


CLOWN AROUND
CROMPTON PUSHERS
Also available in
1,2*6 player
a 4 player game


Call the amusement, arcade and redemption specialists at $1-800-524-2343$ for more information or the name of your authorized Betson distributor

- WEST VIRGINIA AND VLTS . . . By unanimous vote (7-0), the West Virginia Lottery Commission has endorsed the expansion of video lottery from its existing status at Montaineer Park in Chester, W.Va., to Class A liquor and beer-licensed establishments around the state. Gov. Gaston Caperton supports the decision, citing the move as "preferable to raising taxes." Proceeds from the program will be used for education, tourism, and senior citizens.

It appears that coin machine operators will be included in the program; it is uncertain whether a single manufacturer will be awarded the contract for the central computer system and granted the right to sell machines. A final decision on this point is expected by midJanuary. Machines (up to 10 per location) could be up and running by March. The move has already affected regular amusement games sales. "Operators are pulling back on their spending because they will need big dollars to buy VLTs," said one distributor.

- NAMCO LOOKS TO BUY ALADDIN'S CASTLE ... Namco announced that it has entered into a definitive agreement to purchase the stock and debt of Bally's Aladdin's Castle Inc., which operates nearly 275 amusement arcades in the United States. Completion of the purchase, subject to certain conditions, is expected to be finalized this month.
- AMERICAN SAMMY IN CHICAGO ...American Sammy, a division of Sammy Corp. in Tokyo, Japan, has opened an office in the Chicago suburb of Elk Grove Village. Sammy Corp., one of the largest manufacturers of the pachinko slot machine, is now undertaking new challenges for future growth with game development. American Sammy also will be serving the Canadian, Mexican, South American, and European markets.
The Chicago location will strengthen American Sammy's position in consumer as well as coin-op. The Chicago office will serve as an overseas commercial center active in importing and licensing. All operations will be transferred from the California office. Key personnel include Yoshi Suzuki (president), Rick Rochetti (executive vice president/sales), James Miskell (executive vice president/administration), David Cane (national sales manager), Emilio Cabrera (international sales manager), Natalie Kulig (sales and marketing manager), Bob Sherman (controller), and Dave Kuhrt (warehouse manager). Here's the new address and phone numbers: 901 Cambridge Dr., Elk Grove Village, IL 60007; (708) 364-9787 and FAX (708) 364-9831.
- GAMES SEIZED IN NEBRASKA...Several pieces of certain types of redemption games were seized in Omaha in mid-December. The state police action was at the request of the district attorney in Omaha, where questions about the legality of specific redemption pieces arose. According to the law, most of what happens while playing a redemption game must involve skill. Roll downs, Bundra's Neck n' Neck, and Skee-Ball's Skee-Ball were not affected; these games are considered OK. The confiscated games have been authorized to be returned to their owners if they promise to remove those games from the city of Omaha. No appeal of the action is expected.
- SEGA HAPPENINGS . . . Diane Fiorina has been named to the position of marketing coordinator for Sega Enterprises. She will report to director of sales and marketing Ken Anderson. Fiorina will be responsible for advertising, trade shows, and public relations for both the coin-op and gaming divisions. Susan Barber has been named to the position of sales administrator for coin-op. She will be under the leadership of Ken Anderson and responsible for generating sales and marketing reports as well as tracking inventory for the coin-op division. Sega has also combined its coin-op and consumer divisions under one roof.
- CAPCOM INTERCEPTS COPY BOARDS . . Capcom attorney lan Rose told us that Capcom has intercepted 2,000 counterfeit boards in Mexico. The boards were being sent to Mexico from Korea and Taiwan. Rose calls this the first big step in eliminating copied boards in Mexico. Names of the culprits were not available at press time. We will keep you posted on the details as they become available.
If you have been following the speed-up kit controversy, you may have heard that Capcom had decided against selling its own speedup kit for Street Fighter II: Champion Edition. Not so, says Rose: "Capcom U.S.A. will introduce a speed-up kit in its own market within the United States."
- AWI RELOCATES . . . Automated Wagering International (AWI), a wholly owned subsidiary of Video Lottery Technologies (VLT), will relocate its divisional headquarters to Hackensack, N.J., from its current location in New York City. AWI provides on-line wagering systems and services to eight states. Another VLT subsidiary, Video Lottery Consultants (VLC), provides video lottery terminals and central computer systems to a number of states and Canada.
- HOW MUCH IS IT WORTH? ... If you are selling or buying used equipment, this should interest you. There's a new quarterly publication called Amusement Research. It lists fruit machines, video card games and kits, redemption games, cranes, etc. According to the company, extensive research is involved to keep operators informed and current on "as-is" and reconditioned equipment values. For more information on subscribing, call (615) 355-9614.
- O'DONNELL UNDERGOES SURGERY . . . Bill O'Donnell, a legend in the coin-op industry, recently underwent a major operation. O'Donnell created the bigger-than-life image of Bally in the early days and is always mentioned when talking about those who made this industry great. He was named "Man of the Year" by the American Amusement Machine Charitable Foundation in 1988. We join with the rest of Mr. O'Donnell's industry friends in wishing him a speedy recovery.
- LEPRECHAUN SELLS BICEP BUSTER GAME... Leprechaun will be the representative for International Vending Machine's Bicep Buster, a one- to four-player competitive arm wrestling game. Leprechaun's Bill and Todd Cravens most recently featured the game at the International Association of Amusement Parks and Attractions (IAAPA) show in Dallas. You can call Leprechaun at (206) 869-6400.
- COMPANY ANNOUNCEMENTS... Incredible Technologies has moved into larger facilities. Here's the new address and phone numbers: 4010 Winnetka Ave., Rolling Meadows, IL 60008; (708) 870-7027; FAX (708) 870-0120.
Alvin G. \& Co. has named JB Music and Video as its distributor for the state of California. JB's address and phone number: 8026 Lorraine Ave., Suite 215, Stockton, CA 95201; (209) 476-8705.
Stebelton Music Distributing will handle the Wurlitzer line in Ohio. Stebelton's address and phone numbers: 902 W. Fifth Ave., Lancaster, OH 43130; (614) 654-3155 and FAX (614) 653-7777.
Beaver State Electronic Corp. has moved from Hawthorne Avenue to 960 Laurel Ave. in Reedsport, Ore. The new mailing address is P.O. Box 162, Reedsport, OR 97467.

Namco has outgrown its Santa Clara facility and has moved to bigger quarters. The new address and phone numbers: 150 Charcot Ave., San Jose, CA 95131; (mailing address) P.O. Box 641630, San Jose, CA 95164; (408) 383-3900 and FAX (408) 383-0130,

- LAZER-TRON EXPANDS . . . Lazer-Tron of Pleasanton, Calif. has added an additional 13,000 square feet of manufacturing space adjacent to its current headquarters. Lazer-Tron is the designer of Spin-to-Win, Hop-A-Tic-Tac-Toe, Bank-It, and Super Bank-It. LazerTron recently introduced a miniature interactive batting game called Sluggers Alley and is bringing out a kiddie version of its roll down Spin-To-Win called Jungle Rama.
- TOLISANO NAMED TO IFPA BOARD . . Ed Tolisano of TBI Games in Loves Park, III., will complete the unexpired term of Ed Velasquez of Velasquez Automatic Music on the International Flipper Pinball Association (IFPA) committee. Velasquez resigned to devote his full energies to his company's music promotion effort, which is tied into his family-owned radio station.
- A NEW MANISCALCO ... Drew Maniscalco called with some great news. He and wife Donna are the proud parents of Tyler Frank, born on Oct. 23. He was named after Fabtek's Frank Ballouz, who Drew worked with for several years. Tyler has an older brother, Andrew McCartney. Drew, who recently joined Data East as Eastern regional sales manager, has opened an office in New Jersey at 34 Sycamore Ave., Bldg. \#2, Little Silver, NJ 07739; (908) 530-9668 and FAX (908) 530-9717.

PLAY METER MAGAZINE, January 1993, Volume 19, No. 1. Copyright 1992 by Skybird Publishing Company. PLAY METER MAGAZINE (UPS 358-350) is published monthly, except for the two issues in January. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. Box 24970, New Orleans, LA 70184, USA. Phone: 504/488-7003; FAX 504/488-7083. Subscription rates: U.S. and Canada-\$60. Advertising rates are available upon request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. The editors are not responsible for unsolicited manuscripts. PLAY METER MAGAZINE buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 24970, New Orleans, LA 70184.


#   

omer-Classic is our new "economy" model CD jukebox.
ans it costs substantially less ... so you can afford to install a CD ju ebox in locations
at not normally justify one.

That also means it's smaller ... so it can fit in locations where a conventiona But that's all "economy" means to our Performer-Classic.
It's a full 100 CD HyperBeam ${ }^{\text {M }}$ Jukebox.
It's fitted with our lightning-fast changer so there's almost no discernable delay between selections. It has a visible mechanism and top-mounted chase light animation to intrigue patrons. Built-in background music interfaces. Microphone connection. And every other feature and function our top-of-the-line Performer-Grand II ${ }^{\text {TM }}$ has.
And, of course, it's built to the same exacting quality standards and performs with the same incomparable reliability.

Best of all, and true with all our new Performer Series ${ }^{\text {™ }}$ machines, it's engineered to adapt to various changes coming in CD technology. Which means, The PerformerClassic will still be a top performer many years from now ... long after its rivals are antiquated.
Stop by your NSM Distributor and see for yourself.

For more information and the name of the Distributor nearest you contact:

## NSM

The Performance Machine ${ }^{\text {M }}$
 jukebox may not.

5207 North Rose Street Chicago, IL 60656 312-992-2280 FAX 2289



## "Laser Chase" animation lighting to catch the eye.

[^0]0\% INTEREST FINANCING!
Limited Time Offer
See your participating NSM Distributor for details!
414


# TOKENS 800-227-5813 IN CA 800-227-5814 



Quality control personnel at Hoffman \& Hoffman checking diameter of token with micrometer

- Immediate same-day shipment on stock tokens
- Quality artwork and design service at no charge
- Hoffman \& Hoffman tokens are minted under the most rigid quality control standards.
- We match Old World craftsmanship with advanced technology.
- Hoffman \& Hoffman has the best prices and fastest delivery for stock or custom tokens.
- You can buy the best tokens for less. Check our prices and see.


Volume 19, No. 1
January 1993

## EEATURES <br> IAAPA: the show of shows <br> 39 <br> Endless aisles of games and food greeted visitors to this 74th annual event, billed as "the world's largest amusement facility assembled under one roof." "t lived up to its reputation this year and proved to be an eye-opening experience for traditional coin-op folk.

Pinball Expo
Ask a flipper enthusiast his fondest wish and it might go something like this: meet the great game designers and artists, play old favorites, and sample new technology, tour a pinball factory, and generally revel in pinball memorabilia for several days. Wish granted!

## Scoring Success

Instead of standing still and watching her business erode due to gray area pokers and the onslaught of home games, Larrianne Simon of Pride Enterprises decided to take a different tack: expand into a new business using her amusement industry background to best advantage. Read about Pride's Home Entertainment Showcase.

## - EPARTMENTS

News Bulletin
Equipment Poll
3
8
From the Editor
8 Tournaments \& Leagues
Letters 10
$-12$
Up Front
News Feature
Cover Story
State Show
Ten Years Ago
Open Houses

## 14

30
30
32
34
52
58
65
Pin Game Diary 78
Player's Perspective 82
Redemption Report 85
Ticket Tech 88
Technical Topics 90
Jukebox Top $30 \quad 94$
What's New 96
Calendar 149
The Last Word 150


Romstar employees gather in front of the company's ne San Jose, Calif., headquarters. The focus of the future will be the markets of Mexico, Central and South America, and the Caribbean, as well as branching out from the confines of video.


Buying the right game can be a "make-or-break" proposition for the operator. This chart is based on operator evaluations and is designed to provide information needed to make prudent game purchases. The longevity points indicate a game's staying power.

VIDEO \& PINBALL COMBINED

| GAME | MFG. | POINT <br> VALUE | MONTHS ON CHART | $\begin{aligned} & \text { MONTHS } \\ & \text { IN } \\ & \text { TOP } 10 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: |
| 1. Mortal Kombat | (Midway) | 9.39 | 4 | 4 |
| 2. The Addams Family | (Bally) | 8.97 | 10 | 10 |
| 3. Street Fighter Champ. Ed. | (Capcom) | 8.93 | 9 | 9 |
| 4. Lethal Enforcers | (Konami) | 8.88 | 3 | 3 |
| 5. Clutch Hitter | (Sega) | 8.35 | 17 | 9 |
| 6. Virtua Racing | (Sega) | 8.29 | 2 | 2 |
| 7. Fish Tales | (Williams) | 8.08 | 4 | 3 |
| 8. Terminator 2 | (Williams) | 8.07 | 18 | 18 |
| 9. Street Fighter II | (Capcom) | 7.85 | 22 | 22 |
| 10. World Heroes | (SNK) | 7.79 | 4 | 4 |
| 11. Terminator 2 | (Midway) | 7.76 | 15 | 15 |
| 12. Race Drivin | (Atari) | 7.70 | 27 | 26 |
| 13. Race Drivin Panorama | (Atari) | 7.70 | 19 | 16 |
| 14. Final Lap 2 | (Namco) | 7.58 | 23 | 23 |
| 15. Mad Dog McCree 35 '/ $/ 50$ '' | (Betson) | 7.53 | 21 | 9 |
| 16. Art of Fighting | (SNK) | 7.51 | 4 | 3 |
| 17. Steel Talons | (Atari) | 7.47 | 16 | 15 |
| 18. Fun House | (Williams) | 7.29 | 24 | 24 |
| 19. Hard Drivin' | (Atari) | 7.27 | 45 | 44 |
| 20. Lethal Weapon 3 | (Data East) | 7.21 | 6 | 5 |
| 21. Mad Dog McCree 25" | (Am. Laser Games) | 7.20 | 3 | 1 |
| 22. Super High Impact | (Midway) | 7.14 | 16 | 12 |
| 23. The Getaway | (Williams) | 7.13 | 9 | 9 |
| 24. Final Lap 3 | (Namco) | 7.13 | 1 | 0 |
| 25. The Machine | (Williams) | 7.06 | 20 | 19 |

## REDEMPTION

MFG.
(Midway)
(Capcom)
(Konami)
(Sega)
(Williams)
(Capcom)
(Midway)
Atari
(Namco)
(SNK)
(Williams)
(Data East)
(Am. Laser Games)
(Williams
(Namco)
Wiliams)

## POINT value

## ALLEY BOWLERS

| 1. Skee-Ball (Skee-Ball) | 7.35 |
| :--- | :--- |
| 2. F.A.B. Target Ball | 5.50 |
| (F.A.B. Electronics) |  |
| 3. Bowlingo (Capcom) | 5.33 |

3. Bowlingo (Capcom)5.33

## SPORTS GAMES

1. Arm Champs (Jaleco) 7.00
2. UB-QB (Nat'I Sports)
3. Slugfest (Williams)
4. Shoot To Win (Smart)
6.92
5. Hoop Shot (Doyle) 6.18
6. Quik Shot (Design Plus) 6.00
7. Putting Challenge (I.C.E.) 5.93

## SINGLE COIN PUSHERS

1. Rock 'N Roll (Betson) 5.83
2. Clown Around (Betson) 5.40

## SINGLE CRANES

1. Clean Sweep (Smart) 7.18
2. Big Choice (Betson) $\quad 6.46$
3. Kramer Krane (Kramer)
7.35
5.50

3

JR. BASKETBALL

1. Bozo (Design Plus)
6.50
2. Jr. All American (CCI)
3. Shoot To Win, Jr. (Smart)
6.00
4. Lil' Hoop Shot (Doyle) 5.13

ROLL DOWNS

1. Spin To Win (Lazer-Tron) 7.00
2. Tic-Tac-Toe (Skee-Bal) 6.75
3. Clown Rolldown (BayTek) 6.50
4. Roll Down (BayTek)
5. Quackers (Seidel)

NOVELTY

1. Feed Big Bertha (Smart) 7.73
2. Rock-N-Bowl (Bromley)
3. Hop-A-Tic-Tac-Toe
(Data East)
POINT VALUE
SINGLE CRANES (cont.)
4. Top Choice (Betson)
5.88
5.67
5.44
5. Action Claw (Betson)
6. Hollywood Crane (Maxwel)

## 

5.50
11. Vine Climb (Lazer-Tron)
12. Skee-Toss B.C. (Betson/Skee-Ball)
13. Cosmo Gang (Data East) 5.73
14. Bank It (Capcom) 5.70
15. Shuttle Launch (Lazer-Tron) 5.50
16. Cracky Crab (Namco) 5.44
17. Mr. Six Gun (Vari-Tech) 5.25
18. Sheriff Shoota (Coasta) 5.20
19. Bozo Prize (Exit)
5.13
20. Bowler Roller (Bob's Space) 5.00
21. Can Alley (Bob's Space) $\quad 5.00$
22. Dump The Ump (Doyle)
23. Robo-Bop (Coastal)
5.00


| GAME | VIDEO DEDICATED |  |  | POINT <br> VALUE | LONGEVITY POINTS |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | POINT <br> VALUE | LONGEVITY POINTS | GAME |  |  |
| 1. Mortal Kombat (Midway) | 9.39 | 237 | 9. Steel Talons (Atari) | 7.47 | 815 |
| 2. Lethal Enforcers (Konami) | 8.88 | 151 | 10. Hard Drivin' (Atari) | 7.27 | 2,140 |
| 3. Virtua Racing (Sega) | 8.29 | 104 | 11. Mad Dog McCree 25 " | 7.20 | 106 |
| 4. Terminator 2 (Midway) | 7.76 | 838 | (Am. Laser Games) |  |  |
| 5. Race Drivin' (Atari) | 7.70 | 1,404 | 12. Final Lap 3 (Namco) | 7.13 | 37 |
| 6. Race Drivin' Panorama | 7.70 | 843 | 13. X-Men (Konami) | 7.05 | 500 |
| (Atari) |  |  | 14. Moto Frenzy (Atari) | 7.00 | 113 |
| 7. Final Lap 2 (Namco) | 7.58 | 1,120 | 15. Final Lap (Atari) | 6.75 | 1,680 |
| 8. Mad Dog McCree $35^{\prime \prime} / 50^{\prime \prime}$ (Betson) | 7.53 | 794 |  |  |  |

## PINBALLS

|  | POINT | LONGEVITY |  | POINT LONGEVITY |  |  |
| :--- | :---: | :---: | :--- | :---: | ---: | ---: |
|  | GALUE | POINTS |  | GAME | VALUE | POINTS |
| 1. The Addams Family (Bally) | 8.97 | 639 | 8. Cue Ball Wizard (Premier) | 6.96 | 53 |  |
| 2. Fish Tales (Williams) | 8.08 | 171 | 9. Hook (Data East) | 6.77 | 354 |  |
| 3. Terminator 2 (Williams) | 8.07 | 1,004 | 10. Whirlwind (Williams) | 6.56 | 1,211 |  |
| 4. Fun House (Williams) | 7.29 | 1,189 | 11. Elvira (Midway) | 6.55 | 1,351 |  |
| 5. Lethal Weapon 3 | 7.21 | 255 | 12. Hurricane (Williams) | 6.40 | 482 |  |
| (Data East) |  |  | 13. Party Zone (Bally) | 6.30 | 403 |  |
| 6. The Getaway (Williams) | 7.13 | 441 | 14. Earthshaker (Williams) | 6.10 | 1,524 |  |
| 7. The Machine (Williams) | 7.06 | 891 | 15. Dr. Who (Bally) | 6.06 | 14 |  |

* New or reappearing games.


## [ROM THE EDITOR <br> Take a walk into the future

T
here's a story in this issue about the International Association of Amusement Parks and Attractions (IAAPA) show that was recently held in Dallas.
Features editor Chris Caire originally was scheduled to cover this show as he has done the past several years. However, he had been playing vacation date roulette, trying to coordinate the schedules of four guys for a trip to France. The game finally ended with the vacation planned for the same dates as the IAAPA.
I decided to go to the show myself; I hadn't been to one in quite a few years. What a surprise it was! I remember my last IAAPA. There were very few companies I recognized and even fewer familiar faces walking the floor.
I think what struck me right away at this show was how much cross-over there is now between the coin-operated amusement business and the amusement park and attractions industry. The most profound statement came from Ron Gold of Cleveland Coin when he said, "This show proves to the coin-op industry that we are only a small part of a much larger industry." At the AMOA show held in Nashville, many were discussing a change in direction of the coin -op
industry -a change toward "pocket parks." These giant complexes house amusements of all kinds, from go-karts and batting cages to video games and redemption centers
And what wonders these complexes hold for an entertainmenthungry audience. All of them feature the latest in video games, pinball, and redemption, but go even further with simulators, intractive games, exciting rides, and food. While the coin-op industry struggles with its own unique problems, there's a whole world of fun out there passing many by.
Street operators who have focused on their pool tables, darts, and jukeboxes are reporting favorable revenues. They know that success only comes with lots of hard work. Other operators are diversifying into other ventures. For example, take a look at the story on Pride Enterprises. Larrianne Simon knew that she could not sit back and twiddle her thumbs while Atlanta burned around her. She took a hard look at the hand dealt her and bet on her future with home entertainment.
Many operators are seeking alternatives to isolated video game routes. I said in an editorial a long time ago that we must view
video games as simply one spoke in the industry wheel, which takes a lot of spokes for strength. There's no doubt that operators are studying that wheel right now, wondering how to keep it rolling.

I really believe that everyone in the coin-op industry should take a day or two to attend the IAAPA show next year. I know it's kind of close to AMOA dates, but it will be a worthwhile experience. I took my son along and I'd like to thank him for letting me view things through 13 -year-old eyes. He stopped at games and attractions that I'm sure wouldn't have caught my eye otherwise. He knew what he liked and what he didn't like. If someone said a game was the "latest and greatest" it only took a look in his eyes to know it would soon be history.

Hey, maybe I could rent out kids at the trade shows to help adults view things the way they are in the real world of games and fun! $\square$


Valerie Cognevich Editor


## ...with COUCAR W.ll Mount Darts:

- Installs anywhere you need a profit center - above plonters, shelves, fables on any stable wall surface
- Assures player preference because of the same quality components used in free-standing Valley COUGAR DART Games


Valley Recreation Products Inc., 333 Morton Street, P.O. Box 656, Bay City, M1 48707/(517) 892-4536/1-800-248-2837

## Long live the queen

I have written and said many times that there is a multitude of super great "gals" in the coin machine industry. Just to name a few, there's Jeanne Ballouz, Mary Fujihara, Natalie Kulig, Kristin Montgomery, Elaine Shirley, Lenore Sayers, Leslie Ross, Anne Denton, Norico Heller, Shelly Sax, and many others.

Now the American Amusement Machine Charitable Foundation, in its infinite wisdom, has seen fit to honor the greatest gal of all: Leah Bettelman, the queen of Beverly Hills and West Pico Blvd. Although her accomplishments are vast, if she did nothing else in this world, she should be honored for being the mother of the indomitable Ira and the smiling, friendly Sandy.

When I say queen of West Pico Blvd., I mean just that. If you will recall in the old ads for the Palace Hotel in New York, they stated it
was the only palace where the queen was on guard. But Leah is not that kind of queen. At C.A. Robinson, she presides over a benevolent monarchy if there ever was one. When Leah's late husband, the lovable Al Bettelman, was head man at C.A. Robinson, believe me the queen was on guard.
When I say queen of Beverly Hills, I mean that, too. Long before Al and Leah bought their beautiful home in Beverly Hills, it was my cousin's home. He was the sales director at Paramount Pictures throughout the world. When I visited my cousin Charlie's home, I thought it was the most gorgeous home I'd ever been in. However, Leah took "magnificent" a step further when she had the entire interior rebuilt and redecorated to suit her fancy. So while the queen is in a beautiful parlor, her throne room is still located on West Pico Blvd.
One thing is for sure: when Leah

Bettelman is honored at the next ACME show, she will be a worthy representative of all the super gals who have given to our business nothing but beauty, charm, friendship, understanding, efficiency, and, above all, polite, kind words and sympathy. These are admirable qualities we see too seldom from the male contingent throughout the industry.

The female of the species is not only more deadly than the male, but sweeter, nicer, and prettier. Congratulations Leah!
P.S. I could never forget to mention the ladies who man the barricades at Play Meter, CashBox, and RePlay: Val, Bonnie, Carol Lea, Renee, Key, Debbie, Camille, and a special salute to the two lady publishers, Carol Lally of Play Meter and Tippy Adlum of RePlay.

Louis Boasberg
New Orleans Novelty,
New Orleans, LA

## F.A.B. ELECTRONICS, inc. FAB-U-BALL <br> Sizes <br> 6' Mini- 1 Piece Cabinet <br> 10' Medium- 2 piece Cabinet <br> $13^{\prime}$ Standard- 2 Piece Cabinet

SOLID STATE ELECTRONICS
PARTS = PARTS = PARTS = PARTS = PARTS
We can also supply you with the following parts made to fit:

SkeeBall, Norton, Super-Ball, etc.

- Green Play Surface
- Netting
- Target Boards
- S. S. Fronts
- Metal Channel Covers
- 1 pc. Rubber Carpet Clamp
-Switches, bulbs, etc.
Call or Fax Today!
F.A.B. ELECTRONICS

1 Vanderbilt Avenue, Pleasantville, N.Y. 10570
Phone: (914) 769-5104 Fax: (914) 769-0405


All Grades and Colors
Mali
ORDER DEPT:
TOLL FREE-800-223-6468
NEW YORK - 212-475-4960 FAX-212-533-8169

The Henry W.T. Mali \& Co., Inc. 257 Park Ave, South • New York, N.Y. 10010


## Fay represents AAMA, JAMMA at Customs meeting overseas

Bob Fay, executive vice president of the American Amusement Machine Association (AAMA), traveled to Brussels, Belgium, in mid-November to represent the U.S. association and the Japan Amusement Machinery Manufacturers Association (JAMMA) at a conference of the Customs Cooperation Council (CCC). The purpose: to set up an in-
ternational enforcement program with Customs agencies throughout the world.
As a result of the meetings, the following recommendations were made to the CCC enforcement committee:

1. Establish an international data base that both the private sector and Customs agencies can use in dealing with counterfeiting activities.
(For example, Hong Kong would be able to report directly to the CCC and other Customs agencies.)
2. Establish a formal training program in which the private sector, in cooperation with the CCC, would train Customs agencies at the borders to detect counterfeit products.
3. Prepare a questionnaire to send to private industry identifying which

## AMOA, AAMA continue support of Olympics



From left: Olympian Roger Mar of the '92 U.S. Shooting Team; Harvey Schiller, executive director of the USOC; Craig Johnson, president of AMOA; Bob Fay, executive vice president of AAMA; John Krimsky Jr., deputy secretary general of the USOC; and Chryss Watts, ' 88 and ' 92 U.S. Handball Team.

The United States Olympic Committee (USOC) recently received a check on behalf of the coin-op amusement industry. Funds were generated by the sale of stickers that read, "Proudly

Supporting America's Best," and featured the logos of AMOA, AAMA, and USOC '92.

AMOA and AAMA have long supported America's young athletes by operating free play
game rooms at the processing centers before the 1988 and 1992 Summer Olympics and during special events, such as the 1990 Goodwill Games and the U.S. Olympic Festivals of 1989 and 1990.
AMOA's Craig Johnson said, "AMOA is proud to be able to support the U.S. Olympic Committee and their efforts on behalf of the fine athletes of the United States."
AAMA's Bob Fay added, "The coin-op amusement industry and AAMA are happy to be able to give some rest and relaxation, as well as funding, while the young people prepare for competition."

Fay extended thanks to Rick Kirby of New England Coin-op and Rich Babich of The Colorado Game Exchange for coordinating AAMA member efforts to establish game rooms in Lake Placid, N.Y., and Colorado Springs, Colo.
countries are actively involved in counterfeiting.
Fay made two significant suggestions: a) that Customs agencies receive a questionnaire as to their willingness to receive training and the type of training now available, if any, and b) that forms be developed for submitting information to the data base. (The group approved forms that Fay developed at the meeting.)
Fay was the only former law enforcement officer at the meeting. The CCC, which is composed entirely of Customs officials, is committed to making intellectual property enforcement an important agenda item.

## Award winner



The IAAPA Exhibit Award for "Best Arcade Piece," presented at IAAPA's annual fall trade show, went to Coastal Amusement Distributors for Bankroll, the company's progressive jackpot skill redemption game. Congratulations!


# WIN THE GREAT AMERICAN JUKEBOX SEARCH AND GET A NEW 1993 LASERSTAR AMERICA 

(2) One great classic deserves another. So - operators, check your locations. Because we're looking for the oldest AMI jukebox in America that's still on location, making music and earning money for its operator. If that jukebox is yours, you can exchange it with Rowe/AMI for a beautiful, new 1993 LaserStar America ${ }^{\circ}$ CD-100C Jukebox.

The AMI jukebox that wins the Great American Jukebox Search will be put on display in the Rowe/AMI Jukebox Museum at our plant in Grand Rapids, Michigan. It will serve as another example of our dedication to making the most reliable, most profitable, most beautiful jukeboxes in the world.

Since 1927, Rowe/AMI has been building its reputation for excellent jukeboxes. So that now, for operators looking for longterm value and dependability, the search is over. The 1993 LaserStar America* is the product of 65 years of engineering experience and devotion to jukebox operators needs, now and for the future.
Enter the Great American Jukebox Search today and a new LaserStar America* can be yours. All we need is a photograph of your oldest AMI jukebox and a brief description of its location. Contact your Rowe/AMI distributor for details and entry form today.

Offer open only to music operators sponsored by their local Rowe/AMI distributor. All photographs and information become the property of Rowe/AMI. Winning jukebox must be on-site and fully operational. Rowe/ AMI will require an on-site inspection of the winning jukebox. In the event of a tie, the winner will be determined by Rowe/AMI in its sole discretion.

Contest ends February 15, 1993. No later entries will be accepted. Mail your entry to:

Joel Friedman, Sr. Vice President Rowe International, Inc.

75 Troy Hills Road
Whippany, NJ 07981


## NEWS <br> N <br> 

$+$

## Strictly CDs grows

In case you haven't heard, Atlas Distributing's Chicago office building is now housing the second location of Strictly CDs. The company provides jukebox operators with CDs (even in Spanish), title strips, and a weekly new release list. There is no minimum or-
der and no shipping costs. Strictly CDs also carries music videos and 45 s .
For more information, contact Strictly CDs, 4500 W. Dickins, Chicago, IL 60639; (312) 292-4496; or 2704 Lancaster Drive, Joliet, IL 60433; (815) 722-5011.

## New karaoke systems from Pioneer

Pioneer Laser Entertainment has introduced a new line of portable matched components for its Laser Karaoke video sing-along systems. All of the specially designed "Turn-Key System" pack-ages-the TKS-303, TKS101, TKS-72, and TKS-50-offer a wide variety of features and price points. Each comes with a commercial Laser Karaoke player or autochanger, crosstown equipment case for easy portability, stereo mixing amplifier, microphone, POP package, and software.
"With all four systems, the location owner or operator is purchasing a cost-effective package of exceptional value," said Bud Barnes, Pioneer's director of marketing. "As the only karaoke manufacturer offering a TurnKey System, we anticipate that our package will set yet another standard in the industry."
For more information on the different systems, contact Pioneer Laser Entertainment, 2265 E . 220th St., Long Beach, CA 90810; (310) 816-5111; FAX (310) 816-5990.


Pioneer's mobile Laser Karaoke

## Boomtown Hotel chooses Showscan's simulation

Showscan Corp. has been selected to provide a simulation theater for the fast-growing Boomtown Hotel \& Casino, located seven miles west of Reno, Nev. According to Jack Ottaway, Showscan's chief operating officer and executive vice president, the 40 -seat theater is scheduled to open at the Old West-themed Boomtown in June.
Several Showscan simulation films will be featured, including the new "Devil's Mine Ride," a fast-paced fantasy adventure through an abandoned mine shaft.
"We surveyed an extremely broad range of at-
tractions for the expansion of our family entertainment center, which will include an 18 -hole golf course, a ride and video arcade, and a 150 seat restaurant," said Boomtown chief executive officer Tim Parrott. "We want attractions that appeal to families, children, teens, and singles, and we felt that the combination of the Showscan image and the Omni Gemini Six motion platform was the clincher. It makes experiences like the Devil's Mine Ride immediate, believable, and thoroughly exciting."

## NECO receives award



Bill Murphy, Coinco's assistant vice president of marketing, presents the company's "Distributor of the Year"' award to Dennis Suprenant of New England Coin-Op. Also pictured, (l-r): Coinco's Kevin Cole and NECO's Rick Kirby and Phil Boley.

## JCM opens new facilities

JCM's North American Bill Acceptor Division has opened a new factory and service center in Norristown, Pa., just west of Philadelphia. From this location JCM will be able to take care of myriad bill acceptor needs-sales, available inventory of bill
acceptors and spare parts, and factory-direct technical service.

The address is 705 Gen eral Washington Ave., Suite 600, Norristown, PA 19403. The phone and FAX numbers are (215) 631-9191 and (215) 631-5716, respectively.

## Strata gets more space

## Coin-op makes splash at waterpark show

"Water, water everywhere, but not a drop to drink!" That could've been the slogan for the 12th annual World Waterpark Symposium and Trade Show, held last fall in Palm Springs, Calif. Several companies from the coin-op industry had booths at the show, including Clever Devices and Globe Ticket and Label Co.

Over 200 booths having any product or service to do with waterparks were represented. Products at the show ranged from Audio Repeater modules for electronically announced safety messages
to specialty foods that were tasty and unique. The latter included hamburgers that could be cooked in 19 seconds, french fries cooked with hot air and no fat, and ice cream frozen at very low temperatures into small balls and served with a dry scoop.
A full seminar and workshop program was offered for waterpark management and staff. Included were a certified course for pool operators and a financial workshop for waterparks. ("Ticket Vic" Fortenbach filed this report.)


Ed Fritz "pours" some Dippin' Dots Ice Cream while Curt Jones, president of Dippin' Dots, explains the concept to a waterpark owner.


Clever Devices' Bill Long showed his digital audio devices and ticket dispensers at the show.

Strata Group, manufacturers of the new Time Killers video game, has relocated to larger facilities at 4010 Winnetka Ave., Rolling Meadows, IL 60008. The phone numbers are (708) 8707006 and (800) 262-0323; the FAX is (708) 870-7006.
"I'm happy to announce that the continued growth of our game kit manufacturing business has necessitated a move
to new office space with a much larger warehouse and shipping area, along with expanded facilities for technical development and support," said Strata president Richard Ditton. "Everyone at Strata is excited about this positive step, and we look forward to producing even more product and providing even better customer service."

## Upcoming foosball dates

Here are some of the major stops for Tornado Table Soccer's 1993 tour:

- Feb. 12-14: Tour Kickoff Classic, Radisson Hotel, Oklahoma City, Okla.
- April 9-11: U.S. Open, Long Beach Hilton, Long Beach, Calif.
- May 28-31: Masters Open, Atlanta Airport Hilton, Atlanta, Ga.

Championships, New Orleans Airport Hilton, New Orleans, La.

- Sept. 1-6 World Championships, Dallas/ Fort Worth Airport Hilton, Dallas/Fort Worth, Texas.
For more information, contact Dave Courington or Steve Murray at (817) 572-3708.
- July 2-5: National


## Do I hear one thousand?

Advanced Auctions, a two-year-old company based in Los Angeles, is gearing its game auctions to capture both operators and end-users, who buy the games for their private collections or businesses. "Instead of separating the two different markets, we combine them into a one-day event," said Advanced Auctions' Tim Ringgenberg. "Both are able to purchase the specific equipment they need. In turn, operators will bring their old games to sell and buy newer, late-model equipment."
The company has implemented some buyer-
friendly policies, including a unique compensation program for large buyers: their airfare and hotel expenses are paid for by Advanced Auctions. This has drawn customers from such foreign countries as Mexico, Italy, Germany, and Italy. Buyers are also offered low-cost delivery and storage. "This enables buyers to keep buying even if they aren't able to pick everything up that same day," Ring. genberg said. "We will take care of it for them."
Check Play Meter's classified ad section for Advanced Auctions' sale dates and sites in 1993.

## NEWS



AAMA president Bill Rickett of Dynamo cut the official ribbon to signal the grand open ing. Jacob Shemaria applauds.


Bill Rickett (r) with Jim Roberts of James Industries and Jim's better half, Lynn.

# Grand opening south of the border 

Mexel Electronics of Guadalajara, Mexico, recently held an open house to celebrate the grand opening of its new office in Mexico City. Mexel president Jacob Shemaria said it was a tremendous success.
"We had the pleasure of having many factory representatives share the occasion with us. AAMA president Bill Rickett helped at the ribbon-cutting ceremony. I hope you can make it for the grand opening of our new plant in Guadalajara at the end of next year," he said.
Other guests included


From left: Smart Industries' Larry Berke, Jacob Shemaria, and Lazer-Tron's Ron Carrara.

Ken Anderson of Sega, Jim Roberts of James Industries, Stuart Heller of Kiddie Rides USA, Mitsuo Kimura of McO'. River, Lenore Sayers of Williams, Frank Cosentino of Namco, Kristin Montgomery of Data East, Mike Taylor of Atari, Mark Kane of VariTech, Lauran Bromley of Bromley, Ron Carrara of Lazer-Tron, Joe Sladek of Skee-Ball, Emilio Cabrera of Taito, and Jolly Backer of Capcom. In addition there were over 150 customers and friends to help Mexel celebrate.

## Used Rock-Ola parts available

Vendors Exchange of Cleveland, Ohio, has purchased an extensive list of original Rock-Ola jukebox and soda machine parts. These parts are now in stock and readily available.

Vendors Exchange is a large supplier of used vending machines, in both as-is condition and remanufactured. Eleven years ago, the company organized a comprehensive vending replacement parts department to provide parts to the vending industry.

For information call Vendors Exchange tollfree, (800) 321-2311, and ask for the parts department.

Welcome aboard


If you've seen this face at recent coin-op shows and wondered who it is, his name is Steve Ward, the new sales manager at Frank Ballouz's Fabtek. Welcome to the industry, Steve!

## Jerry Gordon honored at AMOA

Rowe's Jerry Gordon, a true veteran of the coinop industry, was honored at the AMOA show in Nashville this past October. Gordon was given the AMOA Merit Award for his excellence in building a widely admired dist-
ribution network over the years as well as his industry knowledge and willingness to share that knowledge with others.
Gordon started in the industry with a manufacturer, spent another 20 years in distribution with

Betson, and joined Rowe 10 years ago.
The prestigious Merit Award, given in "recognition of outstanding contributions to the coinoperated amusement, music, and vending industry through inspiring
leadership and meritorious service," has been given only five other times. The previous recipients were David Rockola, Ed Adlum, Earl Gill, the late Sen. Ed Zorinsky, and Dr. Gerry Sequin.


## polaroid



## Polaroid. <br> InSTANT <br> MEMORTES"

PHOTO BOOTH from cipeon

The BEST PRODUH

## fr

lony-term carnints notentif SIIFE the JUKE BOK

800-838-0190

## IE <br> EWS <br> 

# NSM announces new finance program 

NSM-America has announced a special financing program to run through the end of January. The program allows qualified operators to finance the purchase of any number of new NSM jukeboxes and pay no interest on a 12-month plan, under four percent on an 18 -month plan, and under six percent on a 24 -month plan. Firestone Financing has joined forces with NSM on this program.
"Low-cost financing programs are not new to the jukebox industry, but it is the first time for NSM," said vice president John Margold. When asked why now, he
replied, "NSM simply has not had enough product to satisfy the marketplace for the past three yearsduring its rapid growth. Our German parent company and the recently established U.S. production facility in Illinois are just now getting to a production point where they can turn out the volume NSM-America needs to meet demand. We didn't want to start this program and find ourselves back-ordered again the way we were a year ago."
To find out more about this financing program, call NSM for the name of the distributor nearest you at (312) 992-2280.

## LaserTron sells system to Edison Bros.

LaserTron of Buffalo, N.Y., announced the sale of two complete game systems to Edison Bros Mall Entertainment. Edison Bros. is adding LaserTron to its new family entertainment complex called Exhilerama in Echelon Mall in Voorhees, N.J., and to its existing facility in St. Louis, Mo.
Each facility will feature a 36 -player game system, two base stations, and a computer software system for individual player and team scoring. Game playing time will
average $10-15$ minutes and price per game per player will be $\$ 4$ or $\$ 5$. Each facility will provide special rates for groups and birthday parties.
LaserTron opened its pilot location in Buffalo in 1988 and has continued to research, develop, and test its equipment package. In July 1992, LaserTron entered the marketplace to sell interactive game systems to existing and new indoor and outdoor family entertainment complexes.

## Arachnid's BullShooter regional is hot

The BullShooter Tour made its second stop in Vancouver, Wash., in October. The BullShooter qualifier, co-sponsored by General Coin, drew 562 players from Washington, Oregon, California, and Idaho.

Gerald Verrier of Salem, Ore., took first place in the prestigious Pro Singles event, while Ed Munns of Seattle and Jim Gennai of Yelm, Wash., took second and third place, respectively. Gennai also took first place in Men's Doubles with his
partner Rich Sutton of Federal Way, Wash.
Other winners included Tammy Coates of Portland (Women's Singles), Gerald Verrier and his wife Lori (Mixed Doubles Cricket), and Sean Downs (Men's Singles).

The first, second, and third place winners received qualifying certificates to the BullShooter International Championship over Memorial Day weekend in Chicago. For more information, call Arachnid at (800) 435-8319.


Men's Singles winner Sean Downs with General Coin's Keith Fleming.


Women's Single winner Tammy Coates with Arachnid A-Team member Anne Bressler.


Men's Double's winners Jim Gennai and Rich Sutton with Arachnid's A-Team member Steve Johnson.

## AMOA teams up for "Elvis Lives" promotion

The Amusement and Music Operators Association (AMOA) has teamed up with The Nashville Network (TNN) and RCA Records to salute Elvis Presley, the king of rock n' roll, during a promotion in January.
The promotion will run from Jan. 4-29 and will feature a TNN on-air contest, promotional materials at 15,000 jukebox locations, and a heavy promotion of several Elvis singles and RCA's new CD box set of Elvis recordings.
According to AMOA, its members own/operate half of the nation's 250,000 jukeboxes. TNN, headquartered in Nashville, has 57 million subscribers.

During the promotion, TNN viewers will have a chance to win a grand
prize of an Antique Ap paratus CD nostalgia jukebox filled with Presley hits and an assortment of other Presley collectibles. Promotional materials and placement of Presley CDs and records will be displayed in locations.
The promotion will also feature a specially formatted Presley CD and newly remastered 45 singles.
Jukebox operators can purchase the records or CDs at a one-stop, which will provide the display materials at no charge.
Sam Atchley, AMOA's label liaison, and Sterling Title Strip Co. are coordinating the "Elvis Lives on TNN and Jukeboxes Everywhere" promotion. For more information, call (312) 245-1021.

## Thorton receives award



Dennis Thorton was awarded Veryfine's Salesperson of the Year award for vending/food service sales for the second consecutive year. Dennis is flanked by Veryfine president Samuel Rowse (I) and chairman James Rowse.

Bally wins four Squeegee Awards


Bally Gaming won several top honors for its screen printing excellence at the recent Screen Printing Association's Golden Squeegee Awards presentation in Indianapolis. Bally swept the "Backlit Signs" category and won an additional award in the "Reflected Flat Glass" category. Competition included 1,700 samples of the finest commercial screen printing work worldwide. Bally's Chris Renda (r) and Larry Maier with the awards.

## A voyage into virtual reality

On Dec. 2, S.M.P. Creations offered its first showing of Voyager, the latest form of virtual reality. Held in Langhorne, Pa., company officiàls said the response to the game has been phenomenal.
Voyager uses the latest state-of-the-art virtual reality technology. Its gyroscopic architecture allows full movement in any direction, while transporting the player into an intergalactic 3-D battle.
After strapping on the helmet and stepping into
the gyroscope, the player uses a joystick to control a path through a sea of exploding asteroids and enemy laser beams.
First introduced in Stephen King's The Lawnmower Man, virtual reality is becoming recognized as the wave of the future in entertainment.
"Interest in virtual reality technology is exploding right now," said Michele Weinstein of S.M.P. Creations. "We think we have one of the best on the market."

Karaoke fundraiser


Pioneer Laser Entertainment recently joined forces with the American Red Cross in Maryland for a Karaoke fundraiser, "The Ocean City Community Sings for Hurricane Relief." Proceeds from the event, and others planned, will be donated to the American Red Cross to benefit Hurricane Andrew victims. From left: Ken Bates and Lloyd Wiley of the American Red Cross, Tim Healy and Neil Altneu of Pioneer, and Kevin Zaccheo and Lisa Graziso of Parrott Productions.

## An Antique Apparatus update

Antique Apparatus, which recently purchased the assets of Rock-Ola, announced that all of the product line, fixtures, and components have been removed from Rock-Ola's Addison, Ill., plant. It has been moved to the Antique Apparatus facility in Torrance, Calif.
The company is currently setting up the production equipment and working overtime to complete the process in order to begin production of its line of jukeboxes.
The company anticipates delivery of the new Model 5000 CD jukebox soon. In addition, there is now a new office in Frank-
lin Park, Ill., to handle technical assistance, sales, and service. The office will stock the new jukebox to expedite distributor sales needs.
The address for the Illinois office is 10915 Franklin Ave., Unit E, Franklin Park, IL 60131; phone (708) 451-0175 and FAX (708) 451-0189. Contact Frank Schulz for sales, Dave Massa for warranty and service, or Ramona Boksa for parts orders.
The Antique Appara-tus/Rock-Ola address is 2335 208th St., Torrance, CA 90501; phone (310) 328-1306 and FAX (310) 328-3736.

## Great food, fun, and games

On Nov. 5, 50th State Coin-Op in Hawaii held a festive open house to display and demonstrate the latest products. Operators and factory
representatives were treated to an evening of information, hands-on demonstrations, door prizes, and great food.


Capcom's Mark Trotter shows off the Capcom Instant Memories photo booth.


Linda Fernandez, president of Fun Factory, with Strata's John Cassidy and Capcom's Jim Vanderhoof.


Linda Fernandez with part of the 50 th State Coin-Op crew.



The big winner of four first-place prizes Teresa Nevills here with Irene Espinoza and Dino Shade of the A-Team.


BullShooter magazine's Jeanne Penney with Pro Single winner Bo Donahew.


Tournament director Dave Schultz with winners Art Bouldin and Wade McDonald.


Men's Singles winner Luis Martinez with Dino Shade of the A-Team.

## BullShooter makes stop in Houston

The BullShooter tour made a stop in sunny Houston over Halloween weekend. Over 450 competitors came to the event, co-sponsored by H.A. Franz of Houston.

Teresa Nevills of Pasadena, Texas, took home four first place trophies for Women's Singles,

Women's Doubles (with partner Irene Espinoza of South Houston), Mixed Triples (with partners Wade McDonald of Houston and Art Bouldin of Laford), and Mixed Doubles (with partner Art Bouldin).
Art Bouldin and Wade McDonald took their
third first place trophy in Open Doubles Cricket and came in third in Men's Doubles. Bouldin also took fourth in the Pro Singles event and third in the fun High Noon Shoot. First place in the High Noon Shoot was won by Ginner Riley from San Antonio.

Bo Donahew of Azle took home first place in the Pro Singles event and Luis Martinez of Corpus Christi won the Men's Singles event.

Winners received qualifying certificates for the BullShooter Finals, to be held Memorial Day weekend.

Arachnid named "All American"



Arachnid, one of a dozen video gaming manufacturers exhibiting at the West Virginia Music and Operators convention, was pleased by the results of an operator survey. The association asked attending operators to complete a questionnaire asking which games at the show they preferred. Arachnid was very happy with the results: its Lucky Touch came out the winner.

## JAMMA and AAMA set up protection body

The American Amusement Machine Association (AAMA) and the Japan Amusement Machinery Manufacturers Association (JAMMA) have agreed to seriously consider a new alliance to thwart game copiers.
The Video Games International Property Alliance (VGIPA) was proposed by AAMA. At a meeting of JAMMA officers held in Tokyo in October, they agreed to study the proposal. JAMMA and AAMA would be jointly setting up VGIPA to protect the intellectual property rights of JAMMA and AAMA members worldwide.
According to the proposal, the alliance will gath-
er evidence of infringements, consult with government officials, and bring criminal and civil action against infringers. Regional directors will be assigned to Asia, Europe, and Latin America. Capcom and Sega already have agreed to contribute a million yen toward the total operating budget of 150 million yen (more than a million dollars). The rest will be voluntarily donated by the remaining video game manufacturers. Hayao Nakayama, the new president of JAMMA, asked manufacturers who are concerned about the effectiveness of the organization to "operate VGIPA for two years."

# Players in a frenzy over new I.C.E. piece 

Innovative Concepts in Entertainment (I.C.E.) introduced a new game at the International Association of Amusement Parks and Attractions (IAAPA) show recently held in Dallas.
Full Court Frenzy is to basketball what its previous Putting Challenge was to golf. Putting Challenge received awards from AMOA and was named "Best Novelty Game of the Year" by Play Meter magazine from a survey of operators.
Full Court Frenzy, a one- or two-player game, challenges players to test their shooting skills from every angle on the court. There's a multi-positional basket and backboard, utilizing rotational and linear movement. There's a wide variety of shots
possible in the game's three-foot width.
All who played agreed that the game, which uses a seven-inch ball, gave them the feeling of "really being there." I.C.E. president Ralph Coppola said, "This game is totally different than any other basketball game currently on the market."
The game is full of extra features sure to please basketball fans, including realistic basketball court sounds of dribbling, sneaker squeaks, rock n' roll music (when the game is not being played), and an announcer. In addition, a bill validator and ticket dispenser are attractive options available.
For more information, call (716) 833-0481 or FAX (716) 833-1342.

## Redd contributes to UNLV Sports Medicine Center

The athletic department of the University of Nevada at Las Vegas is another step closer to realizing its dream of a Sports Medicine Center in the proposed UNLV Athletic Complex, thanks to the generosity of Si and Marilyn Redd. Redd founded the Nevadabased International Game Technology (IGT).
Redd's contribution was 36,700 shares of IGT stock, valued at $\$ 1.7$ million. Nearly $\$ 1.5$ million will be used for construction of the Si and Marilyn Redd Sports Medicine Center. The balance of
the stock will be used to remodel the Si Redd Room in the Thomas \& Mack Center on campus.

Jim Weaver, athletic director for UNLV, said: "We're trying to tackle issues of the '90s and the 21st century head on." He added that the new center will "help us address those needs and give our student athletes the best possible service."

The proposed center would include an infirmary, doctors offices, examination rooms, drug testing facilities, and an athletic training library.

# Valley improves product and service 

Valley Recreation Products has taken two steps toward improving both products and service. In the interest of even better service support, Valley has increased its toll-free access for distributors and operators.
"We're committed to providing our valued customers the best sales and technical support in the industry," stated Alan Schafer, vice president of sales. "Our expanded 800 service provides the direct telecommunication link to enhance our efforts," he added.
The following lines are
effective immediately: Bay City, Mich., for pool tables, electronic darts, service parts, and the Valley League Management System: (800) 2482837; in Shakopee, Minn., for cues: (800) 682-0724.
To reach Valley's Bob Corrigan, Frank Corsanos, and Craig Schroeder, call Sycamore, Ill., (800) 331-5420.

In other Valley news, the company has introduced a design change in the Cougar ZD5 pool table. The change improves the replacement of the "pocket liner" in the die-cast corners.

Previously, an operator had to remove the two twist nails used to secure the liner in the corner. Now there's a special, self-tapping screw to hold the pocket liner in the corner.

The self-tapping screw has special threads to tap the metal during installation and yet allow for simple and easy removal and reapplication when the liner has to be replaced. The Allen-head screws discourage casual removal but allow the task to be completed easily by the operator.
A washer is used in con-
junction with the screw to provide a better grip on the pocket liner rubber. The decorative washer digs into the rubber and greatly increases the strength of the assembly.
The screw is designed so that even should it become cross-threaded when reassembled, it will cut new threads and still provide a strong assembly. These screws will not work on tables now out in the field, but operators will be able to purchase the new corners for their older tables.

## Billiards alliance joins amateurs and pros

An historic event occurred on Dec. 3 at the Westin Hotel in Chicago. Officials from three billiards associations agreed to form an alliance that will effectively unify the sport and change its future.
The associations include the American Poolplayers Association (APA), the governing body of amateur pool; the Men's Professional Billiards Association (MPBA), the professional players association; and the Professional Billiards Tour Association (PBTA), the governing body of professional pool.
The unification will result in the standardiza-
tion of rules and equipment and joint promotion of amateur and professional events, and establish a universal rating system and other statistical information that will be kept on both amateurs and professionals.
According to Terry Bell of the APA, "For years, amateurs have been craving more information about the pros. They want to get involved, meet the pros, help out at pro events, and learn more about the game. Now they will get that chance."
The APA has over 115,000 members and sanctions the Bud Light Pool League.

## New Atarian



Jackie Sherman, Atari Games' sales/marketing administrator, and her husband Mark of Atari's field service department, welcomed son Andrew into the world on Oct. 7, 1992. Sister Caroline cradles Andrew, who weighed 7 lbs .8 oz.

## EROMLEY INGORPORATED <br> INTRODUCES

## IT ${ }^{〔 P P U L L S *}$ IN THE EARNINGS

## 2 PLAYER GAME

## 100\% SOLID STATE ELECTRONICS

## A PROVEN WINNER

FOR SALES \& INFORMATION
EAST OF THE MISSISSIPPI JOE BUNDRA - BROMLEY SALES 136 FOREST AVENUE LAKE ZURICH, IL 60047 (708) 438-3834 PHONE (708) 438-5254 FAX


WEST OF THE MISSISSIPPI LEPRECHAUN 18338 REDMOND WAY REDMOND, WA 98052 (206) 869-6400 PHONE (206) 869-6401 FAX

## BROMLEY INCORPORATED

 INTRODUCES
# Quarter Mile 


$\downarrow$ THE CASH BOX
$\sqrt{V}$ FLOOR SPACE REQUIRED
COST OF QUARTER MILE

MAY WE SUGGEST<br>AFTER ING THE ABOVE,<br>QUARTER MILE IS THE<br>BEST INVESTMENT IN<br>OUR INDUSTRY

FOR SALES \& INFORMATION

EAST OF THE MISSISSIPPI
JOE BUNDRA - BROMLEY SALES
136 FOREST AVENUE
LAKE ZURICH, IL 60047
(708) 438-3834 PHONE
(708) 438-5254 FAX

WEST OF THE MISSISSIPPI
LEPRECHAUN
18338 REDMOND WAY
REDMOND, WA 98052
(206) 869-6400 PHONE
(206) 869-6401 FAX

# Club formed to boost video game profits 

Looking to firm up sagging video game profits? An organization known as Club V is promising to do just that for all who join.
"It's simple," said CEO Robert Patterson. "We're looking for business partners to participate in raising their video revenue. Club V provides all the support material, from posters and point-of-purchase displays to a membership brochure and official Club V scorecards. We provide all the necessary materials at no cost.

In return, we ask that the management team of the sponsoring location answer any questions and take a positive view toward promoting Club V."
The club, endorsed by a major game supplier in the Southeast, works by offering video game players an opportunity to compete nationally for prizes and recognition. The idea is to motivate players to win, which increases their playing time, enhances operators' profits, and gives the video game industry a shot
in the arm. Players identify the arcade as a Club V -sponsoring location through official Club V promotional materials, which are supplied at no cost.
"Club V has one goal in mind: promote!" said Club V president Matt Tyner. "The thrust of this national membership club is to actively gain support through sponsoring locations, thereby creating a video avenue for members to compete in. The avenue is a proven opportunity for the oper-
ators involved to skyrocket their video revenues."
Membership is open to all players. Anyone under the age of 18 must provide the name of a parent or guardian. The first National Video Shootoutwith a grand prize of $\$ 5,000$ in cash-takes place July 17 in Charlotte, N.C.

For more information on Club V, contact Matt Tyner, 1620 South Blvd., Suite 2A, Charlotte, NC 28203; (704) 377-0675.

## Rowe currency division expands



Thomas LaMore


Wayne Marion


Jeff McCarthy


Ross Springer

Rowe International has enlarged its currency division and named the following to key posts: Thomas LaMore, vice president for currency products; Wayne Marion, western regional sales manager for currency
products; Jeff McCarthy, midwestern regional sales manager for currency products; and Ross Springer, national sales manager for the carwash/laundry industries.
LaMore, who's been with Rowe since 1988,
previously served as vice president of national accounts and OEM sales. Marion's experience includes positions with Coca-Cola, Mars Electronics, and the Rock-Ola Corp. McCarthy comes to Rowe from the Lyncor

Co., a leading coin machine company serving the carwash/laundry markets. Springer has been with Rowe for over 10 years and has held numerous management positions in the currency industry.


Remember the laundry detergent commercial that went something like this: "One scoop does it all!" Some states may be looking seriously at trying this approach when it comes to a video gaming program-get the central computer system and all the games from one source and there won't be any problems. It's not as simple as that.
There is no quick way to implement a statewide program without some headaches at the start. Besides, it doesn't make good sense to be at the mercy of one supplier for a system of this magnitude. This is a new industry that's still evolving. Every jurisdiction with a video gaming system in place is structured differently (most dial-up, some online). There are no industry-wide standards.
A comparison of existing video gaming programs finds one element common to all-multiple vendors. Free enterprise is "the American way." Free enterprise protects us from the dominance of one corporation and the threat of a monopoly.
We never know who will develop the better mousetrap. Take away competition and you take away innovation. Limit the scope of the program with a singlesource supplier and you may also limit the profit potential in the long run.

Fear of problems with a variety
of machine brands are quickly eliminated when the games go to the testing laboratory. This step guarantees that each model from each manufacturer complies with that state's requirements. Non-complying or inferior product will not be licensed.
Manufacturers will be more than happy to do whatever the state requires to get the system up-and-running. They want to sell product, of course. But they are also interested in the forward movement of the industry and the future development of video gaming for the next decade and beyond. A sustained line of equipment means jobs at these companies.
Using multiple suppliers means more product can reach the eager new market. There's nothing harder to deal with than the location that didn't get its equipment when the competition down the street got theirs. Make a few calls to Louisiana if you have any doubts. The La. State Police has done a commendable job enabling over 7,000 machines in six months. Over 13 manufacturers are licensed to sell video poker devices in Louisiana.
It's a fact that once the games are legal and a kick-off date is set, everyone expects machines to come on across the state like the lighting of the Christmas tree in Rockefeller Center-with the flick of a switch. It's not physical-
ly possible, but it's expected nonetheless.
Then there's the player aspect. At first all machines will be occupied, due to the newness of the program. Without variety, and the introduction of new technology as it becomes available, the playing public could well tire of the same games.
Some locations may want a certain style of game, whether it be button or touch-screen. Limiting game choices to those of one manufacturer could dampen enthusiasm at the location level. A major goal of video gaming is generating additional funds for state programs. Game variety and fair play for patrons translates to success and more funds for those programs.

From a business standpoint, is it wise to sink all one's eggs into the proverbial basket of a single supplier? Let supply and demand, product quality, and variety decide the issue. The American public is a discerning consumer. It is also often fickle, always looking for a new challenge. Only variety of product can maintain player interest at a high level in the long run.


Bonnie Theard Managing Editor


## The Hamilton bill validator...

## It's customer friendly

The validator senses bill holding and continues operation...gently pulling bill from customer's grasp. Additional bills are locked out until the previous bill has been processed. Rejected bills are held for the customer rather than being ejected to the floor.
Bill acceptance is greater than * $94 \%$ for $\$ 1, \$ 2, \$ 5$, $\$ 10$ and $\$ 20$ bills, switchable to any single bill or combination. Face-up bills can be fed in either direction or just one, based on your choice of switch setting.

## It's owner friendly too

The latest magnetic and optical technologies are coupled with innovative software to provide higher security AND acceptance than other bill acceptors - without gain or motor speed adjustments.

A heavy-duty drive motor and drum provide a more positive bill transport with less maintenance than belts. Strong reversing action will clear most bill jams. " $S$ " shaped bill path helps restrict stringing attempts.
Troubleshooting is easy and automatic with the built-in diagnostic test mode and display.
Designed for longer field life and reduced maintenance. Easy access speeds cleaning of the bill path, permits quick removal of debris. No plastic cams to strip or break.

* Based on HMC Standard



## It's versatile

The built-in power supply and control board simplify installation. Programmable pulses per dollar, and selective pulse widths and levels interface more applications. Choose from a stackerless version or a 200 bill or 1000 bill stacker.

## Differentiate your product

The patented TOKENOTE ${ }^{\otimes}$ feature accepts high security paper tokens with your advertising printed on the note. Introduce your product or service, or promote sales through distribution of these enticements.
...l's the next best thing to an employee

NEW! HAMLLTON TOKENOTE ${ }^{\circledR}$ PAPER TOKENS

$\$ 1, \$ 5, \$ 10, \$ 20$ bills and Hamilton Tokenote Paper Tokens

# Entertainment Sales opens in Georgia 

Entertainment Sales of Marietta, Ga., the Southeast's newest amusement game distributor, celebrated its grand opening on Oct. 18 and welcomed over 100 local guests to its showroom. The distributorship is a dream come true for owner/operator Tom Dunn of Tom's Amusement.

Dunn has a 13 -year history in the vending business and literally grew up in the industry. His grandfather, Hoke Jones of Jones Vending Co. in Blue Ridge, Ga., operated one of the first successful vending routes in Georgia.
"Being an operator myself," said Dunn, "I'm in a position to know firsthand the needs and problems of maintaining a profitable route. I find the vending business an exciting way of life and I'm glad to be in a position to offer operators many quality products and reliable service."

Entertainment Sales offers all types of new and used games, including videos, jukeboxes, pinballs, and pool tables. The company also carries the game lines of Premier Technology, U.S. Games, Alvin G. \& Co., Maxima Entertainment, Planet Earth, National Sports Games, and Pioneer Laser Entertainment.
Dunn is assisted by a sales division that includes Steve Spina
and Alan Blankenship. Rick Souza handles the parts department and Donna Blackshaw is receptionist/secretary.
Entertainment Sales' showroom


Steve Walton of Premier greets enthusiastic pinball player Dave Fowler by the new Cue Ball Wizard.


Tom Dunn (r) of Entertainment Sales with Russ Finnegan of Maxima.
is located at 3020 Canton Road, Marietta, GA 30066. Dunn and his staff can be reached at (404) 425-0056; FAX (404) 425-0720.


From left: Mike Macke of Star Mfg., Royce Green of Green Games, and H.A. Devlin of PGI.


From left: John Baxter of the Atlanta Skiing Center, Tony Maniscalco of Pioneer, Steve Spina of Entertainment Sales, and Nanci Simon of The Hudspeth Report.

## NOAH <br> 

* MULTI-COIN FEATURES
* ADJUSTABLE AWARD FEATURE
* PLAY TILL YOU WIN OPTION
* FULLY METERED
* ANTI CHEAT TILT MECHANISM
* TICKET DISPENSER
* TICKET EVERY TIME OPTION

Height: 73 1/2"
Width: 26 1/4"
Depth: 30"
Weight: 375 lbs

Amusement Machine Manufacturer \& Distributor

## COASTAL

AMUSEMENT
DISTRIBUTORS, ınc.
601 PROSPECT STREET
LAKEWOOD, NJ 08701 • (908)905-6662 • FAX: (908)905-6815

## COVER STORY

# A full plate for Romstar in 1993 



Company headquarters in San Jose, Calif.
t's fitting to have Romstar Inc. as our featured company for the January issue, a month symbolic of looking ahead to bright tomorrows. The coming year finds Romstar settled into new offices in San Jose, Calif.; poised to handle Capcom product in the burgeoning Mexican market; and eager to
enter the redemption field with its first piece, Gear Grinderz.
First, why the move north from Southern California in latter 1992?
"We recently received an influx of investment from Capcom," explained sales manager Tim Jackson. "They've given us capital to run not only Romstar's domestic


Takahito Yasuki, president.


Tim Jackson, sales manager.
market but also Capcom's Mexican, Central and South American, and Caribbean markets. Capcom wanted us to be closer to their American facility, which is in Santa Clara, and also nearer the hub of the business.
"We thought the move would be best for our long-term objectives, not only with Capcom but for Romstar itself. We've been working very closely with our own R\&D staff-K.M. Disney-which is located in Berkley. They licensed Skeet Shot to us, and the one we've just developed is Gear Grinderz."
Romstar vice president Rene Lopez says the Capcom/Romstar team is looking forward to healthy sales in markets filled with poten-


Hidetaka Amine, vice president of finance.


Mariko Maruyama, controller.


Sandra Beausoleil, sales coordinator.


Rene Lopez, vice president.


Ron Czerny, sales manager for Latin America.
tial. The first target area is Mexico.
"(Romstar president) Mr. Yasuki and Mr. Tsujimoto, the owner of Capcom, came to a decision that we would handle marketing and sales in Mexico, Central and South America, and the Caribbean," Lopez said. "Romstar will be opening an office in Mexico City to be able to handle things better, but everything will be ultimately controlled from our offices in San Jose. Mr. Yasuki and I will take turns going down there at least once a month. We want to make sure that things are taken care of.
"Mexico is a big market; it's even bigger than the United States. But I don't think anyone has taken that market seriously-other than the


From left: Kazuhiko Maruyama, operations manager; Carlos Gomez, warehouse manager; and Darryl Williams, senior technician.


Standing, from left: Daphne Riggs, receptionist/secretary; Yvette Allegre, accounting assistant; and Maribel Mendoza, accounting assistant. Seated, from left: Lan Ho and Rosa Gonzalez, accounting assistants.
copiers! Unfortunately, they control it. I've been to Mexico five times in the last six or seven months, and I think I know that market as well as or better than anyone. The only guy who knows it as well is Emilio Cabrera, who was most recently with Taito. I'm excited; I think we'll sell a tremendous amount of games in Mexico. The problem with the Mexican market is if you don't attack it immediately the copiers will beat you to it. So we've already started down there and will move on to Central America, South America, and the Caribbean."
Though entering a market rife with copiers, Lopez is confident that Capcom/Romstar can make a dent in the contraband business.
"About 75 percent of the money that a game makes is in the first 90 days," he said. "Normally it takes copiers between 60 and 90 days to copy the product. Capcom has guaranteed us that we will be able to deliver the product the first day, not $10,15,30$ days later. Mexico will get Capcom product at the same time as the United States and Europe. This will help us get a jump on the copiers. Three distributors
> "'Mexico is a big market. I don't think anyone has taken that market seriously-other than the copiers!'"

have already been appointed, and we hope to eventually have at least 15 in Mexico.
"Right now the Koreans have 99.5 percent of the Mexican market, and we want to start by taking 30 percent. In Mexico there have been 100,000 Street Fighter II: Championship Edition copies sold. Naturally, too, you have to look at the price differential, which is about four to one, regular price to copied price. So now you're looking at 25,000 pieces if they were to buy it at the full, regular price. All I want is 30 percent of 25,000 ; that's a good starting point."
Another problem, Lopez says, is that too many people are involved in the industry who shouldn't be, reminiscent of the U.S. marketplace in 1980-82.
"In Mexico there are a lot of people in the business; they're able to
get in easily because of the copies," he said. "They go to Taiwan and Korea and buy 100 boards for $\$ 10,000$. Then they come back, sell them, and make more money in a month than they've ever made in a year. Suddenly, they're in the business! Mexico is going through the same growing pains that the U.S. video game market experienced in 1980, ' 81 , and ' 82 . There were a lot of doctors and dentists involved, but they eventually left and gave us a real industry. I think myself, Mr. Yasuki, and others knowledgeable in the coin-op industry can give guidance to the distributors and operators who are in the business to stay."
After getting things established in Mexico, there will be satellite offices opened in South America-in Argentina and/or Brazil. It's uncertain as to whether offices will be opened in Central America, but the Caribbean market will likely be handled from the United States, Lopez says.
New kid on the redemption block As Jackson mentioned earlier, Romstar, in conjunction with K.M. Disney, has come up with the company's first redemption game,

Gear Grinderz. It became ready last month.
"It's a bigfoot, off-road type of game where the vehicles travel vertically up the playfield over different terrain," he said. "Players use a four-way gear shifter and an accelerator, which is on the control panel itself instead of being a pedal accelerator. As they go up they have to shift to a lower gear; you shift to a higher gear after going over the different obstacles. It makes for a good redemption piece; in fact, it'll be a good bar piece for street operators."
Gear Grinderz is unique in that the cabinet is specially designed to accommodate handicapped players.
> ' In designing Gear Grinderz, it was felt that the industry hadn't addressed the problem of how to make our games accessible to the handicapped."

"In designing this game, it was felt that the industry hadn't addressed the problem of how to make our games accessible to the handicapped," Jackson said. "This cabinet was designed with the handicapped in mind. A wheelchairbound person can roll up to the cabinet and position it to comfortably fit in that space. The cabinet and control panel were designed to address their needs. If other manufacturers did likewise, maybe we could get an additional $\$ 250,000$ to $\$ 500,000$ in revenue across the country. It isn't much more costly. All you're doing is modifying the bottom portion of the cabinet so that the wheelchair can slide in underneath the control panel." (3-Koam is doing the cabinet work for Romstar.)
Does Gear Grinderz mark a commitment by Romstar to the
redemption game market, or will the company take a wait-and-see attitude, based on operators' response to the game?
"It's the latter; we're going to feel out the marketplace," Jackson said. "As you know, the marketplace right now is very selective. Operators will only buy a quantity of a piece if it brings up the gross revenue of the entire location, hence a Street Fighter II, Championship Edition and, to a certain extent, Mortal Kombat. Not every piece has the capability to do that, but that doesn't necessarily mean the game is no good.
"Operators have been looking in other areas besides video, namely redemption. We decided to go with the flow of the business, and right now people want redemption. We're still going to explore the waters in video, but only with the right type of piece, because operators are so much more cautious today."

Jackson realizes that some operators might think, "Romstar's just another video manufacturer trying to get into redemption, an area they don't know anything about. I'm going to buy my redemption games from the tried-and-true companies." But he's undaunted.
"The only way to capture the operator is by showing him what your game can do in the cash box, pure and simple," he said. "You have to give him a superior product in terms of earnings and reliability. A lot of redemption games have mechanical breakdowns, and that's something you can't afford as a manufac-turer-especially if you're just entering the redemption marketplace. There's no place for shoddy workmanship. The quality of the workmanship and the quality of the income will spell our acceptance in the marketplace."

On the video side, in early '93 Romstar will be handling titles developed for it by the Japanese companies Seta and Visco. "Seta
had Twin Eagle, which they licensed to Taito, and a game we marketed called Downtown," Jackson said. "Seta and Visco are actively developing games for us, and we're working on R\&D with K.M. Disney for games under the Romstar banner. We're not shutting the door on any area of the business, except probably pinball. If a game looks like it has potential, we'll take a look at it."
With the lofty standards set by Street Fighter II and Mortal Kombat, Romstar realizes that its game developers have their work cut out to grab players' attention. But Jackson thinks there's still a niche to be carved.
> "If a game looks like it has potential, we'll take a look at it. We're not shutting the door on any area of the business, other than pinball."

## "They know what the players ex-

 pect today," he said. "I won't go into detail, but they're working on things that the players-and ultimately the operators-will be excited about. Romstar has proven itself to be an innovator and master marketer. We're the ones who told SNK Japan to go with the one-slot Neo-Geo system, for example. When we get a good product we can stretch and squeeze its sales to the maximum. That's one of the reasons Capcom called upon us to handle the Latin American market for them."Among the other key personnel at Romstar are Mariko Maruyama, controller; Darryl Williams, senior technician; Rosa Gonzalez and Lan Ho, accounting; Tanya Williams, collections; Sandra Beausoleil, consumer division coordinator; Kazuhiko Maruyama, operations manager; and Carlos Gomez, warehouse supervisor.


Debra Cherry and Joe Nazzaro of Rebecca's had a busy show.


Linda Fernandez and Garry Hayes of Fun Factory stopped for a minute while checking out the latest equipment.


Juan Vasquez of Falgas is busy at the controls of his electric train.

# IAAPA: the show of shows 

T
he International Association of Amusement Parks and Attractions (IAAPA) held its annual convention in mid-November in Dallas. And boy, was it a show! From iced cappuccino and dippin' dots yogurt to a giant robotic dinosaur and growling wolf, the show floor had just about everything you could think of and then some.
Aisle after aisle held food, equipment, and games for every type of game room, amusement park, and attraction. Traveling those aisles were operators, distributors, and manufacturers looking at what many were calling the future of coin-op.
The best description of the show came from a coin-op distributor from the Midwest: "This show proves to the coin-op industry that we are just a small part of a much big. ger industry."
There was a healthy sprinkling of video games, pinball machines,
and redemption equipment, which fit nicely into the scheme of the show. One amusement park operator told us that he depends on coin machines in his business, but the games are only a part of the overall picture. "I don't know anything about putting games in bars and places like that, but I do know that there seems to be a trend toward more lavish ar-cades-I guess family amusement centers would be a better word. The people opening some of these places are going all out," he said.
Operators from places like Malibu Grand Prix, Celebration Stàtion, and Take Ten, just to name a few, were feverishly walking the huge exhibit floor in search of just the right mix for their locations. One entire hall was devoted to "high-tech" items. This included the latest in robotics. A growling wolf with quivering lips and glowing eyes dropping back and forth on its haunches gave at-
tendees a start. "Is it live or is it Memorex?" quipped one frightened observer. "That has got to be the most realistic thing I've ever seen."
Simulators, big and small, were beckoning showgoers to take a spin-literally! The virtual reality concept took on various forms from a variety of companies professing to have the best and the latest model. At the AMOA show several weeks earlier, the talk was the direction toward "pocket parks," self-contained amusement complexes offering everything from miniature golf and bumper cars to batting cages and amusement games.
The IAAPA show went a step further in showing that the predictions seemed to be true. One distributor said that everyone in the coin-op industry should get to IAAPA-to see the future. "This show is so amazing. We should all encourage our colleagues to go, if only for one day. There is so much

## IAAPA TRADE SHOW



Namco's Tom Siemieniec (I) and Frank Cosentino flank Mike Sopher of Diversions Game Room.


Nick Cognevich (mom Valerie is Play Meter's editor) stopped by one of his favorite games, Jungle Jogger, and chatted with Fabtek's Steve Ward.

Matt Kelly of Lazer-Tron shows the company's new Super Bank-lt.



Nancy Smart is in good company with Lou Erpelding and Keith Ashbacher.


Frank Bundra (r) shows his hot game, Neck 'N Neck, to Jesus Hernandez and Manuel Luna.


At the AAMA booth, (l-r): Mark Robbins and Tim Weissman of Dynamo, Steve Koenginsberg of State Sales, Joe Gilbert of Jaleco, and Laura Olson of AAMA.

## |AAPA TRADE SHOW



You'd be hard-pressed to find a prouder grandpa than Mel Getlan, here with his grandson and daughter-in-law.


Baseball hall-of-famer Gaylord Perry (r) signed baseball cards in the Star Manufacturing booth manned by Mike Macke.


Tom Keil (I) and Marty Smith of Brady walking the expansive exhibit floor.


At Vari-Tech's booth, (l-r): Joel Beezhold (developer of Killer Beez) and Larry Thatcher.


At Betson's booth, (l-r): Betson's Bill Seibert, Fay Stepp, Monique Stevens, James Williston, Betson's Robert Betti, and Joey Bundra.


Meltec's booth was a busy place when they introduced two new redemption pieces. From left: Tom Kristof of Kristof's Entertainment, Meltec's John McEwan, Jim Kristof, and Meltec's Roy Nishi and Michael McEwan.

## |AAPA TRADE SHOW



Smart Industries created a stir with a dot-matrix display on its Smart Ball. Smart's Jeff Smart (I) and Larry Berke (r) flank Peter Golf, Ralph Winfield, and Jim Niblock of Canada.


AMOA president Craig Johnson (l) of Tataka and his wife Jana walk the floor with AMOA vice president R.A. Green and his wife Paula.


The AAMA booth was a handy meeting place for discussing business.


Exidy's Virginia Kauffman is all smiles over the tremendous popularity of her Troll redemption game. Here she is with Bulls Eye Marketing's Bob Baker.


AAMA president Bill Rickett (I) of Dynamo with distributor Dave Patterson.


Chris Slimmer ( $l$ ) and Bill Hughes reported a lot of interest in their auction schedule.


Brian Wicks of Bundra Games with Bob Rothman of Game Exchange.


Kim and Chris Vecchione of Mondial.


Jerry and Grant Zaichick of Zytronics man their booth.


Bill Cravens and his son Ryan of Leprechaun.


Jim Jackson (r) of Tornado visits with Michael Pszcola of Alter Enterprises.


Doug Shipley introduced a new, revolutionary golf game.
more than what we see at our own trade shows. It helps us understand what the public wants and what things they'll be offered. Coming to this show helps me put the coin machine industry in perspective. It gives me an idea about what to expect and what to prepare for in the future," he said.

The most familiar companies showing their wares were the redemption people-games and things to win for tickets. "People in the coin-op industry seem hesitant to get into redemption, but redemption has been around for a long, long time. Here are the people who have been successful and will continue to be successful at it. Operators need to be around a group like this to truly understand what redemption can be," said a redemption operator.
It would be nearly impossible to list all of the companies and what they showed, but we can give you a breakdown of the categories. You'll see from this impressive list that there are many things to
consider:
Admission systems, devices, tickets, advertising, public relations, amusement buildings, animal shows, animated shows and stunts, architects, designers, beverages, tents, clothes, coinoperated equipment (nearly 100 companies in this category!), coin counters, computers, communications equipment, concession trailers, consultants in economics and planning, costumes, displays, fencing, crowd control, flags, food of all types from hot dogs to ice cream, food preparation equipment, arcade games and devices, midway games and devices, novelties and gifts, souvenirs, gokarts, insurance, landscaping, lighting and sound systems, maintenance equipment, miniature golf equipment, play equipment, strollers, plush (over three dozen companies), photographic equipment, printing, remote and radio controlled devices, rides of all kinds (hundreds of companies showed them), service and repair,
security, signs, simulation equipment, swimming pools, theatrical productions, and waterpark and waterslide equipment.
As you can see, the range of products was vast. Of course, realistically, there were many booths that would have no application in the coin-op industry. However, every booth gave a peek into the much more ample amusement industry of which we are a part. Next year's show is scheduled for Los Angeles and we feel fairly certain that we'll see even more familiar faces there.
We'd like to acknowledge several familiar names in coin-op for the awards they received as part of IAAPA's Exhibit Awards: Coastal Distributing was given the top honor for the best arcade piece; Vari-Tech came in first and Bob's Space Racers was second for the best games; IWERKS got first place honors for best new technology; and National Ticket was first in revenue. $\square$

## AAPA TRADE SHOW



Frank Happ (c) with two of his Mexican customers, Antonio Guido and Gilberto Totosau.


Laramie's Brent Collins (r) and John Sullivan (l) show their best to Ron Herbers of Harber Technology.

H.A. Franz's Jerry Johnston (r) with David Stegman of Replay Amusements sampling cookie cones from one booth filled with frozen yogurt from another booth down the aisle.


No, these guys weren't waiting in line to ride the BS4 kiddie ride! From left: Courtney King, Stan Fox, Lindley Hughes, and Arnie Katz.


Mark Struhs of Dynamo with his two beautiful daughters.


Frank Bundra (I) of Bundra Games with Foster Brashear of Adastra with Perrect Pitch.

## Heaven for pinball collectors



IFPA president Sharon Harris chats with IFPA director Doug Young (c) and operator Gene Lewin (note the Whirlwind T-shirt).


Here's the first and second place winners in the manufacturer's division: Michael tlieb (I) of Alvin G. \& Co. and Masaya Horiguchi of Data East Japan.

And just about everyone who didn't make it to Nashville was there also. The atmosphere was hectic but relaxed-no one was there to sell or buy new games. Some of the great artists, designers, and engineers of all time were mingling with the crowds, sharing stories.
Pinball Expo is games. With the exception of Alvin G. \& Co.'s World Tour, which needed a few finishing touches, every pinball game seen at AMOA was at Pinball Expo. Alvin G. \& Co. did, however, have two each of their two-ended Soccer-Ball and U.S.A. Football games out for play.
Each year Pinball Expo chooses a different "host" manufacturer.

# Al's Gorage ionta coes OnA  




## RAD ACTION FEATURES FOR ROCKIN' FUN!

Al's earsplitting frenzy starts off with a blast of the C.D. Skill Shot, and turns it up from there on! Loop Shot jets Al's band from city to city to complete World Tours. Run the neck by shooting Metal Monster Ball Popper. Ball slides down neck while ripping out awesome licks! Screaming Feed Back Kicker feeds Guitar Mix Lanes. Hit Al's band members on the Three Bank Drop Targets to light gig lock, then lock the gig. Second gig starts 3 Ball Multiball. Jam out a thunderous drum solo on the Video Mode!


Steve Kordek of Williams with one of his own, a 1947 Genco Broncho.


Rob Berk with a local NBC film crew.


Pinball Expo organizers Rob Berk (r) and Mike Pacak.

This year the honor went to Premier Technology, which supplied 20 Cue Ball Wizards for the Flip Out '92 tournament. Hundreds of players competed for three days after which Players "A" division winner, Rick Stetta, captured the title of Pinball Wizard after defeating manufacturer champ Mike Gottlieb. Rick won a Cue Ball Wizard game and a trip to New York to compete in the third annual Professional-Amateur Pinball Association (PAPA) tournament in February.

PAPA organizer Steve Epstein of The Broadway Arcade had a few comments about Pinball Expo: "An operator can come to an event like Pinball Expo and experience the visual stimulation of the player interacting with the machine. The excitement that a pinball machine can create can make an operator feel it is all worthwhile in the maintenance and care of his equipment.
"An operator can see the vitality on display in the players. They can talk with the world's best players and get ideas on game settings and why certain games will earn better than others. Most operators don't get a chance to talk to their players."
Premier also had big and little Mario on display with a "tot" tournament held on the latter. Through the kindness of the Premier management and great help from Cue Ball designer Jon Norris, I was able to set up a popular display showing how this game was designed.
Premier was also the host at their production facility, conducting tours for five busloads of wide-eyed pinball "tourists." After an introduction by president Gil Pollock, each group was led through the factory by a company official.
Data East presented Lethal Weapon 3, Star Wars, and Turtles. The company surprised attendees by showing one of only five

Michael Jordan games, based on Lethal Weapon 3 and made as a charity fund-raiser. This particular unit was on its way to the "I wanna be like Mike" Gatorade people. I know Expo attendees enjoyed viewing and playing this unusual game.
Williams Bally/Midway presented its recent production games, including Black Rose, Fish Tales, Addams Family, and Doctor Who. At the banquet, John Whyatt of the Pinball Owners Association from England, presented the company an award for best game of the year for-you guessed it-Addams Family. As usual, the Williams booth distributed game-related items pertaining to current and past product. (Just try to get a Funhouse or Elvira promotional plastic at the AMOA!)
There was still more! There were hundreds of older games for sale. Classics like Slick Chick, Black Knight, Captain Fantastic, Fireball, and Eight Ball Deluxe to name but a few. The entire list could fill many pages. You could play games dating back to the '30s.
Show organizers Rob Berk and Mike Pacak rounded out the exhibit hall with booths from vendors selling all kinds of parts (new, old, and reproduction), pinball books, advertising flyers, and other pinball-related items. There was also a series of lecture programs of interest to operators and players alike.
One of the more interesting was called "Pinball Today-Where Is It And Where Is It Going?'", with panel members Alvin Gottlieb of Alvin G. and Co., Ed Cebula of Data East, Roger Sharpe of WMS, and Gil Pollock of Premier.
Other presentations included " 34 Things NOT To Do To A Pinball Machine" bý long-time Michigan operator (Pinball Pete's) turned mega-collector (well over 700 games) Tim Arnold; "Premier Solid-State Systems" by John

## Valentine's Day <br> is Palling <br> Your

Laramie nuterests brings to you free of freight the finest in plush this Valentine's Day. We have extended our ever papular "Free Freight for you in '92' program. This program, which was enjoyed by thousands of our customers during the past year applies to all Laramie Iuterests Plush Paks ${ }^{T M}$ sald during 1993.

While other plush campanies have extended similar promotions, none have been able to do what we do and that is to give you the best plush for your money. By cambining the finest plush and free freight*, there is no reasan to shop amwhere else.

## Coming Soan!

## 1993 Major Leaque Baseball Paks

# LARAMIE INTERESTS <br> 1-800-237-5874 1-800-521-8697 

3635 WILLOWBEND BLVD. SUITE $318 \bullet$ HOUSTON, TEXAS 77054 Your Custom Plush Pak ${ }^{\text {TM }}$ Headquarters

## DINBALL EXPO

Buras; "Alvin G. \& Co.-From The Beginning," presented by Jerry Armstrong, Michael Gottlieb, and Ed Schmidt; and "Pinball Tournaments and League Play" by Steve Epstein (PAPA) and Doug Young (International Flipper Pinball Association).
I asked Doug, IFPA president Sharon Harris, and English author and player Gary Flower ("Pin-ball-Lure of the Silver Ball") for their thoughts on Pinball Expo.
Sharon told me that they planned the AMOA-IFPA board meeting at this event because so many board members would either be here or wanted an excuse to come. "Anyone who is a long-term pinball operator," Sharon said, "is pro-
bably a fan of the game and will come here out of a love of pinball. They can see what is new, get an idea of the player's perspective, and go home and do some of the things the players suggest."
Doug added, "Expo is important from an historical point of view. Operators can learn more about the industry and get a better idea of where it came from."
Gary continued, "If operators have something to sell (game playing) they want to know what it is people out there are buying and match the two. They can make changes in their own operation and measure whether it makes a difference by what's in the cash box."

There was even more to Expo, but it is best experienced in person. The next chance to catch a small taste of this action will be in June at The Pinball Show in Arizona. While this show is smaller and more collector-oriented, much of the same feeling is present. We all only have to wait for nine months for Pinball Expo '93, which will be held from September 9-12. Rob and Mike are planning to make number nine bigger and better.

Jim is publisher and editor of the pinGame journal. His "pinball only" magazine is for collectors and players. Jim covers the "pinball beat" for Play Meter.


A group of happy Flip Out ' 92 winners in all categories.


Pinball repair and maintenance lecturer Tim Arnold ( $r$ ) chats with Tom Cahill of Williams.


John Whyatt $(r)$ presents the Pinball Owners Award to Larry DeMar, Pat Lawlor, and Roger Sharpe for Bally's hit game, Addams Family.


Rob Berk presents Premier president Gil Pollock an appreciation award.


From left: Jim Tolbert, who wrote "Tilt: The Pinball Book and Amusement Review;" German author Heribert Eiden, author of the newly translated "Pinball Machines;" and Claudia Gerlach.


The youth division pinball champ in front of pinGame journal's booth showing the making of Cue Ball Wizard.

## Dawn of a higher earnings era.



The Performer-Grand IIT

The most feature-packed, totally reliable CD jukeboxes made today. Engineered for a level of performance that translates to consistently higher earnings.
Most importantly, they're engineered for "adaptability" ... adaptability that may well become necessary as ..... changes take place in digital technology.

See your NSM Distributor for full information on The Performer-Grand II and the new Performer Series of NSM jukeboxes.

For literature and the name of the Distributor nearest you, contact:
NSM
The Performance Machine ${ }^{\text {TM }}$
5207 North Rose Street • Chicago, Illinois 60656
312 992-2280 (FAX 2289)

## CORING SUCCESS



At the ribbon cutting ceremony, (l-r): Pool pro Mike Sigel, two representatives of the Chamber of Commerce, Larrianne, her husband Erwin, son Kent Lyman, daughter Ruthie Lyman, and pool pro Nick Varner.


A shot from the second floor of the new showroom.

# Pride holds grand opening 

Enter through the giant Wurlitzer 1015 jukebox into a world of surprises. The place is Huntsville, Ala., and Pride Enterprises is hosting a grand grand opening to celebrate a new building and a growing business-Pride Home Entertainment.
Larrianne Simon, who for 21 years put her heart and soul into the coin-op business, began seeing chunks of her dream being taken away. There were gray area poker games and home video games taking their toll on her bottom line. By Christmas of 1989, Larrianne said she saw the handwriting on the
wall and was very anxious about the future, a future she had just recently invested over a quarter of a million dollars in.
Larrianne realized that to survive she would have to take action. She started a new business, Pride Home Entertainment Showcase. Actually the new business was a natural extension of her coin-op business. Larrianne is a Wurlitzer distributor and still has a healthy route. Her home entertainment concept is intriguing, offering anything and everything for home family game rooms.
Her new 16,000-square-foot retail
showcase is a vision of goodies for your home, from framed, vintage magazine ads and elegant pool tables to neon clocks and antique games. The upstairs of the building is filled with vignettes, which are actually mocked-up family rooms. There's one done in a '50s motif, another for under $\$ 5,000$, still another for the connoisseur.
Larrianne views her home entertainment business as being on the cutting edge of the industry. "I pang for the good times I had in the coin-op industry. Yes, 21 years in the business is a hard hand to throw in. It's hard to let go of those


Play Meter's Valerie Cognevich (I) was honored to be invited to the event by Larrianne Simon (r).


Larrianne Simon (c) with Mr. and Mrs. Jim McDermott of pool cue fame, who were honored guests.

Pool pro Mike Sigel (I) was the focus of a TV station crew.



Pool pro Nick Varner (I) being interviewed by a local TV station reporter..
years of effort to develop the coinop industry to the pinnacle I strived to achieve," she said.
"I remember that I was the girl who was always talking about how my industry had come through the dark and was now in the class that I professed. Given these cards, I played my ace when I started my home entertainment business, leaning on pool and jukeboxes, my bread and butter in coin-op. And you know what, this will be a ban-" ner year for my retail business," she added.

Larrianne's grand opening featured a special night devoted to raising funds for her local chapter of Junior Achievement. Pool pros Nick Varner and Mike Sigel spent that evening, as well as the next two days, challenging guests to a game of pool. Representatives of Junior Achievement mingled with attendees and thanked Larrianne


The entrance to the new building is a giant Wurlitzer jukebox facsimile.
for her unselfish efforts on their behalf.
Other events during the threeday grand opening celebration included a visit to "Outback," a new upscale billiard room she helped set up. And for the final event, Larrianne devoted an evening to honoring the jukebox. Jerry Reeves of Wurlitzer helped host the cocktail party complete with plenty of music from the past.
While Larrianne is enjoying the overwhelming success of her Pride Home Entertainment business, she admits she will always have a part of her heart in coin-op. She explained, "I may be a winner in retail, but I still have my heart with the coin-op business. When I reach 80 , a fourth of my life will have been spent in coin-op. No, I don't want to throw that card on the table yet. Wake up industry, I want to be a part of you." $\square$


Arretta McCarus ( (), treasurer of WVMVA, with Mr. and Mrs. Wendell Turner.


From left: Lee Wesson of Peachtree Music, H.A. Devlin of P.G.I., and Jerry Derrick of Derrick Music Co.


From left: Mike and Nova Tabit of Derrick Music and Virgil Long of Clay Music.


# West Virginia awaits video lottery answer 

For the second year in a row, West Virginia coin machine operators attending the annual convention and trade show hoped for a definitive statement regarding a statewide video lottery program with their participation.
Members of the West Virginia Music and Vending Association gathered on Nov. 12-14 at the Ramada Inn in South Charleston, W. Va., for the 38th annual conclave, which included the general membership meeting, exhibits, and social events.

Richard Paxton of Mountain State Vending, outgoing president
of the association, served as emcee on the first evening. Before introducing speakers for the night, he commented: "This is the year that we can expect a great change in our industry. Those who have given it a lot of thought and preparation will be successful. We coin machine operators have been through many adversities in the past years and have done a pretty good job of meeting them head-on. We are professionals in our field and must become even more professional."
Robert Wilhelm, deputy director of finance and administration for
the West Virginia Lottery, was a featured speaker on the first evening. Although he was not able to make a commitment, he did say that the lottery has gathered a wealth of information on all the types of systems in effect. He asked show attendees to understand the long process involved in making a decision, which must come from the Lottery Commission.
"We're going to bide our time and not rush into it," he said. "If a call comes, we want to do it right." He likened the development process to a winning baseball season, noting that "now we're in the

## Players will be Dizizy with Delight <br> 

Players will go wild at the chance of winning thousands of tickets on Spin To Win. Players roll 3 balls down the ramp into target holes triggering specific rotations on the spinning wheel which allow players to increase their ticket winnings. To collect their tickets, the players must finish the game and avoid Bankrupts.


## Bonus Jackpots!

To win thousands of tickets on the Bonus Jackpot, players must use their ball rolling skills to have the wheel stop on the Bonus Jackpot Slot three straight games.
Spin To Win" is a must for any ticket redemption center.

## Innovators in Redemption!

Spin To Win" is brought to you by Lazer-Tron, the same people who brought you 1992's top earner Hop-a-Tic-Tac-Toee - voted the best redemption game of 1991 by U.S. operators, Bank-It,", Vine Climb", Shuttle Launch" and the 6 gun Haunted House.

Call today for the distributor nearest you.

Spin To Win" Features:

- Skill ball rolling game • Multi-Coin play
- Bonus Jackpot sign - Coin and Ticket meters
- Outstanding sound effects • Quality Construction
- Fully operator adjustable •Weight 300 lbs .
- Size: 24 "W x 72"L x 96"H



Chris Brennan (I) and Shane Overcash of Brady Distributing.


Bill Treger of Betstar (l) and Ted Furkin of Allstar Music, with Leoma Ballard of WVMVA.


By the Pioneer booth, (l-r): Bernie Sobec of Revenco, Tony Maniscálco of Pioneer, and Jack Copenhaver of Allied Paper Products.


All smiles are Francis and Cathy Tucker of Ohio Valley and Lou Larson (r) of Atlas/Pittsburgh.


Ait the Southland Distributing booth: Joe Allen (I) and Bobby Earp.


From left: Mark Wiedermer and Mark Page of WMS Gaming and John Wassick of Wassick Music.


Jack and Gloria Alban of Cleveland Coin with Richard Paxton (r) of Mountain State Vending.


[^1]World Series at the bottom of the 9th." Approximately 192 operators were present to hear Wilhelm's remarks.
The lottery embarked on a video lottery research and development project at Mountaineer Park in June 1990. Still ongoing and successful, the program has prompted positive response to the potential of video lottery statewide. Wilhelm explained: "The project has given us a chance to see the machines in action and analyze the results."
WVMVA's attorney, Wendell Turner, spoke after Wilhelm. He said, in part: "Over the last twoyear period we've been able to develop trust in each other as to what we are about and how we can help each other. There's no doubt in my mind that we've gained the ear of the Lottery Commission. They understand the operator's experience and knowledge in the amusement business. The lottery can provide an opportunity for operators with a new niche in the business. Working together we can both benefit."
According to WVMVA director Leoma Ballard, "We're still on an 'if and when' basis. The state really needs the revenue for senior citizens programs, education, and tourism. West Virginia operators are united and patient."

Ballard was full of praise for this year's show, saying: "There was excellent participation by the exhibitors and the membership." Twenty-nine booths of equipment displays showcased games in every coin-op category, including video lottery terminals.

Also on the agenda: an evening dinner meeting with guest speaker Craig Johnson, AMOA president for ' 92 -' 93 ; a board of directors meeting; and a visit to the Tri-State Greyhound Park.

Photos are courtesy of Richard Paxton, Mountain State Vending, Charleston, W. Va.


By the Valley Cougar Darts, (l-r): Mark lortido of Atlas/Ohio, Jeff Yantz of Valley, and Randy Cesco of Atlas/Ohio.


From left: Bill Macke of Star Mfg., Mort Ansky of U.S. Games, and Bernie Sobec of Revenco with the Pot-O-Gold.


From left: Lyndsey Cather, Doug Wilson, Buzzie Cather, Bob Harbaugh, and Phyllis Price.


From left: Randy Kiser of K \& K Music, Jerry Ruter of VLC, Bill Kile of Country Music \& Vending, and Duane Frahm of VLC.

$\frac{\overline{E X P D R R T}}{\text { CORPORATION, INC. }}$
RECDNDITIDNING SPECIALISTS

Serving the world's coin-op and billiard needs for over 60 years.

BETSON/IMPERIAL EXPORT 303 Paterson Plank Road Carlstadt, N.J. 07072-2307 Phone (201) 438-1300 Fax (201) 438-4925

Se Habla Español
IMPERIAL INTERNATIONAL
1270 Valley Brook Avenue
Lyndhurst, New Jersey 07071
Phone (201) 507-0936 Fax(201)507-9181


BETSON ENTERPRISES, Div. of H. Betti Ind. Inc.
303 PATERSON PLANK RD. CARLSTADT, N.J. 07072 IN N.J. (201) 438-1300 1-800-524-2343 FAX (201) 438-4827

## BETSON PACIFIC

244 W. PICO BLVD. LOS ANGELES, CA 90016 (213) 388-4550 FAX (213) 388-9338

# Atari was in the hot seat over home video games 

You know, 1983 just doesn't seem that long ago, does it? It was about that time that Atari was taking quite a bit of criticism about its home video games. Atari had taken the lead in the emerging home market.
The late Don Osborne, Atari's marketing director, explained why he believed the home cartridges were creating a broader player base for coin-op amusements: "For years we've been criticized and are continually criticized, by operators and distributors as well, that we release product too early in the consumer format and that we are
> "'The challenge for us at the manufacturing level is to stay one step ahead of the home technology."

on a collision course with the consumer side of the business. We've never believed that. That's not to say that in certain situations there are some effects, but I believe the overall effect is a synergistic relationship that supports the totality. We see an intimate relationship between the people who buy home games and those who play coin games. They really are one and the same. The involvement with the home games fosters a continued in-
terest in the coin-op product."
But operators were not that receptive to the explanation. "What will happen when home games are as good as or even better than what players can get in a coin-op game?" they asked. Manufacturers assured them that wouldn't happen: "The challenge for us at the manufacturing level is to stay one step ahead of the home technology," Osborne reiterated.
Speaking of home games, remember Custer's Revenge? It was 10 years ago that the home video cartridge created a public outcry. It depicted scenes of a sexual assault of a willing Indian maid by a triumphant calvary officer.
Although designed for use on the Atari system, the company was the first to derogate the game and took legal action against American Multiple Industries, the developer of the game. And there were plenty more rallying to ban the game: the Canadian prime minister vowed to keep the game out of his country; in Los Angeles, the County Board of Supervisors voted for a ban on the sale of the game; in Seattle the Office for Women's Rights called for an all-out boycott of any store selling the game; and the United Council of the University of Wisconsin Student Government requested that the game (and all others deemed racist or sexist) be banned from campuses.

Arcades weren't very popular in New York City 10 years ago. A "padlock" law was implemented to dismantle an arcade that had opened the year before. The padlock law, in effect, was designed to keep any arcade (described as having more than four games) from opening throughout most of the city. Video games were banned in Malaysia, following the lead of other governments in the Philippines, Indonesia, and Singapore.

## "Involvement with home games fosters a continued interest in the coin-op product."

Now here's a fantastic example of just how bad of a rap video games were taking from the public. It seems that three Duke University psychiatrists decided that obsessions with playing Space Invaders led to problems for three young men about to be married. The doctors claimed, "We believe that each man's obsession with Space Invaders was a means of handling his anger over the recent commitment to marriage. The disintegration of invading aliens who were trying to overrun the home base took on symbolic significance." Yep, that's the kind of guy I always wanted. The kind of doctor, too!


INTEREST

## on any new

NSM HyperBeam"' Jukebox purchased in January '93.

12-month interest free. 18 \& 24-month financing available at dramatically reduced rates. For details, contact your participating NSM distributor.

Program based on factory pricing of<br>\$4,895.00* for Performer-Grand IITM<br>$\$ 4,295.00^{\star}$ for Performer-Classic ${ }^{\text {TM }}$ or Firebird II ${ }^{\text {TM }}$<br>*Plus freight and applicable sales tax

NSM


The Performance Machine ${ }^{\text {TM }}$
5207 North Rose Street
Chicago, Illinois 60656
Phone: (312) 992-2280
FAX: (312) 992-2289


- In business for 50 years!
- International reputation for selling the finest used videos. flippers \& amusement games available anywhere
- Each and every game beautifully refinished like new by experts. All games authentic. Legal factory models
- Get on our mailing list for our latest price bulletins or call Celie for latest prices.

3030 No. Arnoult Road Metairie, LA 70002
(504) 888-3500 FAX (504) 888-3506

## GREAT GAMES



We give you:
Money making
games
Redemption Centers
Redemption Systems

## Design

 Servicesand much more.

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach, Florida 32117
Telephone: 904-677-0761
FAX 904-677-0794
Since 1970 ©Bob's Space Racers, 1992

It was 10 years ago when operators began to ask, "Is the video craze over or what?" Operators were beginning to see that the highs of the past several years were not going to be forever. They blamed it on a weak economy, overproduction of equipment, fewer acceptable trade-ins, and adverse legislation. The realization that investments had to increase just to survive was not a welcome one.

In other news 10 years ago, John Margold was appointed Eastern regional sales manager for Bally; Atari had a grand opening for its first Atari Video Adventure arcade; Taito was forced to change the name of one of its most popular games from Jungle King to Jungle Hunt to settle a lawsuit by the estate of Edgar Rice Burroughs, owners of patents and copyrights associated with Tarzan; Bill Cravens was with Pacific Novelty, enjoying success with the company's Computer Portraits; Tom Stroud resigned from Cinematronics; Atari filed a suit against Commodore Business Machines, claiming infringment on patents relating to a joystick controller; Arachnid filed a suit against IDEA, charging copyright infringement; and Gil Pollock was named vice president of sales for D. Gottlieb \& Co.
Games featured in our "New Products" section included a new-andimproved Boom Ball from Meltec; Sega's Buck Rogers: Planet of Zoom, Tac/Scan, Super Zaxxon, Pengo, and Monster Bash; Satan's Hollow, Baby Pac-Man and Super Pac-Man from Bally/Midway; Exidy's Hardhat and Whirly Bucket; I.C.E.'s Chexx; Centuri's Time Pilot and Swimmer; Bally's Burger Time; Taito's Front Line; Ponpoko from Venture Line; Mr. Do! from Universal; Whac-A-Mole from Bob's Space Racers; ATW's New Sinbad 7; Bally/Midway's Eight Ball Deluxe and Blueprint; Gottlieb's Punk; and Sigma's Ponpoko.

## March 11-13, 1993

Las Vegas Sands Expo and Convention Center
" $A$ World of Fun $\mathcal{E}$ Games"

Sponsored by Play Meter Magazine and $A A M A$

## "A Galaxy of

Games, Music, and

Amusements"

For information:

(708) 333-9292

FAX: (708) 333-4086

## EyMK ELECTRIIIES YOU'WITH ANOTHER MEGA SHOCK GAME



## SNK's FIRST MECA SHOCK GAME GOES RIGHT TO \#1



A Perfect Fit... Anywhere.


Whatever your needs, SNK's NEO•GEO has a cabinet style to suit. All cabinets have 25 " mon-
itors, tempered monitor glass, Lexan control panel cover, and corner protect brackets. NEO $\cdot$ GEO offers easy convertibility of software in seconds through the control
panel. The hinged marquee retainer on all panel. The hinged marquee retainer on all
models provides quick and easy access to the title cards.
NEO•GEO's extensive bookkeeping system provides daily, weekly, monthly and
yearly income information. And softwar
titles can be accessed through the bookkeepin
FSNRK
system to provide you with up-to-the-minute earnings reports.
Sports, Adventure, Fighting, and Fantasy games are in the lineup of
NEO $\bullet$ GEO software, providing a variety NEO $\cdot \mathrm{GEO}$ software, providing a variety
of games for every location. And for of games for every location. And for
even greater versatility, NEO.GEO even greater versatility, NEO-GEO
is also available as both a single-slot is also available as both a single-slot kit and a two-slot kit. See your
authorized SNK distributor today or authorized SNK distributor today, or
contact SNK Corporation of America, 20603 Earl Street, Torrance, California

KVIDEO GMMES

## New England Coin-Op



NECO sales manager Bob Donnelly (second from right) with Jim Ryan of Ryan Vending and family.


Tornado Table Soccer's Dave Courington (c) watches foosball world champ Mike Manci demonstrate his prowess.


NECO vice president Rick Kirby (r) with Brad Ogren of Melo-Tone Vending.


NECO service manager Dick Donlan (c) with the Kennedy brothers of Kennedy's Arcade.

Mondial Dist. (Philadelphia)


World of Wonders' Bud Eversman (l) talks business with Mondial's Joe Moffett.


Mondial's Nicki Arakelian (I) chats with Elyse and Chuck Russo of SCJ Vending.

## PEN HOUSES



Jaleco USA's Bob Haim (I) and Joe Gilbert.

Mondial Dist. (Mass.)


NSM's John Margold (I) explains the finer points of the Performer-Grand to Jeff Wager of Wager Music.


Mondial executive vice president Tony Yula Jr. (l) with sales vice president Irv Spinak and "super girl'" Susan Springer.

A ninja? No, it's Mondial-Philadelphia sales manager Chris Vecchione.



Mondial general manager Mike Publicover with Lynn Guidi (I) and Virginia Kauffman of Exidy.


Former AMOA president Russ Mawdsley, wife Gerte, and their two grandsons enjoyed the Mondial open house.

 PEM AMERICA CORP
rem amerca Corpótation $8335+154$ th Avenue NE: Redmond, WA 98052 TE (4206) $882-1093$ FAX (206) 8838038

## - Q or a Plates

## - ine= REITO a chton

## $\triangle$ Moriote cames Featuring Stroke, Metch and SHins Ray

## PEN HOUSES

Music-Vend


Namco's Frank Cosentino (I) and Dave Swafford with Jennifer Vroom of Amusement Services Inc.


From left: Charlie Galante of Music-Vend, Gene McGee of Sureshot Darts, and Ed Tuhkanen of Medalist Marketing. McGee took second place in the "Dart Shoot" competition.


Williams' Lenore Sayers and Joe Dillon (r) with Clay Dubofsky of Specialty Entertainment.


Sean Layman (I) and Rick Selander of City Games with Kristin Montgomery of Data East.

## Mountain Coin



Arachnid's John Hassett chats with Jim and Carrah Affedt of Northern Enterprise.


From left: Leroy Aman of A3 Coin Commercial, Bill Keller of Standard Change-Makers, and Larry Gast of Allied Amusement.


HEIGHT $75^{\prime \prime} 190.5 \mathrm{~cm}$. WEIGHT (UNCRATED) 245 lbs .111 kg . WIDTH $22^{\prime \prime} 55.9 \mathrm{~cm}$. WEIGHT (CRATED) 279 lbs .126 .5 kg . | DEPTH | $25^{\prime \prime}$ | 63.5 cm . LENGTH | $51.5^{\prime \prime}$ |
| :--- | :--- | :--- | :--- |

$279 \mathrm{lbs} . \quad 126.5 \mathrm{~kg}$.


## RAD ACTION <br> FEATURES FOR ROCKIN' FUN!

## WORLD'S FIRST SPINNING RAMP!

Spinning C.D. ramp adds excitement
two ways. Adds english to ball on
entry shot, and a challenging ramp
shot too!
Spinning C.D. ramp adds excitement
two ways. Adds english to ball on
entry shot, and a challenging ramp
shot too!
Spinning C.D. ramp adds excitement
two ways. Adds english to ball on
entry shot, and a challenging ramp
shot too!
Spinning C.D. ramp adds excitement
two ways. Adds english to ball on
entry shot, and a challenging ramp
shot too!

## alewing. $q_{0}$ <br> "THENAME

FORORIGINALITY \& QUALITY" <br> \section*{NOW AVAILABLE! <br> \section*{NOW AVAILABLE! <br> <br> Through <br> <br> Through <br> <br> MISSOURI COIN-OP <br> <br> MISSOURI COIN-OP DISTRIBUTORS DISTRIBUTORS <br> <br> MISSOURI COIN-OP} <br> <br> MISSOURI COIN-OP}

Al's earsplitting frenzy starts off with a blast of the C.D. Skill Shot, and turns it up from there on! Loop Shot jets Al's band from city to city to complete World Tours. Run the neck by shooting Metal Monster Ball Popper. Ball slides down neck while ripping out awesome licks! Screaming Feed Back Kicker feeds Guitar Mix Lanes. Hit Al's band members on the Three Bank Drop Targets to light gig lock, then lock the gig. Second gig starts 3 Ball Multiball. Jam out a thunderous drum solo on the Video Mode!

## OTHER FEATURES!



## 2-

$\square$

- Patent pending BUMP BUTTONS impact player's fingers for a new feel to super scoring features! - State of the art Digital Stereo Sound, • Dot Matrix with Video Mode. - Ultra clean wiring. - Combined C.P.U. and driver board.
- Extensive user-friendly Diagnostic and Bookkeeping.
$\qquad$


$$
\begin{aligned}
& \text { Financing Available } \\
& \text { For more Details call: } \\
& 1-800-552-5487
\end{aligned}
$$



[^2]
## Al's Garage Bana Goes On A



|  |
| :---: |

State Sales


Jaleco's Joe Gilbert (I) with Nick Sarioglou of State Sales.


State Sales head Steve Koenigsberg ( $\mathbf{r}$ ) with Mike Patz of Pocket Change.

Pacific Vend


Leprechaun president Bill Cravens watches this youngster play McO'River's Aero Fighters.


There were plenty of customers to keep Williams' Lenore Sayers busy.

## ACME

March 11-13, 1993
Las Vegas Sands Expo and Convention Center

## Sponsored by Play Meter Magazine and AAMA

For information:

## DEADER'S RESPONSE

We have always felt that it is vital to find out what our readers are thinking: It was suggested to us several years ago that we should devote a page to hearing. readers' views. We complied and regularly print the compliments and complaints we've gotten.

We decided to zero in on what operators view as the most pressing concerns in the industry. It was up to our readers to answer the question posed or express opinions about whatever else is on their minds. We will periodically change the question but continue to invite you to tell us what you are thinking. Your opinion counts!

## What l'd like changed!

In response to your question, "What would you like changed in the industry?" the first and foremost thing would be the industry living in the real world a world based on supply and demand.
I read an article in your October issue and had an intense reaction about 50/50 commission splits. I found the idea of wanting more money to buy better games and support the designed-in-obsolescenceminded manufacturer to be ludicrous. I work for myself and my employees. I would expect a manufacturer to work for themselves, too. To ask a player or a potential game buyer to exceed their desire to pay, simply because the manufacturer overcharged you, is appalling.
Supply and demand has been the business barometer of the United States since its inception and should remain that way, far past any ideas of vending. I feel that asking us to tell our locations and players to support what they do not like simply to keep manufacturers solvent is a form of extortion by the
manufacturers.
If there is a downturn in vending, which is most certainly true for street operators, it begins with the idea of the product you are vending. A downturn is not a downturn simply because of no interest. It is more to do with that level of interest being diverted to better entertainment values in another market (e.g. Nintendo) because of overpriced, poorly manufactured coin-op products and the low demand for these goods. All entertainment does very well (regardless of customer pricing) if the consumer feels there is a value. Good supply does equally good demand, which in turn yields very good profits. The chain starts at the top and is decided at the bottom. You aren't expected to profit if you don't make the final consumer happy.
For those who know free enterprise, when supply is high, prices should be lower. That is what all those players are saying when they do not play arcade games and sit at home with Nintendo or Sega systems. We think you offer an inferior value and we are not giving you our money. Does the manufacturer care? In 11 years, I never once have gotten any response from any level that made me believe the manufacturers even know they almost bankrupted the small operators on several occasions.
We (I) do not believe in what you manufacturers supply, so we have no demand. Like so many other products faced with a slow-down of sales, you don't blame the lack of demand on the buyer and do not attempt to penalize the buyer for your out-of-touch logic of saying 50/50 splits are unreasonable. The originality, quality, and price is what makes or destroys all who
offer products. I would like more, but to get more I am required to do more. Where, in any level above the operator, is there any resemblance that more is being given for the price being charged.
I would be buying and supporting every type of manufacturer there is in this industry if I believed in the value and quality of their product. I define "value" as a price where I could work for myself and "quality" as products not suffering from inferior parts and/or poor craftsmanship. I would buy, buy, buy only if I was offered a reasonable return on investment (for me, total return of purchase cost in 40 weeks), and the final consumer would play, play, play if he deemed the money to be well spent in entertainment value as good or better than home video games.
In essence, that is what redemption success is all about. The final consumer believes the value to be great. Therefore, an explosion in use of these types of equipment has occurred. If the consumer believed value was offered in video games, there would be an explosion in play also. Where is the value? Unfortunately, this new value is virtually impossible to capitalize on by the small operator (at least in Dallas). I know of no small (less than \$250,000 annually) operator who offers redemption room vending or any operator who is vending redemption to locations with great success. So what does redemption have to do with any "boom" in street operations?
As I write these thoughts, comparisons to the movie industry keep coming to mind. If a movie is well received all levels are very happy and the price per viewing does not increase on the next movie. When a movie is

## What would

you like to
see changed
in the coin-op industry?
$\square$

Play Meter Magazine
poorly received, the movie is quickly dismissed from the theaters. Then the manufacturer and the operations both make concessions on the next product offered so both can recover from the losing movie.
In this industry, the middlemen (operators) are strapped with that poor value and saddled with attempting to make the next purchase pay for both games with no remorse from the manufacturer. Where is the logic?
Those operators who disagree, ask yourself whether or not you made money with the five games you bought before Street Fighter and the five games you bought after it. If I'm wrong, tell me. If I'm right, let the manufacturers know they are not giving us or the players value for the
money. In the Dallas market, the largest operators have sold, or still depend on, other forms of business for income or they are losing money. We all wait for video gaming.
I was once dependent on vending for my sole livelihood; now I feel lucky that I found other ways to survive and flourish. I like real world logic, not vending logic in which the buyer is expected to pay more to receive less.

One last thought: does personal ROI change with split adjustments in favor of the operator or does that money go directly to supporting the out-ofreality manufacturers?

This business took a lot from me in the past 11 years and for many of the years gave back much. I really wanted to con-
tinue "dancing with the one who brung me," but reality set in. The advent of pricing getting unrealistic (higher) and the quality becoming so much lower caused me to flee from being solely supported by the amusement game industry. I cried my last tear for the manufacturers long ago. I now await the inevitable day they feel the sting of real life supply and demand.

James Orr
Empire Games
Dallas, TX

## The Convenience of Variety - The Quality of batone Select Any Combination of Locks and Key Profiles




Eric Bristowe is flanked by Valley's Dick Shelton (I) and Chuck Milhem.


The team from Great Britain poses with these impressive trophies.

# Valley stages dart tourney in Blackpool 

T
he largest electronic dart tournament in the United Kingdom was held recently in the seaside city of Blackpool. The three-day event, which took place at the Winter Garden Entertainment Center, attracted players from the United Kingdom and several other European countries.
Valley president Chuck Milhem and general manager Dick Shelton were present at this prestigious tournament, as were representatives from NSM/U.K., Valley's
dart distributor in the United Kingdom. Also on hand was international dart ambassador Eric Bristowe, who entertained the crowds with soft-tip exhibitions and playful competition against visiting team players. Bristowe is recognized around the world for both steel- and soft-tip darts.
The Blackpool championships represented a major promotion in the U.K. coin machine market. Several brewery companies studied the tournament closely
and may become involved in it this year.
In addition to the darts, the tournament included pool and foosball events. Trophies were captured in these categories by players from Great Britain.
Both Valley Cougar Dart games and Lynx tables are beginning to be seen in assorted locations throughout the United Kingdom. NSM/U.K. plans to extend darts and pool to showcase cities later this year.

# - 2 GAMES IN 1 <br> - DOUBLE THE CHANCE TO WIN -PRECISE PERCENTAGING HIGH RESOLUTION GRAPHICS AND GIRLS 

MAIN GAME


RESPIN FUNCTION
RESPIN WITH SKILL STOP WHEN
ONLY ONE LUCKY 7 APPEARS


## FEVER GAME

ANY 2 MATCHING SYMBOLS WITH JOKER WINS. ONLY BIG SYMBOL APPEARS IN THIS GAME.

## DOUBLE-UP GAME



LOVE CHANCE


LUCKY 7 CUESSING


DIFFERENT CHARMING STRIP GIRLS. ANY OR ALL CAN BE SWITCHED OUT.


WHEN 3 OF THE SAME SYMBOL APPEAR IN MAIN 8-LINE THE SAME SYMBOL WILL LIGHT UP IN THE 2ND WINDOW. WHEN THERE IS A WIN IN THAT WINDOW, EACH LINE TAKES $1 / 4$ BONUS AND PLAYS FEVER GAME TWICE.






DIN GAME DIARY


Jim Schelberg



cue Ball Wizard is the latest game from Premier Technology and designer Jon Norris. This was Premier's showcase game at the recent AMOA show in Nashville, the tournament game for Flip Out ' 92 at Pinball Expo '92, and the featured games during the factory tour of the Premier plant at Pinball Expo.

This game was also the focus of pinGame journal's display at Pinball Expo on "The Making Of A Pingame." The management at Premier has kindly allowed me to get an in-depth look at this game. Jon is an enthusiastic collector of vintage pingames and specializes in-you guessed it-D. Gottlieb and Company games. He has the best of both worlds-he is on the cutting edge of game design and also has access to much of the history of the most "collected company" in pinball. I always drool when he brings out "the book," a series of photo albums with original publicity eight by 10 glossies of all the Gottlieb games since 1951.
He had the book opened to game number 298 when he showed me some of the drawings for Cue Ball. It was the 1971 vintage 2001. Jon likes to incorporate favorite features from older games in his new designs to tie his new and old interests together. This time it was drop targets. (Of course, there also is a Horseshoe Shot much like the one on Spanish Eyes, but that's a different company-we won't talk about it.)
Cue Ball is based, of course, on the game of pool. If the game is set up the way it leaves the factory, you'll notice two obvious items: full-size billiard balls, one cue ball, and one eight ball on the playfield. The cue ball may be removed by the operator and a different set of rules are programmed to compensate.
Leaving the ball in place makes shots more difficult, causing the
"Play for the ramp and Wagon Wheel or play for the pool balls and

## multi-balls."

player to make sequence shots, which move the cue ball over to clear the way for a fast shot. Removing the cue ball makes for a more wide open shot game.

Another new operator aid is the new Tournament Mode Switch. With the amazing increase in competitive pinball and the equally amazing ability of modern pingames to produce random awards, modes, and sequences, a fair tournament game could be difficult to set up. This switch makes it easy to remove all the random "parts" of the game, run the tournament, and then return to normal play. It is also useful in setting the game on free play for, as an example, a private party and then easily returning to coin operation.

But what about the game play? I spoke to Jon about the "workings" of his new game.
The idea of the skill shot is to hit the blue targets with the Eight Ball. The plunger shoots the pinball up the ramp and through an optical switch which shoots the Eight Ball. Hit the center blue targets for 5 million points and...SECRET TIP:
If you are in normal pinball play, the Horseshoe Shot also is lit for its 10 million points. The ball comes to the left flipper and you have one shot at that value. This could be a 15 million point skill shot. Not a bad way to start a game. Then, as in normal play, if you make the first horseshoe shot, the opposite side is lit for 20 million.
Once the ball is in play, the player has two options. One could either play for the ramp and

Wagon Wheel which contains the game's rounds, or play for the pool balls and multi-ball.
If you are playing for the balls, you first shoot for the drop targets representing the one to seven or striped balls. The targets are worth five thousand points each (500 thousand when lit!). After completion, the Eight Ball targets are flashing.
Hitting the center Eight Ball targets with the Cue Ball "sinks" the Eight Ball (the game then gives number eight a kick to let the player know it has been sunk) and the right ramp lights for multi-ball. The ramp remains lit so if you drain at this point, the plunger shot puts you right into multi-ball.
Since the plunger shot is the ramp shot, anything that the ramp is lit for is activated with the next plunger shot.
In multi-ball there are three jackpots: yellow, blue, and red. When you shoot the Cue Ball, that shoots the Eight Ball into one of the corresponding color targets. While in multi-ball, shooting into the pool ball area adds to the jackpots. The player has the option of shooting for the jackpots at their lower value, or building the award up in the pool ball area first.

When you sink the Cue Ball the first time, one of the three jackpots is guaranteed and then is deactivated. For the next two, some timing is needed. A strategy may be to catch one ball on each flipper and time the Cue Ball shot with the Eight Ball turret to collect all three. At that point the ramp is lit for super jackpot.
Collecting the super jackpot of 100 million enables the three color jackpots again. There is a grace period of about 10 seconds when you lose multi-ball and the jackpot shots remain viable.

The second choice is the Wagon Wheel, where most of the points in the game can be found. When the
lit ramp is shot the flashing round on the wheel is started. Playing all six timed rounds lights the center hub or Poolball Mania light to allow you to start Poolball Mania or three-ball multi-ball. These rounds can be selected by hitting the bottom right target to change the current flashing round.

## The Rounds:

During Rowdy Ramp the object is to make consecutive ramp shots. The first is worth two million points. Subsequent ramps award five, 10,20 , and 40 million points. Jon hints that if you are in multiball during this round and you get two balls on the ramp together you are "going to get a lot of points."
The Horseshoe Extra Ball round awards an extra ball for a successful shot.
The No Way round awards 30 million points for every pinball (not Cue Ball) shot into the lower center white targets. One strategy is to be in multi-ball and use one shot to hit the Cue Ball out of the way and the other ball to collect the 30 million. A good round can award 90 or 120 million points.
It should be noted that when not in a round, these lower white targets are also used to spell the word WIZARD. When complete, it lights those targets for 10 million points each for the rest of the ball.
In the Spell Double round all awards for the rest of the ball are doubled. This is a game-to-game feature. If you start a game with $D$ -O-U lit, as you will in Tournament Mode, Jon suggests this sequence: go into the round, quickly get the ball to the right flipper, and shoot the left kick-out hole to get the B. Get the ball to the left flipper and shoot the ramp for the L, and hit the ramp again for the E .
Combo Shots is a series of countdown bonuses. The first is collected by shooting the ramp and starts at 10 million. If the countdown gets to zero the round is over. However, if any award is earned, even 100,000
points, the next countdown begins. This starts at 20 million and the Bank Shot collects it. Next is the Corner Pocket which starts at 50 million.
HINT: if you lock a ball for multiball and go into this round at the same time, the next plunger shot gives you the first countdown award automatically. You are now in multi-ball and should try to get one ball in the Bank Shot and quickly get the other one in the Corner Pocket. This will have the very nice effect of giving you the second countdown award and immediately receive the full 50 million points for the third. Jon warns this is easier said than done but he has seen it achieved several times.

The Side Pocket round scores 10 million points per shot and advances Racks. When you get to four Racks, Extra Ball lights. Jon comments this is a good way to get an extra ball and get many points quickly. It is nice to be in multi-ball for this round because you can collect the jackpot as well as 10 million points and advance the Racks, all on the same shot.
After all six rounds are played Poolball Mania lights. During Poolball all targets are valued at five million points. This lasts as long as there are at least two balls in play. It is best to shoot all three balls up the playfield to bounce around and hit drop targets. A further help would be if all values were doubled. Jon suggests a player save the Spell Double round for last and if successful, all Poolball Mania points will be doubled.
When Poolball ends, shooting the ramp will allow the player to play nine-ball. The object here is to hit balls one-seven, in order. Number one will be flashing. If it is hit, number two will flash. When all seven are completed you then sink the eight ball in the corner pocket. At this point the nine ball and the half-billion (yes, half-
billion) light will flash for between 10 and 15 seconds. So a quick shot to the nine-ball will then earn you 500 million points. The game then returns to normal eight ball play and the Wagon Wheel is re-qualified.
There are many smaller features on this game such as the mystery feature called Bank Shot. Normally this shot will award a number of different things but while in Tournament Mode it will always award hurry-up 10 million. This is a short timed event which awards 10 million points for each hit on the middle-left flashing target.
Every time you complete a clean bank shot, which is made on one bounce between the flipper and the hole, you get an extra award of up to 20 million points.
Video Mode is qualified by completing the letters P-O-O-L at the bottom roll-overs, which are on lane-change. Completing P-O-O-L lights the ramp for Video Mode and also lights the Sweet Spot target at the top of the playfield between the pop bumpers for 50 million points. The Sweet Spot is lit until the end of that ball and Video Mode will be awarded, at worst, with the next plunger shot.
If this game should be encountered with the cue ball removed, the horseshoe shot is a good place to focus. It has a lot of points to give. When a shot is made on one side, it lights the opposite side for a higher value.
To summarize, Jon reminds players that his preferred play style is to shoot for certain rounds from the Wagon Wheel while in multi-ball.
Cue Ball Wizard seems to be a winner. I hear from more and more people who are impressed with this game. It is definitely the best game yet from Premier, but I'm sure that Ray Tanzer and new kid Bill Parker will keep the trend going. I'll try to let you all know what happens.

## Graur int

## IROM THIS ORIGINATOR OLF

 12HMCHMONIC DABTES Top 10 location players on screen for everyone to see.
he ONLY game that ranks players jy challenges played against other top location players.

The ONLY game that keeps your machine earning strong after
league play and during the off season

The ONLY game that Declares a
"Bar Champ" and the nine best location players on screen.

Top Gun Challenge is operator selectable for best of three up to best of seven games.

The ONLY game with a patented Arachnid Super Spider with thin ribs, square entry holes and Arachnid's traditional red, black and yellow colors.

 and stores all player league statistics automatically.


NDA S.P.R.E. AND
POINTS-PER-ROUND

The ONLY game that displays team names and individual player names on screen during league play.


The ONLY game that shows up-to-date league statistics for individual games and current match information.

The ONLY game capable of transfering league statistics over phone lines directly to the league managers office.

The ONLY game that makes running leagues truly easy.


# New year menu: video serves up adventure 

With the beginning of a new year comes an influx of coinop technology. Game manufacturers have combined old themes with new techniques, resulting in the release of an impressive list of fresh titles.
The average video game player, being very curious, tries the new products despite success on older favorites. We could do no less. If anything, the new releases proved to us that video is not falling behind pinball, but rather sharing a profitable coexistence. The following games are the first of the new breed.

## Space Lords

Operators and players alike who have been around for awhile tend to expect a lot from this 20 -year-old company. Atari never lets up on game appeal. This newest installment is an upright simulation-type game housed in a handsome dedicated cabinet.
Up to four people can play Space Lords; two as pilots and two as copilots. Each pilot has his own monitor, with the option of a partner, allowing two separate games to take place at one time. Once credits are given, the player becomes a Space Lord, a warrior in


Atari's Space Lords
command of a powerful starship on a mission to create peace through battle.
The eight evil empires of the galaxy are in opposition, and the Space Lord must travel through different sectors, engaging enemies and avoiding debris. The pilot's controls consist of a forward-reverse throttle for speed, a rearview button to change the view to monitor ships in pursuit, an aircraft-style directional joystick with laser trigger and "nuke" but-
ton, and a "hyperspace" button. The nuke destroys everything on the screen and the hyperspace takes the pilot out of a dangerous area.
If a co-pilot buys in, he makes use of another joystick for a second movable gunsight and nukes, another hyperspace button, and a new "cloak" button that allows the ship to be temporarily invisible.
Learning the controls is difficult at first, but first-person simulation games often require diverse instruction. Once the game begins, the player is allowed to customize his ship for speed or firepower.
A game plan must then be selected from these choices: solo, team, or melee rounds. Missions can be completed, or all ships can fight until they are destroyed. The player's reaction to the graphics is a pleasing one when he discovers that his ship can turn 360 degrees in any direction. This type of virtual reality is astonishing when realizing the magnitude of the game play area. Enemy ships, asteroids, and nebulae are created through the use of polygon and digitizing techniques. Unlike most simulation games, the player is given three ships with energy reserves. Bonus energy and
weapons can be collected following successful battles.
We noticed that this game attracts mostly an older crowd, so placement is important. High-tech arcades, college campuses, amusement parks, and movie theaters should be successful with Space Lords.

## Golden Axe - The Revenge of Death Adder

Nothing is more pleasing to a seasoned game player than a sequel to a popular game. Sega's installment of the sword and sorcery epic has all the strange characters and action of the original, but with improved 32 -bit technology.
Modern graphic capabilities are needed for a fantasy game such as this, considering the creatures and settings. In this continuation of the Golden Axe saga, the ancient land is once again enslaved by the evil Adder and his army of natives, fighting trees, and armored soldiers.


Sega's Golden Axe-The Revenge of Death Adder

Four players are invited to challenge the enemies by choosing from Sternblade, Dora, Goah, or Little Trix. Each possesses a unique weapon and fighting style. As before, the characters can collect
magic potions from the wandering gnomes or defeated enemies to use as a super attack.

New mountable creatures are introduced, such as a scorpion with an electric tail and a praying mantis that breathes fire. When an enemy is beaten, he falls back and turns to stone. Of course, each region is conquered after defeating a boss.

Some nice scenery additions include animated peasant slaves who pull heavy loads, captured women, or townspeople running from the soldiers. There is satisfaction in liberating these people (if you take the game that seriously) instead of just fighting the bad guys.
The map-reading sequences are lifelike, due to the digitizing process. The dedicated cabinet is of an unusual mustard color and features a wide control panel for comfortable four-player interaction. The game is enjoyed by young kids, but again the main audience is older players who are more appreciative of the extra effort involved in 32-bit graphics. Arcade and shopping center game rooms should do fine with Golden AxeThe Revenge of Death Adder.

## Bucky O'Hare

Perhaps, to develop a good reputation in the video game manufacturing field, a company must show its versatility with different game themes each time out. Konami successfully does this by releasing a game based on toys after the gritty realism of Lethal Enforcers.

Bucky is the rabbit leader of the Righteous Indignation, a small band of freedom fighters originally made for comic books and toys. Joining Bucky are Dead Eye Duck, Jenny the Aldeberan Cat, and AFC Blinky. These animals join together to rid the universe of the evil Toad Empire. Not the most original idea, but it's pulled off rather well.

The game is sold as a kit and works best with a 25 " horizontal monitor. Four players at a time and buy-in/continuation are almost standard features on new games; this one is no exception. Each player uses a shoot, jump, and special bomb button for eliminating all enemies on the screen.
Before playing, you should watch the animated attract mode that loosely outlines the purpose of the game. The graphics are simple yet detailed, and the colors are vibrant and clear. Upon starting the player learns that Komplex, the leader of the Toads, has enslaved several planets and left a boss in charge. The first planet is Warren, Bucky's own, and must be liberated from the Toad soldiers, robots, and floating gunships.


Konami's Bucky O'Hare

Magical doors appear at certain intervals to bestow extra life, gold, bombs, or gun power-ups to the players. After defeating Al Negator, an evil crocodile, the heroes are brought to the next planet. This game is comparable to the older Konami release and popular toy line, Teenage Mutant Ninja Turtles.

## D LAYER'S PERSPECTIVE

In fact, the style of the graphics is the same, the animal concept is used once again, and the final bosses are similar. In that respect, placement in a successful TMNT location is wise. Game appeal is high for all ages. Bucky may not have the prestige of the Turtles, but we found it just as compelling when playing.

## Heated Barrel

This cowboy/western game from Fabtek makes no technological advancements, but proves to be very competent. It's a four-player, buyin/continuation kit for use with a 25 " horizontal scrolling monitor. The premise is a simple one-that of the main characters going through stages culminating in a fight with the final boss.
Each character has a unique weapon, depending on whether cowboys or Indians are chosen. A


Fabtek's Heated Barrel
comparable game would be Romstar's Gunsmoke, except that Heated Barrel has multi-player interaction.
Game action takes place on Indian reservations, ranches, and in old towns. Bosses include large bulls, magical Indians, and ghosts. Other enemies range from machine-gunmen and dynamite throwers to crossbow Indians and charging bandits. Players may collect weapon power-ups, barrel bombs, and increased speed.
The game is simple and does not get lost in flashy exteriors but turns out to be very entertaining. Though not the first cowboy game ever made, its nostalgic retreat from the graphic violence of modern games is admirable. We found it enjoyable and became convinced that it would do well with any age and in about any location.

# Choose the "industry standard" for ticket dispensers 

Don't take chances! Dependable performance, on time delivery, and outstanding service have made us the preferred choice of manufacturers, operators and distributors for over 10 years.
"We very much appreciate all the effort that you have put forth to meet our unscheduled needs." Jack Mendes, Jr. Bob's Space Racers, Inc.
"You certainly deserve your status as the leader. Keep up the good work." John S. Mc Ewan, MELTEC Inc.
"The quality of your product is excellent. It has truly withstood the test of time." Joseph W. Sladek, SKEE BALL Inc.
"In our business where service is the key ...everyone in your organization excels." Gene Cramm, ShowBiz Pizza Time, Inc.

Ticket Dispenser

- Push button loading
- Validation
- Quick release ticket guide for easy servicing


Redemption Machine redeemed tickets

# What lies ahead for redemption 

n 1985 Chilton Vending purchased its first crane, and the following year we took the next logical step and started operating our first redemption center. Now the crane and redemption segment accounts for a solid 40 percent of the income mix at Chilton Vending.
I wasn't familiar with anyone who was operating redemption centers in our type of street locations, so we had to improvise as we went along. To coin a favorite analogy of my father's, it's like a ship in the harbor that needs to turn completely around. When you're watching it, it doesn't appear to be moving at all. Over a period of time, however, it has moved a great deal.
That's what happened to our company. We plunged into cranes and redemption and didn't realize how much progress we had made until we looked back over our shoulder. Today I realize the current potential of a redemption operation, but more importantly, I am excited about what lies ahead for redemption operators through changing technology.
I look forward to continually expanding and refining our redemp-
tion operation. On a scale of one to 10 , I would give the redemption operation at Chilton Vending a rating of three or four. Comparatively, I would say that most street operators would rate in negative numbers.
tickets if certain scores are obtained. The tickets are taken to the redemption counter, where they are physically counted and exchanged for prizes. Unless the customer wants to turn in his tickets for a voucher and redeem
> "We plunged into cranes and redemption and didn't realize how much progress we had made until we looked back over our shoulder."

My idea of the future, or ultimate, redemption operation is what I would like to talk about in this article. If anyone wants to discuss basics like point values, the best equipment, soft goods suppliers, etc., feel free to give me a call. I would be happy to visit with you. I'm excited about incorporating ever-changing technology into our business.

Let me begin by briefly describing our operation as it stands today.

## Current operation

The customer comes into our arcade and receives change from the changer or brings the quarters in with him. The game dispenses
them at a later time, we do not "learn" his name at any point in this transaction.
The prizes are physically inventoried weekly to determine usage. A complete inventory detailing exactly how many of each item was redeemed during that inventory period is attached to the collection ticket. The customer is charged only for the items used in that collection period. This is compared to the gross income of all ticket games to determine the actual cost of goods sold. All of this is done on a spreadsheet program that speeds up the process, though it is timeconsuming.
The percentage of tickets that
each game dispenses is determined by a weekly count comparing tickets dispensed to income. Does that sound labor intensive? You're absolutely right, it is. Many operators handle this an easier way. They give the location an extra 10 or 20 percent on the ticket games, and the location buys all the redemption product and handles the redemption process.

My problem with that is I would get nervous if my customers knew more about my redemption operation than I did. I would be concerned that they might decide I'm not that necessary to their operation"I can buy my own machines and still do the same amount of work." Even worse, they might decide to operate the redemption games and "allow" me to operate the amusement games. We work our tails off for our customers and they know it.

That gives you a general overview of how our redemption centers operate. What follows is the next steps we plan to take in automating our operation. Some of these steps are as simple as picking up the phone and ordering the product, as it is already available in some form, while other steps are more ambitious. The technology is available today to do all of this, but it would be cost-prohibitive for the general population of operators.

## Level one: debit cards

The first thing we would do is establish a cashless system utilizing debit cards. They could have value added when purchased and subtracted when used on all types of amusement machines. To add value to the card, a patron would go to a "credit" machine and insert money or a credit card, then determine the value they'd like to add to
the card.
One advantage is that the purchasing would be basically a onetime event per visit-or two or three-but not every time a game is played. Another advantage is that customers would be paying you in advance to play your games, i.e., you can use their money. They may be paying you a few minutes in advance, a few days, months, or they may never use all their credit.

## Level two: bar coding

Second on our list is developing a bar coding system that would replace the regular physical inventories of toy product with a perpetual inventory system on location. Physical inventories would be done periodically to determine shrinkage. Ideally the computer at each location would interface with a main computer at the office to track product added to each location, perhaps via modem or direct link-up.
> "More than at any time before, operators need to stay informed as to what technology can do for their businesses."

This would also help in the bar coding and pricing of each item. The item pricing would only need to be entered once on the main terminal for all locations. Two companies I know of have developed very good systems that perform this function to one extent or another: Bonita Marie and The Silent Partner. I am not currently using either redemption program, but I am looking at them closely and will be purchasing one soon.

Level three: ticket inventory
The third area would be to include on the "info" card a credit and debit system for tickets earned from play. When the player earns his tickets, rather than physically

REDEMPTION REPORT
receiving them, his card would be credited with the "tickets," now "points." A display would be added to all redemption games to indicate the number of points that had been earned for each play.
The player would insert his card into a port added to a game, and the points would be electronically added to his card. At any time he should be able to insert his card into one of these ports and learn his point balance.
The system closest to this that I am familiar with is manufactured by Interface Control Systems in St. Louis. It currently handles the debit and credit function for cash and tracks the tickets (points) per game all on one card. It doesn't accommodate credit cards and doesn't allow for machines to remain coin-activated along with the debit-card system, as I understand it.

## Level four: player database

When a player enters the arcade for the first time, he has the option of obtaining a personal information card. We position the card so it is very much to the player's benefit to obtain the card with added value services. However, he may just want to play one game for cash, so we need to give him that option.
This card does everything previously mentioned, along with this feature: it remains the property of the player and he can use it every time he comes to that arcade. When he obtains the card he enters his name, address, phone number, birth date, and any other information we deem pertinent onto a key pad or terminal. All of the games are linked to a master computer so that we have the ability to determine every game, score, date, and time of game play.
We have created a database of information about all of our customers. Every transaction would be identified to this playerevery toy redeemed, game played,


Today she's using coins or tokens and playing for tickets; tomorrow she'll use a debit card and a credit machine when she visits her favorite arcade.
score recorded, etc. We could develop a mailing list of customers that have attended this location. For every child under the age of 16 we could send a birthday package offer 90 days before the birthday.

Level five: game networking
The ideal scenario allows us to network our games together, not only within one arcade but several on our route, in our region, or throughout the country. This would open up a tremendous opportunity for the progressive operator by allowing him to con-
duct cross-promotions and large base tournaments.
This isn't a 50 -year plan; it's more like a two- or three-year plan. More than at any time before, operators need to stay informed as to what technology can do for their businesses. The progressive operator will take advantage of the tremendous opportunities that will present themselves to this industry in the next few years.

Randy Chilton is vice president of Chilton Vending in Wichita, Kan., and secretary of AMOA.



"Ticket Vic" Fortenbach

## Ticket tips and tricks

Y
ou can't teach an old ticket new tricks, especially a validated one! Just a little ticket humor, but there are several tips and tricks that will make maintaining your redemption games easier.

## Filling tickets

If you have not already noticed, on each stack of 2,000 tickets, there is a piece of "lick "em tape" at the end of the tickets. This tape has the flavor of spinach (I hate spinach!).
The idea is to lick or wet this tape and stick it to the beginning of the next ticket stack. Doing this will keep the tickets flowing, instead of running out at the end of each ticket stack. If your game holds 4,000 tickets (two 2,000 ticket stacks), sticking together the end of one and the start of the other ticket stack allows you to take advantage of the larger ticket bin. A ticket-low lamp also helps with timely ticket filling.

## Ticket sensor problems

Inside each ticket dispenser is an opto-beam sensor. This sensor "shoots" or emits an invisible beam of light across a small gap and to a detector.

When a ticket notch or ticket hole passes between this sensor, a single pulse is sent to the game from the ticket dispenser electronics indicating one ticket has been dispensed. If the emitter part of the sensor "burns out" (like a light bulb), the game will display a
help message or just keep tying to vend tickets, but at the wrong intervals. (One and a half tickets per vend, instead of a single ticket.)
ticket dispenser will vend tickets properly. Most ticket dispensers come furnished with a ticket advance switch. Use it with your

## "'To make things easier, mount the ticket bin to the access door itself."

A quick way to tell if this sensor is working is to purchase an infrared sensor card from Radio Shack (catalog number 276-099). You have to expose this card to fluorescent light for about 10 seconds, then squeeze the card in between the space in the sensor (the same space that the tickets go through). If the sensor card glows, then the emitter half of the opto-sensor is good. If the opto-sensor checks good, the problem could be ticket dust clogging the sensor, or a ticket dispenser electronics problem.

## Ticket jams

When redemption game tickets jam, it's not a pretty sight. By the time you have finished unjamming the tickets, you have little ticket pieces all over the floor and inside the game.
To make this unpleasant task more redeemable (pun intended!), you can add a ticket motor reverse switch to the ticket dispenser. You should use a spring return or momentary switch, so when you're finished unjamming tickets, the
motor reverse switch to make unjamming easier.

## Hard-to-fill Games

Some redemption game manufacturers must like to make your job harder than it already is by installing ticket bins on the floor of the game and mounting the ticket dispenser to a small access door. To fill this game with tickets, you need very skinny arms to reach through the access door.
To make things easier, mount the ticket bin to the access door itself. Two bolts with nuts and a drill is all you need to make your life easier. If you can't mount the ticket bin to the access door because of the door or ticket bin size, install a hinge to the bottom front of the ticket bin so it can be pivoted forward for ticket refilling.

Keep in mind that if the bolts are too long for the above projects the tickets will bind and cause more problems than you had before you started!

## Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."
"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."
"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."
"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."
"It's great! You should have come out with it 10 years ago."
"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."
"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"
"Our Batting Cage Tokens are valued at $\$ 1$ each. Anyone with a high-value Token should be using a Token Tech."
"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."
"The first two Token Techs are excellent. We are sending our purchase order for six additional units."
"It's working just perfect. We love it!"
"For a \$3 Cigarette Token, it's the only way to do business."
"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."
"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."
"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."

## If you want to take more of these to the Bank every week... Jus Push the Right Buttons.



## Token Tech ${ }^{\text {m" }}$ \#2000 High Security Token Dispenser

- Control, Accuracy, Security \& Dependability.
- Non-Resettable Counter. Vended Token or Coin counts can be taken on a daily, hourly, or work-shift basis . . . or Anytime.
- Changeable Display Signs. (Stock or Custom)
- Ideal for Amusement, Vending, Carwash, Casinos, . . . or Anywhere Tokens or Coins are used.

Full Refund on 30 Day Trial . . . Only \$1,195 ea.

FOB LEXINGTON


Large Hopper Capacity

| Token Size | Capacity | Token Size | Capacity |
| :---: | :---: | :---: | :---: |
| . 800 | 10,000 | . 984. | 7,500 |
| . 882 | 9,000 | 1.000 | 7,500 |
| . 900 | 9,000 | 1.125 | 6,000 |
| Coin | Capacity | Coin | Capacity |
| US Quarter. | .7,000 | Brazilian 20 Cruzados | .. 4,500 |
| Canadian 25¢ . | .8,000 | Venezuela 1 Bolivar | 5,000 |
| Australian 206. | .5,000 | Chile 1 Peso | 4,500 |
| Canadian Dolla | .6,000 | Ecuador 1 Sucre | 4,000 |

Specify Size of Coin or Token When Ordering


We Ship Worldwide

VAN BROOK OF LEXINGTON, INC. P.O. BOX 5044 • LEXINGTON, KY 40555 • U.S.A. PHONE (606) 231-7100 • FAX (606) 231-7108 TOLL FREE 1-800-553-3134

Call Us and Talk to Real People - Not a Machine


Many Stock Signs available. Custom Signs (black \& white or color) designed to order.

# Coin door torture 

0ver the years, I've heard a lot of complaints from operators about coin doors. With my apologies to David Letterman, in this article, I will present the top ten things that operators hate about coin doors.
And now, from the home office in San Diego, California:
10. The coin return buttons break too easily.
9. Boy, the metal they use in these things is sure thin!
8. Plastic coin return bezels and flaps-AAAARRRRGH!
7. Penny flipping? No problem, man!
6. Smashed nickels.
5. That stupid plastic lever thing that always pops off.
4. Non-standard lock sizes and cam configurations.
3. Too easy to "string" for free credits.
2. Can't tell which coin return button is for each manufacturer's door.
And the number one complaint:

1. Slugs, slugs, slugs!

Fortunately, many of these problems have been eliminated. Much of the credit for this must go to the
outstanding participation by the coin door manufacturers in the AMOA standardization program.
I was privileged to attend my first standardization committee meeting a couple of years ago. When some of the above-mentioned problems were discussed, the group was able to hammer out fixes and agreements on the spot. The spirit of cooperation between these competitors was a shining example of American capitalism at its finest.
As an example of cooperation, I'd like to point out that one of the participants was not even a U.S. manufacturer. That company, a manufacturer of coin mechanisms, coin doors, and coin payout hoppers, was Asahi Seiko of Japan.
Most U.S. operators aren't familiar with Asahi Seiko, despite the fact that they have a branch office in Las Vegas. Asahi Seiko also exhibits at the ACME and AMOA shows each year. It was at last year's AMOA show that I took my first close look at some of their hardware. Specifically, I was interested in their NAD-II coin door.
I asked Asahi Seiko's Mike Welter to send me a coin door for a

Randy Fromm


The NAD-II coin door.
torture test. I wanted to evaluate the door's performance and I had just the location in which to do it-a 7-Eleven convenience store in one of the rougher areas of San Diego.

We have to be on our toes at this location, where we have four video games and a crane. Break-ins are always a threat. Penny flipping (see Play Meter, March 1989) was a problem, too, until we took measures to prevent it. Our proximity to the border also means trouble with Mexico's peso coin that, although magnetic, is almost identical in size and weight to the quarter. This causes a lot of coin jams.
The latest scourge is smashed nickels, nickels that have been slightly flattened by laying them on the sidewalk and pounding
them with a hammer until they're the same diameter as a quarter. Our collector has come back with hundreds of them and our field service guys seem to be unable to adjust the mechanisms to reject 100 percent of them.
Yesiree! This was just the spot to test the door. In order to make it a real torture test, the boss agreed to install the door vanilla, foregoing the installation of all additional security hardware. I also put a note on the door instructing our field service personnel not to adjust or clean the coin mechanisms in any way. The door was installed on one of our convertible game cabinets. During the course of the test, there were three different games in this particular cabinet.
The results were remarkable. First of all, the smashed nickel problem stopped immediately. Despite the lack of an anti-penny bar, not a single penny ever found its way into the cash box. While the plastic coin return bezels and flaps have been ripped off of other games at this location, Asahi Seiko's metal coin return bezel and flap survived intact. In fact, the door works and looks as good after a year of service as it did the day it was installed. If not for the accumulation of dirt in the mechanisms themselves, you'd swear it was still new.

## A closer look

Metal! That's what first comes to mind when you look at the NAD-II coin door. Not only are the coin return bezel and flap made of metal, but the coin entry bezel and the coin-return mechanism are entirely made of metal as well.

Other coin doors use a square, plastic coin-return button that slides within a metal channel. This design creates a vast amount of friction between the button and channel. As a result, the coinreturn button often sticks, preventing coin acceptance.


The coin return lever in action.

The Asahi Seiko door uses a beautiful, chrome-plated coinreturn lever on the outside of the door, with a metal actuating lever on the inside. If you look carefully at the detail of the coin-return actuator, you'll notice that it's curved along the edge that pushes the return lever of the coin mechanism. This allows for smooth operation of the entire coin-return system. This design also prevents sticking and makes lubrication unnecessary.
The external return spring works much better than the internal compression spring found in other doors. If a spring should break (they did not during the torture test), replacement is simple and would not require disassembly of the door. As a matter of fact, replacing a broken return spring wouldn't even require any tools! That's engineering with service in mind!
The metal frame of the door is solid engineering, too. A ridge runs around the perimeter of the door to

discourage prying. On the hinge side, the ridge joins with the hinge itself, making it impossible to open the coin door by driving out the hinge pin with a pin punch. On the opposite side, an inner metal channel makes it very difficult to jimmy open the door with a screwdriver. I wanted to try prying it open myself, but I promised Mike Welter I'd return the door to him for evaluation.

## Coin mechanism

The door came equipped with two AD-81P coin mechanisms. The coin mechs snap into the door without tools using built-in, hinged clips made of tempered spring steel. The clips lock positively in place with a detent so there's no chance of losing a coin mech, even when the door is kicked hard.

Although the Asahi Seiko coin
mechanism looks just about the same as other coin mechanisms of this type, there are some differences in the way the AD-81P works. Oversized coins are detected right off the bat with an adjustable coin guide at the top of the mech. The cradle checks for under diameter coins and the weight of the coin as well. This is the same as other mechs.
The lever to the right of the cradle is not a coin sizer, but a serration detector. A coin with serrated edges (like a quarter) will be slowed just a little bit by the serration detector. This allows the coin to bounce off the anvil and into the acceptance slot. A coin with smooth edges (like a smashed nickel) will not slow enough. It will overshoot and be returned.
The mechanism also features an
anti-stringing lever. Once a coin passes through the mech, the lever prevents it from being pulled back up. There's not enough space between the coin mech and the microswitch trip wire to allow a coin on a string to be jerked up and down for multiple credits.
There is no "anti-penny" device on the coin mechanism itself. Asahi Seiko depends on the security of the metal coin return bezel and flap to prevent flipping. As mentioned earlier, the door passed the torture test with flying colors and all parts intact.
For further information, contact Asahi Seiko USA Inc., 4029 Industrial Rd., Las Vegas, NV 89103; (702) 794-2920 or FAX (702) 794-0644.


Production of our STOCK REDEMPTION TICKETS is at an all-time high. That's because more people are playing Redemption Games than ever before. You've seen it-your customers consider their tickets as their badges of honor, and the more tickets that they can show their friends, the better they (and YOU!) like it.

We'll custom-design the right ticket for your needs, or, if you prefer, we have STOCK tickets for immediate delivery.
NATIONAL TICKET COMPANY - THE PRIZE WINNERS!

STOCK TICKET PRICES

| 1 Box | 20,000 | $\$ 47.00$ |
| :--- | :--- | :--- |
| 2 Boxes | 40,000 | $\$ 77.00$ |

Each additional box is $\$ 30.00$ FOB Shamokin, PA

## ACME

March 11-13, 1993
Las Vegas
Sands Expo and Convention Center
"A World of Fun \& Games"

Sponsored by Play Meter Magazine and AAMA

## "A Galaxy of Games, Music, and Amusements"

For information:
(708) 333-9292

FAX (708) 333-4086

UNIQUE HOLD \& RESPIN FEATURES FOR THE MOST EXCITEMENT


FEATURES: CROSS BELL FEVER LOVE CHANCE DOUBLE UP BINGO DOUBLE UP POKER DOUBLE UP

## THE MOST ADVANTAGEOUS GAME WITH DISCARD \& HIGHSCORE FEATURES



## AMOA Jukebox Top 30 <br> FOR MONTH ENDING NOVEMBER 1992



COMPILED FOR THE AMUSEMENT \& MUSIC OPERATORS ASSOCIATIONS JUKEBOX PROMOTION COMMITTEE
title
SONGWRITERIS CABELDISTRIButing LABEL
$\star \star$ No. 1 » $\star$
ACHY BREAKY HEART
BILLY RAY CYRUS MERCURY 866522-7

| 1 | 1 |
| :--- | :--- |
| 2 | 2 |

FRIENDS IN LOW PLACE
D. BLACKWELL. EB. LEE IBMI/ASC
GARTH BROOKS


GUNS N' ROSES GEFFEN S7-19067
THE THUNDER ROLLS
GARTH BROOKS CAPITOL 44727
GARTH BROOKS CAPITOL 44800
BROOKS \& DUNN ARISTA 12440-7
BOHEMIAN RHAPSODY
HOLLYWOOD QUEEN

| 7 |
| :---: |
| 8 |


| 11 | 13 |
| :--- | :--- |


| 12 |
| :---: |
| 13 |

14

| 18 | 28 | PLEASE DON'T GO <br> N. MORBIS BMII) |
| :---: | :---: | :--- |
| 19 | - | STROKIN <br> C. CARIER |
| 20 |  | HOTEL CALIFORNA |


| 21 | - | I'M TOO SEXY <br> F. FAIRBRASS R FAIRBRASS R MANZOLI (BMI) | RIGHT SAID FRED <br> CHARISMA 98671 |
| :---: | :---: | :---: | :---: |
| 22 | - | EXCEPT FOR MONDAY <br> R NIELSEN (BMI) | LORRIE MORGAN RCA 62105-7 |
| 23 | - | COULD'VE BEEN ME <br> R. NIELSEN. M. POWELL (BMI) | BILLY RAY CYRUS <br> MERCURY 866998- |
| 24 | - | WHEN A MAN LOVES A WOMAN C. LEWIS. A WRIGHT (BMI) | MICHAEL BOLTON COLUMBIA 74020 |
| 25 | 25 | MIDNIGHT IN MONTGOMERY <br> A. JACKSON. D. SAMPSON (ASCAP | ALAN JACKSON ARISTA 12418 - |
| 26 | - | EVERY SECOND <br> W. PERRY. G SMITH (ASCAP BMI) | COLLIN RAYE <br> EPIC 34-74242 |
| 27 | 15 | PAPA LOVED MAMA K. WILLIAMS G BROOKS (ASCAP) | GARTH BROOKS LIBERTY 57734 |
| 28 | 22 | DAMN, I WISH I WAS YOUR LOVER S. B HAWKINS (ASCAP) | SOPHIE B. HAWKINS <br> COLUMBIA 38-74164 |
| 29 | 26 | TWO OF A KIND <br> B BOYD W D HAYNES D. ROBBINS (ASCAP) | GARTH BROOKS <br> CAPITOL 44701 |
| 30 | 30 | STRAIGHT TEQUILA NIGHT K ROBBINS D. HUPP (ASCAP) | JOHN ANDERSON BNA 62140 |

[^3]45 RPM AND CD POPULARITY


## Funny Iōne

 The Vending Machine That Gives Everyone a Good Laugh!The calling party hears jokes and comical commentary on many subjects!

Enjoy Hilarious Jokes from the Following Comedy
Categories:

- Kid Jokes
- Family Humor
- Bar Jokes and more!
A Fantastic
Companion for your...
- Video Games
- Bulk Vendors
- Skill Games
- Impulse Machines
- Pay Phones and others too!

The Original

## Funny Fōne

is Manufactured By:
Jackson River Products, Inc.
RR 1-800 South Road
Kingman, Indiana 47952
(317) 397-3374

FAX (317) 397-3381


## Arm Champs II

Jaleco has developed a challenging arm wrestling sports/video game titled Arm Champs II.
The game includes nine levels of play and nine opponents to beat. Opponents are the colorful Specks, Shibayama, Goliath, The Rock, Duke, Turk, Atlas, Chang, and Trixie. Progress in the match is shown on the eye-level vertical screen.

The game's cabinet features a robotic-
looking arm to grasp and an elbow pad for the player, as well as a ripple-effect footplate that allows a solid player stance. Cabinet colors are red, silver, yellow, and blue; dimensions are 77" high, 31" wide, and 47" deep.

For more information, or distributor referral, write Jaleco USA Inc., 310 Era Drive, Northbrook, IL 60062; (708) 480-1811; FAX (708) 480-9231.


## Lax Rotary Merchandisers

Noel Industries debuts the Lax Jr. one-player rotary merchandiser and the Lax four-player unit; both feature an automatic prizedispensing mechanism. Lax Jr. will automatically dispense any item that fits into a three-inch tray (cameras, baseball cards, and cassette tapes, for example). Dimensions are 30 " wide, 36 " deep, and 72 " tall.
Lax, the four-player unit, dispenses prizes through a method that affords complete control of the stock. Dimensions are $44^{\prime \prime}$ in diameter, 55 " tall (with dome attached) and 33 " tall (without the dome).

Both games share the following standard features: a separate cash box, rotating mirrored playfield, music and sound effects, tamper alarm, prize storage area, double coin mechs, and four fuses for easy troubleshooting. Options include a dollar bill acceptor and a ticket dispenser. Noel offers complete start-up consultations and technical support.
For more information, or distributor referral, write Noel Industries Inc., P.O. Box 727, Ozona, FL 34660; (800) 234-8729 or (813) 785-7630; FAX (813) 784-6202.

## Full Court Frenzy

Innovative Concepts in Entertainment unveils a new concept in basketball games with Full Court Frenzy.
I.C.E. has again joined with designer Sam Kim of G.L. Technology and Putting Challenge fame. Full Court Frenzy is a real test of shooting skills. It features a patented multipositional basket and backboard. Its rotational and linear movement offers a wide varie ty of shots, all within the three-foot width of the game.
Realistic sounds include the squeak of sneakers, dribbling, rock-n-roll music, and a three-point announcer.

The game's WellsGardner 19" monitor is used for player and game selection, post game stats, scoring and timing, and a programmable message display.

One to four players can choose from three different games. A sleuth-type anti-tamper alarm system alerts locations of attempts to cheat the game and even turns the basket to negate any unauthorized play.

For more information, or distributor referral, write Innovative Concepts in Entertainment Inc., 101 Kensington Ave., Buffalo, NY 14215; (716) 833-0481; FAX (716) 833-1342.



## Doctor Who

Midway Mfg. introduces a Bally pinball game that takes players on the timeless adventures of Doctor Who, or Doctors Who, considering that seven different actors have portrayed the good doctor on the long-running cult science fiction series from the British Broadcasting Corp.

Devotees of the series, and they are legion, will welcome the sight of the Tardis and the
Whomobile, as well as the Master and the evil Daleks. The game scenario of Doctor Who involves the Master's use of a "time expander" and the predicament of each trapped Doctor.

The game features the
speech of the stars and special effects from the series. Look for a multilevel, mini-playfield Time Expander where two balls can be locked, a Playfield Multiplier ramp where all scoring can be increased four times the value, and jackpots that can add up to 300 million points.
In addition, when players complete E-S-C-A-P-E, an original video game mode is available via the Bally full-size dot- matrix display.
For more information, or distributor referral, write Midway Manufacturing Co., 3401 N . California Ave. Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

## Slim-Line Vender



WADA Metal of America now offers the Slim-Line Vender, a vending unit for locations with limited space.
The Slim-Line is only four inches deep and can be wall-mounted or
placed on a table or counter. The electronic Slim-Line does not require an electrical outlet; it can complete as many as 10,000 vends on the power from just four D-cell batteries.

Only quarters are accepted in the unit, which does not dispense change. Each vending chute can price goods in multiples of 25 cents.
For more information, or distributor referral,
write WADA Metal of America Corp., 27 Superior Blvd., Rome, GA 30161; (404) 291-7410; FAX (404) 291-7472.

## Shark Pool Table

Grayhound Electronics debuts the Shark pool table that features all-plywood construction, triple laminated legs, solid nylon roller on the trip rod, and heavy-duty levelers.
The table has added flexibility and convenience with its removable coin box, adjustable price per play, ready access to the ball gate spring, removable top unit, and rails and corners that are interchangeable with most leading manufacturers'


## Rock N' Roll

Bay Tek adds a new and unique roll down game to its lineup of redemption/novelty equipment. Titled Rock $N^{\prime}$ Roll, the game features a progressive ticket award system and multi-coin play.
The game also comes standard with a jackpot and jumbo jackpot, adjustable ticket awards, individualized ticket win chart, ticket dispenser, free cleaning kit, and low-ticket/low-ball indicator. Optional items include a dollar bill acceptor and programmable attraction sign.

Players take four shots, rolling racquetballs into the slot with the randomly lit flag. Four-coin play affords a challenge at the jackpot; two jackpots in a row wins the jumbo jackpot.
The cabinet is a colorful purple and cerise; backglass art is covered with hot rods, diners, root beer floats, and other signs of the decade.

For more information, or distributor referral, write Bay Tek Inc., 1077
Sunlite Drive, Oneida, WI 54155; (414) 822-3951; FAX (414) 822-8936.


## World Tour, U.S.A. Football

Alvin G. \& Co. announces the release of its first traditional pinball game, Al's Garage Band Goes on a World Tour, and a doubleended novelty machine, U.S.A. Football.

World Tour promises rockin' good fun with a game theme that takes Al and his guitar from city to city on tour. Players can shoot the Metal Monster Ball Bopper, hit three bank drop targets to light Gig Lock, and start three-ball multi-ball with the second gig.

Other features include digital stereo sound, a dot-matrix with video mode, patent-pending bump buttons, and userfriendly diagnostics and bookkeeping.
U.S.A. Football accommodates one or two players on a double-
ended novelty game that uses Switch-Flippers for simultaneous play and the Auto-Flip automatic flipper scoring system. Players move their teams down the field and go for a field goal (three points) or touchdown (six points) by flipping the ball between the opponent's flippers.
Also look for end-toend playboard action using offensive and defensive flippers. There are three drop targets that advance yardage lights, multi-ball action, and extensive bookkeeping and diagnostic programs.

For more information, or distributor referral, write Alvin G. \& Co., 905 W. North Ave., Melrose Park, IL 60160; (708) 345-9000; FAX (708) 345-2222.

## Brain Teaser

International Impulse has designed a compact impulse game that plays a random pattern of lights and sounds that the player must repeat on the keyboard.
The object of the game is to determine skill level and reward it with a prize for high scores. Prizes can be inexpensive items, discounts, or in-house products.
The company suggests placement in sports centers, amusement parks, theaters, laundromats, video rental stores, malls, airports, arcades, bowling alleys, athletic clubs,
restaurants, and even auto repair shops. Any location where customers are waiting would be suitable.

A variety of exterior colors are available; customizing with a logo or store name on the panel of instructions is good advertising for the location. Features include adjustable volume control, double lock security, and durable metal stand (a counter base is optional).
For more information, write International Impulse, 3251 Revere St., Suite 225, Aurora, CO 80011; (303) 344-1730.


## Mix N' Match Mini-Golf

Adventure Golf Services now has low-cost, portable mini-golf courses that offer the same challenge as its large custom-designed courses.
The new Mix N' Match series of inter-
changeable fairways and greens can form 108 different combinations. Each has its own unique topography, with artificial sand traps and grass hazards. The interchangeable feature means the courses can be changed frequently
to help build repeat business.

Component parts are lightweight yet durable and can be used for indoor and outdoor applications in a space of 3,800 square feet or more. A special introductory price is available until Jan. 31, 1993; a lease program is available.
For more information, write Adventure Golf Services, P.O. Box 4058, Traverse City, MI 49685; (616) 922-8166; FAX (616) 922-0153

## Digger's Prize

Betson debuts Digger's Prize, a unique redemption game that asks players to use a joystick to maneuver the arm of a crane, pick up balls, and drop them into a hopper. The object is to gain tickets based on tonnage acquired.

Features include adjustable game length and price of play, realistic digital CDquality sound, animated attract mode, and fully adjustable ticket or prize payout.
Cabinet dimensions
are 78.5" high (86.5" with winner light on top), 39 " wide, and 45" deep. Colorful graphics on a yellow background accentuate the theme. The game is from Crompton and is fitted with a multi-mech system.

For more information, or distributor referral, write Betson Enterprises, 303 Paterson Plank Road, Carlstadt, NJ 07072; (800) 524-2342 or (201) 438-1300; FAX (201) 438-4925.


## Kung Fu Fighters, Royal Card

The Board Market debuts two new amusement games: Kung Fu Fighters and Royal Card.
Kung Fu Fighters com bines martial arts and the game of poker. The main game is a five-card game with a draw function and one joker. The color of the balls displayed on the bottom of the screen indicate the suit, while the symbol represents the number. The second game is a W-Up game. Royal Card is a multi-
card game popular in Europe. There are three game choices: a main five-card game with one joker, bonus game, and double-up game.

Card-themed games are not intended for sale in any jurisdictions where they are not considered legal.
For more information, or distributor referral, write The Board Market, 2706 S.W. Eighth St., Miami, FL 33135; (800) 800-3903 or (305) 541-5070; FAX (305) 541-4090.

## Strike Master

Williams introduces its latest shuffle alley, Strike Master, that features a dot matrix display, visual prompts, and entertaining special effects.
Back by popular demand are the games of Triple Strike, Regulation, Strike 90, and Flash. In addition, look for Strike Fest, an original game option featuring strike values that increase from 4,000 in the first frame to 12,000 in the tenth.

Extras include an optional ticket dispenser and a mini-version of the game. Bookkeeping and diagnostics are easy with the WPC system that's interchangeable with any Williams pinball.
For more information, or distributor referral, write Williams Electronics Games Inc., 3401
$\mathrm{N}:$ California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.


## Jungle Joggers, The Farm Yard, Time Trials

Fabtek introduces a trio of novelty games with Jungle Joggers, The Farm Yard, and Time Trials.
Jungle Joggers is a safari-themed redemption game that appeals to players of all age levels. It's competitive fun featuring animals that "talk" to the players. Game play is pachinko-style; a Deltronic ticket dispenser is standard equipment. Coinage, ticket payout, and shots-per-game are all operator-adjustable.

The Farm Yard is a ball-toss redemption game designed for youngsters from three to 13 years old. Features in-
clude original animal graphics, digital sound (farm yard music) attract audio and lighting, LED score and time display, solid-state targets, and adjustable game length and ticket awards.
Time Trials is an impulse machine that tests a player's reflexes. It's a one- or two-player game with reactions timed to $1 / 1000$ of a second. The total time is displayed after the game. Players get five tries per game.
For more information, or distributor referral, write Fabtek, 8431 154th Ave.N.E., Redmond, WA 98052; (206) 881-0900; FAX (206) 881-6503.

## WHAT'S NEW

## Bill validator

Hamilton Mfg. Corp. has developed a compact stacker/validator with high security and bill acceptance for applications in video lottery terminals, vending machines, and OEM applications with confined space.
The Model 71 validator is designed with a hightorque motor and drum to allow for positive bill transport through the unit. This provides reduced bill jamming and higher bill acceptance than conventional belt transports. An Sshaped bill path and proprietary software increase the security. Bill
acceptance, based on the HMC standard, is greater than 94 percent for $\$ 1, \$ 2, \$ 5, \$ 10$, and $\$ 20$ bills, switchable to any single bill or combination.

Face-up bills can be fed in either direction or just one. Troubleshooting is easy and automatic with built-in diagnostics and display. Bills are stacked upright in a 200 or 1,000 -bill capacity stacker.

For more information, contact Kevin Ludwig, Hamilton Mfg. Corp., 3350 Secor Road, Toledo, OH 43606; (419) 535-7667; FAX (419) 535-0345.


## Electronic counter

ENM Co. introduces state-of-the-art counters that feature a six-digit, seven-segment LCD display with powerless, non-volatile data backup (using CMOS EEPROM technology). These compact devices are ideal for applications where small space and high-speed counting are required, with
memory that does not rely on batteries.

Series 1101/2101/3101 is available in DC voltage ranges and three mounting configurations: PCB mount, panel mount, and back-of-panel mount. Among the other features are silent operation, low current, high shock and vibration specs, a wide operating temperature range, low cost, and a rest option.
For more information, contact ENM Co., 5617
Northwest Hwy.,
Chicago, IL 60646; (312)
$775-8400$; FAX (312)
775-8400.

## Product catalog

## Peach State

Distributing's latest catalog features a wide assortment of products for the amusement, vending, and billiard industries. The 400 -page book includes everything from cashboxes to cleaners, bill changers to bumpers, and door parts to drop targets. The in-
\{ dustry's leading manufacturers and support/supply companies are represented within these pages.

For a copy of the catalog, contact Peach State Distributing Co., 1040 Boulevard SE, Atlanta, GA 30312-3858; (800) 727-3224 or (404) 622-4401; FAX (404) 622-7972.

## Video brightener

Star*Tech Journal introduces a product designed to extend the life of weak or dull video game monitors. Known as "Video Brightener," it's easy to install and is reusable. The result is enhanced game play and increased profits for operators.

The product fits all 11 to 36 -inch monitors, foreign and domestic. There are clear and precise directions for

Wells-Gardner, Electrohome, Masushita, Hantarex, Eygo, Nanao, Disco, and Sanyo.
The price is $\$ 22$, plus $\$ 3.50$ shipping and handling. In New Jersey, add six percent; foreign air add $\$ 9$ (U.S.).
For more information, contact Star*Tech Journal, P.O. Box 1065, Merchantville, NJ 08109; (609) 662-1080; FAX (609) 662-0537.

## WHAT'S NEW

## Bill acceptors

Mars Electronics' GL5 series of bill acceptors is now available in a stackerless version for use in gaming and lottery applications where space is limited or stackers are not re quired. The new acceptor was added to com plete the line, which also includes upstacker and downstacker configura tions. The GL5 bill ac ceptor can accept \$1, \$2, $\$ 5, \$ 10$, and $\$ 20$ bills

Like other GL5 bill ac ceptors, the GL5 stackerless unit uses multiple sensors for state-of-the-art bill recognition and protection against cheats. To improve accuracy and security, the GL5 also looks at a large area of
each bill. This, combined with the GL5's fast bill transport speed-about 10 inches per secondincreases security by minimizing the opportunity for bill manipulation. Insertion of the bill is quick and easy for the player as well.
The company will shortly introduce an optional RS-232 interface that provides additional communications capability for the highperformance platform of the GL5 bill acceptor series.
For more information, contact Mars Electronics International, 1301 Wilson Drive, West Chester, PA 19380; (800) 345-8215 or (215) 430-2500; FAX (215) 430-2694.



## Changer system

Dixie-Narco introduces the MC4000 automated bill changer system for casinos, though it does have possible applications in amusement game environments. The system is designed to fit in the existing empty spaces between every two slot machines. It can also be installed at the end of
slot banks to serve several slot machines.
The MC4000 uses unique split-cabinet construction and pays out exact change in coins or tokens. Singledenomination hoppers are available for five-, 25 -, or 50 -cent coins, or $\$ 1$ tokens. There's a large coin capacity: \$1,000-plus. Other features include a plug. in, high-security note acceptor with selectable acceptance; a plug-in, motorized stacker drop box; a remote system power supply/microprocessor controller; attractive graphic front panels; and status candle.
For more information, contact Dixie-Narco Inc., 34000 Vokes Drive, Eastlake, OH 44095; (216) 946-3000.

## VLT printer

HECON's new Video Lottery Printer (VLP) Series AO 547 is designed for use in video lottery and other standalone applications where it's necessary to print a receipt for the customer, cut the receipt from the paper roll, and wind a copy inside the printer.
Paper is supplied from a roll mounted on easy-to-use, snap-in pivots.
The pivots are part of the print mechanism platform assembly, assuring a consistent paper path as the print mechanism is moved. The mechanism is pivoted and swings up 90 degrees to let the user see the mechanism inlet during paper loading.
Easy access to the
winder is provided by opening the front door. The paper cutter is mounted on the front door and swings away from the printer when loading paper.

Other features include modular construction for easy service; constant tension on the paper supply; the ability to work with different paper core sizes; highspeed graphics; built-in paper cutter and takeup mechanism; bar code capability; optional power supply; and oneyear warranty.

For more information, contact HECON Corp., 15 Meridian Road, Eatontown, NJ 07724; (800) 524-1669; FAX (908) 544-1343.

Play Meter's classified advertising is primarily intended for: Buyers and sellers of used equipment, support and supply firms and employment opportunity ads. You may pay by check, money order, Visa or Mastercard. The deadline is usually the 15th of the month prior to issue (example: August ad must be in by July 15). Send ad orders: Play Meter Magazine • P.O. Box 24970 • New Orleans, LA 70184 or FAX (504) 488-7083.

FOR MORE INFORMATION, CONTACT CAROL LEA (504) 488-7003
If you have problems with or questions about any advertiser, PLEASE CONTACT US. We keep a file on all complaints.

CALL (813) 855-6789 KLOPP INTERNATIONAL, INC.
225 Dunbar Court - Oldsmar, FL 34677

## READERS/ ADVERTISERS

We do not knowingly accept ads for copies or licensed games involving a third party. We do not print prices on games currently in production. We encourage advertisers to include their name, address, and phone/FAX numbers for the purpose of credibility. We do not accept ads from companies who consistently advertise products they do not have or from companies that we receive mutli-complaints about.

> PLAY METER MAGAZINE

## WE SPECIALIZE IN POKER BOARD REPAIR

We also do all types of P.C. Board Repair! Call Today: Jay's Vending Service Sales-Service-Parts Distributors For Leading Coin Machine Factories!

North Point Village Shopping Center 4035-4037 North Point Blvd. Baltimore, MD 21222
(301) 388-0993 (301) 388-1425 FAX (301) 477-3110

- Electronic Coin Comparator (Stops Stringing - No Coin Switches to Break)
- Power Supplies and CPU Boards Located in Back of Cabinet (Simple to Service)
- All Books \& Test Functions Behind Lock and Key • Large Square Easy to Use Buttons
- Wells Gardner Monitor (With Front Controls) - User Friendly Monitor Angle


## Games Available

W-7 Skill Chance - Pool Points • W-8 Bonus Chance - Progressive Jackpots • W-10 Lucky Gold - Skill Stop W-11 Lucky Star - Progressive Jackpots - W-15 Lucky Bell - Hold Reels


## Lucky Girl - Strip Poker Fun

Lucky Bingo - Spell Lucky \& Win the Jackpot


120 Southwest Drive • Spartanburg, SC 29301
Telephone (803) 574-0162 • Fax (803) 574-7680
 on the Market TODAY!


- Simple one piece unit
- Simple installation
- Same day shipping
- Prompt service
- Quantity prices available

- Simple to use-accepts bills in any direction

Distributor and OEM Inquires Welcome.
Leisure Entertainment, LTD.
25 Hutcheson PI. •Lynbrook, NY 11563
516-593-5050 • Fax 516-593-5896
Outside NY - 800-645-2162

## If Playing Uideo

 Games 山ell Шas Good ENOUGH, ANYBODY COULD Be $\boldsymbol{A}$ Manager ft The Fun Fhctory Entertainment Centers.Truth is, our Company's success is dependent on our managers' success. That's it, bottom line, end of discussion. If you have indoor amusement game experience and a willingness to work hard and succeed, we need you as a manager.
That's it, bottom line, end of discussion.
Send resume to: Fun Factory, Inc.
91-246 Oihana Street
Ewa Beach, Hawaii 96707


## The Board Repair Company

MS PACMAN, GALAGA, EARLY BALLY, WILLIAMS, AND STERN MPU'S REPAIRED

## \$49

PRICE INCLUDES PARTS AND LABOR
WILLIAMS AND DATA EAST "ALL IN ONE BOARDS"
\$69
PRICE INCLUDES PARTS AND LABOR
BALLY 6809 MPU'S
\$59
FREE ESTIMATES ON DAMAGED OR INCOMPLETE BOARDS
CALL FOR PRICES ON BOARDS NOT LISTED WE REPAIR ALL PIN AND VIDEO BOARDS
Absolute Amusements
1078 N.E. 43rd Street
Oakland Park, FL 33334
305-561-8285

"The Operator's Latin Music Connection"

## We're Here For You...

All Year Long...
Fulfilling Your
Latin Music Needs.
With the Industry's Most
Complete Latin Music Catalog
Featuring over 1,600
Compact Disc Albums.
Title Strips For All Jukebox Brands Wholesale Pricing to the Trade




WEIGHS ONLY 15 LBS.
H-11 1/2"
W-12"
L-13 1/2"

## - PROVEN EARNINGS • COINLESS <br> - PORTABLE <br> - BOOKKEEPING

This unique machine allows the player 3 exciting games
PULLTAB • SLOTS • BINGO
EXPORT - This machine can be used anywhere in the world, no matter what currency is used.

Introductory price $\$ 895.00$
Distributors wanted, call for details:
A.S.K. DISTRIBUTORS, INC.
(813) 888-VEND

FAX: (813) 888-9873


## MATCH FIVE

MATCH FIVE is a promotional accessory that can be added to your music box or any game.

If your income is flat, then PROMOTE! Gas stations, Grocery store, soft drin companies, auto sales companies...everyone is promoting. You must give if you want to increase profits.

MATCH FIVE does this for you. Join the club of successful owners. Don't waste time-order yours now!

BEAVER STATE ELECIRONIC CORP. I-800-488-3644

# M \& P AMUSEMENT 

(Phil)
Se Habla Español
(Terry)
658 West Market St. - York, PA 17405
(Mike)
(717)848-1846 FAX (717) 854-6801

January savings- $\$ 50.00$ prepays freight on any video game in continental U.S. ( $\$ 80.00$ on sitdowns)


## Super Specials

Bank It (Used)................................... 3095
Cisco Heat s/d................................ 4995
Clown Roll Down............................. 2500
Computer Space................................ 800
Cosmo Gang.................................. 2995
Dragons Lair II Kit w/player............... 595
Dragons Lair II................................. 1095
F-15 s/d........................................... 3295
Final Lap s/d.................................... 4995
GP Rider s/d.................................... 5495
GI Joe kit.......................................... 795
Hard Drivin s/d................................ 4995
Lazer Ghost.................................... 2495
New York New York...................... 3995
Op Wolf............................................. 595
Penny Falls...................................... 1495
Pop A Ball....................................... 2750
Rad Mobile u/r................................. 2195
Skee Ball 13 Ft............................... 2500
Slug Fest......................................... 1795
SMS Poker Roll w/ticket................. 1495
Star Burst......................................... 2795
Super Monaco GP s/d...................... 3995
Terminator Gun (Used).................... 2595
Turtles Pin...................................... 1550
Vendetta (Ded.)............................... 1500
Wrestlefest (Ded.)........................... 1595

| Pinballs For Sale |  |
| :---: | :---: |
| Addams Family.. | 2795 |
| Batman. | 2195 |
| Big Gun | . 795 |
| Black Knight 2000 | 1095 |
| Bone Busters. | . 795 |
| Bride of Pinbot.. | 1795 |
| Comet | . 595 |
| Cyclone. | 1150 |
| Diner. | 1295 |
| Dr. Dude | 1495 |
| Earthshaker | 1495 |
| Eight Ball Champ. | 495 |
| Elvira. | . 1595 |
| F-14 | 595 |
| Fire. | . 695 |
| Fun House | 1995 |
| Game Show. | 1195 |
| Mousin Around. | 1195 |
| Police Force | . 1195 |
| Roller Games | . 1395 |
| Sorcerer | . 550 |
| Star Trek | 2095 |
| Taxi.. | . 995 |
| Terminator Pin. | . 2395 |
| The Simpsons | . 995 |
| Turtles Pin | . 1550 |
| Whirlwind | .. 1395 |

## Videos For Sale

After Burner u/r...................................... 795
Alley Master............................................ 295
Archrival ................................................ 495
Bad Lands............................................... 795
Beast Busters.......................................... 1595
Big Run.................................................... 1550
Blades of Steel....................................... 395
Buggy Challenge..................................... 450
Captian America 25"................................. 1295
Championship Sprint............................... 595
Chase HQ.................................................. 1295
Enduro Racer........................................... 750
Galaga.................................................... 550
Hang On............................................. 750
Paper Boy......................................... 450
Operation Wolf........................................ 595
Out Run............................................... 1550
Paper Boy................................................ 450
Pit Fighter.............................................. 995
Pole Position II......................................... 795
Power Drift............................................ 1550
Prestoric Isle........................................ 395
Roadblasters............................................. 695
Space Gun......................................... 1995
Speed Buggy............................................ 795
Super Hang On...................................... 1395
Super Off Road w/Track Pack............... 1295
Super Sprint...........
Team Quarter Back.. ..... 795
Thunder Blade u/r. ..... 795
Thunder Blade s/d. ..... 1295
Volley Ball..........
WWF Superstars. ..... 395
Dedicated PC Boards
with used accessories
All Am. Football. ..... 100
Alter Beast. ..... 100
Capt. America. ..... 550
Capt. Commando. ..... 595
Combatribes. ..... 100
Contra. ..... 100
Crime City. ..... 100
Crime Fighter ..... 100
Double Dragon. ..... 100
Dougle Dragon III. ..... 245
Empire City ..... 100
Escape Planet. ..... 100
ESWAT. ..... 100
Final Fight. ..... 350
Gates of Doom. ..... 100
Gauntlet II. ..... 100
Gl Joe ..... 795
Ghost Busters. ..... 100
Golden Axe.. ..... 195
Gondo Mania ..... 100
Guerrilla War. ..... 100
Horse Shoes. ..... 195
Kung Fu Master .....  50
Magic Sword. ..... 295
Main Event. ..... 95
Mat Mania. ..... 75
Ninja Gaiden. ..... 100
Pig Skin. ..... 150
Quarterback. ..... 150
Rampart (new). ..... 150
Rastan. ..... 100
Rim Rock ..... 595
Robo Cop. ..... 150
Rough Ranger. ..... 100
Shinobi. ..... 100
Shoot Out. ..... 95
Skull \& Crossbones. ..... 100
Simpsons. ..... 325
Sly Spy.. ..... 100
Smash TV. ..... 395
TMNT. ..... 100
Too Crude. ..... 100
W.W.F. Superstar. ..... 250
World Series ..... 100
(717)848-1846 FAX (717)854-6801

## CRANE OPERATORS CHECK THIS OUT:

REPLACE YOUR WORN OUT CRANE MECH. WITH THE BEST. UNITS CAN BE WIRED TO OPERATE WITH MOST RELAY BOARD CONTROLS. DO YOU HAVE A CRANE YOU CAN'T GET REPAIRED??? INSTALL OUR KIT FOR RELIABLE OPERATION MANUFACTURED IN THE U.S.A.

CRANE MECH. \$299.00
NYLON GEARS BRONZE BUSH CHROME SHAFTS CABINET TOP RAIL SPACING IS 21 5/8" RUNS ON 1/2" RODS OR METRIC RODS

## CRANE KITS $\$ 649.95$

SWITCH SELECTABLE FOR JOYSTICK OR TWO BUTTON CRANE, COIN UP. TIME OF PLAY, OUTPUT FOR TICKET OR BASEBALL CARDS. HAS ERROR CODE DISPLAY.

JOY STICK, LED DISPLAY, CRANE MECH, COMPUTER BOARD, COUNTERS, WIRE HARNESSES, POWER SUPPLY AND TRANSFORMERS. JUMBO KITS--NOW AVAILABLE

> OMNI PRODUCTS 417-485-7505

Quality/Service Less Problems! More Profit!

## GET ONE FREE!

With Any Products Purchased In Lots Of 12


Featuring
W-4, W-6, W-7, W-8, W-11 (Lucky Star), W-15 (Lucky Bell), Bingo, Cherry Bonus I, II, III, Treasure Island and New Dynasty
Full Parta \& Seruice
Factory 7rained 7echnicians
Toll Free 800-659-1999

## service (1st DISTRIBUTING

919-843-8200
FAX 919-843-0084

- With Double Up
- Eye Catching Graphics
- Super Realistic

Sound Effects

- Sturdy Cabinet Available in: 13" Monitor • 19" Monitor


Also Available: \$1-5-10-20 Bill Acceptor (As Shown in Pidure)


## RED BARON BOARD EXCHANGE

6540 West Central-Toledo, Ohio 43617

800-331-3766<br>VALID IN ALL 50 STATES, MEXICO \& CANADA<br>FAX (419) 841-6484

> All PCB's listed below are available in a complete universal dedicated cabinet, including all graphics, for an additional $\$ 500.00$

WHEN YOU THINK OF BUYING A VIDEO GAME PRINTED CIRCUIT BOARD...THINK OF RED BARON BOARD EXCHANGE. WE DON'T HANDLE DEDICATED GAMES, PINBALLS, PARTS OR JUKEBOXES, BECAUSE OF THIS SPECIALIZATION, WE OFFER THE LARGEST SELECTION OF VIDEO GAME BOARDS AT THE BEST PRICES!

| 1943 | 185 | Double Dragon | 185 | Mutant Fighter |
| :--- | ---: | :--- | :--- | :--- |
| Afterbumer | 360 | Double Dragon II | 185 | New Zealand Story |
| Air Buster | 200 | Double Dragon III | 185 | Operation Thunderbolt |
| Ajax | 225 | Dragon Saber | 710 | Pacmania |
| Alien Storm | 195 | Drift Out | 400 | Pang |
| Altered Beast | 225 | Dynamite Dux | 270 | Pit Fighter |
| Arabian Fight | CALL | Fighting Fantasy | 185 | POW |
| Arabian Magic | CALL | Galaga | 195 | Prehistoric Isle |
| Astyanax | 125 | G. I. Joe | 795 | R Type |
| Bad Dudes | 125 | Golden Axe | 275 | R Type II |
| Bells \& Whistles | 360 | Gun Force | 345 | Raiden |
| Blood Brothers | 395 | Gun Frontier | 345 | Rally Bike |
| Bubble Bobble | 255 | Hacha Mecha Fighter | 195 | Robocop |
| Buster Brothers | 210 | Halleys Comet | 225 | Robocop II |
| Cadash | 200 | Hammerin Harry | 225 | Saboten Bombers |
| Captain America | 495 | Heavy Unit | 185 | Saint Dragon ( |
| Captain Commando | 860 | Image Fight | 185 | Sand Scorpion |
| Cobra Command | 255 | Karate Blazers | 400 | Secret Agent |
| Cosmo Gang | 810 | King of Dragons | 710 | Shotgun Warrior |
| Crime City | 270 | Knights of the Round | 875 | Silent Dragon |
| Crime Fighter | 225 | Legionaire | 500 | Sky Soldiers |
| Crude Buster | 225 | Magic Sword (kit) | 495 | Snow Brothers |
| Dark Seal | 360 | Magic Sword | 425 | Sonic Boom |
| DD Crew | 295 | Master of Weapon | 270 | Space Harrier |
| Dead Connection | 860 | Midnight Resistance | 225 | Spinal Breakers |
| Desert Assault (kit) | 295 | Mustang | 225 | Splatterhouse |


| Driving Game Boards |  |
| :--- | ---: |
| Full Throttle | 360 |
| Hang On | 270 |
| Monaco Grand Prix | 360 |
| Pole Position | 255 |
| Super Bug | 185 |
| Super Hang On | 360 |
| Super Spirit | 270 |
| S.C.I. | 445 |
| TX-1 | 360 |
| Wec Lemans | 270 |


| Adult Games |  |
| :--- | :--- |
| Cool Pool | Call |
| Gals Panic | Call |
| Pipis \& Bibis | 395 |
| Puzznic | 185 |
| Splash | Call |
| Super Pinball | 275 |




[^4]
## OLD GAME PARTS

WE CAN REPAIR OR REPLACE MOST COMPONENTS FROM OLDER VIDEOS \& PINBALLS. GIVE US THE OPPORTUNITY TO SUPPLY YOU WITH THE MISSING PART THAT KEEPS YOU FROM MAKING MONEY!

## WE BUY OLD P.C. BOARDS!

Conversion Items
Video game PCBs-Over 400 Kinds
Call for price list
Electronic pinball parts-All makes-Used playfields Backglasses \& Electronic Components Laser Disk games-Players, disks \& PCBs
Monitors-All sizes: color, B\&W -all XYs
Manuals, schematics and other service data
Tubes-New, rebuilt \& used
Multi-game Systems-3-in-1, 4-in-1
Video Arcade Analyzer:
Test Fixture for Monitors-NOW ONLY \$225

## ELDORADO GAMES LTD. (310) 630-0910 FAX: 310-630-1566

## Monitor Board Replacements with one year warranty



- EYGO CHASSIS are available for most monitors including: Electrohome, Hantarex, Wells Gardner, etc.
- EYGO MONITORS are available in 13 inch, 19 inch, 25 inch, 27 inch, and 33 inch
- EYGO POWER SUPPLIES are available in 7A, 12A, and 15A.



## EYGO EYGO COMPANY, LTD.

Phone (214) 721-0258
Fax (214) 721-0363


## "Your Building Blocks To The Future"

Call The So Called Wholesalers Then Call US

And We'll Pay For It, With Our New Toll Free Number
1-800-653-5897


Low Cost - High Return Pay Phones Local-Long Distance-Multi Coin

Prices So Low We Don't Want To Embarrass The Others By Printing Them. So Call Them, Then Call...
Independent Technical Service
Toll Free 1-800-653-5897
FAX (717) 779-4419

120 Southwest Drive
Spartanburg, SC 29301
Telephone (803) 574-0162 • Fax (803) 574-7680

Set


Model M1A
\$1 and \$5 acceptance 1600 Bulk Coin Capacity Optional Floor Stand
Optional \$10 and \$20 Acceptance

Model M2
\$1 and \$5 Acceptance 3200 Bulk Coin Capacity Optional Header/Footer Optional \$10 and \$20 Acceptance

# ADVANCED AUCTIONS 

## ADVANCED FOR PROFITS ADVANCED FOR CHANGE ADVANCED FOR AUCTIONS

# LOOK OUT 93! WE HAVE ADVANCED AND SO CAN YOU! WATCH NEXT MONTH FOR OUR NATIONAL AUCTION SCHEDULE COMING <br> TO A <br> CITY <br> NEAR <br> YOU! 

NEXT AUCTION--CALL OUR AUCTION HOTLINE FOR January sale Information.

ADVANCED OFFERS FREE HOTEL \& AIRFARE accommadations. SPEAK TO OUR REPS ON HOW TO EXPAND YOUR COIN-OP PROFITS!
CONSIGNORS WANTED FOR DALLAS, MIAMI, HOUSTON, DENVER, ATLANTA, CHICAGO, INDIANAPOLIS, AND COLUMBUS.

TERMS: CASH, CASHIER CHECK, COMPANY CHECK WITH BANK LETTER OF GUARANTEE. all equipment removed day of sale. 10\% PREM. A2609.

|  |
| :---: |



## WANTED

Cigarette Route in East Tennessee. Buying Bill Mate's and Other Bill Acceptors for National Cigareete. Will Buy or Trade for Dixi-Narco Can Soda Model 300 to 600.

## FOR SALE

Rowe Changers Bc-9
Rowe Changers BC-20 \$ 550.00 850.00

Rowe Changers BC-12
National Cold Food FM-72
National 314 Cup Drink
National 614 Coffee
National MM 72
National HCM 72 Soup
National ICM Ice Cream
Rowe Cold Food 447

1,450.00 700.00 300.00 300.00 200.00 100.00 700.00
700.00

## Contact: Knox Vending Co.

Knoxville, TN 37917
(615) 523-4144
ask for Bob Baxter

## SUPER 8 LINE

Available in:
13" Monitor • 19" Monitor • Space Saving Mini Cabinet

- With Double UpStrip

Atrion Feature

- Eye Catching

Graphics

- Super Realistic

Sound Effects

- Sturdy Cabinet


Leisure Entertainment, LTD.
25 Hutcheson PI. © Lynbrook, NY 11563
516-593-5050 • Fax 516-593-5896 Outside NY - 800-645-2162

410 Woodbine St. • Nashville, TN 37211 Phone (615)256-7748 • Fax (615)256-5924

## * Always Available *

Tommy Gates w/7" ext....... $\$ 950.00$ Klopp Coin Counters............. 650.00
DBV-35/Tekbilt..................... 299.00
CBV 1-2-5-10-20-50-100...... 299.00
HSV-300................................. 200.00
DBV-26................................... 175.00
VFM-4..................................... 325.00
VFM-5.................................... 340.00
VFM-5 w/stacker.................. 440.00
19" Sharp monitors............... 215.00
13" Sharp monitors............... 205.00
19" Wells-Gardner monitor.... 235.00
13" Wells-Gardner monitor.... 225.00 Empty Cabinets/19"-13"-c/t.. 250.00 New \& Used Pool Tables
/Dynamo \& Valley......CALL

New \& Used Jukeboxes
All makes \& models.....CALL Pokers--GTI, Turbo, Foxtronic,
Drews, SMS, Omega.....CALL

## *"Lucky 8-Lines"*

U/R-19" \& 13", Mini, Cocktail, Countertops $9^{\prime \prime} \& 13^{\prime \prime}$ with or without stackers.
Blonde, Dark, or Pecan woodgrain.

Prices starting atw/dba........ $\$ 1195.00$
Kit Pricesstarting at.................. 250.00
Board Prices starting at............150.00
W-7, W-8, W-11, W-15,
Jolly Lines, Treasure Island,
Dynasty, Magical Odds, Victor 5, Lucky Bingo, Pull Tabs, Alladin, W-6, W-4, F-5, F-99,
Double 8 Line, Lucky 75

## WE'RE BUYING

Pool Tables, Flippers,CD's, Top Draws, Rivieras, Omegas 903's, Foxtronics
*** THIS MONTH'S SPECIAL ***
Reconditioned L8L PCB's $\qquad$ starting (6) 125.00
19" Magical Odds Kits. . 595.00
Treasure Island PCB's.............................. 425.00
Jolly Line PCB's. .350 .00
Used 19" L8L w/DBA dedicated.............. 1000.00

## Phone (615)256-7748 • $\operatorname{Fax}$ (615)256-5924

## "New Business Opportunity"

"National Accounts Available"


## COIN OPERATED KIDDIE RIDES

Call for your nearest sales office

$$
\begin{aligned}
& 1-800-543-3437 \\
& \text { (809) 897-3180 }
\end{aligned}
$$

Fax (809) 897-3377

## BILL CHANGERS

Prices Too Low To Print!
1-800-338-7031


Quality/Service
Less Problems! More Profit!
 Featuring
W-4, W-6, W-7, W-8, W-11 (Lucky Star), W-15 (Lucky Bell), Bingo, Cherry Bonus I, II, III, Treasure Island and New Dynasty

Fast 7urnaround on Baard Repair

Toll Free 800-659-1999
For Your Export Needs Contact Diego Egas


919-343-8200 FAX 919-343-0084

## WANTED <br> GFFBURG JUTS RTPAIRS

Reliable Service Co./Ind. To Repair our Gray, Black Boxes, Control Centers AMPS's, Mechanisms.

Fast Turnaround Needed.
Steady Flow of Work Assured.

## M \& D Vending, Inc. <br> (718) 270-5000 FAX (718) 276-5006

$\mathcal{N}$ New é Clnique Pricing Catalogue

Amusement Researck P. O. Box 1256 Lavergne, TN 37086 (615)355-9614

Buying or Selling Used Equipment?

Amusement Research P. O. Box 1256 Lavergne, TN 37086
(615)355-9614
We offer you a unique catalogue that list used equipment that other pricing guides do not!!! Use our Blue Book for your "key to confidence." Extensive research is involved to keep you informed.

## Format:

## -Card Games-

## Drews

Drew's Revenge
Super Bonus.
\$\$\$
\$\$\$ SMS
D-80 SMS

Top Draw -PushersGamco
2001 .. S\&M
Merchandiser. Coin Concepts
Starburst. $\qquad$

## -Cranes-

Betson
Big Chopice \$\$\$
Grayhound Grayhound Grayhound (single). \$\$\$
Grayhound (double). ..... \$\$\$
-Redemption-Data East
Wacky Gator.Smart
Big Bertha ..... \$\$\$
Shoot-to-Win ..... \$\$\$
Amusement Research will also be listing kiddie rides, fruit games, and kits.
Please Check Applicable Items
U.S. Subscription--(\$75-single) Additional Subcriptions (\$40-each) Canadian Subscription (\$90-single, US funds) Foreign Subscription (\$95-single, US funds)

## First issue will be mailed out 1st Class January 15th. <br> Subscribe MOW and receive $\$ 10.00$ offregular subscription price!

Company Name:
Attention: $\qquad$ Phone: $\qquad$ Address: $\qquad$
Amount Enclosed
Please make checks payable to Amusement Research

## Sands Expo \&

 Convention Center Las Vegas, NV For Information Call Show Management
## 708-333-9292 <br> FAX 708-333-4086

 Thursday, Friday \& Saturday
## William T. Glasgow

## STREET

 FIGHTER II CHAMPIONSHIP
$\$ 695$

## MANY OTHER ORIGINAL

 BOARDS - BEST PRICEADD $\$ 25.00$ FOR HEADER, BEZEL AND AUX HARNESS
REDEMIPTION GAMES TOO

VIDEO VEND, INC
CALL: (808)842-5155
PAX: (808)848-2748


## The SOF'TWARE for VIDEO GAMING OPERATORS <br> If keeping track of video gaming income is important to you, you need this software.

The Pioneer in the Industry



## Quality/Service Less Problems! More Profit!



Featuring
W-4, W-6, W-7, W-8, W-11 (Lucky Star), W-15 (Lucky Bell), Bingo, Cherry Bonus I, II, III, Treasure Island and New Dynasty

## Full Parts \& Service

Fast 7urnaround an Board Repains

## Toll Free 800-659-1999

Call Now for Prices and Policy Information! You'll be Pleased with the Results.


919-343-8200
FAX 919-343-0084

## T TCAmusement Auction <br> $\approx$

 Pool Tables • Darts $\bullet$ Kits $\bullet$ Kidddie Rides Gameroom Collectibles

For further information contact:
Auctioneer: Bill Hughes, • P.O. Box $4819 \bullet$ Louisville, KY 40204 • 502-451-1263 Licensed by Div. of Licensing, Ohio Dept. of Commerce and bonded in favor of State of Ohio, OH/IA4065, OH/AC2208; in Florida, FL/AU882, in Penn, PA/AV002644; in Kentucky, KY/P1597; in Indiana, IN AU08700280; in Caiifomia, A-2586; and in Texas, TX10171.

## Sales Manager: Jeff Schwartz <br> Ric Stephen <br> 812-332-0568

502-456-1600
24 hr. Fax: 502-897-7771

January 16 - San Jose, CA
Fiesta Building, Santa Clara Co. Fairgrounds
Cellular: 408-234-7626 Reorder Tone Dial: 313-515-2700 Hotels: Presidential Inn, minutes from airport and fairgrounds, Monterey Highway, 408-972-2200
January 23 - Louisville, KY
Buechel National Guard Armory Progress Blvd. (at the corner of Progress and Buechel Bank Rd., across from GE Appliance Park) Take Bardstown Rd. to Buechel Bypass 1.6 miles South of I-264 (Watterson Expy.) Turn right at National Guard Armory Sign. Hotels: Holiday Inn SE, 3255 Bardstown Rd., 502-454-0451 Motel 6, 3304 Bardstown Rd., 502-456-2861
January 23 - Houston, TX
Ft. Bend County Fairgrounds Bldg. "C", Co. Rd. 36
South of Hwy. 59 (Rosenberg, TX) Cellular: (713) 824-7626
Reorder Tone Dial: (313) 515-2700
Hotels: Express Inn, 5111 Southwest Fwy., (713) 342-6671
Budget Inn, Hwy. 59 S., (713) 342-5387
January 30 - Indianapolis, IN
East Pavilion Bldg. Indiana State Fairgrounds across from grandstand Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866
Hotels: Howard Johnson's I-70E and Shadeland, 317-352-0481
Budget Inn 317-353-9781
February 6 - Milwaukee, WI
East Wing, Wisconsin State Fair Park Greenfield and 81st Street Cellular: 414-254-7626 Reorder Tone Dial: 313-515-2700 Hotels: Holiday Inn Express, 11111 W. North Avenue, 414-778-0333 Best Western Midway Hotel, 251 N. Mayfair Road, 414-774-0333

## February 20 - Tampa, FL

Florida State Fairgrounds, Special Events Bldg., Hwy. 301 off I-4 Cellular: 813-623-7626 Reorder Tone Dial: 502-551-1866 Hotel: Red Roof Inn, 800-843-7663;
Days Inn at I-4 and 50th Street, 813-247-3300, 800-523-7513; Holiday Inn, 800-HOLIDAY

## Auction Information

- All auctions begin at 10 am local time.
- Removal of all equipment by

Saturday, midnight.

- Inspection: Saturday 9-10 am.
- Please, no cigarette or candy machines older than 2 years.
- Phone numbers listed for auctions are for Friday and Saturday only.


## FUTURE AUCTIONS

March 11-13
ACME Trade Show
Las Vegas, NV

- Not An Auction•

March 20
Anahiem, CA
March 21
Collectors Auction
Anahiem, CA
March 27
Columbus, OH
March 28

## Collectors Auction

Columbus, OH
To consign games for sale: bring to the auction site on the Friday before the auction between 9 am and 9 pm .

## Terms \& Conditions

Terms: Full payment day of auction: cash, cashiers check, company check only with current bank letter of guarante No exceptions. $3.5 \%$ surcharge for VISA and MasterCard. A state sales taxes will apply unless you provide a copy of cu rent sales-and-use tax permit.

GAMES TOGETHER!


Style M-4 WEDDING BOND
Hard to get apart, and better than chains. Easy to install, requires only one padlock inside game. This bar allows you to fasten games close together or 3 inches apart.

A-1 PRODUCTS
Phone tol free: 1-800-STANS A-1 OR 1-800-782-6721
PHONE OR FAX 1-919-728-5311
Route 1, Box 654A, Hwy. 101, Beaufort, NC 28516 To keep vandals out of your games, Stan is your MAN

## LOW COST

 HIGH RETURN DESK TOP COIN PHONES

BEST WHOLESALE PRICES IN THE US...
WE WILL NOT BE UNDERSOLD! FORGET THE REST,
CALL THE BEST!


713-550-5592
Fax 713-550-1028

## EX§PAND YOUR JUKEBOX PROFITS with JUKE BLOCKS "THE PROMOTION MACHINE"



Now designed to award Prizes, Food, Trips and Many Other Attractive Prizes
$\checkmark$ Simple to install $\checkmark$ Adapts to all major jukebox brands $\checkmark$ Let us custom design a game for your location or route

For more information or for the name of the distributor nearest you, call:

## Specialty Coin Manufacturing 800-988-7396

## Kevin Sharp Enterprises Inc.

## 264 River Rock Blvd. Suite B, Murfreesboro TN 37129 800-6CHERRY (624-3779) <br> Contact: Bart or Kevin 615-895-9099 or FAX 615-895-9184

Announcing Factory Direct Financing Let the games pay for themselves---Take up to 6 months to pay
Call for details on all Pokers and 8 -lines

## The only place to shop for all your Lucky 8-Lines and Poker needs Complete games start at $\mathbf{\$ 1 2 4 5}$

Includes: 19" Wells Gardner monitor, HSU-300 bill acceptor, New 150 watt computer power supply, Top front cabinet entry

## Hottest Game in the Country--NEW Double 8-Line

*     * CALL FOR PRICES **

FULL LINE REPAIR SERVICE

| DBA'S |  |
| :---: | :---: |
| Mars | 340 |
| CBV | 290 |
| Tebilt | 305 |
| Monitors |  |
| Wells Gardner |  |
| 13" - 19" | 225 |
| New Years Special <br> HSV..... 300 |  |
| - 1-5-10-20 Bill Accepters <br> - $\$ 200.00$ |  |
| Call for qu | rices |
| Misc. Parts |  |
| Plexis..............................25.00 |  |
| Computer Power |  |
| Supply..............................49.00 |  |
| Harness. | . 30.00 |
| Buttons.............................15.00 |  |
| Bezel..................................6.00 |  |
| Speakers..............................3.3.85 |  |
| Bill Chutes...........................7.50 |  |
| Meter.........................(set)..8.00 |  |
| Coin Mechanism |  |
| Assembly Comp.................47.00 |  |
| Front Entry............................26.95 |  |
| Iso Transformer. | ....10.95 |

## Boards

w-4, w-6, w-7 W-8, W-11, W-15
Alladins, Black Jack, Bingo, Cherry games, Eldorado, Double 8, Treasure Island, Dynasty, Pokers, and the All New Fruit Bonus

## Cabinet Style

19" Upright
13" Mini
13" C/T w/stacker 9" C/T w/ stacker 19" Slant Top

Dark or Light Woodgrain

Our Cabinets are not hot glued and stapled--they are precision cut to size--screwed and doweled together--3/4 inch wood all around--with plywood bottoms in all.

All games come in 19" Upright, 13" Mini, 13" \& 9" cocktail with stackers NEW -- 19" Cal-Omegas 905 \& 903 -- Call for Prices NEW Hamilton Bill Acceptor CANNOT Be Cheated--CALL

## SAVE MONEY!

Switching
Power Supply Repair
$\$ 12.00$
6 Month Warranty

## Extended Warranty

 Now Available!Additional $\$ 3.00$

Extends Warranty One Full Year


## PETER CHLOPEK

Annuncia...
Su Gran Apertura de American Gaming y Entertainment 224 S. Crossen Ave. Elk Grove, IL 60007

## Announcing...

The Grand Opening of American Gaming \& Entertainment 224 S. Crossen Ave. Elk Grove, IL 60007

## (708)593-7553 Fax (708)593-7822

.-....-....--Le Ofrecemos
Carjetas Nuevas y Usadas... Palancas... Botones... Switches... Monitores... Puertas de Monedero... Refacciones Completas... Nuevas y Nuevas... Maquinas de Video Juecos de los Mejores Manufactureros en este Negocio

Surtimos con Especial
Atencion a mexico Sur y Centro America
Siempre con los Mejores Precios
-..------..-.-We Offer-
New and Used Machines... Joysticks... Buttons... Switches... Monitors... and More...

Fast and Friendly Service
Mexico and Central America
Your Business is Important to us !!


|  | aכ！nıas Ki！lemo slonpord Kil！eno <br>  |
| :---: | :---: |
| （әqе！！eле и！un <br>  <br>  <br>  ио！эелие лоы <br>  |  <br> ио！！！ибоวอ． шәमед pue э！！әибеш <br>  <br>  <br>  stndłno asind əlqeumesboudd • |
|  <br>  |  |
| IVO－OIIAN Hoow | iSNOIIOヨา703 ynO人 ヨS甘ヨYONI 人T7VOIIVW甘Y ＊ <br>  ＊ illequid＂रрpea－ле॥ор＂ ls！！ S ， P OM OLI <br> ＂＂£ NOdVヨM 7VHLヨา SIIS甘ヨ $\forall 1 \forall O$ OINI SdOYa |
|  <br> ヨつN甘WぬOJdヨd <br> ISOつ MO <br> \＆Oldヨつつ૪ 11 |  IVヨУ૭ <br>  |

## Parts For Sale

Black Jack plexiglass 19"
Eldorado plexiglass 19"
Eldorado plexiglass $13^{\prime \prime}$
PCB Eldorado

## Good prices!

We Want to Remove From
Stock Room to Make
Space for Hew
Merchandise!

Call for information Ask for Darlene Velez Sales Manager
(809) 257-1000

## NEW KIDDIE RIDES MADE IN THE U.S.A.

Solid State Engineering $\bullet$ Lightweight $\bullet$ Durable $\bullet$ Weatherproof $\bullet$ American made replacement parts $\bullet$ Universal base for all rides $\bullet$ High-security coinbox • Heat-treated strips for construction

## SPACE SAVER RIDES

These newly designed small rides still offer solid state sound and mechanics, heat-treated steel strips on coin post, and American made replacement parts. Yet, the scaled-down size (Little Foot truck $26 \times 44$ inches, Carousel Horse $18 \times 36$ inches) saves you money as well as space.


## HYDRO BOAT

This all new speed boat will be a favorite of all water-loving children! It has the same solid state sound and mechanics, and high security features of our other rides. It is available in eye-catching yellow, blue, or red.


## Kiddie Amusements

P.O. Box 939 • Florence, MS 39073 601-845-7501 • 800-647-6460

## OPERATORS \& DISTRIBUTORS-COIN MACHINE CONSIGNMENT 500 GAMES

SATURDAY, January 16, 1993-10:00 A.M.

KNOXVILLE CONVENTION CENTER - KNOXVILLE,TN
525 HENLEY STREET - TELEPHONE (6I5) 544-537I

* COMMISSION RATE-10\% (MAX \$100-MIN. \$10)
* TERMS - FULL PA YMENT DAY OF AUCTION - CASH, CASHIER'S CHECK, OR

COMPANY CHECK WITH BANK LETTER OF GUARANTEE (No Exceptions)

* MOTEL RESERVATIONS - WORLD'S FAIR HOLIDAY INN, (615) 522-2800
* EQUIPMENT MAY BE CHECKED IN: Friday--Noon until 9 PM or Saturday--8AM until 10 AM

CONSIGNMENTS LIMITED-FOR INFORMATION CONTACT: AUCTION GAME SALES

RICK PARSONS-OWNER \& AUCTIONEER-LICENSE NO. 1623
TO BE ADDED TO OUR MAILING LIST, CALL:
$\star \star \star \star$ TOLL FREE 1-800-551-0660


FOR AMUSEMENT ONLY. Not intended for sales or use in states or municipalities where such games are prohibited by law.




## WIRE CUTTING-SKINNING-TERMINATING-MARKING

Wire cutting/skinning/terminating service available for custon needs. Wire AWG 12 thru 22 in wide range of colors. Terminating performed as required. Hot stamp wire marking available. All services under Quality Control. Call for estimates.

## "HARNESSES OF QUALITY" <br> Amusement and Industrial

JAMMA/GENERIC HARNESSES CUSTOM \& 8-LINE HARNESSES

W-4 * W-6 * W-8
CONVERSION MADE SIMPLE WITH INTERFACE BOARDS

- 8-Line Conversion Kit Plugs Directly Into Existing Cabinet Harness
- Double Male Interface Board with JAMMA Pinout One Side \& Choice of Either $28 / 56$ or $18 / 36$ Female on Other Side
- Nintendo Monitor Color Conversion PCB

We specialize in custom manufacturing all types of amusement wiring harnesses.
Each harness made to your specifications. Price quotations based on quantities.
712 County Road 58 I Prattville, AL 36067
800-365-1941 • 205-365-1841 • Fax 205-365-4435
Prices subject to change without notice • Duns \#62-628-6702

# MICRO MANUFACTURING 

CALL TOLL-FREE 1-800-277-6136
535 Old Nahville Highway Lavergne, TN 37086 (615)793-5510 Fax:(615) 793-5512

| All Of Our |
| :---: |
| Boards |
| Are 100\% |
| Originally |
| Licensed |$|$| MARRS |
| :---: |
| Gの |
| JCMI |
| Bill Acceptors |
| KITS |
| AVAILABLE |
| For All Games |
| INCLUDE |
| Plexi |
| Harness |
| Board |
| Buttons |
|  |
| Manual |

## After Hour TECHINICAL SUPPORT (615) 862-9224 <br> Wait for the 3 tones and from a touch tone phone, dial the number (including area code) where you can be reached. A technician will return your call within an hour!

Turbo Poker II


Classic Joker Poker \&
Turbo I Also Available
Cherry Bonus III


WING GAMES
Skill Chance (W-7) Bonus Chance (W-8) Lucky 75 Lucky Gold (W-10) Lucky Star (W-11) Lucky Bells (W-15) Lucky Bingo Lucky Girl


| All Games Come In Your Choice Of 19" Upright (2 Different Styles) $13^{\prime \prime}$ or 9 " Countertop Units. |  |
| :---: | :---: |
|  | ALL |
|  | MAJOR |
| VISA | CREDIT |
|  | CARDS |
| (1) | ACGEPTED |

# COMPUTER SOFTWARE \$1.59 PER DAY! 

## (AVERAGE COST)

## Let it help you manage and control your business!

## THE "SILENT PARTNER"

WOULD YOU PAY \$1.59 A DAY to know where your equipment is, where it has been, what its lifetime income is, what its year-to-date income and weekly average is?

Do you have any idea what your best location is (income-wise)?
Do you have any idea what location brings in the best cash-flow?
Do you have any idea what location you have the most money invested in?
Can you compare each location monthly or weekly for the last 3 years...are they up...are they down?
Can you compare technician 1 to technician 2 to see how many service calls each one did?

How would you like a report the first of each month on all birthdays, anniversaries \& other personal data on each of your locations?
How would you like to compare your route collectors to one another for refunds, shortages or overages?
For $\$ 1.59$ per day, you can have SILENT PARTNER managing you route!

## IT'S USED WORLDWIDE!

They use it in Australia, Canada, Finland, Mexico, South America and 47 U.S. states! You've seen it at every AMOA and ACME show since 1985.

HERE IS OUR GUARANTEE: Not 30 days 365. That's right! Put the SILENT PARTNER to work for you in the next 365 days. If you find something faster and better, we'll also purchase it and DOUBLE your money back.

## CALL OR WRITE FOR FREE INFORMATION:

$$
\underset{3441 \text { South Park• }{ }_{\text {Theringlield, IL } 62704}^{\text {"SIL }} \text {, INC. }}{\text { SHT }}
$$

IS THE PLACE TO GET
POKER KENO 8 LINES PULLTABS

800-228-0958畐

- EPROMS CGP DIETRIBUTING

TEL: 219-256-1138 FAX: 219-256-1144


SERIES 700
AS LOW AS $\$ 13.75$
SERIES 702
AS LOW AS \$12.56 AS LOW AS \$3.01

7/8" CAM LOCK AS LOW AS $\$ 3.22$
11/8" CAM LOCK AS LOW AS $\$ 3.43$

SECURITY BAR HASPS
$41 / 2^{\prime \prime}$ AS LOW AS $\$ 1.27$
$12^{\prime \prime}$ AS LOW AS $\$ 2.45$
16" AS LOW AS $\$ 2.55$
24" AS LOW AS $\$ 3.25$
ALL MADE IN U.S.A

CAM LOCK


## HASPS

825 AS LOW AS \$4.61
875 AS LOW AS \$2.99
885 AS LOW AS $\$ 3.17$
525 AS LOW AS $\$ 4.25$
535 AS LOW AS \$4.25
SERIES H-10
AS LOW AS $\$ 11.96$

NO. 1 AS LOW AS $\$ 5.69$
NO. 3 AS LOW AS $\$ 4.83$
NO. 5 AS LOW AS $\$ 7.17$ NO. 7 AS LOW AS $\$ 4.13$


MODEL 2000
AS LOW AS \$16.78
SHOWN WITH 825 HASP

## Master Lock

# WHOLESALE GAMES, INC. 519 Madison St., Shelbyville, TN 37160 <br> "Games at Wholesale Prices" 800-526-4723 (Toll Free) or 615-685-0505 AS LOW AS \$1295.00 "NEW" 

Complete Games with Wells Gardner 19" Monitors, Power Supply, Coin Mech, and Mars VFM-5 Bill Acceptor
Want to Buy $\quad$ Our Service Dept. is always ready to help. Board \& Bill or Trade for Jukeboxes, Pool Tables, and Flippers Acceptor Repair other than warranty--Done in Shop

## Boards <br> W-4 CBIII <br> Many Used \& New

 W-6 CMW-7 Treasure Island W-8 Magical Odds W-11 GTI Poker

8 Line Boards
Poker Boards
Complete Games Bally Bingos

## FINISH FIRST WITH BETSON ENTERPRISES



## PINBALLS

## ADDAMS FAMILY. <br> $\$ 2699$

EARTHSHAKER...................... 1599
FUNHOUSE............................ 1999
TERMINATOR II...................... 2599
JOKERZ................................... 999
POLICE FORCE..................... 1099
RIVERBOAT GAMBLER............ 1099
SLUG FEST............................. 1799
SPACE STATION..................... 1099
WHIRLWND.......................... 1699
TAXI...................................... 1099
CYCLONE............................. 1099
ELVIRA.................................. 1799
DR. DUDE............................. 1599
THE MACHINE....................... 2299
PARTY ZONE.......................... 1899
GILLIGAN'S ISLAND................ 1599
SIMPSONS............................. 1399
BATMAN................................ 1999
STAR TREK............................. 1999

## VIDEO GAMES

PAPERBOY ..... \$599
X-MEN ..... 1799
TERMINATOR II. ..... 3599
HIGH IMPACT. ..... 1299
OUTRUN ..... 1399
SPIDERMAN. ..... 1199
OPERATION WOLF ..... 999
THUNDERBLADES ..... 999
CHASE HQ. ..... 1599
DOUBLE AXLE ..... 2199
CAPTAIN AMERICA ..... 1299
DRAGON'S LAIR II. ..... 1099
KNIGHTS OF THE ROUND. ..... 1799
MERCS. ..... 899
SUPER OFF ROAD 3PL ..... 1099
STREET FIGHTER II. ..... 1799
STREET FIGHTER II CE. ..... 2699
WRESTLEFEST. ..... 1399
KING OF DRAGONS ..... 1699
SIMPSONS ..... 1199
ROWE MUSIC
R-87 W/DBV ..... \$699
R-88 ..... 799
R-90 ..... 1099
R-91 ..... 1199
R-91 CD. ..... 1599
R-92 ..... 1499
R-92 CD. ..... 1799
R-93 ..... 1599
R-93 CD. ..... 2099
SIT DOWNS
FINAL LAP ..... \$5499
FINAL LAP II. ..... 8999
ROAD RIOT. ..... 6999
AFTER BURNER. ..... 4499
RAD MOBILE. ..... 6999
STEEL TALONS. ..... 6299
FOUR TRAX ..... 7499
GRAND PRIX STAR. ..... 8299

[^5]BETSON ENTERPRISES
DIV. OF H. BETTI IND., INC.

303 PATERSON PLANK ROAD
CARLSTADT, N.J. 07072-2307
Phone (201) 438-1300 Fax (201) 438-4837
TOLL FREE 1-800-524-2343
Ask for Chris at Extension 316

Seeburg Jukeboxes in Working Condition

1- SPS-2 Matador
1- STD 160-Consolette
2- SPS-160 Olympians
2- LS-325
1- LS-2

## Complete but not working

3- USC 2-Bandshell
2- SPS-2 Matador
1- SPS-160 Olympian
4- LS-325
3- LS-2
All 20 Jukeboxes $3500^{00}$
Please Call 405-382-2166
After 5:00

* USED KITS *

100 Clams or Less!

Gamemasters
(504) 924-6111

WANTED
Used Coin-Operated Kiddie Rides

Call 1-800-448-6888 FAX 303-771-7567


Kiddie Rides U.S.A.

## Poker Machines <br> All Different Types

$\$ 550.00$ each
(615)355-9681 Call Today !!

MARCH 11-13 Thursday, Friday \& Saturday

Sands Expo \& Convention Center Las Vegas, NV
For Information Call

William T. Glasgow
Show Management
708-333-9292
FAX 708-333-4086



AMUSEMENT RIDES, INC TOP QUALITY NEW KIDDIE RIDES AT LESS THAN THE PRICE OF REFURBISHED FEATURING...

- Up \& Down and Back \& Forth Movement
- Maintenance Free Electronic Sound
- Fully Interchangeable Bodies
- Shear Pin Protection on Shaft and Motor
- Sturdy Construction for Street Use
- Full 90-day Warranty on Moving Parts
- Fully Stocked Domestic Parts Dept.
- Proven Customer Service Record

1 to 5 units . 1495.00 Ea.
6 or more units. $\$ 1395.00$ Ea.
Split Shipments up to 90 Days Acceptable All Prices F. O.B. Paterson, New Jersey

SPECIAL SAMPLE OFFER ANY UNIT IN OUR INVENTORY ONLY \$1395
RAINBOW AMUSEMENT RIDES, INC.
114 Roseville Road, Westport, Connecticut 06880


## START THIE NEW YEAR WIIII SOUTIILANDD DSSTRIBUTIING

Here at Southland Distributing we guarantee quality not only in our products, but in our service as well. We provide service factory trained technicians as well as a full parts inventory.


You can't buy Quality and Service for less than at Southland Distributing, so take a look at our wide selection of products and let us satisfy your game and coin-op needs for 1993.

## FOR THIE BEST IN COIN-OPERATED DNIERTAINMENTL.




W-4, W-6, W-7, W-8
W-11 (Lucky Star)
W-15 (Lucky Bell)

## Bingo

Cherry Bonus I, II \& III Treasure Island The New Dynasty


Take advantage of Southland's


Any Products Purchased in Lots of 12 , GHETOMEIEREEIE?

Additional Products Available:
Pioneer CD Jukebox *Merit * U. S. Games * Wurlitzer * Arachnid * Alvin G. \& Co. * Irem * CBV * Eagle * Ram Star * Ecomms * Grayhound * Tornado Cooper * Leisure * Hamilton

## -FOR YOUR EXPORT NEEDS CONTACT DIEGO EGAS •

Sowithlaind(1. DISTRIBUTING

## CALL TOLL FREE

 800-659-1999 or 919-343-8200FAX 919-343-0084
1611 Castle Hayne Road, Building B Wilmington, North Carolina 28401

# Tired Of Slow Board Service? Then Call BOARDWORKS... 

## A STATE-OF-THE-ART SERVICE CENTER DEDICATED ONLY to the SERVICE OF COIN-OP VIDEO GAMES AND PINBALLS.

Because SERVICE is all we do, we can offer 24-hour turnaround in most cases!

Phone (407) 679-8007 • 1-800-942-9425 • FAX: 407-679-0755

## COMPLETE STOCK OF EPROMS FOR PINBALLS AND VIDEOS



# California Games, Inc. 

 4715 Brooks • Montclair, CA 91763 • FAX: 909-629-4090
##  GUARANTEED BEST POSSIBLE PRICES!!!

## CALL FOR SUPER SPECIALS ON:

Street Fighter II Champion Edition NEO-GEO 1-Slot Fatal Fury II NEO-GEO 1-Slot Art of Fighting NEO-GEO 2-Slot Fatal Fury II NEO-GEO 2-Slot Art of Fighting


CALL US FOR Quantity Discount
(909) 482-4434 MONDAY TO FRIDAY AFTER HOURS (909) 949-3499

Complete 25" System Cabinets Specials! \$995.00
25" Wells Gardner All Plywood Red, Blue, or Black 1 Year Parts \& Labor

NEW 25" Street Fighter II Champion Edition

# Only <br> \$2149.00 

Call for Delivery
TODAY!!!!

LIGFTIN $G$ SPECIALISTS:
Manufacturers of Chase Channel and Versalite Lighting. Direct Importers of Rope Lights, Belt Lighting, Crystal Belt, 24V Sparkletrack, Bendable Neon-Like Products--Solid State Chase Controllers, Bulbs all kinds. Quick Service with dependable continuing interest in our customers.
Action Lighting, Inc. 800-248-0076 Catalog


WANTEID

## Used Play-Port

Contact-
= Mr. Young

## 0)08-(5\$1-5115



Will Buy Antique Slot Machines And Parts

Call Morgan

## LUCKY EGGS = GOOD MONEY!

- Reconditioned Chicken and Flintstone Animated Egg Vendors with Warranty - Like New!
- Prize-Filled Egg Capsules with Same Day Shipping - Phone for Quote


> INNOVATIVE INDUSTRIES, INCORPORATED

```
504-279-6077
```


## *RAMSTAR $\star$

says, "Thank you.
We appreciate your business."
Call us for POKER, KENO
8 LINES \& PULLTAB.
24 hr . SERVICE ON OMEGA
BOARDS (in most cases)
(800-228-0958
FAX 303-737-2443

## Happy New Year!!

## End Ball Juggling Forever!

"The Original Lane Retainer"
Keeps the balls where they belong. VIRTUALLY ELIMINATES

- Balls crossing into other lanes. - Lelt-hand players rolling balls inte right-hand lanes.
- Players taking tickets from the wrong dispenser.


## INCREASE REVENUE AND.

Decrease expenses by reducing downtime Space age material...Virtually indestructible!
LIFETIME REPLACEMENT GUARANTEE

PLASTITECH PRODUCTS, INC.
P.O. Box 2387 • Longview. TX 75606

CALL TODAY: 1-800-933-0145


Professionally Made at
"do-it-yourself" prices!

## BC-9 Conversion Kit

SAVES HUNDREDS OF DOLLARS FROM BUYING NEW CHANGERS Converts a BC-9 to BC-35

- 55 Acceptance
- Solid state, self-diagnosing computer
- Installs in minutes


## To Order Call:

 616-245-8235
## FOR SALE

(3) -13 ' Skee Balls Totally Reconditioned \$3,000 for all three!
(316) 262-3538

FAX: (316) 262-6200

RAMSTAR
CUSTOM HARNESSES

SUPPLY SAMPLE OR SPECS FOR QUOTE

FAX 303-737-2443
昜 800-228-0958箅

## Kiddie Ride Refurbishing

<We Turn Junk Into Beautiful, Reliable, Money-Making Equipment.> Don't Get Rid of Your Already Paid For Equipment. Let Us Take Care of Your Refurbishing Needs.

Specializing In Rides Manufactured By: Utec, Altech, Paul Hawkins, Bally, and Tusko
 Dynamic Amusement Equipment Mfg., Inc. - Refurbishing Division P.O. Box 596, Grapevine, TX 76099
[817]481-3273


## CEP DIETRIBUTING

TEL: 219-256-1138
FAX: 219-256-1144

$\$ 495$ (Cod)
Put 4 Games in One JAMMA Cabinet With 4-PLAY By FREE ENT.! (716) 838-3038 Buffalo Bill Johnston 11 Greenfield St., Buffalo, NY 14214 FAX (716) 834-3233

## B-LNEN=F 3

WE HANDLE ALL TYPES OF BOARDS, PARTS SUPPLIES, HARNESS, BUTTONS, PLEXI, POWER SUPPLY, MONITORS, DOLLAR BILL VALIDATORS, CABINETS. WE BUY, SELL,
TRADE. NEW AND USED. WE OFFER QUALITY SERVICE, QUANITY DISCOUNTS AND LOW PRICES
CALL US...WE LOVE TO EXPORT (Se Habla Espanol)
A.S.K. DISTRIBUTORS, INC. B1E-EEBMVND FAX 813-888-9873

## Your full line, full service Compact Disc one-stop.

reat Selection! reat Service! reat Prices!

## SOUTHWEST <br> WHOLESALE

## records \& tapes

Over 90,000 titles including Spanish!
Title strips are available
Call Today!
800-275-4799

# Bay Coin Distributors, Inc. 

132-10 Jamaica Ave. • Richmond Hill, NY 11418 Office \& Sales: (718)291-5757-8-9 Parts/Service (718)526-8383 Fax: (718)739-3805 WE WELCOME EXPORT CUSTOMERS...SE HABLA ESPANTOL
HSED PINBALLS: $\quad$ NEW KITS:



USED PCBS \& HEADER Wresteres
Coptoin America..........................
325 Coptoin Amenca...................... 325
Tumble Pop........................ 395
X-Men....................................... 895
Spiderman............................... 495
Simpsons.......................................... 275
SF II.......................................... 795
Relief Pitcher........................... 350
Guardians.
We accept PCB trade-in against purchases.

SPECIAL OF THE MONTH:
FREE SF II C.E.
Accelerator Kit $w / \$ 3000$ or more purchase

FREE Tru Check
Manual Coin Counter $w / \$ 6500$ or more purchase

## MUS/C:

$$
\text { Used CD-100....................... } \$ 2995
$$

Rowe R-84, 85, 86, 87, 88 ,
89, 90, 91,92 Vinyl...
Wacky Gator.........

$$
. . \$ 4495
$$

Cosmo Gang.... .5395
Bank-it.Call
X The Ball....Call
USED PCB'S

Stansfield Vending, Inc.
You Know us for our PartsWe also have other Great Games

| 1943 | \$250 | Guerrilla War | \$199 | RBI | \$199 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Ajax | \$199 | Heavy Barrel | \$300 | Renegade | \$199 |
| All Am. Football | \$995 | Ikari Warrior | \$199 | Revenge of Doh | \$199 |
| Arch Rival | \$595 | Ikari Warrior III | \$395 | Rough Ranger | \$199 |
| Boot Camp | \$199 | Indiana Jones | \$300 | Rush $n$ Attack | \$199 |
| Ataxx | \$199 | Iron Horse | \$199 | Shanghai Kid | \$199 |
| Avenger | \$199 | Jailbreak | \$199 | Shinobi | \$199 |
| Badlands | \$1395 | Karate Master | \$199 | Shoot Out | \$199 |
| Bermuda Triangle | \$199 | Last Dual | \$199 | Shoot the Bull | \$199 |
| Birdie King 2 | \$199 | Legendary Wings | \$199 | Silkworm | \$250 |
| Black Tiger | \$199 | Life Force | \$199 | Sinistar | \$199 |
| Blades of Stell | \$199 | Lock On | \$350 | Sky Kid | \$199 |
| Bloxeed | \$295 | Alcon | \$199 | Sky Shark | \$199 |
| Break Thru | \$199 | Empire City | \$199 | Solar Warrior | \$199 |
| Centipede | \$199 | F1 Dream | \$199 | Super Zaxxon | \$199 |
| Choplifter | \$199 | Final Round | \$300 | Tiger Road | \$199 |
| Combatribes | \$595 | Magic Sword | \$495 | Time Soldier | \$199 |
| Contra | \$199 | Mania Challenge | \$ 199 | Time Traveler | \$1695 |
| Dangar | \$199 | Mat Mania | \$199 | Top Gun | \$199 |
| Double Dragon | \$250 | Metro Cross | \$199 | Touchdown Fever | \$199 |
| Double Dribble | \$199 | Millipede | \$199 | Trojan | \$199 |
| Double Play | \$199 | Mr Do Castle | \$199 | Tron | \$199 |
| Downtown | \$199 | MS Pacman | \$199 | Turtles | \$995 |
| Dragon Spirit | \$250 | Operation Wolf | \$795 | Twin Cobra | \$199 |
| Dragons Lair II | \$1595 | Oscar | \$199 | Twin Eagle | \$250 |
| Dynamite Duke | \$300 | P.O.W. | \$595 | Two Tigers | $\$ 199$ $\$ 250$ |
| E-SWAT | \$595 | Pacman | $\$ 199$ $\$ 199$ | V Ball | \$ 250 $\$ 199$ |
| Firetrap | \$199 | Pacman Jr. | $\$ 199$ $\$ 385$ | VS Castlevania | $\$ 199$ $\$ 199$ |
| Free Kick | $\$ 199$ $\$ 395$ | Perfect Billiards | $\$ 385$ $\$ 199$ | VS Duck | \$199 $\$ 199$ |
| Galaga Gates of Doom | $\$ 395$ $\$ 199$ | Phoenix Popeye | S $\$ 199$ $\$ 199$ | VS Golf | \$199 $\$ 199$ |
| Gates of Doom Ghosts $n$ Goblins | \$199 $\$ 199$ | Rally Bike | \$199 | World Series | \$199 |
| Gladiator | \$199 | Rastan | \$199 | Xevious | \$199 |

Need a Special or Certan Game??? CALL MAX $\underset{\text { Stansfield Vending, Inc. }}{\substack{\text { Stact LaCrosse, WI } 54601}} \mathbf{6 0 8 - 7 8 2 - 7 1 8 1}$

Cocktail Tables

| Cockfail |  |
| :--- | ---: |
| Space Invader | $\$ 200$ |
| Donkey Kong | $\$ 200$ |
| Donkey Kong Jr. | $\$ 200$ |
| Pacman | $\$ 200$ |
| Moon Patrol | $\$ 200$ |
| US Classic Golf | $\$ 500$ |
| MS Pacman | $\$ 295$ |
| Galaga | $\$ 295$ |
| Zaxxon | $\$ 200$ |
| Mr. Do | $\$ 200$ |
| Tiger Heli | $\$ 200$ |
| Troian | $\$ 200$ |
| Alcon | $\$ 200$ |
| Elevator Action | $\$ 200$ |
| Popeye | $\$ 200$ |
| Kiddie | Rides |
|  |  |
| Car |  |
| Parkey Pig | $\$ 395$ |
| Helicopter | $\$ 350$ |
| Fire Truck s/d 2 pl. | $\$ 595$ |

Cummins Jet Sort Coin Sorter/Counter w/Bag Stops Reduced
Only \$2795
Bargain!!!

## Arachnid <br> Super $6+2$ $\$ 1395$

# Giant GUMBALL Machine 

Great Money Maker
*42 inches in diameter *79 inches tall *Nostalgic look and appeal
O.K. Manufacturing
Phone 801-225-7288 -800-748-5480 Fax 801-225-7288

## JENNINGS SLOT MACHINE BOARD REPAIR

A\&B AMUSEMENT RT. 2 BOX 285
SO. RANGE, WI 54874
715-398-3677


The Original. Best and Lowest Priced' MONEY MACHINE


For the last 10 years the greatest promotion ever!

- Blows money and/or coupons.
- Your patrons try to catch as many as they can.
(309) 788-0135



## GENERIC JAMMA CABLES:

AS LOW
AS
$\$ 5.95$
IN STOCK! IMMEDIATE DELIVERY!

Custom wire harnesses made to your specifications.

ح Custom electro-mechanical assembly (prototype and production)

」 Engineering and design assistance available

ح Supplier to industry giants
CALL Now! (708)678-9520


## PARTEC INC.

10517 United Parkway Schiller Park, IL 60176

Fax 708-678-9546

Harley-Davidson Pinballs Wanted Top Dollar Paid (813) 888-VEND FAX (813) 888-9873
(Se Habla Espanol)

COINS or BILLS
Count / Sort / Wrap Free Catalog!


PARTS-REPAIRS
ABC COIN (214) 596-1212
2839 Biscayne - Plano, TX 75075

## \$AVE \$AVE

Buy all your locks keyed the same as the locks you are now using; "'Abloy", "Ace", '"Fort", "Wico", "American", "KD", "ESD"', "Greenwald", "Baton", or any other manufacturer's similar type lock directly from our factory.


## Wanted

 Mechanical Bulls(will pick-up anywhere and pay top price)
(309) 788-0135

## PAYTELEPHONES

DESK-TOP
From $\$ 295$ NEW Low Cost/High Return A.S.K. Distributors 813-888-VEND

FAX 813-888-9873 (Se Habla Espanol)

SA-20 PROGRAMER


695
CEP DIETRIBUTING
TEL: 219-256-1138
FAX: 219-256-1144


## MONITOR GET WELL KITS <br> SA VES TIME AND MONEY ON MONITOR REPAIRS!

Monitor repair kits take care of picture warping, blacking out, smearing, low brightness and brightness problems, poor regulation, jail bars, vertical shrinking, etc. Call for free technical help with your monitor problems. All kits come with instructions and are easy to install.

WICO DISTRIBUTES GET WELL KITS
Kit \#101: For Electrohome GO7-CBO 19' color monitor. 17 parts. $\$ 7.95$ ea. Wico \#36-0243
Kit \#102: For Electrohome GO7-FBO 13' color monitor. 16 parts. $\$ 7.95$ ea. Kit \#201: For Wells-Gardner K4600 Series color monitors. 14 parts. \$6.95 ea. Wico \#36-0244
Kit \#202: For Wells-Gardner K4900 Series color monitors. 15 parts. $\$ 7.95$ ea. Wico \#36-0248
Kit \#203: For Wells-Gardner K4800
Series color monitors. 15 parts. \$7.95 ea.
Kit \#301: For Nintendo Sanyo 19" color monitor. 15 parts. $\$ 6.95$ ea. Wico \#36-0245
Kit \#401: For Atari Disco 19' color monitor. 17 parts. $\$ 6.95$ ea.
Kit \#910: Nintendo Sanyo color video inversion kit. Convert Nintendo cabinets with non-Nintendo game boards. 17 parts. $\$ 4.95$ ea.
Kit \#920: For Pac Man, Ms. Pac Man logic boards. Eliminates hum bar in picture. 4 parts. $\$ 6.95$ ea.

DISCOUNT! Buy ten kits and take
\$1.00 off each kit. Money back guarantee. We pay S\&H.

Electrohome Flyback \#A29951-B..... $\$ 45.95$ 2SC3039 $\$ 1.89$
2SD870. $\$ 4.49$
2SC1 106
. $\$ 4.79$

## ZANEN ELECTRONICS 806-793-6337

We buy JAMMA Boards CALL FOR PRICES

## Kiddie Rides

## <Large Parts Inventory For Kiddie Rides>

--Electronic Sound Systems
--Motors
--Timers, Coin Counters, Coin Mechanisms
--Cuistom Wiring Harness Units
--Custom Mfg. Coin Box Units
--Security Covers For
Standard Coin Boxes
--Fiberglass Saddles For Most Horses
--Pulleys, Belts, Bearings, Machined Shafts
--Rubber Surface Matting
--Chrome Trim
--Casters
--We Rebuild Gearboxes

Dynamic Amusement Equipment Mfg., Inc. Refurbishing Division
P.O. Box 596 - Grapevine, TX 76099
[800] 779-0655 [817]481-3273


Phone: (713)489-3233
Fax: (713)489-3233
17009 Wells Pearland, Texas 77584

## 4 ACE'S COMPANY

Why Pay More?
Replacement 9" Monitors

* New Zenith Monitors/Chassis
* For Dart Boards * 12 Volts D/C

New Year's Special \$109 each

Kits, Kits, Kits...................!! Boards, Boards, Boards $\qquad$ !! CALL US FOR ALL YOUR NEEDS!!!


Leisure Entertainment, LTD.
25 Hutcheson PI. • Lynbrook, NY 11563
516-593-5050 • Fax 516-593-5896 Outside NY - 800-645-2162

## ask for THE PUCK STOPS HERE by name <br> The Original Air Hockey Safety Shield

- practically eliminates table SIDE INJURIES \& COSTLY PROPERTY DAMAGE
- ARCADE TESTED
- DOESN’T AFFECT TABLE PLAY
- INSTALLS IN 15 MINUTES WITH ONLY A SCREWDRIVER


1000's IN USE THROUGHOUT THE USA, UK, CANADA, MEXICO AND AUSTRALIA

CURRENTLY IN USE AT: - PUTT-PUTT® GOLF 'N GAMES

- MALIBU CASTLE • GREAT AMERICA - FUN FACTORY • GREEN GAMES

$\star$ IMAGINATION LEISURE $\star$ DYNAMO $\star$ U.S. BILLIARDS

- Increased player appeal!
- Demand the 9 -inch shields with the angle!
- Made from virtually indestructible space age material!
- Increase Revenue ... Decrease lost pucks and ime! expense from downtime!


## PLASTITECH PRODUCTS, INC.

(903) 757-0543 | p.o. Box 2387 |
| :---: |
| Longiew, TX75608 | 1-800-933-0145



CALL FOR FREE CATALOG 800-877-8363

## WRNTED-- "Bal/ of Fire"

.----We're looking for someone who has the enthusiasm and ambition that can take a brand new kiddie ride compnay to the top. Someone who can make us a major force in the industry on a shoestring budget.
-.---Experience \& age are far less important that attitude, ethics, and work habits. Be prepared to invest many overtime hours. Be prepared to manage, sell, help construct marketing plans, sweep floors... whatever it takes. Be prepared for every frustration that comes in a new startup.
-----You'll be backed by one of the largest, most respected companies in the coin-equipment business. And you'll be compensated based on the level of success you create. Chicago based opportunity.
--.--Send resume, salary history, and a brief explanation of why you feel this opportunity may fit you to: P.O. Box 492, Lakeville, Minnesota 55044.

CD \& 45 RPM STORAGE BOXES
CD Box Holds 100 • 45 RPM Box Holds $200 \cdot$ Both Are Triple Thick Front/Back Walls • Double Thick Side/Bottom Stackable • White Color • 200 Lb. Test -
Corrugated • Lift Off Lid • Tote Grips CD Storage/Browser Box $\$ 7$ ea. (Min. Order 6) Plus $\$ 8$ S\&H
45 RPM Storage Box $\$ 5$ ea. (Min. Order 5) Plus $\$ 4$ S\&H
Visa/MC/American Express/Diners UPS - COD
VOICE or 24 hr . FAX • 1-800-950-5853 Title Strip Co.
P.O. Box 333, Riva, Maryland 21140

| $*\|c\|$ |  |  |
| :--- | ---: | ---: |
| EPROMS |  |  |
| 4 Meg | $*$ | 17.95 |
| 2 Meg | W | 9.85 |
| 1 Meg | e | 3.95 |
| 27512 | $E$ | 2.75 |
| 27256 | $x$ | 1.95 |
| 27128 | $p$ | 1.49 |
| 2764 | 0 | .99 |
| 2732 | $v$ | .99 |
| 2532 | $t$ | 2.75 |
| 2716 | $*$ | .99 |
| phone 219-256-1138 |  |  |
| Fax 219-256-1144 |  |  |
| PROGRAMMER |  |  |
| AVAILABLE |  |  |
| 195 |  |  |



## Pachinko

Direct from the Ginza in Tokyo, the authentic Japanese pachinko machine. These are completely reconditioned original commercial machines actually used in pachinko parlors. In this classic game of skill, flashing lights and sound effects abound as you flip balls though wheels and a maze of pins to hit the jackpot. Machines will vary slightly.

$$
\begin{gathered}
\text { Dealer Cost } \\
\$ 00^{95}
\end{gathered}
$$



Almost 2 ft . by 3 ft .

## Pachinko

CABINET SPECIAL

## 539.5

## Republic Industries

11440 N. Central Expwy., Dallas, TX 75243 • Since 1951
Tel: (214) 368-1359 • Fax (214) 692-0914

Place your pachinko machine in a beautiful light walnut color finished cabinet

Happy $\mathfrak{N e w}$
Year!!

## LOMONACO IMPORTEXPORT

## YOUR RELIABLE DISTRIBUTOR IN ARGENTINA

If you are a major manufacturer or distributor with quality products to sell, ranging from the smallest components to the largest and most modern complete machines and pinballs, we are definitely interested in you.

Why? Because we have the facilities and the knowhow to place your goods through a network of more than 500 clients and friends, from North to South and East to West of the Argentine territory.

Exclusive representations at a national level will be most welcome.

You won't regret it. Just contact us and start selling.

## FAX (54-1) 786-1747



## Direct Game Sales From one operator to another-----Save with us!!

| COMPLETE VIDEO GAMES | Police Force | 1295 | Pole Position $2 \quad 595$ | Single Basketball 495 |
| :---: | :---: | :---: | :---: | :---: |
|  | Taxi | 995 | 2 Dude Off Road 1150 | Autophoto Photo Booth 1750 |
| Final Fight 695 | Star Trek | 2295 | BigRunu/r 1425 | Super Chexx Hockey 895 |
|  | Simpsons | 1295 | Neo Geo 4 pl w/games 2295 | Pop-A-Ball 3295 |
| Wrestlefest $2 \mathrm{pl} \quad 775$ | Black Knight 2000 | 1195 | SCl 1495 | Galaxy Force Simulator ver. II 5995 |
| Hydra 775 | Game Show | 1295 | Root Beer Tapper 495 |  |
| King of the Dragons 25.895 | Lights, Camera, Action | 1150 | Showdown 795 | REDEMPTION |
| Streetsmart 395 | Big House | 1095 | Simpsons 1095 |  |
| Butty Challenge s/d 450 | Roller Games | 1495 | Slick Shot 1095 | Goliath Jumbo Crane 750 |
| Tetris 495 | F-14 | 625 | Super Sprint 19* 795 | Kramer Crane 595 |
| Road Blaster s/d 1375 | Earth Shaker | 1200 | Super Sprint 25' 895 | Grayhound Double Crane 995 |
| Road Blaster U/d $\quad 750$ | Hook | 1995 | Touch Down Fever 4 pl. 550 | Grayhound Metal Crane w/\$ 825 |
| Capcom Bowling 595 |  |  | Toobin 495 | Sega Double Crane 595 |
| Super Sprint 795 | JUKEBOXES |  | Turbo s/d 495 | Sonic Triple Crane 995 |
| Power Drift 1395 |  |  | Viper s/d 495 | Big Choice Triple Crane 2895 |
| $\begin{array}{ll}\text { Outrun } \mathrm{U} \text { r } & 1295 \\ \end{array}$ | NSM 240-18 | 95 | 720 degrees 495 | Grayhound Single 695 |
| Hang-Onmini 695 | Rockola 480 Techna | 495 | $\begin{array}{ll}\text { APB w/seat } & 525 \\ \text { Championship Sprint } & 675\end{array}$ | Action Claw w/s 825 <br> Roller Bowler 895 |
| COMPLETE FACTORY KITS | dedicated videos |  | Spiderman 1395 | Splashdown 8 pl. pusher 2995 |
| $W_{\text {restlefest }} 475$ | Crime Fighter | 495 | MISC. | Skill stop slots call |
| Knights of the Round 895 | Dragons Lair (original) | 1295 |  | KIDDIE RIDES |
| PINBALLS | Dragons Lair II | 1695 | Valley Pool Table 4×8 1195 |  |
|  | Enduro Racer | 645 | Valley Pool Table 31/2x7 895 |  |
|  | Hang On s/d | 795 | Zamperla Punching Bag 3995 | Muffin 1195 |
| Radical 1450 | Journey | 795 | Rowe BC 1 Changer 995 | Fancy Horse 1195 |
| Phantom of Opera 1395 | Lock-On | 495 | Rowe BC 1-Changerw/ostand 795 | Derby Car 1250 |
| Cyclone 1250 | Super Off-Road | 1095 | Rowe BC 25 Changer 1395 | Bronco 1250 |
| High Speed 695 | Operation Wolf | 745 | Rowe BC 35 Changer 1945 | Carousel 3200 |
| Pinbot 695 | Paperboy | 525 | Aristocrate Shuffle 495 |  |
|  | Pole Position | 495 | King Tut Shuffle 595 |  |

## It's the next best thing to being there!

Now you can attend Randy Fromm's Arcade School without taking a week off the route. This videotape series covers each subject as presented during the live class. All you miss are Randy's famous "hands-on" labs!

> For personal, hands-on training join us at the Randy Fromm's Arcade School nearest you! All classes are taught by Randy Fromm.
Atlanta-Manuary 11-15
Honolulu - February 8-12
Orlando-March 29-April 2
North Jersey - April 19-24
Las Vegas - May 10-14

MORE INSTRUCTIONAL VIDEOTAPES Using a Digital Multimeter- - - \$39.95 Linear Power Supplies - ————\$49.95
X-Y Monitors $-\quad-\quad-\quad-\quad \$ 39.95$
Videogame Conversions ————\$49.95
Remember to add $\$ 4.00$ Shipping \& handling to all USA orders. Foreign deliveries add $\$ 10.00$ for surface mail. $\$ 35.00$ for air express delivery. C.O.D. orders okay! Sorry, no plastic.

Randy Fromm's Big Blue Book of Really Great Technical Information This popular book is full of useful information, including troubleshooting shortcuts, parts sources etc. Includes schematic diagrams for monitors and power supplies. $\$ 39.95$ (add \$4.00 Shipping \& Handling) Disponible en Español Pricio el mismo

## Cinta de Videos Er Espaĩol

Lo Básico en Electrónica Para Máquinas de Video Juegos - - - $\$ 49.95$
Entendiendo los Diodos y Transistores - - - - - - - \$49.95


For RUSH Delivery or a FREE info package (619) 593-6131 FAX 593-6132


## NEO GEO

$\sum^{5}$ New ${ }_{2}$ Fatal Fury II, Viewpoint, Super Side Kicks

Art of Fighting
\$199
World Hero
Football Frenzy \$189

Soccer Brawl \$129

King of the Monsters $2 \$ 129$
System Hardware

| 1 Slot | $\$ 579$ |
| :--- | ---: |
| 2 Slot | $\$ 735$ |
| 4 Slot | $\$ 949$ |
| Add $\$ 99$ for our full kit! |  |

NWhult Ninja Commando. Last
 MynnirArmy, Thrash Rally, Alpha

NTMMN Fatal Fury, Baseball Stars, Baseball 2020, Burning Fight, Eight Man, Senguko, Blues Journey, Puzzled, Pilot, League Bowling

Cyberlip, Nam 75, Ninja $\$ 39$ Combat, King of the

## Great Western Trading Post 503-726-1813

## NEO GEO 2 SLOT with

Great Price!!
Art of Fighting, Fatal Fury II, or World Heros

## Guaranteed!!

We are committed to you $100 \%$ satisfaction! 30 Day Warranty
7 Day No Questions Return Policy Try It and Like It, or Send It Back...No Hassles (except special orders)

| Mutant Fighters | \$299 | Fl Grand Prix | \$249 |
| :---: | :---: | :---: | :---: |
| Thunder Dragon | \$229 | Pit Fighter | \$199 |
| Pipe Dream | \$79 | Columns II | \$119 |
| Boot Camp | \$49 | Side Pocket | \$49 |
| Task Force Harrier | \$149 | Tank Force | \$299 |
| Double Dragon | \$25 | Castle of Dragon | \$149 |
| Double Dragon 2 | \$79 | RoboCop | \$79 |
| Double Dragon 3 | \$99 | Dead Angle | \$49 |
| Gallop | \$249 | Breakthru | \$99 |
| Twin Eagle | \$129 | Mat Mania | \$49 |

MAKE ANY PC BOARD INTO A FULL KIT FOR ONLY \$99
Kit includes our attractive high quality header, bezel, overlay, and labels; along with all the necessary buttons and harness.

## PC BOARD BUYS

Street Fighter Champion
Street Fighter II
Fix Eight
Golden Axe II
Super High Impact
Atomic Punk II

CALL
Aerofighters \$425
\$749
\$545
CALL
\$399
CALL
S.C.I. (driving PCB) \$449
Wrestlefest
Sunset Riders
Rim Rockin B-Ball $\$ 299$ \$695

Undercover Cops

CHARGE IT! VISA OR MASTERCARD Great Western Inc. • Springfield, Oregon
504-726-1813 or Fax 503-726-7413
YIDEO COWHECTIOK 1150 INDUSTRIAL PL. \#110, DIXON, CA 95620
100\% COMPLETE - FACTORY KITS
Street Fighter II Championship Edition (2 pl. \#1 Kit)..CALL
Street Fighter II (2 pl.-Excellent Top Earner). ..... CALL
NEO GEO (One Slot Hardware \& Art of Fighting).. Reduced
Road Riot (Hot Racing with Steering Wheel). ..... \$1595
X-Men (2-4 pl. Superb Comic Action) ..... \$995
Sunset Riders ( $2-4$ pl. Wildwest Shoot-em-Up). .....  $\$ 895$
Spiderman (4 pl. Marvel Comic Heros). ..... \$695
Super High Impact (Football Masterpiece) .....  $\$ 695$
King of Dragons (2-3 pl. Medieval Battle) ..... \$695
Areo Fighter ( 2 pl . Vert. Air War). .....  650
Guardians of the Hood (2-3 pl. Digitized Action) ..... \$595
Captain America (2-4 pl. Heroes Battle Evil Forces). ..... \$595
Gals Panic ( 2 pl . R-Rated Bar Piece) ..... \$595
Raiden (2 pl. Vert. Shoot 'm Up). ..... \$550
Turtles in Time ( $2-4$ pl. Plugs into TMNT) .....  $\$ 550$
Silent Dragon (2-3-4 pl. Superb Fighting Action). ..... \$495
Final Fight ( 2 pl . Excellent Top Earner) ..... \$495
Arabian Fight (2 pl. Mystical Arabian Combat) ..... \$395
Wrestlefest (2-3-4 pl. Outrageous Wrestling) ..... \$375
Revenge of Doh (Arkanoids Part II). .....  350
Cave Man Ninja (2 pl. Battle of Dinosaurs). ..... \$350
Super Pool III (Ex. Pool Game for u/r or table) ..... \$350
Archrival (2 pl. Hot Basketball Action). ..... \$350
Pit Fighter ( $2-3$ pl.-Superb Digitized Graphics). ..... \$350
Desert Assault ( $2-4$ pl. Save the Kuwait Oil Fields) ..... \$350
Rambo III (2 pl. Latest HOT Battle Action).. ..... $\$ 295$
Shadow Dancer ( 2 pl . Superb Kung Fu Action). .....  295
Air Buster (2 pl. Classic Airplane Shooter). ..... \$295
Two Crude ( 2 pl. Post Nuclear War Battle). .....  295
Fire Shark ( 2 pl . Airplane Shoot 'm Up). ..... \$295
Crime Fighters (2-4 pl. Street Punks Battle It Out).. ..... \$295
MVP (2 pl. Baseball's Greatest). ..... $\$ 295$
Relief Pitcher (2 pl. Excellent Baseball Play). ..... \$295
Superman (2 pl. Man of Steel) ..... \$250
Rampart ( 2 pl . Medieval Fortress Strategy). ..... \$250
Super Buster Bros. (2 pl. New "Panic" Model!). ..... \$250
Snow Bros (2 pl. Bubble Booble Style Teaser). ..... $\$ 250$
Crime City ( 2 pl . Super Inner City Combat). ..... \$250
Spinal Breakers (2 pl. Commando Adventure). ..... \$250
Arkanoid (Complete with Paddle Controller). ..... \$250
F-1 Dream (Super Race Car Thrills-fits tables) ..... \$195
WWF Superstars ( 2 pl . Hulkmania at It's Best). ..... \$195
Super Qix (Excellent Novelty for Tables). ..... \$195
Gates of Doom (2 pl. Medieval Masterpiece). ..... \$195
Heavy Unit (Super Neon Graphics-fits tables) ..... \$195
Teenage Mutant Ninja Turtles ( 2 pl . or 4 pl .).. ..... \$195
Bio Ship Paladin (2pl. Star Cruisers Deep Space). ..... \$195
China Gate ( 2 pl. Superb Capcom Graphics). ..... \$195
Pushman (R-rated Topless Blonde Maze). ..... \$195
Play Choice 10 Hardware Pack (New Kit) ..... \$175
Combatribes (2 or 3 pl . Brawling Street Punks). ..... \$150
Hellfire (2 pl. Space Action Thriller). ..... \$150
Rastan II (Nastar Warrior 2 pl. Medieval Fantasy) ..... \$150
Heavy Barrel (2 pl. Vert. Rescue Nuclear Plant). ..... \$95
M.J. Moonwalker (2 or 3 pl. Shootin' \& Dancin') ..... \$95
Attaxx (2 pl. Exelllent Novelty Teaser). ..... $\$ 95$
Robo Cop (Futuristic Half Cop-Half Robot). ..... \$95
Silkworm (2 pl. Helicopter, Guns, and Jeeps). ..... $\$ 95$
Super V-Ball (2pl. Hot Sports Action). ..... \$95
Ghost Busters( $2-3$ pl. Clean the Ghosts Out) ..... $\$ 95$
VS Dr Mario for Nintendo (Like Tetris).. ..... \$150
VS Unisystem Gun (Brand New-Fits Lethal Enforcer)..\$75
Complete Counter Top Games: Status Super Trivia..\$595, Pro Sports..\$495, Crown's Golf.. $\$ 495$
Buy 2 kits \& get a free Neo Geo Cartridge: Alpha Mission II, Ghost Pilot, or Baseball Star Pro Buy 3 kits \& get a free Gold Medalist Kit (a $\$ 95$ value) or free Pushman (G-rated kit - a $\$ 95$ value) or get a $\$ 100$ Discount on purchase of: Desert Assault, Relief Pitcher, Guardians of the Hood, Silent Dragon, or Wrestlefest
Complete Location Ready Games (Shopped Out)
SF II Champion Edition 25 " Monitor. ..... $\$ 2050$
Road Riot w/ Steering Wheel. ..... \$1995
X-Men (4 pl.). ..... \$1795
WWF Wrestlefest (4 pl.). ..... $\$ 895$
Show Down (Amusement Poker). ..... \$795
Play Choice 10 (Brand New) w/ Software. ..... \$595
Crowns Golf (Excellent Bar Piece). ..... $\$ 395$
Redline Racer (w/2 Steering Wheels) ..... \$395
Spy Hunter w/Steering Wheel. ..... \$395
Pole Position w/Steering Wheel. ..... \$395
Rolling Thunder (dedicated). ..... $\$ 350$
Space Firebird (Cocktail Table). ..... \$195

# CALL TOLL FREE 1-800-44HOT-KITS (1-800-444-6854) 

We Ship Worldwide

# CALL OR WRITE FOR FREE NEWSLETTER 

PHONE
FAX
916/678-5189 "The Conversion Kit Hit Parade-over 200 Kits Listed"
FREE with order of any TWO Kits--Control Panel Button Label Sheet OR Freedeom Force Software

## DVERIISER'S INDEX

## January 21-23

AMOA State Association Meeting, Sahara Hotel, Las Vegas, Nev. Contact AMOA (312) 245-1021; FAX (312) 321-6869.

January 22-24
Leisurexpo '93, a mini-golf/fun center and snack food exhibit, Ocean Center, Daytona Beach, Fla. Contact show management (800) 848-1651.

## January 27-29

ATEI, British Leisure Trade Show, Earls Court 2, London, England. Contact ATE Ltd., 071-713-0302;
FAX 071-713-0446.
January 27-30
IMA '93, German Amusement and Vending Exhibit, Frankfurt Fairgrounds, Frankfurt, Germany. Contact Blenheim Heckmann GmbH, Phone + 49-211-952900; FAX + 49-211-4910574.
February 12-14
Professional and Amateur Pinball Association (PAPA) Third International Pinball Championships, Park Central Hotel, New York City. Contact Steve Epstein (212) 247-3725; FAX (908) 668-0404.
February 12-14
Tornado Tour Kickoff Classic, Radisson Hotel, Oklahoma City, OK. Contact tornado promotions (303) 933-1170.

## February 16-18

Night Club \& Bar Convention and Trade Show, Tropicana Hotel, Las Vegas, Nev. Contact Night Club \& Bar Magazine (800) 247-3881.

## February 26-28

South Carolina Coin Operators Association (SCCOA) Annual Meeting, Sheraton Motel Convention Center at I-20 and Bush River Road, Columbia, S.C. Contact Helen Sikes (803) 779-2498 or (803) 34-2048.

## March 9-10

AmusExpo '93, Irish Amusement Trade Exhibition, Green Isle Hotel, Naas Road, Clondalkin, Dublin 22. Contact MD Associates, Enterprise Centre, Melitta Road, Kildare, Ireland, Phone + 353-45-21190; FAX + 359-45-21438.
March 11-13
American Coin Machine Expo (ACME), co-sponsored by Play Meter and AAMA, Las Vegas Hilton Hotel and Sands Convention Center, Las Vegas, Nev. Contact W. T. Glasgow Inc. (708) 333-9292.

## April 1-3

National Automatic Merchandising Association (NAMA) Western Convention and Trade Show, Anaheim Convention Center, Anaheim, Calif. Contact the NAMA Convention Dept. (312) 346-0370.

## April 1-4

Florida Amusement and Vending Association (FAVA) Annual Trade Show and Convention, Stouffer's Resort, Orlando, Fla. Contact FAVA (407) 898-3451.

## April 9-11

Tornado U.S. Open, Long Beach Hilton, Long Beach, Calif. Contact Tornado promotions (303) 933-1170.

## April 16-17

Minnesota Operators of Music \& Amusements (MOMA) Annual Convention, Minneapolis, Minn. Contact Hy Sandler (612) 927-6662.

## April 26-May 1

AMOA National Dart Association 8th Annual International Team Championships, Sahara Hotel \& Casino, Las Vegas, Nev. Contact Joe Conway (414) 476-4665.

## April 30-May 2

Michigan Coin Machine Operators Association (MCMOA) Annual Convention \& Exhibit, Holiday Inn South, Lansing, Mich. Contact MCMOA (517) 372-2323.

## May 16-18

Joint AAMA/AMOA Government Affairs Conference, Washington Court Hotel, Capitol Hill, Washington, D.C. Contact AAMA (703) 494-2758 or AMOA (312) 644-6610.

## May 21-23

Third World Pinball Championships, sponsored by the AMOA/International Flipper Pinball Association (IFPA), The Grand Milwaukee Hotel, Milwaukee. Contact Doug Young (414) 263-0233.

## May 29-June 5

13th Annual Valley National 8-Ball League Association (VNEA) International Championships, Riviera Hotel \& Casino, Las Vegas, Nev. Contact Gregg Elliott (517) 893-1800.
May 21-22
Ohio Coin Machine Association (OCMA) Annual Conference, Hyatt on Capitol Square, Columbus, Ohio. Contact OCMA (614) 888-9722.
Alvin G. \& Co. ..... 45
Amusement \& Vending Advocate . 86
Arachnid ..... 23, 81
Atari Games ..... Cover 4
Baton Lock Co. ..... 75
Betson Enterprises .....  Cover 2
Betson Export ..... 55
Bob's Space Racers ..... 60
Bromley ..... 27-28
Capcom ..... 19
Coastal Amusement ..... 33
Deltronic Labs ..... 84
Eagle Co., Ltd. ..... 93
FAB Electronics ..... 12
Grayhound Electronics ..... 13
Hamilton Manufacturing ..... 31
Happ Controls ..... 4
Hoffman \& Hoffman ..... 6
Irem ..... 67
Jackson-Rivers Products ..... 95
Kevin Sharp Enterprises ..... 77
Laramie Interests ..... 47
Lazer-Tron ..... 53
Mali \& Co. ..... 12
Merit ..... $.56-57$
Midway ..... 7
Missouri Coin-Op ..... $.69-70$
National Ticket ..... 92
New Orleans Novelty ..... 60
NSM America ..... $.5,49,59$
Playfair Shuffleboard ..... 87
Rowe International ..... Cover 3, 15
SNK ..... 61-64
Valley Recreation ..... 11
Van Brook of Lexington ..... 89, 91

# Are the games too violent? 

From Tom McAuliffe and Frank Ash, co-proprietors of Champions Amusement Centers, in a letter to Play Meter: "We feel compelled to protest the new levels of graphic violence, fighting, and gore that the latest video games have featured. It is time to develop non-violent games. We are now seeing entire families in our game rooms, and many famiby members do not wish to play video games with such aggressive themes.
"Although sex and violence are pervasive in the entertainment industry, it does not have to be that way in our industry, where children are still our mainstream customer. It's time to do our own policing before others do it for us."

From Mort Ansky of U.S. Games in a December interview: "The violence in today's videos is ridiculous. I think all this violence will, very shortly, destroy whatever is left of the video game market."

Well, there's at least one member of the coin -op industry who's tired of video games catching such flak. Choosing to remain anonymous, he says that instead of condemning the manufacturers for incorporating too much violence into their games, we should recognize that society's mores have changed and that different parts of the country make different value judgments.
"If you go to the South, I guarantee you that some libraries won't have Tom Sawyer on the shelf," he said. "Is that right or wrong? According to the standards of some communities, it may be right. Other urban areas would decry a lack of freedom of speech, the First Amendment, and all that, and maybe they would be correct. But who's to say? Who's going to set the standards? We have to realize that the times are always changing. The youth of today are much more aware, at a much earlier age, of what's going on around them.
"To this day, I don't think anybody can make a correlation between entertainment and volent behavior. If a crowd of people who've just seen Malcolm X decide to walk into the street and bang some heads, the feelings were already there. All the movie did was bring them up to the surface."
Just because games with derruction, shootings-even decapi-tation-sell, is it any reason to keep giving players more of it? Isn't there an ideal of the socially responsible manufacturer?
"Is the coin-op industry supposed to be this shining oasis over here in the corner?" he said. "The kids want action games-look at the earnings! Are we supposed to give them more puzzle games, which historically haven't been
supported nearly as well as action games? All action games have a certain amount of antisocial behavior. Does that mean the kids are going to act out what they see in the games? Come on; give them a little credit for being able to distinguish escapist, fantasy entertainment-which we pro-vide-from everyday life.
"I'll put it this way: the minute we believe that we are so critical and so vital that we're responsible for changing society's attitudes or behavior, look out. That's when things get scary. Hey, we're not performing brain surgery; we're providing a fantasy outlet. To think that we can stick our heads in the sand and go back to an age of innocence, when the world is no longer innocent, is crazy."
How true. At a time when thousands are starving in Somalia and "ethnic cleansing" is taking place in the splintered Yugoslavia, ask yourself this question: where would you like your 10 -year-old child to be at 6 p.m.? In front of a TV set, watching the evening news, or playing a game of Street Fighter II with his pals? I thought so. $\square$


> Christopher Caire Features Editor


# THANK YOU, OPERATORS 

The awards speak for themselves. We appreciate your continued support.

Since 1927, Making Great Jukeboxes in America

## RED ALERT! Man your battlestations!

Amongst seemingly endless clusters of asteroids and gaseous nebulae lie the battlefields of the distant future. With limited energy, you must seek out and slay those who would destroy you.

SPACE LORDS is a two-screen, one- to fourplayer competitive game of intense and exciting space combat. Play each screen with a single pilot, or add a valuable co-pilot
to enhance your ship with bonus powers and increased abilities.

A special "Ship Modification" option lets you customize your ships with 6 different variables.

A low-cost link kit allows two cabinets to be linked for 8 -player warfare!

Look into the unknown world of space warfare with SPACE LORDS! Only by feasting on the remains of obliterated ships can you refuel to fight another day.


675 Sycamore Dr.
P.O. Box 361110 Milpitas, CA 95035

408/434-3700
© 1992 Alari Games

Alr rotils


Enemy vessel does a fly-by. It's in point-blank range. Fire!


Switch to learview and use onboard radar to locate enemies.


Battle a variety of alien ships, each with unique characteristics.


Play Solo, Team or Melee Mode, as well as modify your ship.


[^0]:    © Copyright 1993, NSM - Bingen. Germany \& Chicago, Illinois
    im Peiformer-Classic. Performer-Grand II. The Performer Series, The Performance Machine \& HyperBeam are trademarks of NSM - Bingen, Germany \& Chicago, Illinois

[^1]:    Jim Hutzler Sr. and Leoma Ballard.

[^2]:    1992 Alvin G. \& Co. 905 West North Avenue •Melrose Park, IL 60160 • USA • 1-708-345-9000 • FAX 1-708-345-2222 STATE OF THE ART SERVICE

[^3]:    NATIONAL SAMPLING BY RECORD SOURCE INTERNATIONAL (RSI) BASED ON BOTH

[^4]:    We ship C.O.D. We also accept VISA, MASTERCARD \& A.E. (please add 4\%)
    30 day warranty on all boards - Repair service available - Trade-ins welcome

[^5]:    - ALL PRODUCTS RECONDITIONED
    - DISCOUNTS FOR COMPLETE \& WORKING CONDITION
    - FREE CRATING
    - LARGEST INTERNATIONAL EXPORTER
    - CONVERSION KITS AVAILABLE
    - REDEMPTION SPECIALIST
    - MC/VISA
    - SE HABLA ESPANOL
    - IF YOU DON'T SEE A PRODUCT, CALL!

