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Volume 2 No. 2

February, 1976



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COIN INDUSTRY PLAY METER



MEMBER

Volume 2/No. 2

February, 1976

features

- Yanks Invade London, Again 31
In words and pictures, the optimism of the 1976 Amusement Trades Exhibition in London comes through as the British amusements industry gears up for a professional and prosperous year.
- From Ashes to Solid-State Pinball 38
Fire destroyed the Allied Leisure Industries plant two years ago and nearly destroyed the company, but the determined owners of the firm rebuilt in record time and now offer one of the first solid-state hybrid pinball machines.
- Love Me, Love My Dog 45
Marshall Caras, a coin industry personality of wit, intelligence and forceful opinion, joins the *Play Meter* staff with a feature on loyalty and its place in the industry today.

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from the editor

A few weeks ago, I had the occasion to attend the world's largest amusement machine exhibition--the Amusement Trades Exhibition in London, England. While there, I visited with operators, distributors and manufacturers from abroad and it was interesting to note that amid the many similarities in the way they do business, there also existed a number of differences.

Perhaps, the biggest difference lies in the fact that in Great Britain and other European countries, gambling is legalized and government-regulated. As a result, operators are free to operate slot machines and other pay-out gaming machines.

The ATE show was therefore cluttered with an immense amount of gaming equipment to which most U.S. visitors had to reluctantly turn their backs. But before you turn too green with envy, keep in mind that, as one might suspect, British gaming machine operators have to contend with stringent gaming board regulations, heavy taxation, licensing and flat rental fees.

In such circumstances, the competitive situation in Great Britain is as bad or, perhaps, worse than it is in the U.S. The profitability of the gaming machine business does tend to lend itself to fierce competition and because the British beer brewers own or control most of the pub locations, an operator stands to lose not one, but up to several hundred locations if the brewer becomes dissatisfied with his service.

But fortunately, British brewers are now keenly aware of the amusement machine business and have a thorough understanding of the many problems operators of today are faced with.

Because of their greater understanding of the business, they know that the operator's job is a fulltime one that demands expertise and professional direction. This tends to lessen the threat of location-owned equipment.

It's always interesting to compare notes with members of the industry from other parts of the U.S., as well as from abroad. Not only is it important to keep abreast of events elsewhere in the industry, but a good deal can be learned through the mere process of interaction and exchange of ideas with others.

In this issue, we welcome to our staff of regular writers two astute members of the industry. Beginning his first of a series of monthly articles, Marshall Caras, Harvard graduate and leading New England distributor, takes an honest look at loyalty and its place in the industry.

Fascination Ltd.'s Director of International Marketing Robert Wick joins our staff of international writers with the first of a series of columns on the international market.

We are indeed proud to have these two talented men share their views and experiences with our readers in the pages of *Play Meter*. For too long now, this industry has shut itself off from within and without. It is a heartwarming experience to see knowledgeable, dedicated men in the industry stand up and speak out for the benefit of everyone.

Hopefully, this is only a beginning and others will follow. The time has come for this industry to share its thoughts, opinions, experiences and hopes. Divided, the struggle is destined to continue. United in purpose and effort, the sky is the limit.

Sincerely,
Ralph C. Lally II,
Editor and Publisher

Calendar

March 2-4

Northern Amusement Equipment and Coin-operated Machine Show, Blackpool, England. Large and important trade show for amusement equipment.

March 19-21

Music Operators of Michigan, annual convention. Weber's Inn, Ann Arbor, Michigan.

April 9-11

Wisconsin Music Merchants Association, spring convention. Scotland Resort, Oconowoc, Wisconsin.

April 30-May 1

Music Operators of America Regional Seminar, lectures and discussions on improving your business. O'Hare Hilton, O'Hare International Airport, Chicago, Illinois. (Please note change in location.)

May 7-8

Ohio Music and Amusement Association, annual convention. Site not yet selected.

May 14-16

Music and Amusement Association [New York], annual convention. Stevensville Country Club, Swan Lake, New York.

July 22-25

Montana Coin Machine Operators Association, annual convention. West Yellowstone, Montana.

August 27-29

North Carolina Coin Operators Association, annual convention. Charlotte, North Carolina. Site not yet selected.

September 16-18

Music Operators of Virginia, annual convention. Hyatt House, Richmond, Virginia.

September 9-12

Florida Amusement-Merchandising Association, annual convention. Sheraton Towers, Orlando, Florida.

editorial

pursuing happiness in '76

Life, liberty and the pursuit of happiness are guaranteed in the United States Constitution.

Fortunately, for those of us in the coin-operated amusements business, there are a goodly number of people in America who want to pursue happiness through a coin slot and a silver ball.

Unfortunately, at some undetermined point in our short history, the upholders of that cloud of confusion known as The Law decided that playing with silver balls violated a social code against gambling.

Since then it's been pretty tough in some parts of this fabulous nation to be a coin amusements operator if you were interested in helping people get off on silver balls and pretty colors.

Fortunately, a number of things have happened since those early days of pinball. One is that a certain type of pingame emerged that was based more on skill than luck and wasn't necessarily conducive to gambling. Secondly, more people overcame their hangups and decided there was nothing immoral with having a little fun with a machine.

There are some other related factors (like local governments finding out they could get some much-needed tax dollars out of pinball and other amusements operators), but it all adds up to the fact that since this decade began, more and more states and local communities are lifting 20- and 30-year bans against pinball and allowing people to pursue happiness in their own way.

Of course, pursuit of happiness has probably not been used as a reason for legalizing pinball or free play in any recent efforts. In all probability, the

person or persons fighting for pinball or free play used the logic of skill-vs-chance or the lure of extra revenue as the tools to get their point across successfully.

In any case, pinball is experiencing a renaissance of sorts and it is partially because of states like Michigan finally legalizing the awarding free plays on pinball games there and eliminating the law that made it a felony to operate pinball machines.

It's also because of communities like Rock Island, Ill., which lifted an 18-year ban against pinball of any sort just this January, giving the new year proper start from the operator's legal view.

Even New York City, the Big Apple no less, may finally break down and allow a sport that has swept the rest of its state to at last be played within its limits. Unconfirmed reports from NYC lead us to believe pinball will become legal there in a short time.

But all of these victories should not lead us astray.

There are still many battles to be fought, for many communities still outlaw pinball, a harmless pastime that more people will want to play as more leisure time becomes available to Americans.

In addition, we must be constantly vigilant that someone in our communities does not bring back the repression of years past by bad or illegal business practices.

We must continue to fight for our right to pursue happiness through free enterprise and continue to fight to prove that we are honest, respectable men engaged in an honest, respectable business.

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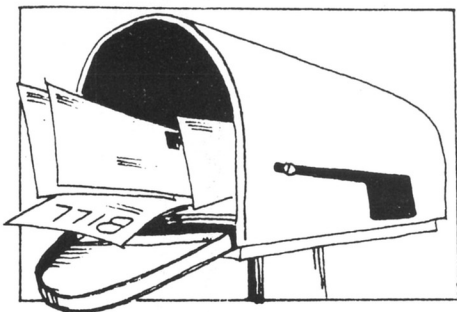
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Very much enjoyed John Osborne's article in the December 1975 *Play Meter*.

Douglas W. Caldwell
9400 SW Coral
Portland, Ore.

Since being given a copy of your first complimentary issue and subsequently subscribing to your publication, I have thoroughly enjoyed reading and being informed of the latest developments in the coin machine industry.

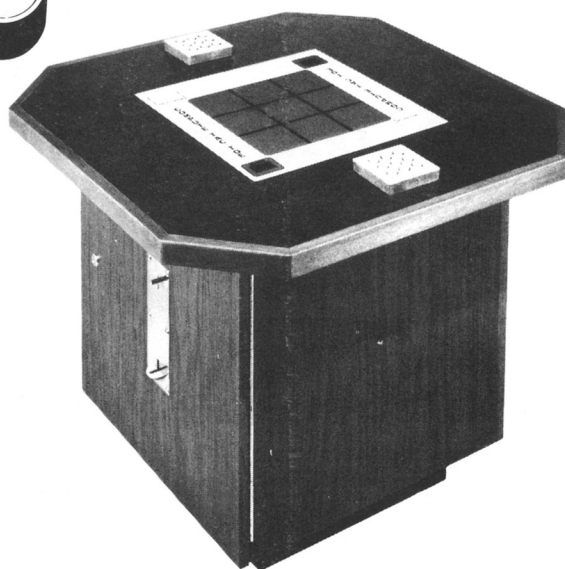
Victor Zulicki
68 MacPherson St.
Melbourne, Australia

When your [directory] questionnaire arrived I was in the hospital with major surgery. I would have liked very much to have been in your directory, as we have been in the same location since 1938 and had previous coin experience before that time. We were the first Valley pool table distributor and handle Meadows Games and other video games.

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Owner
Western Distributors
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Portland, Ore.

(Thank you, Mr. Wright, for letting us know some of the



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manufacturers you represent. Your company was listed in our directory despite the fact the questionnaire missed you.-- Editor)

Thank you for your 12/75 article on the new apprenticeship program in Wisconsin. Your magazine is an instrumental part of promoting not only our organization, but the entire coin machine industry.

Len Roulier
Executive Director
Wisconsin Music Merchants Ass.
1109 N. Mayfair Rd.
Wauwatosa, Wisconsin

Thank you for your recent issue with the newest models and nomenclature features on the equipment.

Ronald E. Abelson
President
Midfield Vending Co.
1201 DeSoto Road
Baltimore, Md.

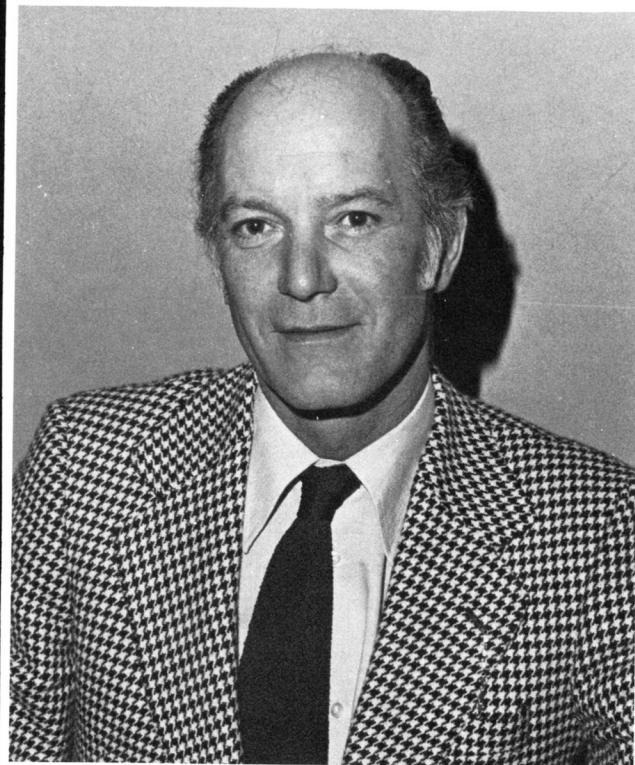
You are doing a good job. I only wish more manufacturers would place ads and photos of their games in the magazine.

Lloyd L. Grice
United Distributors
2129 Cedar Hill Rd.
Jefferson City, Mo.

coinman of the month

Briton depicts operating methods in UK

*A Play Meter interview
with Peter Groom,
British operator*



"We are primarily concerned as large operators with the license trade or the pub business. I think that in the UK, you must divide your market into two distinct markets: the club trade and the license trade."

To match the international flavor of our February Play Meter, Editor and Publisher Ralph Lally interviewed a British operator about the unusual operating system used in the United Kingdom.

Peter Groom started in the coin-op amusements business in England 15 years ago as a distributor for Seeburg Corp. Eventually, the distributorship was broken up and sold off in various parts, he said.

He didn't enter the operating field just yet, diverting instead into a company called Phonographic Equipment. After a stint with that group, he then entered operating as part of a company called Gainsmead Ltd.

With his knowledge of the distribution of phonographs in Britain, he very capably filled a position with his current company, Mam Inn Play Ltd., one of the largest national phonograph operating concerns in Great Britain.

Mam Inn Play operates some 10,000 jukeboxes, which is quite a lot when one takes into consideration there are only 64,000 licensed premises (authorized locations) in the country. And most of those premises are owned by one of the 70 national brewery concerns in England. Perhaps, only 18 per cent of the locations are owned by individuals as "free houses," Groom said.

Servicing all those jukeboxes, as well as the amusement devices operated by the firm, such as fruit machines, amusement-with-payout machines, pinball machines and a few video and pool games, requires the efforts of a massive decentralized

system based on regional offices, Groom noted, giving the firm a repair call answering time of an hour to most locations.

The British system of licensing amusement devices and the method of operating them is examined in this conversation with Groom. It is an interesting and often confusing system for the uninitiated American, but it leads itself to comparison with the multitude of systems evident in the United States.

The American must keep in mind while reading about the highly competitive British operating world that the British have a valuable market in games that are not considered gambling devices, but which pay in cash, tokens and/or prizes.

Not only do they have to cope with government regulating boards and the breweries that get a cut of their income, but they also have to battle an image problem that is in some ways worse than the problem American operators have suffered from for so long, Groom said.

Groom seems prosperous enough, however, and apparently not threatened by the system. While at the Amusement Trades Exhibition, he told Play Meter his views of the operating situation in Britain.

PLAY METER: How did it strike you to become completely immersed in operating as opposed to distributing? Did you find it more lucrative for instance, or more profitable?

GROOM: It was perhaps more profitable, but also a

(See next page)

lot more competitive. There are a lot of operators in Great Britain who would cut their mothers throat to get a location. Suffice it to say that operating is a highly competitive industry here.

PLAY METER: Are all the operating concerns pretty similar to one another in Great Britain, in that they all operate amusement machines, jukeboxes and gaming devices? Or do some tend to specialize in certain areas?

GROOM: I think there is a tendency of some of the larger firms like ourselves to specialize in music and amusement-with-prizes machines (AWP). This is the difference with our market in the United Kingdom and the American market. We are primarily concerned as large operators with the license trade or the pub business. I think that in the UK you must divide your market into two distinct markets: the club trade and the license trade. And unlike any other country, we have brewers here that control up to 11,000 sites.

PLAY METER: How do they control these sites? Do they own these sites?

GROOM: They either own them outright as a managed house, in which case they put a manager in to run their own house, or they have a tenant who runs the house for them on a year-to-year basis.

PLAY METER: But still they are responsible to them for all their actions, right? And all their profits and losses?

GROOM: Indeed they are. They are controlled by the brewer.

PLAY METER: How does this massive control by the breweries affect your relationship with them as a coin machine operator? Does it put you under their thumb to an extent that they exert a lot of influence and pressure on you?

GROOM: The brewer today is looking for cash flow. He now recognizes that our industry is a lot more respectable than it was. He recognizes a lot of cash flow comes from it and probably knows a lot more about coin operation than a great number of operators.

PLAY METER: That kind of leads me to think they might be inclined to own their own equipment rather than deal with people like yourself or a company like you own.

GROOM: To an extent, I think a number of the larger national brewers are thinking along this line.

In fact, they are now beginning to employ people from the operating industry to advise them as to the best means of extracting the highest possible revenue from coin operation.

PLAY METER: Are you saying then that it is not likely they will end up operating their own equipment, but be more critical of the way you operate equipment in their location?

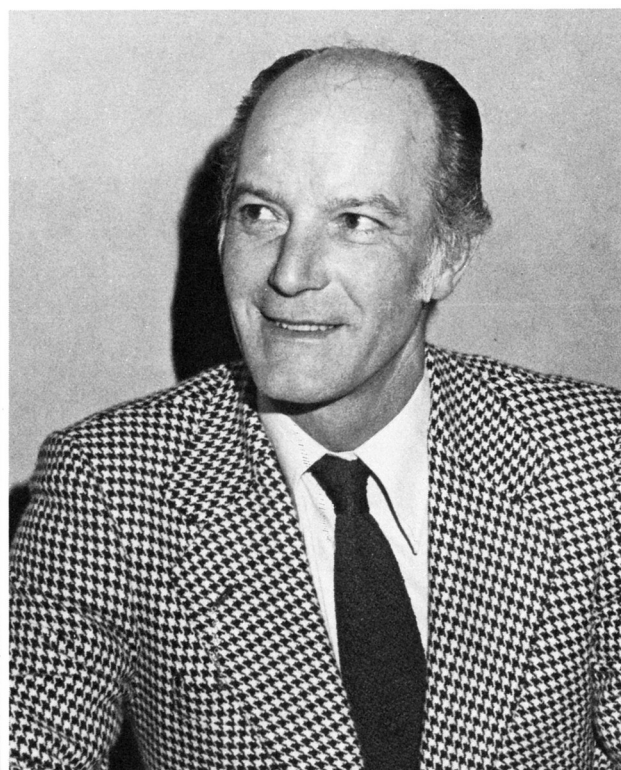
GROOM: I think that is very largely true, although one of the largest national brewers in this country has already got an operating company of its own, a small one. That is the best organization. Others are following and are employing people from the operating industry to advise them, as I said. One particular brewing concern, which controls in excess of some 7,000 licensed premises, has now employed experts or people who advise them on how operations should be run.

PLAY METER

[See next page]



"Most of the national brewers have a pretty good idea today of the amount of revenue they should be getting from coin-operated equipment, whether it be a jukebox or a fruit machine."



"The rules and regulations are very stringent. For instance, every member of my own staff has to be checked by security, has to be licensed by the gaming board, has to carry an identity card which tells the brewer or his licensee that he is part of the organization."

PLAY METER: How does that affect your relationship with them? Does this intermediary consultant come in and tell you what to do?

GROOM: He may well play one off against the other, but it is quite a good thing to have somebody who knows both sides of the operational field, the brewery field as well as our own.

PLAY METER: So he acts as a liaison then?

GROOM: Liaison is the word yes.

PLAY METER: But who pays him?

GROOM: The brewery pays him. The brewer employs him.

PLAY METER: What are your feelings about these people?

GROOM: I welcome them.

PLAY METER: Because it gives the brewery a better understanding of the problems on a day to day basis?

GROOM: Well, I think that if the brewers employ the right type of person who is honest and fair, he can extract more revenue for the brewer because of the inefficiencies of the operating companies that supply brewers over here.

PLAY METER: How does he do that? Does he keep that close an eye on the operators?

GROOM: Yes he will monitor locations. He will monitor the performance of the individual house. He will monitor by showing to the suppliers of the brewer--of which there may be 10 or 12 approved suppliers--he will show them on what we call a batting average league, showing them the top or bottom of the list.

PLAY METER: It seems that would be the operator's job to do a thing like that, rather than

the location owner having to worry with it.
GROOM: No, this is the person who is employed by the brewer because he will be monitoring the whole of the operation and there will be lots of them, 10 or 12 suppliers, one national brewer.

PLAY METER: In other words he will be dealing with 10 or 12 different route concerns?

GROOM: Easily. And they can range throughout the country.

PLAY METER: Then you are not insulted by these people and you welcome them?

GROOM: I personally welcome them because I believe that they, the companies who will survive, will be those who are most efficient who buy correctly, who control effectively service and collections. After all, one of the biggest problems of the industry is the pilferage. And it is a question of surveillance of these particular items which insures that that which is in the cash box is divided correctly.

PLAY METER: Who watches out for that?

GROOM: That is the job of the operating company.

PLAY METER: How does he convince the brewery people that they are getting their fair share?

GROOM: Well, to a very large extent most of the national brewers have a pretty good idea today of the amount of revenue they should be getting from coin-operated equipment, whether it be a jukebox or a fruit machine. They set a par value per house or per outlet and if the operator supplying that particular house falls below the par then they are given a warning and either the system must be changed, in which case they can save the site, or they will lose the site.

PLAY METER: Well, at least they get a warning.

GROOM: One of the leading people in this field is Polite Brewers, which is the largest brewer in this country, and they have a monitoring system run by an expert on extracting the highest possible revenue from each location.

PLAY METER: How does this situation with a very dominant brewing concern affect your commission arrangements? Do you have to give more to keep them happy?

GROOM: No, our terms of supply--and here again I think we should divide or separate music from fruit machines or AWP machines...

PLAY METER: There is a different commission structure existing between music and gaming devices?

GROOM: Yes, indeed, because we are, as operators of amusement and prize machines controlled by the gaming board, which controls licensing of operating companies. In order to become an operator you have to be approved by the gaming board, which is a governmental body.

PLAY METER: What do you have to do to be approved by the gaming board?

GROOM: They examine your records and your company organization.

PLAY METER: If everything is in order and you can assure them that you can adequately run your business, you won't have any problem getting your license, is that correct? Or are the rules and regulations more stringent than that?

GROOM: The rules and regulations are very stringent. For instance, every member of my own

(Continued on page 46)

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operating

Illinois operator persuades council to lift pinball ban

When Orma Johnson Mohr inherited Johnson Vending Service after the death of her husband in 1958, the city of Rock Island, Ill., had just recently outlawed pinball machines, primarily because of an Illinois Supreme Court ruling that labeled the games as gambling devices.

In mid-January, Ms. Mohr, now a veteran vending and music and games operator, spearheaded a drive that resulted in the Rock Island City Council lifting its 18-year ban against pingames.

"Of course," Ms. Mohr demurs, "pinball's a lot different today." The machines prevalent in Illinois at the time Rock Island banned pinball, she explains, were "bingo" type, while today most people enjoy playing the skill-oriented flipper games.

Shortly before the end of December, Ms. Mohr asked the city council to eliminate the pinball ban from the city code, causing the immediate opposition to the proposal from the city's police chief.

The chief strongly recommended rejection of Ms. Mohr's proposal on grounds that pinball is a form of gambling, but Ms. Mohr successfully countered his arguments by contending that pinball is a game of skill. On the night she made her strongest pitch to the council, she brought a game into the council chambers to prove her point.

Public support, Ms. Mohr said, was fast in coming and overwhelmingly in her favor. The city's two newspapers carried front page articles about the proposal and editorials favoring a lift of the ban, citing the amusement aspects of the game. The papers also disputed the

claims of opponents that installing pingames in local amusement centers would create gathering spots for troublesome youths.

As debate on the issue progressed, the city council made it apparent it favored elimination of the anti-pinball ordinance with the provision that the machines be registered and licensed in the same way as pool tables and jukeboxes. Ms. Mohr said she did not object to such a proposal, noting that other cities in the same area of the state that permitted pinball were reaping

revenue increases because of it.

When the council voted to lift the ban in mid-January, Ms. Mohr was not overly surprised. "After all, what can you do?" she remarked.

Although she knew nothing about the coin machine business when her first husband died, Ms. Mohr has gone on to become a successful operator and active state and national association member. She is presently married to Leo Mohr, proprietor of the Bring'Er In restaurant and nightclub located just outside Rock Island.



MANHATTAN BOROUGH President Percy Sutton (left) swears in the 1976 officers of the Music and Amusement Association of New York, from left, President Irving Holzman, Dolene Industries Inc., Hicksville; Vice President Sam Schwartz, Lincoln Amusement, Brooklyn; and Treasurer Stanley

Leibowitz, Lido Vending Corp., Bayside. After the installation, the officers and Sutton discussed legalizing pingames in NYC, revising the Uniform Commercial Code, giving the amusement industry in NYC an economic boost and changing the public's conception of the industry image.

(Cosmopolitan Concepts)

MOA seminar shifts locales

This year's Music Operators of America Regional Seminar has been moved to Chicago, according to Fred Granger, MOA executive vice president.

Originally scheduled for the University of Notre Dame, the seminar will be held April 30-May 1 at the O'Hare Hilton Hotel at O'Hare International Airport, Granger said.

Brochures on the topics that will be discussed this year and registration forms will be mailed to MOA members in February, according to Granger.

Granger also said the MOA 1976 Membership Directory will soon be in the mail to all members in good standing. Each member is entitled to one free copy, he said. Additional copies are \$5 each. MOA membership took a dramatic rise over the past year, Granger noted, and this will be the biggest directory to date.

Engineer gives service tip on Challenge table

Removing the potentiometers on Mirco's Challenge games occasionally and immersing them in a solution of "WD 40" cleanser can keep your table living longer, according to David Massey, Mirco director of product service.

"When a visual paddle begins to jump erratically or skip around, unplug the game, remove the knob, remove the nut holding the potentiometer to the table top, lift up the table top and remove the wood retainer, exposing the bottoms of the 5-K pots," Massey says.

Pull gently on the 5-K pots and remove them from the table top, Massey continues, marking the three lugs' position for easy reinstallation. Immerse the pots in the cleanser solution, shake well, remove and let dry.

To further protect the pots, Massey suggests, periodically remove the knobs and tighten the nut holding each pot to the table top. "This will insure that a wild twist of the knob will not cause wires to short together on the underside of the pots, causing no movement or double-paddle movement."

TECHNICAL TOPICS

By PERRY MILLER

This column is for your service problems. We answer all questions individually by mail, free of charge and the more interesting ones will be printed here. If you're really stuck, write us. We'll do our best to help you. Don't forget to enclose a stamped, self-addressed envelope. If return postage is not included we cannot process your question. Write: Play Meter Service Editor, Electronic Games Technology, 16 Belmont Dr., Chelmsford, MA 01824.

When a game goes down, so does your profit. Cash receipts fall off and your losses are increased by the time it takes to get the machine back "on line."

But service costs can be decreased if good records are kept of past failures. That's right. Good failure records can cut service costs.

For one thing, good records can save time. I have seen many a technician "racking" his brain trying to remember what caused a particular fault. He has seen it before and it was a tough fault to locate. Oh, if he had only written it down someplace, he could have saved himself two to four hours' work. It's like reinventing the wheel all over again.

Another area where good record keeping can save time and money is intermittents. An intermittent fault is a game which fails often, but works okay when you try to repair it. By swapping PC boards and other components with another machine and keeping records you can pinpoint faulty PC boards, monitors, harnesses, etc.

Another benefit of keeping good failure records is preventing arguments with customers. By recording each failure, you can show the customer that last month's failure was not the same as this new failure. The customer cannot argue with documented proof. In fact, you may improve your customer relations by this display of profes-

sionalism. People admire professionalism and it may make the difference between keeping or losing a location.

I have found that 3x5 file cards work out the best for keeping track of failures. They are about the right size and are easy to handle. Assign a number in the upper left corner of the file card. Also, place this number on a sticky back label and place it on the PC board in the machine. If you ever swap PC boards or send a PC board out for repair, you will have a record. This can be very beneficial when you have an intermittent problem. By swapping PC boards with another machine, the problem may be transferred to another machine. If the problem follows the PC board, then the problem is with the PC board. But if it doesn't, then the problem must be with the machine.

Next, place the name of the game in the upper middle of the file card (Winner IV, Amutronics TV Hockey, etc.). Place the date of the failure in the upper right-hand corner of the 3x5 card. Use the rest of the file card for describing the problem and solution as shown in Figure 1. File the cards in chronological order.

For several years I have been using this system of collecting data on video game faults. This card file has supplied me and several other people with time-saving solutions to video game faults. Several cards with new problems and solutions are added every week. This card file has grown to very large proportions.

Recently, with the aid of RDM's computer, I started re-cataloging and rearranging the information I have collected over the years. I now have a very large information bank of electronic game faults and their solutions. This information is used by the service department at RDM Inc.

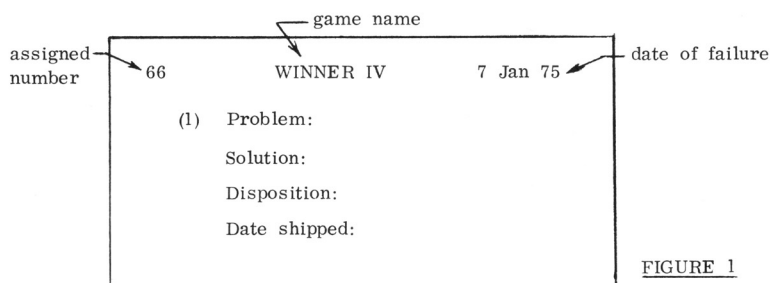
But you can also use the information in the computer. Just send in your service problems to the address at the end of this article. The answer to your service problem is

probably sitting in the computer waiting to be of service to you.

From this data bank I will present each month one or two problems and their solutions. It is hoped that this article will encourage more of you to write in about your service problems.

BULB BURN-OUT-- RAMTEK'S CLEAN SWEEP

Problem: "I have several Clean Sweeps on my route and the bulbs burn out about as fast as I can replace them. Do you have any idea what causes this and is there a simple solution to this problem?"



The cause of the above problem is two-fold. The rating of the lamps (bulbs) is too low for the conditions under which they operate and the power supply which powers the lamps is not a constant voltage power supply. The lamps that are burning out are number 503s and are rated at 5.1 volts/.15 amperes. The power supply which powers these lamps is located in the Motorola monitor and is a five volt regulated power supply. At first glance everything looks normal--a five volt regulated power supply providing power for 5.1 volt lamps. Unfortunately, the five volt power supply in the Motorola monitor has a 15 ohm resistor across it and under no load conditions, the output of the power supply can rise to six or seven volts.

When the game is first turned on, only six lamps are lit and the power supply must deliver about 0.9 amperes, which is a lightly loaded condition. Under this condition the power supply rises to about 5.5 volts and the lamps are slightly overstressed. As more of the lamps turn on, the power supply settles down to about 5.3 volts.

A bulb burns out (it is tired) and the supply sees only five lamps and rises to 5.8 volts, resulting in greater lamp overstress. As each lamp burns out the situation becomes worse--resulting in greater lamp overstress. As each lamp burns out the situation becomes worse--the

power supply rises to higher and higher voltages, forcing the remaining lamps to burn out faster and faster.

The solution is to find a lamp with a higher voltage rating and replace all the 503s. A direct lamp replacement is good old number 47. A number 47 lamp is rated at 6.3 volts/.15 amperes and has the same base configuration as a 503. Also, a number 47 will be a lot easier to obtain than a 503. Don't use a number 44 lamp because it is rated at 6.3 volts/.25 amperes and the transistors which switch some of these lamps on and off may burn

out. So replace all the 503 lamps with 47 lamps and your bulb burn-out problem will be cured except for normal bulb burn-out.

SOUND BARS IN FORMULA K (KEE GAMES)

Problem: "The sound produces black bars on the tv screen. It is really noticeable when the brightness is turned up. The only way I can get rid of them is to turn down the sound. Is there any way to get the sound out of the picture?"

Yes, the sound can be removed from the video by removing the video wires from the main harness and turning the video and video return wires into a twisted pair.

To do this remove the plug from the Motorola monitor. Remove the yellow wire PIN #1 and black wire Pin #2 from the socket. Use a scribe to push back the tab which holds the pin in the socket. The pin with the wire attached can now be removed from the socket.

Break out the yellow and black wires from the wire harness. Twist the yellow and black wires (about two to three turns per inch) together. Keep the video twisted pair wires separate from main wiring harness. Pull out tabs on the pins attached to the video wires. Insert yellow wire into PIN #1 and black wire into Pin #2.

You must also provide a good ground from the tv monitor to the PC board. Cut a piece of wire to

about 18 inches long (#18 AWG insulated). Put ground lugs on both ends. Connect one end to the tv monitor (any convenient sheet metal screw) and the other end to the PC board (under the right front mounting screw). You will now be able to turn up the volume and observe no sound bars in the tv picture.

GAME SHUTS OFF PREMATURELY

A loose line cord can cause an electronic game to shut off prematurely. If the line cord is not engaged securely in the wall outlet, a small amount of vibration, like a truck going by, will interrupt the 110V AC to the machine. Most every electronic game is designed to reset when power is removed.

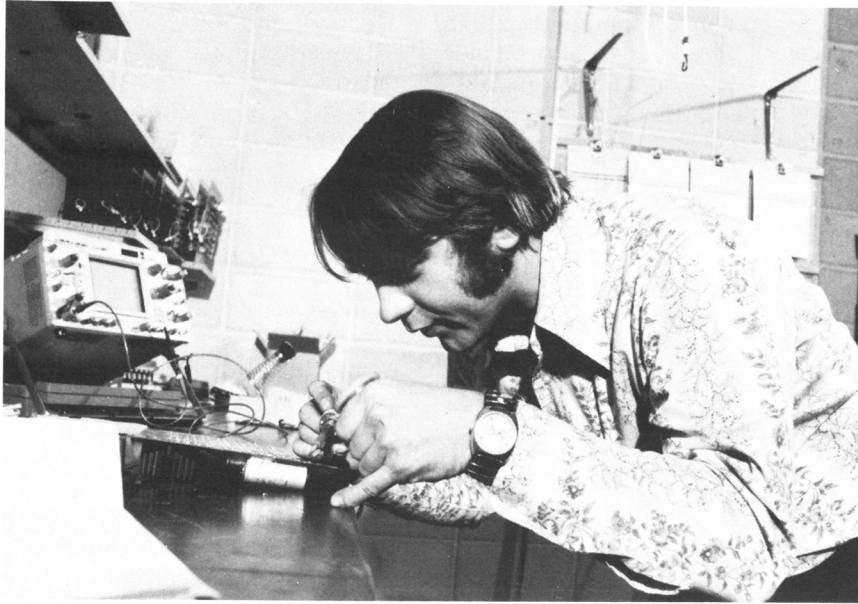
A good check is to bang on the wall next to the AC wall outlet when the game is being played. If the plug is loose, try bending the plug's "tongs." Have the AC receptacle replaced if the plug will not stay in the socket. It might be a good idea to inspect all wall outlets that you use and replace any wornout AC receptacles. Replacing old wornout AC receptacles can avoid loss of revenue and time due to several out-of-order calls.

Another reason a game may end abruptly is a bad line cord. Pulling on the line cord to unplug the machine may cause a wire to loosen in the molded plug. This loose wire may interrupt the 110V AC going to the game and cause the game to shut off. Also, a line cord which has a break in it can cause a momentary loss of power to the game. To check for a loose wire in the molded plug, wiggle the line cord near the plug while the game is being played. To check the line cord for breaks, flex the line cord about every foot while the game is being played. Replace any molded plugs with new plugs and any damaged or broken line cord with a new one.

Interlock switches can also cause premature game shut-offs. Some of the manufacturers are using interlock AC switches on the back door. Sometimes the back door does not engage the switch properly and can cause an electronic game to shut off prematurely. The symptoms can be the same as for a loose plug in the wall socket.

Banging on the back door of the machine while the game is in progress should reveal the problem. You also may find that the switch is defective.

distributing



MINNESOTAN Dave Rapacz tests a circuit board in Hanson Distributing Co.'s newly expanded service department. Rapacz oversees "make

ready" procedures in order to minimize the problem of defective or damaged machines.

Pico now provides one-day logic repair

Pico Indoor Sports, a large Los Angeles amusements distributor, expanded its service department Feb. 1 and now offers complete video logic/monitor repair for Southern California operators, K. Chris Loumakis, president, announced.

"It is my intention to offer Southern California operators the finest and fastest service available at the lowest price possible," Loumakis said.

The minimum logic or monitor repair will be \$29.95, he added, and Pico will offer same-day service on all logic boards and monitors.

Hanson Dist. expands services

Native Minnesotan Dave Rapacz recently joined Hanson Distributing's staff as customer service engineer, according to JoAnne Plein, sales and promotion manager. His responsibilities will include overseeing "make ready" procedures for all types of electronic equipment and video games, paralleling similar services provided by Hanson to bridge the gap between manufacturer and the ultimate user.

"Hanson Improved" product lines are aimed at minimizing the age-old problems of factory-defective and freight-damaged machines. Rigid inspection through the use of specially designed checklists set the course for the installation of improvements and/or preventive maintenance overlooked during manufacturer mass production. Ray Hibarger, Hanson president, said. This function helps reduce the all too common incidence of inoperable equipment reaching the operator, he added.

Rapacz's 14 years of electronics experience, including seven years with the Control Data Corporation, fully qualifies him as an expert technician for all electrical and electro-mechanical equipment. Service seminars and apprenticeship programs are on the drawing board for the not too distant future, Hibarger said.

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manufacturing

Soccer fans ignore snow for tourney

Over 200 people attended the first Irving Kaye Co. "Hurricane" soccer tournament held on Long Island in mid-January despite a small purse, snow, hazardous driving conditions and the short advance notice of the event.

First place winners of the tourney were Steve Drakopoulos and Chris Vicatos of Levittown, N.Y. They divided the \$150 purse with second place winners Pete Marzo and Robert Turrito of Hempstead, third place winners Jeff Brutsche and Gus Larramendi of Astoria and Jamaica Hills and three other winning teams.

The first three teams also received Hurricane t-shirts and trophies. Play took place on seven Hurricane tables provided by Mel Kaufman of Betson Enterprises. The tournament was held at the Island Inn in Westbury, Long Island.

Shortly before year end, Robert Jones International of Syracuse sponsored the first Hurricane tour-

namment at the New York State Fairgrounds. Sixty-four teams competed in open doubles for the \$715 purse, t-shirts and trophies. The tournament was given television coverage by WNYS, as well as newspaper and radio coverage. Another tournament will be held in Syracuse on Jan. 31-Feb. 1 for a \$1,000 purse.

Nakielny holds school in Colorado

Leonard Nakielny tutored a large class of Colorado operators and their technicians Jan. 22 on the subject of Williams Electronics games.

The service school was held at Continental Divide Distributing Inc. and was hosted by Jerry Gordon and Jim Phillips.

A two-day service school scheduled sometime during the week of Feb. 23 is being planned by Williams and Atari to be held at Albert Simon Inc., New York, N.Y.



COLORADO OPERATORS and technicians listen attentively to service tips offered by Williams Electronics' Leonard Nakielny, who recently visited them at Continental Divide Distributing.

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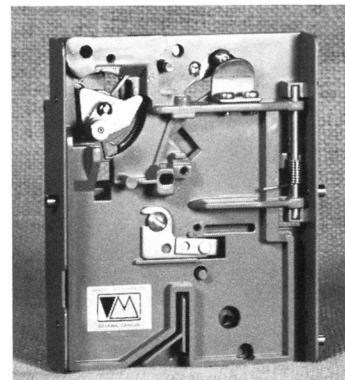
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Minnesota team takes Snow World tourney

Sonny Lange and Brent Bedner of Minneapolis, Minn., beat out several contenders in an early winter soccer tournament to win the open doubles competition at the Minneapolis Snow World Exposition, according to Bob Edgell, promotion director for Mirco Games.

Lange and Bedner were just two of many contestants who competed in a four-day tourney sponsored by Mirco Games, Pepsi Cola and Montgomery Ward with the help of Sandler Vending Co. at the annual exposition.

The total purse in the competition was \$5,000 and the purse in a December tourney hosted by Mirco in Independence, Mo., was \$3,000.

Crowds from Kansas, Missouri, Michigan and Illinois attended the two-day event at Hub Center Foosball, which was hosted by owner Allen Patterson and directed by Ron Eklund, Mirco director of retail marketing.

Marty Chase and Mark Crowell of Salina, Kansas won the open doubles title.

UBI awards salesman for flange idea

UBI has awarded Fred Sharpe of Brady Distributing, Charlotte, N.C., a \$200 cash award and a beautiful wall plaque for his suggestion of flanging the metal leg on the UBI pool table. This flange allows for ease of installation as well as allowing UBI to now ship their tables as a single unit in one packing carton, according to UBI's Marty Shumsky.

Mirco, Fairchild sign pact on research

PHOENIX, Az....Mirco Inc. recently announced the signing of an agreement with Fairchild Camera and Instrument Corp. of Mountain View, Ca., initiating the joint development of semiconductor circuitry for electronic games.

The goal of the combined effort is to design and produce video games for the home market, according to Tom Connors, Mirco president. Fairchild's state of the art semiconductor knowledge and Mirco's video game expertise. The joint effort is in response to increasing demand for home video games, Connors said.

"This association with a world leader in semiconductor technology represents a significant step in the achievement of Mirco's long-range plans," Connors remarked.

Mirco Inc., a Phoenix based electronics firm, is the parent company of Mirco Systems Inc., Mirco Electronic Distributors Inc., Mirco Games Inc, Mirco Games Australia Pty Ltd. and Mirco Games GmbH of Germany.

on the move

Rosenfield takes post with Canadian distrib

Jerry Janda, president of New Way Sales Co. of Toronto, Ontario, has announced that Bill Rosenfield joined the staff in the capacity of international sales manager.

Rosenfield's primary responsibilities will be in the areas of development and expansion of both the domestic and foreign sales markets. He will also assist Janda in the formulation and implementation of customer relations and customer service programs and in the determination of company policies in all other areas of company management.

Rosenfield, formerly director of general sales for one of the leading distributing companies in the United States, is a seasoned veteran of the coin machine industry with 21 years of experience in every phase of the business--sales, management and operation. Through his solid, in-



Bill Rosenfield

depth knowledge and understanding of the industry on both the distributor and operator levels, he has developed a keen insight into the trends as well as into the existing and potential problems which exist in the industry, Janda said.

Over the years Rosenfield has formulated a highly successful busi-

PLAY METER

ness philosophy which he has consistently followed. "The welfare of any company is directly related to the welfare of its customers," he states. "In our industry it's therefore incumbent upon the distributor to do everything possible, within the limitations of good ethical business practices, to help his customer, the operator, to become successful. If the distributor can achieve that goal, then some of the operator's success will rub off on him."

Rowe makes two sales appointments

J.D. Becker, general manager-Distributor Operations of Rowe International Inc., recently announced two appointments to new positions within the Rowe-owned distributor organization.

Edgar C. Blankenbeckler joined the headquarters' staff in the capacity of director of sales. His extensive 25 years in the vending industry cover all facets of the business from service to administration, including his own route operation in Texas. Blankenbeckler's duties embrace the implementation of comprehensive sales training programs throughout the company-owned offices, the coordination of sales call objectives and results and up-dating the approach to the planned sales call.

Patrick Shane Breaks, appointed director of marketing--games, came to Rowe from Streets Automatic Machine Company of England where he was managing director (U.S. equivalent to president) and involved in the manufacture and sales of coin-operated games throughout the world. Rowe's Distributor Operations group is one of the largest, if not the largest, sales organization for games in the world. Mr. Breaks' duties include all phases of the marketing of games through the company-owned distributorships.

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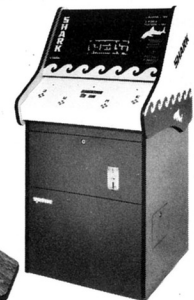


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Rowe places Mueller over accounts dept.

D.J. Barton, president of Rowe International Inc. (a subsidiary of Triangle Industries Inc.), announced recently that Rowe's National Accounts department will be under the immediate supervision of Richard J. Mueller.

"In this position a deep understanding of all phases of vending is a must," Barton said. "Dick's many years of service involving various operating and executive positions with a major national account, coupled with his involvement of many executive responsibilities within Rowe, has allowed him to gain the broad experience and knowledge which eminently qualifies him for the position."

Mueller has been vice president of Rowe since 1968, serving the functions of corporate planning, special

staff responsibilities and research and engineering and he currently is part of the market development group headed by Arnold B. Cohen.

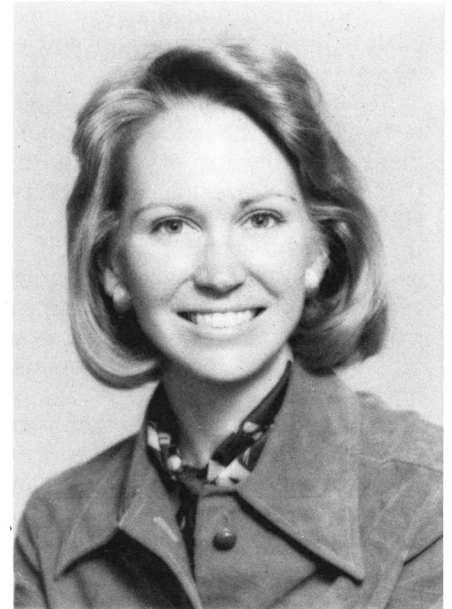
Barton pointed out that this alignment of responsibilities will provide national accounts with a closer working relationship with the executive offices of Rowe.

assistant to the president until now. She will handle not only the duties of sales manager, but will also handle magazine advertising, circular design, and supervision of the company's entire advertising program. Ms. Potter is a graduate of Mercer University.

Monarch Sales moves Potter to marketing

Thom Phillips, president of Monarch Product Sales Corp. in Macon, Georgia, the largest manufacturer of coin chutes in the United States, announced the promotion of Ann Potter to director of marketing recently.

Ms. Potter joined the firm in 1974 and has served as administrative



Ann Potter

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Optimism highlights ATE 1976

Optimism about the future of the coin-operated amusements industry in Great Britain and Europe flooded this year's Amusement Trades Exhibition, according to Alan Willis, a representative of the ATE company.

Willis was quoted in the British amusements trade paper *Coin Slot* as saying the overall impression of the 1976 ATE show was one of a very professional affair representing a thriving industry.

"We can at least say that it all gives us cause for optimism," Willis said.

Not only was this year's exhibition hopeful from the business standpoint, but attendance as well was at an all-time high. Willis remarked that the first-day attendance was "the most remarkable thing" about the show. "I have never seen such a volume of visitors on any day, even in the boom years," he told *Coin Slot*.

"The standard of exhibits is also an improvement on last year, which was itself notable for stand design," he told the British trade paper.

There was no obvious trend at this year's show as there have been at some past exhibitions, *Coin Slot* reported. "Pool tables showed remarkable strides in the design field and there were plenty of new ideas in arcade games. The fruit machine market continues to show different ideas in the game features, but there were no obvious 'machines of the show' in terms of single site operations," the journal noted.

One different idea exhibited at the "world's largest coin machine show" was the return of the mechanical slot machine by Bell-Fruit. "It represented a major design policy change for the group and aroused a great deal of interest from visitors," *Coin Slot* commented.

Solenoids in the new Pathfinder machine are used for stopping only. The reels rotate on needle bearings

[See next page]



ITALIAN manufacturer Model game, which was the talk of the Racing stunned ATE visitors show. with its new 400 Miles driving



ELECTRA GAMES' Stan Jarocki admire Electra's Avenger game and ATE visitor Janet Hulland



*AN ATE GOTTLIEB gathering of Alvin Gottlieb (right), executive vice president of famed D. Gottlieb & Co., showing the firm's new *Abra-Ca-Dabra* to Marshall Caras (left) and Shane Breaks (center), both of Rowe International.*

and there is a photoelectric cell readout through holes in the biscuit.

The mechanism itself took Bell-Fruit design engineers three years to develop and perfect, *Coin Slot* reported. The prototype on display was a four-reeler, but it could be built as a three- or five-reeler for just about any market.

Bell-Fruit's line will have mechanicals from now on, according to

Alan Poulton, sales director. Casino markets, for example, require an arm-start and "that is why we have built a mechanical machine," he said.

All of the other British gaming machine manufacturers were represented at the show, as well as many American manufacturers. Some of the games exhibited by distributors of American machines at the show

were making their first appearance in the United Kingdom, although most of them were shown in the U.S. at the October MOA show.

On view for the first time in England on the Ruffler and Deith stand was Mirco Games' *Spirit of '76*, the first flipper pinball game to use microprocessors. Also present for the first time at any show was a game Atari kept hidden in its suite at MOA--the *Tank 8*, an eight-player version of their popular two-player tank, this one in color and with destructable playfield barriers. Cherry Fortagen of Sweden displayed the new *Tank* game, as well as many other Atari products.

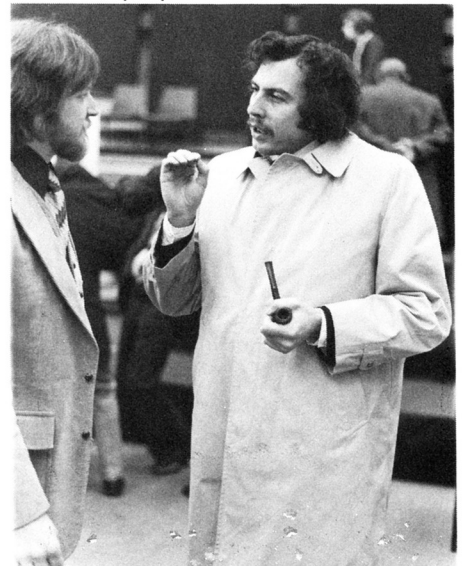
Sega's *Bullet Mark* also made its debut in London on the London Coin and Alca Electronics stands. London Coin also displayed UBI Inc's new *Bunny Pool*, a narrower and shorter than normal table designed for locations with space problems. During the show, London Coin was appointed U.K. and Eire distributor for Playmatic S.A., the Spanish flipper manufacturer that recently expanded into the U.S. market. The distributor will continue to handle Gottlieb pingames, however, *Coin Slot* added.

American phonographs were displayed on their distributors' stands--Music Hire showing the new AMI Fleetwood, London Coin showing the *Rock-Ola Princess* and 464 and Associated Leisure showing the *Seeburg Entertainers*.

A.1. Stores, a London firm that specializes in jukebox programming, announced it has begun distributing phonographs, namely the Swiss-made *Symphomatic*. Deutsche



RAMTEK'S TRIVIA question and answer game is proudly displayed by (l to r) Bernard Dove, Stan McKenzie and Ramtek's Chuck Arnold.



NOLAN BUSHNELL (R) of Atari expounds on ATE for Tom Hogg.

Wurlitzer was represented on the Ruffler and Dieth stand, and Rhein Automaten displayed the German NSM phono.

British and American pool table manufacturers were present. Aside from the UBI tables on the London Coin stand, there were Irving Kaye's representative selections on the C.B. Amusements stand, including its DeLuxe Apollo, Victorian-style Apollo and Stars and Stripes models. Hazel Grove, an 18-month-old British manufacturer, displayed its 3,000th table on its stand. The table, which was not for sale, was custom decorated with copper laminate. Apart from that special model, the firm displayed four of its models.

Pool-O-Matic, a Liverpool distributor, displayed a new Ebonite Futurion pool table and planned to show a new model from Taiwan, but it was damaged beyond repair at Heathrow Airport and could not be shown. Pool-O-Matic also displayed its own British-style Hustler.

New York's R.H. Belam Corp. shared its stand with U.S. Billiards, one of the exporting firm's principal customers, and displayed the games manufacturer's pool tables and video games, including the one-, two-, three- or four-player Shark.

Allied Leisure presented its Astro Print, its version of the computer



JERRY MONDAY of Leisure Sports Systems (above right) chuckles with London Coin's

Nigel Booth over British acceptance of Budweiser beer and the American soccer table.

portrait system with which several manufacturers captured attention at the MOA show, on the London Coin stand.

Not only were American games well represented by their overseas distributors, but the

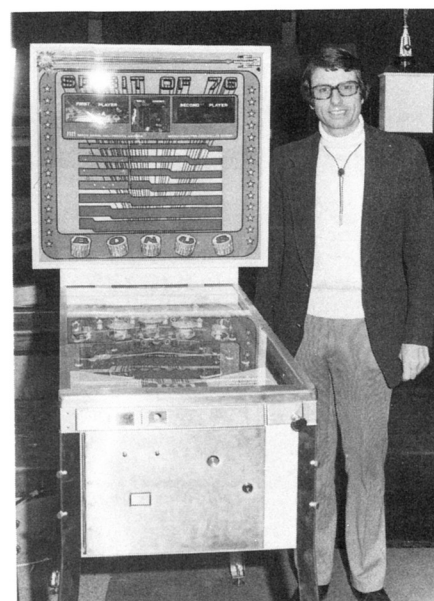
ATE company guessed foreign visitors to the show broke a new attendance record. Some 120 visitors arrived from Germany, ATE's Alan Willis reported, and U.S. visitors took up an entire plane.

"We think we have a show this year that is the most professional ever held in this country," he told *Coin Slot*.



KUSH 'N STUFFERS John Praff (left) and Bill and Kat Arkush (right), along with linguist Anne

Patrice (second from l) visited the London Coin stand at ATE.



MIRCO'S DICK Raymond (right) shows off Mirco's pride--Spirit of '76 solid-state pingame.



NATE FEINSTEIN (left) welcomes Mr. and Mrs. Gerry O'Reilly of Alouette Amusement,

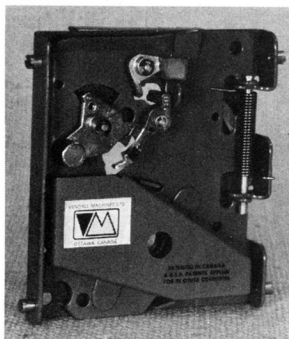
Canada, World Wide's Fred Skor and Williams Electronics' President Sam Stern to World Wide's annual ATE cocktail party.



BILL CURRIER and his wife beam over Project Support Engineering's Maneater, displayed at ATE on the Taito stand.

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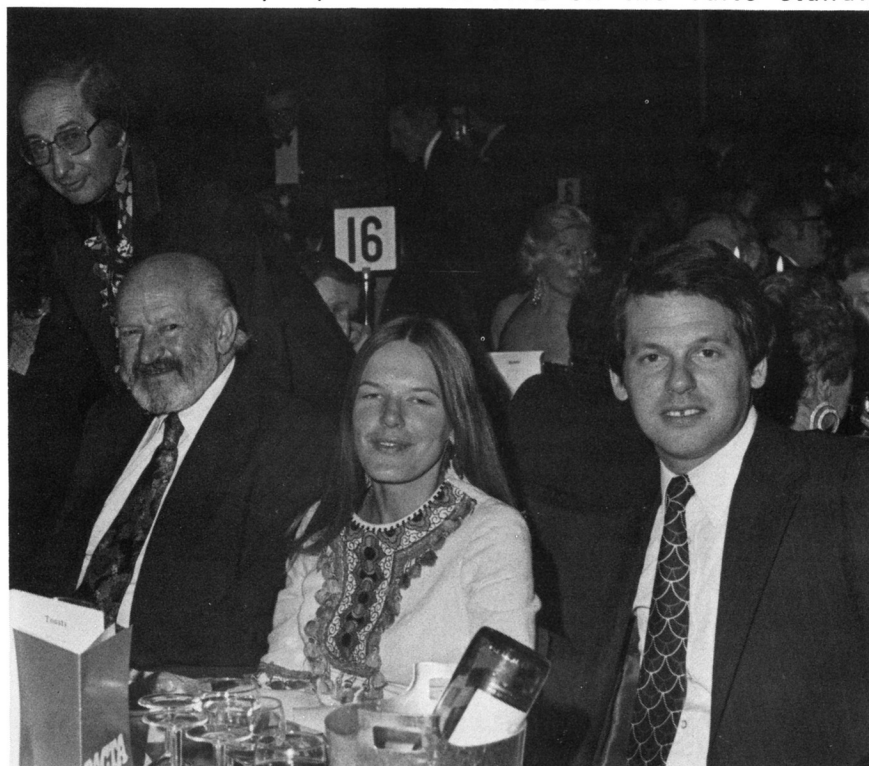


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U.S. BILLIARDS players (l to r) Len Schneller, Albert Simon, Mrs. Dick Simon and Dick

Simon enjoy dinner at the ATE banquet at the close of the show.

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A column of opinion

Marketing Overseas

By ROBERT WICK

When the yearend 1975 figures are released by the Department of Commerce, they will undoubtedly reveal that total exports of coin-operated amusement games have increased again. Yet, many American companies are bemoaning the fact that their share of the market has declined and that their total volume has declined.

A paradox? No, not when you consider what many companies call international marketing.

Many manufacturers are taking their domestic machines, changing the coin chutes and mechanism, modifying the power input, adding such export luxuries as line cords, plugs, etc. and calling their fully assembled machine as "export" model. This, in itself, is ridiculous and when you add the insult of pricing, it is unbelievable.

Virtually every industry that sells to the export market conducts some form of marketing research. So, why shouldn't the coin machine industry follow suit?

Many differences are subtle and while our export accounts have protested mildly, we have ignored them. For example, slight modifications in size to allow a machine to be trucked on a van or to get through a narrow pub door is a simple accommodation. We should do site research in the export market as many of us are doing in the domestic market. Not every location wants loud bells, flashing lights, etc.

We should spend more time with our export accounts for the purpose of determining their needs.

When we develop a new product, we should not expect the export account to soak up our production. We should take time to educate the account on how and where to merchandise the unit. We should loosen the purse strings for advertising and promotion. Then we should develop a realistic pricing policy.

How many times have we been asked by an export account the unit cost when ordering three or four containers and we tell him it is the same as one container? It doesn't make sense.

If we will come to grips with our problems, our sales will reflect the difference. We can help the buyer reduce his cost by shipping on a knock-down basis or by using a distribution center in a given market. Our export accounts will have more faith in us if we use a greater degree of our efforts to improve our product rather than flooding the market with multiple versions of the same atrocity.

In the end, it comes down to net profit for the manufacturer. There are more ways to make money and to save money in the international market than there are in the domestic market.

We must take the initiative, not the export account. If we all do our homework, there will be fewer tears at the end of 1976.

Bowling Sacoa provides two stories, one block of games

Amusement machine lovers in Mar Del Plata, Argentina have lots of room for fun at Bowling Sacoa, an enormous arcade run by Jorge Mochkovsky.

Mochkovsky attended the October Music Operators of America show and reported that his arcade runs television and radio commercials to attract customers to its attractions. The broadcast spots help attendance and individual game appeal tremendously, he said.

To accommodate the families who attend the arcade for relaxation and entertainment, Mochkovsky installed a tea room and offers free puppets for younger children.

The arcade occupies 20,000 square feet, Mochkovsky said, in two stories. The building itself is narrow, 25 yards wide, but is one city block long. In all, there are 150 games in the arcade, ranging from skee ball to the latest electronic wizardry from the States' major manufacturers.

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ANDRE MULON, organizer of the new Jupiter phonograph works at the French Socodimex firm, displays some of the current Jupiter jukeboxes. Jupiter also assembles Atari products in France.

Jupiter phonographs return to production

Following a troubled period in its history, Jupiter, the French phonograph manufacturer, has moved into happier times. A long-established company, Jupiter closed down in mid-June 1974, but it was taken over by the prosperous French operating company, Socodimex, in September of the following year. Now the company is employing about 120 people, mostly the former and therefore highly skilled work-people.

The works at Baume-les-Dames saw an immediate change in atti-

tudes from the management. Andre Mulon, who reorganized the works for Socodimex, commented, "Intense studies to improve our products commenced immediately and in a very short time technical changes and improvements were introduced."

Jupiter now produces a 100-selection Victory, 120-selection Pro-dige and 120-selection Rustic.

Atari games for Europe are also made at the factory with a brisk output, particularly for the German market.

British pool tourney boasts \$11,000 purse, trophies

The impact of pool in British pubs and clubs continues and reaches fresh degrees of intensity every week. Following the rapid spread of the game throughout the country, an operators' association was founded and now local leagues are being set up.

One of the pioneers of organized pool leagues, the Javelin Music Co. of Heywood, Lancashire, held their Annual Grand Presentation and Champion of Champion Finals recently.

Prize money totaled over \$11,000 and 155 trophies were given away to winners of competitions from four towns in the Greater Manchester

area. Each of the winning teams in the leagues received \$1,000, the runners-up \$400 and the third-placed teams \$200. Individual and doubles competitions for each of the leagues were organized and even a ladies' competition was run. Then Javelin staged their own knockout cup competition to be played for on an interleague basis. The individual winner and doubles winners then played off for a Champion of Champions title.

The competition, played on tables manufactured by Alca Electronics, Britain's leading pool table builders, will become an annual event.

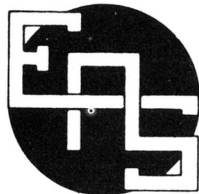
Associated Leisure gives warm reception to Seeburg box

Seeburg's 160-selection Entertainer phonograph, first released at MOA, was given a great reception by the managers of Associated Leisure's Hiring Division when they saw it at a special preview recently. Associated Leisure is Britain's largest operator with sites for slot, games and jukeboxes running well into five figures.

Roy Phillips, A.L.'s music expert, reiterated Seeburg's operator-oriented philosophy when he said: "Because of escalating costs, we

must find new methods of easing the financial strain on the industry. Seeburg has the tools to help minimize the profit drains on operator's trade.

"The large denomination coin mechanisms and the all-coin accumulator are designed to stimulate additional profitability. The consumer attitude regarding entertainment is undergoing a change, 50p (slightly over a dollar) has become minimal payment for a good selection of coin-operated music."



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International briefs

Great Britain

In a year in which Britain's gamblers handed the Treasury nearly \$500,000 in various gambling taxes, the operation of slots contributed \$18,500,000, according to figures just released by Customs and Excise for the financial year ended March 31, 1975.

Germany

Space at Ima, the German coin machine exhibition to be held from March 17 to 19, is completely sold out, the organizers recently reported. The exhibition will be held in the exhibition grounds at Berlin's Radio Tower and cover 2,100 square meters (about 2,511 sq. yds.) that adjoining halls may be used to carry the overspill.

Belgium

Taito Europe, the Belgian company based in Antwerp, has taken on a distributorship for the Italian firm, Model Racing. Principally, the company handles the Japanese Taito and Kasco games, but Allied, Midway and other games are also distributed, together with Rock-Ola jukeboxes.

Great Britain

Alfred Crompton Ltd., the Kent-based manufacturer which has recently been establishing its arcade games in the U.S. has taken on the sole rights to manufacture under

license the American Shuffleboard Co.'s pool table in Britain. The deal follows talks between the company and M. Sykes of Marmatic Sales, the London company which markets American Shuffleboard in the U.K.

France

Automatics personalities from all over France and a good number from other countries visited Aubervilliers for the inauguration recently of new premises for the firm Comptoir Europeen Automatique. Notable visitors included Mr. and Mrs. Ulrich Schulze from NSM, the prolific manufacturers of phonographs in Germany. CEA is NSM's distributor in France. Suren D. Fesjian, head of the Mondial Corporation, came from New York for the occasion.

Switzerland

A coin machine exhibition planned for Zurich later this year is to be called Interautomat, it was recently announced. Dates have not yet been finalized but it will probably be November or December. The show will include coin-operated games, phonographs and vending equipment. The venue will be the modern Zurich Trade Fair complex, near the airport.

Two exporters see good year

Two major coin machine exporting company officials predict 1976 will be an even better year for the international sales of coin-operated amusements than 1975.

The bicentennial year will be a good one for exporting games and phonographs, according to Barry Feinblatt, president of New Jersey's Universe Affiliated International, "because the U.S. was the first to come out of the economic recession that afflicted the world in 1974.

"Europe is coming out of it now," Feinblatt added, "and the uptrend is producing a better demand for all types of games."

"Last year was good," said Bob Haim, vice president of New York's R.H. Belam Co. inc., "and this year will be even better."

Both men did not think any specific geographic area would be more profitable than any other in the coming year. It seems the demand for American-made games has increased in all of the markets to which they are currently exported, a demand that seems to be paralleled by a growing awareness in the U.S. of the entire industry and a growing demand to play coin-op games here.

"There's always a different area each year that seems to want more of a specific game than another area," Haim said, but he could not predict which area.

Feinblatt paralleled that view by commenting, "Certain markets are calling for more games than others."

Video games, especially Pong, are just beginning to open up in some markets, Haim went on to say, and pool tables in general "are doing better and better each year for us. England has been big on pool for two years now and Ireland has picked up this year."

Although Belam has been one of the few companies to consistently export to South America, Haim noted that it has always been one of the most difficult markets to sell in.

David Snook, *Play Meter's* international editor, voiced a similar opinion in an article in the magazine's November issue in which he offered tips on breaking into that market.

Haim added that the Arab nations are also a difficult market, primarily because of religious prohibitions.

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Pinball phoenix of burned Allied

The promise of new business built by a visit to the 1974 ATE show in London fell in ashes about Ronald Halliburton's ears when he stepped off the plane back home and learned that fire had consumed his young factory.

Only a short year later, however, Allied Leisure Industries not only was on the road to recovery, but was privately showing a prototype of the long-talked-about solid-state pinball game.

And at the 1975 Music Operators of America exposition, Allied was one of the first games manufacturers to introduce a solid-state pingame to the general industry populace. That game, Dyn-O-Mite, is currently in production at the Hialeah, Fla., plant and being shipped to Allied's distributors.

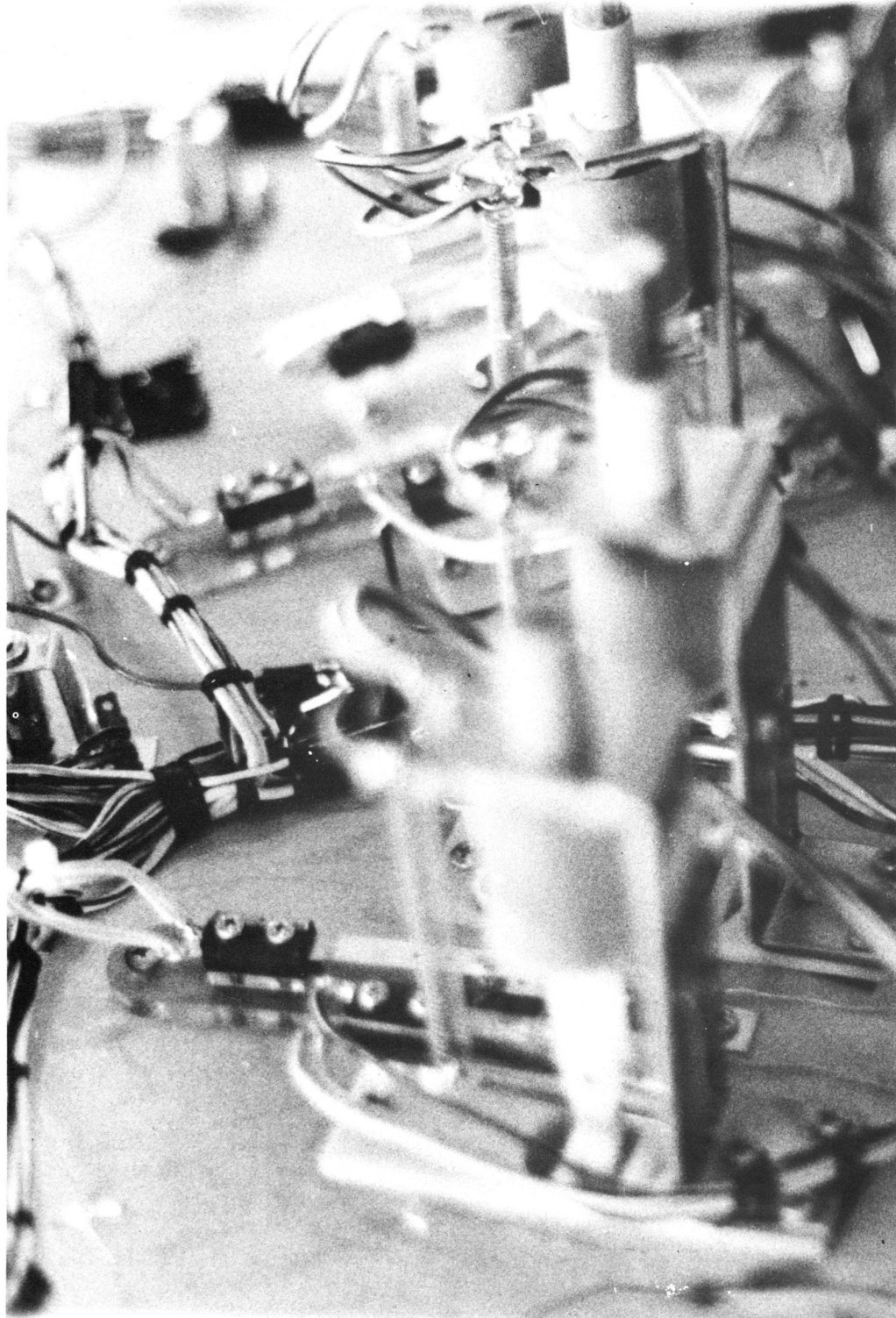
It wasn't easy for the young company to rebuild, as Vice President Ronnie Halliburton will tell you. The dollar loss from the plant fire was placed at \$2.2 million, with some \$1 million lost in parts for previously manufactured games.

Halliburton, who built one of the first \$1-\$5 bill changers and validators in his garage, started Allied with Bob and Dave Braun in 1969 and at the time of the fire the company was growing steadily, he says. The firm had new games on the drawing boards and a pool of game ideas waiting on the right timetable.

But the fire changed all that, Halliburton says--"It destroyed our entire momentum."

Plans for new games had to be scrapped and rebuilding upon the ashes of the old dream pushed aside the timetable. From what few records were saved, the manufacturers had to rebuild parts or cast new molds to make new parts for old machines to keep the company's distributors and operators happy and in business, according to Sales Manager Jack Pearson.

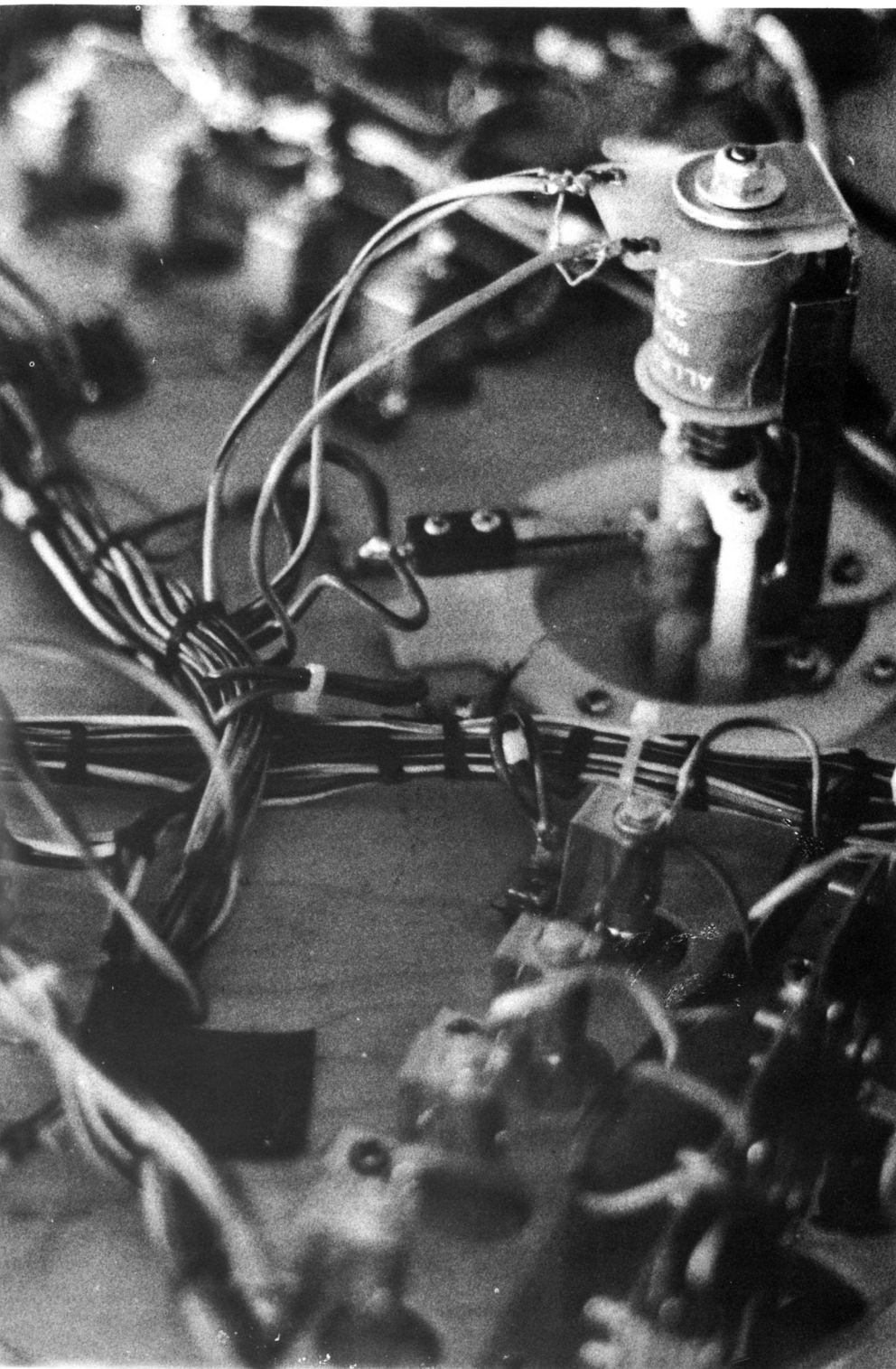
"It couldn't have been worse after the fire," remarks Ruth Rosenson, manager of the customer service department. Huge backorders piled up, but swift mobilization into an organized system for getting



flies from ashes

Leisure factory

By **SONNY ALBARADO**
MANAGING EDITOR



PLAY METER

those orders filled helped save the company, she says. A close communications link between the purchasing and manufacturing departments of the company helps to keep the parts supply at adequate numbers today, she adds. As Allied began to rebuild itself in those early months after the new arcade games began to come off the assembly line, Halliburton and Bob Braun began kicking around the idea a lot of other people were kicking around at the time--the possibilities of solid-state applications to the venerable pinball machine. After two years of "kicking" the idea around, Halliburton produced Dyn-O-Mite, a solid-state hybrid, which he and Braun believe will ease operators into solid-state technology at an acceptable pace.

With the birth of this new pingame, Braun says Allied is definitely in the pinball market to stay, but, he adds, "we built our reputation on specialty games and will continue to do so." "Pinball is the backbone of this industry," Halliburton comments when discussing Allied's reasons for venturing into the market, "and there is now a void in the market. There's been a 30 per cent increase in players, but not in manufactured games." Braun tends to agree with this assessment, believing that Allied's entry into the pinball field will not hurt any of the present manufacturers.

"The market is growing both here and overseas," he says. "All we want is our share of it. Manufacturers have not been that innovative in recent years and we hope to institute new ideas and features into flippers, thereby helping the market as a whole."

Pearson, who has worked not only in sales, but in service and design, looks at the new pinball game as the key to stability for a company primarily engaged in building arcade games, the popularity--and therefore profitability--of which depends usually upon the whims of the playing public.

"The secret," says Pearson,

[See next page]



Ronald Halliburton

"is to cut down the valleys and the peaks. Pingames will enable us to do this and help relieve the pressure to spew out new games and new game ideas.

"In the past," he adds, "a prototype might not have been tested too well, but because there might have been nothing else in the wings, it would have been forced onto the market."

The pinball machine will hopefully provide a consistent cushion to fall back upon if an occasional prototype doesn't test well, Pearson notes. Prototypes can also be tested for longer periods if the pingame proves as successful as the Allied officials believe it will be.

This combination of marketing theories and solid-state technology culminated in the Dyn-O-Mite, a phoenix rising from the ashes of Allied's original plant.

But games and parts supplies weren't the only things that needed rebuilding after the fire. Distributor-factory relations drifted aimlessly while the company concentrated on the material. That is being worked upon, assures Braun.

"We need a much closer relationship between the factory and distributor," he says.

"Distributor relations seem to be improving in certain areas," he adds reassuringly, "but better and more open feedback could help all of us come out ahead of the game."

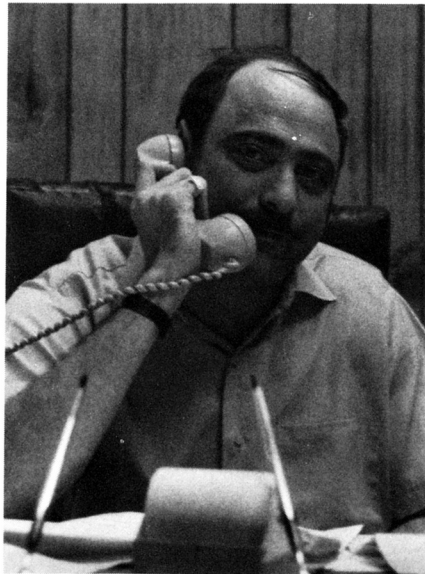
Ms. Rosenson, who works closely with Allied's distributors daily, remarks that "it is up to distributors

and manufacturers to work hand in hand. One can't work without the other.

"When I hear about a distributor who's not doing his part, it annoys me. Those who are cooperative deserve the personal attention of the manufacturer."

One facet of burgeoning distributor importance Braun disagrees with, is the "multi-distributor." The distributor should act as part of one family, Allied's president says. "We're his bread and butter and he's ours."

Braun is also upset by distributors who refuse to adopt modern business techniques. "There is so much new in the way of marketing and some distributors are selling the same way they did 10 years ago.



Robert Braun

They should be developing new ways and methods of marketing. It's a distributor's own fault if he's not getting the job done in his particular area. Distributors need a new vehicle to get that merchandise in the street."

The 35-year-old executive says the amusements business is the only business he's known in his life. He and Halliburton, 34, worked at All Tech, a manufacturer of pool tables and kiddie rides, before flashing on the Allied dream. Their first game together was Unscramble which they tried to produce as prototypes for other manufacturers.

Other manufacturers were interested in the idea, but weren't offering what the trio--Halliburton,

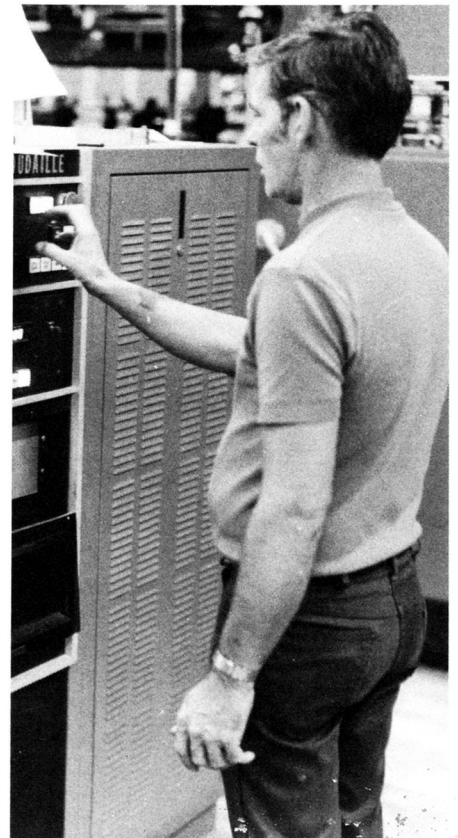
Braun and Chairman of the Board David Braun--felt was commensurate. Because of that they began manufacturing and distributing the game themselves. To avoid relying upon banks and to help speed their growth, they decided to go public and sold out their initial offering, Halliburton says.

"We tried not to be the same as everyone else," Bob Braun comments. "We tried to come up with innovative games."

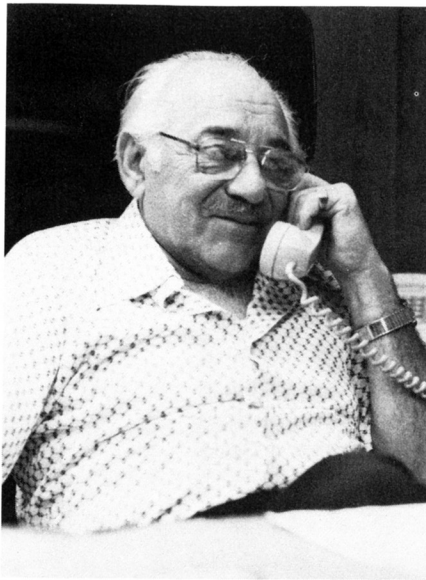
As they grew in sales, they produced more games and began surrounding themselves with experts in various fields until they achieved what Halliburton claims is self-sufficiency. The plant has its own silk-screening shop, own cabinetry shop, own playfield manufacturing department. Allied can "build anything," says Halliburton.

With that, he just points to plans to consolidate all of these operations under one roof in a massive 75,000 square foot factory.

A soaring promise from the ashes and few surviving file cabinets of two years ago.



A COMPUTERIZED parts making system receives information from this Allied Leisure employe, who is programming the machine to direct another machine's operation.



David Braun



AN ALLIED EMPLOYEE(above) monitors a computer tape for errors. The tape is used by one of the machines that manufactures parts for the games company.



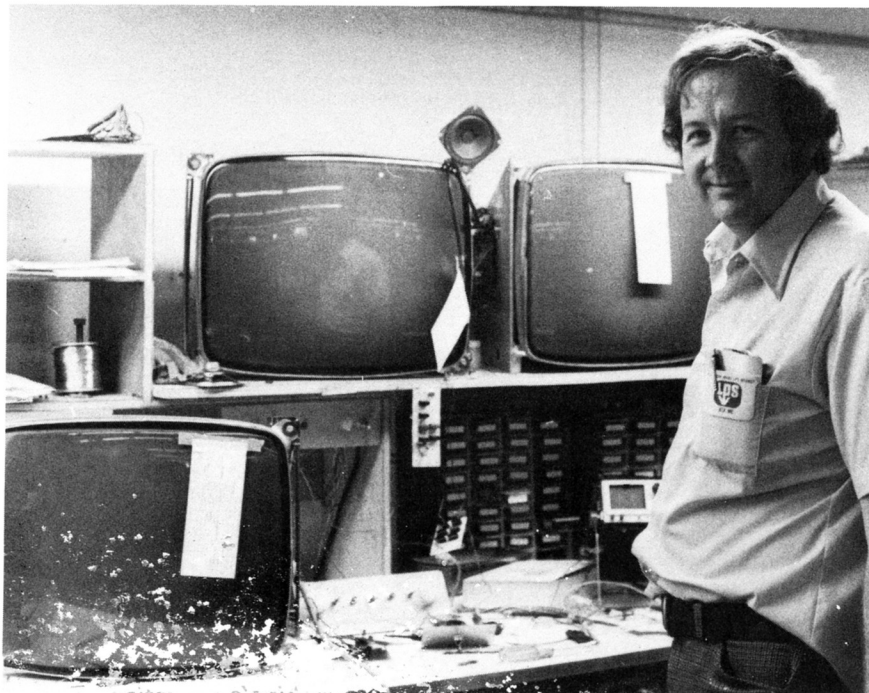
Jack Pearson

SERVICE ENGINEER Bob Gilman (below left) checks out new monitors before they are connected to games.

A FINISHED Allied game awaits a final checkover by Levan Fullington, the company's quality control chief, who is responsible for overseeing quality production at the Hialeah plant.



Ruth Rosenson



Freedom of Choice

That's what reading magazines is all about. You choose what you want to read, when you want to read it. You have the freedom to properly assess what you like in these pages at your leisure.

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 the corresponding number on our Reader Service Card between pages 8 and 11.

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Love me, love my dog

By MARSHALL CARAS

There's no question that 1976 will go down in the log books of the coin-op industry as the year of the *state*: solid-*state*, *state* of confusion, *state* of flux, buy in the next *state*, and ship into the next *state*.

It's becoming clearer and clearer that the changes taking place in the industry are going to test the mettle of operator, distributor and manufacturer alike. And for no mysterious reason. Just analyze our industry for a minute.

As of this writing, there are more game manufacturers than at any time in our history. If the New England states can serve as any kind of indicator, there are more operators now than at any time in the last 20 years. There are more basic *types* of locations than at any time in our history. There is more interest and more dollars from the public--the economic community--in our industry than at any time since its beginning. There are more words being written about our industry by our trade press and the dailies and Sunday newspapers throughout the country in a *month* than we previously saw in two or even three months.

There are more advertisements in the "Biz Op" sections of major newspapers than ever before: This writer has talked to several people who have paid \$1,595, all the way up to \$2,195 for cocktail tables (tv games). I have had a sales *mangler* (sic) visit me (He looked like a caricature from a movie) to offer me his line (and to ask for some marketing advice). We parted company more or maybe less friends when he informed me that his bread and butter was selling "cookies" equipment developed from Biz Op (business opportunity) advertisements.

Put it all together and you have the profile of an industry, or at least part of an industry, that is growing faster than it can handle its own growth problems.

Fertile ground--fertile conditions can produce so much growth that the healthy and strong are crowded out and weakened by the healthy, let alone the weeds.

It is inevitable that this rampant growth will take its toll on

operators, distributors, and manufacturers alike. Within the past year, we have seen major changes among distributors and manufacturers--up to and including bankruptcy. We most assuredly will see *this year*, the demise of certain of the game manufacturers, some of whom we haven't yet met or heard of. Unscrupulous distributors are overselling, overloading, over-financing many operators. There is simply too much equipment being made by too many manufacturers. Love me, love my dog--the 115 volt AC species.

Maybe there is an element left that we've temporarily lost sight of--*loyalty*. Not the kind of one-sided loyalty--You do business with me and I'll appreciate it--but the kind of loyalty we knew just a few years ago. When a handshake with a location was significant. When a fast deal meant a deal that held fast, not a fast shuffle.

Now don't misunderstand my point of view: It is just exactly some of the things that we have mentioned above--new manufacturers, new locations, new marketing techniques, new products--that are giving us the impetus and push to make 1976 probably the biggest in history.

But there is still room for "the old values," for a degree of conservatism. Why? Let's not ignore the age-old concept of "the survival of the fittest." Let's not back away from a good scrap--or competition; let's not get soft, but let's also be realistic. Playing a hard-nosed game, the distributor, who has an *obligation* to be loyal to and *support* the manufacturers he represents, can still be loyal to his territory and to his customers. There's still a mutuality, an interdependence between and among all the links in our industry. A businessman has an obligation to himself and every successful operator must keep this uppermost in his mind. But he also must realize that if he gets into the equivalent of a "gas

war" with his competition, the locations gain (and so do the distributors) and that ultimately, the operator is the loser.

In 1975, we saw several manufacturers (with several obvious and significant exceptions) break down their own avowed attitudes and habitudes: if the shoe fits, wear it--love me, love my dog.

We have seen distributors and operators alike, caught up in the fervor of expanding locations and income, temporarily forgetting old friendships and old loyalties.

We view the influx of many new operators who are just now developing a "game plan" and do not and should not be expected to have developed strong relationships with distributors or locations or product lines. The concepts have changed with the times. Have we?

Do we indeed have a thesis? Do we have anything that even remotely can be considered relevant? Just this: ours is a business that only recently has come of age in the eyes of the community at large. But we are still vulnerable, and still somewhat suspect. Let us then not get too hungry; let us not then drop all semblances of ethics and/or morality for the fast buck.

That is not to say we should all become a club of mealy-mouthed do-gooders. This writer is a prime advocate of fighting--and fighting hard. Fighting to win. And when necessary, fighting to hurt--to come out on top.

But by fighting out front and up high, we can get better deals in the long run. We can give and get better service, in the long run. And rather than watch locations milk us dry (and get fat on the cream), in the long run, maybe we can take a tip from industries that have policed themselves, thereby benefiting themselves.

We might even find out that we can earn more money in the process of learning what ethics and loyalty mean. Let's give it a shot.

company staff has to be checked by security, has to be licensed by the gaming board, has to carry an identity card which tells the brewer or his licensee that he is part of the organization. You can have no criminal record, otherwise you could not be employed by an operator. And here again I welcome the gaming board because they have effectively controlled or have removed from our industry the rather unpleasant inference that we are all a lot of bandits.

PLAY METER: Getting back to the commission arrangements, if we may. How do they differ between gaming machines and machines for amusement?

GROOM: A gaming machine or a fruit machine, as you would know it is called over here amusement-with-prizes machine. The gaming board will make a decree on the amount of payout. They will decide what sort of jackpot if any is allowed.

PLAY METER: What is the most you can win on a jackpot?

GROOM: 40 pence. This is only in licensed premises. In clubs it is a very different state of affairs.

PLAY METER: Clubs, meaning gambling casinos?

GROOM: Clubs, meaning working mens clubs or clubs with membership only. I don't know too much about that side. You see 95 per cent of our business is with the license trade. We are not really in the club machine business.

PLAY METER: So the maximum jackpot allowed in a standard pub is 40 pence. What is the play price?

GROOM: 5 Pence or 2½ pence.

GROOM: 5 pence or 2 1/2 pence.

PLAY METER: That is not much of a return is it?

GROOM: The gaming board allows a feature on the machines which enables you once you have won to play again and you could double it or you could triple it. You could get up to five, six or seven times as much, purely on a 50-50 chance.

PLAY METER: What limits do they impose on the payout percentage on fruit machines?

GROOM: On AWP machines, a coin or token which can be reimbursed for goods over the counter.

PLAY METER: It doesn't take a coin then?

GROOM: It will pay out a coin or a token or a mixture.

PLAY METER: And they can redeem the tokens for prizes?

GROOM: That is right.

PLAY METER: What is the allowable percentage of payout on those types of machines?

GROOM: The gaming board hasn't actually stated any particular points, but in general it is recommended that most operators will work on a percentage of payout between 75 to 85 per cent.

PLAY METER: But it is not regulated by law.

GROOM: It does not have to be stated on the machine what the payout is, but with a club machine, which is a cash machine, by law it has to be stated on the machine what the percentage payout is.

PLAY METER: How do they keep controls on that? How do they keep the guys honest, in other words?

GROOM: The gaming board employs a number of inspectors who will check machines.

PLAY METER: Let's get back to commissions. How do you split up the money? Do you go every week, do you go once a week? Or do you go more often than that?

GROOM: Again now, we are talking about fruit machines or AWP's in licensed premises. Collections are made weekly or fortnightly. By gaming board law, we are only able to rent machines to the licensee or to the brewer. Here you will find it somewhat difficult because as against the American system, we have here a system of managed houses and tenanted houses.

Where they have managed houses, the manager may receive a commission from the revenue from a fruit machine. It depends entirely on his own policy, but by law we, the operators, can only charge a fixed rental.

PLAY METER: Regardless of how much it takes in?

GROOM: Absolutely.

PLAY METER: That is why it is important for the breweries to have someone to make sure the machines take in the most money possible, right?

GROOM: It is putting the right horse on the right course in the right place. In the case of the tenant, we, the operator would get our rental and the balance of revenue would be divided between the brewer and his tenant.

PLAY METER: Based on an arrangement they have already made.

GROOM: Yes, and this varies.

PLAY METER: This would be like an incentive for the manager?

GROOM: Well, its money.

PLAY METER: Sure, but it is there. It's given to him so that he will promote the play of the games.

GROOM: Of course, he is a lot more interested in the type of equipment supplied to him because he stands to benefit from the operation of the machines.

PLAY METER: What is the rental?

GROOM: The rental varies, of course, with the type of machines he is supplied. Initially, one might say that the highest rental machine is the newest machine on the market, but not necessarily. There are many machines produced over here and in the states which have very much more play appeal. A two-year-old machine can attract much higher revenue because of its play appeal.

PLAY METER: What determines the rental of an AWP machine is actually its purchase price, rather than the revenue?

GROOM: I would say the purchase price and, of course, its newness. Then the rental level is rapidly fixed by its play appeal. Play appeal can be assessed between one, two, or three months because of the revenue.

PLAY METER: I would imagine, also that the competition would have something to do with the rental price?

GROOM: Every operator hopes that they are going to buy a machine that competes with the opposition.

PLAY METER: From a rental standpoint, if he wants to beat the opposition, he's got to get a machine that is going to produce more revenue and also rent it at a lower cost?

GROOM: More enlightened brewers recognize that the rental factor is not the most important factor at all. It is, of course, the revenue because frequently, the higher the rental the better the revenue. The more skillful the operator the better the way he organizes his collection facilities and service and his administrative ability.

We have a very different situation in the UK now compared to 5,7 or eight years ago. We now require expertise. The brewers simply looked at the situation and said, "look, money for nothing." Now they are recognizing that there is an awful lot of money to be made and should have been made by using skilled operators.

PLAY METER: They are making more money than they ever made before and they are realizing the immense cash value in the machines, whereas before they kind of neglected it?

GROOM: Ten years ago, the fruit machine or the jukebox operator walked through the back door of the brewer and he was the man who was producing for them thousands of pounds a year. Why? Because he was still not considered terribly respectable.

PLAY METER: But it is changing isn't it?

GROOM: It's changing now.

PLAY METER: Some operators still walk out the back door.

GROOM: I think most of us walk out the back door.

PLAY METER: What would you say the standard AWP fruit machine would rent for now?

GROOM: I would say somewhere within the region of 11 pounds per week now though it should be in the region of 13 pounds per week.

PLAY METER: Will it ever get to that level?

GROOM: It will have to be because overhead over here is rising so rapidly we are in a state of hyperinflation. We are paying higher petrol costs, higher salaries and the brewer is looking to us to produce more revenue in a time when there is not perhaps the same amount of cash flow going through the equipment, whether it be a jukebox or a fruit machine.

PLAY METER: How do you plan to go about raising it from 11 to 13?

GROOM: Well this can only be done by changing your equipment on the site, by introducing new machines, by injecting, -if you like, security checks, by becoming thoroughly more efficient.

PLAY METER: Do you think you could sell the brewers on that?

GROOM: Yes, the more enlightened brewers, yes.

PLAY METER: What is your commission arrangement on other games? On fruit machines, as we said before, it has to be a straight rental.

GROOM: It has to be by law.

PLAY METER: Does that apply to amusement machines, Meaning anything but a gambling device?

GROOM: A pin table by law has to be on rental. A jukebox of course is an entirely different thing. Here we work on a division of profitability because I believe it takes a much more skillful operator to operate jukeboxes than a fruit machine man because if you don't put the right records on the jukebox, they aren't going to buy it. With music they are paying for something, whereas someone

PLAY METER:

who goes to a fruit machine is hoping to win.

PLAY METER: What, then, is a commission arrangement on a jukebox?

GROOM: On a jukebox most enlightened companies will charge what is called rental, which varies from four to eight pounds per week and a division of the balance 50/50. Where you have a managed house, the rent money is retained by us and in most cases a commission is paid to the manager, which can range between five and 10 per cent the balance goes to the brewer.

PLAY METER: Do the Brewers tend to favor the fruit machines over the ordinary amusement machines?

GROOM: Yes, they do and I think this is wrong. Fruit machines are more profitable in the fact that they attract more revenue, but I believe that music is an entirely different thing because there is an indirect benefit which is not always recognized by the brewer. A house that is run with good music will attract trade to the house. If the music is lousy, the wet sales, the beer sales or the gin sales are lower.

PLAY METER: Do the brewers see it that way?

GROOM: The more enlightened ones certainly do.

PLAY METER: Are they beginning to realize the importance of coin-operated music entertainment?

GROOM: Indeed they are. They will have the more efficient firms rather than the ones that come in with cheap cutrate prices.

PLAY METER: How much does it cost to play one song on one of you jukeboxes?

GROOM: On average today it is five pence (10 cents) for a single play and 10 pence gets three plays.

PLAY METER: Are you going to try and change that? It seems a little low?

GROOM: It has got to come up. We have to start getting more because we have to pay performing rights fees.

PLAY METER: What does that amount to?

GROOM: On average we are paying something like 15 pounds to 20 pounds per annum for the privilege of supplying music to a place where there is music.

PLAY METER: Is that 15 or 20 pounds per machine per year?

GROOM: Yes, per machine. That is currently being examined by the performing rights society and phonographic performance. We are threatened with a 400 per cent increase in charge.

PLAY METER: What are the chances of that going through?

GROOM: It will reduce the earnings of the brewers so much that I am sure they will combine with us to fight against these ridiculous claims for increase in fees.

PLAY METER: Is the commission arrangement the same with a pinball machine and a video game?

GROOM: With video games I think most operators divide 50/50.

PLAY METER: What is the general feeling presently with respect to video games?

GROOM: I feel video games are possibly best used by the smaller operator, who can give very much more personal attention to the requirements of the site.

PLAY METER: Do you see much of a future for

video games in Great Britain?

GROOM: Personally, no. Their only future is with the small operator who can cope with the more personal demands of the site owner. I could well be proven wrong.

PLAY METER: Why would it take more of a personal touch with the location owners to operate video games?

GROOM: Speaking on behalf of a large operating concern like ourselves, we have a job enough to become experts in a field in which we are proven leaders, namely music and fruit machines, without digressing into the field of video games.

PLAY METER: I've noticed the British taking more and more interest in American pool. How has it affected your own operation?

GROOM: It is regrettable, but our own particular company is not big in pool tables. As an individual, I voted for pool tables on our board when they were deciding if pool tables should be brought in and have been proved right. They have been very profitable and they are going to go on being very profitable. But we don't operate more than 100 pool tables.

PLAY METER: How are those hundred tables doing?

GROOM: They are doing quite well, actually.

PLAY METER: Then surely you must be inclined to increase that number.

GROOM: I would like to increase that number, yes, but the competition has moved in in front of us. Unfortunately, the brewers we serve have made arrangements over the past 12 months with other operators on the supply of pool tables and so the pool table business is probably better off in the hands of the small operator.

PLAY METER: It is interesting to see the specialization that seems to be developing over here, but I guess that is one of the problems you have to face when you are such a big company.

GROOM: If my managing director was here, he would say that large companies are the dinosaurs of industry. The problem with a large company is that it becomes slightly impersonal. We have endeavored to avoid that particular danger by decentralizing the control of collections and service to regional offices.

PLAY METER: What about service? I'm sure it is as important a part of the business here as it is in the U.S.

GROOM: If we don't give service within three hours of the call, we are in trouble, but generally we will give service within the hour.

PLAY METER: Let's talk about taxes and licenses for a while. Do you have to buy a license for a jukebox?

GROOM: Yes. You pay a license to the Performing Rights Society and you pay a performing license to the Phonographic Performance Society. This costs you about 15 pounds per annum.

PLAY METER: What sort of a license do you need to operate fruit machines? And how much does that cost?

GROOM: With the fruit machines we pay a license fee to Her Majesty's inspectors of customs and

excise which can amount to as much as 100 pounds per year.

It varies on the type of machine that you install, whether it be of a low value or a high value machine. A low value machine would be only 12 1/2 pounds a year.

PLAY METER: Who bears the burden of these license taxes?

GROOM: The tax is paid by the operator and if the brewer is sensible, it is recouped from the brewer. This is where the competition comes in because some operators will say, "We'll pay the tax!" But most site owners don't mind paying the tax, even in the case of a high value machine because a high value machine on an average will attract something in the region of 30 pounds per week per machine, where a low value machine will attract a revenue of between 12 and 14 pounds per week.

PLAY METER: What other taxes are there that you have to cope with?

GROOM: There is the VAT (value added tax), imposed on all coin-operated equipment and it is deductible from the gross revenue and it comes right off the top before anything else is deducted from the total take. It amounts to eight per cent of the total revenue.

PLAY METER: How long has this tax been in effect?

GROOM: It was put into effect two years ago.

PLAY METER: Did you try and fight that when it came up?

GROOM: No, because it is a very reasonable tax.

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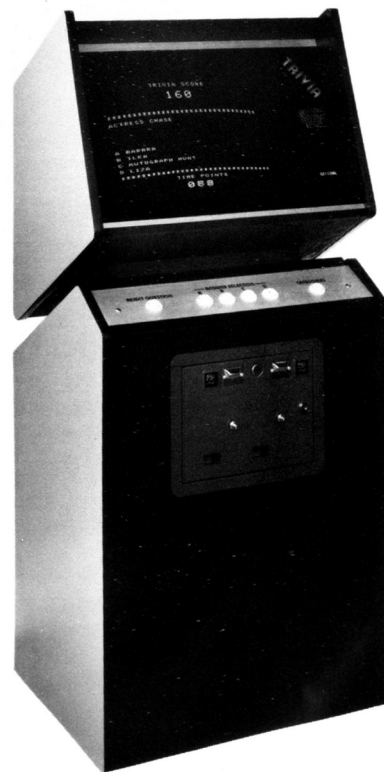
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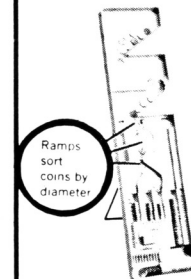
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