VOL. 29, NO. 12 OCTOBER 1989

VT VENDING TIMES

• VENDING • FEEDING • COFFEE SERVICE • MUSIC & GAMES •

V/T FOCUS ON CANDY

Candy Vending Volume Surging In Age of Glassfronts

Suppliers Foresee Sweet Sell Of Success

U.S.A.—Sales of vended candy reached a new high in dollar volume in 1988, VENDING TIMES Census of the Industry shows.

With some 44 per cent of product priced at 50 cents-and-over, the consumer's message was clear: Not only does candy have a place in the vending machine (now largely glassfront equipment), but patrons are willing to pay for their sweets. (In the prior year, only 36 percent of vended candy was pegged at the 50-cent level.)

As candy continues to find its niche in the growing marketplace, manufacturers and distributors alike are determining the payoff place for sweets in the glassfront vender. Studying the numbers however, provides only a starting point for understanding industry trends.

Candy manufacturers attribute changing trends, in large part, to the proliferation of glassfront vending machines. M&M/Mars' Jim Conlan agreed. "We have seen a continued growth trend of our products in the last five years," he stated. "Glass-fronts represent a tremendous opportunity for exposure of brands." Conlan suggested that the most successful strategy for the operator is to "provide the brands most in demand by the customer." Simply stated, "Give the consumer what he or she wants."

RJR Sales' Robert Fulmer also reported good results. Since the introduction of the company's Vendor's Access to Leadership and Unrealized Earnings (VALUE) program last year, Fulmer stated that the program is "an unqualified success," in some cases boosting sales up to 30 percent or more.

In short, the program is based on the concept of the vending machine as a box, containing several specialized modules. These modules, Fulmer explained, handle five key product segments; candy bars; salted snacks and nuts; roll candies; gum and mints; crackers, filled and non-filled; and cookies, filled and non-filled.

(Continued on Page 12)

TRIPLE ACTION: Coca-Cola unveiled this new *SSV* cup vender at NAMA Exhibit in Chicago. Featuring 3 cup sizes, it offers 6 selections and variable ice level. Consumer puts in as much ice as wanted, and *SSV* calculates how much product must be dispensed. Unit is being market-tested by ARA. (Story, p.3.)

NAMA Group Sets Standards For Electronic Data Capture

CHICAGO, Ill.—The National Automatic Merchandising Association's Committee on Vending Electronics Standardization has established preliminary guidelines to insure that data captured and stored by vending machines, retrieved by hand-held devices, and uploaded to operating-company computers will be handled uniformly by equipment developed by different manufacturers.

The committee, coordinated by NAMA public health and safety director Larry Eils with the assistance of chief counsel and director of government affairs Richard W. Funk, consists of representatives from vending equipment and coin/currency/card validation system manufacturers, as well as producers of hand-held data entry and data retrieval terminals and computers whose products are marketed to the vending industry.

The increasingly widespread availability and use of electronic data collection and transfer systems by retailers and wholesale distributors, and the growing application of this technology to vending warehouse and route management, has made it imperative for manufacturers to have common guidelines for equipment

(Continued on Page 12)

VENDING VIEWS

- ANTHONY TEST: PATH, the New York-to-New Jersey subway system, has initiated a test at selected stations to evaluate the desirability of accepting $5 bills as payment for the fare and providing four $1 Susan B. Anthony coins in change. The $1 coins can then be used at selected turnstiles in various stations.

- SPUD TECH: Ore-Ida is continuing to fine-tune its French fries vender. In addition to machines on test location in Boise, it has placed two units at a General Motors plant in Shreveport, La.

- PEPSI UPPER: Pepsi Cola is testing the isotonic drink field with *Mountain Dew Sport,* which is being given a trial in the Eau Claire, Wis. market. A low-carbonated beverage that contains sodium, potassium, chloride, and vitamin C, it is said to re-store body fluids lost during sports and exercise-related activities. Diet and regular versions are being tried, with cans competitively priced to other soft drinks.

- MOVIE VENDING: Quality Inns has begun to build a chain of *Sleep Inn* motels for the economy market. An initial unit in Salisbury, N.C. has relatively few amenities, but includes television with a VCR. Films can be rented from a vending machine for $5.95.

- UTILIZATION: Planters LifeSavers is reported set to test-market *LifeSavers Holes,* drop-shaped "middles" from the line, which will be packaged in plastic tubes.

- HEALTH PITCH: Stouffer Food Corp. is debuting *Right Course,* a new line of low-cholesterol, low-fat, and low-sodium frozen-food entrees. Packaging tells consumers the exact amounts of these items in each product, and provides the American Heart Association's recommendations for total average daily intake. *Healthy Choice,* a somewhat similar line, was introduced earlier this year by Conagra, Inc.

AWARD: At Chicago convention, VENDING TIMES was honored by NAMA for "its invaluable service rendered to the vending industry." Here, president Jim Rost (right) makes presentation to (left to right) editor Arthur Yohalem, publisher Morris (Tiny) Weintraub, and executive publisher Victor Lavay.

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It's when your customers want snacks most that you can rely on our Snackshop 7000 Series to work best.

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And, since most vending machine snacks are bought on impluse, the Snackshop 7000 Series prominently displays its wares behind a larger, roomier glass front to whet the appetites of your customers. It offers up to 65 selections and a capacity of 1,261 items.

The Snackshop 7000 Series also features an easy-to-load tilt-down tray design for convenient stocking, as well as an optional bill validator so you'll never lose a sale because a customer is without change.

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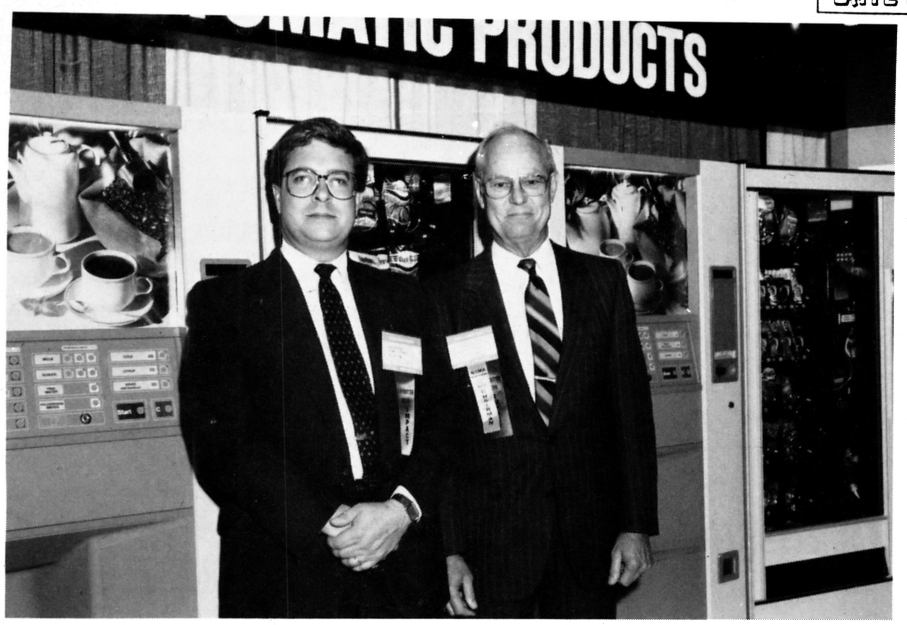


WELCOME ABOARD: Jack Edgerton (right), Automatic Products, welcomes Drew Anderson to the company's management team during recent National Automatic Merchandising Association annual trade show. Anderson has been named president of Automatic Products' Refreshment Machinery unit (Warminster, PA), succeeding George Scholhammer. They're looking over the firm's European line.

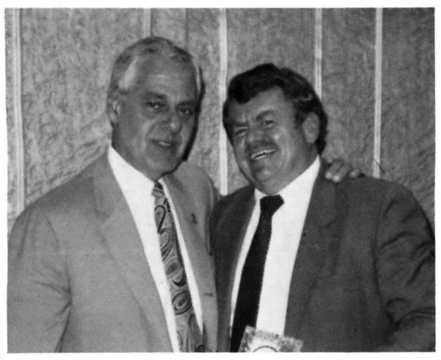
Coca-Cola USA Launches New Cup Drink Vender

CHICAGO—Coca-Cola USA debuted its *SSV* (Self-serve Vender) cup vender at the NAMA Exhibit here. Providing consumers with a choice of three cup sizes, it offers six flavor selections and variable ice level.

Consumers deposit coins (or may use an optional dollar bill acceptor or debit card reader), and cup size buttons light up as the money deposited satisfies the price of the cup selection. The consumer puts as much ice in the cup as wanted, and the *SSV* calculates how much product must be dispensed to complete the fill.

According to a spokesman, a "queuing" feature allows faster service of consumers and increases the number served at one time. *SSV* holds 5-gallon bag-in-box syrup containers, and an automatic syrup switchover on primary flavors reduces "sell-outs" of the most popular products.

"Coca-Cola developed the *SSV* after ARA Services approached the company to introduce a breakthrough that would build excitement for post-mix vending," the spokesman noted. The unit, built by Royal Vendors, Inc. is being market-tested by ARA, and it is expected to become available "by the second quarter of 1990."



KUDOS: Irv Otte (right), Brown & Williamson Tobacco Corp., receives handsome inscribed clock from Jack Kerner, Melo-Tone Vending (Somerville, MA) during Cigarette Vending Information Center dinner prior to National Automatic Merchandising Association annual convention in Chicago. Gift expresses the vendors' appreciation for the time and effort Otte has contributed toward helping to protect the cigarette vending industry against inequitable legislation over many years. CVIC is a liaison group fostering communications among coin industry and tobacco trade associations.

M&M/Mars Introducing Sussande Line In East

HACKETTSTOWN, N. J.—M&M/Mars is introducing *Sussande Fine Chocolates*, a premium line, in the East. Fashioned from a continental recipe, the chocolates are available in bars and bite-sizes.

Sussande Priama is a 1½-ounce bar "created for today's more discerning chocolate lover." It is available in 3 flavors: Truffle Crisp, Roasted Nut Praline, and Toffee Truffle.

Sussande Classique is a 3-ounce milk chocolate bar, said to be "unmatched in smoothness, richness and creamy taste."

Sussande Royals are bite-sized individually-wrapped chocolates, available in 4-piece and 1-piece boxes. Flavors include Milk Chocolate Truffle, Dark Chocolate Truffle, and Pecan Caramel Chocolate.

Philip Morris Debuts Slim, Low-Smoke Brand

NEW YORK—Philip Morris has introduced *Superslims* from *Virginia Slims*, a new ultra-low-tar cigarette that will emit 70% less smoke from the lighted end than most conventional brands. It utilizes a special combination of porous and non-porous paper.

Slimmer than most other 100-millimeter cigarettes, *Superslims* measures only 17 millimeters in circumference, compared with 25 millimeters for standard brands. Aimed at women, it contains 6.0 milligrams of tar and 0.5 milligrams of nicotine. (This compares to Marlboro's 16 milligrams of tar and 1.1 milligrams of nicotine.)

Marriott Corp. Acquires Corporate Food Services In Expansion Move In New York Metropolitan Area

NEW YORK—Marriott Corp. has purchased Corporate Food Services, Inc., a privately held company which operates foodservice and vending accounts in the metropolitan New York City market. The price was not disclosed.

Corporate Food Services, which has been in business since 1971, had sales of about $40 million last year. With nearly 50 clients, it provides dining service for such top-flight concerns as Texaco, Chemical Bank, and major law firms. A vending division provides full-line vending and office coffee service.

It will continue to be headed by Jack Galione, operating under the name Corporate Food Services, a Marriott company. "Retaining our identity in this key market is very important," he noted. "We intend to continue providing the highest level of food service to our clients in the future, and being part of Marriott will enable us to offer added value through its resources and support activities."

Calling Corporate Food Services "a key addition," Daniel P. Howells, executive vice president of Marriott's Food and Services Management division, said, "Its expertise and approach to the business will enable Marriott to effectively serve a broader range of clients than ever before."

Fort Howard Cup Manufacturing Operations Set For Sale To New Firm Led By Silgan Interests

GREEN BAY, Wis.—Fort Howard Corp. plans to sell its North American disposable foodservice products business to a new company formed by an investor group led by D. Greg Horrigan and R. Philip Silver, The Morgan Stanley Leveraged Equity Fund II, L.P., and certain other investors.

This transaction includes Fort Howard's cup manufacturing operations, which grew out of its 1983 acquisition of Maryland Cup Corp. and the 1986 purchase of Lily-Tulip.

The new company will be managed by Silver and Horrigan, who are also chairman and president, respectively, of Silgan Corp. of Stamford, Conn., a manufacturer of steel, aluminum and plastic containers. Other Silgan companies include Silgan Container Corp. in Burbank, Cal.; InnoPak in St. Louis; and Silgan P.E.T. in Atlanta.

Fort Howard will receive cash and securities and will retain a minority interest in the new company. "This proposed transaction represents an opportunity for the cup operations to realize their full business potential," said Fort Howard chairman Paul J. Schierl. "We anticipate bringing this sale to a prompt closing."

Old Fashion Foods Moving To Offset Profit Decline; Intensifies Effort To Add Volume And New Locations

ATLANTA—What does an operating company do when it runs up against an unfavorable business climate?

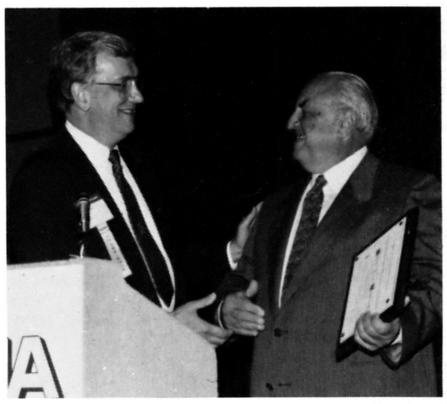
Some of the steps to be taken can be found in the experience of Old Fashion Foods, Inc., which is active in the Metro Atlanta and Rome, Ga. markets. Claiming the title of "Georgia's largest independent food vending operation," the firm has more than 2,600 vending machines in 315 locations, and also operates a chain of 12 *Mighty Casey* fast food outlets.

For its fiscal year ended May 27, 1989, Old Fashion Foods revenue rose 5.3% to $20.3 million, but net earnings dipped dramatically to $72,000 from $854,000 the prior year.

"There has been a definite decline in economic growth in the Atlanta area, especially in construction activity," explained President Sheldon E. Smith. "We expect this cyclic phenomenon to continue until lower interest rates allow the economic expansion in Atlanta to continue at a more normal pace."

To meet the challenge of the current situation, the firm's merchandising efforts "will be intensified during the year to both increase existing unit volumes and secure new customers and locations," Smith reported. "We are doggedly pursuing all possible opportunities for cost reductions which do not impair the level of service to our customers. This is an on-going activity and not a one-shot affair," he emphasized.

"We are taking steps to improve our balance sheet by intensifying efforts to dispose of all non-essential assets and reduce debt, thereby decreasing interest expense," he stated. "We look optimistically to the future."



AWARD: Honored for his service to the industry, VENDING TIMES publisher Morris (Tiny) Weintraub (right) receives plaque from National Automatic Merchandising Association president Jim Rost at annual NAMA Convention in Chicago. Presentation was made during annual membership meeting on the first day of the show, during which industry leaders from around the country were recognized for their outstanding achievements.

OPERATORS DATE BOOK

CALENDAR FINAL

November 10-11
Ontario Coffee Service Association Annual Convention & Trade Show, Skyline Hotel, Toronto, ON, Canada.
CONTACT: OCSA at (416) 624-2730

November 11-15
Dairy & Food Industries Supply Association, 1989 Food & Dairy Expo, McCormick Place, Chicago, IL.
CONTACT: DFISA at (301) 881-7832

November 12-15
International Hotel/Motel & Restaurant Show, Jacob K. Javits Convention Center, New York, NY.
CONTACT: American Hotel-Motel Association at (202) 289-3100

December 7-11
Virginia Automatic Merchandising Association Annual Membership Meeting and Election, Boscobel Beach Club, Jamaica, West Indies.
CONTACT: InfoMarketing at (919) 383-0044

1990

January 12-14
Automatic Merchandising Association of Florida Second Annual Convention, Saddlebrook Resort, Tampa, FL.
CONTACT: National Automatic Merchandising Association*

January 23-26
IMA (International Vending, Music/Games, and Casino Trade Fair), Hall 5, Frankfurt Fair Grounds, Frankfurt, West Germany.
CONTACT: Heckmann GmbH at 49-(6121) 5804-0

February 2-4
Florida Amusement & Vending Association Fifth Annual Vending Trade Show, Omni Expo Center, Orlando, FL.
CONTACT: FAVA at (904) 878-3134

February 14-18
National Candy Wholesalers Association 31st Annual Winter Convention and Trade Show, Marriott Hotel and Moscone Center, San Francisco, CA.
CONTACT: NCWA at (202) 463-2124

March 23-25
National Automatic Merchandising Association Western Convention & Exhibit, San Jose Convention Center, San Jose, CA.
CONTACT: National Automatic Merchandising Association*

April 29-May 1
Amusement & Music Operators Association Annual Government Affairs Conference, sites to be announced, Washington, DC.
CONTACT: AMOA at (312) 565-4602

May 3-6
North Carolina Vending Association, South Carolina Automatic Merchandising Association, and Virginia Automatic Merchandising Association 36th Annual Carolinas-Virginia Vending Convention and Trade Show, Myrtle Beach Convention Center, Myrtle Beach, SC.
CONTACT: InfoMarketing, Inc. at (919) 383-0044

May 19-23
National Restaurant Association 71st Annual Restaurant, Hotel/Motel Show, McCormick Place, Chicago, IL.
CONTACT: NRA at (312) 853-2548

July 18-21
National Coffee Service Association 19th Annual Convention & Trade Show, Fairmont Hotel, New Orleans, LA.
CONTACT: NCSA at (703) 273-9008

October 11-14
National Automatic Merchandising Association Annual Convention & Exhibit, Orlando Convention Center, Orlando, FL.
CONTACT: National Automatic Merchandising Association*

October 25-27
Amusement & Music Operators Association "Expo '90" Annual Convention and Trade Show, New Orleans Convention Center, New Orleans, LA.
CONTACT: AMOA at (312) 565-4602

*National Automatic Merchandising Association:
Headquarters: (312) 346-0370
Eastern Office: (703) 435-1210
Western Office: (818) 783-8363

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Tobacco Issues, Local Signage Ordinance Are Key Topics At HAVC Semi-Annual Meet

HONOLULU, Hawaii—Coordinated industry action to check inequitable taxes and regulations on cigarettes, and the implications of a Honolulu advertising-display restriction on brand-themed vending machines, were the principal subjects discussed by industry members attending the semi-annual Hawaii Automatic Vendors Council conference here. The confab was held at the Trippler Officers Club in Honolulu.

Attorney Norman Suzuki of The Tobacco Institute updated conference-goers on trends in cigarette taxation of particular interest to vendors. These include attempts to shift state tobacco taxes to county jurisdictions, while converting *ad valorem* taxes into specific taxes on tobacco.

Lowell Kalapa of the Tax Foundation in Hawaii reported on federal tobacco-tax issues impacting the vending industry, and outlined an attempt by industry to secure legislation that would prohibit the federal government from using excise taxes to reduce the federal deficit.

Sharon Weiner of the Hawaii Committee on Fair Taxation enumerated the practical arguments that the tobacco industry is using to fight further increases in excise taxes on cigarettes. *(Continued on Page 28)*

Northwest Automatic Vending Association Elects Bill Gerkin To Presidency Of Tri-State Council

BREMERTON, Wash. — Bill Gerkin (Take-A-Break Refreshment Service, Tulatin, Ore.) was elected president of the Northwest Automatic Vending Association at its annual meeting. The group represents operators in Alaska, Oregon and Washington.

Other new officers are Jim Brinton (Evergreen Food Services, Seattle), vice president; Andy Ponciano (Frito-Lay, Vancouver, Wash.), secretary; and Steve Anderson (Music-Vend Distributing Co., Seattle), treasurer.

Elected to the board of governors for 3-year terms were Anderson; Ponciano; Dan Lind (Cascade Vending, Corvallis, Ore.); Leon Surber (Service America, Portland, Ore.); Don Blackwell (Service America, Seattle); and James Gunderson (Boeing Support Services, Seattle).

Bill Herbord (Paragon Distributing, Mountlake Terrace, Wash.) was elected to the Board for a 2-year term, and Ray Quinn (Mars Electronics, West Linn, Ore.) was reelected for a 2-year term.

Becky Gensky (Tac-Matic Vending, Tacoma, Wash.) was elected for a 1-year term. Reelected for 1-year terms were Duane Denning (Vend Products, Portland, Ore.) and Craig Johnson (Craig D. Johnson & Co., Lake Oswego, Ore.).

Texas Council Elects Jim Knecht President

AUSTIN, Tex.—The Texas Merchandise Vending Association elected Jim Knecht (Accent Services, Houston) president at its annual meeting.

Richard L. Ball (Wes-Tex Vending, Mineral Wells) was elected first vice president and Herb Strait (Frito-Lay, San Antonio) second vice president. Gene Schwartz (Service Vending, Temple) was reelected secretary/treasurer.

Elected to the Board of Governors for 3-year terms were Ralph Drapalla (Drapalla Vending, San Antonio); Bill Elser (Service America, Dallas); Don Jungen (Premier Vending, Grand Prairie); and Cindy Weyel (South Texas Vendors, Houston).

The following suppliers were elected to the Board for 2-year terms: Jim Gatlin (Lance, Duncanville); Verl Burnaugh (Commercial Music, Dallas); and Bob Mattox (National Vendors, Plano).

VAMA Honors Harris As 1989 Vendor Of The Year; Graham Wins Top Supplier Honor At Annual Meet

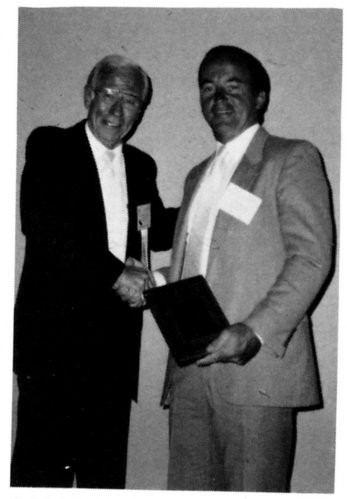
VIRGINIA BEACH, Va.—The Virginia Automatic Merchandising Association recognized outstanding service to the industry and the association during its annual conference here.

Richard W. Harris, regional manager for Ogden Allied Services (Norfolk) was named Vendor of the Year for 1989. Harris has served VAMA in a number of capacities over the years, including service as vice-president, chairman of the Fall Meeting Committee, and membership on the board of directors and the Legislative Committee.

Michael G. Graham, customer support manager—Eastern Division for Mars Electronics International (Glen Allen) was honored as supplier of the year for 1989. A long-time participant in the vending industry, Graham worked as a route driver and technician prior to moving over to the equipment sales and service segment. He has been a VAMA director for two years, and is in his second year of chairing the Membership Committee.

J.W. (Woody) Reeves, Piedmont Vendors (Martinsville) received the Leadership Award sponsored by R.J. Reynolds Tobacco Co. to recognize the contributions made by state vending association presidents. Reeves, who is currently serving his second term as president, is a long-time VAMA participant; he has been a board member, secretary-treasurer, and vice-president, and has worked with the Political Action Committee.

The honors were bestowed at an Awards Breakfast held during the VAMA annual meet.



CALIFORNIA TRIBUTES: Industry leaders were honored at recent annual conference of the California Automatic Vendors Council. Above left, Bob Smith of Coin Acceptors (left) presents "Operator of the Year" award to Bill Walsh, Continental Vending; accepting for the absent Walsh is Tom Spiegel, Cooperative Vending. At right, above, John Schultz (right), Weymouth Distributing, receives "Supplier of the Year" trophy from Smith and CAVC president Don Phelps, Food Systems. At right, NAMA president Jim Rost joins Smith to present a special award to Jodi Wood, Service America (Long Beach) for her distinguished services in chairing the Ladies' Program Committee for this spring's NAMA Western Convention.

17 WAYS TO IMPROVE VENDING PROFITS.

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New Lunch Bucket® Microwaveable Meals offer 17 hearty soups, pastas, and entrees that today's consumers want. They're microwaveable. Shelf stable. Convenient. Wholesome and nutritious. And they cook up hot and delicious in under 2 minutes.

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MICROWAVEABLE

DOUBLETREE FOODS

DATA PARTNER: At left is the Panasonic "JT-760" data collection computer, one of a series of hand-held "MS-DOS"-compatible computers in the "Data Partner" line. This one is shown with optional bar-code reader; other peripherals include a miniature thermal printer, a modem, and a serial-interface adapter. Effective Management Systems has adopted the "Data Partner" line as the on-route and in-warehouse extension of its vending management hardware/software package, and introduced the hand-held computers to the trade at the recent National Automatic Merchandising Association convention in Chicago early this month.

EMS, Panasonic Sign Joint Agreement To Market Hand-Held PC And Software For Vending And OCS

SECAUCUS, N.J.—Panasonic Communications & Systems Co. has entered into a joint agreement with Effective Management Systems (EMS) to market the Panasonic line of Data Partner computers.

EMS will develop and offer a system utilizing Panasonic's Data Partner hand-held PC and the company's own Vending Management System software to vending and office coffee service operators. EMS has also acquired from Panasonic its Program Partner software package to design customized applications for these specific industry segments.

According to EMS General Manager Robert Johnson, the hand-held data collection system will be used initially by vending company drivers for route schedules and the recording of machine inventory transactions. Future plans call for keeping records of merchandise in warehouses and on delivery vehicles, as well as developing an order entry and invoicing application for the office coffee industry.

"Now, the typical vending company with 10 drivers servicing between 200-300 machines a day can enter thousands of transactions into a pre-programmed hand-held computer and then electronically transfer these to the EMS host computer. The result is a huge productivity improvement and more accurate, timely information," Johnson said.

Additional information can be obtained from Robert Johnson, Effective Management Systems, 12000 West Park Place, Milwaukee, WI 53224 and Marc Schwartz, National Sales Manager, Data Systems Dept., Mail Stop 7F-1, Panasonic Communications, Two Panasonic Way, Secaucus, NJ 07094.

ARA Wins Chicago U. Food Service Contract

CHICAGO—ARA Services has been awarded a contract to manage the University of Chicago's residential food service. This involves 2,500 students participating in the board plans.

The contract will involve a centralized bakery and "some remodeling of the three dining facilities," according to ARA Food Service Director John Andrews.

ARA's Campus Dining Division provides food service at 240 colleges and universities nationwide.

Imperial Names Brost District Sales Manager

KENTON, O. — Imperial Cup Corp. has appointed Richard C. Brost district sales manager. He will be responsible for all sales and marketing activities in Northern Illinois, Northwest Indiana, Wisconsin, Minnesota, and North and South Dakota.

Brost was formerly a sales representative for the Campbell Food Service Co.

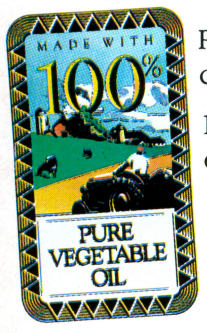
Jack Dugan Dies

INDIANAPOLIS—John S. (Jack) Dugan, National Sales Manager for Standard Change-Makers, Inc., died here October 11. He was 63.

Well-known in the trade, Dugan had held that post with Standard for the past 30 years. Active in the vending, coin laundry and carwash industries, he was a Past President of the National Carwash Council.

A Counter Offer You Can't Refuse.

Let Bama put fresh-baked temptation at your customers' fingertips and make your profits soar!



Point-of-purchase couldn't be easier with Bama's eye-catching, space efficient counter and in-store displays.

Bama offers 3" Pies, Cookies and Sweet Rolls in a variety of display options including 12-count retail display boxes and multiple count shipper displays.

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There's also Cheese n' Peanut Butter, Peanut Butter Toast, Wheat n' Cheese, Cheese n' Cheese, Lemon Cremes and Vanilla Cremes (see above)...so give them all their space and watch your vend machines empty out while profits pile up. Certified Kosher K where noted on package. For more information, call toll-free: **1-800-446-6254.**

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Sunshine quality—it's in everything we bake.

New National Vendors 'SnackCenter' Merchandisers Emphasize Flexibility, Ease Of Maintenance And Use

ST. LOUIS, Mo.—National Vendors formally introduced its new "SnackCenter" line of glass-front multi-product merchandisers at the National Automatic Merchandising Association trade show here. The "SnackCenter 1" and smaller companion "SnackCenter 2" are designed to move operators into the 1990s with increased flexibility and lower maintenance requirements.

Both machines feature six shelves, completely interchangeable and adjustable vertically within the cabinet in one-inch increments. Dual spirals advance and vend large products, and quick-change column dividers permit conversion of each spiral pair to two candy slots. Two wider columns on each shelf permit accommodating large items; small-product adapters built into each column can be adjusted to hold narrow packages upright.

Special gum-and-mint columns use one spiral vending alternately for double capacity (38 items per selection). A quick-load gum-and-mint module mounted to the inside of the door incorporates a "what you see is what you get" display window for maximum merchandising flexibility. This module incorporates a swing-up platform for driver convenience in reloading the machine.

Vend motors and spirals feature "snap-in" installation and removal, for fast reconfiguration without tools, and an adjustable wiring harness insures solid interconnection of control and power circuits with shelves.

"Dial-in" white-on-black pricing displays mounted on shelf fronts permit easy changing without the need for detachable price tabs. Shelves can be pulled out completely when the door is open at a right angle to the cabinet, to facilitate loading in tight spots. They also tilt forward at a 45° angle when extended, further speeding service.

FLEXIBLE PROGRAMMING

All price and shelf-configuration programming is done from one touch-pad conveniently sited at the front of the machine. "Three-level pricing" permits operators to program the entire machine for one price, to program each shelf for a particular price, or to price every column separately.

The advanced electronics of the "SnackCenters" also accommodate complete data recall, optional "time-of-day" discounting and/or free vend, optional "winner mode" to spur sales, and comprehensive self-diagnostics for trouble-shooting. A supervisor's lock-out code is also programmable.

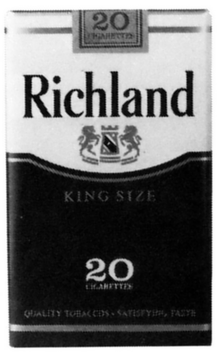
The "SnackCenters" are designed for durability, with new lightweight high-impact plastic shelves that will not bend when dropped, nor deform when subjected to heavy loads. Shelves mate directly with the cabinet-rails that support them, eliminating the need for roller-pins. The vend delivery door incorporates a double-flap arrangement to help prevent jams and theft, and the cabinet is built with a welded double floor for maximum strength and stability.

The monetary section is now inside the main cabinet, and swings out for easy access. The accompanying control panel slides forward to permit comfortable adjustment. A new narrow collection-box offers high capacity, and is easy to empty into a coin bag.

National Vendors is headquartered at 12955 Enterprise Way, Bridgeton, Mo. 63044-1200, tel. (314) 298-3500.

O'BRIEN ROLLOUT: Launched at the National Automatic Merchandising Association's annual trade show were new "Beef & Cheese Sticks" from O'Brien & Co. The new format, which supersedes the original O'Brien's meat-and-cheese snack, is a vertical vend pack containing one hickory-smoked all-beef stick, without fillers or extenders, and a companion 100% real cheddar cheese stick. Pack weight is 1-1/8 oz., and the product is shelf-stable. "Beef & Cheese Sticks" join "Original Beef" and "Pepperoni Flavored Beef" meat snacks in O'Brien's line. The company is headquartered in Bellevue, NE; its snacks are offered by vend product distributors nationwide.

Value For Money Is Now Volume For Money



If your cigarette vending sales are down, why not let Brown & Williamson help turn up the volume?

The Value-For-Money market segment is growing dramatically. In fact, our research predicts that Value-For-Money sales could soar to as much as 40% of the total cigarette market by 1992.

Our Value-For-Money brands enjoy strong consumer acceptance and are supported by comprehensive advertising and point-of-sale programs. All this means increased vending sales for you.

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B&W

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Golden Valley Offers Full-Color Laminate Panel To Adapt Classic 'PastryShop' As Popcorn Vender

EDINA, Minn.—Now available from Golden Valley Microwave Foods is a stylish laminate header display panel for the classic Automatic Products "PastryShop" (Models 364 and 372). Featuring high-impact graphics merchandising "Act II" shelf-stable microwave popcorn, the panel is designed to allow operators to upgrade these durable venders as "dedicated" popcorn machines.

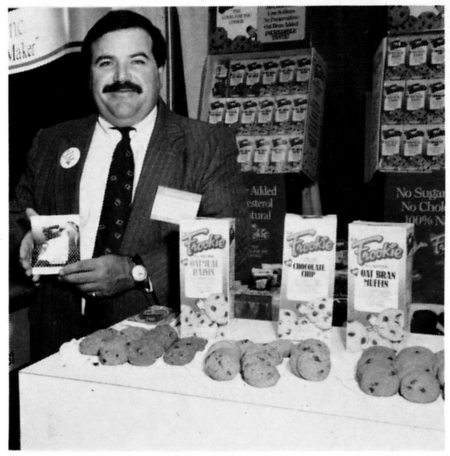
"ACT II" PASTRYSHOP HEADER

Golden Valley notes that these "PastryShop" models were first produced in 1967, and more than 60,000 were produced. Many are still on location, although they are being superseded by more functionally versatile equipment.

"With the new 'Act II' laminate header, the obsolete 'PastryShop' machine can now be revitalized as a high-profit, five-selection microwave popcorn vending center," Golden Valley reports. Packaging for "Act II" microwave popcorn is the perfect size to fit these machines, the firm notes, and the new header panel is easily installed in place of the original graphics.

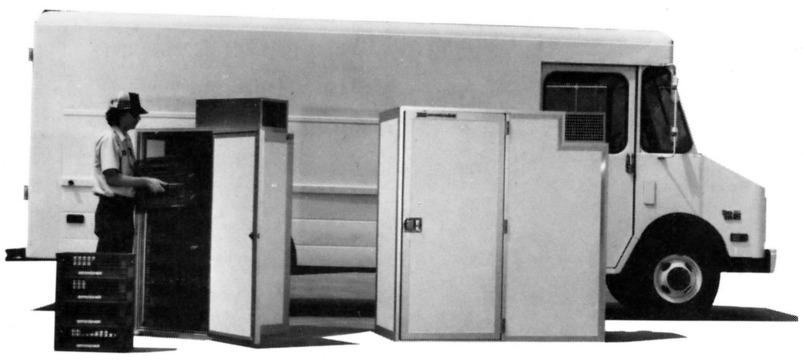
According to Golden Valley, a national operating company first pointed out the advantages of converting "PastryShops" to accommodate "Act II" microwave popcorn.

The header panels will be supplied free to "Act II" users. Information is available from Golden Valley sales representatives nation-wide.



FROOKIE ROLLOUT: Paul Tomasello of R.W. Frookie shows off new vending package for the popular "good for you cookie" in the Frookie exhibit at recent National Automatic Merchandising Association trade show. The cookies, available in chocolate chip, oatmeal raisin, apple cinnamon oat bran, and oat bran muffin varieties, feature all-natural ingredients, contain no cholesterol, and are sweetened with fruit juice, the company reports. They have proven highly successful at retail, Tomasello reports, and the new foil vending pack with attractive graphics should insure quick and enthusiastic acceptance by vending patrons as well. R.W. Frookies is headquartered at 375 Sylvan Ave., Englewood Cliffs, NJ 07632, tel. (201) 871-3126.

Chill Out



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Royal Vendors Introduces 'Merlin 2000' Series Of Electronic Can Venders A NAMA Trade Show

KEARNEYSVILLE, W.Va.—Royal Vendors rolled out a new line of cold canned-drink vending equipment at the National Automatic Merchandising Association annual convention and exhibit in Chicago this month. Called the "Merlin 2000" series, the machines feature control technology designed to meet the changing needs of operators over the next decade.

Most of the vending machines purchased in 1989-90 will still be on location in the year 2000, notes Royal Vendors sales manager Kyle Price, and the company recognizes the need to offer a machine now that will enable vendors to deal with the new market opportunities presented by the next decade. Royal Vendors believes that electronic controls are the key to providing virtually unlimited market opportunities, while reducing operating costs for vendors.

The "Merlin 2000" machines offer adjustable pricing up to $12.75 for each selection, using a "dumb" coin mech. This allows operators to offer a wide range of products, including diet soft drinks and juices, at appropriate price levels through a single machine. The flexible pricing system also allows for promotional pricing on specified selections (while introducing a new product, for example).

TROUBLE-FREE DELIVERY

Royal Vendors' electronic control technology is also designed to improve product delivery, Price explained. The system is able to compensate for improper loading that produces a void, and still deliver product rather than a "dry vend." Delivery occurs within two seconds, he added.

An eye-catching LED readout displays the cost of each selection when the selection-button is pressed, prior to inserting money and initiating the vend. The display also presents a "sold-out" message when the selection is unavailable, eliminating sold-out lights. The LED panel also displays the credit when money is inserted.

Among streamlined features made possible by the electronic control technology are the elimination of vend switches, sold-out switches, and motor cams, as well as sold-out lamps and about half the wiring required for an electromechanical vender. This redesign greatly reduces maintenance and minimizes the incidence of service-calls, Price noted. In total, more than 30 switches have been eliminated; only the selector-switches remain, and they work on 24-volt power.

The Royal Vendors sales manager emphasized that all prices can be changed in one minute, and vend motors are easy to test.

Information on the "Merlin 2000" line may be had from Royal Vendors at 201 Industrial Boulevard, Bardane Industrial Park, Kearneysville, W.Va. 25430, tel. (304) 725-4728.

Boyer Candy Co. Grows; Acquires Kron, Casanova

ALTOONA, Pa.—Boyer Candy Co. has acquired the assets of Kron Chocolatier and Cåsanova Chocolate, according to an announcement by Boyer president Anthony Forgione. Kron and Casanova will continue to operate from their modern 45,000-sq.-ft. plant in Milford, Conn.

Kron Chocolatier is one of the premier gourmet confectioners in the United States, marketing its upscale lines to premium chocolate outlets, including department and gourmet food stores, gift and card shops, airport stores, and hotels.

Casanova is well-known for its efficient mass-market production of foil-wrapped chocolate novelties for Christmas, Easter, and Valentine's Day.

The Milford plant has two state-of-the-art automated chocolate-molding production lines and high-speed foil wrapping equipment.

Boyer recently acquired Bartons Candy, thus becoming one of the largest privately-owned companies in the candy industry. Forgione pointed out that these acquisitions have positioned Boyer to make distinctive candies for every type of outlet, and to produce for export and private-label markets at every price and quality level.

Since he acquired Boyer in 1984, sales and distribution have increased dramatically, Forgione noted. In business for 53 years, Boyer produces "Mallo Cups", "Boyer Peanut Butter Cups", and "Smoothies" for vending and other markets, as well as pure milk-chocolate holiday specialties. The firm runs a 150,000-sq.-ft. plant capable of producing more than 1,000,000 pieces of candy per shift.

Boyer's vending line will be on display at the upcoming National Automatic Merchandising Association show in Chicago. The company is headquartered at 821-17th St., Altoona, Pa. 16601, tel. (814) 944-9401.

V/T VISITS WOBURN

Service, Selection And Coin-Op Savvy Key To Woburn Vending's Success

WOBURN, Mass.—When students in the Boston area take a break from the books for a late-night snack or temporarily put aside mid-term cramming for a video or pin respite, there's a good chance that they're heading for one of Woburn Vending's machines.

This coming year Woburn Vending will celebrate its 30th anniversary in the vending business. According to its president, Larry Levine, the secret of Woburn's success is a marriage of customized customer packages and top-notch service. It is this philosophy, along with an aggressive sales team, that has brought the company from a wholesale tobacco business with two cigarette machines to become one of the largest full-time vendors in the Boston area.

FULL-LINE SUCCESS

Today Woburn offers its academic and business locations everything from office refreshments to amusements, as well as a full complement of vending services. "When we go in to meet with a prospective customer, we want to open a whole bag of tricks," said Levine. "If we show him vending, we want to show him OCS. And if there's a need for amusements, we want him to know that we can supply them as well. Even if a customer doesn't need additional services right then and there, he may be looking for them six months or a year down the road. We want our customers and potential customers to know we can do everything for them."

Although Woburn is a single-source operation, Levine has structured the company in three distinct groups; office refreshments, vending, and amusements, each with its own specialized service personnel. Woburn's sales team, on the other hand, is well-versed in all three product lines.

"When we first got into the amusement business the same person who fixed a cigarette machine also fixed the jukes," said Levine. "But as we grew, so did the need for specialization, especially on the technical end. There's only so much that one person can do well."

Today, Levine estimates that Woburn's breakdown is 71 percent vending, 21 percent amusements, and 8 percent OCS and cooperative vending.

EXPANSION BY DESIGN

Since it's founding, Woburn has expanded both by the efforts of its aggressive sales team as well as selective acquisitions. "An acquisition makes sense when it doesn't significantly impact on the backroom overhead," said Levine. "Maybe we'll need another truck, or a new route person, but otherwise it's a solid expansion strategy."

It was an acquisition, almost 20 years ago that led to Woburn's involvement in both amusement field and Boston's booming college market. "Up until the middle seventies, we were a four Cs operation (Cigarettes, Candy, Cold Drinks, and Coffee)," said Levine. "Then in 1972 we bought a vending route that included 23 pins on the Harvard College campus." For Woburn and Levine, it was a fortuitous acquisition. When the video boom hit in the late seventies, Woburn had already developed a solid base and reputation in the Ivy Leagues.

But if Woburn received its coin-op amusement education at Harvard, it took advanced courses at Brandeis, MIT, Boston College, and other nearby institutions of higher education. Levine acknowledges that the company's Harvard credentials carried some weight in those early days, and soon other colleges were inquiring about Woburn supplying not just the games but vending services as well. Today, Woburn is one of the leading suppliers of full-service vending and games to the area's significant student community.

"The colleges were happy to see us," said Levine. "We would come in with a proposal for vending and offer them amusements as well. They only had to deal with one company, which meant they only had to make one phone call to a single-source vendor."

This single-source coin-op concept has kept Woburn in good standing ever since.

Levine acknowledges that campus accounts require a specialized service. For one, Levine explained, the average life of a game is shorter in a campus location. However, a college account does offer the operator the opportunity to receive direct feedback from players. Since profits from the games in many instances are funneled back to the students for campus activities, the students take a keen interest in assuring that the game rooms are successful. "We encourage the students' suggestions," said Levine. "We try to see that they're involved and that we have a good relationship with the students."

Vending on a college campus also provides a unique challenge for Woburn. In recent years Levine has noticed increased requests for what he has termed "fun foods." These include ethnic treats such as tacos, nachoes, burritos, pita bread sandwiches, and calzone, as well as the traditional popcorn, hotdogs and hamburgers.

"There is a definite expansion of food," Levine explained. "But it has to be 'fun food.' You have to create excitement in that area—in the refrigerated food machine—you can look at the same tuna or ham and cheese sandwich only so long."

Among the assortment of 'fun foods' Woburn currently offers are

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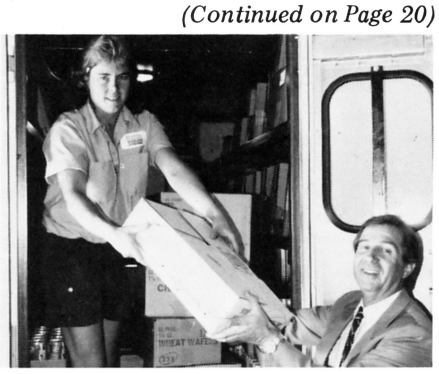

READY TO ROLL: Woburn Vending's Larry Levine (right) helps route driver Cindy Casey load up for her day's deliveries. Woburn's orange-and-white trucks, bearing the company logo, are a familiar sight in the greater Boston region.

FULL SERVICE REPS: Sales representatives Doug Spitalny (seated left) and Mike Sapol (seated right) review their assignments for the day with Levine. Woburn's technicians are well-versed on all the firm's lines, from vending to music and games.

Rack & Roll

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Candy Vending Surges In Age Of Glassfronts

(Continued from Page 1)

"We found that it's important for you (the operator) to focus on all five of these segments," Fulmer said. "Because each of these segments is important." Fulmer stressed that this strategy offers the consumer products, each of which provides different benefits—a snack, a treat, an energy boost, or a breath refreshment—and that if the consumer does not find the product they are looking for, there is an "even chance they will walk away."

RJR's VALUE strategy is built around three basic principles:

(1) Maximize consumer reach by segment, to achieve the broadest consumer appeal.

(2) Maximize segment space in line with product movement, to avoid out of stock conditions and to increase machine productivity.

(3) Build the machine's menu around "flagship" brands as the core segment, to maximize item turn over and sales velocity, thus improving return on inventory investment.

By putting these basic marketing principles to work, Fulmer has reported substantial increases in sales.

This program however, is by no means limited to the giants. Fulmer also pointed out that although a machine in the VALUE program is built around national brand products, it does not exclude regional products.

Boyer's Dale Fanzo, also reports good sales for his company's product line. "The amount of consumption is up," said Fanzo. "It's gone back to the way it was five years ago. We are fortunate that we have a unique product."

Fanzo reported that the industry has "leveled off" in terms of price of ingredients, which have stabilized, spelling good news for the operator as well as manufacturer.

DISTRIBUTORS SPEAK OUT

"Glassfronts have definitely been a benefit," said VSA's Richard Knapp. "They provide the operator with a greater ability to merchandise the products. There's no doubt that the glassfronts have proven themselves, and candy can be a major contributor in those machines."

Knapp stresses that offering customers a variety of products is especially important in workplace locations.

Vendmark's Jerry Fulton, also sees opportunity ahead for the smart operator. "The glassfront machine is a better machine for merchandising," said Fulton. "Vendors should offer their customers variety. That means secondary lines as well as name brands."

Spalding Goetze, of Goetze Candy Company, sees opportunity in the glassfront arena. "Vending is important to us," Goetze stated. "In a vending machine you only compete with 10 or 15 items, where there are a great many more in a retail outlet." Goetze also sees an advantage in the rotation of product that accompanies the effective use of a glassfront. According to the head of the 95-year old company, when candy is properly rotated, the consumer "gets a good candy bar."

PACKAGING KEY

Larry Hassler, president of Pearsons' (the manufacturer of the "Nut Goody" bar), sees the growing number of glassfronts as an increase for his market. Whereas the company's candy was not vendable prior to the introduction of glassfronts, the firm is now finding a place for its products in the new machines. "We have an advantage that our nut roll is a good alternative product," said Hassler. "What we're trying to tell the operator is that our product is a good optional slot. It's a quality product at a good price, it has a long shelf-life, and an established name."

Hassler also added, that by changing the packaging to a polypropaline material two years ago, the company has managed to increase shelf-life up to six months.

Boyer's Fanzo also reported changes in packaging. The company recently upgraded the packaging on its "Mallo Cups," he explained. The new wrapping, said Fanzo, not only increases shelf life, but boasts brighter colors, as well as a graphic for their "Play Money" redemption program.

Grist Mill is another name with high hopes for vended candy in glassfronts. Started two years ago, the Minnesota-based company recently debuted its "Good Stuff" candy bar. Originally developed by Nabisco, Grist Mill is now marketing the product in an eye-catching bright blue and shocking pink wrapper.

Grist Mill officials report that the unconventional colors and design appeal to the younger generation of candy eaters. Not surprisingly, company president Ron Zuckerman, places a premium on packaging and graphics, which often prove a key elements when marketing through glassfronts. In addition to the "Good Stuff" candy bar, Grist Mill is also marketing a line of "Fruit Snack Shapes," which are formed to resemble friendly animals, dinosaurs, and letters of the alphabet.

"We don't want to be a 'me-too' company," Zuckerman said. "Given our size, we have to offer products that attract people. The first time consumers may buy our product for the package, but the second time they buy it because of the quality."

Hershey Unwraps New 'Symphony' Bar With Prime Time Advertising

HERSHEY, Pa.—Hershey Chocolate U.S.A. has announced the national introduction of its newest chocolate bar, "Symphony." Available in two flavors—milk chocolate and milk chocolate with almonds and toffee chips, "Symphony" is Hershey's first new milk chocolate bar since the company introduced its classic confection nearly a century ago.

Hershey Chocolate U.S.A. president, Joseph P. Viviano, said that the development of "Symphony" began in 1984. "Our goal in developing "Symphony" was to appeal to consumers who desire a creamier, smoother tasting chocolate bar similar to European products."

According to company officials, the national introduction of "Symphony" completes many years of research and development efforts, as well as extensive market testing by Hershey. "Initial consumer research began in 1984 and the product was in various stages of testing and development for almost four years before we brought it to test market in 1988," said Robert J. Shelton, director of marketing, moulded bars. "During the eighteen months in test market, both the milk chocolate and milk chocolate with almonds and toffee chips varieties ranked among the top 25 confectionery products."

The company has stated that strong advertising and promotional support will accompany the product's national introduction. Heavy television advertising, including during prime time will begin this month.

The first shipment of new candy bars, which began in late August, is scheduled to have the product appearing throughout the nation last month.

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NAMA DATA STANDARDS

(Continued from Page 1)

development, the association point out. An industry standard enables operators to purchase equipment from the manufacturers of their choice, confident that it will work properly in conjunction with other producers' systems.

Two subcommittees are at work, Eils reports. One is dealing with the minimum protocol requirements for insuring a standard transmission format from vender to data retrieval device to operating-company computer to management-information report. The second is working to determine what basic information all such systems should capture and transmit.

The minimum protocol covers the physical and electronic interfaces within the vending machine, between the vending machine and a portable data-collection unit, and between this unit and a host computer. Both optical transfer and wire transfer (as in remote telephone-linked systems) are supported.

Also addressed is the format of the data collected. At present, "DEX/UCS" (the most widely-used coding for retail data-capture systems in the United States) and "DDCMP" (the equivalent European coding) are supported by the proposed NAMA standard.

SOFTWARE NEXT

Vending industry software companies are extending their management programs to hand-held terminals and computers, for use in the warehouse and on the route. NAMA plans to invite these organizations to join the committee, to facilitate the development of uniform programs for loading data up from the portable devices and using it to update files automatically.

Larry Eils pointed out that the association's technical standards committee has a long history of timely agreement. Locks and locking devices have been standardized, as have coin changer plugs. Standards for data collection and transfer are a logical continuation of the ongoing effort to make operators' lives simpler by insuring compatibility among the products marketed by industry manufacturers.

The Moment Of Truth In OCS Sales: Making The Presentation

by Ken Gray, President
A True Service

Editor's Note: This is the third in a series of articles by coffee service industry pioneer Ken Gray, geared to vendors seeking to enter the OCS business. The previous one appeared last month.

ANAHEIM, Calif. — My last article sketched in an overview of professionalism in coffee service selling, especially as it applies to the new OCS sales representative calling on a prospect. Keeping those general principles in mind, what do you actually do as you approach the reception desk?

The following procedures all contribute to making a professional presentation and a good impression. They have stood the test of time, and not all of them are unique to coffee service.

Your first (silent) move is to hold your sales folder across your chest, with the name prominently displayed. Your second is a pleasant smile.

As the receptionist turns her (or his) attention to you, she (or he) should see a picture of sales professionalism: a neat, clean, attentive and sincerely cheerful human being. Receptionists will usually ask whether they can help you. Your response is obvious: begin with an introduction —.

"Hello, my name is ****, and I'm with **** coffee service. I'd like to talk to the person in charge of your coffee break supplies."

That simple statement begins the *information-gathering* phase of your sale. Every response to your question is vitally important; listen carefully, and be sure to remember any names you hear.

THE ESSENTIAL CARD

You have the option of also handing the receptionist your business-card at this point, or you may wait for a response. The business-card is the first piece of ammunition in your arsenal of literature. It identifies you, your company, the product and/or service you deal in, and the address and phone number needed to contact you. It also identifies you as a professional. Think of it as your "passport" to the prospect; the card makes you *official*.

Presenting your card as you make your opening statement is probably the most usual business practice, but it does have one drawback. You will notice that the natural reaction of the person who receives the card is to shift attention from you to the card, so you must pause before continuing. Presenting the card after the question is answered prevents this from occurring, if you think it is a problem.

In either case, the receptionist will probably respond in one of two ways. She will identify the buyer as herself, or give you the name of the person you will need to see. This bears on your choice of timing for presenting your business-card. If the receptionist is the buyer, she will need your card for future reference. If she is not, she expects to read from the card when she uses the intercom to see whether the buyer is available.

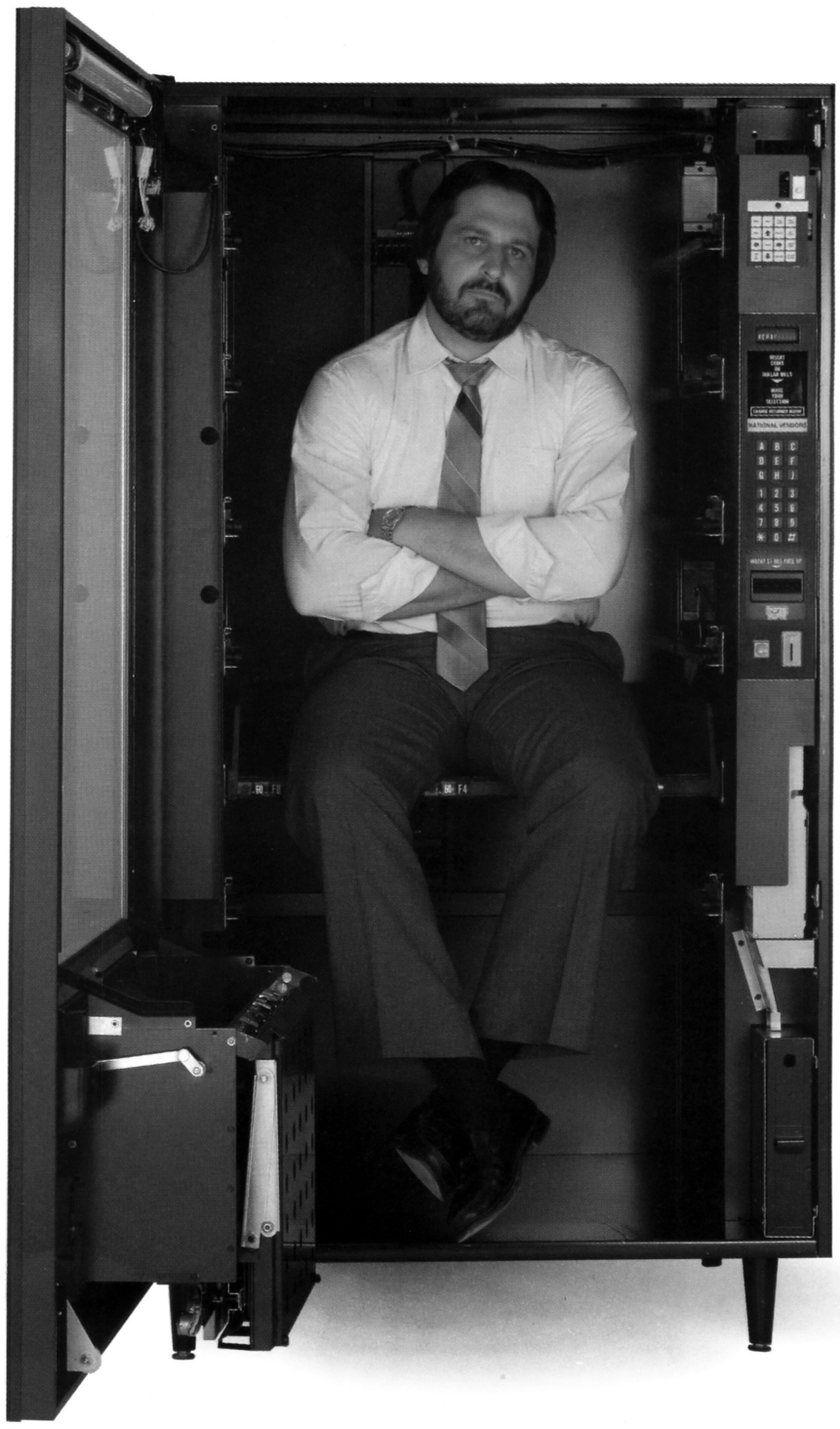
Don't be surprised if the receptionist is the buyer, but don't *assume* that she really is, just because she says so. Remember that part of her job is screening people, and this means trying to make sure that only people who represent some legitimate potential value to her superior will be passed through. Your manner and appearance, your coffee service sales folder and your business-card should accomplish that. It's also possible that the

(Continued on Page 28)

A TRUE SERVICE MOVES

Ken Gray, founder of A True Service, reports that the company has relocated to 143 Southbrook, Irvine, Calif. 92714, tel. (714) 651-0466.

New SnackCenter™ outperforms, outsells, out-toughs them all.



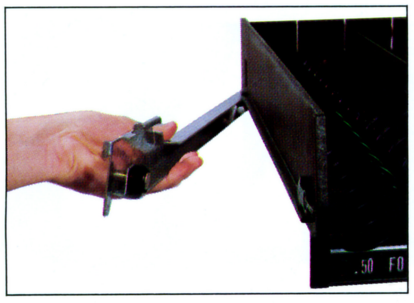
We asked you everything you wanted in a snack merchandiser. And now you've got it. This one has it all: new merchandising flexibility, new-generation electronics, new stronger design. With SnackCenter going for you, you can load product faster, do a better selling job and actually raise your sales volume potential at every location. Ask us today.

And now you can win one FREE.

signed to last... inside and out.

This shelf is stronger.
Our own lightweight plastic shelf is designed to be stronger than the metal shelf it replaces. Shelf won't bend if you drop it, either. Big Mike here is 6-foot-three, 256 pounds. Don't let him sit on anybody else's shelf!

Rails support total shelf weight.
Forget sheared roller pins and damaged shelves that won't slide in and out anymore. SnackCenter shelves conform directly into the shelf rails which support the full weight of the tray.



Ultimate merchandising flexibility.

Candy, snacks, hard-to-vend items—all on the same shelf.
No other snack merchandiser anywhere lets you display so many different kinds of items together. The fact is, every SnackCenter shelf can be set up for snacks or candy. Or you can mix **both** on the same shelf. Two extra-wide columns are even provided on each shelf for big items. And special SnackCenter shelf dividers fold up to hold narrow items and keep them from falling down. Not only that, SnackCenter shelves can be adjusted up or down in 1-inch increments. Everything fits—any way you want.

Displays the actual gum or mint to be vended.
You wouldn't mix gum and mint columns like this, but we did to show you the flexibility of our unique gum and mint module. The customer sees only the first item in the column. And what they see through a door-mounted window display is what they get. This quick-load module also converts to a platform to make shelf stocking easier.

New-generation electronics.

Gives you three-level pricing.
One: program the entire snack merchandiser for one price. Two: program each shelf separately. Three: price every column in the snack merchandiser separately. SnackCenter makes it as easy as pushing a button.

Many more innovative electronic features.
With SnackCenter electronics, you also get one-location price programing, complete data recall, self-diagnostics for trouble-shooting, time-of-day discount, time-of-day free vend, winner mode and supervisor's lock-out code.

Many more operator-designed features.

SnackCenter is the easiest snack merchandiser you've ever used. Get the whole story and you'll discover feature after feature that make this the best buy ever. Like dial-in price display for each column, super-strong cabinet construction, large capacity, positive vend action, improved vend door, easy loading in tight places, and more.

Ask your National Vendors rep today.

Win a new SnackCenter™...win Big Mike, too!

Win a brand new SnackCenter **plus** Mike Watkins, National Vendors service manager to install it for you—a total value of $3,500. Hurry, enter the big SnackCenter Sweepstakes now. It's fun, it's easy. Nothing to buy. No strings attached. Just send in this coupon and we'll send you sweepstakes rules, entry form and SnackCenter brochure. All entry requests must be received by *November 17, 1989.* Do it today.

Name_____

Title_____

Company_____

Street_____

City_____ State_____ Zip_____

☐ Your new SnackCenter sounds very interesting to me. Send me the sweepstakes entry form and brochure and have your marketing representative call for an appointment now.

☐ Of course I am interested. Send me the sweepstakes entry form and brochure and contact me later.

☐ Just send me a sweepstakes entry. I don't need to see a marketing representative because I'm not that interested in a snack merchandiser that sells better, services faster and lasts longer.

Win a free t-shirt.

Extra! 500 Second-Prizes. Win a FREE Big Mike T-shirt. Hurry. Don't miss out. Enter now.

See brochure and entry form for complete sweepstakes details and rules. No purchase necessary. Offer void where restricted or prohibited by law.
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Bridgeton, Missouri 63044-1200
1-800-325-8811 314-298-3500

FOOD FOR VENDING MACHINES.

The right food is essential for your vending machine. That's why we suggest Planters® new Potato Sticks.

Potato sticks is a great new taste in a best-selling category. Fact is, the potato segment accounts for over 50% of total snack sales and continues to grow.*

Our new Potato Sticks will also have the marketing power of Planters®. The name that's already the #1 supplier of nuts to the Vend market with a 54% share.**

Potato Sticks is part of the 1989 Vend Value Program and the Vendor Program.

Order Planters® new Potato Sticks. It's good food for your vending machines.

PLANTERS®
Potato Sticks

*10 months ending September 1988, AC Neilsen 5 segment lb. Trends.
**July Debs 1988

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vt FEEDING

New Technology, New Markets Will Theme IFMA Chain Meet

ORLANDO, Fla.—The successful application of state-of-the-art technologies to reducing foodservice labor costs, and opportunities for operators in "nontraditional" markets, are slated for discussion at the International Foodservice Manufacturers Association's 1990 Chain Operators Exchange. The Marriott Orlando World Center here will play host to the 17th annual Chain Operators Exchange (Coex '90), a premier forum for multi-unit feeding operations.

More than 1,300 foodservice marketers are expected to attend the Exchange, which will be highlighted by the presentation of original research, position-papers backed by actual case histories, panel discussions, and extensive opportunities for audience idea exchange. Participants will also receive executive summaries of the presentations, session outlines, and other valuable information.

Setting the focus for the exchange will be George D. Rice, chairman of GDR Enterprises, Inc., who will offer an industry overview of foodservice dynamics and influences on foodservice profit potential for the next two years.

A major position-paper titled *New Technology: Key to Operational Success* will provide an in-depth exploration of the impact of new products and the latest labor-reduction techniques on foodservice, and how they will continue to do so. Spotlighting innovative, productivity-enhancing technologies, the presentation will deal with "back-of-the- house" applications (preparation, production, sanitation, administration, and maintenance) and "front-of-the-house" developments (order entry,

(Continued on Page 19)

Hackney Bros. Launches Refrigerated 'VendCart'

WILSON, N.C.—New from Hackney Brothers, Inc. is the "VC-12-39," latest in the firm's line of refrigerated "VendCarts." It's designed for ice cream and novelty products.

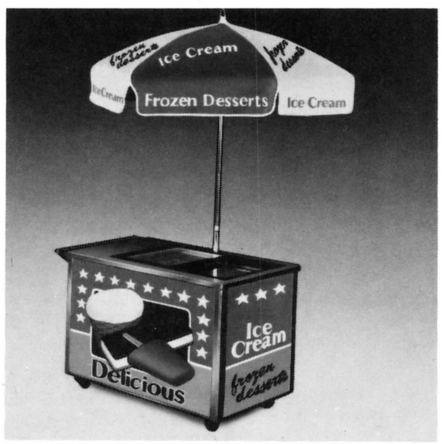
Supplied with clear "Lexan" display shields over white acrylic panels on the front and two sides, the new cart can display high-impact merchandising graphics. It has a 9.2-cu.-ft. refrigerated storage capacity.

A simple, self-contained "holdover" refrigeration system, backed up by three inches of polyurethane insulation, keeps products cold. The stainless-steel top is equipped with sliding tempered-glass lids providing a 20- × 33-in. opening. An umbrella support tube is built in, and a variety of custom umbrellas and graphics panels are offered as options.

The cart rolls on four-inch casters (two swiveling, with brakes, and two rigid). It's shipped boxed and skidded.

Hackney Brothers offers a complete line of mobile food equipment in its "VendCart" line, including serving carts for a wide variety of refrigerated as well as heat-and-serve food products. The firm also manufactures and markets a complete line of refrigerated truck bodies and trailers for delivering perishable products, including frozen foods and ice cream as well as refrigerated foods and beverages.

Information on the lines is available from the company at P.O. Box 2728, Wilson, N.C. 27894, tel. (800) 334-2296 or, in North Carolina, (919) 237-8171.



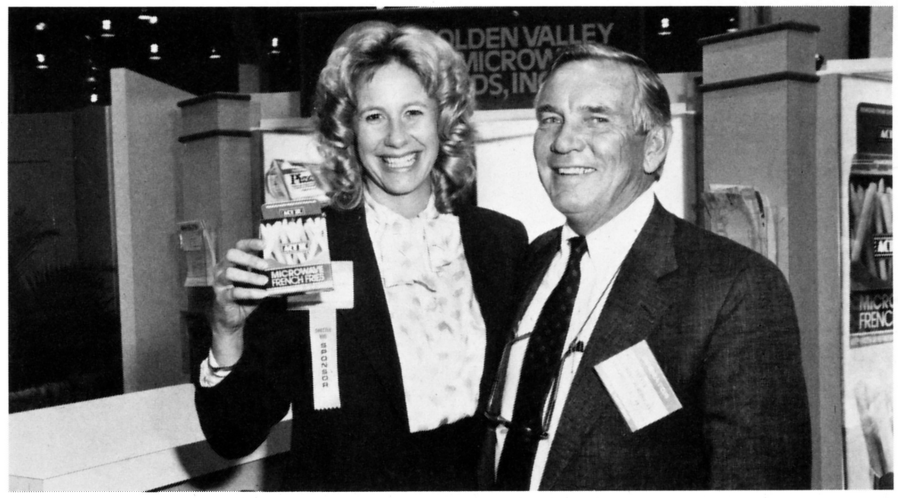
Nouveau Vend Cuisine Unveils High-Tech Unit To Serve Frozen Pizzas

PALM, Penna.—Slated for rollout at the National Automatic Merchandising Association's annual trade show was the "Pizza Chef" vending machine, developed by Nouveau Vend Cuisine International here. The preproduction unit, developed by an aerospace design team, holds up to 320 7-in. pies under frozen storage and microwaves them prior to delivery to the customer.

The machine is backed up by a specially-formulated vendible pizza, developed by Konidaris Foods. Headed by a world-renowned chef, Konidaris has conducted extensive tests to develop recipes for microwaveable foods that will have the same attractive texture and taste qualities as their conventionally-cooked counterparts. The "VMP" (Vending Machine Pizza) is one result of this research. At present, the pies are available in Double Cheese and Pepperoni varieties.

The frozen pies are packaged in microwave-transparent boxes, and will be supplied to operators in quick-load sleeves of 50 units for fast machine filling. The "Pizza Chef" vender can be loaded in five minutes by use of these sleeves. It holds the

(Continued on Page 18)



THEY'RE HERE: New microwaveable French-fried potatoes from Golden Valley Microwave Foods made their official debut at the recent National Automatic Merchandising Association trade show in Chicago early this month. Here, Golden Valley's Ann Cieslowski proudly introduces the new "Act II" fries to Woody Reeves, Piedmont Vendors (Martinsville, VA) at the show. The fries are packaged in a novel two-part package, the lid of which is formed with an internal grid to orient the fries properly and to convert microwave energy into heat for browning and crisping. When this lid is lifted away, the patron has a rectangular cup of hot fries.

Everpure Reverse-Osmosis Water Purifying Setup Cures Steamer Clogging At Pennsylvania Eatery

STATE COLLEGE, Penna.—The high mineral content of the water supply here poses real problems for foodservice equipment that uses water. One victim of mineral deposition was Baby's Burgers & Shakes, a high-traffic restaurant frequented by students at Pennsylvania State University.

Phoenix Engineering, which maintains the establishment's equipment, reports that difficulties began to be experienced soon after the restaurant went into business. "Within months of opening, Baby's began to experience problems with water-using equipment, especially the steamer, due to high mineral concentration in the water," said Rick Morris, service manager for Phoenix.

"The high mineral content in the water at State College was causing 'limescale' to build up on the heating element of the steamer, causing premature failure," Morris explained. "In addition, the 'limescale' caused sensor-probe problems and solenoid-valve closing and failure."

As the volume picked up and the equipment experienced heavy use, the malfunctions became more frequent. Morris estimates that Phoenix Engineering was called on to repair the steamer about once every two weeks.

"It got to the point where we actually planned ahead for the steamer to break," concurred Baby's manager Reginald Evers. "It was a real inconvenience."

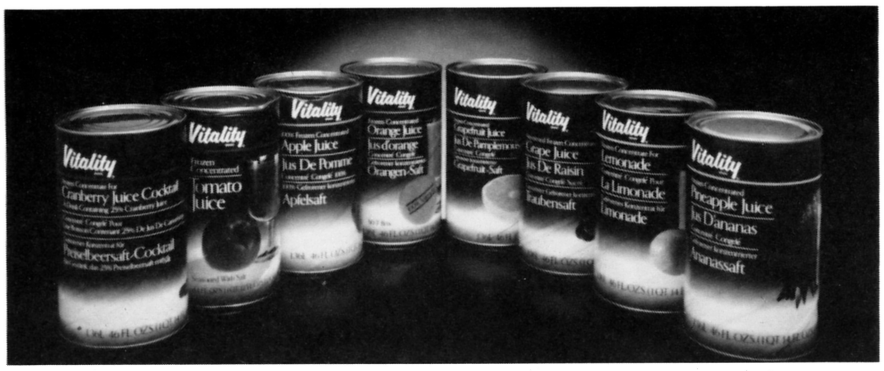
Everpure, Inc. was called in to find a solution. The company, a leading manufacturer of water filtration and treatment systems for foodservice, supplied its "RO-2000" reverse-osmosis apparatus, designed specifically to remove dissolved minerals from water which cannot be treated successfully by other methods.

The Everpure reverse-osmosis installation has solved the problem for Baby's. In six months, nearly $1,000 in repair costs has been saved. "We have not made a single service call on the steamer for water-related problems since the Everpure system was installed," Morris reported.

The Everpure "RO-2000" is designed to extend the life of all water-using equipment, not only coffee brewers and steamers but also ice-makers. Demineralized water also produces clearer ice cubes, Everpure points out.

Information on Everpure water-treatment systems may be had from the manufacturer at 660 North Blackhawk Drive, Westmont, Ill. 60559.

TEA SERVER: Now available from Bunn-O-Matic Corp. is this "PTD-4" portable iced-tea dispenser, designed as a serving option for volume feeders. It has a capacity of 4 gallons, and a handy sight-gauge showing the level of beverage remaining. A convenient 2¾-in-high serving-stand is available, or the unit may be placed directly on a counter or table. It measures only 12 ins. wide (including side handles) and 18 ins. high (including lid handle), and is formed of stainless steel. A full-color front-panel illustration promotes the sale of iced tea. The "PTD-4" is part of Bunn-O-Matic's iced-tea preparation and serving system, which also includes the "Bunn-Omatic PT-3" tea brewer, a 1½- and 3-gallon automatic unit. The company also manufactures a comprehensive line of coffee brewing and serving equipment. Information may be had from Bunn-O-Matic at P.O. Box 3227, Springfield, IL 62708, tel. (217) 529-6601.



JUICE LINEUP: Vitality Beverage Systems offers an extensive array of popular fruit juices, designed primarily for use in its post-mix countertop dispensing systems for manual foodservice operations. The line includes orange juice, lemonade, apple juice, cranberry juice cocktail, pineapple juice, grape juice, grapefruit juice, fruit punch, and tomat juice, as well as a new prune juice selection. The "Vitality" dispenser is engineered to insure that the correct amount of juice concentrate is blended with water for consistent, fresh-tasting beverages. Vitality Beverage Systems is part of the Foodservice Division of Lykes Pasco, Inc., one of the largest orange and allied-juice processors in the United States.

ICI Publishes School Foodservice Market Guide

PRESCOTT, Ariz.—New from Information Central, Inc. is the *School Foodservice Market Action Report*, an up-to-date analysis of the $7 billion school foodservice market.

The *Report* is designed for use by food, equipment, and disposables marketers. Its subject-matter ranges from enrollment trends to an update on the further-processed commodity program for schools.

Among information presented by the study are analyses of the areas of the country in which school feeding programs are strong, and where they're weak; what menu items appear on school menus, and how frequently they're served; and which products school systems buy, as well as how much they spend for them.

Also addressed are the questions of the extent to which food management companies are penetrating the school market, which manufacturers are targeting this market (and how they're attempting to reach it), how the various federal subsidy programs work, how many meals are served (breakfasts, lunches, and other service), and short- and long-term taste trends.

Whenever possible, data is presented on a state-by-state basis, with regional summaries. Extensive tabular information in the *Report* includes breakouts of enrollment in private and Catholic schools, as well as a ranked list of the 44 school districts nationwide with food purchases of $5 million or more per year.

A special survey of school food purchasing practices is included, and a number of actual school menus are analyzed in detail.

The *School Foodservice Market Action Report* costs $215, and is available in combination with the new *1989-1990 School Foodservice Who's Who* at a special rate of $395. ICI can be contacted at P.O. Box 3900, Prescott, Ariz. 86302, tel. (602) 778-1513.

MAFSI Meet Will Probe Marketing Agents' Role

ORLANDO, Fla.—The Buena Vista Palace Hotel here will be the site of the 1990 conference of Marketing Agents for the Foodservice Industry. The event is set for February 2 through 5.

Six industry workshops, a panel discussion, and a "manufacturers only" session will highlight the 1990 MAFSI conference. The confab is designed to explore the future of the independent foodservice equipment marketing agent as the industry approaches the next millennium.

The conference is themed *The New Age*, and it will celebrate 40 years of progress while leading the way to the year 2000, MAFSI reports. Its purpose is to explore common problems faced by foodservice marketing agents and the manufacturers they represent, and to provide a framework for solutions.

Workshops will focus on maximizing the results from participating in industry trade shows; the impact of buying-groups and distributors on independent agents; cost containment and financial analysis; hiring, training, and retraining quality employees; the outlook for federal regulatory activity; and ways to optimize the sales manager-sales agent relationship.

FACTORY FORUM

The first-ever manufacturers' workshop sponsored by MAFSI will be chaired by Mike Richardson, sales manager for Servolift/Eastern Corp. (Boston, Mass.). It will provide a mechanism for manufacturers to communicate their desires and concerns to the association.

The 1990 MAFSI conference is being chaired by Hal Block, CFSP, president of Young Block Associates. Attendance at the meet will earn participants four credits toward certification as a Foodservice Professional (CFSP).

Information may be had from MAFSI headquarters at 111 East Wacker Drive, Chicago, Ill. 60601, tel. (312) 644-6610.

NOUVEAU VEND CUISINE

(Continued from Page 18)

pies frozen (-20° F.) in a rotating "carousel" with seven 50-pie vertical storage magazines, and at present can vend one or two selections.

The machine was designed for maximum mechanical simplicity. The product is delivered by gravity to a simple door assembly which carries it into the cavity of a 1000-W. directional microwave oven, then out to the access door for customer pickup. The vend cycle is approximately 60 seconds.

All moving parts are electromechanical (not pneumatic), and the machine is controlled by an 8-bit on-board computer chip. Extensive self-diagnostics are built in, to speed service, and components are modular for quick exchange when necessary. An internal bar-code reader senses the pizza type in each magazine, for random-access product retrieval. The computer control board will support data communication over a telephone line, if desired.

All standard coin and currency validators/changers can be accommodated, the company reports, and the machine will be available to operate on standard 110-VAC (20-A.) or industrial 220-VAC (16-A.) power, 50 or 60 cycle. The "Pizza Chef" stands 72 ins. high and is 40 ins. wide × 33-1/2 ins. deep.

Information may be had from Nouveau Vend Cuisine International, P.O. Box 40, Palm, Penna. 18070-0046, tel. (215) 679-5233.

If your plans include a new or remodeled commissary, equipment purchase, in-plant food service, cafeteria, new building or total operation, we are a multi-service company offering you:

New or Remodeled Commissaries
Over 20 years of national and international expertise enables us to either remodel or plan, design and install a spacious, modern commissary meeting *your* specific needs.

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Whether an independent vending operation or elaborate in-plant food service, we utilize the highest quality standards possible, taking you from inception to a smooth running and profitable food operation.

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We represent all major manufacturers of food service equipment. Our service is professional, efficient and affordable, offering complete equipment sales and personnel training.

WE KNOW What It Takes To Make A Food Service Operation

JBE
JIM BRADY ENTERPRISES, INC.
5604 Lantern Lane, Gainesville, GA. 30501 **(404) 887-3138**

MINI-WARMER: Now available from Tomlinson Industries is this "Frontier Mini-Warmer," a compact hot-food merchandiser geared to quick-service feeding operations with limited counter space. The unit features a 600-W. immersible warming element and measures only 9¼ ins. square; it stands 12¼ ins. high. The heating system provides fast, uniform heat while a high-accuracy preset thermostat maintains consistent serving temperature. The warmer features a lighted on-off switch, hinged lid, stainless-steel insert, and textured outer shell engineered for easy cleaning. Display cards, serving ladles, and additional food inserts back up the system. Information is available from Tomlinson's Melco Products Division, 13700 Broadway, Cleveland, OH 44125-1992, or by calling the division at (216) 587-3400.

IFMA COEX '90 PROBES FEEDING CHALLENGES

(Continued from Page 17)

selling, merchandising, and promoting, and food delivery both on and off premises).

The presentation will quantify the increased efficiencies, labor reduction, and/or cost savings for each element examined. Case histories will also be presented, illustrating the manner in which selected technologies have worked in actual foodservice operations. An audience question-and-answer period will conclude the session.

Chairing this forum is Ira Hermann, president and chief operating officer of Rax Restaurants.

Participating manufacturers are being invited to submit information and specifications on their most successful labor-saving food and equipment products, and this will be assembled into a *Product Guide to Maximizing Productivity* which will be distributed to operator participants.

ENVIRONMENTAL CONCERNS

More timely information will be presented in the next workshop, titled *The Environment: Impact on Operations and Consumer Choice.* Original research will be presented, detailing the results of a consumer-research study gauging the general public's awareness of, attitudes toward, and involvement in environmental concerns, and assessing the extent to which these factors can affect their restaurant purchase behavior.

The research summary will be followed by delivery of a position-paper addressing the environmental issues that are of greatest concern to foodservice customers, and thus most likely to affect their purchase behavior. It will identify the established consumer-advocacy groups that are specifically interested in each of these areas, depict their legislative and commercial "clout", summarize their objectives, and suggest responses that the industry, or selected operators, might make to them.

IFMA points out that environmental topics are presently a strong focus of legislative and media attention, and the foodservice industry is in the line of fire. Waste disposal, biodegradable packaging, and sanitation are already having a pronounced effect on foodservice, and this trend is expected to intensify.

Chairing the environmental portion of the program is Robert S. Wood, executive vice-president and chief operating officer of Bob Evans Farms, Inc.

Next on the agenda is an examination of new markets for foodservice. Titled *Leveraging Non-Traditional Opportunities*, the session will be chaired by Kenneth F. Reimer, president and chief executive officer, Roma Corp., and will feature a special research summary and position-paper defining "non-traditional" locations and environments, qualifying and quantifying them, and providing a solid base of information for use by operators in evaluating the merit of expanding into these new business segments.

The position-paper will identify the various non-traditional situations in existence, and provide data on the target audiences for a select group of those situations, including an analysis of the specific needs of each, as well as a competitive market-share analysis. It will also provide information on ways in which unique consumer needs might be met.

Highlights of the session will include case-history presentations which will demonstrate how some operators have taken advantage of these non-traditional opportunities.

In the same vein, the next session will address *Baby Boomers: New Lifestyles, New Needs.* "The people of this generation were a driving force behind the striking expansion of foodservice in the 1960s and '70s," IFMA observes. "Now, as they begin to enter middle age, their changing lifestyles are dictating new foodservice needs."

The workshop will address those needs. Chaired by Vincent F. Orza, Jr., chairman and president of Eateries, Inc., it will seek to identify the ways in which "baby-boomers" fit into the continued growth of foodservice, and how operators can respond. To this end, a research summary will be presented, based on a CREST behavioral life-cycle analysis of the purchase-behavior dynamics of the "baby-boom" group, focusing on three specific sub-segments: families, married-without-children, and singles.

WHITHER THE BOOMERS?

The analysis will provide information on the business-segment requirements of the "boomers" as a whole, and the unique differences among the subsegments of the market they represent. The program will also examine their behavior, over time, with an eye to predicting future behavior.

The presentation will conclude with an operator panel discussion of methods for pursuing new opportunities offered as the "baby-boomers" mature, and avoiding potential pitfalls that may accompany this process.

Capping the 1990 Chain Operators Exchange will be a Foodservice Summit, at which a number of the industry's "powerhouse" executives will freely discuss and debate key issues, and offer their perspectives on foodservice challenges today and tomorrow.

Information on "Coex '90" may be had from IFMA by calling (312) 644-8989. The association, headquartered at 321 North Clark St., Suite 2900, Chicago, Ill. 60610, is made up of over 575 of the world's most prestigious food, equipment, and supply manufacturers to the foodservice industry, as well as related marketing service organizations, distributors, and brokers.

CORRECTION

Sid Greenspan of Vendrite Services (Whitestone, N.Y.) informs us that the National Vendors sales representative who was explaining the new National snack merchandiser line to Vendrite's principals in the photo on Page 20 of our September issue is in fact named Tony Buonanno. We're happy to set the record straight.

VERSATILE: Now available from Groen is this "Model DEE/4/TA/3" floor-mounted tilting steam-jacketed cooker/mixer, offered in 40- and 60-gallong sizes. It incorporates an electrically-heated, self-contained steam source, and features a twin-shaft mixer that tilts up out of the kettle for easy pouring. It provides operating temperatures of 150° to 298°F., and can be used for a wide range of foods including meats, soups, stews, sauces, and pie fillings, as well as such specialties as custard and refried beans. The kettle body is tilted by a smooth-acting manual crank. A reinforced bar rim with butterfly-shaped pouring lip simplifies transfer of kettle contents and adds strength.

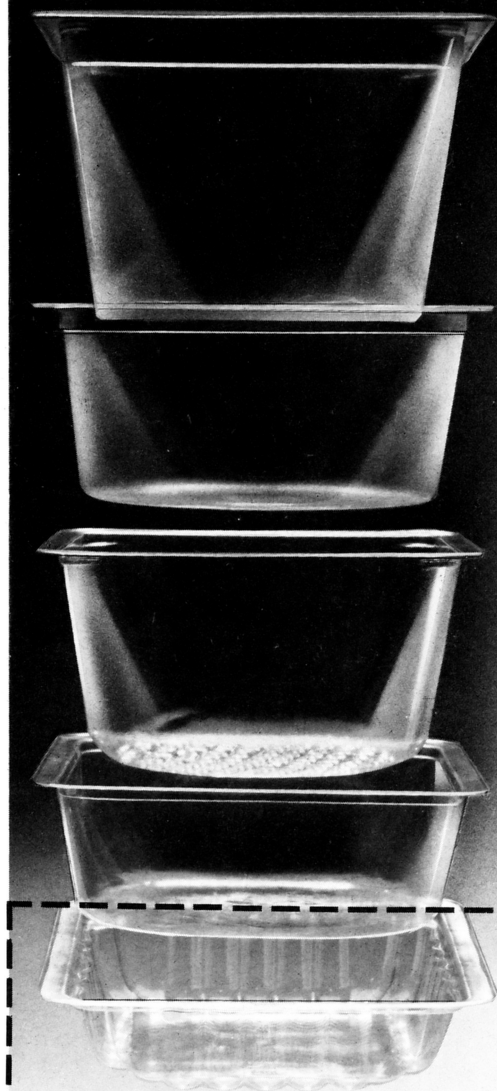
Veryfine Completes Work On Distribution Center

LITTLETON, Mass.—Veryfine Products, Inc. has announced that the construction of the company's new 220,000-square-foot distribution center in Ayer, Massachusetts is now complete. According to company officials, the added distribution space will help expedite order fulfillment.

"We simply didn't have enough room in our existing Littleton, Mass. distribution center to store the product necessary to satisfy our increasing customer demand," said Samuel B. Rowes, Veryfine's president. "We found that we were having to rely on outside warehouse space in order to store enough product."

Veryfine's new distribution center will hold up to 38,000 pallets of product or 2.5 million cases of finished goods. The company's existing warehouse, located at the Littleton production facilities, is 150,000 square feet. With the addition of the Ayer warehouse, all sizes and flavors of Veryfine products will be available at both locations, which will expedite order fulfillment.

Same Difference



Here are *two* views of our square design line of rigid plastic containers. Many *different* containers, same lid size.

All the *different* depths will take care of so many of your food products: hamburgers salads, bun sandwiches, cakes, jello, pudding, donuts, sweetrolls and more. Yet, with all lids the same *size*, you'll use just one metal plate for sealing. Our Kiss/Seal system has a standard plate for lidding our universal 4½" x 4½" containers.

4½"

FORM PLASTICS COMPANY
KISS/SEAL PACKAGE SYSTEMS
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(312) 640-6100

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Name Title

Company

Address

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( ) Phone

☐ Send me a FREE Sample Kit and more information today.

Mail to: Form Plastics Company 91 Joey Drive, Elk Grove Village, IL 60007 (312) 640-6100

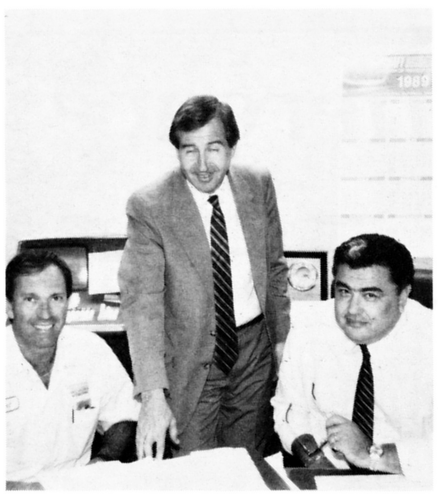
ATTENTION TO DETAIL: Woburn Vending service staff members Steve Kenney (left), Alan Clausen, Mike Brown, and Darryl Perkins check out a Veryfine juice vender before it hits the streets. Careful testing in the shop minimizes service calls.

WOBURN SCORES WITH 'FUN FOODS' IN BOSTON

(Continued from Page 11)

three varieties of pita sandwiches from Pita Stuffs, Uncle Frank's Calzone, and pizza from Little Charlies Entrees.

This trend towards "fun food," also carries over into the workplace,



KEY PLAYERS: Woburn's music-and-games wizard, Art Palter (left), confers with Larry Levine and Woburn controller Steve Fried. Woburn's accounts include college campuses, and educated players require top-notch service.

according to Levine. The demand, he theorizes, is from the 20- to 30-year old market, who have become familiar with these treats from local eateries.

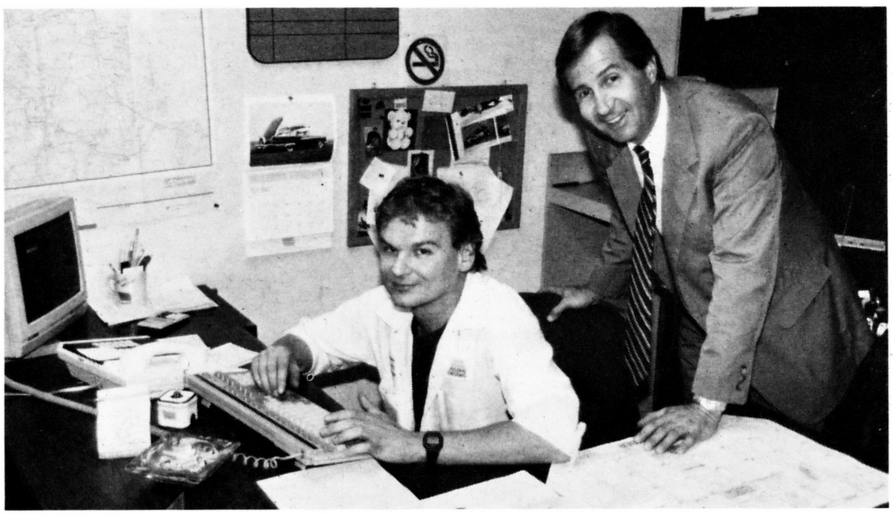
Woburn's move to fresh foods is relatively recent, though over the last few years they have earned a successful track record among their customers. The food is delivered fresh to the Woburn facility each morning and on the road to locations within hours.

Levine also explained that students are looking for lighter products. "The country is caught up in a health trend," said Levine. "This health trend includes not only foods, but drinks as well, as evidenced by the increasing demand for diet products and juice drinks.

Levine also believes in a high-profile for Woburn Vending. The firm's orange and white trucks are a familiar sight in the Boston area, as are the uniformed employees. In addition, the company's distinctive sign over its 25,000-square foot facility is clearly visible from the nearby highway.

"We've gotten calls from prospective clients who have seen our trucks," said Levine. "It's an inexpensive form of advertising and it works."

Levine feels that the dollar coin is of vital importance to the industry. "Anybody in the vending or amusement business should get behind the fight for the dollar coin," said Levine. "This may be our last chance in this century to make it happen. It will make the transaction so much easier for our customers. This is the time for everybody in the industry to put aside an hour a day or a couple hours a week to work on it."



ON-LINE RESPONSE: Larry Levine looks over equipment maintenance reports with service manager Billy Cioni. Woburn's computerized operation assures customers of fast response, tracks equipment reliability, and streamlines parts ordering and inventory while providing accurate information on service expenses.

Jim Brady's FOOD IMAGINEERING

By J.M. Brady, Jim Brady Enterprises
Profesional Member: Food Consultants Society International

Working in many commissaries in this country and abroad, I've found that the conversation always seems to come around to ". . .work so hard in the commissary to make the food just right, and when it gets to the machine or serving-counter, it looks awful!"

A book could be written about the many bad things that can (and often do) happen to packaged and bulk foods after being prepared with lots of "TLC" (tender, loving care). Simply stated, though, it comes right down to a few simple truths:

In VENDING, we don't always use the best packaging and labeling methods; and sometimes, even though we use the best package, foods are mishandled on the route.

In MANUAL service, too, food is often mishandled en route or at the location.

These problems are as old as the industry, but they are not impossible to solve. You can do something to correct all of them. It may require a change in your priorities, to be sure; but it can be done.

How about inadequate labeling? For many years, there was no solution to correcting the indifferent (or just plain bad) work turned out by most of the labelers used in commissaries. Now there is: *computer-generated labels.* But, rather than spend the few thousand dollars necessary to set up this kind of system and change our label-stock, we all too often continue to promote a poor-quality image by allowing sloppily-printed and often illegible labels to appear on the face of every single item we produce.

When we examine our packaging methods, we should look not only at the type of package but also at the way we put food into the package. Don't be naive about this. Just because your sandwich is the finest that can be produced, don't assume that it will sell even though it doesn't look good! You must have the right package for each food item, and it must be made to look good in that package.

That means it must fit properly; it must be attractive; it must transport well; and it must display well in the machine.

To fit properly, a food item must look like it belongs in the package chosen to display it. Thus, it should be packaged in a dish of the right size and shape to accommodate it, and wrapped with the right material, to the right tightness.

For example, consider the "cut" or triangular sandwich, such as a ham and cheese on white bread. Whether you use cellophane attached to a backing-board or a rigid pack, the bread MUST BE SQUARE before it's cut.

Fitting properly certainly contributes to the attractiveness of the item. But, once it's in the package, a *garnish* goes a long way toward enhancing the product in your customers' eyes. And the label must be on straight, and not cover the best-looking part of the food.

Keeping these things in mind, we have a good-looking packaged product. Now, to transport it well, we must pack the food in the proper shipping container to keep it refrigerated, and the driver must handle it carefully.

At the location, your attractive food item must be displayed right side up (or right side out). It must not fog or "sweat," and the machine must be clean and properly lit.

Sometimes, getting the right package means paying a bit more for it. The operator should not be afraid to do this. That's the reason that I have said, for years, that packaging costs should be figured separately from food cost. A budget must be established for packaging that will enable the operator to use whatever dish is required for the best results. And, if you wholesale, figure the package price in—but figure it separately.

Finally, what do you do to control the presentation of your food at the *manual* location? The areas most often neglected are the hot counter, the soup pot, the salad bar, and the deli bar. This is where the most activity takes place. All too often, our employees are not trained to maintain those areas properly *at all times.* The most important maintenance is keeping the counters stocked, orderly, fresh-looking, and *clean.*

Re-stocking is easy to accomplish, but in too many cases it is not done frequently enough. The same is true for maintaining freshness and cleanliness. These three things—re-stocking, freshness, and cleanliness—are all-important in good presentation of a manual service of any kind. Are pans allowed to become empty and/or dirty around the edges (where food used to be)? Does a "skim" form on top of foods? Do vegetables, cheeses, and sliced meats become dried-out in appearance? These things result in bad presentation; preventing them is what separates the men from the boys in this business.

Toward the end of the meal or serving-period, foods in deep pans should be transferred to shallow pans, if they are running low. Foods should be constantly "worked" and reworked by the attendant, so they will keep on looking fresh and appetizing. Slow-moving items, in particular, need close attention—especially things like cheeses and sliced meats. Merely turning these things over will often do the trick.

Remember: presentation is the key element in maintaining, and increasing, food sales in any service environment, manual or vending. But, as we've seen, *presentation* means a lot more than just putting the food where potential customers can see it.

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It happens every day. Again and again. A potential customer wants to vend but has no change. Another sale is lost to the most common problem in vending today.

Don't let another potential customer walk away because they're short of change. You can now make the change to make your machines convenient for everyone, and you can do it for far less than ever before. The WBG Dollar Bill Validator Kits offer:

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- Solid one piece construction
- Accepts $1, $2 and $5 dollar bills
- 1 Year Ltd. Warranty on Ardac Validator from Ardac thru WBG
- Designed especially to interface with The Ecko 635

Combine it with the ECKO 635... Electronic ACMR Price Conversion Kit For National 222 & 800 Machines To Solve Your Problems Economically.

Simplicity of design and advanced solid state technology combine to make the 635 a functional, reliable, cost effective solution to the every day problems and limitations of mechanical ACMR's. In 30 minutes or less, absolutely simple installation of the 635 converts an old, mechanical ACMR into an electronic unit with more features than you'll find in similar units costing as much as 5 times more.

Look closely, the ECKO 635 is the only intelligent choice.

- Eliminates coin jams within ACMR
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- Solid state totalizer allows price changes up to $6.35 in 5, 10 & 25 cent increments
- Converts National Vendors 222 and 800 series into electronic units
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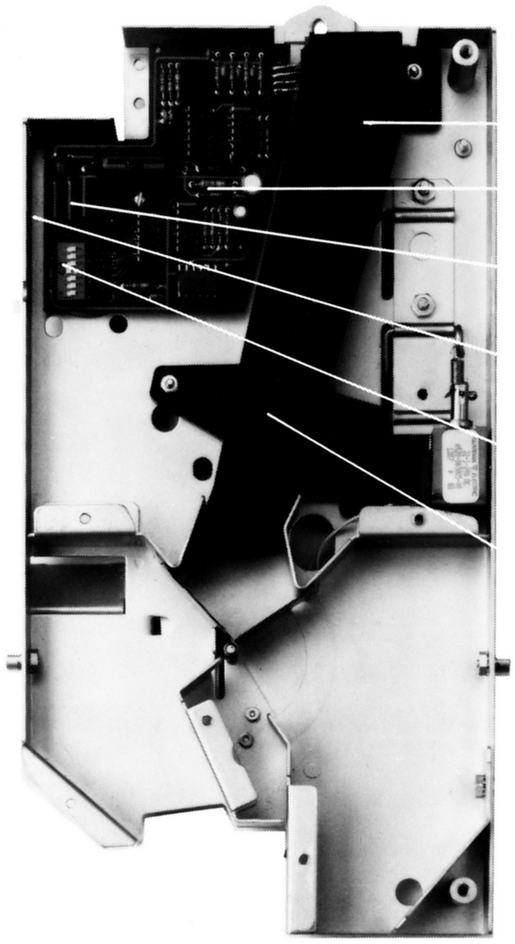
- Allows price changes without cover removal
- Will interface with all $1 and $5 bill acceptors
- Operates on 110v or batteries
- Virtually eliminates free vending
- Machine clears in 45 to 60 seconds
- Installation in 30 minutes or less (shop or field installation)
- Absolutely simple to follow complete instructions
- Never replace or modify ACMR again



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MIGHTY MITTS: New from MaxCare International is this line of combination hand protection and scouring pad gloves, designed for use in cleaning all types of equipment and surfaces. The mitts are available with a wide range of pad and sponge palms for many cleaning applications, and can be used in varied foodservice and vending tasks, from shop to commissary. They're easy to rinse and dry for repeated re-use, according to MaxCare's Paul Singh. Information on the gloves may be had from MaxCare at 1626 Delaware, Des Moines, IA 50317-2938.

Kwik Chips Sets Launch Of French-Fries Vender

PROVIDENCE, R.I.—Kwik Chips division of C.S.W. Inc. introduced a French-fried potato vender at the 1989 National Automatic Merchandising Association's annual trade show in Chicago.

The machine, designed in Italy, holds approximately 160 portions of fries in frozen storage. In the vend cycle, they are metered onto a portioning slide that senses the correct weight and slides the serving into a quick-frying unit. According to the manufacturer, this frozen-to-finished quick-cooking process greatly reduces oil transfer to the potatoes, and extends the useful life of the oil. The entire delivery cycle takes less than 60 seconds.

The cooked fries are drained and delivered to a cup which is positioned in a positive-release drop, to insure accurate filling and prevent tipping. The customer pulls the cup down against a spring-loaded platform and out to free it.

The machine is equipped to dispense single-serving packets of ketchup, plus another condiment if desired, as well as salt and a plastic fork.

Operating on standard 120-VAC mains power, the "Kwik Chips" machine draws 2500 W. to power all electrical subsystems, including the 1700-W. fryer. A fume condenser backed by a multiple air filter prevents release of smoke and odor. The fryer is controlled by a triple-redundant safety system, including two thermostats and a thermal shutdown control. A fire-extinguishing foam generator is mounted at the top of the fryer compartment, for additional security.

Kwik Chips plans to market the machine with a variety of currency and coinage options. Information may be had from the company at 725 Branch Ave., Providence, R.I. 02904, tel. (800) 562-3477 or (401) 274-8500, fax (401) 274-8514.

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Educational Foundation Hails Ongoing Success Of Scholarship Program

CHICAGO, Ill.— The Educational Foundation of the National Restaurant Association reports that $189,050 has been awarded in scholarships, fellowships and grants during 1989.

The organization (and its predecessor, the National Institute for the Foodservice Industry) has helped foodservice industry students and teachers to further their educations to the tune of over $2.3 million since 1973, according to Foundation chairman Jack Laughery of Imasco U.S.A.

The grants have been conferred annually for the past 16 years, on a competitive basis. Supported are undergraduate scholarships, teacher work-study grants, and fellowships for foodservice students and educators. In 1989, over 600 students from all over the United States competed for 100 scholarships, ranging from $500 to $4000. The scholarships are sponsored by more than 25 companies and industry associations.

Also available annually are as many as 25 work-study grants for foodservice and hospitality programs. The $2,000 work-study grants are designed to give teachers "hands-on" real-world experience during an eight-week tour of service in a foodservice staff or line position. The fellowships are awarded to teachers and administrators in furtherance of their continuing their education at the graduate level.

Information on the programs may be had from The Educational Foundation of the National Restaurant Association, 250 South Wacker Drive, Suite 1400, Chicago, Ill. 60606-5834, tel. (800) 522-7578 or (312) 715-1010.

VT COFFEE SERVICE

NCSA Seminar Program Moves Into Second Phase For 1990

FAIRFAX, Va. — The National Coffee Service Association, which is preparing to wrap up its Fall Seminar Program as V/T goes to press, is getting ready for the next phase of the two-part educational program.

The first series of seminars, dealing with telemarketing programs and techniques for coffee service operators as well as sales training for more professional new-business acquisition, concludes with a session in Los Angeles on November 4 and 5 (see V/T, July 1989). The leadoff series was conducted by Steve Lavendier, OCS Marketing, a leading telemarketing authority, and Stuart Daw, Southern Heritage Coffee, a pioneer in the OCS sales training field.

"Series II" will be devoted to a workshop on allied products and their role in building sales for coffee service companies, and to a seminar on analyzing individual accounts and determining their contribution to overall profit. The allied-product sessions will be conducted by Brad Bachtelle, Bachtelle & Associates, an industry veteran who has had extensive experience in both the operating and the product-distribution segments of the business and who is now serving as a consultant. The client-analysis seminar will be conducted by Stuart Daw.

The two-part program will be held on Saturday. The following Sunday, NCSA will present its Architectural Certification Program, featuring a three-hour course conducted by NCSA president Dean Wood. Participants who so desire can take a qualifying examination at the conclusion of the seminar; those who pass will receive official certification as Design Consultants.

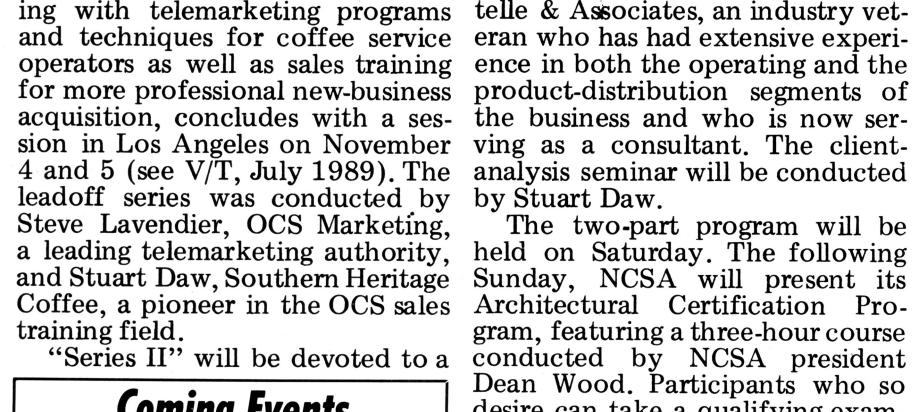
The 1990 seminars are slated for February 10-11 at the Embassy Suites Hotel in Phoenix, Ariz.; February 24-25 at the Ramada Hotel in Atlanta, Ga.; and April 21-22 at the Airport Holiday Inn in Toronto, Ontario, Canada. Each program will lead off with the allied products seminar, from 9:00 A.M. to noon; the account-analysis seminar will be held from 1:00 to 5:00 P.M. The Architectural Certification workshop is scheduled for 9:00 A.M. to noon on the following day.

Information on the 1990 educational program may be had from the National Coffee Service Association by calling (800) 221-3196 (U.S.A.) or (800) 344-9008 (from Canada). In Virginia, the number is (703) 273-9008.

Coming Events

FAIRFAX, Va. — The National Coffee Service Association has compiled a preliminary list of regional industry functions for the first half of 1990.

The Midwest Coffee Service Association will hold its biennial conference and trade show on March 9-10, at a site to be announced. The Eastern Convention, cosponsored by the Eastern Coffee Service Association, Mid-Atlantic Coffee Service Association, Keystone Coffee Association, and Northeast Coffee Service Association, is slated for Atlantic City, N.J. on March 16-18. The Western Canada Coffee Service Association and Western Coffee Association will cosponsor the second in their series of international joint conventions and trade fairs in Victoria, B.C., Canada on March 29-31. And the Southern Coffee Break Association will hold its spring conference in Savannah, Ga. on April 5-7.



SNAK-STIX EXPANSION: New at the National Automatic Merchandising Association annual trade show was the "Snakmate", a counter-top helical candy/snack vender offering up to 11 selections. It features individual rotary coin mechanisms for each spiral, each of which can be set to accept up to four coins. Above, Brent Garson (left) and Roy Berkman of Snak-Stix demonstrate novel front-of-shelf product delivery to Tom Wilcox, Cola-Matic Food Services (Cola Springs, CO). The new machine is a larger stablemate of the original "Snak-Stix" manual-delivery vender.

COFFEE-MATE LITE: New for office beverage service is Carnation's low-saturated-fat non-dairy creamer formulation. Called "Coffee-Mate Lite," it was designed to address consumer concerns with cholesterol. The "Lite" creamer has less than half a gram of saturated fat per teaspoon, no cholesterol, and only 8 calories per serving, Carnation reports, yet it retains the "rich, creamy Coffee-Mate taste." Carnation notes that regular "Coffee-Mate" also has no cholesterol content. The new product is shipped 24 12-oz. canisters per case, and joins regular "Coffee-Mate" and Carnation hot chocolate mix in the firm's line of branded items for OCS. It's available from local distributors across the country.

ICO Winter Drinking Survey Shows 1989 Consumption Rise

NEW YORK CITY— The International Coffee Organization's Winter Coffee Drinking Study for 1989 found that per-capita coffee consumption in the United States increased to 1.75 cups per day from the 1988 figure of 1.67 cups, it was reported by the National Coffee Association.

NCA, which summarized the Winter Drinking Study in a recent member newsletter, notes that 52.5 per cent of the population reported drinking coffee in 1989, up from 50.0 per cent in 1988.

The Study, conducted annually to gauge the performance of coffee as a beverage in the United States market, showed that last winter's consumption represented a return to the levels of 1986 and 1987. In those years, per-capita consumption averaged 1.74 and 1.76 cups per day, respectively; and the percentage of the population that drank coffee was 52.4 and 52.0.

Per-capita consumption per coffee drinker has remained relatively consistent over the past five years, NCA reports. The Study shows that this averaged 3.34 cups in 1988 and 1989.

Freshly-brewed coffee was indicated as the product most frequently chosen by coffee-drinkers, the Study reports, accounting for 82 per cent of all coffee consumed in 1989; the balance was represented by soluble coffees.

The Winter Drinking Study has been carried out annually for the past 39 years, and provides the longest available continuous statistical record on consumer habits and drinking patterns related to coffee and other beverages. It has been financed by the Promotion Fund of the International Coffee Organization since 1976.

Peak coffee consumption was recorded in 1962, when 74.7 per cent of the population reported drinking coffee, NCA notes. In that year, the United States consumed 3.12 cups per person per day (4.17 cups per coffee-drinker).

Coffee Council Concurs

LONDON, England — The National Coffee Association reports that the International Coffee Council of the International Coffee Organization has approved a resolution agreeing to prepare the way for resumption of negotiations for a new coffee pact. The action was taken in the wake of the suspension of the previous agreement in July.

The resolution notes that "Political will and a constructive spirit exist to negotiate a new international coffee agreement." United States chief delegate James Murphy is reported to have observed that "this result is useful and constructive from the U.S. standpoint."

The Costa Rican Minister of Foreign Trade is said to have commented that "this was a good resolution, which gives us time to reflect on the major issues so we can all start negotiations in the near future." Costa Rica is hosting a coffee symposium, "Sintercafe," on November 19 through 22, and it is expected that this will furnish an occasion for continuing dialogue.

A Columbian government official is quoted as saying, "We are satisfied with this fine document showing goodwill . . . there was a consensus that producers cannot continue with low coffee prices."

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SERVING SUGGESTION: Newco's Pamela Marquette shows off new vacuum-insulated gravity-fed coffee dispenser, with sight glass, at the Newco booth during recent National Automatic Merchandising Association trade show in Chicago. Modular Newco brewer can be configured to brew directly into the heat-retaining reservoirs for satellite dispensing.

Daiohs Co. Marks 20th Anniversary At Convention Aboard Cruise Liner

TOKYO, Japan — Daiohs Co., Ltd. celebrated its 20th anniversary with a staff conference and party aboard the newly-built cruise ship "Fuji Maru" this summer. Approximately 600 employees and management personnel from all over Japan participated in the festivities.

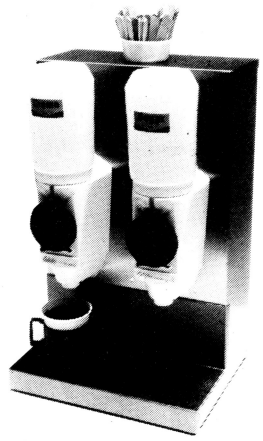
The company, headed by Shinichi Ohkubo, pioneered the office coffee concept in the late 1960s, when the industry was just taking shape in the United States. Daiohs has been a member of the National Coffee Service Association for many years, and has attained a leading position among Japanese service industries.

A nationwide television network, "TV Tokyo," profiled the Daiohs organization as "the most aggressive company" in Japan in a 30-minute newscast this summer. Daiohs operates throughout the Japanese islands, placing custom-designed coffee brewers and purveying private-label products.

Daiohs Co., Ltd. expanded into the United States with the acquisition of Secretary Coffee Service (Los Angeles, Calif.) and several other California OCS operations early in 1989.

At the 20th anniversary celebration, the company introduced its new theme sone. The Daiohs team then agreed unanimously to "set sail towards the 21st Century" with an eye toward meeting new challenges in order to continue the firm's steady expansion.

INTRODUCING THE DEVICE THAT MAKES BULK PURCHASE OF CONDIMENTS PRACTICAL.



At last. A gravity fed, spring loaded measuring system that allows you to buy dry cream, sugar and soup in bulk.

Not only does this save you money. It stops pilferage and makes a clean set up possible.

Speaking of set up, the Cafe Bar Portion Server can either be wall mounted or mounted on the stainless steel stand that accommodates one to four units and a container of stir sticks.

So give us a call, or write us.

And keep one thing in mind. Bulk purchases mean more purchasing power.

Another indispensable product from . . .

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john conti Promotes 5 In Gourmet Shoppe Unit

LOUISVILLE, Ky.—john conti Coffee Co., which recently opened two new Gourmet Coffee Shoppes, has announced the promotion of five executives.

Lori Elliott becomes manager of retail operations. She was formerly manager of the john conti Gourmet Coffee Shoppe in Oxmoor Center (Louisville).

Kirk Marsella has been promoted to manager of the newly-expanded Oxmoor Center facility. He has served as night manager at the outlet, and as manager of the Bashford Coffee Shoppe.

Kathy Lockett will replace Marsella as manager of the Bashford Shoppe. She has served in a variety of capacities since joining john conti in 1983.

Jeff Rogers becomes manager of the new Gourmet Coffee Shoppe in Louisville's downtown Galleria. He has held several positions with the organization since coming aboard in 1986.

Sid Kittila has been appointed manager of the second new john conti Gourmet Coffee Shoppe, which is in the Festival Market (Lexington, Ky.).

john conti Coffee Co., founded by former National Coffee Service Association president John Conti, is said to be Kentucky's largest independent coffee company and the only coffee roaster in Louisville. It provides coffee and related items to more than 4,500 office, hotel, restaurant, hotel, and convenience-store accounts, as well as freshly-roasted coffees through major supermarkets and specialty-stores. The firm also operates a highly-successful Coffee Museum in conjunction with its Louisville roasting plant.

Tomlinson Acquires MEC

CLEVELAND, Ohio—Tomlinson Industries has acquired Modular Engineering Corp. (Stone Mountain, Ga.), according to an announcement by Tomlinson president John A. Chernak. The firm will be operated as a division of Tomlinson Industries.

Modular Engineering produces a wide range of dispensers for stirsticks, cups and lids, disposable napkins, straws, and condiment portion-packs. Its primary markets have been commercial foodservice, bottled water, institutions, and convenience stores. Tomlinson reports that the MEC dispenser line is the most complete in the industry.

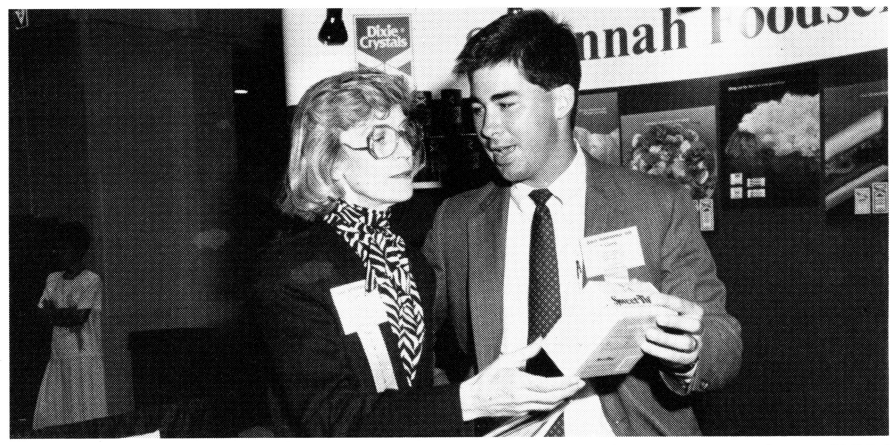
Louis J. Castro has been appointed vice-president and general manager of the Modular Engineering division. He was formerly manager of marketing and advertising for Tomlinson Industries.

"This acquisition constitutes a sound expansion of Tomlinson's product line," president Chernak noted. "Tomlinson specializes in dispensing systems of all kinds."

Tomlinson produces a wide range of products for beverage and food service, including the famous "No-Drip" faucet line.

These photos and captions were transposed in our September issue. They are correct as printed below.

HOT OR COLD: LaWanda Stone, ABC Coffee (Lakeland, FL) looks over the array of beverage options now available through Quaker Oats Food Service, including "Gatorade" in diverse packages and Continental Coffee hot drinks and allied products. Doing the honors for Quaker are Allen Sterman (left) and Joe Sammarco.



SWEET TALK: Gene Stewart, Savannah Foods & Industries, introduces NCSA past-president Jan Loper, Coffee Plus (Merriam, KS) to "Sweet Thing", a new low-calorie sweetener now available to coffee service operators in single-service packets. Savannah Foods also produces "Dixie Crystals" sugar in many formats.

Tetley Launches Coffee For Microwave Brewing

BAYSIDE, N.Y.—New from Tetley Food Service is "Martinson" ground roast coffee in single-service portions for brewing in a microwave oven.

The portion consists of a "coffee bag" filled with traditional slow-roasted "Martinson" premium coffee, packed in an individual vacuum-sealed envelope. They're supplied in convenient 20-portion dispenser packs.

In use, the customer extracts the bag from its envelope, places it in a cup of water, and microwaves the cup. According to Tetley, this system is ideal for upgrading soluble-coffee programs, and eliminates waste and clean-up problems. In effect, it provides single-cup fresh-brew coffee without the need for dedicated brewing equipment.

Tetley Food Service manufactures and distributes "Martinson" Premium Coffee, "Brown Gold" 100 per cent Columbian coffee, and Tetley teas. Information on the line may be had from the company at (203) 929-9320.

PST Unveils Sturdy Trays For Office Snack Service

INDIANAPOLIS, Ind. — New from Plastic Snack Trays Inc. is a durable molded-plastic box with lockable transparent lid, designed to upgrade the appearance and the security of office snack operations. The unit is slated for general rollout at the National Automatic Merchandising Association convention in Chicago.

Equipped with adjustable dividers to accommodate a wide variety of products, the trays are designed for easy stacking (up to seven on a dolly), and provide improved protection to products in transit, the manufacturer reports. Capacity is 140 to 160 items, and service life averages three to five years.

The transparent top may be locked by clients at the end of the workday, to protect product and coins from pilferage by night maintenance crews and other casual intruders. The boxes can be ordered in custom colors on quantities of 1,000 or more, and can be supplied with company name molded-in as well. This service is free on orders of 1,000 or more boxes.

Information on the concept may be had from Plastic Snack Trays at 6508 East Washington St., Indianapolis, Ind. 46219, tel. (317) 356-3639.

Stewart Industries Inc. Moves To Larger Plant

MUSTANG, Okla. — Stewart Industries, Inc. has moved its offices and plant from Oklahoma City to a new 10,000-square-foot facility in this nearby community. The move was completed early this month, and represents the fifth expansion for the company in its six-year history.

Stewart Industries manufactures a variety of cabinets and stands for vending and coffee service. Founded in 1983 by brothers Steve and Jim Stewart, the firm has grown by producing quality wood products at competitive prices.

The company presently markets "Suit-Your-Shelf" coffee service and mini-vending cabinet/stands, and the "Central Station", a nonmetal condiment and oven stand designed for easy transport in KD form. A relatively new addition to the line is the "Under-Stand", a pedestal unit designed to complement the "Showcase Jr." small-site snack machine from Rowe International.

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. . .you'll want to sample DISC DMS/OCS, the complete automated management solution for wholesale coffee distributors and office coffee systems operators. DISC DMS/OCS will help you save money, build your business, and get better organized.

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With over 400 distribution, office coffee and food service systems installed nationwide, DISC has "brewed" a system to meet your special needs. Using DISC DMS/OCS you'll be able to automate the key administrative and sales functions of your business, including: service frequency and route control, telephone and standard orders, credit checks, equipment checks, sales history, inventory and more. In fact DISC DMS/OCS has over 30 features and reports identified as "most wanted" by coffee industry veterans.

What Does Your Business Need To Be More Successful?

In an industry known for infinite detail, DISC DMS/OCS has what you need to "perk up" your profits. Unlimited pricing capabilities mean you can "customize" what you charge individual accounts right down to the item level. Knowing whether a customer is profitable is one thing. Being able to make an unprofitable account a profitable one is like finding new business!

With DISC DMS/OCS you'll get better control of daily operations, reduce expensive inventory, and achieve the profit growth you deserve. If that doesn't sound like full-bodied taste, try this:

You Can Have It Your Way

DISC DMS/OCS runs on the IBM PC and true compatibles. It also runs on PC networks and DEC minicomputers.

That means you can have the stand-alone economy of a PC if you're a small operation, or benefit from the power of a multi-user network if you're a larger corporation. For diversified food companies, DISC has a library of financial and management software to meet your special needs.

DISC Is Ready To Serve You

No matter how large or small your company is, DISC's experienced staff of programmers, trainers and other support personnel can provide you with a complete "turnkey" system. You'll get the hardware, software, training and service you need. Or you can "brew your own" system by installing DMS/OCS on a PC yourself. Either way, you'll benefit.

Easy To Run, Easy To Own

Join hundreds of satisfied users who have found that clear instructions and continuing support make DISC systems a snap to install and maintain. Multiple purchasing options make DMS/OCS as easy to own as the price of a few pots of coffee a day.

Sound good? It is! If you want more from a cup of coffee than just good taste, you owe it to yourself and your company to try DISC DMS/OCS.

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Call the number below, send us your business card or fill out and mail the attached coupon. You'll receive a free set of sample reports and an opportunity to speak directly with an expert on management systems for coffee distribution and service. Why not call? After all, there's nothing nicer than the taste of fresh brewed profits.

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Address: _____

City: _____

State: _____ Zip: _____

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Type of business and specific need: _____

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SALES CALL IS KEY OPPORTUNITY TO GAIN INFORMATION

(Continued from Page 13)

receptionist has a good deal of input into the purchase decision, but does not actually make it — and most people do have a natural tendency toward self-importance.

Once you've identified the purchaser and gotten to see her, or him, remember that the object of your initial conversation is **not** to make a sale within two minutes. Instead, make a general statement:

"I'm sure you have a general idea of what a coffee service does, but we feel we're unique in several respects. **** Coffee Service stands behind its name, and our philosophy of personal service is evident in everything we do.

"As you are probably aware, the basic idea of a coffee service is to provide equipment and break-room supplies for the employees. This involves four areas: equipment, product, customer service, and price.

"We provide commercial coffee brewers, the finest on the market. Our product selection gives you the widest possible choice. We pride ourselves on instant response to your needs — if necessary, on the same day that you call.

"Some services are lower-priced, and many are higher; but no one gives you better value. We are certainly equal, or lower, in cost when compared to the total expense of doing it on your own. If you have just five minutes, I'm sure I can show you the value of dealing with us."

The prospective purchaser may offer to speak with you in any one of a variety of office locations. Your first objective is to get out of the lobby, if you're still there. A better place is the desk, or office, of the purchaser, if this is someone other than the receptionist. If there is an existing coffee service, records and invoices are likely to be on file in that office; these are an exact reference source for making price comparisons, and for judging usage for volume discounts. Another excellent place to discuss coffee service is the break-room itself.

People are social animals, even in the stuffiest business environment. They enjoy conversation and interaction with other people, and receptionists and purchasing agents are no exception. Beginning a conversation is as simple as commenting on the weather, and deciding whether it's a better day for coffee or iced tea.

Coffee has a great social mystique about it, and this can be used to your advantage. Most businesses traditionally offer visitors a cup of coffee, providing you with a fine opportunity to gather valuable information. Always accept a cup if it's offered; in fact, ask whether you can accompany the person who offers it to the brewer or break area. If you can get there, you will see:

- *The type of equipment they use;*
- *The brand of coffee;*
- *Whether it's bulk or fraction-packed;*
- *The variety of beverages (and other products) offered to employees.*

If possible, take a single sip of black coffee from your cup, comment "good" (or "not bad"), and offer to make a pot using a sample you consider better in quality. Coffee equals hospitality, and the relaxed atmosphere of two people taking refreshment while discussing coffee and tea makes a much warmer environment for your purpose.

Once you and the decison-maker have settled down for a discussion, you will proceed to your full presentation. During this conversation (and it is a conversation; you listen as well as talking), you will present a detailed picture of the four points you initially highlighted: Equipment, Product, Service, and Price.

Remember that listening is *more* important than talking. What the purchaser tells *you* about the current method of supply, and his or her questions and reactions, will show you the different levels of interest that the various segments of your presentation are eliciting — which areas are most impressive to that particular prospect. This is why it's so important to conduct a conversation, not make a speech: the buyer's obvious interest in one or several of the points you raise **actually tells you how to make the sale.**

TWO-TIER COMMUNICATION

The buyer makes a decision on two levels: professional and personal. We all do. Therefore, when you want to speak on a professional, company-to-company level, begin statements with your company name, or "we." But use "I" to indicate the strong personal and individual commitment that will make your business dealings a matter of person-to-person trust.

The sales literature that you carry in your folder, properly chosen and prepared, should give you all the ammunition you need, if you use it properly. As you make each point in your presentation, hand the prospect the appropriate corresponding piece. A picture is worth a thousand words — and a picture presented at the right time, and explained well, is worth customers!

When you talk equipment, show a picture of a brewer. Develop proper timing; for example, refer to the coffee brewer you want to install, its quality, speed, reliability, safety, and so on — and then share the picture.

Handing a piece of literature to a prospect joins you together; use the opportunity to move closer to the buyer. Penetrate the defensive fortress that people often turn their desks into. When you have made a point, anticipate the opportunity to let the prospect look at something. Moving around the desk to stand next to him, or her, produces a less formal atmosphere — one that's more comfortable for both of you. And, if you can make the prospect feel that your position is one of helping in the evaluation and improvement of the system her or she is responsible for, you change from being a buyer and a seller into being a *team*.

Because you are a professional, you will take notes throughout the conversation. Keep them brief, allowing you to maintain eye contact. Of course, once you've returned to your car, you'll pause to amplify those notes while the discussion is fresh in your mind. Don't trust your memory to be absolutely faithful.

The tone and attitude you maintain is extremely important. There is a definite distinction between "aggressive" and "pushy". Your training and experience have made you an expert; the professionalism and quality of your organization provide the strength and resources to get the job done. Your personal commitment is the bond. All these things make **your company** worth far more than the prices you charge.

Recognizing this value makes you sincere in the belief that no company, no person, no system can perform the required function better than you can. Demonstrate this belief in your manner and speech, and your confidence in the value of what you're offering should convince most prospects to give you, at the least, a one-month service order which will allow an effective evaluation. Realistically, even a three-day trial of a professional coffee service convinces better than 50 per cent of buyers that it's a necessity.

Of course, despite your best efforts and the unquestionable value of your service, you will meet resistance. There can be any number of reasons for it, and your job is to find out what they are. Determine, as exactly as you can, the precise nature of the objection, or the source of the resistance.

The first question to ask yourself is whether you made a *complete* presentation. If in doubt, the best thing to do is question yourself — and the prospect! Begin with a general question, and then summarize: "Did you have any questions? Have I covered everything? Let me see; I told you, first, that the equipment is. . . "

If you have established a proper conversational flow during your presentation, exchanging information through questions and answers, talking and listening, you will have met and overcome most objections to the sale as you went along.

About The Author

KEN GRAY began his long career in the OCS industry as a part-time sales representative for Cory Coffee Service (Riverdale, CA) in 1965. He joined ARA Coffee System (Riverside, CA) in 1968 as a route driver, subsequently serving as a sales representative and branch manager.

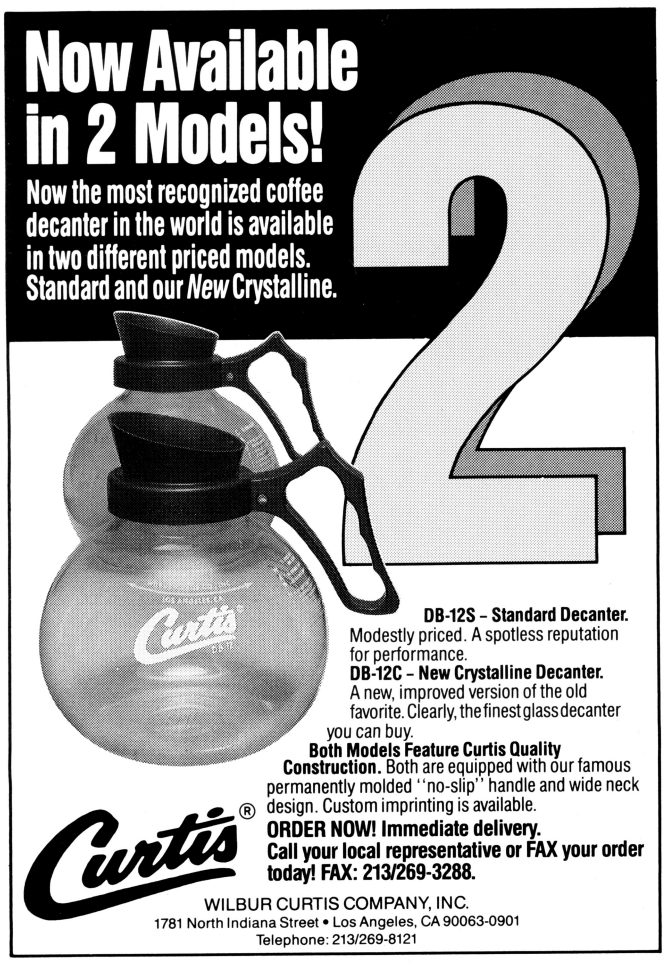
The industry veteran moved up to operations manager, then division general manager for ARA Coffee System (Los Angeles), and later served as division general manager in Memphis, TN. Gray next became division general manager in Minneapolis, MN, subsequently advancing to regional zone manager for 17 Midwestern states.

He later moved to Philadelphia, Penna., as national operations manager for ARA Leasing Services, responsible for franchised operations of coffee service, cooperative service vending, and honor snacks.

Gray then joined ADG Services, Inc. (Faribault, MN) as general manager, responsible for OCS, CSV and snack operations.

Moving to the manufacturing side of the business, the industry pioneer joined Brewmatic Corp. (Los Angeles, Calif.) as national sales manager. He then returned to the operating segment, serving as national operations manager for Service Coffee Corp. (Irvine, Calif.)

The industry veteran now heads A True Service, a company that specializes in consulting and brokerage services for the OCS industry.



The MICRO Scope

by Franco Giannotti
President, Venmar Systems

We've emphasized the importance of backing up disks, in order to minimize the pain and strain if (or *when*) your hard disk fails. The past two columns dealt with the most popular way to do this (backing up to floppy disks). We also mentioned the "on-disk" and tape methods.

"On-disk" backups are useful as a temporary precaution. By simply copying the file you're working on to another directory on the same hard disk, you protect yourself against the consequences of having that file accidentally erased or destroyed. This can save a good deal of work, but it's only an interim measure. A real hard-disk "crash" will ruin the backup file as well.

Another drawback is that backing up "on disk" involves using additional precious hard-disk space. But, in its favor, we have convenience and speed. "Writing" to the hard disk is faster than "writing" to floppies, and copies can be made using the DOS **COPY** command—regardless of the size of the file. You can also set up "batch" routines to copy the entire subdirectory containing the data files into the backup subdirectory, automatically.

If your computer has two hard disks (two *physical* disks, that is; not two partitions of the same drive), then "on-disk" backing up merits consideration. It would be very unusual for both hard drives in a computer to break down simultaneously..

The "on-disk" method is frequently employed to make interim backups to supplement a less volatile method. If the data entered every day is not excessive, nor difficult to duplicate, you may consider backing up on-disk every other day, alternating it with the safer floppy or tape backup.

Many word processing programs make an automatic on-disk duplicate of each file every time it's opened for editing purposes, to guard against accidental erasure. The duplicate file is usually identified by the extension **.BAK;** thus, a document named **MAYPROMO** will be copied to another file named **MAYPROMO.BAK.** In working with this kind of program, be careful of the convention you use in naming files. If you differentiate them by the extension, you'll lose the previous backup every time you create a new file. For example, **PROMO.AUG, PROMO.SEP,** and **PROMO.OCT** will all be copied as **PROMO.BAK,** and each will be overwritten by the next. You'll only have a backup copy of the most recent document.

This is something to keep in mind when using the **COPY** command. While it's easier to use than the backup/restore routines we discussed earlier, be aware that it will overwrite files of the same name without warning you. Use extra care in checking the syntax of your command, to insure that the files you are copying—and the directories you're copying to and from—are the correct ones, *before* you press the RETURN key! Once initiated, the **COPY** command cannot be halted or reversed; any existing file with the same name will be permanently overwritten.

It may be a good idea to look at the target directory (using the **DIR** command) to see whether a file of the same name already exists, before issuing the **COPY** command. As an example, if you wanted to copy **MAYPROMO** from drive C: subdirectory **WORDPRO** to drive D: subdirectory **BACKUPS,** you can precede the command.

C:\WORDPRO>COPY MAYPROMO D: BACKUPS

with the command

C:\WORDPRO>DIR D: BACKUPS MAYPROMO

Should **MAYPROMO** be a valid filename in subdirectory **D:/BACKUPS,** its name will appear on the screen, and you'll also see the size of the file and the date of its last update. It is your choice, then, whether to overwrite it or not. If you're still uncertain about what to do, you may copy your new file to a different name, or add a descriptive extension to it. Thus, instead of

C:\WORDPRO>COPY MAYPROMO D:\BACKUPS

you may opt for

C:\WORDPRO>COPY MAYPROMO D: BACKUPS\MAYPROMO.NEW

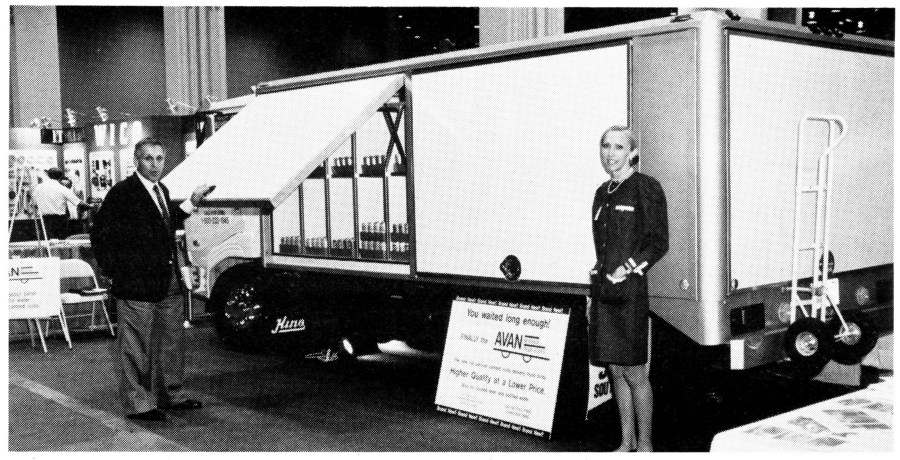
If you pull a directory now, both files will appear: the old **MAYPROMO** and the new **MAYPROMO.NEW.** You can then decide whether to delete one or the other, or to keep both.

To recapitulate, let us say that the "on-disk" scheme is a good one for interim backups, unless you have two hard drives. If you do, it can be considered semipermanent. Even so, there is no substitute for backups which are not only removed from the machine, but are also removed from the premises.

The ability to remove a backup medium for storage off-site is very important in setting up a serious data protection program. Floppy disks, tape cartridges, or removable high-capacity media of other types should be rotated between the office and a safe remote storage area. At a minimum, take them home with you. Accidents happen, and backups that were damaged by a natural disaster or a fire will do you no good.

Next month, we'll conclude this series by looking at the tape backup method, which is probably the best one overall. This makes use of magnetic-tape cartridges accommodated by a high-speed drive. The cartridges are available in different capacities, and the system can copy the entire contents of a hard disk in a few minutes. Because of its speed, simplicity, and ease of storing the media off-site, the tape system is increasingly popular for backups.

By the way, while you're thinking about it, shouldn't you do your backups now . . . ?



AVAN ROLLOUT: Arthur and Christina Winston of A. Winston, Inc., show off their new beverage delivery vehicle at the National Automatic Merchandising Association trade show in Chicago. Featuring an all-aluminum subframe designed to support twice the gross vehicle weight rating of the truck, "Avan" is built of heavy extruded aluminum structural members; panels are formed of G-E Plastics' "Azdel" for maximum durability and ease of cleaning. Stainless-steel 3-point door locks and recessed taillights are supplied as standard equipment, and the body is backed by a 10-year warranty. Slated for early introduction is a model in which the fixed shelving is replaced by similarly-styled modular "pallets" that can be pre-loaded in the warehouse and lifted into the truck for fast morning starts. Information on "Avans" may be had from A. Winston at Plaza 202, Ste. 205, U.S. Hwy. 1, Tequesta, FL 33469, tel. (407) 747-2612.

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HAVC MID-YEAR CONFAB ADDRESSES TAX, SIGNAGE LAWS

(Continued from Page 4)

Scott Gray of AlPac Corp. described the effect on the vending industry of Honolulu's recent application of its ordinances regulating advertising signage to display fronts on vending machines. Honolulu authorities have decided that a vending machine is a sort of "outdoor sign," and therefore cannot display brand advertisements (as many canned cold-drink machines do).

The consequences of this interpretation are that advertising signage cannot appear on vendor fronts if the machine is sited outside the location and can be seen from the street; and if it represents "secondary signage"—i.e., the location is not in the primary business of selling the product vended from the machine. The advertising front will be allowed on the vendor if it is sited inside the location, even if it can be seen from the street.

NAMA Western manager and counsel Joan E. Berney provided a summary of national legislative matters pertinent to vending. Three measures have been proposed in Congress that would ban or restrict cigarette vending machines.

Two proposals in the lower chamber are of concern. HR 665, Rep. Atkins (D.–Mass.), would forbid the sale of tobacco products except "over the counter." A second proposal, HR 1250, is similar in intent but is designed as an amendment to Section 5 of the Federal Trade Commission Act.

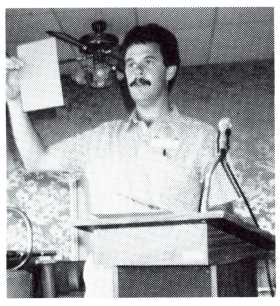
In the Senate, a rather complex measure has been proposed by Sen. Lautenberg (D.–N.J.). Introduced as S. 1527 and S. 1528, it would (among other things) award "incentive" preventive-health grants to states that met certain requirements, among them the restriction of vending machines to locations where minors are prohibited.

Ms. Berney reported that NAMA government relations director and counsel Richard W. Funk has testified before the Subcommittee on Transportation and Hazardous Material of the House Committee on Energy and Commerce, which is considering HR 1250. Funk presented the National Automatic Merchandising Association's arguments against HR 1250. His testimony included the results of the recent NAMA study on teenage smoking (see V/T, August 1989), which demonstrates that vending machines are a negligible factor in providing tobacco products to minors.

The NAMA Western counsel detailed these findings, which showed that about 80 per cent of teenagers do not smoke at all. Of those who do, only 72 per cent purchase cigarettes (the rest obtain them from family members or friends); and ten out of eleven of the purchasers never buy cigarettes from vending machines.

Ms. Berney also noted that the Child Nutrition Act is up for reauthorization, and the reauthorization act has passed the House (HR 24) and is now under review by the Senate Subcommittee on Nutrition and Investigations. A special-interest group is campaigning, in the Senate, for an amendment to Section 10 of the measure, which deals with restrictions on competitive foods under the various federally-sponsored school food programs. If successful, this group will make the sale of "competitive food

(Continued on Page 30)



IN TOUCH: Speakers at recent mid-year Hawaii state council meeting brought vendors up to date on legislative and regulatory issues. At left, HAVC president Bob Hoffman, Sonnie Gay welcomes conference-goers; at center, Scott Gray of AlPac explains the implications of Honolulu's regulations on exterior signage for the vending industry; at right, Norman Suzuki of The Tobacco Institute surveys anti-smoking legislation.

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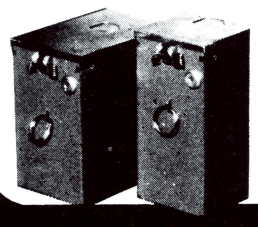

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NAMA Western Office Moves To New Quarters

ENCINO, Calif.—The National Automatic Merchandising Association reports that its Western Office has relocated from Sherman Oaks, Calif. The new address is 16030 Ventura Boulevard, Suite 215, Encino, Calif. 91436-2745. The telephone number remains (818) 783-8363, and the facsimile number is still (818) 783-0232.

Rekeyable Padlocks Aid Security, Cut Costs In Newspaper Vending

NASHVILLE — *The Tennessean*, a daily newspaper in Nashville, has more than 5,000 coin-operated newspaper vending racks in operation across the state, all serviced by company employees.

To guard against theft — while saving money on operating costs — the newspaper utilizes rekeyable padlocks with a reserve keyway system.

"We started using rekeyable padlocks from the Master Lock Co. 10 years ago because we felt they were cost-effective and enhanced security," says Nicky Bowen, rack maintenance manager at *The Tennessean.*

With rekeyable padlocks, the inner cylinders are removed and new cylinders are placed into the padlocks, restoring security.

"After a cylinder has been replaced, the padlock security is the same as if you had replaced the entire padlock," says Tom Campbell, product manager at Master Lock. "Since you only have to change the cylinders, companies can save money — compared to the price of replacing the padlocks."

"The rekeyable lock cylinder can be changed in a matter of seconds by using an ordinary hex wrench, or the lock can be taken to a locksmith," he explains.

Another benefit of the rekeyable locks is that padlock inventories can be drastically reduced, since only a few lock bodies and replacement cylinders must be kept on hand. (Master sells kits that include replacement cylinders and different size shackles.)

It is also easy to add more locks to the system when using rekeyables. "When we need to add another rack to an existing route, all we do is take a padlock off the shelf, rekey it and it's ready to be added to our system," Bowen says.

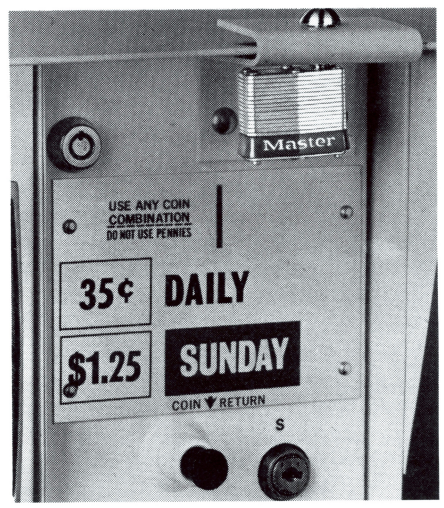
The Tennessean's employees use keyed-alike padlocks for convenience when servicing their routes. "One key will open all the padlocks on the route and each employee has a different key," he explains.

Because *The Tennessean* has many employees spread across the entire state, Bowen uses a reserve keyway system to increase security along his routes. Reserve keyways offer additional security because they are unavailable to the general public.

"With our reserve keyway system, Master Lock keeps all the records about the key cuts and systems used," explains Campbell. "Duplicate keys can only be obtained by having the registered owner of the lock write to Master and request a copy," he adds. This means a thief will not be able to have keys copied at a local locksmith shop or hardware store. "It's very difficult — if not impossible — for an outsider to get a key cut with the reserve keyway system," says Bowen.

Reserve keyways are available on a wide variety of padlocks. *The Tennessean* primarily uses Master's new keyable padlock, No. 25. These padlocks feature reinforced bodies 3/8-inch-diameter, high-tech steel shackles and one-inch horizontal shackle clearance.

"The shackle size and extra clearance make it ideal for securing vending machines, truck door gates, tool boxes and other equipment," said Campbell.



SECURE: Constructed with a single case-hardened post shackle, this Master Lock padlock eliminates the part of a lock most susceptible to attack — the loop of the shackle. Rekeyable padlock is finding wide vending application.

THE WALL STREET DIARY

by VICTOR LAVAY

Executive Publisher

Batus, Inc. is the management and holding company for the U.S. business interests of B.A.T. Industries p.l.c. Headquartered in London, Batus has a nationwide network of businesses in tobacco, paper, retailing, and financial services. Among the major holdings are Brown & Williamson Tobacco Corp., Farmers Insurance Group, and the Saks Fifth Avenue and Marshall Field's department stores.

Batus consolidated sales in 1988 were $6.3 billion, a 7% increase over $5.8 billion the previous year. Net income rose 15% to $535 million from $466 million in 1987. Tobacco accounted for 44.2% of sales and 67.9% of operating income.

Brown & Williamson Tobacco Corp. (B&W), the nation's third largest tobacco company, saw its sales rise 11% in 1988 to a record $2.8 billion, while operating income increased to a new high of $651 million. Although domestic cigarette volume declined industry-wide by 2%, B&W's market share remained stable at 11%. "Focus on quality and innovation, within the key components of B&W's business, contributed to the company's successes in the domestic and international marketplaces," a spokesman noted.

The expansion of a new marketing and sales program for *Kool* significantly improved the brand's performance trend in 1988. Based on the *"Kool* and Mild Today" advertising campaign, the program emphasizes the *Kool Milds* style, while supporting the parent brand. Although the program is bolstered by traditional advertising media, creative promotional materials communicate the campaign directly to consumers at retail outlets and in homes.

Initially tested in St. Louis, the program was expanded to cover selected "impact markets" in the Southeast, Southwest, and Central U.S. Results have indicated a significant positive impact in the performance of B&W's flagship, with *Kool* the nation's fourth best-selling brand.

B&W also applied special promotional programs to other popular brands, including *Barclay, Viceroy, Raleigh* and *Belair.* These programs were targeted to key regional markets, offering consumers savings. They were particularly responsive to a test of *Viceroy* at a generic price, and the company launched this new offering nationally.

Capri, a 100-millimeter, ultra-slim cigarette, achieved full national distribution, exceeding first-year share-of-market expectations. Stylish in design and packaging, it represents B&W's first venture into the female segment. The company tested a 120-millimeter version in Louisiana as part of its ongoing efforts to fill product opportunities in the marketplace.

The value-for-money segment—plain labels, private labels, low-price branded and low-price 25's—accounted for about 11% of the cigarette market in 1988, and B&W remained well-positioned with a strong portfolio of products. It met consumer preferences for generic-priced cigarettes with its *GPC* brand. While it is now positioned against so-called "black-and-white" offerings, *GPC* was tested in stylishly colored packaging to enhance its recognition among competing brands.

B&W also launched *Richland 20's* to compete with other successful low-price branded products. Providing the same high quality as *Richland 25's,* it is designed to meet consumer demand for an image product at low-price. *Richland 20's* was offered in menthol and non-menthol, king-size, and 100-millimeter styles.

The growth in B&W's 1988 sales is attributable to higher prices (domestic and international) and significantly higher international volume. International sales increased 31.6% in 1988 on a volume increase of 25.1%, reflecting greater market expansion into the Middle East and the Far East.

vt Vending Securities market prices

	1988-1989 HIGH	LOW	RECENT PRICE
NEW YORK EXCHANGE			
Bally Manufacturing	29¾	19	20½
Crane (National Vendors)	25	14½	23⅜
International Multifoods (VSA)	33⅜	26⅝	30⅛
Marriott	41¼	29⅜	36⅝
Maytag (Dixie-Narco)	27⅜	18⅞	20¾
Ogden	34¾	25½	32⅝
TW Services (Canteen)	39	20⅞	33⅝
WMS (Williams Electronics)	15	5¼	10½
OVER-THE-COUNTER			
Daka	1⅝	7/16	½
Grayhound Electronics	19⅛	8½	14⅜
Seeburg	2 1/16	3/16	7/32

Borden Approves Stock Split, Upping Dividend; Snack Business Helps Boost 2nd Quarter Profits

NEW YORK — The Board of Directors of Borden, Inc. has appproved a 2-for-1 stock split and a 6.7% increase in the quarterly cash dividend. The higher cash dividend is payable September 1 to stockholders of record August 4.

The new quarterly dividend on the pre-split shares will be 48 cents per share, up from 45 cents per share and equivalent to 24 cents per share on a post-split basis. (The prior amount had been established on April 22, when the dividend was upped from 39 cents per share.)

Sales for the second quarter ended June 30 were $1.87 billion, up 5.1% from $1.78 in the 1988 quarter. Net income reached $83.9 million, equal to $1.13 per share, a gain of 13.9% over the $73.1 million, equal to $1 per share, earned in the similar period a year ago.

"Many of our base businesses continued to show strong, steady growth in sales and profits, led by improvements in pasta, niche grocery, snacks, and domestic films and adhesives," noted Chairman R.J. Ventres.

In the Snacks and International Consumer Products Division, 1988 second quarter operating income increased 12.6%. In North American snacks, *Humpty Dumpty* in Canada and *Clover Club* in the U.S. led the upturn.

Marriott Sales Rise 16%, Net Up 9% In 3rd Quarter; Results Benefit From Profits In Contract Services

WASHINGTON—Sales of Marriott Corp. for its 1989 third quarter ended September 8 totaled $1.93 billion, a gain of 16% from $1.67 billion in the year-ago period. Net income was $63 million, equal to 56 cents per share, up 9% from $58 million, equal to 50 cents per share, in the 1988 quarter.

Contract Services reported a 17% sales gain in the third quarter, and a 7% increase in operating income. Results benefitted from substantial profit growth in food and services management, and higher profits for Host airport operations.

Strong profit increases in Marriott's facilities management business included contributions from United Healthserv, which was acquired in June. Profits were also higher in the health care and business food service product lines. During the 1989 third quarter, Marriott became the leading provider of food service to educational institutions as a result of new accounts awarded for the 1989-90 school year.

Host airport food, beverage and merchandise profits rose as a result of new merchandise accounts, the introduction of branded food concepts, and slight growth in passenger traffic.

Rykoff-Sexton Tallies 13% Sales Gain In Fiscal '89; Net Earnings Climb 26% To Record $1.3 Billion High

LOS ANGELES—Rykoff-Sexton, Inc. reported record sales and earnings for its fiscal year ended April 29, 1989.

Sales increased 13% to $1.3 billion from $1.14 billion the previous year. Net income climbed 26% to $20.6 million, or $1.75 per share, from $16.4 million, or $1.53 per share, in fiscal 1988.

Per share amounts for the prior year period have been adjusted to reflect a stock split effected in the form of a 25% stock dividend that was distributed January 16, 1989.

President Roger W. Coleman stated that all areas of the company showed improvement for the year and contributed to the record results. He noted that Rykoff-Sexton's focus on self-manufactured products, equipment and supplies, and other niche markets such as contract and design services were important factors in attaining the strong performance.

Hershey 6-Month Sales Rise Over $1 Billion Mark

HERSHEY, Pa. — Net sales of Hershey Foods Corp. for the first six months of 1989 were $1 billion compared with $898 million in the year-ago period. Income from continuing operations was $64.7 million, equal to 72 cents per share, vs. $56.6 million, equal to 63 cents per share, in 1988. After giving effect to discontinued operations, net income for the first half of 1988 was $65.5 million, equal to 73 cents per share.

"Consolidated net sales grew significantly in the second quarter of 1989 as a result of volume gains related to the 1988 acquisition of the Peter Paul/Cadbury business as well as strong unit volume gains for Hershey Chocolate U.S.A.'s established confectionery brands," said Chairman Richard A. Zimmerman.

Hormel Earnings Rise 20% Over 9 Mo. Period

AUSTIN, Minn. — Sales of Geo. A. Hormel & Co. for the first nine months of fiscal 1989 were $1.64 billion, nearly even with sales one year ago of $1.63 billion. Earnings rose 20% to $37.8 million, equal to 98 cents per share, from $31.8 million, equal to 82 cents per share, for the corresponding period a year ago.

Major marketing efforts are under way to establish a microwave section consisting of shelf-stable company products such as *Top Shelf* main dish entrees, *Hormel* microwave-ready entrees in plastic cups and bowls, and the *Kid's Kitchen* line of microwaveable meals.

HAWAIIANS MEET: Getting together for midyear HAVC conference are (from left) Joan Berney, NAMA Western counsel and manager, and Board of Directors members Francis Kamalii, Frito-Lay; Dave Hall, Rowe International; Ernie Kingsley, Servend of Hawaii; Bob Young, Hawaiian Isles Vending; Bob Smith, Coin Acceptors; Gaylord (Pakay) Ching, Hawaiian Isles Vending; John Keegan, Marine Corps Exchange; Scott Gray, AlPac; Bob Hoffman, Sonnie Gay; and Richard Uyehara, Pacific Amusement. HAVC annual conference is planned for first quarter of 1990.

New B.K. Adapter Permits Pricing To $6.50 On 'ACMRs' With 'Maxi Credit Vend' Channels

MIAMI, Fla.—Now available from B.K. Vending Sales is an adapter for its popular "Maxi Credit Vend" channel permitting quarter-only vending at prices up to $6.50 with Red and Green "ACMR" coin mechs. The adapter provides other benefits as well, reports B.K. founder Bernard Kalishman.

Kalishman, a veteran cigarette operator who developed the "Maxi Credit Vend" upgrade channel for "ACMRs" five years ago, reports that the new upgrade kit was planned for when the channel was designed (see V/T, August 1984). As cigarette prices in vending machines are pushing $2.25 in some parts of the country, he said, the time has come to offer this additional capability. "The new adapter will help operators until the dollar coin arrives," he added.

The "Maxi Credit Vend" channel is offered to vendors by a major tobacco company, and is also available directly from B.K. Vending Sales. It extends the pricing capacity of National Vendors "222" and "800" cigarette machines to $1.75 and $2.25. The new "easy-on" adapter costs less than $2.00, and extends pricing to $6.50. It's supplied with an easy-to-follow instruction sheet, and can be installed on location in ten minutes or less.

Some 250,000 "Maxi Credit Vend" channels have been installed by operators since 1984, Kalishman reports. The price-upgrade adapter has been used on routes in South Florida and elsewhere for the past 12 months, and nearly 7,000 of them are presently in use in Florida, New York, Texas, and other parts of the country.

This widespread field testing has disclosed an unexpected benefit from the adapter, Kalishman told V/T. Operators have reported that a new method of tricking a vender into delivering a pack of cigarettes after only four quarters have been inserted, by toggling the coin return, is being used with increasing frequency. The new adapter effectively recreates the original "three-finger" principle of the 1950s "ACMR", and eliminates the shortages caused by this system of cheating.

The adapter can be ordered from B.K. Vending Sales at 17170 N.W. 2nd Court, Miami, Fla. 33169, tel. (305) 652-2840. The address also appears on the stick-on labels supplied with "Maxi Credit Vend" channels presently in the field.

Unisto Electronic Seal Stores Times Of Access

WHITE PLAINS, N.Y.—Now available from Unisto, Inc. is an electronic entry-detection device that is installed like a seal but which records times and dates of access. Called "Microseal," it is designed to detect access and deter unauthorized entry.

The self-contained module is less than four inches long and an inch thick. It is powered by a lithium battery with an expected life of up to ten years, and features a four-digit LCD display.

When the seal is opened, a nonrepeatable random identification number is generated and displayed, allowing authorized personnel to document their activity; time and date are also recorded. A continuous memory stores information on the last 50 events, providing a recallable history of access at the touch of a button.

Information on the device may be had from Unisto, Inc. at 1 Holland Ave., White Plains, N.Y. 10603, tel. (914) 428-2282.

HAVC OFFERS LEGISLATIVE UPDATE

(Continued from Page 28)

products" by vending operators in schools more difficult.

"Under current regulations, operators can sell wholesome and nutritious foods and beverages anywhere, any time, *unless* restricted by local authority," Ms. Berney explained. "However, the amendment seeks to ban all sales of competitive foods from the beginning of the school day to the end of the last school lunch hour."

She also updated the Hawaiian operators on the progress of the campaign to secure a circulating $1 coin. A measure has been introduced in the House (HR 1068) that would authorize the minting of a gold-colored Christopher Columbus dollar coin and the subsequent discontinuation of printing $1 bills. It would also conduct a study to determine the advisability of phasing out the penny and half-dollar coins.

The NAMA Western counsel explained that this bill has been referred to the House Committee on Banking, Finance and Urban Affairs, and will be considered first by the Subcommittee on Consumer Affairs and Coinage, which is chaired by Rep. Richard Lehman (D.–Cal.). A similar measure has been introduced in the Senate as S. 814, but the Senate version makes no mention of discontinuing the dollar bill.

"The cosponsors of the dollar coin legislation are steadily increasing in number, with 74 cosponsors for HR 1068 and 13 for S. 814," Ms. Berney reported.

MINIMUM-WAGE UPDATE

Finally, Senator Kennedy (D.–Mass.) has introduced a new minimum-wage bill, S. 1182, identical to the House measure (HR 2) which was vetoed by President Bush. The measure would increase the minimum wage to $4.55 per hour over a three-year period, and would establish a 60-day "training wage" for first-time workers. The bill would also set up a Minimum Wage Review Board. The White House and the Department of Labor continue to maintain that there is no room for compromise, and continue to support the President's original proposal of an increase to $4.25 per hour over three years, and a six-month "training wage".

Conference-goers also discussed the desirability of retaining a legislative lobbyist to assist HAVC in dealing with state and local issues. President Bob Hoffman, Sonnie-Gay Ltd. (Pearl City) promised to research this matter and report his findings at the association's next meeting. This will be held in late February or early March of 1990.

HAVC governor Scott Gray, AlPac (Honolulu) reported that the association is now listed in Hawaii's current *Community Resource Directory*, which is made available to all high school students in the state. Gray, who chairs HAVC's Education Committee, is listed as the industry contact for the program, which provides information on career opportunities to youngsters in school. Including vending as a career opportunity was an objective of the Education Committee announced at the last meeting (see V/T, April 1989), and it has now been accomplished.

Indiana Vending Council Reelects Art Adams Pres.

INDIANAPOLIS — Art Adams (Pride Complete Vending Service, Indianapolis) was reelected president of the Indiana Vending Council at its annual meeting.

Steven Ross (Bertsch Vending, Warsaw) was elected vice president, and D. Allen Jefferis (J&J Vending, Union City) was elected secretary. Jim McNally (Wittenborg USA, Indianapolis) was reelected treasurer.

Reelected to the Board of Governors for 3-year terms were Ross; Jefferis; Kelly Flynn (J&J Distributors, Indianpolis); Jeff Miller (Service America, Indianpolis); and Elliott Nelson (Modern Vending, Indianapolis). Elected for 1-year terms were Merry Lynn Reed (Christiansen Co., Michigan City) and Sherry Wells (Pride Complete Vending Service, Indianpolis).

UPDATE: Gathering for informative Cigarette Vendors Information Council dinner just prior to 1989 NAMA Convention in Chicago, representatives of leading on-street vending companies trade views on strategies to mobilize operator support against discriminatory legislation. From left, they are Craig Estey, The Estey Corp. (Portland, OR); C. Robert Hutchinson, Cliff Weil Vending (Richmond, VA); Dan Brown, Nationwide Vending (Upland, CA); Charles (Hutch) Hutchinson, Cliff Weil; George Elum, Elum Music Co. (Massillon, OH); Jack Kerner, Melo-Tone Vending (Somerville, MA), president-elect of the Amusement & Music Operators Association; Tony Parina, Parina Enterprises (San Jose, CA); and Ed Koppen, The Estey Corp.

VOLUME 23, NO. 12 OCTOBER 1989

VT MUSIC & GAMES

IN THIS ISS
COMPLETE
DISTRIBUTOR
OPEN HOUSE
COVERAGE

Hurry, Hurry, Step Right Up

Redemption Is The Ticket For Increased Coin-Op Profits

U.S.A.—Like the film industry, the world of coin-op amusement is wont to go through cycles. Certain eras reflect innovative breakthroughs signaling the threshold of a new technological age. But when the novelty of newfangled games wears off, the industry wisely returns to tried and true formulas to entertain their coin-pumping patrons.

With a new, and final decade of the century looming around the corner, many operators are reviving popular amusement techniques that harken back several generations or more. With today's resurgence of traditional arcade games and a thriving prize industry, there is a definite trend among operators to bring a good ol' carnival or county fair-type atmosphere into the modern amusement arcade.

In many ways there's a nostalgic ring to it; boys and girls testing their luck in games of skill, trying desperately to win appealing prizes, and perhaps even the heart of their date. It may sound like pure Americana, but to operators the loudest ring is the jangly sound of quarter-crammed cashboxes.

The underlying principle is simple: Give players a chance to win—and take home something tangible. Experience has shown that in most cases winners make players, and players keep coming back for more.

In recent years, crane operators and manufacturers have found this to be true. The rise of the prize-dispensing skill crane has made a significant contribution to coin-op collections, and is definitely here to stay.

While some naysayers may argue that crane profits have softened since the original boom of 1986, overall dollar volume has gone up and successful operators are cashing in on larger plush prizes and jumbo crane models.

According to the *Vending Times 1989 Census of the Industry*, the number of prize dispensing equipment (which not only includes cranes, but rotaries and pushers as well) has increased substantially from 18,000 in 1986 to 50,000 last year. Although weekly takes have dropped from $330 to $215 during that span, overall dollar volume has jumped from roughly $309 million to $560 million.

These figures indicate that individual profits have dropped due to an increase of equipment. There can be little doubt there is also a vast end market playing the games, requiring operators to be more competitive in the quality, display and marketing of their prizes.

WINNERS MAKE PLAYERS

"Winners make players" is the philosophy of Bryan Genco of Genco's Amusement Co. (Bogalusa, LA). "If you don't win you won't play," notes Genco, who tapped into the market at its peak two years ago and now operates over 100 cranes. "Maintaining cranes is a lot of work. It's a labor intensive job that requires constant inventory and regular turnover of your plush and prizes."

"The most important thing is to find the right crane for your locations, and stock it with appropriate prizes. We'll use different types of prizes in a truck-stop than we will on a college campus," says Genco, who stocks 90% plush in his Grayhound cranes, but also uses jewelry, squeeze bottles and mugs. Genco has also found a lucrative market for erotic novelty items in adult bars. "With cranes you have a larger marketplace than video games. We have players of all ages and incomes, not just young kids."

Sharon Harris of Stan Harris & Co. (Philadelphia, Pa.), who has more than 300 cranes on the street, recommends the use of a variety of plush and novelty suppliers as well as weekly collections and stock replacement. "The key to the whole thing is good merchandise and to be aware of your customer base," says Harris, who has also utilized unique promotions like the expensive plush "Stan Harris Dynamite Stick" to stimulate crane play. "Show them something of perceived value and they'll play all day."

"Another aspect of our crane operation is honesty. A major problem is when people don't do the honorable

(Continued on Page 47)

A BOUNTIFUL CACHE of merchandise has customers of Bonita Marie International's Louis J. Cappetta (left) and David Katz singing hosannas for redemption. See Katz's column on page 48.

Bay Area Quake Shakes Many Industry Figures

SAN FRANCISCO—In the ensuing, uncertain hours after the momentous earthquake that ravaged the San Francisco Bay area Oct. 17, it began to dawn on people engaged in the music and games industry that the Silicon Valley, home to a legion of coin-op manufacturers, was close to the tremor's epicenter.

Thankfully, there were no industry deaths that *Vending Times* knows about at presstime. But what's certain is that a number of vending luminaries experienced the horror of the earthquake first hand.

About a dozen faces familiar to the

(Continued on Page 76)

THEY WERE MOVING ON UP to Northeast Philadelphia, and what a better housewarming party but an open house! Active Amusement Distributors principals David Gilfor (far left) and Paul Russell (third from right) had a lot to smile about. Distributors' open house coverage begins on page 41.

New Betson 'Big Choice' Crane Has More Pizzazz

MOONACHIE, N.J.—Betson Enterprises has just introduced its newest crane, "Big Choice Limited Edition," a one-player model that Betson redemption expert John Margold says is the "most exciting" yet of the company's high-profile "Big Choice" models.

"Big Choice Limited Edition" offers the same extra large claw and standard bill acceptor as the original "Big Choice," but offers a few more perks with a big dose of pizzazz.

"Big Choice Limited Edition" features a mirrored ceiling, a larger viewing area and special halogen lighting that Margold said will attract new locations that previously resisted the idea of cranes.

The new crane is ready for shipping immediately. For more information, contact John Margold at Betson Enterprises' Moonachie office, (201) 440-2200, or write Betson Enterprises, 6 Empire Boulevard, Moonachie, N.J. 07074-1378.

SILVER BALL MANIA

Flipper Fanatics, Industry Intelligentsia Flock to Largest-Yet Pin Expo

ROSEMONT, Ill.—After it was over, Pin Expo '89 left participants not so much with a feeling of nostalgia, but with the abiding sense that a crowd of old friends had been reacquainted.

About 300 pinballaphiles and their old friends—the machines—got together for a three-day celebration of the silver ball that has progressively attracted bigger crowds each year.

Flipper Fanatics, your legions are growing!

Robert Berk, the man behind the Expo, was pleased, to say the least.

"It's exciting for me to see that it's continuing to grow," said Berk after the Expo's conclusion. "And I'm getting more input from the manufacturers as well as AMOA. They are finding there's a niche in this show for them, that there's something to get out of it and enjoy. What really makes it so unique is that it provides an atmosphere where competing companies can come and join hands for the good of the industry."

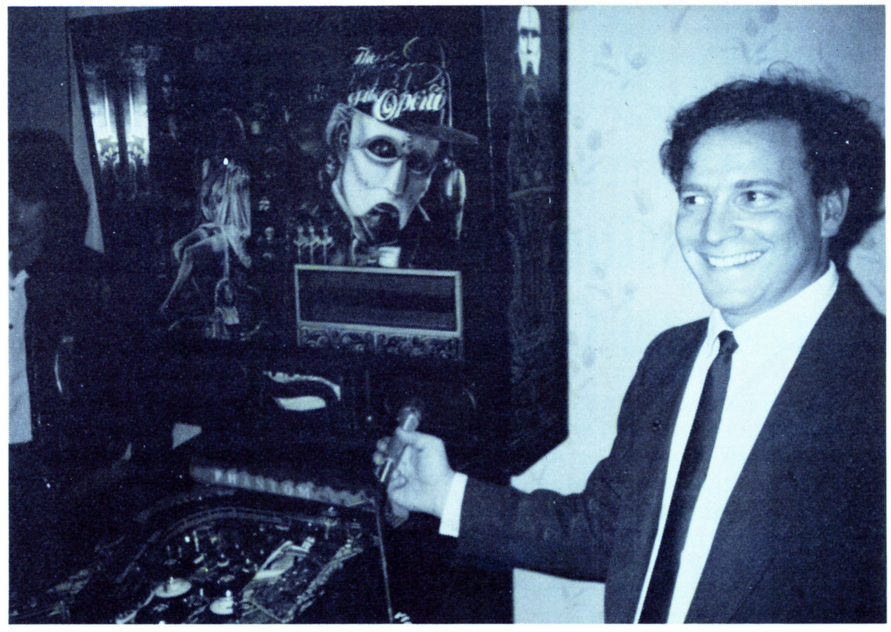
Not to be forgotten in the midst of clanging bells, dipswitches, short and fat flippers and art deco backglasses were the new, lasting friendships—manufacturers, distributors, operators and players—that had an opportunity to develop. Envoys from every pin manufacturer, former AMOA President Clyde Knupp and the finest players from around the globe insured that Pin Expo '89 had something for anybody in love with the silver ball.

All four manufacturers' new pieces were proudly on display—Premier's "Bone Busters," Data East's "Monday Night Football," Williams' "Police Force," and Bally's AMOA Game of the Year, "Elvira and the Party Monsters" on the same show floor chock full of literally the greatest pins of all time, anywhere.

Pinball addicts got a chance to test their wizardry on the games they learned to flip on—such classics as "Humpty Dumpty," "Yanks," "300," "Lost World," "Captain Fantastic," "2001" and "Kings and Queens."

But the old games were just a warmup for the new.

The anxiously-awaited "Flip Out" contest was played on all the new games, with the finalists in both the manufacturers' and players' division deciding the contest on a prototype of Data East's "Phantom of the Opera," which is slated for shipping in the coming months.



Data East's Director of Design Joe Kaminkow treated Pin Expo '89 finalists to a spin on a "Phantom of the Opera" prototype. The machine, due for shipping in a few months, drew rave reviews from players and other manufacturers alike. Kaminkow hyped up the pin's soundtrack a bit with a microphone for Expogoers outside of the game's earshot.

The winners were Dave Hegge of Chicago, Ill. in the players' division, while Larry DeMar of Williams took the manufacturers' crown for the second consecutive year. (DeMar quite literally won a crown for his wizardry in addition to a monstrous trophy, while Hegge took home a "Bone Busters" pin courtesy of Premier.)

All in attendance were treated to a tour of the Premier/Gottlieb factory where Expo-goers got a firsthand look at the pinball assembly line process—and considering the technology employed in pin production, the previously unenlightened got a sense that it's as complicated a procedure as automaking—while getting a chance to kibbitz with Premier prez Gil Pollack, designer Adolph Seitz and sales manager Dan Clarton.

The seminars were of particular interest not only as an informative function, but as a chance to hash out some hot issues facing the pin industry as a whole, such as adoption of 50-cent play and the changing game play new technology has foisted upon a player.

The Expo closed with a scrumptious buffet of prime rib and a hefty dessert of pinball history, as after-dinner speaker Gary Stern reminisced about his experiences accumulated after a lifetime in the industry. Following Stern, Pollock and pinballaphile Dan Kramer honored Wayne Neyens, a retired dean of the industry who blazed trails in design that have since become essential elements to any pin.

If you missed Pin Expo '89, mark your calendar for Pin Expo '90, which will be held at The Ramada O'Hare in Rosemont Nov. 9 and 10. A tour of Data East's factory will be featured, as well as the usual roster of leaders from the pinball industry.

For more information about Pin Expo '90, call Robert Berk at 216-369-1192.

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Grayhound Stock Shoots Skyward In Big Rally

TOMS RIVER, N. J.—Operators know Grayhound Electronics, Inc. as the manufacturer of the enormously successful "Coors Light Supershooter"—a solid company with a good game.

But Wall Streeters are getting to know Grayhound as a hot investment.

That's because Grayhound has patented a ceramic coating that is non-toxic and resistant to high temperatures. It's use, according to company chairman Carmen Ricci, can be applied to everything from paper to PVC piping (a component in "Supershooter") to airplane parts.

Ricci said the applications for the coating are so diverse, orders for the product have been immense from traders on the stock exchange. Subsequently, Grayhound stock has been spurting ahead, rallying from a single digit trading value to $17 a share at press time. Turnover remains heavy, Ricci said, even after the 190-point drop in the Dow Jones Industrial Average on Oct. 13.

All this market gain bodes well for operators and their locations.

"In reference to PVC, which you find in our products, this doesn't have any toxic fumes, smoke and no gas release," Ricci said. "If you had a fire, it wouldn't burn. There's going to be a lot of revolutionary things happening as far as wood, plastic and canvas devices. It's going to make the products coming out in coin-op much better."

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The ESWAT kit comes complete with circuit board, wiring harness (JAMMA compatible), full cabinet graphics, twin control sets with motion control joy sticks, fire, jump, and special weapons buttons, in-cabinet control panel with volume control, service switch, and test switch, and high-resolution graphics. The game's three rounds and 15 stages allow player buy-in through the 14th stage.

For more information call your authorized SEGA distributor.
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Industry Joins Charity To Benefit Terminally Ill Children

KISSIMMEE, Fla.—The coin-op industry recently put itself behind a charity that tugs at the heart of the amusement industry. Give the Kids the World is a non-profit organization dedicated to providing terminally and seriously ill children with a dream vacation for themselves and their families.

Recently the coin-op industry lent the charity support with the donation of several video games to the Holiday Inn-based establishment, which features 16 two-family villas. The grounds include a swimming pool and playground with a real fire truck, and a 30-foot pirate ship pier from which the youngsters can fish from a stocked lake. The coin-op addition now contains "Clayton's Club Car," a renovated caboose, which serves as a free arcade for the kids. Selected from dozens of bouncing bunnies, Clayton P. Rabbit was appointed by president and founder, Henry Landwirth, to serve as the facility's official host and ambassador to the Holiday Inn Kids Village.

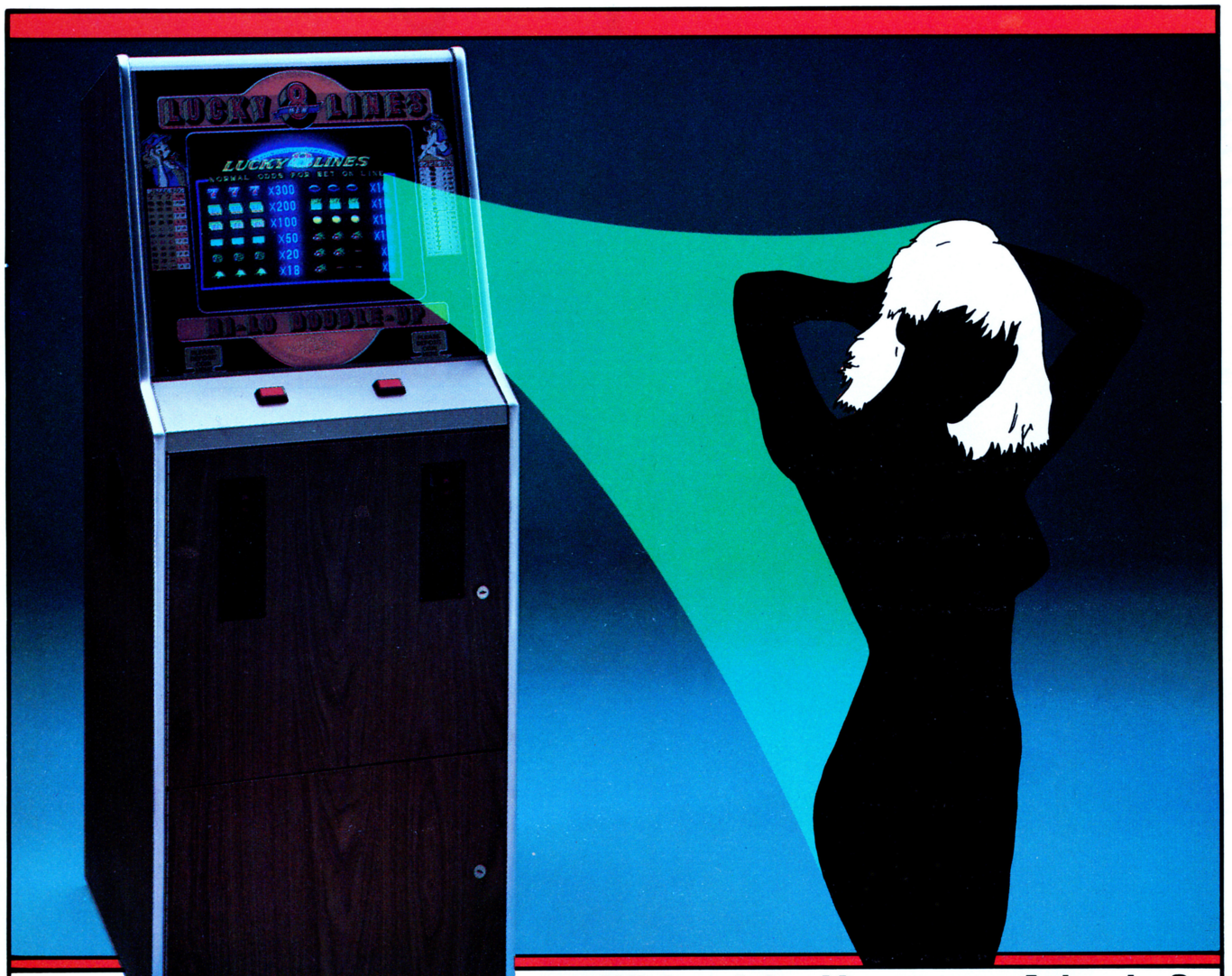
The organization, which provides a six-day cost free vacation to central Florida attractions, has been in operation for over a year. Tickets are provided by Walt Disney World Magic Kingdom, Epcot Center, Disney-MGM Studios, Seaworld, Wet 'N' Wild, Boardwalk and Baseball, and Cypress Gardens, as well as a variety of restaurants and other attractions.

CLAYTON P. RABBIT

The new game room currently contains six video games and a jukebox donated by Birmingham Vending, Brady Distributing, and WGM Amusements (Kissimmee, FLA). Instrumental in organizing the project is WGM's William Miller, who contacted both the AAMA, AMOA, and Florida Amusements and Vending Association (FAVA) for help in organizing the drive. In addition, Miller has stated that he will service the games, free of charge, for as long as the facility is in operation. It is Miller's hope, that the industry's generosity in the replacement of these games will continue in the years to come.

"We feel very strongly about what they're (Give the Kids the World) are doing for kids," said Miller. "In the future, we hope that other operators, distributors, and manufacturers will become involved. Just seeing the children's joy and thankfulness of the families is enough to make any contributor anxious to participate in this project."

Miller stated that anyone willing to donate a game, can contact Give the Kids the World GTKW, 210 South Bass Rd., Kissimmee, FLA 34741; 407/828-8948; Fax: 407/396-1207; or contact Bill Miller, WGM Amusements, Inc. 2700-A Michigan Ave., Kissimmee, Fla; 407/846-1206.



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'Tis The Season To Stock Holiday Plush And Novelty Assortment Packs

U.S.A.—After what many termed the strongest-ever Halloween season for crane and arcade plush and prizes, manufacturers and distributors are bustling with the onslaught of Christmas orders of both seasonal and novelty prepacks and plush selections.

"We did three times our usual Halloween business. We sold out early this year, and Christmas looks like an all-time record breaker" says Bob Portale of Prizes!, who carry Warner Bros. and Looney Tunes licensed plush. "The Christmas season is starting earlier. In the past it's begun after Thanksgiving, but now it starts to pick up in the first week of November. Basically, it means more dollars for the operator."

"We recommend that merchandise is in the cranes 60 days before the holiday," says Jack Kelly of Acme Premium Supply. "We assemble special seasonal assortments for operators, particularly larger merchandise for jumbo cranes and arcades. We also have a full line of licensed plush, including the Domino Noid and California Raisins, and categories for boys, girls and unisex toys."

"Our stock is about half seasonal and half regular," according to Lee Anne Bullard of Brady Novelty. "After Christmas we begin Valentine's Day, then St. Patrick's Day, Easter, The Fourth of July and Halloween, with general merchandise available in the meantime. We encourage our customers to design their own prepacks, with an emphasis on local sports teams, including schools, and clean novelty items."

Craneables has also had success with sports plush, including their football dolls from various state universities. "We're tired of trying to convince adults to play for kiddie toys," says Kathy Moore, who moved over 800 boxes of Christmas plush this season. "Now we're gearing more towards male-oriented sports items and adult toys for bar locations, without going into X-rated items. I suppose you could call them PG-13 rated adult toys."

"Seasonal plush helps stimulate revenues for cranes. It gives players something new to play for—more change creates more interest," says Brent Collins of Laramie Interests, which has handled seasonal plush for four years. "Operators prefer assortments to bulk. Whatever the customer wants, seasonal or regular, we've got it."

"We've been in business for 41 years, and we design our own quality plush. We don't even bother with the seasonal goods," says Hal Steinberg of Rosette, who are currently marketing "The Gamblers" line of gangster animals. "Operators should use a variety of plush suppliers. Cranes and redemption centers must be treated as a retail store, with a selection of quality merchandise to choose from."

Ace Novelty used an innovative approach to marketing seasonal goods this year. "For Halloween we took our plush animals, including our licensed items like Bozo, Heathcliff and Casper, and put little masks on them. For Christmas we're using little Santa hats and scarves," says Ace's John Minkove. "But stuffed animals are only one aspect ouf our business. We also carry the whole gamut of jewelry in capsules and petri dishes, and we've also got exclusive rights to American Cyanamid's chemically-lit jewelry for cranes."

"We've been waiting for Christmas all year," says Joe Bates of Plush-4-Play, who also sold out their entire Halloween stock. "We carry a full line of soft-filled plush, including Snoopy, Mickey Mouse and Sesame Street characters, as well as jewelry and erotic adult novelties. People say the crane industry has peaked and leveled off, but there are new cranes every day, and they'll be around for a long time. We plan to be around as long as cranes are stocking plush and prizes."

Bob Portale and Georgia Orozco of Prizes! are doing booming business with their licensed plush during the holiday season.

Jack Kelly of Acme Premium Supply shows his quality licensed plush to Bertha Chavaria of Video Juegos (Morelia, Mexico).

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'Task Force' Takes Off For American Sammy

TORRANCE, Calif. — American Sammy Corp. has launched "Task Force Harrier," their latest vertical video kit.

Available as a two-player interactive kit with two buttons, an eight-way joystick, continuation and buy-in features, "Task Force" borrows its name from the British Harrier jets that can take off without the use of a runway.

"Task Force" members are on a mission to save Soviet leader Mikhail Gorbachev's *perestroika* movement, following a military coup in Moscow. Players fly over the Kremlin itself as they battle renegade members of the Russian Air Force.

"We've had very good response to this game," said American Sammy head Ko Adachi. "We're hoping that very nice things can happen with 'Task Force Harrier.' "

For more information, contact the American Sammy Corp., 2421 205th Street, Suite D-104, Torrance, Calif. 90501; (213) 320-7167.

A HOT KIT

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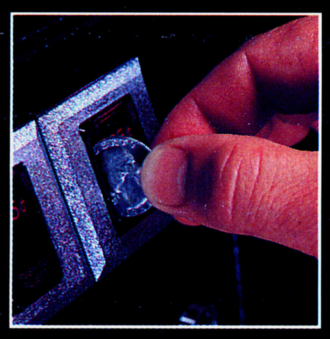
THE PLAYCHOICE KIT — MORE PICKS, MORE PLAY

Choice is the name of the game when you want to keep players coming back steadily over a longer period of time. That's just what the PlayChoice™ Kit from Nintendo® is designed to do with your VS. UniSystem.® This hot kit is all you need to give players a choice of five top-playing titles. It's the kind of choice that keeps players coming back again and again.

ALL-STAR LINE UP



Nintendo has a library of over 35 proven titles available with the PlayChoice Kit™ including these hot titles: Mario and his zany friends are back with *Super Mario 3*.™ *Ninja Gaiden*,[1] keeps players jumping with a story line that unfolds in Cinema Display. *Tecmo Bowl*[1] offers non-stop, head-to-head NFL action. *Fester's Quest*[2] brings the Addams family into the space age with out-of-this-world antics. *Teenage Mutant Ninja Turtles*,[3] *Pin Bot*[4] and *Baseball Stars*[5] complete the all-star line up of hits that keep the quarters dropping and the players hopping for hours.

POWERFUL CONNECTION

The PlayChoice Kit fits right into your Nintendo VS. UniSystem® giving you a powerful connection to more top titles, more play, more profit! The software is also powered-up to give the graphics more grab, the colors more pop and the punches more pow!

BELLS AND WHISTLES

For all its brains, you'll see that the Nintendo PlayChoice Kit is a beauty, too. We've developed space-age side-panel graphics as well as a high-tech control panel with controllers that look as hot and ahead of the times as the five games inside. Your VS. UniSystem will have the look and feel of a whole new machine. And it will pour on the profit power as never before!

GAME PLAN

Here's the game plan on how to power up for greater profits than ever with the PlayChoice Kit. Get the inside story on the hottest kit in coin-op by going straight to the source. Contact your authorized Nintendo distributor or Nintendo of America Inc. The Nintendo PlayChoice Kit — it's the hot-hot-hottest thing going for cold cash.

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[3] Teenage Mutant Ninja Turtles ® and © Mirage Studios, USA. Trademark use granted to Konami under license from Mirage Studios Inc. ™ & © 1989 Konami Industry Co. Ltd.
[4] ™ & ® 1986 Williams Electronic Games Inc. © Rare Ltd. [5] ™ & © 1989 SNK Corporation of America.

All titles are subject to location testing.

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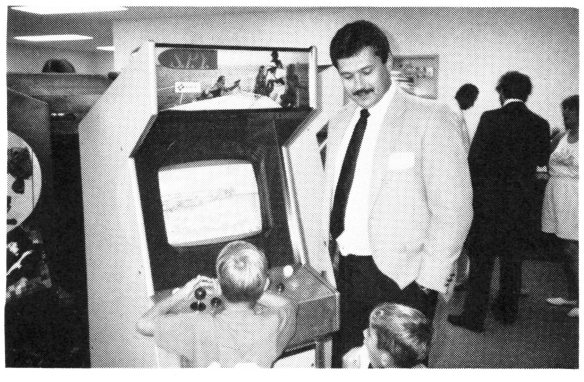
Active Debuts New HQ With Open House In Land Of Cheesesteaks & Hoagies

Sharon Harris (left) of Stan Harris & Company, Inc. (Philadelphia) met up with tireless Dan Clarton of Premier Technology to talk up the benefits of placing "Bone Busters" at the Harris's numerous locations.

Active Amusement Distributors, Inc. celebrated the grand opening of its gargantuan 29,000-square-foot facility in far Northeast Philadelphia with a gala open house for the operators it services. On hand were representatives from 20 manufacturing companies to help showcase the myriad games Active is currently featuring in its catalogue.

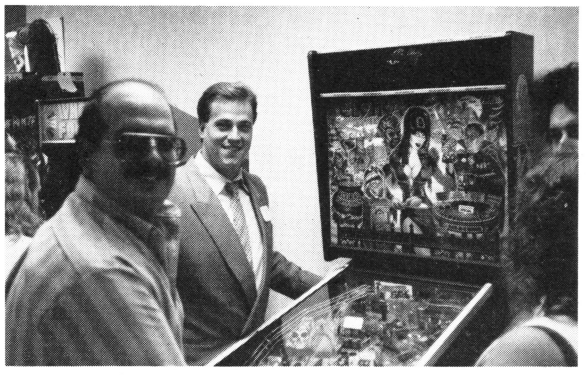
David Gilfor and Paul Russell, the two principals of the company, were delighted at the turnout; hundreds of operators came to buy new merchandise, kibbitz with old friends within the industry, and munch on a buffet judged to be one of the best in the open house circuit.

Exidy's Virginia Kauffman (center) shows operator George Moyer of George & Son (Pottsville, Pa.) and his friend Dianne Ruscavage that the secret to the company's new redemption skee ball challenge, "Twister," is all in the wrist.



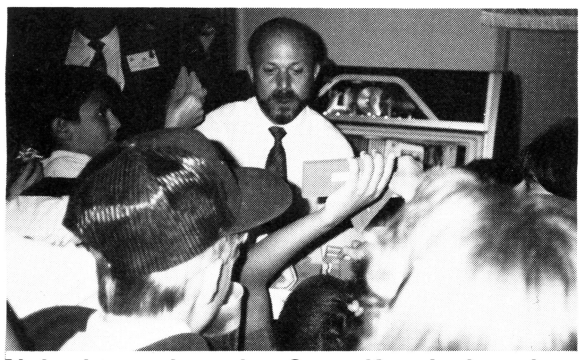
Konami's omnipresent Mike Kubin (he's the tall one) got a kick out of how the two tykes took to one of the company's latest offerings, "S.P.Y. Special Project Y."

Chris Brady (left) of Dynamo Corporation and Chris Vecchione of Active Amusement had a chance to shake on the success of Dynamo's air hockey and pool tables.



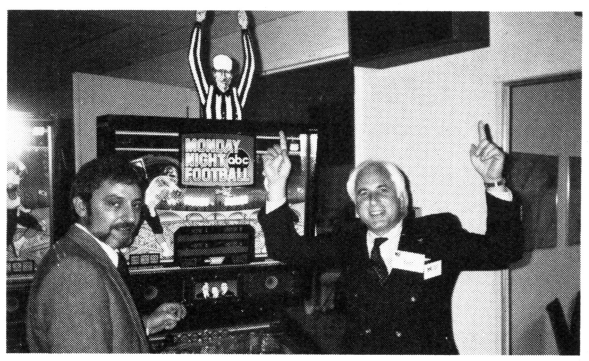
"Elvira" cast her spell upon Thomas Bartal (left) of Tom's Television, Electronic and Vending Service (Lebanon, Pa.) as Bally sales wiz Tom Bolger happily observed.

Big Turnout, Big Fun At State Sales And Service's Baltimore Open House



Nobody can deny that Steve Koenigsberg has a way with the kids. Here, he's distributing (naturally) highlighting pen kits supplied by Taito America.

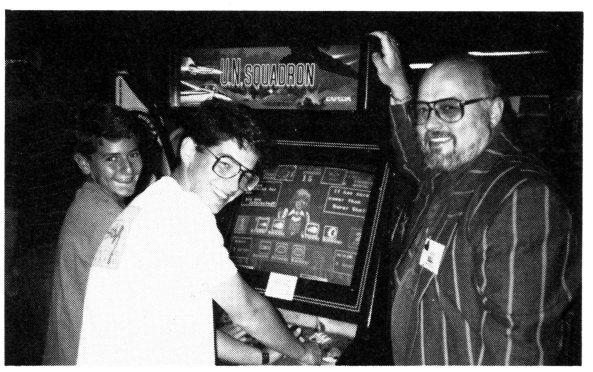
Operators from the Baltimore-Washington corridor and points south flocked to State Sales and Service's eagerly-awaited open house in Southwest Baltimore last month to sample the latest in amusements fresh from AMOA Expo '89—and State was well prepared. The show floor was bustling as hundreds of operators dined on delicious hot crab salad, ham and beef in between sampling the savory offerings that has made Steve Koenigsberg's outfit an exemplar for providing the industry with all the top of the line games.



Data East general manager Gary Stern (right) thought State Sales' open house scored a big touchdown, which certainly made State's David Dash feel like a winner.

Could Baltimore handle all these coin-op characters? You bet it could. Left to right are Dynamo's Chris Brady, SNK's Tracy Tate, Sega's John Vanderhoof, State Sales president Steve Koenigsberg, the lovely Joyce Kaehler of Romstar, and Premier and AAMA prez Gil Pollock.

Valley's Bob Corrigan (right) thought he was in the Twilight Zone when he ran into these two operators. That's because Don and Lori Orndorff just happen to run a company called *Valley* Novelty—based, of course in *Corriganville,* Md.!



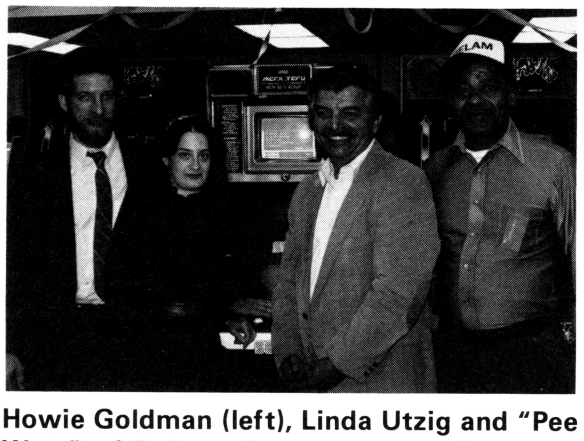
Bill Cravens (with the beard) of Capcom didn't have any problem getting children and adults alike to play the company's hot new "U.N. Squadron." Jon Katz (left) and his buddy Marc Selfon were in hot pursuit of enemies when *Vending Times* caught up with them in Cravens' corner.

Belam Welcomes Operators, Manufacturers To New Hempstead Facility

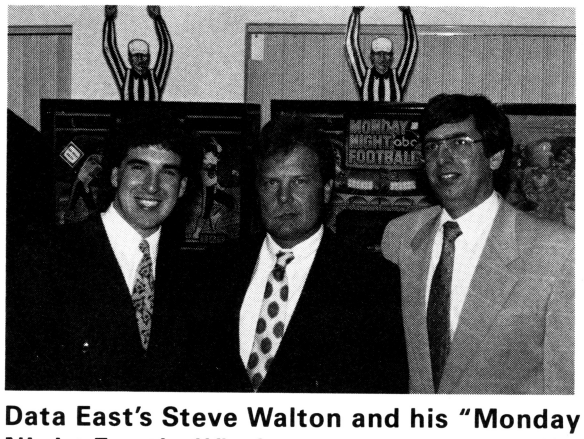
Belam head Marc Haim (far right), Linda Utzig and Norma Lawrence make Nintendo's veep Alan Stone and Chuck Arnold (left) feel right at home in Hempstead.

New York's R. H. Belam Company is an international distributor that made a strong impression on metropolitan operators at their open house Oct. 12. Since its recent purchase by the British Corton Beach group that also owns Suzo Holland and Deith Leisure of England, Belam has moved its operation to a spacious new facility in Hempstead, Long Island and added major product lines from Nintendo, Sega, Data East, SNK and Rock-Ola, as well as exclusive U.S. distribution for Sega's Japanese "Mega Tech System" and Namco's "Winning Run" driver and "Metal Hawk."

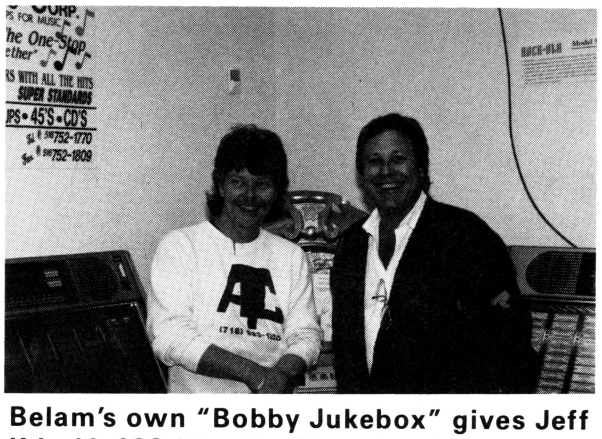
Local operator Greg Jenkins of Brian's Vending (W. Hempstead, NY) and Belam's "Pee Wee" flank a radiant Rachel Davies of SNK and her "Street Smart."



Howie Goldman (left), Linda Utzig and "Pee Wee" of Belam demonstrate the Sega "Mega-Tech System" to Nick Markakis of Vendamint (Farmingdale, NY).

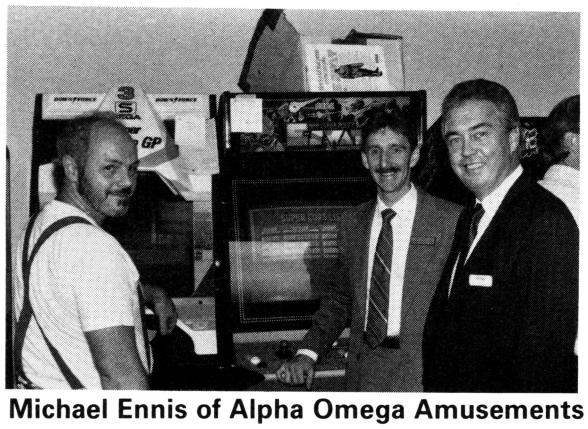


Data East's Steve Walton and his "Monday Night Football" pin score an extra point between the Belam prez uprights, veep Simon Deith and prez Marc Haim.



Belam's own "Bobby Jukebox" gives Jeff Krinski of S&J Vending (Brooklyn, NY) a guided tour of the latest and greatest Rock-Ola music boxes.

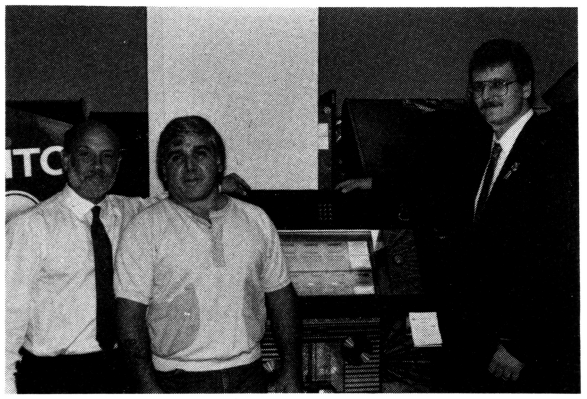
Operators Brave The Weather For Mondial Open House In Springfield, NJ



Michael Ennis of Alpha Omega Amusements (Edison, N. J.) is at the wheel of "Super Monaco GP" as Mondial's Jay Allen and Sega's John Hill take a pit stop.

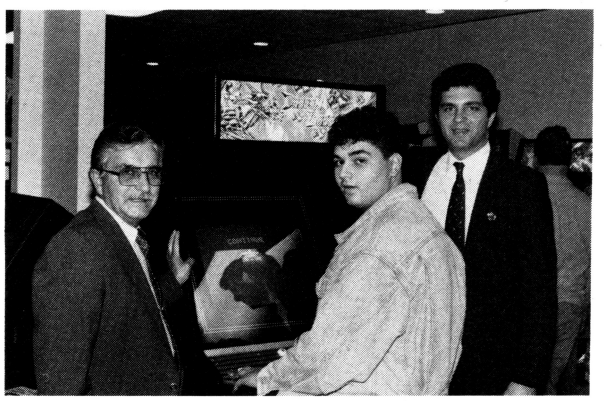
An eager crew of enterprising amusement operators braved a mucky, rainy New Jersey afternoon to attend Mondial International's open house at the end of Fadem Road in Springfield on September 20. Despite the weather outside, a bright and cheery atmosphere prevailed inside the Mondial showroom, where a host of manufacturer representatives displayed their latest offerings in dedicated and kit vids, pinball, CD jukeboxes and novelty games, as well as bill validators and soda machines.

Sales manager Irv Spinak (center) celebrates his birthday in the company of Mondial's lovely ladies Lois Dorio, Caroline Artesseni and Nina Byron.

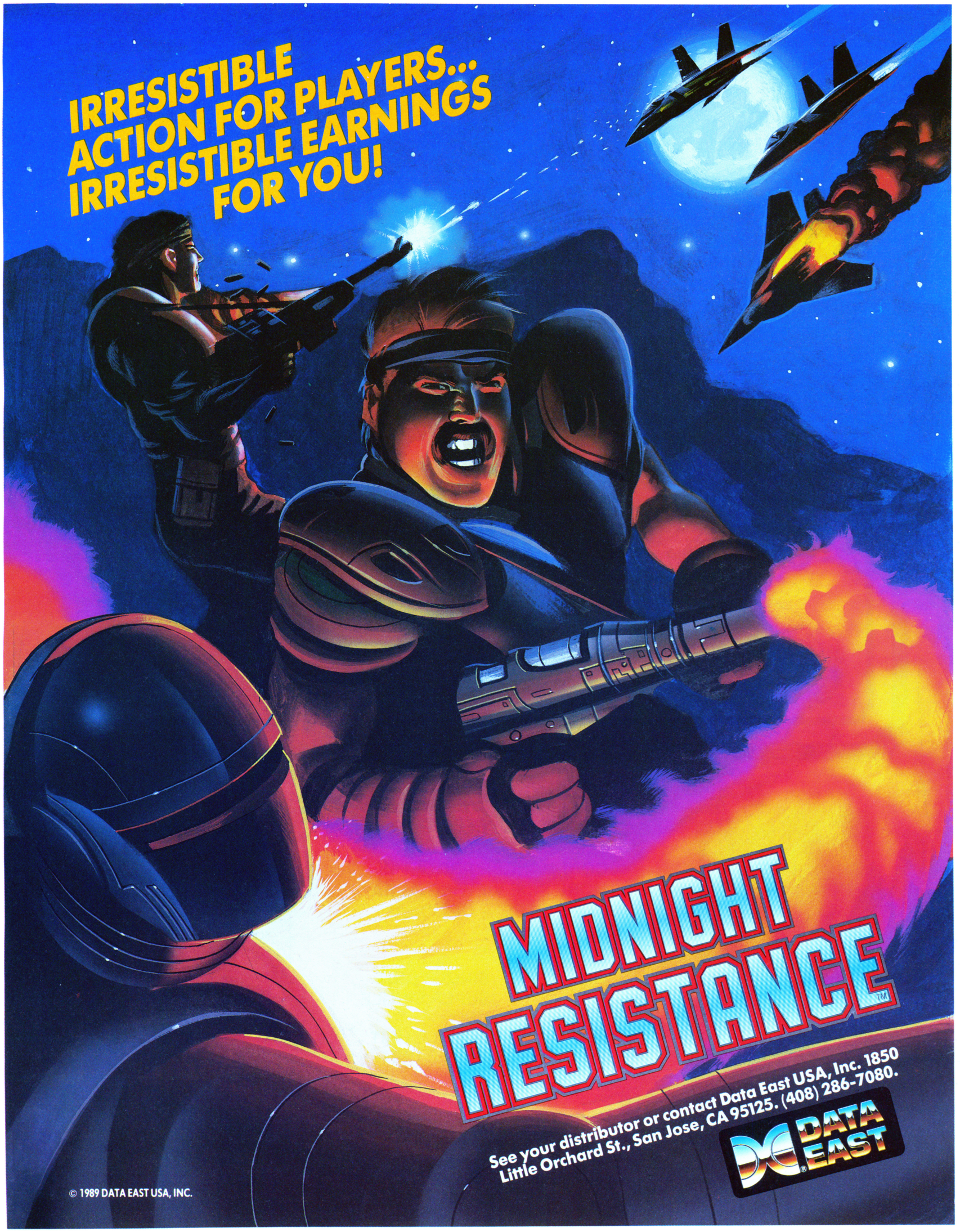


Rich Ganeles of Mondial (left) and Paul Varriale of Varriale Distributing (Montvale, N. J.) explore the "Galaxy" CD juke as Michael Jablonski of NSM stands by.

Mondial gen. mgr. Anthony Yula, Jr. embraces Taito prexy Joe Dillon and Jack Zuckerman of Games People Play (Saratoga Springs, N. Y.) at the open house.



Tony Ferrara of Giorandos Vending (Morristown, N. J.) takes a break from the "Dragon Breed" as Mondial veep Tony Yula and Irem/Fabtek rep Drew Maniscalco look on.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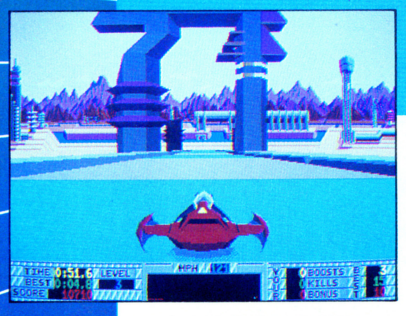

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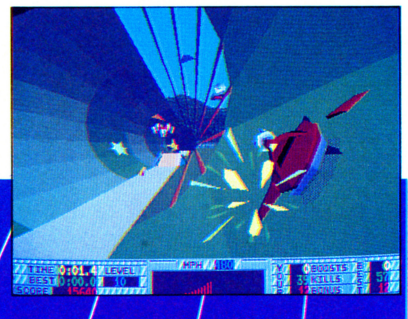

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*Not available on HS-1

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HS-1: (NOT SHOWN) Same as above, without drawer

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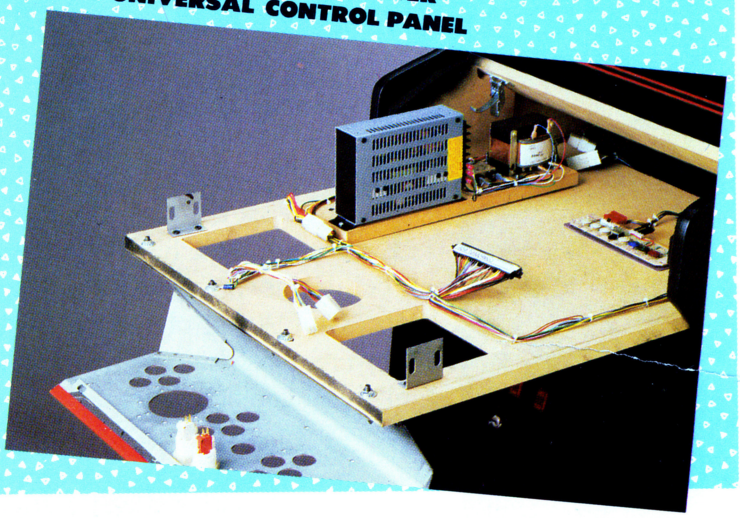

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Redemption Can Be An Operator's Salvation

(Continued from page 33)

thing—there are plenty of stories of prizes being packed too tightly, or even nailed down. Some people will even place money in wallets in cranes, which makes it sheer gambling," adds Harris, who also supports the use of joysticks rather than buttons, to avoid legal questions of skill vs. chance. "We are trying to be as honorable and responsible as possible, whether that means using tamper-proof glass or stocking valuable prizes. We want our players to keep coming back."

This is a sentiment that is shared by everyone in the game business, but is particularly important to arcade owners and operators. Recently, arcades have rediscovered an age-old method of instilling location loyalty in their players—by dispensing redemptive tickets to their customers with steady game play.

"Redemption is the salvation of the arcade business," preaches John Verderosa of Grayhound Electronics, which manufactures cranes and plush. "My own experience has demonstrated the potential of converting amusement arcades to redemption centers. If a player is saving tickets from your arcade, he'll always come back for more." According to Verderosa, ticket values should be based on arcade structure, but a rule of thumb is a 28-30 percent payout, or seven cents to a quarter.

"Many video operators can be lazy," he said. "They just want to set up a game and make collections, but they have to be more aggressive. Even cranes can be considered as mini-arcades. They require a lot of work, but players will spend more money with you if they are trying to win valuable prizes. We've noted a trend towards bigger and better in both prizes and cranes," concludes Verderosa, whose popular line of jumbo cranes come with built-in bill acceptors.

The difference between cranes and redemption games is that with redemption, players have the option of collecting tickets to trade up for better prizes, including electronic equipment like TVs and VCRs. The advantage of redemption centers over video arcades is the loyalty created by the collection of these redemption tickets.

WHAT'S PLAYING

"Redemption operators are in the retail business; they have the added burden of inventory, theft, breakage and wear and tear," says John Margold of Betson Enterprises, distributors and manufacturers of cranes, coin pushers, "Reel Poker" and the soon-to-come "Flash Four" skill game. "You must also treat tickets like money. Keep close inventory of your tickets, and destroy them after they've been redeemed. Tickets must be assigned a point value, and a trade-in value for prizes. If tickets are valued at a penny, a 42-cent toy plus 15-cent handling charge should cost 67 tickets. A $192 VCR marked up 25 percent costs $240, or 2,400 tickets. Although it may cost a player $1,500 in quarters, they still believe it was free because they 'won' it."

"Of course, most players, especially children, will settle for less expensive gifts. They are still getting something they can't get from their home video systems, and it's your way of giving players back a percentage of what they're giving you," sums up Margold.

Like many operators, John Swanson of Jonathon's Party Time (Lancaster, Calif.) is expanding his redemption arcade business. After running a successful chain of game rooms in seven Shakey's Pizza Parlours, Swanson is ready to move into a new 13,000-square-foot facility in a department store complex in suburban Los Angeles county near Edwards Air Force Base.

"We're targeting entire families with young kids up to their early teens. We plan to have about 100 games, including about 20 kiddie rides, 14 to 16 alley and knockdown games, and an extensive buffet and salad bar. We'll also be giving away game tokens with food purchases," foresees Swanson, who is actively exploring new redemption games. "We're slacking off video games in favor of novelty games, basketball and other games with ticket dispensers. Rather than fill it up with a lot of wood we're going to start gradually and add good new games as they come out."

Although Swanson has many new redemption games to select from (he himself believes that "it wouldn't be a bad idea if pinball and video games dispensed tickets"), his first choice for an arcade is still the "granddaddy" of them all, the original "Skeeball."

An American institution since 1909, Skeeball banks are still the backbone of many redemption arcades. "It's a tremendous situation, everything is coming back to redemption," says Joseph W. Sledak, who capitalized on a "once in a lifetime" opportunity to purchase the original Skeeball in 1985, and now manufactures four models; the original 13-inch version, a

(Continued on page 75)

The hoop toss is an old fair favorite that's made great strides in coin-op redemption. Here the Smart Industries squad shows off their "Shoot To Win" at AMOA Expo '89. (Left to right) Gordon Smart, Roscoe Sharp of Mtn. Service Corp. (Bristol, Va.), Bob Brazelton, Roger Wetzel, Miles Golly.

New Redemption Games Debuted At AMOA Expo

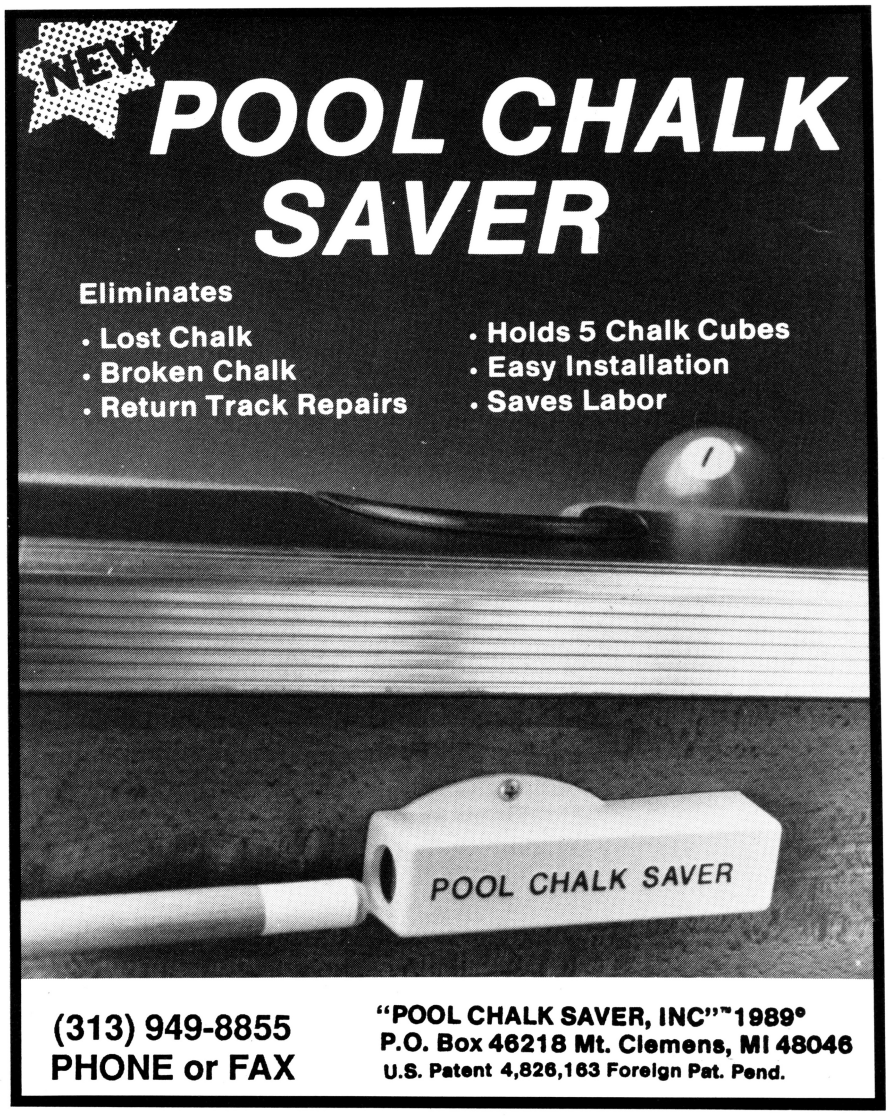
LAS VEGAS—At the recent AMOA Expo '89, "redemption" and "ticket dispensers" were magic words, as manufacturers stressed the redemptive possibilities of their latest games. Cranes, pushers, sports and novelty games all flourished on the show floor, with plenty of innovative new arcade models making their debut.

Betson previewed "Flash Four" to go along with "Reel Poker" and their line of cranes and pushers; Ron Yaffe's Gamco (makers of Showcase Cranes) brought "Action Lotto;" Johnston Products showed "Kick 'N' Catch" and "Big Top;" Bob's Space Racers had single and double unit versions of "Whac-A-Mole," "Roll-A-Ball Derby" and a new water race game; SMS Mfg. had "Pop-A-Ball" and "Poker Roll;" Bay Tek brought "Roll Down;" Coin Concepts had the new "Rebound" to go along with their novelty games and pushers; Skip Doyle & Associates introduced "Gopher Golf" and "Peter Panda's Pro Pitch;" "Lectro Beans" and "Lazor-Tron" had games of the same name; Hi-Tech Amusements had "Pop Up;" Nolan Bushnell's Axlon introduced "Fire Drill" and "Spots;" Perceptive Resources/Roth Novelty had "Dragon Master;" the McEwan family brought "Knock Down," "Big Mouth" and "Boom Ball;" Classic Creations had "Hop-Shot" and Konso brought "Gold Finger."

Smart Industries, Grayhound, Altec Mfg. and Hollywood Merchandizers all brought their latest cranes, and H. Levy, CSI and Coastal Amusement Distributors displayed their lines of coin pushers.

Some major video manufacturers made their first stab at redemption units including Leland's innovative rotary kit "King's Arthur's Round Table" that converts standard video cabinets, Exidy's new "Twister" bowler with a moving bonus target and with "Wacky Gator" (licensed from Namco). Data East became the only major manufacturer to produce dedicated videos, kits, pinball and redemption games.

WATCH FOR VT'S REPORT ON NOVELTY EQUIPMENT NEXT MONTH!



Crane Operator: Is There Life After Plush?

Special Guest Column

By David Katz
President of Bonita Marie International

More and more operators are trying and realizing the benefits of products and services supplied by Bonita Marie International. The merchandising redemption marketplace is extremely diversified. What works for the arcade operator doesn't necessarily work for the street operator. Every merchandise operator has a distinct situation that he must manage for his specific market place. The following information outlines some ideas and product services we have targeted to support various forms of merchandising redemption.

FOR THE ARCADE OPERATOR: One extremely successful merchandising program is the Open Box system for the crane. The Open Box system is not restricted to arcades and will work successfully at any location where someone can attend to the crane on a daily basis. The best feature of the Open Box system is the presentation of new and desirable merchandise to a broad market group that attracts men, women and children. You can operate the Open Box system in most cranes. High perceived value, correct packaging and a constant rotation of products will give you maximum results.

Step I—Take all existing toys or prizes from the section of your crane where you plan to operate the Open Box system.

Step II—If you are operating a double or triple we recommend you use the right bay. To avoid plush from falling into the open box, we recommend a bay setup divider of lucite between the sections.

Step III—We recommend that the floor height of the open box bay be set up in such a way to allow the player the best possible view of the play field.

Step IV—Now it's time to set up the jewelry merchandise on the play floor. From our Open Box Kit, take out an assortment of items. Before you place them inside the crane, stop and take out the special black rubber bands in the kit. You must open each box lid, and slide the rubber band around the jewelry item and the bottom of the lucite container. You do this to maintain the products' presentation as they get knocked and moved around during play. Start at the back left wall of the crane and position the first piece approximately an 1½ inches from the left wall and back mirror. Now start placing the open box items to the right in a straight line 1½ inches apart. Stagger your next row in front of the first row and repeat the process all the way to the front wall of the crane. Attend to your crane as often as possible, straightening out the prizes and refilling as required.

The Bonita Marie Open Box Kit includes correctly-weighted prizes to percentage properly. Each jewelry item comes packaged in specially-designed clear lucite boxes for better player visibility and product presentation. Our experienced sales personnel will customize each kit to meet your requirements and assist you in any questions you may have about how to start the Open Box system. We also have a limited quantity of Christmas Open Box kits available.

STREET OPERATORS and crane merchandising managers who cannot or do not wish to load their cranes daily with the Open Box system but do want to increase their player's interest can now offer unique novelties, jewelry items and watches in a capsule that is proven to work and simple to manage.

The Bonita Marie patented prize capsule is a clear container that allows a whole new variety of merchandise to be loaded weekly in your crane. The prize capsule is 3½ inches by five inches and has an outer lip that locks into place to stay securely closed and to prevent the capsule from falling to the bottom of the crane. It requires no messy tape or staples and the clear capsule requires no special positioning and is merchandised easily with plush or by itself. We also manufacture a clear pink capsule for trade up purposes.

A Bonita Marie crane combination kit includes cameras, watches and beautifully-presented jewelry items. We don't just throw jewelry into the capsule—each item is individually packaged in lucite boxes, secured and then positioned into the capsule. To maximize operating profits, items in the kit are changed on a monthly basis and can be customized for your specific needs. For Christmas, we have a 144-piece assorted crane kit that includes Santa napkin holders, holiday jewelry pins, children's action pins, water ball scenes, light-up Santas, and a complete assortment of Christmas collectibles. This kit is the perfect addition to spruce up your holiday collection.

SPECIALTY MACHINES like rotaries come in many shapes and sizes. From the compact "SMS Emperor" rotary to the large "Australian Multiplayer" rotary, each make and model requires special packaging for prize presentation and correct machine operation.

We recognize all machine types and offer hundreds of prizes packaged in lucite heart, cubes and rectangular boxes; 2½-inch round dishes and 3½-inch dishes. To minimize jams and to enhance product presentation we offer heat-sealed dishes at no additional cost.

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We pride ourselves on knowing your machines and offer a complete range of products that work and will enhance your collections.

For **COIN PUSHERS** we have developed a complete supply program of specialized merchandise that the operator can easily manage. If your pushers have a display case or you are just supplying product behind the counter, check and see how Bonita Marie can support your special requirements.

REDEMPTION COUNTER merchandise is the ultimate expression of product mix and presentation. Even if you run jewelry in your merchandising game you should consider putting similar items in your redemption counter program. We offer a full line of premium items for tradeups; our most successful customers have identified that many players who don't play cranes or rotaries still want to redeem their points from poker, skeeball and other redemption games for jewelry merchandise. So consider adding or expanding your redemption product line with tastefully-presented jewelry items.

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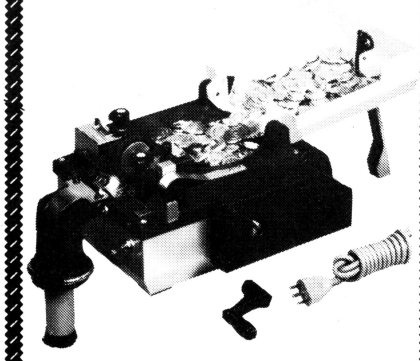

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ONEIDA, Wisc.—BayTek Inc. has added new and improved options to its popular "Roll Down" bowler to satisfy arcade operators and players alike.

"Roll Down" is a free-standing, gravity-fed ball rolling game for players of all ages. Largely maintenance-free, "Roll Down" has a flashing beacon light and audio voice with sound effects and is easily programmable for controlled scoring and ticket dispensing.

According to Lori Treankler of BayTek, who has marketed the game since 1983, " 'Roll Down' is currently at its best. We've added attached stools with bases and customized colors. We're also having more orders with our optional ticket dispensers than ever before."

"Roll Down" has been available since 1977, and currently measures 22 1/4 inches wide by 72 inches long, with an additional 24-inch length for the attached stool.

For more information on "Roll Down," contact BayTek Inc., 1077 Sunlite Drive, Oneida, Wisc. 54155; (414) 822-3951.

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DILLON DOESN'T DILLYDALLY

Taito President Hits The Road, Hits The Jackpot—Just For Starters

WHEELING, Ill.—Operators who indulged in this year's eagerly-awaited distributors' open houses saw a hard-charging Taito rep with a friendly demeanor and an open ear.

But the guy answering all those questions and explaining the features of the company's latest offerings, "Night Striker," "U.S. Classic" and "Plotting" wasn't really a salesman. He was Joe Dillon, Taito America Corp. president.

To be sure, Dillon has racked up some frequent flier mileage of late. And as he tells it, there's an important reason for that:

Operators, it was all for you.

"The operator is really where it's at," Dillon said in an interview with *Vending Times* at Taito's American home office. "You've got to listen to him and get what are the real objectives out there. And I know this sounds supercilious and simple, but they all say the same thing. They're really saying we need something *now*. Operators are not my enemy—they're my customer. Today, manufacturers are not close enough to the operator. There's a perceived wall."

Clearly, there is no fence between operators and Taito. Dillon, who assumed the presidency of Taito America last year, not only is forging a lasting relationship with his customers, but those customers love the super sleek "Night Striker," a dedicated cockpit flying game that wowed visitors at Taito's booth at AMOA Expo '89 and has players at locations standing in line for a turn at blasting off.

CRACK STAFF

Dillon credits much of the game's success to two of his right-hand engineering men, Bob Hayskar and Mark Sprenger.

Hayskar assumed his duties as director of engineering within the past year. Dillon refers to Hayskar, a well-seasoned coin-op veteran (he has previously worked with Williams) as his "interface"—the guy who makes sure that a game "gets on the production floor as fast and as problem-free as possible."

Dillon also recruited Mark Sprenger to consult with Hayskar part-time with his duties in conceptualizing the game's story boards. Sprenger is a nuts-and-bolts man, a software engineer who does the leg work on "matching the creativity with the productivity of the games shipped from our Japanese division."

And, of course, Rick Rochetti, vice-president of sales at the American division, has been everywhere Dillon hasn't been able to go with the games during the big Autumn sales season.

The first manifestation of this newly-ordained team was "Night Striker."

The piece is a one-player shooting/driving game with a lot of clever bells and whistles framed with an Armageddon theme, circa 2009—the player flies, drives and shoots as the "Night Striker," a warplane in the arsenal of United Nations Special Service Agency. The objective is to rescue the kidnapped Dr. Lindbery Masca, a world authrity on laser science. Beside the sinister forces behind the kidnapping, the "Night Striker" is battling time—global annihilation is imminent without having the doctor's masterful knowledge of laser science to defeat the bad guys.

The game play is embellished with a superlative layout, as the available courses the driver can choose takes him on a supersonic tour through shining cities, scenic suburbs, art deco factories, ancient temples, corroded canals, and what remains of the sky and the sea to search out and destroy the leader or "boss" villain in each mission. The player's arsenal includes rapid fire and guided missiles, using the control grip for direction.

Sound surrounds the player as a fully digitized soundtrack by "New Age" composer Zuntata appropriately complements the theme of impending doom. And then there's the cabinet—Taito's most elaborate and decorative to date—which features 3/4-inch plywood and MDF, a strong high-density material. The cabinet also is covered with a vacu-form shell to further streamline the piece's sleek appearance.

JUST LIKE CHRISTMAS

Taito's bustling Wheeling, Ill. facilities are bursting at the seams. Dillon said that new, larger digs are going to be needed soon to complement the kind of high-volume and operator-friendly services provided from its American headquarters.

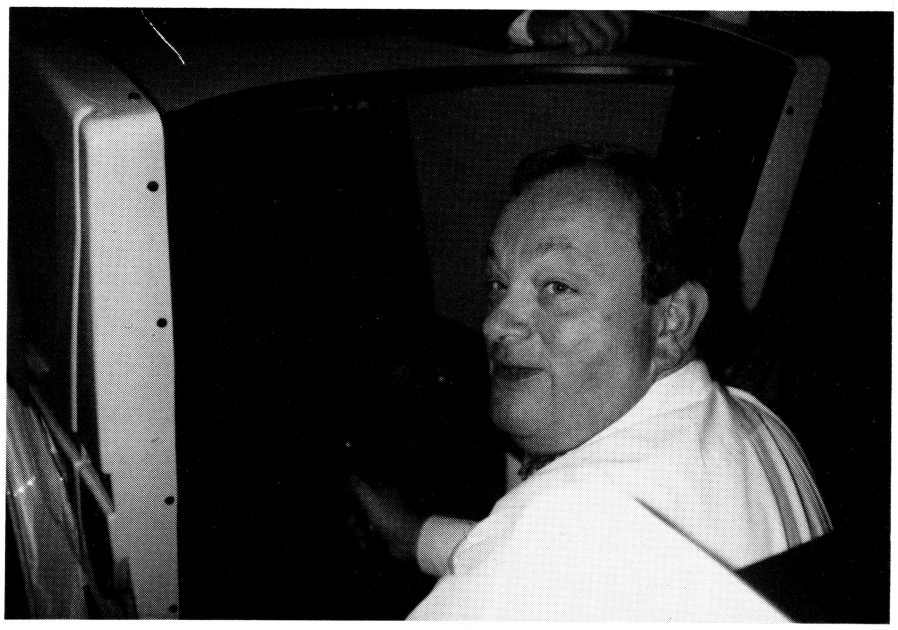
"A good analogy is that it's like Christmas around here," said Sprenger. "Only what we like to do around here is to try to say to our designers in Japan, 'For Christmas I want this,'" in order to get a more refined, segmented game geared to the American operating market.

Dillon added that a good deal of the work in Wheeling is "getting the Americanized ideas over to Japan for development." That's where Yoshi Suzuki comes in. Suzuki, an executive vice president with the Japanese arm of the company, Taito Corp., acts as a liaison between the opposite sides of the world.

Suzuki "straddles both cultures," Dillon explained. "He's a 12-year Taito veteran, and he's been here (in the United States) for three years. Unless you have someone to understand what we're trying to do and who understands Japan, you can't do it. We can't begin to put something together for the head office as precisely as we like to without Yoshi. And Yoshi has a good, solid game sense. He sees this stuff over and over. His objective is to direct the market development system. And he's a player. Better than I am."

Dillon is excited about what he sees down the road at Taito. "Night Striker" was just the first wave of what he describes as a forthcoming series of "giant projects." And while Dillon wasn't at liberty to go into detail about the next Taito game to grace a location, it's safe to assume one detail.

You'll see Joe Dillon standing behind it.



It was hard to keep Taito president Joe Dillon away from the controls of "Night Striker".

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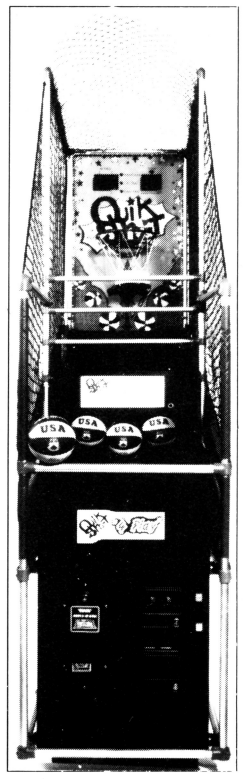

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Rowe Hosts Distributors At Whippany, N.J. Plant For Annual Meet

WHIPPANY, N.J.—Distributors from across the country flocked to Rowe's plant in Whippany, N.J. for a closer look at the company's operation and its products. And, as early responses indicate, they walked away liking what they saw.

The Whippany gathering provided distributors with another look at the new Rowe "DanceStar" unit. Designed to help operators win back locations lost to D.J.s, the "DanceStar" provided continuous music, when linked to the Rowe "LaserStar" CD juke, First unveiled during a pre-AMOA Expo distributor meet in Las Vegas, the "DanceStar," according to Rowe's Joel Friedman, is a part of Rowe's continued effort of "planning for the music future."

Sandy Murck, also showed off Rowe's new line of bill acceptors. According to Murck, the new products, include better security, better diagnostics, accept higher-denominations of bills, and are easier to service. Also included in the program was a presentation by Merrill Lynch's Jerry Armstrong. Since the company's restructuring several months ago, Merrill Lynch has formed a partnership with the jukebox and vending giant. Assuring distributors that Merrill Lynch is still bullish on the industry leader, Armstrong addressed the audience at the post-dinner reception.

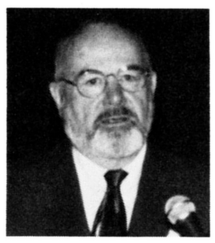
Also speaking before the assembled distributors was Joe Cetti, president of UAW's local 950. Cetti outlined the union's new relationship with mangement. Stating that they tested out different proposals before reaching an agreement that will offer union members job security while assuring the continued quality Rowe products are known for.

The following day, distributors were treated to a tour of the Rowe facilities and later wined and dined during the awards banquet.

Garnering the Rowe Cup was American Vending (Chicago, Ill.), while Peach State Vending won the President's Cup.

COWLES

HEJTMANEK


WILER

MURCK

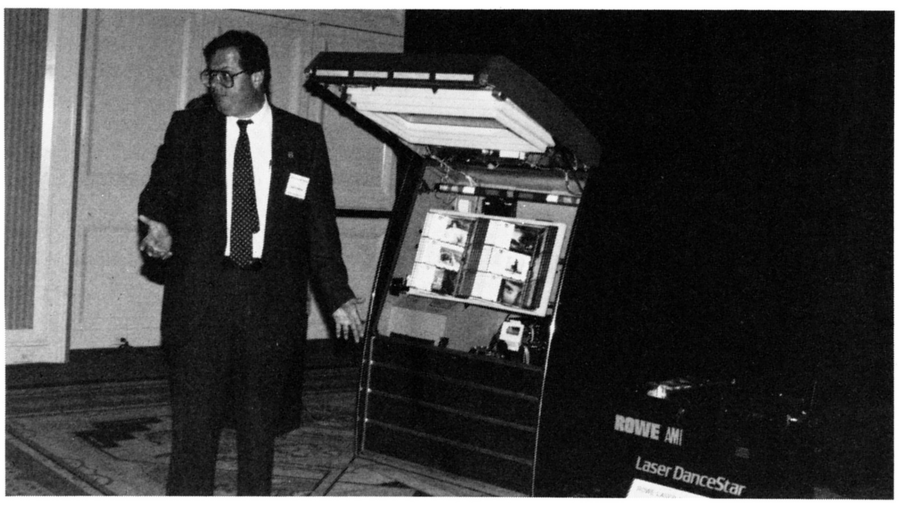
GORDON

YANNARELL

CARSON

CETTI

Rowe's Bruce Cowles (left) presents the President's Cup to John Head and Earl Charlton of Peach State Distributing (Atlanta, GA).



Rowe's Joel Friedman demonstrates the new "DanceStar" unit at the company's recent distributor meet.

This year's winner of the Rowe Cup was American Vending Sales (Elk Grove Village, Ill.). Here, Bruce Cowles presents the award to the Gumma family.

Kelly Flynn (center) of J&J Distributors (Indianapolis, Ind.) receives Rowe's Golden Shaft Award — and congratulations from Rowe execs and previous winners.

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KEEP DEM DOGGIES MOVIN'

Elective Transportation Brokers Big Rigs Carrying Big Games For Coin-Op

HARRISON, N.J.—If you attended any of the myriad distributor open houses this Fall, you saw a little of Curt Leigh's work and might not have realized it.

And if you gamboled about the Las Vegas Hilton showroom at AMOA Expo '89, you probably didn't realize what a key player Leigh was in insuring there was product on the floor.

Leigh and his partner, Joe Salvano, run a company called Elective Transportation, Inc., a freight brokerage and consulting firm specializing in serving the coin-op industry. Leigh has organized what he calls a "video co-op" among manufacturers and distributors to have their games, jukeboxes and other vended products shipped safely and efficiently from one headquarters to another.

And for operators who have seen a game they like, that's important. A distributing company has to make good on its shipping dates if it wants to forge longstanding alliances with operators who insist on having the freshest, top-of-the-line games. Leigh's brokerage service also proves invaluable for an operator who has numerous locations and needs his games moved from one central location to others.

Leigh and Salvano have ten years combined experience in moving the amusement industry's delicate freight with other companies. One day earlier this year, they realized they should be doing it for themselves. As Leigh put it, "The industry knows me—in their mind, they're giving Curt Leigh the freight."

The work that goes into getting the games from manufacturer's factory to distributor's warehouse to operator's location is intricate, to say the least.

"Most of the work in this industry is jumping through the hoop—you're not talking about a raw material that's going to stock," said Leigh. "When a manufacturer needs me the most, it is out of stock and doesn't have enough for the demand. That's when they're off the assembly line, in a box and in my truck."

Elective Transportation's way of doing is different from the way a common carrier operates, however. Much like a Wall Streeter who brokers stock

(Continued on page 76)

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$135,000 BullShooter V Tour On The Road Again

ROCKFORD, Ill.—Arachnid's Bullshooter V dart tour was kicked off Sept. 16 with the first qualifying regional in Mesa, Ariz.

Betson Pacific Distributing Co. and Mountain Coin Machine co-sponsored the eight-event Arizona regional at the Mesa Holiday Inn. The format included events in the pro singles, open singles, women singles, cricket singles, open doubles, women's doubles, mixed doubles and mixed doubles cricket.

This year's jackpot has been upped by $10,000, bringing the total purse for this year's winners to $135,000. All of the matches were played on Arachnid's "English Mark Dart" models.

John Gray was the top winner of the weekend, taking first place honors in cricket singles, open singles, mixed doubles and mixed cricket with his partner, Ellen Rice.

On Sept. 23, the second regional was held in Houston, Texas. The $5,000 Texas qualifying regional was co-sponsored by H.A. Franz and Company at downtown Houston's Holiday Inn.

Houston native Joe Hamilton won the pro singles championship, but the big winner of the weekend was Steve Gillmore from Spring, Texas, who took first place in cricket singles, mixed cricket (with partner Diane Jarvis), open doubles (with Mike McGinnis) and second place in mixed doubles (with Diane Jarvis) and a sixth-place showing in open singles.

The top eight winners in each event at both regionals were awarded cash prizes. The first, second and third place competitors also received trophies and qualifying certificates allowing them to enter the annual BullShooter finals, which are slated for Memorial Day weekend next year in Chicago, Ill.

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THE PRESIDENT SPEAKS

Pollock Plans Plum Premier Future; Sees New Era For Industry Relations

BENSENVILLE, Ill.—Perky and prepared, Gil Pollock finally found some free time to ruminate one-on-one with *Vending Times* on what his tenure as AAMA president has yielded and what lies in the months ahead.

But shortly after he gathered his thoughts, 400 people interrupted.

Such is life when you have two jobs to keep you busy. Gil Pollock, Premier Technologies president, had to orchestrate a factory tour for the masses of flipper fanatics in town for Pin Expo '89—and they were anxious to meet the guy behind all those Gottlieb pinball machines.

But that was but one item on the day's agenda; he was in the midst of preparing his company and American manufacturers for the JAMMA show after spending months traveling points west, east, north and south on the road as a combination goodwill ambassador, industry spokesman, political liaison and economic analyst for the coin-op industry.

Pollock was really behind the pinball on this one. But he was quick to point out that the tour was important for his employees.

"This tour today motivates my employees," he said after returning to the O'Hare Ramada to speak to thelegions of pinballaphiles gathered together in celebration of the product Pollock's Premier produces. "My employees now have seen faces and relate to who plays the games and buys the machines, the people who put them on location. The best thing I can say to my employees to motivate them is, 'What would happen if you bought a car and it didn't work?' They know they would get angry. That's the kind of thing we're pushing internally at Premier. We want our machines to come out of the box ready to go."

If Pollock achieves one goal during his tenure as AAMA president, it would be to have every game by every manufacturer come out of the box and 1) function without a hitch, 2) make a whole buncha money for the operator and 3) institutionalize higher pricing on all pins, videos and jukes. These are the most pressing issues. In short, the games have to work well, earn steady and start swallowing more than one quarter for every game play.

COMMUNICATION

Pollock would like to make perfectly clear that the AAMA is not a consortium of manufacturers whose purpose is to look out for their proverbial hide. That's an attitude he thinks is prevalent among all three tiers of the industry—manufacturer, distributor and operator—and one he wants to end. Now.

"You hear the expression, 'The tail's wagging the dog,' Pollock said. "There should be no tail or head in this situation. It has to be one unit working together. That's what we're trying to accomplish. I believe there has been animosities built up over the years in this industry. We got to get over that attitude. But's that's going to take time and communication. We have to become more professional in our industry.

"I don't encourage investment in this industry—I *demand* it," he said.

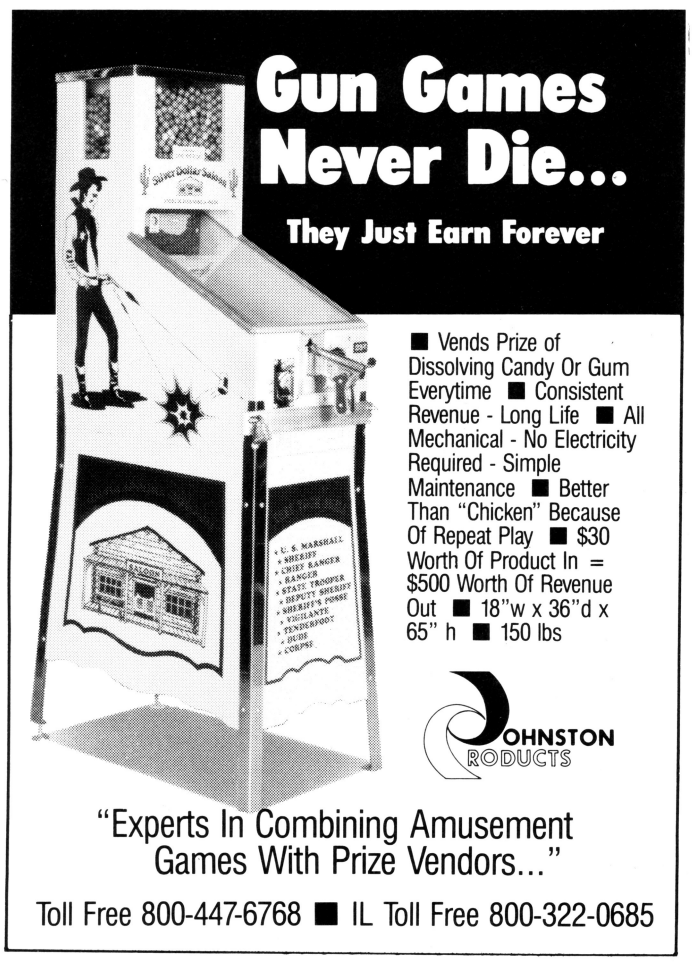
Gil Pollock logged thousands of frequent flier miles during his cross country sojourns to various distributors' open houses. Here, he's at State Sales and Service's recent coming-out with operators Helen and Henry Hofmann of D & H Vending (Manassas, Va.)

"If a company doesn't do it, they shouldn't be in this industry, because they're a parasite and not performing a function. A distributor has to reinvest it and an operator has to reinvest it. Everybody says what we need is new technology. But if the money isn't flowing in and then out again, you're not going to get it."

To encourage this dialogue and reinvestment, Pollock's been hitting the road and standing behind his product. At 22 distributor meetings, either he or one of his regional salesman have been there to collect and collate distributor and operator input into his product—and about the industry in general.

The personal appearances have

(Continued on page 69)



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November 15-18
International Association of Amusement Parks & Attractions Convention and Trade Show, Georgia World Congress Center, Atlanta, Ga. Info: (703) 671-5800.

1990

January 20-21
AMOA Regional Seminar, Brady Distributing Co., Charlotte, N.C. Info: Frank Seninsky, Alpha-Omega Amusements, (201) 287-4990.

February 5-7
Nightclub, Bar & Restaurant Expo, O'Hare Expo Center, Rosemont, Ill. Info: (800) 247-3881.

February 10-11
AMOA Regional Seminar, American Vending Sales, Wood Dale, Ill. Info: Frank Seninsky, Alpha-Omega Amusements, (201) 287-4990.

February 12-13
International Gaming Business Exposition, Las Vegas Tropicana, Las Vegas, Nev. Info: Write Conference Management Corp., 200 Connecticut Avenue, Norwalk, Conn. 06854-9961.

February 24-25
AMOA Regional Seminar, Shaffer Distributing Co., Columbus, Ohio. Info: Frank Seninsky, Alpha-Omega Amusements, (201) 287-4990.

March 30-31
Georgia Machine Operators Association Annual Trade Show and Convention, Holiday Inn, Roswell, Ga. Info: Stan Miller, (404) 424-8105.

April 6-8
Illinois Coin Machine Operator's Association Statewide Finals, Prairie Capital Convention Center, Springfield, Ill. Info: Ellen K. Donovan, (312) 369-2406.

May 4-6
Northeast Regional Amusement Machine Convention and Trade Show, Trump Regency, Atlantic City. Info: Sue Matterson, New York State Coin Machine Association, (518) 439-0981.

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CALIFORNIA

Los Angeles County Hikes Licensing Fees

LOS ANGELES—In a move that bodes ill for operators throughout California, the Los Angeles County Board of Supervisors has hiked the tax operators pay for each game and jukebox from $25 per year to a $251 initial fee and $169 for yearly renewal.

The tax, adopted as a licensing fee by the board at a meeting Aug. 1, went into effect Sept. 1. Operators began to receive the bills this month—and it was much to their surprise, because not one had been informed of the raise before, during or after its enactment.

"It seems plain and simple they didn't want to increase everyone's taxes and felt that video games can handle the burden," said David Jackson, who operates Pachinko Palace and is president of one of the two California associations, the Amusement Association of California (AAC). "Either that, or they want to legislate video games out of locations."

Jackson said the new tax—technically, the county is calling it a licensing fee—is not proportional with other fees charged to other businesses.

"It's not equitable in any way," said Jackson. "I don't think the supervisors realized it was on a per machine basis, and in a bureaucratic manner, said let's increase all the taxes on businesses by a certain amount. A jukebox doesn't earn that much to justify that much of an increase. But the thing that scares me the most about this tax is the way they derived it, and then boom, it becomes a politically acceptable tax—then other counties will say, 'If L.A. County can do it, so can we."

The interoffice correspondence the county made public bears out Jackson's notion. The county auditor-controller, Mark H. Bloodgood, recommended various fee increases to the board of supervisors. The supervisors, in turn, requested that Bloodgood conduct a comparison study of licensing fees other California counties charge. After the auditor/controller came back with the study and a conclusion to "adopt the proposed fees recommended to recover the cost of licensing and enforcing businesses in this county," the supervisors enacted the increases by a 3-1 vote.

"There was no contacting us," Jackson said, "and when they did this comparison, they looked at billiard rooms and bowling alleys. When you look at the cost of enforcements (the premise the supervisors used in accounting for the fee increase), I don't see much of an expense as far as video machines go."

Board of Supervisors Chairman Edmund D. Edelman did not return several telephone calls *Vending Times* made to his office.

Jackson's claim that the fees are inequitable compared to other businesses is backed up by the ordinance restructuring the fees.

For example, a bowling alley would be charged $1,549 the first year of the tax. The annual renewal fee, however, is $255. The amusement machine operator, after his initial $251 fee, pays $169 per year per machine to renew—while paying only $199 per year for all the machines in an entire arcade dedicated for game play only.

As a percentage, the coin-op operator with machines in location that are not arcades pays 67 percent of the initial fee every year, while the bowling alley pays 16 percent of his initial fee—and it goes without saying how much more revenue is generated by an entire bowling alley compared to a single video game.

In short, L.A. County operators agree the board of supervisors and the auditor-controller get the impression the average operator is making money hand over fist.

"How can you compare an entire bowling alley with one video game?" Jackson wondered aloud. "This whole tax is not well-conceived. But that's the scary part. This will keep happening throughout the country unless the operator starts mobilizing."

Dale Moore, a California Coin Machine Association (CCMA) member who owns L.A. Games, an operation based in the city of Los Angeles, (a separate entity from L.A. County), quickly joined the sides of his coin-op brethren across the border. Fighting onerous licensing fee is nothing new to Moore—he lent a helping hand in Long Beach, Calif. to stop similar regressive taxes when that municipality's local government was considering a steep hike in the coin-op tax.

"In the Los Angeles area, we have 70 or 80 different cities that set their own policies, and most of them notify people when it comes to licensing fees and others do not," he said. "Some advertise in small, esoteric newspapers when they want to raise taxes, and few people realize it before it's too late. There's been a gap for a long time as far as being able to stay on top of it. But if you catch it early enough, they are usually actually very interested in having input from the operator as far as what's occurring out there. But once you're in a situation where they're passing this thing in a void—which is occurring on a regular basis—it's an uphill fight. They don't want to hear about it again. And as far as they're concerned, they are fully justified because they heard from no operators.

But the Los Angeles County Board of Supervisors will hear from operators now—or else things can only get worse.

Said AAC vice president Cathy Moore: "If you fail to take the proper action, I can assure you of one thing. No one else is going to perform the job of looking out for your business as well as yourself."

OHIO

Portrait Of A Thriving Association On The Move

TOLEDO, Ohio—State associations hungry for ideas about how to get things done need only look as far as the Buckeye State.

The Ohio Coin Machine Association (OCMA) completed a series of meetings this month in which its leadership, beginning in June, traveled to five regions in the state—Cincinnati, Dayton, Columbus, Cleveland and, finally, Toledo.

The purpose of the meetings were, as OCMA vice president Paul Coury put it, "chew the fat and put issues on the table."

Coury, a previous president of the association, said his years of experience in OCMA taught him something about getting the membership out—and getting new members.

"You got to make it as easy as you can so no member can say, 'I can't get out.' I think we try to send the most letters out of any association."

Some of the topics addressed at the regional conferences, which began in June, included the pending legislation state representatives are currently mulling over. Other items included consideration of federal enactment of the dollar coin and legalization of draw poker machines, which the OCMA has traditionally opposed.

Coury said the OCMA has issued a challenge to other state associations to see who can get the most backing from their respective federal representatives regarding the enactment of the dollar coin.

"We issued a challenge to other states of similar size that we will get more sponsors in Ohio than any other state," Coury said. "So far, we have four of our 21 congressmen signed up as original sponsors. We have the letter signed by congressmen and representatives in our district. It's non-controversial, and lets the congressmen know that we have a presence in his district and also that we have a Columbus viewpoint."

The OCMA is taking a hands-on approach to the upcoming elections.

"We're inviting all the candidates for governor to come in and tell us why they want our support," Coury said. "It's a front door we operate here, and it wasn't always like that. We'd like to have either the candidate or his top representative. In addition, in future meetings, we'll bring in the chairman of the liquor division, the chairman of the tax commission, and other folks from other departments of the state government. It's really a grassroots educational thing."

Coury praised Celeste for his open door policy with the OCMA.

"He has heard us the last eight years, friend," he said. "We backed Celeste, and he remembered that."

To be sure, Ohio is one state association with a clear set of objectives.

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The undersigned companies are the owners of certain exclusive rights under the Copyright and Trademark laws of the United States. One of those exclusive rights, i.e. the right to publicly perform their audio visual works, was recently affirmed by the United States Court of Appeals for the Fourth Circuit in the case of **Red Baron - Fun Factories of Ohio v. Taito America Corp. et al.** The undersigned companies therefore announce the following policies:

1. They are committed to vigorously protect **all** of their rights under the intellectual property laws of the U.S. and will not hesitate to prosecute infringers to the fullest extent of the law.

2. Any one who publicly performs without authorization of the copyright owner, a grey market video game **after** November 30, 1989, which game was purchased **before** July 18, 1989 (the date of the Fourth Circuit Decision in **Red Baron**) will be subject to an action for infringement. This "grace period" will enable operators who comply with the law to remove infringing grey market games from their routes. Operators should feel free to contact any of the undersigned companies or their authorized distributors to determine their policies of the individual companies for the games in question.

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Operators Face The Music At AMOA Educational CD Jukebox Seminars

LAS VEGAS—The rising tide of CD jukes has forced operators to reassess their approach to music boxes, and judging by the attendance at the AMOA's three juke seminars at Expo '89, operators are not only open to, but eager for suggestions to help maximize their profit potential.

"Programming and Marketing CD Jukeboxes," "Creative Ways To Expand Your Jukebox Operation" and "Better Income Through Better Sound" were the subjects of the three educational seminars, each of which featured informative discussions led by respected members of the industry.

SRO crowds attended the first two panels, with juke manufacturer reps like Rowe's Joel Friedman and Michael Reinert and Seeburg's Joe Pankus and Bill Guler sharing the stage with former AMOA president Clyde Knupp of Amuse-O-Matic (Fort Dodge, Iowa), Jim Hayes of Gem Music & Vending (Dayton, Ohio) and Mike Raymon of Ramco (Cedar Rapids, Iowa). Special foreign operator Roger Withers of Bass Leisure Machine Services (Great Britain), also discussed the state of CD in the United Kingdom during the "Programming" seminar. Presentations by sound specialists Herb Gefvert of Technisound and Emery Kertesz of L.A. East highlighted the final juke seminar.

Operators that have converted locations to CDs have already experienced the higher profits CDs offer with their improved sound, greater selections and, of course, higher-priced play. However, CD jukes are not a bed of roses, and high operating expenses necessitate savvy business decisions and marketing techniques.

Several panelists suggested that it may be time to close the book on 50/50 splits with locations. "Why are operators reluctant to get a better split?" queried Rowe's Friedman during the second seminar. "CD jukeboxes require a larger investment in both equipment and software. Operators must make this clear to their locations, and demand minimums or get money up front before installing boxes."

Operators that continue their existing split and pricing policies when they upgrade to CD are not only hurting themselves, but holding back the entire industry. That was a sentiment shared by Friedman and other panel members including Roger Withers.

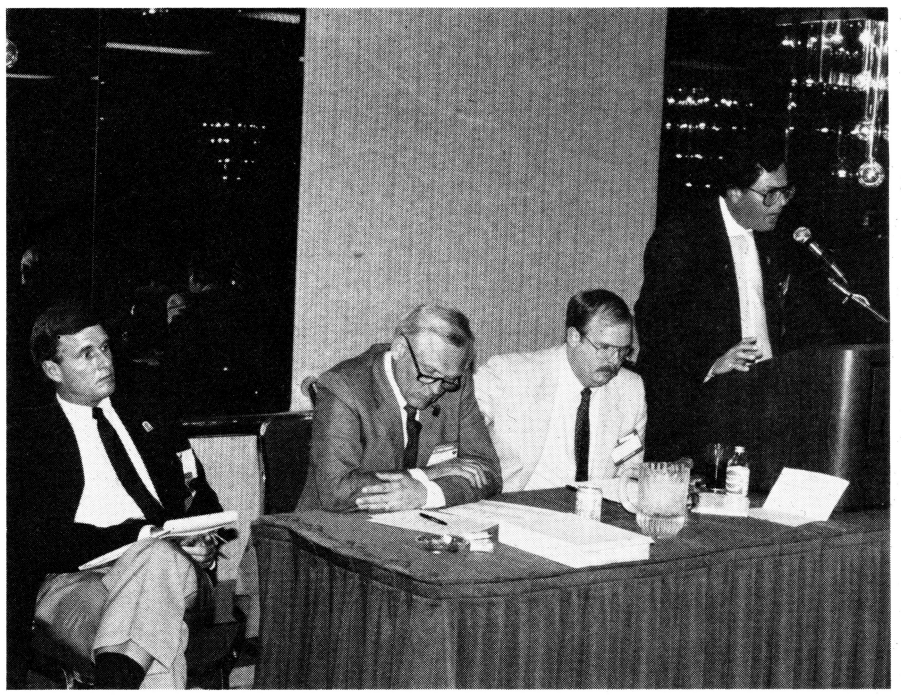
Withers' description of the British juke landscape helped give operators a better picture of what to expect in the States. Since introducing CD jukes in 1987, Bass Leisure has installed over 2,500 CD jukes, accounting for more than half of their locations, and hope to convert all their locations by the end of next year. "CD jukes now account for 18% of all jukeboxes in England," pointed out Withers, who reported that collections have doubled since converting to CD. "With sound-sensible planning it's a profitable business for the operation and a very worthwhile investment."

Once the topics shifted from profits, panel discussions turned towards better programming, promotion and marketing. Mike Raymon discussed his use of radio advertising and goodwill giveaways of old vinyl jukeboxes to stir up business at his CD locations. Raymon has also had success in the lucrative jukebox rental business. "We have rented up to three jukeboxes per weekend at $100 each," said the enterprising Raymon, who has three bar locations with "Best Laser Box in Town" emblazoned on their outside walls.

The subject of software and programming was a controversial subject during the first seminar. Bill Guler discussed the advantages of Seeburg's "Hot Hits" compilation CD's, while Mike Reinert emphasized that many popular albums already contain several hit singles. Reinert also brought up the use of CDs in college markets that require more creative programming. "CDs appeal to a more well-informed, affluent customer," said Reinert, who advised operators to think of themselves as "mini radio stations."

When the second session turned to displaying CD titles using album cover reproductions, Joe Weinberger of Mannie's Cigarette Service (Jersey City, NJ) raised the question of promoting record labels. "If we're advertising their product on our jukeboxes, shouldn't we be compensated when we make our CD purchases?" asked Weinberger. All eyes turned toward Tony Montgomery of RCA Records, an "auxiliary panel member" at the first two seminars, who advocated stronger AMOA/record company relations in the future.

At the "Better Sound" seminar operators were treated to audio demonstrations and slide presentations recommending the upgrade of speaker systems at CD juke locations.



Joel Friedman (standing at podium) explains the intracacies of the CD jukebox at the AMOA Expo '89 seminar, "Creative Ways to Expand Your Jukebox Operation." Filling out the panel were (left to right) Jim Hayes, Gem Music & Vending (Dayton, Ohio), Seeburg's Joseph Pankus, Mike Raymon of Ramco (Cedar Rapids, Iowa), Friedman and Clyde Knupp, Amuse-O-Matic (Fort Dodge, Iowa).

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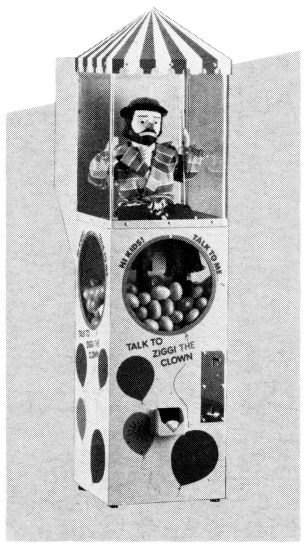

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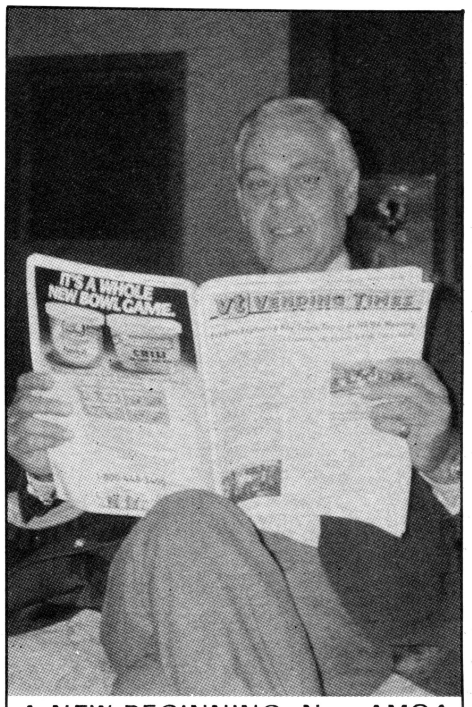
Space Racers Sets New Marks In Coin Arcades

DAYTONA BEACH, Fla.—Due to increased arcade demand for traditional park amusements, Bob's Space Racers, the originators of "Whac-A-Mole," have modified and expanded its line of popular redemption games for ticket-dispensing coin-op locations.

While the company has previously concentrated on multi-player group competition, Bob's is currently offering single and double unit coin-op versions of "Roll-A-Ball Derby," "X-tra Point" and a new water race game featuring an attractive beach scene background.

Bob's Space Racers is also shipping an updated version of the ever-popular "Whac-A-Mole" that offers new color schemes, tivoli lighting and softer, rounded cabinetry.

"We've found that many video arcades are converting to family fun centers, and ticket dispensing redemption games have become a major part of our business," said Bob's sales manager Jerry Weiman. "We have become very active in developing single cabinet two-player versions of our competition games for these locations."



A NEW BEGINNING: New AMOA president Jack Kerner, Melo-Tone Vending (Somerville, Mass.) takes a break from his hectic travel schedule to check out the new, improved look of Vending Times at the North Carolina Coin Operators Association's recent 25th Anniversary show, held in Charlotte. Look for complete NCCOA coverage in our next issue.

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Betson's Big Bash At Moonachie Brought Back Bright Report For Industry

John Margold, Robert Betti and Robert Geschine (left to right) felt right at home in front of one of the many Dynamo cabinets Betson provides for the industry.

Betson Enterprises, Inc. opened its open house season last month at its corporate headquarters in Moonachie, N. J., minutes away from New York City. The latest in video games, pins, jukes and the always-popular Betson redemption products were on display, including the new "Big Choice Limited Edition" crane currently being shipped. Robert Betti, Bob Boals, John Margold, Robert Geschine, Bill Siebert and practically the entire Betson staff demonstrated to the legion of operators that buy Betson what has made the company so successful through the years.

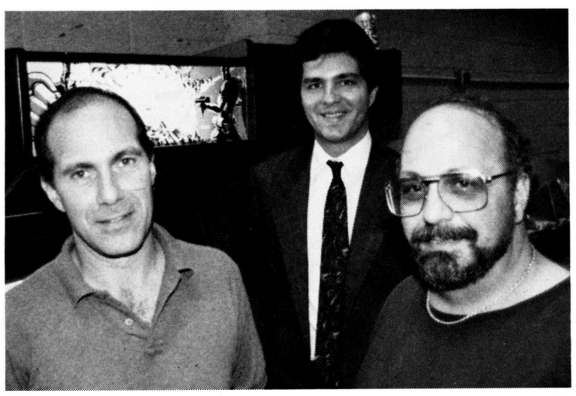
Taito prez Joe Dillon (left) and Betson executive vice president Joe Cirillo agreed that Taito's "Night Striker" was a sure-fire winner.

Rowe's Joel Friedman (right) delighted in cranking up the big sound of the company's new "LaserStar" compact disk juke for operator Angelo DiPaola of Funway (Kingston, N.Y.) and his son, Mario.

Now here's two gentlemen who *really* know their jukeboxes. At left is VT executive publisher Victor Lavay, who traded notes with longtime friend Jerome Gordon, Rowe's distributor operations prez par excellence.

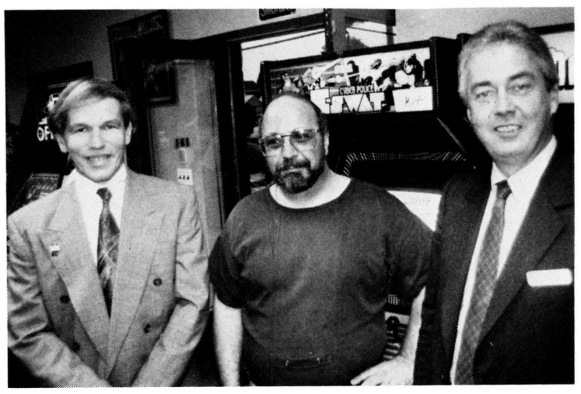
Bally's Ron Bolger (second from right) hands operator Dave Williams of Gammo Games (Westfield, N. J.) a well-deserved promotional t-shirt after he racked more than two million points on the popular "Elvira" pin.

Betson's Plays Host To Metro Operators At New Hyde Park Open House



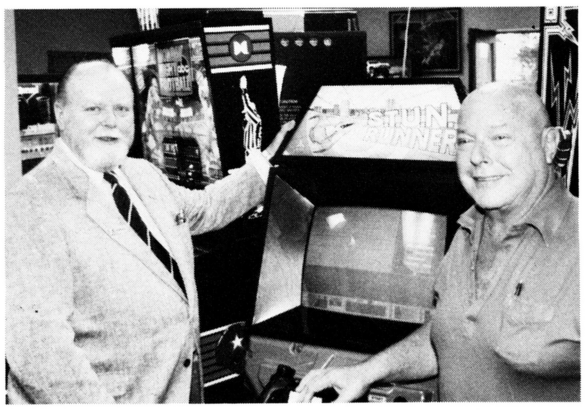
Frank Catalano (left) and Ralph Ceraldi (right) of C & C (Bohemia, N.Y.) took a moment out from chatting with Fabtek's Drew Maniscalco (rear) to pose for a V/T photo.

Operators from across the tri-state area flocked to Betson's New Hyde Park showroom for the distributor's post-Expo open house. A showroom floor packed with the latest games, a platoon of factory reps, and area operators spelled another successful event for the Betson crew.

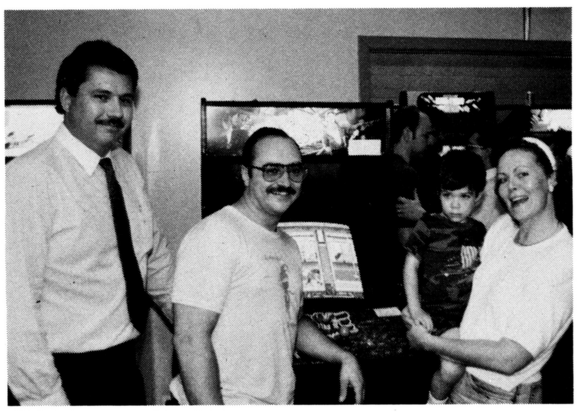


Bob Geschine (left) joins Ralph Ceraldi, C & C (Bohemia, N.Y.) and Sega's John Hill for a game of "E.S.W.A.T.," during the New Hyde Park open house.

Betson's Bob Geschine (left) shows Jerry Rispoli of Misty Automatic (N. Amityville, N.Y.) the new Taito sit-down, "Night Striker."



Atari's Jim Newlander (left) offers Tilford Gross of Madison Amusement (East Norwich, N.Y.) a test-drive on "S.T.U.N. Runner."



Konami's Mike Kubin (left) chats with Ron, Christopher, and Laura Bornico of Amusing Amusement Co. (Belrose, N.Y.).

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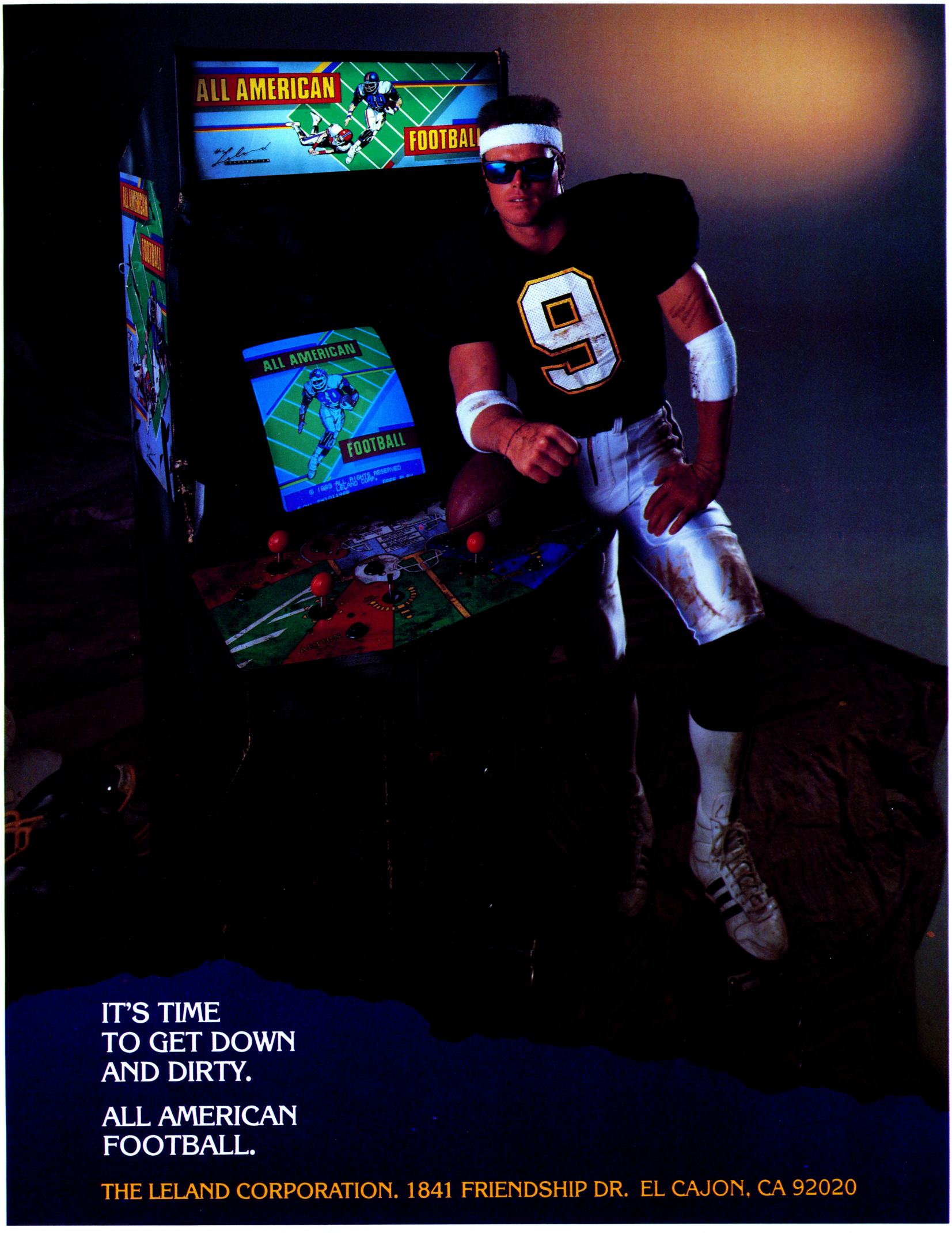

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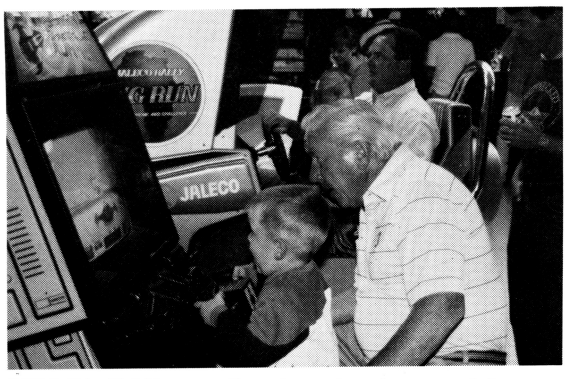
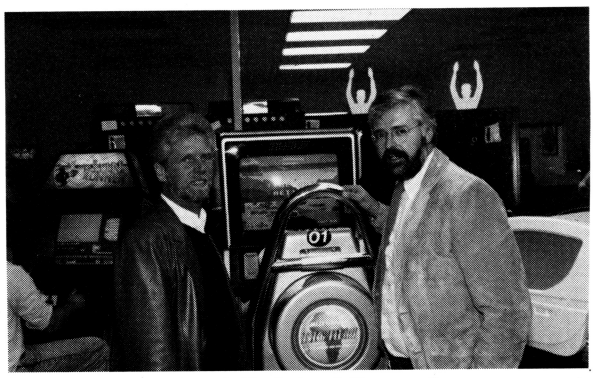


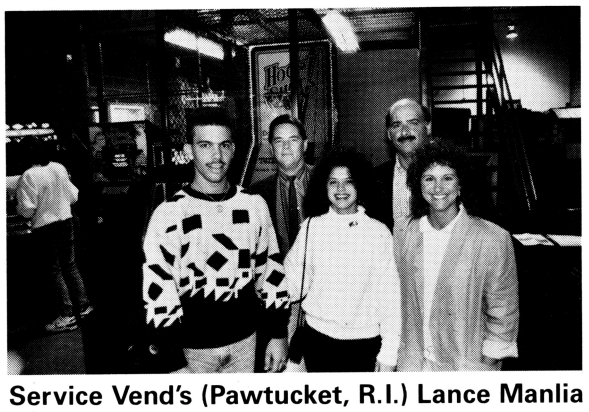
NECO's Ed Donnelly plays back-seat driver as his grandson maneuvers the turns on Atari's "S.T.U.N. Runner" video.

They came from across New England to check out the latest in coin-op games at NECO's recent open house. More than 100 operators representing Vermont, New Hampshire, New York, Rhode Island, nearby Bean Town made their way to the Norwood, Mass. facility to check out the latest coin-op hits. And when it was over, NECO chief Rick Kirby dubbed the event one of the strongest showings they've ever had.



Stephen McCaul (left) of Ryan Amusement (Bourne, Mass.) checks out Jaleco's new "Big Run" driver with New England Coin's Dick Donlan.

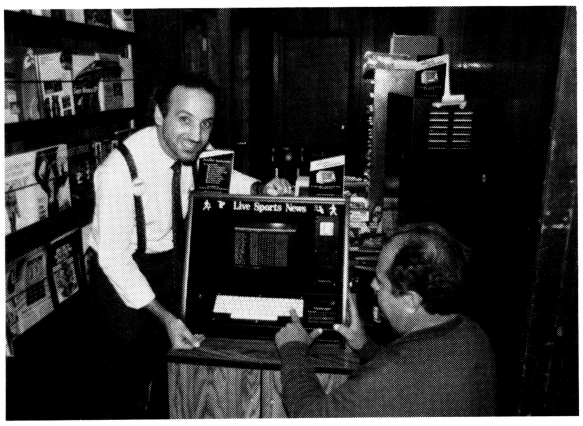
NECO's Bill McHale (left), Michelle Audet, and Joe Santoro (at right) prepare to pair off for a pin challenge with Dave Jenkins (in rear) of D & M Vending (Bellingham, Mass.).



Service Vend's (Pawtucket, R.I.) Lance Manlia (left front), Jennifer Marasco, Pamela Marasco, and David Maurice (back left) pose for a group portrait with Pat Talmadge of Doyle & Associates.

Dan Hogan (left) of Vendmasters (Nashua, N.H.), NECO's Dennis Suprenant, David Duval of Duval Vending (Saratoga Springs, N.Y.) and "Knobby" with Kopco (Lake George, N.Y.) check out the vending products displayed on NECO's showroom floor.

Rowe Dedham Offers Coin-Op Cornucopia At Post Expo '89 Open House



Rowe's Jim Borbone (left) looks on as Peter Bean, Vertiturf, Inc. (Franklin, Mass.) checks on the sports scores with "Live Sports News," a coin-op sports link.

Rowe Dedham's recent open house brought out New England operators in force. For many of the coin-op professionals, it was their first look at such hit games as Atari's "S.T.U.N. Runner," driver and Premier's "Bone Busters" pin, as well as providing the chance to talk to the factory reps who stood by ready to answer any questions.

Rowe Dedham's Dominic Caruso (left), Dino Donati of Granite State Vending (Manchester, N.H.), Rowe's Bob LeBlanc, and Sega's John Hill prepare to relax over a game of "E.S.W.A.T."

Romstar's Tim Jackson shows a young player the finer points of "AquaJack," his company's water-battle video.

Amy Bouschor (left) and Dan McCorkle, Woburn Vending (Woburn, Mass.) look over the playfield of Bally's new "Elvira" pin with Rowe's Jim Borbone and Dave Norcross and Michelle Valley of Skillful (Portland, Maine).

Art Palter (left) of Woburn Vending (Woburn, Mass.) checks out the "LaserStar" juke with Rowe Dedham's Dominic Caruso.

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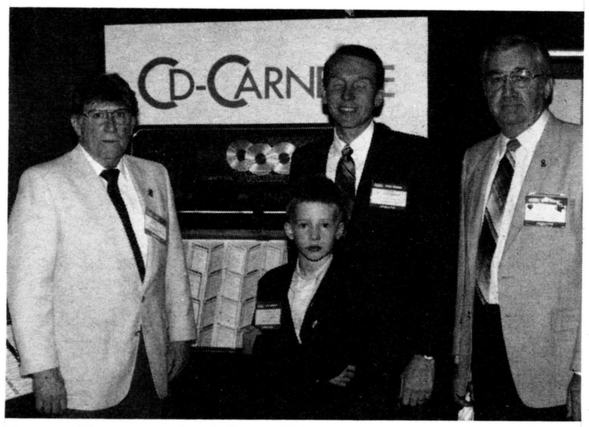
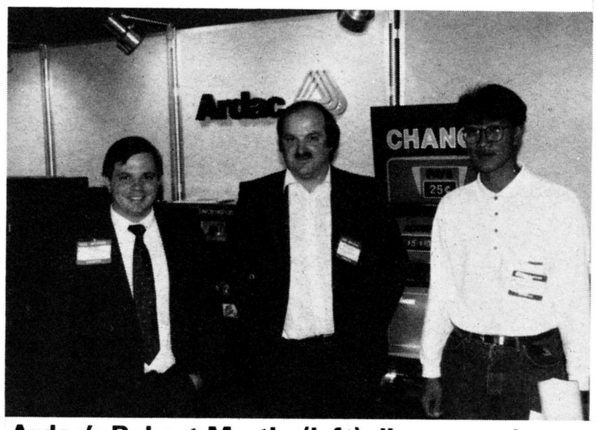
Amusement Operators And Distributors Shop For Winners At Expo '89



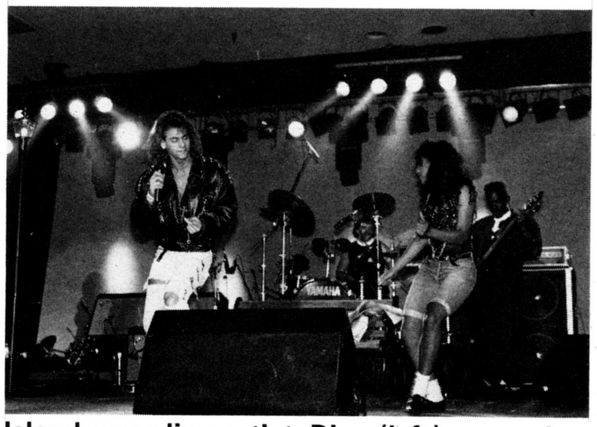
Jerry Reeves (left) of Wurlitzer shows off the hot CD-sound of his company's latest juke to Don and George Thompson, Alaska Music Co. (Fairbanks, Ak) and John Knox, Anchorage Amusement (Anchorage, Ak).



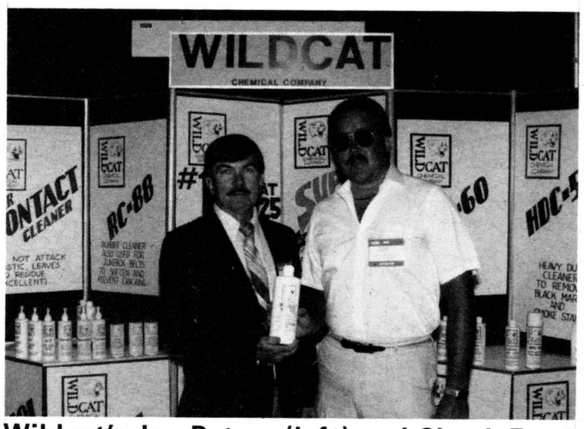
Ardac's Robert Martin (left) discusses change makers with Bob Sosnowski and Pete Lee, High-Tech Investments (Vancouver, Canada).

C.A. Robinson's Sandy, Andrea, and Leah Bettelman, (from left) congratulate Fabtek's Jeanne Ballouz, and Tad Corp.'s M. Matsuzana, and Tad Yokoyama, as Ira Betelman and Fabtek's Drew Maniscalco look on.

Frank Rizzo (left) of area amusements (San Marcos, Calif.) looks over the product selection of coin-acceptors with Greenwald's Phil Brown.

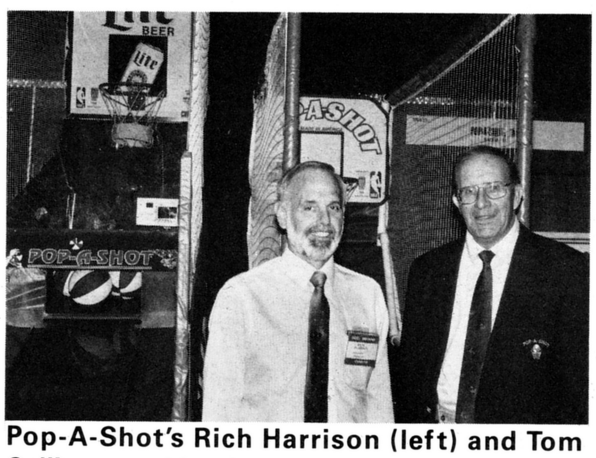


Island recording artist, Dino (left) serenades the Expo '89 banquet audience with his hit song, "I Like It."

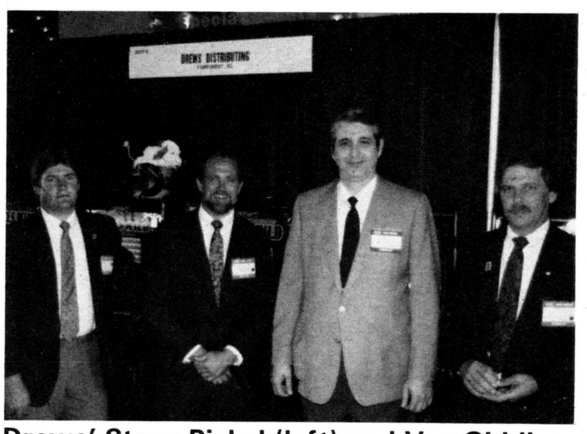


Wildcat's Joe Peters (left) and Chuck Farch show off their company's pin playfield cleaner to AMOA Expo '89 attendees.

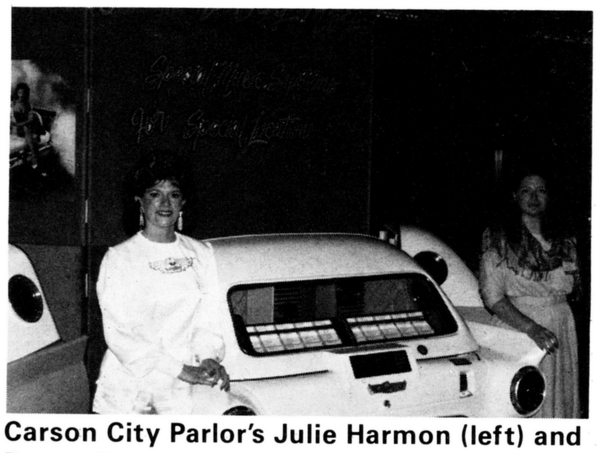
Mark Kraml (left) of Wiltron (Quebec) looks over the latest in bill validators with Natalie Marcus, Coin Bill Validator, John Newberg, Venco (Bland, Va.), and Ivo Gardellini, Coin Bill.



Pop-A-Shot's Rich Harrison (left) and Tom Collins stand by the ready to take on all challenges on their coin-op basketball game.

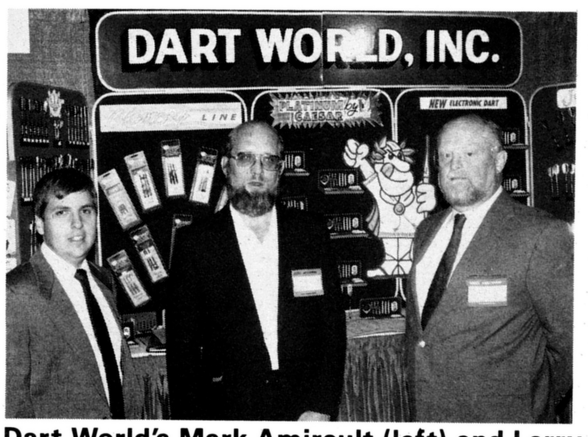


Drews' Steve Pickel (left) and Van Giddings take time out from the busy show floor for a portrait with Vernon Smith, Diamond Jims (Montgomery, Ala.), and Tim Caldwell, Drews.



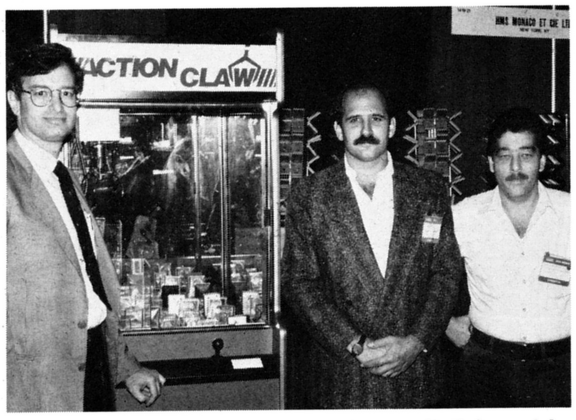
Carson City Parlor's Julie Harmon (left) and Donna Braun display the T-bird styling of their company's classic juke.

Sheila Dellacona (left) of Roger Williams Mint explains the benefits of tokens to Craig Meade, Fizzer's (Las Vegas, Nev.).

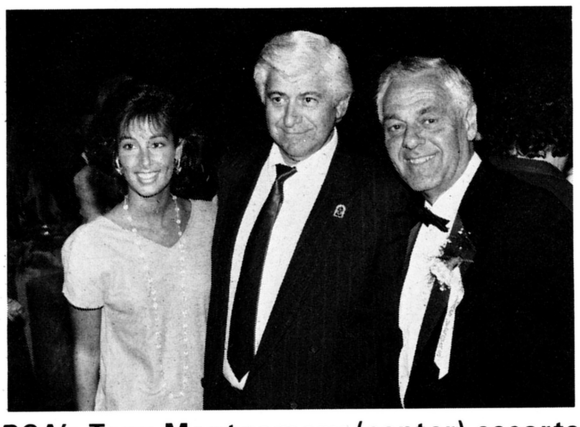


Dart World's Mark Amirault (left) and Larry Bergman (right) gives Lonny Desmarteau, General Coin Distributors (Seattle, Wash.) a throw-line view of their products.

Operators Gambol About On Packed Show Floor At Las Vegas Hilton

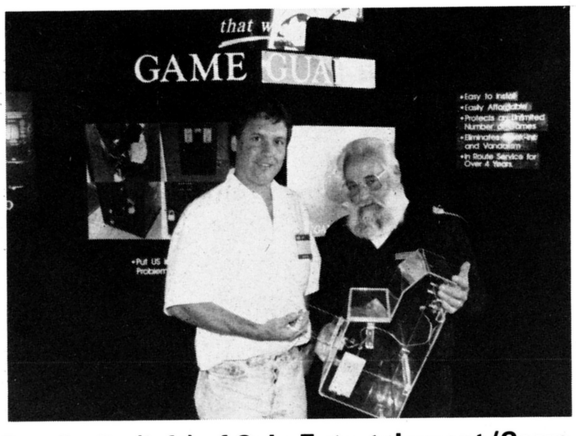


HMS Monaco's Steve Schulman (left) and Ira Erstling show how their line of redemption jewelry works in action to Marc Whitelaw, Action Video and Vending (Buffalo, N.Y.).

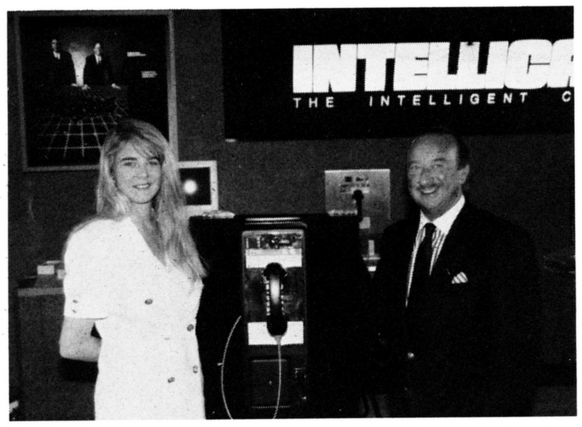


RCA's Tony Montgomery (center) escorts AMOA president, Jack D. Kerner, Melo-Tone Vending (Somerville, Mass.) and his daughter, Ellen Kerner, to the Expo '89 awards banquet.

Pioneer Laser Entertainment president, Ted Karasawa (left) unveils his company's new video juke with PLE v.p. Mark Makabe.



Ray Sudia (left) of Coin Entertainment (Sacramento, Calif.) examines the "Game Guard" security device with the help of Bud McChesney, Total Security.

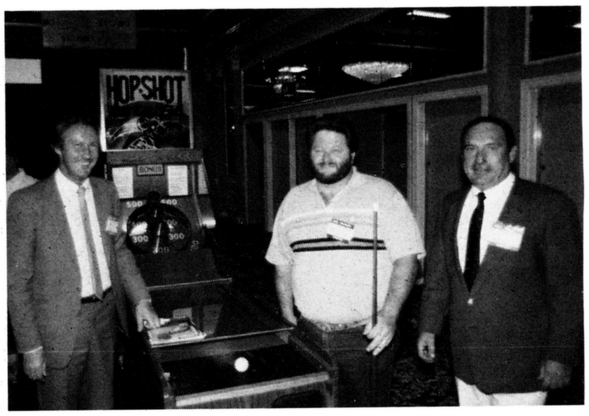


Kelly Pivin (left) of Intellicall shows off the latest in payphone technology to Gordon Marks, Confernet International (Northridge, Calif.).

Mr. and Mrs. John Bell (left) of Bell's Music (Vicksburg, Miss.) chat with New England Coin's Rick Kirby, and Taito Chief, Joe Dillon during Expo '89's president's reception.

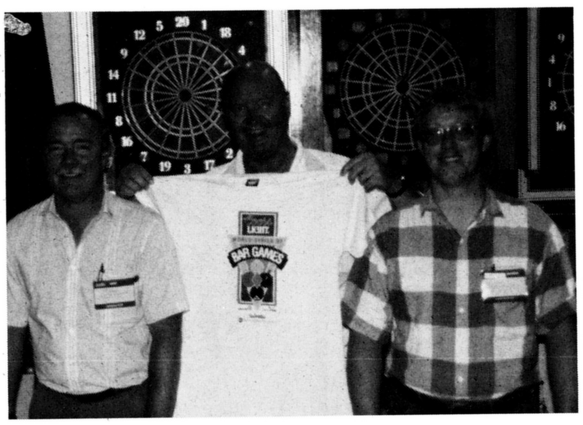
Jim Carrico stands by a prototype of "King Arthur's Round Table," a rotary kit for video cabinets that he designed for Leland.

Bill Pfuzenreuter, Roger Sharpe and Python Anghelo of Williams took the "Most Innovative" award for "Earthshaker."



Eurolink's Ron Ferguson (left) and George Macek (right) of Classic Amusement, show off their new game, "Hop Shot," to Tony Wright, Sleepy's Amusement (Larton, Ok).

Frank Cosentino of Atari takes a speedy ride on the "S.T.U.N. Runner" at a morning breakfast meeting.



Dwain Kramzar (center) of Kramzar Amusements (Springfield, Ill.) shows off the t-shirt he won in the Expo's "World Series of Bar Games." The runners up were Bob Carroll (left) System Amusements (Spokane, Wash.) and Rick Hamm (right) Lookout Amusements (Longview, Wash.).

Coinco's Mike Durec (left) shows off his company's line of coin mechs to John Heaslet, Amazing Amusements (Los Angeles, Calif.).

AAMA And Premier Prez Pollock Sees Prosperity For Today's Coin-Op Team

(Continued from page 55)

made—and will make, Pollock insists—a big difference in the games that generate from his assembly line.

"When an operator starts complaining, getting down to the facts, finding out exactly what his complaint is, is a difficult task," Pollock said. "But if I'm talking to the operator again, the second time he sees me on the road, he's going to feel more comfortable, and say 'Well, maybe you were right. Maybe that location wasn't so great and my playing time was five minutes and 20 seconds because the pitch on the playfield was flat.' There's an education process out there, and there's very few companies and operators out there who know how to set up a pinball. That's why I'm out there where they are, and so are my salesmen."

THE PRIORITIES

Although other issues are upon his office, Pollock points to the re-introduction of the dollar coin as the most important and most difficult objective incumbent upon the manufacturer's association.

Pollock said that by 1992, the dollar coin should become a reality—but by the same token, operators shouldn't wait that long to institute 50-cent game play.

"In our joint discussion with AMOA, that takes high priority," Pollock said, "however, we can not wait until 1992 (the year the dollar coin is likely to be in circulation if approved) to increase the price of play. There will be Senate hearings on it this Fall, and we have virtually no organized opposition to the legislation. There are a few fears because of the fiasco with the Susan B., but those fears have been addressed. We won't have the same problem. AMOA and AAMA have been lobbying the house and Senate and the executive branch, and there have been some efforts there to make sure we have the Bush administration's support behind it. Preliminary work has been done to gauge his position, but at this point, he has no position. But if we can convince the treasury, Department of Transportation and banking committees, then Bush will support it."

For those who don't buy the notion that raising the price of games is not only fair but necessary (considering the rise in the cost of living), Pollock likes to remind operators what happened with jukeboxes during the past three years.

"If the operator looks at what music did in the past year with CDs, they can justify the rise of the cost of a game play by looking at the equipment the manufacturers are using now."

EXTERMINATOR

That equipment was there for all to see at the tour of the Premier facilities Pollock hosted. Everything from wood to circuit boards filled the busy floor. It's clear that the old Gottlieb ain't what it used to be—it's a lot better.

With the new, improved technology came a shift in philosophy at Premier regarding service—what Pollock sees as the company's most important responsibility to operators.

"The new games have the play appeal and competitive bearing of anyone in the industry," Pollock said. "The key is to take a good game and carry that care put into the engineering into the service point of view."

And operators, take note. Pollock said he's gearing to make Premier a full-line manufacturer.

"We will manufacture what the market needs by the player's acceptance, and we will not lessen our effort on the other market segments in which we are already engaged."

One must be intrigued, however, with Premier's "Exterminator," the company's first video game ever. Scheduled to be ready for shipping by press time, the game has been sneak-previewed by precious few, but the responses that came assure the industry that this is, indeed a precious game.

Pollock deferred to his design chief, Warren Davis, for the lowdown on this offering.

"I'm not particularly into the real heavy-duty blood-and-guts type of games," Davis said. "What attracted most people here was that it was kind of an original concept. The game play and visual look—that was the concept they were looking for here—and they wanted to go for something different that attracted people."

The game's theme, as its name implies, is to eliminate pesky rodents. The player manipulates a hand with pesticide—Davis calls it "juice"—that either sprays or smashes the enemy insects from house to house. Basically, the idea is to clear the rooms and make your exit. Every time an insect is eliminated, a tile on the floor turns the victorious player's color.

Beside Davis, the design team includes Jeff Lee, the artist who drew the characters on "Q Bert," and soundmen Craig Beierwaltes and Dave Zabriskie. Davis said he was excited at the game plan at Premier.

"We developed what I think is a pretty cool system,' he said. "The capabilities are pretty phenomenal."

Pollock said distributors and operators can expect an even greater amount of variety from Premier, including more video games and "two or three novelty games on the drawing board."

And Pollock would like everyone to remember something about this industry.

"We're not selling bread," he said. "It's not something the operator needs. He doesn't have to buy our product if it doesn't work or make him money."

Jukes Make The Grade With Salesman's Girl

DUBLIN, Ohio—Fourth grader Marisa Cull, daughter of Seeburg sales manager Kevin Cull, was recently awarded three ribbons for a class project commemorating the 100th anniversary of the jukebox.

A student at Indian Run School in Dublin, Marisa assembled a model of a Seeburg "Classic" jukebox for her gifted education class, as well as collecting photographs, research and interviews on the history of the jukebox.

Marisa inserted a small tape recorder in her replica and played popular songs from the fifties as part of her award-winning presentation.

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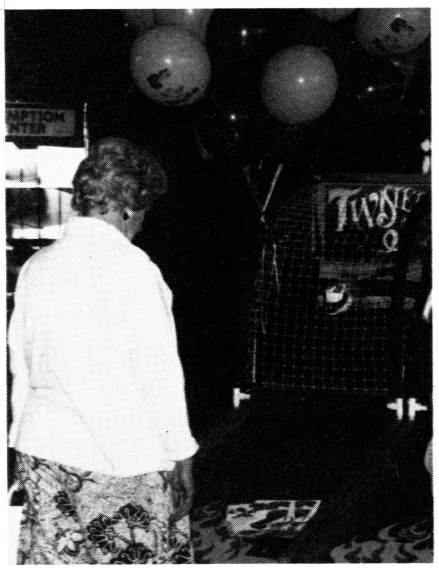
Exidy Gives Arcades A New 'Twister'

REDDING, Calif.—Exidy has spun a new "Twister" on redemption arcades, with a flashy new compact alley roller.

"Twister" is a bowler with a rotating bonus bucket that keeps players tossing balls for extra ticket points. The game measures a slim 2 feet by 7 feet with clever audio, Deltronic or Mr. Ticket features.

"We felt the timing was right for a redemption game," says Virginia Kauffman of Exidy, previously known for their popular video game products. "I mean, how many more kick/jump games can the market stand?"

For more information on 'Twister," contact Exidy, 4770 Caterpillar Road, Redding, Calif. 96003; (415) 325-5814.



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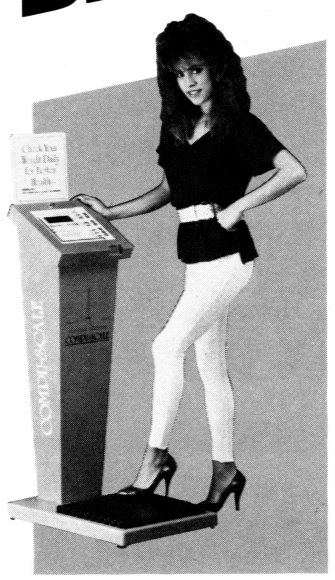

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A Grueling Road Race Becomes A 'Big Run'

NILES, Ill.—If you thought the world of space aliens and other apocalyptic creatures made for scary layouts, consider theming a game around the Paris-Dakar cross-continental road race.

Jaleco USA has done just that with "Big Run," the company's first dedicated game with features that replicate the rough riding with which any professional racer who has run that grueling race can relate.

"It had a great operator and distributor response at the Expo and at the subsequent distributor open houses," said Larry Berke, Jaleco's director of coin-op sales, in an interview with *Vending Times*. "We knew we had a good game."

The Paris-Dakar Rally has been called "the world's most dangerous race" by racing enthusiasts and professionals alike. It has recently achieved a good deal of notoriety because of the many spectator and driver deaths that have occurred during the course of its runs. So dangerous, in fact, that religious groups in France and Senegal have tried to have it banned.

"Big Run," which is available in both upright and cockpit models, features a steering wheel that tugs with the twists and turns of the road. In the cockpit version of the game, the cabinet and the seat move as the driver negotiates the rugged terrain of the Senegalese landscape. Both games throw numerous forks in the road for the driver, with wind storms, motorcycles, monster trucks, four-by-fours, diesel engine cars—which is precisely the situation in the actual 20-day road race.

The game also has the capability to link together one, two, three, or four machines and compete against other drivers simultaneously.

"Big Run" is now ready for shipping. For more information, contact Berke at 312-647-7077.

Valley Targets Location & Dates For Dart Match

BAY CITY, Mich.—Valley Recreation Products, Inc. has announced details of the 4th Annual World Soft-Tip Dart Championship scheduled for March, 1990 in Orlando, Fla.

This tournament should prove to be interesting, considering the American team will vie to recapture the team championship from the sharpshooting West Germans, who edged out the Yanks in this year's world championship in Bingen, West Germany.

Alan Schafer, vice-president of marketing for Valley, explained the format for the 1990 tournament.

"We are staging regional tournaments run by our Valley operators across the states between October, 1989 and February, 1990," Schafer said. "These tournaments are the result of an ever-increasing demand for the Valley 'Cougar' game and are meant to not only assist and cooperate with the Valley operators in their promotional efforts, but to bring together a domestic team that can bring the trophy back from Europe."

Valley operators will be conducting their regional tournaments from October through February and will select the top two men and women from the singles matches to fly to Orlando to compete in the North American championships. A team will be selected to represent the United States in the world championship during that event. Players will be flown to Orlando and accommodated in a luxury hotel for the weekend of the tournament.

For more information, contact Valley at 333 Morton Street, Bay City, Mich., 48707, or call 1-800-248-2837.

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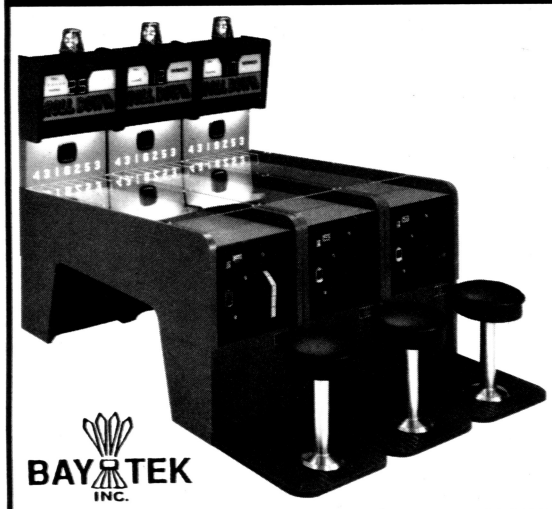

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Data East Names Two In Finance, Materials

SAN JOSE, Calif.—Data East USA has appointed new personnel in two key finance and management positions.

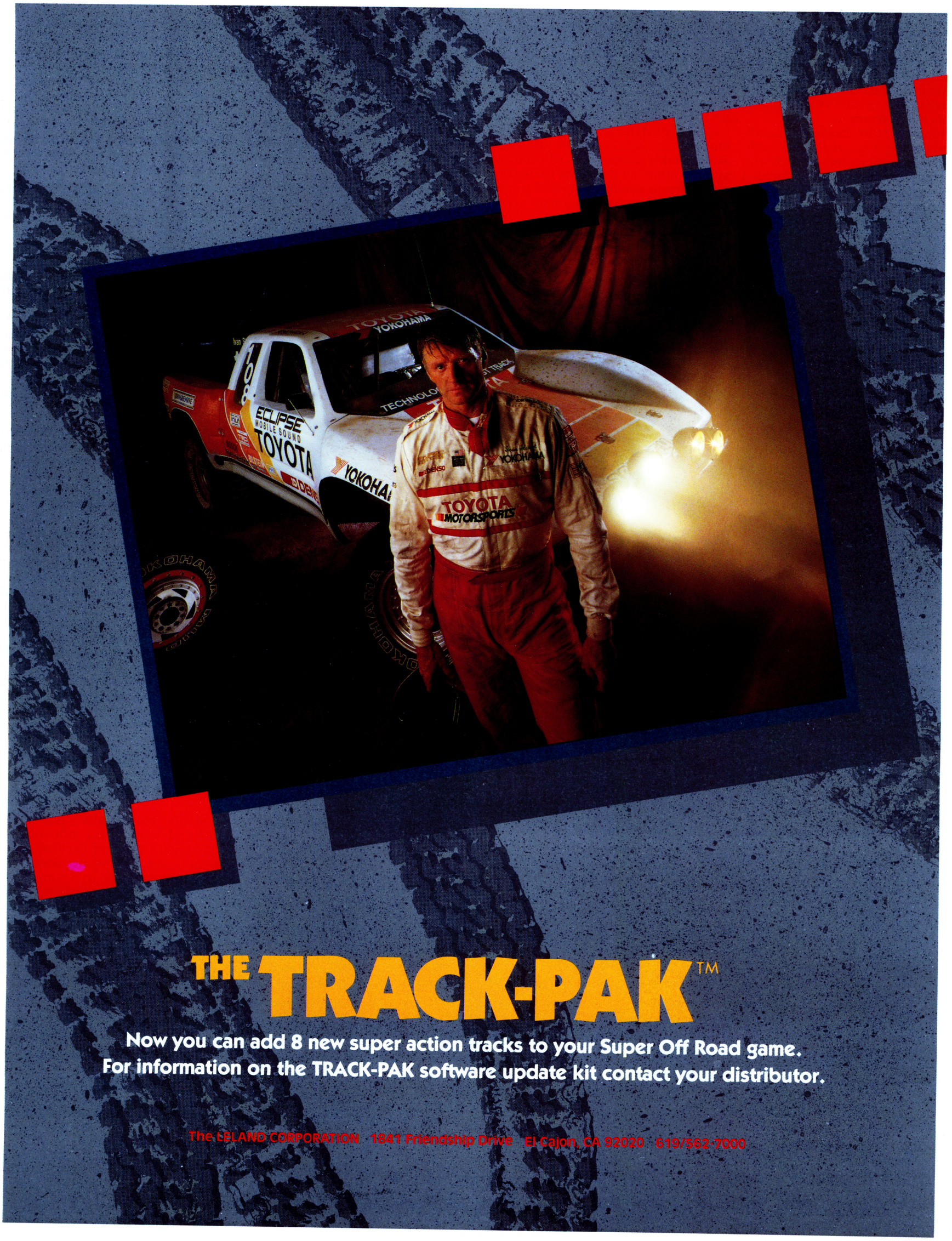
Holly N. Mathis has been named the new controller for DE, and will be responsible for directing the accounting department, including supervising the accounting staff, managing financial planning, daily operations and budgeting. Mathis is a former division controller for Novell, Inc. of Santa Clara, Calif.

"Strengthening our financial team with Mathis assures us that Data East will continue with its smooth financial operation as we move into new product categories," says Margo Hober, executive vice president and chief financial officer for Data East.

Data East has also announced the appointment of Gary Aube as materials manager. Formerly materials manager for the Sta-Temp division of Metcal, Inc., Aube will be responsible for directing all facets of materials planning and control, including purchasing and inventory supervision, vendor relations, and staff management.

HOLLY N. MATHIS

GERRY AUBE



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ALREADY A GIANT

Incredible Technologies Incorporates Strata To Stake Coin-op Claim

ARLINGTON HEIGHTS, Ill.—Picture a manufacturing company that has a staff of 45 software engineers and other specialists who have designed not only a series of coin-op hits, but patented computer hardware and high tech toys such as a hand-held keypunch dictionary.

Picture this staff cranking out software under the stewardship of a mathematician and computer scientist who got his start with NASA and decided he liked games a heck of a lot more than rockets.

Can you imagine this company competing with the coin-op kings? The folks from Incredible Technologies (IT)—the company that has accomplished all of the above—think they can, and now they're playing for keeps in coin-up.

Strata was incorporated two months ago as the marketing and sales and distributing arm for IT. Industry watchers already familiar with Incredible Technologies already know Strata. But things are different now. Strata wants to sell its own games.

The reasons, of course, are obvious. With an impressive licensing catalogue that includes such hits as "Capcom Bowling," the digitized sound programs for every currently available Data East pin game, Gametek's "Wheel of Fortune," and scores of games for home systems, Incredible Technologies had to grow as its own marketing entity to let operators and players know just who exactly has been designing some of the biggest coin-op hits of the past few years—and to call its own shots in the games' packaging and promotion.

"We felt we could do better on our own," said Richard A. Ditton, the president of Incredible Technologies and the technical whiz who worked at NASA.

"We really wanted to be independent all along," said Ditton's spouse, Elaine, who is also the CEO of Incredible Technologies. "Most of the people here have a strong entrepreneurial spirit."

Incredible Technologies first used its Strata moniker for "Golden Tee Golf," a golfing video game that employs project engineer Steven J. Jaskowiak's patented card reading system, allowing the game to display 256 different colors, compared to the 16 colors that were previously available. (The same system was also used for Gametek's first coin-op game, "Wheel of Fortune").

A picture speaks a thousand words, or in this case, demonstrates Strata's in-house staff of 45 gathered outside their Arlington Heights, Ill. facility.

While the technology and design for "Golden Tee Golf" was nearly complete, Incredible Technologies decided to introduce Strata at AMOA Expo '89 only six weeks before showtime. They quickly brought in John Cassiday, who had been a consumer and coin-op sales manager at Tecmo, to head Strata's marketing division and get the word out Incredible Technologies was now selling its own pieces. The response on the Hilton show floor to the game justified the rush. Operators loved the game.

"Imagine what we could do if we had more than six weeks," said David D. Thiel, Strata's director of interactive sound.

What Incredible Technologies *has* done in the less recent past was grow exponentially. Three years ago, the company was staffed by six people. Now boasting the largest staff of any American-based video game manufacturer, Strata plans to expand its staff still more to coincide with their first market push—and to prepare one and possibly two more new games for ACME '90 in Chicago in March.

The current staff is composed of an interesting compendium of personalities, tinkerers and technicians.

Michael Hanson, the vice-president, is both a game designer *and* an attorney. Thiel toured with rock band for seven years. Lawrence J. Hodgson, the software engineer who led the design team for "Golden Tee Golf," throws around terms like "permutations" and is the kind of computer fanatic that fits the culture's stereotype.

Their Arlington Heights office is a personality sketch unto itself. Toys clutter president Richard A. Ditton's office. Thiel gets his inspiration for pinball soundtracks from Sly and the Family Stone (among others) and his workspace is stacked with computer hardware, electronic keyboards, and piles of techno bric-a-brac.

This beehive of activity near bustling O'Hare International Airport is indicative of Strata's immediate goals—big goals. Hanson framed the company's expectations with a little perspective about what is still a very young industry.

"We're like the film industry in 1915, 1920," said Hanson. "It's only a matter of asking ourselves, 'What are we going to do next?'"

Hanson intimated there's also a certain patriotic inspiration to the company's objectives.

"Japan dominated this industry largely because we gave it to them," Hanson said. "But we can reclaim a big share, and that will benefit everyone. We have two things helping us. The first is the balance of trade, and the second is the weakness of the dollar."

Elaine A. Ditton said the method for competing successfully in this crowded market segment is clear.

"We have to compete on service and quality of workmanship," she said. "We never assumed it would be easy."

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SUNNYVALE, Calif.—SNK Corporation of America has announced it is extending Customer Service Department hours. The department is now staffed from 7 a.m. to 5 p.m. (Pacific Standard Time) to allow greater access for customers on the East Coast.

Electronic technicians are available in customer service for all operators needing assistance and to SNK distributors ordering replacement parts. SNK's technicians can be reached by calling (408) 736-8844.

The company would also like to remind operators that it provides a technical support mailing program in order to keep its customers stocked with technical information and schematic diagrams. The program began in September, 1988 with the introduction of "Prisoners of War," and has continued for each new product.

To participate in the program, SNK asks operators to return the customer response card found in the game manual. There is no charge for the program, and it gives operators a chance to give SNK direct feedback on its products and services.

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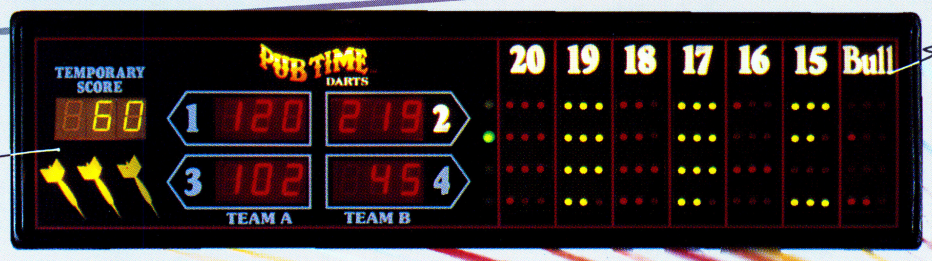

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Leland Gets Dirty With Latest Gridiron Viddie

EL CAJON—Monday morning quarterbacks will have a chance to play out their own bone-crushing strategies on video, once again courtesy of the Leland Corp. and its latest football incarnation, "All American Football."

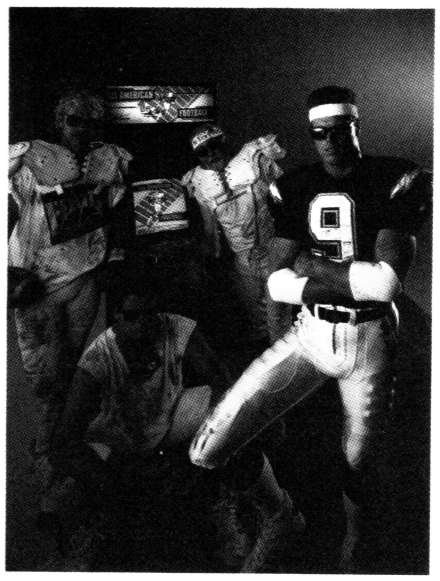
Embellished with such features as "Go Juice" to give players more energy and "SportCreem" to allow for longer passes, "All American Football" is sure to take today's game player on a drive as fast, furious and fearsome as any two-minute drill down the gridiron. And to get him plenty "dirty."

Leland has packaged its latest piece with that theme to conjure all the images of the battles that rage on countless football fields during Fall. The style on this game is distinctly different, and to represent that, Leland got ex-Chicago Bear and current San Diego Charger quarterback Jim McMahon to personify the play, in stark contrast to the personality and playing style of John Elway, who endorsed and sponsored "Team Quarterback," the company's prior football viddie.

"All American Football" has all the features of Leland's prior football game, "Team Quarterback," but with this offering, the game replicates life in the NFL even more. With fumbles, fake punts, pileups, and more challenging tackling, one to four players can engage in a battle as their own favorite college or pro team.

Other new features include the "sideline stops" where the player can acquire the aforementioned juice and creem for taking time off the clock, and that means the operator is presented with a multitude of additional coin drops while the player gets more out of the game.

_Leland's exclusive "stat storage" function fives players an equity that keeps them coming back, while online statistics of more than 15 categories show them what they're doing and what they need to improve.



The Leland Team surrounding "All American Football" with gritty San Diego Chargers star quarterback Jim McMahon.

As Leland graphic designer Dan Viesquez explained, the ideas come in the most unusual ways for the folks at this company.

"John Rowe woke me up at 11:30 one Sunday night and said to me, 'Let's get dirty.' He was telling me the theme to the game would be tougher, grittier, dirty. You know, get down and dirty, get into the game. I didn't know what he meant right away, at that hour, though."

For more information on "All American Football," contact Leland at 1841 Friendship Drive, El Cajon, Calif., 92020, or call 619-562-7000. Fax correspondences are accepted at 619-562-9468.

Lock America Debuts New Alarm Systems

GARDEN GROVE, Calif.—Lock America has announced the introduction of a new line of inexpensive alarms ideal for video games, pins, cigarette machines, and other coin-op devices.

The "Model 101," uses a 9-volt alkaline battery and has one contact switch. Extra back door, control panel or dual coin-switches are available. Any attempt in opening any of the alarmed doors will set off a 100db alarm until the door is put back in its normal operating position.

"Model 201," also utilizes a 9-volt alkaline battery with a life expectancy of one year. This unit warns off intruders with a 107db pulsating horn. The "Model 201" and "Model 101" are designed primarily for use in supervised locations.

The company's "Model 301," designed for unattended locations, uses a larger battery, with a life expectancy of up to five years. The horn included with the "Model 301," emits a 107db pulse that can be set to sound from 30 seconds to 4½ minutes.

The "Model 401" includes a relay and key switch. When activated, the alarm will not cease unless shut off with a key.

"Model 501" uses a 9-volt alkaline battery and comes with a key switch and 120db buzzer.

"Model 601" also utilizes a 9-volt battery, providing a loud 120db signal that can be shut off only with a key.

In addition, the company is also marketing a line of cost-effective alarms designed for use in route vehicles. For more information contact Lock America, (800) 422-2866; in California toll free (800) 262-2866; or (714) 373-2997.

Smart Dubs Brit Distrib. For 'Shoot-To-Win' Hoops

DES MOINES, Iowa—Smart Industries has announced the appointment of Brent Leisure Limited as their exclusive distributor in the United Kingdom.

Located in London, Brent will distribute the "Shoot-To-Win" one- and two-hoop basketball games throughout the British markets.

Brent Leisure's director Michael Green met with Gordon Smart at the recent AMOA Expo '89 in Las Vegas, and has agreed to exhibit the Smart basketball games at the upcoming Amusement Trades Exhibition International in London.

Redemption Brings 'Em Back For More

(Continued from page 47)

10-inch indoor model, an 8-inch home/family room model and a 6-inch baby model for pint-sized players. "We've made some modifications, but we haven't changed the original concept. Our role is to fulfill the needs of the marketplace."

"We initially thought it would be limited to children, but now it's being banked in arcades and people are lining up to play," says Pellegrini. "It's one of those products like Skeeball that sells itself. Every national account is buying them up."

Another more recent arcade trend that appears to have staying power is the basketball toss. Long a fixture at fairs and carneys, coin-op hoops have scored well in bars and arcades, and

Another game that is rapidly becoming a must for arcades is Yankee Game Technology's "Bozo's Grand Prize." Licensed from the creators of the television program "Bozo's Grand Prize," itself an American institution for 50 years that is seen in 22 million U.S. homes daily, "Bozo" is a ball-toss game that can take up to $1,000 a week, according to Yankee's Ed Pelligrini.

are now being joined by football and golf games. Coming in numerous shapes and size from companies like Intermark, Grayhound, Pop-A-Shot, Design Plus and Smart Industries, basketball games are easily adapted with ticket dispensers for redemption centers.

"Redemption is in vogue again," says Gordon Smart of Smart Industries, manufacturers of "Shoot To Win" hoops and "Clean Sweep" cranes. "It's got every game manufacturer scratching their head and installing ticket dispensers. We are committed to coin-op and are currently developing new redemption games."

"Operators are returning to basics, as demonstrated by the resurgence of pool and jukeboxes and the slump in videos," adds Smart. "We want to develop games with lasting power. We're building a reputation based on quality. We want our games to last forever, like John Deere tractors."

Based on their track record, redemption games probably will be around forever, if not longer. Now is a good time for operators and arcades to begin sowing the seeds for greater redemption profits.

'Action Lotto' Is Top Pick For Gamco Inter.

SARASOTA, Fla.—Gamco International Inc. has developed a new air blasting ball-in-pocket game for all types of redemption locations.

"Action Lotto" features the latest in technological innovations, and is available in three versions; one with a ticket dispenser, one with a hopper that will dispense tokens or quarters and one that accumulates credits for replay.

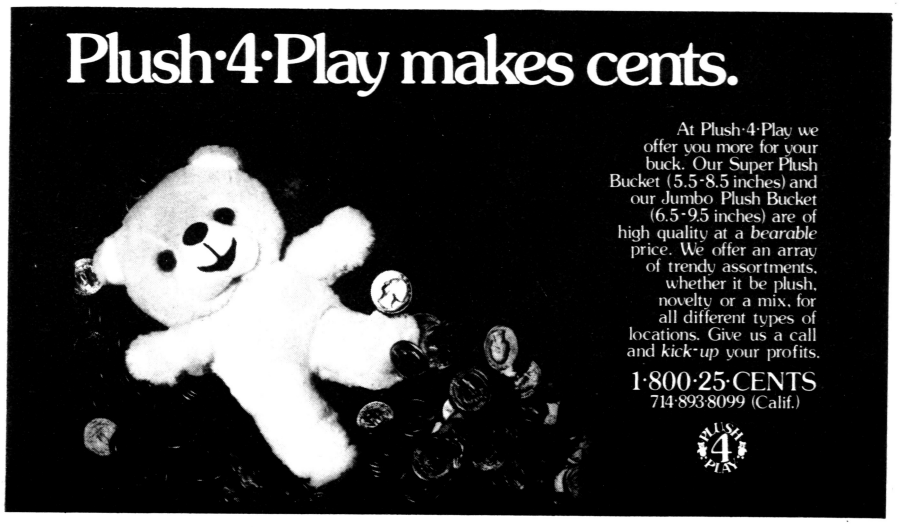
With a built-in logic programmable controller, smaller but similar to an IBM computer, operators can program the price per play, number of tickets or tokens dispensed and even the number of balls set in play on "Action Lotto" using a simple thumbwheel dial.

With a verbal instruction mechanism that also activates xylophone music, players are directed to select three numbers on the keypad that light corresponding pockets on the playfield. The computer picks an additional bonus pocket and the player uses an air direction cannon and an air blast button to capture balls in the lighted pockets, thereby scoring points, tickets or tokens.

"We are a redemption committed company. We are very involved in developing innovative new redemption units," says Gamco's Ron Yaffe. "We have been awarded patent applications for 'Action Lotto' and expect it to become a strong arcade unit that will challenge the pinball market."

Gamco offers a full line of redemption games, including their "Quicksilver II" coin pusher with a dual hopper system that can change tokens to quarters or tickets or vice-versa, "Crown Jewels," a two-player rotary merchandizer with joysticks and self-loading playfield, the "Animal House" toy vender and their popular "Showcase" cranes.

For more information contact Gamco International Inc., 2153 Tenth St., Sarasota, Fla. 34237; (813) 366-1133 or (800) 642-7263.



Quake Shakes Bay Area; Coin-op Feels Aftershock

(Continued from page 33)

operator were sitting in Candlestick Park when the quake struck. *Vending Times* caught up with Sega's Darl Davidson about twelve hours after the earth shook.

"I was sitting below the scoreboard in left-center field," said Davidson, his voice slightly quivering as he relived the horror. "That scoreboard—that *huge* scoreboard—started shaking. The power went out and the whole scoreboard looked like jelly to me. It felt like it could easily fall and crush all of us."

Within seconds after the earthquake struck, Davidson, who was attending the game with his 12-year-old son, Scott, said he knew it just wasn't one of the thousands of insignificant tremors with which Bay Area residents have become accustomed.

"I was watching my little portable television, and as soon as the stadium starting shaking, the TV went out, and I knew we had a big one," Davidson said. "All five or six channels went out at the same time."

It took Davidson and his son six hours to return home to San Jose 50 miles away. Once home, Davidson found only minor damage to his home, and after gathering his senses, went to Sega's San Jose office and, much to his relief, discovered that only a few ceiling tiles and bezels had fallen.

"I just wanted to make sure everything was okay, and to be here so the other people can stay home today," said Davidson, who ordinarily reports to work at 2 a.m.

Davidson said he never thought he'd experience an earthquake of the magnitude that struck the Bay Area this month.

"A 7.0? I never thought I'd live through it," Davidson said somberly.

About a dozen Atari Corp. employees were also at the game, and aside from being shaken, there were no injuries. As for the company's Milpitas, Calif. headquarters, Mary Fujihara reports there was no damage.

"Everybody here was a lot relieved there was no damage," she said. "You can go about your business here and not see the devastation. There's still a lot of people who don't have power."

Fujihara, who was at the Atari office when the quake struck, said the staff knew this earthquake was different from all the others.

"Things started falling, and we knew it was bad," she said. "With this one, the building started to sway. I was looking at my car rocking back and forth—and it's a pretty heavy car—and you know it's bad when you see that."

Fujihara added that her "heart still stops every time there's an aftershock. I'm not queasy about this stuff, but I feel really strange after this one. It could have been a lot worse. In any other country where this kind of quake hits, it flattens the city."

Look for *Vending Times* to bring you complete coverage of the earthquake's impact on the vending industry in our November edition.

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Truckin' With Elective

(Continued from page 52)

and finds and advises what the best buys are, so does Leigh advise the coin-op industry.

"The difference between us and a common carrier is the way the freight moves," said Leigh. "A road unit goes to break bulk at a consolidated terminal, where everything that's going to, say, Chicago is going to a Chicago trailer and it skips across the country until it gets there—a common carrier doesn't go past 500 miles. With us, we'll go into the door with a driver, pick it up, and the same driver ends up delivering it. We can hit 600 miles overnight without much effort."

The larger manufacturer and distributors have caught on to Leigh's way of doing business. His roster of clients who have used and use Elective Transportation's services reads like a Who's Who of coin-op: Among others, Sega, Dynamo, Betson, New England Coin, Brady, Atari, Romstar, Dan Brechner have come away as satisfied customers.

"What it comes down to is that I'm familiar with the industry, and the people in this industry know that an operator will buy a game from who has it," Leigh said. "I think the best term is that I created a video co-op. They get their freight quick, I save money, and they save money."

VT BULK VENDING

NBVA Reviews 'Sublicense' Concept

CHICAGO, Ill. — The National Bulk Vendors Association notes that there appears to be a trend toward the emergence of consolidators (or "packagers") of vending services who seek to secure agreements with chain accounts to supply a variety of vending services across a broad geographical area, then to subcontract the components of the service package to local operators.

"The initial appeal to a large chain is obvious," says NBVA executive director Morrie Much. "The master license holder will coordinate the group of vending companies who serve the account, and combine them into a single report, accompanies by a single check each month. Under this scheme, the national account does not have to deal with six or eight or ten separate vendors...the national account hopes to utilize the packaging services of a middle man to coordinate all the vendors, collect the monthly receipts, and report in a single combined statement the results of the respective vendors.

Tariff Relief

CHICAGO, Ill. — The National Bulk Vendors Association reports that the industry-supported tariff relief extension bill, HR 2447, has been approved by the House Ways & Means Committee, with one change. As revised, the bill extends the exemption of certain imported toy and novelty items from tariff from December 31, 1990 to December 31, 1992, rather than to December 31, 1994 as originally drafted. NBVA observes that the entire 1990 reconciliation bill, HR 3299, is now before the Senate. "Only if the trade bill passes will our relief be granted," notes NBVA executive director Morrie Much. "Our provision is a tiny portion of the entire trade bill."

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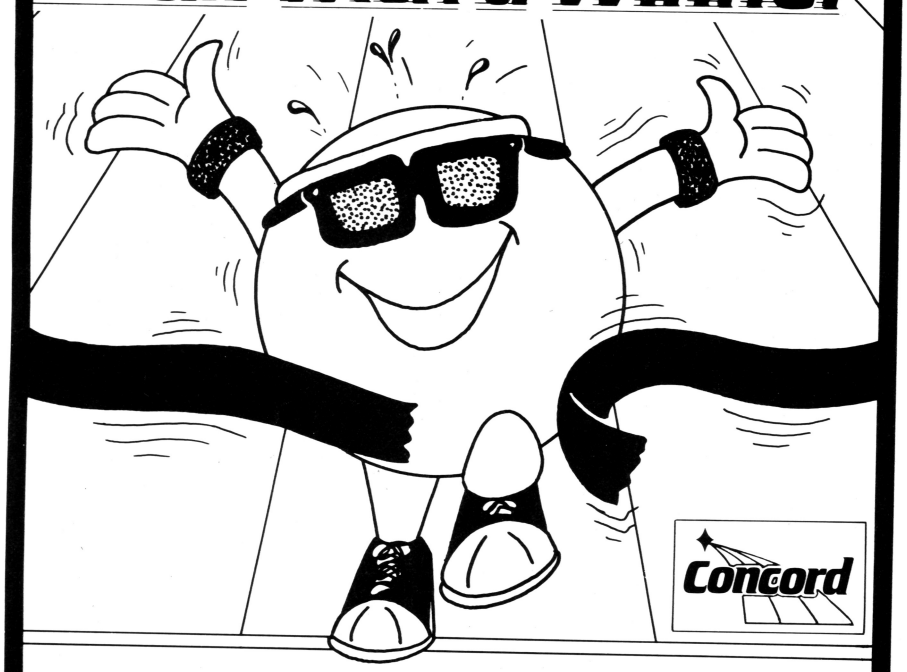

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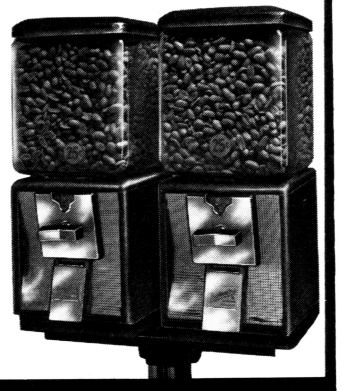

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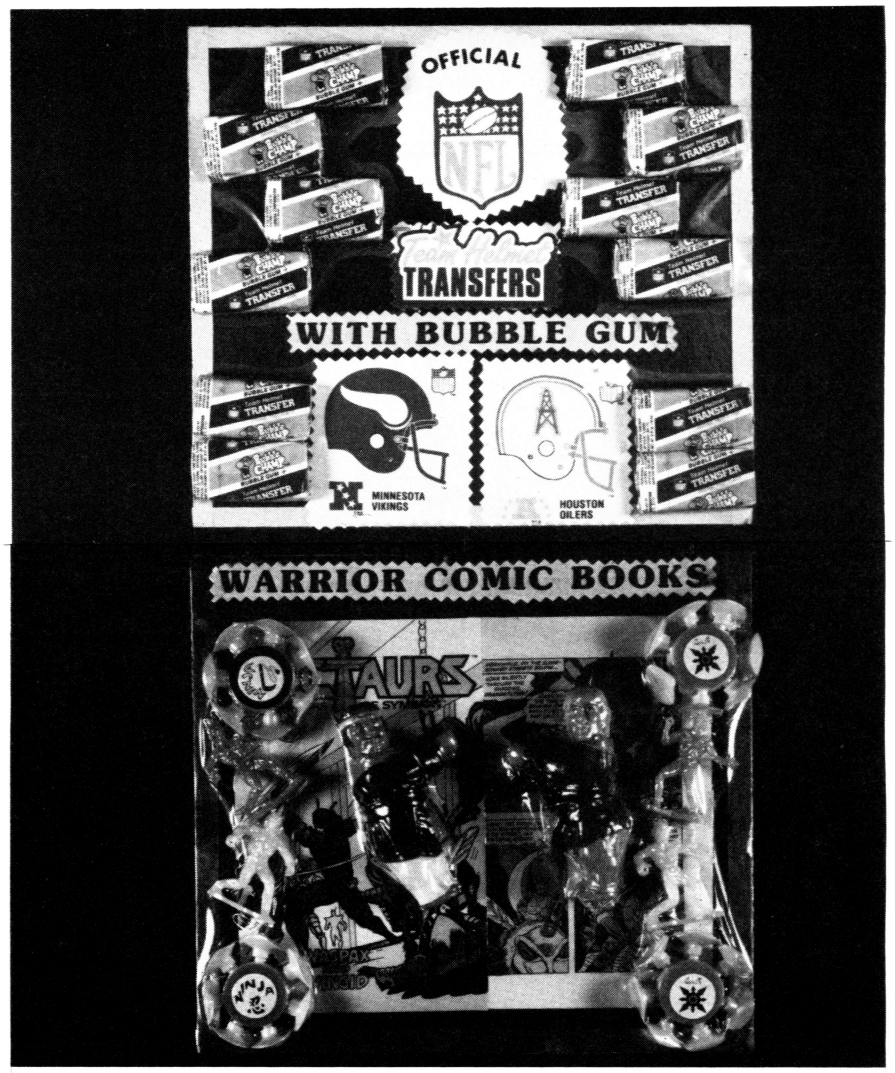
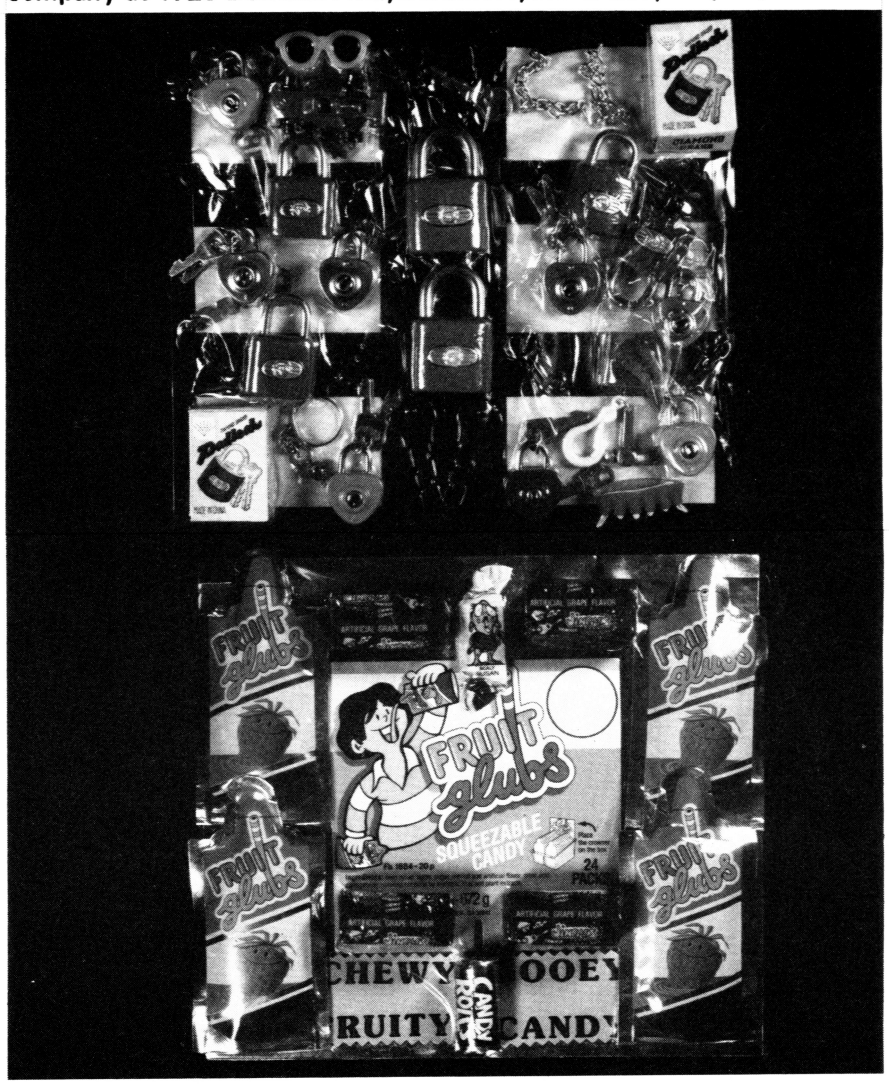


CARDINAL VARIETY: Now available from Cardinal Distributing are these novelty assortments, designed to appeal to a wide range of tastes. At top is "Bubble Champ" bubble gum with official National Football League team helmet decals; above are "Warrior" comic-book-themed martial-arts figurines and other toys. Below is Cardinal's latest assortment of real working padlocks; and, at bottom, ever-popular "Fruit Glubs" confections. Information on Cardinal products may be had from the company at 1725 Dundalk Ave., Baltimore, MD 21222, tel. (301) 633-5100.



PARSSINE INNOVATIONS: Parssine Group, Inc. has unveiled its second "Golden Jewelry Mix" for fall/winter 1989 (left) and a new "Staple Gun" assortment (right). The jewelry mix is available with or without a liquid-crystal analog "moving-hands" watch, said to be a first in the bulk industry; it also includes handsome rings, pendants, key chains and pins. The version with the watch is pictured here. The stapler mix highlights a real working miniature staple-gun, very similar to those packaged in popular executive traveling-office kits, as well as a variety of toys and fashion-jewelry items. Information may be had from the company at 106-02 Rockaway Boulevard, Ozone Park, NY 11417, tel. (718) 843-6100.

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Lucky Associates Unveils Animated Egg Vender With Modular Design, Ear-Catching Sound Track

CONWAY, Mo. — New from The Lucky Associates, Inc. is a modular animated vender designed to dispense egg-style capsules. Called "Lucky Ducky," the unit features a "handsome green duck" and a general flavor of Celtic mythology.

The machine consists of two modules, a top display cube and bottom vending/control unit. This design makes "Lucky Ducky" easy to transport and install, the manufacturer reports, as well as allowing it to be shipped in two cartons by United Parcel Service. No tools are needed to assemble the machine on location.

The modular layout also simplifies maintenance. In the event of a mechanical or electrical problem, the bottom module is easy to swap out and return to the factory for repair.

The machine has a capacity of about 600 eggs, and stands 48 ins. high, with a 20 x 20-in. footprint. It weighs 100 lbs., and is offered with 25-cent, 50-cent, or quarter-size token mechanisms. It runs on 120 VAC and draws 3 amperes.

When a coin is inserted, the duck swings back and forth on a "golden horseshoe" and "quacks a maniacal laugh" (or "the laugh of the Irish banshee"), then dispenses an egg.

Information may be had from The Lucky Associates at Route 2, Box 245, Conway, Mo. 65632, tel. (417) 589-6700.

LOTS OF DUCK: Animated "Lucky Ducky" from The Lucky Associates is assembled from top and bottom functional cubes, features striking green duck that swings on a golden horseshoe and emits banshee laughter when a coin is inserted. Unit can hold about 600 toy egg capsules.

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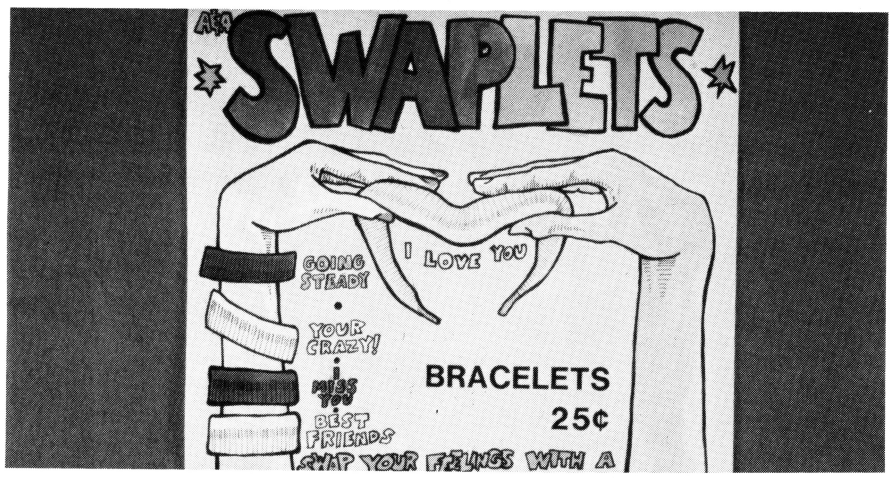
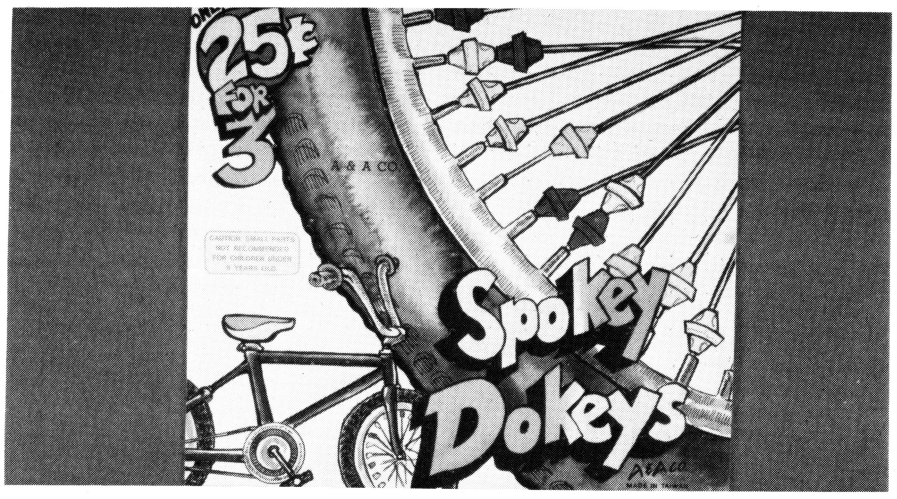


A&A ORIGINALS: Latest items in A&A Co.'s extensive bulk vending merchandise lines include "Whistling Straw" (top), a novel musical instrument; "Swaplets" (above), colorful bracelets; and "Spokey-Dokeys" (below), ornaments for bicycle wheels. A&A is headquartered at 1930 Greenspring Drive, Timonium, MD 21093, tel. (301) 252-1020 or (800) 638-6000.



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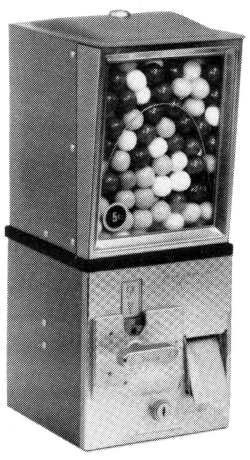

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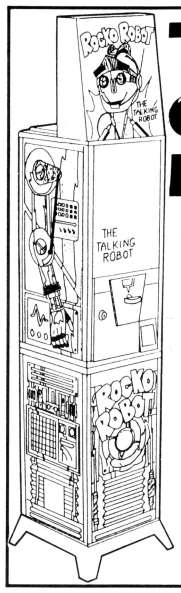

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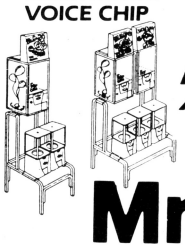

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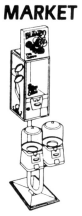

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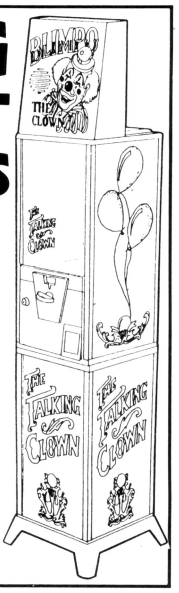

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JUMBO ELEPHANT

SPELLING IT OUT: Protocol, Inc. has published this six-page color brochure describing the advantages of becoming an operator of Protocol condom machines. It discusses the proven principles and marketing support services offered by Protocol to assist operators, and describes the machine's features in detail. Protocol manufactures and markets condom machines and "Protocol" brand condoms, and notes that the equipment has found wide acceptance. The booklet can be requested from Protocol at 1370 Mendota Heights Road, Mendota Heights, MN 55120.

Vogel Acquires Schoenbach Products

BROOKLYN, N.Y. — Norman Vogel has purchased the assets of Schoenbach Products Co. here. Schoenbach is a long-established manufacturer of small mechanical vending machines, including models for sanitary napkins, prophylactics, and sundries.

Vogel, who owns Lions Novelties, reports that Schoenbach principal Irwin Nable is assisting in the transition. The firm will continue to do business as Schoenbach Products.

Its new address is 97 North 101st St., Brooklyn, N.Y. 11211, tel. (718) 387-7977.

SUBLICENSE AGREEMENTS

(Continued from Page 77)

"We make no particular comment as to the merits, appeal, or likely success of this type of operation," Much adds. "Rather, we observe its presence." As NBVA members may well be invited by a consolidator to become sublicensees, the association advises bulk operators to be prepared to make an informed decision.

The operator's determination of whether or not to participate in auch an arrangement may determine his ability to continue servicing a particular account, the association adds. For this reason, NBVA has reviewed a sample contract offered by a consolidator, and comments on the document in its current member newsletter.

The agreement under review contains some provisions that the association feels may not be in the best interests of the operator in some situations, and NBVA advises members to look closely at the terms of any agreement offered to them.

For example, the particular agreement in question states that the consolidator can terminate a sublicense arrangement at any time, on 20 days written notice, and that this is an absolute right. NBVA believes that, if the agreement is intended to last as long as the consolidator has a master license to serve the national account, this intent should be expressed in the agreement. Moreover, the association notes, it would be preferable to state that the consolidator has the right to terminate only for cause.

FAIRNESS QUESTIONS

Moreover, while it is natural that the agreement state that it will be terminated if the consolidator loses the master license to serve the account, the specific document under review does not grant the operator the right to see the master license, requires what is in effect a 60-day noncompete agreement upon termination, and forbids the operator to communicate with the account, either orally or in writing, during the term of the agreement. It enforces these provisions even if the loss of the master license is caused by the consolidator's failure to comply with its terms.

"In view of the one-sided nature of this agreement, we strongly recommend that you and your counsel carefully review the entire agreement before signing," the association states. There are no "standard forms" for this type of contract, since the concept is very new, and caution is indicated.

NBVA is headquartered at 200 North LaSalle St., Suite 2100, Chicago, Ill. 60601-1095, tel. (312) 346-3100.

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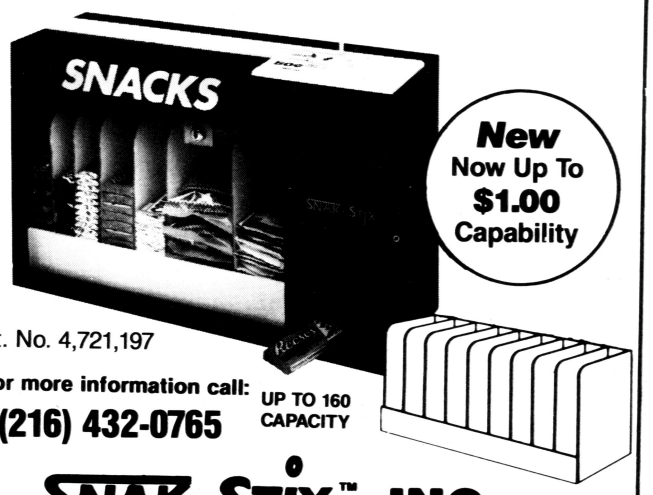

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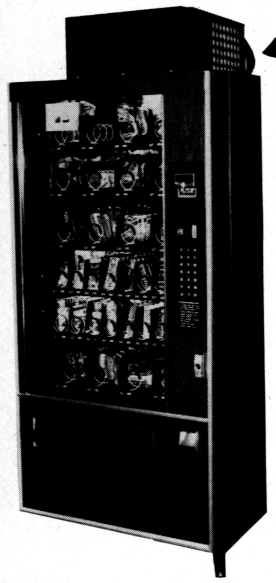

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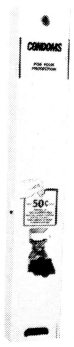

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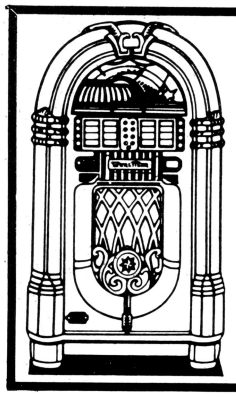

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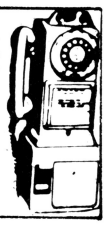

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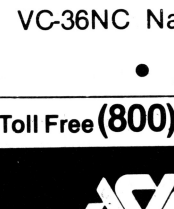

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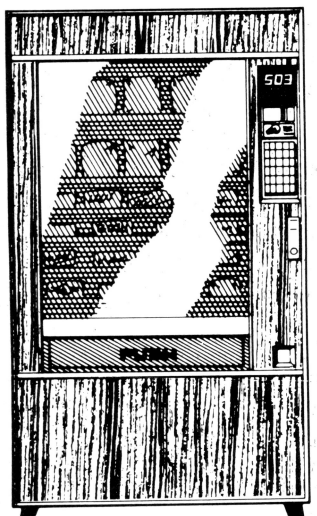

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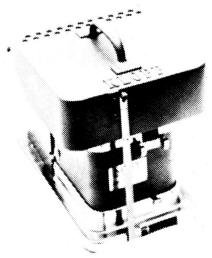

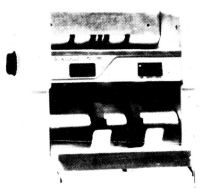

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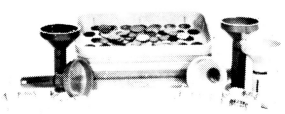

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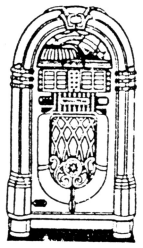

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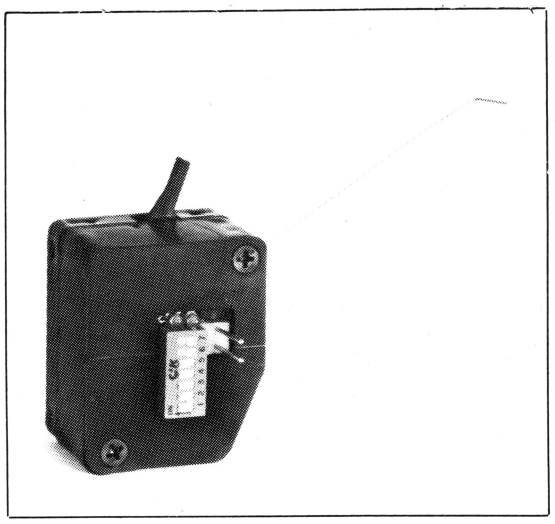

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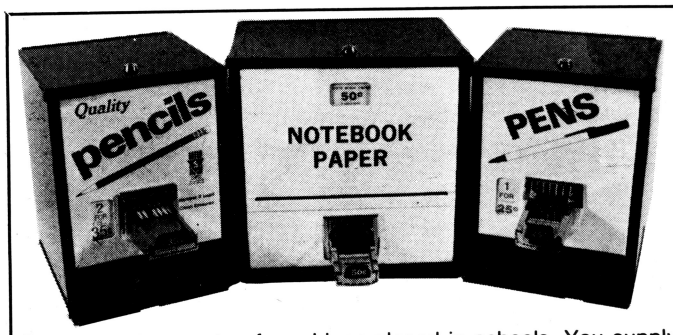

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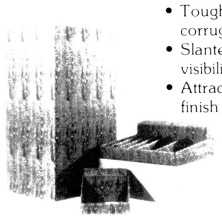

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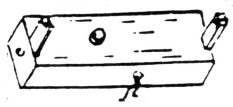

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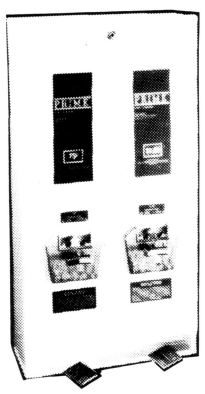

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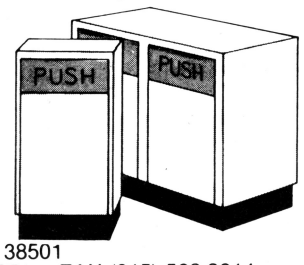

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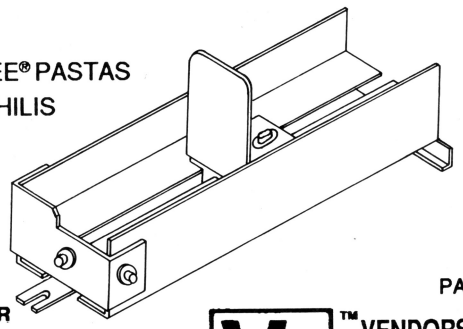

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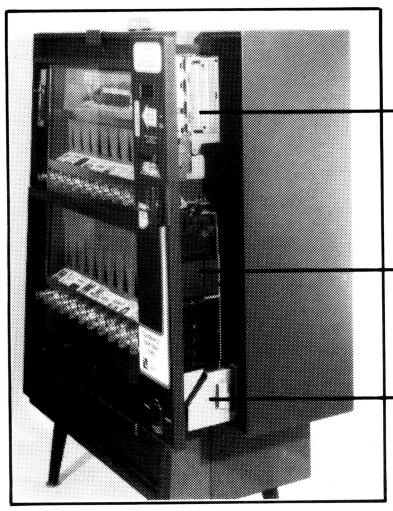

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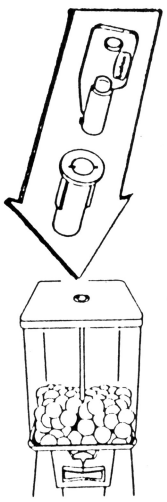

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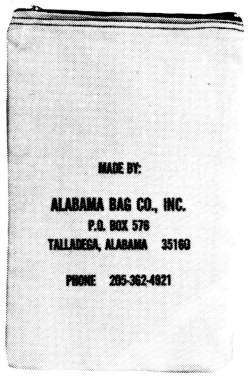

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EDITORIAL

Best Foot Forward

As an effective public relations effort, the Illinois Automatic Merchandising Council (IAMC) has utilized an annual "Vending Week," which helps operators point out vending's contribution to society. Each year the state association selects a theme designed to increase its exposure and portray vending in a positive way.

This year IAMC suggested to its members that they post a 10-cent vend price on coffee and cup cold drink machines for a period (at the operator's discretion) during this one week (November 8 through 12). The entire proceeds will be turned in to the Council for donation to the Salvation Army Drug Rehabilitation Center and Mt. Sinai Hospital to help with the fight against drugs.

The IAMC will furnish signs—designed to be placed on the fronts of coffee and cup drink venders—which have a blank space for the operator to insert the selling price for the day or week, plus information advising patrons that the proceeds are being donated to fight the War Against Drugs.

In addition, at locations of the participating operators, IAMC will have sports figures (such as Bryan Bashnagel of the Chicago Bears) available to spend time and speak about drug abuse. Coffee is being donated to the participating operators by Hills Brothers, Superior Coffee, and Continental Coffee (Quaker), to offset the vendor's expense. Imprinted "Say No To Drugs" cups are being made available through local suppliers, and IAMC is supplying specially designed T-shirts.

Back in 1985, when the country was concerned about "missing children," IAMC had inaugurated a public service program in which its members placed posters of missing youngsters in vending areas.

At that time, the California Automatic Vendors Council (CAVC), along with Frito-Lay and the California Foundation for the Protection of Children, sponsored a program under which stickers carrying pictures of missing children were placed on glass-front merchandisers throughout the state. With the heading "Help Find These Missing Children," the stickers helped publicize the photos and information about the youngsters, and gave a phone number that could be called. Stickers were placed on thousands of vending machines, and over a 6-month period Frito-Lay distributed 3 different stickers. As a result, millions of people became aware of vending's effort to provide a public service.

The success of this type of program in building a positive image for vending demonstrates the need for discussion of the next step: an ongoing, nationwide campaign to build identification of vending with creative ideas for dealing with contemporary issues.

As vending reaps the rewards of a quarter-century of effort to persuade consumers of the value of convenience, and as new products and machines put us squarely in the mainstream of retailing, it's essential that our industry take a close look at other businesses, such as fast-food restaurants and soft drink bottling, to see just how they're building positive perception.

From McDonald's "Ronald McDonald House" programs in support of young cancer patients and their families, to the solid-waste initiatives launched by the National Soft Drink Association, these efforts are building goodwill—and deterring adverse legislative and regulatory assaults.

Vending is probably the least visible $22.5 billion industry in the country. The lack of a strong, positive image is the prime cause of derogatory reference to vending in the media, and a major contributing factor to the ongoing outbreak of legislative "brushfires," such as Philadelphia's recent attempt to levy an exorbitant per-machine tax.

Over the next decade, our industry's expertise in the application of robotics to retailing will open vast new markets. A strong, continuing and consistent image-building effort is imperative if vending is to derive full benefit from its long and successful struggle to perfect this technology.

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Jim Bastone

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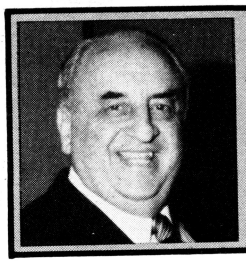

TINY TALKS

In recent conversations with security analysts who were exploring the potentials of vending as a marketing tool, we were surprised to have them question whether the field wasn't "saturated."

This was a bit of a shock because we had become used to the other extreme, where we would be asked whether it wasn't true that "there was nothing but growth ahead," and we had to advise potential investors in some projects to exercise caution along with optimistic projections.

When we questioned the source of these opinions—both the favorable and unfavorable—we found that they had been voiced by individuals in our industry. Now we can understand the folks who go in for hype, but to the pessimists we say "You ought to know better." For the fact is that our market is far from being "saturated," and there's still room for growth.

In fact, today's vending industry has three paths to an expansion that's virtually limitless. All are being pursued today to some extent, and they emphasize services directed squarely at the needs of today's and tomorrow's markets.

First, "mini-vending" and other operating concepts offer a variety of products to small work-groups conveniently. Ironically, the economic boom of the past six years tended to mute discussion of the small-location market just when technologies for serving it had become workable. The segment of the market addressed by this type of service will continue to be the fastest-growing part of the commercial/industrial economy for the foreseeable future.

Second, catering and related applications of vendors' food service skills are finding new markets. Some operators have always provided event-catering services to their clients, on request. During the economic downturn of the late '70's, many expanded these services to secure new clients and new types of business. Again, progress in this area has been overshadowed by the resurgence of traditional full-line vending, but the field offers opportunities for continuing expansion.

Third, the projected shortage of entry-level workers over the next decade, in conjunction with cost constraints on hiring, offers vast potentials for the vending industry's specialty: applying robotics to retailing. Today's technology exceeds the wildest dreams of the 1950s in terms of versatility and functionality. This technology can be put to work over a broad spectrum of retail markets in the 1990s.

Just as technological developments have made quality food products available for vending, whole new non-food fields of growth are waiting to be explored. There's nothing limited about the future potential for vending.

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