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Volume 7, Number 3

February 15, 1981

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PLAY METER

Vol. 7, No. 3
Feb. 15, 1981

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PLAY METER

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From the Editor

It seems like every time you turn the TV set on, read the newspaper, or turn the radio on, all news you see, read, plus hear is bad news. Admittedly, bad news sells. But why so much emphasis on the bad news by the national media? Surely good news sells, also. Perhaps it is to attract more attention and thereby gain more readers, viewers, and listeners. Or maybe it's just because there are more bad things happening than good things. Whatever the reason, it's comforting to know that this industry's trade media situation is quite the opposite of the national media. There are a lot more good things happening in this industry than there are bad things.

In keeping with our continuing policy of reporting the good news along with the bad, here's a capsule look at what this industry faces as it heads into 1981.

Only because most people prefer to hear the bad news first, here's the bad news:

1. The AMOA has suffered a severe setback on the result of the recent copyright issue. Despite the efforts of the industry's national association, phonograph license fees will go up dramatically in the very near future. This is certain to be a severe blow to the already depressed phonograph market.

2. The problem of "gray area" equipment is affecting all levels of the industry. It is because of these pseudo amusement devices, that major conflict has arisen within the AMOA and between major games manufacturers. These one-armed bandits in disguise are also presenting problems at the local level. Many industry observers rightfully feel that legislative action against gray area equipment may end up including pure amusement games as well.

3. Ultra high interest rates and runaway inflation are putting a pinch on everyone's finances. From the largest manufacturers to the smallest operator, everyone is going to feel the pinch. Long term financing is almost obsolete. Yet in order to survive, operators have to keep buying new equipment. A great many operators are going to find themselves in a financial dilemma that they are not equipped to handle.

On the other side of the coin, there's a lot more good news out there.

1. Operator revenues and profits are up. Amusement operators are making more money than ever before. Better equipment has made for better earnings.

2. Pinball is making a very strong comeback after suffering a mild setback last year. Fifty-cent play will become a reality in 1981.

3. Video is as strong as ever. American-made games such as *Battlezone, Defender, Berzerk, Star Castle,* and *Spectar* are all doing exceptionally well. It's going to be another great year for video.

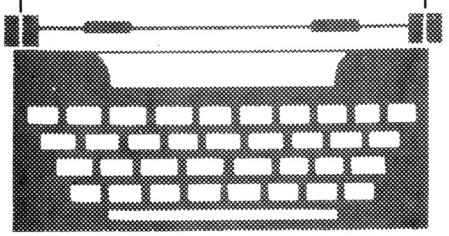
4. More and more people are playing amusement games. National industry studies have shown that the player population is steadily increasing and is showing no signs of slowing down. A major contributing factor to this trend is the increasing popularity of consumer electronic games.

6. The Amusement Operators Expo has become a reality. The AOE is coming back to New Orleans (March 12-14) for the second staight year. This operator-oriented trade show will again feature a hard hitting seminar program focusing in on all the various legal, economic, and technical problems facing the nation's operators. To stay ahead in the '80s we suggest you come to New Orleans in March.

7. This is PLAY METER's annual Directory Issue. The Directory section in this issue is removeable and can be used as a handy reference source throughout the year. Use it with our best wishes for the best year you ever had. May all your news be good news!

Ralph C. Lally II
Editor and Publisher

Mailbox . . . .



Coverage

I want to say that it has been a real pleasure to know the good people at PLAY METER. I have enjoyed working with you.

Your coverage of the industry and AMOA activities has always been very thorough. I take this opportunity to thank you for the strong support you have always given to AMOA.

My replacement is Leo Droste, an experienced association executive, who will give you the same good service that I have always tried to give you. I am sure that you will enjoy working with him.

Best to you, for every success. Let me know if I can be of service to you in any way.

Fred Granger
Chicago, Illinois

[*Ed. Note: Granger headed for retirement in Arizona, January 1, but will continue as a consultant to the AMOA.*]

Believe it

We have come a long way—from the "stone age" to the "electronic 80s"—why? Because of "entertainment." As Ripley would say, "Believe it or not"! The amusement coin machine industry has become the largest entertainment industry in the world—people of all ages, social, and economic backgrounds are playing games—twenty-five cent entertainment. For fun! That's what we are selling—*fun.*

An example of our "entertainment" dominance can be shown as follows:

Let's assume that in the U.S.A. alone that are 50,000 *Asteroids* and 50,000 *Space Invaders* operating on location, for a total of 100,000 units. Now, let's assume that the average game gross collection is $200 per week. Now let's multiply those numbers for a one week gross collection. That comes to $20 million. Now let's multiply that by 52 weeks. What do we have for a gross income for those 100,000 units on an annual basis? $1,040,000,000—yes, that is *one billion, forty million dollars!*

Now consider the income for the rest of the games in the U.S.A., Europe, Japan, South America, and the United Kingdom. The numbers stagger the mind.

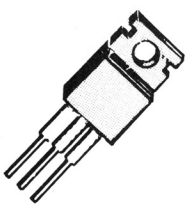
What I have been saying is that we have come of age. The dawn of acceptance as a legitimate world "entertainment" industry—built on *twenty five cents* per play.

You should feel good—proud—knowing that your hard work and investment in equipment has finally achieved acceptance. Be proud of this achievement.

Arnold A. Kaminkow
Bally Northeast Distributing
Dedham, Massachusetts

[*Ed. Note: PLAY METER's operator survey for 1980 produced the figure of a total of $7.15 billion per year as the intake from all coin-op amusement machines currently, in the U.S.A.*

Kaminkow's salute to operators, which we applaud, was issued in Bally Northeast's Fall 1980 newsletter.]



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Pool tables' 'critical issue'— the cost and availability of slate

By RAY E. TILLEY

Pool table manufacturers entered 1981 faced with a potential shortage of slate, a chief ingredient in the tables. Some table producers in America had slowed or stopped production for some periods of the last few months of 1980. All of those contacted by PLAY METER said they foresaw a price rise on the table, following "substantial" hikes in the raw material cost.

Depending on the material supplier, the cost of slate was rising by 25 to 35 percent, said one manufacturing official, although negotiations are periodically made on price of slate. The problem arose out of northern Italy, where the main quarry sources of slate are found.

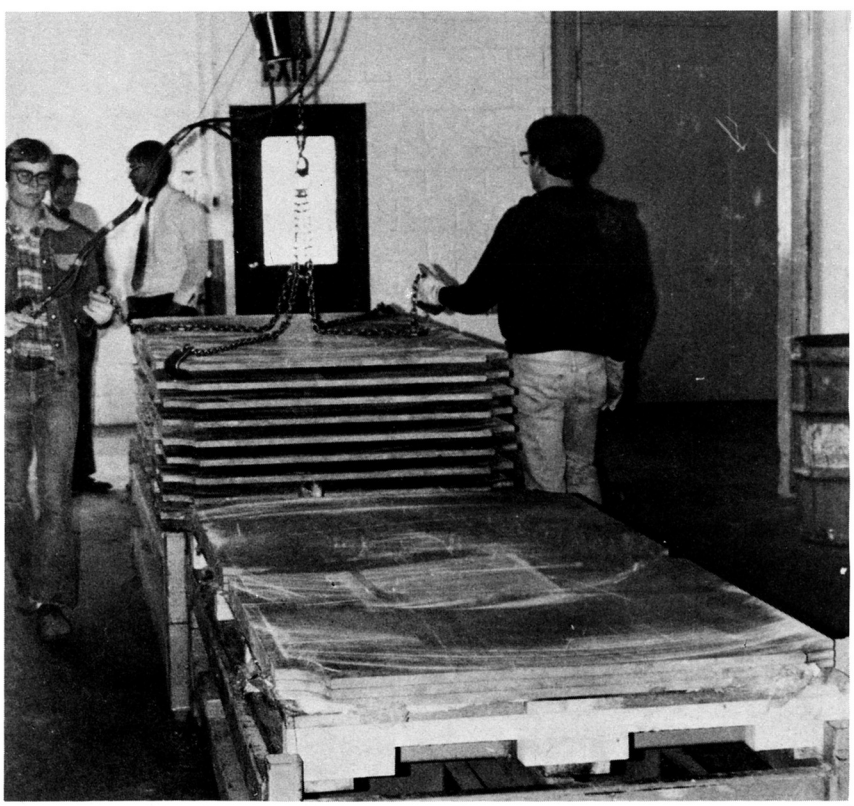
The problem was compounded by Italy's steep inflation rate, the shortage of qualified labor to work in the quarries, the allegedly limited natural supply of the raw material (which has comparatively little mining activity in the United States), and recent strikes into "bad veins" of poor quality slate in Italian quarries, said various coin-op industry sources.

Competitive bidding against the coin-op industry for the table material, as by department store marketers of home-use tables, also apparently contributes to the hiked price of available slate.

Richard Simon, executive vice president of U.S. Billiards, compared this economic situation to the problem of energy sources. He termed it a "worldwide bidding war" for the material which also sees use in the construction industry for fireplaces, blackboards, tiles, and so on.

He added that he was confident of his own long-term supplier and had built up sizeable inventories of slate for the Amityville, New York pool table manufacturer.

Others of the major table makers saw no difficulty in their near-future acquisition of slate—but the price increase may soar "geometrically upward" in 1981, as one put it.



Some table manufacturers have had production slowdowns when slate appeared in short supply

Cartels

Some suggested the problem of higher prices may be created by a monopolistic "cartel" of 26 companies running the quarries south of Genoa, Italy. Allegedly, new quarries have been opened at San Remo, where there lies "high-quality slate for years to come." The Ligurian slate syndicate (Consorzio Ardesiaco Ligure) in that area reputedly controls 60 percent of the slate sold—with the supposed aim being the *standardization of quality* of this export.

Once the slate is mined and ready for sale by the several companies, "it is phenomenal how close the pricing is," said one source who wished not to be identified. He suggested the asking price for the raw product is "fixed" in a way that is unlawful in the U.S. economy.

But any alternative material will be costly to come by, judged U.S. Billiards' Simon and other firms' representatives. And if an alternative material were developed, Simon commented, "you have the psychological factor of telling a guy he's playing on something other than slate. He may not do it."

Irving Kaye Co. partner Howard Kaye said, "There's no way to know if it's a real shortage or not." But a shortage to the American manufacturers may be felt acutely in the first quarter of 1981, he indicated. If, in fact, the available raw material is running out in Italy, then the price increase by the supplier may be "justified," he said.

Quarries in the Fontanabuono area, a valley flanking the Gulf of Tigullo, where the slate is mined, are leased from the Italian government. It appears the shortage is not with the fossil material but rather with labor to harvest the resource. The Italians' social welfare system apparently makes it more appealing to take state-paid sick leaves than to work the strenuous job of a quarry worker, said one observer.

While the price rise for other materials and transportation are added inflation factors for the pool table, an independent source estimated the coming increase from

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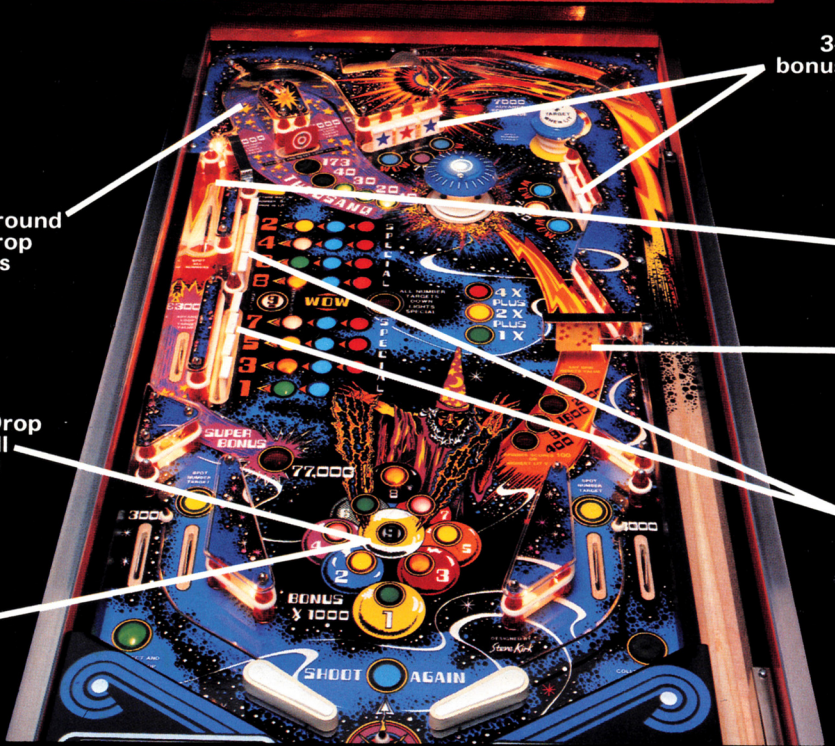

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slate prices alone at $100 for the operator buyer of a table. (Manufacturers themselves declined to estimate the projected table price increase at year's end.)

Mark Struhs, marketing director at Dynamo Corp. termed the slate price rise "incredible...and projections indicate there will be a drastic increase next year." Struhs said he saw no effect on the demand for tables, however.

Effects on an operator

While price is "the most critical issue we face," said Charles Milhem, president of The Valley Company, he analyzed the operator's position in a time of rising table cost this way: "From the operator's point of view, the value of his existing tables will increase — re-sale value will increase— to where there are some benefits to him."

Over the long term, tables will retain more "intrinsic value," in other words.

The strategy of the table operator should be to go to 50-cent play at this point in time when there is cogent reason to do so, he suggested. Valley, as other manufacturers are coming to do, is shipping its tables set for 50-cent play. The operator will have to take active steps to change back to quarter-per-play.

The point was made that slate of the smaller dimensions is more readily available, but that the popular movement in pool tables is to the larger models, requiring larger dimensions of slate—therefore the more costly raw product in their manufacture.

Milhem suggested the operator stress the larger table, however, because "players want it," and it can be a better draw for 50-cent play than the small billiard tables.

Coupled with this, however, must be the price-conscious fact that "there has been some disjointment" in the slate cost at the larger-cut sizes.

Alan Schafer, vice president for finance at The Valley Co., said "the burden" in this pinch is on the manufacturers. Valley had required some three weeks' plant shutdown over a four-month period, he said. But he foresaw a harder shortfall on "the smaller manufacturers."

Echoed around the coin-op tables industry was the complaint that pool table production has frequently been "behind" with the material shortage.

For the operator, though, the tables remain "a super investment," said Simon at U.S. Billiards.

"Pool tables are slow selling, although their income has increased somewhat," said Simon at U.S. Billiards. "Even if there's a forced price increase, they're still a super investment because of their low service requirements and excellent income," he continued.

An irony in the picture for American manufacturers was noted by Schafer at Valley. One domestic source of slate, a Pennsylvania quarry, was closed several years ago by the U.S. OSHA agency for on-the-job safety.

In addition to the available foreign raw material's cost comes the cost of transportation to U.S. manufacturing facilities such as Valley's at Bay City, Michigan; Irving Kaye's at Stamford, Connecticut; and Dynamo's at Grand Prairie, Texas.

Alternative natural materials, such as marble or granite, are judged by the manufacturers not to have slate's stability. The other rocks are less brittle, say the producers of pool tables. But the cost hike in slate has made manufacturers take another look at alternatives—which one firm reports has cost half a million dollars to research as viable table-top material, in the past 15 years or so.

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Jukebox fee hiked...

Commissioner Berg: "My concern was for the small jukebox operator."

Royalties society official: "The rate from 1987 on... will increase significantly."

Licensing chief: "We get calls from operators saying the guy across the street isn't licensed, and what are we going to do about it?"

By Ray E. Tilley

The AMOA's stand on the jukebox licensing fee issue took its most severe setback December 10 when the Copyright Royalty Tribunal resolved to fix fees to jukebox operators at the $50 level, phased in over a seven-year period, after which the fee given an "inflationary adjustment"—doubtlessly upward—to be based on the change in the consumer price index over that period.

The AMOA, in arguing the fees issue before the CRT in 1980, stood for no increase in the present $8 per box fee. The association, through its attorneys, won a Pyrrhic victory only—in that the $8 fee will remain in effect for 1981. On January 1, 1982, however, the fee set by the CRT will rise to $25 per jukebox; as of 1984, the $50 fee level will go into effect and last until 1987, at which time a rate will be determined to go into effect with the inflation adjustment included.

The AMOA issued no comment on the decision of December 10, pending its publication in the Federal Register, which had to be done by December 31. The association (or any other party in the matter) had until January 10, however, to appeal the CRT action to the U.S. Court of Appeals, noted AMOA Executive Vice President Leo Droste.

Quick to comment on the CRT ruling were officers of the three performing rights societies—ASCAP, BMI, and SESAC. Each was pleased with the fee structure, which will produce copyright royalties for performers registered with their agencies, and the only discordant note was a comment from ASCAP General Counsel Bernard Korman that, if BMI had joined with the other two in their stand for a $70 annual fee, the levy "might wellhave started in 1981." Otherwise he said the jukebox operators had "fared very well. Their counsel (Nicholas Allen) got a very good result, with a very weak case."

ASCAP's Korman also commented, "The operators and establishment owners can well afford these modest rates."

AMOA's position before the CRT in month's-long hearings was that a decline in jukebox activity over the past few years should convince the arbitrating panel to freeze the fee at $8.

A public vote by the CRT disclosed a shift from a scale of $30 in 1982, $60 in 1984 to the lower scale approved by commissioners Berg, Brennan, and Coulter.

Commissioner Mary Lou Berg explained, in a conversation with PLAY METER, her motion to reduce fees from the $30/$60 level. "My concern was and remains for the small jukebox operator. I tried to approach that problem with a graduated scale."

Her original proposal, which found no support among the other commissioners, was for a three-tiered scale: one fee set for operators of less than 60 jukeboxes, a mid-range fee for the operators with more than 60 but less than a given number, and the highest fee per box for the largest set of operators.

"There was no initial support for this, but I continue to believe that it is the most fair and equitable approach," said Berg. Without support for this scheme, she motioned for the $25/$50 fee phase-in which passed.

Of the decision as it stands, she said, "I'm sure there will be an appeal. All our work this year is precedental in nature. In any cse, you can't please all parties." She noted that a CRT decision on distribution of cable television royalties is already under appeal.

Other commissioners could not be reached for comment, or declined to elaborate on the decision until it became a part of the record in the Federal Register. Berg, however, conceded that the fees set were in the form of a compromise within the commission.

The fees were not, however, a compromise between the differing amounts of $30 per box, sought

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copyright owners 'pleased'

by the BMI, and $70 sought by ASCAP, she stated; the fact that $50 falls directly between those sums was "coincidental," she said.

At BMI, General Counsel Ed Chapin on being told the CRT's decision, said, "We're generally pleased we got close to $30 in the initial $25 fee, and that it is raised from $8."

For SESAC, which received some $60,000 in 1980 as its share of approximately $1 million collected from jukebox fees, its Vice President Albert Ciancimino said he had a mixed reaction that there was not a higher fee immediately. To the extent the Tribunal at least initially decided to allow $25 in 1982 and '83, we are somewhat disappointed—but I'm pleased the Tribunal is in effect phasing in a $50 rate, an apparently realistic figure.

"I think the rate from 1987 on is satisfactory to us and ASCAP because it will increase substantially," Ciancimino added.

He also noted AMOA General Counsel Allen's "difficult row to hoe" in the case which resulted in a "compromise," in the SESAC officer's term. Ciancimino said Allen presented "a good argument to the Tribunal to phase in the higher figure."

He added that, although the royalties society sees the new fee scales as a "more realistic rate," it views a higher fee justified by the years before 1978, when the jukebox royalty fee first went into effect.

The effect of higher fees on jukebox sales may well be depressive, a spokesman for Rock-Ola Manufacturing said. "Any increase has got to affect the jukebox operator's philosophy," the officer said, but he declined to comment at length on the CRT ruling. (Rock-Ola personnel gave time and testimony in the hearing process before the CRT in Washington, D.C. during 1980, supporting the case of the operator and the AMOA.)

The added cash for performing artists was argued by ASCAP on the basis of "marketplace analysis," or what jukebox operators and the performing rights organizations would theoretically negotiate face-to-face, if there were no Copyright Tribunal involved.

Last year, the major rights organizations approximately divided the $1 million collections in equal parts, with five percent going to SESAC for its members. That sum was based on 1978 collections.

The licensing agency for the jukebox is the Licensing Division of the U.S. Copyright Office, Library of Congress. That division's chief, Walter D. Sampson, Jr., appealed to jukebox operators to comply with the requirements to register. Renewal applications were to be mailed in the last week of December to operators licensed in 1980—135,000 machines. Also, his office seeks "potential operators," who are not known to be jukebox operators but who show up on the larger U.S. cities' lists of licensees for vending.

Sampson said he expects to mail a total of 500,000 forms asking compliance with the registration fee requirement. That is the estimated total number of jukeboxes in operation. (However, the results of the 1980 Play Meter Anuual Subscriber Poll showed slightly over 320,000 phonographs in actual operation in the United States.)

Collections from fees at late 1980 were nearly matching, or slightly exceeding the $1 million-plus revenue from 1979 collections.

The licensing division chief told PLAY METER, however, "We get calls from operators saying, 'the guy across the street isn't licensed—what are you going to do about it?' "

The Copyright Office itself has no enforcement powers; compliance with the licensing law is, effectively, voluntary. Action against those in non-compliance is left up to the performing rights societies to take to court. That continues to be done, as operators in alleged non-compliance are found by agents of BMI and ASCAP.

In 1981, a computer was scheduled to be utilized by the Licensing Division. It will pair operators licensed in 1980 with those returning the renewal form by the January 31, 1981 deadline—to produce a printout of potential unlicensed machines in operation.

Sampson in October told PLAY METER that follow-up mailings to operators licensed in 1979 produced a number of responses of "out of business."

The question apparently had not been settled by early 1981, but a measure of enforcement rests in Washington, beyond the Copyright Office's door. By one observer's interpretation, copyright infringement as defined by the 1978 law is a federal offense. It mainly provided protection for the copyright owner to take civil action in court, but technically the U.S. Justice Department can prosecute alleged violators. While such action has not been reported, Justice Department officials have investigated the possibility, said Sampson.

As a matter of record in the Copyright Office, fewer jukeboxes were licensed in 1979 (136,000) than in 1978 (144,368).

The funds taken in by the License Division are invested, and after the operating expenses of the division are deducted, the remainder is turned over to the Copyright Royalty Tribunal to distribute to the performing rights societies.

The chairman of the CRT, Clarence James, declined to comment for publication on the reasoning of a particular per-box dollar amount assessment until the Tribunal's actions were registered in the federal record.

The ruling was the resolution of the verbal battle that began in hearings during spring 1980. With an AMOA appeal possible, the end to the issue was not yet in sight as the new year approached.

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- COMPACT HEAVY DUTY STEEL ENCLOSURE
- LOW VOLTAGE 12V DC OPERATION
- PRODUCED BY RELIABLE SUPPLIER TO THE COIN MACHINE INDUSTRY

SIZE: 7½" x 7½" x 9" (19 x 19 x 23 cm)
WEIGHT: 13 lbs. (6 kg)

U.S. BILLIARDS, Inc.
Amityville, N.Y. 11701
243 Dixon Avenue, Amityville, N.Y. 11701
(516) 842-4242 • Telex: 143176

Addictive New Solid State Counter Game from U.S.B.

An intriguing new solid-state counter game is now being field-tested by U.S. Billiards and should be mass-marketed early in August. Called 'React', the compact item (measuring 7½" x 7½" x 9") offers players the challenge of measuring their reaction response level at five tries for a quarter.

The idea is simple, but much fun. You pop in your quarter and wait until the LED number appears on the game's display. Then you immediately push the button on the end of the cable to stop the number (which runs from zero to wherever, measuring your reaction ability in thousandths of a second). That's it, but it's like eating peanuts. There's an addictive nature to the game and you keep wanting to try again and again.

Naturally enough, there's a competitive nature to the game. Bar patrons will surely want to match reaction ability with their friends (there are many games they will probably make up, including booze-testing, for example, harking back to the old Booze Barometer games).

The real fun, however, is simply improving your score. Each "push" of the button stops your clock. Then after five tries, all those thousandths of a second are added up and displayed as your final talley. If you jump the gun and push before the numbers start to roll, your game is invalid.

Skill is amplified on 'React' due to a random timer. There may be as much as ten seconds (maybe more) before a number pops up and you have to push. Then, the next number just might appear instantaneously. You have to concentrate, and if you're talking to someone at the same time, you damage your chances of making a good score (scores are measured from "Lightning" all the way down to "Small Snail" depending on your speed.

The game can be purchased along with a free promotion pack. The pack includes ten table tent cards plus a master score sheet (see photo). Idea is for the location to register the best score of the week and award a prize, if it so desires. U.S. Billiards' Sales Director Len Schneller advised RePlay that a prize program may be forthcoming which will include watches, pocket computers and the like. Meantime, if a location wants to put anything of its own choosing up as a prize (where legal), it's up to him and/or his operator.

Playing for a prize is always great fun, but this factor shouldn't detract from the 'React' game's basic appeal. It's fun all by itself. (One trade wag said it's a great item for the hyper-nervous. "They're so jumpy, they're bound to get great scores.")

The presentation of the piece is top shelf. The steel cabinet feels like a safe, and while light enough to carry under one arm, it's heavy enough to need two hands to pick up. In the event some wayward customer just may want to "take the 'React' home with him," U.S. Billiards has a hasp on the back for chain-mounting.

Inside, the game has one logic board, two plug-in wire harnesses, a meter and the coin acceptor. Aside from the cash pan at the bottom, that's the works. Priced roughly at one-quarter the cost of a new video game, Schneller says tests have shown the piece to "give a better return on investment."

"The operator who really wants to entertain his customers has got to put a 'React', two or even three 'React' games into his bars," said Schneller. "I wish long life to the game and I believe it's there. But when moving time comes, how sweet it is to unlock the chain, pick it up and run it down the block on the front seat of your car. I think U.S. Billiards has one heck of a money-earner here and I invite everyone to contact us or their local U.S. Billiards distributor and find out how to cash in on what might be called the 'React Craze'. This could be that 'mighty mite'," he added.

U.S. BILLIARDS, Inc.
243 Dixon Ave., Amityville, N.Y. 11701 / (516) 842-4242 Telex: 143176

Five Years Ago in Play Meter's Pages...

January, 1976

This month in PLAY METER's past, the gold lettering of the cover flashed out: "1976 Directory Issue." That was the introduction to the most complete guide available, listing all the manufacturers, distributors, and various support companies that served the coin-operated amusement machines business.

Five years later, the Industry Directory continues to expand, and it is incorporated in the present issue.

Coinman of the Month, January of 1976, was Jon Brady of Brady Distributing, Charlotte, North Carolina. That state's coin-ops were otherwise prominent in the news pages that month.

With the involvement of Milton Hobbs, president of the N.C. Coin Operators Association, a potential $500,000 in new pool table business was "found"—after the state alcoholic beverage control board was convinced to re-classify certain locations with pool tables as not being "pool halls." Business then opened up for cafes and restaurant locations in North Carolina.

In Michigan, a new law had gone into effect that made winning free plays on pinball legal for the first time since 1945, PLAY METER reported ....United Billiards Inc. was formally changing its name to U.B.I. Inc., recognizing that "we are no longer solely a billiards company," said its President Scott Daddis....Meadows Games of Sunnyvale, California had ended its second year with strong growth records. It had four videos in the works for January, 1976 distribution....Fletcher Autovend Ltd., a British firm, was preparing to distribute "honky-tonk" coin-op player pianos equipped for stereo.

In other new product news, January, 1976: Playmatic S.A. of Spain was introducing its *Fantasy* and *Fairy* flipper games to the U.S. market....The video Q-and-A game *Trivia* was bowed-in by Ramtek.... Bally was debuting its *Bow and Arrow* four-player flipper....*Toledo* two-player pinball game was coming from Williams Electronics....Chicago Coin came out with star appeal in its *Hollywood* pingame....And Play Master, billiards table manufacturer, had introduced a new concept, "black light billiards," based on the idea of using specially treated balls and cloth that react to ultraviolet light.

Play Meter Publisher Ralph C. Lally II editorialized in the five-years-ago issue: "We begin the second volume of PLAY METER and the new year with a great deal of anticipatory eagerness because we think 1976 offers some rather interesting changes and challenges, not only for us, but for the entire coin-operated amusements industry.' The next year was predicted to be a "buyers market" for the operator, with many new manufacturers entering the field, armed with microprocessor applications to new games.

Tournament Pinball™ is

BLACK KNIGHT/Williams
NINE BALL/Stern
XENON/Bally

Tournament Video™ is

DEFENDER/Williams
BERZERK/Stern
BATTLEZONE/Atari
MISSILE COMMAND/Atari
ASTEROIDS/Atari
MOON CRESTA/Gremlin/Sega, Amstar
EAGLE/Centuri
PAC-MAN/Midway

These are the machines currently being manufactured which the Pinball Association of America® Inc. has ***selected for tournament play™***

We believe that all locations have patrons with a wide variety of skill levels and that certain machines appeal to the skilled player while others appeal to the beginning or average player.

In our opinion the experienced, discriminating player will find these above average machines to be of considerable interest and appeal.

Our endorsement means that if a significant portion of your patrons are above average in playing ability these games are recommended highly for your location.

Pinball Association of America®, Inc., Dept TP/TV, 30 W. Washington, Chicago, IL 60602

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The most technically advanced video game ever created. And the most sensational!

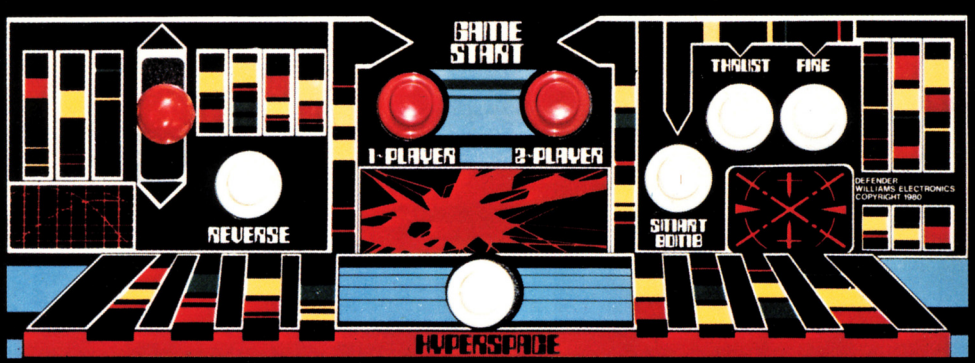
Your mission, as Captain of the Defender, is to protect the stranded humanoids on the planet surface from the alien abductors. For close-range search-and-destroy accuracy, thrust across the field into the heat of action; for long-range strategy planning, the scanner will give you an overall view of the entire attack force.

SCANNER

It's best to shoot down the alien ships before they reach the humanoids. Once they've captured their prey, you can still destroy them, but then you must also catch the humanoids as they are released from the aliens' grasp and return them to the safety of the planet or they will fall to their death. If an alien swoops down and carries its victim out of your range, the humanoid will mutate, becoming a permanent part of the alien force and the ship, revitalized with incredible powers, will take to the assault with new and deadly vengeance! Throughout the entire mission, you must act quickly or face possible destruction by the cosmic baiter, a most deadly enemy! If all the humanoids are successfully abducted, the entire planet will explode in a blinding flash!

The challenge becomes ever more intense as action progresses. Fighter ships and their mines will soon join the abductors in testing your skill. You must also destroy mother ships. But beware! A direct hit smashes the mother ship into a swarming mass of mini-ships that then must be wiped out!

Use your 2 escape options only if all else fails! The power to activate your "smart bomb" button which destroys all the enemies in your sight is limited! And "hyperspace", like Russian Roulette, can backfire! "Hyperspace" puts you in a time warp, taking you out of the immediate space and time, but putting you into a possibly even more dangerous situation! You must think wisely and act quickly for you alone are responsible for the consequences and there's no turning back!



CONTROL PANEL

DEFENDER SPACE SHIP

HUMANOID

LANDER

MUTANT

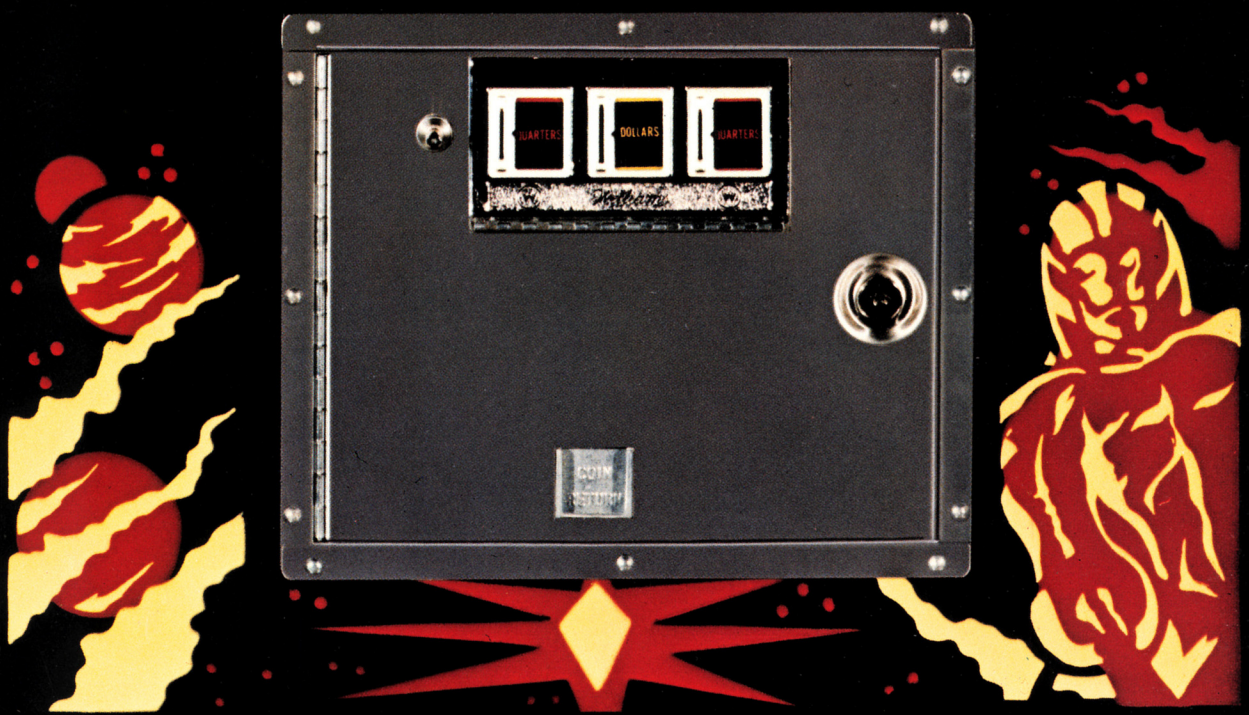
BAITER

BOMBER

POD

SWARMER

First, the pinball universe. Now, the world of video. Once again, Williams reigns supreme.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DOLLARS
QUARTERS
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Electronic Design. Reliability. Innovation. The Mark of Williams.

Diagnostic Testing.

Williams and "Defender" are proud to bring you the most complete system of diagnostics ever programmed into an electronic video game. From performing basic diagnostics whenever the game is turned on to a full diagnostic mode, the incredible system tests, analyzes, identifies.

Resolution.

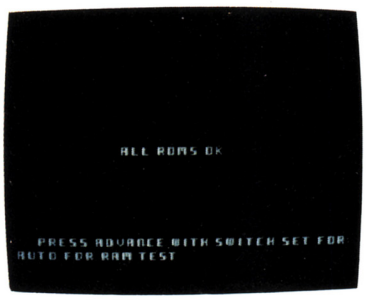
Williams electronic video games outshine all others with the highest resolution color images ever achieved. The crystal clear images are comprised of more than 80,000 individually controlled video elements, each element being any one of a possible 256 different colors.

Modularity.

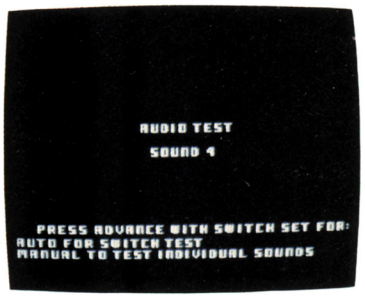
The state-of-the-art modular electronic system means ease of maintenance and minimal downtime. It means video games that play on and on and on.

Dependability.

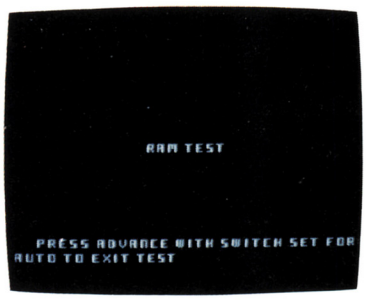
Williams. The name says it all. The company that makes the pinballs that make the industry now makes the video games with the same inventiveness, dependability and foresight. Williams brings to video games the same genius for trend and technology. The same, exclusively Williams, fully independent sound system for the ultimate in realism and sophistication. The same flexibility for pricing. Williams brings only the best.



ALL ROMS OK

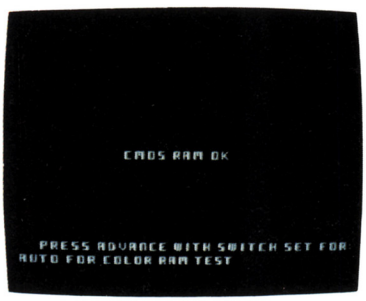


AUDIO TESTS

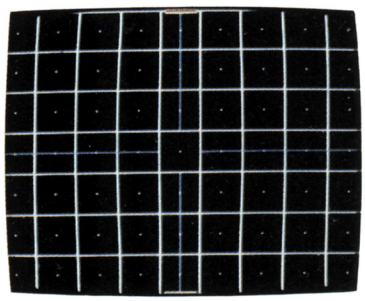


RAM TEST

SWITCH TEST

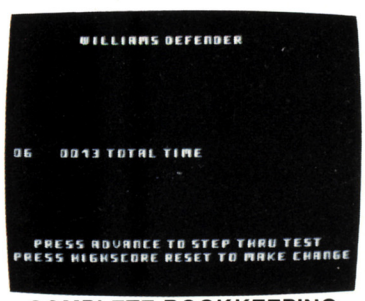


CMOS RAM OK

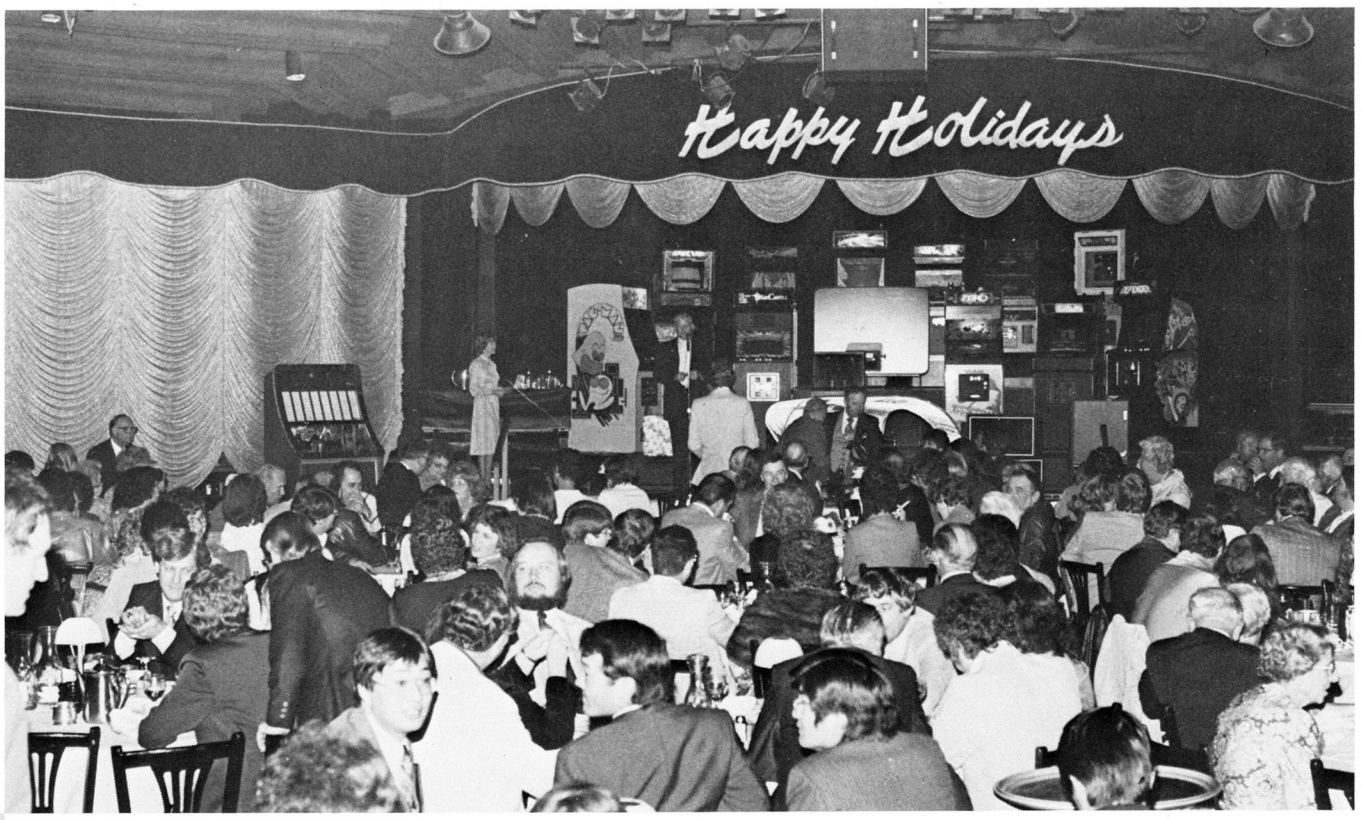


MONITOR TEST PATTERN

COLOR RAM TEST



COMPLETE BOOKKEEPING



Dinner and coin-op equipment in San Francisco: a view of the hits staged for '81.

Advance Automatic previews

By MARY CLAIRE BLAKEMAN
Advance Automatic Sales held its annual preview of games for operators in San Francisco December 11. More than 400 people attended the show and dinner which was held at Bimbo's 365 Club.

Arcade and route operators tested their skills and evaluated the earning potential of thirty video games and nine pinball machines featured at the show. Music filled the dinner club while operators were also able to inspect other machines, including a bill changer, cigarette dispenser, and a hot and cold drink machine.

Pinball machines manufactured by Bally, Stern, and Williams were available for play while the companies producing the video games available at the show included Atari, Cinematronics, Centuri, Data East, Exidy, Gremlin, Nichibutsu, Stern, Universal, and Williams. Numerous representatives from these companies attended the show and answered operators' questions about the new games.

The large number of games at the

Operators took a crack at the heavy pins.

Will Laurie (left) and Chet McMurdie welcome the guests.

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STAR CASTLE

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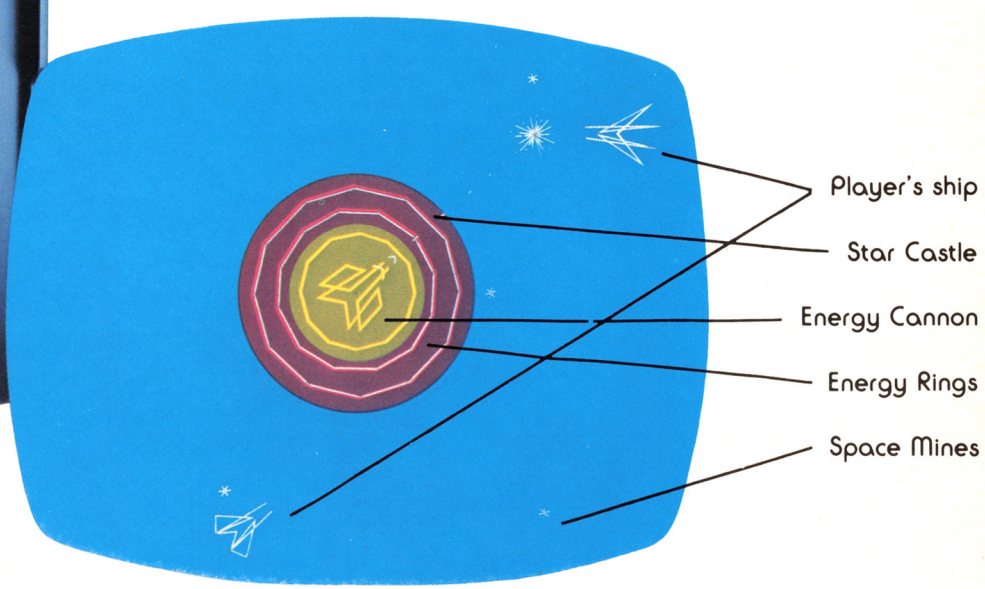
- Avoid the Space Mines that home in on you
- Shooting holes in the Energy Rings gives you shots at the Star Castle
- Shooting the Star Castle gives bonus points and an extra ship
- Watch out! The Energy Cannon is always aimed at you



Dimensions
Boxed: 75" H 33" D 29" W
Unboxed: 70" H 30" D 26½" W
Weight (Boxed): 280 lbs.

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"There's been $500 million worth of business on one particular game. There's never been a movie that grossed $500 million." —McMurdie

show gave operators a challenging selection, and one route operator commented, "These days, there's so many games, you don't know what to get." But in general, the games most often mentioned as potentially profitable were the pinball machines *Xenon, Flash Gordon,* and *Black Knight* and the video games *Defender, Berzerk, Space Tactics, Pac-Man,* and *Battlezone.*

Advance Automatic Sales President Chet McMurdie welcomed the group and thanked operators for their support, saying, "We're only as successful as our customers, and we are genuinely appreciative of the support of the operators. It's a privilege to serve you."

McMurdie put the crowd at ease with his lighthearted remarks, but he also spoke seriously about the coin-op business and gave some advice to operators.

He pointed out that one game, *Asteroids,* averaged $250 in collections a week and said, "If you multiply that around the country, there's been $500 million worth of business on that particular game. There's never been a movie made that's grossed $500 million. That should give us pride in the success of our business and some idea of the extent of our business."

While acknowledging the success of the industry, McMurdie also pointed to the tremendous costs involved as well, such as maintenance, interest rates, and labor strikes. Considering these costs, he told the audience: "It's time to do something about improving collections."

"It's a tragedy when people are making less that $75 a week in collections," McMurdie continued. "It's time to grow up and see these games as an investment. Don't think it's out of line to get front money or a percentage of the equipment, and get a faster return. And I think you will be saving a lot of money if you can pay for equipment in six months."

Finally, McMurdie suggested that people in the business take a harder look at the options other investors use to make money. "You should find out about depreciation," he said. "You should find out about tax advantages. Sometimes we lose track of this."

"We're riding on a high in this industry right now and we should take advantage of these opportunities," McMurdie concluded.

Following McMurdie's talk, Will Laurie, office manager and vice president of Advance Automatic Sales conducted the drawing for door prizes which included such items as a Panasonic color television set, Canon cameras, and Swiss clocks.

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Holographic Rainbow effect enhances

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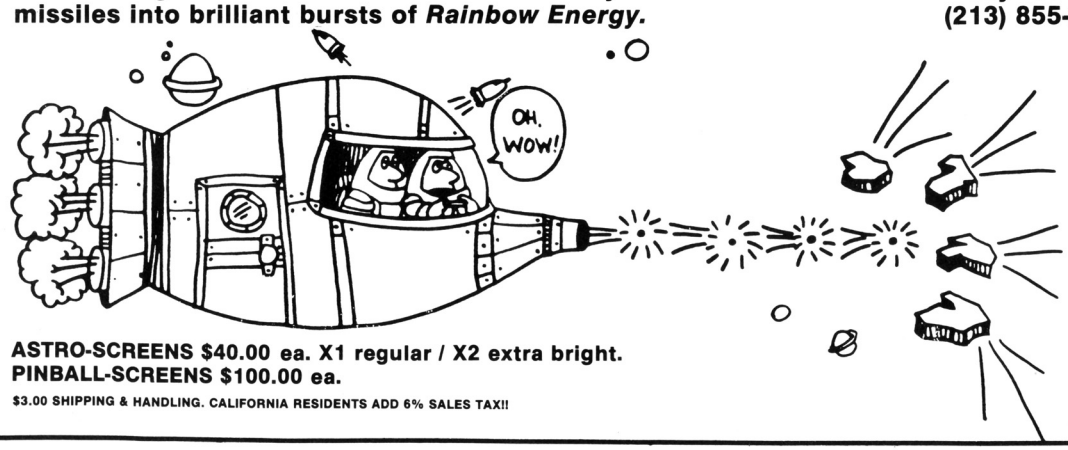

ASTRO-SCREENS $40.00 ea. X1 regular / X2 extra bright.
PINBALL-SCREENS $100.00 ea.

$3.00 SHIPPING & HANDLING. CALIFORNIA RESIDENTS ADD 6% SALES TAX!!

Lund handles Power Mate

Greg Lund Products of Oakville, Ontario, announced that it has been appointed distributor for the Power Mate line of materials handling equipment.

A new division headed by L.B. Springer has been formed to market the Power Mate materials handling method in North America.

Springer said the Power Mate electric hand truck offers a versatile solution to a wide variety of materials handling problems. Performing the functions of an electric stair-climber, a four-wheel dolly, a power tailgate, and a loading dock leveller—jobs which once required two or more men—can now be performed safely and economically by one using Power Mate, said the handler.

When climbing stairs, Power Mate electrically raises and lowers loads, one step at a time, while remaining in a balanced position. The fully automatic braking system ensures that the load remains under complete control at all times.

When lowering an object from a tailgate or loading platform, Power Mate's long lifting height enables one man to move loads of up to 1500 pounds with push-button electric ease. And once on level ground, the four-wheel dolly feature enables the operator to maneuver a load across flat surfaces with a minumum of exertion.

According to Greg Lund Products, Power Mate cuts labor expense, damaged merchandise, and time off due to injury, and increases efficiency and profits.

For Power Mate literature, contact: Power Mate Division, Greg Lund Products Limited, 521 North Service Road, Box 760, Oakville, Ontario L6J 5C4; Phone: (416)845-7558.

Phillips goes to D. Gottlieb sales

The appointment of James O. Phillips as D. Gottlieb & Co. regional sales manager covering the western area of the United States has been announced by Thomas L. Herrick, Gottlieb vice president.

Phillips, a coin industry figure for almost 20 years, entered the business in the early 1960s with Seeburg Sales Corp., eventually working his way to a regional vice presidency and managing distributorships in Phoenix and Denver. He subsequently became a partner in the Denver distributorship which he and his partner operated jointly for several years.

"I have known Jim Phillips for most of his years in the business," said Herrick in commenting on the appointment, "and it is a great pleasure to welcome him to Gottlieb. Many of our distributors are well acquainted with him, so he will soon be renewing old friendships during his first swing around the territory. Jim's duties will be manifold but none will be more important than acting as a communicator between the factory and Gottlieb distributors," he concluded.

Bay area comes to Betson product fete

About 150 San Francisco Bay area operators and manufacturer representatives attended Betson Pacific's annual post-AMOA product review special event. The cocktail reception was held in San Mateo at the Dunfey Hotel on November 19. About ten of the best of the new products were selected to be displayed at this evening event for operators to review while they enjoyed the hors d'oeuvers and visited with representatives from each of the manufacturers and the staff of Betson Pacific's San Francisco office as well as company President Peter Betti, from its Los Angeles headquarters.

"We were quite pleased with the turnout," commented Jerry Monday, general manager of the Beston Pacific northern office. "It was a great opportunity for our customers to see some of the new games and phonographs introduced in Chicago this year," he added.

There was continuous play on the games displayed, including Atari's *Battle Zone*, Gremlin's *Space Firebird*, Stern's *Berzerk*, *Spectar* by Exidy, and two new cocktail tables introduced by Universal.

Gottlieb's new pinballs, and phongraphs by Rock-Ola and Seeburg were also shown. "The Betson Pacific product review was a great success and everyone enjoyed the evening," said Monday.

•

Tom Campbell, director of marketing at Stern Electronics, Inc., has announced the appointment of Betson Pacific of San Francisco as a full-line distributor of Stern's amusement games and Seeburg phonographs.

PIN GAMES
WITH A NEW LOOK
JUST
$395.00
HURRY
See Page 61

PlayMeter

Equipment Poll

Top Pingames

THIS MONTH		LAST MONTH
1	FIREPOWER/Williams	1
2	BLACKOUT/Williams	3
3	SPACE INVADERS/Bally	2
4	GORGAR/Williams	4
5	FLASH/Williams	5
6	FLIGHT 2000/Stern	—
7	SILVERBALL MANIA/Bally	6
8	SCORPION/Williams	8
9	KISS/Bally	15
10	ALIEN POKER/Williams	—
11	TIME LINE/Gottlieb	—
12	LASERBALL/Williams	11
13	PLAYBOY/Bally	13
14	BIG GAME/Stern	10
15	GALAXY/Stern	14
16	SEAWITCH/Stern	9
17	VIKING/Bally	17
18	METEOR/Stern	7
19	STELLAR WARS/Williams	—
20	SKATEBALL/Bally	—

Top Videos

THIS MONTH		LAST MONTH
1	ASTEROIDS/Atari	1
2	GALAXIAN/Midway	2
3	MISSILE COMMAND/Atari	3
4	SPACE INVADERS/Midway	4
5	STAR CASTLE/Cinematronics	10
6	BATTLEZONE/Atari	—
7	ASTRO FIGHTER/Gremlin & Data East	5
8	MOON CRESTA/Gremlin & Amstar	8
9	TARG/Exidy	6
10	MONACO G.P./Gremlin	7

The PLAY METER subscriber survey of pinball and video games will be a regular feature in subsequent PLAY METER publications. If you would like to join readers currently participating in the survey, simply fill out and return the coupon below.

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Minoru Arakawa, president, welcomes Ron Judy on board at new U.S. offices of Nintendo at 1107 Broadway, N.Y.C.

Nintendo opens on Broadway

NEW YORK — Nintendo of America, Inc. has recently appointed Alan D. Stone and Ronald J. Judy as marketing managers for its newly established U.S. headquarters in New York, according to Minoru Arakawa, president of Nintendo.

Stone and Judy will be in charge of the marketing and distribution operations for Nintendo's full line of electronic video games sold in the United States and Canada. Both will work out of the New York office. Prior to joining Nintendo New York, Stone and Judy were representing Nintendo's products in the U.S through Far East Video, Inc. in Washington state.

Arakawa stated that, "due to the favorable response to our products in the U.S. over the past 18 months, and a high number of incoming orders, we have established local offices and staff to provide fast, efficient and closer communication between our company and our customers, to be able to serve their needs directly."

Judy indicated that Nintendo will soon be distributing products from distribution facilities on both the east and west coasts. He also said that there is now a parts and service center on the East Coast to serve the entire U.S. and a West Coast office is being planned for the near future.

Nintendo of America's electronic video games are being sold by distributors around the U.S.

75% Game Plan stock buy betters financial picture

On October 31, 1980, pursuant to a stock sale agreement Interscience Systems, Inc. and Summit Systems, Inc. each purchased 37½ percent of the issued and outstanding capital stock of Game Plan, Incorporated from AES Technology Systems, Inc. AES now holds 25 percent of the issued and outstanding capital stock of Game Plan.

Game Plan's development, manufacture, and marketing of slot machines, video amusement games, and pinballs will be continued "substantially unchanged," said the stock buyers.

In a letter to Game Plan's suppliers, explaining the stock transaction, its President Darrel G. McCollough wrote: "Our program to return financial strength to Game Plan is continuing in a positive direction."

He also said a new color video game, *Intruder*, is in the works, "has field tested well on location and will be available for shipment in early January."

In the fiscal year ended June 30, 1980, Game Plan had revenues of approxi mately $8.1 million and a net loss of approximately $5.5 million.

Prior to the closing of the stock purchase, AES contributed to the capital of Game Plan substantially all of Game Plan's indebtedness to AES, amounting to approximately $10.5 million.

The amount paid by each of Summit and Interscience for the shares of stock acquired was $750,000—of which $281,250 was paid in cash and the balance was paid by a non-interest bearing promissory note secured by a pledge of the shares of Game Plan stock that were purchased. Cash paid by Summit and Interscience was obtained from working capital.

Along with the stock purchase, Interscience, Summit and AES entered into a separate loan and security agreement with Game Plan for the loan of up to $750,000 from Summit, up to $750,000 from Interscience, and AES' loan of up to $500,000 to Game Plan on or before March 15, 1981.

The stock sale agreement provides that in the event any Game Plan shareholder is found unsuitable for licensing in the gaming industry by either Nevada or New Jersey, the other shareholders shall have the right, on a pro rata basis, to purchase the non-licensed shockholder's interest in Game Plan at a price equal to the original cost of such interest. Game Plan holds a gaming license in Nevada and has applied for a gaming license in New Jersey.

The agreement also requires Game Plan to enter into a two-year consulting agreement with AES at a consulting fee of $100,000 per year.

Dunn heads Game-A-Tron

Game-A-Tron Corp. announced the appointment of Lawrence Dunn, formerly a manager with Arthur Young & Co., an international public accounting firm, as president of the Connecticut-based corporation. Dominick Sanzo, founder of Game-A-Tron and its former president, remains as chairman of the board.

Game-A-Tron is debuting a new game called *Space Bugger* which was to be in production and released for sale in January along with a new concept in its *Draw Poker* game.

The company was also awaiting licensing for its cash payout slot machines for Nevada and New Jersey and anticipated a successful year in the gaming industry.

Also added to the staff of Game-A-Tron was Steve Smith, comptroller, formerly with Arthur Young & Co. And a new production head for the company is John Wasik, formerly with Times-Mirror Cable Television.

"Our sales staff is also being enlarged and will soon be able to cover all areas domestically and internationally to fulfill requests for our games in a shorter period of time by setting up a new distributorship network," said Irv Jeffries, director of marketing and sales. "We're moving right along with our research and development, our sales, and our ideas. We're right on schedule in our progression and look forward to a fast-moving, successful new year."•

space firebird™

"The Game That's Fired Up with Sizzling Action."

FLIGHT PLAN: space firebird

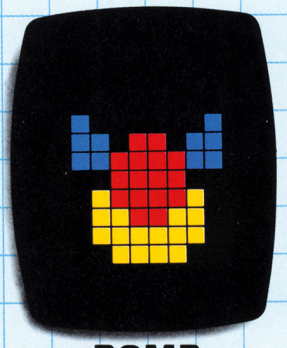
Mission:
Destroy all Firebirds for maximum points.

Rocket Capabilities:
Fire up to four missiles consecutively. Special WARP mode enables rocket to launch counteroffensive blitz.

EMPEROR
100 Pts.
4 Hits

EAGLE
50 Pts.
2 Hits

GULL
20 Pts.
1 Hit



BOMB
50-200 Pts.
1 Hit

Plan of Attack:

The Emperor, Eagle and Gull Firebirds fly together in complex looping formations, firing and attacking from all directions. Defend your ship against the sweeping, twisting, turning birds by launching missiles. Monitor your missile hits because the birds have different resistence levels. The fearless Emperor is destroyed by four hits, the Eagle with two hits and the soaring Gull with one hit. CAUTION: the Eagles are armed with a secret weapon aimed at sabotaging your ship. They drop a giant bomb that's headed straight for you! Earn 50 to 200 extra points by hitting it before it crashes . . . but watch out! When hit, the bomb scatters deadly shrapnel. Avoid the flying shrapnel by firing at the bomb from directly beneath it. Activate WARP mode to escape impending danger or to strike out at a flock of birds. Each ship is equipped with one WARP period. When activated, your ship is thrust into space with a protective shield that deflects enemy fire. Wipe out Firebirds in the WARP mode by ramming into them with your ship, or by firing at close range.

Dimensions
UPRIGHT
25½" W x 67" H x 28" D
64.77 cm W x 170.18 cm H

The SPACE FIREBIRD™ game is manufactured by Gremlin under license from Nintendo Co., Ltd., Kyoto, Japan.

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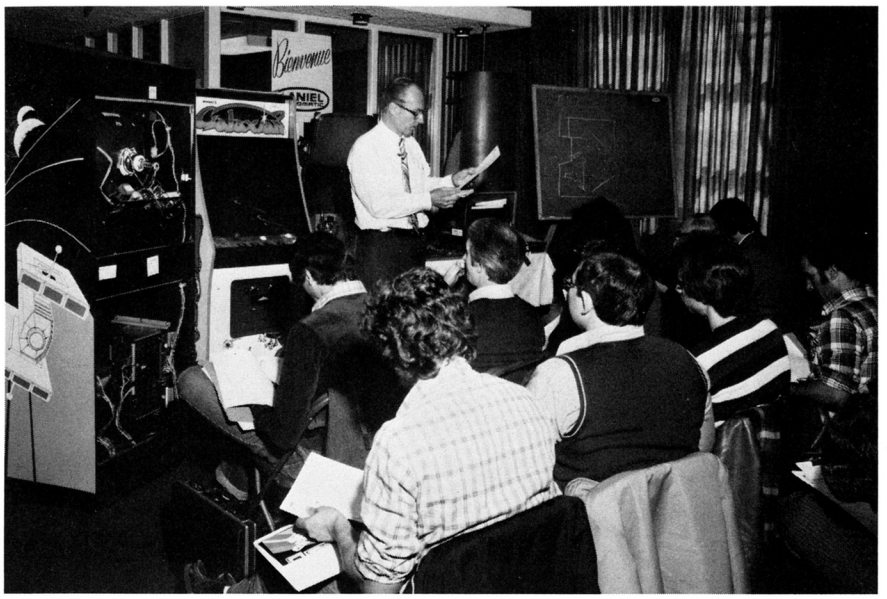


Host distributor for Midway's recent service school seminar was Laniel Automatic Machines in Montreal, Canada. More than 70 servicemen/operators came to hear Midway's Service Manager Andy Ducay conduct an all-day course on the operating principles, components, functions, maintenance, and troubleshooting for the Galaxian *and* Space Encounters *video games. Most of the audience was from the Quebec area, but one came the distance from Nova Scotia. Midway service schools are held on a regular basis all over the United States, in Canada, and in Europe. Ducay has been conducting these seminars for over 15 years.*

Ad Posters exec recalls advances

Walter L. Pyrek, vice president and general manager of Advertising Posters, Inc., Chicago, retired on December 31, 1980, after 45 years' service with the company, a specialty silk screen design and printing firm. Pyrek joined the company in February of 1935 as a helper, sanding boards.

He attained steady advancement as he ran coating machines, worked as a printer, hand sprayer, and paint man in charge of color matching. His first management-level position in the company was foreman in the sample department.

In 1944, after having worked in every production capacity in the firm, Pyrek was made general manager and also given responsibility for sales. He was appointed vice president in 1961.

During his years with Ad Posters, Pyrek has seen the silk screen printing process develop from hand work to automation. Among the more exciting developments during his career were the introduction of ultraviolet ink in 1975 and the running of the first four-color silk screen process on glass in 1977. At first, the four-color work was done in ethyl cellulose colors; now it is done in ultraviolet, which offers truer, brighter color reproduction. Early artwork was reproduced from hand-cut stencils, Purek remembered; now most is done photographically.

The native Chicagoan has been married for 45 years, has one son, and presently resides in Elmwood Park. Proud of his Polish heritage, he says he's glad his father "didn't miss the boat!"

His retirement plans include travel with his wife and pursuit of his hobbies of bowling, gardening, and golf.

Publication's name changes: *Collector*

Jukebox Trader has apparently developed a middle-age identity crisis. The newsletter has decided that with its 40th birthday issue, a name change is needed.

Starting with the January 1981 issue, *Trader* became *Jukebox Collector*—"a newsletter serving the jukebox collector and not afraid to say it."

Interested persons who send a note to Rick Botts, 2545 S.E. 60th Court, Des Moines, Iowa 50317, will get a Trader —oops!— *Collector* January copy as a gift, said Botts. •

Pin restrictions are challenged in Toronto

TORONTO—Image problems for pinball arcades have produced a zoning law restricting arcades, and that local ordinance is being challenged by an operators association, Toronto Star newspaper reported recently.

Teenagers who hang around the "pinball parlors" are cited as the "cause of vandalism, rowdy behavior, and street violence," a Toronto alderman said in an Ontario Municipal Board hearing.

Alderman Pat Sheppard told the board that pinball parlors are "a continual problem" in the city, and in his ward are the source of most complaints he's received in his four years as alderman.

Sheppard said his more recent complaint came from senior citizens on two streets who said they are afraid off walking by a pinball parlor which recently opened less than 100 feet from their apartment.

(The solution, it would seem, is an old remedy: Clean up the arcade, boot out the rowdies, and improve the image of amusement machines and their players. —Ed.)

The alderman urged the board to approve a new Toronto bylaw to restrict the establishment of pinball parlors to the industrial area south of the Gardiner Expresway or the "slaughterhouse district" of the city.

The bylaw is being challenged by the Metro Amusement Association, which is made up of about 60 proprietors, owners, and operators of pinballs.

CAPITAL COST VS. CASH BOX PROFITS

See Page 61

Howell Ivy, Lila Zinter, and Pete Kauffman of the Exidy team with Spectar, *its multilingual hit.*

Atarians Frank Ballouz, Joe Robbins, Tom Petit, and Don Osborne, with Battlezone *behind them*

'The Mini-AMOA' draws coin people to C.A. Robinson, Los Angeles show

David Marofske of Midway, left, presents Al Bettelman with a special award for Galaxian *sales through C.A. Robinson.*

Chicago is too far away for many operators, especially for those on the West Coast. So the annual AMOA Show that's held in Chicago in the early fall has been, for many of the operators, something to read about, rather than to attend.

As for the sneak previews of the new equipment, they wait instead for the various distributor showings which start popping up in late November and go through December.

On the West Coast the biggest such ditributor showing is sponsored by C.A. Robinson and Company of Los Angeles. Because of the large number of equipment lines C.A. Robinson represents, the company's annual showing has become something of a mini-AMOA Show of the West. In fact, sensing the need for such a show on the West Coast, C.A. Robinson has been billing its show for years now as the "Western Amusement Games Exhibit."

Though the label, Western Amusement Games Exhibit, may sound a bit too presumptuous to some, the fact is that the annual C.A. Robinson showing has well-earned such a distinctive moniker.

The 1979 attendance at the Exhibit climbed over 800. This past year, the figure topped 1,000 and may have gone much higher, though there were no actual totals available.

Additionally, and notwithstanding the nature of this being a new game premiere for many West Coast operators, the Western Amusement Games Exhibit is a bona fide buying show. That's why manufacturers turn out in force for the annual event on West Pico Boulevard, Los Angeles.

No, the significance of the C.A. Robinson showing has not been lost on the manufacturers. No less than seventeen manufacturing concerns were represented on the floor during the December 5 show this time around. And included in that number were nine presidents or chief executive officers. There were also visiting distributors from as far away as Philadelphia and Chicago.

So the night before the showing, out-of-town visitors were feted by Al Bettelman and company at a lavish sitdown dinner. It set the stage for the big things to come the following day.

The next day the show lived up to its billing, not only with regard to its attendance but also with the high quality of equipment on display. Nearly all the top games that were shown at the AMOA convention a month earlier in Chicago were on show for the visiting operators.

Included were such video game hits as Midway's *Pac-Man*, Atari's *Battlezone*, Cinematronics' *Star Castle*, Stern's *Berzerk*, Gremlin/Sega's *Space Tactics*, Data East's *Mad Alien*, Centuri's *Eagle*, Universal's *Zero Hour*, Exidy's *Spectar*, Taito's *Polaris*, Electro-Sport's *Tomahawk Missile*, and Nichibutsu's novel *Crazy Climber*.

Pinball was also well-represented

Tom Nieman and the Xenon *promotion girl were all smiles over the Bally pin.*

Mr. and Mrs. Chuck Milhem of Valley Co. were there promoting Cougar *table.*

Frank Fogleman and Bob Harmon of Gremlin: pleased with Space Tactics' *reception around Robinson country.*

at the showing with Bally and Stern products on display. Included were Bally's *Flash Gordon, Xenon,* and *Frontier,* and Stern's *Flight 2000* and *Nine Ball.*

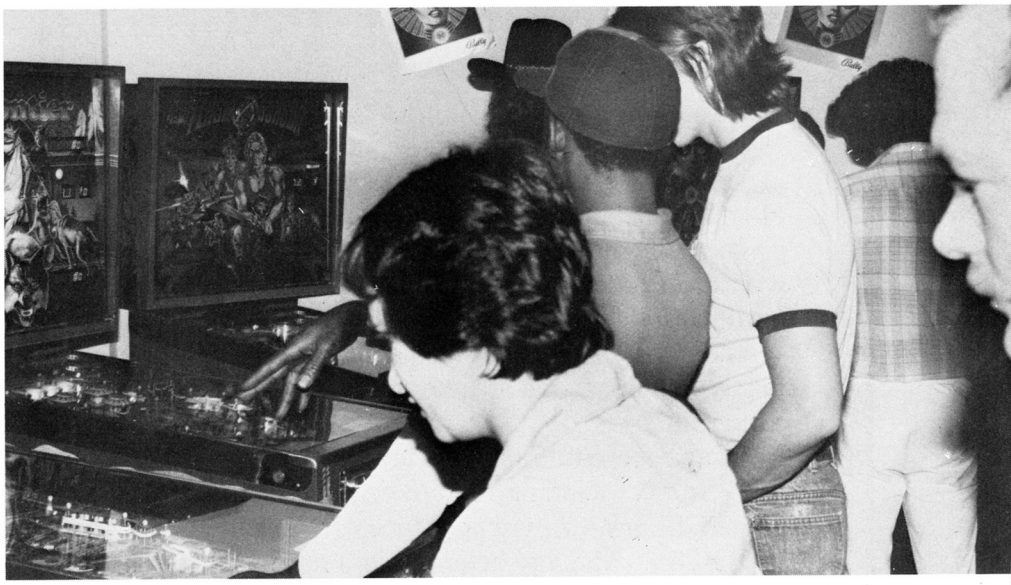
Ira Bettelman of C.A. Robinson was effusive after the show. "It was definitely a success," he told PLAY METER. "I think there were a lot of things to take note of here, and I don't just mean the games, and I don't mean in the number of people attending, either.

"I think the manufacturers saw for themselves that operators are genuinely interested in what is new and currently available. It showed that operators are aware that they can't survive in the future with past games.

"And I also think it showed the manufacturers' desire to meet that challenge," Bettelman added.

When asked what it was about the showing which he thought was the most significant aspect, he turned to the matter of pinball. "Interestingly enough, I was shocked to see the amount of interest in pinball again. It was a very promising sign indeed," said Bettelman.

It was a valid observation. While videos still dominate the buying consciousness of operators and garner the most attention, it was noteworthy that there was always a crowd around the pinballs, too—a fact that is due largely to the pinball makers taking the bull by the horns and trying to make a more competitive product.



Pinball got a lot of attention at the show—much to the surprise of some who were expecting to see a strong showing only from the videos. The exhibit gave West Coast Operators a firsthand view of the games that were displayed at the AMOA Show a month earlier.

'Enthusiasm' at Albert Simon, Inc.

Albert Simon, Inc. formally announced an expansion to Amityville, Long Island, New York, where the bulk of its distributor control functions will be transferred into a newly installed computer system. Albert Simon, president of the distributorship explained: "This is just the beginning of our long-range expansion program designed to better serve our many customers throughout our territory. Although Long Island operators had already been partially serviced through the Long Island facility, they now will have a much greater access to additional services.

"It will also give greater flexibility to our Connecticut customers who are served out of our offices on State Street in Hamden.

"This latest addition to Albert Simon, Inc.," he explained, "further enhances our ability to accommodate not only all of the Long Island operators who have been our customers over the years, but all of our many customers throughout our sales territory. Their continued growth, along with our own, makes this new facility most important and meaningful to us all."

The New York distributor also announced the appointment of Milton (Mickey) Greenman to the corporate staff. Greenman, with experience in operations, distribution, and manufacturing, held major coin industry posts with Sega in Redondo Beach, California, Associated Coin Amusement in Los Angeles, and Color-Sonics in Boston.

"It is part of our overall plans for continued growth that we are adding the varied talents of Greenman to our corporate structure," said Simon. "He will be exposed to all areas of our operation," Simon added, "with the bulk of his efforts devoted to our expansion program. And one of his first projects will include the opening of new branch offices and the strengthening of existing ones."

At the same time, it was confirmed that Dick Simon, executive vice president of U.S. Billiards, manufacturers of pool tables, the electronic game *React*, the *SST* air hockey table, and coin control systems, would assume an increasingly active role in the corporate makeup of the distributorship.

"We have been carefully structuring our growth program for some time now," Simon explained, "and the installation of our extremely sophisticated computer center is another milestone in this effort.

"The coming year will see many more moves on our part as we implement our plans into the next decade. We will do whatever is necessary, not only to maintain our long-standing tradition, but will actively expand our efforts in our general market area."

He concluded, "And the appointment of Greenman is one of the moves strengthening our prospects for the future."

"The enthusiasm I find here," Greenman said, "matches and parallels exactly what is happening today at all levels of our industry, and it is our commitment to this spirit which will be the influence on our future plans."

Midway's PAC-MAN™ Infringement Policy

The PAC-MAN™ video game, sold exclusively in the United States and other countries in the Western Hemisphere by Midway Mfg. Co., is the hottest new game on the market. We at Midway are very pleased with the excitement which has been caused by the introduction of the game.

Unfortunately, copiers have also been caught up in the excitement and are attempting to market games which imitate the PAC-MAN™ video game and which Midway believes infringes its various proprietary rights in the game, including its copyright registered by the United States Copyright Office, Registration No. PA83-768. Midway acquired its proprietary rights by exclusive license and assignment from Namco, the originator of the game.

Midway intends to take all legal action necessary to protect its proprietary rights against all copiers of the PAC-MAN™ video game and the sellers of such infringing games.

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Width	64.47	25⅜
Depth	76.20	30

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Height	137.80	54¼
Width	59.69	23½
Depth	52.07	20½

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We're Inventing What The Future Will Bring.

By Frank K. Seninsky

FRANK'S CRANKS

A technical view of new games—from the operator's standpoint

The purpose of this column is to look at each game on its design features, both positive and negative; player appeal, graphics, and style will not be mentioned—that is the area of "Critic's Corner" and the Play Meter video reviews.

As an operator for the past 11 years, I am aware of the problems facing the operator due to cabinet and game design. It is my intention to ask questions, disassemble and reassemble games on location under varied types of operating conditions, to make comments in praise of the manufacturers for their improvements, implant new ideas and suggest future improvements. If followed up, this can and will benefit the coin-operated amusement industry.

My initial impression regarding the games' design engineers was a feeling that their actual field experience was limited. Cost was, and is always, a major guideline we must all live with. What I did not know was that many of the design engineers were not informed about common, recurring machine problems. Game after game, model after model is produced, carrying with them the same deficiencies that have plagued the operator.

Please take my comments seriously but not as a personal attack. The engineers have done well, very well in fact, in meeting operators' needs. But let's not be complacent. There is yet more to be accomplished. ‡

[*Editor's Note: Contributor Frank Seninsky operates Wizards World Arcade, game room specialists in Edison, New Jersey.*]

PAC MAN/Midway

This game retains many of the positive aspects of past Midway hits: (1)Easy removal of front control panel, held securely by two latch mechanisms. This greatly reduces the serviceperson's time to clean a control switch or free a "stuck" button. The panel remains seated securely in position because there is little chance of the latches coming loose. (2)The control switches and buttons are among the best in the industry; I rarely have to clean a Midway switch. (3)Coin box is large enough and is built-in, making it difficult for an "un-fully equipped thief" to remove.

(4)The hand grip indentations on the top, back portion of the cabinet are very useful to the average-strength operator attempting to tilt the game back onto a hand truck or to gently lower a game from a tilted position on a hand truck.

The main cabinet improvement is that now the line chord can be fully placed inside the cabinet for horizontal shipment. (Yes, there are still operators out there who move games in vans, each time destroying the line chords and plugs.)

The general illumination lights are still incandescent lamps. These burn out at least once per month because they are very sensitive to vibration. The flourescent lights used on past games are more efficient.

The power distribution center, located on the floor of the cabinet, is fully exposed to those little round creatures—called quarters—that somehow always seem to find their way there and cause electric havoc. Midway had a good idea on past cabinets, to completely separate the coin section from the power board areas—but did not go far enough. In *Pac Man*, however, a thin piece of masonite has been used to block the cash box from rear access. For both security and service reasons, it would be best to fully separate these two parts of the game.

Pac Man has a feature that enables a serviceperson to put credits up that will not register on the coin meter. The on/off safety switch now has an L-bracket mount so it will always be mounted in the correct position. All piggy-back boards are strapped in.

The crystal on the logic board is soldered in, bent 90° until it is parallel with the board and glued. This eliminates the loose crystal problems so common to *Space Invaders*.

The joy stick control has been improved for longer wear. A leather washer, replacing the standard plastic or metal types, will also aid in lubrication.

The coin door has remained the same. Pennies can still be put up the coin returns. Although kits are available to modify this defect, it still takes the operator's time to install. All that need be done is to bend the flaps down to a 45° angle and place a spot weld to secure the flap in that position. I have banged the flaps down with a hammer only to find that someone just banged them back up from the outside. The Midway coin return is hard to use. If the door becomes bent, it's almost impossible to readjust the coin return buttons so they will operate smoothly. Also, many times the coin door molding screws become loose. They could easily be secured with nylon hex nuts.

SPACE ENCOUNTERS/ Midway

This game is very well built. That was my impression after going through the whole steering wheel assembly and front panel. The common problem with having a button on a steering wheel, as with the game *Star Fire*, is the frequent breaking of the wires at all stress points (usually the ends). Midway has solved this problem by running the fire-button wire through a flexible, tightly wound spring. A new type of button that is both larger and more durable than its predecessor was utilized.

The two mechanical stops on the steering wheel consist of a hard rubber cylinder slipped over a hardened steel rod and secured by an E-ring. Should it crack, the rod is easily removed.

Early *Space Encounters* had a problem with the strobe light. This large red bulb was burning out because a resistor and a capacitor on the strobe control circuit (located on the same bracket as the strobe) were underrated. These were replaced by

a 310 ohm 20 w resistor and a 22 microfarad 250 volt capacitor. Both are now installed in each production game.

As with the *Pac Man*, Midway has installed key mounted safety switches for the back door. The button will now be seated tightly against the back door and be virtually immune to game shut-off by vibration.

Both the monitor yoke and the chassis extend beyond the cabinet's back, so the back section had to be extended. This is bad news for the operators who must move their games in a horizontal position.

Ideas for game improvement: Install incandescent light so the serviceperson can see what he's doing—as Rowe did with its coffee machine.

SPECTAR/Exidy

Exidy's latest game is greatly improved, from a service point of view, over its last game, *Targ*. The joy stick button is much stronger and will not wear itself out as did the control on *Targ*. The *Targ* control had metal slamming into metal. The *Spectar* control is made of hardened steel incorporating small ball bearings. Only time will tell just how long the control will be trouble-free, but it seems Exidy has solved a major problem.

The control buttons used on *Spectar* are smaller than those of other manufacturers but are sealed well, reliable, and actually self-cleaning. The control panel is held down by bolts with wing nuts. This is *not* the best way, as the wing nuts can vibrate loose in a matter of hours. The operator would be best advised to replace the wing nuts with self-locking nylon hex nuts.

The line chord can be fully placed inside the cabinet when moving the game. There is no on/off switch on the outside of the cabinet. It's really a bad scene when a location owner has to move a game, bang it around, and scratch it, to get around the back so he can yank on the line chord to shut off the game, either when it's out of order or when closing. The operator will naturally have to replace the plug many times.

The cash box is readily accessible from the back door, as is the case with most video games.

The power distribution center is mounted on the right side of the cabinet, making it less likely that a stray quarter might fall onto it.

The coin door is the same as Midway's door. This type is discussed above in the *Pac Man* overview.

BATTLEZONE/Atari

Atari's latest piece is very well designed internally. The statement "easy access to everything" applies. The monitor is mounted to a wooden shelf which is then mounted to the cabinet frame. The shelf is of the same width as the cabinet frame—so the monitor just slides out, instead of falling on your toes, as was usually the case in the past with most manufacturers' monitors.

The controls may be a problem if the players are extremely rough on them. These controls are plastic but did not break down when bent slightly. (I didn't want to break my own controls, not having any spares.) The pins which activate the control micro switches are now made of a hard, durable plastic instead of the hard steel pins which gave problems in the original *Sprint* and the *Sprint II* games.

Atari says it believes these pins will be trouble-free. The micro switches are mounted to the control bracket with screws and nuts. The operator will appreciate this, I know because we had to put our own nuts and screws on most of the former Atari control micros when the plastic threads became stripped. And just try to find screws and nuts that small in a pinch!

Battlezone was designed for the new, larger Atari cash boxes (which this game definitely requires) but the machines were delivered with the old, smaller cash box. The cash box is still readily accessible from the "back door."

The molded plastic on the front monitor cover is held in with six allen screws and appears easy to pry off. The bathtub sealer on the cabinet was adequate but not up to typical Atari quality.

The coin return moldings on the coin door (two 1" X 1" square frames) are plastic and are already broken off on our game. The coin return flap has also disappeared.

All other spects of the coin door are satisfactory.

FLIGHT 2000/Stern

Stern cabinet designs should be noted. (1) A plywood section has been placed under the cash box area. Since the front and sides are flush with the cabinet bottom, the cash box would be difficult to get at from the bottom. (2) Two extended brackets have been welded to a bracket scanning the top, back side of the head display glass. The function of these brackets is to keep the backglass in position when the head lock slips (as it always seems to do). This will help the operator retain his backglass as well as his circuit boards.

(3) The transformers and power module are still located on the bottom of the cabinet under the playfield. This is a good location, since the heat generated will be somewhat dissipated before reaching the circuit boards in the head. The connectos on the power module are the same as in past games (both Bally and Stern). The illumination ground wire connectors, in particular, will heat up and burn because the surface area is too small to carry the current flow. How many times have I seen pinball games with no head lights, no playfield decoration lights, or worse yet, no playfield lights at all.

The cash box is the same but satisfactory. It is sturdy, positioned snugly, and it is easy for the collector to slide it open and shut without cutting himself. I feel it is the best pinball cash box in the industry.

Flight 2000 has some interesting mechanism improvements.

The coin lockout rod travels freely but there is little chance of the rod

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coming off the track and causing coins to be returned when the game is on. There is no need for the operator to disconnect the coin lockout mechanism on this game.

All plunger coil rods are now connected by a hard plastic link instead of the old fiberboard link. Wear should be cut down substantially, and pivot friction should be reduced.

The flipper shoe has a small rod riveted to it. This rod, encased inside a small plastic cylinder, opens the flipper break blades at the end of the flipper plunger travel. Now there is no need for insulation paper on the break blades. This paper wears away after a short time, and this can cause the 5-amp fuse on the rectifier board to blow. Replace the fuse, and all is well—for a short time.

Stern has used this same type of plastic to make the pop bumper rings, pop bumper yokes, and the pop bumper brackets. Pop bumper power has not been decreased, and it's too soon to tell how much longer this plastic will hold up, compared to the metal types.

A memory-clear switch is located on the front door and the volume pot is still near the speaker, and can easily be reached from the front door.

All the playfield mechanisms are satisfactory except for the small frame supporting the spinning target. This frame is too close to the playfield glass; an angry or devious player can pound the glass and sometimes bend this frame, causing the target to jam. (He can also break the glass in the process.) Sometimes the spinner contact points can be positioned to give away free points by using the flippers or just banging the cabinet. At any rate, it's a problem. The spinner frame used on *Sharpshooter* is the best I've seen to date.

For some unknown reason, there were no ceramic disc capacitors on the pop bumper switches. All of the other switches, excepting rollover switches, had them. The purpose of these capacitors (manifesting itself on bulls-eye targets) is to ensure scoring and coil action for short duration switch closings. Could the capacitors have broken and fallen out through the holes in the bottom of the cabinet?

XENON/Bally

This pinball game has some playfield mechanism improvements, but the big change has been to the power module and digital display connectors. The transformer and rectifier board or power module is now located on the bottom board of the cabinet under the playfield instead of in the head. The slots on the bottom of the cabinet have been retained for improved heat dissipation, but loose parts always seem to fall through these same slots. When I look for missing nuts or disc capacitors that have fallen off the playfield board, they just aren't inside the machine. A thin grate cover from the inside would solve this problem.

The harness connectors on the power module have been modified. The plug connectors are now circular (on past models only one side of a square pin made contact)—providing enough surface contact area for the current load. The digital display connectors now have two-sided surface contact areas for each wire connection. An auxiliary lamp driver board has been added. All this leads up to less service problems for the operator and a longer life for the game.

Bally has increased the gauge of the wire gate on the playfield, which must be able to withstand direct hits from the ball. The spinning target bracket is too close to the glass and will bend if the glass is pounded. (*See 'Flight 2000' comments.)*

A solid plastic armature takes the place of the metal and plastic extension for the playfield kickers.

INCREDIBLE CLOSEOUT SALE

on Sonic's CHERRY BELL
Brand new (in cartons) on U.S. specs (no coin mechs)

$395.00 each

$345 if ordered in lots of 5 or more

These brand new electro-mechanical flippers are available on a first-come, first served basis from our Baltimore warehouse

No C.O.D.s. Mail cashier's check payable to Segasa/Sonic to

BERT SIEGEL, SEGASA/SONIC CO.

430 Maple Dr., Beverly Hills, CA 90210 **Telephone: (213) 550-7608**

This plastic kicker is wider and longer so it won't get stuck under the rubber rings and cause a service call. This plastic is stronger than the extension covers used on past Bally kickers.

A longer plunger rod is used on the flippers, and the fiberboard link has been replaced by a plastic pivot wheel that fits into a grooved section of the plunger rod. I have encountered friction problems in this area but found them to be easily remedied by smoothing out the pivot wheel with a very fine file. The flipper shoe section that opens the flipper break blades is insulated with a very thin plastic band. This started to wear after only one month of operation.

The black phillips screws that hold the flipper coil stop brackets are unchanged. These screws shear, leaving the serviceperson with a 10- to 15-minute job of removing the remaining threaded section. I have probably replaced 300 of these screws in the past year. The flippers coil still vibrates in the bracket. The wires connected to the flipper coils and to the break blades—especially the break blade wires—break frequently due to vibrations. These wires should be changed to some type of flexible, antivibration cable.

On *Xenon*, the head door is now hinged, making it easier to gain access to the circuit boards. This type of door was used on *Night Rider* and the earlier models of *Evel Knievel*. I'm glad to see it used again.

A volume control pot has been added to the front coin door, which saves the operator time. Next step would be to add a memory-clear switch similar to Stern's.

My *Xenon* somehow found itself out in the field without first getting its playfield plastic overlay put on. After only three weeks on location, the playfield paint was coming off. I thought this problem was corrected after *Six Million Dollar Man* and *Playboy*.

The posts onto which the playfield decoration plastics go, along with the small white rubber caps are now threaded, with *Xenon*, and the caps won't be vibrating off as easily. The rubber caps can be removed and replaced by hand, thus giving the operator added incentive to change worn rubber rings.

The cash box is the standard Bally type. The cover can be easily pried off, even when a cash box lock is employed. The collector has a difficult time sliding the cover on and off the box as both the tracks on the box and on the cover are easily bent. Once bent, they are difficult to realign. •

TECHNICAL TOPICS

Building a logic comparator

By Robin Minnear

Editor's Note: We receive many requests for reprints of technical articles from PLAY METER's past issues. And one of the more popular has been a 2-part series from February and March 1977 by Robin Minnear, which is reprinted here complete in one article

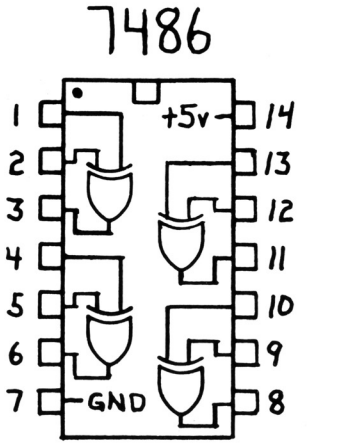


Figure 1

You could go out and buy a logic comparator for $400 to $600. And even at that price you may find it extremely useful.

But, here we will describe how to build a functional logic comparator. First will be a discussion of the actual logic comparing circuitry and next will be pulse stretching and indicator circuitry.

A *logic comparator* is a device that will allow you to determine if a chip is bad on your logic board by comparing it to a known good chip of the same type.

All you have to do is plug a good chip (the same type as you wish to check) into the socket provided on the comparator. Next you attach the test clip from the comparator to the

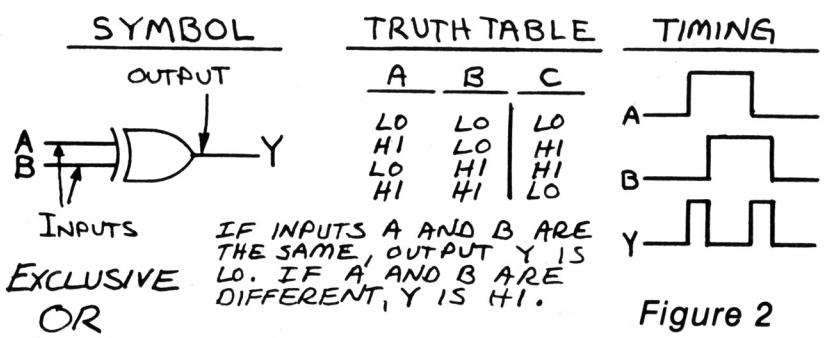
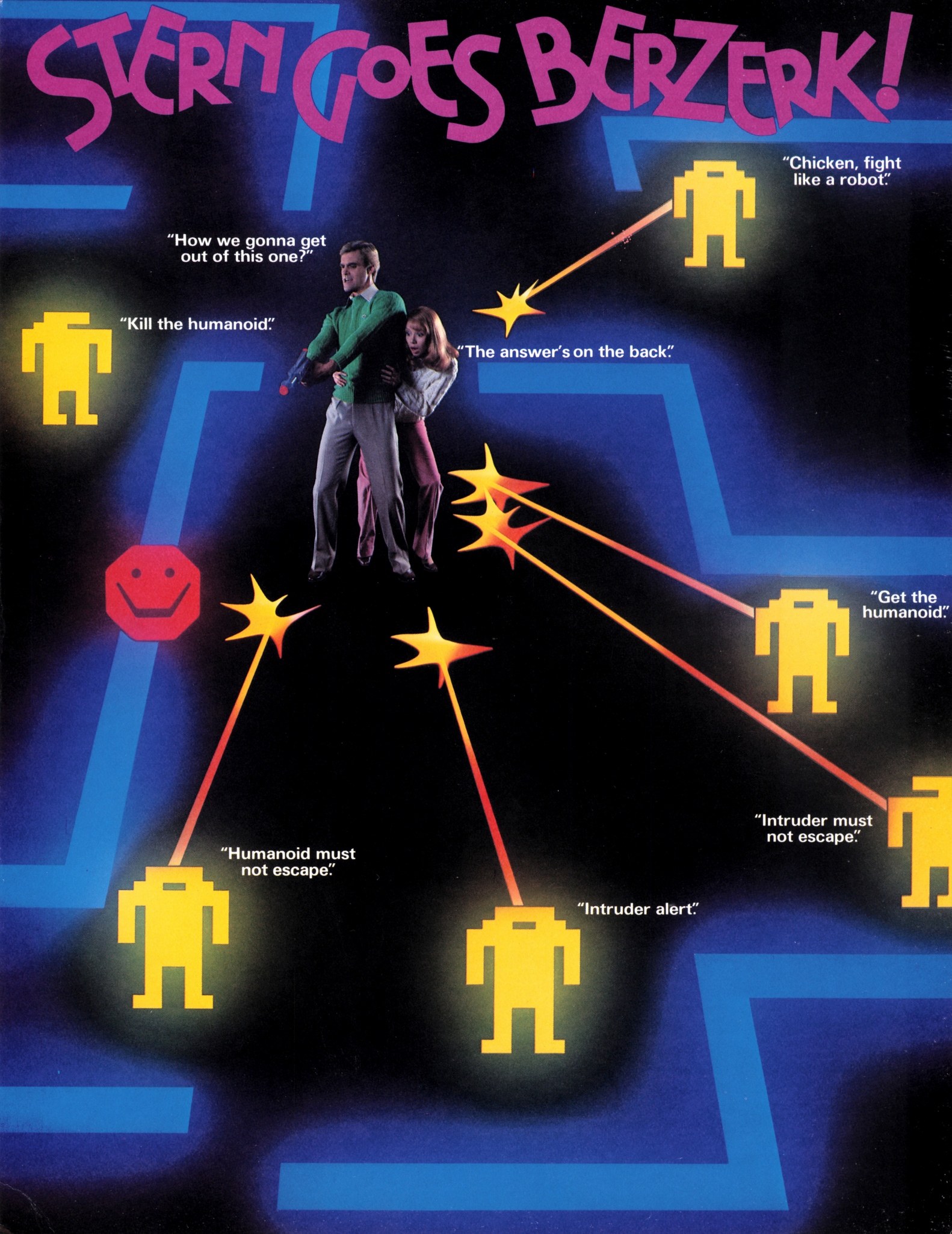


Figure 2

STERN GOES BERZERK!



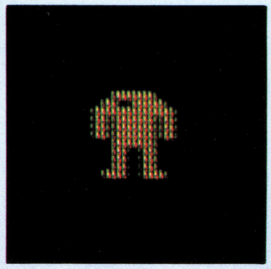
STERN GOES BERZERK!

If you think we went crazy developing Berzerk, you're right! This is the first time we've ever put all of our technology and wit to work in one video game. The result is a video masterpiece that not only drives players absolutely Berzerk, it drives profits directly to operators.

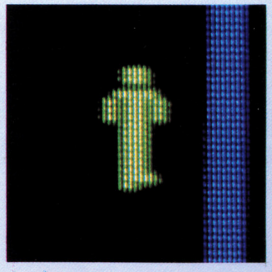
THE BERZERK LINEUP OF INNOVATIVE FEATURES:

- **Unsurpassed 30-word vocabulary allows game to communicate to player.**
- **64,000 random maze patterns appear on video screen for explosive—and non-repetitive—action.**
- **Newly designed "Joy Stick" enables player to move image of humanoid in 8 different directions.**
- **10 highest scores-to-date register on screen after play is over.**
- **Memory also stores 5 highest scores-to-date, even when machine is unplugged.**
- **Attract mode beckons players by voicing—"Coins detected in pockets"—at timed intervals.**
- **All logic boards housed in accessible pullout drawer in cabinet front, providing easy service for technicians.**
- **Sophisticated self-diagnostic programming routine.**

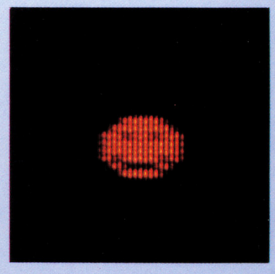
PLAY FEATURES



Robots pursue humanoid (player) through one of 64,000 possible maze patterns.



Humanoid avoids robots by manipulating "Joy Stick," and destroys robots by firing weapon.



"Evil Otto," an indestructible force, appears randomly on screen to pursue and destroy humanoid. He must be avoided at all costs!

"You'll really flip over this game, too!"

STERN

Stern Electronics, Inc./1725 Diversey Parkway
Chicago, Illinois 60614 (312) 935-4600
Telex 25-4657/Toll-Free Service No. (800) 621-6424
Designed and developed by Universal Research Laboratories, Inc., a Stern subsidiary.

STERN

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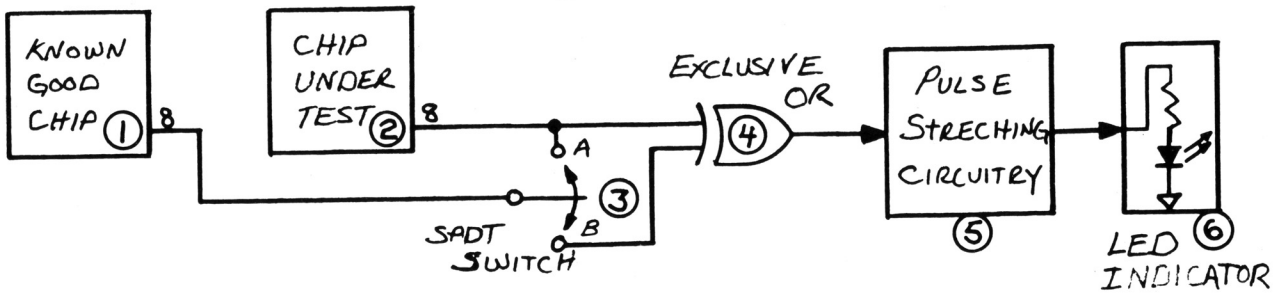
33-985-A

Figure 3



BASIC LOGIC COMPARATOR

chip on your logic board that you wish to test. Attach power leads from the comparator to the logic board. Power up the logic and the comparator will tell you if the chip is good or not.

The actual comparing portion of the logic comparator uses a TTL 7486 chip. A 7486 is a Quad Exclusive OR device. This means that there are four individual exclusive OR devices in one package as per *Figure 1*.

Each exclusive OR gate is made up of two inputs and one output. According to the truth-table in *Figure 2*: if the information on its inputs are the same, both HI or both LO, the output is LO. If the information on its inputs are different, one is HI and one is LO, the output is HI.

By taking the input information of the chip you are testing and applying it to the same inputs of the known good chip, you can determine if the chip under test is good or not.

The logic comparator design presented in these article is good for checking TTL and DTL devices up to sixteen pins. This can be easily expanded if you desire.

The basic comparator circuit is illustrated in *Figure 3*. As you can see, the logic comparator consists of six basic parts.

1. This is a socket on the comparator where you place a known good chip that is the same type as the chip you want to test.
2. This is an IC clip that connects to the chip under test on your logic

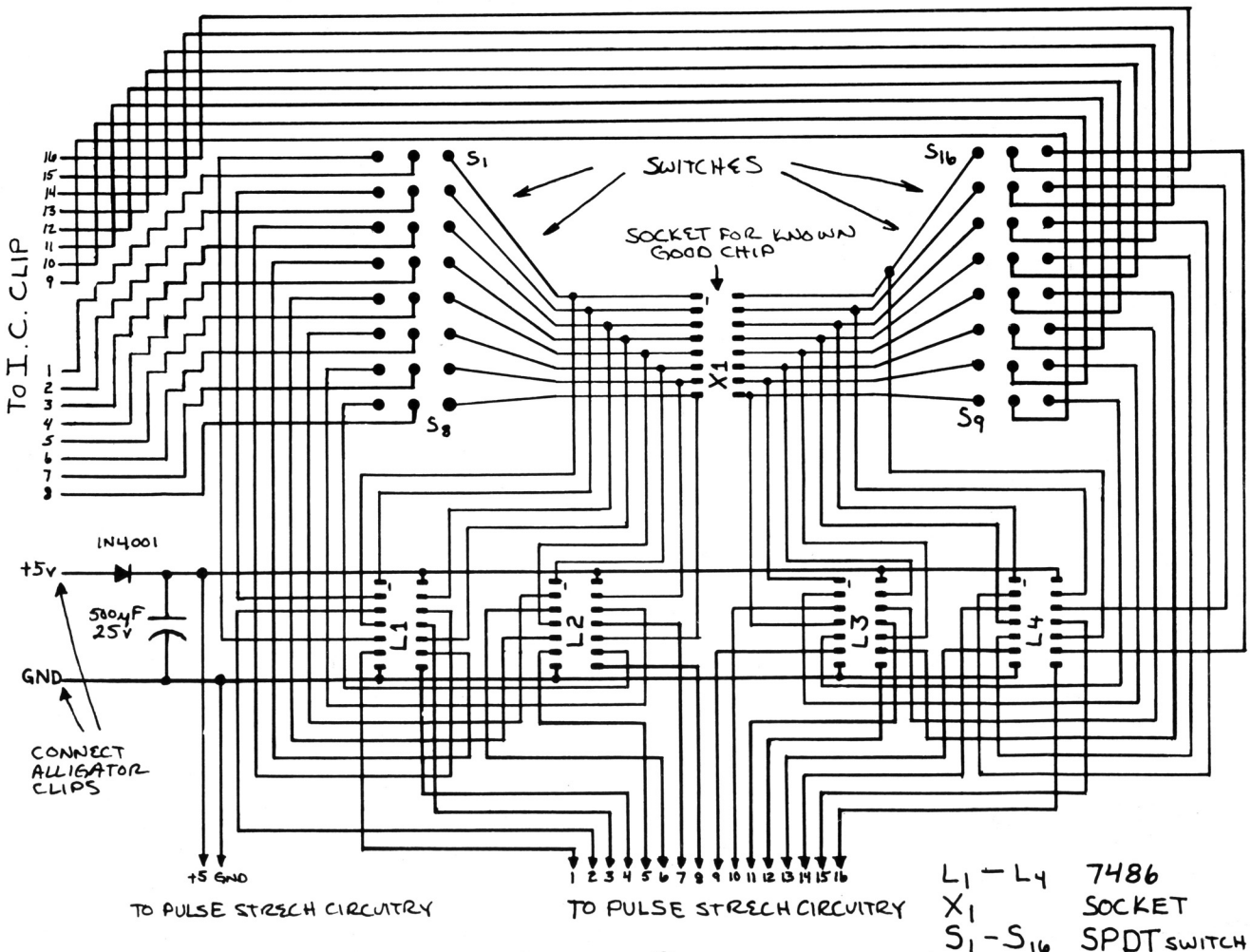


Figure 4 LOGIC COMPARATOR (PART 1)

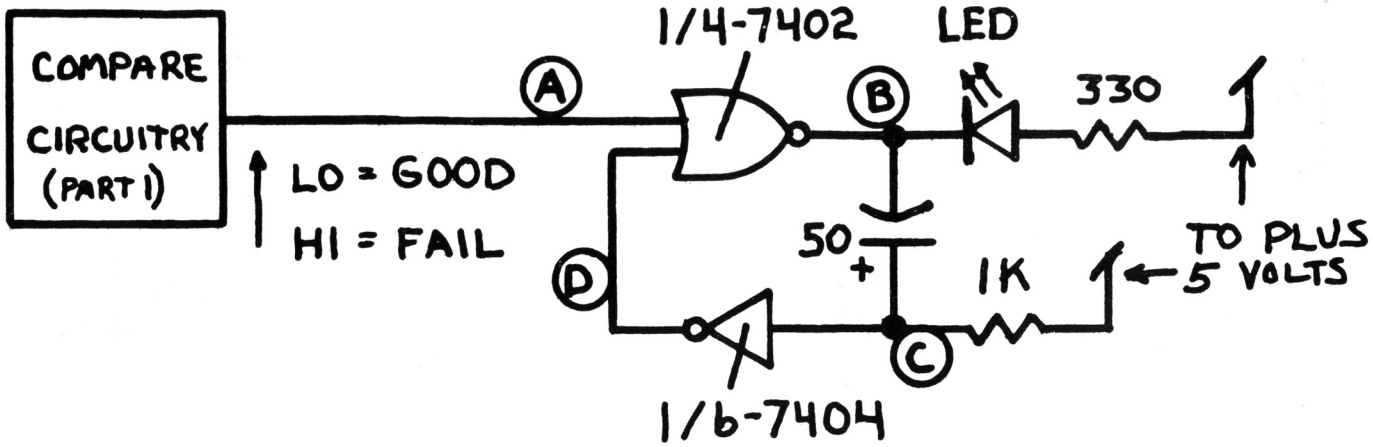


Figure 5

BASIC PULSE-STRECHING LOGIC

board. The clip makes contact with all sixteen legs of the chip and is connected to the comparator via cable.

3. This is a SPDT switch. Its purpose is to program the comparator function. Our logic devices consist of inputs and outputs. If pin 8 in *Figure 3* is an output pin, you want the switch to be in position "B." This will allow the outputs to be compared by the Exclusive OR. If pin 8 in an input (or power) pin, then you would put the switch in position "A." This would put the same signal conditions that are on the device to be tested, on the corresponding input of the known good chip. This places the known good chip under the same circumstances as the one on your logic board. You would also disregard the comparator reading of this pin.

4. This is the Exclusive OR gate that compares the two chips outputs. Its output is LO when its inputs are the same or the compare is "Good." Its output is HI when its inputs are different or a "Bad" compare.

5. CIRCUIT DESCRIPTION: The comparator described in this article is good for checking TTL and DTL chips up to sixteen pins. For checking chips with more than sixteen pins, you can add more compare circuits as in *Figure 3*.

Since there are sixteen pins to test, you need sixteen Exclusive ORs, sixteen switches, etc.

Exclusive OR gates come four to the chip. So you need four 7486 chips. *Figure 4* is the comparator schematic part one. The 7486 packages are marked L-1 through L-4.

As per *Figure 1*, the outputs of the 7486 are pins 3, 6, 8, and 11. Each of these outputs correspond to a pin on the ship under test. These outputs go onto the pulse stretching circuitry which is discussed next.

The 7486's are powered up by connecting alligator-clips to the logic board five-volts and ground. The 1N4001 diode and the 500 mfd capacitor are added for protection.

S-1 through S-16 are SPDT switches which determine which pins are being compared.

The reasoning behind this is simple. If you take two chips of the same type and subject them to the same exact set of input circumstances, the corresponding outputs should be the same. If they are not, one of them is bad.

The logic comparator derives its power from the logic board under test. The chip under test is connected to the comparator via an IC clip and cable.

Pulse stretching circuitry and *indicating circuitry*. The important thing to know at this point is that the compare circuitry is going to put out a logic LO when the compare is good and a logic HI when the compare is bad. Therefore, we want to make an indicator "light-up" when the

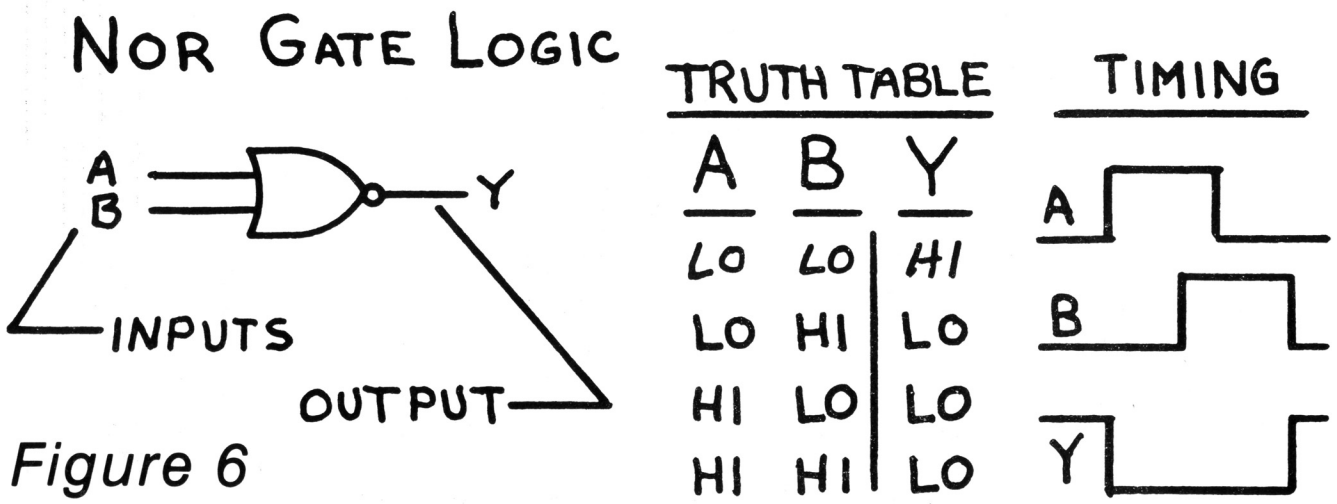


Figure 6

compare is bad or a logic HI appears from the compare circuitry.

The pulse stretching circuitry is important in making the comparator give you correct information. As we have seen, a high output from an exclusive OR indicates a failure. This HI pulse will eventually turn on a *light-emitting-diode* (LED). This is also when a problem occurs.

It takes a certain amount of time before the LED will light up. This is known as response time. If the HI fail pulse is very short, the LED won't have time to light up. So we stretch the short pulses long enough to be able to see the LED turn on.

A schematic of the pulse stretch and indicating circuitry is shown in *Figure 4*. Keep in mind that this circuitry has to be duplicated sixteen times to be able to look at sixteen pin chips.

A bad chip will cause a logic HI to appear on one input of the 7402 Nor gate. According to the truth table in *Figure 5*: if input "A" or input "B" are HI, output "Y" is low. So if a bad compare or logic HI appears on the input of the NOR, its output, point

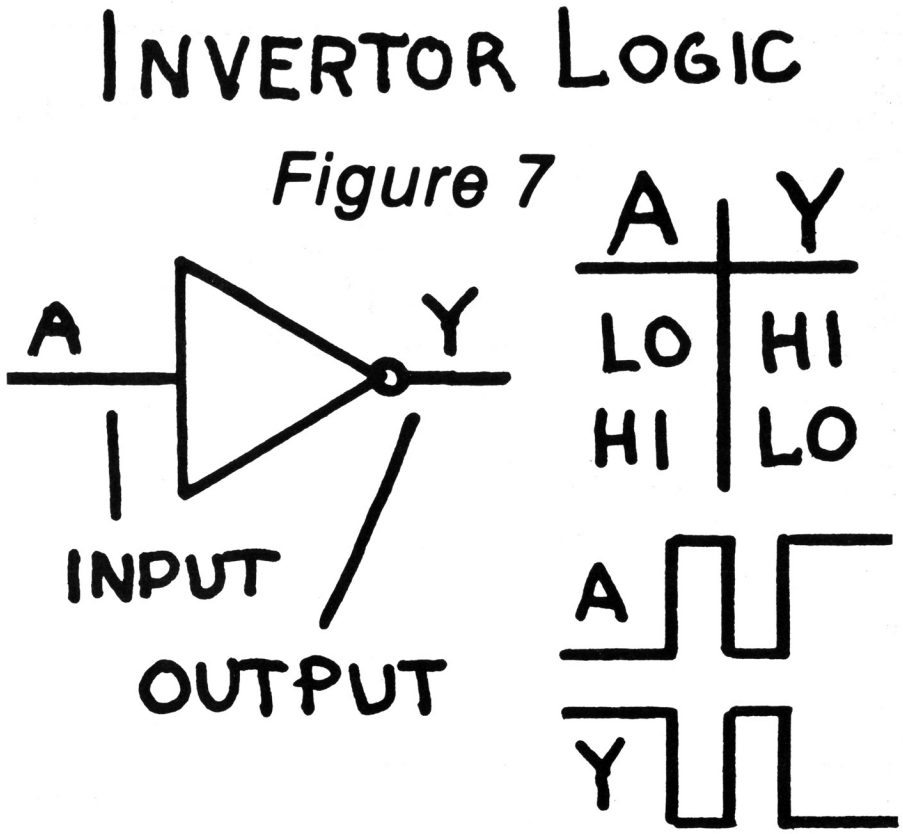


Figure 7

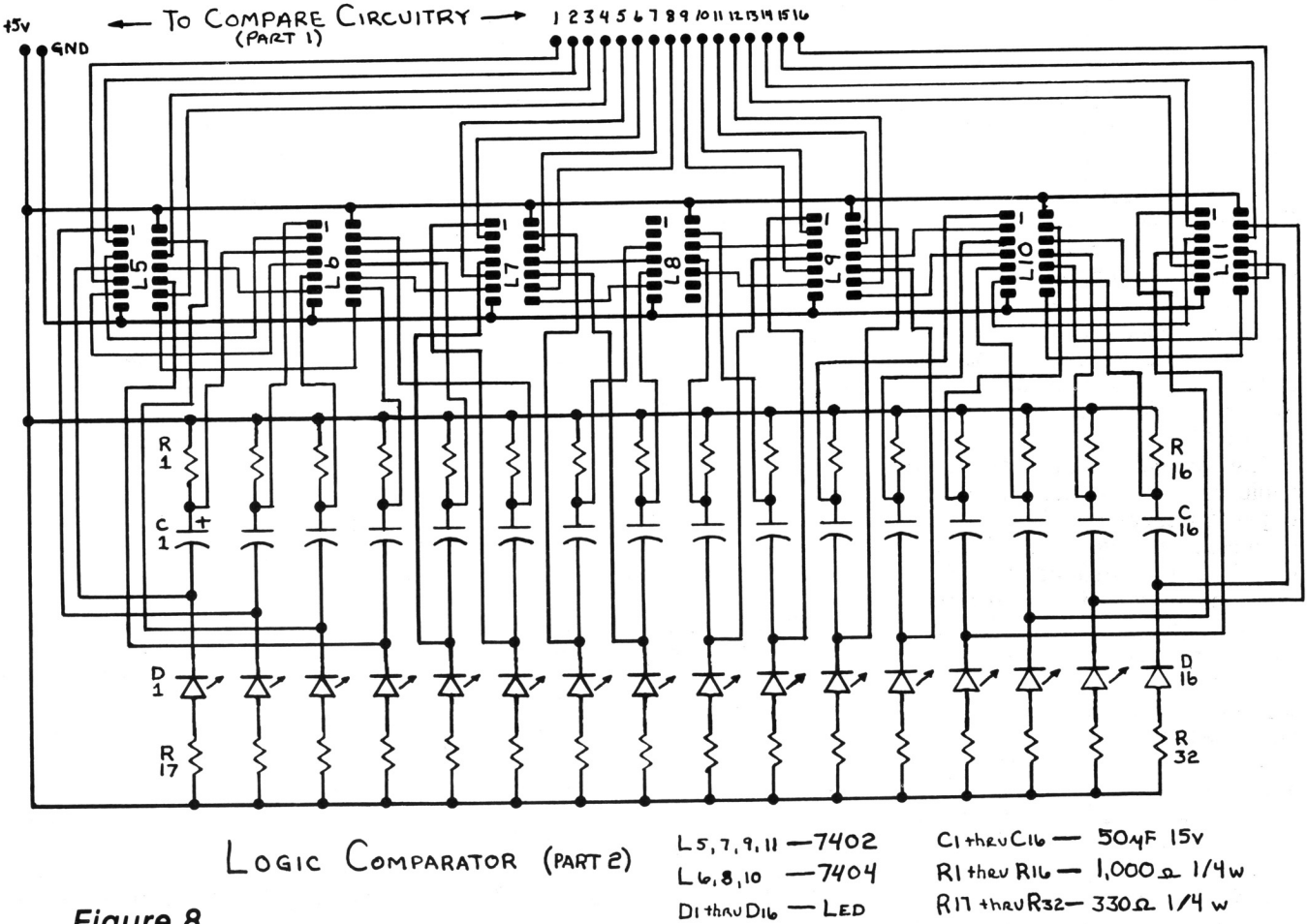


Figure 8

"B", goes low. A logic low at point "B" causes current to flow in the LED which in turn causes the LED to light. The 330 ohm resistor limits the current that the LED can draw.

The moment that point "B" goes low, point "C" is pulled low through the 50 uf capacitor. A low at point "C" causes a HI to appear at point "D". *Figure 6* shows the symbol and truth table for the 7404 invertor.

A high at point "D" causes a low to still appear at point "B". This will keep the LED on regardless of what point "A" does. As point "B" stays low, the 50 uf capacitor starts to charge. When point "C" charges up to about 2.4 volts, point "D" is forced back to low. Now if point "A" and point "D" are both low, point "B" goes back to a HI and the LED turns off.

The amount of time it takes for the capacitor to charge up to 2.4 volts is about one-third of a second. So even a very quick pulse, as fast as .0000003 seconds or 300 nano-seconds can be recorded and the LED will stay on for one-third of a second. It is very easy to see an LED flash of one-third of a second.

PARTS LIST

L1, L2, L3, L4	7485 Quad Exclusive Or
L5, L7, L9, L11	7402 Quad Nor
L6, L8, L10	7404 Hex Invertor
S1 through S16	SPDT Switch
C1 through C16	50 uf 15v Capacitor
D1 through D16	LED
R1 through R16	1,000 ohm ¼ watt
R17 through R32	330 ohm ¼ watt

16 pin I.C. Test Clip and Cable
Cabinet
16 Pin Socket
Alligator Clips

Construction

Figure 7 is the second half of the schematic. This combined with *Figure 4* is the complete comparator.

Since we want to make sixteen individual circuits, we need sixteen 7402 NOR gates. These 7402 NOR gates come four per package so we need four packages of chips.

We also need sixteen invertors. Since 7404 invertors come six per package, we need three packages. Note: device L-8 has two unused invertors.

Above is a complete parts list for the comparator.

It is generally not a good idea to use "rats nest" type wiring on test equipment. The best possible mode of construction of electronic gear is to use a printed circuit board. ‡

Moratorium on location licenses

The city council in Oakland, California, passed an ordinance in December placing a three-month moratorium on granting permits for *new* locations offering "coin-operated mechanical amusement or skill devices and operations (such as pinball machines, pool tables, and electronic video games) in the city of Oakland."

The ordinance grew out of a confused proposal that would have required licenses for existing coin-op businesses although it provided for no licensing procedures. The proposal also would have prohibited minors from playing pinball, video games, or pool in the city—and came after some parents complained to the council that their children were cutting school to play the games or were being exposed to illegal activities in some arcades.

Attorney Marvin Ellenberg, representing Oakland Cigarette Company pointed out to the council that since the series of ordinances in the proposal were passed as "urgency measures," there was no notification to the industry and no opportunity to respond.

He argued with the council that the industry should have input into the ordinance "before they put everybody out of business."

The 90-day moratorium period will be used to study the entire situation and for the council to receive industry feedback.

—by Mary Clair Blakeman

[Editor's Note: PLAY METER is interested in hearing the views of operators affected by the Oakland ordinance and similar legislation across the nation. Information on present and past ordinances in the Bay area and elsewher may be particularly helpful to other coin machine operators—vendors included.]

Coin Controls warns 'copiers'

Coin Controls, British manufacturer of coin handling equipment, has entered the "copycat fracas." The firm has issued a warning that it "will take advantage of our patents protection wherever we find examples of copies," said a Coin Controls director, Colin White. He said the copying had been particularly prevalent with Coin Controls' *S10* Front Plate and Door Assembly.

"Our design team's efforts have been so successful that near-exact reproductions of our equipment have been found in countries as far apart as Japan and Spain, the U.S.A., and Italy. Yet the copies don't compare in quality, a point that should be obvious to the discerning. The copiers go for instant price appeal with the attraction of interchangeability of form and junction while cutting corners as far as engineering principles are concerned," according to Coin Controls' director White.

Dan Travison, manager of Time Out/ Albany, and Norm Gerber (right) of the Easter Seal Society worked together.

Pins play for Easter Seals

The first-ever pinball tournament staged for Easter Seal Society fundraising was held November 15, 1980 in Albany, New York, with cooperation of Time Out Family Amusement Center at Northway Mall, Albany.

Nearly $2,000 was raised by the tournament participants to help support Easter Seal services for the handicapped in the Capital District including therapy at its Speech and Hearing Center for over 600 children and adults yearly, plus equipment loan, building ramps, and other items funded through Easter Seals.

Norm Gerber, Easter Seal Society spokesman, said the tournament was "a good first-time effort and a guide for the future." Other offices of Easter Seal in New York and western states have shown interest in their own tourneys for fundraising.

More than 100 pinball players were involved in the Albany tournament, entering by either paying a $5 entry fee or securing pledges. Prizes ranged from a T-shirt for a $25 pledge-raiser to a Williams *Alien Poker* pingame—which went to Barry Abramowitz, student at the State University of New York, as first prize for his top pledge raising of $527 in donations. The brand-new machine was provided by Williams Electronics, Inc.

Participants in the tourney play on five games: *Firepower, Gorgar, Flash, Space Invaders,* and *Astro Fighter* in competition for trophies and prizes. Over 25 prizes were given in the tournament for individuals raising the most money in sponsor donations, for highest scores, and from a drawing.

TECHNICAL TOPICS

Troubleshooting:

Carnival, Digger *false game credits*

In certain areas, it has been found that some *Carnival* and *Digger* games may give a false credit if a static charge is applied. To alleviate this problem, the following modification is recommended by Gremlin/ Sega.

Turn off the power and remove the photo-coin assembly board, located inside the coin door. Locate IC U1; it is a 555 IC on the photo-coin board. Turn the board over and cut the etch between pins 2 and 6 of U1. Carefully solder a 100K resistor from pin 8 to pin 2 of U1. Then solder a 12" length of wire from pin 2 to the top of the photo-coin board. This wire should form a loop. Next, take a 22 ohm resistor and solder it between pins 6 and 7 of U1. Re-install the photo-coin board; this will alleviate and problem involving a credit from a static charge. (*See Diagram A.*)

# #

In games using the dual VIC logic board, some boards use a *74C245* at position U47, and other boards use a *74LS245*. The 74C245 should be replaced with a 74LS245 for better circuit operation.

If the 74C245 does not cause any problems, it may not be necessary to replace it. However, Gremlin/Sega recommends using the 74LS245.

# #

Some *Carnival* games use a slightly different logic board than the standard VIC board. The other board is the Extended ROM board #800-0032, which is like the dual VIC board #800-0058 except that it does not use a VIC chip.

Schematics are available from Gremlin for the Extended ROM board for operators who need them. Either logic board will work in the game, and no modifications are needed. If the operator receives an exchange board that is different from the one he sent in for repair, he should not send it back. It will work in place of the original one. •

— Service notes and schematic from "Data Bus" service newsletter of Gremlin/Sega Customer Service, reprinted with permission.

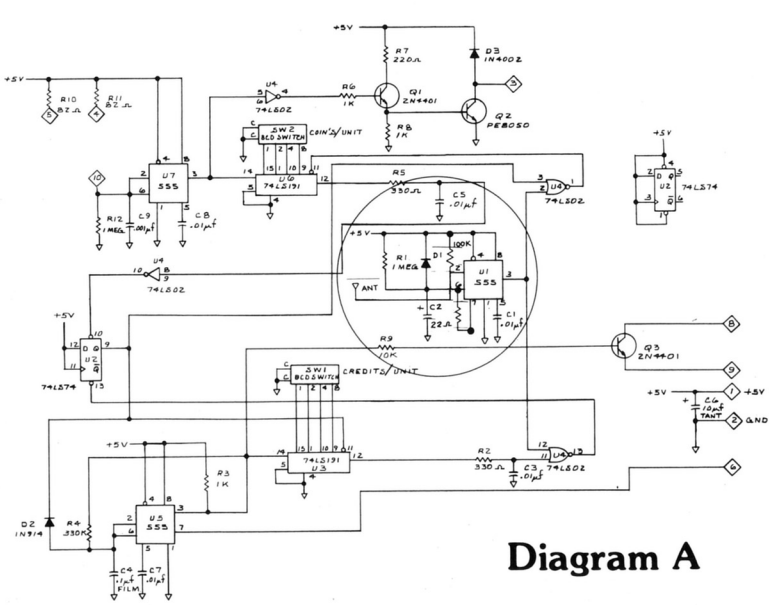
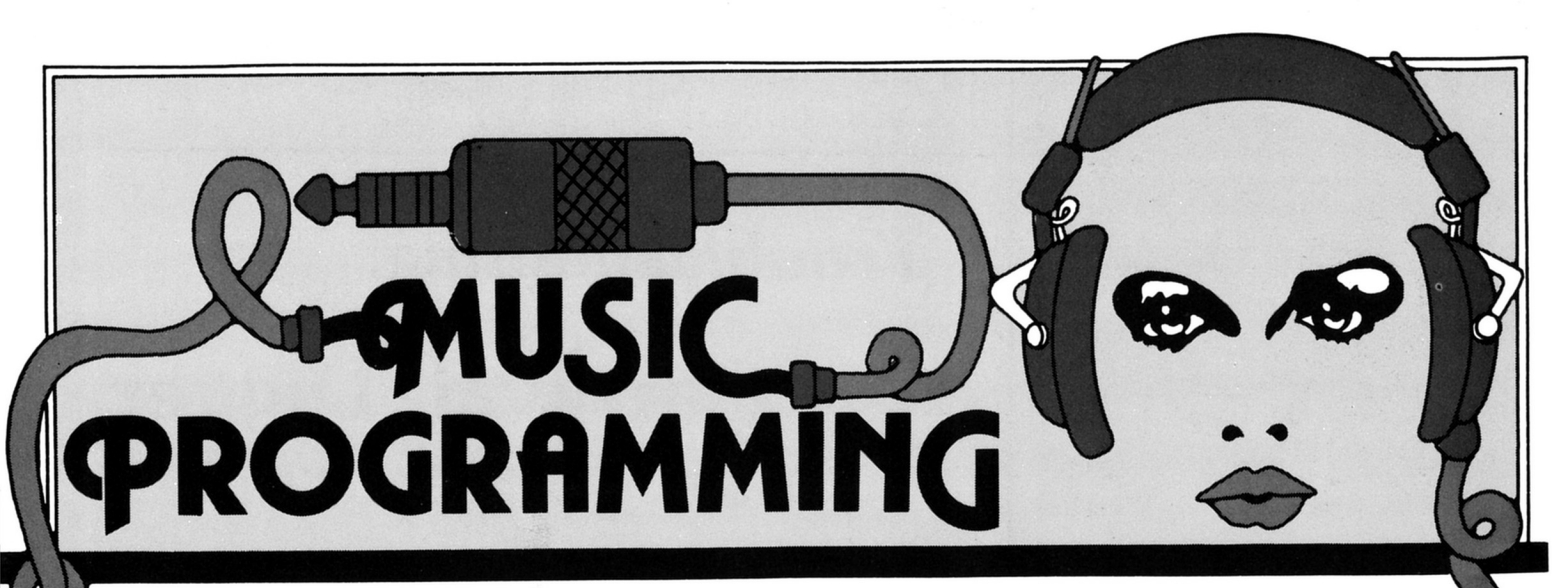


Diagram A



By **Pat Matthews / WAJY-FM, New Orleans**

'The Day the Music Died'

The shots rang out and almost simultaneously they caused a severe "ringing" in the ears of millions. A hero had been murdered. Suddenly and for no reason. John Lennon's murder cast a somber shadow on an otherwise joyous Christmas season. A holiday season which almost certainly would have brought us an optimistic start on a new year. Everything surrounding the bizarre events of December 8, 1980, was tragic. Lennon had just returned from the recording studio (The Record Plant) for a quiet dinner with his wife Yoko, and some friends, with plans to return to that same studio later in the evening. John had always done his "best stuff" in the wee hours of the morning. This was 10:50 p.m. EST. He was not to return to make the best music he'd ever made as a solo artist. It could only have been better than his just-released *Double Fantasy* lp, his first work since 1975.

In the years since the Phil Spector-produced *Rock 'N' Roll* album in '75, John and Yoko had switched roles. When Yoko bore him a son, Sean, after two miscarriages, John Lennon became a private citizen, as well as mother and father to his baby boy. Yoko went to work and John stayed home to raise the boy, clean the house, and cook the meals. Quite an undertaking for a man of his stature. John Lennon loved his wife, his son and America. John Lennon simply *loved* everybody. The whole world loved him, too. And the irony of it all is the man who pulled the trigger on John that cold December night, probably loved him, too.

We've all lost a best friend. John Lennon's music will live for more than a lifetime.

The reviews for the opening of '81

Same Old Lang Syne—Dan Fogelberg—Full Moon/19-50961

The poet of the new age sets to music a tale that anyone can relate to. Finding love in unlikely places is what romance is all about. If Dan Fogelberg had lived back in the days of Edmund Spenser, he would have been looked upon as one of the most respected Romanticists. The song and lyrics are beautiful; Fogelberg's vocals, bittersweet. The whole thing is culminated with a very clever use of that New Year's standard. Rated *10 out of 10* right into 1981.

Need Your Loving Tonight—Queen—Elektra/E-47086-A

It's not rock-a-billy. It's not funk. What it is, is Queen at their rockingest best. Acoustic and electric guitars provide a powerful rhythm track; bass and lead electric carry the song through. Freddie Mercury is in rare form, fronting the band on vocals on this definite show stopper. Short in duration, but long on energy: *9 out of 10,* at least.

I Can't Stop The Feelin'—Pure Prairie League—Casablanca/NB 2319

A very jazzy guitar and percussion begin this latest single from one of *the* comeback groups of 1980. Breezy is the best way to describe this merger of excellent instrumentation and vocals. Friends tell me this is one of the best acts one

can see live on stage, and after listening to a good bit of their stuff, I'd agree. This record is very representative of their sound and is earmarked for success: *8 out of 10* or better.

Heartbreak Hotel—The Jacksons —Epic/19-50959

No, it's not the old Elvis hit. It's the new Jackson hit. A great horn and string arrangement highlight this extra danceable effort from the family that put everybody back on the dance floor where they belong. Michael Jackson co-wrote and sings lead vocals on this, the second release from the appropriately titled *Triumph* lp. Once again that Jackson hand-slappin' feelin' is the drivin' force behind the song. Very interesting, yet effective arrangement; *10 out of 10* on highest chart.

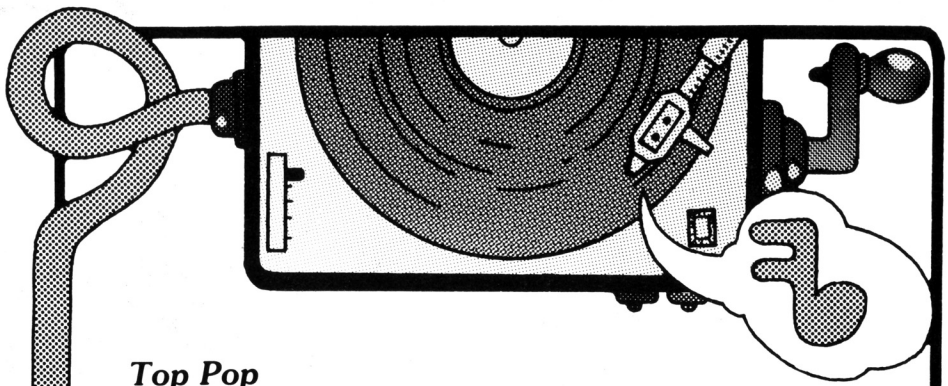
My Mother's Eyes—Bette Midler- —Atlantic/3771

As outrageous as she seems, inside her beats the heart of a sentimental lady and singer. What Bette has done is taken a song written by folkie Tom Jans and given it new meaning. The strings have been added to a tear-stained piano accompaniment and the record has been recorded live to add a touch of sharing in the lyrics. Not so much Top 40 hit material as it is a fabulous recording—one that will cause those coins to fall. Rated *7 out of 10,* maybe.

Keep On Loving You—REO Speedwagon—Epic/19-50953

This could very well be the record to take this group, which has been around more than a decade, to the forefront of Crossover appeal. REO...has always been an AOR (Album Oriented Radio) favorite, but it's Top 40 time with this one. And the funny thing is their sound isn't any different than, say, five years ago. I think it may be the melody and structure of the song more than anything. Or maybe it's the position of the stars in the heavens: *8 out of 10* or better, at any rate.

The records are rated as follows: 10 out of 10 — Top Ten peak; 9 out of 10 — Top 20 peak; 8 out of 10 — Top 30 peak; 7 out of 10 — Top 40 peak; 5 or 6 out of 10 — somewhere in Top 100; 4 or less — *forget it,* loser, break in half. •



Top Pop

MORE THAN I CAN SAY—LEO SAYER—Warner Brothers***
LOVE ON THE ROCKS—NEIL DIAMOND—Capitol***
LADY—KENNY ROGERS—Liberty***
I MADE IT THROUGH THE RAIN—BARRY MANILOW—Arista***
PASSION—ROD STEWART—Warner Brothers***
THEME FROM THE DUKES OF HAZZARD (GOOD OL' BOYS)—Waylon Jennings—RCA***
I BELIEVE IN YOU—DON WILLIAMS—MCA
IT'S MY TURN—DIANA ROSS—Motown***
GUILTY—BARBRA STREISAND & ROBIN GIBB—Columbia***
(JUST LIKE) STARTING OVER—JOHN LENNON—Geffen***
EVERY WOMAN IN THE WORLD—AIR SUPPLY—Artista***
HUNGRY HEART—BRUCE SPRINGSTEEN—Columbia
CELEBRATION—KOOL & THE GANG—Delite***
THE TIDE IS HIGH—BLONDIE—Chrysalis***
I NEED YOUR LOVIN'—TEENA MARIE—Gordy
I LOVE A RAINY NIGHT—EDDIE RABBITT—Elektra***
HEY NINETEEN—STEELY DAN—MCA***
SUDDENLY—OLIVIA NEWTON-JOHN & CLIFF RICHARD—MCA***
TELL IT LIKE IT IS—HEART—Epic***
EVERYBODY'S GOTTO LEARN SOMETIME—KORGIS—Asylum***
DE DO DO DO, DE DA DA DA—POLICE—A & M
MISS SUN—BOZ SCAGGS—Columbia***
ONE STEP CLOSER—DOOBIE BROTHERS—Warner Brothers***
THE WANDERER—DONNA SUMMER—Geffen***
TIME IS TIME—ANDY GIBB—RSO
HE'S SO SHY—THE POINTER SISTERS—Planet***

Rhythm & Blues

WHEN WE GET MARRIED—LARRY GRAHAM—Warner Brothers***
UNITED TOGETHER—ARETHA FRANKLIN—Arista
GANGSTERS OF THE GROOVE—HEATWAVE—Epic
COULD I BE DREAMING—THE POINTER SISTERS—Planet***
MASTER BLASTER (JAMMIN')—STEVIE WONDER—Tamla***
LOOK UP—PATRICE RUSHEN—Elektra
LOVELY ONE—THE JACKSONS—Epic***
KEEP IT HOT—CAMEO—Chocolate City
I'LL NEVER FIND ANOTHER (FIND ANOTHER LIKE YOU)—MANHATTANS—Columbia***
REMOTE CONTROL—THE REDDINGS—Believe In a Dream
CELEBRATION—KOOL & THE GANG—Delite***
LOVE OVER AND OVER AGAIN—SWITCH—Gordy

Country & Western

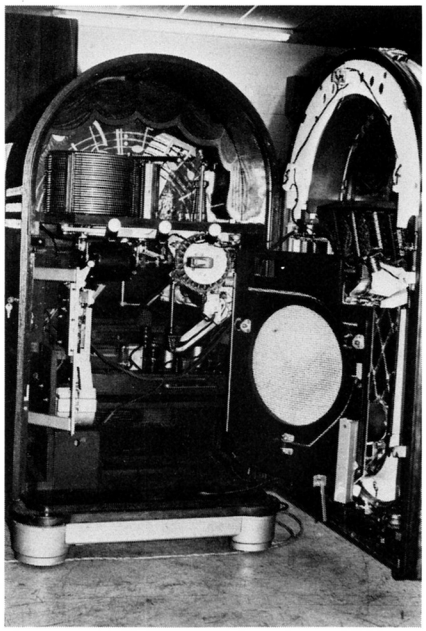
I FEEL LIKE LOVIN' YOU AGAIN—T.G. SHEPPARD—Warner Brothers
SMOKY MOUNTAIN RAIN—RONNIE MILSAP—RCA
LADY—KENNY ROGERS—Liberty***
I CAN SEE FOREVER IN YOUR EYES—REBA McINTIRE—Mercury
LOVERS LIVE LONGER—BELLAMY BROTHERS—Warner Brothers
I THINK I'LL JUST STAY HERE AND DRINK—MERLE HAGGARD—MCA
THERE'S ANOTHER WOMAN—JOE STAMPLEY—Epic
TEXAS IN MY REAR VIEW MIRROR—MAC DAVIS—Casablanca***
ONE IN A MILLION—JOHNNY LEE—Asylum
THAT'S ALL THAT MATTERS—MICKEY GILLEY—Epic
I LOVE A RAINY NIGHT—EDDIE RABBITT—Elektra***
THE BEST OF STRANGERS—BARBARA MANDRELL—MCA

*** —*denotes records reviewed previously by PLAY METER*

Above, a pre-World War II machine from AMI, a Rock-Ola 1422, *and a Mills* Empress *(left to right) are fronted by a Rock-Ola pingame: On display at Lafayette, Louisiana operation office.*

Museum Pieces

By Ray E. Tilley



Operator Goudeau, above left, says he's 'preserving Americana.' At center is the working mechanism of a restored Wurlitzer 1015, *the dazzling front of which is displayed by David Goudeau, right.*

You know an object has attained, shall we say, maturity when people are referring to its class of things as antiques. To have antique coin machines is, by this date, nothing new. But one Louisiana operator has plans afoot to erect a museum for coin-operated antiques, which has grown out of his long term love of the older amusement machines.

Gerald Goudeau, of Gerald's Amusement Machines, Lafayette, Louisiana states his goal like this: "To compile a history of early coin machines—that is to preserve Americana. The United States was made out of a freedom to venture into new fields suppressed in most countries. Where else could it have happened?"

Originally, beginning in 1948, Goudeau's route operated games alone; jukeboxes were incidental for about nine years. But his sense of preserving antiquity was active even then, and in that year he bought four vintage boxes including a Rock-Ola *1422*, which is still in his possession.

In the intervening years, Goudeau has picked up some antique gems of jukeboxes, primarily from older operators. "I found them just sitting, stored in all kinds of conditions," he said. Restoration of these machines has been a hobby and more for Goudeau, aided by his sons who work for him.

Among the prize pieces are a Wurlitzer *1015*, vintage 1947, which Wurlitzer copied in the limited edition *1050 Nostalgic*, issued in 1972; a bicycle chain-driven, first edition Mills machine, in which each record has its own turntable; a Seeburg *Symphonia Regal* from the 1930s; and a Wurlitzer nickelodeon believed to be a 1907 model.

And the route which Goudeau wants to take these and other antiques—gained from barns and garages and warehouses—is a museum to be located on 26 acres of campground at the Interstate 10 exit near Lafayette, Louisiana,in the Acadia bayous area.

Goudeau has warehoused many of the collected pieces for the three to four year period he expects it to take for the museum project to see completion. Time demanded by his coin operation delays the tasks of building the museum and restoration of machines (and his antique cars, but that's another story). But he continues to find coin-op items he's "not even seen pictures of. These are part of coin machine history. I have to grab them where I can," said Goudeau.

Not all the machines are gathering dust until their "home" is built. In his operation's headquarters, he has on display one restored Wurlitzer *1015*, complete with its colorful face of carbon tetrachloride bubbles behind tubular plastic; another *1015* with its playing mechanism restored; a Rock-Ola *Play Ball* vintage pingame; and other working models among a huge stowage of dated amusement machines—making the Goudeau shop a kind of museum at present.

Among the gleaming pool tables in the front shop, a visitor can drop a nickel in a 1907 player piano (engraved, "Made by The Rudolph Wurlitzer Co."), and it will tinkle out the songs, "Home on the Range" and "Hot Time in the Old Town Tonight" and other tunes. Goudeau has aided the compression in the vintage piano's bellows with a vacuum cleaner motor, and the music roll comes from a reproduction source in New Jersey.

As a hobby, machine restoration—and the finding of new treasures—has just about replaced hunting and fishing for Goudeau. "I'm preserving something that will be there forever," he said during a visit by PLAY METER. The museum would be expected to support itself, but the project is "not profit motivated," said Goudeau. Having made a living from the coin-op amusement machines, he wants to give them a place in posterity. In this he is supported by his son David, who said, "I'd like to see it materialize," and that he is concerned with preserving the workmanship evidenced in the vintage machines.

Of the historical place of coin machine entertainment, the senior Goudeau said, "We're providing something the world was in dire need of, especially during the Great Depression."

In the business of operating, he is joined by two other sons, Jonathan and Guy. The route covers four parishes in Louisiana's bayou country, from Lake Charles to Lafayette and surrounding area.

Goudeau explained that he rotates a jukebox on his route once a year, compared to once every five or six months for pinballs. "Phonographs have more holding power; they captivate a player more than they used to," he observed. •

One curio is this Monarch *pool table/pingame, possibly dating from 1902.*

This prime J.P. Seeburg machine's cabinet holds an AC/DC electric converter and a turntable for each disk. Play setting: 3 for 10 cents.

TAX TIPS

A look at some deductibles

By Irving L. Blackman

The Horseless Carriage Can Be Deductible

The automobile is to today's American what yesterday's horse was to the wild west cowboy—a means of transportation. The care and feeding of the horse's replacement—the automobile—is like everything else that is modern: It is infinitely more complex. Listing the differences between the two modes of transportation, physical and otherwise, would probably make a hilarious parlor game. The fun would most certainly stop if anyone suggested that no portion of the automobile or any of its operating expenses could be deducted on your income tax return. Whether you call it horse sense or nonsense, that is exactly the position of the IRS *if you do not follow the rules.*

Now is the time to determine how to best handle your 1980 expenses of an automobile in your operation. With costs of fuel and maintenance expenses, together with the price of the horseless carriage itself skyrocketing out-of-sight, the tax payoff is worth examining. The following item should help get you started. But for the best results, you should discuss your situation with your professional. (Buy him/her lunch. It's deductible!)

The rules in a nutshell: Automobile expenses are dedectible if the automobile is used in connection with a trade or business or an income-producing activity. The deduction is allowed only for that part of the expenses attributable to business or income-producing use. The portion attributable to personal use is not deductible. In order to claim the full amount of automobile expenses incurred as a deduction, you must meet strict substantiation requirements. If you can establish that your automobile has a useful life of at least three years, you may claim an investment tax credit.

Sounds easy? Well, it is if you know the rules and follow them.

Who can deduct automobile expenses?...In a word, everyone. But only the business portion. For this purpose you will fall into one of four categories.

1. COMMUTERS—

The cost of commuting—going to and coming from work—is personal, and such expenses are not deductible.

(Rev. Rul. 76-453)

2. EMPLOYEES—

Employees are allowed to treat local transportation expenses as business expenses as long as they are connected with the employee's job.

(Rev. Rul. 55-109)

3. SELF-EMPLOYED, PARTNER OR CORPORATION—

The Internal Revenue Code (Section 162(a)) provides that "traveling expenses while away from home and in the pursuit of a trade or business" are included among the types of "ordinary and necessary" expenses that are deductible. This language includes all forms of business, whether incorporated or not. Of course, the automobile when used away from home is specifically covered in this language.

When an automobile is used for business purposes as local transportation (NOT away from home), Section 162 governs under the ordinary and necessary expense rule if "paid or incurred in carrying on any trade or business."

4. AUTOMOBILE OWNED BY EMPLOYER—

a. And You Are A Stockholder/ Employee:

A corporation is not entitled to claim deductions for expenses attributable to the personal use of the auto by the stockholder/ employee. The examining revenue agent will probably extract two taxes if that happens: first, when he disallows such portion to the corporation; and, second, when he taxes the same portion to you, the stockholder/ employee, as a dividend.

b. And You Are Not A Stockholder:

The revenue agent has the right to add the personal portion of the auto expense to your taxable income (the corporation gets its deduction anyway, as compensation to you.)

Inflation: The Tax Cost Can Kill You

Got the money shorts? More clients continue to bang on my door looking for an explanation of why they are short of spendable dollars. Only the government comes out ahead when you combine inflation with our progressive American tax system. An all too-true-to-life example tells the story:

Five years ago, Joe Exec earned $40,000; last year he earned $60,000—a 50 percent increase. Assume an inflation factor of 40 percent (a bit low, in fact) over the same five year period. Let's see how Joe comes out in terms of spendable income.

	Earnings	Federal Income Tax	Spendable Income
Current	$60,000	$22,300	$37,700
Five years ago	40,000	12,100	27,900
Increase before inflation			9,800
Inflation (40% X $37,700)			15,100
Decrease in Spendable Income			5,300

You can change the numbers, but not the theory. Inflation is a hidden tax.

Irving L.Blackman is a practicing tax partner of Blackman, Kallick & Company, Ltd., Certified Public Accountants, offices in Chicago and Coral Gables. Blackman, also an attorney is a nationally known author, tax lecturer, and seminar leader.

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Pinballs, handicapped meet on campus

In a fall conference of more than 40 colleges' student representatives, a lap-held device to allow wheelchair-bound persons to play pinball was demonstrated at Rampo College, Mahwah, New Jersey.

Randy Fromm, Play Meter technical writer, sent the specially built lap control panel from California. As a result, several people in wheelchairs could play pinball for the first time in their lives.

In the November 12, 1980 conference, college reps came from as far as the University of North Dakota. For an afternoon session on "Recreation for Handicapped Students," Frank Seninsky, president of Alpha-Omega Amusements, Inc., Edison, New Jersey, and Mary Jo Lasora, a senior at Montclair State College, Montclair, N.J., majoring in teaching techniques for handicapped students, demonstrated and discussed developments in the coin machine industry for the handicapped.

(*Ed note:* Seninsky is a contributor of a technical review elsewhere in this issue. The lap panel for handicapped play on pinballs was detailed by Fromm in "Technical Topics," PLAY METER, December, 1980 issue, page 126.)

One of the participants stated the problem and one solution: "People in wheelchairs just can't reach the controls. But now with this easy-to-hold control panel and this lower level pinball game, it's all fun."

The panel is made with parts that are standard in the amusement industry and can be used on any pinball machine and most video games that have button controls, Seninsky explained. The panel's coils are held in place over the game's control buttons through the use of brackets attached to magnets. A wheelchair's batteries can be used to energize the coils which activate the flippers and plunger on pinballs or the controls on a video game.

Each panel also comes equipped with a rechargable battery and a battery charger for those persons who don't have battery driven wheelchairs.

Others exchanged ideas on how the lap panel could be improved to encompass a greater proportion of handicapped persons' needs. The panel, when refined and mass-produced, could be available to every college game room, if not every games area in the world, said some of the collegians.

Anyone with ideas on how to control other games, such as those that have joy stick controls, can get in touch with either Randy Fromm or Frank Seninsky through PLAY METER. •

Mary Jo Lasora, studying the teaching of handicapped students, tries the lap control panel for pingames

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AN ANALYSIS

Pinball Must Be True to Itself

By Roger C. Sharpe

There is a certain feeling in the air. One of excitement and interest which has been sorely lacking for all too Long. The ground swell is admittedly happening very slowly, but it is happening. Walk into an arcade and you'll see people watching. Not unusual, but they're watching pinball being played and even playing a little when the machine is open and the curiosity has been piqued.

Somehow it always seems to be this way—history repeating itself just like clockwork, with situations and even the times changing, but not much else in terms of events. Those who were writing pinball off, hadn't done their homework. They should and would have known that pinball is an industry unto itself, where change and innovation are born out of adversity. No one dares rock the boat when the tide is moving smoothly along, but come a few waves and there are more than enough volunteers, not ready to abandon ship, but rather to rebuild it so that it can stay afloat. And so it is as we get further into 1981.

There were, and still will be, hard times—no one is discounting that or even suggesting that anything more than the bend in the road has been traveled. Much still remains, and so it is that this writer feels compelled to take the moment and seize it before everyone has become entrenched in something that may well become counterproductive.

One needs perspective, however, when looking at the evolution of pinball. Much of the discussion and background regarding this point was covered in last November's "State of the Industry" issue where PLAY METER directed attention to the shift and growing awareness of pinball. The basic detracting problem is that pinball (and I've made this point many times in the past) is not competing, per se, with video. Once that fact is accepted things can be far easier to deal with realistically.

Unfortunately, this seemingly vital point is largely ignored or not agreed upon, so that the two parts of the coin machine industry really find themselves in a battle where there can be no winner or loser. But if the cashbox is the thing that is getting everyone's attention and showing that video is drawing bigger bucks than pinball—fine. But on the investment for any business, isn't the fact salient that both types of games are earning reasonably on their own? Sure, a video may pay for itself faster, but any establishment needs both to attract the players out there. Because, let's face it, there are video players, pinball players, and those who will play both.

The two games tend to strengthen each other, and if an operator is smart in selecting his pinball machines, he can maximize his earnings and have profitable machines.

But this isn't the reason for this writing. Any operator who has a feeling for his business, knows what his customers are going to like and what they're probably going to pass up on. Sometimes there's surprise because a machine does better or worse than expected, but no one said the business was an exact science. More important is to be prepared for what is happening to pinball since it's reflective of the entire industry, including video, and symptomatic of why things happen the way they do and why they will continue to be done in much the same manner until enough of you make your feelings felt.

What's happening to pinball is reflective of the whole industry.

The copying reaction

Simply, the industry on the whole is reactive. You see a video theme and type of game play and that's all that's wanted—hence the number of take-offs appearing year after year. The few standouts spawn imitators and suddenly there's a category of equipment that can be lumped together such as *Space Invaders* or *Galaxian*-type games, *Head-On*-type, or maze games, and so on and so on. With pinball it's much the same. You see something that's different from all the rest and immediately the need is for more of the same, until people grow tired of the redundancy and demand something new again. And so the cycle goes.

In pinball the problem of this complacency (described this way because that's really all it is, along with the fear to try something different) is that a good idea such as personality tie-ins on backglasses can suddenly be taken for granted, with its impact lost, only because it gets done too often. That became the case not so long ago. The reaction to a tie-in was "So what" and "Let me take a look at the game," which might not be so bad except that the point was lost and hence this form of recognizability.

Selectivity and timing would have done well given an industry that might have accepted one or two games a year which stood out from the crowd in terms of backglass theme and promotional possibilities. But the well was gone to once too often, and so an idea dies for at least the time being.

Given the recent history of pinball it is surprising that the status quo has been held to for so long and yet it's almost good since the reactive quality always exists. One of the major stumbling blocks to development has been the pressure put on manufacturers by some of their larger customers to inhibit game design and innovation. If you can get X number of orders for a machine that has such-and-such characteristics, why take the risk of coming out with Game Z which may ultimately be better but won't be initially accepted as readily as the "safer" version.

And so the games stagnate, falling victim to the whims and ultimatums of a select few who dictate what should be released next.

Taking this a step further one can see that it really isn't anyone's fault, but just the way the industry has been allowed to carry out its business over the years. The fear, however, is that with the issue of the newest games a stampede has occurred which might prove devastating to pinball and its future if it is allowed to continue in the direction it could very well take. Much of this concern is predicated on the release of *Black Knight* and the impact it has had on everyone who has come in contact with it.

Dilemma

No two ways about it, the game is an exceptional effort that combines the best of everything and then some. But the fact that it is so exciting and is generating income and interest on the player level is something that goes beyond this one effort. You see, the industry is faced with a dilemma because of its nature to be "reactive." And so it is that everyone under the sun is coming out with their own versions of double level or multi-level or whatever you want to call this variety of machines.

Flash Gordon was at the show in Chicago and has been hitting the street; other games have undoubtedly also surfaced, although at this writing much is on speculation as to what the climate will be in two and a half months. But I know the industry too well not be able to project and forecast the current and future events unfolding.

And this is not to suggest that when there is a standout effort, everyone shouldn't jump on the bandwagon. But it has to be done objectively and thoughtfully and not just for the sake of being done. A perfect case in point is to look at multiple ball play—not every game can be designed to incorporate it, not is it a written law that a game that doesn't have it is somehow an inferior machine, doomed to fail. There's a time and place for everything, but the constant factor has to be what pinball is all about and why people play it—not the sometime players who will go to whatever is new, but rather the hardcore following that will always

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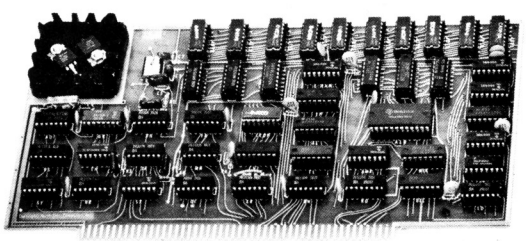

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be faithful to pinball if the games are faithful to what they must ultimately provide.

And what is this elusive quality that sustains pinball? Well, it's the idea of man versus machine, the sense of controlling a rolling ball on a field by interacting with the game physically and mentally through hand and eye coordination and intense concentration, and it's the end-all gratification of accomplishing some given task by supplying an amount of skill to gain whatever is desired from playing. And that, with a few other variables thrown in, is what the basics of pinball are all about to that unknown quantity—the player—out in the street.

Now, admittedly, there are degrees to just how far this admiration and enjoyment will go if, for arguement's sake, the public is given the same rehash time and again. Yes, interest will wane. And it will rise when something worthwhile is offered that poses a challenge and tests one's skill. And with this continual enigma goes the responsibility and understanding that the public will only take so much within a given period of time and that for the sake of change isn't something that's relished or greeted with open arms, let alone coins in hand.

What this is all leading to is the very real concern the since *Black Knight* has been taken by storm and *Flash Gordon* has also garnered its fair share of attention—that every game from here on out will have to be multiple levels of some type—two, three, four, who knows where it stops. And that's not the nature of pinball, and shouldn't be.

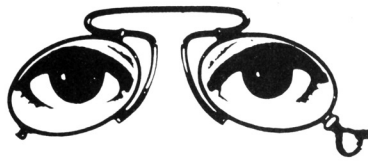
Here we have a good concept that runs the risk of being diluted to the point where it is no longer special and interest-creating. And that seems to be the direction we are headed, unless a few sane people prevail to put everything in its place. Let's admit that multi-level play and design is good; but only for that particular game where it works and not so that the manufacturer and designer are locked into believing that this single concept is what it takes to sell machines. It isn't and there are too many negatives working against it.

Pinball basics

After all, there are only so many ways to break up a playfield and segment areas above, below, or whatever. And although it is an exciting breakthrough for pinball it isn't the total answer. You can play a *Black Knight* or *Flash Gordon* for only so long (as a player, a true player) before you feel that need to break away to something more comfortable and laid-back. Games such as *Frontier*, although not exceptional, or even something like *Alien Poker*, offer that semblance of order when pinball can get back to its basics.

And that's the key: a mix that provides the opportunity to innovate, grow and change, but not the reasoning that all the old ways are abandoned just because a few people dictate it should be that way. Pinball must remain true to itself and its essential character. The novel idea is great if it is taken for what it is, but a return to the fundamentals is critical for the survival of this form of entertainment, no matter what it is competing against.

What the rest of the year and the future hold will be decided by how you accept or reject the notions I've tried to explain. Pinball, as we know it, may hang in the balance. Hopefully, everyone will see the light of day and not mimic change, but rather continue to explore, discover, and take chances. But only time will tell what the results will be.•



Critic's Corner

By Roger C. Sharpe

Future Shock

Things keep racing along regarding pinball, most of it for the good and the rumors continue for future games yet to hit the scene, which may well be in the news by the time you're reading this. Some of my own personal fears have already been voiced in another story in this issue, but suffice it to say that for the most part I am excited by the prospects for pinball this year and its ability to once again become a more viable earning piece of equipment in locations everywhere. We have entered into yet another turning point for the industry and pinball in particular as it strives to once again attract attention and player's interest. So far the battle seems to be going well with public reaction piqued by the hottest games to happen in quite a while. Two of those responsible for the excitement are on view this time around in the Corner, which supply the total package of what pinball is about in many ways: *Xenon* and *Black Knight*.

In fact, in looking at the recent evolution of pinball and the landmark games which have had an impact on the growth and direction of the industry, one would have to start with Allied Leisure's *Dyn 'O Mite* and Mirco's *Spirit of '76* to begin with because of what they offered in terms of solid state electronics and the potential of this new technology to be integrated into the old electro-mechanical scheme of things. Next would be *Eight Ball* and the progression of memory and recall within the framework of a multi-player game having the intrinsic playability of the old one-player machines and the concept of build-up of action and points during the course of a game. From here we can glide to *The Atarians* and the recognition that playfield size could be changed, whether into a wide-body format or the newer big game size or even into the cocktail table craze that kind of came and went—with pinball at least. Move next to *Flash* and the integration of cosmetics to pinball, flashing lights and innovative sound treatments to say the least, and pinball was off and running.

Add the capability of speech introduced on *Gorgar* and you get a feel for some of the thinking that the manufacturers were going through on a very superficial leve. Then with multi-ball reintroduced and modified for today's electronics, one found *Firepower* taking center stage.

And now comes the time for the double level game and its ramifications with the unveiling of *Black Knight* at the AMOA. Along the way one can be a purist and look at in-line targets, memory drop targets, seven digit scoring, the utilization of time as a pinball feature, and other nuances to get an overall sense of how far pinball has really come in five short years. It is astounding to think of the ever-present developments and their ultimate impact on the playing public. Unfortunately, for pinball at least, the overwhelming success of video the past few years has tended to envelop and shroud, even minimize, the strides pinball has taken, so that much isn't truly appreciated. But it should be and maybe a new day is dawning for pinball and the opportunity to get back part of the audience that left it because many of the changes were just too subtle for the average player to recognize or understand. Any way you look at it, things are swiftly hitting and all we can do is try to catch our breath and watch as the present and future unfolds itself.

As for the games this month, it's an interesting mix that tends to once again point out the directions at least three of the majors are taking with pinball development and technological refinements. So let's take a closer look at the newsmakers and see where and how they succeed or fail.

Gottlieb's TIME LINE

Not deterred by the somewhat lukewarm reception to *James Bond*, this company is back with a better utilized "time" game that incorporates a few different things in trying to keep a parity with the rest of the industry.

PLAYFIELD: The action begins with a top left side game-within-a-game set up that's called the "Atomic Time Zone" with five drop targets and two little flippers. Then it's down to a left side target that means extra ball when lit. Just below this and toward the center of the field is a four-drop-target bank of yellow drop targets. Back to the primary field there's a center opening that leads back down to the plunger and is sided by a five-drop-target bank and a right side set

Roger's Ratings At-A-Glance

Gottlieb's TIME LINE ..... ### **Bally's XENON** ..... ####

Williams' BLACK KNIGHT ..... ####+

up of three targets and a right side short lane. In the middle is an array of three thumper bumpers for space that's otherwise fairly wide open. Another target is at the right at mid-field before leading down to a bottom that features a double lane set up on the right side as well as a gate for getting back to the plunger when it's activated, while on the left side is far left kick-back kicker (shades of Bally's *Future Spa*) and a middle drain lane with a single lane leading down to the flippers.

ANALYSIS: The action of *Time Line* is interesting because the beginning finds the top set of flippers activated, but not the bottom, for the player to try to get out that enclosed set of targets before the time elapses. The basic play of the game is to complete target banks and hit other targets around the field in order to fill out the tic-tac-toe set-up in the middle of the field; doing so builds up multiplier values as well as lighting specials and extra balls. Many of the shots throughout the board are nice and long with a good assortment from left to right and right to left and even reverses to most points on the board. For this size playfield, the layout (for the most part) works effectively given what Gottlieb has done in terms of technology and not having multi-ball play, which some have suggested might have helped, an observation not held by this writer.

GRAPHICS: Lights flashing and a slew of sound effects have brought this game into the present along with some innovative uses of the backglass for scoring out-hole bonus values. But there are attract modes for getting the game alive and tied into some good artwork by industry standards, let alone this company in general, *Time Line* succeeds at attracting the eye and ear with a modern effective pinball machine.

PLAY: The scoring is a big (if not the biggest) problem with Gottlieb games since the macnufacturer hasn't acknowledged the necessity for a seventh digit or even a million light for the scoring potential of this machine as well as its others. It is vital in this day and age not to monkey with the scoring values on the playfield, but at least to have the capability of not walking into a location and seeing 999,990 as the high score to date after a machine has been out on location for a couple of weeks. The adverse reaction by the players is incredible and must be vital since this company is the only one that hasn't switched over to some way of denoting seven digit scores.

However, what is offered for the levels for extra ball play is something like 600,000 and 900,000 points, and for free play maybe 750,000 and 1,000,000 points. Two limits seem to be all this game can take and a general trend in the industry on some of the newest machines.

PROS & CONS: Outside of the scoring, I really don't have too many problems with *Time Line*. In fact, I like the way it plays and the shot possibilities, although it might have been nice to have some other access point to those targets at the top left playfield, especially since that center shot to the plunger is a real bitch. But all in all, the game has some good variety and shots that can be very satisfying to accomplish, but without the seventh digit, or some other method of showing scores that can climb past a million, the game belongs in the dark ages, unless high score to date is changed daily.

RATING: ###

Bally's XENON

Well, here's the machine that at the the show in Chicago had people asking what the price was for the displays as well. The game is ready, "kiosk-less," but striking nonetheless for what it offers.

PLAYFIELD: The playfield begins with four little roll-overs on top that are reminiscent of those on *Odds and Evens* and *Hi-Deal*. There's also a kick-out hole before one gets down to a four-thumper-bumper area in the middle of the field. Over at the left is a spinner for access to the top. Farther down on the left are two yellow stationary targets which are balanced off by a four-drop-target bank at the right side. Also at the right is entry to the innovative addition of the game's elevated "transport tube" which leads across the field and over to the left side where there's a roll-down to a kick-out hole and access through a gate back to the field. The bottom is a conventional wire lane leading down to flippers set up and that's the basic game.

ANALYSIS: Initially, *Xenon* looked like the basic two-shot game of a tube shot and a spinner but on playing it more and more, one can get into the subtleties of the design and the variety of play that's possible. The top roll-overs can trip down the appropriate drop targets in that right side bank which build up in value from 2X to 4X to points and extra ball and special on any given ball. The other part of the game is the inclusion of multi-ball play that's activated by landing in that top kick-out hole enough times to light the tube for captive ball and then build to getting both balls locked before they're released. And what's nice is that everything has a value, including the tube shot and the kick-out hole at the left side which has its own "Mota" value that builds up by increments from 5,000 to 90,000 points and specials. Add to this the spelling out of X-E-N-O-N by hitting the lit targets at the left and getting the kick-out hole at the top and there's hold-over values of 20,000 or 40,000 points and special for super bonus points. The play is good from the obvious right to left and left to right but there are also some good reverses, even for the tube shot and the attraction of great sound effects and speech (Bally's first effort, complete with female voice) and a package that is complete unto itself.

GRAPHICS: *Xenon* is truly a remarkable effort cosmetically, taking a cue from the success of *Space Invaders* and adapting it in blues and bright colors for a sensational backglass effect and a field that's equally attractive with its flashing lights and mixing of shades and strong tones.

PLAY: "Welcome to Xenon" is the beckoning overture that leads a player to a machine that has caused quite a bit of excitement on all levels. And as to the playability and scoring potential, points are available in quantities if a player can build up values from ball to ball, since the basic thread of this game is to have the continuity throughout the play with mega-points hopefully coming at the third ball. For limits with the seven-digit scoring in extra ball areas you might want to try a 500,000 point start and follow it with 1,000,000 and 2,000,000 point levels. On free play you should be able to get by with increases of about 250,000 to 400,000 points for each depending upon what you're retaining in the memory and whether you're building up the tube shot value by double increments rather than one at a time (double is far better.)

PROS & CONS: Bally has gotten itself back on track with their last few games and especially *Space Invaders, Skateball,* and now *Xenon*. They're innovating, trying different things, and the results are showing their moves to be sound. In terms of packaging, this effort has it all and tends to make the game more

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than the intricacy of play. The tube, which is the "new level" of play other than an actual double level to come with *Flash Gordon*, is something that's eye-catching and playable as is the use of two-ball, multi-ball play when the values have been built. The shots are there and can be found in time, and with the extra digits players should keep at this game trying to top the imaginary phantom wizard. It's just good basic pinball that's been dresed up and shimmers with the effects of the cosmetics.

RATING: ####

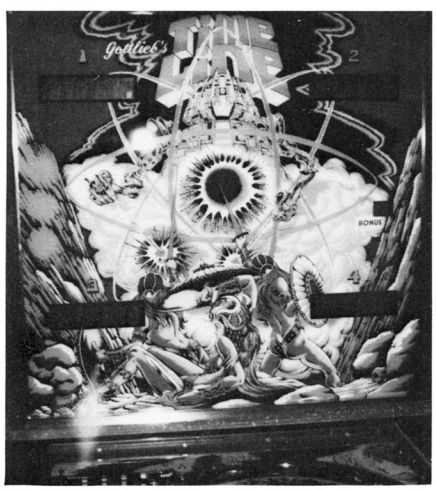
Williams' BLACK KNIGHT

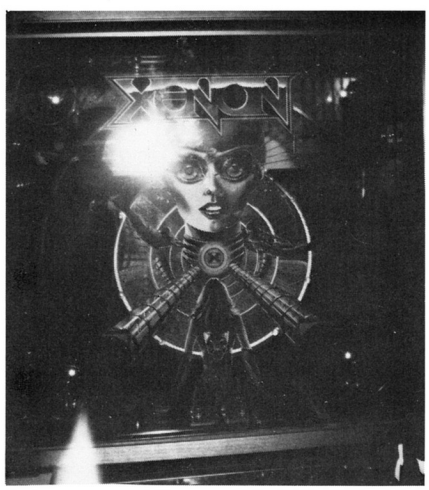
What can you say about a machine whose impact of introduction is still being felt and will continue to be the standard for the immediate future, while taking its rightful place in pinball history? As Mike Stroll asked me at the show, "If the top is a four then *Black Knight* has got to be a five," and in many ways he's probably right, if I were to bend the rules—but on to the review of this exceptional machine that has so much to offer.

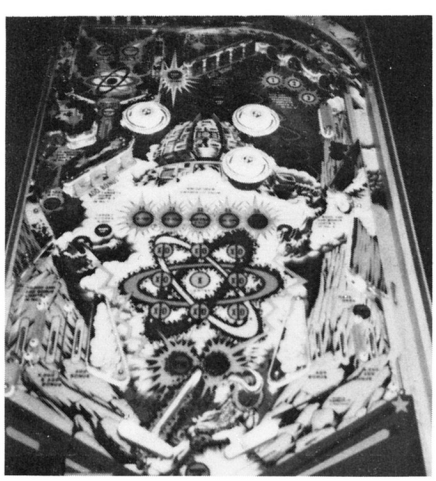
PLAYFIELD: Even though *Black Knight* is a double-level game, one can view it almost as a single playfield that has a part that's elevated. And so I'll try to do the rundown accordingly. The action begins with the ball coming out at the top right and leading down to two flippers and ramps between the two and over to the right leading down to the bottom level of the field. Also on top is a three-drop-target bank at the right and another bank of three at the left with one lone thumper bumper in the middle. Add a loop from the left flipper and around to an area for stacking balls for multiple ball play. Move down to the lower field and there is a three-drop-target bank at the middle of the field as well as a kick-out hole just to the right of this set-up. Move over to the left of this and there's a little loop for bonus multiplier. Also over at the left is a spinner for access back to the top and a left side drop target bank of three more targets. The bottom, on the surface, is a conventional wire lane and flipper configuration, although there's a lot more going on here than meets the eye, not the least of which is the addition of an extra set of buttons on the side of the cabinet and a couple of orange arrows on the playfield just above the lanes.

ANALYSIS: Where does one begin with *Black Knight*? Maybe, the best way is to say that in addition to multi-ball play, which can be accomplished on top and by the kick-out hole on the bottom, one can get two or three multi-ball play with double or triple point values on the field for the duration of the multi-ball play, so that if a target is worth 5,000 points it can be worth 10,000 or 15,000 points during multi-ball play. Okay, that's one thing. How about the drop targets? Well, in front of each bank are three arrows, blue and red. Finish off three times, and both sets on top and an extra ball value lights at the turn of the arc at the top of that left side spinner lane. Finish off the bottom and finish the entire set, and there's another extra ball possible from the multiplier loop shot as well as special possibilities.

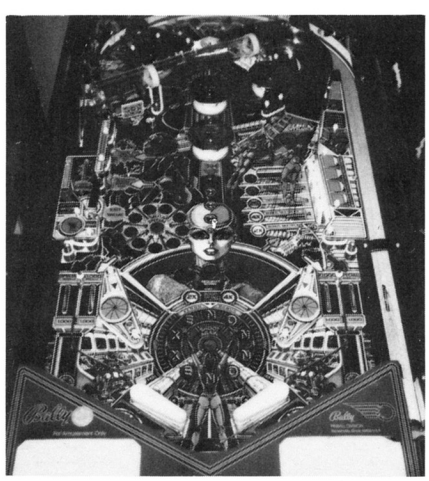
Now, for the exra gizmos that truly make this a breed apart and are a tribute to Larry, Steve and the rest



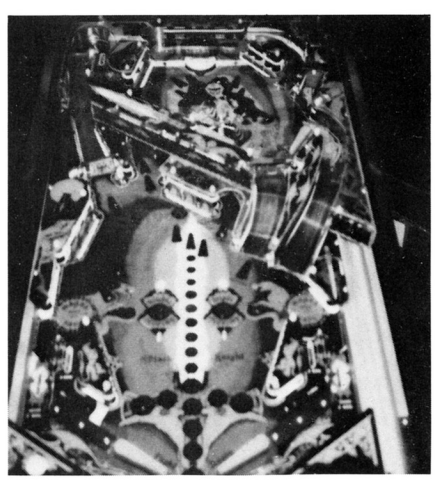




Gottlieb's TIME LINE



Bally's XENON



Williams' BLACK KNIGHT

'You can't be passive and laid back while attacking* Black Knight. *You have to be wound up and...keep the action hopping.'

of the people who had a hand in getting the whole package together —the first to look at is the continuity of thought, to think through a game and design and program it accordingly. Go down the right lane to the flipper and the spinner value is lit for gonzo point possibilities. Go down the left to the left flipper and that interior ramp back to the top offers a mystery score that can really bring big points, especially during multi-ball play. And all of the features—drop targets, spinner being lit, and mystery value—are tied into *time*, a matter of seconds before values are turned off or incomplete drop target banks are reset waiting to be hit again.

And along the time lines is the innovative "Magna Save" at the top of the lanes which is lit when banks of targets are completed and can be activated to save, or possibly save a ball that might be draining out the sides. It's timing, getting comfortable with the extra buttons on the cabinet and a great addition to keeping the player involved from the moment the coins go in the slot. The shots are pure from left to right and right to left on the bottom, as well as some good reverses and at the top it's a matter of speed and timing to try to lock up balls and get drop targets, while also trying to keep the ball on this part of the field. In fact, as I told the man who has almost single-handedly changed the face of pinball in recent years, Steve R., it is the only game so far that I've personally played where I've gotten a physical rush from playing it. You can't be passive and laid back in attacking *Black Knight*, there's no way. You have to be wound up and get into the flow of things and keep the action hopping. It's that simple.

GRAPHICS: The artwork is eye-catching, not space-themed or even anything that dramatically different from good pinball artwork, but it's the total package that makes everything shine—from flashing lights, running displays of two's or three's, the integration of speech that doesn't detract from the game but enhances it, to Larry's "sword effect" that's a sight to behold if and when you get lucky enough to fill up the out-hole bonus complete with multiplier. An outstanding, thought-ful game that shows the time that went into the planning, conception , and ultimate package.

PLAY: When talking about limits, it's time to get into yet another part of the game that's innovative and the result of players doing a player's game. How about "Last Chance" that lights on the out-lanes during the last ball in play if a player has locked up one or more balls during the last ball. Go out the side and the balls due the player are released for (just as the name implies) one last chance of getting the points and features necessary for an extra ball or special. Now, if that weren't enough *Black Knight* has even more.

When there's more than one player playing, or even one player playing two or more games at once, *Black Knight* does a great thing at the end of the game. Whatever player has the highest score is awarded a "Bonus Ball" for being the best score and the chance to play all three balls at once or any combination thereof in the hopes of getting each drop target bank down at least once for the opportunity to light that multiplier loop for an extra ball and, of course, even more points to the score. So, with all this great stuff going on, bells, whistles, hoof beats, flashing lights, dancing numbers, etc., where you put the limits for extra ball play or even the timer for the bonus ball since you may want to run this at 30 seconds or 40 seconds, is something that the operator is going to have to decide when the machine comes in since there are more than enough adjustments possible. Well, on extra ball play and even for free play, two limits should suffice since the game has so much going for it. For the former, try a 600,000 point start and follow it with 1,200,000 points. On free play you might want to go directly to the 1,000,000 point plateau, depending upon the calibre of your players and how liberally you've set your timers on the field, and follow it with 2,000,000 points.

PROS & CONS: *Black Knight* has it all and then some, with subtleties that are profound for the purists, not the least of which is that continuity of the right lane light the left spinner and the left lane lighting the right side mystery score ramp. In total, the game is a joy to play that's not cheating anyone at the 50¢ play, three for $1 it's going to be going out on. There's more than enough to sustain the price increase.

The important thing is that the game, mechanically, is doing all that it should and that it's level and isn't cheating the player out of anything, because if you keep it going the players are going to keep on coming back for more and more. And more than that, people are going to watch the game being played. It takes time to get comfortable with it, which might be a turnoff to the real novice, but once the nuances are mastered all that remains is mastering the shots—no simple task for even the skilled player on a regular basis.

An exceptional, dramatic breakthrough for pinball. On the one hand I want to shout about *Black Knight* but on the other I fear what I wrote about in the other feature I did in this issue of PLAY METER, that some may feel that a pinball machine will have to be multi-level to be viable or successful. Wrong. For this effort it works, even for *Flash Gordon* (upcoming in a review) and some of the others on the drawing board the concept of multi-level play can be intriguing and even exciting, but it can't be a *replacement* to all other aproaches for valid pinball machines. Single level games, innovatively and thoughtfully designed and pro-grammed can still earn the bucks, believe it.

For Mike Stroll and many others who have asked, let's keep the ratings on the same level as usual and think of Black Knight *as at least:*

RATING: ####+

And that's the games this time around around. An interesting mix of equipment that shows Gottlieb is trying to get back to parity, and Bally becoming far more aggressive in its machines, while Williams rolls along, astounding and making inroads far into the realm of what pinball can be. Next month more good stuff, including a sleeper that's a pretty fair game, Bally's *Frontier*, which shouldn't slip by everyone's attention, Gottlieb's attempt at multi-ball play called *Force II*, and some other goodies that are soon to break as of this writing, not the least of which is *Flash Gordon*, to come in these pages. Just keep going with the flow, know that every location is going to need at least one *Black Knight*, *Xenon*, and *Flash Gordon* from the recent efforts and who knows what else regarding what's about to break.

Until then, as always, be well and prosper.

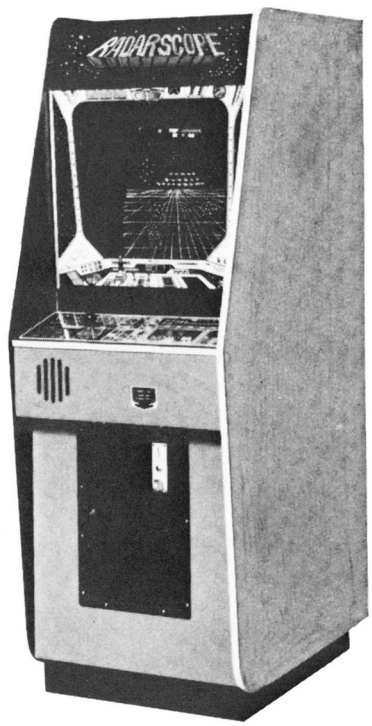
Force II moves out

Force II, Gottlieb's new multi-ball machine, is being shipped to Gottlieb domestic distributors after a highly successful field test period, according to the the company's sales vice president, Tom Herrick.

"Test samples were flowing into the field right around AMOA show time," said Herrick, "and although it is usually wise from a marketing viewpoint not to talk too much about a game until production is just around the corner, word of the great performance of the game on test has spread through the industry in a big hurry."

Force II features unlimited multi-ball, letting players explode into this feature again and again during each game. Red-white-blue rollovers light their corresponding spot targets, any of which activate the second ball launching system. Docking the first ball in either of two kick-out holes begins the multi-ball phase with a burst of sound and light effects.

The dazzling playfield of *Force II* is packed with 17 targets, rollovers, kickout holes, and two extra flippers opposite strategically located banks of drop targets. Special high-powered pop bumpers and high-energy flippers speed the game to a fever pitch with dramatic deep-space graphics and powerful new sound system.



Sets sights on space

The first product to be marketed in the United States and Canada by Nintendo of America is *Radar Scope*, a new coin-operated electronic video game engineered for flexibility of operation.

Radar Scope is available in three designs: Cockpit, upright, and cocktail table models. It has a Sanyo full-color monitor that produces outstanding visual images plus "dynamic sound effects to enhance the action on the screen," said product literature.

Radar Scope's space adventure offers one or two players the opportunity to control an existing fight between spaceships and enemy fleets of UFOs that appear from the ends of the cosmos in a bright, dramatic image on the radar screen. Enemy spaceships and space mines attack from the darkest corners of outer space. Racing at cosmic speeds, their mission is to destroy the player's spaceship.

The player defends his spaceship with rapid-fire laser shots from his vehicle. When a given number of points is attained, the player will earn an extra spaceship to entend his amount of playing time.

The five highest scores achieved are stored and continuously displayed on the radar screen next to the player's name. This option allows the high-scoring player to insert his or her own name, up to 12 characters, into the machine.

Radar Scope provides the operator with flexibility of control not found in many similar machines. Depending upon players' skill, the operator can control the degree of difficulty of the game. Adjustable coinage from 25¢ to $1.25 can be set. Up to four games may be played in succession. The operator can select to award the extra spaceship to players at one of four different point levels: 7,000, 10,000, 15,000 or 20,000. The number of free spaceships that can be earned in each game is also adjustable at 3 to 6.

Nintendo is a 90-year old company that has been manufacturing electronic video games since 1973.

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Face up to Pac-Man

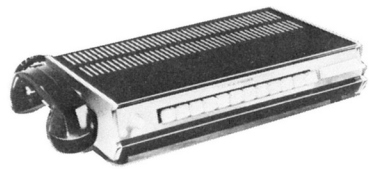
Midway's one- or two-player cocktail tables, including the *Pac-Man* video, feature a flip-flop screen for "face to face" amusement that both men and women enjoy. The compact sit-down cabinet measures 29″ high, 32″ wide, and 22″ deep. A base accessory is available that raises the cocktail table model to a height of 38″ for upright, "stand-by" play.

Pac-Man is a game that is practically created for cocktail table play. The player, using a single handle control, guides the "Pac-Man" about the maze, scoring points by munching up the dots in his path. Four Ghost Monsters—Inky, Blinky, Pinky, and Clyde—chase after the "Pac-Man," trying to capture and deflate him.

The "Pac-Man" can counterattack by eating the big Power Capsule that enables him to overpower the monsters for additional score. After all the Dots are gobbled up, a new labyrinth appears, and *Pac-Man* continues for another round.

Players start with three Pac-Men. An additional Pac-Man is awarded for 10,000 points.

Pac-Man is also produced in standard arcade and in Midway's Mini-Myte style.



Extends Talk-A-Phone

Long distance intercommunication to extend the range of the intercom to meet new needs, is being offered as an optional feature by Talk-A-Phone Co., of Chicago.

For use over cable lines of from 2000 feet to 40 miles without loss of volume, the "LD" feature can be added to any Talk-A-Phone Chief or Chief Redi-Power master station, which can then also be used for communication with master and staff stations at conventional distances. The long distance feature is automatically provided when conversing with other "LD" masters, and normal operation automatically resumes when conversing with non-LD masters and staff stations.

The "LD" feature, which extends the working range of the intercom, can be added to any Talk-A-Phone Chief master station on order, or upon return of an existing master to the factory. Talk-A-Phone systems in use can be expanded or changed to meet new conditions, without the need for users to replace present equipment, said the manufacturer.

A popular use of the "LD" models is communication between branch offices, or offices and warehouses located in separate buildings, or even in towns which are miles apart. Of particular advantage with the "LD" models is the ability to also utilize masters and remotes at normal operating distances, which enables the same equipment to be used for both long distances and normal intercommunication. Installations at maintenance stations are especially suited for this product.

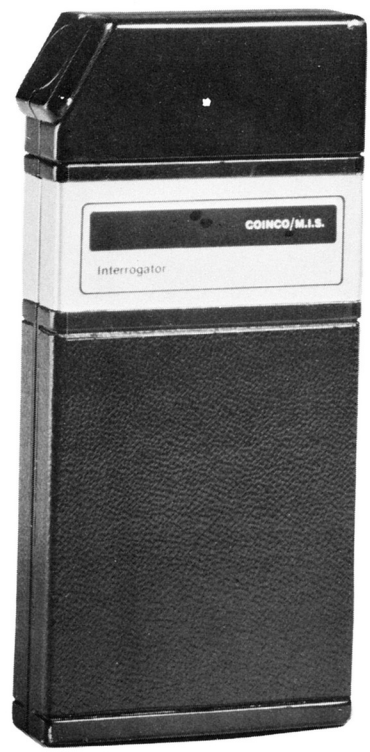
A built-in feature of the "LD" models enables controls to be locked into the transmit position on one unit so that other units, miles away, can monitor a desired location.

Electronic key

Coin Acceptors, Inc., of St. Louis, unveiled *The Coinco Interrogator* at the National Automatic Merchandising Association Convention in Kansas City. "*The Coinco Interrogator* is the key to electronic vending technology and to our entire Management Information System," said Claude Trieman, president of Coinco. "It's the key to handling computerized vending which we all know is just around the corner."

The Coinco Interrogator, the link between vending machines on location and the computer in a vending company's office, is slightly larger than a pocket camera and simple to use, taking no more than two seconds to record data from a vending machine. The recorded data provides the owner with a check-and-balance Cash Accountability system that measures the sales of the vending machine against the money in its cash box.

It also provides instant sales analysis by dollars and units, for each vending machine, bank, and route. The data furnishes owners with an accurate daily, weekly, or monthly record of activities of routemen and servicemen. Finally, *The Coinco Interrogator* records a history of service data on a vending machine, allowing for the better planning of manpower and parts requirements.



Tilting on multi levels

Williams Electronics, Inc. introduced its much-awaited *Black Knight* pinball game at the AMOA convention. Excitement and enthusiasm greeted the first multi-level, multi-ball pinball game.

Black Knight's playfield is constructed on two separate levels connected by three ramps giving fast access to and from the top level. Two separate sets of flippers enable players to manipulate the ball on both playfield levels. Skillful maneuvering of the ball between the multi-levels is a must for players to accumulate high scoring.

To begin scoring possibilities that can break into seven digits, players concentrate on the diverse ways to get Multi-Ball which can be achieved on either playfield level. The Multi-Ball eject hole accumulator on the upper level will hold up to three balls; the bottom playfield eject hole, one ball. Locking up a ball in each eject hole (the first ball sunk must be on the top playfield) will give a player two balls in play which achieves double scoring on all playfield accomplishments. Three balls in play gives triple scoring and can be attained by making two balls on top and one on the bottom or getting all three balls in the second level Multi-Ball lock-up in one turn.

If a previous player has sunk balls in the eject holes, balls will continue to pop out until the current player accomplishes Multi-Ball on his own merit. *Black Knight*'s exclusive digital score animation flashes 2 or 3 on the score displays so all players will know when the balls in play are achieving double or triple scoring.

Since the ball speeds up and down the three ramps from level to level, Williams' Magna-Save becomes a vital feature for players—a player-controlled saving device operated by two red buttons on the side of the cabinet just forward of the flipper buttons. Skillful players can use Magna-Save to prevent the ball from leaving the playfield via the outside lanes. The use of Magna-Save is earned whenever any one bank of the four drop target banks is made. All of *Black Knight*'s drop target banks operate on a timing device.

If these challenges don't keep players on their toes, *Black Knight* offers additional tests of skill.

NEW products

Video war: No Man's Land

The 1980 AMOA Show was the forum for unveiling *No Man's Land*, a new combat video game from D. Gottlieb & Co., which is demonstrating its fully committed entrance into the total amusement game business and video in particular, its officers said.

Robert Bloom, Gottlieb president and CEO, said, "This is a major manufacturing and marketing effort that has been in the planning stages for many months. I think it will become apparent at once to the games industry that we are jumping into video with both feet and on a permanent basis. The character of the first game in its upright and cocktail table configurations should offer solid evidence that we intend to become a major producer in this segment of the industry.

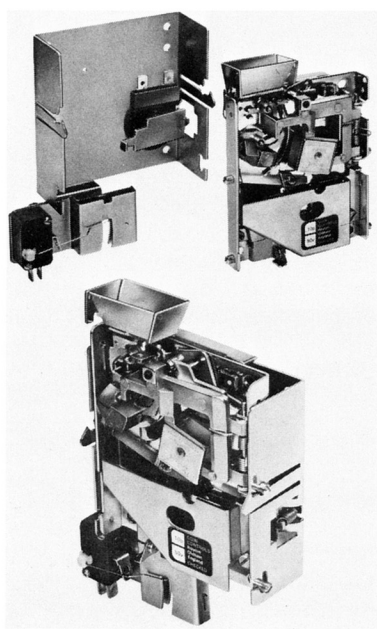
"We chose not to enter the field until we had built up a backlog series of video games to maintain a continuity of production models once we started manufacturing. Initially we will go the licensing route which will probably be continued indefinitely. However, we have a manpower pool of inventive engineering and a modern new plant that will be totally dedicated to video games. In a short period of time we fully expect to be a major factor in the video game business."

Bloom concluded, "We are extremely happy to be able to offer this new line of video games to our existing distributors—all of whom have concentrated so faithfully on Gottlieb pinball over the years. Our distributor network is worldwide, and Gottlieb upright and cocktail table models will be marketed internationally."

New In the Acceptor line

Coin Controls Ltd. announced the introduction of an extension to its *S10 Acceptor* line. A plated steel support bracket allows the mounting of the coin tester *within* the body of an amusement, gambling, or vending machine—independent of the coin entry and reject apertures which may then be positioned and typed by the machine manufacturers to satisfy his own technical needs.

The unit includes an electrical lockout facility wound for a wide variety of AC or DC voltages (optional) together with the output microswitch. The entry funnel is secured to the coin mechanism itself which is fixed in the channel by a positive snap-in device.



Spectar action

Exidy's *Spectar* video game has new challenging features to attract more players to enjoy the excitement over and over again. It has clearly defined skill levels using patterns and colors to lure additional tries. The fast action and quick responses needed to continually destroy advancing enemy adds excitement to *Spectar*.

A pattern of pods appear as the *Spectar* battlefield. Enemy "Rammers" emerge from the pods and seek out the player's ship. Two other enemy targets appear—faster and more accurate, they pose a new danger as the game goes on. Another featured *Spectar* objective involves progressing to new and more complex battlegrounds. Each time the Rammers are destroyed, a new field appears and bonus points are scored. The game becomes more difficult at each level. Players enter medieval forests, geometric cities, a maze of armor, and other new battle environments that await the skillful challenger.

The ship is controlled with Exidy's new durable four-way joy stick and a fire button on the control panel. The game is designed for easy servicing and maximum operation flexibility.

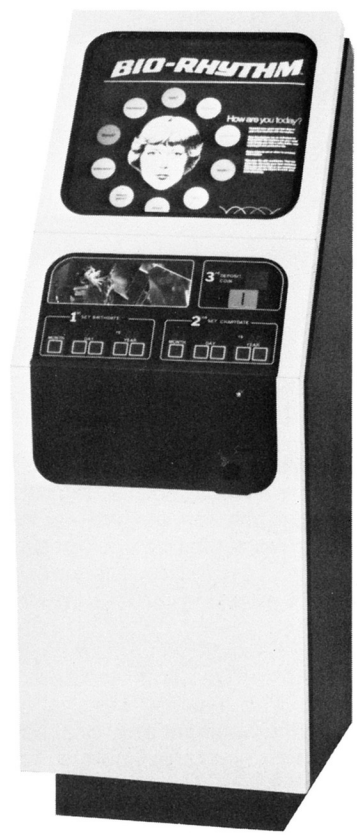
Bio Rhythms In four boxes

The Bio-Rhythm Company has gone into full production of the 600 Series *Bio-Card* Merchandiser. Customers can now choose between the 4-square-foot 500 Series and the 3-square-foot 600 series.

The demand for a smaller model has arisen from operators who find many ideal locations short on space. Also, for the first time, both models can be obtained in either walnut wood grain or black and white cabinets.

Already a proven money maker in many locations, the Bio-Rhythm machine takes another step forward with the 600 Series, said the manufacturer.

Produced by the Bio-Rhythm Company, Inc., the machines were featured at the NAMA convention in Kansas City and the AMOA Show in Chicago.



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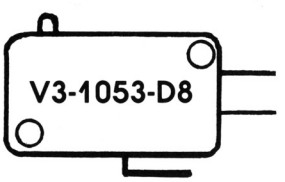

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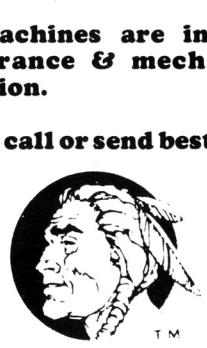

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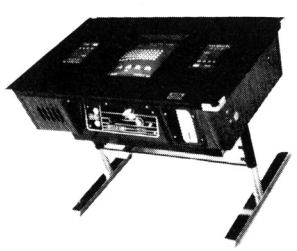

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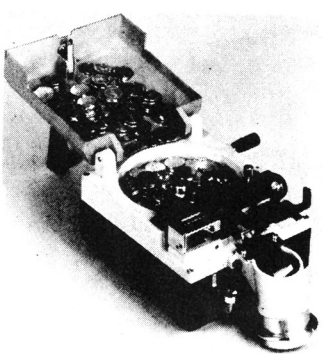

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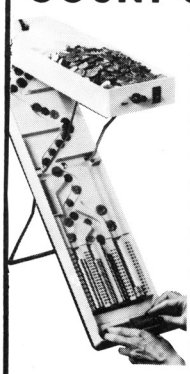

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Manual — D2 (pictured)
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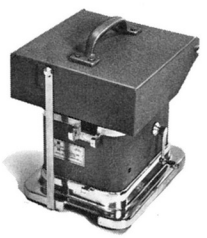

D2 Closed

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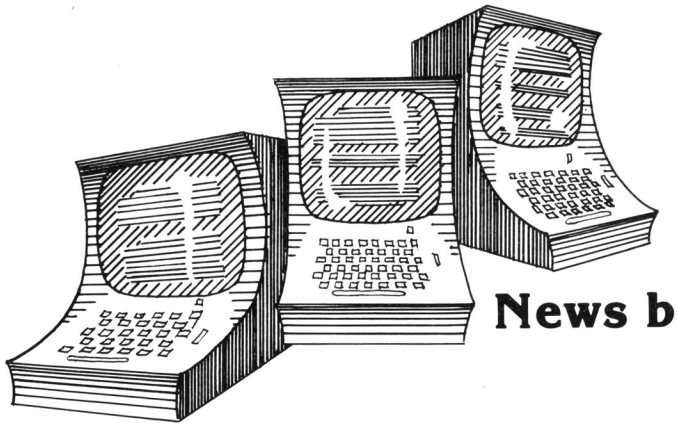


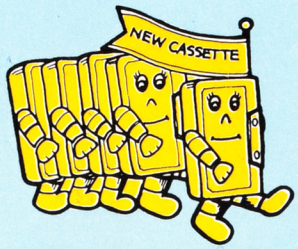
News briefs....news briefs....news b

.....Starting next month, PLAY METER magazine will feature a new addition to its "Technical Topics" section-- a serialization of the complete Kurz Kasch correspondence course for electronic technology. This course, which was marketed by Kurz Kasch from 1973 through June 1980, was designed to help operators and their technicians understand the basics of electronics, giving them a greater understanding of logic. Recognizing the absence of any suitable self-help electronics program for the coin-op industry, Kurz Kasch, with the aid of the University of Dayton, designed t-e four-part course consisting the following: (1) Digital Circuit Design; (2) I.C. Logic Design; (3) Power Supply Design: and (4) MOS/FET & J/FET Circuit Design. The Kurz Kasch course was accredited by the Ohio State Board of Education and recommended and approved by the AMOA. The reprint of the entire course is being co-sponsored by Kurz Kasch and PLAY METER magazine in hopes of finally offering to operators and their technicians a comprehensive self-study course to upgrade their understanding of the technology that has pervaded the coin-operated amusement industry.....

.....A decision from the International Trade Commission was pending in January, with major implications for the coin-op games industry. A leading video manufacturer has brought 26 respondents before the judicial bench which protects U.S. industry from imported goods that may infringe on domestic producers' rights. The issue was infringement on games' copyright in the United States, and it was the first time the coin-op industry had taken the matter to a definitive judicial review. Details of the judicial decision will follow in PLAY METER.....

.....Xcor International, Inc. has announced it proposes a public offering of one million shares of common stock of its wholly owned subsidiary Williams Electronics, Inc. at a price subject to determination of approximately $10 per share. Xcor Controller James A. Mikes told PLAY METER that a registration statement of its intent has been filed with the Securities Exchange Commission, and if this is approved, the actual stock offering would be made in January, 1981. The net proceeds to Xcor of the offering will be used to reduce its outstanding debt to its principal lender, said a statement from Xcor. Williams in 1979 and 1980 produced some of the industry's hottest games, including Flash, Gorgar, and the Play Meter Award-winning Firepower...

REVOLUTION
IN VIDEO GAMES



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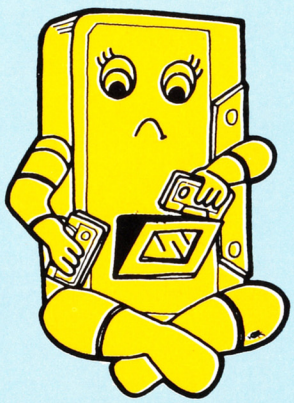

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5. ANY GAME CAN BE TAPED

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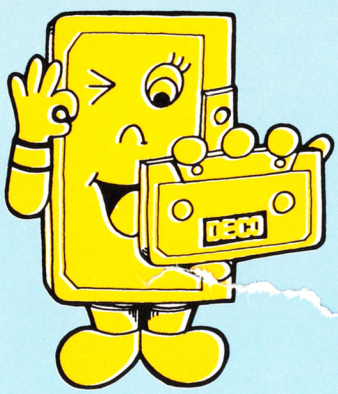

6. RELIABILITY IS OUR RESPONSIBILITY.

As the cabinet assembly and cassette structure will remain the same over a long period, maintenance procedures are simplified, and quality of product is assured.

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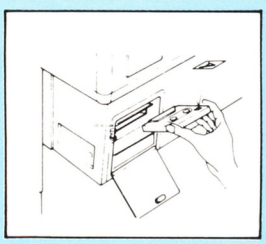
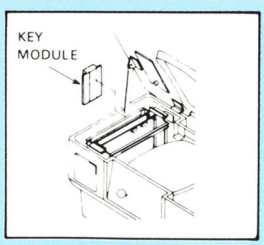
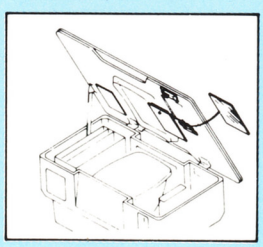


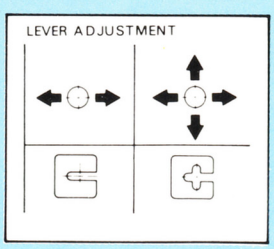
change cassettes.



set key module.



replace explanation panel.



fit the joy stick movement stopper, suitable for the game.

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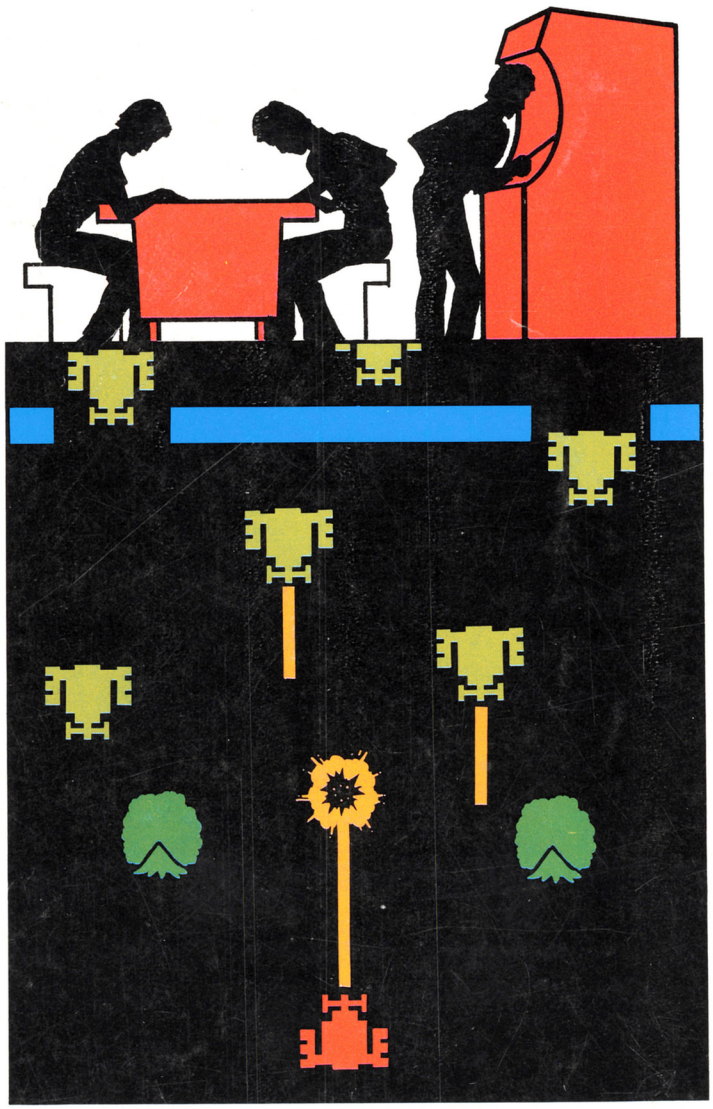

- Player uses a throttle to steer his tank, and presses FIRE button to demolish enemy tanks.
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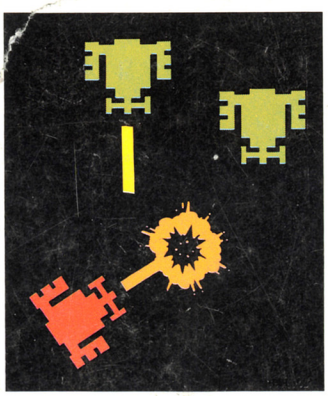

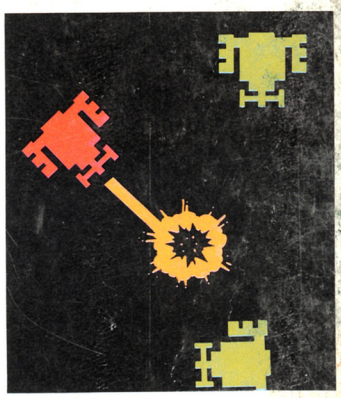

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1981 Directory Pull-out Section

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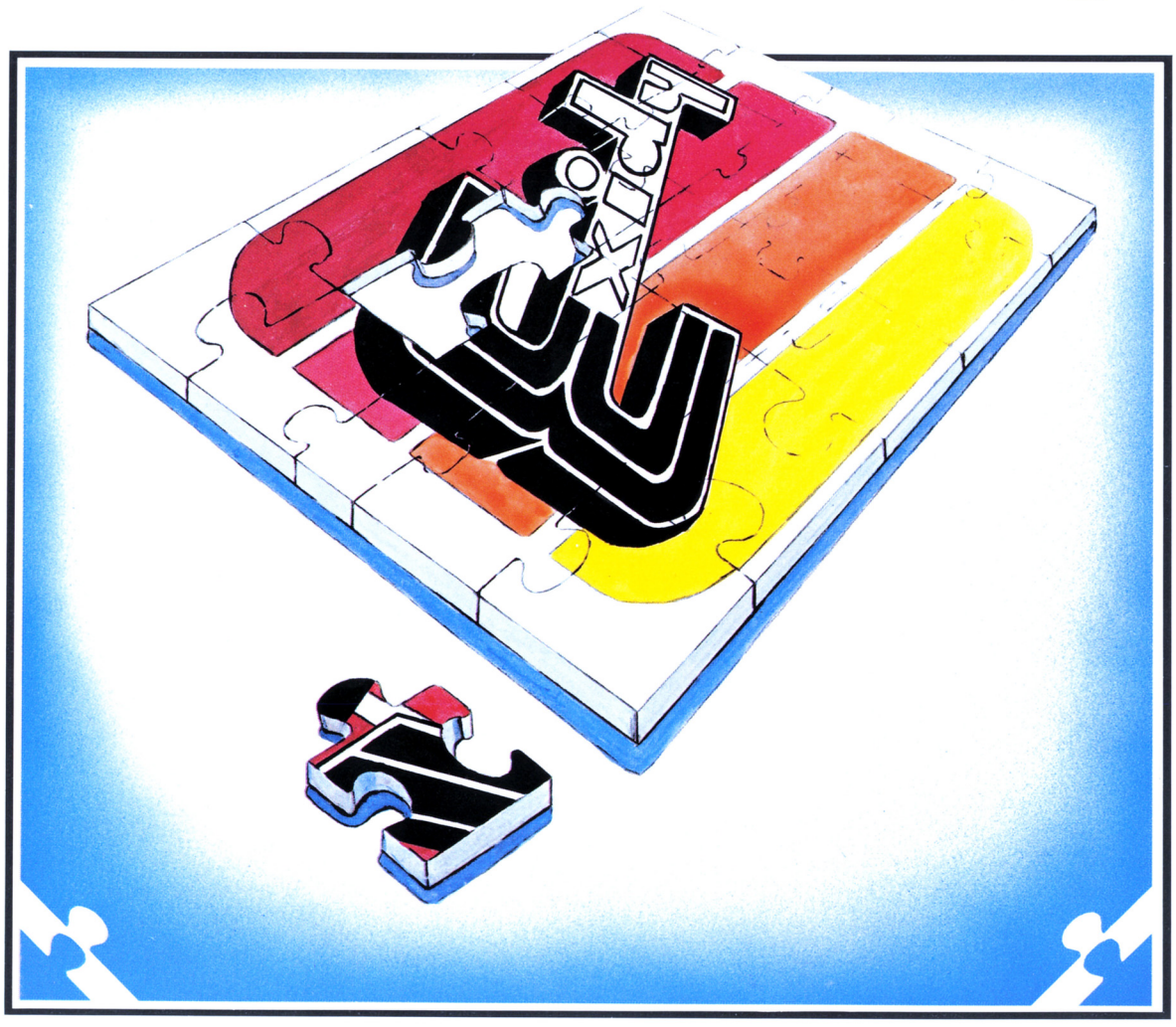

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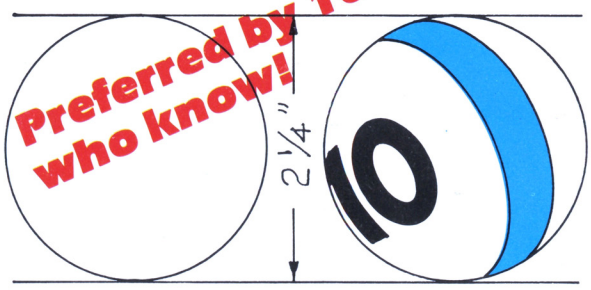

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*From Play Meter Survey — November, 1979

November 1980

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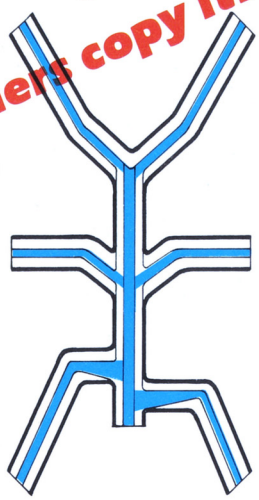

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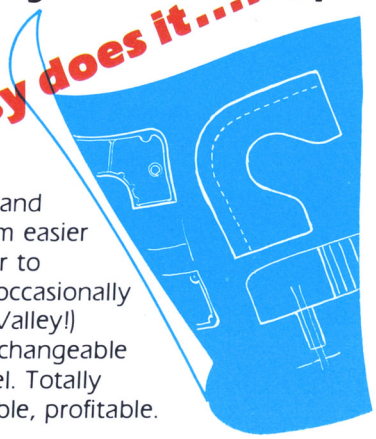

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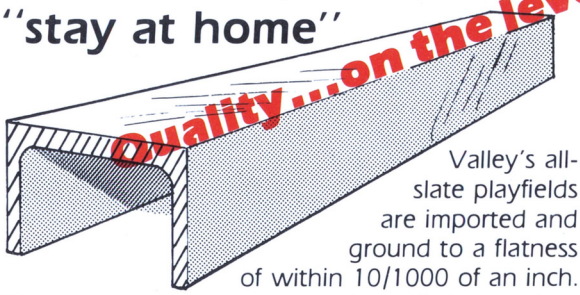

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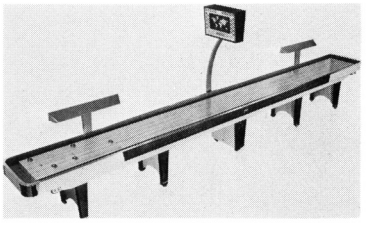

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Corporate Director/Marketing: Ross B. Scheer
President-Bally Pinball Div.: William T. O'Donnell, Jr.
Vice President/Marketing-Bally Pinball Div.: Thomas Nieman
Director/Sales-Bally Pinball Division: Paul Calamari
Field Service Manager-Bally Pinball Div.: Bernie Powers
Sales Manager/Slots: Bob Harpling
Assistant Sales Manager/Slots: John Reckas
Advertising & Sales Promotion Manager: Carol Mart Porth
Product line: flippers, in-line flippers, and slot machines

Benco
153 East 11th St.
San Bernardino, CA 92410
Phone: 714/889-2068
Newton O. Bennen
Product line: pool tables

Bio-Rhythm Company
885 Fairway Dr.
Bensenville, IL 60106
Phone: 312/595-6770
Chairman of Board: Donald Desmond
President: Joseph Fitzpatrick
Vice President: Tomas Taxon
Production Manager: Bud Billings
Sales Manager: Christopher Stanford
Service Manager: John Graham
Product line: bio-rhythm machine

Bob's Space Racer
427 15th St.
Daytona Beach, FL 32017
Phone: 904/677-0761
Bob Cassata
Product line: amusement games

Brunswick Corp. Consumer Div.
One Brunswick Plaza
Skokie, IL 60077
Phone: 312/470-4700
President: Arthur Goldberg
International Sales: Robert T. Nixon
Sales Manager: Henry Hayes
Service Manager: Robert Maule
Product line: billiard tables, supplies & accessories

C

John W. Caler Co. (Specialty Slots Corp.)
7506 Clybourn Ave.
P.O. Box 1426
Sun Valley, CA 91352
Phone: 213/765-1210
Owner: John W. Caler
Head Admin.: Josephine Caler

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Telex 668-403

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Art Designer: Damiad Caler
Product line: slot machines

Carousel International Corp.
710 E. Eighth
P.O. Box 307
Eldon, MO 65026
Phone: 314/392-7122
Toll-free: 800/325-3353
President: N. Earl Veatch Jr.
Vice President: Willard Swanson
Sec./Treas.: Velda Simmons
Sales Manager: Ted C. Petchell
Service Manager: Steve Wood
Product line: kiddie rides

Centuri, Inc
245 West 74th Place
Hialeah, FL 33014
Phone: 305/558-5200
Phone: 305/556-5588,-5589
Toll-free: 800/327-7710(Tech. Serv.)
Telex: 803694 CENTURI
President: Edward Miller
Exec. Vice President: William Olliges
Vice President/Music Systems: John Chapin
Sales Manager: Ivan Rothstein
Service Manager: Martin Jasso
Product line: video games, phonographs

Cinematronics Inc.
1466 Pioneer Way
El Cajon, CA 92020
Phone: 714/440-2933
Toll-free: 800/854-6577
President: Jim Pierce
Sec./Treas.: Tom Stroud
Customer Service Manager: Debra Stroud
Sales Manager: David Stroud
Product line: video games

Coel Kiddie Rides
1213 Innsbruck Drive
Sunnyvale, CA 94086
Phone: 408/745-6051
President: Robert W. Lundquist
Service Manager: Jerry Meyers
Product line: kiddie rides

Computer Games, Inc.
10 Keith Way
Hingham, MA 02043
Phone: 617/749-3133
President: William E. Fox, Jr.
Exec. Vice President: Gerald S. Eilberg
Production Manager: Robert Penza
Sales Manager: Kevin M. J. Fox
Service Manager/Dir. Engineering: Larry Friedman
Product line: computer portrait systems, computer biorhythm/horoscope-portrait systems, coin-operated games.

Compu-Game Inc.
9000 Sunset Blvd., Suite 503
Los Angeles, CA 90009
Phone: 213/278-7090
Telex: 677478
President: Tad Takasu
Vice President: Bill Masse
Manager: Sho Nemoto
Representing Hoei video games

Compunetic Devices
21121 Osborne St.
Canoga Park, CA 91304
Phone: 213/341-2397
President: Zachary Katz
Service Manager: Joseph Homco
Product line: bio-rhythm machines, parts & supplies

Computer Kinetics Corporation
31129 Via Colinas, Bldg. 701
Westlake Village, CA 91362
Phone: 213/991-2199
Chairman: J.P. Nelson
President: R.R. Calverley
Marketing: Mary Rogers
Production Manager: Garl Satterthwaite
Sales Manager: J.P. Nelson
Service Manager: Gerry Page
Product line: counter top amusement machines

Concorde Manufacturing Co.
3101 W. Spring Mountain Rd.
Las Vegas, NV 89102
Phone: 702/871-2919
President: Burton Brown
Director/Engineering: Bob Kirk
Product line: slot machines

D

Data East Inc.
470 Gianni St.
Santa Clara, CA 95050
Phone: 408/727-4490
Toll-free: 800/538-5129
Satish Bhutani
Product line: electronic amusement games

Dynamo Corporation
1805 S. Great Southwest Pkwy.
Grand Prairie, TX 75051
Phone: 214/641-4286
Toll-free: 800/527-6054
Telex: 732432
President: William G. Rickett
Exec. Vice President: H.L. Coats
Director/Sales & Marketing: Mark L. Struhs
Sales Manager, Parts Division: John Perry
Service Manager: John Perry
Product line: pool tables, snooker tables, foosball tables, parts & accessories

E

Ebsco Ind. Inc.
595 Shrewsbury Ave.
Shrewsbury, NJ 07701
Phone: 201/530-9700
Sales Manager: Jack DeMarco
Service Manager: Charles Netterman
Product line: table soccer games

Elcon Industries
2715 Nakota
Royal Oak, MI 48073
Phone: 313/549-1140
President: Andre R. Dubel
General Manager: Thomas N. Tol
Chief Engineer: James S. Seymour
Sales Manager: A.R. Dubel
Service Manager: Keith Gravlin
Product line: video, console, cocktail, and bartop games

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Electro-Sport, Inc.
17842 Cowan
Irvine, CA 92714
Phone: 714/979-1875
Chairman: Bob Burr
President: Tom Pierce
Vice President: Morris Barnhart
Chief Engineer: Les Lambert
Sales Manager: Tom Pierce
Product line: video games

Exidy Inc.
390 Java Drive
Sunnyvale, CA 94086
Phone: 408/734-9410
Telex: 357-499
President: H.R. (Pete) Kauffman
Vice President/Engineering: Howell Ivy
Vice President/Administration: Leslie Hauser
Sales Manager: Lila Zinter
Service Manager: Robert Small
Product line: video games

F

F.W. & Associates, Inc.
2605 W. 1st St.
Tempe, AZ 85281
Phone: 602/894-2391
Vice President/Sales: Ed Fochtman, Jr.
Service Manager: Steve White
Product line: mechanical bull machine

Far East Video, Inc.
22410 72nd Ave. South
Kent, WA 98031
Phone: 206/575-0764
David C. Ruthruff
Product line: marketing agent in the U.S. and Canada for Nintendo electronic video games

Ferncrest Distributors, Inc.
66 Illinois Ave.
Warwick, RI 02888
Phone: 401/737-1771
Frank Gaglione
Kevin McIntyre
Product line: video games

J.F. Frantz Manufacturing Co.
1936 West Lake St.
Chicago, IL 60612
Phone: 312/829-2399
John F. Frantz
Product line: target games

Flipper Players Corporation
66-19 Saunders St.
Forest Hills, NY 11374
Phone: 212/897-7486
President: Nelson H. Miguel
Vice President & Secretary: Jorge A. Pallisso
Foreign Marketing: Leonardo Henriquez
Product line: representing ATM kiddie rides of Italy

Futura Kiddie Rides, Inc.
2110 Tustin St.
Pittsburgh, PA 15219
Phone: 412/391-1611
Telex: SKR
President: E.M. Braunstein
Secretary: J. Braunstein
Vice President/Sales: J.J. Zack
Product line: representatives of Hope Kiddie Rides, Passy coin counters/sorters, and Oizumi coin counters/sorters

G

Game-A-Tron Corp.
931 West Main St.
New Britain, CT 06050
Phone: 203/223-2760
Chairman: Dominick Sanzo
President: Lawrence Dunn
Director/Marketing & Sales: Irv Jefferies
Comptroller: Steve Smith
Service Manager: Gary Oakes
Product line: video games

Game Plan, Inc.
1515 W. Fullerton Ave.

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The operation of these games and the features therein may be subject to various state and local laws and regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

GAT
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GAME-A-TRON (A public company)
931 W. Main St. New Britain, CT 06051 Telephone (203) 223-2760

Addison, IL 60101
Phone: 312/628-8200
Toll-free: 800/323-9425
President: Darrel McCullough
Chairman: James W. Halverson
Vice President/Finance: C.B. Reehl
Vice President & General Manager: Wendell McAdams
Vice President/Marketing: Ken Anderson
Vice President/Engineering: Ed Cebula
Service Manager: Russ Spickerman
Product line: video game, pinballs, slot machines

Gametronix International
8053 Bloomington Frwy. Suite 121
Minneapolis, MN 55420
Phone: 612/884-5922
President: Thomas J. Sweningson
Vice President: Lynn M. Sweningson
Sec./Treas.: J.E. Sweningson
Product line: reaction testing games for bartops, tables, arcades; and other bartop games

Gaming Devices, Inc.
3939 West Belden Ave.
Chicago, IL 60647
Phone: 312/278-7700
John Nicastro
Product line: gaming machines

G.D.I.
5945 N. Rogers Ave.
Chicago, IL 60646
Phone: 312/286-6722
Product line: slot machines

D. Gottlieb & Co.
165 West Lake St.
Northlake, IL 60164
Phone: 312/562-7400
Toll-free: 800/323-9121 (Service Only)
President: Robert W. Bloom
Chairman: Alvin J. Gottlieb
Vice President/Operations: Gilbert G. Pollock
Vice President: Thomas L. Herrick
Vice President/Finance & Administration: William J. Kwasniewski
Director/Manufacturing: Arthur R. Strassenberg III
Director/Enginering: Richard F. Finger
Assistant Sales Manager: Clifford R. Strain
Technical Services Manager: Bruce Minus
Product line: pinball and video games

Gremlin Industries Inc.
8401 Aero Drive
San Diego, CA 92123
Phone: 714/277-8700
Vice Chairman: H. Frank Fogleman
President: Dwayne M. Blough
Director/Marketing: Robert L. Harmon
Export Manager: Marita K. Keddeinis
Sales Manager: J.C. Gordon
Service Manager: S. Margolin
Product line: video games, arcade pieces, electro-mechanical amusement machines

H

Hoei International, Inc.
9000 Sunset Blvd.
Los Angeles, CA 90069
Phone: 213/278-7090
Tadabumi Takasu
Product line: video games

I

Imperial Billiard Ind.
550 Industrial Rd.
Carlstadt, NJ 07072
Phone: 201/935-9330
Vice President: John Rafer
Sales: Chick Frankel
Sales: Jerry Kushner
Product line: soccer tables

Intermark Industries, Inc.
8625 N. 19th Ave.
Phoenix, AZ 85021
Phone: 602/944-9315
President: John L. Walsh
Product line: coin-operated games based on card games; counter top reflex tester electronic games

International Billiard Corp.
1216-1242 South Ave.
Plainfield, NJ 07062
Phone: 201/757-6950
President: Joseph F. Velluzzi
Sec./Treasurer: D. Velluzzi
Service Manager: Alex Macino
Product line: billiard tables

Irving Kaye Co., Inc.
48 Union St.
Stamford, CT 06906
Phone: 203/348-1800
Telex: 964315 KAYECO
Partner: Howard Kaye
Partner: Arnold Kaye
Sales: Gary P. Kealey
Sales Manager: Bill Currier
Product line: pool tables, soccer tables, billiard parts, soccer parts

L

Loewen-America, Inc.
Administration and Sales:
111 East Chestnut St.
53rd Floor
Chicago, IL 60611
Phone: 312/787-5016
General Offices:
Service, parts, warehouse:
9213 Park Lane
Franklin Park, IL 60131
Phone: 312/451-1909
President: Bert B. Davidson
Vice President & General Manager: Mac Brier
Treasurer: James Flannigan
Secretary: A. Peer von Oertzen
Assistant Secretary: Carol Niemiec
Service Manager: Stanley Strahan
Product line: N.S.M. phonographs, auxiliary equipment

M

Meltec, Inc
290 Commercial St.
Sunnyvale, CA 94086
Phone: 408/738-4422
President: Melvin J. McEwan
Product line: Boom Ball arcade game

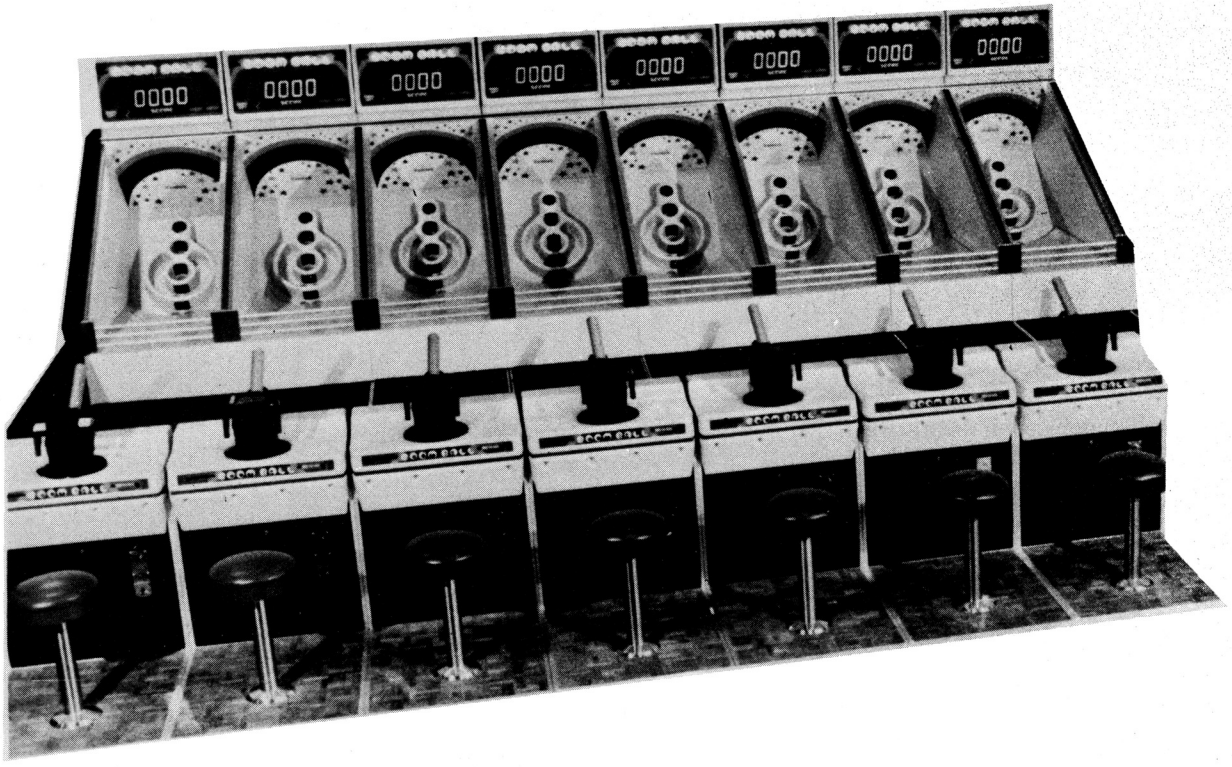
Merit Industries, Inc.
630 Woodland Ave.
Cheltenham, PA 19012
Phone: 215/379-1000
Henry Petherbridge
Peter Feuer
Product line: amusement games

Meyco Games, Inc.
650 Vaqueros Ave., Unit D
Sunnyvale, CA 94086
Phone: 408/245-1603
Robert L. Meyer
Julia Gillmann
Product line: video games

Midway Mfg. Co.
10750 W. Grand Ave.
Franklin Park, IL 60131
Phone: 312/452-5200
Toll-free: 800/942-0497 (IL/Service)
Toll-free: 800/323-7182 (Service)
Telex: 72-1596
President: David Marofske
Vice President/Marketing: Stanley W. Jarocki
Parts Manager: Tom Siemieniec
Sales Manager: Larry Berke
Service Manager: Andy Ducay
Product line: electrical and mechanical video games

Mike Munves Corp.
30 Horton Ave.
New Rochelle, NY 10801
Phone: 914/636-5000
or 212/279-6677
President: Joseph Goldsmith

Your Boom Ball will never look like this!



Why is that? The seats are empty. Boom Ball has proved itself to be such an attraction in arcades and amusement parks throughout America that some operators have commented to us they thought the paying customers came with the game.

So take a good look at the picture above. This is really all we sell. Boom Ball does not supply the people. It attracts them.

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Product line: Love Tester, DeLuxe Mutoscope, Kiddie Cartoon, Raise the Devil strength tester, and other coin-op amusement machines, new and reconditioned; all parts and supplies for the machines

Miracle Recreation Equipment Co.
P.O. Box 275
Grinnell, IA 50112
Phone: 515/236-7536
Tom Latimer
Product line: kiddie rides

Movie Hut, Inc
Hwy. 38
Elkland, MO 65644
Phone: 417/329-5414
President: Jack Clair
Sales Manager: Gene W. Johnson
Service Manager: Robert Clair
Product line: animated vending machines, children's cartoon booths

Murrey and Sons Co., Inc.
14150 S. Figueroa St.
Los Angeles, CA 90061
Phone: 213/323-1752
President: Gordon W. Murrey
Vice President: Patrick Murrey
Sales Manager: James Thurmond
Sales Manager: Orville Phillips
Product line: pool tables, soccer tables

Mutoscope Corp.
47-17 Fifth St.
Long Island City, NY 11101
Phone: 212/784-3800
President: Larry Galante
Sales Manager: Joe Bertoloti
Product line: voice recorders, photo studios, plastic laminating machines

Myimpa Export Inc.
10 Keith Way
Hingham, MA 02043
Phone: 617/749-8198
Mike Kramer
Bud Robinson
Product line: video games

N

Namco-America, Inc.
343 Gibraltar Drive
Sunnyvale, CA 94086
Phone: 408/745-7600
Masaya Nakamura
Hideyuki Nakajima
Product line: electro-mechanical and video games

Nanao Corporation
1148 Franklin Rd. SE
Marietta, GA 30067
Phone: 404/952-9777
Vice-President: Joseph Alterescu
Product line: video games, computerized astrology machine

Nihon Bussan Co. Ltd.
Nichibutsu U.S.A. Co. Ltd.
1815 W. 205th St. Unit #302
Torrance, CA 90501
Phone: 213/327-5982
Masao Kijima
Product line: video games

Nintendo Co. Ltd.
Nintendo of America, Inc.
1107 Broadway, Suite 1420
New York, NY 10010
Phone: 212/741-3247
Telex: 640080
President: Minoru Arakawa
Marketing Manager/Eastern: Ronald J. Judy
Marketing Manager/Western: Alan D. Stone
Product line: electronic amusement games

O

O.B.A., Inc.
2522 Irving Blvd.
Dallas, TX 75207
Phone: 214/630-8004
Toll-free: 800/527-5853 (except Texas)
Chairman: Bill M. Ohland
President: Mark G. Lund
Sales Manager: Terry Deutsch
Product line: billiard supplies, chemicals, coin-op game supplies, fussball parts, fussball tables

O.K.F.
1213 Innsbruck Dr.
Sunnyvale, CA 94086
Phone: 408/745-6051
Bob Lundquist
Gene Landrum
Inda Trinwith
Jerry Meyer
Product line: kiddie rides

Omni Video Inc.
66 Illlinois St.
Warwick, RI 02888
Phone: 401/738-5065
Telex: 952111
President: Frank Gaglione
Vice President: Kevin McIntyre
Sales Manager: John Montaquila
Service Manager: Vin Colettea
Product line: video games

R

Remi, Inc.
2225 West Pico Blvd.
Los Angeles, CA 90006
Phone: 213/380-5850
President: Robert N. Hongo
Product line: manufacturer-representative electronic machines

Rock-Ola Mfg. Corp.
800 N. Kedzie
Chicago, IL 60651
Phone: 312/638-7600
President: Donald Rockola
Exec. Vice President: Edward G. Doris
Senior Vice President: Dr. David Rockola
Vice President/Sales: Hugh Gorman
Sales Manager/phono: John Bugenhagen
Export Manager: Dean Morrison
Service Manager: Anthony Ocasio
Product line: phonographs, video games, phono accessories

Rowe International, Inc.
75 Troy Hills Rd.
Whippany, NJ 07981
Phone: 201/887-0400
Telex: 136412
Cable: ROVEND
President: M. Krakauer
Exec. Vice President: Paul Pellegrino
Senior Vice President/Marketing: M.B. Russ
Controller: C. Noselli
Vice President/Sales: E.A. Wiler
Director/Export Sales: Jorge Murfin
Ass't Treasurer: H.L. Williamson
Sales Manager: E.M. Lloyd
Manager/Field Services: F.J. Boykie
Product line: vending machines, phonographs

S

Sega Enterprises, Inc.
2029 Century Park East, Suite 2920
Los Angeles, CA 90067
Phone: 213/557-1700
Telex: 68-8433 SEGASTAR LSA
President/Chairman: David Rosen
Vice President/Finance: Michael M. Dulberg
Vice President/Technical Planning: Robert H. Norwalt
Vice President/Legal & General Affairs: Robert F. Kupec
Controller: Michael A. Damiano
Product line: video games, arcade games

Sega S.A./Sonic
430 N. Maple Dr.
Beverly Hills, CA 90210
Phone: 213/550-7608
Telex: 686164 SEGAMUS
President: M.J. Bromley
General Manager: E. Morales
Plant Manager: J. Argarcha

THE PINBALL PLANET

Pinball Tide Spreads World-Wide

(See inside)

THE
STERN PLAYFIELD

Sales Manager: Bert Siegel
Product line: pinball games, video games

Sircoma
520 S. Rock Blvd.
Reno, NV 89502
Phone: 702/323-5060
President: George Drews
Chairman: W.S. Redd
Director/Marketing: Ron Johnson
Service Manager: Steve Rodriquez
Product line: video gaming machines, video amusement machines

Skee Ball, Inc.
8th & Maple streets
Lansdale, PA 19446
Phone: 215/362-0300, 242-8099
President: Samuel H. High III
Sec./Treas.: Frank J. Farnan
Sales Manager: Samuel H. High III
Product line: skee ball games, roller coaster cars

Stambouli Brothers USA Corp.
350 Fifth Ave.
New York, NY 10118
Phone: 212/279-4466
Office Manager: Leah Commander
Product line: Karateco video game line

Star Bull, Inc.
P.O. Box 230
Opelika, AL 36801
Phone: 205/749-2061
Toll-free: 800/633-1572
President: W. Cecil Starr
Vice President: Robert M. Logan
Product line: mechanical bull and accessories

Stern Electronics, Inc.
1725 Diversey Pkwy.
Chicago, IL 60614
Phone: 312/935-4600
Telex: 25-4657
President: Gary Stern
Executive Consultant: Sam Stern
President/Amusement Games Division: Stephen Kaufman
President/Seeburg Division: Larry Siegel
President/Universal Research Laboratories: Ed Polanek
Director/Sales: Ben Rochetti
Director/Marketing: Tom Campbell
Product line: pingames, video games, phonographs, shuffle alleys, test fixtures

Summit Systems, Inc.
7814 Burnet Ave.
Van Nuys, CA 91405
Phone: 213/988-7711
President: James W. Halverson
Chairman: Sam Volpentest
Vice President/Finance: C.B. Reehl
Vice President/Technical Director: Frank LaChapelle
Vice President/Product Planning & Development: Don Pagan
Product line: slot machines, conversion kits, casino accounting and security system

Sunbird Corporation
6949 Washington Ave. South
Minneapolis, MN 55435
Phone: 612/944-1437
President: Stan Wessin
Exec. Vice President: Jim Ruegemer
Operations Manager: Dave Rapacz
Sales Manager: Jim Ruegemer
Service Manager: Steve Schroers
Product line: wall games

T

Taito America Corporation
1256 Estes Ave.
Elk Grove Village, IL 60007
Phone: 312/981-1000
Toll-free: 800/323-0666
Telex: 25-3290
President: Jack Mittel
Vice President: Paul Moriarity
Sales Manager: Michael Von Kennel
Service Manager: Rene Lopez
Product line: video games, arcade games

Tornado Table Soccer
5204 Airport Freeway
Ft. Worth, TX 76117
Phone: 817/831-2231
Metro: 429-8484
President: Ed McCloud
Sales Manager: Ed McCloud
Office Manager: Brenda McCloud
Product line: table soccer games and service

Tournament Games, Inc.
7930 Occidental Ave., South
Seattle, WA 98108
Toll-free: 800/426-8897
Telex: 32-8021
President: Lee Peppard
Exec. Vice President: Cal Rogers
Vice President/Marketing: Steve Blattspieler
Product line: soccer tables, pool tables, air hockey, dart games, reaction games

Twelve Signs, Inc.
3369 S. Robertson Blvd.
Los Angeles, CA 90034
Phone: 213/553-8000
President: Richard W. Housman
Vice President & National Director/

Sales: David G. Thomas
Director/Advertising: Michael Fodor
Sales Manager: David G. Thomas
Service Manager: Hanky Kim
Product line: horoscope vending machines

U

U.S. Billiards, Inc.
243 Dixon Ave.
Amityville, NY 11701
Phone: 516/842-4242
President: Albert Simon
Exec. Vice President: Richard M. Simon
Sales Manager: Leonard Schneller
Service Manager: James Fish
Product line: air cushion games, arcade games, coin pushers, electronic games, money handling systems, pool tables, table games, video games, counter top games, coin chutes, coin doors

United Billiards, Inc.
51 Progress St.
Union, NJ 07083
Phone: 201/686-7030
President: J. Roy Morris
Gen. Manager: Gene Daddis
Sales Manager: Thomas P. Fox
Product line: pool tables, arcade games

Universal U.S.A. Inc.
3250 Victor St.
Santa Clara, CA 95050
Phone: 408/727-4591
Telex: 172247
President: Paul C. Jacobs
Vice President: George Nakayama
Sales Manager: Hal Watner
Manufacturing Mgr.: Hal Gafford
Product line: video game and arcade games

Universal Products Inc.
Rt. 1, Hwy. 179 & Boonville Road
Jefferson City, MO 65101
Phone: 314/635-3213
President: Clyde E. Wren
Vice President: J. Clayton Wren
Sec./Treas.: Clifford T. Wren
Product line: amusement equipment

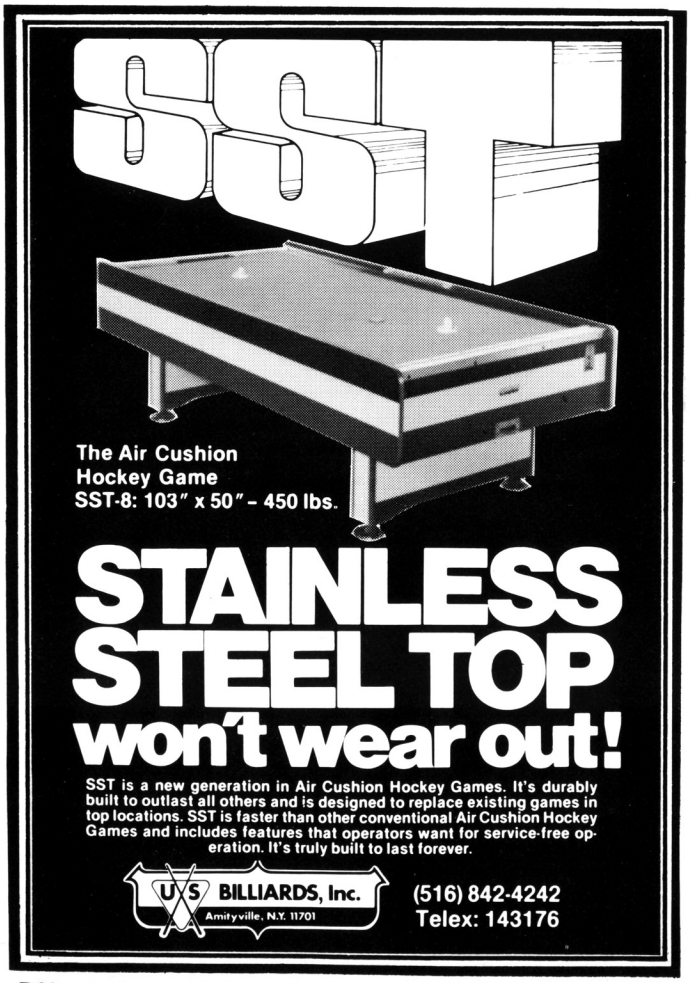
Universal Visual Audiotronics Corp.
604 Main St.
Davenport, IA 52803
Phone: 319/326-6467
President: Robert Versman
Sec./Treas.: Dan Versman
Vice President: Thomas Leon
Service Manager: Randy Eton
Product line: kiddie rides, cartoon machines, coin-op battery cars, pedal boats, mini trains on rails.

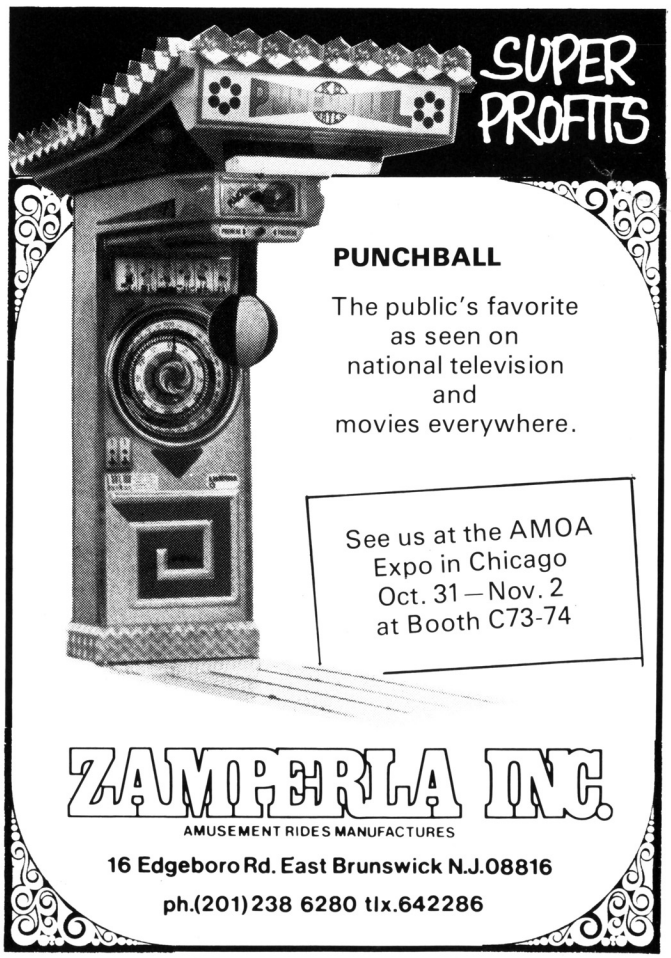
Utec, Inc.
2770 Highland Ave.
Cincinnati, OH 45212
Phone: 513/531-2800
President: Warren G. Rosendahl, Jr.
Operations Manager: Doug Doller
Sales Manager: Wil Radcliff
Service Manager: Tom Brosch
Product line: coin-operated amusement rides

V

Valley Company
Subsidiary of Kidde, Inc.
P.O. Box 656
Bay City, MI 48707
Phone: 517/892-4536
President: Charles P. Milhem
Vice President: Richard B. Shelton
Vice President: Alan R. Schafer
Sales Manager: Emil M. Marcet
Product line: billiard and bumper pool tables, soccer tables, cue sticks

Vending International Corp.
33157 Camino Capistrano, Suite C
San Juan Capistrano, CA 92675
Phone: 714/661-6808
Tom Portale
Ken Blackman
Sales Manager: Jerry Vick





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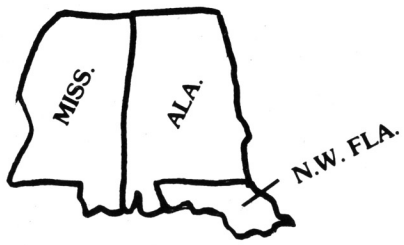

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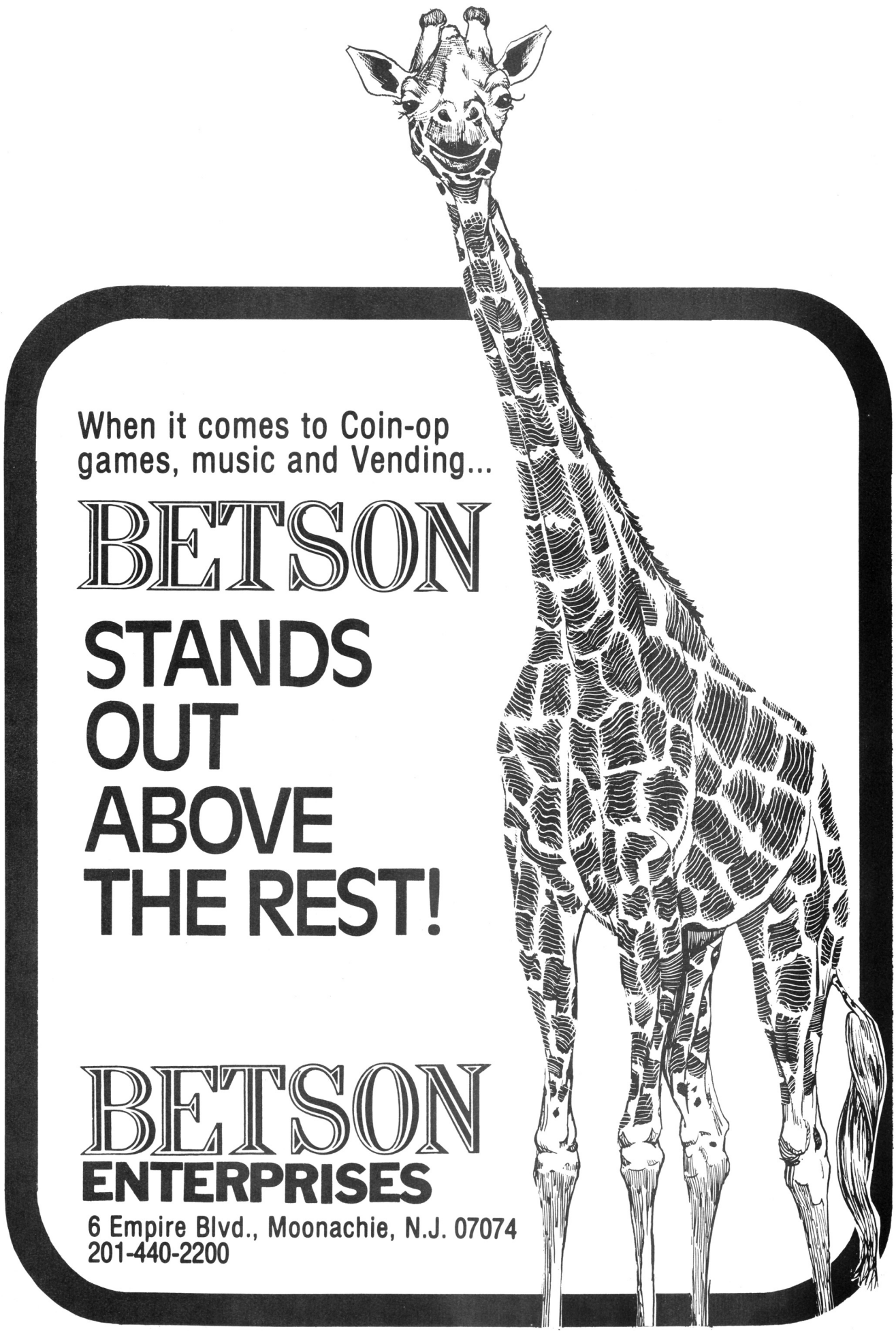
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Parkway Industrial Center
Hanover, MD 21076
Phone: 301/796-8950
Sales Manager: Mark McCleskey
Service Manager: Harry Baumgartner
Representing: Seeburg, Williams, National Rejectors, Choice Vend

Florida

Belam Florida Corp.
1541 N.W. 165th St.
Miami, FL 33169
Phone: 305/621-1415
General Manager: Murray Kaye
Service Manager: Norm Domke
Representing: Seeburg, Williams, Atari, U.S. Billiards, Stern, Midway, Exidy, Gremlin, Gottlieb, Tournament Soccer, Irving Kaye, Taito, Centuri

Eli Ross Distributors, Inc.
852 N.W. 71st St.
Miami, FL 33150
Phone: 305/836-1471
Morry or Tommy
Representing: Rock-Ola, Midway, Bally, Allied Leisure, Gottlieb, U.S. Billiards

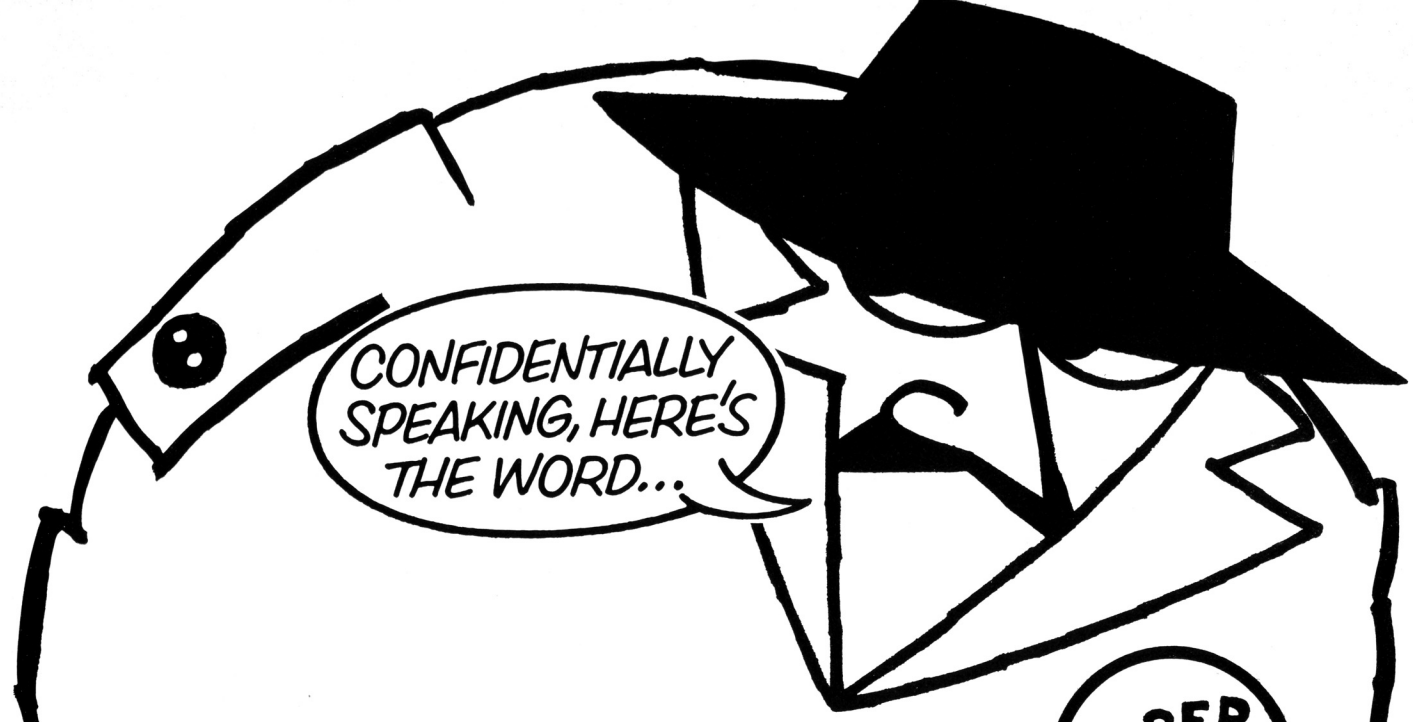
Lawson Music Co., Inc.
P.O. box 591
Winter Haven, FL 33880
Phone: 813/967-1171
President: Wesley Lawson
Vice President: Manley Lawson
Vice President/General Manager: James Prather
Representing: NSM

Monroe Distributing
Palmetto Lakes Industrial Park
5301 N.W. 161st St.
Hialeah Lakes, FL 33014
Phone: 305/625-6666
William D. Arden
Representing: Electro-Sport, Centuri, Atari, Bally, Deutsche Meister, Exidy, Irving Kaye, Midway, Amstar, Rock-Ola, Stern, U.S. Billiards, Gremlin, Game Plan, Intermark, Lektro Vend, Taito, Nintendo, Data East

Rowe International, Inc.
5065-1 St. Augustine Rd.
Jacksonville, FL 32207
Phone: 904/733-6250
Branch Manager: Harry L. Tedder
Sales Manager: Jerry Lerner
Service Manager: Ellis E. Royal
Representing: Atari, Rowe, Bally, Centuri, Cinematronics, Gottlieb, Gremlin, Midway, Meadows, Stern, Taito, Valley, Tournament Soccer

Rowe International, Inc.
3701 N. 29th Ave.
Hollywood, FL
Phone: 305/625-8307
Manager: Joe Furjanic
Sales: Jim Riolo
Sales: Art Mull
Representing: A.D.I., Bally, Centuri, Cinematronics, Gremlin/Sega, Midway, Rowe music & vending, Tournament Games, Valley

Select Service Systems
3547 West Beaver St.
Jacksonville, FL 32205
Phone: 904/384-8585



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MONROE DISTRIBUTING, INC.

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Hialeah Lakes, Florida 33014 (305) 625-6666

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Manager: George Kowalski
Service Technicians: John Montgomery, Marty DeClementi
Sales Manager: Bob DeClementi
Service Manager: George Kowlaski
Representing: Electronic Amusement Machines/sales & service

Southern Music Dist. Co., Inc.
2465 Harper St.
Jacksonville, FL 32204
Phone: 904/356-1337
Manager: J.T. Elkins
Representing: Gottlieb, Bally, Stern, Wurlitzer, Americoin

Southern Music Dist. Co., Inc.
503 West Central Blvd.
Orlando, FL 32801
Phone: 305/843-4302
President: Ron Rood
Vice President/General Manager: Jerry Reeves
Parts Manager: Vern Wallace
Representing: American Shuffleboard, Atari, Automatic Products, Bally, Dynamo, Exidy, Gottlieb, Gremlin, Midway, Moyer-Diebel, Stern, Valley, Woodbine, Wurlitzer

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P.O. Box 19755, Station 'N'
Atlanta, GA 30325
Phone: 404/351-0414
President: Leon Sokolic
Representing: reconditioned Bally, Gottlieb, Williams pingames

Greater Southern Dist. Co.
2164 Marietta Blvd., NW
Atlanta, GA 30318
Phone: 404/352-3040
President: Morris R. Piha
Vice President: Rubin Franco
Treasurer: Joe Capilouto
Secretary: Howard Robinson
Sales Manager: David Capilouto
Service Manager: Bob Green
Office Manager: Rubin M. Piha
Representing: Rock-Ola, Atari, Game Plan, U.S. Billiards, Automatic Products, Bally, Midway, Ardac, Gottlieb, Stern, Moyer-Diebel, Williams, Gremlin, Irving Kaye

Martin Amusement Co.
1395 Georgia Ave.
Macon, GA 31201
Phone: 912/745-8585
Owner: Lee Martin
Manager: John Martin
Service Manager: Terry Hill
Representing: NSM phonographs

Peach State Distributing Co.
1040 Boulevard S.E.
Atlanta, GA 30312
Phone: 404/622-4401
Toll-free: 800/241-1346
President/Treas.: W.N. Hawes
Vice President/Sec.: A.J. Hawkins
Vice President: Joe D. Hawes
Vice President: Ralph Hinson
Vice President: Devon Griffin
Sales Manager/Machines: Ralph Hinson
Sales Manager/Parts: Devon Griffin
Service Manager: Charles Hall
Representing: Rowe, AMI, Valley, Dynamo, Stern, Gremlin, Exidy, Cinematronics, Atari

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Wahiaw, HI 96786
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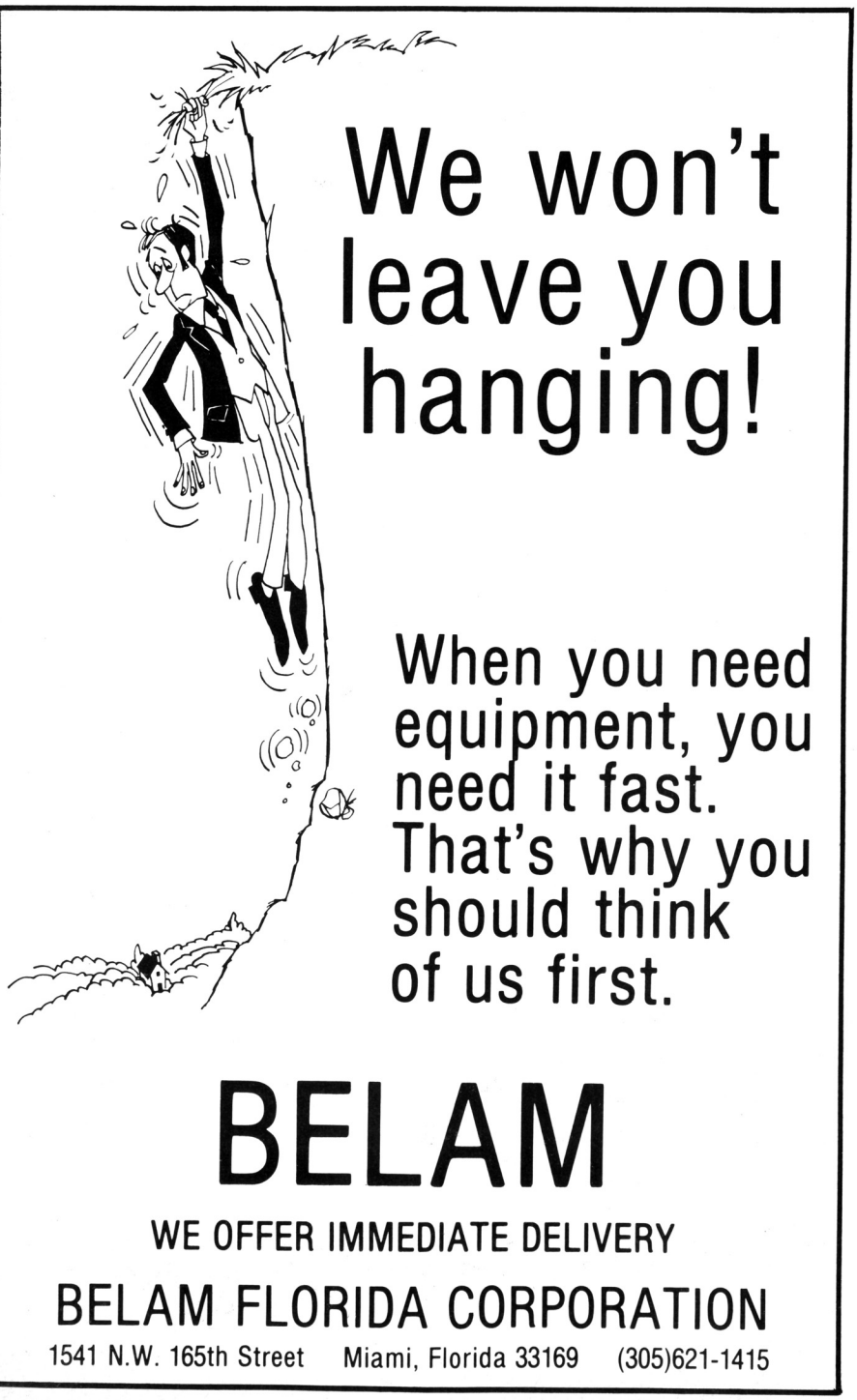
President: Charles W. Tashima
Manager: Joe N. Inoye
Service Manager: Clayton S. Yamaguchi
Representing: American Shuffleboard

Illinois

American Vending Sales
1301 Brummel Ave.
Elk Grove Village, IL 60007



Phone: 312/593-0330
Frank Gumma

Atlas Music Co.
2122 N. Western Ave.
Chicago, IL 60647
Phone: 312/276-5005
Edward A. Ginsburg
Jack R. Moyle
Samuel H. Gersh
Paul Huebsch
Representing: Rowe music & games, Valley pool tables

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2828 N. Paulina St.
Chicago, IL 60657
Phone: 312/871-7600
Telex: 25-4026
Controller: E.R. Barth
Sales Manager: J. Neville
Service Manager: F. Babbitt
Representing: Atari, Automatic Products, Bally, Centuri, Gottlieb, Gremlin, Midway, Namco, Nintendo, Ramtek, Rock-Ola, Stern, Exidy, Tournament Soccer, Sunbird, Ardac, Sega, Cinematronics, Game Plan, Dynamo, Valley

H & R Distributors
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Phone: 217/243-3087
Don Hazel
Representing: NSM phonographs

National Coin
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Chicago, IL 60614
Phone: 312/281-8211
President: Elmer W. Schmitt
Sales Manager: Carl R. Schmitt
Representing: Valley, Dynamo, Game Plan

Purveyor Dist. Co.
4322-24 N. Western Ave.
Chicago, IL 60618
Phone: 312/588-1814
Herbert Perkins
Dorothy Perkins
Joe Uuelli
Trenton Peters
Service Manager: James Smith
Representing: American Shuffleboard, Valley, Ramtek, Brunswick

World Wide Distributors, Inc.
2732 W. Fullerton Ave.
Chicago, IL 60647
Phone: 312/384-2300
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Vice President/Games: Fred Skor
Vice President/Music: Harold Schwartz
Vice President/Vending: Irving Ovitz
Representing: Seeburg music, Williams-United, Stern, Gremlin, Segasa, Irving Kaye, Valley, Lektro-Vend, Choice Vend, Litton, National Rejectors

Indiana

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1343 Sadlier Circle S. Dr.
Indianapolis, IN 46239
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Assistant Manager/Sales: John H. Ard, Jr.
Service Manager: Steven M. Carr

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1352 North Illinois St.
Indianapolis, IN 46202
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President: Joe Flynn
General Manager: Bill Brown
Sales: Kelly Flynn, Dave Sheehan, Fred Allen, Sharon Goss
Sales Manager: Pat Harper
Service Manager: Ron Dixon
Representing: Rowe, Williams, Stern, Gremlin, Valley, Klopp, Bio-Rhythm

Lew Jones Dist. Co., Inc.
1311 N. Capital Ave.
Indianapolis, IN 46202
Phone: 317/635-1593
President: Lew Jones
Secretary: Frances Kriner
Representing: Deutsche Wurlitzer, Irving Kaye, Valley

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Indianapolis, IN 46226
Phone: 317/542-9207
Toll-free: 800/382-4050 (IND)
Toll-free: 800/428-4140 (IL,KY, MI,OH)
President: Tom Goldberg
Vice President: Al Calderon
Sales Manager: Tom Phillips
Service Manager: Bob Hood
Representing: General Products, Auto Products, Allied Leisure, Atari, Bally, Data East, Exidy, Game Plan, Gottlieb, Midway, NSM, Stern/Seeburg, Valley, Williams

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Growth Unlimited Corp.
405 Fourth St.
Red Oak, IA 51566
Phone: 712/623-5124
Calvin Brown
Representing: NSM phonographs

Philip Moss & Co.
1726 Guthrie Ave.
Des Moines, IA 50316
Phone: 515/266-5222
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Vice President/Sec.: Ira White
Sales Manager: Bill Curley
Service Manager: James Cuady & Jeff Neff
Parts Manager: George Power
Representing: Atari, Bally, Gottlieb, Seeburg, Rowe music & vending, Valley, Williams, American Shuffleboard, Exidy, Gremlin, Midway, Stern, Litton, Sunbird, Irving Kaye, Centuri, Data East, Taito, Universal

Kansas

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Manhattan, KS 66502
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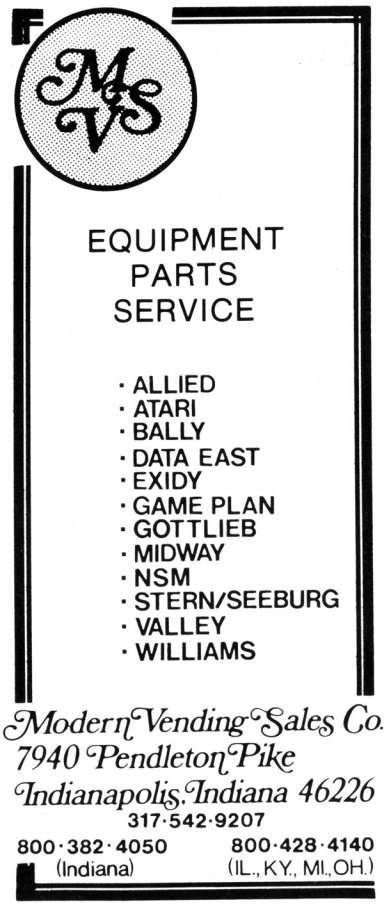
President: A.L. Ptacek
Vice President/Manager: Floyd Evers
Representing: Rock-Ola, Americoin, U.S. Billiards, U.B.I., Dynamo, Universal

Bird Music Distributors, Inc.
5161 Merriam Dr.
Shawnee Mission, KS 66203
Phone: 913/262-8440
President: A.L. Ptacek
Vice President/Manager: Duane Zarber



Service Manager: George Ptacek
Sales Manager: Jack Sulley
Representing: Automatic Products, Rock-Ola, American, Irving Kaye, Dynamo, Exidy, U.S. Billiards, U.B.I.

United Distributors, Inc.
420 S. Seneca St.
Wichita, KS 67213
Phone: 316/263-6181
President: Mark Y. Blum, Jr.
Sales & Parts Manager: Mark Y. Blum, Jr.
Comptroller: Virginia Beaver
Service Manager/Music: Sam Nelson
Service Manager/Vending: Billy Blanchard
Service Manager/Games: Michael Jahnke
Representing: Automatic Products, Bally, Midway, Valley, Dynamo, Williams, Irving Kaye, Gremlin/Sega, Allied Leisure, Exidy, Mirco, Stern, Deutsche Wurlitzer, National Rejectors, Zamperla, U.S. Billiards, Game Plan

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4008 E. Indian Trail
Louisville, KY 40213
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Representing: NSM phonographs

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Louisville, KY 40228
Phone: 502/966-5266
President: Walter Waldman
Secretary: Harvey Weingarten
Ass't Sec./Treas.: Jay Waldman
Service Manager: Leonard Dearmond

Parts Manager: Sherrian Harbin
Sales Manager: Jay Waldman
Representing: Ardac, Atari, BAlly, Gottlieb, Rock-Ola, Midway, Cinematronics, Automatic Products, Mrn, Sunbirl, Gremlin/Sega, Sted, Valley, Tournament Games, Coinco, Mars Money Systems, Nintendo, Universal, Taito, Centuri

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1508 South 7th St.
Louisville, KY 40208
Phone: 502/636-1710, 634-1706
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Vice President: James Litsey, Jr.
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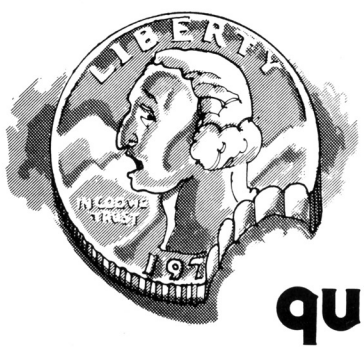

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Service Manager: Joseph Isaacson
Representing: Atari, Cinematronics, Exidy, Gremlin/Sega, Williams, Waite, Whittaker, Dynamo

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1525 Airline Hwy.
Metairie, LA 70001
Phone: 504/837-8123
President: Jeffrey Seligman
Service Manager: Nick Galiano
Representing: Seeburg, Dynamo, Williams, Gremlin, United, Valley

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Salesman: Christ Kanellakis
Sales Manager: Chuck Steinmetz
Service Manager: Ralph Ochoa
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Sec./Treas.: Lisba Williams

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Service Manager: J.L. Shirley & Bob Hughes
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Exec. Representative/VA: Thad Gray
Exec. Representative/MD & DC: Dan Collins
Service Manager: Jim Fowler
Representing: Atari, Automatic Products, Cinematronics, Exidy, Game Plan, Gremlin, Rowe music & vending, Sega, Tournament Soccer, Valley, Vectorbeam

Columbia Vending Service
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Vice President: Norbert J. Paskiewicz
Secretary: Tony R. Paskiewicz
Sales Manager: Jack Dickerson
Service Manager: Bernie Hodges
Representing: NSM phonographs, Valley

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Millersville, MD 21108
Phone: 301/987-9060
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Sales Manager: Tom Foley
Service Manager: Al Pritchard
Representing: Computer Kinetics

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Baltimore, MD 21201
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Vice President: Morton Hyatt
Sales Manager: Herbert Golombeck
Service Manager: Jay Roffeld
Representing: Amstar, Data East, Exidy, Champion Billiard Supply, Far East Video, Game-A-Tron, Games Ltd., Gremlin, National Rejectors, Rock-Ola, Stern, U.S. Billiards, Universal, United Billiards, Gottlieb

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Service Manager: Harry Baumgartner
Representing: Seeburg, Williams, National Rejectors, Choice Vend

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Baltimore, MD 21202
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Anita Koenigsberg
Rose Levinson
Sales Manager: Nick Coraro
Service Manager: Walter Malar
Representing: Bally, Midway, Electro Sport, Wurlitzer, Irving Kaye, Omni

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Hyannis, MA 02601
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Representing: Williams, Rock-Ola, Sircoma, Ace Coin, Bally, Midway, Gremlin/Sega, Exidy, Bell-Fruit, Rowe, Stern

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Dedham, MA 02026
Phone: 617/329-4880
Toll-free: 800/532-9942 (MA)
Toll-free: 800/225-6035 (NY)
Toll-free: 800/343-6631 (New England)
Telex: 92-4489
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Vice President: Robert F. LeBlanc
Exec. Vice President: James F. MacNeill
Sales Manager: Robert T. Mahony
Service Manager: David Tucker
Representing: Bally, Midway, Atari, Amstar, Centuri, Cinematronics, Data East, Exidy, Gremlin/Sega, Irving Kaye, Namco, Nintendo, Nichibutsu, Rock-Ola, Seeburg, Stern, Taito, Universal, Williams, Zamperla, Automatic Products, Ardac, Coin Acceptors, Creative Concepts, M.D.M., N.R.I., Panasonic, Sharp

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Warren Jackson
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Phone: 413/774-3124
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Clerk/Treas.: Paul H. Strahan
Service Manager: Louis Casella
Representing: NSM phonographs

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888 Rear Providence Hwy.
Dedham, MA 02026
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Toll-free: 800/225-9750
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Sales Manager: Daniel T. Brown
Sales Manager/Vending: Arthur M. Frates
Service Manager/Games: John Magner
Service Manager/Solid State: Mark Capitanio
Service Manager/Music: Robert Bourque
Parts Manager: Beth Willard
Representing: Rowe music & vending, Atari, Cinematronics, Exidy, Gottlieb, Gremlin/Sega, Game Plan, Valley, United Billiards, U.S. Billiards

Michigan

Artco
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Detroit, MI 48125
Phone: 313/336-7645
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Sales Manager: Ralph Atencio
Service Manager: Howard Flake
Representing: Rowe, Valley, American Shuffleboard

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Livonia, MI 48203
Phone: 313/525-8700
General Manager: Hank Heiser
Sales: Keith Healey
Sales: John Brown
Sales: Roger Harvey
Representing: Allied Leisure, Ardac, Atari, Automatic Products, Bally, Cinematronics, Exidy, Game Plan, Gottlieb, Gremlin/Sega, Midway, Moyer-Diebel, Nintendo, Rock-Ola, Stern, Sunbird, Tournament Soccer, Valley, Irving Kaye, Vectorbeam

Empire Distributing, Inc.
3423 Lousma Dr. S.E.
Wyoming, MI 49508
Phone: 616/243-3644
Manager: Harold LaRoux
Sales Manager: John Hill
Sales Manager/Vending: Ken Beimiers
Service & Parts: Dick Gerling
Representing: Ardac, Atari, Automatic Products, Bally, Centuri, Cinematronics, Data East, Dynamo, Exidy, Game Plan, Gottlieb, Gremlin/Sega, Litton, Midway, Moyer-Diebel, Nintendo, Rock-Ola, Stern, Sunbird, Taito America, Tournament Games, Universal, Valley

Martin & Snyder Co., Inc.
8880 Hubbell
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Phone: 313/272-7800
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Vice President: F.J. Martin
Treasurer: R.M. Snyder
Sales Manager: A.S. Gange
Service Manager: Ed Harmon
Representing: Stern/Seeburg, Williams, Choic Vend, Valley, Gremlin/Sega, Hamilton Scale

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Berkley, MI 48072
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Toll-free: 800/572-5034 (MI)
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Vice President: William Mirch
Sales Manager: Richard Barry
Service Manager: Ken Mirch
Representing: NSM phonographs, Dynamo, Coinco, Elcon, Choice Vend

North American Interstate Vending
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Traverse City, MI 48075
Phone: 616/947-1581
Representing: NSM phonographs

North American Interstate Vending
3508 Roger Chaffee
Grand Rapids, MI 49508
Phone: 616/247-4771
Representing: NSM phonographs

Rowe International, Inc.
18706 Ford Rd.
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Phone: 313/336-7645
Art Hebert
Representing: Rowe

Rowe International, Inc.
3135 Wendover
Troy, MI 48048
Phone: 313/963-8088
Ed Cromwell
Representing: Rowe

Rowe Michigan, Inc.
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Grand Rapids, MI 49507
Phone: 616/245-1716
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Service Manager: Cliff Bitting, Joe Hendricks
Representing: Rowe, AMI phonographs, dollar bill changers, vending machines

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36339 Groesbeck Hwy.
Mt. Clemens, MI 48043
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Treasurer: Terry Belford
Sales Manager: Kirk McKennon

Service Manager: Scott Nelson
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Lieberman Music Co.
9549 Penn Ave. South
Minneapolis, MN 55431
Phone: 612/887-5300
Toll-free: 800/328-2960
President: Steve Lieberman
Sales Manager: John Zeglin
Service Manager: Cecil Waulk
Representing: Atari, Americoin, Ardac, American Shuffleboard, Dynamo, Deutscher-Meister, Exidy, Gottlieb, Gremlin, Irving Kaye, Midway, Poland, Rowe, Seeburg, Stern, Tommy Gate, Williams, Automatic Products, Moyer-Diebel

Sandler Vending Co.
236 North Girard Ave.
Minneapolis, MN 55405
Phone: 612/377-1140
Toll-free: 800/742-5753 (MN)
Toll-free: 800/328-0633
President: Irving Sandler
Vice President: Hy Sandler
Merchan. Manager/leasing: Warren Sandler
Sales Manager: David Sandler
Service Manager: Charles Schneider
Representing: American Shuffleboard, Automatic Products, Bally, Electro Sport, Exidy (Iowa), REMI, Rock-Ola, Universal (Iowa), Valley

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Representing: Universal, Game-A-Tron

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1809 Olive St.
St. Louis, MO 63103
Phone: 314/421-5100
President: Pete Entringer
Vice President/Marketing: Brian Nelson
Sec./Treas.: Norman Marsh
Service Manager: 'Andy' Devine
Representing: American Shuffleboard, Cinematronics, Data East, Dynamo, Electro Sport, National Rejectors, Nintendo, Sunbird, U.S. Billiards, Woodbine

Auto Amusement Systems
2820 North Grand Blvd.
St. Louis, MO 63107
Phone: 314/652-1600
President: Charles Kagels
Exec. Vice President: Richard Collins
Service Manager: Gene Rodebaugh
Representing: Universal, Game-A-Tron, Fox Qwik-Lift

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2315 Olive St.
St. Louis, MO 63103
Phone: 314/621-3511
Toll-free: 800/392-7747 (MO)
Toll-free: 800/325-8997
Chairman: Norwood E. Veatch
President: N. Earl Veatch
General Manager: Ken Laqua
Sales Manager: Bill Shields
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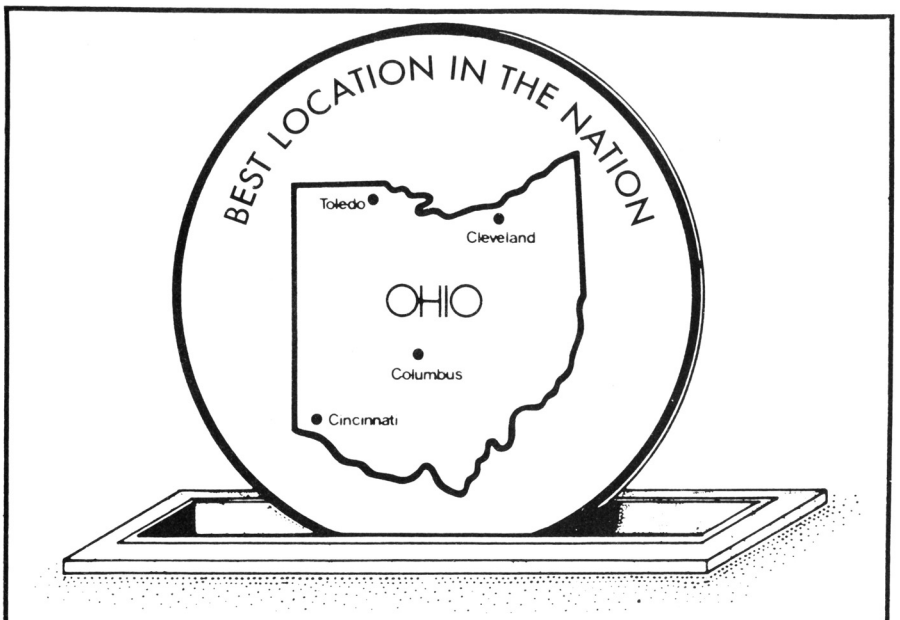

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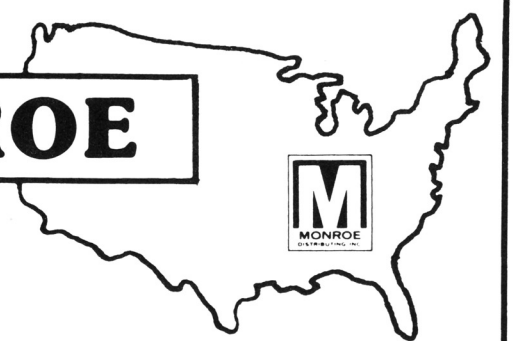

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Toll-free (PA)—800/822-3748
(NJ & DE)—800/523-3523
President: Joseph Ash
Vice President: Frank Ash
Sales Manager: Marty Brownstein
Service Manager: Bill Ruszkowski
Representing: Atari, Centuri, Cinematronics, Exidy, Gottlieb, Rock-Ola Music & Vending, Stern, Taito, Universal, Valley

Active Amusement Machines Co. of Scranton
1101 Pittston Ave.
Scranton, PA 18505
Phone: 215/349-6564
Sales Manager: Joseph Kovach
Representing: Atari, Cinematronics, Exidy, Gottlieb, Valley, Rock-Ola Music & Vending, Stern, Taito

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P.O. Box 6369
Erie, PA 16512
Phone: 814/452-3207
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Vice President: Michael J. Anderson, III
Secretary: Mary E. Rounds
Sales Manager: Richard J. Anderson
Service Manager: Michael J. Anderson, III
Representing: Automatic Products, Bally, Irving Kaye, NSM, Midway, Sircoma, Valley

Atlas Music & Novelty Co.
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President: Phil Greenburg
Sales Manager: Emery Kubrin
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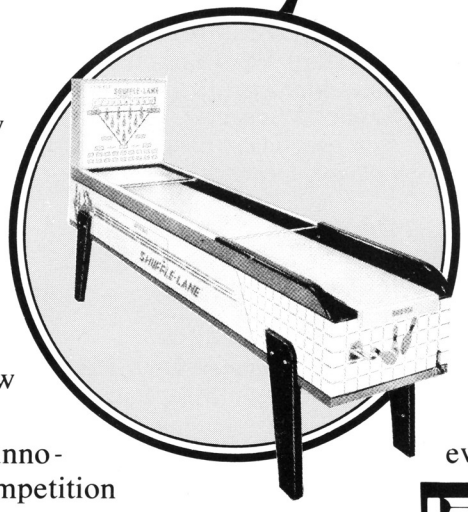

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(NJ & DE)—800/523-3888
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Sr. Vice President: Alan Bruck
Vice President: Gerry Boyle
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Representing: Automatic Products, Bally, Brunswick, Cinematronics, Midway, Polaroid, Tournament Soccer, Valley, Game Plan

Banner Specialty Co.
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R.I.D.C. Industrial Park
Pittsburgh, PA 15238
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Controller/Treasurer: Raymond J. Christie
Vice President/Sales: Ralph Queck
Representing: Americoin, Atari, Automatic Products, Bally, Brunswick, Cinematronics, Midway, Polaroid, Rowe, Tournament Soccer, Valley, Exidy, Sega/Gremlin, Game Plan, Gottlieb, William, Sircoma, Rowe

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Harrisburg, PA 17112
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Toll-free (PA)—800/932-0353
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Secretary: Pat Takeson
Sales Manager: Phil Crabbe
Service Manager: Charles Thomas
Representing: Irving Kaye, Allied Leisure, Intermark

D&P Music Co.
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P.O. Box 243
York, PA 17405
Phone: 717/848-1846
General Manager: Dave Patz
Ass't Manager: Mike Patz

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Philadelphia, PA 19123
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Toll-free (NJ)—800/523-2804
(PA)—800/462-2981
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Secretary: Philip I. Sternberg
Manager/Record One-Stop: Bruno Gidardo
Service Manager: John Wilkins
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Pittsburgh, PA 15219
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Stan Wyner
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David Rosen, Inc.
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Phone: 215/232-2900
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Vice President: Harry Rosen
Vice President: Lewis Rosen
Treasurer: Elliott Rosen
Service Manager: Edward Newman
Representing: Auto Photo, U.S. Billiards

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Wilkes-Barre, PA 18702
Phone: 717/824-9994
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Vice Prsident: Phillip W. Roth
Gen. Manager: Walter Haczewski
Sales Manager: Jerome J. Buckler
Representing: Bally, Midway, Centuri, Automatic Products, Irving Kaye, Moyer Diebel, Ardac, Ebsco, Polyvend, Exidy, Wurlitzer, Gremlin/Sega, Tommy Lift

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Vice Prsident/Engineering: Richard Sukinik
Service Manager: Karl Klimosh
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Warwick, RI 02888
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Telex: 952-111
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Sales Manager: Kevin McIntyre
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Representing: Omni Video, Bonanza Enterprises, Universal, Electro Sport

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Representing: Seeburg, Williams, Bally, Midway

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Service Manager: Dan O'Brien
Parts Manager: Gary Lemons
Representing: Bally

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Representing: Rowe music & vending

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President/Manager: E.J. Cummings
Representing: Antique coin machines

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Phone: 605/348-2000 (Service)
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Sales Manager: James Trucano
Service Manager: Pat Keefe
Representing: Bally, Rowe, Midway, U.S. Billiards, Centuri, Data East, Exidy, Tournament Games

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Sales: Bob Goad
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Dennis Rhodes Enterprises
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Service Manager: Bris Hedleston
Representing: Stern, Valley, Centuri, United Billiards, Exidy, Rock-Ola

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Sales: Ron Harris
Sales: Frank Lanigan
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Service Manager: Don Bevier
Representing: Atari, Gremlin, Exidy, Taito, Cinematronics, Nintendo, Hoei, Irving Kaye, Rowe/AMI

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Branch Manager: Jack Silverest
Sales: Wilson Bracey
Sales: Steve Allbrooks
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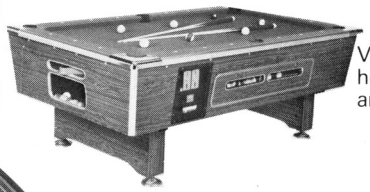

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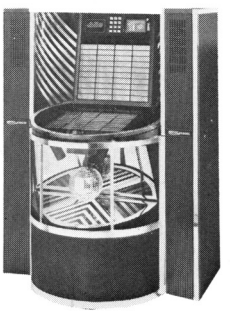

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March 12, 13 and 14, 1981
Hyatt Regency Hotel
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Play Meter Magazine

PUBLISHER'S LETTER

Last year's Amusement Operators Expo was our first ever, and it was a resounding success! Exhibitors, attendees and faculty members wrote us expressing their enthusiasm and giving us ideas for improvements in the future.

The 1981 edition of Amusement Operators Expo incorporates many of the suggestions you all were kind enough to provide:

- We're returning to exciting New Orleans this year and will be based at the fabulous Hyatt Regency.
- Our seminar program has been expanded to offer an even wider range of sessions from which to choose — from business management to technical repair and everything in between.
- New this year is a special *FREE* "early bird" general session on the evening before Amusement Operators Expo officially opens.
- Almost all of last year's exhibitors have returned, and we'll be welcoming a large group of new exhibitors to our Expo family.

With this second show, Amusement Operators Expo is well on its way to becoming an important, permanent industry feature. To those of you who are coming to your second expo — welcome back!

And, to those who will be with us for the first time — be prepared for an exciting and stimulating 3 days and welcome to Amusement Operators Expo.

Ralph C. Lally
Editor/Publisher
Play Meter Magazine

MAKE YOUR PLANS NOW TO JOIN YOUR COLLEAGUES IN THE COIN-OP AMUSEMENT MACHINE INDUSTRY EVENT OF THE YEAR!

The Second Annual AMUSEMENT OPERATORS EXPO will be held on March 12, 13 and 14, 1981, at the Hyatt Regency in New Orleans. This three-day event will bring together amusement machine owners and operators (both street and arcade), suppliers, distributors and technicians.

As you look through this brochure, we are sure you'll agree that the 31 seminar/workshops being offered during AMUSEMENT OPERATORS EXPO comprise the most comprehensive, hard-hitting and practical program ever offered in our field. The conference and exposition will be a place for the exchange of new ideas which affect our industry. Sharpen your professional skills by learning about the latest technological advances, the innovative concepts and the newest products and creative ideas in the field. Listen to the experts speak on topics ranging from how to run a pinball tournament to how to fight adverse state and local laws . . . topics that affect you and the course of your business. You'll be so immersed in the total experience that you'll come away with new thoughts, new perspectives and new directions.

And it's all taking place in the exciting city of New Orleans.

So don't miss this unique opportunity—come join us and meet your colleagues on March 12, 13 and 14 at AMUSEMENT OPERATORS EXPO.

EXHIBIT HALL

Visit the spectacular exhibit hall where key suppliers to the field will demonstrate the latest equipment, products and services. The exhibits will be open from 10:30 a.m. to 4:30 p.m. each day.

SEMINAR/WORKSHOPS

You will be able to attend as many as six seminar/workshops during the three days. You can create your own course of study by choosing subjects that match your particular interests. (Your fees are based on the number of sessions attended.) The faculty will include nationally recognized experts in the amusement industry, as well as experts in finances, taxes and marketing.

SEMINAR TIMES

Morning sessions will run from 9:00 to 10:30 with afternoon sessions scheduled from 4:30 to 6:00. Every effort will be made to set aside non-smoking areas in the meeting rooms.

HOTEL ACCOMMODATIONS

The Hyatt Regency is located at 500 Poydras Plaza. A block of sleeping rooms at preferred rates has been set aside for attendees. Make reservations directly with the hotel by using the form on page A9.

REGISTRATION FEES

For advanced registration (postmarked by February 13, 1981, with payment included): $15, which includes convention registration and admission to the exhibit hall.

Registrations postmarked after February 13, 1981, or made at the door, will be accepted on a space available basis at $25 for convention registration and exhibit hall admission.

Calendar of Events

Early Bird General Session	Wednesday, March 11 Reception 5-6:00 p.m. Meeting 6-7:30 p.m.
"The Quick Fix"	Thursday, March 12 6-7:30 p.m.
Seminar/ Workshops	Thursday, Friday and Saturday March 12, 13 and 14 Morning sessions: 9-10:30 a.m. Afternoon sessions: 4:30-6:00 p.m.
Exhibit Hall	Thursday, Friday and Saturday March 12, 13 and 14 Hours: 10:30 a.m. to 4:30 p.m.

EXHIBIT HALL ADMISSION IS OPEN TO ALL EXPO REGISTRANTS AT NO ADDITIONAL CHARGE

Early Bird General Session

CHALLENGES AND RESPONSES: IT'S TIME FOR INDUSTRY ACTION

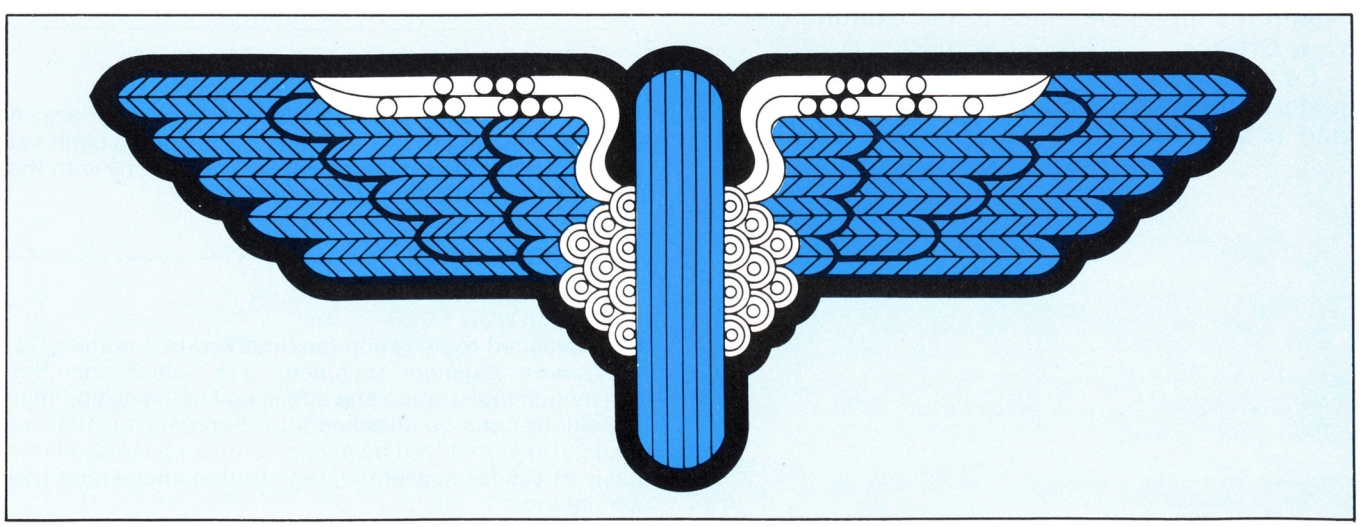
6-7:30 p.m. Wednesday, March 11

AMUSEMENT OPERATORS EXPO will kick-off with an informal discussion dealing with the various problems facing the industry and suggested ways in which they should be handled. We are honored to have Gary Stern, President of Stern Electronics, Charles S. Paul, Vice President and General Counsel of Atari, and Rufus King, a noted industry attorney as leaders of this special session. A one hour get acquainted cocktail reception will precede this session starting at 5 p.m. Please note that the seminar is FREE to all registrants. Also, it is important that you make note on the Registration Form (page A13) if you plan to attend.

"THE QUICK FIX"

6-7:30 p.m. Thursday, March 12

Join Millie McCarthy (President of the New York State Coin Machine Association) and a panel of nationally recognized personalities in a frank and earnest discussion on counteracting the industry's negative image. This special session is FREE to all registrants. Please make note of your intentions of attending on the registration form (page A13).



9-10:30 a.m.
SEMINAR/WORKSHOPS
THURSDAY MARCH 12

Session 101

ARCADE DESIGN AND CONSTRUCTION: A PRACTICAL APPROACH, PART 1

Faculty: Steven J. Bodenstein, Vice President, Development, Six Flags Amusement Centers, Inc.

It is extremely important that the owner/operator become well acquainted with all of the various details that go into the effective design and construction of an arcade. Bodenstein will discuss basic ordinances, location features, store layout for maximum utility and marketability, construction techniques and materials for maximum longevity, floor coverings, insulation and maintenance. Selection of contractors will also be discussed, along with building permits, plans and architects, and inspections. (Note: This is the first of a two-part session. See Session 201. An individual must register for both parts of this program, and a separate registration fee is required for each part.)

Session 102

FIELD SERVICE: KEEPING SIMPLE PROBLEMS SIMPLE

Faculty: Doc Lofaso, Independent Game Technician

It's obvious that all locations and route operations do not require a full-time technician. Yet many operators do not have a complete understanding of simple trouble shooting techniques, or even the types of equipment they should have in the tool kits. This seminar/workshop will explore the details in establishing a viable maintenance program that can be handled by the operator alone. A certain amount of pre-planning is necessary in developing a sound field service program. This will also be discussed during this in-depth session.

Session 103

ADVERTISING FOR THE COIN-OP BUSINESS

Faculty: Carol Kantor, President, Business Builders/A Full Service Marketing Agency

Advertising is a vital element of business development. Yet, many owner/operators fail to recognize the significance of advertising's key role, and even when utilized, it often is ineffective. Kantor will explore effective ad campaigns, discussing media selection, positioning and the utilization of an agency. The attendee will come away with a better understanding of advertising, leading to more intelligent advertising decisions.

Session 104

SIGNATURE ANALYSIS/THE FUTURE OF TROUBLE SHOOTING, PART 1

Faculty: Jim Sneed, Director of R&D, Kurz-Kasch, Inc.

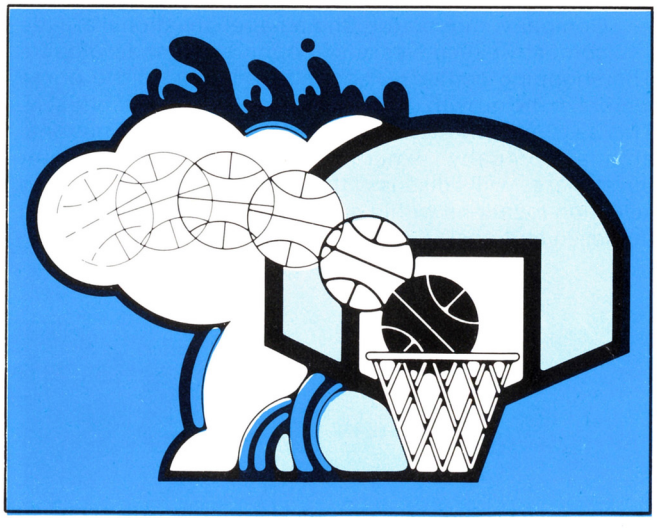
Signature analysis is to the computer era as the Simpson 260 VOM was to the electro-mechanical era. This seminar/workshop will cover the means of isolating digital logic faults at the component level. Sneed will discuss this technique which is not only considered most useful in serving microprocessor-based products, but is also applicable to all digital systems. The tracking of signals and the conversion of lengthy bit streams into four-digit hexidecimal "signatures" will be highlighted during this in-depth technical session. (Note: This is the first of a four-part series designed for the technician. See Sessions 204, 304 and 404. An individual must register for all four parts of this program and a separate registration fee is required for each part.)

Session 105

LOCATION COST ANALYSIS

Faculty: Charles C. Ross, Instructor, Finance and Accounting, Southwest Texas State University

In the face of soaring costs extreme care should be taken in evaluating present and future locations. Learn how to make certain every location pulls its own weight, what income is necessary to warrant a new machine and how to detect and eliminate locations that are not profitable. A proven formula that enables you to effectively evaluate each location in terms of its profits will be included in the discussion.



4:30-6 p.m.
SEMINAR/WORKSHOPS
THURSDAY MARCH 12

Session 201
ARCADE DESIGN AND CONSTRUCTION: A PRACTICAL APPROACH, PART 2
Faculty: Steven J. Bodenstein, Vice President, Development, Six Flags Amusement Centers, Inc.
It is extremely important that the owner/operator become well acquainted with all of the various details that go into the effective design and construction of an arcade. Bodenstein will discuss basic ordinances, location features, store layout for maximum utility and marketability, construction techniques and materials for maximum longevity, floor coverings, insulation and maintenance. Selection of contractors will also be discussed, along with building permits, plans and architects, and inspections. (Note: This is the second of a two-part session. See Session 101. An individual must register for both parts of this program and a separate registration fee is required for each part.)

Session 202
NEW EQUIPMENT PURCHASING FOR THE 1980's
Faculty: Fred Skor, Vice President, World Wide Distributors
Faced with the stark realities of rising costs the owner/operator must become familiar with the various factors leading to a wise purchasing decision. Skor will examine these factors with an eye toward selectivity, reliability and supplier analysis.

Session 203
SHOPPING CENTERS AND ARCADE LEASING
Faculty: Jon Daugherty, LeMans Development Company, moderator, and a panel of national arcade company executives and shopping center developers
The shopping center is recognized as one of the prime factors in the growth of the amusement machine industry. This session, conducted by a panel consisting of national arcade company executives and shopping center developers, will discuss the factors in finding and selecting locations within a shopping center, negotiating the lease and analyzing the costs involved.

Session 204
SIGNATURE ANALYSIS/THE FUTURE OF TROUBLE SHOOTING, PART 2
Faculty: Jim Sneed, Director of R&D, Kurz-Kasch, Inc.
Signature analysis is to the computer era as the Simpson 260 VOM was to the electro-mechanical era. This seminar/workshop will cover the means of isolating digital logic faults at the component level. Sneed will discuss this technique which is considered most useful in serving microprocessor-based products, the technique is applicable to all digital systems. The tracking of signals and the conversion of lengthy bit streams into four-digit hexidecimal "signatures" will be highlighted during this in-depth technical session. (Note: This is the second of a four-part series designed for the technician. See Sessions 104, 304 and 404. An individual must register for all four parts of this program and a separate registration fee is required for each part.)

Session 205
THE PINBALL TOURNAMENT: A PRACTICAL APPROACH
Faculty: Douglas E. Grear, President, American Pinball Association
Contrary to popular belief, there is no magic formula in producing the successful pinball tournament. Grear will present an in-depth discussion of the various factors that have to be dealt with before, during and after the tournament. Attendees will gain knowledge of the legal background of pinball tournaments which, in turn, will enhance their efforts in gaining local governmental approval and support.

9-10:30 a.m.
SEMINAR/WORKSHOPS
FRIDAY MARCH 13

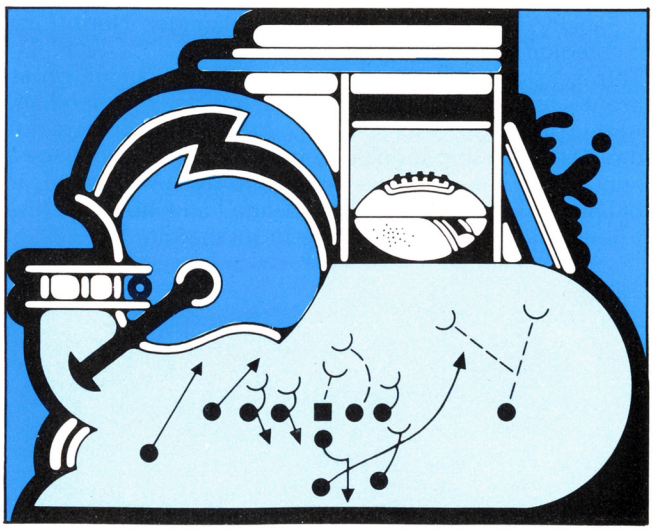
Session 301
EQUIPMENT MARKETING IN ARCADES
Faculty: Steven J. Bodenstein, Vice President, Development, Six Flags Amusement Centers, Inc.
Equipment marketing within an arcade often is nothing more than "crystal balling." There are, however, some basic guidelines which should be recognized as valuable in terms of in-house marketing. Bodenstein will discuss such factors as location, visibility, price and incentives. The attendee will gain an understanding of exactly how important these factors are in developing a successful arcade.

Session 302
TRAINING PERSONNEL: AN INVESTMENT THAT PAYS IMMEDIATE DIVIDENDS
Faculty: Art Seglin, Instructor, Vending Machine Repair, Hudson County Area Vocational Technical School
It's no secret that training your personnel is both an investment in time as well as money. However, as proven by many operators, training has proven to be a most worthwhile expenditure. Seglin will discuss the various details in developing an effective training program, including discussions on whether an in-house or external program is best for you, what is available for training your personnel, and how to keep your technician up to date and abreast of technical changes and innovations.

Session 303
INTERNAL CASH CONTROLS AND THE ABSENTEE OWNER
Faculty: Jon Daugherty, LeMans Development Company
The owner cannot be on the premises at all times. Knowing this, how can you avoid cash loss in your absence? This session will deal with the various systems available within the industry which are designed to alleviate losses. Also explored will be the use of the polygraph, as well as coin-count metering systems and collection procedures.

Session 304
SIGNATURE ANALYSIS/THE FUTURE OF TROUBLE SHOOTING, PART 3
Faculty: Jim Sneed, Director of R&D, Kurz-Kasch, Inc.
Signature analysis is to the computer era as the Simpson 260 VOM was to the electro-mechanical era. This seminar/workshop will cover the means of isolating digital logic faults at the component level. Sneed will discuss this technique which is considered most useful in serving microprocessor-based products, the technique is applicable to all digital systems. The tracking of signals and the conversion of lengthy bit streams into four-digit hexidecimal "signatures" will be highlighted during this in-depth technical session. (Note: This is the third of a four-part series designed for the technician. See Sessions 104, 204 and 404. An individual must register for all four parts of this program and a separate registration fee is required for each part.)

Session 305
DEPRECIATION FACTS AND FALLACIES
Faculty: Charles C. Ross, Instructor, Finance and Accounting, Southwest Texas State University
This seminar/workshop will examine depreciation and its impact on business profitability. Certain misconceptions regarding which depreciation methods are best for the amusement machine industry will be discussed at length. The attendee will come away with an understanding of the proper use of depreciation and how it should be looked upon from the accounting standpoint.



4:30-6 p.m.
SEMINAR/WORKSHOPS
FRIDAY MARCH 13

Session 401
CREATIVE MARKETING AND GENERAL PROMOTION IN THE COIN-OP BUSINESS
Faculty: Carol J. Kantor, President, Business Builders/ A Full Service Marketing Agency
This session will involve an overview of creative techniques in meeting the marketing objectives of the amusement industry. Each owner/operator needs to develop a specific marketing and promotion plan to meet the needs of his/her location. Kantor will include "how to" information on setting up and promotion of special events, obtaining proper publicity and evaluating the results. The attendee will gain expertise in regard to the value of creative marketing to enhance growth and expansion of new locations for games.

Session 402
KEEP THE BALL ROLLING AND THE ALIENS MOVING
Faculty: Art Seglin, Instructor, Vending Machine Repair, Hudson County Area Vocational Technical School
Dealing with the industry's technological advances often times leads to confusion and bad maintenance decisions. Seglin will discuss the differences between in-shop and on-location servicing. The attendee will come away with an understanding of trouble-shooting techniques using a limited amount of test equipment. On-location service procedures, with emphasis on the importance of "up-time," will also be discussed.

Session 403
THE PROFITABLE DISTRIBUTORSHIP
Faculty: Chuck Arnold, General Manager, North East region, Rowe International
This session, *for distributors only*, will examine gross profits as they relate to games, music and vending. Arnold will also discuss the "hidden profit centers" of the distributorship to include freight, shop and services, and parts. The attendee will come away with a clear definition of the term "bottom line" and how the distributor can obtain a favorable profit margin.

Session 404
SIGNATURE ANALYSIS/THE FUTURE OF TROUBLE SHOOTING, PART 4
Faculty: Jim Sneed, Director of R&D, Kurz-Kasch, Inc.
Signature analysis is to the computer era as the Simpson 260 VOM was to the electro-mechanical era. This seminar/workshop will cover the means of isolating digital logic faults at the component level. Sneed will discuss this technique which is considered most useful in serving microprocessor-based products, the technique is applicable to all digital systems. The tracking of signals and the conversion of lengthy bit streams into four-digit hexidecimal "signatures" will be highlighted during this in-depth technical session. (Note: This is the fourth of a four-part series designed for the technician. See Session 104, 204 and 304. An individual must register for all four parts of this program and a separate registration fee is required for each part.)

Session 405
THE STREET ARCADE: MAKING IT PROFITABLE FOR THE OPERATOR
Faculty: Rich Babich, President, Automated Amusements
Many owner/operators have experienced tremendous difficulty in establishing a profitable street arcade. Babich will discuss the street arcade operation in terms of potential locations, determining equipment needs, promotion and the overall stability of any given operation. Attendees will gain insight into those factors which are known essentials in developing a profitable operation.

9-10:30 a.m.
SEMINAR/WORKSHOPS
SATURDAY MARCH 14

Session 501

BUSINESS FORMS AND RECORD KEEPING

Faculty: Michael A. Babich, CPA

In any organization internal work flow is the key to success. Accurate record keeping of all the important documents and actions is of absolute necessity. A panel of successful operators will explain how they have organized their routes to enhance their record-keeping abilities. Learn what information you need and what you don't need. Efficient use of forms and records will be demonstrated along with tips on using and evaluating the process of information gathering.

Session 502

ELECTRONICS: HOW TIMES HAVE CHANGED

Faculty: James R. Hanna, Service Manager, Automated Amusements

Do you find yourself not understanding the *whats* and *whys* of our new solid-state world? This seminar/workshop will include discussions on component identification, component usage and failures as applied to the coin industry. An overview of the vocabulary and uses of electronics will also be presented. The attendee will come away with an understanding of exactly what the technician is talking about when explaining a problem.

Session 503

STARTING AND MANAGING THE ARCADE

Faculty: Steve Isaacson, General Manager, S.L. London Music Company

Starting and managing an arcade, on the surface, is viewed as merely a process of using sound business sense. While this is true to some extent, the arcade operation has other factors which should be examined. Isaacson will discuss topics such as determining locations, construction, licensing, purchasing, management and game mix and traffic flow.

Session 504

HOW YOU CAN BENEFIT FROM A POOL LEAGUE

Faculty: Richard Hawkins, President, D & R Star

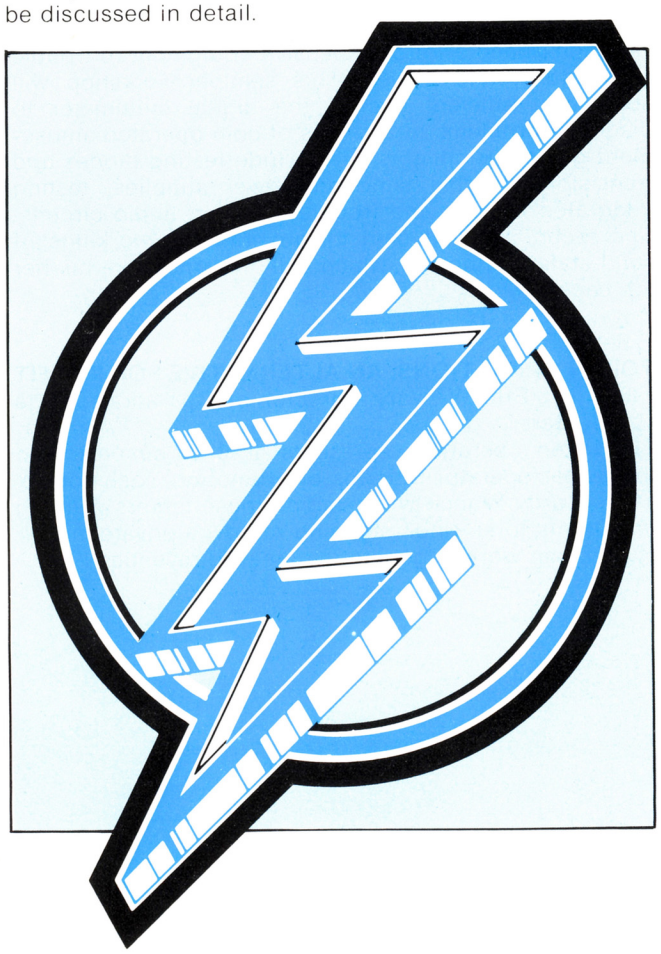
A pool league has been recognized as a viable means of producing revenue and enhancing public-relations activities. Hawkins will discuss the specific benefits to the operator and the location, as well as the best means to take advantage of this form of promotion.

Session 505

NEGOTIATING COMMISSIONS WITH LOCATIONS

Faculty: Stephen Goot, President, Total Vending Services, Inc.

Inflation affects amusement operators as much as it does anyone else and in a lot of cases, even more so. Learn how to explain your situation to your locations in a logical and straightforward manner. Your locations will aid the operator in successful negotiation of an improved commission structure. Also, establishing weekly minimums and assessing service charges will be discussed in detail.



4:30-6 p.m.
SEMINAR/WORKSHOPS
SATURDAY MARCH 14

Session 601
THE HIT SYNDROME
Faculty: Ray Hibarger, Hanson Distributing, and a panel of nationally recognized experts representing the owner/operator and manufacturer points of view.
The "hit syndrome" has become a topic of great interest and concern in the coin-op industry. This session will serve to define the hit syndrome, and how it has surfaced. Both the positive and negative elements will be analyzed from the distributor's, owner/operator's and manufacturer's points of view. Historical cycles will be cited as a means of clarifying those factors which lead to the "hit syndrome." The attendee will come away with a better understanding of this phenomenon and will have the myths surrounding it dispelled, assisting him/her in coping with it and hopefully harness it to enhance profitability.

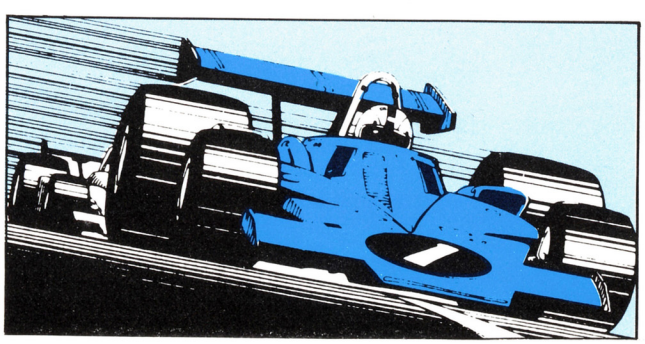
Session 602
PRACTICAL SOLID-STATE AMUSEMENT REPAIR
Faculty: Randy Fromm, San Diego Arcade School
You don't need a lot of expensive equipment to trouble shoot solid-state games. This seminar/workshop will stress the efficient use of the digital multimeter to diagnose problems in all types of coin operated amusement games. Highlights will include testing diodes and transistors, trouble shooting power supplies, testing integrated circuits and trouble shooting audio circuits. The technician will gain insight into the workings of solid-state technology which will, in turn, make his/her job easier.

Session 603
TOKEN OPERATIONS: AN ALTERNATIVE FOR PROFIT
Faculty: Eric W. Ivary, Director of Operations, Sega Centers
The token operation represents another dimension to the owner/operator in terms of promotion, cash control and security. Vance will examine these factors, leading registrants to an understanding of how a private money system can work to generate increased revenues.

Session 604
RETURN ON INVESTMENT AND BUSINESS PROFITABILITY
Faculty: Charles C. Ross, Instructor, Finance and Accounting, Southwest Texas State University
This session is designed to cover all aspects of business profitability from both a return on investment and marginal cost/marginal revenue standpoints. Ross will discuss the "how tos" of computing return on investment, determining cash flow, payback periods and net present value of a machine.

Session 605
COMPUTER-ASSISTED MANAGEMENT SYSTEMS FOR THE MIDSIZE OPERATOR
Faculty: Rich Babich, President, Automated Amusements
This session is designed to assist the midsize operator in setting up a computer management system. The system will allow you to know when equipment needs to be moved, where it has been, when it has been collected and where it's at, for little or no additional expense than your current bookkeeping costs. A discussion of entry forms, needed hardware and software and output information will be included during this session. Note that this seminar will be geared for the 200-1,000 piece operator.

Session 606
ARCADES: AN EQUIPMENT STRATEGY FOR THE 80's (DOES 2+2=5?)
Faculty: Steve Isaacson, General Manager, S.L. London Music Company and Jon Daugherty, LeMans Development Company
Isaacson and Daugherty will present opposing points of view as to an overall strategy for the arcade of the 80's. Questions dealing with equipment location, high play pricing v.s. diminishing returns (Is the fast nickle better than the slow dime?) and methods of disposing of used equipment will be discussed at length.



HYATT REGENCY NEW ORLEANS
HOTEL RESERVATION FORM
MARCH 11-14, 1981

Complete this form in full and mail before February 17, 1981 to:

Hyatt Regency New Orleans
at Louisiana Superdome
New Orleans, Louisiana 70140

Attn: Reservations Manager

For revisions or cancellations please call our toll free number (800) 228-9000 or dial direct (504) 561-1234.

Name _____

Company Name _____

Address _____

City _____

State _____ Zip Code _____

Arrival _____ At _____ M

Check-in Time 3 P.M. Date _____ Time _____

Departure _____

Check-out Time 12 Noon Date _____ Time _____

CHECK IN TIME IS 3 P.M.
ACCOMMODATIONS PRIOR TO THIS TIME CANNOT BE ASSURED.

NOTE: Reservations will be held until 6:00 P.M. unless accompanied by a deposit or an accepted credit card number and signature.

SCHEDULE OF RATES
PLEASE CIRCLE RATE REQUESTED

No. of Rooms		Standard	Superior	Deluxe
	Single(s) 1 Person	$56.00	$62.00	$68.00
	Double(s) 2 Persons — 1 Bed	$68.00	$74.00	$80.00
	Double(s) 2 Persons — 2 Beds	—	—	—

If rate requested is not available, nearest available rate will be confirmed.
No charge for children under 12 years when sharing room with parents.

Please hold my reservations for: (Check one)

_____ 6 P.M. arrival

_____ Guaranteed by first night's deposit

_____ Assured by my credit card (American Express, Diner's, Carte Blanche, VISA, Master Charge)

Credit Card and Number _____

Expiration Date _____

FOR GUARANTEED RESERVATIONS ONLY
I understand that I am liable for one night's room and tax which will be deducted from my deposit, or billed through my credit card in the event that I do not arrive or cancel on the arrival date indicated.

Signature _____

EXHIBITORS

Amusement Emporium, Inc.
6880 South Emporia Street
Englewood, CO 80112
(303) 771-0885
Amusement Emporium, Inc. will display a complete line of billiard supplies, foosball parts and coin-machine parts and supplies.

Amusement Supply, Inc.
10911 Dennis Road, Suite 401
Dallas, TX 75229
(800) 442-3726
Amusement Supply, Inc. will exhibit its line of coin-operated music and game parts and supplies.

Artic International, Inc.
550 Route 22
Bridgewater, NJ 08807
(201) 231-0800
Artic International, Inc. will display various video game parts that it distributes: PC boards, harnesses, power supplies and monitors. Artic also distributes IC chips for the amusement industry.

Bally Pinball/Midway
90 O'Leary Drive
Bensenville, IL 60106
(312) 860-6400
The exhibit will feature Bally pinball equipment and Midway video equipment.

The Bio-Rhythm Company
885 Fairway Drive
Bensonville, IL 60106
(312) 595-6770
The Bio-Rhythm Company will display its Bio-Rhythm Merchandiser — a coin-operated vending machine which supplies current bio-rhythm data on a card to its user.

Came Software Systems, Inc.
5200 Newberry Road, Suite D-6
Gainesville, FL 32607
(904) 375-8580
Came Software Systems, Inc. will give a demonstration of microprocessor software with TRS 80 II computer with integrated accounting system for route vendors and arcade operators.

Cinematronics, Inc.
1466 Pioneer Way
El Cajon, CA 92119
(714) 440-2933 (800) 854-6577
Cinematronics, Inc. will feature its spring line of video amusement games.

Coin Acceptors, Inc.
4946 Daggett Avenue
St. Louis, MO 63110
(314) 664-5550
Coin Acceptors, Inc. will exhibit its one-dollar coin-handling equipment for the amusement and music industry.

Coreco Research Corporation
370 Seventh Avenue, Suite 301
New York, NY 10001
(212) 279-3366
Coreco Research Corporation will exhibit its therapeutic vibrator, to relax tension and soothe aching muscles and its wireless intercom set for inter-communication.

Data East, Inc.
2483 East Bayshore Road, Suite 206
Palo Alto, CA 94303
(415) 494-7811 (408) 727-4490
Data East, Inc. will exhibit upright and table video games.

Elcon Industries, Inc.
2715 Nakota
Royal Oak, MI 48073
(313) 549-1140
Elcon Industries, Inc. will feature video games.

Electropedic Products
12591 Perimeter Drive
Dallas, TX 75228
(214) 279-6744
Electropedic Products will exhibit the Sanyo Professional Massage unit with adaptable pillows and Tri-Flex Pacer Mat physical modulator.

Encyclopaedia Britannica
3301 West Esplanade, Suite 4055 A
Metairie, LA 70002
(504) 831-8141
Encyclopaedia Britannica will exhibit its complete line of educational materials including "Britannica 3," "Great Books of the Western World," "Britannica Jr.," "Annals of America" and other products.

Exidy, Inc.
390 Java Drive
Sunnyvale, CA 94086
(408) 734-9410
Exidy, Inc. will feature its complete line of coin-operated video games.

Game-A-Tron Corporation
931 West Main Street
New Britain, CT 06050
(203) 223-2760
Game-A-Tron Corporation will feature its complete line of video amusement games.

D. Gottlieb & Company
165 West Lake Street
Northlake, IL 60164
(312) 562-7400
D. Gottlieb & Company will feature its flipper pinballs.

Green Duck Corporation
255 South Elm Street
Hernando, MS 38632
(601) 368-9033
Green Duck is a major manufacturer of tokens for the industry: bronze, aluminum or any metal in all sizes and thicknesses. Complete information will be available at the booth.

Gremlin Industries
8401 Aero Drive
San Diego, CA 92123
(714) 277-8700
Gremlin Industries will feature its complete line of video and wall games.

International Billiards, Inc.
P.O. Box 218567
Houston, TX 77218
(713) 492-7111
International Billiards, Inc. will exhibit its brad precision electric tenoning machine, a complete line of billiard accessories and parts, rubber rings, miniature lights, needles, speakers, wire, fluorescents, adhesives and shuffleboard supplies.

International Totalizing Systems
1244 Chestnut Street
Newton Upper Falls, MA 02164
(617) 332-4400
International Totalizing Systems will demonstrate its transmitting totalizers for coin-collection management. Also on display will be its data acquisition systems.

Kustom Electronics, Inc.
8320 Nieman Road
Shawnee Mission, KS 66214
(913) 492-1400
Kustom Electronics, Inc. will have on display its STS radar speed measuring gun and display equipment.

Movie Hut, Inc.
Highway 38 West
Elkland, MO 65644
(417) 329-5414
Movie Hut, Inc. will feature Fun Chicken, an animated coin-operated vending machine; also a coin-operated children's cartoon machine will be displayed.

Nichibutsu U.S.A. Corporation
1815 West 205th Street
Unit 302
Torrance, CA 90501
(213) 320-5855
Nichibutsu U.S.A. Corporation will display video games in upright and cocktail table models.

Nintendo of America, Inc.
1107 Broadway Suite 1420
New York, NY 10010
(212) 741-3247
Nintendo of America, Inc. will feature its full line of Nintendo video games.

O.B.A. Inc.
2522 Irving Boulevard
Dallas, TX 75207
(214) 630-8004
O.B.A. will exhibit fussball tables, billiard supplies and chemicals.

Play More Games, Inc.
1121 East Seminary Drive
Fort Worth, TX 76115
(817) 921-6196
Play More Games, Inc. is a distributor of pinball and video games, phonographs, billiard tables and other coin-operated amusement equipment. The firm also imports a complete line of electronic games. Complete information will be available at the booth.

Rowe International
2745 Lexington Avenue
Kenner, LA 70062
(504) 469-0050
Rowe International will exhibit its phonographs and bill changers for the amusement industry.

Scan Coin, Inc.
201 Elden Street
Herndon, VA 22070
(703) 471-6510
Scan Coin, Inc. will feature its portable and office-based coin-handling equipment systems.

TPT International
455 Ledyard Street
Hartford, CT 06114
(203) 529-8659
TPT International will exhibit its Bally imprinted sportswear and T-shirts.

U.S. Billiards, Inc.
243 Dixon Avenue
Amityville, NY 11701
(516) 842-4242
U.S. Billiards, Inc. will feature Charisma® pool tables, Silver Falls coin-pushing machine, SST air cushing hockey game, and React, the solid state counter game.

Universal U.S.A., Inc.
3250 Victor Street
Santa Clara, CA 95050
(408) 727-4591
Universal U.S.A., Inc. will feature various TV game machines, both upright and table-type, along with pinball machines.

The Valley Company
333 Morton Street
P.O. Box 656
Bay City, MI 48707
(517) 892-4536
The Valley Company will exhibit Cougar pool tables, Bumper Pool® tables, one-piece and fancy two-piece cues.

WICO Corporation
6400 Gross Point Road
Niles, IL 60648
(312) 647-7500
WICO Corporation will exhibit replacement parts for amusement and vending machines, security equipment and accessories, billiard accessories, conversion kits, coin-handling equipment and supplies.

Wildcat Chemical Company
1349 East Seminary Drive
Fort Worth, TX 76115
(817) 924-8321
Wildcat Chemical Company manufactures supplies and chemicals for the amusement and vending industry and will feature products such as Wildcat 125 pinball playing field cleaner, RC88 rubber cleaner and rejuvenator, Control 22 contact cleaner and lubricant.

Zamperla, Inc.
16 Edgeboro Road
East Brunswick, NJ 08816
(201) 238-6280
Zamperla, Inc. will feature coin-operated machines and strength-measuring machines.

HOW TO REGISTER

You'll save money by registering in advance. Since attendance in many sessions is limited, early registration will insure admittance to sessions of your choice.

To register, use form on opposite page. (Photocopy for additional registrants. Please use a separate form for each registrant.)

ADVANCE REGISTRATION PRIOR TO FEBRUARY 13, 1981

$15 for each session.

To qualify for this rate, registrations (**with payment in full**) must be postmarked by February 13, 1981.

REGULAR REGISTRATION AFTER FEBRUARY 13, 1981

$25 for each session.

CONFIRMATION

All registrations postmarked prior to February 13 will be acknowledged by mail. All tickets can be picked up at the Seminar Registration Desk located in the convention registration area of the Hyatt Regency New Orleans, on Thursday, March 12, at 7:30 a.m.

ADMITTANCE TO EXHIBITION HALL IS FREE

Registrants for sessions will automatically receive Exhibit Hall admission badges with their tickets.

TIME SCHEDULE FOR SESSIONS

Sessions take place in the morning and afternoon of each day of the Conference & Exposition. Sessions last approximately 1½ hours. Morning sessions start at 9:00 and end at 10:30. Afternoon sessions start at 4:30 and end at 6:00.

LOCATIONS OF SESSIONS

All sessions will take place at the Hyatt Regency New Orleans located at 500 Poydras Plaza, New Orleans.

CANCELLATIONS

Cancellations with full refunds will be accepted if received in writing by February 13, 1981. After February 13, 1981, a $5 per session service charge will be deducted from all refunds. No refunds will be given for cancellations received after 5 p.m., March 5, 1981.

HOTEL ACCOMMODATIONS

Please note page A9 for information regarding hotel room reservations.

TAX DEDUCTION OF EXPENSES

Treasury regulation 1.162-5 permits an income tax deduction for education expenses (registration fees and cost of travel, meals and lodging) undertaken to: (1) Maintain or improve skills required in one's employment, or (2) meet express requirements of an employer.

PLEASE FOLLOW THESE INSTRUCTIONS

Fill out the Registration Form on the opposite page according to the instructions given below. Please fill out a separate Registration Form for each registrant. (The form may be photocopied for additional registrants.)

1. Fill in your name, title, department or division, company, address and telephone number (including area code).

2. Please check box if you plan to attend the "Early Bird General Session".

3. Please check box if you plan to attend "The Quick Fix" General Session.

4. Circle the sessions you wish to attend. Note: Circle both parts of 2-part sessions. Make sure you select only one session per time period. Also, check the listing of seminar titles on pages A3-A8. Make sure you have circled the correct numbers.

5. Check off appropriate category boxes.

6. Total up the number of seminars and multiply by $15 for each (for advance registrations) or by $25 (for regular registration). Make checks payable to Conference Management Corporation and mail along with your Registration Form to: Amusement Operators Expo, c/o Conference Management Corporation, 500 Summer Street, Stamford, CT 06901. Checks must be payable in U.S. dollars.

7. Are you requesting additional forms to the Exhibit Hall?

Registration Form

To register, please circle the workshops you plan to attend. Workshops are grouped by the day and time each is offered. Registration fees and complete registration information appear on the opposite page. Mail this form with your remittance (in U.S. dollars) to Amusement Operators Expo, Conference Management Corporation, 500 Summer Street, Stamford, CT 06901.

YOUR NAME Mr ☐ Ms ☐

TITLE

COMPANY

STREET ADDRESS

CITY STATE ZIP

PHONE NUMBER ( ) — Area Code Number

☐ I plan to attend the "Early Bird General Session" on Wednesday evening, March 11, with the reception starting at 5:00 p.m.

☐ I plan to attend "The Quick Fix" General Session on Thursday evening, March 12, at 6:00 p.m.

Thursday, March 12 9-10:30 a.m.	Friday, March 13 9-10:30 a.m.	Saturday, March 14 9-10:30 a.m.
101 (part 1) 103 102 104 (part 1) 105	301 303 302 304 (part 3) 305	501 503 502 504 505
Thursday, March 12 4:30-6:00 p.m.	**Friday, March 13 4:30-6:00 p.m.**	**Saturday, March 14 4:30-6:00 p.m.**
201 (part 2) 203 202 204 (part 2) 205	401 403 402 404 (part 4) 405	601 603 602 604 605 606

IMPORTANT: Please check appropriate box.

I am currently involved in:

☐ Distributor sales
☐ Arcade ownership
☐ Technician
☐ Route owner/operator
☐ Other (please specify) _____
☐ Distributor management
☐ Arcade management
☐ Design & development

ENCLOSE TOTAL REMITTANCE WITH THIS FORM

SEMINAR/WORKSHOPS

For advance registration (postmarked with payment before February 13)
I have selected _____ Sessions at $15 each $ _____

For regular registration (postmarked with payment after February 13)
I have selected _____ Sessions at $25 each $ _____

TOTAL AMOUNT ENCLOSED $ _____

Make checks payable to Conference Management Corporation.

Full payment MUST be made with your registration.

Please send me _____ exhibit hall forms.

For Office Use Only

Conference Management Corporation
500 Summer Street
Stamford, Connecticut 06901

March 12, 13 and 14, 1981
Hyatt Regency Hotel
New Orleans, Louisiana

General Products, Choice Vend, Atec, Ardac

Sammons-Pennington-Nashville, Inc.
214 Sixth Ave. South
Nashville, TN 37203
Phone: 615/244-3020
General Manager: Charles G. Fite
Representing: Seeburg, Automatic Products, Ardac, Gottlieb, Valley, Williams, Stern, Atari

Sanders Distributing Co.
612 Eighth Ave. South
Nashville, TN 37203
Phone: 615/259-4263
President: Harry R. Sanders, Jr.
Vice President: Ann L. Sanders
Sec./Treas.: William H. Burks
Sales Manager: Edwin J. Williams
Operations Manager: Dilliard Wright
Representing: Rock-Ola, Bally, Midway, Gottlieb, Irving Kaye, Exidy

Southland Novelty
506 North Garden St.
P.O. Box 647
Columbia, TN 38401
Phone: 615/254-5521
President: Ben E. Tomlin
Sec./Treas.: E. Frank Connor
Representing: Deutsche Wurlitzer

Texas

A-1 Coin Mart
2608 South Presa
San Antonio, TX 78210
Phone: 512/533-7146
Louis Jamail
Representing: Rowe

Allcoin Equipment Co.
1811 South Alamo St.
San Antonio, TX 78204
Chairman: M.H. Gildart
President/Gen. Mgr.: Dan Perrotta
Exec. Vice President/Treas.: Jim Gildart
Sales Manager: Jim Gildart
Service Manager: Tom Peterson
Representing: Rock-Ola, Stern, Centuri, Valley, U.S. Billiards, Automatic Products, Moyer-Diebel, Game Plan, Midway, Universal, Tommy Lift, Data East, Tornado, Dynamo, Exidy, American Shuffleboard, Ardac

Commercial Music Co., Inc.
1550 Edison St.
Dallas, TX 75207
Phone: 214/741-6381
Chairman: R.B. Williams
President: Bernie E. Williams
Sales Manager: Jack Eskew
Service Manager: Howard Banks
Representing: Rowe/AMI, Stern, Taito, Data East, Gremlin, Exidy, Automatic Products, Rock-Ola vendors

H.A. Franz & Co.
606 Dennis St.
Houston, TX 77006
Phone: 713/523-7366
President: H.A. 'Hoddy' Franz
Vice President: Joe Franz
Vice President: Larry Twardowski
Sales Manager: Larry Twardowski
Service Manager: Cliff Haynes
Representing: Atari, Automatic Products, Gremlin, Midway, Bally, Stern, Seeburg, Valley, Williams, Cinematronics, Rowe, Litton, Taito

Gulf Coast Distributing Co.
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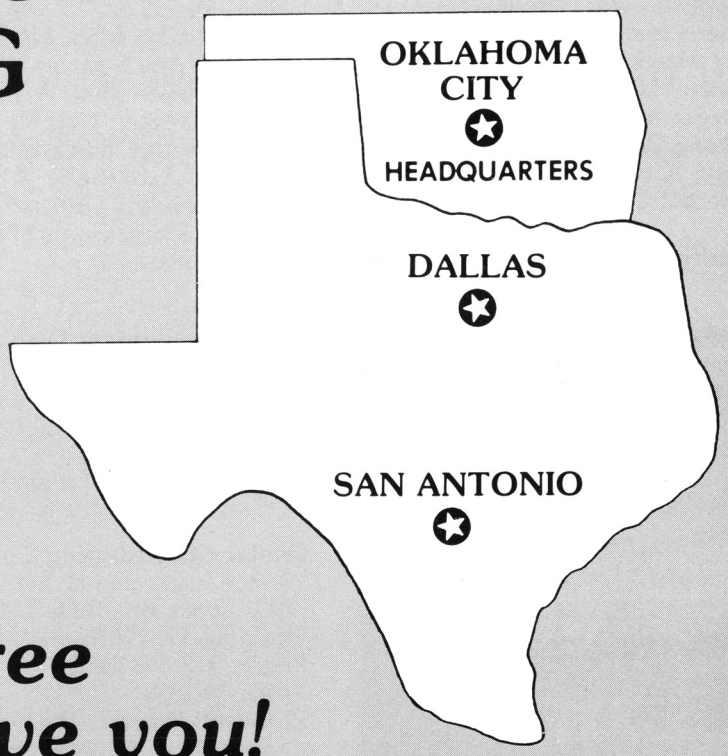

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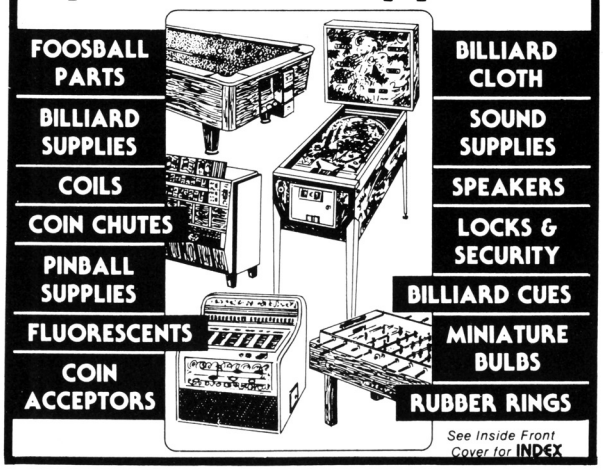

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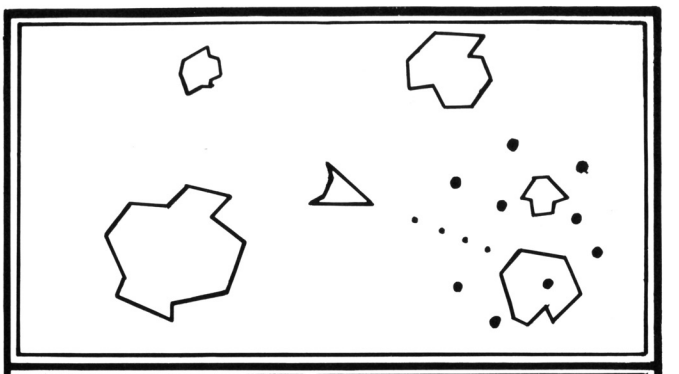

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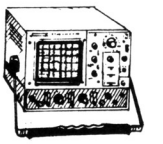

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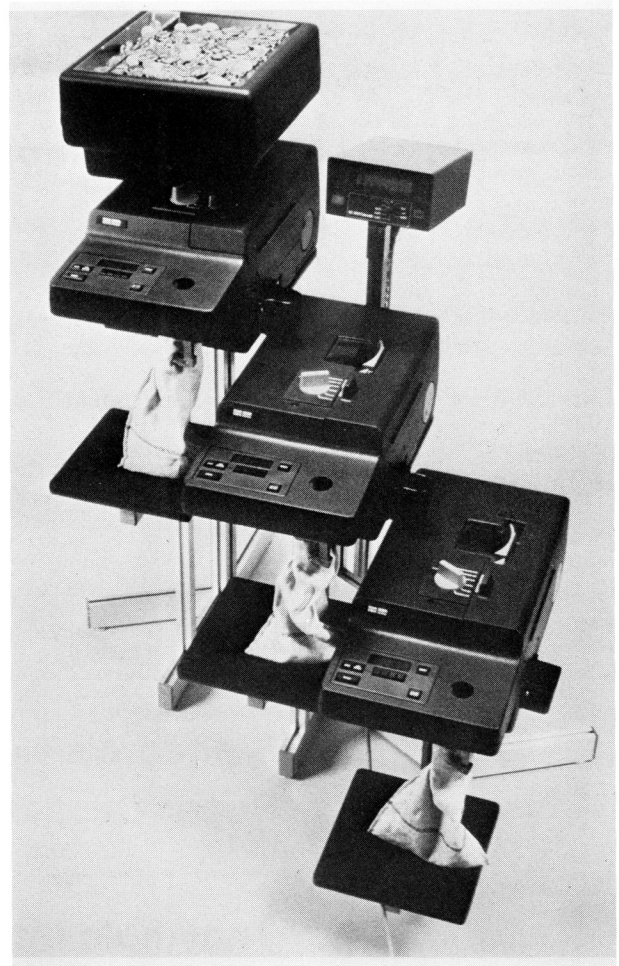

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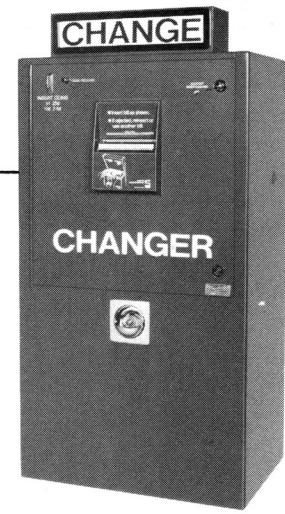

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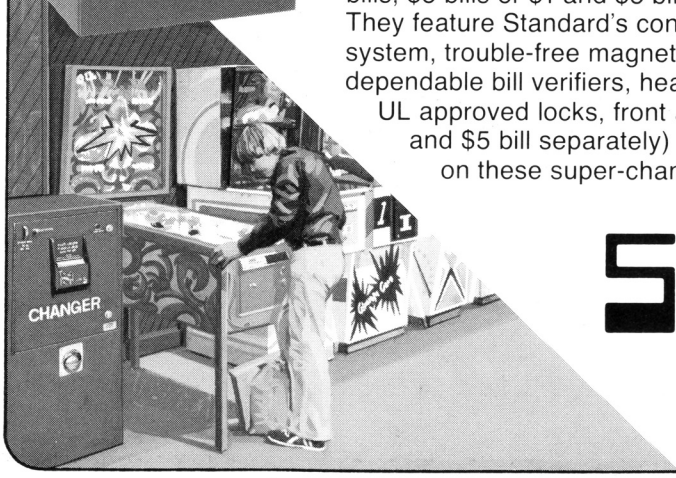

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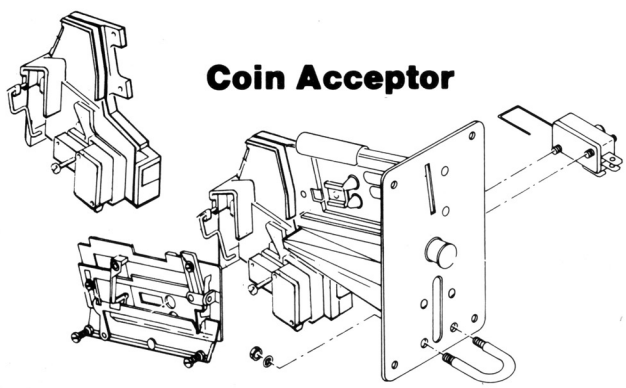

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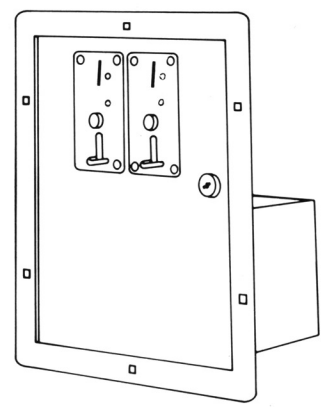

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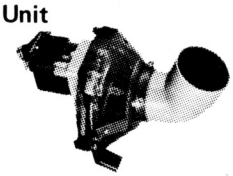

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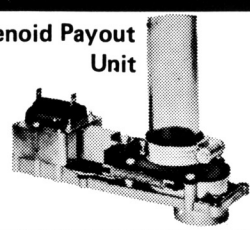

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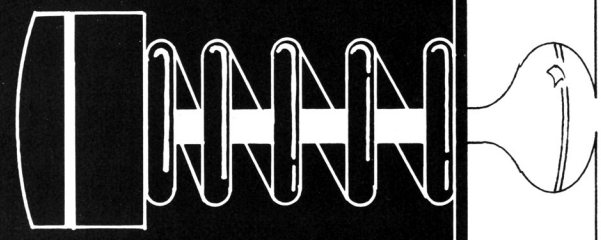

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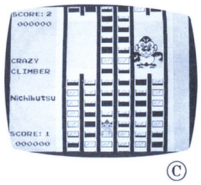

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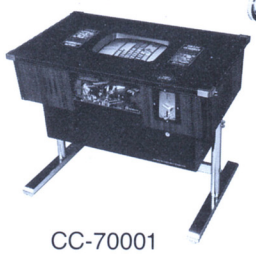

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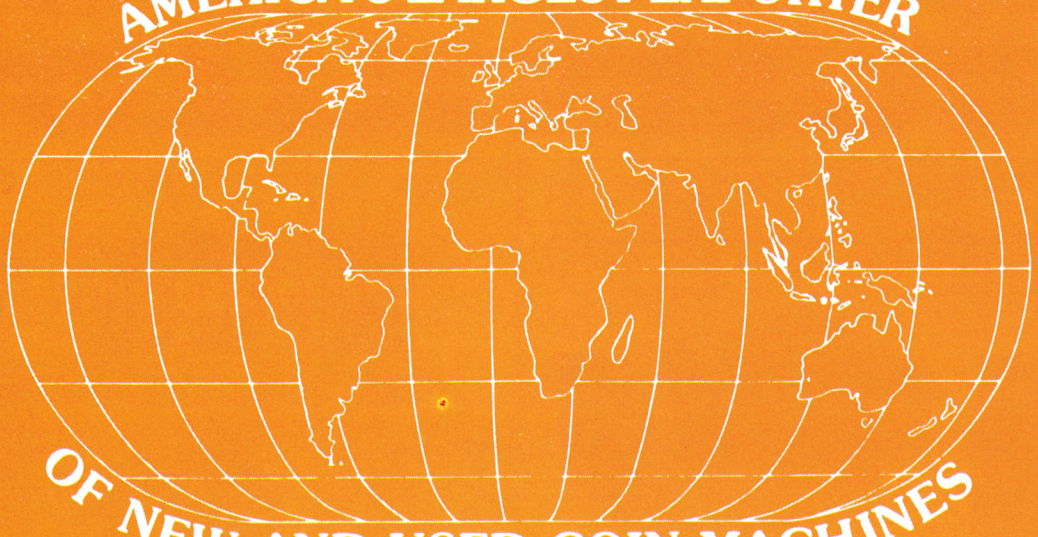

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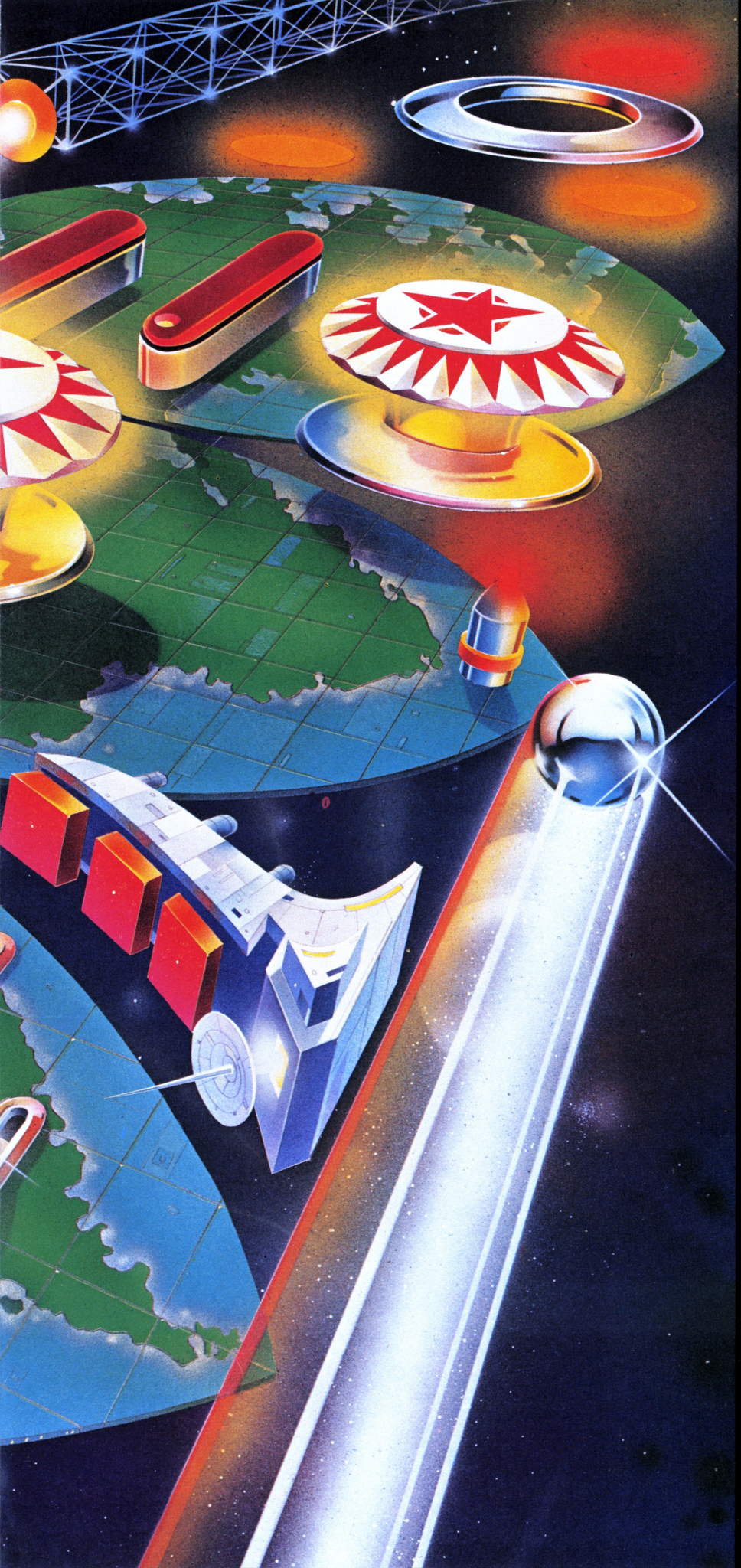

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Representing: Atari, Bally, Cinematronics, Exidy, Gottlieb, Gremlin, Midway, Stern, Taito, Tournament Games, U.S. Billiards, Universal, Valley, Rowe Vending & Music

Chile

Entretenimientos Electronicos Ltda.
Casilla 15153
Santiago
Phone: 237589, 232015
Telex: 3520204
Cable: Goldgame
Director: Daniel Simonsohn
Representing: Bally, Exidy, Game Plan, Gottlieb, Midway, Stern, Taito, Williams

Stambouli Hermanos (Chile) Ltda.
c/o International Liaison Office
102 Avenue Jean Jaures
93500 Pantin, France
Phone: (1) 843-43-00
Telex: 212792 F
Cable: Essegy Pantin
Representing: Karateco video games

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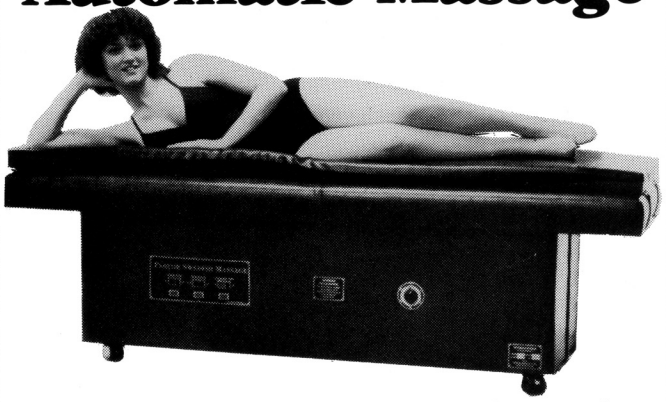

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Ace House, Lanelay Road
Talbot Green, Mid. Glamorgan,
South Wales, Great Britain
Telephone: Llantrisant 443 222561
Telex: 498467
Chairman: Gordon Berryman
Marketing Director: Harold Philips
Director & Gen. Manager/Race Electronics: Keith Arnold
Director & Gen. Manager: Jeff Hull
Service Manager: Ken Bateman
Product line: gaming and video machines; design and development of printed circuit boards to customers' requirements

Alca Electronics Ltd.
Alca House, Goddard Street
Oldham, Lancashire
Phone: 061-633-6621
Telex: 669878
Michael J. Green
Product line: video games and pool tables

Associated Leisure Sales Ltd.
Phonographic House, The Vale
London NW11
Phone 01-450-5221
Managing Director: Nigel Booth
National Sales Director: Alan Wilson
Commercial Director: Brian Marks

Bell-Fruit (East Anglia) Ltd.
Bridge St.
Fakenham, Norfolk
Phone: 0328-2678
Managing Director: Barry Vail
Sales Manager: B. Bedford
Service Manager: D. Dickson
Product line: Bell-Fruit slot machines

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387 High Road
Willesden
London NW10 2JR
Phone: 01-459-2236
Telex: 269623
Director: A. Almerfors
C. Arrhen
Financial Controller: G. Jardenlow
Sales Executive: Tony Sussex
Operations Manager: Kurt Oppenheim
Representing: Atari, Bertolino, Cinematronics, Exidy, Vectorbeam

Cromptons (Export) Ltd.
Wilton Road, Haine
Ramnsgate, Kent
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Telex: 965455
Jim Crompton
Gordon Crompton
Olive Crompton
Sales Manager: Brian Cribbens
Service Manager: Ray Britton
Product line: arcade games and videos

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Stockport Road
Cheadle, Cheshire, England
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Telex: 668017
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John Dale
Norman Rimmer
Stephen Kalton
Sales Manager: Stan McKenna
Representing: Superleague pool tables, Playmate wall boxes jukeboxes, and video games

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1-5 Westgate
Bridlington, N. Huberside
Phone: 262-77877
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Dennis Jezzard (Coinmatics) Ltd.
Archway Works, Archway Road
Ramsgate, Kent
Phone: 0843-52193
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Sales Director: Gerald Dineley
Arcade games, pushers

London Coin Machines Ltd.
22/24 Bromells Road
London SW4 OBQ
Phone: 01/720-1201
Managing Director: J.C.M. Pryde
Marketing Director: S. Wallis
Sales Director: L.A. Bigg-Wither
Representing: Allied Leisure, Data East, Eyerly Aircraft, Game Plan, Nintendo, Rock-Ola, Stern, Bell-Fruit, Brenco, Cinematronics, Exidy

Mar-Matic Sales, Ltd.
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Plumstead, London SE 18
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Telex: 27950 Ref 370
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Sales Director: (U.K.) Albert Brockwell
President (U.S.A.): Joe Barranco
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MHG Sales 0532-587573
Telex: 557363
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Joint Managing Directors: J.S. Farrand,
J. Townsend
Sales Manager: G.A. Rowan-Wilde
Service Manager: I. Blakeway
Representing: Rowe, Atari, Bell-Fruit, Bar Crest, Taito, Gremlin/Sega

Ruffler & Deith Limited
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Wandsworth, London SW18 4JB
Telex: 929222
Cable: SLOTS G
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Ass't. Managing Director: J. Holmes
Marketing Director: D. Holman
Sales Director: C. Mallery
Sales Manager: S. Wall
Service Manager: J. Chidgey
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Director: G. W. Bowyer
Director: T. A. Deekes
Sales Manager: G. W. Bowyer
Service Manager: E. Tafft
Product line: Arcade games

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Belton Road West
Loughborough, Leicestershire
LE11OTR
Phone: Loughborough 67611

Telex: 341845
Chairman & Managing Director: J.D. Thomas
Director and Joint Co. Secretary: Mrs. A.J. Thomas
Joint Co. Secretary/ Group Accountant: A. McCourt
Production Director: S.D. Cranage
Technical Director: C.J. Walker
Sales Manager: C.A. Merrett-Jones
Service Manager: L.W. Smith
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London NW10 2ES, England
Phone: 451-0320
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Zone Industrielle de Crissy
71107 Chalon Sur Saone, France
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Socodimex
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75015 Paris
Phone: 57705500

Stambouli Freres S.A.
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93500 Pantin, France
Phone: 843-4300
Telex: 212793 F
President: Claude Germain
Sales Manager: Jacques Berthier
Representing: Karateco, Gottlieb

Germany

Deutsche Wurlitzer GmbH
P.O. Box 1160
Hullhorst, Germany 4971
Phone: 5744-1001
General Manager: Dr. Wilhelm Foekel
Export Manager: Klaus W. Telgheder
Service Manager: Karl-Heinz Koster
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Loewen-Automaten
Im Tiergarten 20-30
6530 Bingen/Rhein, W. Germany 6530
Phone: 6721/15202
Telex: TX 42222
Managing Partners: Ullrich D. Schultze,
Herbert Nack
Sales Manager: A. Peer von Oertzen
Service Manager: Ruper Mosinger
Product line: NSM phonographs

Mirco Games GmbH
Dornhofstrasse 38
6078 Neu-Isenburg, Germany
Phone: 0612/6025
Telex: 417627 Mirco I
General Manager: Hubertus Nowak
Sales Manager: Hubertus Nowak
Service Manager: Karl Post
Product line: video games

Nova Apparate Gmbh & Co. KG
Winterhuder Weg 31
D-2000 Hamburg 76, Germany
Phone: 040-229-3021-29
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Vice President/Inland Sales, Music & Amusement: Dieter Ruecker
Representing: Rock-Ola, Gottlieb, Coffee-Mat, Atari, Bell-Fruit

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D. Pushong
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Dublin Road, Kildare, Ireland
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Telex: 31277
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Sales Manager: Martin Dempsey
Ass't. Sales Manager: Kathleen Whelan
Technical Manager: Donal Watters
Service Manager: Brendan Swords
U.K. and Irish agents for Recel, Irish agents for N.S.M., Electrocoin, Universal, Compu-Game, Mirco Electronics

Quintin Flynn Ltd.
121 Western Industrial Estate
Knockmitten Lane,
Dublin 12, Ireland
Phone: 500700, 500454, 500257
Telex: 32249 QFL
F.F. Quinn
S. Flynn
Sales Managers: F. Concannon, D. Knight, C. Boylan
Service Manager: J. Magee
Representing: Atari, H.G.M., Bell-Fruit, Kentucky Derby Ltd.

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Via Giancinto Collegno 20 Bis
10143 Torino, Italy
Phone: 743886

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Bologna, Italy
Phone: 516329, 510345, 500584
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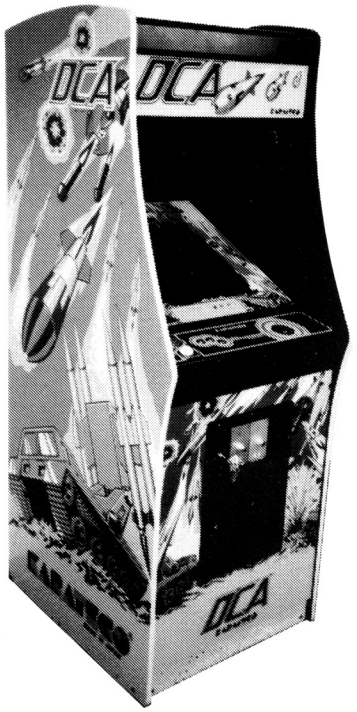

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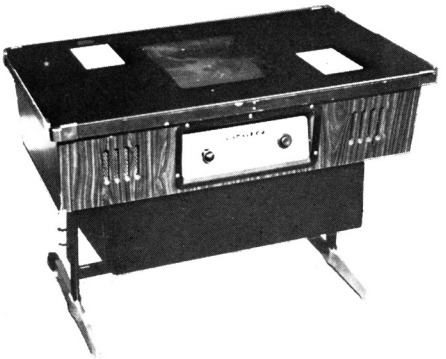

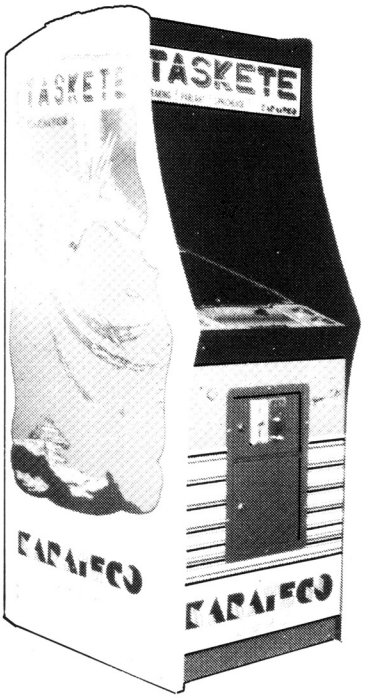

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Telex: 213683 ZACC I
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Manager: Franco Zaccaria
Gen. Engineer: Natale Zaccaria
Sales Manager: Marino Zaccaria
Service Manager: Natale Zaccaria
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Telex: 3823764 KALLEX-J
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Engineering Director: Y. Kashiwagi
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Toshima-ku, Tokyo, Japan 171
Phone: (03)988-2571

Denki Onkyo Co., Ltd.
3-26-11, Nishirokugo, Ohta-ku
Tokyo, Japan 144
Phone: (03)246-6046
Neo Poseidon, Heiankyo Alien

Esco Trading Co., Inc.
5-16, 3-chome, Minato-ku
Tokyo, Japan 108
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Telex: J27181 ESCOFE
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Co-Managing Director: Jack Miura
Co-Managing Director: K. Mori

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1-12-1, Minami, Tana-shi
Tokyo, Japan 188
Phone: (0424)67-2111
'Meteor,' Space Stranger

Irem Corp.
Osaka Kokusai Bldg.,
2-30Azuchimachi
Higashi-ku, Osaka, Japan 541
Phone: (06)264-1391
Telex: IREM J63074
Andromeda SS, Green Beret, Commander, Sky Chuter

Japan Leisure Co., Ltd.
2-10-5, Ohashi, Meguro-ku
Tokyo, Japan 153
Phone: (03)465-8221

Kansai Kigyo Co., Ltd.
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Osaka, Japan 561
Phone: (06)863-7500

Kyowa Sangyo Corp.
3-18-10, Aoba-dai, Meguro-ku
Tokyo, Japan 153
Phone: (03)496-1906

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Yodogawa-ku, Osaka, Japan 532
Phone: (06)305-1331

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Kanagawa, Japan 252
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2-8-5 Tamagawa, Ohta-ku
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Phone: (03)759-2311
Telex: 2468521 NAMINT J
Cable: Game Creator
President: Masaya Nakamura
Electro-mechanical & video games

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(Nichibutsu)
12-9, 1-chome, Tenjinbashi, Kita-ku
Osaka, Japan 530
Phone: (06)353-5211
Telex: 523-6891 NCBCOL J
Moon Cresta, Moon Alien, Moon Raker

Nintendo Co., Ltd.
60 Fukuine Kamitakamatsu-cho
Higashiyama-ku
Kyoto, Japan
Phone: (075)541-6111
Telex: 5422194 NINTEN J
Cable: Nintendo Kyoto
President: Hiroshi Yamauchi
Sales Director: Tokuzo Komai
Export Manager: Shin-ichi Todori
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Om Co., Ltd.
1-19, Daimotsu, Amagasaki-shi
Hyogo, Japan 660
Phone: (06)487-0071

Omori Electric Co., Ltd.
6595, Nakafuji, Musashi-Murayama-shi
Tokyo, Japan 190-12
Phone: (0425)60-3121
Space Guerilla

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3-2-16, Nihonbashi, Chuoh-ku
Tokyo, Japan 103
Phone: (03)281-6655

Sankyo Corp.
2-4-5, Koraku, Bunkyo-ku
Tokyo, Japan 112
Phone: (03)811-9528
Pyramid

Sega Enterprises, Ltd.
2-12 Haneda, 1-chome, Ohta-ku
Tokyo, Japan 144
Phone: (03)742-3171
Telex: 781-22357
Chairman & President: David Rosen
Exec. Vice President: E.H. Shrenzel
Exec. Vice President: H. Nakayama
Export Sales Manager: Max Murakami
Representing: Gremlin, Sega, Rock-Ola, Williams, Stern

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Kusumoto Bldg. 1-129, Shimo-Kosaka
Higashi-Osaka-shi
Osaka, Japan 577
Phone: (06)787-2051
The Monkey, Atom Smasher, Osma Wars, Safari Rally, Yosaku

Shoei Co., Ltd.
4-3-9, Tenjin, Fuchu-Shi
Tokyo, Japan 183
Phone: (0423)66-2664

Sigma Enterprises, Inc.
Daini Fuji Bldg.
13-11, Udagawa, Shibuya-ku
Tokyo, Japan 150
Phone: (03)496-5221
New York/New York, Red Tank, The Gokuh

Sun Electronics Corp.
38, Mizuho, Kochino, Konan-shi
Aichi, Japan 483
Phone: (05875)5-2201
Speak & Rescue, Warp I, Third Planet

Taito Corp.
Taito Bldg.
2-5-3 Hirakawa-cho, Chiyoda-ku
Tokyo, Japan 102
Phone: (03)264-8614
Telex: EPTRA J 22931
President: Michael Kogan
Sales Manager: H. Saigusa
Representing: Gottlieb, Atari, Stern (jukebox)

Tehkan International Corp.
Tehkan Bldg.
2-1-13, Azuma Bashi, Sumida-ku
Tokyo, Japan 130
Phone: (03)624-3101
Telex: J 27668 TEHKAN
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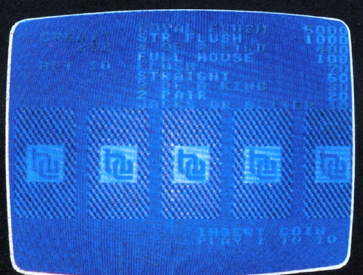

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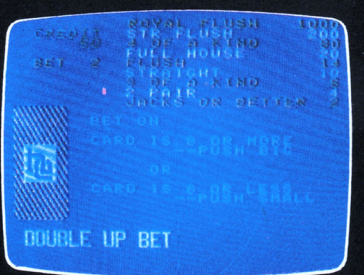

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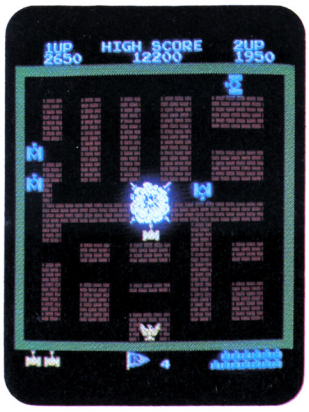

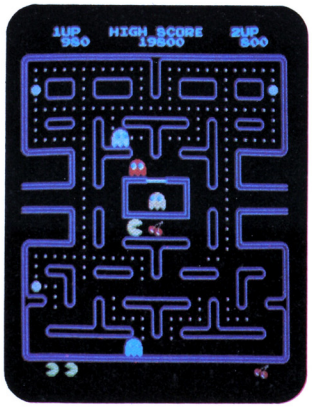

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1-5-7, Yagumo, Meguro-ku
Tokyo, Japan 152
Phone: (03)718-6461
Rocky

Tekunon Corp.
1-7, Kohjimachi, Chiyoda-ku
Tokyo, Japan 102
Phone: (03)263-2735

Universal Co. Ltd.
1-7-7, Horidome, Nihonbashi, Chuoh-ku
Tokyo, Japan 103
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Magical Spot, Cheeky Mouse, No Man's Land, Cosmic Alien, Cosmic Guerilla

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Stambouli Brothers-Beirut
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Phone: 350150
Telex: 20217
Cable: Essigy-Beirut

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Capitol Enterprises
P.O. Box 253
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Phone: 26060
Representing: Rowe, Rock-Ola

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Phone: 905/573-2413
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General Mgr.: Rafael Zurita
Sales: J. Lara Valle
Service Mgr.: J. Perez Lopez
Manufacturer of jukeboxes

Phillipines

Phillipine Amusement Enterprises, Inc.
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Quezon City, Phillipines
Phone 70-40-06
Representing Seeburg

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KM2HM2 and Trujillo
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Phone: 809/765-8070
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Johannesburg, S.A.
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Barcelona 30
Phone: (93)345-85-04
and 346-11-11
Telex: 53912 PLAY E
General Manager: Santiago Boix
Productn. Manager: Jose Maria Boix
Chief Engineer: Ramon Selga
Sales Manager: Juan Antonio Moya
Service Manager: Luis Beltran
Product line: pinballs, videos, bingos

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Madrid 17, Spain
Phone: (91)2679395
Telex: 42327 RECEL E
Juan Paredes
Sales Manager: Jose Luis Rojas
Service Manager:
Rafael Dominiquez
Product line: pinballs, bingos, videos, arcade games, A.W.P. games

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Cra. Toledo, Km 22.9
P.O. Box 16117
Parla, Madrid, Spain
Phone: (1) 232-66-40,
699-08-36, Madrid
Telex: 44070 GAME E
President: Martin J. Bromley
Vice President/Managing Director:
Eduardo Morales Hermo
Financial Director: Jose M. Largacha
Productn. Director: Carlos Villa
Nat'l Sales Manager: Jose Miro Perez
Service Manager: Alfredo Trivino
Product line: videos, pinballs, amusement-with prizes games

Sweden

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Odengatan 22
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Phone: (08)307968, 307992
Telex: 14125 DANOMAT S
Charles Danneman
Maj-Lis Danneman
Sales Manager: Rolf Forsgren
Service Manager: Tom Laituri
Representing: Gottlieb, Sega/Gremlin, Taito, Bell-Fruit, Compu-Game

Cherryforetagen AB (Cherry Group)
Gustafsvaegen 10
S-171 49 Solna
Phone: 8-830410
Service Address:
Svetsarvagen 7
S-171 41 Solna, Sweden
Phone: 08/981385
Telex: 13360 CHERRY S
President: Anne Almerors
Vice President: Per Hamberg
Manager/International Market, Slot Machines: Rolf Lundstrom
Manager/European Establishments: Lars Kling
Manager/Spanish Casinos: Sven-Aage Bengtson
Manager/Operations, Sweden: Inge Ask
Sales Manager: Hakan Soderstrom
Service Manager: L.-F. Johansson
Representing: Atari, Astro-Metrix, Vendo

Jensigame Electronics Mfg.
V. Bernadottesg 23
Malmoe, Sweden 21612
Phone: 040-160616
Telex: 33179
President: Kristian Goeransson
Vice President: Jens Georansson
Sales: Anni Olofsson, Bettan Hembry
Representing; Seeburg, AMI/Rowe, Interflip, Fort Lock Corp., ABC rubber ETS

Switzerland

Musikvertrib A.G.
Badener Str. 555
Zurich 8040
Phone: 01/549754
Representing: Seeburg, Atari, Williams, ACA, Sega, Electra

Novamat AG
Grabenackerstrasse 11
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Light Years Ahead.

Bally Manufacturing Corporation Bally Pinball Division Midway Manufacturing Company

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