

The World's Leading Amusement Machine Trade Publication

\$2.50

# PLAY METER

Volume 4, Number 15

August 15, 1978

**Air Hockey  
Nationals**

**Pinball  
Marathon Duel**

**A Talk With  
Craig Singer**

**Location  
Cost Analysis**

**Converting  
Home Games**





# Atari PPD\*: How you can play for higher stakes in both "Street" and "Arcade" locations.



## \*Planned Product Development. How it works to return more on your investment.

PPD is actually a planned-profit plan. Your profit plan. It's our nickname for a combined marketing-engineering-manufacturing approach that insures that every game is carefully and objectively planned to return the highest potential earnings possible.

Games aren't just for "street" or just for "arcades" anymore. The best product is product

that works in a variety of locations. That's the reason for PPD. It includes the analysis and forecasting of player preferences, age, seasonal, geographic factors, and different types of location requirements.

### The result: Profit versatility.

Product that fills specific location needs as well as a variety of street and game room locations. A larger selection of

product that can be rotated more freely to give you more chances to enhance your profitability.

### Some examples:

**Middle Earth™.** Solid state electronics, 1-4 players, new reliability and our Wide Action™ playfield. (Remember, the bigger playfield doesn't mean it's just an "arcade piece", it means bigger profits in any location!) Long term collections are still higher than any other pin games.

**Fire Truck™.** The industry's first 1 or 2 player "cooperative" video driving game that simulates an actual fire chase. 1 player steers the front, the other the back.

**Smokey Joe™.** New 1 player version of the profit-proven Fire Truck in a new compact cabinet. Players can choose to drive either cab or trailer "cooperating" with the computer as alternate driving partner.

Go for higher stakes. Talk to your Atari distributor now. He can also tell you about the phenomenal **Skydiver™.** The new action video that simulates the realism of actual skydiving. 1 or 2 players. New bonus spellout. Musical sound effects, fast collections action.

Or contact us for referral at 1265 Borregas Avenue, Sunnyvale, CA 94086. (408) 745-2500 or at 44 Colonial Drive, Piscataway, NJ 08854 (201) 981-0490.



© A Warner Communications Company

Telehelp™. Customer Service Toll Free. Western Region: 800-538-1611. Eastern Region: 800-631-5374.

# Atari. The Investment.



# PLAY METER

Vol. 4 No. 15

August 15, 1978

## Staff

Publisher and Editor: Ralph C. Lally II  
Managing Editor: David Pierson  
International Editor: David Snook  
Editor, *Coin Slot*  
Technical Editor: Robin Minnear  
*Game Doctors*  
Correspondents: Roger C. Sharpe  
Gene Beley  
Dick Welu  
Art Direction: Katey Schwark  
Administrative Assistant: Valerie Mitchell  
Typography: Vickie Lofton  
Staff Cartoonist: Norm Rockwell  
Circulation Manager: Debbie Barnes  
Advertising Representative: Ralph C. Lally II  
European Representative: Esmay Leslie

PLAY METER, August 15, 1978. Volume 4, No. 15. Copyright 1978 by Skybird Publishing Company. PLAY METER is published twice monthly on the 1st and 15th of the month. Publishing offices: 112 North Roadway, New Orleans, La. 70124, P.O. Box 24170, New Orleans, La. 70184. Tel: 504/282-0261. Subscription rates: U.S. and Canada—\$25; Europe and Japan—\$45; elsewhere—\$50. One order subscription: 2-9, \$20 each; 10-24, \$17 each; 25 or more, \$15 each. Advertising rates available on request. No part of this magazine may be reproduced without expressed permission. The editors are not responsible for unsolicited manuscripts. Second-class postage paid at New Orleans 70113. Postmaster: Send Form 3579 to PLAY METER, P.O. Box 24170, New Orleans, La. 70184.

European office: PLAY METER Promotions, 15 Great North Road, Brookmans Park, AL 9 6 LV, Hertfordshire, England.

# PLAY METER

## Location Cost Analysis ..... 18

In the final installment in a series on the business analysis of your operation, David Pierson gives some guidelines to follow when determining the profitability of a location.

## Converting Home Games To Commercial Use ..... 23

PLAY METER's Gene Beley has done some experimentation on converting home video games into commercial units. His report makes interesting reading.

## Air Hockey's National Championship ..... 26

A players' association holds its own national championship; and despite obvious drawbacks, the tournament comes off. Players also give their suggestions on how to rekindle interest in the game at the operator level.

## Soliloquy of a Pinball ..... 43

An entry in PLAY METER's \$1,300 writers' contest, this article is the diary of a pinball going through its various stages of disrepair.

<b>From the Editor</b> .....	<b>4</b>
<b>Mailbox</b> .....	<b>5</b>
<b>Operating</b> .....	<b>6</b>
<b>Coinman of the Month</b> .....	<b>9</b>
<b>Manufacturing</b> .....	<b>15</b>
<b>Music Programming</b> .....	<b>29</b>
<b>Distributing</b> .....	<b>34</b>
<b>Critic's Corner</b> .....	<b>36</b>
<b>Technical Topics</b> .....	<b>39</b>
<b>New Products</b> .....	<b>45</b>
<b>Classified</b> .....	<b>48</b>



# From the Editor

Without a doubt, the most rewarding aspect of publishing PLAY METER is constantly receiving mail and telephone calls from our readers telling us how much they enjoy reading the magazine.

It's always a pleasure to sell an issue full of advertising; but, in my opinion, that fulfills only half of the publisher's responsibility. A publisher has to do more than mail his magazine to its readers. He has to make certain that it will be *read*. After all, if they don't open it up and read it, the whole effort is a complete waste.

It would have been easy for PLAY METER to have become a magazine that did nothing but glorify and praise its advertisers. But, to me, that kind of journalism is an outright "cop out." So, from the very beginning, PLAY METER has been a magazine dedicated first and foremost to operators. Timely news stories, provocative interviews, informative feature stories, useful technical advice, and new product evaluations were, and still are, the cornerstones of PLAY METER's reader acceptance.

I guess maybe the difference between us and everyone else is that PLAY METER's editorial format was designed to sell *readers* on PLAY METER, not *advertisers*. I knew if PLAY METER could generate enough reader interest and enthusiasm, the advertisers would take notice and climb aboard. And so they did, and to those who do advertise with us, I am sincerely pleased, as I'm sure our readers are.

It took a delicate balance of subscription and advertising revenue to get PLAY METER where it is today—"The World's Leading Amusement Machine Trade Publication." That, by the way, is no brag, just facts.

Thanks to all of you, PLAY METER is getting better and better. So keep those cards, letters, and telephone calls rolling in. Your satisfaction is truly our reward.

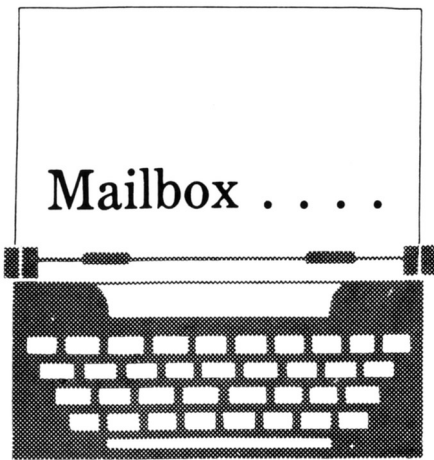
While on the subject of reader response, I would like to take this opportunity to remind our operator/subscribers that your 1978 PLAY METER Survey has been mailed to you. As you know, the PLAY METER Survey has become *the* authoritative and most respected survey ever conducted for this industry. It provides us with an opportunity to gauge accurately the growth and size of this fascinating industry. Your continued cooperation in completing this survey and mailing it back to us as soon as possible is sincerely appreciated. As usual, the survey results will be published in our November A.M.O.A. Show Issue. The deadline for returning your questionnaire to us is September 30.

Thank you for your interest and cooperation.



Ralph C. Lally II  
Editor and Publisher





immediate area. In addition, do you have any information on how to locate a mechanics for my business?

**Italia Amusements  
Paramus, New Jersey**

[Ed—One school you might try is the electro-mechanical school conducted by Don Miller. This school, which was started by the A.M.O.A., focuses in on reading schematics but does not touch on solid state. We understand there

will soon be offered a follow-up school which covers solid state equipment. For further details, contact Fred Granger at 312-726-2810. You should also talk with your distributors to see if they will be holding any manufacturer-sponsored schools in the near future. As for your second request, you might try advertising in PLAY METER's Update Edition. As a paid subscriber, you can advertise in PLAY METER's Update free of charge.]

**About time**

Thought it was about time to commend you and your staff for the great reporting you are doing for the coin industry.

We at Syracuse look forward to receiving both the main edition and the Update edition and the information they avail us to pass on to our accounts.

Keep the presses rolling.  
Best personal regards.

**John H. Shawcross  
N.Y.S. Manager  
Bally Northeast Distributing  
Syracuse, New York**

**Bravo!**

Bravo!  
"Wooden Pegs and Wooden Heads" (PM, July, p. 65) merits a standing ovation from our whole industry. Just to see such prolific prose in print warms the heart. Now, if only some sophist "news investigator" of the *New York Times* could deign from an inflated, muckraked ego and reprint your article...Well maybe...someday anyway.

Thanks.

**Merrill Millman  
Aladdin's Castle**

**Information**

I'm an operator in New Jersey, and I would greatly appreciate information on a school for mechanics in my



## END OF SUMMER SPECIALS

**Make plans now to attend large auction to be held for Advance Dist. Co., Sept 13, 1978. For information contact Empire & Assoc. 817-332-4401**

<b>ARCADE &amp; VIDEO</b>	
AMERICOIN Junk Yard . . .	\$695
ATARI Jet Fighter . . . . .	595
ATARI Outlaw . . . . .	495
ATARI Quack . . . . .	450
ATARI Sprint 8 (like new) . . . . .	4800
ATARI Steeple Chase . . . . .	695
EXIDY Alley Rally . . . . .	995
EXITY Car Polo . . . . .	1995
EXITY Death Race . . . . .	1195
EXIDY Score . . . . .	995
EXIDY Ole Time Basketball .	595
FUN GAMES BiPlane . . . . .	545
FUN GAMES Race . . . . .	495
FUN GAMES Tankers . . . . .	495
GREMLIN Blockade . . . . .	895
GREMLIN Hustle . . . . .	925
GREMLIN Comotion I & II .	895
U.S. BILLARDS Shark . . . . .	450
MEADOWS Drop Zone 4 . . .	495
<b>MEADOWS</b>	
Lazer Command . . . . .	795
MEADOWS Cobra Gunship .	695
MEADOWS Bombs Away . .	550
<b>MICRONETICS</b>	
Night Racer . . . . .	1095
MIDWAY Winner . . . . .	335
MIDWAY Gunfight . . . . .	895
MIDWAY 280 Zap . . . . .	1195
MIDWAY Racer . . . . .	695
MIDWAY Sea Wolf . . . . .	1195
P.S.E. Bazooka . . . . .	1095
RAMTEK Hit Me . . . . .	925

RAMTEK Trivia . . . . .	595
SEGA Road Race . . . . .	595
SEGA FonZ . . . . .	595
SEGA Tracer . . . . .	895
<b>COCKTAIL TABLES</b>	
U.S. BILLARDS Survial . . . .	395
BAILEY Fun 4 . . . . .	545
FUN GAMES Take 5 . . . . .	495
MIRCO 21 . . . . .	995
MICRO Super Stud . . . . .	995
MICRO Strikes & Spares . .	1095
MEADOWS Flim Flam . . . . .	495
MEADOWS Trax . . . . .	495
GREMLIN Comotion I & II .	895
ATARI Tank II . . . . .	795
MIDWAY Gunfight . . . . .	995
ELCON Baseball . . . . .	895
ELCON Blockbuster N4 . . .	1195
DIGITAL Knockout . . . . .	395
<b>PHONOGRAPHS</b>	
ROWE TI-1 . . . . .	945
NSM Century 21-D . . . . .	1095
NSM Prestige 160-D . . . . .	1095
WURLITZER Atlantic II . . . .	995

**Super Special  
Wurlitzer 1050's  
Excellent Condition  
Please Call**

**ADVANCE DISTRIBUTING COMPANY, INC.**

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



## Marathon duel draws national attention

No one planned it that way, but it turned out to be one of the best, most spontaneous pinball promotions yet devised. J.D. Beltram of San Marcos, Texas and Edward Laydon of Springfield, Massachusetts both set out to break the same world's record, for consecutive hours of playing pinball, and they were only forty hours apart when they started. Neither of them knew about the other or about the national attention they would get as they competed in their head-to-head duel.

The "old" record (if it can be called that, since it had been set only three weeks earlier) of 140 hours and 32 minutes was held by Mandy Manter of Hollywood, California. But before the Beltram-Laydon duel would play itself out, that record would look very much outdated.

It started with Charles Ross, who operates Magic Coin Arcade in San Marcos, Texas. On July 21 at 3 p.m., he held his second annual pinball marathon (his first marathon did not produce a world's record). Three pinballers put up their ten dollars each and entered the contest, but two of those players dropped out very quickly. Beltram, the third player, however, continued on and on and on and on.

According to the *Guinness Book of World Records*, players are allowed five minute rest periods for every hour of play. They may accumulate these rest periods and take longer naps if they so desire. Also, they are allowed to sit during play.

The effort by Beltram began to attract statewide attention. And when Beltram broke the world's record on Williams' *Big Ben*, every newspaper, television station, and several radio stations in the area were on hand to record the proceedings.

Beltram was the record holder and the word went out. But the word came back that Laydon was hot on his tail. Only forty hours behind, the Springfield, Massachusetts youth seemed to have a lot of pinball left in him too. A duel was shaping up.

So Beltram had to keep on going, hoping to discourage his competitor. But Laydon, by now beginning to attract media attention himself, hung on.

CBS radio finally caught wind of the development and got a three-way telephone hookup between

Beltram, Laydon, and a CBS interviewer which was broadcast nationwide.

Finally after 165 hours and 30 minutes, Beltram ended his streak. Laydon now had only forty hours to go to break the record. And that he did. On July 30, he passed Beltram's mark and became the new record holder. His final mark was 170 hours.

For his effort, Beltram won first prize in Magic Coin's pinball marathon promotion. He was awarded a bonanza of steak dinners, hamburgers, movie passes, T-shirts, records, and other prizes from local merchants.

But Laydon, the record holder, was not part of any planned promotion. He had approached Bob Kubicki of the Dream Machine in Springfield, Massachusetts for a chance to break the world's record. To him the record was enough. Still, he may soon be getting a prize, compliments of the Dream Machine. Said Kubicki, "We might give him something like a pinball machine."

What the event seems to indicate once again is the press's acceptance of pinball today. What it might also suggest to the industry is that a coordinated effort of this sort next year, and possibly on an annual basis, may be a great way to attract favorable publicity to the industry.

For its part, PLAY METER stands ready to coordinate such an event and add to a prize package.

Operators, manufacturers, and other industry personnel who would also be interested in a coordinated effort of this sort, where pinballers across the country all start after the marathon record within a specified time span, should send their comments and suggestions to PLAY METER on the attached Feedback Card.

As Charles Ross of Magic Coin said after Beltram's effort, "I think we have bettered the image of pinball with this promotion. And that's something everybody in the industry has a responsibility to do. We've got to upgrade the image of this game."



Marathoner J.D. Beltram held the world's record for only 40 hours.

## Ohio operators meet

The Ohio Music and Amusement Association recently conducted its annual exhibit and trade show which was held in June at the Hilton Inn in Columbus, Ohio. Over 200 registrants, including operators from Ohio, West Virginia, Pennsylvania, Illinois, Indiana, Minnesota, Michigan, and Kentucky, and sixteen major exhibitors attended the show.

The two-day program began with an exhibitors' luncheon during which Vern Riffe, Speaker of the Ohio House of Representatives, discussed the legislative process. The luncheon was followed by the election of officers and the discussion of the recent Progress Vending court case

against the Ohio Department of Liquor Control over free play (PLAY METER, May, p. 19). Columbus, attorney James DeLeone led the discussion.

Following Saturday's seminar sessions, A.M.O.A. President Don Van Brackel, gave the A.M.O.A. audio-visual presentation during the president's luncheon.

The officers elected at the two-day meeting are as follows: Dennis Hilligan, president; James Hayes and Melvin Pearlman, vice presidents; Clarence Neargarder, treasurer; Lawrence Van Brackel, secretary; and Maynard Hopkins, board chairman.



# FAMA giving away free rides

The Florida Amusement Merchandising Association (F.A.M.A.) is sponsoring a membership contest that has as its enticement a free trip to Puerto Rico for the state association's fall conference, October 19-22.

For every three members (of any dues classification) that an operator can get into the organization, that member operator is eligible to receive one free trip to F.A.M.A.'s Puerto Rico conference. That trip will originate in either Miami or Orlando.

Additionally, several of the state's leading distributors will be giving out certificates worth \$70 for each \$5000 of equipment purchased between July 1 and September 1. If an operator has four such certificates, he can redeem them for a free trip to the Puerto Rico conference.

Participating distributors in this promotion are Southern Music, Orlando; Rowe International, Tampa, Miami, and Jacksonville; and Belam, Miami.

## New locations-- A must

One of the key growth mechanisms for expanding your business is new locations. Atari's representation at major industry and trade shows for restaurants and food service locations, hotels and motels, convenience stores, colleges, bowling centers, skating rinks, and theaters has proved that the market for location growth is prime.

"Atari has been at these shows primarily to encourage an increased awareness and interest in coin-operated games by the locations," said Frank Ballouz, Atari's national sales manager. In essence, Atari is representing operators, distributors, and the industry in general at these shows to promote the use of games in locations and overall expansion of the market.

Atari's presentation at these trade shows is mainly to inform the location executives on how the game operating business can benefit their organizations. The profit potentials and added entertainment value of the games to their customers were of particular interest. However, many people at these shows were not aware of the possibility of game operators placing games in their locations. They did not know whom to contact to learn about this. In general, it was discovered that there is a need to educate location representatives to increase awareness of the value of games to their business and how the operating business works to their benefit. Atari distributors receive information on location leads obtained at the shows, which should be followed by an operator contact and a new placement of games.

New awareness and popularity of games is also being generated by the recent publicity about the improved image of coin games. Many national

and local publications are printing excellent articles on games and players. Atari is also using this as part of the presentation to locations at the trade shows.

Atari will be exhibiting at two additional location shows this year. The National Campground Association and the National Licensed Beverage Association will hold their annual meetings this fall. Both of these organizations represent many excellent locations for games. In addition, Atari would like to encourage their distributors and operators to attend and participate in more regional and local location trade exhibits to help further industry growth.

Helping to generate additional growth of business is one way Atari is supporting their customers. Each of the location industry shows has demonstrated excellent potentials for games. In addition to new interest in games by established locations, there are always more locations being developed. For example, over 20,000 new food service locations are expected to open by 1980. The skating rink industry forecasts the opening of over 1200 new locations

## COIN MACHINE TRAINING FOR REPAIR MAINTENANCE Trouble Shooting

- SLOTS
- PINBALLS
- ELECTRONIC AMUSEMENTS
- ARCADES
- BINGOS
- VIDEO ELECTRONICS
- MUSIC and VENDING

"Your future is our business."

## Nevada Gaming Schools, Inc.

3100 Sirius Road  
Las Vegas, Nevada 89102  
Tel: 702/873-2345



Certified BALLY training school  
sixth year

in the next year. Similarly, other location growth forecasts indicate a strong market for new game placement.

Atari's representation at the location trade shows is specifically designed to assist distributors and operators in their efforts to find new opportunities for placement of games. Ballouz commented, "We expect significant growth of new street locations in the long run from our efforts. We have found that there is location interest and room for growth. Operators should now be actively pursuing this expansion."

—By Carol Kantor, Atari



## GAME PLAN

Keeping ahead requires a game plan, especially in the game business. Let International Billiards put you ahead with competitive prices and quick delivery on all your billiard inventory... from domestic and imported balls... one or multi-piece cue sticks... billiard cloth... cue and table repair items... to accessories, novelty and decorator items. We still have the best freight connections for immediate delivery. Call us toll-free and stay ahead of the game.

## INTERNATIONAL BILLIARDS, INC.

2311 Washington, P. O. Box 7693, Houston, Texas 77007 713/869-3237  
1-800-392-2209 (Texas) 1-800-231-1282 (out of State)  
Call toll-free for wholesale billiards and coin supplies





Ken Lunceford (left) accepting congratulations at Bally's SuperShooter contest.

## Wizard making personal appearances

Ken Lunceford, who won the title of the national pinball champion in Bally's first SuperShooter Pinball tournament, is now making personal appearances at amusement and family entertainment centers across the country and is also available for participating in contests with visitors to the arcades.

The National Pinball Wizard's first

such appearance took place at five Minnesota Fats locations around the Chicago area. A resident of Columbus, Georgia, he was flown to Chicago for a four-day period in April, during which he challenged players to a game of pinball at the Minnesota Fats locations.

He has also made personal appearances at Marriott's Great America in Gurnee, Illinois where he participated in a pinball tournament, at an Aladdin's Castle in the Longview Mall in Longview, Texas where he played pinball against national celebrities and arcade visitors; and early next month he is scheduled to appear at Marriott's Great America in San Jose, California.

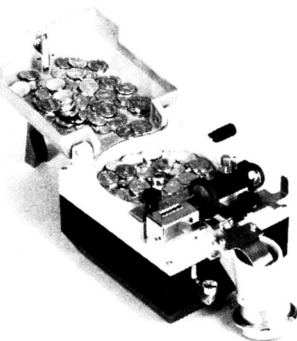
Anyone wishing to schedule Lunceford for such an appearance may do so by contacting TRG Communications, Inc. in New York at (212) 575-0270. Interested parties are obliged to pay all of Lunceford's travel expenses (hotel, airfare, etc.) and a per diem appearance fee.

TRG would be willing to work in the following ways:

- (1) Secure pinball machines to be used at the event;
- (2) Assist with displays and other materials to call attention to the event;
- (3) Secure giveaways, such as T-shirt iron-ons, articles on pinball, etc.;
- (4) If desired, attempt to obtain participation of a local charity which would be the recipient of all the proceeds of the matches;
- (5) Given sufficient media support for the event, TRG would assist in generating prizes which can be awarded in a drawing;
- (6) Coordinate with the interested party to publicize the event.

### NEW! BELITA

#### LIGHTWEIGHT PORTABLE COIN COUNTER



### NEW! BELITA

#### LIGHTWEIGHT PORTABLE COIN COUNTER

- automatic stop
- inexpensive
- coin tray support
- bag holder
- fast
- only 9 pounds
- long lasting

**R.H. BELAM CO., INC.**  
51 Madison Ave.,  
New York, N.Y. 10010  
212/689-5633

## Premier tour

Premier Soccer of Imperial Billiards Industries is presently conducting a small tour of foosball tournaments, with stops in New Jersey, Oregon, and Washington.

Last month Premier Soccer hosted two \$1500 tournaments at the Sea View Square Mall in Neptune, New Jersey and at the Woodbridge Mall in Woodbridge, New Jersey.

Next month two more tournaments (both with prize packages of \$5000) will be featured in Portland, Oregon and Seattle, Washington.

The Portland tournament will be held September 15-17 at the Sheraton Inn Airport Inn and the Seattle tournament September 22-24 at American Games.

For more information, call (213) 221-1114 or (201) 935-9330.

## Illinois convention

The Illinois Coin Machine Operators Association (I.C.M.O.A.) held its annual meeting at Lake Geneva, Wisconsin at the Playboy Resort and Country Club June 16-18.

Included in the festivities were a men's golf tournament, a mixed golf tournament, and a dinner show in the cabaret which featured entertainer John Gary.

Business meetings were held June 17, and Don Van Brackel, president of the A.M.O.A., was on hand to update the operators on the latest news concerning the new jukebox copyright law.

In other related news, I.C.M.O.A. is contemplating a service school on pinball repair, schematic reading, and troubleshooting, including solid state pinballs.

## License estimate

The New Jersey Casino Control Commission has estimated that the licensing cost for Bally's planned hotel-casino facility on the Boardwalk in Atlantic City, New Jersey will be \$565,000. Of that total, \$100,000 was paid in February.

The estimated licensing costs include reviewing and completing the investigation relating to Bally's application for constructing a hotel-casino facility.

Said William T. O'Donnell, president and chairman of Bally, "We're pleased with a further indication of the processing of this application since we are anxious to move forward as quickly as possible."



# CRAIG SINGER



## Coinman of the Month

---

*"I don't know anyone in the amusement business that's smarter than Craig Singer," offers Abe Susman, owner of State Music Distributors of Dallas, Texas.*

*"Craig Singer is an individual who lives up to all his commitments, and we regard him as a businessman with a tremendous amount of respect," says Irwin H. Cole, vice chairman of Main Bank of Chicago. "Although he is aggressive, he is very consistent on how he operates. We have seen him grow from one location to his present size. Through him I have learned that most bankers do not understand the coin-op amusement industry. Bankers in general must start to recognize this is an excellent industry with a growth potential that's unreal."*

*"Back when I first met Craig Singer," says Peggy Wimberly, general manager of the Laguna Hills, California Mall, "shopping centers wouldn't even entertain the idea of having a family amusement center. But I immediately liked the way Craig acted as a person. He was very straightforward and brought drawings along on his presentation. Moreover, after he established his amusement center, he showed us he could do the job he promised."*

*"When we put him in our mall four years ago," says Charles Upham, manager of the Parkdale Mall*

*in Beaumont, Texas, "there was some reluctance on the part of management to have an amusement center for fear of negative factors, such as loitering, but none of the bad effects have happened. He runs a very clean operation."*

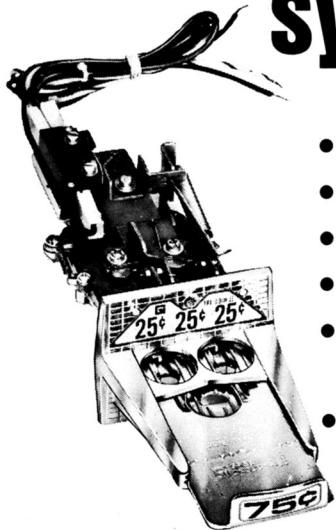
*To many managers of shopping centers, Craig Singer has become synonymous with excellence in arcade operations. Second only to Aladdin's Castles, Singer's operations now extend to 37 regional shopping malls, and he presently has four more family entertainment centers under construction.*

*He's only 31 but has truly already made his mark on the industry as a whole.*

*A Chicago native, he had no amusement machine background before he made his giant leap into shopping malls across the country. After being graduated from the University of Miami, Florida, he worked for a while as an accountant and then went to work for Corrugated Fabrication Corporation in Plainfield, Illinois. It would take quite a leap of imagination to move from that to the coin-op industry, but that's exactly what this month's Coinman did.*

*In 1971 Craig observed that arcades (call them "family amusement centers") seemed to be the wave of the future; so he got on the telephone and systematically called every shopping center de-*

# coin operated systems



- Coin Meters
- Coin Chutes
- Locks
- Timers
- Rotary Switches
- Custom Designs

## GREENWALD INDUSTRIES

Division of Walter Kidde & Company, Inc.

KIDDE

1340 METROPOLITAN AVE., BROOKLYN, N.Y. 11237 • TEL. 212 456-6900

TELEX 1-2281

CABLE ADDRESS GREENCOINS NY

Dept. P

# SPACE WARS

by Cinematronics

it never stops earning

contact your  
local distributor

veloper in the United States. "My telephone bill for that one month," he recalls, "was \$800."

As a result of that effort, he landed a lease at the Six Flags Mall in Arlington, Texas. So he and his wife, Carol, pulled up their roots and moved to Dallas. The Singers now have four children—Stacy, Jamie, Leslie, and Emily.

An interesting success story, this month's Coinman seems to have a lot of things going for him.

**PLAY METER:** Where do you see yourself in the overall scheme of the coin-op amusement machine industry?

**SINGER:** I don't really relate myself to the amusement industry very much. The shopping mall amusement centers are really apart from the street operators. However, I am presenting the amusement industry to the shopping center industry in a new and creative way.

**PLAY METER:** We understand that when you first contemplated getting into the industry you ran up quite a large telephone bill canvassing shopping center developers across the country. What kind of reaction did you get when you made those original calls?

**SINGER:** The developers were very reluctant—in fact, some still are—because they felt the amusement center image was not one they wanted in their malls. On the whole, though, they were courteous; they just didn't want us in regional shopping malls. They didn't believe the amusement centers could be viable sources of income for them and, at the same time, be right for the malls.

**PLAY METER:** When you opened your first amusement center, you had no previous work experience in the industry. How did you compensate for this lack of expertise in the beginning?

**SINGER:** I worked long hours at that first store and learned the business. That first location was 1,000 square feet. We spent about \$3,000 to \$4,000 for renovations. We installed carpeting and awning, with canopies over the games. My wife picked the name "Nickles and Dimes," and it sounded great at first. Then when we opened up, people came in asking "Where are your nickel and dime machines?" We immediately decided that future locations would need another name, that is, if there were to be future locations.

**PLAY METER:** What did you learn about the industry from that first store?

**SINGER:** I learned that location is everything. With that realization, I began looking for a better location to establish my second store and found it in Sherman, Texas. We called it the Gold Mine. Then we had the ball rolling. We opened a third store in San Antonio, and after that, still with the conviction that location is everything, I took the next big step, I got into an out-of-state shopping center, the Omni complex in Atlanta. Through it all we stayed around 1,500 feet. We didn't start looking for bigger stores at that point.





*"I'll go into a smaller mall if there are a lot of fast food restaurants or an ice skating rink."*

**PLAY METER:** What was occurring in the design of amusement centers?

**SINGER:** In the beginning, everyone was going with one motif. Ours was the Gold Mine, which fit into many malls. We featured the heavy beams like mine shaft support posts, and brown carpeting on the floor and walls, but we discovered that many developers didn't like the Gold Mine style. They wanted something more theme-oriented. So with the next location I got, I developed a theme of Nautilus, and wrote to the Disney people for assistance. It was great timing because this period was just before "Jaws" came out, and we featured a large shark in a tank in the center of the store. This was in the Newport News, Virginia Newmarket North Mall.

**PLAY METER:** Since you're so widespread today, how do you keep in control of everything?

**SINGER:** I have a good core of regional and district managers. Without them, obviously I would have a hard time controlling my stores across the nation.

**PLAY METER:** Shopping center managers have commented on your stores' neat appearances. What are your rules?

**SINGER:** We don't allow smoking or drinking of any beverages. I try to make sure the games are always immaculate, and I want to make sure there is no dirt on the floor. I am a great fan of Disneyland and have gone there just to see how they manage to keep the park clean. If our customers don't abide by our rules, we don't let them come back. I'd rather sacrifice a certain amount of sales than let them break the rules.

**PLAY METER:** How do you implement the rules and make them stick?

**SINGER:** I have told our managers, when they approach someone, do it in an apologetic manner. We want them to have fun, but we want to keep the center clean and presentable for everyone.

**PLAY METER:** Do you have an idea of what the ratio of adults to young people is at your amusement centers?



*"If our customers don't abide by our rules, we don't let them come back."*

**SINGER:** We want both adults and young people, and our patronage seems to indicate that we've been successful at achieving that. I'd say about forty percent of our trade comes from adults.

**PLAY METER:** Do you think amusement centers will continue in their present form, or will you have to add fast food or secondary business attractions?

**SINGER:** No, not as long as the manufacturers keep coming out with innovative games that pull in the money.

**PLAY METER:** How is solid state affecting your operation?

**SINGER:** It creates a real burden on me. My managers can fix electro-mechanical games with no problem, but I've found that they do more damage trying to fix the solid state games than if they'd just leave them alone and let a qualified technician look over the piece.

**PLAY METER:** Do you have your own in-house technicians who can fix solid state boards?

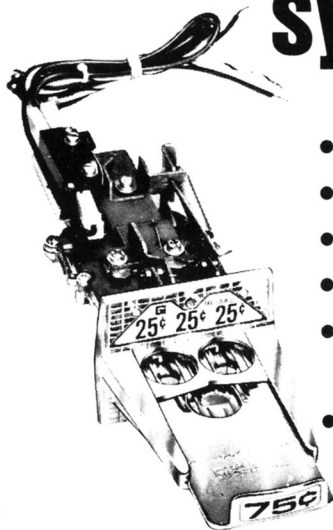
**SINGER:** Yes, we have a full-time technician in Atlanta and a regional manager in Houston who can fix boards. I also rely on local solid state technicians. In some areas it's worth it to pay the local technicians more to get the games up and running again than to wait a week for us to send the board through our own technicians.

**PLAY METER:** You said a while back that location is everything. What is the secret to picking a good location?

**SINGER:** The longer I'm in the business, the less I know about it. I have turned down malls I thought would be losers, and later they turned out to be winners, and vice versa. But a rule of thumb I think you can go by is that if a mall is over 500,000 square feet, with two major department stores, I don't think twice about going into it. I will go into a smaller mall if there are a lot of fast food restaurants or an ice skating rink. It all boils down to the most successful centers are where the mall has the most foot traffic.

**PLAY METER:** What have been your experiences

# coin operated systems



- Coin Meters
- Coin Chutes
- Locks
- Timers
- Rotary Switches
- Custom Designs

## GREENWALD INDUSTRIES

Division of Walter Kidde & Company, Inc.

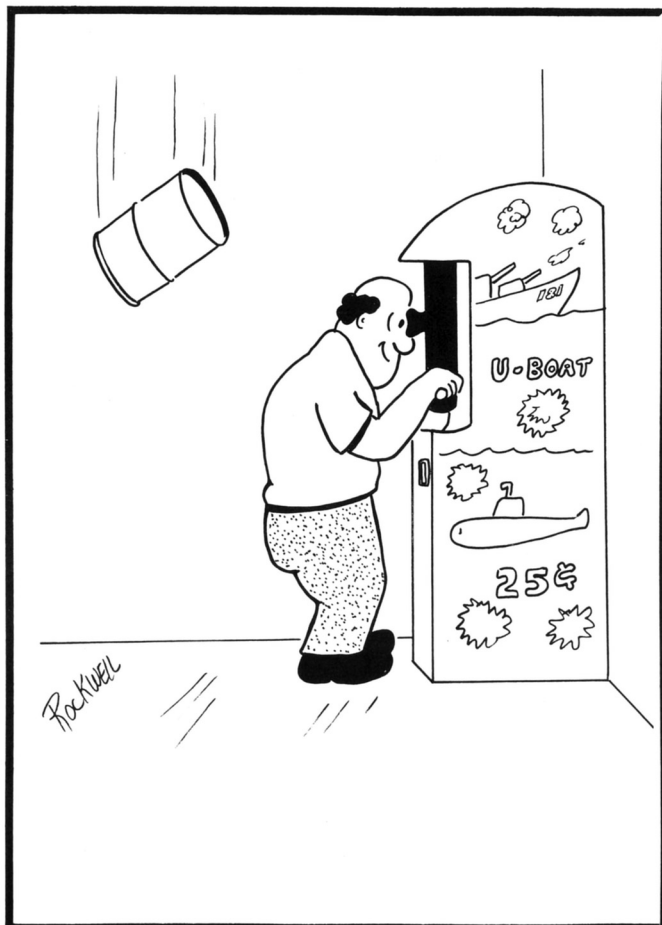
KIDDE

1340 METROPOLITAN AVE., BROOKLYN, N.Y. 11237 • TEL. 212 456-6900

TELEX 1-2281

CABLE ADDRESS GREENCOINS NY

Dept. P



with financing your operations?

**SINGER:** Well, the first location wasn't very expensive to open. We generated some capital for other stores from that first store. We eventually got to the point of needing outside financing, and this is where the image problem of the industry hurt us. I went to all the major banks in Dallas, but none of them wanted to loan me money. Then someone told me about a small, aggressive bank in Dallas and said they were aggressively seeking loans. At the time we had a good track record and had opened quite a few centers; so I approached them with this record and a financial statement. Maybe it was because of the presentation, or maybe it was because the banker was about my age and liked to play pinball. Anyhow, he conceded to loan me the money.

**PLAY METER:** If you were just beginning, would the problems have been that much greater?  
**SINGER:** Yes, if I wouldn't have had a visible track record, I would have had to mortgage my soul.

**PLAY METER:** How do you dispose of your old games? You sell them to homes?

**SINGER:** We don't sell many. When we do, we like to sell to local operators. It's a good deal for both of us since we keep our games clean.

**PLAY METER:** Do you note any changes occurring today in your marketplace?

**SINGER:** First, it's almost impossible for new operators to get into the shopping center arena. When they do, I've observed they usually end up paying twice as much as established mall operators for space, which immediately gives them long-term problems. I also note that the smaller companies are beginning to sell out because they can't operate there. It's usually a case of they've got four or five centers and are having all kinds of problems. Developers are also weeding out the individual operators. You see, the shopping center industry is a very close-knit society. If you do go in, expect to spend a great deal of money in design and keep a close eye on operations, or else the same problems will occur there that happen with street operations. If you get a bad reputation in the shopping center world, it carries rapidly. Likewise, if you do a good job, they are very loyal and carry you into more good mall locations.

**PLAY METER:** What is the future of the Nickels and Dimes organization?

**SINGER:** We will continue to expand and are now operating with four themes. The newest are Electronic America and Tilt. Also, we have increased the size of our centers of late to approximately 3,000 square feet to meet today's needs.

**PLAY METER:** Looking back, is there anything you feel most contributed to your success?

**SINGER:** I'm glad I didn't take every deal that came along. My philosophy on marginal deals is let someone else take them, someone who can afford to operate on a smaller percentage than me.





## XCOR offers \$83 million for World Jai-Alai

XCOR International Inc. has tendered an offer to buy World Jai-Alai, a profitable pari-mutuel sport which is based in Miami, Florida.

World Jai-Alai, a publicly-held organization, owns four courts (frontons) in Miami and one in Hartford, Connecticut. Each has pari-mutuel betting on the matches.

Last month XCOR offered to buy World-Alai for almost \$83 million. The XCOR offer apparently overrides a previous agreement which would have sold World-Alai to a Tulsa oilman for \$55 million.

Said Herb Cohen, counsel for XCOR, "Hopefully, it won't be too long a period of time before the deal is completed." He said XCOR now planned to proceed with its negotiations by submitting a regular statement to the FCC.

However, regulatory authorities in Florida—and apparently also in Connecticut—are asking that XCOR apply first to them and be granted their permits before they continue with their negotiations to buy World Jai-Alai.

Dan Bradley, director of Florida's pari-mutuel division, was quoted

recently in the *Miami Herald* as saying that the state would "not recognize XCOR's purchase of ownership or interest in any pari-mutuel in Florida unless they first apply to the state, and we approve them. If the issue is confused or cloudy as to who is the legal owner," continued Bradley, "then the only recourse open to us would be to revoke the permit for the four frontons in Florida."

Early last year, Bally Manufacturing had offered to purchase World Jai-Alai, but its deal never reached fruition.



Midway's service manager, Andy Ducay (standing) conducted a two-day service school in Antwerp, Belgium in May which covered the Seawolf II Z280 system and the new 25-inch color monitor. Attending the school were 35 technicians from different countries. Roger Lambrechts of Bally Continental in Antwerp was the coordinator.

## Meadows announces limited production run

Because of the ever-present demand for a video bowling game and since Meadows Games will soon be going into production with a new game based on the bowling motif, Winter League Bowling, Meadows has announced a limited production run on its popular 3-D Bowling in both upright and cocktail models. 3-D Bowling is a one- or two-player game that is presented in

three dimensions. The game comes complete with colorful, action-packed graphics and animation. There is also a random beer frame, and the game is based on regulation scoring.

The players can adjust the speed of the ball—slow or fast—and can even hook it.

For early deliveries to their bowling sites, operators should contact their Meadows distributors.

## Bally's earnings

Bally achieved record revenues, net income, and earnings per share for the second quarter and first half of 1978, according to William T. O'Donnel, chairman and president of Bally.

Revenues for the three month period ended June 30, 1978 were a record \$85,890,000, an increase of 28 percent from the \$67,269,000 reported for the corresponding period of 1977. Net income for the 1978 second quarter was \$9,995,000, also a record, compared to \$6,085,000 in the second quarter of 1977, a 64 percent increase.

Earnings per share for the 1978 period rose 61 percent to \$.82, up from \$.51 in the 1977 quarter. The 1978 second quarter includes a \$.03 per share foreign currency exchange loss, with no per share effect in 1977 for this item.

For the six month period ended June 30, 1978, revenues were a record \$160,224,000, 33 percent above the previous record of \$120,622,000 in 1977. Net income rose 86 percent to a record \$17,482,000 compared to \$9,419,000 in the first half of 1977. Earnings per share for the first half of 1978 were \$1.44, also a record, 82 percent above the \$.79 reported for the 1977 comparable period. There was no per share effect from foreign currency exchange for the six months of 1978, while the 1977 period includes a \$.01 per share loss.

# Price fixing warning

Don't make the mistake of thinking that only the huge companies have to worry about the antitrust laws and the FTC.

*Recent cases:* A dozen small manufacturers of electrical equipment pleaded "No Contest" to charges of fixing prices through a trade association. Some executives were sentenced to prison. Small meat packers were indicted for fixing prices in the Los Angeles area; a trade association was involved, too.

Remember that the government frequently gets complaints from companies or even individuals who suspect vendors are fixing prices.

Recently the government has also objected to advance notice of price increases. Advance notice, in the government's view, gives competitors time to react and match the increase, thus, an anticompetitive effect. Expect more such cases.

*Indicated action:* Make all price changes effective immediately.

*Useful:* An absolute rule that nobody in the company talks to a

competitor about prices, either directly or through a third party who will pass on the information. Same thing applies to any discussion with competitor about dividing up territories or customers.

*Best way to find out what competitors are doing and thinking:* Encourage salespeople to keep ears open when talking to customers.

*Exceptional case, where it was proper for competitors to discuss price:* B's customer said, "Your price is too high, I can get it from C for ten percent less." B thought the customer was lying and called C to ask what price he had quoted. Justice Department brought an action against B and C and lost. The court held that in those special circumstances B had a right to talk price with C. Justice Department is appealing, however.

*Reprinted with permission from the May 30, 1978 issue of Boardroom Reports, Management Source of Useful Information.*

# Playmatic school

Over fifty operators recently attended a service school on Playmatic's pinball games at Bird Music Company in Shawnee Mission, Kansas. The school covered both of Bird Music's offices—in Shawnee Mission and Manhattan, Kansas.

Barry Feinblatt, president of Universe Affiliated International, the exclusive importer for Playmatic in both the United States and Canada, said Universe and Playmatic intend to hold solid state service schools at all of their distributorships throughout the United States.

# Caras resigns

C. Marshall Caras has resigned his position as vice president of marketing for Gottlieb to pursue other interests and personal projects.

Caras, who was active for many years in various phases of the coin machine business, joined Gottlieb last year, coming from Atari where he served as director of marketing. Shortly before that, he was associated with Rowe Industries.

# Attention Game Room Operators!

## Participate in the 2nd *Bally* Supershooter™ Pinball Tournament

### To qualify . . .

- Does your location have 12 amusement games or more?  
Yes No
- Are amusement games your principal business at your location?  
Yes No
- Is your location a family game room?  
Yes No

### Why participate?

- Month long participation in the world's largest pinball tournament.
- Tremendous traffic potential (62,000 entrants last year).
- Local advertising and publicity names your location in newspapers, TV, and radio.
- Display merchandising kit for your location from sponsors.
- \$1,500 in quality prize merchandise for your location.

Yes I want to participate!

Your Name \_\_\_\_\_

Location\* \_\_\_\_\_ # pins \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

\*If more than one location, list separately.

Send coupon to:

TRG Communications, Inc.

Attn: Lynn Rabin

1140 Ave. of The Americas

New York, N.Y. 10036

Or call collect at: 212/575-0270



# Seeburg slot sale

XCOR International Inc. has reached an agreement in principle with Resorts International to take over the Seeburg slot machine division of Williams Electronics, Inc.

Resorts International, which owns the east's first legal casino (Haddon Hall), will supply Williams with 49,000 shares of the hotel chain's Class A stock in exchange for all the assets and inventory for the Seeburg slot machines.

Said James M. Crosby, chairman of Resorts International, "We thought we'd like to be in the slot machine business because we have had a difficult time getting slot machines. In this way, we can guarantee our supply."

According to XCOR's counsel, Herb Cohen, after a period of time (which has not yet been determined), Williams will have the right to return one-half of its 49,000 shares and become a full partner with Resorts International in the manufacture and sale of slot machines. That, however, is contingent upon Williams' becoming licensed in New Jersey.

In addition to its Haddon Hall casino in Atlantic City, Resorts International also operates a hotel casino in the Bahamas.

## Atari service seminars

Atari's field service staff will be conducting service seminars throughout August and September. In these technical schools, operators and technicians will review basic solid state electronics, troubleshooting, and repair techniques on Atari video and pinball games.

The dates of these schools and the sponsoring distributors are as follows: August 16, Struve Distributing, Salt Lake City, Utah

August 17-18, Pioneer Sales, Menomonee Falls, Wisconsin

Week of August 28, Rowe and Bally Northeast, at Syracuse, New York and Dedham, Massachusetts

September 11-12, Brady Distributing, Raleigh, Virginia

September 13-14, Brady Distributing, Charlotte, North Carolina

Anyone interested in attending these schools should contact the sponsoring Atari distributor in his area for reservations and details



Ken Share (left), the top scorer in Bally's recent promotion of Strikes and Spares, checks out his tournament game scores with Bally's Tom Nieman. Share donated the fifty dollars he won to charity and was also the recipient of a new Strikes and Spares machine for his tournament-winning efforts.

## Charity tournament kicks off Bally's 'Strikes and Spares'

Ken Share, 23, from Skokie, Illinois and Jim Briney, 19, from Elk Grove Illinois, each won a new *Strikes and Spares* pinball machine, the newest game from Bally Manufacturing Corporation.

Bally, the world's largest manufacturer of pinball machines, held a charity pinball tournament at Haymakers in Wheeling June 27.

Share and Briney emerged from a field of 130 contestants as the top scorers. Share's score, 1,409,570 was the highest among the 60 returning finalists. Both winners in addition to their initial two-dollar donation, voluntarily donated fifty dollars to the Mental Health Association of Greater Chicago, the recipient of the monies generated from the tournament.

Both players have played pinball since they were 12 years old and are avid players who are members of Pinball Association of America, Inc.'s professional team. Share owns a record store in Chicago, but still finds time to play pinball. To date, he has won three pinball machines and says he has room for many more.

Briney is a drill press operator for an engineering company and plays

an average of 20-30 hours of pinball a week. His new *Strikes and Spares* pinball machine will find its home in his bedroom, he says, even if his bed has to be moved outside!

Tom Nieman, Bally's sales promotion manager, said the promotion launched a unique concept for the marketing of pinball machines and deemed the event a huge success. Bally, he said, was very pleased with the consumer and distributor response to the entire promotion, i.e. the advertising, the cocktail party, and the public response to this exciting machine.

Stan Levin, director of marketing for Empire Distributing, distributors of Bally equipment, said his operators, pleasantly surprised at the media coverage their machines received, enjoyed all the attention this new machine received. Levin surveyed the contestants in the pinball tournament finals and reported a very positive reaction to this highly innovative pinball machine.

Bally and Empire said the unique concept for marketing pinball machines is an effective way of reaching the consumer and operators in a joint marketing effort.

# Location cost analysis

By David Pierson

*Editor's Note: This, the third and last in a series of articles analyzing the business profitability picture of operators, deals with location cost analyses and rent-versus-buy decisions. This series is based upon the lecture and workshop conducted by Dr. John Malone at the A.M.O.A.-Notre Dame Seminar March 3-4 in Chicago. Dr. Malone, who is professor of marketing at Notre Dame, used a mythical operation called "Shamrock Music Company" to demonstrate how an operator can analyze the business end of his operation.*

There's a sacrilege in this industry. It has to do with giving up or passing on locations. It goes against the grain of most aggressive operators who think the purpose of any business is to expand. How, these aggressive

operators argue, can your business expand if you're willing to drop locations or pass on new ones.

The basic problem with this thinking is that the purpose of any business should not be directed

primarily at expanding but rather at making money. That's the reason you got into business in the first place. And if those two purposes—expanding and making money—should happen to cross paths, the progressive businessman is not the one who opts for expansion but rather the one who holds fast to a sound money-making operation that produces for him at his desired rate of return.

Expansion, after all, isn't necessarily synonymous with making money; quite often it can mean just the opposite.

Yet still it stands, almost as if it were the Eleventh Commandment: "Thou Shalt Not Give Up a Location." And woe to the operator who goes against that edict, for that is the Great Operator Sacrilege, damnation on the spot.

But as Dr. John Malone is quick to point out, maybe that's not the case. Never one to preach sacrilege, after all he teaches at the famous Catholic college, Notre Dame University, Dr. Malone nevertheless argues that operators should think a little harder about violating that Eleventh Commandment. It's not as sacrosanct as you may think. More people ought to be sinning against it, he says, because there are extenuating circumstances which dictate your going against the decree.

So, with that, we enter into the area of analyzing the profitability of each location. This should be an operator's first consideration when debating about whether or not a location is worth the bother.

<b>Shamrock Music Company Location Cost Analysis</b>	
<b>DIRECT COSTS</b>	
Records (4X52X75-cents)	\$156
Service Costs	
Routemen	54,000
Auto (3X1.8/yr.)	<u>5,400</u>
	59,400
Service Cost/Locations (59,400/240)	<u>248</u>
	404
<b>INDIRECT COSTS</b>	
Other Salaries	51,600
Parts	12,000
Miscellaneous Expenses	13,600
Interest Expenses	7,700
Building	<u>1,500</u>
	86,400
Indirect Cost/Locations (86,400/240)	<u>360</u>
<b>TOTAL COST</b>	<b>764</b>
<b>CASH FLOW REQUIRED TO RETURN 20%</b>	
Annual Return	444
Annual Expenses	<u>764</u>
Cash Flow Required	1208
Weekly Take Needed (1208/52)	\$23.23



Using the mythical operation, Shamrock Music Company, Dr. Malone illustrates how an operator can go about analyzing the cost and potential profitability of a location.

The first step in analyzing the profitability of a location is to determine what your costs will be for that location. In the case of Shamrock Music Company, the operator is considering adding on a new location that wants a jukebox. So to help him make up his mind on the matter, he undertakes a location cost analysis. As is illustrated in Shamrock Music Company's Location Cost Analysis Chart (see Table), this analysis takes into account both direct and indirect costs. The reason for this is that the operator should analyze every location very critically, making sure each one pulls its fair share.

In determining his direct costs, the operator of Shamrock Music estimates that his record costs for the phonograph would total \$156 over the course of a year (his gauge for this is four record changes per week at 75 cents per record). Next, he figures out what his other direct costs for that location will be. There are the salaries for the routemen, their fringe benefits, and auto expenses. Since these expenses are not isolated to this one location but rather are spread over all his locations, he divides that total (\$59,400) by his

number of locations (he has 239 locations right now, and this new stop would raise that total to 240). These two totals are then added together to determine what the total direct cost of that location would be. In the case of Shamrock Music Company, the direct cost of adding that location would be \$404 per year.

Next the operator of Shamrock has to figure in all the other expenses of his operation—his own salary, the salaries of his office help, miscellaneous expenses, rent, parts, all the other operating costs of his businesses. Then, as he did before, he divides this cost by the number of locations and comes up with an indirect cost for the location.

The total then of direct and indirect costs represents the annual expense this location will mean to the operator.

The next step the operator undertakes is to figure in his projected rate of return. Though Dr. Malone has repeatedly stressed that today's operator should be shooting for a thirty percent return before taxes, Shamrock's operator is satisfied with a twenty percent return on his investment.

The Shamrock operator figures that a new \$1600 phonograph for the location will probably last him seven years according to his present

operating standards. So he consults Table B ("The Present Value of \$1 Received Annually For N Years") to find out how much his yearly return should be. He follows down the lefthand column until he comes to seven years, since that is the estimated length of time of the investment, then follows across the chart until he is under the twenty percent column. The result, according to the chart, is 3.605. He then divides \$1600 by this figure and comes up with how much his phono must make annually *in addition to his expenses*. He then totals his annual return from that phonograph (\$444) and his annual expenses (\$764) and divides that by 52 weeks. For the Shamrock operator, the phonograph must earn \$23.23 per week for him. Now, if the operator is on a fifty/fifty split with the location, that means the machine will have to earn \$46.46 per week.

Of course, if the operator is armed with a figure such as \$23.23, he can then negotiate much better with individual locations. If he assesses the location as being a good money-maker, maybe he can afford to give away even more of a split, as long as he is assured a certain return on his piece. If the location doesn't look to be that big an earner, that's still no reason to write the location off. Maybe the location owner will settle for less than fifty/fifty. And

**Table B**  
**PRESENT VALUE OF \$1 RECEIVED ANNUALLY FOR N YEARS**

Years (N)	1%	2%	4%	6%	8%	10%	12%	14%	15%	16%	18%	20%	22%	24%	25%	26%	28%	30%	35%	40%	45%	50%
1.....	0.990	0.980	0.962	0.943	0.926	0.909	0.893	0.877	0.870	0.862	0.847	0.833	0.820	0.806	0.800	0.794	0.781	0.769	0.741	0.714	0.690	0.667
2.....	1.970	1.942	1.886	1.833	1.783	1.736	1.690	1.647	1.626	1.605	1.566	1.528	1.492	1.457	1.440	1.424	1.392	1.361	1.289	1.224	1.165	1.111
3.....	2.941	2.884	2.775	2.673	2.577	2.487	2.402	2.322	2.283	2.246	2.174	2.106	2.042	1.981	1.952	1.923	1.868	1.816	1.696	1.589	1.493	1.407
4.....	3.902	3.808	3.630	3.465	3.312	3.170	3.037	2.914	2.855	2.798	2.690	2.589	2.494	2.404	2.362	2.320	2.241	2.166	1.997	1.849	1.720	1.605
5.....	4.853	4.713	4.452	4.212	3.993	3.791	3.605	3.433	3.352	3.274	3.127	2.991	2.864	2.745	2.689	2.635	2.532	2.436	2.220	2.035	1.876	1.737
6.....	5.795	5.601	5.242	4.917	4.623	4.355	4.111	3.889	3.784	3.685	3.498	3.326	3.167	3.020	2.951	2.885	2.759	2.643	2.385	2.168	1.983	1.824
7.....	6.728	6.472	6.002	5.582	5.206	4.868	4.564	4.288	4.160	4.039	3.812	3.605	3.416	3.242	3.161	3.083	2.937	2.802	2.508	2.263	2.057	1.883
8.....	7.652	7.325	6.733	6.210	5.747	5.335	4.968	4.639	4.487	4.344	4.078	3.837	3.619	3.421	3.329	3.241	3.076	2.925	2.598	2.331	2.108	1.922
9.....	8.566	8.162	7.435	6.802	6.247	5.759	5.328	4.946	4.772	4.607	4.303	4.031	3.786	3.566	3.463	3.366	3.184	3.019	2.665	2.379	2.144	1.948
10.....	9.471	8.983	8.111	7.360	6.710	6.145	5.650	5.216	5.019	4.833	4.494	4.192	3.923	3.682	3.571	3.465	3.269	3.092	2.715	2.414	2.168	1.965
11.....	10.368	9.787	8.760	7.887	7.139	6.495	5.937	5.453	5.234	5.029	4.656	4.327	4.035	3.776	3.656	3.544	3.335	3.147	2.752	2.438	2.185	1.977
12.....	11.255	10.575	9.385	8.384	7.536	6.814	6.194	5.660	5.421	5.197	4.793	4.439	4.127	3.851	3.725	3.606	3.387	3.190	2.779	2.456	2.196	1.985
13.....	12.134	11.343	9.986	8.853	7.904	7.103	6.424	5.842	5.583	5.342	4.910	4.533	4.203	3.912	3.780	3.656	3.427	3.223	2.799	2.468	2.204	1.990
14.....	13.004	12.106	10.563	9.295	8.244	7.367	6.628	6.002	5.724	5.468	5.008	4.611	4.265	3.962	3.824	3.695	3.459	3.249	2.814	2.477	2.210	1.993
15.....	13.865	12.849	11.118	9.712	8.559	7.606	6.811	6.142	5.847	5.575	5.092	4.675	4.315	4.001	3.859	3.726	3.483	3.268	2.825	2.484	2.214	1.995
16.....	14.718	13.578	11.652	10.106	8.851	7.824	6.974	6.265	5.954	5.669	5.162	4.730	4.357	4.033	3.887	3.751	3.503	3.283	2.834	2.489	2.216	1.997
17.....	15.562	14.292	12.166	10.477	9.122	8.022	7.120	6.373	6.047	5.749	5.222	4.775	4.391	4.059	3.910	3.771	3.518	3.295	2.840	2.492	2.218	1.998
18.....	16.398	14.992	12.659	10.828	9.372	8.201	7.250	6.467	6.128	5.818	5.273	4.812	4.419	4.080	3.928	3.786	3.529	3.304	2.844	2.494	2.219	1.999
19.....	17.226	15.678	13.134	11.158	9.604	8.365	7.366	6.550	6.199	5.877	5.316	4.844	4.442	4.097	3.942	3.799	3.539	3.311	2.848	2.496	2.220	1.999
20.....	18.046	16.351	13.590	11.470	9.818	8.514	7.469	6.623	6.259	5.929	5.353	4.870	4.460	4.110	3.954	3.808	3.546	3.316	2.850	2.497	2.221	1.999
21.....	18.857	17.011	14.029	11.764	10.017	8.649	7.562	6.687	6.312	5.973	5.384	4.891	4.476	4.121	3.963	3.816	3.551	3.320	2.852	2.498	2.221	2.000
22.....	19.660	17.658	14.451	12.042	10.201	8.772	7.645	6.743	6.359	6.011	5.410	4.909	4.488	4.130	3.970	3.822	3.556	3.323	2.853	2.498	2.222	2.000
23.....	20.456	18.292	14.857	12.303	10.371	8.883	7.718	6.792	6.399	6.044	5.432	4.925	4.499	4.137	3.976	3.827	3.559	3.325	2.854	2.499	2.222	2.000
24.....	21.243	18.914	15.247	12.550	10.529	8.985	7.784	6.835	6.434	6.073	5.451	4.937	4.507	4.143	3.981	3.831	3.562	3.327	2.855	2.499	2.222	2.000
25.....	22.023	19.523	15.622	12.783	10.675	9.077	7.843	6.873	6.464	6.097	5.467	4.948	4.514	4.147	3.985	3.834	3.564	3.329	2.856	2.499	2.222	2.000
26.....	22.795	20.121	15.983	13.003	10.810	9.161	7.896	6.906	6.491	6.118	5.480	4.956	4.520	4.151	3.988	3.837	3.566	3.330	2.856	2.500	2.222	2.000
27.....	23.560	20.707	16.330	13.211	10.935	9.237	7.943	6.935	6.514	6.136	5.492	4.964	4.524	4.154	3.990	3.839	3.567	3.331	2.856	2.500	2.222	2.000
28.....	24.316	21.281	16.663	13.406	11.051	9.307	7.984	6.961	6.534	6.152	5.502	4.970	4.528	4.157	3.992	3.840	3.568	3.331	2.857	2.500	2.222	2.000
29.....	25.066	21.844	16.984	13.591	11.158	9.370	8.022	6.983	6.551	6.166	5.510	4.975	4.531	4.159	3.994	3.841	3.569	3.332	2.857	2.500	2.222	2.000
30.....	25.808	22.396	17.292	13.765	11.258	9.427	8.055	7.003	6.566	6.177	5.517	4.979	4.534	4.160	3.995	3.842	3.569	3.332	2.857	2.500	2.222	2.000
40.....	32.835	27.355	19.793	15.046	11.925	9.779	8.244	7.105	6.642	6.234	5.548	4.997	4.544	4.166	3.999	3.846	3.571	3.333	2.857	2.500	2.222	2.000
50.....	39.196	31.424	21.482	15.762	12.234	9.915	8.304	7.133	6.661	6.246	5.554	4.999	4.545	4.167	4.000	3.846	3.571	3.333	2.857	2.500	2.222	2.000

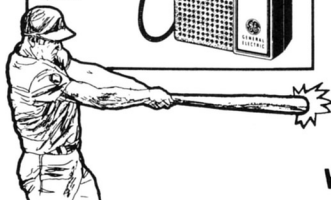
# VENGUARD WORLD SERIES SPECIAL!

## FREE

### TAKE-ALONG RADIO!

7-2705  
GE AM  
Miniature Radio

Smartly styled Black and Silver pocket size portable with convenient carry thong and earphone. Battery powered. 2 1/4" dynamic speaker.



★ WITH ANY ACCESSORY SUPPLY ORDER TOTALING \$150.00 OR MORE FROM THE 1978 VENGUARD ACCESSORY SUPPLY OR BUYERS GUIDE CATALOGS. OFFER EXPIRES SEPT. 15, 1978

★ PARTS OR EQUIPMENT DO NOT COUNT TOWARDS MINIMUM ORDER REQUIREMENTS.

CALL TOLL FREE  
800-255-4368

ASK FOR PAT OR JUDY

OR SEND ORDER TO:

**VENGUARD**  
ACCESSORY SUPPLY DEPT.  
10500 BARKLEY  
OVERLAND PARK, KANSAS 66212



that way you both win: he gets his phonograph and you get your projected return on investment.

If you keep this in mind and remember that everything is negotiable, you're going to have a better handle on the Eleventh Commandment.

### Rent-Versus-Buy Decisions

Another frequent decision operators are confronted with is whether it is better to rent or buy.

According to Dr. Malone, figuring your projected return into every investment you make can also help you make up your mind when it comes to buying or renting your equipment—whether that equipment be cars or amusement machines.

In this illustration, the operator of Shamrock Music Company is debating whether or not he should buy five new compact cars for his routemen and the maintenance man. The total cost of this outlay would be \$25,000 for him, and the estimated life of the cars would be for five years.

This he weighs against his other option, which is to lease the same equipment. The cost of leasing five cars, he finds, is \$6,000 per year. So he is faced with the question of should he invest \$25,000 to save \$6,000.

To figure what his return would be for buying the cars, he has to determine the ratio of spending \$25,000 to save \$6,000. This he accomplishes by dividing the cost of the project (\$25,000) by the amount of money he would be saving (\$6,000). The result of this calculation is 4.16.

Armed with this figure, he refers again to Table B and checks out what his return would be for that ratio of 4.16. In this case, the project would run for five years; so the operator follows across the line for five years until he comes to a number that closely matches 4.16. That number, though not appearing on the chart, falls between six and eight percent on the five-year line, which means his return on investment in this case would be seven percent.

The operator decides, with this information, that a seven percent return on his investment is too low. In this case, it's not worth him buying his own cars if he can get that favorable leasing deal.

Of course, Dr. Malone concedes, there will be a little tax effect involved in rent-versus-buy decision, but he downplays this consideration, saying that the tax advantages of either alternative would not be substantive and would not make up for such a low return on investment.

## BETSON ENTERPRISES

### IS PROUD TO ANNOUNCE!!

Its appointment as Bally Manufacturing's Distributor  
for New York, New Jersey and Connecticut.

Bally joins an already impressive list of manufacturers  
represented by Betson.

MUSIC/      ROCK-OLA MFG. CORP.

VENDING/    AUTOMATIC PRODUCTS  
                 MOVER DIEBEL  
                 ROCK-OLA MFG. CORP.  
                 LITTON INDUSTRIES  
                 NATIONAL REJECTORS

GAMES/	AMERICAN SHUFFLEBOARD	MEADOWS
	ATARI	MIDWAY
	BALLY	P. S. E.
	CINEMATRONICS	RAMTEK
	EXIDY	STERN
	GREMLIN	SONIC
	KAY	UBI

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

### BETSON ENTERPRISES

(201) 864-2424  
3726 Tonnele Ave.  
North Bergen, N.J. 07047

(203) 878-6966  
301 Brewster Rd.  
Milford, Ct. 06460



# ROCK-OLA®

# 1978 Quartet

## A profitable phonograph for every location

SYBARIS 474 — the pulse of pleasure. An undeniable crowd pleaser. Two exciting color displays plus pulsation light-emitting-diode lights demand attention, stimulate action. Flashing lights add to the fun and excitement of choosing from 160 selections. Sybaris 474 — provides more pleasure, delivers more profit.



Whether the location is big, medium, or compact in size . . . sophisticated, vibrant or charming in style, there's a Rock-Ola phonograph that fits in perfectly. Rock-Ola models deliver unmatched customer appeal and product quality supported by the industry's finest distributor organization.



PRINCESS — designed, styled and sized to fit in anywhere. Its dignified yet attention demanding contemporary cabinet contains the proven Rock-Ola 100-selection mechanism. Princess — compact in size, modest in price, long on quality. Model No. 471



GRAND SALON — accent on elegance. Impeccable furniture styling and a masterful reproduction of a famous Monet painting make Grand Salon welcome in the most lavish locations. On the inside you'll find the technical elegance that gives Rock-Ola 160-selection systems their world-famous reputation. Grand Salon — pure elegance from any viewpoint. Model No. 468

SYBARIS 473 — where space is at a premium but the location demands the best. Sybaris 473 creates a fun-loving, pleasure-seeking mood. New 100-play selection center simplifies play, adds to player excitement.

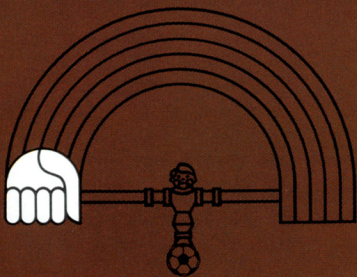
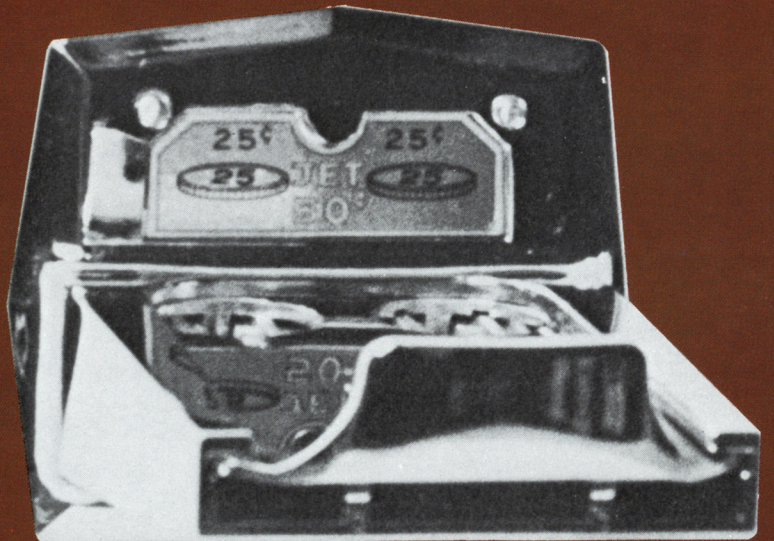


Record Setter for an Industry.  
**ROCK-OLA®**  
Rock-Ola Manufacturing Corporation  
800 North Kedzie Avenue  
Chicago, Illinois 60651



# 50¢ FOOS

Coming August 25th:  
Foos at 50¢ per game!  
Through a program of player  
education at the events of our  
MILLION DOLLAR TOUR,  
Tournament Soccer® will  
once again lead  
the way in making  
foosball the industry's  
Return on Investment  
leader.



**Tournament Soccer<sup>™</sup>**  
**The Million Dollar Game**

7930 Occidental Avenue South Seattle, Washington 98108



# Converting home games to commercial use

By Gene Beley

*Editor's Note: The following article is based upon the experimentation of PLAY METER staff correspondent, Gene Beley. Operators should be forewarned that conversions of the sort described herein are purely experimental and that their commercial appeal and reliability remains untested.*

How would you like to buy a *Double Play Baseball*, *Sea Wolf*, or *280 Zzzap* for \$30?

That is now possible, thanks to Bally's new Home Library Computer. Moreover, when you buy the basic computer for \$300, they give you *Gunfight*, *Checkmate*, and a never-introduced-to-the-commercial-market-wonder, *Scribbling*—which draws its own picture or allows up to four participants to be “struggling artists” on the video screen, using the controls as a paint brush.

For the past several months, I have been experimenting with home games, converting them to coin-op games to test (1) whether it was possible; (2) their durability under commercial location stress; and (3) what applications I could find. There is an exploding market in personal computers, and I'm intrigued as to the relationship between commercial video games and the newly-developing personal computer market.

I began with Atari's *TV Pinball/Breakout*, which I purchased for \$89 at a local department store. A carpenter built me a beautiful oak coffee table cabinet; I bought a 19-inch Hitachi TV set and laid that face up in a wooden basket support. I bought a 100 K pot at a local electronics supply store for installing in the top of the game and linking that to the Atari computer unit, which was concealed inside.

Also, I used an Atari Anti-Aircraft type, silver bevelled switch on the outside for a game select button. For the *TV Pinball* portions of the selections, regular pinball flippers were installed on the front of the cabinet, convenient for working with your thumbs, while your hands rested on top of the cabinet.

Originally, the technician and I tried turning the yoke around on the color TV, so the game image would face the end of the table, thinking we'd mount the flippers on the side

to give it a more realistic pinball table appearance and feel. This was a disaster, as it damaged the TV, causing the picture to go out entirely! So if any of you try experimenting, don't go that route.

The final results looked great and everything worked. I remain impressed at how Atari put seven games on one small chip the size of your thumb nail. The other control elements are all plug-in modules, which makes a conversion rather simple.

Frankly, I was disappointed at the on-location response. And we had troubles keeping the pot from being twisted to the point where wires would break, which is why it is back off location now, either to fix that or to convert the game to the more successful Atari computer cassette\* version, which I found is more desirable if you are going to invest your time in such a conversion.

I built the first Atari Computer Cassette conversion for a cocktail table in a busy Los Angeles restaurant's lounge. Again, I had it set into a beautiful oak coffee table, but one in which we had been using a *Gotcha* game. Thus we already had holes in the top of the game for the *Gotcha* joy sticks, which made this conversion easy. I removed the TV monitor from the original Atari *Gotcha* game and substituted a 19-inch Hitachi TV set, because I think, by doing this now, there will be many future computer entertainment products on the market that will attach to a regular TV set, and once we have a compatible cabinet and TV set, the cost will be minimal to change the program for our customers.

*Tank* handles, with the red firing buttons, were substituted for the *Gotcha* joy sticks. This combines both controls on the home game into one, as a convenience to the player and yourself, as a converter. Again, install one exterior LED-type Atari push button as the “game select” button and wire it to the computer's own “game select.” The coin-trip micro-switch should be wired to the “game reset.” By keeping the

---

\*The cassettes, unlike audio tape cassettes, are actually miniature solid state boards with no moving parts that supply additional information into the computer.



computer concealed inside your game, just like a regular game logic board, you won't need the other (home unit) controls visible on the Atari Video Computer System.

The results were more rewarding on the cassette unit. Customers now had a choice of up to 27 different versions of *Anti-Aircraft*, the first cassette I plugged into the unit. I had the instruction plate made at a local bowling supply store that does engraving for trophies. By using silver writing on a black metal plate, I made it look very professional.

Since I didn't have to make a special new cabinet for that game, the costs were about \$165 for the Atari Computer Cassette unit, including the *Combat* cassette (*Tank*, etc.); \$300 for a new color TV set; and about \$100 for the new controls and labor to install everything.

Another tip to operators: If you've got any old *Midway Winner* games or *Atari Gotcha* games, they have regular TV sets in them, and the cabinets are physically great for conversions. Thus for \$165 and a minimal amount of time, you can easily convert those games to a cassette unit.

Also, it is interesting to note on the newer Atari Video Computer Systems that they will change colors (or shades of b/w) on a TV. This was designed more to protect home TV sets as a sales incentive after some bad publicity; but on the conversions discussed, it will act as an excellent attract mode to players.

Television star Harvey Korman ordered one custom-made cocktail table from me for his newly remodeled home. We sold his interior-designer on the concept of presenting him with an all-color, Atari cassette game to provide numerous options. The designer provided us with a hexagon-shaped table, with a round-top design, and thus this became one of my first profitable applications, in addition to the restaurant cocktail table.

Once again, though, I stumbled on a detail. On the Korman table, I set in the 19-inch Hitachi TV set in the cabinet, and it fit fine. However, in the completion stages, when a round hole was cut in the top for the game image, it was panicsville, because the TV was way off center! My profit margin was greatly diluted on this project when I had to go out and buy another smaller color TV (15-inch) set, which now looks great.

The six sides were finished in brushed aluminum siding, which costs \$150 a sheet. The oak top was finished in a very light stain, nearly clear, and a 2-inch toe kick at the bottom was painted black. When we installed the Greylite #14 glass in the

round hole, and used the silver metal Atari bushings for the *Tank*-like controls, that was the frosting on the cake. Now, inside of *Pong*, after a tough day of filming on the set, Korman can come home and take out his aggressions with Atari's *Tank*, *Anti-Aircraft*, *Starship*, or numerous other options.

By now I have graduated to an even more exciting project. I have bought a Bally Home Library Computer from a San Francisco Computer store to develop a fantastic four-player game center, set in the same hexagon-shaped table as Korman's. This game center will feature *Double Play Baseball*, *Gunfight*, *Handball*, *Tennis*, *Scribbling* (graphics), and three others. Or, by inserting another mini-board cassette, the operator can feature such games as *280Zzzap*, controlled with a pot knob.

On the Bally computer game, the computer is concealed inside, of course. By cutting out panels on four sides of the table and making *Gunfight*-like slide-out controls, the home-game control modules were substituted for (1) Atari *Tank*-handle controls, with the red firing button on top and (2) *Pong*-type pot knobs at each playing position. This has the advantage of keeping a clean look atop the table, as well as providing more room for drinks. To my surprise, it also made the table look more inviting.

Finding a suitable computer input control on this more sophisticated Bally Home Library Computer has been the biggest problem and challenge. I managed to find a sixteen-position hexadecimal label keyboard for \$3.95 at a computer conference, but the Bally calculator-like, non-conventional keyboard has 24 positions. A technician friend has found one with twelve positions; so I've recommended using two of them in tandem until we can locate something better, preferably with a backlighted keyboard for enabling the players to see it better in dimly-lighted cocktail lounges.

Assembling your own game does teach you more respect for the manufacturers. Costs on this Bally computer game project have soared to the point where it will cost me almost as much as a new conventional cocktail table. Approximate costs are \$450 for the cabinetry, \$300 for the Bally computer, \$300 for a 15-inch color TV set, \$100 for hardware such as the Atari tank controls and micro switches, \$115 for a special coin timer unit that will accept up to five quarters for 15 minutes, and labor.

Naturally, with purchasing large quantities of tables and materials,

one could bring the cost down by at least \$300-\$400. On the surface, it appears as though there might be a market for producing these for other operators and computer enthusiasts for their homes. But one has to be realistic and realize, if profits were to be made, Bally would step in and produce the product themselves at a much cheaper cost.

As for the legal implications of operators experimenting as I've done, my attorney assures me it is legal and called "reconstruction." Each time the original manufacturer resells an item, his rights are diluted. Thus when you buy the Bally or Atari computer at a retail store, you are about the third customer, and the original manufacturer can't really control your use of it.\*

Now, to zero in on the meat and potatoes meaning of all these gadgets. It's fun to convert these home computer products to commercial, coin-op units, and you'll be amazed at how great they work on location. But what's really happening in the large spectrum of the game, coin-op industry and the newly exploding personal computer industry? Is there a potential marriage between the two?

Five years ago, *Pong* popped the industry upside down, nearly forcing it to start over in a rebirth that spawned a new era in the entire electronics business. In this trendy business, a new revolution is taking place today, yet most operators and distributors remain oblivious to important, significant happenings that are bound to have a major impact on all levels of the coin-op industry.

Whether operators realize it or not, they have introduced the masses, or the "public" to computers through *Pong*, *Baseball*, *Gunfight*, and now the more sophisticated, keyboard operated units, such as *Cinematronics' Space Wars*.

You, the operator, have helped gain acceptance for games in shopping malls, restaurants, and many other types of locations.

The next step was Atari and others selling commercial games in newly-packaged home game consoles to mass marketers like Sears, which promoted them with millions of dollars of television advertising. By Christmas of 1976, Santa was no longer in the toy business; he was in the electronics business. The elves couldn't turn out those home video games fast enough.

---

\*Operators should note, however, that it is illegal to use trademarks or tradenames (for instance, Atari, Midway, Breakout, and Gunfight) on these reconstructed games.

By 1976, Warner Communications had purchased Atari, and began investing millions of dollars into developing home games. It became an important new division of Atari.

Others were already into the market. Magnavox was the first, but its product never really caught on; and even Fairchild, which produced a remarkably solid, technical marvel, seemed rather complicated. Atari, whose experience in the game field showed through, produced the first truly excellent home game console. It was easy to use, and it duplicated all those outstanding "gold record" games people saw in your arcades and locations.

Now that companies like Atari have trained people that they can plug a computer in at home and hook it up to a regular black-and-white or color TV set to play games, it is time to move forward with the public's education. Next we add a calculator-like keyboard, as Bally has done. Next step from there will be to offer a regular *typewriter* computer input keyboard, as Bally will do on the Home Library Computer (And I hear constant rumors that the Atari elves are working on the same concept).

Now, in addition to playing games and doing math problems, Mom can enter all her recipes, and recall them as needed. If eight are coming for a dinner, rather than six, as for which the recipe is designed, the computer will tell her the exact measurements. Come income tax time, Dad can do his income taxes on the Bally computer. Thus, gradually, and yet not so gradually, we've jumped from games to a sophisticated, utilitarian computer.

Another important "entry" (to use computer language) as to what's happening in the overall spectrum of things is the establishment of computer stores across the nation. They perhaps began when Dick and Lois Heiser opened what is generally considered to be the world's first such store in Santa Monica, California in July, 1975. They had both been systems analysts at high technology-type firms. Others watched their success and thought, "If they can do it, so can we."

Stores began springing up in California with names like the Byte Shops and Computerland. The latter may well become the "McDonalds" of the business, since they approached it with those intentions.

Edward E. Faber was marketing manager of Imsai Manufacturing, a leading producer of microcomputer kits. He was selling them both by mail and through these stores popping up all over the country; then he got his

boss, William Millard, to finance Computerland, and together they got approval from the state of California to offer franchises (with the toughest regulations in the nation on franchising).

So now you've either got a neighborhood computer store, or soon you'll see one spring up very near your home. You, an operator, or distributor, say "So what?"

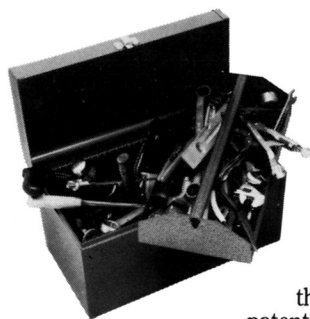
You'd better go in and spend some time in one of these stores, if you haven't already. Why? Because these stores may well hold the key to the vital new link in the distribution system of the 1980s, and provide

you with a look into the future.

I predict you'll immediately feel at home, because there is a great resemblance between the general atmosphere at your amusement machine distributor and the atmosphere at these new computer shops. You may be surprised to see youngsters as young as eight-years-old sitting at typewriter terminals, with video monitors in front of them, *creating* their own games! You'll also see some of them creating some wild graphics, constantly changing on the screen. Undoubtedly, there will be

*Continued on page 50*

# THE END OF THE TOOL BOX.



The tool box is obsolete. It's being replaced by Platt's tool case.

Here's why. In a tool box, tools and parts are everywhere. They're hard to find. Service calls take longer. Maintenance costs go up. (And if tools get lost, some service calls might not even get completed.)

With a Platt tool case, things like that don't happen. It's designed to keep a mechanic on the job, working with his tools, rather than in his tool box, looking for them.

With a Platt case, he'll know just where everything is. Smaller tools are in individual pockets in our patented one-piece pallet. Larger tools and parts are in compartments. And papers and order book are in lid pockets.

And a Platt tool case not only helps a mechanic be more professional. It makes him look more professional. It comes in handsome, lightweight, durable ABS Thermoplastic. Or rich looking vinyl reinforced by ABS Thermoplastic.

What's more, it also has a 5 year guarantee.

A Platt tool case keeps a mechanic's equipment in order. So he does a better job of keeping your machines in order.

Contact us for complete information on Platt's full line of tool cases and your nearest distributor.

## platt

Cases for business and industry.

Pat. No. 3,880,285

2301 S. Prairie Ave., Chicago, Ill. 60616 (312) 225-6670



# Air Hockey's national championship

By David Pierson

A few years ago it would have been big news. The Air Hockey national championships was a big deal back then. The winner's purse was in the neighborhood of \$5,000; second-place absconded with around \$1,000; national television could be counted on to run maybe thirty-second spots on its evening news; and operators made lots and lots of money off their tables.

But that was yesterday.

This year's nationals, not to be confused with last year's nationals (for there was no national championship tournament last year), boasted of a total prize package of \$500. That's quite a come-down. First-place money for this year's event was a mere \$200 and a trophy; second-place received \$125 and a trophy; third got \$80 and a trophy; fourth, \$50 and a trophy; fifth, \$30 and a trophy; sixth, \$15 and a trophy; and the seventh- and eighth-place finishers also got dust collectors, but no money.

In short, the monetary incentive was not there. In fact, the tournament could hardly be called a national tournament since only four states were represented. But still the event came off. Knowing that even if they won first prize money in the tournament, it still wouldn't be enough to pay for their air fare and other expenses—Air Hockey players from as far away as Philadelphia, Denver, and even Quincy, Illinois converged on the Fair Lanes Bowling Center on Bunkerhill Lane in Houston, Texas June 24 and 25 for the 1978 nationals.

What the event showed more than anything else is that even though some operators may have given up on their Air Hockey tables, apparently the players who got hooked on it back then, haven't given up on the game. There was talk about next year's nationals, upcoming tournaments for the fall and winter, exhibitions at shopping center malls,



etc.

The players themselves had suggestions for operators on how they could promote the tables and perhaps rekindle interest in the sport of Air Hockey at the local level. It seems that at this stage their suggestions are worth being considered.

Here's some of what they had to say:

1. *Keep the games on 25-cent play.* Operators who put the games at 50-cent play are causing too big a drain on the players' resources and not giving them the chance to get "hooked" on the game.

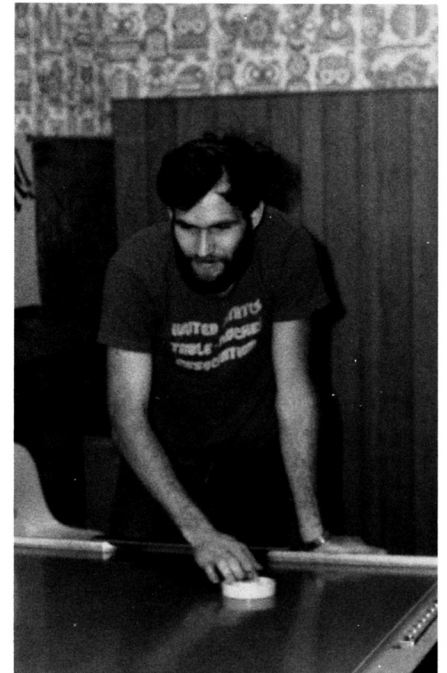
2. *Set the tables at five minutes and seven-points (winner's score).* Tables which are set at shorter lengths also don't allow players to get "hooked" on the game. (NOTE: The average length of the seven-point games at







At top on opposite page, the action becomes a blur as Phil Arnold, in background, and Jesse Douty battle it out for the national title. Bottom, opposite page, Arnold, once again a blur, springs loose with a hard carom shot. At left, Douty, the national champion, readies himself for a shot from a first round opponent. Below, Houston's pre-tournament favorite, Rolf Moore, was a disappointment. Bottom, left, Joel Godfrey of Boulder, Colorado, was one of the tournament's big surprises.



this tournament ran from three to four minutes).

3. *Keep the tables in good condition.* Most players complained that Air Hockey tables were usually the least-maintained piece of equipment in their locations.

4. *Keep in well-lighted areas.* Serious players are not attracted to playing the game in dimly-lit areas where many times it is hard to see the puck.

5. *Promote the game, just once,* and then pick out an especially enthusiastic player and let him take over running the tournaments, with you guaranteeing the prize money.

As for this last point, according to Phil Arnold, tournament director for the national tournament, a dollar entry fee and quarter-play for Air Hockey tournaments, with the operator matching the entry fees, makes for an attractive prize package for the

players.

Different types of promotions which might prove successful for the game are double elimination tournaments, round-robin tournaments, league play (maybe between locations) with three or more players to a team. For suggestions on how you could run such a tournament, you should check PLAY METER's May issue which featured tournaments and promotions, and an article in the October issue of PLAY METER entitled "Whatever Happened to Air-Hockey" (p.22).

#### The Tournament

The national tournament was played on four Brunswick tables set aside in a separate room in the bowling alley. For the purposes of the tournament, all the games were set on free play. The players had

either paid \$15 in entry fees to qualify for the finals (if they had been previously ranked) or else had paid their dues by winning or placing second in one of five coin-operated qualifying tournaments run on successive weekends at Fair Lanes bowling alleys in the Houston area.

With the exception of making the facilities available and guaranteeing the prize money, the location and the operator had no further dealings with the event. The tournament was run completely by the players.

For the first day of the two-day national championships, the 37 qualifiers (ranked and unranked players) competed in one of four round-robin tournaments, one such tournament took place on each of the four tables, with the top four finishers in each round-robin tournament advancing to the second day's

competition.

In this first-round action, each player played three games against everyone else in his division, with each game counting for one point. It was possible, therefore, to win as many as three points in any given match.

The top four finishers from each of the four tables then advanced to the second day's competition, a double elimination tournament with the matches there set at a best four-out-of-seven games (with the exception of the finals which were designed to be longer matches).

Seeding for the second-day's tournament was done according to the player's winning percentage in the first round action. A playoff was necessary between Mark Robbins of Boulder, Colorado and Jesse Douty of Philadelphia to see who would get the top seed since both players had lost but one game in their respective divisions. That short playoff match went to Douty.

In the final sixteen tournament, Douty lived up to his top seeding, winning his first two matches in four straight games. Then he met Arnold in a semi-final match and was

extended to six games before winning that match. He then advanced to the finals of the winners' bracket against Rolf Moore, Houston's top player. Robbins, the tournament's second-seed, had been knocked into the losers' bracket in an earlier round when he lost a seventh and deciding game, 7-6, to another Philadelphia entry.

The match between Douty and Moore was supposed to be close. It wasn't. Douty brushed off the Houston player without dropping a game, and only once having to go 7-6 to win it.

Meanwhile in the losers bracket, Arnold was making a resurgence. The only player still alive in the tournament who had beaten Douty in a seven-point game, Arnold fought through two tough matches, eliminating along the way the second-seeded Robbins.

The stage was set for the most exciting match of the tournament—two Houston players, Arnold and Moore, playing in the finals of the losers' bracket for the right to play Douty for the national title.

The match, with the exception of the first and last games, was a series

of 7-4 games. After winning the first game (7-6), Arnold lost two straight (4-7, 4-7), won (7-4), lost (4-7), won (7-4), and had tied the score at 6-6 in the deciding game when he committed the unforgiveable error of touching a live puck with his hand and not the mallet. The penalty was severe—a technical free shot by Moore at an unprotected goal—as sure a shot as there can be in any sport.

But whether it was because he was still smarting from his bad thumping at the hands of Douty, or whether it was one of those mental errors that happen when you try too hard, Moore missed the shot as the crowd looked on in disbelief. With a second-life, Arnold quickly regained control of the puck and rammed home the winning point.

It would be Douty and Arnold in the finals, not a rematch of Douty-Moore.

Actually, it didn't matter. Douty was far above the rest of the field, the most feared player at the tournament. And by this time Arnold was spent. Douty breezed through the final match with a minimum of resistance.

The final standings were as follows:

1. Jesse Douty (Philadelphia, Pennsylvania)
2. Phil Arnold (Houston, Texas)
3. Rolf Moore (Houston, Texas)
4. Joel Godfrey (Boulder, Colorado)
5. Mark Robbins (Boulder, Colorado)
6. Michael Barry (Philadelphia, Pennsylvania)
7. Tom Martin (Philadelphia, Pennsylvania)
8. Mike Pryor (Dallas, Texas)

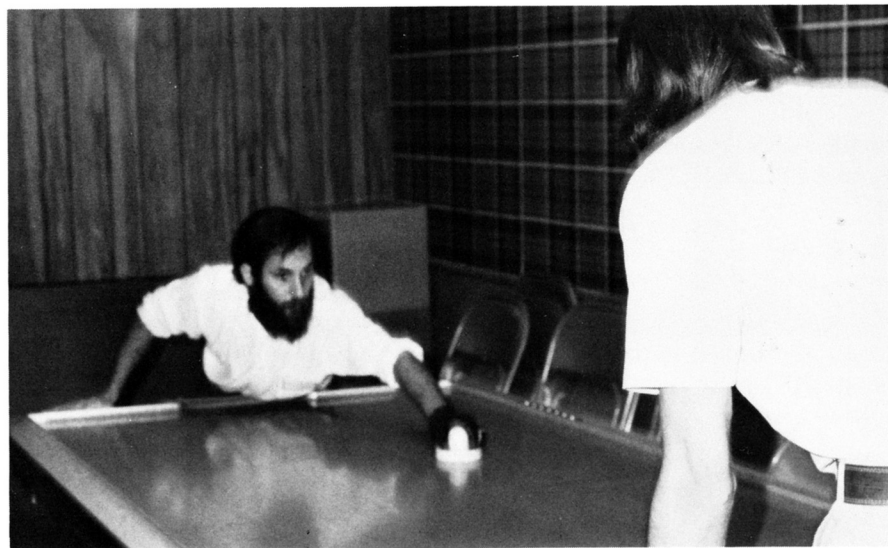
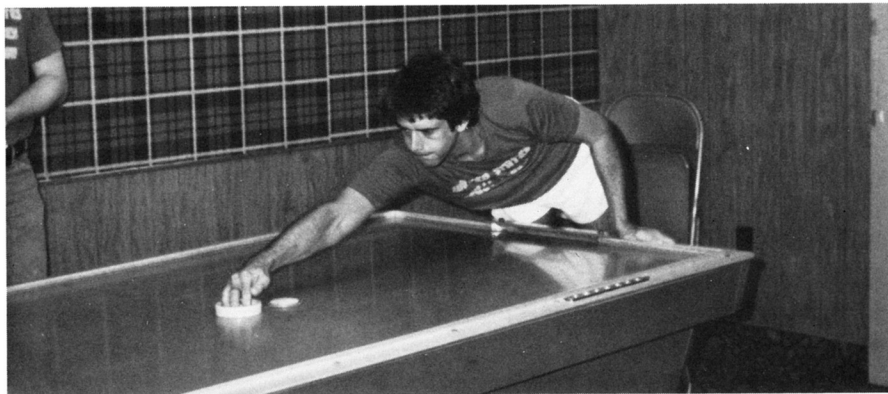
But already three players—Arnold, Moore, and Barry—have issued challenges to Douty to defend his title in challenge matches.

After the tournament, Arnold, the president of the player's association, emphasized that the sport, though diminished, still maintains its peculiar appeal, and that operators can still reap the benefits of the game's special attraction if only they would promote it.

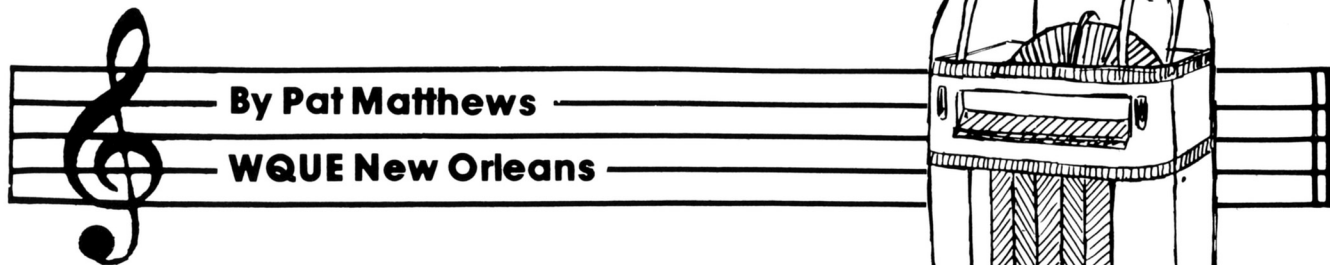
Arnold also pointed out that Air Hockey players—starved for any type of sponsorship, as is evidenced by the small price tag on their national tournament—are eager to promote the game anywhere in the country, to revive national player interest in the sport.

Those interested in promoting the sport or who need assistance in promoting the game, Arnold said, should write the Air Table Hockey Association at Box 3943, Houston Texas 77002 or call (713) 665-3159 or (713) 869-2376.

PLAY METER, August, 1978



*In the top photo, second-place finisher Phil Arnold reaches out to keep control of the puck. In the lower photograph, Boulder, Colorado's Mark Robbins rams home the game-winning point during one of his matches.*



## South of the Border

As I get set to take a fun vacation in Mexico City, I find myself in front of the keyboard of words once again. With visions of tacos dancing in my head, I move onward with a nice crop of products, and even some country. How do you like that?

**Let Me Take You In My Arms Again**—James Darren—RCA JH-11316

He's made a healthy living, thank you, since his successes in the record biz more than a decade ago by playing the night club circuit, but now the lady killer is back. And this ageless wonder keeps on pluggin' and hopin'. This time around it's a Neil Diamond composition (from Neil's latest lp) and the similarity of vocals is truly astonishing. After a strong symphonic opening, the tune develops into a frantic pace bordering disco. (B-MOR)

**Lady Blues**—George Benson—Warner Brothers WBS 8604

I missed the boat with "On Broadway" (I didn't review it... shucks), but I won't be caught "with my pants down," so to speak, on this one. From the platinum "Weekend In L.A." lp, George has once again fashioned a fabulous re-make of a classic—this time one of Leon Russell's better efforts. It features the velvety voice of this jazzman of excellence and is sure to get the folks dancing a little closer together. Unfortunately, Benson doesn't solo on guitar, and this may affect the sales. (A-R&B) (A-MOR) (B-Pop)

**Love Theme From Laura Mars (Prisoner)**—Barbra Streisand—Columbia 3-10777

Whoever thinks this lady can't wail is nuts. Her boyfriend, Jon Peters,

produced the movie so Barbra got to sing the theme-wise move. There's not too many song stylists around who can turn movie themes into hits, but Barbra is certainly at the head of the class in that department. Put another notch in her belt. (B-Pop) (A-MOR)

**Easy From Now On**—Emmy Lou Harris—Warner Brothers WBS-58623

With a voice like an angel, sweet Emmy Lou is back. She doesn't get the recognition of, let's say, Linda Ronstadt, but she deserves it because she can fashion a song with the best of 'em. It's a sweet love song—acoustic and flowing—with those outstanding vocals that make you wanna her to sing again and again. I may be wrong, but that sure sounds like Dolly Parton singing' harmony. (C-Pop) (B-MOR) (A-C&W)

**Got To Get You Into My Life**—Earth Wind and Fire—Columbia 3-10796

It opens with a bang—finger snaps ease in, then the vocals. What a song! Of course, it had a head start—Lennon and McCartney wrote it! From the much bally-hoed "Sgt. Pepper's Lonely Hearts Club Band" movie, it's the masters of rhythm with an arrangement that will certainly bring a smile to the faces of all who listen. It's big band, rock'n' roll, and soul all rolled into one fabulous record. (A-Pop) (A-R&B)

**I've Always Been Crazy**—Waylon Jennings—RCA JB 11344

Aw, come on Waylon! A little high maybe, but crazy? It's pure Waylon doin' a song he wrote, of course. He starts off singin' in a high key, then gets down, so to speak, to his gravel pitch later on in the song. Once

again, the finest accompaniment you'll ever want to hear is spotlighted, with even a little brass thrown in at the end. Like he says—"I've always been crazy, but it's kept me from going insane." Great song! (A-C&W)

**Happiness**—Allen Toussaint—Warner Brothers WBS 8609

It's New Orleans' own songwriter extraordinaire with one of his rare singles releases. And it's got all the ingredients that have made his lps worth waiting for every time. "Happiness" is a joy and it's not because I'm prejudiced. The vocals are strong, the arrangement is first class (as usual), but the keyboards are Toussaint's forte. No doubt, he's emulated the best, Fats Domino and the old Fess himself, Professor Longhair. You think Warner Brothers Records care enough to make this man a star? I hope so. (B-R&B) (C-Pop)

**Brandy**—O'Jays—Philadelphia International ZS8 3652

Well, she used ta be his girl, but now she's gone. Familiar, huh? But, that's as far as the familiarity goes, however. Here's the differences: (1) it's down-tempo, (2) sounds like the Spinners' ballads, and (3) is going nowhere on the pop charts. (A-R&B) (C-Pop)

**Let Them Dance**—D.C. LaRue—Casablanca NB 934 AS

Just like all the artists on the T.G.I.F. lp, D.C. is ready for some more success. This is a driving, pounding disco tune that gets the message across and then some. It's power packed, yet has the "innocent" sounding vocals of Mr. LaRue (is that his real name?). Let 'em dance. (A-Disco)



**Give Me The Night**—Dusty Springfield—United Artists UAST-19912

It seems only natural that Dusty should sing a song from the movie "Corvette Summer," a flick about the sixties. She still sounds as great as ever, too! Her voice is dreamy, sexy and booming all at once, and she uses these qualities to the "max" in this super pretty tune. Hopefully, the record company will spend a few bucks to promote the record. They certainly didn't spend it on the movie. VROOOMMMMMMM! (B-MOR) (C-Pop)

**What You Do In The Dark**—B.T. Express—Columbia 3-10752

I didn't think I'd enjoy having someone tell me what to do in my spare time, but after listening to this good time catchy tune by the "Do it Till You're Satisfied" guys, I changed my mind. It's all about having someone at home and someone else on the side. Come to think of it, B.T. Express sort of condones this situation ("it's nobody's business what you do"). I give it a 90, Dick. You can dance to it, and I might buy it. (A-R&B) (C-Pop)

WORTH A LISTEN

**Dancing In Paradise**—El Coco—AVI

**I Wanna Live Again**—Carillo—Atlantic

**It's Growin'**—Kate Taylor—Columbia

**With Love**—Rex Allen, Jr.—Warner Brothers

**Hey Rock and Roller**—Michael Lloyd—Warner Brothers

### PLAY METER TOP 25

1. **Miss You**—Rolling Stones—Rolling Stones
2. **Three Times A Lady**—Commodores—Motown
3. **Baker Street**—Gerry Rafferty—United Artists
4. **Last Dance**—Donna Summer—Casablanca\*\*\*\*
5. **Use Ta Be My Girl**—O'Jays—Philadelphia International
6. **Still The Same**—Bob Seger—Capitol
7. **Grease**—Frankie Valli—RSO
8. **The Groove Line**—Heatwave—Epic\*\*\*\*
9. **Copacabana**—Barry Manilow—Arista
10. **Shadow Dancing**—Andy Gibb—RSO
11. **Take A Chance On Me**—ABBA—Atlantic\*\*\*\*
12. **Hot Blooded**—Foreigner—Atlantic
13. **Love Will Find A Way**—Pablo Cruise—A&M
14. **Two Out Of Three Ain't Bad**—Meatloaf—Epic
15. **Life's Been Good**—Joe Walsh—MCA
16. **Shame**—Evelyn "Champagn" King—RCA
17. **Runaway**—Jefferson Starship—Grunt\*\*\*\*
18. **You Belong To Me**—Carly Simon—Elektra
19. **Dance With Me**—Peter Brown—Drive
20. **You're The Love**—Seals & Crofts—Warner Bros.\*\*\*\*
21. **Magnet And Steel**—Walter Egan—Columbia\*\*\*\*
22. **I'm Not Gonna Let It Bother Me Tonite**—Atlanta Rhythm Section—MCA
23. **Stay**—Jackson Browne—Asylum
24. **I've Had Enough**—Wings—Capitol
25. **Prove It All Night**—Bruce Springsteen—Columbia\*\*\*\*

\*\*\*\*Reviewed by PLAY METER

## YOUR TICKET

to the West's  
No. 1 Game Show



Featuring the  
Finest Array of  
New and Used  
Amusements in  
the United States

## C.A. Robinson & Co.

meeting all operator needs:

- expert arcade outfitters
- all current hits in stock and ready
- rep'ing all the top lines
- friendly, knowledgeable salesmen
- parts & service are tops!

## C.A. ROBINSON & CO.

2301 W PICO BLVD LOS ANGELES Cal 90006/ Tel



# FOOTBALL



## All The Excitement Of The World's Most Popular Sport

- Authentic sound effects
- Unique "palmball" control
- Steal ball from opposing team
- Operator adjustable playing time
- Pass or kick ball from 8 positions
- 1 year logic board warranty

**Available Now—Contact Your Nearest Exidy Distributor**

EXIDY inc. 2599 Garcia Avenue Mountain View, California 94043



# RECORD WORLD SINGLES CHART

TITLE, ARTIST, Label, Number, (Distributing Label)

AUG. 12	AUG. 5			WKS. ON CHART
1	2	<b>GREASE</b>	FRANKIE VALLI RSO 897	11
2	1	<b>THREE TIMES A LADY</b>	COMMODORES/Motown 1443	8
3	3	<b>MISS YOU</b>	ROLLING STONES/Rolling Stones 19307 (Atl)	12
4	4	<b>LAST DANCE</b>	DONNA SUMMER/Casablanca 926	13
5	5	<b>YOU'RE THE ONE THAT I WANT</b>	JOHN TRAVOLTA AND OLIVIA NEWTON-JOHN/RSO 891	20
6	7	<b>COPACABANA (AT THE COPA)</b>	BARRY MANILOW/ Arista 0339	10
7	6	<b>SHADOW DANCING</b>	ANDY GIBB/RSO 893	18
8	10	<b>LOVE WILL FIND A WAY</b>	PABLO CRUISE/A&M 2048	11
9	19	<b>BOOGIE, OOGIE OOGIE</b>	A TASTE OF HONEY/Capitol 4565	9
10	14	<b>HOT BLOODED</b>	FOREIGNER/Atlantic 3488	7
11	13	<b>LIFE'S BEEN GOOD</b>	JOE WALSH/Asylum 45493	10
12	8	<b>TWO OUT OF THREE AIN'T BAD</b>	MEATLOAF/Epic/ Cleveland Intl. 8 50513	22
13	9	<b>BAKER STREET</b>	GERRY RAFFERTY/United Artists 1192	18
14	16	<b>SHAME</b>	EVELYN "CHAMPAGNE" KING/RCA 11122	11
15	17	<b>MY ANGEL BABY</b>	TOBY BEAU/RCA 11250	14
16	18	<b>KING TUT</b>	STEVE MARTIN/Warner Bros. 8577	13
17	20	<b>MAGNET AND STEEL</b>	WALTER EGAN/Columbia 3 10719	11
18	24	<b>HOPELESSLY DEVOTED TO YOU</b>	OLIVIA NEWTON-JOHN/ RSO 903	6
19	22	<b>AN EVERLASTING LOVE</b>	ANDY GIBB/RSO 904	5
20	21	<b>STAY/LOADOUT</b>	JACKSON BROWNE/Asylum 45485	11
21	31	<b>KISS YOU ALL OVER</b>	EXILE/Warner/Curb 8589	6
22	23	<b>I'M NOT GONNA LET IT BOTHER ME TONIGHT</b>	ATLANTA RHYTHM SECTION/Polydor 14484	10
23	28	<b>TWO TICKETS TO PARADISE</b>	EDDIE MONEY/Columbia 3 10765	7
24	26	<b>STUFF LIKE THAT</b>	QUINCY JONES/A&M 2043	10
25	27	<b>CLOSE THE DOOR</b>	TEDDY PENDERGRASS/Phila. Intl. 8 3648 (CBS)	9
26	29	<b>YOU</b>	RITA COOLIDGE/A&M 2058	7
27	30	<b>FOOL (IF YOU THINK IT'S OVER)</b>	CHRIS REA/Magnet/UA 1198	6
28	35	<b>GOT TO GET YOU INTO MY LIFE</b>	EARTH, WIND & FIRE/ Columbia 3 10796	3
29	32	<b>HOT CHILD IN THE CITY</b>	NICK GILDER/Chrysalis 2226	8
30	12	<b>USE TA BE MY GIRL</b>	O'JAYS/Phila. Intl. 8 3462 (CBS)	17
31	34	<b>MACHO MAN</b>	VILLAGE PEOPLE/Casablanca 922	8
32	11	<b>STILL THE SAME</b>	BOB SEGER & THE SILVER BULLET BAND/ Capitol 4581	14
33	33	<b>MR. BLUE SKY</b>	ELO/Jet 5050 (CBS)	8
34	15	<b>TAKE A CHANCE ON ME</b>	ABBA/Atlantic 3457	17
35	41	<b>YOU AND I</b>	RICK JAMES STONE CITY BAND/Gordy 7156 (Motown)	8
36	25	<b>RUNAWAY</b>	JEFFERSON STARSHIP/Grunt 11275 (RCA)	12
37	36	<b>BLUER THAN BLUE</b>	MICHAEL JOHNSON/EMI-America 8001	15
38	37	<b>I'VE HAD ENOUGH</b>	WINGS/Capitol 4594	8
39	38	<b>IT'S A HEARTACHE</b>	BONNIE TYLER/RCA 11249	21
40	57	<b>REMINISCING</b>	LITTLE RIVER BAND/Harvest 4605 (Capitol)	3
41	46	<b>GET OFF</b>	FOXY/Dash 5046 (TK)	7
42	51	<b>YOU NEEDED ME</b>	ANNE MURRAY/Capitol 4574	6
43	42	<b>LOVE OR SOMETHING LIKE IT</b>	KENNY ROGERS/United Artists 1210	11
44	58	<b>SUMMER NIGHTS</b>	JOHN TRAVOLTA, OLIVIA NEWTON- JOHN & CAST/RSO 906	2
45	50	<b>LOVE IS IN THE AIR</b>	JOHN PAUL YOUNG/Scotti Brothers 402 (Atl)	5
46	40	<b>DANCE WITH ME</b>	PETER BROWN/Drive 6269 (TK)	24
47	47	<b>CAN WE STILL BE FRIENDS</b>	TODD RUNDGREN/Bearsville 0324 (WB)	10
48	44	<b>SONGBIRD</b>	BARBRA STREISAND/Columbia 3 10756	10
49	52	<b>YOU'RE A PART OF ME</b>	GENE COTTON/Ariola 7704	8
50	55	<b>AIN'T NOTHIN' GONNA KEEP ME FROM YOU</b>	TERI De SARIO/Casablanca 929	6
51	60	<b>JUST WHAT I NEEDED</b>	CARS/Elektra 45491	6

52	65	<b>WHENEVER I CALL YOU "FRIEND"</b>	KENNY LOGGINS/ Columbia 3 10794	3
53	61	<b>A ROCK 'N ROLL FANTASY</b>	THE KINKS/Arista 0342	3

## CHARTMAKER OF THE WEEK

54	—	<b>HOLLYWOOD NIGHTS</b>	BOB SEGER Capitol 4618	1
----	---	-------------------------	---------------------------	---

55	56	<b>I NEED TO KNOW</b>	TOM PETTY AND THE HEARTBREAKERS/ Shelter 62010 (ABC)	7
56	69	<b>TALKING IN YOUR SLEEP</b>	CRYSTAL GAYLE/United Artists 1214	4
57	63	<b>YOU</b>	MCCRARYS/Portrait 6 70014	5
58	62	<b>NEW ORLEANS LADIES</b>	LOUISIANA'S LE ROUX/Capitol 4586	9
59	66	<b>IF YOU WANNA DO A DANCE</b>	SPINNERS/Atlantic 3493	4
60	53	<b>WILL YOU LOVE ME TOMORROW</b>	DAVE MASON/ Columbia 3 10749	11
61	67	<b>LOVE THEME FROM 'EYES OF LAURA MARS'</b>	(PRISONER) BARBRA STREISAND/Columbia 3 10777	3
62	64	<b>RIVERS OF BABYLON</b>	BONEY M/Sire/Hansa 1027 (WB)	9
63	39	<b>THE GROOVE LINE</b>	HEATWAVE/Epic 8 50524	16
64	45	<b>YOU BELONG TO ME</b>	CARLY SIMON/Elektra 45477	17
65	76	<b>HOLDING ON (WHEN LOVE IS GONE)</b>	LTD/A&M 2057	3
66	77	<b>YOU'RE ALL I NEED TO GET BY</b>	JOHNNY MATHIS & DENIECE WILLIAMS/Columbia 3 10772	3
67	74	<b>STEPPIN' IN A SLIDE ZONE</b>	MOODY BLUES/London 270	3
68	—	<b>RIGHT DOWN THE LINE</b>	GERRY RAFFERTY/United Artists 1233	1
69	75	<b>THINK IT OVER</b>	CHERYL LADD/Capitol 4599	4
70	72	<b>TIME FOR ME TO FLY</b>	REO SPEEDWAGON/Epic 8 50582	5
71	78	<b>SATURDAY</b>	NORMA JEAN/Bearsville 0326 (WB)	3
72	—	<b>COME TOGETHER</b>	AEROSMITH/Columbia 3 10802	1
73	43	<b>THANK GOD IT'S FRIDAY</b>	LOVE & KISSES/Casablanca 925	13
74	48	<b>YOU'RE THE LOVE</b>	SEALS & CROFTS/Warner Bros. 8551	11
75	—	<b>SHE'S ALWAYS A WOMAN</b>	BILLY JOEL/Columbia 3 10788	1
76	85	<b>I LOVE THE NIGHTLIFE (DISCO ROUND)</b>	ALICIA BRIDGES/ Polydor 14488	4
77	—	<b>ALL I SEE IS YOUR FACE</b>	DAN HILL/20th Century Fox 2378	1
78	79	<b>READY OR NOT</b>	HELEN REDDY/Capitol 4582	5
79	88	<b>SURRENDER</b>	CHEAP TRICK/Epic 8 50570	4
80	90	<b>I WILL STILL LOVE YOU</b>	STONEBOLT/Parachute 512 (Casablanca)	2
81	99	<b>RAISE A LITTLE HELL</b>	TROOPER/MCA 40924	2
82	84	<b>BREAK IT TO THEM GENTLY</b>	BURTON CUMMINGS/Portrait 6 70016	4
83	89	<b>IF YOU'RE READY (HERE IT COMES)</b>	ENCHANTMENT/ Roadshow 1212 (UA)	5
84	87	<b>DON'T PITY ME</b>	FAITH, HOPE & CHARITY/20th Century Fox 2370	4
85	—	<b>IT'S A BETTER THAN GOOD TIME</b>	GLADYS KNIGHT & THE PIPS/Buddah 598 (Arista)	1
86	92	<b>I LIKE GIRLS</b>	FATBACK BAND/Spring 181 (Polydor)	3
87	91	<b>HE'S SO FINE</b>	KRISTY & JIMMY McNICHOL/RCA 11271	2
88	94	<b>5. 7. 0. 5. CITY BOY</b>	Mercury 73999	3
89	93	<b>VICTIM</b>	CANDI STATON/Warner Bros. 8582	3
90	95	<b>BACK IN MY ARMS AGAIN</b>	GENYA RAVAN/20th Century Fox 2374	2
91	—	<b>CALIFORNIA NIGHTS</b>	SWEET/Capitol 4610	1
92	—	<b>ALMOST LIKE BEING IN LOVE</b>	MICHAEL JOHNSON/ EMI-America 8004	1
93	96	<b>SHE LOVES TO BE IN LOVE</b>	CHARLIE/Janus 276	2
94	97	<b>SHAKE AND DANCE WITH ME</b>	CON FUNK SHUN/Mercury 74008	2
95	98	<b>RUMOUR AT THE HONKY TONK</b>	SPELLBOUND/EMI-America 8002	2
96	—	<b>SWEET LIFE</b>	PAUL DAVIS/Bang 738	1
97	100	<b>TAKE ME I'M YOURS</b>	MICHAEL HENDERSON/Buddah 597 (Arista)	2
98	—	<b>FLYIN'</b>	PRISM/Ariola 7714	1
99	—	<b>THERE'S NO SURF IN CLEVELAND</b>	EUCLID BEACH BAND/ Epic/Cleveland Intl. 8 50584	1
100	—	<b>WITHOUT YOU</b>	HEART/Mushroom 7035	1



# Top Soul Hits

Now	Was		
1	1	CLOSE THE DOOR	TEDDY PENDERGRASS/Phila. Intl. 83648
2	2	STUFF LIKE THAT	QUINCY JONES/A&M 2043
3	4	YOU AND I	RICK JAMES STONE CITY BAND/Gordy 7156
4	5	BOOGIE, OOGIE, OOGIE	A TASTE OF HONEY/Capitol 4565
5	6	THREE TIMES A LADY	COMMODORES/Motown 1443
6	3	SHAME	EVELYN "CHAMPAGNE" KING/RCA 11122
7	7	LAST DANCE	DONNA SUMMER/Casablanca 926
8	8	USE TA BE MY GIRL	THE O'JAYS/Phila. Intl. 83642
9	9	RUNAWAY LOVE	LINDA CLIFFORD/Curtom 0133
10	10	ANNIE MAE	NATALIE COLE/Capitol 4572
11	11	THE GROOVE LINE	HEATWAVE/Epic 850524
12	12	SHADOW DANCING	ANDY GIBB/RSO 893
13	14	FEEL THE FIRE	PEABO BRYSON/Capitol 4573
14	15	IF YOU'RE READY (HERE IT COMES)	ENCHANTMENT/Roadshow 1212
15	18	GET OFF	FOXY/Dash 5046
16	20	DON'T PITY ME	FAITH, HOPE & CHARITY/20th Century Fox 2370
17	13	TAKE ME TO THE NEXT PHASE (PT.1)	ISLEY BROS./T-Neck 82272
18	16	DUKEY STICK (PART ONE)	GEORGE DUKE/Epic 850531
19	24	I LIKE GIRLS	FATBACK BAND/Spring 181
20	26	VICTIM	CANDI STATON/Warner Bros. 8582

# Top Country Hits

Now	Was		
1	2	LOVE OR SOMETHING LIKE IT	KENNY ROGERS/United Artists 1210
2	1	ONLY ONE LOVE IN MY LIFE	RONNIE MILSAP/RCA 11270
3	5	YOU DON'T LOVE ME ANYMORE	EDDIE RABBITT/Elektra 45488
4	3	THERE AIN'T NO GOOD CHAIN GANGS	JOHNNY CASH & WAYLON JENNINGS/Columbia 310742
5	6	PITTSBURGH STEALERS	KENDALLS/Ovation 1109
6	7	WHEN CAN WE DO THIS AGAIN	T.G. SHEPPARD/Warner Bros. 8593
7	12	TALKING IN YOUR SLEEP	CRYSTAL GAYLE/United Artists 1213
8	10	YOU NEEDED ME	ANNE MURRAY/Capitol 4574
9	9	SPRING FEVER	LORETTA LYNN/MCA 40910
10	17	WE BELONG TOGETHER	SUSIE ALLANSON/Warner/Curb 8597
11	14	ROSE COLORED GLASSES	JOHN CONLEE/ABC 12356
12	16	(I LOVE YOU) WHAT CAN I SAY	JERRY REED/RCA 11281
13	18	FROM SEVEN TIL TEN	LORETTA LYNN & CONWAY TWITTY/MCA 40920
14	20	WHEN I STOP LEAVING (I'LL BE GONE)	CHARLEY PRIDE/RCA 11287
15	13	PLEASE HELP ME I'M FALLING	JANIE FRICKE/Columbia 310743
16	11	TONIGHT	BARBARA MANDRELL/ABC 1236
17	22	RAKE AND RAMBLIN' MAN	DON WILLIAMS/ABC 12373
18	21	I'LL FIND IT WHERE I CAN	JERRY LEE LEWIS/Mercury 55028
19	25	TALK TO ME	FREDDY FENDER/ABC 12370
20	28	ANOTHER FINE MESS	GLEN CAMPBELL/Capitol 4584



The Grand Ballroom of the Lord Baltimore was filled with pinball wizards from across the state of Maryland recently for the Maryland State Pinball Tournament, sponsored by Sefco Distributing and State Sales.

## Maryland pinball finale

A 26-year-old sales manager was crowned Grand Pinball Wizard of Maryland and a 22-year-old college graduate was the Class B champion, but these were not the only winners in the first annual Maryland Pinball Championship, which concluded recently in Baltimore.

The tournament, sponsored by Williams Electronics, Inc. distributor Sefco Distributing of Hanover, Maryland and Bally distributor State Sales Service of Baltimore drew over 25,000 participants to more than 100 locations throughout the state.

Sefco's Mark McClesky, tournament director, stated, "The good times enjoyed by all participants made everyone a winner...and the biggest winner, we believe, was the pinball industry as a whole."

McClesky explained the prime objectives of the \$21,000 tournament was to enhance the image of the pinball industry as a family recreation, create more interest and expand the flipper player market. "We succeeded in achieving these goals," McClesky added. "The turnout of participants was tremendous and the coverage by the media—newspapers, radio, and television—was quite extensive and positive."

Dan Collins, Sefco promotion manager, noted, "A great deal of enthusiasm and interest also was generated among the operators during the tournament, not only in Maryland, but in other nearby states. In fact, excitement ran so high in Virginia that operators there wish to

conduct a similar event. We may conduct an expanded Mid-Atlantic tournament next year involving anywhere from 250 to 500 locations; our initial tournament was that successful."

Certainly, the grand prize winners also found the tournament a success: Gary Wease, a sales manager for an auto dealership in Waynesboro, Pennsylvania was crowned Grand Pinball Wizard and Sheldon White, a graduate of Montgomery Community College in Gaithersburg, Maryland, won the class B title. The champs were rewarded well for their efforts: a huge trophy and a pinball wizard's dream—a choice of any pinball game used in the tournament finals. Both selected Williams Electronics' solid state World Cup.

Wease and White had to work their way through a number of challenges before reaching the finals. The competition began at locations throughout the state. Contestants played four machines, two games on each. The highest score attained on each game was the score used in compiling the results.

Eight weekly winners were crowned and then a double elimination playoff was conducted the ninth week at the location between the eight winners. The location winner qualified for the Class A grouping June 18 in Baltimore and a chance for the Grand Pinball Wizard crown; location runnersup competed in the Class B bracket on June 17. The four-machine, two-game format was also used in the finals.

## Redd named chairman

W.S. "Si" Redd, the president of the Bally Distributing Company of Reno, Nevada, recently served as chairman of the tenth annual Governor's Cup Scholarship Support.

The \$100-per-plate dinner at the Governor's mansion in Carson City July 14, is held annually for the purpose of raising money for intercollegiate athletic programs at the University of Nevada-Reno.

Redd, besides his involvement with the UNR booster club, has also worked with the U.S. Marines Reserves Corp.'s annual "Toys for Tots" campaign.

He founded Bally Distributing Company in 1967. A Mississippi native, Redd previously owned a coin machine distribution company in Boston.



"Si" Redd (left) president of the Bally Distributing in Reno, Nevada, recently served as chairman of a \$100-a-plate dinner which raised funds for athletic programs at the University of Nevada-Reno. Pictured with Redd (not from this year's festivities) is former NFL star Johnny Unitas.

## Grotjan named

Jerry Grotjan has been appointed sales manager of the Dayton, Ohio office for Monroe Distributing, according to Norman Goldstein, president of the firm.

Grotjan, a veteran of over 17 years in the industry, began his career in the finance field and moved eventually into sales where he became sales manager for a large distributor.

## Rowe distrib

Rowe International of Whippany, New Jersey has appointed Coin Machine Distributors, Inc. of Peekskill, New York as the exclusive distributor of Rowe AMI jukeboxes in Connecticut, central and northern New Jersey and the metropolitan New York City area, including Westchester County and Long Island.

Coin Machine Distributors is headed by Al Kress, president and founder. He started his distributing business three years ago following a twenty-year period of operating coin machines.

Assisting Kress is Bob Teising, vice president, who joined Coin Machine Distributing in early 1978 after being associated with a leading Mid-West distributor for several years.

Coin Machine Distributors is located at 213 North Division Street, Peekskill, New York.

## Betson, Runyon Sales reach agreement on games representation

Betson Enterprises and Runyon Sales Inc. have completed an agreement whereby Betson will assume representation of all games manufacturers previously represented by Runyon Sales. As part of this agreement, Betson has agreed to assume service responsibility on equipment previously sold by Runyon Sales.

Betson Enterprises, which is a division of H. Betti Industries, Inc., has also been appointed a Bally Manufacturing representative in New York, New Jersey, and Connecticut. Bally joins an already impressive lineup of premier manufacturers

represented by Betson.

Said Bert Betti, chairman of Betson, "We are confident we will be in an even better position to offer the coin machine operators and the industry the finest in equipment and superior service. We are expanding our already large parts department and service facilities and are adding personnel in order to maintain our customer service at the highest possible level of efficiency."

In connection with that, Betson has made two new appointments to its sales staff, Art Warner and Irving Kempner.

**TAKE A LOOK AT THIS!**

**THE GREAT AMUSEMENT EMPORIUM**

2075 So. Valentia St. Denver, Colo. 80231

CALL TOLL FREE 1-800-525-8078

AMOA ASSOCIATION

**Our NEW 250 page Catalog of Billiard and Coin Machine Parts is now available. To receive your free copy, Call TOLL FREE 1-800-525-8078**

In Colorado Call 751-4851 Collect.

**Same Day Shipment Guaranteed.**

Open Saturdays  
For Your Convenience.

**THE GREAT AMUSEMENT EMPORIUM**

2075 so. valentia st. denver, colo. 80231

Div. of Excelsior Enterprises, Inc.





## Of Venice, turning 30 . . .

This time around I find it difficult at best to be motivated to write about pinball because I'm in Venice, the city of enchantment and beauty. Of course, I can't complain, but if even this luxurious benefit of working for *Gentlemen's Quarterly Magazine* overshadows my love for the old steel ball, tomorrow it may be different, if I get a gondolier who knows where any machines are.

Venice, however, is magnificent and deserves the special place it has found in my heart. I arrived on Friday the 15th of July in time for a spectacle that everyone, at least once in his life, deserves to experience—the Festa del Redentore—which is a religious holiday (so I've been told) that has taken on grandiose dimensions through the years. If I were to say that our 4th of July is a mighty display and that for some it is a thrill to see the fireworks and splendor, no matter what you've seen or how impressed you've been, it would fall far short of what Venice provided.

Picture a city of islands surrounded by water, where the beauty of the architecture has been frozen in time. Add to this the breathtaking panorama of dozens of boats and thousands of people clustered about at the foot of the Grande Canal and you still couldn't visualize the heightened tension and expectation that existed. For at 11:30 in the evening, something that will live with me always unfolded before my eyes—five small submarines emerged and from their decks spewed forth the most elaborate, awe-inspiring, and thoroughly breathtaking fireworks display I have ever seen. To say that I was spellbound for one solid hour would not be enough to convey the feeling that consumed me as the Venice sky lit up with the brilliance of rockets and firecrackers that painted an incredible tableau upon the sky. Mixed in with the music of Vivaldi, it was a memory that will live on and on until I can return once again to behold it. One night, every year, on the 15th of July, the Venetian skies will open and I for one will be a part of it once again, so should you.

And sitting on my hotel terrace in

Lido overlooking the Adriatic Sea, a day later, I still feel the warmth for this city. But, alas, tomorrow it is on to Florence and then Naples before a last stop in Pompeii. A grand tour? Yes. Even without a pinball machine. For this week will remain with me, I know.

But enough of Italy and its beauty. Enough of its cathedrals, so ornate and everlasting; enough of the food and wine and more wine and more wine; enough of the Lido Casino where I didn't necessarily stand them on their ears, but I did manage to come back to my hotel without a barrel around my body. But enough of enough, because if you haven't been here, words won't help, and if you have been here, you know you'll have to be back. Instead, it's on to the games somehow, which coincidentally this month happen to include two imports to one domestic.

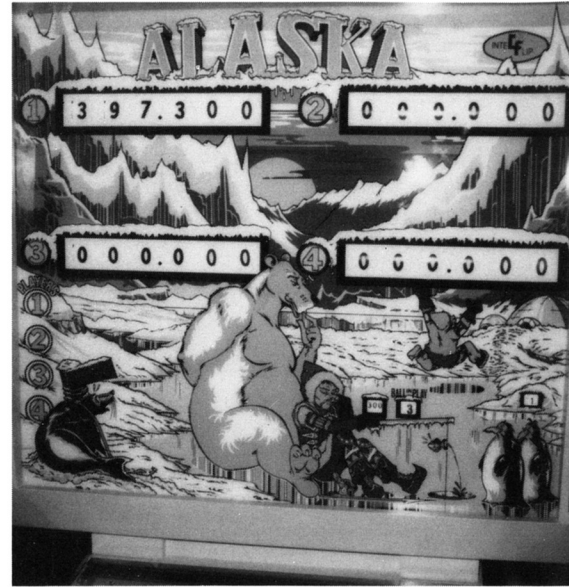
And if this month's review isn't what it could be, forgive me, I find myself won over by something far more tender and lasting—Venice and its mother country of Italy.

How inappropriate to begin with this first game—not from the way it plays but, rather, because of its name and graphic treatment. However, that's the way it goes sometimes.

### *InterFlip's ALASKA*

A couple of months back it was *Dragon* that found its way into this column. This time around a four-player electro-mechanical game of the Spanish manufacturer gets the same close scrutiny.

**PLAYFIELD:** The action on *Alaska* starts a bit differently compared to most contemporary games although there are similarities to some older domestic models. Four lanes, with two in the middle separated by a post, and one at either end of an inclined rubber, offer the *InterFlip* small button rollover. Three thumper bumpers are just below this set-up with a square top slightly more graphic than *Playmatic's* plastic top cosmetics. Just between and above this are two recessed kick-out holes at left and right of center. Move down a bit and at the center is a small



*InterFlip's ALASKA*

target that fronts a wide expanse of openers.

There are two banks of drop targets (five each) at left and right of center with a wide area behind that offers a rollover button and a small rubber-ringed post. The bottom seems like instant death with a very wide space between the flippers and

# and even something about pinball

a short three-lane rollover button configuration, with the outside lane taking a page out of such Gottlieb games as *Jacks Open* and *Centigrade 37*.

**ANALYSIS:** This game was a bitch to play at the AMOA when I ran across it, but operators will probably like the action since the machine played fast due to its emphasis on open spaces. The play from the flippers wasn't too bad although "saving" the ball is murder since the wire lane is opened at the end. So the action is truly non-stop from plunger to out-hole.

But there are problems with the spacing and, lastly, an almost impossible design flaw of not being able to get back to the top of the field, which has become almost mandatory on today's machines. In fact, the design is almost too dated to be effective in today's market, unless the game is in a location with older machines.

**GRAPHICS:** This part of *Alaska* I like, although it doesn't compare with something such as Gottlieb's *North Star*. Still and all, however, it's cute and appealing with a friendly polar bear and a good use of pastel shadings for this cold weather theme.

**PLAY:** Although there's six-digit scoring, this game begs for five-ball play, regardless of double and triple bonus capabilities. Some decent limits would be 150,000 for the first followed by 300,000 and 500,000 points. On free-play tuck on an extra 100,000 points for each limit.

**RATING: ##**

## *Recel's FAIR FIGHT*

This is a remarkable game in truly one aspect which I mentioned in a past "Critic's Corner"—multiple extra balls for a multi-player game. It takes the capabilities of solid-state that much further into the future and opens up any number of design characteristics in order to keep parts of a game "alive." Before the review, an acknowledgement to a nice chat and "Care" package from Karl Gotting, export manager for Recel. Many thanks and I look forward to

seeing the upcoming efforts from this Madrid manufacturer—*Crazy Race* and *Mr. Devil*.

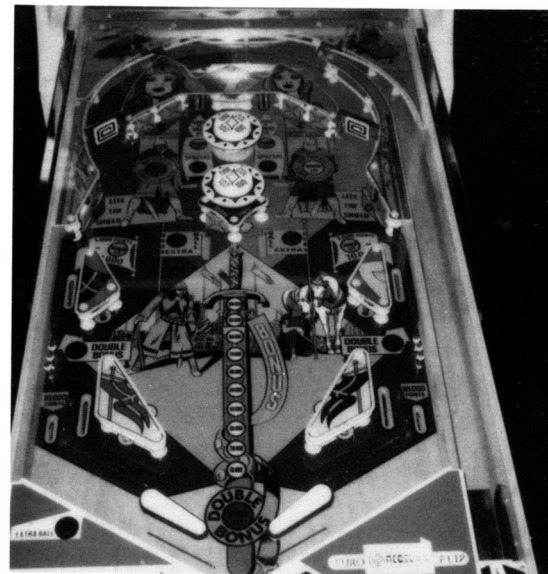
**PLAYFIELD:** The spacing on *Fair Fight* is such that everything is fairly linear, fitting neatly around the field and in the middle. The action opens with two lanes and an outer spinner lane on the left and right. Next, it's on to the first of four square targets (two on either side of the middle lanes). An interesting design is the use of an aligned thumper bumper which does cut down on some of the rebound and nudge possibilities. Move to either side and two more targets are in evidence just above a triangular kicker and outer lane.

In the center is a bit of a difference with two targets that push back and forth when hit. At the bottom, finishing off the machine, is a shorter variation of a Gottlieb and that's *Fair Fight*.

**ANALYSIS:** The game features what is really a Recel staple—economy of features. The targets add bonus, gain in value, and, ultimately, lead to lighting double bonus, extra ball, and free play capabilities. Shots aren't too easy for everything on the sides, making nudging a bit more important in order to maximize scoring. There aren't too many chances for backhand flips so one has to be content with left to right and right to left action. Get all the targets and the center lights for the extra ball time and again, keeping this part of the field "alive." It's a nice innovation and one that I hope others will copy, especially for the sake of the ardent pinball player.

**GRAPHICS:** *Fair Fight* is a throwback to the jousting days of yore and is less striking than most of the contemporary themes. But it's cute in a mildly campy way and is really enhanced by the unique Recel cabinet design—modern, lean and more "furniture-like" than most pinball machines although Williams did try their sixties design if you remember and many machines I saw in Spain deviated from the norm as well.

**PLAY:** The machine works on three-ball especially with the multiple



*Recel's FAIR FIGHT*

possibilities. Scoring can be very high and good limits for add-a-ball would be 350,000 points for the first level, followed by 600,000 and 900,000. On free-play you'll probably be safe with 450,000 for the first then 700,000 and 950,000 points.

**RATING: ##1/4**

Gottlieb's *HIT THE DECK*  
(NEPTUNE add-a-ball)

It's probably fitting that this game is the last to be reviewed this time around since from what I've heard it's the last single-player electro-mechanical machine from this manufacturer. Collectors beware, this could be an item that gains in value over the years. In the meantime be content with the free-play or add-a-ball version and an interesting backglass scoring attempt.

**PLAYFIELD:** Cards and lots of lanes are the game with this single-player, that's a bit of *Strange World* and a smidgen of other Gottlieb efforts. Six lanes on top offer a bit of height at the left and go from 9 to the jack and then a kick-out which spots red or black when lit (hearts or spades) and finally the queen, king, and ace. It's all red here before we move down to the three thumper bumper area with the top left one being slightly higher and allowing for some easier nudging into a kick-back kicker at the left.

Down a bit to the left and it's the beginning of the black card sequence with the 9, 10, and jack then, at the right, another kick-out hole above the black, queen and king. The outer lane at the right is the black ace while the conventional left side set-up is the black king and red ace.

**ANALYSIS:** It's not the easiest game in the world, but *Hit The Deck* is the classic one-player where the action builds from ball to ball. The shots aren't that easy and nudging is important to salvage any play. Kick-out holes provide some relief from hitting targets or going down lanes and when a set is complete, red or black or both, the wow lights seemingly all over the field. One of the more frustrating aspects of the game however is the lack of pure flipper shots to many areas on the board. But this design should prove challenging for the skillful player since it's not only the stroke, but also the follow-thru that counts if you want to make anything happen. Unfortunately, scoring isn't going to be in the stratosphere of many solid-states, although in an add-a-ball area, the *Neptune* version is a must and should get some good play with the multiple capabilities.

**GRAPHICS:** A bit hokey and slightly unreal, the green god of the water mixed with the buxom girl and boat is a mixed metaphor as cards fall into the water. Deck and deck, get it? Aquamarine and the dearest scoring this side of Northlake are all there on the backglass. Check out the scoring drum treatment that affectionately tries for a solid-state effect.

**PLAY:** On the add-a-ball machine or free play, five-ball action is a must

with good limits for the former being 80,000 to begin and 130,000 and 200,000 points to follow. For free-play you'll probably want to raise it to 130,000 points, then 200,000 and a top of 300,000 points.

RATING: ##1/2

Well, suddenly Venice is behind me and Florence is my new home for the next few days. Looking out on the Arno, the river that is as much a part of the city as its art and architecture, tonight is a time to look back on the games and also to report briefly on some machines I saw in an arcade in Siena, a small town a few hours away from beautiful Firenze.

There are two companies I've never heard of before and hope that someone somewhere will get some information to me about them. Nordamatic is the first manufacturer, based on Verona, Italy, the game I tried of theirs was *Card Castle*, an interesting electro-mechanical machine that shows this company knows what it's doing. The other is C.E.A. from Bologna (home of Zaccaria) and their solid-state *Target 2001* makes me want to know where they've been hiding. So come on Nordamatic and C.E.A., let me know about you because what I've seen is very promising and extremely surprising since these are the first games I've seen in Italy so far.

And speaking of Italy again, it's a must to come here and take in the riches of a brilliant past. The art, sculpture, architecture, and feeling the land exudes is something I have never felt anywhere in the world. It is living history, really, and deserves months, not days, to partake all that it has to offer. And to make sure that you stay in style, look to Ciga Hotels for accommodations—a line-up of incredible hotels that epitomize the lushness of Italy. With almost two dozen hotels in the major centers of Italy, Ciga is in a class by itself and comes up well-reviewed by this writer and well-recommended.

But enough of Italy for the time being. Some other pinball news worth noting is that there are a few hard cover (autographed and numbered) *PINBALL!* books left. If you haven't gotten yours yet, for shame! If you're debating about Christmas '78 and what to get, well, here's the answer. Drop me a line and I'll fill you in on prices, etc. Or, if you prefer, try Quality Books, Inc. of Northbrook, Illinois who now have the remaining copies all ready for sale. Just talk to Mike Coleman and call him on this toll-free number for immediate answers—800-323-4241.

And thanks for the support, to



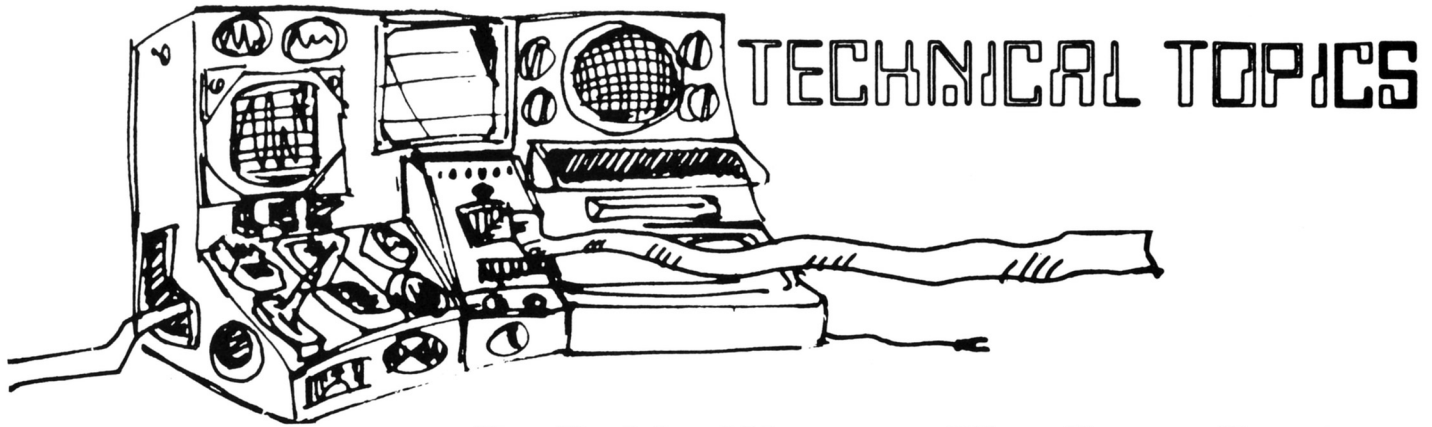
Gottlieb's *HIT THE DECK*

those of you who do have the book and have been writing and calling me with positive comments. Yes, there will be a second volume of *PINBALL!* devoted to games and some important reference and research facts. Most of it is done already, and soon I'll announce availability of this second of a two part volume set. And for now, look to Playboy Book Club which has picked up the rights of *PINBALL!* Indeed, the word is getting out, thank God, about this industry.

Finally, positive publicity and that's the best news for August, my month, since on the first I turned into a new era (or will be turning the corner of a new phase of my life). It's my birthday and good-bye twenties, hello thirties. So happy birthday to me and happy times to all of you this summer and, as always, my best, be well and prosper.

PLAY METER, August, 1978





By Robin Minnear, The Game Doctor

# Take the ball and run

This month an interesting question popped up. Just how feasible is it to adapt home video game computers (HVC) to the commercial market?

I know it's been done here and there, but to my knowledge no one is operating on a large scale with consumer units as commercial units. After all, why should an operator ignore the possibility of adding reprogrammable video systems whose cost is returned in a fraction of the time of regular video systems.

There are multiple games in color that not only appeal to the "war game" crowd but lend themselves to a more sophisticated audience—games like chess and backgammon or creative games that are modern day color versions of the old "Etch-A-Sketch."

The move to bring *truly* reprogrammable video systems to the commercial market must be made by the operators. Even though the technology has existed for years, the manufacturers have avoided the subject.

To date we have been exposed to several reprogrammable commercial systems, but the cost has still increased at an unreasonable rate. The savings in such designs have only benefited the manufacturers and made the job a little easier for the service companies.

Whatever your beliefs, if you decide to involve yourself in converting HVC's to commercial units, you

should approach it with a lot of thought. It can be deceptively costly, and you may come up with something that is too hard to understand and hard to play.

Here are some things to consider.

## Game concepts

As a successful operator (I hope) you are probably the best qualified person around to judge player-appeal.

It's better to choose a HVC system that has only a few games on it instead of many. It's also a good idea to start with already successful games. The best games are also ones that need few instructions.

By choosing a HVC that has cartridges that store more games, there is little cost involved when you want to change games. This way you can custom-fit the games into the atmosphere of your locations.

## Color or B&W

I think that a properly-put-together color game is the best way to go. Portable color TV's are cheap and would add to the player appeal. I'm playing with a nine-inch color TV made by "Sharp." It's compact and has the added feature of an earphone jack. This is handy because you can easily mount an external speaker without attacking the TV PCB. There is also a warranty that can't be obtained in the normal video market.

However, you may wish to experiment with a B&W TV in the beginning.

## What to look for in a HVC

Beware! Some HVC's have internal power-on resets that would enable people to obtain free plays by plugging in the AC cord. These are nearly impossible to alter and make it impossible to operate in a normal location.

It's best to choose a HVC that has games that end. Some units never end, only reset when you wish to start over.

Some sort of start switch (reset) is necessary to interface with a coin switch.

One way to get around this is to have your coin switch trigger a timer relay which in turn activates the player controls. This way you're selling a unit of time. This lends itself to games like chess, backgammon, and doodling so the player can continue their game by adding more coins.

Whatever your preference is, I encourage you to look into this subject more seriously. The possibilities are amazing.

You can be sure that there is going to be more detailed information soon.

I invite anyone who has ideas or experience in this area to provide some input.

# PLAY METER

# ANNOUNCES \$1,350 WRITER'S CONTEST



In an attempt to find new writing talent within the ranks of the industry, PLAY METER Magazine has created a writer's contest with prize money totalling \$1,350. The contest runs from February 1 through November 1 and is open to all paid subscribers (PLAY METER staff members and those who have written for PLAY METER on a professional basis are ineligible).

Prizes will be awarded for the best editorial (\$500); the best feature article (\$500); the second-best feature article (\$250); and the third-best feature article (\$100).

All articles and editorials will be judged by the PLAY METER staff on the basis of their applicability to the industry, the research and originality of the article, the quality of writing, and, finally, the importance of the article. The decision of the judges is final. All articles and photographs which are published will also receive PLAY METER's usual payment, in addition to being eligible for the cash prizes awarded at the end of the year.

## CONTEST RULES

1. All entries must be typewritten on only one side of the paper and double-spaced.
2. All feature stories must run AT LEAST one full page in the magazine (or at least four typewritten pages).
3. Editorials must run no more than four typewritten pages and no less than two typewritten pages.
4. Pen names are not acceptable. Each entry must bear the writer's real name, his address, and telephone number.
5. All photographs which accompany articles must be clearly identified on separate sheets of paper.
6. All entries should bear one of the following two statements— "Entry for PLAY METER's Editorial Contest" or "Entry for PLAY METER's Feature Article Contest."
7. All entries must be accompanied by a self-addressed, stamped envelope (PLAY METER accepts no responsibility for articles not accompanied with return postage. All articles not used will be returned).

All entries should be mailed to:

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

PLAY METER, April, 1978

PLAY METER, August, 1978





# Soliloquy of a pinball

By R.I. Lyttle

Remember me? I am the hottest, best-selling pinball machine of 1975. My name is not important, but the story I have to tell may interest you.

My manufacturer's expectations were high and I had the potential to fulfill them—but here I sit, in my prime, in a back corner of my owner's service area. I wait for a "someday"—a "someday" when I will be able to entertain people once again. I am only three years old, but I feel fifteen and very tired. You see, my owner made the all-too-common mistake of failing to practice a little preventive maintenance. Will you go back with me and witness the circumstances that led to my downfall?

March 12, 1975

I arrive in the distributor's location and am immediately placed in the showroom. Many operators who have been waiting for my arrival are here to greet me. I am the star of the day! Everyone is excited about my potential as a big money-maker and I know that I can follow through.

March 14, 1975

A clone of mine arrives, and the distributor decides to let me go to my new owner. Now I can begin to fulfill the purpose of my existence. I am taken to my owner's establishment where the few necessary adjustments are made.

March 15, 1975

I am placed in one of my owner's leading locations, and am left on my own.

March 29, 1975

Two weeks have passed and I have been going non-stop, making my owner's rewards substantial. This is terrific, but I never imagined that I

could begin to get so dirty in such a short time.

My owner just emptied my cash box, but, in his excitement over the contents, failed to notice the gathering grime.

He just left and I suspect that I won't see him for another two weeks. I hope that I can maintain the same performance level, despite my filth. Maybe he was just in a rush and will clean me next time.

April 12, 1975

My owner just arrived, and I wish I could tell him about one person who has been really rough on me. I hope he sees that my tilt mechanism needs adjustment, because I don't think that I can take much more of the abuse that I am being subjected to. It's such a simple thing—surely he will notice!

I find it difficult to understand this person, my owner, as he is leaving. He has again neglected to give me two minutes of his time, and here comes that impatient roughneck again. Looks like I'm in for another pounding...

May 10, 1975

My owner is just walking in the door with his tool box, and he's heading straight for me. He appears to be upset. I think the customer at this location has been complaining about my performance.

My owner has me open and is looking for the source of my problem. He is twisting and bending my points, which is not required, and I am beginning to feel weak.

An hour and a half passes without him discovering the source of my malfunction. Now he's livid and cursing the manufacturer. I wish I could tell him that the only problem is a dirty plunger on one of my solenoid coils. If he had taken the time to keep

me clean, this wouldn't have happened so soon. Doesn't he realize that I am a delicate mechanism and must be kept clean to give optimum performance?

He has now decided to clean my playfield but is using an abrasive cleanser, and I can feel the dirt being ground in, especially around my bumpers. My surface is now permanently marred. He has removed the rubbers and cleaned them, and, after their replacement, has caused some of my switches to be out of adjustment. Now the playfield glass—but he's only cleaning one side of it.

I am now back together and ready for play—he thinks. He's leaving now, and telling the customer that I will be all right. Boy, is this guy a winner! I am, in fact, in worse shape than I was prior to his service call. I also overheard him confide to the customer that I am not the product he believed I was, and that I must have been assembled in a last minute rush on a Friday evening.

August 5, 1975

Here I am, in my first summer, feeling like a derelict in the industry. My owner has arrived and has withdrawn \$10.25 from my cash box for this two-week period. He is telling the customer that I am going to be replaced by another machine which he thinks is a better one than me.

August 6, 1975

I am now placed in a poor location without adequate supervision. My owner plugs me in and does not realize that I operate most efficiently on 115 volts 60 cycle. This location has a voltage line drop and is only supplying me with 105 volts. I know that when he returns he is going to blame my malfunctions on my "poor quality" once again.

August 7, 1975

The customer places an "out-of-order" sign on me and phones to tell my owner that there is no life in me at all.

August 10, 1975

My owner has finally arrived and has me open again. He's filing most of my points, pushing, pulling, and prodding in desperation, hoping he will discover the error of the manufacturer. It would appear to me that he doesn't know how to rectify the problem by simply moving the wire on the transformer to the next higher tap. For a minute I believed that he was going to find the solution as he removed the schematic, but, to my dismay, he put it on the floor to use as a kneeling pad. He is lowering my back legs, reducing the angle of my playfield.

I am now being played again, but I'll never be the same machine that my manufacturer had such great hopes for.

January 17, 1977

I am still in the same location. Not much has changed except that when I do periodically see my owner I hear him telling the customer that I am a "dud" and that he plans to retire me from service. He also comments on the amount I have cost him in service

calls and downtime.

February 12, 1977

Today I am en route to an unknown destination. Upon arrival, I see that I am being placed in my owner's service depot.

April 3, 1977

Approximately six weeks have passed and I have been sitting here collecting even more dust. In the interim, I have noticed that my owner must attend to several on-location service calls each day. It's no wonder that he has not gotten around to me in this time.

Today one of the servicemen decides to play me and realizes that my tilt needs to be set. He also decides to clean my playfield. He spots the malfunction of my switches and attempts to get them to work properly. Thus, I am 90 percent effectively serviced.

The serviceman is in full agreement with my owner that it is impossible to cure the manufacturer's basic defect. They do, however, decide to give me one last chance on the road. I am not optimistic about the outcome of this reprieve because I still have not been cleaned to the manufacturer's specifications.

May 20, 1977

I am back on location, feeling

weary. I know my points are beginning to burn because of excessive dirt. My days are numbered.

May 24, 1977

The customer again phones my owner complaining that numerous things have gone wrong with me, and that his customers are dissatisfied with me.

May 25, 1977

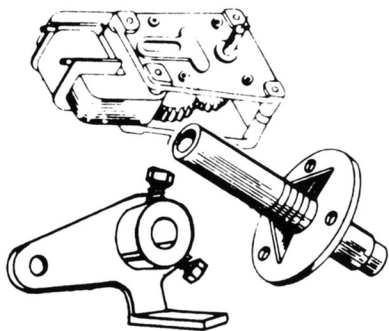
Once again I am en route back to the service depot. I know that my career as part of my owner's wheel of fortune has come to an end. What does the future hold for me now? At best, I could be sold to an operator who will identify the source of my problems and find the solution.

To date, I have been played by two potential buyers for home entertainment, but they have both been turned away by my poor performance.

A woeful tale it is, but true. It is not my intention to dismay or discourage you, but to give you insight into my shortcomings from my point of view.

Pity my owner for his loss of revenue through downtime, service calls, and the untimely and needless retirement from service of a potentially great earner. It may be said that, in his attempts to "pass the buck," he lost several. This is my soliloquy.

# ALL KINDS OF SPARE PARTS AVAILABLE FOR:



## Slots • Uprights Bingos • Juke Boxes Amusement Games

**Ask for our Free Prospectus!**  
**Let us Place Your Name on our Mailing List.**



SUZO TRADING CY. B.V. - SCHONEBERGERWEG 85-89  
ROTTERDAM 3023 ZJ - NETHERLANDS - PHONE 010-766848



# Wide-body pinball

An action-filled, wide-body playfield and dual action flippers highlight *Contact*, Williams Electronics, Inc.'s latest solid state four-player flipper entry and its first wide-body game, now in production.

*Contact's* outer space graphics and design accent the out-of-this-world action created by the numerous features on the expanded playfield. *Contact* has three separate bonus areas for high-scoring play, a moving target, a pop-up post located between the bottom flippers and an innovative two extra ball feature.

"We believe *Contact* provides a new and thrilling experience for the pinball player," states Williams marketing manager Ron Crouse. "The excitement of the dual action flippers is like firing a double-shot gun with a single trigger. Numerous flipper control options are created for the player; push in the button half way and you activate the bottom flippers, all the way and you activate top and bottom flippers.

"The two extra ball possibility on the same ball is another exciting Williams creation," Crouse says. "With the memory features recalling each player's playfield and extra ball possibilities from ball-to-ball, high scores will ring up constantly on *Contact's* digital displays."



## Pull the ripcord

A new video game from Atari, *Sky Diver*, is based on the sport of parachuting.

As the player's plane approaches the target area, the player pushes the "Jump" button. And while the jumper freefalls, the target value increases and the size of the target decreases for more challenge.

When the player finally pulls the ripcord, the parachute opens (if we could only be sure of that in real life), and the jumper floats safely to the ground as the player guides the direction left or right toward the target. If the chute is not pulled in time, the jumper will crash, and an ambulance will take the deceased away. Each successful jump scores the point value that appears on the target.

The game is for one or two players and has many extras, including wind direction which is indicated by a flag near the target. The wind direction factor gives the player more variables to consider in timing the jump and releasing the chute. As the score gets higher, the planes fly lower over the target to increase the skill needed for a successful jump.

A SKY DIVER spellout feature is included as an extra bonus objective for players. A letter is lit each time the jumper lands in the target area. And when all the letters of SKY-DIVER are lit, the target score is doubled.



## Test fixture

A versatile test fixture capable of testing quickly and easily all solid state boards from any Williams Electronics, Inc. product is now available from Williams' Chicago factory.

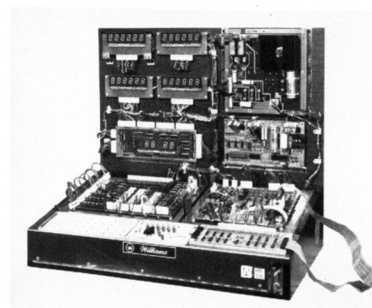
The compact device tests all CPU, driver, master display, power supply, slave, and sound boards from Williams' growing line of solid state games including *World Cup*, *Hot Tip*, *Lucky Seven*, *Topaz*, the new *Contact* and, when available, *Disco Fever*.

Additionally, the fixture features an industry first—a separate CPU tester.

"This tester enables a distributor or operator to conduct step-by-step troubleshooting with ease," explains Williams marketing manager Ron Crouse. "To begin the testing process, you simply plug the 'problem' board into the machine and set the control panel for the specific tests desired. Test information is displayed and allows you to pinpoint the problem to a specific area. Lamps located on the front panel indicate failures."

Crouse added that the fixture may be set to remain on one specific test, run through the entire testing cycle or stop after a certain number of tests.

The separate CPU tester enables an automatic check of the entire microprocessor system as well as tests on the address, data and control lines. A CPU "dip switch" test also is included on the fixture.



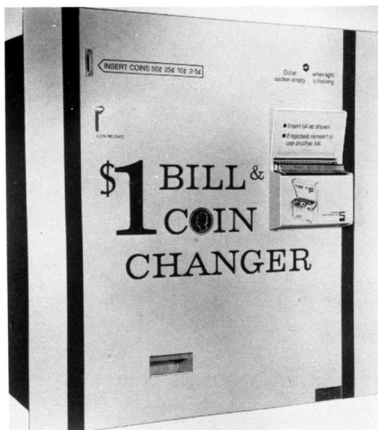


## Change maker

Standard Change-Makers, Inc. of Indianapolis has announced that its Series 7000 Hopper-Load Bill and Bill/Coin Changers (Series 7103, 7203, 7303, 7403 and 7503) are now available in rear-loading cabinets.

This brings to 13 the number of different series of Standard bill and coin changers now available with rear-loading cabinets. The rear-loading cabinets are designed to provide greater personal security for the owner, operator or service personnel responsible for filling or servicing the changer. They may be built right into the wall of a backroom, utility area or service area, where they may be filled in complete privacy and safety, away from public view.

All changers available in rear-loading cabinets are available in the same models and with the same features (hopper or magazine load, time-tested bill verification system, maximum security cabinets and locking mechanism, etc.) as their front-loading counterparts.



## For solo firemen

*Smokey Joe*, Atari's one-player version of *Fire Truck*, is a new fire truck game which comes in a more compact cabinet style to fit into any type of location.

Similar to *Fire Truck*, players may choose to drive either the cab or the trailer of the realistic hook-and-ladder fire engine. The computer will take over as the alternate driving partner. Sirens scream as the player maneuvers *Smokey Joe* through city streets, honking the horn as he tries to avoid crashing into parked cars or skidding on oil slicks.

The player selects the "easy" or "hard" track, steps on the accelerator and takes off. The roar of engines, crash, skid, siren and horn sounds add to the excitement. Score, fuel (time remaining) and driver ratings are displayed on the screen as well as "Crunch" when the player crashes.

Optional extended play can be set for liberal, medium or conservative points for each of four selectable game times. When the bonus level is reached, the black and white images reverse colors so the player will be sure to notice.

## Computer card game

A new microprocessor video poker game, *Hold & Draw*, has been introduced by Mirco, Inc.

The single-player, arcade-style machine measures 59 inches high by 27 inches wide by 24 inches deep and has a wood-grained finish with a large tempered glass display. It also features a variety of sound effects and includes an extra large coin box with coin counter.

*Hold & Draw* electronically shuffles and deals five cards at the start of the game, then gives the player the choice of holding onto the original five cards or drawing up to five new cards to better his playing hand.

At the start of each game the player also has options to increase his chances of earning multiple games for high hands. Three of a kind, for example, would award more games than two pair.

*Hold & Draw* is a previously manufactured gaming machine sold to European markets through Mirco's GmbH division in West Germany. The European *Hold & Draw* has modifications for more sophisticated amusement-only locations.





# Freedom of Choice

Reading PLAY METER also gives you the freedom to compare product information from the coin-operated amusements manufacturers and service companies. If you would like to learn more about our advertisers and their products or services, feel free to find them in this alphabetical listing, then circle corresponding number on our Reader Service Card, between pages 10 and 13.

Key No.	Page No.	Key No.	Page No.
1. Advance Distributing.....	5	11. Mali & Co., Henry W.T.....	47
St. Louis, Missouri		New York, New York	
2. Atari, Inc.....	2	12. Midway Manufacturing.....	51
Sunnyvale, California		Franklin Park, Illinois	
3. Bally Manufacturing Corp.....	52	13. Nevada Gaming Schools.....	7
Chicago, Illinois		Las Vegas, Nevada	
4. Belam Co., R.H.....	8	14. Platt Luggage.....	25
New York, New York		Chicago, Illinois	
5. Betson Enterprises.....	20	15. Robinson & Co., Inc., C.A.....	30
New Bergen, New Jersey		Los Angeles, California	
6. Cinematronics, Inc.....	10	16. Rock-Ola Manufacturing Corp.....	21
El Cajon, California		Chicago, Illinois	
7. Exidy, Inc.....	31	17. Suzo Trading Co.....	44
Mountain View, California		The Netherlands	
8. Great Amusement Emporium, The.....	35	18. Tournament Soccer.....	22
Denver, Colorado		Seattle, Washington	
9. Greenwald Industries.....	10,14	19. TRG Communications, Inc.....	17
Brooklyn, New York		New York, New York	
10. International Billiards, Inc.....	7	20. Venguard.....	20
Houston, Texas		Overland Park, Kansas	

## Mali

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

## Billiard Cloth

Style 820—Plain, Style 920—Backed

Fabrics developed specifically for  
coin-operated tables.

Available through your distributor.

# CLASSIFIED

AUTO PHOTO, COIN OPERATED AMUSEMENT photo machines. We buy and Sell. We offer chemicals, photo paper, and parts. Best prices guaranteed. HANNA MFG. CORP., Waterville, N.Y. 13480. Tel. 315/841-4112.

WANTED: SERVICE TECHNICIAN with experience in solid state circuitry. Outstanding salary and benefits with Atlanta, Ga. firm. Please send resume to D.F.C., 2164 Marietta Blvd., N.W., Atlanta, Ga. 30318. Tel. 404/352-3040.

WANTED: Parts for Jupiter jukeboxes. Also will purchase complete Jupiter jukeboxes. Tel. 416/247-3310 or 416/883-4481. Or write ELECTRIC LIGHT AMUSEMENTS, 618 Tretheway Drive, Toronto Ontario, Canada. Attn. Mr. Bernstein.

## PINBALLS--Shopped, Ready for Shipment!

• ALLIED LEISURE •  
**ROCK-ON--4-Player**  
**THUNDERBOLT--4-Player**  
**HOE DOWN--4-Player**  
**GETAWAY (new)--4-Player**

• BALLY •  
**BOW & ARROW--4-Player**  
**CAPT. FANTASTIC--4-Player**  
**NIGHT RIDER--4-Player**

• CHICAGO COIN •  
**SOUND STATE--2-Player**  
**JUKE BOX--4-Player**

• GOTTLIEB •  
**QUICK DRAW--2-Player**  
**300--4-Player**  
**TARGET ALPHA--4-Player**  
**BIG HIT--1-Player**  
**MUSTANG--2-Player**  
**JET SPIN--4-Player**

• STERN •  
**STAMPEDE--2-Player**  
**RAWHIDE--4-Player**

• WILLIAMS •  
**LIBERTY BELL--2-Player**  
**ARGOSY--4-Player**  
**BIG DEAL--4-Player**

WRITE OR CALL

**ATLAS MUSIC COMPANY**

*Established 1934*

2122 N. Western Ave., Chicago, IL 60647 • Phone: 312/276-5005

WE HAVE AN OPENING FOR 2 EXPERIENCED MECHANICS for large expanding route in Montana. If you are eager, experienced, and a top notch jukebox and game mechanic and like to fish and hunt, this is the state for you. We offer dental and hospitalization plan, retirement pension, plus other benefits. Tel. 406/452-7301. After 6 p.m., 406/454-1100 collect.

GAME TECHNICIAN: Expanding established organization located northern New Jersey seeks 1st class mechanic. Fully capable of on street repair, solid state and electromechanical pin games. This is unique opportunity to join rapidly growing company. Salary open, many benefits. Reply in confidence to P.O. Box 24170, Dept. JNU, New Orleans, La. 70184.

EASTMAN KODAK, DIRECT POSITIVE PHOTO paper, and developing chemicals in liquid, ready mixed, or powders. HANNA MFG. CORP., Waterville, N.Y. 13480. Tel. 315/841-4112.

WE'VE MOVED: Look forward to a faster turnaround on your repairs. All logic boards \$13.50 plus parts. Jukebox amplifiers \$15 plus parts. NRI Validators \$25. Monitors, BO/AC's, changers, and more. Our expertise saves YOU money. ASC, 7011 N. Atlantic Ave., Cape Canaveral, Fla. 32920.

BIGGER AND BETTER: Each issue contains more money-saving information for you...\$26 per year. ELECTRONIC AMUSEMENT REPORT, 7011 N. Atlantic Ave., Cape Canaveral, Fla. 32920.

WE HAVE A LARGE SELECTION OF NEW & USED arcade equipment. Also jukes, pool tables, shuffles & cigarettes. We deliver & accept trades. COIN MACHINE DISTRIBUTORS, INC. 213 N. Division St., Peekskill, N.Y. 10566. Tel. 914/737-5050.

SCHOOL FOR GAMES & MUSIC one to three week courses. Phonos-videos, electro-mech and logic flippers. By schematics! CAL'S COIN COLLEGE, P.O. Box 810, Nicoma Park, Oklahoma 73066. Tel. 405/769-5343.

## FOR SALE

SPACE WARS..... new .. 1895  
 GYPSY JUGGLER... new .. 1250  
 SPACE OUT..... new .. 1075  
 SILVER FALLS..... new .. 1450  
 BLACK JACK..... new .. 1425

## USED

8-BALL (S.S.)..... 1350  
 POWER PLAY (S.S.)..... 1250  
 MATA HARI (S.S.)..... 1350  
 SPACE GAMBLER (S.S.)..... 1025  
 STARS (S.S.)..... 1295  
 AIRBORNE AVENGER..... 1125  
 QUICK DRAW..... 475  
 FAST DRAW..... 550  
 SPIRIT OF 76..... 550

SUPER SOCCER..... 525  
 TARGET ALPHA..... 625  
 JET SPIN..... 740  
 FLIP FLOP..... 575  
 BRONCO..... 750  
 STAR POOL..... 450  
 TANK II..... 350  
 STEEPLE CHASE..... 495  
 FREEDOM..... 725  
 FLICKER..... 475  
 COMBAT..... 750  
 MARSTREK..... 750  
 BIG INDIAN..... 450  
 AZTEC..... 650  
 BLUE MAX..... 425  
 BLUE CHIP..... 495

## LOCATION READY

BOW AND ARROW..... 650  
 SEA WOLF..... 1095  
 TRIPLE HUNT..... 1595  
 3-D BOWLING..... 1095  
 DESTROYER..... 1095  
 NIGHT DRIVER..... 1095  
 CIRCUS..... 995  
 ROBOT BOWL..... 850  
 FLYING FORTRESS..... 775  
 ROCK OLA 452..... 795  
 ROCK OLA 456..... 995  
 ROCK OLA 447..... 695  
 JET FIGHTER..... 295  
 ANTI AIRCRAFT..... 295  
 FOOT VIBRATOR..... 350  
 COIN OPERATED

1/3 DOWN BALANCE SIGHT DRAFT ON OR COD. CONTACT:  
**BOB SNOW PLAY-MORE GAMES INC., DIST., 1121 E. SEMINARY  
 DRIVE, FORT WORTH, TEXAS 76115 (817) 921-6196**



**FLIPPER GAMES**  
**\$395 EACH!**  
 Limited Quantity Available.

**WILLIAMS**  
**DEALER'S CHOICE ( 4-Player)**  
**OXO (4-Player)**  
**PAT HAND (4-Player)**  
**STAR POOL (4-Player)**  
**STRATO-FLITE (4-Player)**  
**TOLEDO (2-Player)**

Terms: 1/3 Dep., Bal. Sight Draft

Hundreds of 1- and 2-year old flipper games at tremendous savings. Write, call for complete list: games, music, vending.



2734 W. Fullerton, Chicago, IL  
 60647 Phone: 312/384-2300

FOR SALE: Cocktail tables: Atari Breakout, and Midway Tornado Baseballs, excellent condition. \$750 each. Tel. 419/865-8161.

FLORIDA: MUSIC & GAME ROUTE ON GULF COAST. Well established medium route in fast growing area. Priced right to sell. MR. WARREN, Box 1404, Sarasota, Fla. 33577.

FOR SALE: Ticker Tapes, Mystic Gates, Bonanzas, & Stock Markets. Also Sweet Showness, Bally Jumbos and Super Jumbos, Big Threes, Blue Spots & Mountain Climbers and OK games. Antique slots for California area. Call WASSICK NOVELTY, Morgantown, W.VA. Tel. 304/292-3791.

FOR SALE: Spirit of 76 \$660, Jet Spin \$725, Jacks Open \$510, Cleopatra \$1050, Night Rider \$715, Power Play \$1145, Pinball \$675, Speakeasy \$675, Space Gambler \$945, Racer \$675, Checkmate \$625, Depth Charge \$925, Avalanche \$775, Dominos \$500, Ultra Tank \$1025, Atarians \$775, Tournament Table \$795, Bi Plane II \$450, Robot Bowl \$825, Bazooka \$650, Lazer Command \$425, Kiddie Boats [unshopped] \$200, Porpy \$525, Air Hand Ball \$650, Air Hockey brand new \$725, Air Hockey used \$425, Metal Typer \$325, Old King Cole Puppet Show \$550, Dynamo Foosball \$575 [3 or more \$550 ea.], Gridiron \$650, Serf Champ \$725, Quarterback \$575, Evel Knievel \$1145, Double Play \$1095, Guided Missile \$725, Safari \$975, Steeplechase \$625, Dominos cocktail \$500, Time 2000 \$975, Sprint II \$1295, Take Five \$350, Circus \$695, 3-D Bowling \$1095, Sandy Pony [unshopped] \$225, Kiddie Racer \$595. [Write or call]. NEW ORLEANS NOVELTY CO., 1055 Dryades, New Orleans, La. 70113. Tel. 504/529-7321.

**You saw it in  
 PLAY METER**

WANTED: Logic solid state technician. Excellent pay & fringe benefits with large southern California distributorship. Please send resume & information with salary requirements to P.O. Box 24170, New Orleans, La. 70184. Dept. J-4.

FILM-ALLIED SUPER UNSCRAMBLE 4+5 letters new \$35. CHECK WITH ORDER. WIZARD'S HELPER, 48 Chesley Rd., Newton, Mass 02159.

FOR SALE: Plexiglass tops for Tournament Soccer and Premier Foosball. Prevent stuffing, easy maintenance. Save one service call a week. \$110. KEMP ENTERPRISES, 292 Oak Street, South Windsor, CT. 06074. Tel. 203/643-9698.

WANTED: Midway Playtime or Asteroids. Call or write UNITED DISTRIBUTORS, 2129 Cedar Hill Road, Jefferson City, MO 65101. Tel. 314/636-4096.

POOL TABLES: Brunswick 7' new in factory cartons 20 only. \$575 ea. \$550 ea. for 6 or more. DELUXE DISTRIBUTORS, INC. 970 So. 72nd St., Omaha, Neb. 68114. Tel. 402/397-8356.

USED PINS FOR SALE: DRA low. Shopped or unshopped. ALABAMA VENDING CO., Tuscaloosa, ALA. Tel. 205/349-2900.

**COUNT COINS FAST**



Coin Sorter with Automatic Coin Feeder Sorts, Stacks, Counts coins; does an hour's work in 10 minutes.

- Cuts tedious hand work
- Sorts up to 500 coins per minute
- Speeds roll-wrapping

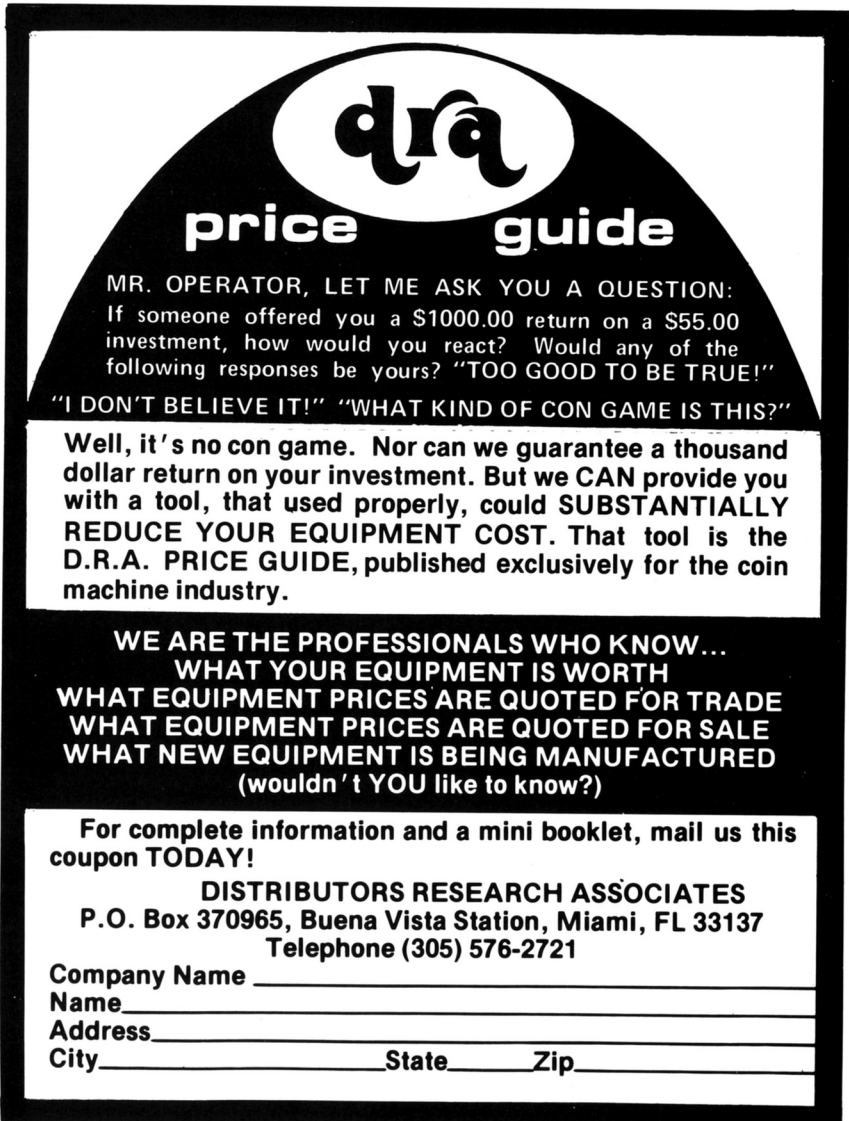
Complete (only) \$89.90

3-year guarantee on entire unit. Write for details or order now for 2 week FREE TRIAL

NADEX INDUSTRIES INC. DEPT 17426  
 220 Delaware Ave., Buffalo, N.Y. 14202

KIDDIE RIDES: used rides for sale. 20 types. All repainted and ready for location. \$250 each. Also Bowlers, Skee Balls, Flying Tiger, Computer, Space. Write Box 8301, Greenville, S.C. 29604.

EXPERIENCED HEAD SHOP MECHANIC-Solid State and Electro Mechanical for large arcade operation. Salary and benefits. Have no limit. Contact at 914/428-2600.



**dra**  
**price guide**

MR. OPERATOR, LET ME ASK YOU A QUESTION:  
 If someone offered you a \$1000.00 return on a \$55.00 investment, how would you react? Would any of the following responses be yours? "TOO GOOD TO BE TRUE!"

"I DON'T BELIEVE IT!" "WHAT KIND OF CON GAME IS THIS?"

**Well, it's no con game. Nor can we guarantee a thousand dollar return on your investment. But we CAN provide you with a tool, that used properly, could SUBSTANTIALLY REDUCE YOUR EQUIPMENT COST. That tool is the D.R.A. PRICE GUIDE, published exclusively for the coin machine industry.**

**WE ARE THE PROFESSIONALS WHO KNOW...  
 WHAT YOUR EQUIPMENT IS WORTH  
 WHAT EQUIPMENT PRICES ARE QUOTED FOR TRADE  
 WHAT EQUIPMENT PRICES ARE QUOTED FOR SALE  
 WHAT NEW EQUIPMENT IS BEING MANUFACTURED  
 (wouldn't YOU like to know?)**

**For complete information and a mini booklet, mail us this coupon TODAY!**

**DISTRIBUTORS RESEARCH ASSOCIATES**  
 P.O. Box 370965, Buena Vista Station, Miami, FL 33137  
 Telephone (305) 576-2721

Company Name \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

many businessmen asking the sales people questions and, like you, perhaps, trying to figure out how they can join in on the fun.

Instead of brand names like Atari, and Midway, you'll quickly become familiar with names like SOL and Apple. Because of your game interests, you'll learn that the Apple Computer, made in Cupertino, California, is the most game-oriented. It is one of the few that comes with game joy sticks, and Apple owners begin learning how to operate it by programming such games as *Space Wars* and *Pong*.

On one of my first trips to a Pasadena Byte Shop, I began looking for applications to the game field. I learned about such exciting computer accessories as a Computalker speech synthesizer, where you can trigger a computer to actually talk with pre-programmed phrases (Atari is beginning to use this technology). Another accessory promised to translate the spoken word to a written word on the video screen.

Almost all of these stores have a book and magazine section, which makes them a combination of space age arcade, retail store, and library. I bought several books on learning the basic computer language, one called "Creating Your Own Games" by David H. Ahl. I began traveling as much as fifty miles away to see other computer stores. By this time, I had entered that dangerous phase encountered by almost all computer hobbyists. PLAY METER didn't get copy from me for more than two months. My family saw less and less of me.

However, I attended a weekend computer conference in Long Beach and took along my 13-year-old son, Scott. Admittedly, I took him so he could learn the basic language and teach me! When he got to the Radio Shack booth with the new personal computers, his attention was glued for the rest of the day. He also bought another book on basic language and a computer theme T-shirt.

These new minicomputers are the greatest educational tools yet introduced into the marketplace. If you have youngsters, get them involved with learning as much as possible about the new minicomputers and the learning of basic language.

Observing the enthusiasm of kids' involvement should also give you a hint of what's happening with the overall spectrum in our rapidly accelerating world of games. The kids want more than just playing games. Hell, they want to create their own games! And when I say games,

their idea of a game may be completely different than anything you've ever imagined. Their game may be a war of the worlds, where they become the King of the Universe. Fantasy, yes, but an interaction with the machine—which perhaps is the underlying reason for the exploding success of all these personal computers.

So it's time to hook up one of these minicomputers to a dollar bill validator system and let them buy time to operate them. In this manner, it will lead this industry into an entire new, accepted pricing concept of selling time, versus game units. I visualize terminals in an arcade-like setting where some may be playing entertainment games, while others may be doing their homework.

Terminals linked to a central computer in a shopping mall family amusement center will allow many participants to compete against each other in galactic-type outer-space wars on a big screen television. Chain store amusement companies may soon go one step further: link up all their stores with telephone lease lines, or satellite systems, whereby the customers can compete with the same store's customers in other cities.

The technology is here today. We just need entrepreneurs to implement it. In the past several years, aggressive entrepreneurs like Jules Millman have forged the 100-plus chain of Aladdin's Castles, purchased by Bally; Craig Singer (this month's Coinman) now has 37 shopping mall locations for his various amusement centers under such names as Electronic America, Gold Mine, and Tilt. Sega, another major mall operator, has elaborately decorated amusement centers. All provide the potential platform for my proposal.

Companies like those and perhaps smaller operators with even one large arcade will realize the profound potential of a multi-terminal computer operation on a pay-for-use basis. These games people will begin probing in the computer stores, buying the equipment, and getting technicians to install it. The first pleasant surprise will be they will discover it attracts a higher educated person of all ages, who may be willing to spend far more money than previous game customers. Thus it promises to be a great blessing for the industry, while once again enhancing our image.

In summary, the game industry and the personal computer industry are at the blind-date stage now, but I see a forthcoming marriage that will spawn a lot of "children." This will be

a good marriage that will produce even more respectability for the amusement game industry.

It will be interesting to see how many from the coin-op industry get in on the honeymoon period action.

For reference, here I will distill my experiences with various types of computers:

(1) The Bally Home Library Computer is the best, economical introductory computer for you to buy, but it is extremely frustrating not to be able to buy the keyboard now. I think Bally has done itself a great injustice to offer the unit without keyboard availability, which may cause many people to switch their allegiances to other units, rather than wait months. A computer enthusiast will want to do more than play games and math problems.

(2) The Apple computer is the most versatile for a wide range of missions from games to graphics to storing your financial records on a cassette. And the price is under \$1200. One friend of mine purchased the boards and keyboard, without the typewriter-looking, overall cover, and saved several hundred dollars. Even more amusing, when he finally purchased the factory's cover, the price was still considerably lower. The Apple computer is probably the unit to use in setting up a pay-for-use minicomputer terminal.

(3) Radio Shack's computers look excellent, but they are not compatible with regular television sets, nor color TVs.

(4) Compucolor, of Norcross, Georgia, exhibited a Compucolor II at a computer show which greatly impressed me. It had the most brilliant color graphics I've yet seen. The company also offers software "diskettes" in *StarTrek*, *Blackjack*, *One-Armed Bandit*, *Acey Deucey*, *Bluff*, *Chess*, *Checkers*, *Lunar Landing*, and *Biorhythms*. Moreover, although they require a special TV set, the disc is loaded into the right section of the TV. Thus for enterprising operators wishing to do experimental conversions, after installing their Compucolor TV, the only exterior hardware would be a keyboard. Compucolor II sells for approximately \$1200.

(5) Exidy unveiled its Sorcerer minicomputer at a Long Beach computer show. However, this appears more geared strictly for business, and may be excellent for your office, rather than relying on it now for game applications. I have long respected Exidy's quality record, and it appears as though their entry into the personal computer field features a highly respectable unit for approximately \$800.

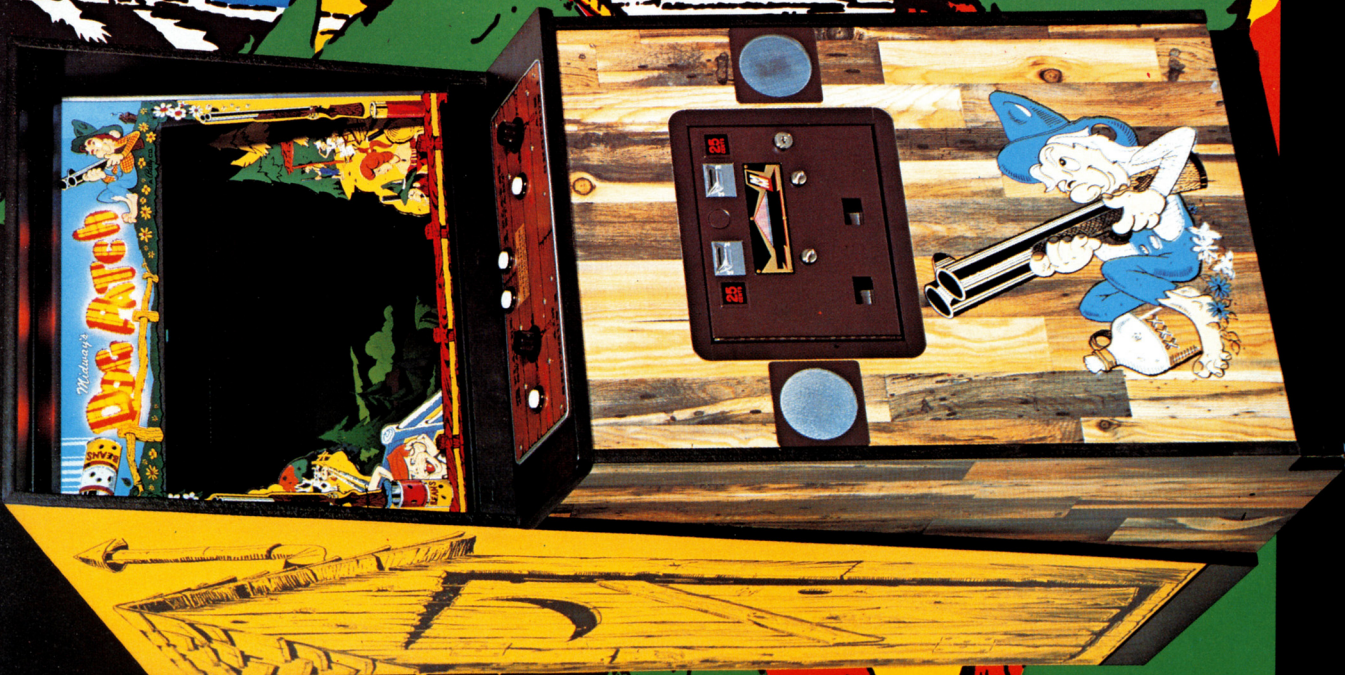


# Doc Patch

A ONE OR TWO PLAYER GAME OF MARKSMANSHIP, IN WHICH PLAYERS SHOOT AT CANS TOSSED INTO THE AIR FOR HIGH SCORE AND BONUS POINTS.

- ONE PLAYER VS. COMPUTER • GAMES ADJUSTABLE TO 10, 15, 20, 25 CANS
- EXTENDED PLAY-3 ORS CANS • REALISTIC SOUNDS • HANDSOME "DOWN-HOME" CABINET GRAPHICS • FLEXIBLE GAME PRICING
- TWIN 25¢ COIN CHUTES • 23 INCH SOLID STATE MONITOR • DEPENDABLE MICRO PROCESSOR SYSTEM • BUILT IN ROM AND RAM TESTER
- SIZE: HEIGHT 67" (170CM), WIDTH 26" (66CM), DEPTH 24" (61CM).
- SHIPPING WEIGHT 300 LBS.

FEATURING THE WILD GOOSE 50 POINT BONUS TARGET



phone: (312)451-1360

10750 West Grand Avenue, Franklin Park, Illinois 60131

MIDWAY MFG. CO. A BALLY COMPANY





PICK UP BIG PROFIT-POINTS WITH NEW

# Memory & Recall

4-PLAYER ELECTRONIC FLIPPER

CONVERTIBLE TO ADD-A-BALL



## Famous Memory & Recall System

As in EIGHT BALL—top Bally pinball game to date—so in STRIKES & SPARES—new bowling-theme flipper, valuable scoring points achieved by each player are *remembered* by machine, as player's ball sinks in out hole, and are *recalled* for player's continued benefit when he is "up" again. And all major scoring advantages on the STRIKES & SPARES playfield are subject to the magic of Memory & Recall.

Be price wise!  
1 PLAY  
1 QUARTER  
3-BALLS PLAY

See Distributor or write **Bally** 2640 Belmont Avenue, Chicago, Illinois 60618