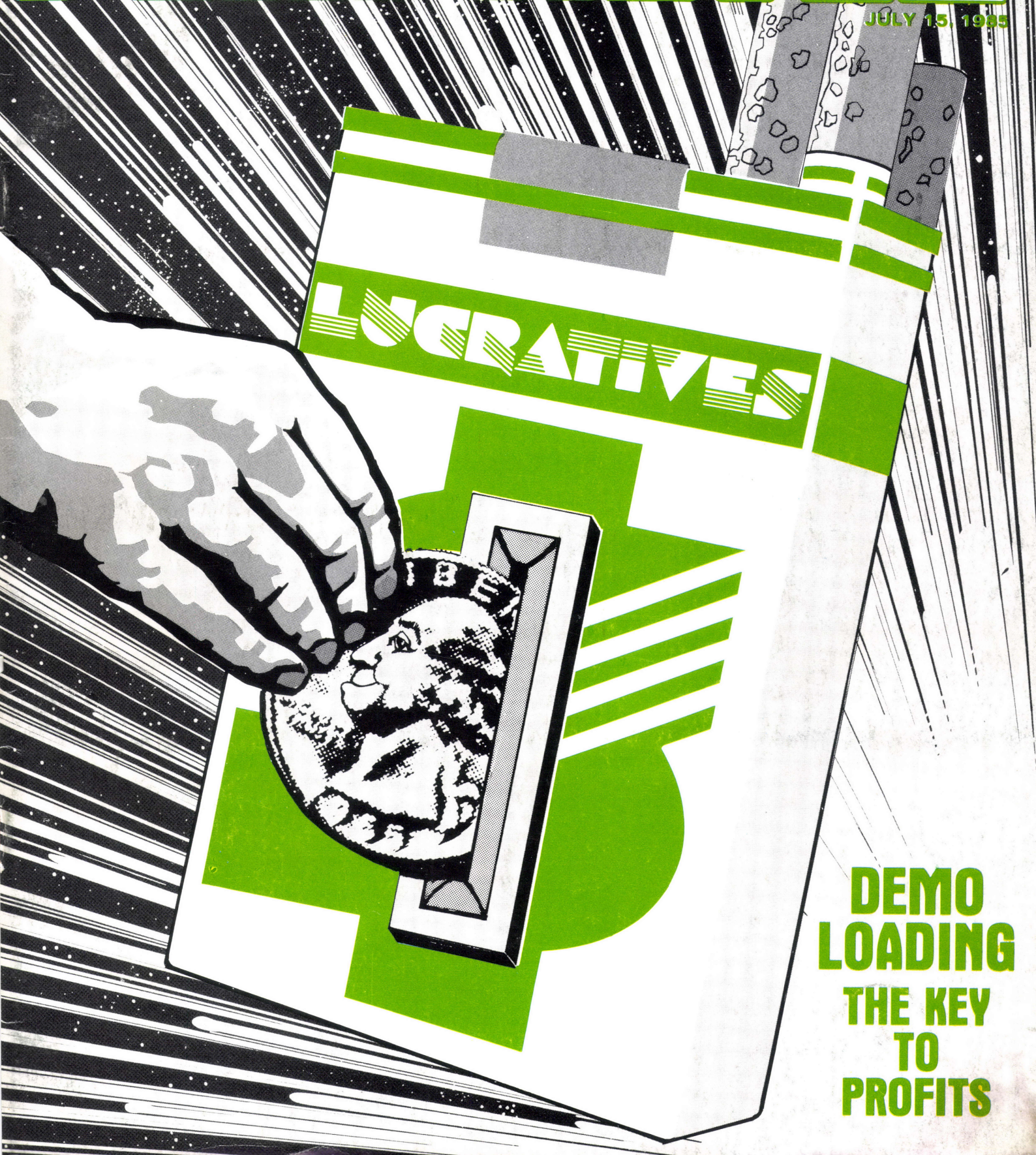


FOR THE COIN-OP ENTERTAINMENT INDUSTRY PUBLISHED TWICE MONTHLY

PLAY METER

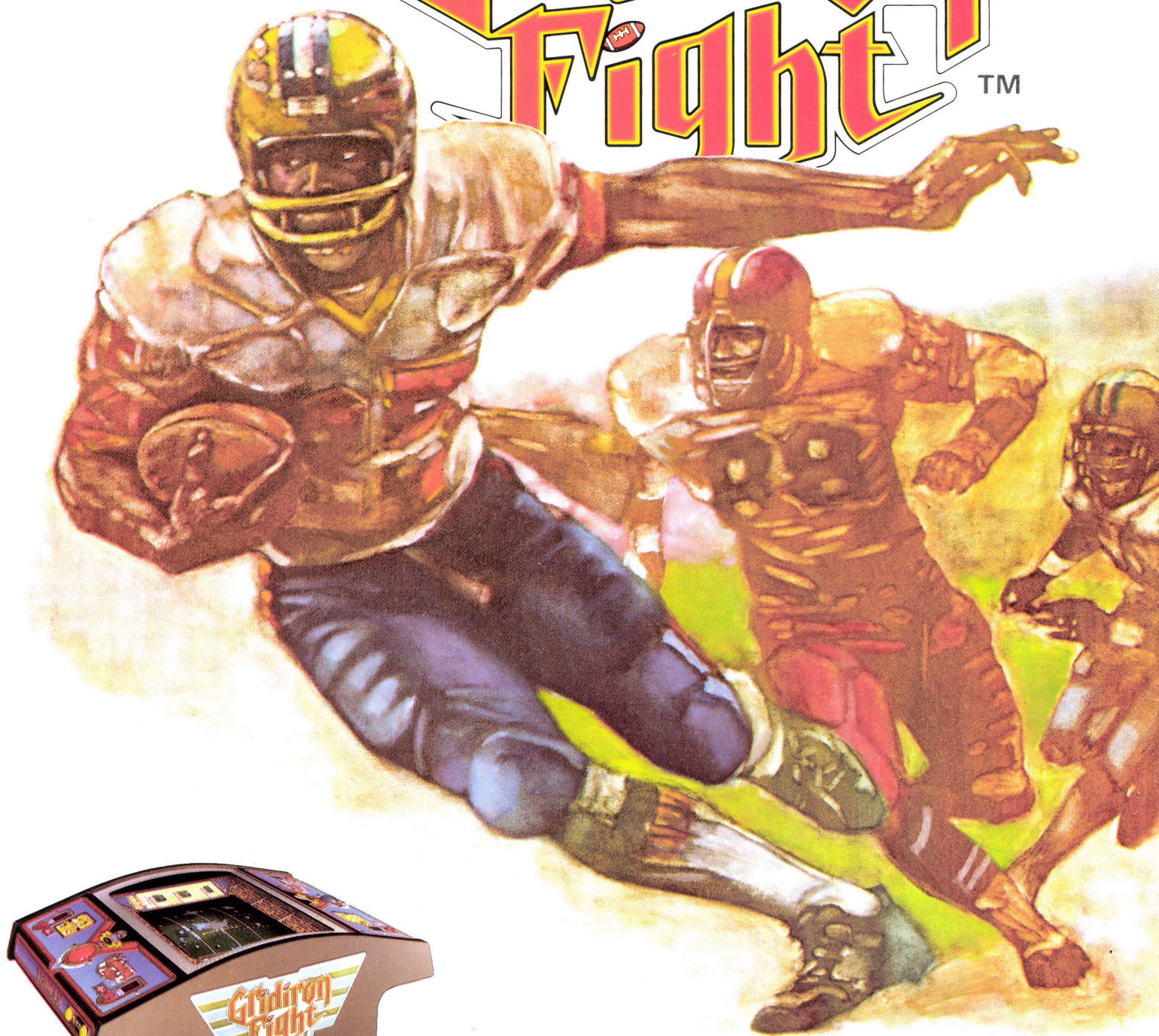
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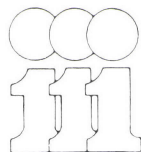
Cover Credit: Combination of coin-op amusements and cigarette vending was illustrated by Margret Vincent, *Play Meter's* graphics designer.

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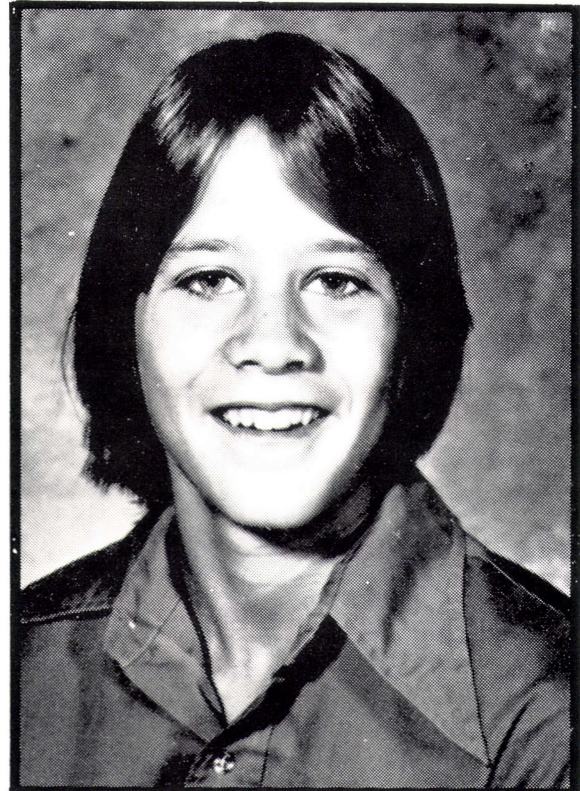
MISSING



April Rose Yates

D.O.B.: March 9, 1979
Hair: Blonde
Eyes: Blue
Height: 3'4"
Weight: 42 pounds

Disappeared August 18, 1984
from Cranford, New Jersey



Gregory Eli Holman

D.O.B.: October 10, 1963
Hair: Reddish Brown
Eyes: Blue
Height: average
Weight: average

Disappeared October 9, 1978
from Scottsdale, Arizona

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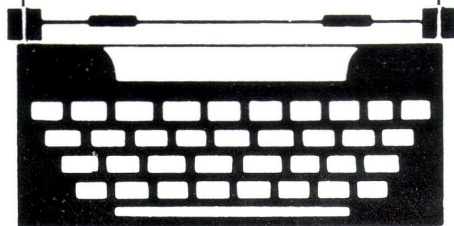
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Letters to the editor...



Atari recommendations

On behalf of Atari Games, I would like to thank Frank Seninsky for his favorable remarks regarding *Marble Madness* in the May 1, 1985 issue of *Play Meter*. Additionally, his tech tips are accurate in pointing out a couple of items to consider: The fan and resultant dust collection and the short control panel harness.

Only the early production models have short panel harnesses. Most production units have lengthened control panel harnesses to alleviate the annoyance of unintentionally pulling off the connectors when removing the control panel. Initially, short harnesses were required to pass FCC EMI criteria, but later we found a way to lengthen the harness without impacting FCC compliance.

Attaching the harness connectors to the PC board can be confusing, too, but they are keyed to eliminate erroneous connections. Incidentally, later production models also have two slots in the particle board just inside the control panel area. After the control panel has been lifted off the cabinet, the panel may be conveniently wedged in these slots for servicing.

Reversing the fan reduces dust collection but also significantly raises the operating temperature of the 2N3055 pass transistors on the regulator/audio III PC board. Our tests show a 40 degree centigrade rise in temperature when the fan is reversed.

The higher temperature is within specification of the 2N3055 transistor but significantly reduces the reliability and overall life of the device. Hence Atari Games cannot advocate or support this approach to reducing dust collection.

The Atari recommended approach is as follows:

1. Leave the fan in the factory installed position.
2. Install a fan filter on the outside of the cabinet. As of this writing all System I games shipped from the factory include this filter. It is available from Atari Customer Service part number A0413181-01. It costs under \$12. The filter has a reuseable element that should be cleaned periodically.
3. On *Marble Madness* trackball, install a ground path from the ball to earth ground. In the factory, this is accomplished by placing a copper foil strip under the ball bearing case and out to one of the self-tapping screws that hold the plastic housings together. A ground wire runs from the self-tapping screw to the control panel which already has an earth ground. The majority of the factory games include this modification—some of the earlier units were built without it however.

These steps are necessary to minimize dust entering the game and to discharge the electrostatic build-up in the trackball area. The build-up of a static charge on the trackball attracts dust which impairs opto-coupler performance.

Thank you for your time and attention on this matter.

Chris Downend
System I Project Leader
Atari Games
Sunnyvale, California

Disapproves of 'Sexual Trivia'

Let me take this opportunity to express my extreme disapproval of Greyhound Electronics' *Sexual Trivia* kit.

With the horrendous exploitation and pornography in our society today, it seems the video games industry would not participate by igniting the public into more of the same.

The last thing our industry needs is a game that plays on lust and the total disregard for marriage. Sex is to be revered between man and wife and not used as a tool that would encourage people to become adulterers and be so casual about the gift that God has given us that we eventually transfer these attitudes to our children.

Are Greyhound Electronics' profits so much of a god to them that they would totally ignore the impact of their responsibility to society? Regardless of whether the games consist of implications and insinuations compared to blatant pornography, it is still the same to the unconscious mind. Therefore, the same danger presents itself to both old and young alike.

Last of all—our industry has had to overcome many misconceptions and obstacles concerning how games affect people and the controversies still exist. These types of adult entertainment just add fuel to the fire. And, rightly so, in this instance.

I am sure that Greyhound is not the only participant in these adult games, and I know that I am not the only one with the views presented in this letter.

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UP FRONT

Operator Compliance is 81.9%

Jukebox operators are not a lawless bunch.

They pay their taxes and license fees—even when they know those taxes and/or fees are unjust.

But to listen to Representative Robert W. Kastenmeier (D-Wisconsin), chairman of the House Judiciary Subcommittee dealing with copyrights, you'd think operators are scofflaws, every last one of them.

At the May 13 signing ceremony for the settlement of the jukebox copyright controversy, Kastenmeier said, "The Copyright Royalty Tribunal precipitously raised royalty rates more than five times, and then maybe more. I disagreed with the Tribunal's decision at that time, and I still do.

"My disagreement with the Tribunal's decision was tempered, however, by the countervailing fact of extremely low compliance with the law—between 25 and 50 percent—by jukebox operators."

In subsequent editorials, we'll deal with the Shiite Muslim logic Kastenmeier expresses here (that is, why he thinks it's all right to penalize the good because of the imagined wrong committed by an imagined bad). And we'll examine how this and similar systems of illogic permeate the thinking that went into creating the compulsory jukebox copyright law.

But, for now, let's consider how Representative Kastenmeier got so badly misinformed as to think only 25 to 50 percent of the operators have complied with the jukebox copyright law and why the jukebox operators' own national association didn't correct that wrong impression.

First, let's set the record straight. Operator compliance with the jukebox law is 81.9 percent! Not 25 percent, not 50 percent, nor anywhere between 25 to 50 percent.

During the past four years, during which period even Representative Kastenmeier admits the jukebox royalty rates were raised precipitously, and probably unjustly, operators still registered their jukeboxes at an 81.9 percent rate. According to *Play Meter* magazine's annual operator survey, the average number of jukeboxes operated in the United States during that four-year period was 146,250. Not 250,000 to 450,000, which is how many there would have to be to satisfy Kastenmeier's 25-50 percent compliance estimate. And the average

registration of jukeboxes during that four-year period was 119,867. That figures out to an 81.9 percent compliance rate. By any assessment, that's a tribute to the law-abiding nature of today's jukebox operators, for it's doubtful if the federal government has been able to achieve 81.9 percent compliance in anything it has ever undertaken.

For Representative Kastenmeier to speak so broadly in terms of only a 25-50 percent compliance rate reveals he doesn't have his facts straight. After all, 25-50 percent is a very wide range. Which is it? Does he think one out of every four operators obeys the law? Or does he believe one of every two operators obeys the law? It's a big difference. So for him to speak in such general terms demonstrates his own sloppy thinking on the matter. In truth, he doesn't know what operator compliance is; and, as chairman of the House Judiciary Subcommittee, it's his job to have that information. Is he this sloppy with his other legislative considerations?

But, believing for a minute that he was merely the victim of some misinformation, ask yourself why the jukebox operators' national association didn't correct this wrong impression? The AMOA is charged with the lobbying responsibility of informing legislators on the merits of their side. Why didn't they inform him of the facts, that operators do, in fact, comply with the law.

Obviously, it's in the best interests of the performing rights societies (ASCAP, SESAC, and BMI) to maintain that there are millions of jukeboxes being operated in the United States today because that would allow them to make the claim that operators aren't paying their dues. And, when operators don't reach their arbitrary quotas, the performing rights societies will be in a better position to bargain for even higher jukebox copyright concessions.

Now, the fact is there simply are not as many jukeboxes on location today as there were when this whole issue was being debated in 1976 in Congress. Video games, motion pictures, television, music videos, live music, and operating costs have all combined to make the operation of jukeboxes less and less profitable. So it is pure stupidity to maintain there are between 250,000 to 450,000 jukeboxes on location today, which ASCAP wants

Kastenmeier and Congress to think.

No Act of Congress, or ASCAP/AMOA agreement is going to keep up the levels of jukeboxes operated in the United States, and it is pure folly for anyone to think it can. In 1987 are operators going to be expected to register 50 jukeboxes, even when they operate only 30 jukeboxes, just so they can reach ASCAP's arbitrary quotas and gain rebates on a copyright fee that's already too high?

As a lobbying group representing this industry, AMOA is charged with the responsibility of disseminating the best information available to members of Congress. It's AMOA's job to get the operators' word out. But, as is evidenced by Kastenmeier's broad statement, which echoes ASCAP's contention, it's very clear AMOA did not do a very good job. Before someone can represent or speak for an industry, he must first believe in the integrity of those he speaks for.

But the AMOA, by agreeing to ASCAP's arbitrary quotas, agreed with ASCAP's contention that

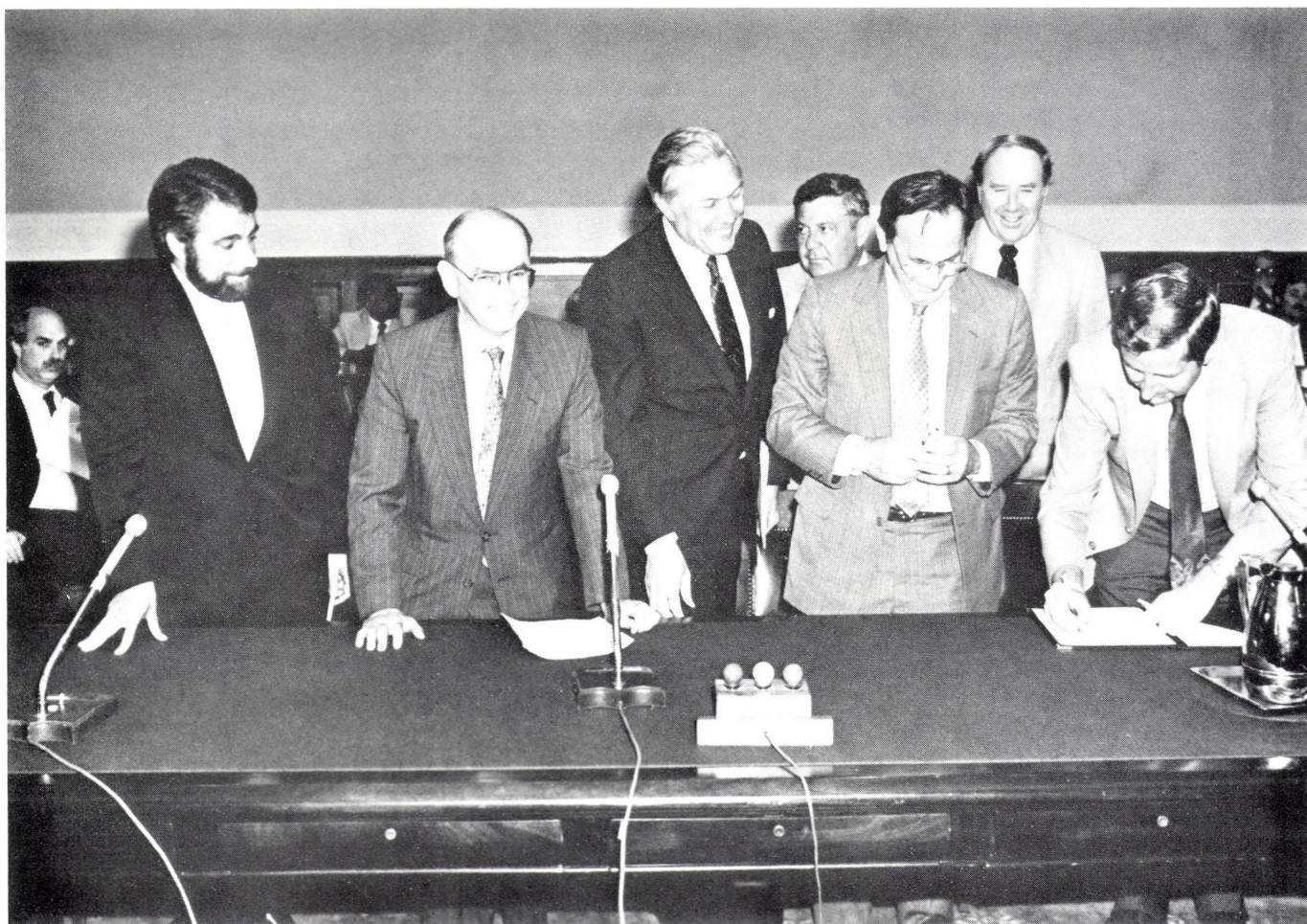
operator compliance is a problem. And another publication in this field, by agreeing blindly that there are untold thousands of "free riders" who haven't "ponied up" their jukebox copyright fees, is not doing a service to this industry either. Neither can truly claim they believe in the innate integrity of the industry they purport to speak for. What exactly was AMOA hiding from its member operators when it entered into its secret agreement with ASCAP?

Either you believe in the case you're fighting for or else you let someone else argue the case.

Jukebox operators are not a lawless bunch.

David Pierson

David Pierson
Editor



John Estridge, AMOA president, signs the official document outlining the copyright agreement reached by AMOA and the Performing Rights Societies. Looking on are (l to r) Vincent Candilore of SESAC, Edward M. Cramer of BMI, Representative Robert W. Kastenmeier, chairman of the House Judiciary Subcommittee, Senator Edward Zorinsky, Hal David of ASCAP, and Representative Carlos J. Moorhead.

NEWS

Manufacturers can limit distributors' activities

Manufacturers may be in a position to dictate which areas their distributors can sell in and which competing products they cannot represent, according to a legal report outlining recent guidelines from the Department of Justice to the federal courts concerning antitrust litigation.

According to a report issued recently by the Chicago law firm of Halfpenny, Hahn & Roche (which represents the National Association of Wholesaler-Distributors) and reprinted in AMOA's distributor newsletter, *The AMOA Distributor News*—the Department of Justice is allowing manufacturers wider latitudes with regard to their business relationships with distributors.

And those wider latitudes allow manufacturers to place wider restraints on their distributors "including exclusive dealer contracts and rigid territorial customer restrictions."

According to the report, the Department of Justice is allowing manufacturers to fashion "a more rigidly controlled distributional process" because "tighter manufacturer controls will produce greater efficiencies."

During the video game boom, distributors of amusement equipment started selling outside their territories, and many claimed that helped create the chaotic market conditions which led to the subsequent video game bust. But, during that time, manufacturers said they could not enforce territorial restrictions on their distributors because it

would create antitrust problems for them.

But, according to the report, the Department of Justice is relaxing those standards so that distributors would find it "increasingly difficult...to win antitrust suits against manufacturers."

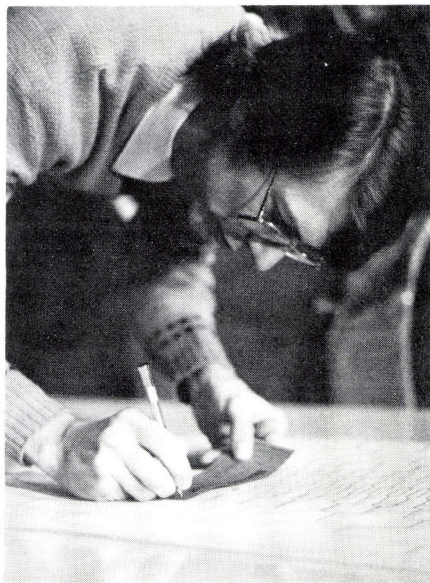
In the specific area of territorial restrictions, the report said, "extra-

territorial sales and sales to certain selected customers could be prohibited, and a wholesaler-distributor violating such an arrangement could be subject to termination of the business relationship with the manufacturer."

During the video game boom, manufacturers repeatedly contended they could not stop their distribu-

McKennon forms coin-op promotion company

Custom Events International, Bloomington, Minnesota, formed exclusively for the promotion of coin-operated games, is headed by



Kirk McKennon

Kirk McKennon, former sales and promotions manager for Hanson Distributing Company.

McKennon was in charge of all foosball, pinball, pool, and electronic dart events during the past 11 years for Hanson.

"There are no secrets surrounding coin-op promotions," says McKennon, "but there are right and wrong ways to run leagues and tournaments. Our objective is to promote operators' games on the street, so results show up in the cash box."

Custom is currently working with Idea of Sycamore, Illinois, promoting its *All-American* and *Century Darts* lines and has signed with Hanson Distributing Company to run its October 1982, \$15,000 Dart Shootout in St. Paul, Minnesota.

McKennon can be reached at 800/328-2866 or by contacting Idea at 815/895-8188. •

tors from selling outside their territories, even when they knew the actions by those distributors was upsetting the entire marketplace. But, according to the report, "In matters involving exclusive dealer contracts, rigid territorial and customer restrictions, and in other non-price distributional restraints—there are no anti-trust problems in the vast majority of cases."

The report written for distributor members of the association said, "The Department [of Justice] has given manufacturers a green light to impose non-price marketing restraints on wholesaler-distributors."

Also, since the video game boom, manufacturers have complained that the major distributors are representing too many equipment lines to faithfully represent their equipment line. But, with the new Department of Justice guidelines, manufacturers may now legally exclude a distributor from representing competitive equipment lines.

For instance, with more and more manufacturers entering into the video game systems market, a manufacturer could legally demand that his distributors represent only his video game system.

According to the report, such

exclusionary practices would be permissible. "Such a restraint," the report stated, "could require that a wholesaler-distributor deal only with a particular manufacturer, thus precluding carrying a line or any part of a line of another manufacturer."

Concerning territorial restrictions, exclusive representation, and other non-price distributor restraints—the report said, "valid economic and efficiency reasons require such restrictive arrangements; and, unless there is clear-cut evidence that consumers are hurt by such arrangements, they should be permitted."

The report said there could be restrictions placed on manufacturers with market shares of more than ten percent, but the report was unequivocal in stating, "Wholesaler-distributors who carry more than one competitive line or carry less than a full line of a particular manufacturer, or who sell in competition with the manufacturer or in competition with certain other designated sellers, or who sell outside of a designated territory could face termination of their business relationships, or they can be forced to change their method of doing business considerably."

Memetron introduces 'King Kit' conversion line

Memetron, Inc. of Elk Grove Village, Illinois, has introduced a new conversion kit line called *King Kit*.

"After numerous suggestions from operators and distributors," said Joe Kaminkow, director of sales and marketing for the company, "we redesigned and renamed our kit line. The new kit line is making its debut with Memetron's new game, *Atomic Boy*."

Memetron acquired the exclusive North American rights to *Atomic Boy* from Irem Corp. of Osaka, Japan.

The game features a player controlled *Atomic Boy* who must infiltrate and destroy a Russian master computer onboard a nuclear killer satellite.

In separate agreements, Memetron has reached an exclusive agreement with Mylstar to distribute *Us vs Them* update kits for *M.A.C.H. 3*, and has been appointed the distributor of the excess Atari inventory purchased by Joyland Amusements of England.

Atari products involved in the closeout include *TX-1*, *Star Wars*, *Firefox*, *Food Fight*, *Return of the Jedi*, and *Crystal Castle* kits.

On the agreement with Mylstar, Kaminkow said, "Mylstar never really started to sell this kit before Coca-Cola decided to close their doors. We're delighted to be able to offer such a high quality conversion for *M.A.C.H. 3* at such a low price."

Wico closes game division

Wico Corporation, Niles, Illinois, has ceased its amusement game division as of the week of June 17. Approximately 35 employees in that division were laid off.

Wico, a leader in the parts field, last year began game production. Its introductions included a pinball, *Af-Tor*, introduced at last year's AMOA in Chicago, and video games, *Treasure Cove*, and *Joyhunter*.

Larry Kesselman, vice president of operations, said the game

division was only temporarily closed. "As of last week, he said, "the games division was closed because of the summer doldrums. However, we have some new games in the works, and we may possibly reopen that division."

Kesselman also emphasized that the employees, including vice president of the games division, Ben Rochetti, were laid off and not terminated. Kesselman added that Wico was still shipping product and had some open orders and available product.

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Dynamo tour makes first Canadian stop

The Dynamo Table Soccer Tour made its first stop in Canada during the weekend of May 3-5 with the \$1,000 Calgary Open. The tournament was sponsored by operator Kim Hussein and held at Zak's, a gameroom in Calgary. Players from Edmonton, Calgary, and Spokane (Washington) played in the three-day competition.

In the Open Doubles event, the

Edmonton players dominated, with Doug McCarthy and Sanj Singh defeating another Edmonton team, Simon Edwards and Wilson Mak, in the final match. Darren Olson and Brian Loeppky from Calgary placed third, and Dennis Garcia and Doug Campbell from Spokane finished fourth.

Doug McCarthy picked up another first place in the Open

Singles division, winning out over Doug Campbell in the final. Third went to Calgary player, Tony Mientus, and Kathy Brainard from Spokane finished fourth.

In the Mixed Doubles event, Doug Campbell and Kathy Brainard, both ranked as pros on the Dynamo tour, teamed up to take first. Doug McCarthy and his partner Grace placed second, with third going to Sanj Singh and Tammy Johnson.

In Novice Doubles, Edmonton's Garry Burgardt and Joey Ramjag, who is the 1984 Dynamo 17 and under world champion, forced McCarthy and Singh to settle for second place. In Novice Singles, it was once again Doug McCarthy finishing first, with second going to Singh and third to Spokane's Bruce Anderson.

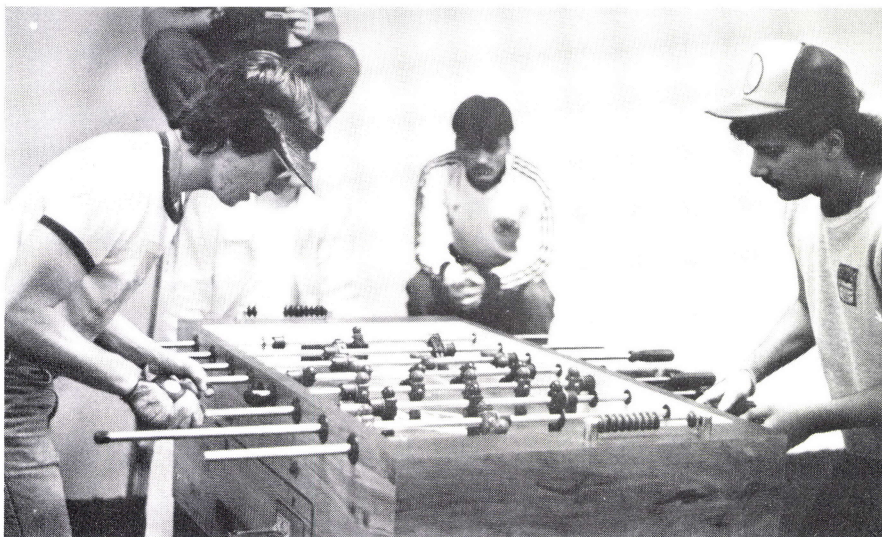
This was the first time that many of the Canadian players had the opportunity to play on the Dynamo soccer table, but, as the results show, they adapted quickly and turned in fine performances. Plans are now being made to hold a Dynamo tournament in Edmonton in late summer or fall.

Canadian players now have their own national players association, the Canadian Table Soccer Association, based in Montreal where the group's current president, Dave Gareau, resides. The address is Canadian Table Soccer Association, P.O. Box 524, Branch of Cartierville, Montreal, Quebec H4K 2J7. Telephone 514/331-7478.

Both Canadian and American operators who would like more information on promoting table soccer and hosting Dynamo tour tournaments should contact Kathy Brainard at United States Table Soccer Association, E. 3227 22nd Ave., Spokane, Washington 99203. Telephone 509/534-4580. ●



Teams from Calgary, Edmonton and Spokane are shown competing in the Open Doubles.



Doug McCarthy (left) competed in Singles against his doubles partner, Sanj Singh. Both are from Edmonton, Alberta.

Sega marketing direct in USA

Sega of Japan has finalized plans to open Sega Enterprises in the United States. Sega Japan said Sega Enterprises in the United States will supply Sega products in the North American market but will begin statewide production in the future.

Sega Japan said it expects Sega USA to generate \$10 million in sales its first year.

Sega Electronics (formerly Grem-lin Industries) was sold to Bally

Manufacturing Corp. in the fall of 1983. Bally held the first-refusal rights on all Sega-developed games. However, that agreement with Bally expired in March 1985, enabling Sega to establish its own company in the United States again.

Officers of Sega Enterprises are David Rosen, chairman; Gene Lipkin, president; Sigeru Yasuda, vice president; and Isao Ohkawa and Hayao Nakayama, directors.

Rosen is one of the founders of Sega Enterprises and was the former chairman of Sega.

Lipkin is a former president of Atari's coin-op division and served with Allied Leisure prior to that.

The company's initial products are *GP World* and *Pitfall II*.

The company's address is not yet set, and Sega Enterprises officials were not available for comment on the company's future plans. •

AMOA management program certifies 23

A class of 23 were the first graduates of the AMOA Executive Development and Certification course. The course is a management intensive program sponsored by AMOA, in cooperation with the University of Notre Dame.

The program provides advanced training in business for experienced executives who make key decisions in their coin-op businesses. The curriculum ranges over such areas as human resource management, marketing, finance, law and strategic planning, and is molded on management institute programs offered by a number of universities.

The sessions, which are held at Notre Dame, are conducted on four consecutive days twice a year, for a total of five sessions within 2½ years.

Professors from Notre Dame's College of Business Administration are the primary source of instructors, but faculty members from as far away as the London School of Economics also contribute to the program.

The original professional certification designation of Certified Coin Machine Operator (CCMO) was set aside at AMOA's mid-year board meeting while a new one, better reflecting the program is developed

by the AMOA Education Committee under the chairmanship of Jim Trucano of Rapid City, South Dakota.

Those receiving the certification were Jimmie Newman, Jr., Manley Lawson, James B. Reeves, William Weisman, John Barlow, Eugene

Urso, John Estridge, Anthony Storino, Leo Droste, Alice Clevenger, Norman Pink, Ross Todaro, Richard Ford, David Ptacek, Walter Bohrer, Samuel Strangis, James Newman, Lee Melchi, Dock Ringo, Don Van Brackel, Randy Chilton, James Trucano, and Fred Collins. •



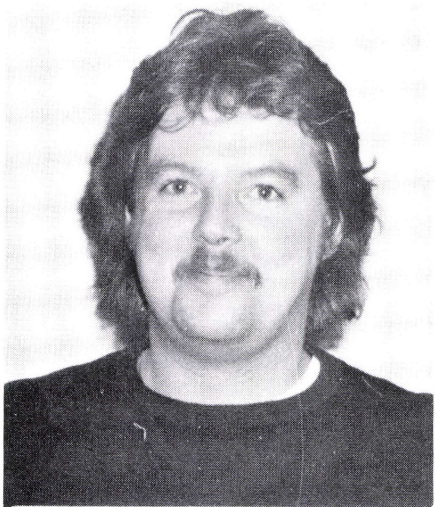
The first graduating class of AMOA's Executive Development and Certification program.

NEWS

Bally Advance features Bally day



John Hill



Bob Hodges

Arachnid adds consultants

Arachnid, Inc. of Rockford, Illinois, has added two new field promotion consultants to the English Mark Darts Team to organize promotions, leagues, and tournaments.

John Hill, a 20-year industry veteran, was named field promotion consultant to the south-central states. Hill was formerly the south-eastern regional sales manager for Atari, sales manager for Bally Michigan, vice president of distribution management for Southwest Vending, and has worked extensively with foosball promotions.

Bob Hodges will represent the northeast. Hodges' background includes manager of TBI Games in Rockford, Illinois, which runs one of the largest English Mark Darts leagues.

Bally Advance, 40 year old distributor of amusement machines, jukeboxes and full-service vending equipment, hosted about 175 operators and guests April 19 to present products of Bally Midway and Bally Sente. Representatives of both Bally subsidiaries showed equipment and talked with operators.

"Our monthly shows are terrific opportunities to demonstrate products and visit with customers in a

relaxed, social atmosphere," explained Ron Carrara, Bally Advance's operations manager. "We provide a buffet, meet with customers, answer questions, write orders, introduce new products, and present special offers. We held a drawing, using ticket stubs our guests completed when they arrived, for a *Bank Panic*, two *Hat Tricks* SAC Pacs, some *Trivial Pursuit* board games, and coffee mugs.



Operations manager Ron Carrara of Bally Advance seals a deal with Sam Gordon, owner and president of Sam's Town, an authentic Western entertainment center in Shingle Springs, California.

NY Association's postage stamp idea

The New York State Coin Machine Association has formed a commemorative stamp committee for a stamp commemorating the coin-operated amusement industry. Said Steve Hochman, association president and head of the newly formed committee, "I lick stamps for every cause under the sun. Our industry has had a tremendous impact and deserves a stamp."

According to Hochman, the people who have been contacted in Washington are receptive to the

idea. "The possibility is very good that we will be having a stamp. We've talked to a few people in Washington and they are receptive," said Hochman.

Each state association will be asked to participate by seeking submissions on a stamp design from their states. Various organizations in each association will judge the submissions it receives and the best from each state will be judged in the summer of 1987, for the design on the commemorative stamp.

'Demo Loading'—The key to improving cigarette vending profits

By Linda C. Delery

Fifteen years ago, a 22-column cigarette vending machine could hold 80 percent of all brands on the market. Stocking a cigarette machine was relatively simple back then. The operator usually selected from the top selling brands, filling in other columns with requested brands or doubling up on the heavier selling ones.

With brands proliferating as they have, that same 22-column machine can hold only about 65 percent of the total number of brands on the market today. So it's increasingly difficult for an operator to choose the right brands for his clientele.

Add to that a number of price increases, competition from gas stations and convenience stores, and a nationwide decrease in the smoking population, and the operator can no longer afford to choose brands by a hit-or-miss method.

The selection process has become precise and it involves intricate market studies which demographically define the different categories of cigarettes and pinpoint the specific markets to which they appeal.

Even though tobacco companies have been targeting their markets through the use of demographic studies for the past decade, only recently have these studies become especially important to operators.

For if an operator wants to make money in today's market, he must focus on his specific clientele and provide them with the product they demand. "In the last two years, more than ever, vendors must eke out every penny they can from machines," says

Mike Shaw, national vending sales manager for the R.J. Reynolds Tobacco Co., Inc. of Winston-Salem, North Carolina.

And because vending machine sales represent 8 to 12 percent of all cigarette sales, tobacco companies such as R.J. Reynolds, Philip Morris, and Brown and Williamson are expanding their efforts to aid operators in their selection process.

Through its field representatives, R.J. Reynolds makes its demographic marketing studies available to any operator who cares to invest the time toward increasing his profits through "demo loading."

Essentially, R.J. Reynolds has broken down cigarettes into four major categories of styles, which are broken down even further into sub-categories. They are as follows:

1. Non-Filter—Represents 6 percent of all vending sales.
2. Full Flavor (16 milligrams of tar)—Represents 55 percent of all vending sales. Sub-categories include: 85mm filter, 85mm menthol, 100mm filter and 100mm menthol.
3. Lights or Low Tar (between 6 and 15 milligrams of tar)—Represents 35 percent of all vending sales (same sub-categories as full flavor).
4. Ultra Lights or Ultra Low Tar (under 6 milligrams of tar)—Represents 4 percent of all vending sales (same for sub-categories as full flavor and low tar).

These categories are then linked to the following demographic groups:

Young Adult—The 18-34 age group represents the highest consumer

group using vending machines. They lean more heavily toward imagery and prefer full flavor and light styles of the more popular brands in 85 and 100mm lengths. They will not smoke non-filter brands.

Female—The majority of this group prefers 100mm cigarettes. Fourteen out of 22 top brands preferred by ladies are 100mm. Slim style brands have the highest share level. Machines catering to this group are mostly found in office buildings, beauty salons, and shopping malls.

White Collar—Sixty percent of this group prefers low tar and ultra low tar brands. Forty percent prefers full flavor. Non-filter brands are generally unpopular with this group. A large portion of machines stocked for this clientele are situated in office buildings.

Blue Collar—Full flavor and non-filter brands are the most popular with this group, with better selling light brand styles included in the load. This is not a market for ultra low brands. Machines placed in industrial and neighborhood locations cater to this group.

Black—This group has a heavy preference for menthol and stylish cigarettes. Sixty percent of sales are menthols with an alternate choice of full flavor brands.

Hispanics—This is a non-menthol group. They like their brands 85mm and full flavor with little preference for non-filter and low tar. As if to complicate matters even further, different hispanic groups have different choices of cigarettes. For example, brands that sell well in Spanish

Harlem may not sell in Miami or California. It is important, then, to consider not only the demographic profiles, but the local share of the market when selecting brands for this demographic group.

General—This is a mixture of all demographic groups. Machines in this category would be found in bowling alleys or other such establishments frequented by all segments of the population. It is important to stock these machines with a variety of brands that would cover all categories and demo-

graphic groups.

Shaw claims that by using demo loading, vendors can increase the customer satisfaction index from 56 percent to 79 percent with 26 brand styles. By taking 22 brand styles by category, the satisfaction index can grow at a rate of 70 percent.

By carrying the top brands in each category, an operator can prevent a consumer from walking away.

However, he adds that in locations frequented by high concentrations of specific groups (i.e. females, blacks,

hispanics), the operator should load a machine according to the preference of the group in that location.

Jim Hayes, president of Gem Music and Vending Co. in Dayton, Ohio, has 180 cigarette vending machines in a variety of locations ranging from blue-collar, black, and college bars to fancy lounges, and finds these marketing studies indispensable.

"The cigarette representatives are extremely cooperative," he says. "I only wish I could get the same degree

Brand-by-Brand Breakdown

	NON-FILTER Represented 6% of Vending Machine Sales	FULL FLAVOR (16 or more mg. of tar) Represents 55% of Vending Machine Sales	LOW TAR (6-15 mg. of tar) Represents 35% of Vending Machine Sales	ULTRA LOW TAR (5 mg. of tar or less) Represents 4% of Vending Machine Sales
Lorillard	Old Gold	Newport (box or soft)*, Newport 100's (box or soft)*, Old Gold, Old Gold 100's Max 120's, Max 120's Menthol, Spring 100's*	Kent (soft or box), Kent 100's, Kent Golden Lights, Kent Golden Lights 100's, Kent Golden Light Menthol, Kent Golden Lights 100's Menthol, Newport Lights* (box or soft), Newport Lights 100's* (box or soft), Old Gold Lights (box or soft), Satin 100's, Satin 100's Menthol, True 100's, True 100's Menthol	Kent III, Kent III 100's (box or soft), True, True Menthol, Triumph, Triumph Menthol, Triumph 100's, Triumph 100's Menthol
	Chesterfield, Chesterfield 70's	Chesterfield <i>Also makes generic brands in each category.</i>	L&M (box or soft), L&M 100's, L&M Lights 100's, Lark, Lark Lights, Lark Lights 100's, Eve Slim 100's (box), Eve Slim 100's Menthol (box), Eve Slim Lights 100's (box), Eve Slim Lights 100's Menthol (box), Eve Slim Lights 120's (box), Eve Slim Lights 120's Menthol (box)	
Philip Morris	Philip Morris, Philip Morris 70	Marlboro (box or soft), Marlboro Menthol (box or soft), Marlboro 100's (box or soft), Marlboro 100's Menthol (box or soft), Benson & Hedges 100's (box or soft), Benson & Hedges 100's Menthol (soft or box), Virginia Slims 100's, Virginia Slims 100's Menthol, Alpine*	Marlboro Lights (box or soft), Marlboro Lights 100's (box), Marlboro Lights (25 pack), Benson & Hedges Lights 100's (box), Benson & Hedges Lights 100's Menthol (box), Merit (box or soft), Merit Menthol, Merit 100's (box or soft), Merit 100's Menthol (box or soft), Virginia Slims Lights 100's (box), Virginia Slims Lights 100's Menthol (box), Parliament Lights 80's, Parliament Lights (box or soft), Parliament Lights 100's, Players (box), Players Menthol (box), Players 100's (box), Players 100's Menthol (box), Saratoga 120's (box), Saratoga 120's Menthol (box)	Benson & Hedges Deluxe Ultra Lights 100's (box), Benson & Hedges Deluxe Ultra Lights 100's Menthol (box), Merit Ultra Lights, Merit Ultra Lights Menthol, Merit Ultra Lights 100's, Merit Ultra Lights 100's Menthol, Cambridge Ultra Low, Cambridge Ultra Low 100's

of cooperation from other companies we deal with."

Art Fein, chief executive officer of the Wainrite Group, Inc. claims that single pack sales are up from three years ago. Whereas sales were then 30 percent pack to 70 percent carton, that ratio is 41/59 today.

"With cigarettes costing more than \$10 per carton, it is less of a hit to buy a single pack," he says.

"Your typical vending machine customer is a late night bar-and-grill person who buys between the hours of

9 p.m. and 6 a.m.," he continued. "This person wants to smoke, and will settle for the closest thing if you don't have his brand. What's important for an operator is to know what that customer will settle for."

"It is important for an operator to know his market," says Irv Otte, director of vending for Brown and Williamson Tobacco Corp. of Louisville, Kentucky. "He must know if his territory includes 30 percent hispanics or 20 percent blacks.

Even so, Otte sites cases such as a

territory in California which includes Santa Ana which is primarily hispanic, Beverly Hills which is upscale, and Central Avenue which includes a mostly black population. "What each of these groups smoke will be different, and yet they live within a 40-mile radius."

"If an operator wants to make money, he has to try to maximize sales," says Hayes. "There might be an incentive in handling rebate-type brands, but there's not as much profit as in making more sales."

Brand-by-Brand Breakdown

	NON-FILTER	FULL FLAVOR	LOW TAR	ULTRA LOW TAR
	Represented 6% of Vending Machine Sales	(16 or more mg. of tar) Represents 55% of Vending Machine Sales	(6-15 mg. of tar) Represents 35% of Vending Machine Sales	(5 mg. of tar or less) Represents 4% of Vending Machine Sales
American Tobacco Company	Lucky Strike, Pall Mall, Herbert Tareyton	Pall Mall, Pall Mall 100's, Tareyton, Tareyton 100's Tall 120's, Tall 120's Menthol, Montclair*	Carlton (soft or box), Carlton Menthol, Carlton 100's, Carlton 100's Menthol, Carlton 120's, Carlton 120's Menthol, Carlton Slims 100's (box), Carlton Slims 100's Menthol (box), Pall Mall Lights 100's, Pall Mall Lights 100's Menthol, Tareyton Lights, Tareyton Lights 100's, Lucky Strike Low (soft box), Lucky Strike Low 100's, Lucky Strike Lights, Lucky Strike Lights 100's, Iceberg 100's*, Silva Thins 100's, Silva Thins 100's Menthol	Pall Mall Extra Light
Brown & Williamson	Raleigh	Kool King (box or soft)*, Kool 100's*, Raleigh, Raleigh 100's, Viceroy, Viceroy 100, Coin	Kool Mild, Kool Lights, Kool Lights 100's, Kool Mild 100's*, Belair 100's*, Coin, Raleigh Lights, Raleigh Lights 100's, Richland Lights, Richland Lights 100's, Richland Menthol	Barclay (soft or box), Barclay 100's, Barclay Menthol, Barclay 100's Menthol, Kool Ultra*, Kool Ultra 100's*
R.J. Reynolds Tobacco Co.	Camel	Winston (box or soft), Winston 100's, Salem*, Salem 100's*, Camel (box or soft), Century, Century 100's, Doral, Doral Menthol, Doral 100's, Doral 100's Menthol, More 120's, More 120's Menthol	Winston Lights, Winston Lights 100's, Salem Lights*, Salem Lights 100's*, Salem Slims 100's (box), Camel Lights (box or soft), Camel Lights 100's, Vantage, Vantage Menthol, Vantage 100's, Vantage 100's Menthol, More Lights 100's, More Lights 100's Menthol, Century Lights, Century Lights 100's, Sterling 100's (box), Sterling 100's Menthol (box), Bright*, Bright 100's*	Winston Ultra Lights, Winston Ultra Lights 100's, Salem Ultra Lights*, Salem Ultra Lights 100's*, Vantage Ultra Lights, Vantage Ultra Lights Menthol, Vantage Ultra Lights 100's, Vantage Ultra Lights 100's Menthol, Now, Now Menthol, Now 100's, Now 100's Menthol

Unless otherwise noted, length is 85mm.

*Menthol only.

Question:

How have you cut your costs and/or supplemented your income?

By Valerie Cognevich

I've cut my costs by buying heavily in conversions. I've purchased about 300 of them over the last two years. I'm extremely selective about what I purchase, buying very few dedicated games. I am strong on Nintendo's UNI System. However, I'm worried the conversion market may dry up. I don't see the variety of games being offered and many of the manufacturers have gone out of business. I've put out some older pins that are paid for, because I find they are just as good as the new ones.

I've had to cut down on my labor. I try to keep salaries at 20 percent of operating costs. I cut down mainly on movers, technicians, and collectors. The supervisors are doing more of the work themselves. I am also depending much more on computers for a lot of the paperwork. I look very carefully at my reports, they are the bible of my business. If a cost is going up, I find out why and if it's necessary.

I've also been very critical of my marginal locations. If I don't see a fair return on investment, I pull the equipment out. If I don't feel justified in pulling out equipment and there are no major problems such as vandalism, I may collect once a month instead of every other week. I've also scrutinized my commission structure. If I automatically gave 50/50, I may change to meet expenses, maybe even requiring front money or minimums. There are not as many unethical competitors so it is possible to change commissions

where it may not have been practical to do it two years ago. I feel I am much smarter in dealing with my locations.

I also cut way back on road expenses. I purchased smaller trucks and that doubled my miles per gallon of fuel. I bought diesel trucks, and that has cut down on the maintenance because there's fewer moving parts. The new trucks get more miles before any major work is needed.

Nick Stratos
Top Music & Amusement Company
Mobile, Alabama

Like many other operators, we're investing in kits because of the cost. We're not updating our equipment because the location demands are way down. If a location makes demands, we try to accommodate them; but, if a location makes unreasonable demands, that location may find itself with no equipment. I've started to ask about locations, "Will it make a profit?" not "What can we do it keep that location?" We were always location selective and our policy hasn't changed on that, but we concentrate on our best locations. Our business is getting much better in our good locations.

We use contracts, but I think we hold our customers with good service. We provide that little extra that our competitors don't. We did not cut back on service.

In order to keep our service technicians, I found other electronic projects to keep them busy. They are

installing and maintaining business and residential alarm systems. At first we offered the service to our game locations, but soon developed a reputation and started installing them in other businesses and residences. This was something that required no new equipment and the technicians already had the ability.

Also, we've cut back on our road expenses by utilizing smaller trucks for service calls. We also installed two-way radios to catch service calls before the truck comes back to the office.

We've been computerizing our business for several years and find it provides statistics easier than doing it by hand. If locations make demands, I get a printout of that locations' records and can make an educated decision about what to do.

I also stay away from long term financing. This has drastically cut our costs with the interest saved. If we can't pay for the equipment quickly, we won't buy it. All of our major expenses are short term. However, the industry needs financing within itself. It is easier for distributors to finance equipment than for operators to go through banks. However, too many were over extended and that only added to the problem.

Jim Hall
Action Vending
Tucson, Arizona

I've put an emphasis on cutting road expenses, but not to the point of

being impractical. I use full size trucks, and, though they only get about 17 miles per gallon, I find they last longer than smaller trucks. I stress maintenance on the vehicles, too.

Too many times operators are unaware of how fast miles add up, and it's too easy to skip the needed service. Each of my vehicles get a 15,000 mile routine checkup for the little things that are overlooked, such as wheel bearings, belts, hoses, and tightening loose bolts. This keeps breakdowns to a minimum. Breakdowns are costly when you consider the downtime of trucks and personnel.

Tires are also rotated regularly. I look at the long term when buying tires, too. If you buy cheap tires, you have to replace them more often, and you end up losing money. So I look at the long term and buy good tires to begin with.

I have also diversified. I find the best way to do this is by getting into small things so you can still concentrate on your main business. I made a deal with a bar supplier and my collectors carry order forms. After all, they are going there anyway. The location places its order, and the collector can make the delivery on his next scheduled trip.

I also got tired of people calling to use my trucks to move things like refrigerators and stoves. So I just made moving into a sideline. My drivers can pick up a few dollars, and I make a little on it. It's filling a void between people moving themselves and large moving companies. Our industry has some unique equipment that could be put to other uses.

I've also cut way back on the number of pieces of one machine I buy. If I buy too many, it cuts my rotation time. I cut down on purchases, and, though I may lose some of the initial earnings, I still find my return on investment is

better in the long run. I use the Nintendo VS. System because you can get into the system inexpensively and the follow-up games are inexpensive and, most importantly, good. And, of course, I'm purchasing more kits. Why buy a dedicated game? The video dollar is not strong, but manufacturers are basing the cost of games on what games used to make. But they are just too expensive.

And, though this isn't really something to cut costs, it is helping me make money. I am promoting the hell out of my leagues. Leagues are truly the future of this industry. Pool is a consistent earner in this market.

Bill Nemgar
Salmon River Amusements
Salmon, Idaho

The biggest thing we're doing to cut our operating costs is our 21-day preventative maintenance program. By having clean, properly working equipment, we can keep a game earning money in a location much longer. Players don't usually tell a location owner if something is wrong, they just stop playing. So we make sure the game is always in top shape.

We assigned a block of games to each serviceman, and he's directly responsible for those games. Each week his reports are reviewed to see how he's handling them. Back in the old days everyone was responsible for everything; so, in effect, no one was responsible for anything. Whoever happened to be in the office when a service call came in, was assigned to fix the game. There wasn't much incentive to doing that little extra when the guy knew he could go home after he was done. There wasn't much incentive to do the best job possible.

Now, each man is responsible for about 150 games. He schedules the time he services the machines, checking them thoroughly. In a week's

time, each man can service about 50 games and catch the service calls coming in. It works out to preventative maintenance on each game every three weeks. When we do the review each week, we check, not only the calls, but the callbacks. If a man has been called back on a game, it may be he didn't fix it properly. However, when a service call is made, the man usually takes the time to check other things to avoid further calls.

By doing this, we have cut our cost considerably. The biggest expense is getting a man to the game; so we have given the servicemen the incentive to check everything and make sure there is nothing else wrong with a game.

With our preventative maintenance program, we've drastically cut the costs of our service calls, and it's rare we get a service call after five o'clock. Each serviceman knows that if a service call comes in on one of his assigned games, he's the only one responsible for fixing it. It keeps service calls to a minimum.

Larry Andrews
Southern Games
Lewisburg, Tennessee

I've done what probably everyone else is doing. I'm not buying equipment. I've also cut down employees, limited my service hours, and cut back on vehicles.

I was able to cut back on service from 24 hours to eight or nine hours because I just tell my locations that there is no one else out there with any more money than me to give any better service.

I am surviving by operating jukeboxes and cigarette machines but even those are a dying industry. You'd have to have been living under a rock not to see that this is a dying industry.

Jim Anders
Anders Music Company
Anaheim, California

*I've started to ask about locations, "Will it make a profit? not
"What can we do to keep that location?"*

OMAA boasts high attendance at trade show

By Bill Kurtz



Paul Corey, Larry Van Brackel, and Harold Laughlin—OMAA executives—take a break during the Ohio show.

While the coin-op game industry hasn't quite recovered from the recent drop in business, the Ohio Music and Amusement Association (OMAA) recorded the second-highest attendance in its 11 year history at its May 9-11 annual Expo. Held in the Hyatt Regency/Ohio Center in Columbus, the OMAA show drew over 600 attendees from at least five states.

Calling the show a success, OMAA president Larry Van Brackel said the weekend's four educational seminars were especially well attended.

Ohio's major distributors, Cleveland Coin International, Monroe Distributing, Royal Distributing, and

Shaffer Distributing displayed the latest equipment. Several games were seen for the first time.

Bally's new *Cybernaut* pin features a mid-field crossover ramp and an elevated Ion Generator ball chamber.

Showgoers also got an early look at Sega's reentry into the U.S. video market, *Pitfall II*, *Lost Caverns*. Simon Deith of Sega described it as a high resolution adventure game featuring 84 different screens.

Williams premiered *Inferno*, its latest video. As the player flees from attacking warriors around a diamond-shaped field, he must reach safety before the souls of his vanquished enemies catch up to him.

The newest trivia game is SMS Manufacturing's *Trivia Hangup*, featuring over 6,000 questions with a steal feature that encourages two-player competition, according to sales manager Jim Pietrangelo.

Several manufacturers, including Merit Industries, Nomac Ltd., and The Valley Company, also exhibited equipment in their own booths.

The Expo also had several service and supply companies represented, The Amusement Emporium, Cleveland One Stop, Mobile Record Service, North Coast Amusement Supply, Wildcat Chemical, and Wico.

The exhibit hall was slightly smaller this year, with some exhibitors opting for smaller displays and fewer manufacturers setting up service booths.

Although the OMAA boasted about the record turnout, many showgoers said the show floor seemed empty because of the extended hours and the large size of the hall. However, most said they were satisfied with the equipment on display.

Operators were doing more looking than buying at the show, although most admitted that business has stabilized or picked up slightly in recent months. Many were looking at pins, jukeboxes, and conversions, with little interest in dedicated games.

Norman Quincy of Dixie Music, Hamilton, Ohio, said the Expo let him compare the various systems and kits available.

"Kits are here to stay," said Quincy, who added that he was impressed by the quality of many of the offerings. "I'll just be buying kits unless a very good dedicated-only video game comes along."

Quincy added that the product in which he was most interested, a solid-state conversion kit for mechanical ball bowlers from Monroe, isn't available yet.

Tom Large of Time Out Amusements, Columbus, Ohio, said manufacturers finally seem to be listening to operators' needs and are producing more and better kits and system games.

"I'm looking for more novelty

pieces, games that are longer lasting," said Large, citing Data East's *Kung Fu Master* and *Commando* and Atari's *Paperboy* as standout equipment.

Other operators expressed interest in coin-op non-amusement devices, like air vending machines, blood pressure testers, and a coin-op scale with a video screen displaying fitness information.

OMA

About 25 operators sounded off to manufacturers' representatives during an OMAA seminar entitled Operators-Manufacturers Alliance (OMA). Moderator Joe Peters (Wildcat Chemical) and panelists Steve Bernstein (ICE), Joe Dillon (Williams), and Bernie Powers (Bally Sente), outlined a proposed network of manufacturers which would provide service information and solicit product design ideas from operators.

The OMA concept, unveiled at the Amusement Operators' Expo (AOE) in March, would be a "centralized communications system," according to Peters, "encouraging operators to help manufacturers keep in touch with what's happening on the streets."

"The system that will be established will provide communication," Peters added.

Operators would pay an estimated \$50 to \$75 annually to join the OMA and have access to an 800 number for service information on games from any manufacturer, said Peters.

The OMA, said Peters, would also solicit ideas from operators about game play features and mechanical design. For example, operators can decide whether they prefer basic pinball machines or games that are double-level, wide-body, multi-ball, etc., with the information passed on to the manufacturers.

One operator noted he had problems with the leg levellers breaking on Williams pingames, but he didn't know who to contact. Dillon said he would check with his company's engineering department to see if the problem was widespread and work on a possible solution.

PLAY METER, July 15, 1985



John Batistic of Cleveland Coin and Kim Yaffa of Status Game Corp. with Triv-Quiz.



Premier's Gil Pollack tries his hand at the Chicago Cubs pinball.

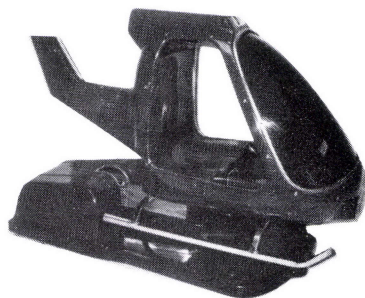


Simon Deith of Sega and Cleveland Coin's Doug Shipley pose beside Pitfall II.

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Seminars

The seminar "Controlling Your Business Through Leagues and Tournaments" presented operators with ideas on organizing competitive play in their locations.

James Hayes (Gem Music & Vending, Dayton) was the moderator of the panel which included Marcio Bonilla (Arachnid, Rockford, Illinois), Richard George (Roy George Music and Vending, Painesville), Lewie Hageman (A. Van Brackel & Sons, Defiance), and Kathy Brainard (Dynamo Corp., Texas).

Noting that during the video boom, locations dictated what equipment was, or wasn't, brought in, George said, "We're back to an era where we have some input into the type of equipment we're operating." "Many locations are now viewing leagues and tournaments as ways to consistently increase collections."

George continued, "You can put some great equipment in some locations, and it will only do \$40, \$50, \$60 a week, but the same game will take in double or triple the collection with a league."

According to George, 15 or 20 year old bowling machines and shuffle alleys are being operated in organized league play, with some taking in up to \$500 per week.

George said it's standard procedure to establish a league in locations with bowling equipment. "We don't install a bowler or shuffle without also installing a big scoreboard," he said.

Hageman said the biggest location complaint about pool leagues is the organization time. He said that if operators were willing to do the organizing themselves, pool collections can increase more than 50 percent.

Arachnid's Bonilla cited statistics from a large street operator showing how dart leagues enabled the dart games (20 percent of the route's equipment) to earn 60 percent of the route's revenue.

Another seminar entitled "How To Properly Install Kits," conducted by Rene Lopez of Romstar, offered hints on installing conversions.

The most heavily attended semi-

nar, "Are Pay Telephones For You?" discussed the pros and cons of pay phone operation.

Moderated by David George (Bell Music, Akron), participants included Ric Stephan (Coin Communicators, Bloomington, Indiana), George Wood (Capital Tel Systems, Fairfield, New Jersey), and Ken Rogiers of the Ohio Public Utilities Commission.

OMAA president Van Brackel said that though 25 to 30 people had been expected at this seminar, the 47 in attendance was probably because pay telephones will soon be deregulated in Ohio.

One of the most active and well-organized state trade associations, OMAA devoted much of its effort this past year to keeping video lottery machines out of Ohio. Although the association has been successful in preventing these devices from being tested in the state, the video lottery is still viewed as the most serious threat to Ohio operators in the coming year, according to OMAA.

OMAA board chairman Richard George said the association is now regionally organized into seven districts to encourage interaction among members. "We're trying to get as many operators involved with the association as possible," he said.

Most 1984-85 OMAA officers were reelected to another term. Along with president Larry Van Brackel and board chairman Richard George, other 1985-86 officers include William Levine, first vice president; Harold Laughlin, second vice president; Philip Elum, secretary; Judith Martin, executive director; and Paul Corey, executive vice president. David George replaces Norman Borkan, who was recently elected as president of the National Coin Machine Institute, as treasurer.

The annual OMAA banquet featured entertainment by The Grandview Ensemble, a local 28-member musical troupe. Several amusement games were given away as door prizes, and guests John Estridge (AMOA president) and Leo Droste (AMOA executive vice president) were honored at the dinner.

The 1986 OMAA Expo is scheduled for May 8-10.

CRITIC'S CORNER

By
Roger C.
Sharpe

'Paperboy' and 'Marble Madness' game over—not good

It's amazing how deceiving appearances can be. I mention this because something came up recently when I spoke with a local operator as well as some players. At issue was Atari's new duo, *Paperboy* and *Marble Madness*.

Last time around I evaluated those machines and said they offered a reasonable degree of potential and player appeal based upon my own personal experience along with opinions from many sources.

Much of that has changed due to the awakening regarding both games' abrupt endings. The machines don't have a loop feature or even the capability of going beyond a predetermined level of performance. If a player can get through the selection of mazes on *Marble Madness*, his game is over. The same holds true for *Paperboy* if a player can survive the week-long scenario that's presented.

This closed end design technique can only result in ill-will to those talented players who can rise to the occasion and master a game. But just to end the show and not even start over again at an increased level of difficulty is an incredible blunder when calculating the longevity of a piece on location. Just to know that it's possible to end a game is enough to turn off many players.

And lest this be taken as a total knock against Atari for releasing games in such a manner, I really believe there is a lesson to be learned for everyone. Don't underestimate or ignore the sensitivity of the marketplace. The biggest problem which can

continue to plague this business is to take the consumer for granted or to think he can be conned into supporting any product that fails to deliver all that it should.

This goes for videos, novelties, and pinballs in terms of anticipating where the design flaws might be and then correcting them before the model goes into production. Even if there is reasonable doubt as to particular points about a game, it's better to be safe in the long run.

Unfortunately, many manufacturers are still looking for shortcuts in the creation of games either to cut down on production costs or as a way to meet deadlines. And neither can justify the end.

Atari lacked forethought, and I hope other companies won't fall victim to the same practice because it might hurt a game's earning potential.

This should alarm operators against viewing a machine lightly and purchasing it before getting the total story. For even with the best of games, it can still come up a loser due to the lack of one critical feature.

After all, it's the minor details that supply the vital touch to the finished game. There are no secret formulas for creating a hit game, just the need to tie all the play action together in a way the player never feels ripped off because someone decided to cut corners or go for an easy out.

At this stage in our industry, there's really no room for these types of efforts.

An argument does exist for

Paperboy which goes that once a player has finished off the easy level he can still go back and try to do the same on the other two difficulty settings. However, this means little to players who have come to expect open-ended machines.

The real strength of our classic games was that, although their advanced screens might not have varied considerably from earlier patterns, they at least gave the impression of being non-repetitive. And that's critical, whether you're talking about designing a video game, pinball machine, or any other amusement device.

Maybe there's a lesson to be learned from this that might make the process of manufacturing as well as purchasing that much easier. In fact, why not start at this point and work backward? That way you can see if all the other frills are there to sustain long-term interest.

With video games, simply determine if the design and program loops back around to the beginning after a certain *reachable* level. With pinball, it's really a question of seeing if the game reaches a point where the player has nothing left to shoot for—all his bonuses are earned and maxed out, the specials are gone and the board is totally lit with no more extras possible until the ball drains.

These are unconscionable sins that should be avoided because there will be a point when players will become turned off. All it takes is for one person to discover the limits and it'll sour the

NATIONAL PLAY METER

Poll Information

The following are rankings of the top games in the coin-operated amusement industry. The games are ranked according to an index formulated from a regular survey of operators of coin-operated amusement equipment. Games not appearing on this poll either (1) did not generate a five percent response or (2) did not rank among the top 50 games in the country. The games are further identified by their general equipment classification type: Video, Pinball, and Novelty. The average index rating for all surveyed games for this individual survey was 75.

Game/Manufacturer	July 15	July 1	June 15	June 1	Video	Pinball	Novelty
1. <i>Commando</i> /Data East	231	200	0	0	•		
2. <i>Duck Hunt</i> /Nintendo	229	0	0	0	•		
3. <i>Buggy Challenge</i> /Coin-It	210	109	0	0	•		
4. <i>Hogan's Alley</i> /Nintendo	195	0	0	0	•		
5. <i>Kung Fu Master</i> /Data East	156	162	146	188	•		
6. <i>Trivia Whiz</i> /Merit	148	136	128	152	•		
7. <i>Cheyenne</i> /Exidy	130	88	91	108	•		
8. <i>Cobra Command</i> /Data East	123	0	0	0	•		
9. <i>Karate Champ</i> /Data East	117	125	113	132	•		
9. <i>Sorcerer</i> /Williams	117	115	45	0		•	
11. <i>Super Punch-Out!!!</i> /Nintendo	115	119	125	75	•		
11. <i>1942</i> /Williams	115	48	69	0	•		
13. <i>Yie Ar Kung Fu</i> /Konami	113	105	92	137	•		
13. <i>Space Shuttle</i> /Williams	113	129	121	130		•	
15. <i>The Empire Strikes Back</i> /Atari	105	0	66	87	•		
15. <i>Crossbow</i> /Exidy	105	91	74	115	•		
17. <i>Spy Hunter</i> /Bally Midway	102	113	104	128	•		
18. <i>VS. Excitebike</i> /Nintendo	96	97	108	117	•		
18. <i>Chicago Cubs Triple Play</i> /Premier	96	0	0	0		•	
20. <i>Marble Madness</i> /Atari	95	107	128	138	•		
21. <i>Birdie King III</i> /Coin-It	90	0	105	0	•		
21. <i>All-American Darts</i> /IDEA	90	0	0	0			•
23. <i>Video Trivia</i> /Greyhound	89	92	106	135	•		
24. <i>Two Tigers</i> /Bally Midway	87	75	64	87	•		
25. <i>Gaplus</i> /Bally Midway	83	0	74	0	•		
26. <i>Pole Position II</i> /Atari	82	97	85	93	•		
26. <i>Sharpshooter II</i> /Game Plan	82	40	43	0		•	
28. <i>Pole Position</i> /Atari	81	86	82	85	•		
29. <i>Crown Golf</i> /KitKorp	80	0	52	0	•		
29. <i>Bomb Jack</i> /Tehkan	80	73	79	76	•		
31. <i>Birdie King II</i> /Coin-It	79	60	73	73	•		
32. <i>Road Fighter</i> /Konami	76	103	74	101	•		
33. <i>Punch-Out!!!</i> /Nintendo	75	77	69	86	•		
33. <i>Triv Quiz</i> /Status Games	75	103	83	72	•		
33. <i>Alien Star</i> /Gottlieb	75	0	0	70		•	
33. <i>Jacks to Open</i> /Gottlieb	75	0	61	107		•	

NOTICE: The sole purpose of this survey is to determine on a regular basis the top performing games in the country. Any attempt to use the results of this survey for any other purpose is unauthorized, wrongful, and misleading.

NATIONAL PLAY METER

Game/Manufacturer	July 15	July 1	June 15	June 1	Video	Pinball	Novelty
37. <i>Mad Crasher</i> /SNK/Romstar	73	50	40	0	•		
37. <i>Eight Ball Deluxe</i> /Bally Midway	73	76	76	87		•	
39. <i>Ice Fever</i> /Premier	72	0	0	114		•	
40. <i>Hat Trick</i> /Bally/Sente	71	118	148	0	•		
41. <i>Triple Strike</i> /Williams	69	0	120	0			•
42. <i>Big Strike</i> /Williams	68	0	50	50			•
43. <i>Spy Hunter</i> /Bally Midway	67	103	73	68		•	
43. <i>Firepower II</i> /Williams	67	67	65	83		•	
43. <i>English Mark Darts</i> /Arachnid	67	63	76	61			•
46. <i>Ice Climber</i> /Nintendo	66	69	79	0	•		
47. <i>Galaga 3</i> /Bally Midway	65	60	74	62	•		
48. <i>VS. Baseball</i> /Nintendo	64	99	84	67	•		
48. <i>Laser Cue</i> /Williams	64	60	48	68		•	
50. <i>Major Havoc</i> /Atari	63	47	63	66	•		
50. <i>Super Basketball</i> /Konami	63	76	67	68	•		
50. <i>US vs. Them</i> /Mylstar	63	0	0	0	•		
50. <i>Big Bat</i> /Bally Midway	63	0	0	85			•

AVERAGE WEEKLY GROSS



INDUSTRY TRIVIA

The industry's first-ever Equipment Poll appeared in the June 1979 issue of *Play Meter*.

The top video game in that first-ever Equipment Poll was Midway's *Space Invaders*, which was one-year-old at the time.

Space Invaders captured 65 of the 95 first-place votes cast by operators in that first-ever poll.

Midway's *Space Invaders* remained at the top of the *Play Meter* Equipment Poll for another year, finally being overtaken by Atari's *Asteroids* in the July 1980 issue. (They just don't make games like that anymore.)

The top ten videos in that first-ever Equipment Poll were as follows: (1) *Space Invaders*, (2) *Football*, (3) *Space Wars*, (4) *Star Fire*, (5) *Sprint II*, (6) *Star Hawk*, (7) *Sprint*, (8) *Sea Wolf*, (9) *Night Driver*, (10) *Sea Wolf II*.

NOTE: If you have industry trivia submissions, submit them to *Play Meter*, c/o Industry Trivia, P.O. Box 24970, New Orleans, Louisiana 70184.

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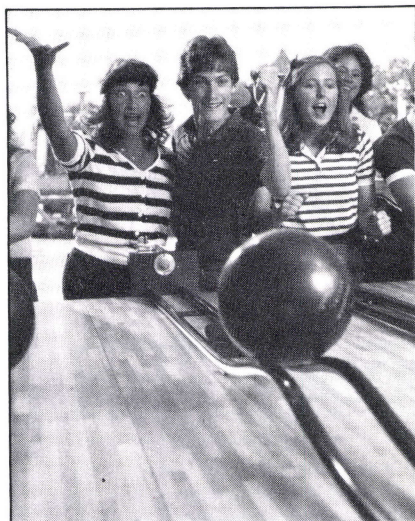
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game at that location.

Nothing can be taken for granted whether it's the game design or the pricing.

The operator must be more active in his business, service the machines regularly. Also, he must understand how important game placement is. There's no magic or mystery to this business. It's just hard work. The old-timers have known that for a long time. That's why they remain the industry's backbone, applying the knowledge they've learned over many years of experience.

Wico's *Af-Tor*

This company has a reputation for reliable and quality of products. Then it branched out to take a preeminent position in the home market with accessories for home video game systems and personal computers.

I remember Wico from my first MOA (which is what the fall classic used to be called) a decade ago. The game in Wico's booth was Bally's *Circus*—just next to the Chicago Coin display, across from Midway and down the aisle from Bally. But I quickly learned Wico didn't make the game. Replacement and original parts for pinballs was their stock and trade. Now the company is in a new line of business that, literally, they should know inside and out.

PLAYFIELD: Initially unveiled at AMOA and mechanically reworked since then, *Af-Tor* is a mixture of a couple different games, all housed in that slightly over-sized cabinet that many manufacturers turned to when Atari broke new ground in 1977.

The action opens up with a ball entry that suggests Gottlieb's *Caveman* (the first pin/vid hybrid). It's a short way up and an abrupt drop back down into the center and bottom of the field. On top, there are four center-spaced lanes (W-I-C-O) that control bonus multiplier build ups. Below that, along with four thumper bumpers (shades of Williams' *Firepower* and *Firepower II*?) is a stand-up target for releasing a locked-up captive ball.

At the extreme outside angles of this symmetrical board are two spinner lanes for access back to the top, with a shorter, interior lane to a recessed target at the right and a longer lane at the left, featuring a lone drop

target and a kick-out hole behind.

In the middle of the field are two slightly angled drop target banks with three targets in each (E-S-C at left and A-P-E at right).

Farther down, more drop targets are perpendicularly set at the left and right sides. The four bank at the left (F-A-S-T) and the one at the right (R-I-D-E) increase values across the board, while the bottom offers a double lane set-up and some new twists. At the outside are two drop targets for stopping an otherwise drained ball, while the interior lanes to the flippers end the spelling portion of the programming (O-N) where scoring possibilities are everywhere.

ANALYSIS: The interesting thing about *Af-Tor* is the speed of play. The ball really does whip around the field, sometimes too quickly for the player to react. There is a flow and sense of continuity on the board, but the main focus is to knock down the free standing drop target in that left side lane above, hit down the appropriate targets to light the captive ball feature, and then land in the kick-out hole before activating multi-ball play via the long center stand-up or via the right side interior lane next to the spinner.

Suprisingly, the board action is separated between the rebounding potential of the upper bumpers and the player's ability to hit targets and spinners that not only keep the ball alive but also score points and spell out letters.

The balance is solid from left to right and right to left, along with some close range accuracy shooting that offsets the need to concentrate on much longer shots back up the board. *Af-Tor* is definitely a run-and-gun shooter's delight, although it should appeal to the skilled player with its flow of scoring and sequencing.

GRAPHICS: The final effort shows how much Wico put into this creation. The bold artwork should catch the players' eyes. And the sound effects and lighting touches are capable. An extra, which falls short of the mark this time around, but does offer some future potential, is Wico's use of the bottom-of-the-backglass blue display area where players can read different messages at ball and game end.

PLAY: The settings for *Af-Tor* are going to depend on the caliber of players at your location and the frequency at which they get multi-ball play, since this is an added touch that many of today's flipperphiles seem to like. Conservatively, I think that for extra ball areas you might want to try a 600,000 point start followed by a 1,000,000 point second level. On free play, start out with an increase of about 200,000 points to each of these limits and see how the percentaging goes before making any changes.

PROS & CONS: Wico has learned a great deal over the years and it shows with its premier effort. *Af-Tor* is an enjoyable game that has all the necessary frills and the type of layout that should appeal to masses. It's fairly straight-forward and balanced from top to bottom and side to side. In fact, the layout is a basic design approach that has been a staple for many years.

The problems? The abrupt ball entry is a bit disconcerting—and not really necessary when you look at the top right configuration. Also, there's a lack of feel to the machine. A tinny kind of response is what I noticed.

However, everybody will not be as sensitive or aware of this kind of effect; so that it shouldn't affect player response greatly.

Wico has started out on the right foot and should continue to push ahead in the development of other pin games. This is especially true given the rumors I heard regarding the pricing of the machine compared to the normal going rate.

RATING: Pinball is back, and Wico's entry into the market indicates the upswing. *Af-Tor* should generate some action with a package that includes a great deal of thought and detailed touches that ably enhance the presentation. We'll offer kudos to the crew at Wico for finally jumping into the fray and go with a ### as a way to encourage some future activity that, hopefully, will build upon this existing start.

Bally's *Fireball Classic*

Trying to rekindle some of the company's lost clout, Bally has turned to a legacy from another age. Back in 1972, it helped turn this manufacturer's fortunes around and propel it into a

leading position. Obviously, Bally hopes lightning can strike twice with a new generation of players who never experienced the original, truly classic edition.

PLAYFIELD: Much of the design on this landmark pingame has remained intact, although there are some noticeable omissions and additions.

The action begins with a skill shot at top where a dual set of angled lanes can either send the ball up and over or up and then down, depending on the velocity off the plunger. There's an exit on the right or left that leads down to a center triangular configuration of three thumper bumpers. Fronting the bottom one is a mushroom bumper that will turn on a lower left side kicker. Move over to the right and there's a slightly recessed kick-outhole, for possible locking of a ball when lit, with a roll down that can either lead out to the field or back to the plunger via an open gate.

Back at the left is a deep captive ball for increased scoring as well as the potential for releasing all the captive balls onto the field for three-ball,

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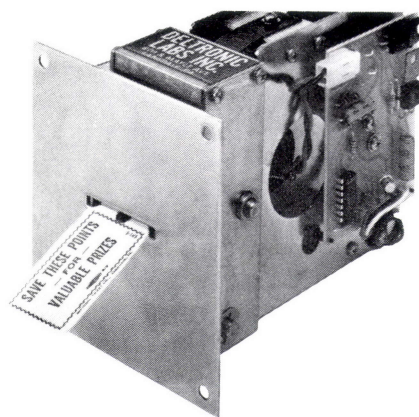
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multi-ball play. Lower on this side is another kick-out hole which can lock up a ball as well as score extra point values depending upon the sequencing of shots across the board.

Not the first multi-ball pinball machine, *Fireball* earned a degree of notoriety for its center feature—a spinning disk—which tended to do some mean tricks to any ball traveling over it. The twists and turns return along with the surrounding eight rollovers. The bottom includes side kickers and flippers as well as the left side kick-back kicker.

ANALYSIS: Much of the beauty in design of the original *Fireball* was its incorporation of Bally's zipper flippers which, unfortunately, have disappeared in this remake, leaving a gaping hole in the overall continuity and control of play. Instead, one is faced with a seemingly wide, and helpless, space between the flippers on a game that can send a ball straight down and out.

There is the addition of a multiplier and some bonus build-up and hold-over which helps to bring the play up to the present in terms of player expectations, but the rest is all skill and timing. The upper dual ramp lanes still offer increased scoring values and the ability to turn on the thumper bumpers for even more points, but the rest of the board is rather inhibiting and shows its age by taking away any true shot back up to the top.

We're left with the need to make two kick-out shots at the left and right, and then release them for some brief, frantic multi-ball play. That's really all there is and ever was whether we're talking about the decade old wonder or this present day variation. Done at a time when more gimmick-oriented design helped to shed some of the austerity typically surrounding games of that era, so much has happened since then that *Fireball* tends to show its age.

GRAPHICS: One of the truly brilliant works of art in the annals of the coin-op industry. *Fireball* broke the mold of what the prevalent graphic motifs had been and forever insured David Christenson's place in the history of the coin-op amusement game business.

There was a striking aggressiveness and sinisterism attached to the original

rendition. Here the same detail work is missing, although there has been a valient attempt to duplicate David's uniquely personal touch and flair. For any who doubt the differences, just check the opening pages of my book *Pinball!* and see if you don't agree. Anyway, the current effort is still eye-catching and for those who were around way back when it should conjure up some instantaneous recognition and remembrances.

PLAY: The scoring on this version of *Fireball* tends to either be very low or moderately high, depending upon the ability of the player to lock-up and then release balls from turn to turn. However, since the absence of zipper flippers cuts down on the control of the game, you should set this game at five-ball play to compensate for those quick drains. On this basis, go with a 500,000 point start and 1,000,000 point second level for extra ball areas, while an increase of about 250,000 points to these limits shouldn't hurt you for free play settings. You might even want to sweeten the pot and add a third limit in the 2,000,000+ range for an extra incentive.

PROS & CONS: At least Bally tried to remain true to the classic with only minor changes. This wasn't the case a few years back when the company tried to cash in on the name and reputation of *Fireball* with a design called *Fireball II*. That game had all the right buzzwords. The center character of evil, but a field that in no way resembled this layout. The Fire Gods, Wotan, and Odin, make a welcome return along with some increased point values, but the thing that held back the original *Fireball* from ever being thought of as a great playing game are still evident.

Once you get past the artwork, what is really left? Three shots to kick-out holes and a captive ball and a center spinning disk which, at least, had a saving grace when the game featured zipper flippers.

This time around it's the norm rather than the exception that a three-ball game can be over very quickly without the player really having a chance to make more than a few flips. The end result is that this *Fireball* may be great to look at for today's players, but the inconsistency and limited play-field access tend to lessen the desire to

play the game on a repeated basis. It's a novelty attraction, and that's about as far as it goes.

RATING: You can't fault Bally for trying, but it would have been nice if this remake were totally faithful to the original from graphics to design features on the board. Even with these elements intact, however, it would have been a tough fight. After all, if you look back to 1972, the original *Fireball* didn't really set the world on fire. Its reputation, in fact, was gained due more to the graphics and the fact that *Esquire Magazine* ran a story about pinball and the industry and chose, with good reason, to use *Fireball* for a visual element. The rest, as they say, is history and a hoot when you consider that there were so many other models that exceeded *Fireball* in terms of pure player appeal.

This time around, we might have a lot of sizzle but very little steak for the price and the view here is a weak ## that's only saved by the fond memories stirred of another era.

Nichibutsu's Roller Jammer

When I saw this almost hidden game at AMOA, I was impressed. And that feeling hasn't decreased. This Japanese company has endured in the second tier of manufacturers with a slow but steady stream of games.

In *Roller Jammer*, Nichibutsu may finally have hit on something that seems to have the right mix of graphics and cosmetic effects as well as some solid on-screen action. The concept is really a throwback to a game such as *Pole Position*, but somehow it seems remarkably fresh in the guise of a roller derby competition. For openers players have to get around an obstacle course on the track in order to get a feel of the joystick controls and action buttons before earning the right to be part of a knock-out, drag-out roller derby contest.

All the strategy and violence is there with the exciting action of the sport's jam time as players try to maneuver their on-screen athlete over, around, and through the opposition. Throw an elbow to knock down an opponent, jump over another, and punch a third as you try to round the curves of the track and stay on your wheels.

It's a fun, fast-paced game that

should earn a strong following during the summer months mixed in with all the other games that are available. *Roller Jammer* looks to have the legs and then some to survive. For the total package we'll go with a ###½ and see if this can set the company on a positive roll for the future.

Cinematronics' *Cerberus*

The dimensionalized, overhead perspective of modern, detailed graphics was launched with *Xevious*. It's back and the stomping ground is that old favorite of the arcades—outer space. With joystick and dual fire buttons, the objective has changed very little as players must wipe out stationary targets on the alien surface, as well as avoid and destroy an oncoming barrage of obstacles, crafts, and enemy firepower.

It's difficult to imagine just how much has changed since Cinematronics rode the crest of *Dragon's Lair*, but such is the fickle nature of the business. Going back still farther, who could ever forget *Space Wars* and the immediate impact of vector graphics in the coin-op world?

But all that is only a glimpse back-

ward and not ahead. Unfortunately, *Cerberus* doesn't have much to stimulate any forward thinking. On its own, it isn't that bad a game, but up against all the variations that have appeared featuring similar themes, from *Mega-Zone* to *Vanguard II* and a slew of others, there is little to distinguish this effort as being any better, or worse, for that matter.

In the old days, when the industry could afford to bring out some redundancy in design, this machine might have stood a slight chance as a fill in. But not today.

Instead of talking advantage of the technology to come up with innovative and appealing machines, Cinematronics appears to have chosen the path of least resistance. The end result falls short of the mark and recalls the type of thinking that held back the progress of research and development to try things that are new and different. For the same old thing once again I can't get too excited and will go with a ## with the hope that we'll see better attractions in the months to come.

There you have it: a mix of old ideas and fresh hopes that the market might be more forgiving than it has

been. If anything, players have become too critical and sophisticated to be fooled for long before they recognize the given strengths and weaknesses of a particular game. Because of this, manufacturers and operators alike must be aware of the things that work and why. It's not a matter of taking blind stabs in the dark and hoping something will hit the mark. The market won't tolerate that kind of aimless inconsistency.

What will win back the players is entertainment, entertainment that's diverse enough to appeal to all types of individuals. The games must be priced so the player feels he's getting his money's worth, and the games must be clean and operational.

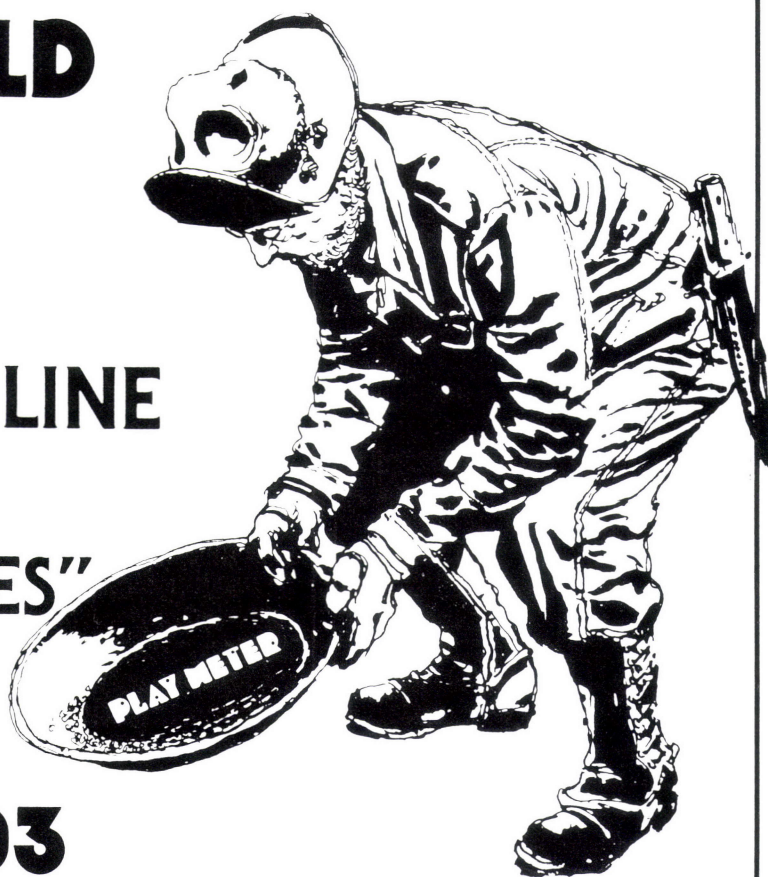
The business has grown up and must accept this advanced age in stride and evolve to fit into the current times. Listen to the players. Look for the warning signs and clues that might reveal a problem as well as a solution. It's all there and always has been. The only requirement is to be open to the value judgments and adapt to each new generation of players. And never take anything for granted. Until next time, be well and prosper. •

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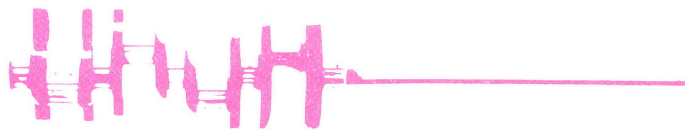
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'Kixx' soccer is super!



FIGURE 1

One of the two "Shots on Goal" scoring displays is shown. The display also shows the time remaining.

By now, you've all seen the *Kixx* soccer game flyers and brochures and are waiting to see just how long this game's high earnings will last. Honestly, *Kixx* really doesn't look as impressive as its forerunner *Chexx* initially did; but, let me tell you, *Kixx* is much better than *Chexx*.

I received my first *Kixx* just before the Memorial Day weekend and was lucky enough to get it down to one of our large arcades in Wildwood, New Jersey. Out of 150 games, *Kixx* ranked second in earnings for the first week! Only *Paperboy* did slightly better. All the new games were there: *Gridiron Fight*, *Kung Fu Master*, *Commando*....And it was placed right next to *Chexx*, which also did very well, much better than usual.

Now that I'm convinced the game is popular, my immediate concern (before buying more) is how well the game is made. After all, *Chexx* is a great game but requires a lot of service. I.C.E. (the maker of these games) was very cooperative and sent John Callahan, its chief design engineer and production manager, down from Buffalo to go over every *Kixx* component with me, and we put the game through the "Crank's Hammer Test."

John and Jack Willert, I.C.E. vice presidents, are both responsible for designing *Kixx*. Over the past two years they have made several improvements to *Chexx*

and now have the know-how to make a relatively service free electro-mechanical game. And that's just what they've done!

Features operators will like

Kixx is a much faster playing game than *Chexx*. There is actually more goal scoring and less possibility of slow play because the ball rolls and the goal size is larger. Controlling the ball on the green carpet is easier as players can pass, employ trick shots, and play defense. Each player can score from any angle on the playfield. The player must really pay attention to the goalie play as

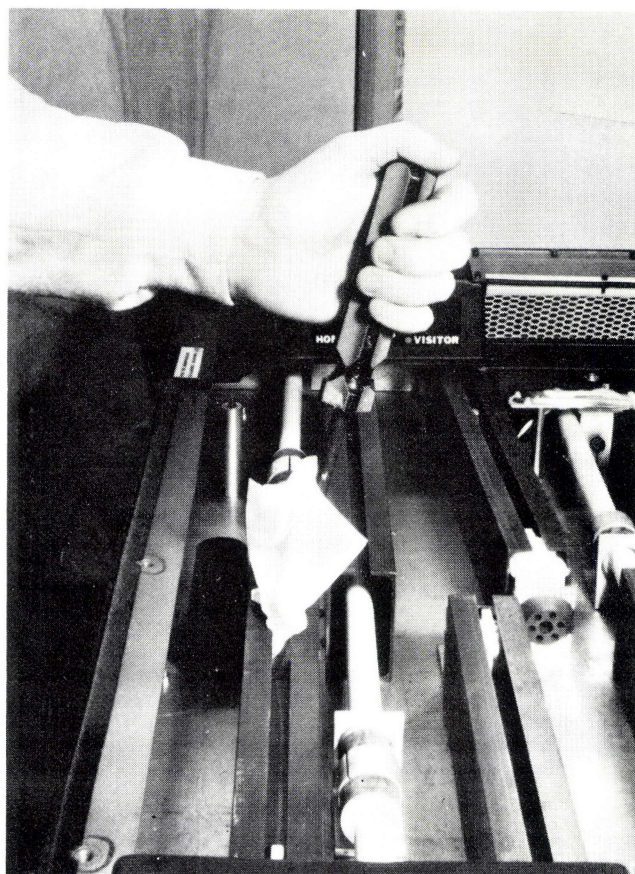


FIGURE 2

A technician is using a screwdriver with a towel around it to straighten out a bent channel. In the right center of the photo, the shots on goal wire windings can be seen.

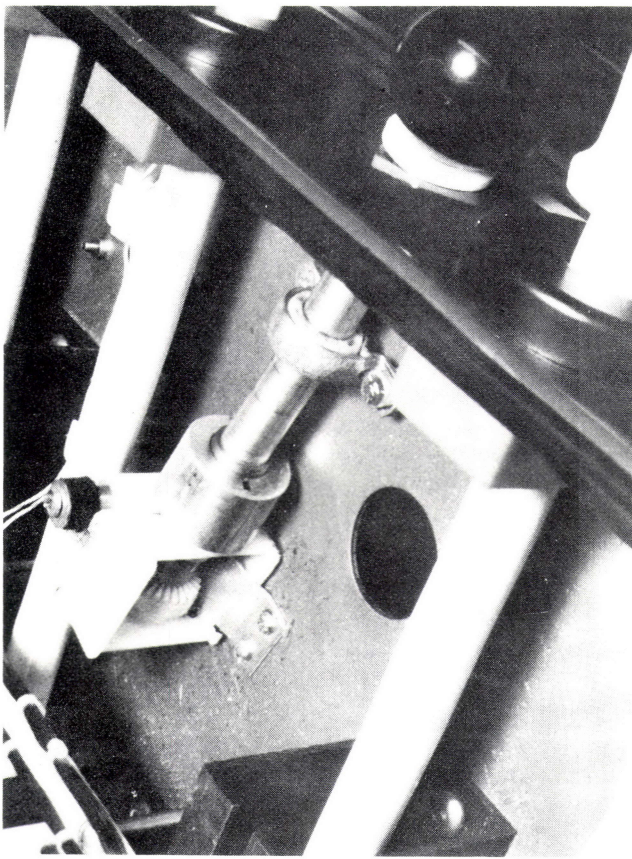


FIGURE 3

Shown are a goalie gearbox, goalie arm shaft, knob, and collar. There is little chance that this shaft can come loose.

it's a bit harder to defend the larger soccer goal than the smaller hockey goal on *Chexx*. The carpet is made from .060 degree polycarbonate with an indoor/outdoor grass surface laminated on.

Players like the period indicator, running time clock, and especially the shots on goal scoreboard (See Figure 1). Sometimes they seem more interested in the number of shots on goal per game than on how many goals they score.

Each time the ball passes through the crease, a magnetic field is broken which tells the shots on goal scoreboard to add one. An "Ooh" sound is also produced each time. There are no sensor switches, which is good because they could easily break. Instead, a stationary coil of wire is used to sense a shot on the goal. See the right middle part of Figure 2. The wire coil is maintenance free.

Each time a goal is scored, the running time clock is stopped, until the ball is ejected back onto the field. The game should be set on two minutes for 50 cents, which, in actuality, is more than a three-minute game. In and out goals are reduced by an angled downward piece of impact absorbine plastic (Also Figure 2). Play will continue after time runs out ("Last Ball" mode) until a goal is scored; and, in the case of a tie score, an overtime mode will automatically occur. A game will end when the next goal is scored. A game can be set for two 30-segment periods or four 15-segment periods, depending on what players desire. Real indoor soccer is played with four periods, which I wasn't aware of.

Each game comes completely assembled. I was

happy to see my total freight bill from Buffalo to Edison, New Jersey, was only \$37 (the game weighs 175 pounds). The cabinet width is 29 inches, which allows *Kixx* to fit easily through a normal size door. Another plus for those who make game deliveries and pickups. The large flange on each handle grip has been eliminated, making it comfortable for team players to maneuver in the reduced width cabinet.

Players breaking and gearbox wear is greatly reduced

There is virtually no inter lash between the soccer players, and that eliminates the problem of the players breaking. Only two players can hit each other with a maximum of 1/8-inch overlap, and that's the right defense man fully back and the left wing fully forward. This situation occurs very rarely.

Since the gear box clutches are hardly used, gearbox wear will be minimal. These are the main service headaches on *Chexx*.

The gearbox material used in *Chexx* is made from delrin, which has a strong sheer strength but wears fast. The gearboxes in *Kixx* are made of polycarbonate, which has a lower sheer strength than delrin, but doesn't wear as fast.

Note also that the gearboxes are not interchangeable between the soccer and hockey games. *Kixx* gearboxes have a black housing so they can be identified. A blue colored lifetime lubricant called Boelube is put on each gearbox at the factory. This grease actually melts as it gets warm and impregnates into plastic.

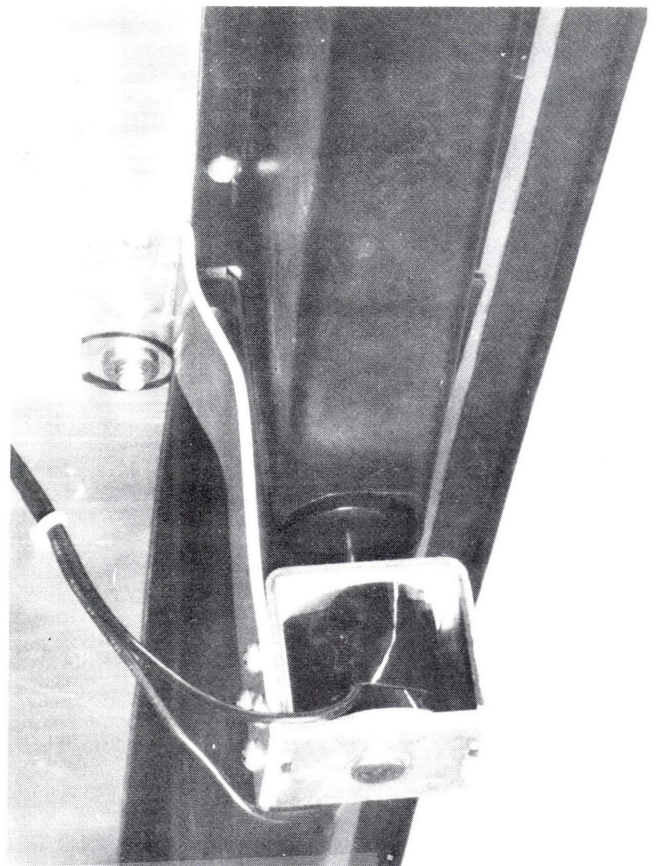


FIGURE 4

Ball eject solenoid and bracket assembly. The plunger can easily be centered by bending the bracket. Make sure the four screws holding the bracket to the base have star or lock washers.



FIGURE 5

Shown are the player's shaft where it fits through the player washer and into the top of a gearbox.

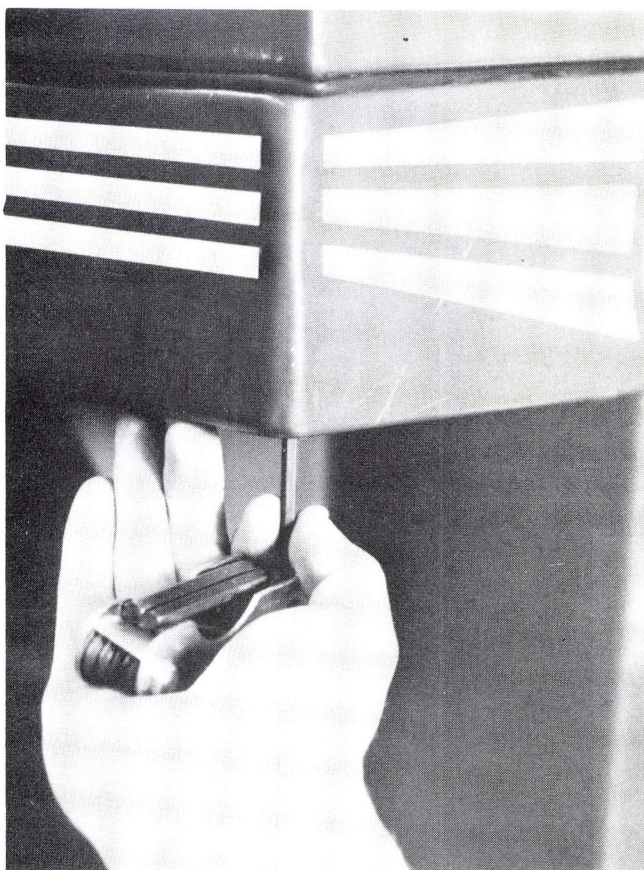


FIGURE 6

An Allen wrench is used to remove two bolts which hold the base and the top closed.

Gearboxes don't even need to be greased once the Boelube is initially applied. The Teflon-coated channels greatly reduce gearbox wear, channel corrosion, and oxidation. This is where all the gray dust comes from on the early *Chexx* games.

The goalie gearbox is opposite in direction to those of the other players. If you turn the goalie knob clockwise, the goalie will move clockwise.

Service Hint: If a tooth should strip or break on a goalie gearbox, you can disconnect it, rotate it 180 degrees and put it back using the half of the gear that is good. This can be done because the goalie gear is only used for one half a turn.

To strengthen the *Chexx* player shaft that connects to the gearbox, a steel shaft was placed into the player bottom after a hole was drilled. This didn't completely solve the player breakage problem; so now the steel shaft is molded in as the player is formed. The result is a much stronger player base. (Figure 5 shows a player shaft locked into its gearbox.)

Goalie shaft and knob improvements

On *Chexx*, the goalie knob shaft often came off the swing arm because it was connected with only a shoulder bolt. On *Kixx*, a short rod collar and adapter have been used (See Figure 3). This will eliminate this problem. The goalie knobs won't come off now because a 1/8-inch spring pin goes through the knob and shaft.

Eject assembly made simpler—less problems

The ball eject coil and bracket assembly (Figure 4) are now very easy to work with. The nuisance parts, the bushing, screw, ejector wire, return spring, and plunger stopper have all been eliminated. All that's left is a direct push solenoid. Once this is adjusted (i.e. centered), it will not have to be touched. The solenoid bracket is located right above the coin door so it's easy to reach and adjust by bending slightly in the correct direction to center.

On some of the early games, this bracket will vibrate loose because star washers were not used. By putting on these locking washers, this problem is corrected. The solenoid is fuse protected with a three-amp slow-blow fuse. My game had a regular three-amp fuse; so check yours before placing the game 200 miles from your office.

Automatic reject eliminated

After a goal is scored, the ball eject coil will be energized once after a few seconds. The player can then press the Boo Button which doubles as a manual eject switch. After three to four seconds, the Boo Button can again be activated if the ball hasn't come up.

With this built-in time delay, the ball will have a chance to come to rest in the eject hole instead of having a problem with continual out-of-phase ejections that only tend to wear out the sensors and coil on some *Chexx* games.

Overhead scoreboard eliminated

With players naturally prone to pounding on the unbreakable dome, having the scoreboard mounted on the inside of the dome on *Chexx* was a bad idea. On *Kixx*, a single source light is mounted inside the dome with a 28-volt bulb.

Note: If you put in a 12-volt bulb, it will burn out in about three days; so I suggest using a 28-volt lamp. There

is a separate 24-volt supply just for this light and the ball ejector coil. This eliminates the problem of electronic spikes causing problems in the logic circuitry.

Player lock washers are thicker

The clear plastic player lock washers have been increased in thickness from .03 inches to .042 inches. Ten extras are provided with each game (See Figure 5).

These washers go on top of the gearbox, inside the channel, and not only keep the player shaft attached to the gearbox but protect the top of the gearbox housing from wearing. Don't forget to replace these washers as you disengage and reengage players during maintenance under the playfield.

3 bolts and hinge hold dome on

Opening the dome is much easier. Only three bolts need be removed, as opposed to ten on *Chexx*. A 3/16-inch regular Allen wrench is required; the special wrenches didn't work out too well for the average serviceman who always seemed not to be able to find one when doing a *Chexx* service call.

Don't forget to use the dome support cable to keep the dome from pivoting too far on its hinge when opened.

To gain access to the logic boards, power supply, and components below the top section, two hex bolts are removed from the bottom corners of the base (See Figure 6).

A second cable is provided to hold the tipped base in place. To add stability, the base size has been increased. The base is made from rotationally molded polyethylene, which is just like Tupperware. It can take the punishing kicks it is sure to receive on location without cracking, denting, or scratching.

Scoring is microswitch controlled

Scoring is registered by two Busy/B microswitches (Coin Controls) in each goal (See Figure 7). The switches have proven to be very reliable.

Each goal has two microswitches, one on each end of a ball ramp to avoid a ball getting stuck at an end of the ramp. The score displays and the shots on goal displays are identical (except for the stick-on lettering); so they can be swapped to troubleshoot.

The "Shots on Goal" display board can replace a defective scoreboard temporarily, if one should fail. It takes about five minutes to change these boards.

The Crank's advice

1. Don't use Windex to clean the dome. This will cause the dome to become hazy. Use Lemon Pledge to clean the dome! It will also help take the scratches out.

2. On the power supply, there is a blue capacitor and a 2200 uf cap on the logic interface board that could possibly vibrate off. Stick some silicone around these caps to keep them from moving and avoid future service problems.

3. Two locating pins hold each goal housing in place. These black pins must be put back on or the housing could shift and you are back on a service call. If you lose one, a screw will do temporarily.

4. Install an on/off switch (there is none) so the location doesn't keep pulling the plug or leaving the game on all night.

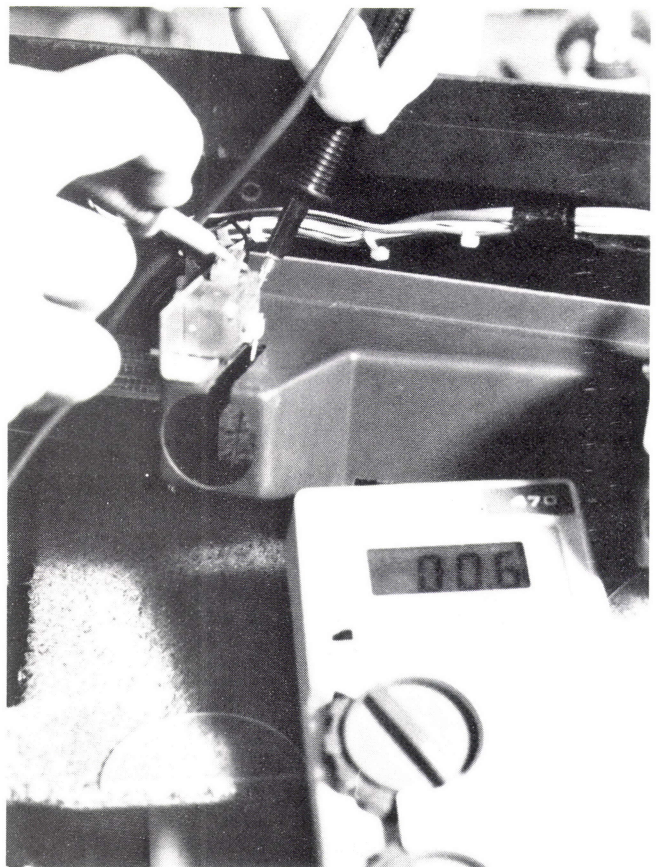


FIGURE 7

Shown is one of the four goal registering microswitches. Each goal has two such switches. The trip wire is fairly sturdy.



FIGURE 8

A left-footed player with a level foot. The right-footed players don't look as good.

5. Level the game and check it weekly. Since the ball rolls, the game must be level for a fair match.

6. Clean the ball ramps every six months and vacuum the playfield. Check the ball regularly for nicks and replace when necessary.

7. There are three left-footed players and two right-footed players on each team. *Don't mix them up!* The right foot player's foot points up and the left foot player's foot is horizontal to the ground. You don't want a left-footed player's foot scraping along the playfield (See Figure 8).

8. Put on the four pressure sensitive aluminum corner cigarette decals. They actually act as a heat sink so the dome corners won't curl up and discolor from cigarettes.

9. Use the correct 28-volt lamp (#1683) in the dome light.

10. Carry TIP 110 transistors in case the flashing goal lights blow.

11. Carry a 3/16-inch Allen wrench to unscrew the dome screws.

12. Check that the rod collar doesn't get pushed up against the gearbox. A .030-inch (that's about 1/32-inch) gap is recommended (See Figure 9). A loose or broken collar rubber could be the cause for this gap disappearing. Use a good looking 7/64-inch Allen on the collar set screws to avoid stripping the screw heads.

13. If the score and cheer sounds repeat for a team when no goals are scored, check the LS365 IC on the main PC board. It is probably bad. Note that a stuck closed microswitch, or a shorted microswitch wire could cause the same symptoms. A large static spike can also blow this IC.

14. When a channel becomes bent from a player abusing the rods, it is easy to bend back into position. It's important not to nick or cut any section of the channel's slotted top; so make sure you wrap a cloth or rag around your screwdriver or whatever you decide to use as a lever (See Figure 2).

15. Don't be afraid to place a *Kixx* right next to a *Chexx*. Most likely you will find that the revenues on *Chexx* will increase as players warm up to play *Kixx*.

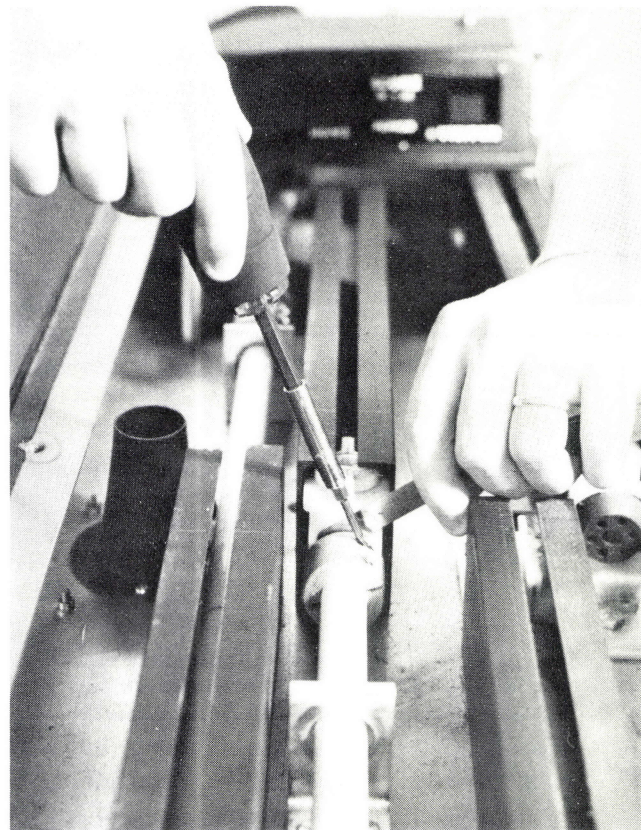


FIGURE 9

Adjust the shaft collar to be 1/32-inches away from the stops. Use a good Allen wrench being careful not to strip the screws. The channels and gearboxes can also be seen.

CONCLUSION

Kixx is very well built and should remain on location for years to come. "Steady but sure" is a cliché that predicts the future of *Kixx*. But right now it's earning very well.

For more detailed information and collection reports, I can be reached at Alpha-Omega Amusements and Sales, 201/287-4990. As is the magazine's policy, I assure you I have no vested interest in I.C.E., makers of *Kixx*; but I believe this product to be excellent.

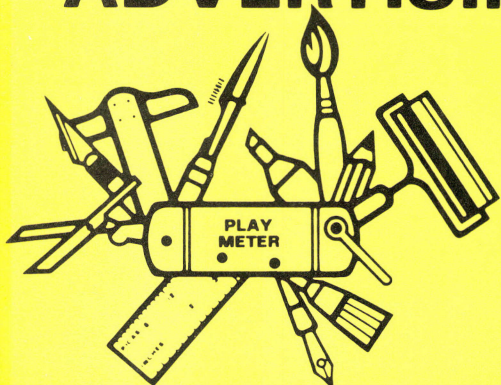
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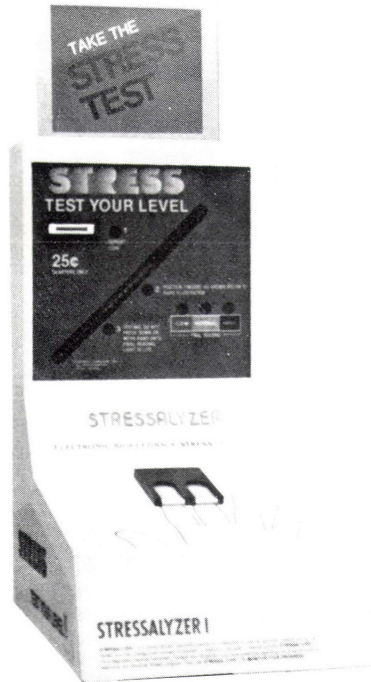
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Stressalyzer I

CompuVend has introduced *Stressalyzer I*, an electronic biofeedback stress indicator.

A reading is obtained by measuring a person's skin resistance using GSR (Galvanic Skin Response), technically EDR (F) electrodermal response, one of the three major ingredients used in polygraph tests.

Colored lights on the *Stressalyzer I* give simple, easy to understand readings.

Stressalyzer I, measuring only one square foot, can be placed on counter or stand. There are no moving parts, and a one year warranty is provided.

For more information, contact CompuVend, 6000 Reseda Boulevard, Unit Q, Tarzana, California 91356. Telephone 818/704-1870.

SAC I Cabinets

Bally Sente, Sunnyvale, California, has introduced a redesigned *SAC I* video game cabinet and a *SAC I* cocktail table, both designed for the company's library of video games.

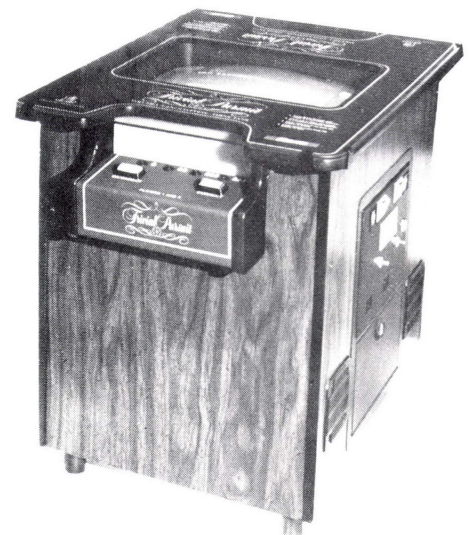
The redesigned *SAC I* cabinet was in response to operator and distributor requests for a unit more applicable to locations. Bally Sente's director of marketing and sales, Bernie Powers, explained, "This new cabinet is more acceptable to the European market where entryways, pubs, and inns have size restrictions and street locations requiring compact cabinets. The new *SAC I* should meet the market needs."

Bally Sente has also added the following enhancements: slender, tapered body lines; wood construction for a lighter, but durable cabinet; the monitor, angled at 80 degrees, minimizes glare and improves color density, and reduces cleanup and damage; side graphics are silk-screened, not decaled; two back handles and two wheels on the bottom making each cabinet its own hand-truck; and a double-door mechanism with a second lock to protect your cash box.

The *SAC I* cocktail table is the first cocktail-type cabinet with interchangeable software, according to Bally Sente. There are currently six games available for this format including *Hat Trick* and the five-edition series of *Trivial Pursuit*.

A durable 3/4-inch frame protects the self-contained unit that holds the power supply, sound board, CPU board, game cartridge, and a fan which cools the electronic chassis. The monitor, bolted into the cabinet, can be switched from horizontal to vertical play and the 3/16-inch tempered glass and 3/4-inch top can be easily unlatched and tilted for service.

The cabinet exterior is woodgrain Formica with black trim and attractive top graphics. Soft lights are positioned over each player's control panels.





Mayhem 2002

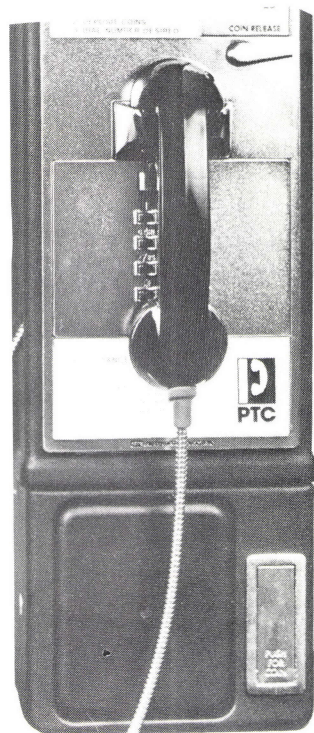
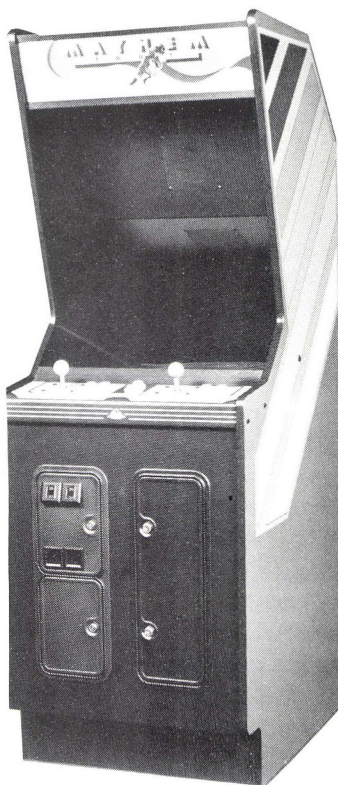
Cinematronics' *Mayhem 2002*, set in a high-tech, futuristic roller arena, pits two players against each other, or one player against the computer in a game of competitive thrills and spills. The El Cajon, California, manufacturer developed *Mayhem 2002* in house for its Cinemat System.

When a steel ball is shot into the Mayhem arena, players scramble to scoop it up and stuff it in a flashing goal box to score. *Mayhem 2002* features jostling, whacking, smacking, collisions, and body checking.

Mayhem 2002's design allows players to skate in any direction; block opponents by body checking or colliding, causing them to drop the ball; and score by various methods, including direct attempts at the goal and bank shots off the walls from anywhere in the arena.

Features include high resolution graphics, on screen diagnostics, cheering crowd sound effects, a talking announcer, and a large clock counting down the seconds as players try to hold off opponents and score as many goals as possible within the allotted time.

"*Mayhem 2002* is an interactive sports game," said Rob Boldt, director of marketing. "Each contestant plays both offense and defense in an open arena. Each player develops his own game strategy so no two games are alike."



People's Telephone Co.

In early march, Florida's Public Service Commission granted certification to Peoples Telephone Company (PTC) of Miami to install and operate long distance pay telephones.

According to Jeffrey Hanft, chief executive officer, "PTC is in the beginning stages of providing full service to our state's residents, using the latest in available technological equipment."

PTC is owned and operated by Jeffrey Hanft, John DeVito, and Bruce Oberon. Their other companies, J & J Vending, Inc., and Acme Cigarette Company, provide cigarette and soft drink machines, jukeboxes, coin changers, and amusement equipment.

"We're prepared to offer service and a higher commission to location owners," observed John DeVito, president of PTC. The phones make use of microprocessors and liquid crystal displays to make the calling experience as convenient as possible.

Credit card phones will also be an important addition to the total service concept. Said Hanft, "These phones will allow the use of major credit cards, such as American Express, VISA, and MasterCard."

Hanft went on to say that the experience he and his partners have gained from the vending business has provided a good basis for the telephone business. "We are continually prepared to be the best at what we do for the public and for our company, and we fully intend to carry this forward into our state-approved telephone service," he said.

Aids to the Trade

Chicago Cubs Display Glass

Premier Technology, Bensenville, Illinois, is offering a special edition of the original pinball art from its *Chicago Cubs "Triple Play"* pinball game.

Officially licensed from the Chicago National League Ball Club, Inc., *Chicago Cubs "Triple Play"* features colorful, realistic renditions of Wrigley Field and several action filled baseball scenes. The display glass is directly from the full-sized pinball game. The glass, measuring 26 inches by 26 inches, comes ready-to-hang in an attractive gold-tone metal frame. The price is \$99.95 plus shipping and handling and may be ordered by calling 1-800/228-8599 (in Illinois) or 1-800/367-1455 (outside Illinois). Visa and Mastercard accepted.



Roller Ball Panel

Magic Electronics is offering a new Roller Ball Panel designed to improve play control on 8-Ball Action games. The Magic panel is a complete retrofit to replace the existing panel.

Installation is simple and quick, and no down time is necessary.

For more information, contact

Magic Electronics, P.O. Box 10428, Cranston, Rhode Island 02910. Telephone 401/461-9389.



Morrison's Platform Body Line

Morrison Industries, Inc. has introduced a new line of platform bodies known as four for one, designed to reduce inventory requirements. All bodies include 6-inch structural steel longsills, 7-inch rubrails, and 10 gauge crossmembers, so the distributor can stock one body for four applications, regular platform body, platform body with hoist, stake body, and stake body with hoist.

Four for one bodies are available in three floor options, smooth steel, treadplate, and dense southern yellow pine in lengths from eight to 24 feet. Standard and custom options for the platform and various types of racks and bulkheads allow the distributor to customize a four for one body to customer specifications.

A companion line of bodies and various types of tool boxes are also available for downsized trucks. All bodies are available in standard black or optional frost white at no additional charge.

For information contact Harvey Wood, President, Morrison Industries, Inc., 601 Amherst Street, Buffalo, New York 14207. Telephone 800/548-4801 (outside New York).

Ruger Power

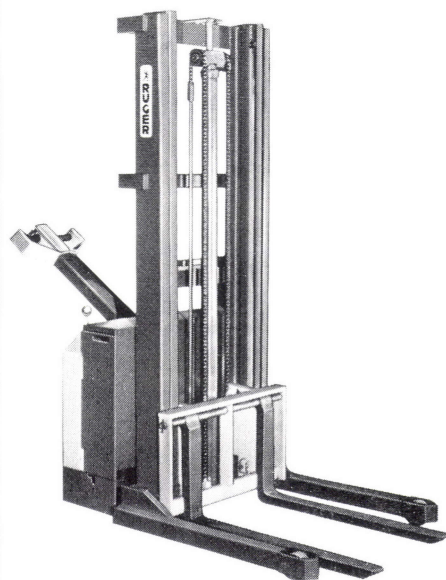
Ruger Equipment, Inc. has a line of small, highly maneuverable power forklifts priced for small business.

Capable of lifting and transporting loads up to 3,000 pounds, these rugged trucks can reach up to 156 inches.

These battery powered, hydraulic trucks feature built-in chargers, sealed bearings, overload protection valves, and unitized mast/frame construction. Designed for the occasional inexperienced operator, models are equipped with safety key locks, automatic brake/reverse system, and simple twist handle controls.

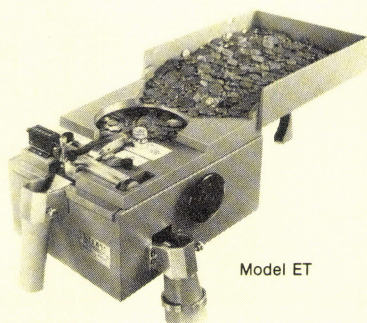
All 21 models feature safe, economical operation with full load capacities and a 200 degree turning radius for narrow aisle stacking. Optional features are available for unusual working conditions.

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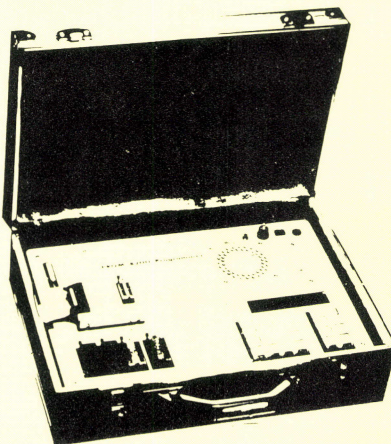
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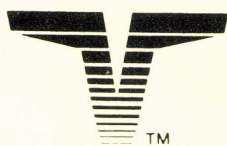
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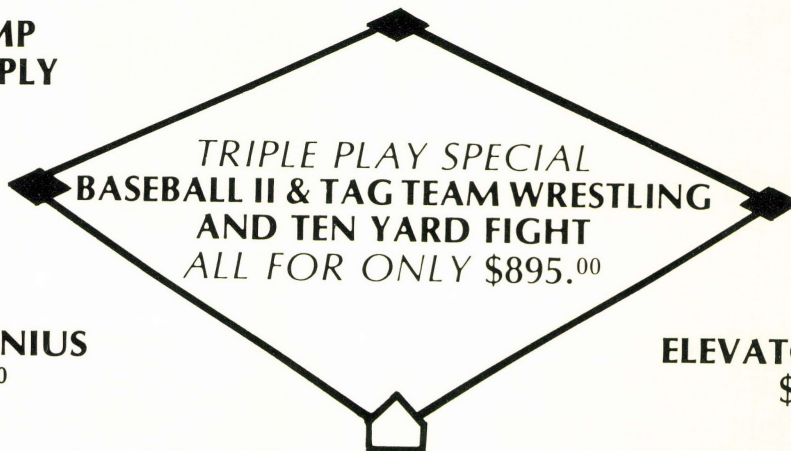
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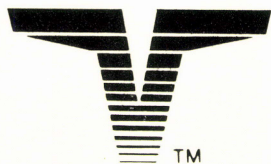
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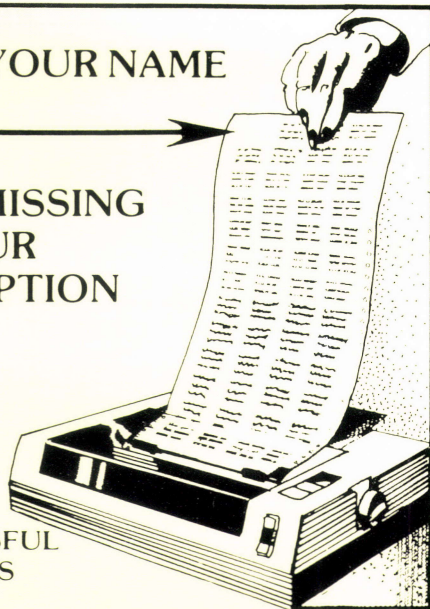
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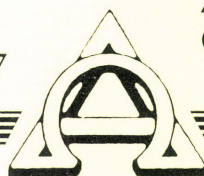
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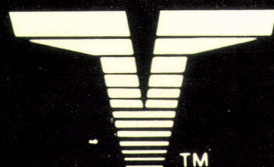
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The role of distributors and national accounts in pay phones

[EDITOR'S NOTE: The following are excerpts from a speech made by Gail Sherman, vice president of marketing for Cointel Communications at the Business Communications Review conference June 14, 1985.]

Distributors represent the key to success for pay telephone sellers because they are not merely one-time buyers but are the customers who will stock and repurchase product.

There are two types of distributors, the vending distributor and the telephone distributors....They have responded quite differently to privately owned pay telephones.

The vending distributors are facing a dilemma. On the one hand, they are anxious to diversify into other product lines because vending is at best stable and, at worst, on a decline. On the other hand, they are very cautious about expanding into pay phones because they are unfamiliar with them.

Though they know the coin-op end of the business, they have little or no knowledge of dealing with telephone companies, regulatory, commissions, and tariffs. Therefore, they seem to have adopted a wait-and-see attitude.

The marketing approach to vending distributors is to build the market underneath them. That is, to build the market at the vending operator level. Vending operators are more willing to invest in pay phones because they can do it on a smaller scale and locate the telephones alongside their other vending equipment.

By building the demand at the vending operator level, pay phone manufacturers and marketers can show the vending distributors that not only is there revenue available from the sale of equipment, but also from installation, service, parts, and programming.

The telephone distributor, which is to say supply houses and interconnects... know telephones and are less cautious about stocking them.

It is important to cultivate business to the telephone distributors because they will continually repurchase in order to stock inventory, which is critical to long-term success....

The supply houses, by nature of their size, obviously represent larger volumes. In return for volume, they want extended terms. Thirty days is expected; 45 to 60 days is not uncommon. The interconnects, who are smaller distributors, obviously want terms, but they are more willing to accept doing business on a C.O.D. basis....

Both supply houses and interconnects...make their money by reselling product and, therefore, need the tools to be able to do that. This includes collateral materials, advertising, exhibiting at trade shows, and to a lesser extent, public relations and publicity....

On national accounts....At this early stage in the development of the pay phone industry, two attitudes prevail. One is to allow vending operators to test pay phones on a small scale.

Greyhound is conducting a test at their terminals in the Twin Cities, and another test is being conducted with a group of 7-Eleven franchisees in the Chicago area. The other prevailing attitude is one of wait-and-see.

At this point in time, the general lack of activity on a national account level seems to indicate that the wait-and-see attitude prevails.

But in any case, there are two ways to market to national accounts. One is to sell the telephones to them outright; the second is to arrange a commission agreement between a national account and a vending operator.

For a national account, the advan-

tage to owning a telephone outright is the greater profit that's available by being the sole recipient of the net proceeds. In addition, there are the benefits of depreciation expense and, for the time being, investment tax credit.

The negatives to the national accounts, in owning their own equipment, is that they take on the responsibility for maintaining, servicing, and collecting the telephones.

Likewise, a commission agreement has both its positives and its negatives. The positives, of course, are that someone else maintains, services, and collects from the equipment, reducing the labor costs of privately owned pay telephones.

The obvious negative is that there is less profit available since the national account will only get a percentage of the net proceeds. Another negative is that reliance on the vendor for maintenance, service, and collections may result in a less than perfect operation.

How each national account will enter the pay phone market will really depend upon their level of knowledge and their current involvement with telephones.

National accounts that have centralized locations, such as hotels and department stores, where they already have PBX or other telephone system in place, are more likely to choose to own and operate their own pay telephones.

National accounts with multiple locations, such as restaurant chains, gas stations, and convenience stores, are more likely to choose the vending arrangement, taking a percentage of the coin box in return for having a vendor handle the work involved with pay telephones. ●

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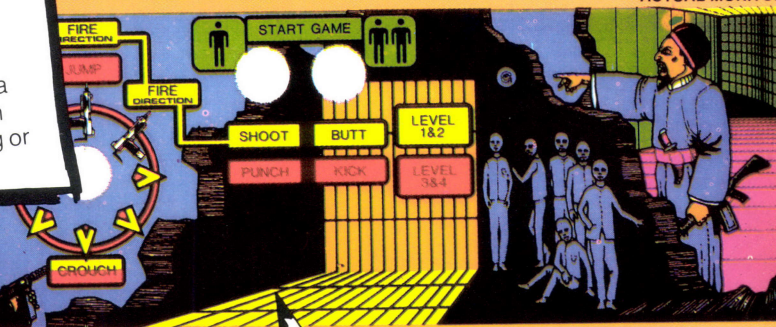
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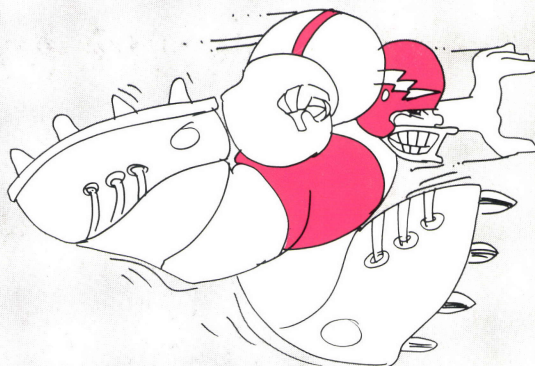
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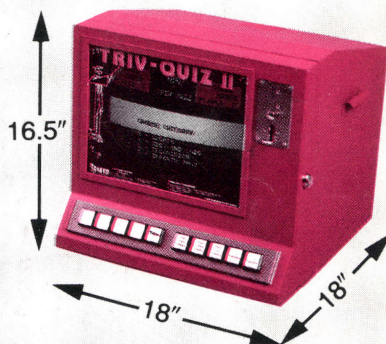


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