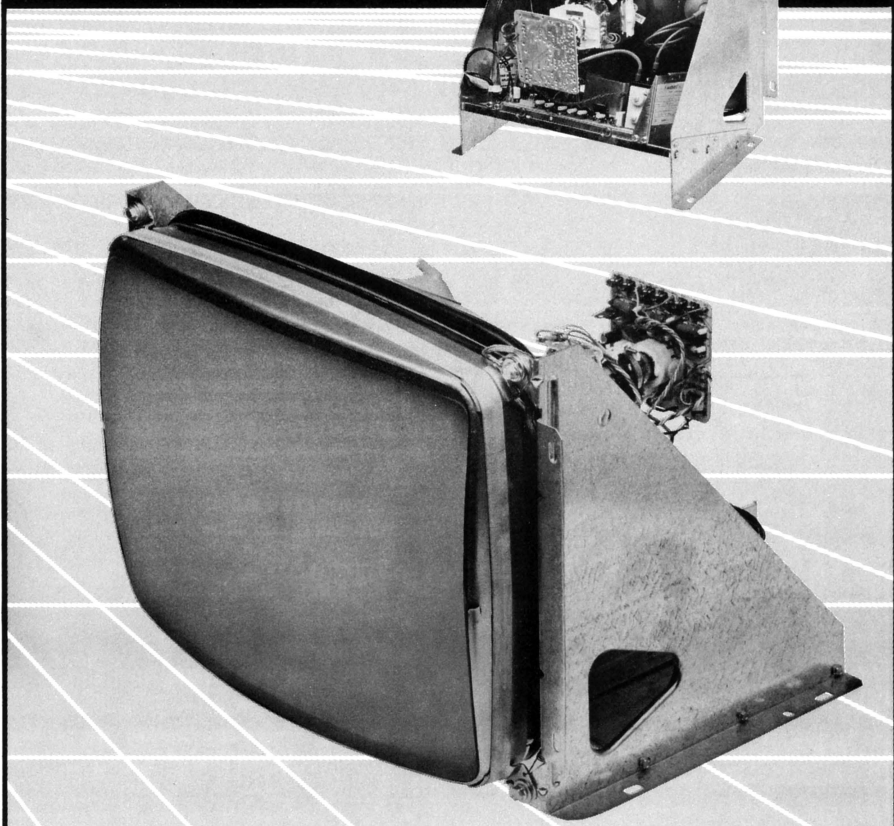
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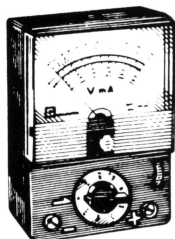
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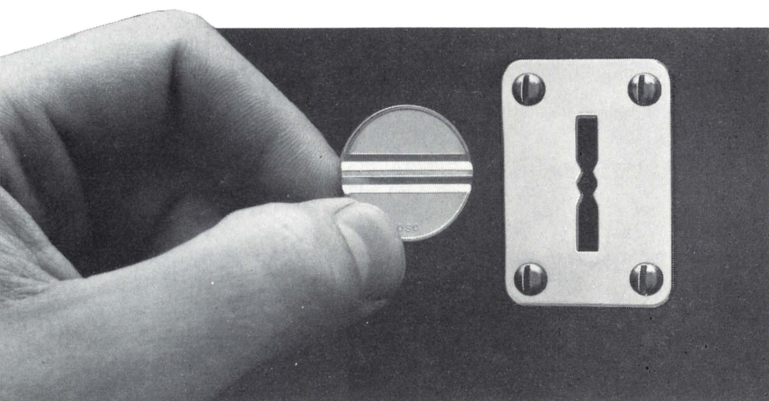
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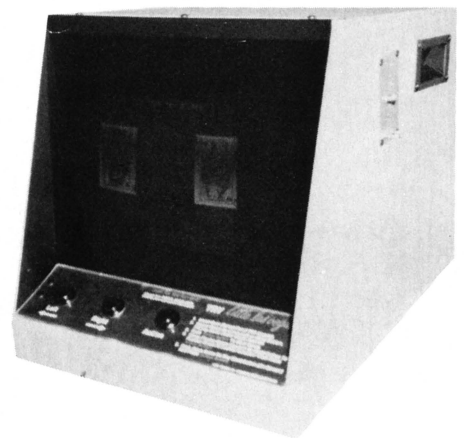


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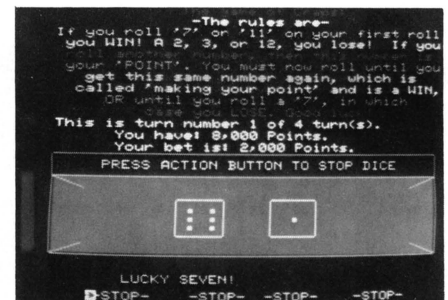
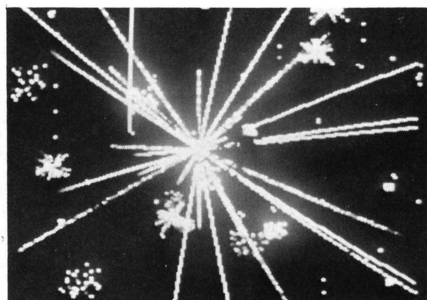
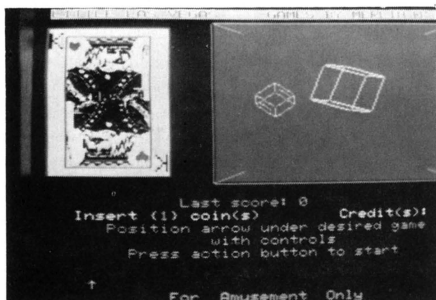
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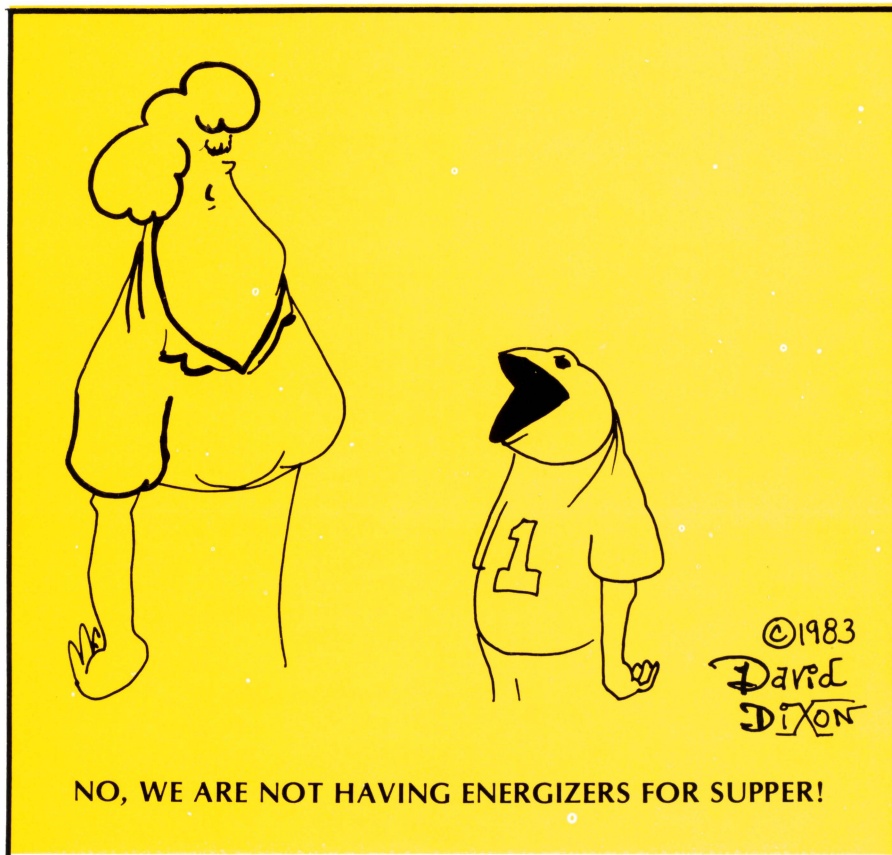
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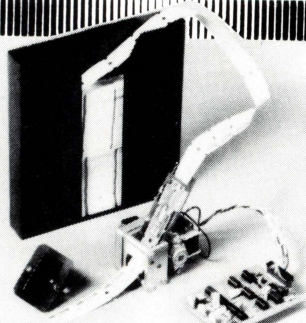
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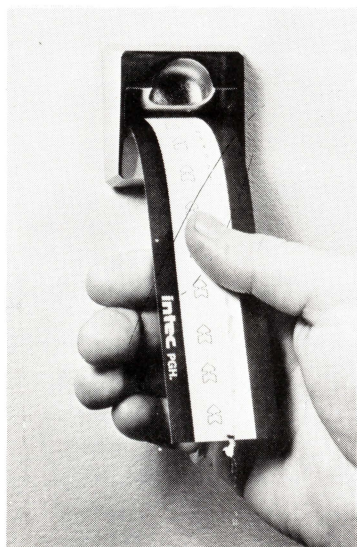


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### February 17-19

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### February 24-26

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### February 28 - March 2

Amusement Trades Exhibition  
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### March 9-11

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### March 15-18

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### March 22

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# The Interest Rebate Rule of 78's Why You Don't Get a Pro-Rata Refund

By Joseph Arkin, C.P.A., M.B.A.

**Y**ou may eventually borrow money from a bank or other lending institution, agreeing to repay the loan with interest by a specific date in a number of equal installments.

After making a series of payments, your business might be in a favorable cash position and you might decide to repay the outstanding balance of the loan prematurely.

For example, if you've obligated yourself to pay \$225 interest on a 15-month loan of \$3,000 and are repaying after just five months, you might expect to get an interest rebate of 10/15ths or \$150.

You will be surprised to learn, when asking the lender, that the actual abatement of interest is only going to be \$103.12.

Why?

Creditors use tables based on a mathematical formula called the "Rule of 78's"—or sometimes "The Sum of the Digits"—to determine how much interest you have paid at any point in a loan. This formula considers the fact that you pay more interest in the beginning of a loan when you have the use of more of the money, and pay less and less interest as the debt is reduced. Because each payment is the same size, the part going to pay back the amount increases as the part representing interest decreases.

## Calculating rebate

When you pay off a loan early, the creditor uses the Rule of 78's to determine your rebate—the portion of the total interest charge you won't have to pay.

The rule is recognized as a practical way to calculate rebates of interest. There are other methods, but this one is widely used, and it is reflected in a number of state lending laws.

The final payoff figure on your loan depends primarily on the original time to maturity, but it may be affected by other factors, such as variances in the payment schedule or a lag between the date of calculation and the date of payment.

Keep in mind that paying off a loan in, say, 15 months instead of 30 will not produce a saving of one-half of the interest.

You may, however, be entitled to a rebate of certain other charges when you prepay a loan, such as part of a premium for credit insurance.

Another thing to remember is that the Truth in Lending law requires that your creditor disclose how interest will be computed if you pay the debt in full before maturity. Look for the prepayment disclosure before you sign a loan agreement. Ask for an explanation of anything you do not understand.

## How to use the Rule of 78's

The first step is to add up all the digits for the number of payments scheduled to be made. For a 12-installment loan, add the digits from 1 through 12:

$$1+2+3+4+5+6+7+8+9+10+11+12 = 78$$

The answer is "the sum of the digits" and explains how the rule was named. One might say the interest is divided into 78 parts over the term of the loan.

In the first month, before making any payments, the borrower has the use of the whole amount borrowed and therefore pays 12/78's of the total interest in

the first payment; in the second month, he still has the use of 11 parts of the loan and pays 11/78's of the interest; in the third, 10/78's; and so on down to the final installment, 1/78.

To return to our example of a \$3,000 loan repayable \$215 per month for 15 months, the lender uses a table (see center column) to allocate each installment.

Earlier we said that if you repaid the entire loan with the fifth payment, that you would only get a refund of \$103.12. Here is how that is computed.

We know by adding the total number of months (first column) that the total interest is divided into 120 parts. To find out how many parts will be rebated, we add the digits for the remaining 10 installments which will be prepaid:

$$\frac{10}{2} \times (10+1) = 5 \times 11 = 55$$

Thus 55/120's of the interest will be deducted as a rebate; it amounts to \$103.12 (55/120 × \$225 = \$103.12).

We see that you do not save two-thirds of the interest (which would be \$150) by paying off the loan in one-third of the time. But the earlier you repay the loan, the higher the percentage of interest you do save.

What do you do if you feel this is a rip-off? One answer is to continue making the monthly payments of \$215 and use the \$2,150 available to pay off the loan in one of several ways: (1) increase inventory as a hedge against rising prices, (2) take advantage of special offerings by vendors, (3) pay all bills on time and take advantage of trade discounts (terms of 2/10 net 30 days = an annual savings of 24 percent, and (4) put the money into a money fund\* most of which at the time of this writing pay an average of 9 to 10 percent annually. •

\*Money funds use the mutual fund concept and have been organized by mutual funds, banks, and stockbrokers. Funds are usually invested in government securities, bank C.D.'s, and high-grade commercial paper.

Pay't No.	Interest	Reduction of Debt	Total Pay't
1	\$ 28.13	\$ 186.87	\$ 215.00
2	26.25	188.75	215.00
3	24.37	190.63	215.00
4	22.50	192.50	215.00
5	20.63	194.37	215.00
6	18.75	196.25	215.00
7	16.87	198.13	215.00
8	15.00	200.00	215.00
9	13.13	201.87	215.00
10	11.25	203.75	215.00
11	9.37	205.63	215.00
12	7.50	207.50	215.00
13	5.63	209.37	215.00
14	3.75	211.25	215.00
15	1.87	213.13	215.00
.....	.....	.....	.....
	\$225.00	\$3,000.00	\$3,225.00



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Hot Springs, AR 71913  
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Phone: 501/623-5864

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925 L Street #780  
Sacramento, CA 95814  
Contact: John Wendt  
Phone: 916/441-5451

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## COLORADO

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Colorado Coin Industries  
3501 Brighton Blvd.  
Denver, CO 80205  
Contact: Thomas Wycaver  
Phone: 303/296-8318

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## CONNECTICUT

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Music Operators of  
Connecticut, Inc.  
13 Britton Dr.  
Bloomfield, CT 06002  
Contact: Abe Fish  
Phone: 203/243-1461

Eastern Connecticut Music  
Operators Association  
P.O. Box 940  
Norwich, CT 06360  
Contact: Marvin M. Horwitz  
Phone: 203/889-8471

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## FLORIDA

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Tallahassee, FL 32317  
Contact: Robert S. Rinehart  
Phone: 904/878-3134

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Georgia Amusement & Music  
Operators Association  
54 Dix-Lee 'On Dr.

Fairburn, GA 30213  
Contact: Don Hankison  
Phone: 404/996-2920

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## ILLINOIS

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Associated Buyers Club  
4206 N. Western Avenue  
Chicago, IL 60618  
Contact: Kem Thom  
Phone: 312/463-5300

Illinois Coin Machine Operators  
Association  
710 East Ogden, Suite 114  
Naperville, IL 60540  
Contact: Arthur W. Seeds  
Phone: 312/369-2406

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## INDIANA

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Indiana Amusement & Music  
Operators Association  
1702 E. Sheridan  
Warsaw, IN 46580  
Contact: John P. Burns  
Phone: 219/267-8812

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Iowa Operators of  
Music & Amusement  
15 S. 1st St., Box 153  
Fort Dodge, IA 50501  
Contact: Clyde F. Knupp  
Phone: 515/955-8560

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Louisiana AMOA  
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Contact: Edison Campenella  
Phone: 504/767-1679

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Ocean City Arcade  
Owners Association  
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Ocean City, MD 21842  
Contact: James Mathias  
Phone: 301/289-6738

Maryland Amusement  
Operators Association  
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Phone: 703/548-8044  
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Operators Association  
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Oak Brook, IL 60521  
Phone: 312/654-2662  
Exec. Dir.: Leo Droste

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Machine Distributors  
Association  
International Tower  
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Chicago, IL 60631  
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Exec. Dir.: E. G. Doris

International Association of  
Amusement Parks and Attractions  
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Wood Dale, IL 60191  
Phone: 312/766-0881  
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Merchandising Association  
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Chicago, IL 60603  
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National Coin Machine Institute  
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Association  
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Millersville, MD 21108  
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## MASSACHUSETTS

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Coin Machine Industries  
Association of New England  
715 Boylston St.  
Boston, MA 02116  
Contact: Summer Segall  
Phone: 617/237-3600 or 655-8421

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## MICHIGAN

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Michigan Coin Machine  
Operators Association  
523 W. Ionia Street  
Lansing, MI 48933  
Contact: Walter P. Maner  
Phone: 517/372-2323

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## MINNESOTA

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Music Operators of Minnesota  
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Minneapolis, MN 55410  
Contact: Hy Sandler  
Phone: 612/926-9776

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Mississippi Coin  
Operators Assoc.  
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Jackson, MS 39236  
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Phone: 601/636-3481

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St. Louis (Clayton), MO 63105  
Contact: Gary J. Morris  
Phone: 314/727-7200

Missouri Coin Machine Council  
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Trenton, MO 64683  
Contact: Art Hunolt  
Phone: 816/359-3022

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## MONTANA

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Montana Coin Machine  
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Malta, MT 59538  
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Phone: 406/654-2250

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## NEBRASKA

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Contact: Arthur Seglin  
Phone: 201/763-7828

Garden State Amusement  
Operators Association  
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Asbury Park, NJ 07712  
Contact: Bud Puglisi  
Phone: 201/775-0374

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## NEW MEXICO

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Music Operators of New Mexico  
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Albuquerque, NM 87114  
Contact: Trey Madrid  
Phone: 505/299-1131

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## NEW YORK

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Contact: Jack Hearn  
Phone: 914/937-3000

Music and Amusement  
Association, Inc.  
250 West 57th St.  
New York, NY 10019  
Contact: Howard A. Herman  
Phone: 212/245-7550

New York State Coin Machine  
Association, Inc.  
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Oceanside, NY 11572  
Contact: Roger Folz  
Phone: 516/678-3600

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## NORTH CAROLINA

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Watkins Music Co.  
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Contact: Jimmy Watkins  
Phone: 704/982-5313

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## NORTH DAKOTA

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North Dakota Coin Machine  
Operators Association  
3837 Regent  
Bismarck, ND 58501  
Contact: Margo Bennett  
Phone: 701/258-3892

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## OHIO

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Northwestern Ohio Music  
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1301 Ottawa Ave.  
P.O. Box 526  
Defiance, OH 43512  
Contact: Larry Van Brackel  
Phone: 419/782-2741

Ohio Music & Amusement  
Association  
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Columbus, OH 43215  
Contact: Paul A. Corey  
Phone: 614/221-8600

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## OKLAHOMA

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Tulsa, OK 74112  
Contact: Ray Bagwell  
Phone: 918/628-0212

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## OREGON

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Oregon Amusement & Music  
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Brookings, OR 97415  
Contact: Rick Geraghty  
Phone: 503/469-3489

Tom Jackson Associates  
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Nashville, TN 37204  
Contact: Tom Jackson  
Phone: 615/383-7747

Spokane, WA 99204  
Contact: Don Foedisch  
Phone: 509/747-2946

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Amusement Machines Association of Philadelphia  
4900 N. Front Street  
Philadelphia, PA 19120  
Contact: Herbert Lottier  
Phone: 215/457-4040

Pennsylvania Amusement & Music Machine Association  
302 South Hill Village  
Pittsburgh, PA 15241  
Contact: Domenick Salvatore  
Phone: 412/831-2255

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## SOUTH CAROLINA

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South Carolina Coin Operators Association, Inc.  
3270 Bagnal Dr.  
Columbia, SC 29204  
Contact: Nita Byers  
Phone: 803/738-0652

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## SOUTH DAKOTA

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Music & Vending Association of South Dakota  
117 S. Lawler  
Mitchell, SD 57301  
Contact: Dave Backland  
Phone: 605/996-8175

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## TENNESSEE

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Amusement & Music Operators of Tennessee

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## TEXAS

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Amusement & Music Operators of Texas Association & Society Management, Inc.  
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Austin, TX 78722  
Contact: Don McCullough  
Phone: 512/454-8626  
or Contact: Vancie Todaro  
Phone: 409/779-8666

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## UTAH

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Utah Amusement and Music Association  
11 East Redondo Avenue  
Salt Lake City, UT 84115  
Contact: Craig Johnson  
Phone: 801/292-0466

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Richmond, VA 23227  
Contact: Louis J. Corso  
Phone: 804/359-2030

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Washington Amusement & Music Operators Association  
W. 1125 Sprague Ave.

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## WEST VIRGINIA

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Belle, WV 25015  
Contact: Leoma Ballard  
Phone: 304/949-3289

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## WISCONSIN

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Milwaukee, WI 53212  
Contact: Walter Bohrer, Jr.  
Phone: 414/265-3600

Wisconsin Amusement & Music Operators  
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Hales Corners, WI 53130  
Contact: Joe Phillips  
Phone: 414/529-4704

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Cheyenne, WY 82001  
Contact: Tom Kilty  
Phone: 307/635-6467

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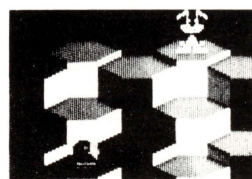
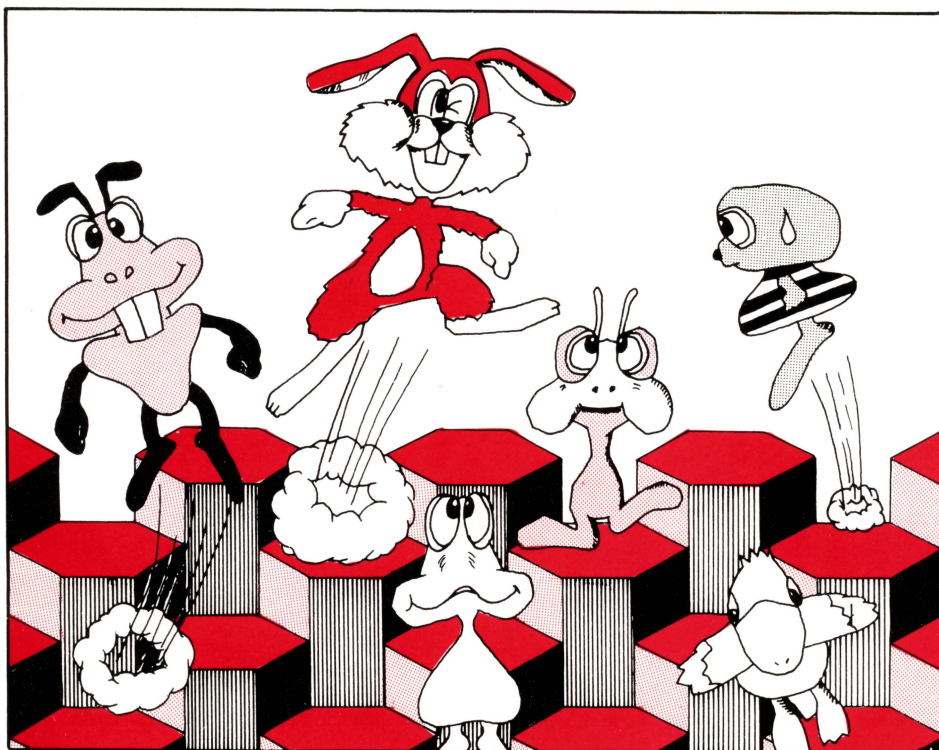
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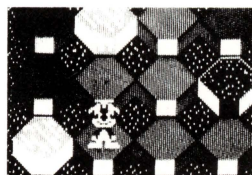
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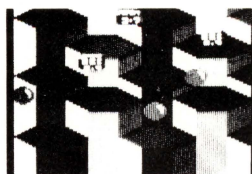
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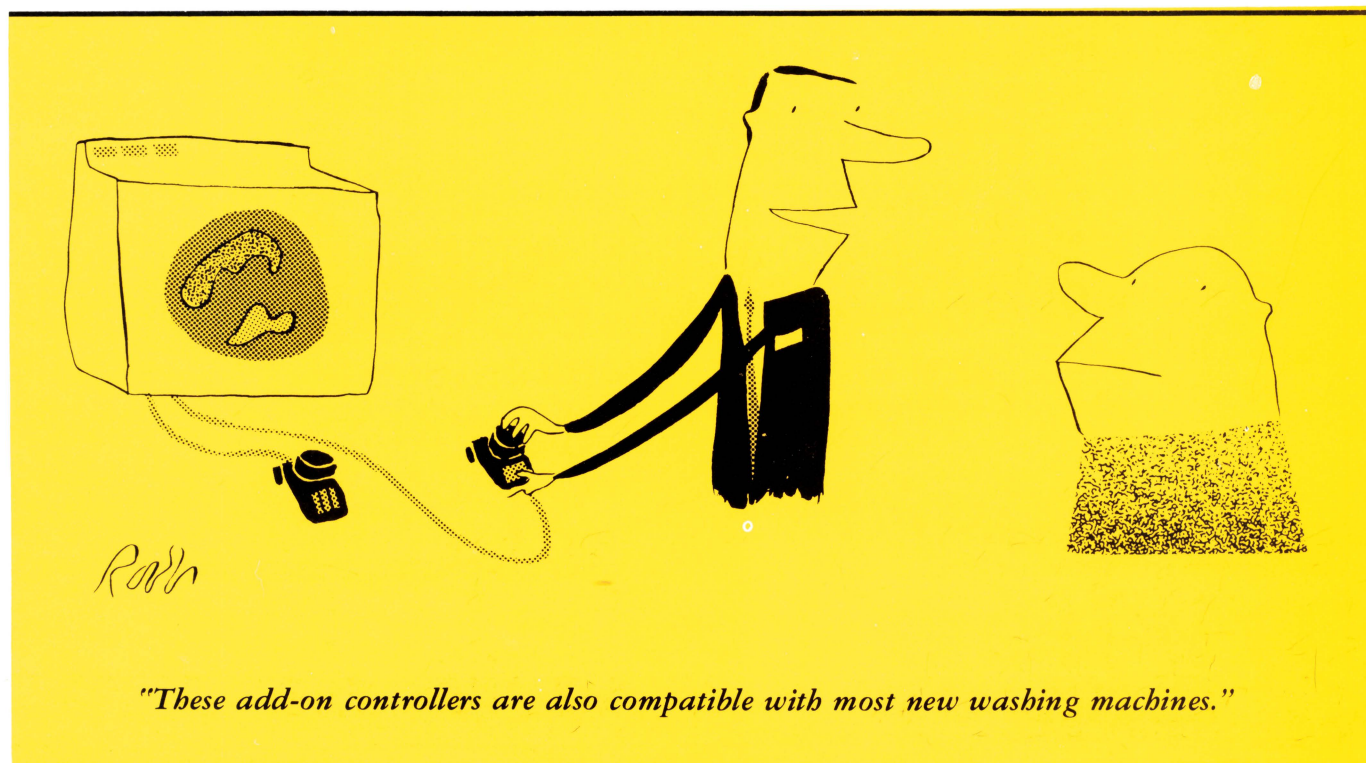
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# AOE '84

## AMUSEMENT OPERATORS EXPO '84



**N**ow in our fifth year ... providing you with the most up-to-date seminar topics and best speakers to do the job ... helping you to stay one step ahead of the competition ... offering you the opportunity to learn and buy from our exhibitors ... responding and meeting your professional needs.

Be here March 9 - 11, 1984 for ...  
Your Choice — The Operator's Choice

### EXHIBITION

AOE '84 will feature the largest Exhibition in the industry! Key suppliers will demonstrate the latest equipment, services, and products available. AOE has more new product announcements than any other show! Hours are as follows: Friday, and Sunday, 10:30 a.m. to 4:00 p.m., Saturday 10:30 a.m. to 6:30 p.m. Admission is free to all qualified attendees.

Note: Children under 18 will not be admitted until 2:00 p.m., Sunday, March 11.

### DISTRIBUTORS PREVIEW

AMUSEMENT OPERATORS EXPO will feature a special distributors only exhibition preview, on Saturday, March 10 and Sunday, March 11, from 9:00 - 10:30 a.m. Join other distributors, like yourself for complimentary Bloody Marys or Screwdrivers on Saturday; or a complimentary Continental Breakfast on Sunday.



# THE OPERATORS' CHOICE !

Today's operator is faced with high priced, rapidly depreciating equipment and an increasingly competitive market base. These are the realities of the business today. The operator's survival no longer depends on just making the correct decision on what equipment to buy, but also on how to maintain that equipment and manage those who work for him. That's the reason AOE '84 is more important than ever before. AOE '84 offers hard-hitting seminars on the nuts and bolts operation of today's coin-op business. Location cost analysis • video game depreciation • jukebox programming • arcade management • game mix and traffic flow — the seminars are all conducted by industry experts, featuring operators, as well as seasoned marketing/management professionals — not primarily manufacturers or distributors. Our speakers have had to face specific operating challenges and have met those challenges head on! AOE '84 is a must for any operator — arcade and/or route — who plans on operating into 1985 and beyond.

## SEMINAR/WORKSHOPS

You can attend as many as six seminar/workshops during AOE's three days. Special attention has been given to securing the best courses, and selecting the most articulate and knowledgeable seminar faculty members, including nationally recognized leaders in the amusement industry as well as experts on finances, taxes and marketing.

## SEMINAR REGISTRATION FEES

For advanced registration (postmarked by February 17 with payment in full), the cost is \$25 per session. This includes seminar registration and admission to the Exhibition.

Registrations postmarked after February 17, or made at the door, cost \$35 per session. These will be accepted on a space available basis.

## SPECIAL 6 SESSION BONUS PACKAGE — SAVE \$80 !

Available until February 17, 1984. When you register with full payment (postmarked by February 17, 1984) for 6 sessions (one in each time frame), you will receive them at a savings of \$80 — at the low price of \$130!

Sponsored by: **Play Meter** Magazine, the leading publication in the coin-operated amusement industry with a circulation of over 13,000. Published twice monthly, it is the best source of information in the amusement field today.

Managed by:

**CONFERENCE MANAGEMENT CORPORATION**, a leader in the field of industrial trade show management, with overall responsibility for the successful staging of over 30 trade shows each year in many different industries.

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# SEMINAR PLANNING CHART

Friday March 9 9:00 - 11:00 a.m.	101 Advanced Signature Analysis — Part I Faculty: James W. Sneed, Jr.	102 Marketing: Designing a Competitive Strategy Part I Faculty: Roger A. Westmont	103 Public Relations: What You Can Do to Help This Troubled Industry Faculty: Sandra Pesmen	104 Troubleshooting for the Conventional Video Game System — Part I Faculty: Robert Norton	105 Cash Flow Management and How It Affects the Operator Faculty: Charles C. Ross	106 The Digital Multimeter Faculty: Randy Fromm	107 Fundamental Arcade Economics: How to Measure Location Potential and Estimate Financial Feasibility Faculty: H. Richard Priesmeyer	108 How to Effectively Market and Manage Your Amusement Business Faculty: Steve Gore	
Friday March 9 3:30 - 5:30 p.m.	201 Advanced Signature Analysis — Part II Faculty: James W. Sneed, Jr.	202 Marketing: Implementing a Competitive Strategy Part II Faculty: Roger A. Westmont	203 Negotiating Commissions with Locations Faculty: Richard E. George	204 Troubleshooting for the Conventional Video Game System — Part II Faculty: Robert Norton	205 Depreciation and Its Impact on the Amusement Operator Faculty: Charles C. Ross	206 X-Y Monitors Faculty: Randy Fromm	207 Causes of Company Performance: How to Measure and Control Success and Failure Faculty: H. Richard Priesmeyer	208 The Pool Table — "Cash Cow" of the Coin-op Industry Faculty: Charles P. Milhelm William Nemgar	
Saturday March 10 9:00 - 11:00 a.m.	301 Tokens: Changing the Way America Plays Faculty: David F. Kilmartin	302 How to Combat Licensing Problems and Handle Local Government & Media Faculty: Boo Hasson	303 Arcade Design & Construction Faculty: Cheryl McCown	304 Street Survival Faculty: David Solish	305 Street Location Profit Analysis Faculty: Charles C. Ross	306 Raster Scan Monitors Faculty: Randy Fromm	307 Effective Management: How to Evaluate Your Current Business and Plan for Future Growth Faculty: H. Richard Priesmeyer	308 Business Forms and Record Keeping for the Arcade and Operator Faculty: Stephen Goot	309 Jukeboxes Potential Profit Center
Saturday March 10 3:30 - 5:30 p.m.	401 Location Relations Faculty: Gene Winstead	402 Location Contracts Faculty: Richard E. George	403 Computer Route Accounting Systems — Are They for You? Faculty: Raymond S. Hibarger	404 Don't Make the IRS Rich: What the Amusement Operator Must Know to Save Taxes Faculty: Irving L. Blackman	405 Return on Investment Analysis for Amusement Operators Faculty: Charles C. Ross	406 The Power Supply Faculty: Randy Fromm	407 Fundamental Arcade Economics: How to Measure Location Potential and Estimate Financial Feasibility Faculty: H. Richard Priesmeyer	408 How to Solicit Top Locations Faculty: Stephen Goot	409 Vending: Can It Work for You?
Sunday March 11 9:00 - 11:00 a.m.	501 Promote! Promote! Promote! Faculty: Arthur Noparslak	502 Arcade Game Mix and Traffic Flow Faculty: Jon Daugherty and panelists	503 Maintaining and Managing the Arcade — Where Do We Go From Here? Faculty: Cheryl McCown	504 Used Game Alternatives: Is There Life After Death? Faculty: William Nemgar	505 Arcade Profit Analysis Faculty: Charles C. Ross	506 Semiconductors Faculty: Randy Fromm	507 Effective Management: How to Evaluate Your Current Business and Plan for Future Growth Faculty: H. Richard Priesmeyer	508 New Equipment Purchasing in Today's Market Faculty: H. Richard Priesmeyer	
Sunday March 11 3:30 - 5:30 p.m.	601 When Considering the Use of a Computer — What Do You Do Next? Faculty: Raymond S. Hibarger	602 Internal Cash Control Faculty: Jon Daugherty	603 Food and Games: A Good Mix or Big Mess? Faculty: J.C. Evans, Sr.	604 Purchasing Parts and Supplies: Maximize Your Profits Faculty: Joe Peters	605 Bank Loans: The Good, The Bad and How and When to Get One Faculty: Charles C. Ross	606 Laser Disc Games — Operating and Servicing Techniques Faculty: Randy Fromm and panelists	607 Causes of Company Performance: How to Measure and Control Success and Failure Faculty: H. Richard Priesmeyer	608 Motivating and Directing Employees: Your Business Depends on It! Faculty: H. Richard Priesmeyer	



# SEMINARS/WORKSHOPS

## FRIDAY, MARCH 9

9:00 - 11:00 a.m.

### Session 101

#### **ADVANCED SIGNATURE ANALYSIS — PART I**

*Faculty: James W. Sneed, Jr., General Manager, Kurz-Kasch Inc., Electronics Division*

This lecture will center around predicted signatures for games rather than taking signatures from good boards. The Signature Analyzer, NOP's and INOP's will be explained as well as demonstrated. Computer generated signature programs will be given to those who are "computer nuts." See Session 201 for Part II. There is a separate registration fee for each part. You *must* register for both sessions.

### Session 102

#### **MARKETING: DESIGNING A COMPETITIVE STRATEGY — PART I**

*Faculty: Roger A. Westmont, Vice President, Modern Specialty Co., Inc.*

Operators today must do more than sell if they expect to grow. Your business will grow if you develop a competitive strategy using classic marketing techniques. Mr. Westmont will explain how to analyze your company's strengths and weaknesses from a marketing perspective. Subjects to be discussed include segmentation, positioning, target markets and marketing mix. We urge you to register for the second half of this seminar. See session 202. There is a separate registration fee for each part.

### Session 103

#### **PUBLIC RELATIONS: WHAT YOU CAN DO TO HELP THIS TROUBLED INDUSTRY**

*Faculty: Sandra Pesmen, Features Editor, Craine's Chicago Business, Author, Writing for the Media: Public Relations and the Press*

This course will show you how to open communication between the industry and the public, as well as between operators and suppliers. To be explored during this seminar will be techniques such as targeting your message and journalistic writing which can help stop unfair legislation and unrealistic escalating costs.

### Session 104

#### **TROUBLESHOOTING FOR THE CONVENTIONAL VIDEO GAME SYSTEM — PART I**

*Faculty: Robert Norton, Field Service Technician, Bally Midway Manufacturing Co.*

Most video game problems are easy to diagnose and repair once you know what to look for! Typical problems such as loss of picture or sound, or a screen full of "garbage," can often be isolated and repaired on location using basic troubleshooting procedures. This two-part session is primarily geared for those with little or no knowledge of electronics — we all have to start somewhere! See session 204 for Part II. A separate registration fee is required for each part.

### Session 105

#### **CASH FLOW MANAGEMENT AND HOW IT AFFECTS THE OPERATOR**

*Faculty: Charles C. Ross, Partner, Innovative Management Consultants*

Are you unsure of your financial status from one day to the next? Wouldn't you like to know if you have enough cash on hand to make your payments each month? If you can purchase new equipment without financing? How you can effectively budget and forecast for the future? If so, this seminar will help you "balance the budget" as you learn to answer these too-often asked questions. Mr. Ross will discuss these and many other topics in the vital area of cash management including ways to improve your cash flow.

### Session 106

#### **THE DIGITAL MULTIMETER**

*Faculty: Randy Fromm, Randy Fromm's Arcade Schools*

Successful electronic game repair does not always require the use of costly and complicated test equipment. The Digital Multimeter is a relatively inexpensive and highly portable unit that can be used to diagnose the majority of those failures commonly encountered in games.

Various types of Digital Multimeters will be introduced along with a complete and easy to understand lesson on using the meter to isolate problems, test components, locate short circuits and more.

This session is geared for those who plan on repairing games, but have little or no previous experience with electronic repair. Arcade managers will also find this session informative as it will allow them to isolate and repair many common failures without having to call for an experienced technician.

This session is a suggested prerequisite for sessions 206, 306, 406, 506, and 606.

### Session 107

#### **FUNDAMENTAL ARCADE ECONOMICS: HOW TO MEASURE LOCATION POTENTIAL AND ESTIMATE FINANCIAL FEASIBILITY**

*Faculty: H. Richard Priesmeyer, Partner, Innovative Management Consultants*

This "applications-oriented" seminar provides the necessary tools and concepts needed to evaluate arcade location potential. It suggests methods of measuring market strength and provides specific direction in the problems of estimating financial performance. Complete seminar hand-out provided. This seminar will be repeated. See session 407.

### Session 108

#### **HOW TO EFFECTIVELY MARKET AND MANAGE YOUR AMUSEMENT BUSINESS**

*Faculty: Steve Gore, President, Steven Morris Co.*

The amusement business has undergone drastic changes over the last 20 years. Are you in touch? Have you kept pace? If not, this session is a must! Your survival in this rapidly moving industry relies on your ability to be flexible and responsive to trends. Learn how to market your business and take advantage of the changing equipment and technology as well as the demands of your customers.



## SEMINARS/WORKSHOPS

**FRIDAY, MARCH 9**

**3:30 - 5:30 p.m.**

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### Session 201

#### **ADVANCED SIGNATURE ANALYSIS — PART II**

*Faculty: James W. Sneed, Jr., General Manager, Kurz-Kasch Inc., Electronics Division*

This lecture will center around predicted signatures for games rather than taking signatures from good boards. The Signature Analyzer, NOP's and INOP's will be explained as well as demonstrated. Computer generated signature programs will be given to those who are "computer nuts." See session 101 for Part I. There is a separate registration fee for each part. You *must* register for both sessions.

### Session 202

#### **MARKETING: IMPLEMENTING A COMPETITIVE STRATEGY — PART II**

*Faculty: Roger A. Westmont, Vice President, Modern Specialty Co., Inc.*

Operator will not only survive but succeed if they have a marketing plan with goals and objectives. Using the strategy developed in session 102; subjects to be discussed include market entry, timing of the strategy, and advertising vs. personal selling. This is the second half of a two-part session. See session 102 for Part I. There is a separate registration fee for each part.

### Session 203

#### **NEGOTIATING COMMISSIONS WITH LOCATIONS**

*Faculty: Richard E. George, President, Roy George Music & Vending Corp.*

Inflation affects amusement operators as much as it does anyone else, and in many cases, even more. Learn how to explain your situation to your locations in a logical and straightforward manner. Establishing weekly minimums and assessing realistic service charges will be discussed in detail. In addition, Mr. George will get heavily involved in the use of contracts in effecting the appropriate commission structure.

### Session 204

#### **TROUBLESHOOTING FOR THE CONVENTIONAL VIDEO GAME SYSTEM — PART II**

*Faculty: Robert Norton, Field Service Technician, Bally Midway Manufacturing Co.*

Most video game problems are easy to diagnose and repair once you know what to look for! Typical problems such as loss of picture or sound, or a screen full of "garbage," can often be isolated and repaired on location using basic troubleshooting procedures. This two-part session is primarily geared for those with little or no knowledge of electronics — we all have to start somewhere! See session 104 for Part I. A separate registration fee is required for each part.

### Session 205

#### **DEPRECIATION AND ITS IMPACT ON THE AMUSEMENT OPERATOR**

*Faculty: Charles C. Ross, Partner, Innovative Management Consultants*

This seminar will examine depreciation and its impact on business profitability. Comparisons of the old method of depreciation and the new accelerated cost recovery system will be shown. Depreciation misconceptions will be explored. The attendees will have an understanding of the proper method of depreciation and its true impact on profit. Learn the real impact of depreciation on your true profits not accounting profits.

### Session 206

#### **X-Y MONITORS**

*Faculty: Randy Fromm, Randy Fromm's Arcade Schools*

The X-Y monitor can provide a video game display with greater resolution and detail than a raster scan monitor. Although there are many similarities between the two types of monitor systems, the X-Y monitor uses a different means of displaying an image on the face of the picture and is in fact easier to repair than the raster scan monitor.

This session covers the construction and operation, typical failures and troubleshooting of the X-Y monitor.

For those without previous experience in electronic repair, session 106 is a suggested prerequisite.

### Session 207

#### **CAUSES OF COMPANY PERFORMANCE: HOW TO MEASURE AND CONTROL SUCCESS AND FAILURE**

*Faculty: H. Richard Priesmeyer, Partner, Innovative Management Consultants*

This seminar reports the findings of a three year study on the causes of company performance. It identifies specific management activities which are related to sales, profit, return-on-investment and other measures. Participants will gain a better understanding of how their actions can change performance. Complete seminar hand-out provided. This session will be repeated. See session 607.

### Session 208

#### **THE POOL TABLE — "CASH COW" OF THE COIN-OP INDUSTRY**

*Faculty: Charles P. Milhem, President; William Nemgar, Consultant, The Valley Co.*

Pool tables, one of the industry's lowest cost investments, require very little attention and provide the coin operator with much of the funds necessary to finance the growth of his business. The financial benefits of pool table ownership, the Valley Eight Ball League Association, and other income-generating promotions will be explored.



# SEMINARS/WORKSHOPS

## SATURDAY, MARCH 10

9:00 - 11:00 a.m.

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### Session 301

#### **TOKENS: CHANGING THE WAY AMERICA PLAYS**

*Faculty: David F. Kilmartin, President, Roger Williams Mint*

Will tokens play a more and more important role in the coin-operated amusement industry? Will you be ready to move to tokens if your competitors introduce them first? This seminar will help you make the first jump ... show you how to convert your operation into a token system. Mr. Kilmartin will discuss the ways in which both street location and arcade operators can increase their profits on amusement games by moving into the use of tokens. Mr. Kilmartin has a wide knowledge of successful operations that have utilized tokens, and will cover the entire area of token operations, including the proper use of record keeping.

### Session 302

#### **HOW TO COMBAT LICENSING PROBLEMS AND HANDLE LOCAL GOVERNMENT & MEDIA**

*Faculty: Bob Hasson, Director and General Manager, Coin Machine Sales & Service Co.*

This seminar will teach you how to combat local legislators when confronted with problems. Numerous actual experiences of legislative battles will be explored. Learn the importance of formulating committees and work *with* your competitors not against them, when dealing with local legislators. Learn *who* your local legislators are *before* you have to face them with a problem, thereby keeping one step ahead of them.

### Session 303

#### **ARCADE DESIGN & CONSTRUCTION**

*Faculty: Cheryl McCown, President, Charlie's Recreation & Vending*

This session will present an overview of arcade size selection, room layout for maximum profits, materials selections and installation techniques for ease of maintenance. How to avoid the pitfalls of building regulations and dealing with contractors will also be considered, as well as the operation of arcades as it pertains to room function and design.

### Session 304

#### **STREET SURVIVAL**

*Faculty: David Solish, President, Darbin Corp.*

The operator shake-out is taking its toll; and with the void this is creating, there are benefits and pitfalls the surviving operator should be aware of.

Location loans and advances, contracts, operations buy-outs, commission arrangements — these and other survival techniques will be discussed in an open, free-wheeling session on how the operator can survive this industry's version of "the day after."

### Session 305

#### **STREET LOCATION PROFIT ANALYSIS**

*Faculty: Charles C. Ross, Partner, Innovative Management Consultants*

In the face of increasing competition and rising costs, extreme care must be taken in analyzing your street locations. You will learn how to evaluate every machine and location in terms of *profit*, not revenues. Get proven formulas that will enable you to evaluate every street location, and each piece of equipment at each location. Also learn how to calculate what revenues are needed to make a profit from a new location before you invest in the equipment. You will also learn when to remove your equipment from locations that are not making a profit, and equipment rotation.

### Session 306

#### **RASTER SCAN MONITORS**

*Faculty: Randy Fromm, Randy Fromm's Arcade Schools*

Even the most sophisticated video game won't make a cent when the monitor fails. Fortunately, the video monitors used in today's games are easy to troubleshoot and repair.

This session covers the type of monitor most commonly found in video games, the raster scan monitor. Topics covered will include monitor construction and operation, typical failures, troubleshooting and repair. Safety considerations will also be discussed.

General monitor operation will be presented along with a more detailed look at the two types of monitors found most often in contemporary video games.

This session is geared for those with some background in electronics, or those who have attended sessions 106 and 206.

### Session 307

#### **EFFECTIVE MANAGEMENT: HOW TO EVALUATE YOUR CURRENT BUSINESS AND PLAN FOR FUTURE GROWTH**

*Faculty: H. Richard Priesmeyer, Partner, Innovative Management Consultants*

This popular seminar allows you to evaluate your business as a management consultant would. Using a carefully designed checklist, you can recognize specific strengths and weaknesses in your business. Attention is then given to identifying opportunities which provide for company growth while at the same time reducing business risks. Complete seminar handout provided. This session will be repeated as session 507.

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Session 308

**BUSINESS FORMS AND RECORD KEEPING FOR THE ARCADE AND OPERATOR**

*Faculty: Stephen Goot, President, Total Vending Services, Inc.*

In any organization internal work flow is the key to success. Accurate record keeping of all the important documents and actions is absolutely necessary. Learn how to organize routes to enhance record keeping abilities. Learn what information you need and what you don't need. Efficient use of forms and records will be demonstrated along with tips on using and evaluating the process of information gathering. Proper record keeping for a token-oriented arcade will also be discussed.

Session 309

**JUKEBOXES: POTENTIAL PROFIT CENTER**

*Faculty: To be announced*

It's long been acknowledged the jukebox is "the backbone of the industry." In this seminar, operation techniques and advantages of the jukebox are discussed. Jukebox programming, location requests, maintaining a record library, and book-keeping procedures can be mind-boggling unless you know the tricks of the trade.

This session is for experienced as well as novice jukebox operators who are looking to get the maximum out of this dependable coin-op amusement type.

**VISIT THE SPECTACULAR  
EXHIBIT HALL — ALL  
IMPORTANT SUPPLIERS  
WILL BE THERE**

**SEMINARS/WORKSHOPS**

**SATURDAY, MARCH 10**

**3:30 - 5:30 p.m.**

Session 401

**LOCATION RELATIONS**

*Faculty: Gene Winstead, Owner, Gene's Machines and Beanie's Arcade*

This seminar will teach you how to maintain favorable relations with the individual personalities at your locations, while maintaining profitability within the location. Do's and don'ts of interacting with the individual personalities of customers will be explored as well as how to operate accounts and preserve positive relationships.

Session 402

**LOCATION CONTRACTS**

*Faculty: Richard E. George, President, Roy George Music & Vending Corp.*

With the advent of "high tech" equipment, and the accompanying costs, there has never been a greater need for the completion of sound, legal operating contracts with locations. This seminar will deal with the preparation, submission and execution of various types of location agreements. Recognizing that contract law varies from state to state, the speaker will provide sample location agreements that can be tailored to an individual operator's particular needs in his operating area. Specific topics to be discussed are terms of the agreement; commission rates, coupled with minimum weekly guarantees and/or service charges; calculation of damages in the event of a breach; successor clauses and appendixes.

Session 403

**COMPUTER ROUTE ACCOUNTING SYSTEMS — ARE THEY FOR YOU?**

*Faculty: Raymond S. Hibarger, President, Hanson Distributing Co.*

A comprehensive outline of a computerized route accounting system will be presented. Topics covered will include:

- functional aspects of route operation as cash accountability
- machine revenue reporting
- cost allocation
- vehicle maintenance
- statutory reporting
- license and contract tracking
- service logs

Session 404

**DON'T MAKE THE IRS RICH: WHAT THE AMUSEMENT OPERATOR MUST KNOW TO SAVE TAXES**

*Faculty: Irving L. Blackman, Vice President, Blackman, Kallick & Co.*

One of the objectives of the independent businessman should be to retain the maximum after-tax income possible under the law. This seminar will explain to the operator in layman's terms how you can take advantage of such sophisticated tax planning techniques as:

- how to transfer your business to the next generation ... tax free
- learn how to deduct your childrens' college education, legally
- how to take money out of your corporation
- you already own the best tax shelter in the country — your business; find out how to turn on the tax savings

... and many, many more — this session is vital to all independent operators.

**AFTER READING THE  
SEMINAR DESCRIPTIONS  
CAREFULLY, TURN TO  
PAGE A15 TO REGISTER**





#### Session 405

##### **RETURN ON INVESTMENT ANALYSIS FOR AMUSEMENT OPERATORS**

*Faculty: Charles C. Ross, Partner, Innovative Management Consultants*

Are you getting adequate return on your investment? You will learn to calculate return on investment for the firm, each location, and each piece of equipment. Learn when to rotate equipment, when to discard equipment and when to add more equipment to good locations.

#### Session 406

##### **THE POWER SUPPLY**

*Faculty: Randy Fromm, Randy Fromm's Arcade Schools*

As the name implies, the power supply in a video game or electronic pinball machine provides the current to operate the various electronic circuits in the game.

Since power supply failures are quite common in electronic games and it's not at all unusual for a single game to have several individual supplies, a good working knowledge of power supplies is essential.

This session covers the construction, operation, typical failures and troubleshooting of the power supplies used in electronic games. This session is geared for those with some experience in electronic repair; or for those who attended sessions 106, 206 and 306.

#### Session 407

##### **FUNDAMENTAL ARCADE ECONOMICS: HOW TO MEASURE LOCATION POTENTIAL AND ESTIMATE FINANCIAL FEASIBILITY**

*Faculty: H. Richard Priesmeyer, Partner, Innovative Management Consultants*

This "applications-oriented" seminar provides the necessary tools and concepts needed to evaluate arcade location potential. It suggests methods of measuring market strength and provides specific direction in the problems of estimating financial performance. Complete seminar hand-out provided. This is a repeat of session 107.

#### Session 408

##### **HOW TO SOLICIT TOP LOCATIONS**

*Faculty: Stephen Goot, President, Total Vending Services, Inc.*

Top locations mean top dollars! Finding, getting and keeping the best locations possible, however is another story. This session will show you how to compete successfully to secure the best sites. Learn how to give a professional presentation. Discover ways to control the location to receive profitable return on your investment. And, most importantly, acquire techniques which will ensure the best locations remain yours!

#### Session 409

##### **VENDING: CAN IT WORK FOR YOU?**

*Faculty: To be announced*

Vending and coin-op amusements have only one thing in common — the coin slot. But for the enterprising operator who is looking to diversify into the operations of more stable equipment types, there are some coin-op amusement principles that apply and others that don't. This session, geared for the coin-op amusement operator who is a vending novice, is a good introduction to the world of vending.

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## SEMINARS/WORKSHOPS

**SUNDAY, MARCH 11**

**9:00 - 11:00 a.m.**

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### Session 501

#### **PROMOTE! PROMOTE! PROMOTE!**

*Faculty: Arthur Noparstak, Director of Marketing, WICO Corporation*

In times of increased competition and in order to increase traffic you must promote your amusement business. This session will present many promotion ideas designed for street and arcade locations. If you're interested in increased business opportunities — PROMOTE! Attend this important seminar!

### Session 502

#### **ARCADE GAME MIX AND TRAFFIC FLOW**

*Faculty: Jon Daugherty, President, United Artists Theater & Amusements, Inc. and panelists*

The industry has changed in a very short time, and with it, new merchandising methods have been replaced by even newer ones. This session will deal with the overall strategies and trends of equipment for locations, types of equipment, pricing, factors leading to purchasing and selling games (analyzing your net costs of new games). The difference between games, i.e. pinball vs. video vs. skeeball, and their impact on arcade traffic flow will also be explored.

### Session 503

#### **MAINTAINING AND MANAGING THE ARCADE — WHERE DO WE GO FROM HERE?**

*Faculty: Cheryl McCown, President, Charlie's Recreation & Vending*

This seminar is designed for the existing arcade operator who is trying to maintain profitability in a rapidly changing and competitive business environment. Subjects to be discussed are "token wars" and the point of diminishing returns; the critical importance of cash and token controls; some promotional ideas that work; equipment strategy at a time when there is no "used" marketplace.

### Session 504

#### **USED GAME ALTERNATIVES: IS THERE LIFE AFTER DEATH?**

*Faculty: William Nemgar, Owner, Salmon River Amusement*

The used game ... is there a market for it? What are the alternatives for disposing of used games ... trade ins? Home sales? Perhaps auctions or rentals? Come find out the pros and cons of each method, and learn which is most viable for your operation.

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### Session 505

#### **ARCADE PROFIT ANALYSIS**

*Faculty: Charles C. Ross, Partner, Innovative Management Consultants*

Learn how to determine if an arcade should be kept open or closed. Learn the feasibility of opening a new arcade. Learn how to determine if each piece of equipment is generating a profit or a loss in your arcade. Get proven formulas for determining profits for equipment and the entire arcade.

### Session 506

#### **SEMICONDUCTORS**

*Faculty: Randy Fromm, Randy Fromm's Arcade Schools*

The electronic circuits in today's video games and electronic pinball machines are based primarily on the use of semiconductors. If you have an electronics failure in a game, chances are quite good that one or more semiconductors has failed.

Semiconductors are components such as diodes and transistors. They're easy to understand and easy to test to see if they're working properly or not. All of the different types of semiconductors commonly encountered in games will be discussed along with their operation, testing specifications and easy ways to obtain working substitutions when an exact replacement is not readily available.

This session is geared for those with some experience in electronic repair. Sessions 106, 206, 306 and 406 are suggested prerequisites.

### Session 507

#### **EFFECTIVE MANAGEMENT: HOW TO EVALUATE YOUR CURRENT BUSINESS AND PLAN FOR FUTURE GROWTH**

*Faculty: H. Richard Priesmeyer, Partner, Innovative Management Consultants*

This popular seminar allows you to evaluate your business as a management consultant would. Using a carefully designed checklist, you can recognize specific strengths and weaknesses in your business. Attention is then given to identifying opportunities which provide for company growth while at the same time reducing business risks. Complete seminar handout provided. This is a repeat of session 307.

### Session 508

#### **NEW EQUIPMENT PURCHASING IN TODAY'S MARKET**

*Faculty: To be announced*

Faced with the stark realities of rising costs, the owner/operator must become familiar with the various factors leading to a wise buying decision. This session will deliver a better understanding of these factors; selectivity, reliability, and supplier analysis.



## SEMINARS/WORKSHOPS

### SUNDAY, MARCH 11

3:30 - 5:30 p.m.

Session 601

#### **WHEN CONSIDERING THE USE OF A COMPUTER — WHAT DO YOU DO NEXT?**

*Faculty: Raymond S. Hilbarger, President, Hanson Distributing Co.*

If you are considering the use of your own in-house computer, or if this kind of consideration is in the not too distant future, then this session will be of value to you. Topics will include:

- vendor selection
- software and hardware service contracts
- software portability
- hardware expandability
- custom programming
- user training and payback analysis

Session 602

#### **INTERNAL CASH CONTROL**

*Faculty: Jon Daugherty, President, United Artists Theater & Amusements, Inc.*

How can the operator guard against cash loss? This session will deal with the various ways to alleviate these problems in the industry. Also explored will be the use of the polygraph, coin-count metering system, and collection procedures.

Session 603

#### **FOOD AND GAMES: A GOOD MIX OR BIG MESS?**

*Faculty: J.C. Evans, Sr., Vice President, Gold Medal Products Co.*

As a part of the growing Amusement/Recreation/Leisure-Time Industry, today's "Family Fun Center" operator must evaluate FunFood profit strategies as a traffic-builder, profit-maker or "too much bother." Attend this seminar, and find out what the pros and cons are of each of your options.

Session 604

#### **PURCHASING PARTS AND SUPPLIES: MAXIMIZE YOUR PROFITS**

*Faculty: Joe Peters, President, Wildcat Chemical Co., and Big State Supply Co.*

Purchasing parts and supplies ... it sounds so simple. Not really. Like everything in business, it requires a carefully planned professional approach. Doing it the right way can make a big difference in your profit picture. From exploring basics like when and where to buy, to tackling more complex problems like purchasing for multiple locations with a variety of equipment, this seminar is designed to provide valuable, how-to information.

Session 605

#### **BANK LOANS: THE GOOD, THE BAD, AND HOW AND WHEN TO GET ONE**

*Faculty: Charles C. Ross, Partner, Innovative Management Consultants*

This seminar is designed to help your banker un-

derstand your business. Learn what industry information to tell your banker, and what *not* to tell him. Learn what to tell him about your business, and yourself. The use of the 3C's of credit, and how to present your financial plan to increase your chances of receiving a bank loan will also be discussed. Find out how much money to borrow. Learn if you should get a bank loan and how to improve your chances of repayment.

Session 606

#### **LASER DISC GAMES — OPERATING AND SERVICING TECHNIQUES**

*Faculty: Randy Fromm, Randy Fromm's Arcade Schools and panelists*

Laser disc video games are reporting phenomenal earnings records, but if the game is down, that doesn't put quarters in the cash box. Laser disc technology is fraught with its own special service challenges for today's servicepeople. Technical instructor, Randy Fromm will lead a panel of industry experts on the operation and servicing of contemporary laser disc video game systems. Operation and maintenance procedures will be discussed. This session is geared for those with little knowledge of electronics. Suggested prerequisites: sessions 106, 206, 306, 406 and 506.

Session 607

#### **CAUSES OF COMPANY PERFORMANCE: HOW TO MEASURE AND CONTROL SUCCESS AND FAILURE**

*Faculty: H. Richard Priesmeyer, Partner, Innovative Management Consultants*

This seminar reports the findings of a three year study on the causes of company performance. It identifies specific management activities which are related to sales, profit, return-on-investment and other measures. Participants will gain a better understanding of how their actions can change performance. Complete seminar hand-out provided. This is a repeat of session 207.

Session 608

#### **MOTIVATING AND DIRECTING EMPLOYEES: YOUR BUSINESS DEPENDS ON IT!**

*Faculty: To Be Announced*

How do your employees handle the customers who come into your amusement center? Your profit margin is linked directly to your customer relations and service. Can you train your employees so that profits can increase? This session will highlight proven and successful means to both increase profits and customer satisfaction. Learn to correct and improve the performance of your employees; attend this session.

**SEE REGISTRATION FORM  
ON PAGE A15**



# HOTEL RESERVATION FORM



## Amusement Operators Expo '84 March 9-11, 1984

Rooms at the special rates shown below have been set aside at the Hyatt Regency O'Hare, Holiday Inn O'Hare/Kennedy and the Westin Hotel, O'Hare for those attending AOE '84. To obtain these preferred room rates, you must use this form (or a photocopy of this form). Phone requests not accepted.

**Hotels are subject to availability, so please make your reservation request as early as possible. Rooms will be assigned based on availability at time of request.**

**To:** Housing Bureau  
Rosemont Conv. Bureau  
9291 W. Bryn Mawr  
Rosemont, IL 60018

MARCH 9-11, 1984  
O'HARE EXPO CENTER  
CHICAGO, ILLINOIS

Please make reservations for \_\_\_\_\_ persons.

Name(s) \_\_\_\_\_ Room Type \_\_\_\_\_

Room Type \_\_\_\_\_

Room Type \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Arrive \_\_\_\_\_ Date \_\_\_\_\_ at \_\_\_\_\_ a.m. \_\_\_\_\_ p.m.

Departure Date \_\_\_\_\_

**CHECK IN TIME IS 3:00 P.M. AND  
CHECK OUT TIME IS 12:00 NOON  
ALL RATES SUBJECT TO APPLICABLE TAXES.**

**PLEASE INDICATE YOUR 1ST, 2ND AND 3RD HOTEL  
CHOICE. ALSO CIRCLE ACCOMMODATIONS DESIRED.**

HEADQUARTERS	Choice		Choice
HYATT REGENCY	<input type="checkbox"/>	HOLIDAY INN	<input type="checkbox"/>
Singles:	\$79	Singles	\$65
Doubles:	\$94	Doubles:	\$75
Twins:	\$94		

Choice

WESTIN O'HARE ☐

Singles: \$75

Doubles: \$75

Reservations must be received no later than February 8, 1984.

RESERVATIONS ARE HELD TILL 6 P.M. YOU MAY  
**GUARANTEE** YOUR RESERVATIONS BY ONE OF  
THE FOLLOWING METHODS:

(A) **ASSURED RESERVATIONS** — USE YOUR  
AMERICAN EXPRESS, CARTE BLANCHE OR  
DINERS CLUB TO GUARANTEE YOUR  
RESERVATION.

(B) **ADVANCE DEPOSIT** FOR THE FIRST NIGHT  
TO BE ENCLOSED WHEN MAILING YOUR  
RESERVATION.

(C) **COMPANY GUARANTEED RESERVATION**

VISA      CARTE BLANCHE      DINERS CLUB  
(PLEASE CIRCLE)

CREDIT CARD # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

# AIRLINE RESERVATIONS

## WE CAN SAVE YOU UP TO 40% ON YOUR AIRFARE!

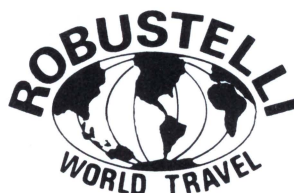
**ROBUSTELLI WORLD TRAVEL** in conjunction with  
**AMERICAN AIRLINES** has contracted the *LOWEST*  
possible rates for the **AMUSEMENT OPERATORS EXPO**  
attendees.

Call your *Robustelli World Travel Specialists* at  
800-242-4321 for reservation confirmation and tickets.  
Tell the answering agent that you're bound for the  
AMUSEMENT OPERATORS EXPO in Chicago.

In Connecticut call collect 847-6270.

**ROBUSTELLI WORLD TRAVEL** has two gifts for you:

1. *Executive Luggage Tags* — Just send us four of  
your business cards and we will enclose two  
laminated executive luggage tags with your  
tickets.
2. A certificate good for one free beverage of your  
choice, coming and going, with each round trip  
ticket on AMERICAN AIRLINES.





# THE INDUSTRY EVENT — BIGGER & BETTER THAN EVER

Tour booths filled with the latest games, accessories, equipment, services and supplies available in the amusement industry.

Test the equipment. View hands-on demonstrations. See more new product introductions at AOE than at any other show. And AOE gets your questions answered. Hundreds of manufacturers, suppliers and distributors will be here answering your problems and concerns. View the equipment that will help you survive in 1984 and beyond!

Following are just some of the leading amusement industry companies being represented at AOE '84:

**VISIT THE SPECTACULAR  
EXHIBIT HALL — ALL  
IMPORTANT SUPPLIERS  
WILL BE THERE**



ABC Warehouse-Happy Sign Division  
Amusement Emporium, Inc.  
A-1 Ash Tray Company  
Acme Premium Supply Corporation  
Air-Vend, Inc.  
Always Electronic Components  
Alter Enterprises, Inc.  
Americade Amusements, Inc.  
American Lock Company  
Amusement Technology, Inc.  
Arachnid, Inc.  
Ardac, Inc.  
Automated Production  
Equipment Corporation  
Auto Rovo/Canada Ltd.  
Bhuzac International, Inc.  
The Bio-Scope Company  
Bob's Space Racers, Inc.  
Brandt, Inc.  
Business Builders Promo &  
Marketing Services  
Canadian Coin Box Magazine  
Carousel International  
Corporation  
Chicago Lock Company  
Cinematronics, Inc.  
Compunetic Devices  
Coin Acceptors, Inc.  
Coin Controls, Inc.  
Coin Mechanisms, Inc.  
Convertible Video Systems Ltd.  
Creative Engineering, Inc.  
D & R Industries  
Destron, Inc.  
Digimed  
Digital Controls, Inc.  
Don Taylor Sales  
Dynamo Corporation  
Eastern Micro Electronics  
Electro-Sport, Inc.  
Enter-Tech  
Exidy, Inc.  
The Game Exchange, Inc.  
Game Connection International  
Gametecniks Division  
Game Technology  
Gold Medal Products Company  
Mylstar Electronics, Inc.  
Green Duck Corporation  
Greyhound Electronics, Inc.  
Hoffman International  
House of Cards, Inc.  
IDA, Inc.  
Innovative Concepts in Entertainment

Innovative Industries, Inc.  
Intrepid Marketing, Inc.  
Imperial International  
Kiddie Rides USA  
Konami, Inc.  
Kurz-Kasch Electronics  
Lowen-America, Inc.  
M. Kramer Manufacturing Company  
Marantz Piano Company, Inc.  
Meltec, Inc.  
Merit Industries, Inc.  
Miracle Recreation  
Equipment Company  
Movie Hut, Inc./Wright Group  
National Ticket Company  
Nicole Manufacturing  
Nintendo of America  
Nomac Ltd.  
The Norton Company, Inc.  
North American Amusement  
Northeast Venture Group, Inc.  
Omaco Enterprises, Inc.  
Penn-Ray Sutra Corporation  
Products International  
Publishers for Conventions, Inc.  
R.J. Newborough & Company, Inc.  
The Robot Factory  
Roger Williams Mint  
Ron Care Corporation  
Rowe International  
Sally Industries, Inc.  
Scan Coin, Inc.  
Show Games  
Skee-Ball, Inc.  
SNK Electronics Corporation  
Standard Change-Makers, Inc.  
Status Game Corporation  
Super Ball, Inc.  
Tech Vend Marketing  
Tommy Lift Gate  
Manufacturing Company  
TSK Electronics Corporation  
The Valley Company  
Van Brook of Lexington, Inc.  
Vending International Corporation  
Venture Line, Inc.  
Video Music International, Inc.  
Wildcat Chemical Company  
Wico Corporation  
Williams Electronics, Inc.  
World Wide Press, Inc.  
Zampera, Inc.  
Zany Animated Productions



# REGISTRATION PROCEDURES

You'll save money by registering now. Since attendance in many sessions is limited, it is strongly advised that you register early to ensure your admittance into the sessions of your choice. To register, use the Seminar Registration Form on the opposite page. Please use a separate form for each registrant. You may photocopy the blank form for additional registrants.

## ADVANCE REGISTRATION

Available through February 17, 1984 \$25.00 for each seminar. To qualify for this rate, your registration form with full payment must be postmarked by February 17, 1984.

## REGULAR REGISTRATION

After February 17, 1984 \$35.00 for each seminar.

## SPECIAL 6 SESSION BONUS PACKAGE — SAVE \$80!

Available until February 17, 1984. When you register with full payment (postmarked by February 17, 1984) for 6 sessions (one in each time frame), you will receive them at a savings of \$80 — at the low price of \$130!

## VISA AND MASTERCARD

You have the option of charging your registration fees to your Visa or MasterCard account. Simply complete the appropriate section on the opposite page, or use our toll free number (800) 243-3238 to call in your registration between 9:00 a.m. and 5:00 p.m. EST Monday — Friday by February 17. (\$50 minimum order) For general information, and CT residents, please call (203) 852-0500.

## CONFIRMATION

All registrations postmarked by February 17, 1984 will be acknowledged by mail. All tickets can be picked up in the Seminar Registration area of the O'Hare Expo Center beginning at 7:30 a.m. on Friday, March 9, and starting at 8:00 a.m. on Saturday, March 10 and Sunday, March 11.

## EXHIBITION ADMITTANCE

Registrants for seminars will *automatically* receive Exhibition admission badges with their seminar ticket. Those not registered for seminars can pick up Exhibition passes at the door, or save time at the show by filling in the quantity you require on the opposite page. Exhibition passes may be ordered until February 24, 1984 and are available for the coin-op trade only.

## SEMINAR TIMES AND LOCATIONS

Seminars will take place from 9:00 - 11:00 a.m. and 3:30 - 5:30 p.m. each day. All seminars will be held in the O'Hare Expo Center/Hyatt Regency O'Hare. Information on specific seminar meeting rooms will be available at the Center's Registration Area.

## CANCELLATIONS

Cancellations, with full seminar refund will be accepted if received in writing and postmarked by February 27, 1984. No refunds will be given for cancellations received after February 27.

## HOTEL ACCOMMODATIONS

A preferred block of sleeping rooms has been set aside at the Hyatt Regency O'Hare for AOE '84 attendees. To be assured of a room at the Hotel, we urge you to make your reservations early. See the Hotel Reservation Form on page 12 of this brochure.

## PLEASE FOLLOW THESE INSTRUCTIONS

Be sure to use a separate form for each registrant. Photocopy the blank form.

1. Fill in your name, title, company, address, and telephone number (including the area code.)

2. Check the appropriate boxes. This information is required. Open to the trade only.

3. Indicate the quantity of additional Exhibition passes you require.

4. Circle the seminars you plan to attend. Circle one session in each time period. The session numbers correspond to the session titles listed in this brochure.

5. Fill in the quantity and dollar amounts of sessions purchased or check Special 6 Session Bonus Package if you qualify.

6. Add up the dollar amounts and enclose the total payment due.

7. Make checks payable (in U.S. Dollars drawn on a U.S. Bank) to Conference Management Corporation. Mail the completed Registration Form with your remittance to: Conference Management Corporation, Registration Dept., AOE '84, 17 Washington Street, Norwalk, CT 06854.

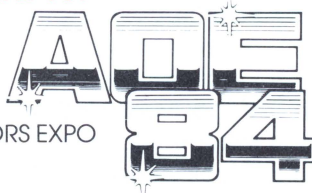
8. If you are charging your registration fees to Visa or MasterCard, please complete this section of the Registration Form. To speed up your registration, call 800-243-3238 between 9:00 a.m. and 5:00 p.m. EST, Monday — Friday by February 17. (\$50 minimum order) For general information, and CT residents, please call (203) 852-0500.

## IF YOU WOULD LIKE ONE OF YOUR ASSOCIATES TO RECEIVE A COPY OF THIS BROCHURE, PLEASE COMPLETE THE INFORMATION BELOW AND SEND TO:

Conference Management Corporation  
17 Washington Street  
P.O. Box 4990  
Norwalk, CT 06854

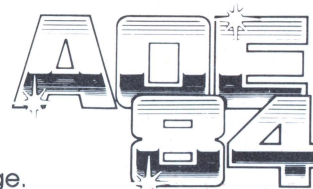
Please send a copy of the AMUSEMENT OPERATORS EXPO brochure to:

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Address \_\_\_\_\_  
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State \_\_\_\_\_ Zip \_\_\_\_\_





Please photocopy this form for additional registrants. Only one person per form.  
To register, please circle the seminars you plan to attend.  
Seminars are grouped by the day and time each is offered.  
Registration fees and complete registration information appear on the opposite page.



**March 9-11, 1984**  
**O'Hare Expo Center**  
**Hyatt Regency O'Hare**  
**Chicago, Illinois**

[illegible]

☐ Less than 30  
☐ 31-75  
☐ 76-150  
☐ 151-300  
☐ Over 300

**ENCLOSE  
TOTAL REMITTANCE  
WITH THIS FORM**

**PAYMENT IN FULL  
MUST BE RECEIVED BY  
FEBRUARY 17, 1984**

**A B C D E**

☐ Please send me \_\_\_\_\_ Free Exhibit Hall Passes.

**NOTE: Select only one seminar per time period.**

<p>Friday, March 9</p> <p>9:00-11:00 a.m.</p> <p>101 102 103</p> <p>104 105 106</p> <p>107 108</p>	<p>Saturday, March 10</p> <p>9:00-11:00 a.m.</p> <p>301 302 303</p> <p>304 305 306</p> <p>307 308 309</p>	<p>Sunday, March 11</p> <p>9:00-11:00 a.m.</p> <p>501 502 503</p> <p>504 505 506</p> <p>507 508</p>
<p>3:30-5:30 p.m.</p> <p>201 202 203</p> <p>204 205 206</p> <p>207 208</p>	<p>3:30-5:30 p.m.</p> <p>401 402 403</p> <p>404 405 406</p> <p>407 408 409</p>	<p>3:30-5:30 p.m.</p> <p>601 602 603</p> <p>604 605 606</p> <p>607 608</p>

☐ I have selected \_\_\_\_\_ seminars at \$25 each (\$35 each postmarked after February 17)

☐ I am registering for the Special 6 Session Bonus Package (available through February 17 only) and will save \$80. Price: \$130

FULL PAYMENT ENCLOSED FOR THE COMBINED TOTAL REGISTRATION

Make checks payable (in U.S. Dollars drawn on U.S. Bank) to  
Conference Management Corporation

Mail this form with your check to:

AOE '84, Conference Management Corporation, Registration Dept., 17 Washington Street, Norwalk, CT 06854

If you are charging your registration to a credit card, please complete this section; or, to speed up your registration, have your Visa or MasterCard handy and **call 800 243-3238** between 9:00 a.m. and 5:00 p.m. EST, Monday through Friday until February 17, 1984. (\$50 minimum order)

For general information, and CT residents, please call 203 852-0500.

Check one: ☐ VISA ☐ MasterCard



Expiration Date

Signature

Card Number

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**AQE**  
**84**

March 9-11, 1984  
O'Hare Expo Center  
Chicago, Illinois

## **CALENDAR OF EVENTS**

### **SEMINAR/WORKSHOPS**

Friday, Saturday and Sunday  
March 9, 10, and 11

Morning sessions: 9:00 - 11:00 a.m.

Afternoon sessions: 3:30 - 5:30 p.m.

### **EXHIBITION**

March 9, 10, and 11

Hours: Friday and Sunday, 10:30 a.m. - 4:00 p.m.

Saturday, 10:30 a.m. - 6:30 p.m.

Special Distributors' Preview hours:

Saturday and Sunday,

March 10 and 11

9:00 - 10:30 a.m.

NOTE: Children under 18 will not be admitted  
until 2:00 p.m., Sunday, March 11.



Mgr. Dir.: T.S. Steeper  
Gen. Mgr.: M.J. Steeper  
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tables, distribute NSM jukeboxes*

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4992 Espelkamp, FRG 4992  
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Telex: 972300  
Managing Dirs: Ulrich Schmidt  
Dr. Klaus Willmann  
Import Mgr.: Wolfgang Csury  
Sales Mgr.: Ulrich Schmidt  
Serv. Mgr.: Herbert Ziebecker  
*Representing: Production—video  
games; import—video PC boards;  
Dynamo pool tables*

**Bally Wulff Automaten GmbH**  
Tauentzienstr. 6  
1000 Berlin 30, Germany  
Phone: (030) 213 20 42  
Telex: 184135  
Officer: Hans Kloss  
Sales Mgr.: Walter Lenz  
*Representing: gaming machines,  
video games*

**Deutsche Wurlitzer GmbH**  
D-4971 Hullhorst Wurlitzer 6  
Germany 06971  
Phone: 01149-5744-1001  
Telex: 972-122  
Gen. Mgr.: Hans Domberg  
Gen. Sales Mgr.: Klaus Telgheder  
Mktg. Mgr.: Norbert Lohre  
*Representing: jukeboxes and  
vending machines*

**Nova Apparate GmbH & Co. KG**  
Winterhuder Weg 31  
2000 Hamburg 76, W. Germany  
Phone: (040) 22 70 01-0  
Telex: 2 14122  
President: Hans H. Rosenzweig  
Exec. V.P./Finance: Harald Held  
V.P. Domestic Sales:  
Dieter Ruecker  
V.P. Import/Export:  
Michael Sengelmann  
V.P. Spare Parts: Horst Knappe  
V.P. Service: Eduard Valentin  
*Representing: Coin-operated  
amusement games, phonographs,  
vending machines; Atari, Mylstar,  
Williams, GGI, Konami, Coffee-Mat*

**NSM Apparatebau GmbH. Co., KG**  
Im Tiergarten 20 - 30  
D 6530 Bingen/Rhein, W. Germany  
Phone: 049/6721-15202

Telex: TX042222  
Managing Partner Mktg & Sales:  
Ulrich D. Schulze  
Mgr. Mfg.: Arnold Nieswand  
Mgr. Fin. & Admin.: Heinz Buder  
Export Mgr.: Gerd Mattern  
*Representing: NSM Phonographs*

**NSM/Loewen Group  
of Companies**  
P.O. Box 168  
D-6530 Bingen/Rhein  
Germany (F.R.G.)  
Phone: 6721/15202  
Telex: 04-2222  
*Representing: jukeboxes, video  
games*

## Guam

**Automatic Sales  
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Agana, Guam 96910  
Phone: 671/646-4990  
President: John Pangelinan  
Mgr.: Jesus Chargulaf  
Serv. Mgr.: Edward Flores  
*Representing: IGT, Bally/Midway,  
Mylstar, Wurlitzer*



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Chicago, Illinois

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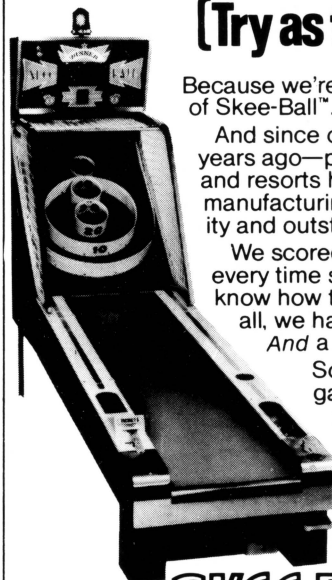
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84**

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PT-126



**Shelton Music Company**  
P.O. Box 803  
Agana, Guam 96910  
Phone: 671/472-6244 or 477-7515  
Telex: 7216217  
President: Austin J. Shelton II  
Serv. Mgr.: Lau Kok Seah  
Personnel Mgr.: Liz Shinohara  
Sales Mgr.: Hattie Pang  
Representing: Distributing; Rowe  
International, Electrospout

## Holland

**Suzo Trading Co.**  
Pieter de Hoochstraat  
Rotterdam, Holland 3024CS  
Phone: 010/766-399

## Hong Kong

**General Pacific Corp. Ltd.**  
Rm. 1302 Houston Centre,  
Mody Road, TST East  
Kowloon, Hong Kong  
Phone: 3-678625, 3-678513  
Telex: 45913 GPCHK HX

Sales Mgr.: F. T. Milner  
Operations Mgr.: Johnny Shen  
Representing: A subsidiary of Taito  
Amusement Game Centre

## Ireland

**Coin Operated Amusements Ltd.**  
Dublin Road  
Kildare Town, Co. Kildare, Ireland  
Phone: 045-21501 & 21808  
Telex: 31277  
Chairman & Managing Director:  
Martin Dempsey  
Sales Dir.: Kathleen King  
Store Mgr.: Mary Donohoe  
Serv. Mgr.: Brendan Swords  
Representing: NSM jukeboxes;  
Data East Deco cassette system;  
Electrocoin video games; Universal  
videos; Atari videos; Novomatic  
fruit machines, repairs, conversions,  
spares

**Dublin Pool & Jukebox Co. Ltd.**  
57/58 Phibsboro Rd.  
Dublin 7, Ireland  
Phone: 309900, 309667, 309556  
Telex: 24147 EI  
Officers: Diek Quirke

Serv. Mgr.: Alan Stapleton  
Representing: Barcrest of England  
manufacturer of gaming machines

**International Franchise Group**  
121 Western Industrial Estate  
Knockmitten Lane, Naas Road  
Dublin 12, Ireland  
Phone: 500700/500454  
Telex: 32249 IFC  
Chairman: F.F. Quinn  
Managing Dir.: F. Concannon  
Sales Mgr.: C. Boylan  
Serv. Mgr.: J. Magee  
Representing: Atari, H.G.M., Irish  
Kentucky Derby Ltd.

**Joyland Amusement (N.I.) Ltd.**  
Hydepark Industrial Estate  
58 Mallusk Road, Hydepark,  
Co. Antrim, Northern Ireland,  
United Kingdom BT368PY  
Phone: 2313-48236/7/8/9  
Telex: 747457 JOYLAND G  
Chairman & Mgr. Dir.:  
Gerald Steinberg  
Sales Mgr.: Jean Hopper  
Serv. Mgr.: Raymond Wilson  
Representing: Atari, Barcrest,  
Bonanza, Hazel Grove Music;  
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manufacturers and operators

### Video Games Ireland Ltd.

77 Benburb Street  
Dublin 7, Ireland  
Phone: (01) 719199 or  
(01) 694888 Unit 404

Managing Dir.: Brendan P. Murphy  
Operations Mgr.: Damien Murphy  
Serv. Mgr.: Raymond McFreaman  
*Representing: suppliers, importers, distributors and operators of coin-operated amusement and gaming equipment*

## Italy

### Biliardini Torino di Roberto Luigi

via Brandizzo No. 9  
Torino, Italia  
Phone: 011 85.11.98  
Sales Mgr.: Roberto Luigi  
Serv. Mgr.: Torino - Via  
Brandizzo No. 9 -  
Roberto Luigi

F.LLI Zaccaria s.n.c.  
via Armaroli, 15  
Calderara Di Reno (Bologna)  
Italy 40012

Phone: 051/722381/2  
Telex: 213683 ZACC I  
*Representing: Exidy*

## Japan

### Bally Japan Corp.

204 Social Dogenzaka Bldg.  
14-9 Dogenzaka 1-chome  
Shibuya-ku, Tokyo  
Phone: 03/476-5981  
*Representing: Bally/Midway games*

### Bonanza Enterprises, Ltd.

New Bonanza Bldg. 3-43, 3-Chome,  
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Yokohama, Japan 231  
Phone: (045) 623-5711 (10 lines)  
Telex: J47901 WIKIWIKI  
Kay A. Chiba  
Sales Mgr.: Clarence Y.T. Cheng  
*Representing: gaming devices, video games, bank note changer*

### Century Corp., K.K.

Akasaka, P.O. Box 133  
Minato-Ku, Tokyo 107, Japan  
Phone: 81-3-587-0996  
Telex: J25522 TFS INTER  
*Representing: circuit boards, power supplies and component parts*

### Data East

31-12, Kamiogi 2-chome,  
Toshima-ku  
Tokyo, Japan 167  
Phone: (03) 392-4151, 331-5441  
Telex: 232-2124 DATA J  
President: T. Fukuda  
Dir.: T. Kaneyasu,  
N. Sunohara  
Sales Mgr.: H. Chosokabe  
Serv. Mgr.: T. Yamao  
*Representing: Deco Cassette System, upright & cocktail; dedicated PC board conversion games; laser video games*

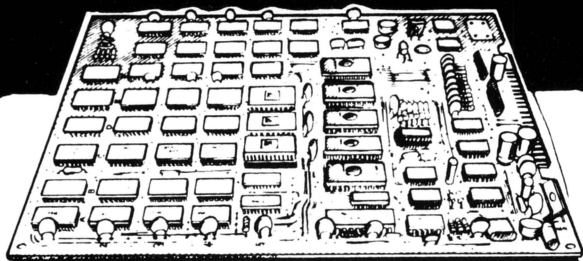
### Jaleco Ltd.

5-24-9 Kamiyohga, Setagaya-ku  
Tokyo, Japan 158  
Phone: (03) 420-2271  
Telex: JALECO J27891  
President: Yoshiaki Kanazawa  
Sales Mgr.: Takashi Kondo  
Export Mgr.: Osamu Asari  
Service Mgr.: Tetsuo Kanemoto  
*Representing: Manufacturer of amusement video games; distributor for Taito, Namco, Nintendo, Universal, Data East, Nichibutsu, SNK, etc.*

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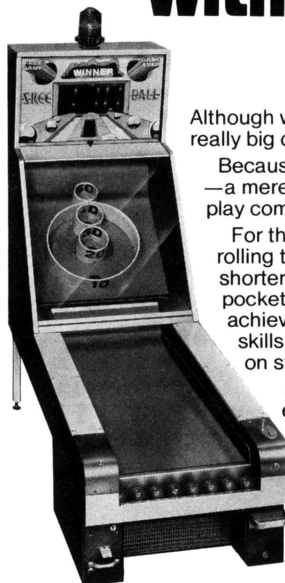
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Telex: 5233186 KONAMI J  
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V.P.: A. Takenaka  
Sales & Foreign Trade Dept. Mgr.:  
K. Hiraoka  
Serv. Mgr./Engr. Dept.:  
M. Sakai

**Mama Top Corp.**  
1-7-8 Higashi Chiyoda  
Shizuoka City, Japan 420  
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Telex: 3962-555 TOPPU J  
Facsimile: 0542-63-9374  
Officer: N. Matsuhamu  
*Representing: video games (Birdiy),  
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**Matsushita Electric  
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3-2 Minamisemba 4 chome,  
Minami-ku  
Osaka City, Japan 542  
Phone: 06-282-5600  
Telex: 522-8771 "METOSK J"  
Chief Sales Engr.: Kirk K. Matsushita  
*Representing: Wurlitzer*

**Namco Ltd.**  
2-8-5, Tamagawa, Ota-ku  
Tokyo, Japan 146  
Phone: 03/759-2311  
Telex: 2468521 NAMINT J  
President: Masaya Nakamura  
*Representing: video & arcade  
games*

**Sigma Enterprises, Inc.**  
13-11, Udagawacho, Shibuya-ku  
Tokyo, Japan 150  
Phone: 03-496-5221  
Telex: 0242-2266 SIGMA J  
President: K. Manabe  
Exec. V.P.: T. Hagiwara  
Overseas Sales: T. Shizuma  
*Representing: amusement videos,  
gaming devices*

**Taito Corporation**  
5-3 Hirakawa-cho 2-chome  
Chiyoda-ku, Tokyo, Japan 102  
Phone: (03)264-8614  
Telex: EPTRA J22931  
FAX: 03-234-2690  
President: Michael Kogan  
Export Mgr.: H. Saigusa  
*Representing: Mylstar, Atari, coin-  
operated amusement machines*

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Chiyoda-ku, Tokyo, Japan 101  
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Telex: J 27174 TEHKAN  
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Sales Dir. Nobuteru Osada

Overseas Dir.: Ken Nakata  
Overseas Mgr.: I. Akaishi  
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Telex: MA40370  
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Deputy Mgr. Dir.: Lee Ah Hoe  
*Representing: Atari, Bally/Midway*

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**Corporacion Sonata S.A.**  
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Mexico City, D.F. 14610  
Phone: 905/573-2413  
Telex: 017-74282  
Exec. V.P.: Raul C. Romero  
Sales Mgr.: Jose L. Lara  
Serv. Mgr.: Mauricio Juchanoy  
*Representing: Sonata phonographs,  
Nostalgia 1050 phonographs*

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## New Zealand

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**Advance Automatics Ltd.**  
230 Cuba St.  
Wellington, New Zealand  
Phone: 04-859324 - 859325  
Telex: INTCOM NZ 31255  
Officers: J.V.D. Vaart  
C. Loomans  
W. Kuiper  
Sales Mgr.: C. Loomans  
Serv. Mgr.: J.V.D. Vaart  
*Representing: NSM*

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## Spain

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**Sega S.A.**  
d.b.a. Sonic  
P.O. Box 16117  
Madrid, Spain  
Phone: (1) 2326640\*  
Telex: 44070 game e  
President: Martin J. Bromley  
V.P. & Mgn. Dir.:  
Eduardo Morales Hermo  
Prod. Mgr.: Carlos Villa Herranz  
Sales Mgr.: Miguel A. Soto Alvarez  
Serv. Mgr.:  
Alfredo Trivino Rosolino  
*Representing: manufacturer of  
coin-operated amusement and  
gaming machines; distributors in  
Spain for Atari, Stern, Sega (Japan)  
Enterprises Ltd.*

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## Surinam

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**Surinam Automatic Centre**  
Pad Van Wanica 21  
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Paramaribo, Surinam  
Phone: 026-191  
Cable: SCA PARAMARIBO  
Officers: K. Gokoel  
Sales & Serv. Mgr.: Jay Gokoel

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## Sweden

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**AB Dannemans Automater**  
Box 6067  
102 31 Stockholm, Sweden  
Phone: (08) 7676362  
Telex: 14125 DANOMAT S  
Officers: Charles Danneman  
Maj-Lis Danneman  
Sales Mgr.: Rolf Forsgren  
Serv. Mgr.: Per Erik Olsson  
*Representing: Mylstar, Rock-Ola,  
Atari, Taito, Compu-Game, Sell-  
matic*

**Bally Scandinavia ab**  
Industrivagen 5  
171 48 Solna, Sweden  
Phone 08/730-02-65  
Telex: 17695 BBEOAB  
Officer: Bo Billing  
Sales Mgr.: Rolt Ohlander  
Serv. Mgr.: Karl Erik Larsson  
*Representing: Atari, Bally/Midway,  
NSM, Rowe, Stern/Seeburg,  
Williams*

**Cherryforetagen AB**  
(The Cherry Group)  
Gustafsvagen 10  
S-171 49 Solna, Sweden  
Phone: (46)8-830410  
Telex: 13360 Cherry S  
President: Per Hamberg  
Mgr./Oper.: Inge Ask  
Mgr./European Establishments:  
Lars Kling  
Sales Mgr.: Haakan Soederstroem  
Service Mgr.: L-G Persson  
*Representing: Century Electronics  
England, Vendo, Cabel Italy, Astro-  
Metrix USA, Zaccaria*

**ECAB AB**  
Falugatan 24  
Stockholm, Sweden S-11332  
Phone: int+46/8-15 80 80  
or -15 80 33  
Telex: 12223 ECAB S  
Officers: Rolf Danielsson  
Lars Hoglund  
*Representing: Zaccaria in Scan-  
dinavia video and pinball*

**Jensigame Electr. Mfg. AB**  
V. Bernadottesg 23



Malmoe, Sweden S-21612  
 Phone: 040-160616, 163550  
 Telex: 33179 JENSI S  
 President: Kristian Goeransson  
 V.P.: Jens Georansson  
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**Novomat AG**  
 Grabenackerstrasse 11  
 Munchenstein, Switzerland 4142  
 Phone: 061/46 75 60  
 Telex: 63257  
 President: Gustav Jeker  
 Sales Mgr.: Mr. Weber  
 Service Mgr.: Bruno Weider  
 Representing: *Rock-Ola, Mylstar,  
 Bally/Midway, Atari*

## United Kingdom

**A.J. Gooding Group Ltd.**  
 trading as **Ace Coin Equipment**  
 Ace House, Lanelay Road  
 Talbot Green, Pontyclun  
 Mid Glamorgan CF7 8YY  
 South Wales, Great Britain  
 Phone: 0443/222561  
 Telex: 498467 call back Ace G

Div. Mgr. Dir.: Harold Phillips  
 Mgr. Dir.: Jeff Hull  
 Home Sales Mgr.: Dave Walker  
 Export Serv. & Development Mgr.:  
 Ken Bateman  
 Representing: *Manufacturers of  
 amusement machines*

**Bafco Ltd.**  
 Beechings Way  
 Alford, Lincolnshire,  
 England LN13 9JE  
 Phone: (05212) 6536  
 Dir.s.: L.H. Collins & J.C. Barry  
 Serv. Mgr.: D. Croxford  
 Representing: *kiddie rides*

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 112, Villiers Ave., Surbiton  
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 Managing Dir.: John Richards  
 Representing: *Video game software  
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 components for video games; video  
 game design*

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 Bulkeley House  
 Stockport Road  
 Cheadle, Cheshire, England  
 Phone: 061-491 1068  
 Directors: Barrie Denton,  
 John Dale, Norman Rimmer &  
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Sales Mgr.: Stan McKenna  
 Representing: *Superleague pool  
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 Parkgate Industrial Estate  
 Parkgate Lane  
 Knutsford, Cheshire  
 U.K., WA16 8DX  
 Phone: 565/52628/9 52620  
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 Gerald Steinberg  
 Serv. Mgr.: Steve May, Ged Neil  
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Upcoming events destined for full and fast exposure in our publications include the JAMMA Coin Machine Exhibition in Tokyo in September; the London Previews, Enada in Rome, FER '83 in the Spanish resort of Malaga, the Internationale Automaten-Schau in Zurich and, of course, AMOA itself in New Orleans, in October. In November we'll be back in New Orleans for a look at the IAAPA Show and in Vienna for the Austrian exhibition Incomat. Before the year ends we'll also be in Paris for Forainexpo.

With the new year comes the Van-Expo/Horecava show in Frankfurt providing a comprehensive look at the West German scene and one of the UK's premier trade events, the Northern Show in Blackpool. In February there's the new Amusement Showcase International in Chicago and ATE, still perhaps the most prestigious coin machine event anywhere, in London. March sees a quick return to Chicago for AOE, Spain for SADA '84 and Ireland's 'Coin-Op' event in Dublin before the season comes to a close with the Milan Fair in Italy.

Other events, big and small, will also figure in our plans—which adds up to the most complete international exhibition reporting by any publication anywhere. If there's a game to rock the world at any of those shows, you'll not miss it if you are a subscriber. And that, by itself, is full justification for keeping in touch by subscription to *Coin Slot* and *Coin Slot Location*. Do it now!



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J.A. Gregory, & R.A. Claridge

Sec.: R.A. Claridge

Sales & Serv. Mgr.: G. Sleight

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Phone: 0323 20251/2/3

Telex: 878225 G

(answer back: STREET)

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Product Dir.: Terry A. Deekes

Director: R. Deith

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Telex: 437269 SHARET G.

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Factory Dir.: C.B. Gurney

Sales Mgr.: L. Fowler

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Representing: Manufacturers of video & AWP gaming machines, conversion kits, etc.

#### Thomas Automatics Co., Ltd.

Belton Road West

Loughborough, Leicestershire

LE11OTR, England

Phone: Loughborough 267611

Telex: 341845

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Director: Mrs. A. J. Thomas

Sec.: A. McCourt

Dir.: C.J. Walker

Sales Mgr.: C.A. Roberts

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Phone: 767-4926

Telex: 24917 VIDEO G

Mgr. Dir.: Alan Poulton

Sales Mgr.: Len Withers

Serv. Mgr.: Steve Holloway

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#### Whittaker Bros. Ltd.

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Lancashire OL2 8HE

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Telex: 635245

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## Uruguay

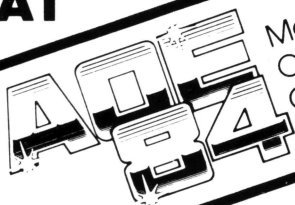
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# International Trade Associations

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**Amusement Machine Operators Association Limited**  
46-52 Mountain St.  
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Phone: 02 211-3188  
Chairman: H. Tester  
Directors: W. West, C. Thornily,  
D. Hankin, G. Davidson, &  
L. Slutzkin

## AUSTRIA

**Verband der Munzautomatenwirtschaft**  
A-1200 Wien  
Wallensteinstrasse 5  
Phone: 0222 33 21 87

## BELGIUM

**Union Belge de L'Automatique (UBA)**  
44 Place Princesse Elisabeth,  
Bte 3, 1030 Brussels  
Phone: 02/242 71 74

## DENMARK

**Dansk Automatenbrancheforening**  
Kastanie Alle 22, DK-2720  
Phone: 00 451 71 94 02

## FINLAND

**Suomen Automaattihidistys r.y.**  
Ratakatu 21 A 7,  
00121 Helsinki 12

## FRANCE

**Confederation Francaise de l'Automatique (CFA)**  
66 rue de Clignancourt,  
F-75018 Paris  
Phone: 254 17 83

## GREAT BRITAIN

**British Amusement Catering Trades Association (BACTA)**  
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Phone: 01-228 4107

## HOLLAND

**Anfragen von der Vereinigung Automatenhandel Nederland (VAN)**  
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## IRELAND

**Irish Amusement Caterers' Association (ACA)**  
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Phone: 072 41257

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2-10-2 Nagata-Co.  
Choyoda Ward, Tokyo 100  
Phone: 593-2564

**Nihon Amusement Operators' Association (NAO)**  
9th Floor, Yasuda Seimei Bldg.,  
8-3-1 Chome Shibuya,  
Shibuya, Tokyo 150  
Phone: 03/407-8711

## LUXEMBOURG

**Confederation du Commerce Luxembourgeois A.s.b.l.**  
23 Centre Allee Scheffer,  
Luxembourg-Limpertsberg

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Phone: 74 3994

**Northern Ireland Amusement Trades Association**  
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Belfast BT1 1JE  
Phone 62 0786

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## SPAIN

**Asociacion Espanola de Fabricantes y Comercializadores de Maquinas Recreativas y de Azar (FACAMORE)**  
Colombia, 35 bajo dcha,  
Madrid-16  
Phone: 91-250 1621-46

**Asociacion Nacional de Maquinas Recreativas (ANDEMAR)**  
Estebanez Calderon,  
5.5° Madrid-20  
Phone: 2790962-3

**Federation Nacional de Operadores de Maquinas Recreativas y de Azar (FEMARA)**  
Diego de Leon 50,  
8 Madrid-6  
Phone: 91-411 61 61

## SWEDEN

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## SWITZERLAND

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Gubelstrasse 28  
Postfach 699, CH 8050 Zurich

## WEST GERMANY

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Aachener Strasse 197-199,  
D-5000 Koln 41  
Phone: 0221 401009  
Telex: 08-881829

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D-6800 Mannheim  
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## Lesson 1: Junction Field Effect Transistor (JFETT)

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**Lesson One — Junction Field Effect Transistor (JFET).** This lesson is an introduction to the junction type FET. It includes the method of its manufacture plus the internal structure of the device. Also, the operational characteristics are studied.

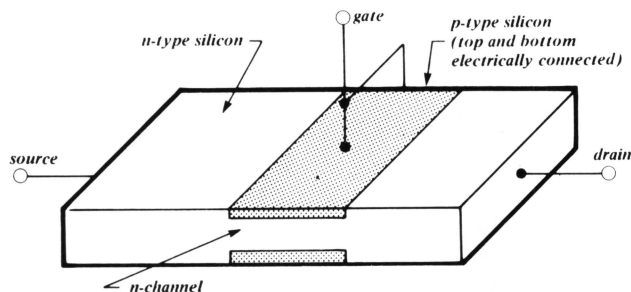


Fig. 1-1. Basic JFET Structure.

Because of the material of the channel, this device is called an **n-channel JFET**. A **p-channel JFET** could be constructed in the same manner only with n-type material for the gate and p-type for the channel. The discussion here will be limited to the n-channel device only.

### OPERATION OF A SEMICONDUCTOR BAR:

To fully understand the operation of this device, we must digress and recall the basic theory for current flow in a solid semiconductor bar. Suppose, for example, that we are given a bar of n-type silicon material with contacts at each end. By placing a battery on the ends of the bar, we can measure the current flow and determine the resistance. This resistance can be calculated to be

$$R = \frac{\rho \cdot L}{t \cdot d} \quad (1-1)$$

where  $L$ ,  $t$ , and  $d$  are the dimensions of the bar as shown in Fig. 1-2 and  $\rho$  is the resistivity of the bar measured in ohm-centimeters. From this equation, it is noted that if the thickness  $t$  is reduced, the resistance is increased which, in turn, reduces the current flow through the bar. For example, if the thickness were reduced to one-half its normal value, then the current would be reduced by one-half its normal value.

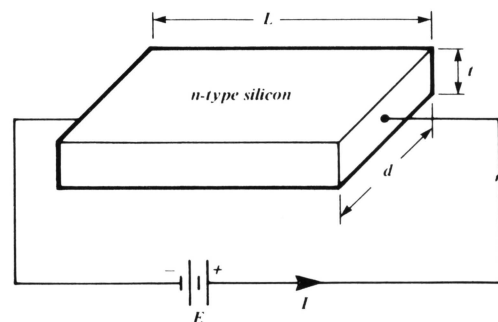


Fig. 1-2. Resistance Measurement in a Silicon Bar.

### OPERATION OF A REVERSED BIASED p-n JUNCTION:

To determine how this thickness can be controlled in the manner used in JFETs, we must also recall some theory on a reverse biased p-n junction. Fig. 1-3 shows a typical p-n junction diode with a reverse bias voltage applied to its terminals. The current through the diode under this condition is extremely small as long as the battery voltage does not exceed the breakdown rating of the device. On either side of the junction, as shown in Fig. 1-4, there exists a small region which is void of any mobile charge carriers. This means that this region (called the **depletion region**) allows very little current to cross the junction. Any current that does cross is attributed to normal leakage through the diode. The depletion region thicknesses in the p and n sides (labeled  $x_p$  and  $x_n$ ) depend upon two factors.

1. The amount of applied voltage. The regions will increase into material as the voltage is increased. To be more specific, the depletion width is a function of the square root of the applied voltage.
2. The resistivity of the material. The side with the greater resistivity will have the larger depletion region.

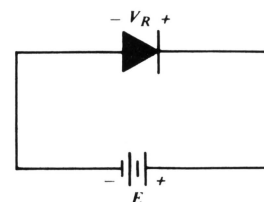


Fig. 1-3. Reverse Bias on a p-n Junction Diode.



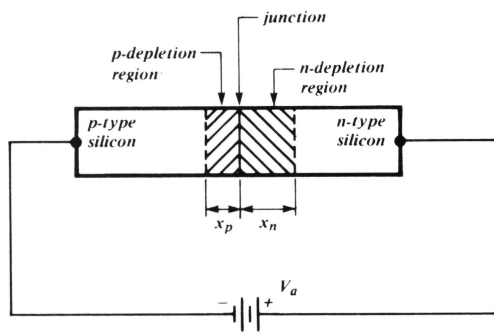


Fig. 1-4. Depletion Regions in a p-n Junction Diode.

Based on these two facts, we can now define an expression for the depletion thicknesses which are

$$x_p = k_p \sqrt{V_a} \quad (1-2)$$

$$x_n = k_n \sqrt{V_a} \quad (1-3)$$

where  $k_p$  and  $k_n$  are constants of the p and n material and  $V_a$  is the applied voltage.

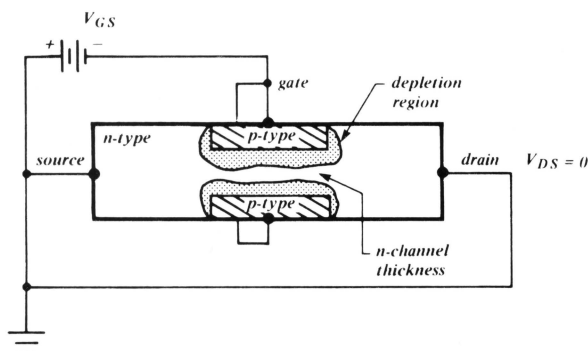


Fig. 1-5. Depletion Regions in the Channel of a JFET.

## OPERATION OF A CHANNEL CURRENT FLOW:

By using these two theories and the model of the n-channel JFET developed in Fig. 1-5, we can see that by making the source the common or ground terminal and the gate negative with respect to the source, there will exist a depletion region in the channel which is perpendicular to the current flow through the channel. If the drain-source voltage is set equal to zero ( $V_{DS} = 0$ ), the effective channel thickness will be reduced as the gate-source voltage ( $V_{GS}$ ) is increased. By increasing  $V_{GS}$  such that the channel thickness is reduced to zero, the condition known as **pinch-off** occurs. This value of gate-source voltage is known as the **pinch-off voltage**,  $V_p$ , and the channel conductance at this voltage is very close to zero. In general, since the depletion region thickness will be a function of the square root of the gate-source voltage, the channel conductance ( $1/R_{ch}$ ) will also be related to the square root of  $V_{GS}$ . Channel conductance as a function of  $V_{GS}$  is plotted for a typical JFET in Fig. 1-6.

Now, if  $V_{GS}$  is set equal to zero and by applying a positive drain-source voltage, it can be seen that the channel depletion,

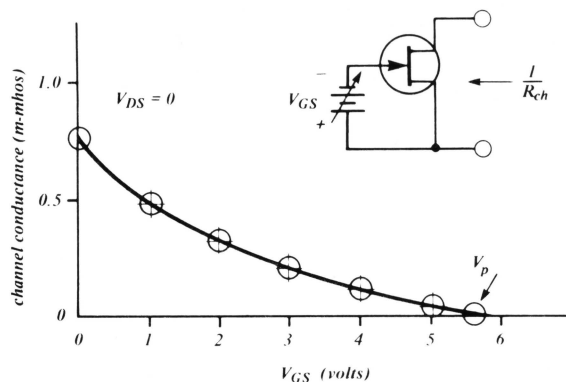


Fig. 1-6. Channel Conductance vs. Gate-Source Voltage for a JFET.

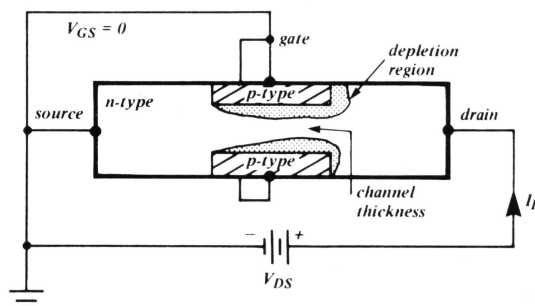


Fig. 1-7. Variation of the Depletion Region Along the Channel.

region will have the general shape as shown in Fig. 1-7. This wedge-shaped region is caused by the voltage drop across the channel allowing the voltage at the gate-drain junction to be greater than at the gate-source junction. Therefore, the depletion region will be greater at the drain end of the channel. As  $V_{DS}$  increases, the channel current or drain current ( $I_D$ ) begins to increase linearly until the channel resistance starts to increase. At this point,  $I_D$  does not increase as much and begins to level off. When the channel is completely pinched off, the drain current is at a saturated value and any further increase in  $V_{DS}$  produces very little change in  $I_D$ .

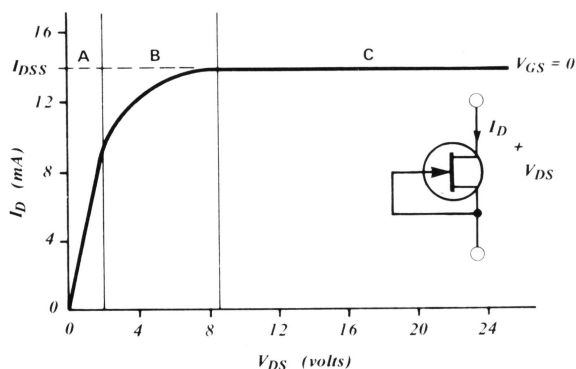


Fig. 1-8. Drain Current vs. Drain-Source Voltage for the Gate-Source Voltage equal to Zero.

A plot of  $I_D$  vs  $V_{DS}$  for  $V_{GS} = 0$  is shown in Fig. 1-8. Region A is the range of  $V_{DS}$  for which the channel resistance is constant; Region B is the range of  $V_{DS}$  for which the depletion region begins to cause an increase in the channel resistance; and,



Region C is the **saturation** range for which  $V_{DS}$  is beyond the pinch-off value. The value of  $I_D$  in this region will be nearly constant and is labeled  $I_{DSS}$  meaning the **drain-to-source saturation current**.

By increasing the value of gate-source voltage beyond zero, a small initial depletion region is formed which increases the channel resistance. As  $V_{DS}$  is increased from zero, the channel resistance in Region A will be observed to be larger than for  $V_{GS} = 0$ . An increase in  $V_{DS}$  will cause the drain current to saturate at a value smaller than  $I_{DSS}$ . Further increases in the value of  $V_{GS}$  will produce a family of curves for  $I_D$  vs  $V_{DS}$  as shown in Fig. 1-9.

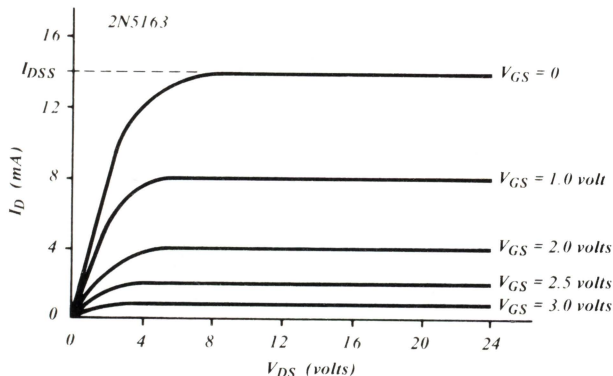


Fig. 1-9. JFET Drain Characteristics.

In the saturation region, it is noticed that the drain current

has a **square-law** relationship to the gate-source voltage. This means that  $I_D$  will be a function of the **square** of  $V_{GS}$  as shown in Fig. 1-10 which is the **gate transfer characteristic** curve for a JFET. It must be pointed out that even though the channel can be pinched-off, there will still be some small amount of drain current flowing. Usually FET manufacturers do not define a

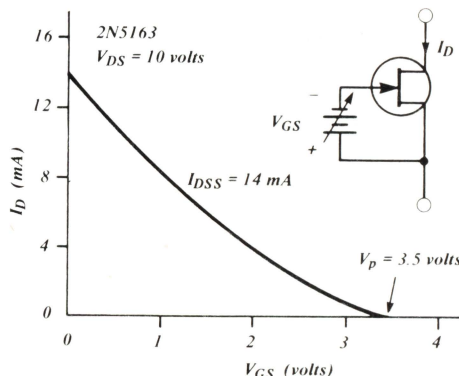


Fig. 1-10. Gate Transfer Characteristics of a JFET.

value for the pinch-off voltage. Instead, a small amount of drain current is defined (usually in microamps) and a gate-source voltage is specified to produce this current. This voltage is called the **gate-source cutoff voltage** or  $V_{GS(off)}$ . Generally speaking, this voltage is enough to produce pinch-off conditions in the channel.

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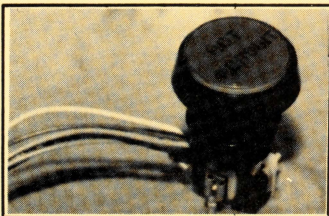
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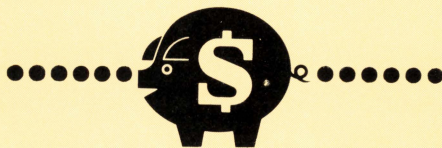
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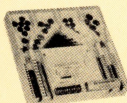
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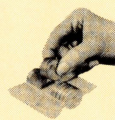
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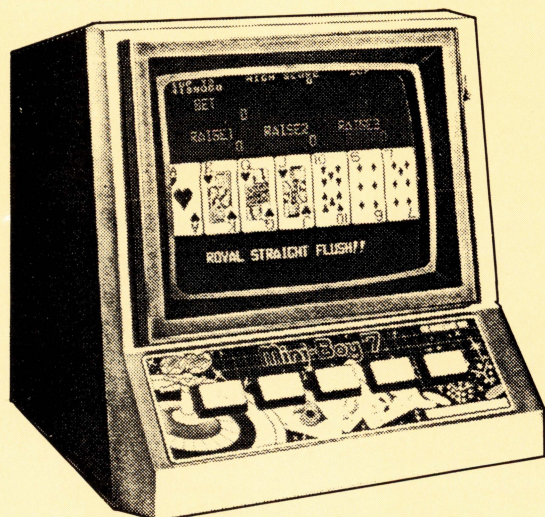
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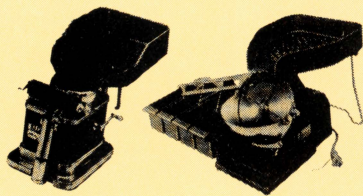
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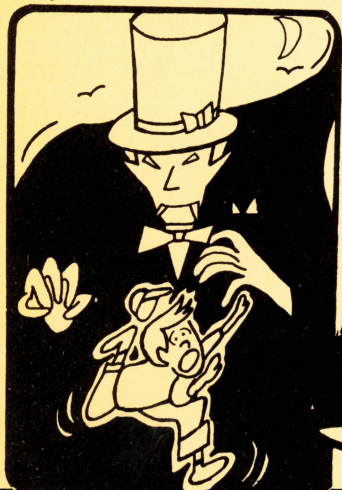
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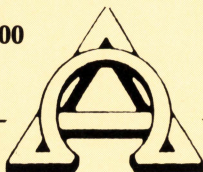
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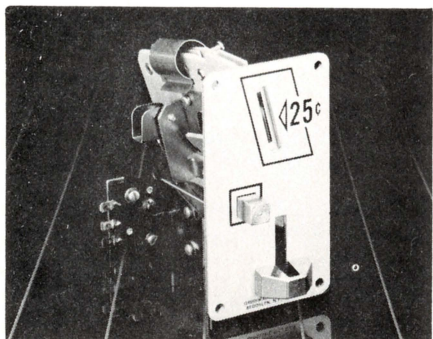
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# Aids to the Trade

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## Drop meter

Greenwald Industries' Coronet is an all metal drop-type coin acceptor and validator designed to provide operating reliability and anti-cheat protection at a moderate price, company officials said.

The Coronet design features a sharply angled coin entry slot that measures a coin's diameter by a guide rail which will only support coins of the correct size, automatically tipping undersized coins into the reject path.

In addition to testing for coin diameter, the Coronet also tests for thickness, shape, weight, metallic content, magnetism, and center holes (washers). A slug or coin having a diameter of .025" smaller than the correct coin is rejected, but finer adjustments can be made. A reject button and coin return cup allow quick retrieval of rejected coins.

The Coronet features quick disassembly. By removing one spring clip, the mechanism separates into two parts completely exposing all surfaces. No lubrication is necessary, and cleaning can be done with a mild detergent.

There are two options available for the Coronet. The first is a coin blocking coil which will prevent the loss of money if there is no power to the machine. The second is a token kit which is designed for field conversion to token-only operation, or token-and-quarter operation. For further information, contact Greenwald Industries at 1340 Metropolitan Ave., Brooklyn, NY 11237-1194. Telephone: 1-800/221-0982.



## Counter/sorter

Mity I, a new five-denomination coin counter/sorter from Magner Corporation, features a compact, tabletop design, solid-state circuitry, and a processing speed of up to 500 coins per minute, company officials said.

The unit's six-digit LED display tabulates a combined or individual value for 1¢, 5¢, 10¢, 25¢, and SBA dollars or tokens.

Priced at under \$1,300, the unit comes complete with five coinboxes, a coin scoop for loading mixed coins, cleaning tools, and a dust cover. Optional equipment includes coin bagging attachments, an inspection tray, and a cash drawer refill unit that automatically deposits counted and sorted coins back in their respective cash drawer receptacles.

For more information, contact Doug Magee, Magner Corporation, P.O. Box 0456, Middlefield, CT 06455. Telephone: 800/243-2624.



## Game table

Against the wall or standing free, the Hi-Bar video game table for bars, clubs, and arcades lets two competitors play face-to-face.



Tablevision Inc's *Hi-Bar* has room for food, drinks, and on-lookers, standing or on high stools. The Hi-Bar is 40" high with a 20" x 26" foot-rest-base; its lid-top is 20" x 26".

According to company officials, it also features a standard interchangeable system that converts to a new game in minutes—without the aid of a technician.

Each unit is equipped with a rasterscan 14" monitor of modular construction; all components are interchangeable. The chassis is custom-made, with "finger-tip" adjustments for better picture graphics.

The shatterproof glass won't scar, stain or discolor, and Tablevision warrants both parts and labor for 90 days.

For more information, contact Tablevision Inc., 600 Clover St., Los Angeles, CA 90031. Telephone: 213/225-1337.

## Test fixture

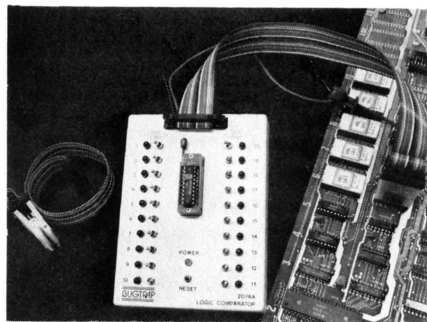
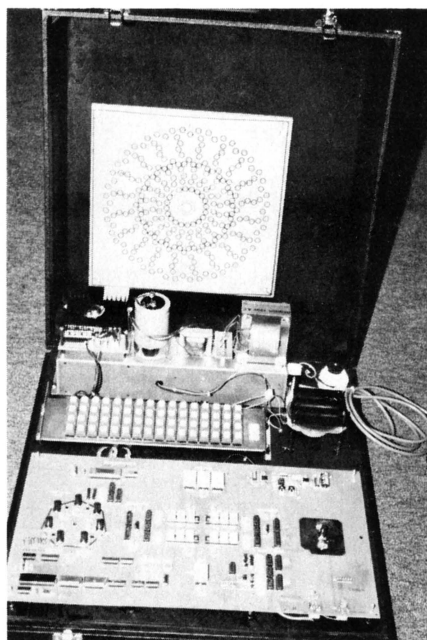
IDEA (Industrial Design Electronic Associates Inc.) of Sycamore, Illinois, announces a new product designed as a diagnostic tool for servicing *Century Darts* and *Royal Darts* machines.

Completely self-contained and portable for servicing dart games on site, the Dart Game Test Fixture tests the main mother PCB assembly board, the power supply, the solid-state relay board, the speaker, the overhead light driving circuitry from main board, and the matrix switch.

All functions of a dart game can be simulated and tested. The test fixture works by matching a suspect assembly with known working assemblies. Once the trouble spot is identified, it can be easily swapped or debugged. Debugging is made easy by the access of all parts to a scope or meter probe.

The test fixture comes with a heavy-duty, vinyl-covered case with a handle for easy carrying and weighs 35 pounds.

For more information, contact IDEA's manufacturing agent: Nomac Ltd., 211 Berg St., Algonquin, IL 60102. Telephone: 800/323-0449.



## Logic comparator

Bugtrap Instrumentation has available the Bugtrap Model 2074A Logic Comparator—a hand-held model which tests the full line of digital TTL devices as well as 14, 16, 18, and 20 pin I.C.s previously considered untestable with conventional logic comparators.

Because of the new comparison technique incorporated in the 2074A, testing of 5V RAMs, tri-state, bi-directional, and open collector I.C.s (a testing increase of 300 percent over conventional comparators) has been made simple, company officials said.

I.C.s under test are compared to "known good I.C.s" in circuit and at system speed. Input/output switch settings have been eliminated. Vcc and ground are the only selections required.

The Bugtrap Model 2074A Logic Comparator comes complete and ready to use with a reference manual, 20-pin test clip with cable and I.D.D. connector, and 16-pin test clip and cable with I.D.C. connector.

For further information, contact: Bugtrap Instrumentation, 1209 Alderwood Ave., Sunnyvale, CA 94089. Telephone: 408/734-1118. Telex: 172211 HQSUVL.

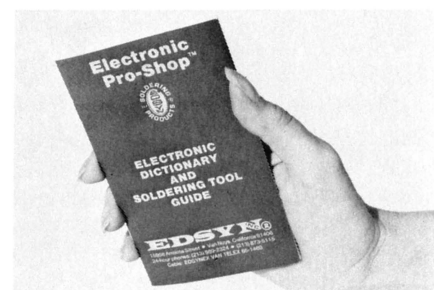
## Free catalog

EDSYN Inc., a designer and manufacturer of soldering tools and accessories, has available a free 44-page, pocket-size catalog titled "Electronic Pro-Shop."

EDSYN's "Electronic Pro-Shop" includes an electronic dictionary together with a soldering tool guide and metric equivalents. This shopper is designed for the professional as well as the novice.

Some of the products highlighted are: desoldering and soldering tools, pliers, wire cutters, strippers, tips, holders, spools, sponges, kits, and soldering stations. Also included is an order form for shopping convenience.

The "Electronic Pro-Shop" can be obtained by contacting: Shirley Fortune, EDSYN Inc., 15958 Arminata Street, Van Nuys, CA 91406. Telephone: 213/989-2324.





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# NEWS BRIEFS

By Mike Shaw

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Bally Manufacturing has agreed to buy 690,000 shares of common stock from its former chairman William T. O'Donnell at \$25 per share. The "redemption" of the stock, which will completely separate O'Donnell from the company he started, has been urged by the New Jersey Casino Control Commission which controls licensing for Bally's Atlantic City gambling palace, Park Place. (A complete story will appear in the next issue of *Play Meter*.)

— — ● — —

Democratic Rep. Robert Kastenmeier of Wisconsin, who heads the Judiciary Subcommittee on Courts, Civil Liberties, and Administration of Justice, will head a February 3 session in Washington, D.C., where representatives of the copyright royalty societies will meet with representatives of the coin-op industry to discuss current jukebox royalty legislation. Jukebox industry spokesmen contend the current \$50 per year registration fee is exorbitant.

— — ● — —

Konami will market a *Gyruss* conversion kit, its second product to be marketed out of its American office in Torrance, California. Meanwhile, Game Kits, an Omaha company which has been selling *Gyruss* kits Konami claims are unlicensed, will probably go unprosecuted. Konami attorneys said it is cost prohibitive to act against the alleged pirates. A Game Kits *Gyruss* kit buyer in Lewston, New York, said he paid \$325 C.O.D. for the kit and received only a badly reworked board and a scribbled note indicating the company was out of the decals and wiring harness to be included as advertised in the November 15 issue of *Play Meter*. An Omaha phone listing for Game Kits and its sister company T & R Vending has been disconnected, and company officials have not been available for comment.

— — ● — —

Game Plan officials report initial distributor orders for *Sharpshooter II* have been much better than the company had anticipated. But when employees returned to production lines to build more of the games, prices on materials had inflated to the point that the company decided it would raise the distributor price on the pin from \$1,335 to \$1,425. The price increase went into effect January 15.

— — ● — —

Atari has secured exclusive rights to produce and market home and personal computer cartridges of Konami's new arcade hit *Track & Field*. The arcade game is marketed by Centuri.

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## TAX ALERT

According to an Internal Revenue Service regulation that has been in place since 1957, every operator must present a completed Form 1099 income report to each location which netted more than \$600 from amusement and vending machines during the tax year. Those forms must

include the amount paid to the location and the location's tax identification number. The forms should be presented to the location by January 31. Operators can be fined \$50 for each Form 1099 not filed or which contains incorrect information.

The IRS takes this regulation

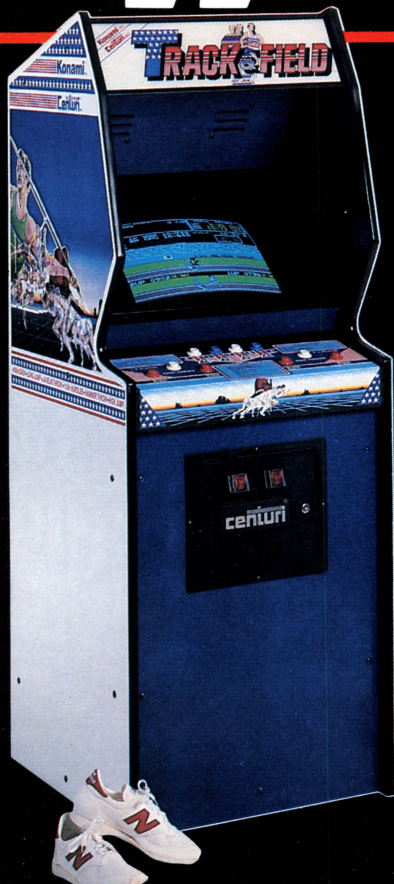
seriously. This past summer an IRS compliance investigation in Oregon determined 140 operators failed to file correct income tax returns for 1982. According to the IRS, the investigation was part of a nationwide crackdown on unreported income. (See *Play Meter*, September 1, p. 12.)



**ON YOUR MARK, GET SET...**



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