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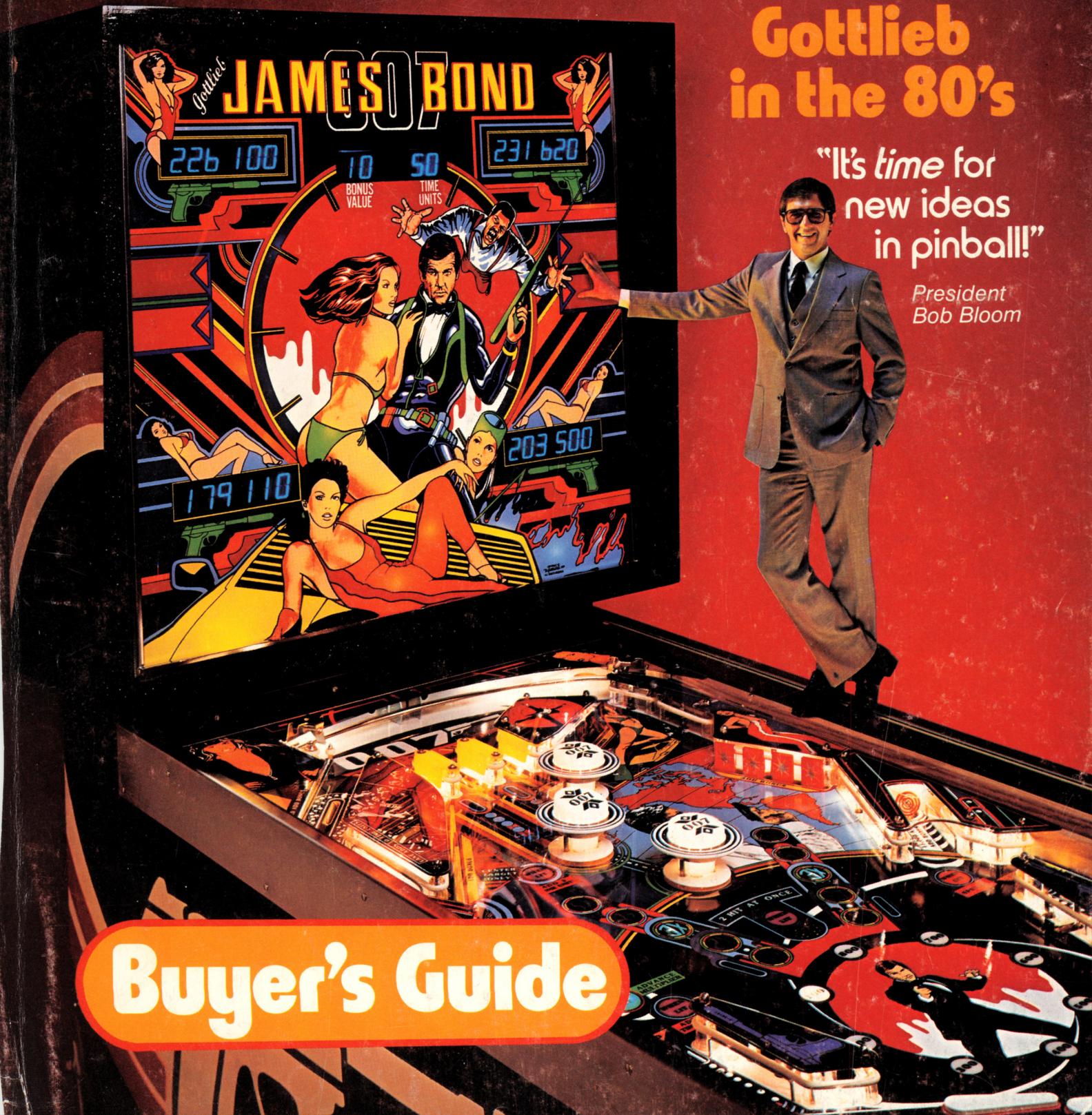
# PLAY METER

Volume 6, Number 19

October 15, 1980

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**PLAY METER**

Vol. 6, No. 19
Oct. 15, 1980

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**PLAY METER**

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Photography and special effects courtesy of Rich Tracy, of D. Gottlieb & Co.

# From the Editor

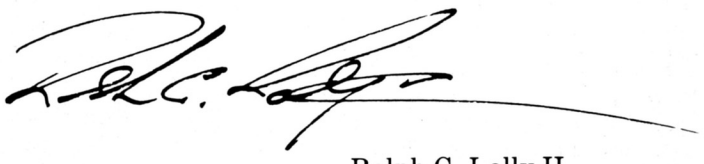
This column has often devoted itself to matters concerning operators and manufacturing. There is no question these two areas of endeavor play a vital role in the overall success of the entire industry. However, there is another branch of the industry whose devotion and dedication to success runs just as deep. In the hustle and bustle of our day to day lives, we often tend to overlook the importance of this industry's distributors. Distributors are, in fact, the vital link between the manufacturers and operators. Without them this industry would be in complete chaos.

Day in and day out, distributors all across this country do their best to keep both the manufacturers and operators happy. And, believe me, that's not an easy task. Today's distributor often finds himself walking a very fine line in his efforts to effectively represent the manufacturers while at the same time giving the operators as much assistance as possible.

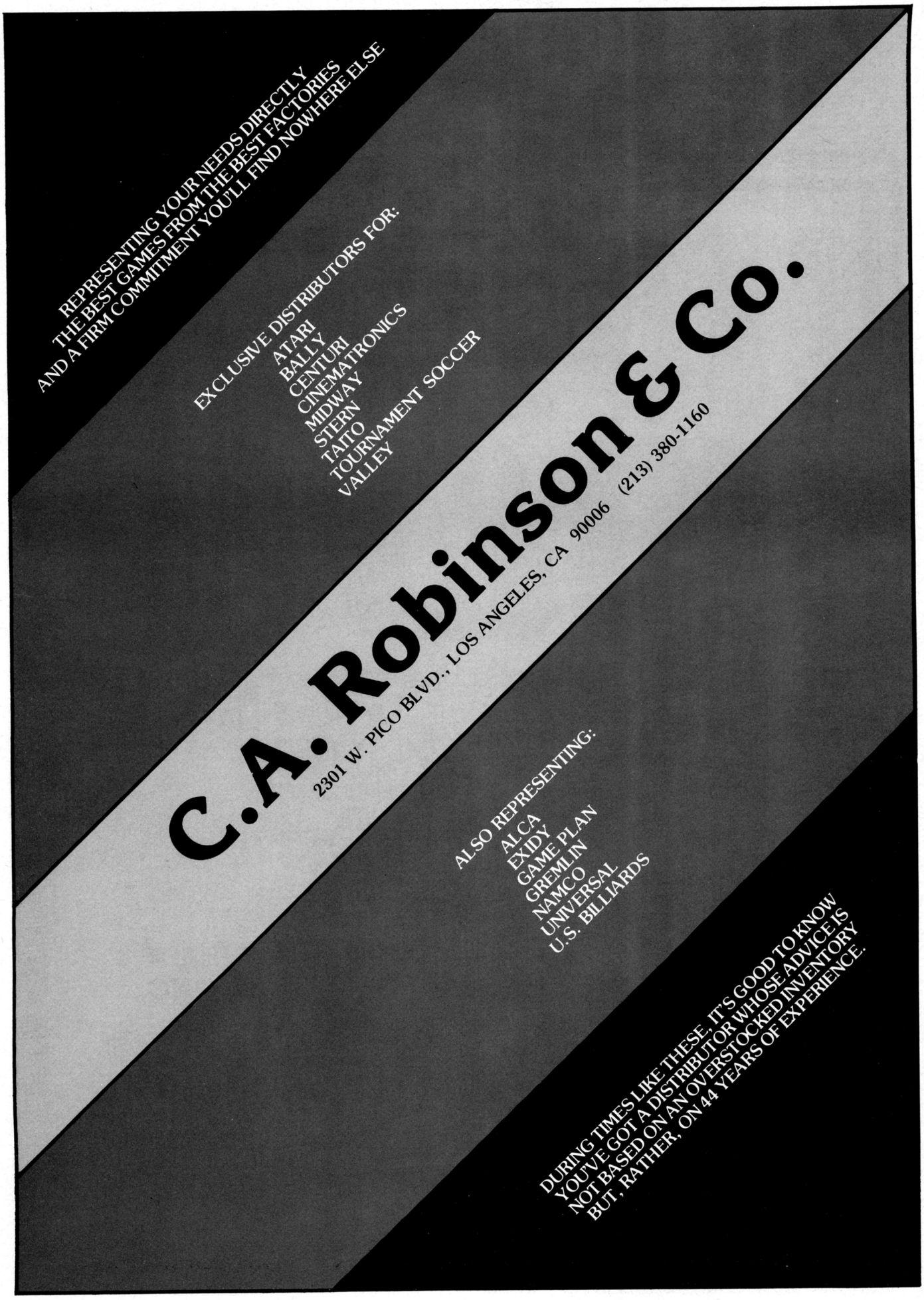
The distributor is indeed the middle man of this industry. In other industries, middle men are often considered necessary evils. In this industry, distributors are necessary—period. It would be a complete disaster if there were no distributors, and operators would have to buy everything direct from the various manufacturers. And, with so much new equipment being produced by so many different manufacturers, an operator would run himself crazy trying to find out what to buy and where to get it. With the help of a local distributor, all an operator has to do is make one phone call or drop by for a visit. In no time at all, he knows what is selling, what it will cost him, and when it will be available.

We should also keep in mind that distributors do a whole lot more than just sell new equipment. Distributors are problem solvers as well. They prevent costly breakdowns with their timely repair service. They are a source of disposing of used equipment—and of buying used equipment when you need such items to fill out your demands. They can arrange long-term financing for large purchases. They can carry in hand an abundance of spare parts and supplies. In all, the distributors do a great deal of support for this industry. Operators would do well to fully support their local distributor. Not only do they deserve the support, they've earned it.

In this our annual Buyers Guide Issue, we salute our nation's distributors and encourage manufacturers and operators alike to appreciate their efforts in keeping this industry humming along. Thanks to them, life is easier for all of us.



Ralph C. Lally II
Editor and Publisher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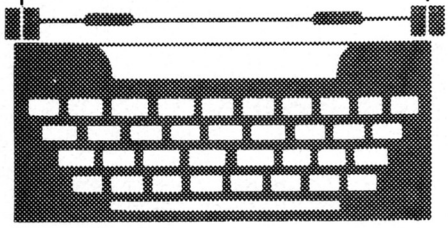

## Unalterable 3-ball?

I am writing to advise you of my wholehearted concurrence in regard to an article, "Need 3-ball play". ]*July 1980 PLAY METER: Mailbox —Ed.*]

From the standpoint of the distributor, I can understand the operators' reluctance to set games at higher pricing or give fewer balls per game....I suggest the question be put to your operators [readers]: Would they commit themselves to purchasing one or two pingames if the manufacturer agreed to make that issue with coinage and balls per play that are unalterable?

If the answer will be in the numbers, the mandate could be put to the manufacturers.

**Anthony J. Procopio**
**Bally Northeast Distributing**
**Syracuse, New York**

## Coin-op congrats

The social notes of all of our trade journals have recently announced the marriage of Mr. and Mrs. Gary Stern (with a picture of the happy couple). They were wed in Chicago on May 10th and if the new Mrs. Stern (first name Denise) looks anything like her picture, Gary has a winner. But why shouldn't Denise be beautiful, since she is a southern belle from Alabama, no less.

Gary Stern, the young president of Stern Electronics, Inc., has many things going for him. He is the son of Sam Stern, a living legend and one of the real greats in the coin machine industry. Gary is a graduate of this writer's alma mater, Tulane University and we would like to think that Gary received his apprentice training on flipper games under the watchful eye of New Orleans Novelty Company, while in New Orleans during his college days.

Gary, as president of Stern, took over a failing Chicago Coin factory and made it an immediate success, under the Stern banner. Looking for new worlds to conquer, Gary recently announced the acquisition of the Seeburg Corporation, probbly the best-known maker of phonographs that ever existed. Not being satisified with flippers and phonographs, Gary has also announced that Stern will release their first video game in the very near future.

In the announcements for the seminars to be held at the PLAY METER show, here in New Orleans last March, the well known Washington attorney, Rufus King, was scheduled to conduct one of the seminars. This writer, having known of Mr. King as attorney for Gottlieb and Williams for many years and having read his book, "Gambling and Organized Crime," was very anxious to hear the well-known lawyer speak on any subject whatsoever, especially coin-operated games. Due to a previous engagement, Mr. King could not appear in New Orleans, so who was picked as his substitute—none other than the aforementioned Gary Stern, and we don't think Mr. King could have conducted the

*continued*


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seminar any better.

Gary handled himself like a true Tulanian, being very articulate and he knows his subject well. But don't be surprised, as we must remember Gary is not only the president of Stern Manufacturing, Inc., but is also an attorney at law, to boot.

It goes without saying, that everyone in the international coin machine industry wishes Gary and his bride all the happiness in the world.

**Louis Boasberg**
**New Orleans Novelty Co.**
**New Orleans, LA**

## Discs too thin

I wish this magazine would take it upon themselves to advise MGM records that they are losing record sales to jukebox operators because they are pressing their records too thin.

When these records are handled by a Rowe jukebox and I assume also a Rock-Ola, they bend in the middle when they are headed back to the record rack and thus cause a jammed mechanism because the record, being bent, tries to go into the slot next to where it should go.

I have run enough service calls to definitely decide I would buy no more MGM until they go back to standard thickness.

I run close to one hundred Rowe jukeboxes...If you print this letter where they know hundreds of operators will read it, then I think they might cure the problem.

**Howard W. Dolph**
**H.W. Dolph Distributing Co.**
**Tulsa, OK**

## 'The way to die'

Thought I would share this with others. A location owner in a weary voice left this message on my answering service this weekend:

*ODE TO THE PINBALL*

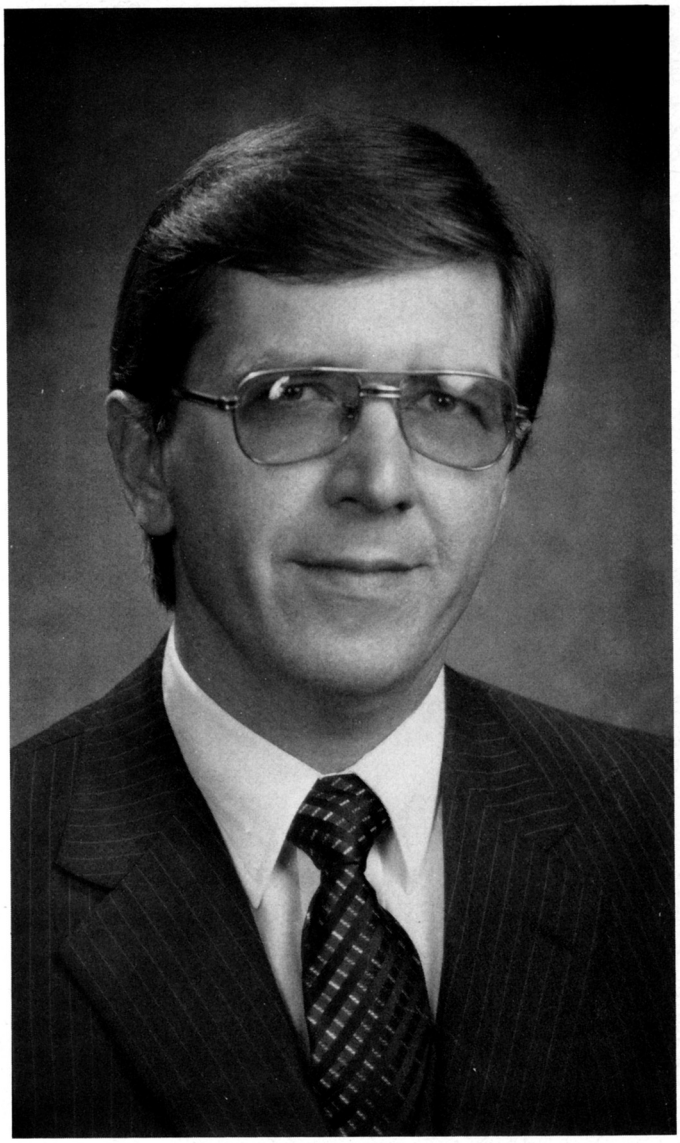
*"Here I sit at 3 in the morning*
*"Lack of sleep, I am scorning*
*"Shoveling out change like slop,*
*"Hoping they will never stop*
*"How much more can my old heart stand*
*"What a way to die, strike up the band!"*

*—Robert Voyle*

**Gordon Kilgore**
**Omni Games**
**Fairburn, GA**

# Coinman of the Month

## Robert W. Bloom



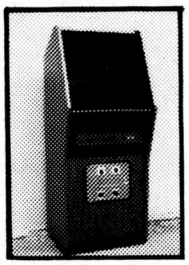
*Robert W. Bloom is President and CEO of D. Gottlieb & Co., pioneer pinball machine manufacturer. He holds his bachelors and masters degrees in accounting and management science from the University of Illinois, and is a CPA as well.*

*Bloom started his professional career as an assistant professor of accounting at San Diego State University, following which he spent three years in public accounting with Arthur Young & Co. Prior to joining D. Gottlieb & Co. in 1977, Bob Bloom spent seven years with Bell & responsibility, the last being group vice president of responsibility with last being group vice president of finance and administration for the business equipment and micro-imagery groups.*

*He joined D. Gottlieb & Co. as vice president of finance and within a year assumed the additional responsibility of directing the worldwide marketing effort for the company. In October of 1979, he was promoted to senior vice president and general manager and assumed his present position as president of the company on July 1, 1980.*

*Bob Bloom resides in a northern suburb of Chicago with his wife, Susan, and their three sons, Mark [13], Erik [11], and Scott [4]. Much of the Bloom family's spare time is spent at their Wisconsin vacation retreat golfing, boating, and pursuing a wide variety of winter sport activities. He is also known to work into the wee hours of the morning on his HO model railroad hobby.*

# if we made it any smaller...



## we couldn't get a 19" color monitor in!

Standing a mere 2' x 2' x 5', this "compact console" is available from Elcon Industries with Kamikaze, Royal Flush, Cosmic Attackers and other games.

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**PLAY METER:** You're going into your fourth year in the coin machine industry after a somewhat different previous career. How do you like it?

**BLOOM:** Like it? I love it! It's absolutely the most different, most fascinating, and most challenging industry in the world.

**PLAY METER:** In what respect did you find it different?

**BLOOM:** Well, it's an industry comprised of entrepreneurial individuals, independently pursuing their objectives while at the same time functioning in total like a well-organized, planned, and managed multi-billion dollar company. It is a consumer-oriented industry with a commercial product base. It provides entertainment and enjoyment at a profit. Its people are not New York bankers but could play business chess with them any day. It's a fashion business that changes daily. I could go on and on.

**PLAY METER:** Yes, it is dynamic but not devoid of problems—specifically, the state of the pinball market. Many industry people attribute the recent "soft" pinball market to a corresponding upsurge in video games. Do you agree with this thinking?

**BLOOM:** There is no question about the current strength of video games—and they deserve their success. The video companies have used a lot of imagination and good engineering in their current products, and they have been well-marketed. There are other factors, however.

When pinball went solid state, it created overnight a tremendous conversion market. That conversion (from electro-mechanical to electronic) is now largely completed. The level of solid state pinball sales has returned to normal replacement patterns. In other words, even without video, pinball manufacturers would have been faced with the need to normalize both their daily production and the number of models being introduced right about now. Also, at this particular time, there is a seasonal factor involved. Putting it another way, the success of video has only exaggerated a situation which already existed and, I might add, which should have been fully anticipated.

**PLAY METER:** When you say "anticipated," do you mean that this slowdown was not a sudden development and that there were early indicators that pinball was headed for this "soft" period?

**BLOOM:** Yes and no. As you know, pertinent statistics regarding our industry are not readily available. It was obvious two years ago when the demand for solid state pinball skyrocketed that we were, in great part, filling a pipeline. The completion of the product conversion period could also be anticipated with an acceptable degree of accuracy and was only obscured by the offsetting impact of the industry growth we have been enjoying. If anything was potentially surprising, it was the impact of the sudden surge of video, and with hindsight that phenomenon was advertised in flashing neon lights.

**PLAY METER:** Has Gottlieb felt the impact of this downturn in the market to a greater or lesser degree than other manufacturers?

**BLOOM:** I can't speak for other manufacturers, but Gottlieb is fortunate to have a very solid base of sales worldwide. Individual markets rise and fall, but our

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overall strength in product and distribution minimizes the effect of any geographic rise or decline in sales.

I might also say that Gottlieb some time ago programmed certain adjustments that are required by the circumstances of today. For example, our introduction of our Dimension 80 game size back in March of this year was designed to return our product design and production to one-model-at-a-time levels.

**PLAY METER:** Although at least one of your competitors appears to agree with your thinking, what made you decide to introduce this new size game?
**BLOOM:** Well, aside from the fact that we feel it is the optimum size to meet all market needs, it was designed to incorporate to the extent possible the advantages of the old standard and wide-body games while avoiding the obvious disadvantages of both. The capabilities of solid state provide the opportunity to design more features and excitement into the playfield which require more space. Too much space, however, is difficult to control from the ball travel pattern standpoint and causes obvious problems to the operator in handling the equipment. Our Dimension 80 also provided us with the vehicle to effectively replace two product sizes with one.

**PLAY METER:** Why was Gottlieb concerned with replacing two products with one?
**BLOOM:** Why? The pinball manufacturers geared up to meet the recent conversion market demand. But, too many models introduced too frequently under normal market conditions is basically unhealthy for the entire industry. It overly complicates the decision of what products the operators want. What used to be an "I'll take some of each" market has turned into an "I think I'll wait to see what comes next" market. This situation negatively affects everyone in the industry and must be corrected.

**PLAY METER:** Do you think the pinball market is saturated?
**BLOOM:** Absolutely not. There can be no real saturation in the amusement equipment field where variety, novelty, and constant change are essential. New, lively, and innovative games of all formats will continue to be introduced, and wise operators continually recycle their equipment from primary to secondary locations.

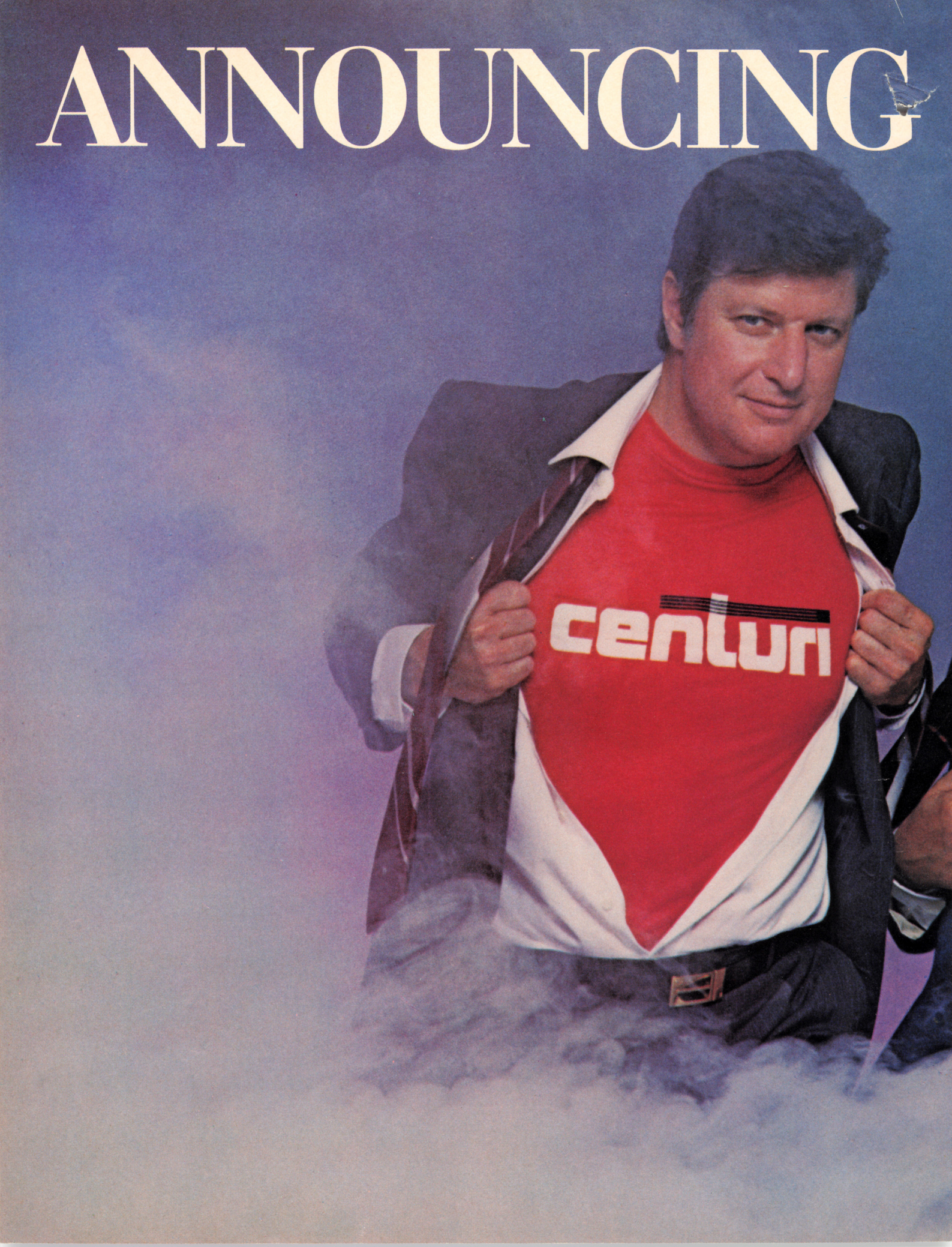
**PLAY METER:** Do you feel pinball is progressing as rapidly as video games in terms of innovations and new play features?
**BLOOM:** Absolutely. All you have to do is compare today's product with that des igned and produced jus t two or three years ago. The contrast is unbelievable, and if I can borrow a statement that has been used before, you ain't seen nothing yet.

**PLAY METER:** Other pinball manufacturers apparently in a reflex action to the market are getting into production of video games. Can we expect to see Gottlieb entering this field or will Gottlieb continue to specialize in pinball games exclusively?
**BLOOM:** Gottlieb has pursued exclusively the pinball market for most of its 53-year history. It's a tradition. We would only change it if there were a darned good reason.

**PLAY METER:** Does that mean "no"?
**BLOOM:** It means I'm giving you a definite "maybe"!

ED MILLER AND BILL OLLIGES ARE WORKING FOR A NEW COMPANY.

# ANNOUNCING



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If you know Ed Miller and Bill Olliges, you know they both have a record of introducing innovative games that wear well, work well, and do well.

If you don't know them, keep your eyes and ears wide open. Because, although this may be the first time you've heard of Centuri...it certainly won't be the last.

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'Happiness is discovering that solid state really *is* better than electro-mechanical!'

**PLAY METER:** Gottlieb was the last pinball manufacturer to switch over to solid state and even manufactured electro-mechanical games as late as last year. It has been theorized that the cost of producing a solid state pin, although higher at first, would be lower sometime in 1979. Did Gottlieb actually experience this, or is there still a lower cost today in producing electro-mechanicals?

**BLOOM:** Well, there is little question that electro-mechanical pinball games could be produced at substantially lower costs than the solid state models. Unless we enjoyed consumer level volumes, like watch, calculator, and television manufacturers do, the potential for substantially reducing the cost of our solid state systems is quite remote. However, we do have plans to provide effective solutions to the problem of ever-increasing costs of our equipment.

**PLAY METER:** Such as?

**BLOOM:** The overall return on investment in pinball or any other product is like a two-edged sword—the overall revenue versus the total cost of the investment. Gottlieb has for some time been working on this problem, and we believe that we have designed programs which will be introduced within the next year and that we feel will provide our operator customers an opportunity to tremendously increase the ROI of Gottlieb products. These programs will not only stabilize our selling prices at close to their present levels but will also provide opportunities to reduce prices. The substance of some of these programs will be revealed at this year's AMOA show.

**PLAY METER:** That's the name of the game! Can you elaborate and at the same time tell us whether or not electro-mechanical games are gone forever?

**BLOOM:** Well, let me give you one example. The advent of solid state pinball not only marked the end of electro-mechanical games but also seemingly terminated one- and two-player game formats. The single-player E.M. game provided product to a segment of our market which we feel may still exist. Accordingly, Gottlieb will be introducing a product, on a test basis, to the single-player market if, in fact, one still prevails. We believe we will be able to provide a single-player solid state game with the price differential akin to that which prevailed between one- and four-player E.M products.

**PLAY METER:** In other words, locations requiring only single-player games will not be forced to pay for the four-player models. Any other cost-cutting ideas in mind?

**BLOOM:** Several, but the time is not yet right to play our whole hand. They all are designed to deal effectively with problems that confront our distributors and operators. For example, one of the industry problems that we have been addressing is that related to the disposition of used pinball equipment. As you know, a considerable amount of our used equipment is being absorbed by the consumer market—and that area is yet to be fully exploited.

However, many distributors still have warehouses full of old E.M. and early solid state pingames for which a ready market apparently does not exist. I can't be specific, but we are addressing this problem also and hope to find at least a partial solution to the age old problem of excess used equipment inventories. Such equipment cuts down trade-in values for operators and ties up distributor working capital. If our concepts have

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merit, we hope to effectively attack the problems of product costs and used equipment as well.

**PLAY METER:** What about the revenue side of your two-edged ROI sword? Do you think 50-cent play is the answer?
**BLOOM:** No, not yet. In the United States, as in many other countries in the world, the proper coin denominations do not exist to permit fractional increases in the price per play in a manner which has been traditionally successful. Our industry needs complete acceptance of a dollar coin, and the SBA thus far has flopped.

**PLAY METER:** Can you explain what you mean by traditional price increases?
**BLOOM:** Sure. When we went from the dime to the quarter, we helped the customer get accustomed to using a quarter by first dropping the price (dime—1 play, 3 plays for a quarter). Once the coin is accepted, the price can then be increased over a period of time with minimal resistance. To merely double the price of play without offering something substantially different, in my opinion, has little hope for success. This is expecially true if the operator tried the price increase on pins while video continued to play at a quarter.

**PLAY METER:** How, then, do you propose to increase the renenues of pinball?
**BLOOM:** Well, with a little different and potentially more radical approach. Operators sell time, and time is money. Today, we're giving too much pinball play time for a quarter. Because of the free-play features of pinball, most operators are giving away between 30 percent and 40 percent of the game's playing time. Another way to say it is that, on the average, every pinball game played costs the customer approximately 16 cents. If you eliminate free-play effectively, the operator will potentially increase the revenue of his equipment by the current percentage of free-plays given—30 - 40 percent.

**PLAY METER:** Free-play in pinball is a well-established feature. How do you propose to eliminate it?
**BLOOM:** By giving the player something in its place, and if the time were ever right for this move, it's now. Because of video, the player is now well-accustomed to paying for every game played.

**PLAY METER:** What do you give the consumer in place of free-play?
**BLOOM:** Well, I'm sure we don't have all of the possibilities identified, but I'll give you a good example...our new test game, *James Bond*. Without going into a lot of detail, this is a time machine. It isn't a 3-ball, a 5-ball, or any ball quantity game. The player can play the number of balls that is in direct proportion to his skill as a sharpshooter. It's basically akin to what a video game offers the player—excitement for the non-skilled player and extending excitement for the skillful player.

The opportunity that this concept offers to the operator is tremendous, but he will have to be very wise in the manner in which he markets it to his customers.

**PLAY METER:** The concept sounds interesting, but why


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is the marketing approach so important?
**BLOOM:** The game was designed to compete with both pin and video. At the outset, however, products of this nature should be placed in more direct competition with video games where free-play is not expected. In other words, in locations where videos and pins are segregated, a pin like *James Bond* might do better being placed with the video games.

**PLAY METER:** Bob, let me ask you what would you by buying today if you were an arcade owner?
**BLOOM:** Well, first of all, I'd be buying products manufactured by reputable companies who will be around tomorrow to make sure the required service support exists, and there are plenty of such products out there. I would be buying a balanced mix of games. I wouldn't let myself get top-heavy in any one category. On exceptional pieces, be they pin or video, I'd consider buying more than one for an appropriate location, but I'd make sure that I spread them throughout the arcade rather than placing them in a bank or adjacent positions. Exceptional pieces can stimulate the play of other good pieces by merely being placed side-by-side and thus the overall earnings of the arcade can be improved.

**PLAY METER:** Will Gottlieb continue to tie in to major motion picture releases and other similar celebrity type promotions?
**BLOOM:** We don't overdo it, but when an appropriate subject comes along with a promise of super promotion and high visibility, like *James Bond* for example, we will use it. As you know, we are a subsidiary of Columbia Pictures, and through them and other well-established contacts within the entertainment industry, we have some pretty good suppliers.

**PLAY METER:** Do celebrity and motion picture tie-ins actually help a particular machine's earning ability?
**BLOOM:** They definitely can help, especially at the introduction of a game, but in the long term, they only help if it's a good game.

**PLAY METER:** What's Gottlieb's feeling about pinball tournaments? Are they worthwhile and, if so, should they be initiated by individual operators or be a joint manufacturer effort?
**BLOOM:** I feel that pinball tournaments properly organized, managed, and publicized can reap tremendous benefits to the entire industry. Some day we may see a universally accepted national pinball tournament jointly sponsored by the entire industry—but I think an organization such as the AMOA would have to play an active role in getting one started.

The manufacturers considered sponsoring such a tournament about a year to a year-and-a-half ago; however, aside from the costs, there were a lot of very significant problems inherent in the endeavor. Quite frankly, no one had the time to pursue it. In the meantime, local tournaments are great, and our distributors will have promotional items to help in these events.

**PLAY METER:** With all the recent executive changes at Gottlieb, and based upon your comments today, it appears that Gottlieb is emerging with a very aggressive posture. Are there any changes we can expect to see coming from Gottlieb as far as product design is concerned?
**BLOOM:** I can give you a resounding "yes" to that question. You will pardon a little self-indulgence, but Gottlieb's had its share of innovations over the years, including the basic playfield feature, the flipper, as well as the roto target, vari-target, and drop target bank. I don't have to dwell on our quality; it speaks for itself.

We are directing considerable attention to both the development of new playfield features and game concepts. The solid state technology currently being employed provides tremendous opportunities to enhance the excitement and enjoyment of playing pinball.

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## *Will operators have same chance?*

# Copyright panel allows music publisher to show 'hardship'

The Copyright Royalty Tribunal required financial data to be supplied by the music publishing industry at late August to show any evidence of financial hardship that would argue for an increase in mechanical royalties. And, with the Washington panel's focus also divided in a review of cable television royalties, a motion from the AMOA was pending with regard to jukebox royalties.

AMOA representatives in the first week of August asked the CRT for reconsideration of a recent ruling. The CRT had ruled that jukebox operators' financial condition would not be considered in the royalties issue.

The accent in the complex royalty revision matters was on the two questions, cable-TV subscription royalties and mechanical royalties built into sales of records, as this issue of PLAY METER went to press. CRT Commissioner Tom Brennan said no date was set for a Tribunal answer to the AMOA's motion, nor was there a timing for the songwriters and publishers to follow in submitting financial data.

However, there was "a relatively short amount of time," he noted, before CRT final decisions are due on copyright royalty revisions — which must be in effect before December 31 if any change is to be made in the scales.

In the matter of mechanical royalties, a hike from 5½ cents per single record to 10 cents for each record, as proposed by the music publishers, would have to be passed on to the jukebox operator as a buyer of recorded music, warned a spokesman for the Recording Industry Association of America [PLAY METER, September, 1980].

During the summer, however, the Danielson Bill for an addition to the $8 per-jukebox fee of $1 to pay performing artists, died for lack of support in a U.S. House subcommittee. The bill is considered dormant for 1980.

For the copyright holders, the CRT wields the power to increase the jukebox rate to extend over another decade.

In the case of the mechanical rate, the CRT decision to require music publishers (copyright holders) to show evidence of financial standing that might have a bearing on the hearings was sudden, and the publishers had objected to the requirement "for legal and other reasons," said Brennan.

But the publishers were in the process of preparing a "sample survey" of financial data late in August. The CRT asked for aggregate data for 1977 through 1979 on items including: domestic and foreign revenues from mechanical royalties, performance fees, print license revenues, and administrative service to publishers controlled by songwriters; expenses for license payments and other costs; and miscellaneous income and total profit before taxes.

While this data was being gathered and would be presented and reviewed by the CRT, the AMOA stand hung fire—as to whether jukebox operators' financial standing is relevant to copyright royalties.

# Chris Minarik brings experience to Exidy sales post

Christine Minarik has been appointed to sales for Exidy Games. She has served with Exidy Inc. for three years in several capacities. Recently, she joined the Financial Group, and was responsible for distributor accounts, being quickly promoted to accounting supervisor.

In her new sales position, Chris Minarik will strengthen the domestic sales force by joining her efforts with those of Lila Zinter, marketing director.

Viewing the innovative ideas in store at Exidy, Minarik said, "The new products will sell themselves, making my job so much easier—Exidy has some terrific games in store, and I'm anxious to introduce them. After managing distributor accounts for over two years, I'm really looking forward to personally meeting our distributors and offering them our best service."

Pete Kauffman, Exidy president, commented: "Chris was carefully considered for this position. She has a tremendous amount of potential and will benefit our sales remarkably. She has been with us through our steady growth, working in a variety of capacities. Because of the close associations she has made here at Exidy, she is able to provide customers excellent service. Plans are being formulated for Chris to visit each and every national distributor in the near future."

*Chris Minarik*

Lila Zinter, head of the Games Sales department, will now focus her efforts on international sales. Of Exidy advancement, she stated, "I've enjoyed working with Chris in the past and am pleased she has joined our domestic sales department. It's encouraging to see Exidy sales expanding at the same quick pace that our new games are being accepted by the entertainment industry."

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# Play Meter Equipment Poll

*Here are the October results of PLAY METER's subscriber survey ranking pinball and video games. Rankings are compared with games' standings in the September poll.*

## Top Pins

| OCTOBER | | SEPTEMBER |
|---|---|---|
| 1. | *FIREPOWER/Williams* | 1 |
| 2. | *SPACE INVADERS/Bally* | 2 |
| 3. | *GORGAR/Williams* | 3 |
| 4. | *SILVERBALL MANIA/Bally* | 5 |
| 5. | *FLASH/Williams* | 4 |
| 6. | *BIG GAME/Stern* | 7 |
| 7. | *SEA WITCH/Stern* | 11 |
| 8. | *METEOR/Stern* | 14 |
| 9. | *LASER BALL/Williams* | 12 |
| 10. | *GALAXY/Stern* | 8 |
| 11. | *PLAYBOY/Bally* | — |
| 12. | *SPIDER-MAN/Gottlieb* | 12 |
| 13. | *SUPERMAN/Atari* | 6 |
| 14. | *STELLAR WARS/Williams* | 8 |
| 15. | *CHEETAH/Stern* | 19 |
| 16. | *TIME WARP/Williams* | 17 |
| 17. | *GROUND SHAKER/Bally* | — |
| 18. | *BLACKOUT/Williams* | — |
| 19. | *SHARPSHOOTER/Game Plan* | — |
| 20. | *ROLLING STONES/Bally* | — |

## Top Videos

| OCTOBER | | SEPTEMBER |
|---|---|---|
| 1. | *ASTEROIDS/Atari* | 1 |
| 2. | *GALAXIAN/Midway* | 2 |
| 3. | *SPACE INVADERS/Midway* | 3 |
| 4. | *ASTRO FIGHTER/Gremlin & Data East*** | 4 |
| 5. | *MONACO GP/Gremlin* | 5 |
| 6. | *RIP OFF/Cinematronics* | 6 |
| 7. | *SPRINT II/Atari* | 8 |
| 8. | *TARG/Exidy* | — |
| 9. | *FOOTBALL/Atari* | 9 |
| 10. | *TAILGUNNER II/Cinematronics* | — |

** Note: Responses do not differentiate between the cocktail table (marketed by Data East) and the upright version (leased to Gremlin for marketing).

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 the coupon below and return it to PLAY METER.

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# Vending net profit slips

Average net profit before income taxes of vending service companies slipped more than 5 percent in 1979, from 5.2 percent of sales in 1978 to 4.9 percent, according to the National Automatic Merchandising Association (NAMA) of the vending and foodservice management industry.

The 1979 Operating Ratio Report, based on financial data of 164 member firms of varying sizes, was compiled by Price Waterhouse & Co. Total vended sales volume of participating firms amounted to $1.765 billion, well over 10 percent of 1979 industry sales.

Bright spots in the report were drops in the average percentage of payments to client locations and in the percent of sales taxes related to total sales, said G. Richard Schreiber NAMA president.

Location payments in 1979 averaged 7.6 percent of sales, down from 8 percent in 1978 and sales taxes averaged 2.9 percent of gross sales, compared with 3.2 percent in 1978. The lower sales tax average reflects the association's successful effort in a number of states to obtain relief from sales taxes levied on an unfair basis, Shcreiber commented.

The complete Operating Ratio Report gives information on return on assets, depreciation methods used, inventory turnover and ratios on "manual" contract foodservice sales. It is available to NAMA member firms at $25 per copy. Non-members may obtain a summary of the report free of charge but the complete report is restricted to member firms.

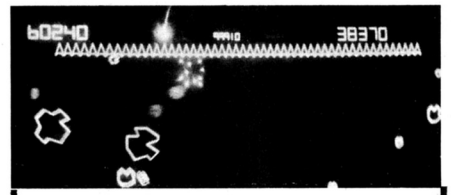
# Solid state mini pin marketed

Micropin Corporation of Pasadena, California has developed a bartop pinball-type game, an all-solid-state machine, under the trademark "Micropin."

The firm was offering a stock issue in August, aimed at raising some $3 million of capital. This would apparently be applied to the expansion of the market for the *Micropin*. While direct sales to bar owners were presently being made by the company, it would "explore other marketing approaches once several hundred of the games are in the field," said a company spokesman.

The flipper-type counter game employs the development of using no switches, relays, or switch closures, a spokesman said.

*'Micropin' is a new bartop pingame, developed to have a long wear life, with no switches, relays, or switch closures: New development in pinball? Manufacture is now limited to the above size.*

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# Vendors win license-fee suit

Local licensing of vending machines for revenue rather than for the cost of inspection will be attacked in 100 or more suburbs of Chicago after a landmark court ruling recently favored the state Automatic Merchandising Council.

A spokesman for the National Automatic Merchandising Association said the Second District Appellate Court of Illinois upheld a lower court in finding the license fees of Burr Ridge unconstitutional.

Walter W. Reed, spokesman for NAMA, said the immediate application can be to any locality in Illinois that is licensing for revenue in amounts exceeding the reasonable costs of inspecting machines. Red said he expects villages in the Chicago area "to see the light" with the overruling of the Burr Ridge 1975 ordinance requiring a $50 per-machine annual license fee for foods and beverages, $75 for cigarette vendors, and $25 for other machines.

Following a lawsuit by NAMA and the Illinois Automatic Merchandising Council, the village reduced the vending fees to $40 and $30 respectively, said William R. Brandstrader, NAMA counsel and director of state councils, who handled the litigation filed five years ago.

He said this was the first ruling anywhere to decide what is the reasonable cost of regulating and inspecting vending machines. If there if no appeal by Burr Ridge from the Second District Appellate Court decision—and no appeal is expected—the vendors' associations will pursue the fight against exorbitant fees in numerous Illinois communities, said Brandstrader.

"The court not only upheld the decision of the trial judge that the Burr Ridge license fee is unconstitutional, but also reversed the trial judge's ruling regarding refunds of fees already paid," said Brandstrader.

He said, further, that the ruling directed the Circuit Court to issue an order for refunds.

[Average net profit before taxes of vending companies slipped in 1979: see related story in this issue.]

## In Memoriam

### EDWARD DUPAQUIER

Edward J. Dupaquier, route manager of Lucky Coin Machine Co., Inc. and a longtime veteran of the coin-operated music and amusement games business, died in New Orleans on June 10, 1980.

Mr. Dupaquier, 61, had been affiliated with the coin machine business in this area for over 40 years. He had been associated with Lucky Coin and its owner, Bob Nims, for 10 years.

Prior to that he was for many years a top aide to Andrew Monte during the operation of A.M. Amusement Co. in this city. Mr. Dupaquier began his career in the business with a local firm, Melody Music Co.

A native of New Orleans, he was a resident of River Ridge, Louisiana for the past 17 years. During World War II he served for four years in the u.S. Army, including a lengthy period of service in the European Theater of Operations.

He is survived by his wife, Winona Favret Dupaquier, three children, a brother, and several grandchildren.


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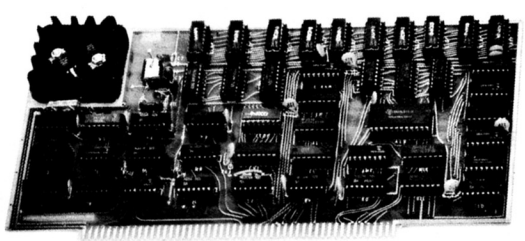

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## Rowe taps Tanis for sales promotion

Rowe International has appointed Caryn Tanis as assistant sales promotion manager, a new position, at its corporate headquarters in Whippany, N.J.

Prior to her staffing at Rowe, Ms. Tanis was a copywriter/account executive with Feyler & Levy Advertising in New York. Sher received a BFA degree from the School of Visual Arts and attended New York University, majoring in advertising and marketing.

## *Game Plan to have AES capital boost*

AES Technology Systems, Inc., parent company of Game Plan Inc. coin-op games manufacturer, has arranged to infuse as much as $15 million in working capital into the financially beset Game Plan.

AES Technology Systems has sold certain small office machines interest for $15 million plus royalties on that equipment's sales. The buyer, Bliss & Laughlin Industries Inc., delivered $1 million in earnest money to AES Technology pending a definitive agreement by the stockholders of both AES and Bliss & Laughlin.

The agreement on funds would allow AES to retire its debt and provide "significant working capital for the Game Plan subsidiary which has continued to experience cash flow difficulty and losses," said an announcement mailed from Game Plan in Addison, Illinois in early August.

A statement to Game Plan employees from Vice President and General Manager Wendell McAdams said: "We are happy to announce that Game Plan has resolved its financial problems and will now be able to go forward and assume its rightful place in the coin machine industry. Game Plan has not changed ownership and will continue operation under the same general management team," said McAdams.

If the agreement to sell AES interests were not consummated, the $1 million from Bliss will be converted into a subordinate term loan to AES, according to a joint statement from the two corporations.

The agreement provided for the sale of AES document processing and control interests to Bliss & Laughlin but excluded sale of Game Plan, its wholly-owned subsidiary.

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## Pool for pool balls

Pat Goff, sales representative of Amusement Supply, Dallas, says his firm has a new and useful idea in operation—the recycling of "worn out pool balls."

In six months, Amusement Supply has recycled 30,000 balls, he said. Special machinery cleans the yellowing (oxidtion) of the balls—their "rust," in effect—taking 1/100 of an inch from the spheres' size but returning them into coin-op table use in sets offered at reduced rates. "It's something everybody can use," said Goff. One operator sent in 2,000 balls for the restoring process, he added.

Amusement Supply will pay for cleanable balls at 75 cents per ball, or $10 for a set of 15 balls plus cue ball.

## Atari engineers travel

Atari's field service advisors have been engaged in one of the most extensive national seminar programs in the company's history. Russ MacDonald and Bob Salmons, with the leadership of Fred McCord, traveled throughout the United States to explain personally and demonstrate to Atari distributors and their technicians the latest technology used in Atari games.

In commenting, MacDonald said, "The objective of these seminars is to help distributors offer more technical support to operators...to keep our games earning longer without interruptions so that profits are maximized."

The continuing seminar schedule includes the dates and stops: September 8, Mondial International Corp., Springfield, New Jersey; September 11, Sammons Pennington Co., Nashville, Tennessee; September 16, Bally Northeast Distributing, and Rowe International, Dedham, Massachusetts; September 18, Brady Distributing Co., Charlotte, North Carolina; September 23-24, Southern Music Distributing Co., Orlando, Florida; September 25, Rowe International, Jacksonville; September 30, New Orleans Novelty Co. (to be held at 3030 N. Arnoult Road in Fat City, where the future base of New Orleans Novelty will be located; all operators and technicians were invited to attend);

Also, October 9, Brady Distributing Co., Richmond, Virginia; and October 16, New Way Sales, Toronto.

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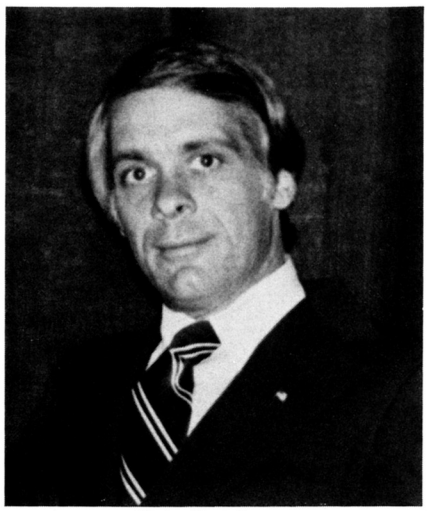
# Audio Visual Amusements formed by Entringer

Pete Entringer, an 18-year veteran of the coin machine industry, made public his resignation from Advance Distributing Co., Inc., where he served as president, and that he had purchased all of the outstanding shares of stock in Brandt Distributing Co., Inc. of St. Louis in July.



*Pete Entringer*

Also, Entringer has formed Audio Visual Amusements, Inc., which will be the name he will do business under. Brandt Distributing has been engaged in the coin machine business since 1946.

A.V.A. will be headquartered at 1809-11 Oliver Street, St. Louis, Missouri 63103.

Brian Nelson was appointed vice president of A.V.A. He was formerly customer service manager. Norman Marsh was named secretary/treasurer.

Entringer said, "A full staff will meet all the needs of the operators we will service."

# *Business Builders in Year Two*

Business Builders, a promotion agency serving the coin-op industry, is celebrating its first year in business. Carol Kantor, founder and president of this specialized agency, said, "Business Builders has done very well in its first year, thanks to my excellent clientele. I have enjoyed the work and look forward to continued growth."

This year Business Builders implemented advertising and promotion programs for several coin-op industry companies. Betson Pacific, Los Angeles, used the agency to promote its recent name change with a new logo and special events. Kantor also initiated Betson Pacific western theme trade ads and "The Perspective", a newsletter for its customers. Another distributor, Banner Specialty Company, Philadelphia, implemented a "Service Oriented" ad campaign through Business Builders. These were among the first "creative" institutional distributor ads.

The recent NAMCO campaign emphasizing its position on unauthorized copies of *Galaxian* was designed by the agency. "This was one of the most challenging assignments," noted Kantor, "It was difficult to develop an impact ad on a controversial and ethical issue. From reactions thus far, I believe our two ads are effective."

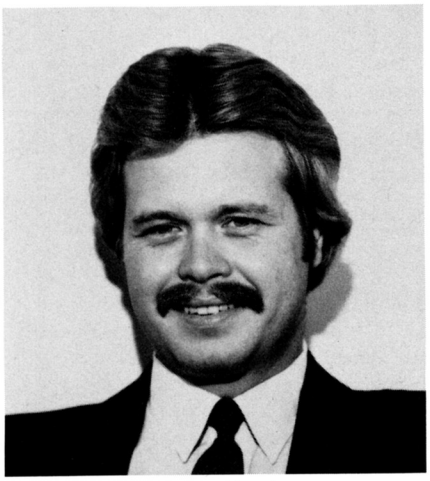
Ms. Kantor works closely with Linda Callens to create impact marketing programs for her clients. "Linda deserves a lot of credit for my success. She is a talented designer and illustrator who has good marketing sense; but as important, she has grown to appreciate this coin-op industry as I do." Kantor confirmed.

Beginning her second year, Ms. Kantor looks to new areas for growth. The agency is doing more work in public relations and direct mail. Business Builders also represents ad specialty manufacturers to complement promotion programs developed. "Business looks even better for year #2. I will have more new ideas to show potential clients at AMOA this year," promised Ms. Kantor.

Business Builders has done marketing for operators. The agency created player newsletters for Nickels & Dimes and Time Zone arcade chains. Musee Mecanique, San Francisco, and Golden Dome, Landover, MD are also on her operator client list.

# McCleskey is Sefco VP

Richard H. Vaughan, president of Sefco Distributing Co., Inc., has announced the appointment of Mark P. McCleskey to the position of vice president, sales and marketing, Amusement and Music Division.



*Mark McCles key*

McCleskey's duties include the direction of all sales and marketing activities in the Amusement and Music Division with emphasis on technical service and training.

"McCleskey's knowledge and experience have been achieved through the successful completion of selected sales and marketing assignments during the last four years a Sefco," Vaughan observed.

"We believe that Mark's new position will strengthen our complete sales, parts, and service program in our continuous drive to be a more effective distributor to our music and amusement operators," said Vaughan.

# *Coin-op video on TV*

Joe Kaminkow of Bally Northeast Distributing, Inc. in Dedham, Massachusetts has established himself as a regular guest on the Matt Segal talk show "Five All Night, Live All Night". The show airs at 1:30 a.m. and reaches over one million people between the ages of 18 & 35 in New England.

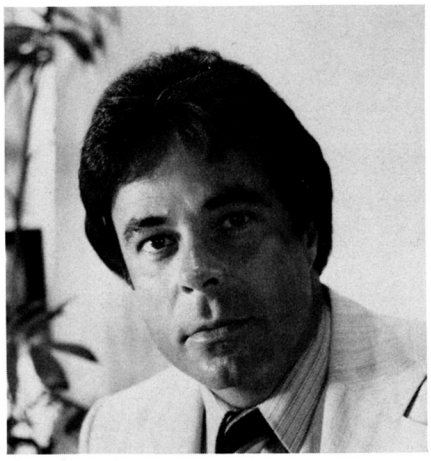
Joe is invited to appear about once a month to demonstrate and explain the most recent coin-operated machines. Among the machines Joe has brought on the air are: Midway's *Space Invader, Galaxian* by Midway, Atari's *Asteroids*, Cinematronics' *Rip Off*, Sega's *Monaco Grand Prix*, Bally's *Space Invader* flipper, and William's *Fire Power* flipper.

A Bally Pinball Tournament is scheduled to be held on TV this Fall on the "Five All Night, Live All Night" show.

The response thus far has been excellent. It has increased the public's awareness of the diversity of coin operated games, as well as the valuable role the distributor plays in the success of the game, according to Bally Northeas Distributing.

# Dynamo founder builds Games Ltd.

John Lewis, co-founder of Dynamo Corporation has announced that he has sold his 50 percent interest in the company to a Dallas investment group. Lewis, who founded Dynamo Corporation in 1973, will form a new company, Games Limited.



*John Lewis*

Lewis said Games Limited will manufacture and distribute coin-operated video games. According to Lewis, an amusement parts division will also be formed as a subsidiary of Games Limited. This new division will operate under the name of NAPCO—National Amusement Parts Coin-Operated.

Both companies will share new offices and warehouse facilities, which were expected to be completed by August 15th, in Arlington, Texas. "Further details about the new companies," continued Lewis, "will be forthcoming after we have settled in our new offices and warehouse complex.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# Stern quick with video move

By TONY LICATA

There no longer seems to be any question about whether video games are here to stay or not. About the only thing unresolved at this point is to what extent they are taking over the amusement machine market from pinball games.

No small irony exists in the fact that the really history-making game features an endless stream of invaders from space streaming down and overwhelming the player. The video game manufacturers appear to be offering a similar flow of new "invaders" to compete with the pin games—possibly even "tilting" them out of play.

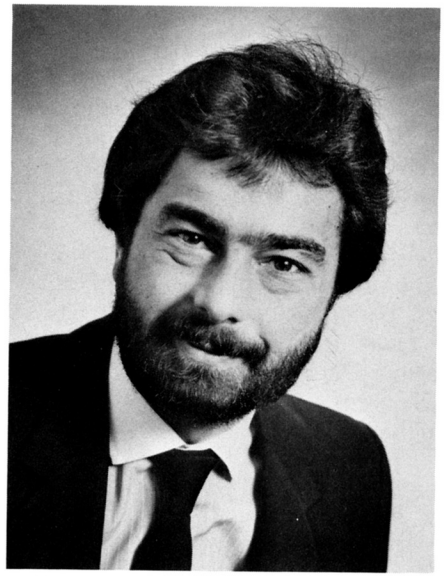
The pinball machine manufacturers have found themselves in the same position as the legions of space video players—the more they shoot down the enemy, the more new ones come and take their places. Unfortunately, the space-game players are having a lot of fun while the manufacturers are fighting for their very existence.

For that reason the July announcement that Williams Electronics was entering the video market with its own machine probably didn't surprise a whole lot of people in the industry.

This month marks the debut of Stern Electronics with its own, *Astro Invaders* video game.

Steve Kaufman, Stern amusement division president, pointed out the fever pitch of the competition when he told PLAY METER, "Only five weeks transpired between the consumation of the contract and the first sample coming off the line."

He explained that Stern paid a premium for the worldwide licensing rights (excluding Japan) to *Astro Invaders*, but he said he considered the extra money more than paid back by the quickness of entry into the market that it afforded Stern.



*Stephen Kaufman*

Kaufman also pointed out that this entry is no "one shot" affair. "We plan to follow the marketplace a whole lot closer now than before when we just manufactured pinball games." He said if the sales of the video games warrant it, Stern would reduce its output of pinball machines.

*Astro Invaders* is only the first of what promises to become "a standard part of the product line," according to Kaufman.

The company already has additional video games on the shelf and it will continue to generate new ones. Kaufman said in the future Stern would create games from its own original designs, license the rights of other designers' games, and also do kits.

Buying kits accounted for the swiftness of production on *Astro Invaders*, Kaufman said. Stern procured the logic boards from the Japanese designer, but has produced the rest of the unit in the Stern plant on Diversey Parkway in Chicago.

Kaufman characterized the transition into video game manufacture as relatively smooth. "We haven't had any difficulties in procuring parts," he said, pointing out that video monitors were actually the only totally new element in the production.

Otherwise, Stern has been using as many common parts with the pinball games as possible, for example in the cabinet construction and also the buttons.

Looking down the road at the industry trend of heightening video competition, Kaufman said that Stern plans to try and go right down the middle between the pin games and video production.

That way, if a trend toward either one looks like it is going to inundate the other, Stern will be able to ride it out.

Service for the new games will be treated exactly as it is for the Stern pinballs, Kaufman said. The firm will stand 100 per cent behind every game. They have a WATS line available to handle operator questions.

Also, Stern is publishing a full set of schematics, catalog, and technical information as if they had developed *Astro Invaders* on their own.

By the third week in July, Stern had sampled everyone they planned to in their distribution network and were getting ready to canvass for orders.

Kaufman said *Astro Invaders* had already proved a success for its designer in Japan and that early orders coming in from overseas were "most encouraging."

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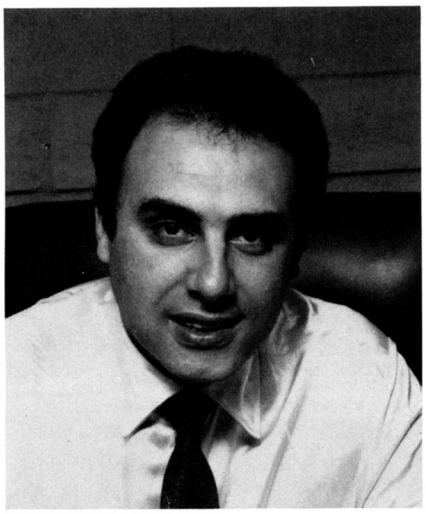
# Vic Leslie joins Sega to manage Europe arm



*Vic Leslie*

Sega Enterprises, Inc., of Los Angeles, announced the appointment of Victor Leslie as managing director of its newly formed subsidiary, Sega Europe Limited.

Leslie, former United Kingdom sales manager for Cherry Leisure, is a veteran of both the European and the United States' arcade game sales force. "I am extremely proud to accept this position," he said. "Sega's line of games has never been stronger, as they continue to make tremendous strides in research and development."

"Sega relies on engineers in Japan and San Diego for its innovative game ideas. The blending of these two contrasting cultures has added a new dimension to research and development, linking the center of the video game industry with the advanced technology of the California electronics community. This combination has produced a team second to none. In addition to Gremlin's latest video sensation, *Carnival*, I am extremely pleased with the several prototypes I had the priviledge of viewing.

"As managing director of Sega Europe, I will keep that team aware of the needs of the European customer, advise on market trends, and assist distributors in every way possible," Leslie said.

Leslie is also a European representative of PLAY METER magazine.

Sega president David Rosen commented: "Sega visualizes Mr. Leslie's role as representative in Europe essential to meeting the needs of our customer abroad. His expertise in video equipment, coupled with his awareness of the European market, will provide valuable input to our R & D departments in addition to assisting our European distributor network."

The Sega Europe Limited offices and showrooms will be located in central London.

# Simkowski tagged as Gottlieb marketing VP

The appointment of George R. Simkowski as vice president/marketing of D. Gottlieb & Co., effective August 1 was announced by Robert W. Bloom, president. Simkowski has been serving the company as its marketing consultant since October of 1979.

Bloom noted Simkowski's more than 25 years of both domestic and international marketing experience. For the past four years he has been president of Sim-Co Marketing, Inc., his own marketing consulting firm. Prior to that, his corporate affiliations included the Bell & Howell Company, where he served as president of the Consumer Products Division, the Admiral Group of Rockwell International, the Norge Division of Borg Warner Corporation, and Webcor, Inc. His consulting clients included Columbia Pictures, Wolverine World Wide, Magnavox Electronics Company, and Quasar Electronic Company.

Simkowski stated that he welcomes the opportunity to work in an industry where newness, change, and excitement prevail. "I look forward to the challenge of helping D. Gottlieb & Company excel in every facet of the game business as it has for 53 years," he said.

Tom Herrick, formerly vice president/marketing will remain with Gottlieb in an executive position, with the title: vice president.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# Bally's casino permit questioned, Mullane is confident of approval

Bally Manufacturing Corp. officials rallied in support of the company's gaming casino operation, Park Place in Atlantic City, after an August recommendation by a New Jersey gaming enforcement authority that Bally should be denied a permanent license for the casino or the sale of slot machines in the state.

Robert E. Mullane, chairman and president of Bally Manufacturing, said in a formal statement: "Bally will continue to operate under a temporary permit issued by the New Jersey casino Control Commission until September 29, 1980, and has applied to the Commission for renewal of its permit for three more months after that date, as provided for under the laws of the state of New Jersey."

The Division of Gaming Enforcement, which is an arm of the New Jersey state attorney general, had on August 5 advised the Casino Control Commission that it would not object to such an extension, Mullane pointed out.

The Division's August 12 recommendation, concluding a two-year investigation, came as an apparent surprise to Bally's top management level.

Mullane said the Division of Gaming Enforcement raised objections with two other cases pending a casino license as it did with Bally, the third application before the Commission. Bally has a chance to appeal the Division's recommendations at a public hearing of the New Jersey Casino Control Commision sometime this fall.

The charges against Bally concerned alleged examples of criminal behavior by William T. O'Donnell, former chairman and president; Alexander Wilms, a European distributor and stockholder; and the company. The New Jersey investigators in a 111-page report charged that O'Donnell had made payoffs to Kentucky legislators and had past associations with organized crime figures.

Richard Gillman, chairman of Bally's Park Place, in a joint statement with Mullane, said their companies supported O'Donnell in his own statement that he had voluntarily produced his files including information which the Division had apparently relied on in its report. "Mr. O'Donnell also stated that he was completely confident that sworn testimony and documents in the upcoming piblic licensing hearings before the Commision would refute any suggestion of participation in or any wrongdoing in this matter," said their joint statement. Also, O'Donnell denied any involvement in influencing legislation in Kentucky improperly.

The heads of Bally Manufacturing and Bally's Park Place also supported O'Donnell in denying any association between him and organized crime. Prior investigations by the Nevada Gaming Control Board and other authorities had cleared Bally and O'Donnell of allegations of such links, said the statement from Mullane and Gillman.

O'Donnell stepped down last year from his post as a Bally officer in order to clear the way for Bally to obtain a temporary casino license.

Mullane and Gillman stated: "We are quite certain that the good character and integrity of both of our companies as well as Bill O'Donnell will be shown before the New Jersey Casino Control Commission in its public hearings on these licensing proceedings by clear and convincing evidence. We are therefore sure that Bill O'Donnell will be returning to his posts as president and chairman of Bally and chairman of Bally's Park Place at the conclusion of those hearings in the near future."

Bally reportedly has $300 million invested in the Atlantic City casino and hotel which is 83 percent owned by Bally.


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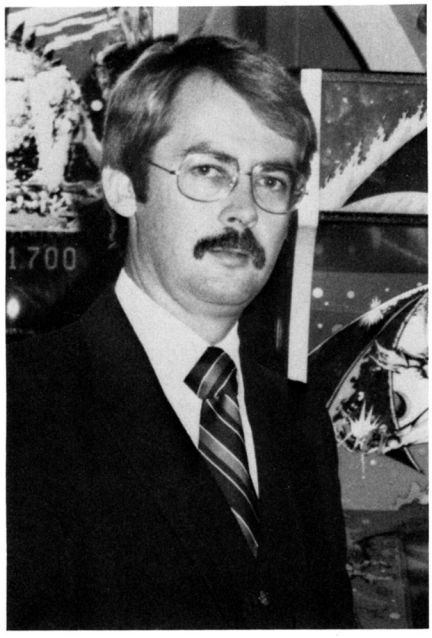
# *Universal USA at new site where production is planned*



*Paul Jacobs*

Universal USA changed its corporate headquarters and its structure of corporate officers in August. A new 24,000-square-foot facility in the heart of Silicon Valley will house the headquarters at: 3250 Victor, Santa Clara, California 95050.

Paul Jacobs was named president and chief operating officer, effective July 25, by a meeting of Universal's board of directors in Tokyo. John Nomura, formerly president, is now a director of Universal Co. Ltd. and will maintain a liaison office for the parent company in Hollywood.

Other Universal USA officers are Kazuo Okada, president of Universal Co. Ltd. and chairman of the board of directors, Universal USA; George Nakayama, import/export manager of the parent company and vice president and secretary of Universal USA. Nakayama will be in the States during the transition stages of the "new Universal USA," an announcement said.

Universal plans for the manufacture of games in the next 6-8 month period. The U. S. facility will handle sales, servicing, and warehousing of all its products now wholly-built in Taiwan. Universal USA was originally incorporated in December 1978 and began importing from Tokyo in January 1979. Of the games marketed in the States—*Cosmic Monsters*, *Galaxy Wars*, *Cosmic Guerilla*, *Cosmic Alien*, and the latest release *Cheeky Mouse*, Jacobs said: "All have been enthusiastically received by our distributing network.

"Universal will be releasing a blockbuster game, *Magical Spot*, an unqualified hit," Jacobs stated.

"It is currently outearning all other games in the Japanese market. We look forward to a long and successful run with this game." *Magical Spot* will be available in cocktail and upright color-screen versions.

The cocktail version will incorporate Universal's new configuration. More sturdily built, the model can be adjusted by about 8 inches in height, and it stands on four legs.

In other appointments, Hal Watner will be Universal USA's national sales manager. He was most recently in a similar position with Data East. Larry McDonald becomes customer service manager, a position he had held with Exidy and with Pizza Time Theatre. Hal Gafford becomes production manager for Universal, and he was in a similar role at Exidy and with Vectorbeam.

Mac Sugita will remain as import/export manager, located at the new headquarters.

Universal USA has tied to 42 distributors with 53 sales branches.

On Jacob's appointment, he stated: "I wish to express my gratitude to John Nomura for giving me the initial opportunity of joining Universal and on behalf of the company, wish to thank him for his efforts in helping to develop Universal USA in its formative stages."

With 17 years in the coin-op field, Jacobs is 35.

# Centuri has new numbers

Centuri, Inc., games manufacturer of Hialeah, Florida, has established a toll-free telephone number for technical service information only. The new number is 800/327-6749.

Effective August 1, Centuri is the new name for Allied Leisure Industries, Inc.

The company's telex code is 803649 Centuri Hilh; Cable: CENTURI. The offices' telephone remains: 305/558-5200. And Centuri's address is 245 W. 74th Place, Hialeah 33014.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# Data East maps growth for importing, servicing

Data East, Inc., the California trading company wholly owned by Data East Corporation (DECO) of Tokyo, moved in early August to a new, 16,000-square-foot facility in Santa Clara.

Satish Bhutani, executive vice president and general manager said, "We will be exploring overseas expansion after the AMOA show. Meanwhile, we're represented in England at the present time by London Coin/Bell Fruit and in Italy by Zaccaria and in Sweden by A.E. Danneman.

Data East will be exhibiting at the Japan coin-op trade show October 8-10. At the AMOA Exposition in Chicago October 31, Data East will be set up in the West Room in the Conrad Hilton, booths 91A-96A. On exhibit will be its current games *Tomahawk* and the *Astro Fighter* cocktail table.

In September, the manufacturer will bow-in a new game. Meanwhile, Bhutani commented, "the tremendous success of *Astro Fighter* cocktail table, which we are still rapidly shipping, doesn't have any end to it."

A new release from Data East will be a model of the *Astro Fighter* table having a glass top, four stainless steel corners, and stainless steel legs.

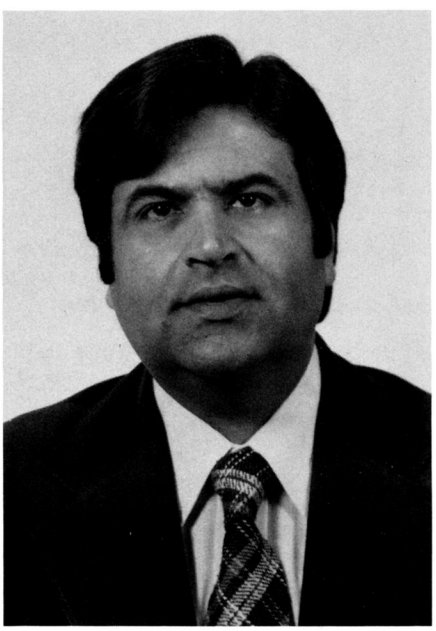
Manufacturing will be started by Data East at Santa Clara in mid-1981, Bhutani said, in phase three of its expansion. Now in phase one, the company strictly engages in importing games from the DECO parent company for marketing in the United States.

"We are still strictly a trading company," said the general manager, but he added that Data East is involved here in research and development and that sub-assembly at Santa Clara would start at the beginning of 1981. "We're now shipping through a network of 65 distributors," said Bhutani. "The company will provide a toll-free service telephone number: 800/538-5129.

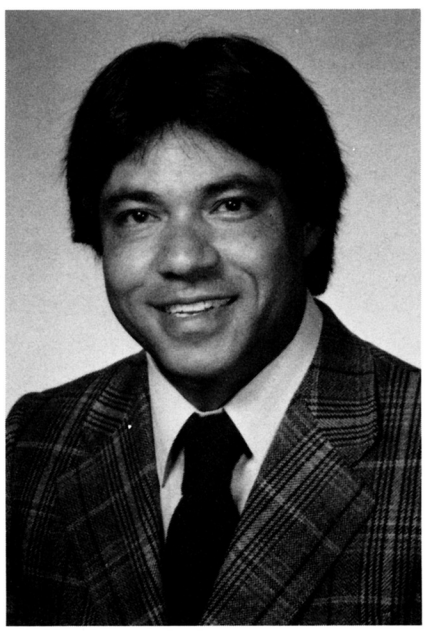
Data East will back up the products sold with a 24-hour turnaround time for printed circuit boards replacement and spare parts, said Aldo Donnaloia, customer service manager.

The California facility employs 15 persons at Santa Clara, with four engineers engaged in R&D work for future games. Warehousing space available will be expanded by the new facility at 470 Gianni Street, Santa Clara 95050. Office telephone number is 408/727-4490; Telex: 172-163.

Chairman of Data East Corp. is D. Fukuda, and its president is K. Iwamoto.



*Satish Bhutani*



*Aldo Donnaloia*

## Galaxian shirts

T-shirts featuring the colorful Midway *Galaxian* graphic style are available to operators from Midway distributors.

The striking black T-shirts display a large, bright, full-color *Galaxian* logo and monster illustration associated with the popular video game. Made of "easy care" 50 percent cotton and 50 percent polyester, these fun-wear favorites come in a full range of sizes—small, medium, large, and extra large. They provide promotion pieces for use as prizes, premiums, or give-aways, said Midway Manufacturing.

## ADI & Rowe in Tenn.

Rick Carr, president and chief operating officer of A.D.I., Clearwater, Florida announced the appointment of the Rowe Offices in the State of Tennessee.

Bill Stuart of Rowe/Tennessee, was instrumental in introducing the A.D.I. *Seville* pool table line to his operators.

Stuart said, "With the excitement and inquiries we have received at the Memphis Office of Rowe, this product with its simplicity for true delivery and extra added features, will certainly bost sales and present a fresh approach to a quiet pool table market."

## Impossible odds

It defied the odds, but Barbara Shelton of Campbell, California came up a big winner with a single quarter at a casino in Reno August 11. The payoff at Harold's Club was $67,261.80—too much for the machine to dole out.

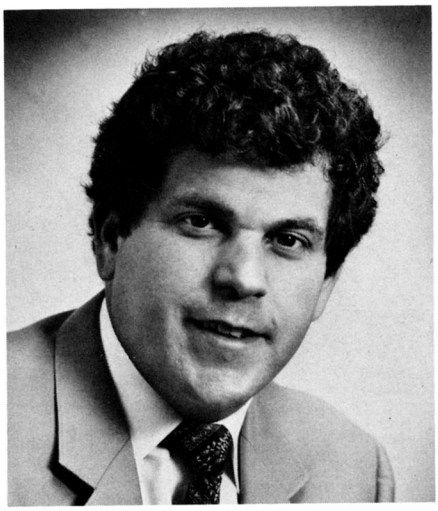
So, while waiting for her payoff for the big win, Mrs. Shelton threw another quarter in the slot of another machine. Result: she came away with another $75 on another single quarter, the Associated Press reported.

# Stern: games & jukebox divisions

Stern Electronics, Inc. announced the appointments of two divisional presidents in August. Larry Siegel, formerly vice president of sales and administration, was named president of the newly formed Seeburg jukebox division of Stern. Stephen Kaufman, formerly vice president of marketing, was named president of the Stern amusement machine division.

Prior to joining Stern Electronics in 1978, Siegel owned and operated Pacific International Amusements, a San Francisco-based distributor of amusement machines. He was formerly employed by the Segasa Co., pinball manufacturer and distributor in Madrid, Spain; and Williams Electronics of Chicago, from 1971 to 1975.

In his new position as president of the Seeburg jukebox division, Siegel will supervise and direct product development, manufacturing, sales, and worldwide distribution of Seeburg phonographs. A native of southern California and graduate of U. C. L. A., Siegel, 31, resides with his wife, Louise, in the Lincoln Park area of Chicago.



*Larry Siegel*

Kaufman joined Stern Electronics shortly following its formation in 1976. He formerly served as a sales executive with Williams Electronics from 1974 to 1976. As president of Stern's amusement machine division, Kaufman will supervise sales activities, product development, and foreign licensing operations.

Kaufman, 33, resides in Chicago's Gold Coast area with his wife, Shelia, and daughter.

Matthew Ticatagi was appointed director of purchasing of the new Seeburg division of Stern. Formerly a purchasing officer with G&M Metal Fabrication Co., Ticatagi served in a similar role with Seeburg Corp.

Gary Stern is the president of Stern Electronics, Inc., which also manufactures solid state pinball, video games, and other coin-op amusement games. The Chicago-based company is scheduled to begin manufacture of Seeburg jukeboxes in October.

Stern Electronics completed the purchase of major assets of Seeburg Corp. under the terms of a more than $2 million payment plan approved July 28 by federal Bankruptcy Judge Lawrence Fisher in Chicago. Seeburg Corp. filed for protection under a Chapter 11 bankruptcy petition last October.

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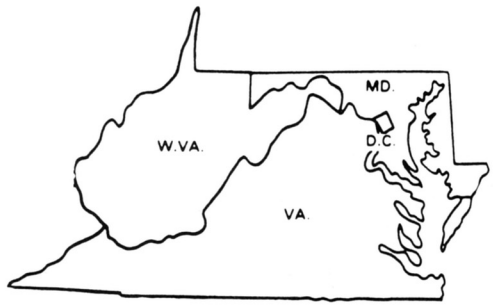


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**National Rejectors**
**Ardac**
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**Frymaster Micro-Wave Ovens**


# COIN NOTES: EUROPE

## *Exhibit area widens at IMA*

FRANKFURT — Wide interest in the second annual International Trade Fair of Amusement and Vending Machines (IMA) has led to expanded space capacity at the 1981 show.

Noted increase in interest in IMA was reported by Wiesbaden Heckmann GmbH, organizers of the show, from the vending machine and service vendors' fields, and those will get special attention in the show.

By providing a "vending machines center," the show will demonstrate ideas such as how to meet catering demands through vending machines, and the visitor will be presented the machines and economic aspects of vending.

In July, a few weeks after the first mailing of applications for the show, a space capacity of 3,000 square meters had been leased—which was termed a success by Heckmann. The Fair Committee promised "an expansive concept of advertising activities, with additional focal points in southern Europe, the Far East, and the United States."

The second IMA, January 22-25, 1981 at Frankfurt Fairgrounds, will again present "the world of coin machines under one roof." This time, an additional 5,385 square meters will be provided on the upper floor, for a total of 17,055 square meters.

In January of 1980, the IMA in Frankfurt was attended by 5,826 visitors from 34 nations, and it was said to have exceeded the promoters' expectations.

Through its extended duration (to four days), intensified target-group oriented initiatives, and expanded product range, IMA '81 will be expected to "enforce its position as the leading trade and order fair" in Europe, said an announcement from Hermann GmbH.

## Adams to Bally Continental Ltd.

John Britz, executive vice president of Bally Manufacturing Corporation, announced the appointment of David Adams to the position of managing director of Bally Continental, Ltd., London.

Adams will be in charge of the development, manufacture, and distribution of slot machines designed in the United Kingdom and manufactured in Ireland by Bally. These products will be sold principally in the United Kingdom and in Europe.

Adams will report directly to John Britz and will have total responsibility for this project. Britz said, "It is our desire to have Bally Manufacturing regain its premier position as the number one producer of all types of slot machines in this most important marketplace."

## *Penciled in: ATE at Olympia '82*

LONDON — The Olympia showplace for the 1981 Amusement Trades Exhibition has been secured with dates: *January 13-15,* 1981, two weeks earlier than scheduled before Alexandria Palace burned on July 10.

The BACTA hosts for the yearly trade show was working in August to secure dates for the following two years' ATE. The largest coin machines exhibition in the world—and the "most international"—appears to be settled in a London home, according to reports in *Coin Slot* of London. Olympia authorities were attempting to cooperate with BACTA to give comparable dates in 1982 by moving the times of other shows at Olympia National Hall in central London.

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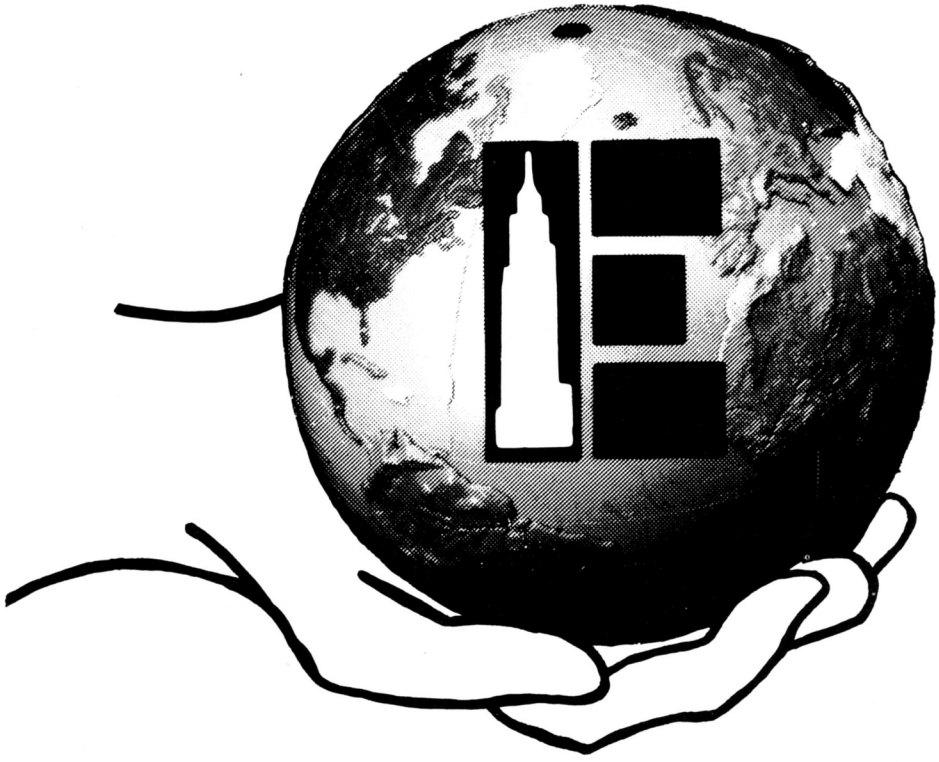

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**By Pat Matthews**
**Program/Music Director WQUE New Orleans**

# Top tunes on the Fall breezes

The breezy days of Fall are just about here. Usually at this juncture in the year, the amount of product tends to fizzle as most acts begin tours to coincide with the more bearable weather. Well, if the goods we're blessed with this time out are any indication, the fizzle may be late in coming. Let's hope so.

**(SARTORIAL ELOQUENCE) DON'T YOU WANNA PLAY THIS GAME NO MORE**—ELTON JOHN—MCA/41293

Whew! What a title. For simplicity everyone's calling this one "Don't You Wanna Play This Game No More"—which is incorrect English, yet a nice Elton John song. Like his previous hit "Little Jeannie", it's a revival of that classic Elton John style. Elton's piano stylings lead the way on this Adult Contemporary effort: *8 out of 10 on highest chart.*

**TRUE LOVE WAYS**—MICKEY GILLEY—Epic/9-50876

Here's a guy who's really paid his dues and now collects dues, I mean a cover charge, at his now world famous beer emporium south of Houston. The guy can sing and this time he wails the blues of Buddy Holly on this umpteenth revival of the Petty/Holly classic. Strong crossover potential: *9 out of 10 or better.*

**MY GUY/MY GIRL**—AMII STEWART & JOHNNY BRISTOL—Handshake Records/WS7 5300

Okay, we all know the songs involved. What we have here is a clever combination all the way around: songs and singers. Gone are the days of the feather headdress disco garb of just last year for Ms. Stewart. She shows how she really can sing when teamed up with one of the R&B greats, Johnny Bristol. The duet comes off and this one should be one of the true sleepers of all time: *8 out of 10 or more.*

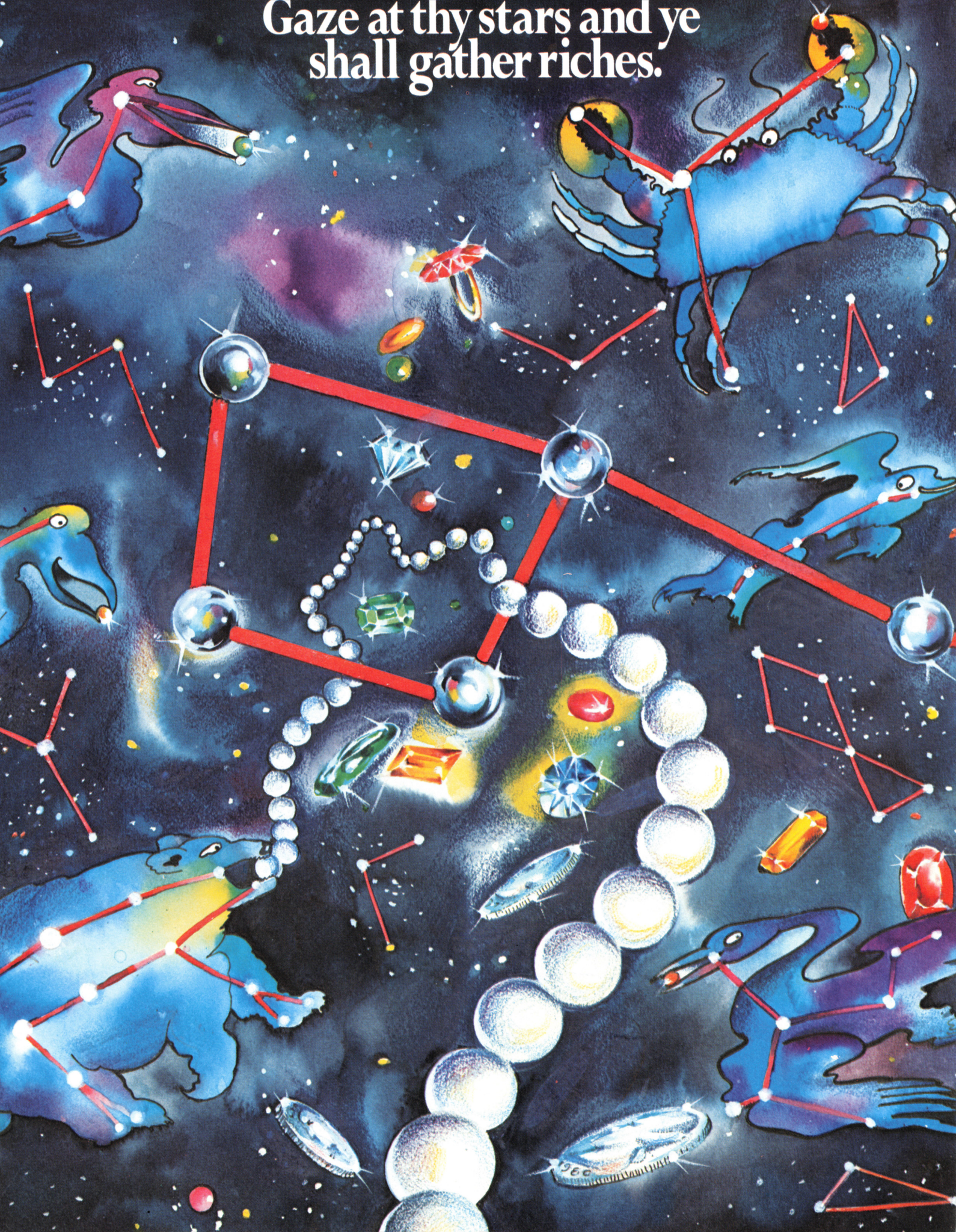
**WHO'LL BE THE FOOL TONIGHT**—LARSEN-FEITEN BAND—Warner Brothers/WBS49282

Buzzy Feiten's played guitar on a lot of folks' records and now he teams his talents with Neil Larsen on this Hall & Oates-sounding tune. The rhythm track, guitars, and vocals all stand out on this very commercial sounding tune. It's danceable, too. This record will be big: *10 out of 10* f'sure.

**LOOK WHAT YOU'VE DONE TO ME**—BOZ SCAGGS—Columbia/1-11349

Unlike the other record companies with their artists involved with the "Urban Cowboy" soundtrack lp, Columbia hasn't let Boz get away from them. Even though the soundtrack is basically a WEA project, CBS has issued this tune from the flick on their own label and the end result will be more money in the coffers of CBS. It's a simply beautiful song and

**The records are rated as follows: 10 out of 10 = Top 10 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.**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- 3 drop targets for variable bonus scoring.

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STERN

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Boz Scaggs never sounded better. An immediate female grabber, this one may even make the men folk cry. Top of the chart bound all the way: *10 out of 10.*

**MIDNIGHT ROCKS**—AL STEWART—Arista/AS 0552

Well, where has Al been? It seems like ages since "Time Passages." But one listen to this latest work will make the wait worth it. Everything about it is pure Al Stewart: the acoustic guitar, the trickling piano, the vocals, and yes, the sax; they're all part of an identifiable sound. One that identifies Al Stewart and one that everyone wants to identify with. Fabulous record: *8 out of 10, at least.*

**I'M ALMOST READY**—PURE PRAIRIE LEAGUE—Casablanca/NB 2294

More of a rocker than "Let Me Love You Tonight" this toe-tapper comes on strong, *a la* Eagles, Poco, or Pure Prairie League. This is country rock at its finest and it's the perfect time for that sort of thing, don't you think? This is the type of song that definitely makes you want to see the act in live performance. Should crossover to Country, but don't look for too much Adult Contemporary action: *8 out of 10 or better.*

**LATE AT NIGHT**—ENGLAND DAN SEALS—Atlantic/3674

It's hard to put a finger on the sound. It's a little like Seals and John Ford Coley music, but not totally. Then there are some James Taylor influences. Whatever, it is seems to be the right combination. The resulting sound is acoustically soothing. And the vocals are flawless. This could be another sleeper. Should get lots of Adult Contemporary airplay. Could go as high as *7 out of 10.*

**THE LEGEND OF WOOLEY SWAMP**— THE CHARLIE DANIELS BAND—Epic/9-50921

Once again, it's Charlie and the boys doing what it is they do best: tell a story. It's about a mysterious swamp supposedly inhabited by an old man who the "town folk" never liked. It's eerie and interesting. That's all I can tell you, because it's like a movie with a surprise ending, and far be it from me to spoil it for you: *Give it 9 out of 10* on the highest chart.

## PLAY METER HOT STUFF

**YOU'RE THE ONLY WOMAN**—AMBROSIA—Warner Brothers ***
**SAILING**—CHRISTOPHER CROSS—Warner Brothers ***
**EMOTIONAL RESCUE**—ROLLING STONES—Rolling Stones Records
**ONE IN A MILLION YOU**—LARRY GRAHAM—Warner Brothers
**BOULEVARD**—JACKSON BROWN—Asylum ***
**HEY THERE LONELY GIRL**—ROBERT JOHN—EMI America ***
**XANADU**—OLIVIA NEWTON JOHN & ELO—MCA ***
**UPSIDE DOWN**—DIANA ROSS—Motown ***
**LATE IN THE EVENING**—PAUL SIMON—Warner Brothers ***
**LOOKIN' FOR LOVE**—JOHNNY LEE—Full Moon/Asylum
**ALL OUT OF LOVE**—AIR SUPPLY—Arista ***
**FAME**—IRENE CARA—RSO
**HOT ROD HEARTS**—ROBBIE DUPREE—Elektra ***
**JESSE**—CARLY SIMON—Warner Brothers ***
**DRIVIN' MY LIFE AWAY**—EDDIE RABBITT—Elektra ***
**ANOTHER ONE BITES THE DUST**—QUEEN—Elektra
**GIVE ME THE NIGHT**—GEORGE BENSON—Warner Brothers ***
**INTO THE NIGHT**—BENNY MARDONES—Polydor ***
**ALL OVER THE WORLD**—ELECTRIC LIGHT ORCHESTRA—MCA ***
**DON'T ASK ME WHY**—BILLY JOEL—Columbia
**UNDER THE GUN**—POCO—MCA ***
**I'M ALRIGHT**—KENNY LOGGINS—Columbia ***
**HE'S SO SHY**—POINTER SISTERS—Planet ***
**SOMEONE THAT I USED TO LOVE**—NATALIE COLE—Capitol
**FIRST TIME LOVE**-LIVINGSTON TAYLOR—Epic
**NO NIGHT SO LONG**—DIONNE WARWICK—Arista ***

## PLAY METER PICKIN' & GRINNIN'

**DRIVIN' MY LIFE AWAY**—EDDIE RABBITT—Elektra ***
**CRACKERS**—BARBARA MANDRELL—MCA
**HEART OF MINE**—OAK RIDGE BOYS—MCA
**CHARLOTTE'S WEB**—STATLER BROTHERS—Mercury
**OLD FLAMES CAN'T HOLD A CANDLE TO YOU**—DOLLY PARTON—RCA
**EVEN COWGIRLS GET THE BLUES**—LYNN ANDERSON—Columbia
**LOOKING FOR LOVE**—JOHNNY LEE—Full Moon/Asylum
**FADED LOVE**—WILLIE NELSON & RAY PRICE—Columbia
**THAT'S WHAT I GET FOR LOVING YOU**—EDDY ARNOLD—RCA
**LET'S KEEP IT THAT WAY**—MAC DAVIS—Casablanca
**FREE TO BE LONELY AGAIN**—DEBBY BOONE—Warner/Curb
**HE'S OUT OF MY LIFE**—JOHNNY DUNCAN & JANIE FRICKE—Columbia

## PLAY METER FUNKIFIED

**GIVE ME THE NIGHT**—GEORGE BENSON—Warner Brothers ***
**UPSIDE DOWN**—DIANA ROSS—Motown ***
**REBELS WE ARE**—CHIC—Atlantic ***
**CAN'T WE TRY**—TEDDY PENDERGRASS—Philadelphia International
**LET ME BE YOUR ANGEL**—STACY LATTISON—Cotillion
**JO JO**—BOZ SCAGGS—Columbia ***
**SHAKE YOUR PANTS**—CAMEO—Chocolate City
**THE BREAKS**—KURTIS BLOW—Mercury
**FUNKIN' FOR JAMAICA (NY)**—TOM BROWNE—GRP/Arista
**PAPILLION**—CHAKA KHAN—Warner Brothers
**LOVE DON'T MAKE IT RIGHT**—ASHFORD & SIMPSON—Warner Brothers
**I'VE JUST BEGUN TO LOVE YOU**—DYNASTY—Solar/RCA

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

## *Cleaning up an arcade:*

# Out with the hoods, in with the families

*Kids of all ages enjoy the games at Ricky Rothner's arcade today. But one year ago the new owner had a bad act to clean up: a delinquents' hangout that caused coinbox vandalism and did nothing for the image of family fun.*

By TONY LICATA

The Chicago Game Company is a one year old arcade and business is booming. But that wasn't the case last year when Bell Amusement Company's Erick "Ricky" Rothner took it over.

At that time several gangs of juvenile delinquents used it as a hang out, taking money from younger children and vandalizing the machines. The two story combination food and game room operation didn't provide enough revenue for the original owners to keep it going.

According to Rothner's right-hand man, Marvin Karabush, the delinquents didn't prove to be a very difficult problem in turning the game room profitable.

"They were gone in one week," he told PLAY METER. Police arrested a total of five kids on three separate nights and the delinquent problem didn't exist anymore.

Now teens and sub-teens patronize the room and play in complete confidence. Although Rothner allows smoking, he does not permit club sweaters, jackets, or T-shirts to be worn.

Rothner employed a number of other major changes in the room's physical make-up that have helped to make the younger players feel welcome and comfortable.

He removed most of the restaurant tables and chairs from downstairs and replaced them with nearly two dozen pinball and video games that had previously been upstairs.

As a result, all the games may be seen from the outside as well as the inside. As Karabush puts it, there are no more "hidden corners." He said that when most of the games were upstairs, out of sight, many parents wouldn't go up there. Also, he thinks a lot of business was lost because potential players passed by, simply not realizing it was a game room.

Early in the life of the Chicago Game Company, Rothner hung out a highly visible, approximately 10-foot-square, sign with the "Chicago Game Company" logo that clearly identified it as a game room.

Karabush said that business accelerated 32 to 35 per cent immediately after they put the sign up.

Rothner employs a heavy pers onal touch that helps the younger players feel at ease. He switched the machines over to tokens for a number of promotional ideas he had, but ended up removing the token dispensers. Now all players buy tokens from the manager at the counter. Besides the fact that players may buy as few as one or two tokens at a time, Rothner uses this as an opportunity to chat briefly and joke with them as well as to point out new

machines. He says business increased when he took the token dispensers out.

Rothner also uses the tokens for various promotions. The week PLAY METER visited, he was selling five for $1, giving a 25 per cent premium. The tokens are also available as part of his school promotions. Students in neighboring schools receive "free games" ( tokens) for top grades by bringing in their report cards.

The Chicago Game Company birthday club also employs the tokens. Children enrolled receive a card on their birthday good for four free games. They exchange the card at the desk for tokens.

Karabush said that often when families come in and play, he will give each of the children a card for four free games as they are leaving. This builds up goodwill and nearly guarantees a return visit.

Another of Rothner's promotions is T-shirts with the "Chicago Game Company" logo imprinted on the front. He charges $4 for a shirt but gives one free game every time a player comes in wearing one.

"Obviously, regular players can make the shirts pay for themselves," Karabush pointed out.

Although Rothner removed the restaurant tables from downstairs, he considers the food business essential to the room's success. High padded stools and a counter area occupy the rear of the room, nearly out of earshot from the games' electronic explosions.

Rothner still offers a full fast food line and then some. His menu includes hot dogs, hamburgers, Italian beef and s aus age s andwiches , pizz a puffs , pizz a bread, s paghetti dinners, grilled cheese sandwiches, french fries, and an assortment of soft drinks.

Karabush said the food extends the time players spend in the room. "They don't have to leave if they get thirsty."

Rothner concluded that his food service by itself makes money some weeks and doesn't others, but on balance he considers it an asset and wouldn't open another room that didn't serve food.

He recently changed his proportion of pinball to video games in favor of the latter. He now offers seven pinball games, one foosball, and 16 arcade games. This constitutes an increase of three videos to replace three pinballs he removed.

Rothner and Karabush agreed that they had seen a sharp decline in pinball popularity in the previous five months. Karabush estimated that out of any 100 players in the room, 75 would choos e video games . •


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# Industry Buyers Guide

The following section presents a comprehensive display of coin-operated amusement games actively marketed in the United States in recent years. Manufacturers, with few exceptions, have furnished PLAY METER with photos and pertinent information on the included *pinball games* marketed since 1975, *video and arcade* games since 1977, *table games*—pool, foos, and shuffle—since 1975, and *phonographs* since 1973. Various other games— *novelty, card, wall games, and kiddie rides* are included.

The items represent not only games that are currently in production, but also games that have long been out of production but are still in use. In some instances, manufacturers have declined to submit photos or information on various machines. Whatever the reasons of those refusals or non-responses, the editors of PLAY METER have respected tham (after attempts to pursue material for the Guide) with the belief that machines not featured here represent an insignificant percentage of machines in current use.

In some cases, manufacturers have produced nearly duplicate machines. Generally, pinball duplications occurred when a manufacturer decided to make a solid state version of a previously issued mechanical game. In some other instances, manufacturers have seen fit to re-issue a four-player model in a two-player or one-player version. At times, a manufacturer may change the backglass of the machine when it is reproduced with different capacities, but the playfield remains the same. We have pictured the latest model—in most cases—when these situations occurred, and earlier efforts are explained in a footnote.

When a video game was duplicated by a cocktail table model, we have chosen to feature the stand-up model in almost all cases.

Some pool tables pictured here are pieces with initial production dates prior to 1975. These tables have been included here when the manufacturer has indicated that the same model is still in production, or at least was still in production in 1975.

We offer the following "Buyer's Guide" of games, listed alphabetically by manufacturers, within the category of games, except when production requirements ruled out alphabetical listing.

The listings are chronological, with the more recent 1980 models included when their information and photos were available at the time this section went to press.

From time to time, a particular machine might represent a particular milestone for a manufacturer, and when such a factor prevailed, we have tried to recognize and footnote it, to give our readers all the useful information possible. In some cases, footnotes explain name or ownership changes at the factory.

We hope,that you will find our pictorial guide a useful reference tool for identifying proposed purchases of new and used equipment, now and in the future. In light of such use, we hope that you will keep the "Buyer's Guide" in an immediately available place for further study.

*The Editors*


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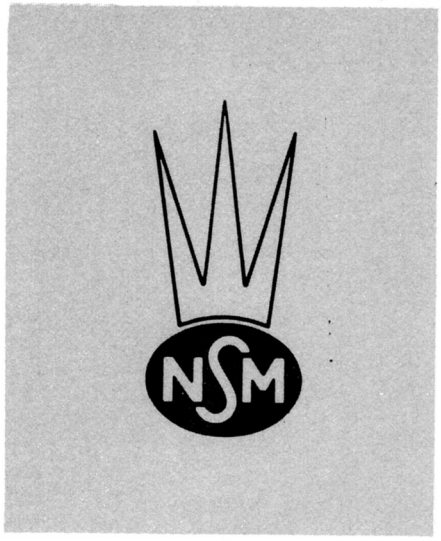
# Phonographs

# 1973-1980

## NSM • Rock-Ola • Rowe
## Seeburg • Wurlitzer



Century 21
1973 SS & EM

Prestige E 160
1976 EM & SS

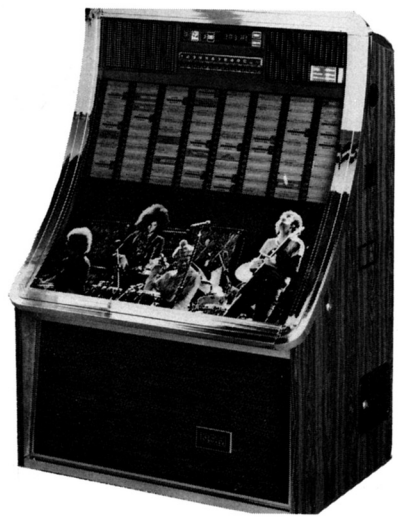
Consul 160 D
1976 EM

(Prestige) Hit 120
1977 EM

Consul E 120
1977 EM

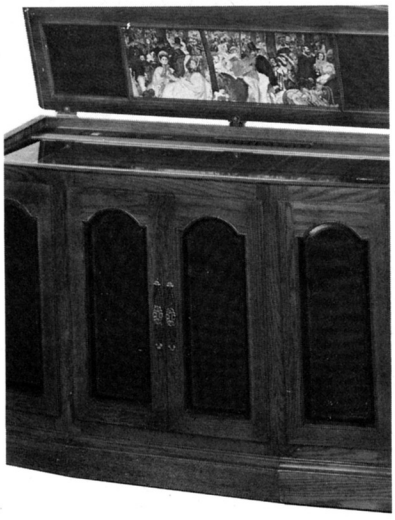
Hit E120
1977 EM

Festival ES-160
1978-1980 SS



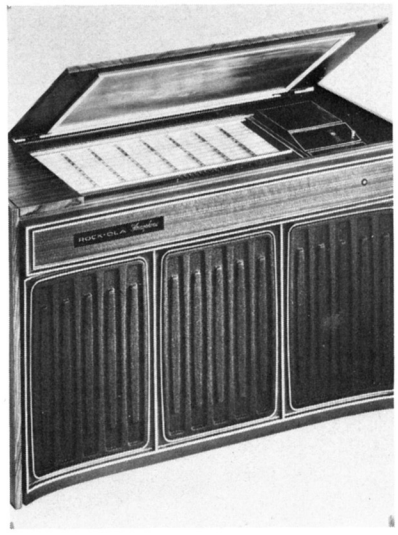
Prestige II ES-160
1980 SS

*CONSUL E 120 was produced with a somewhat different cabinet, 1972-74, as* Consul 120 II.

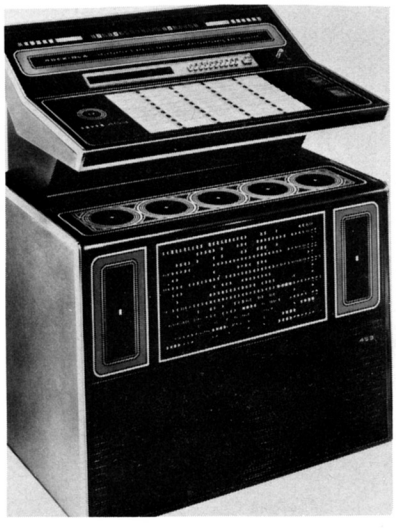


Console Classic
1980 SS

ROCK-OLA

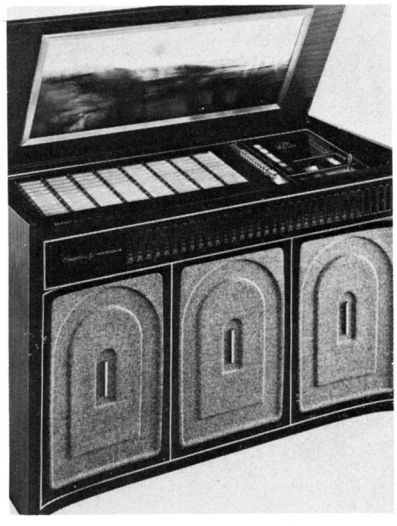


452 Console Deluxe
1973 SS

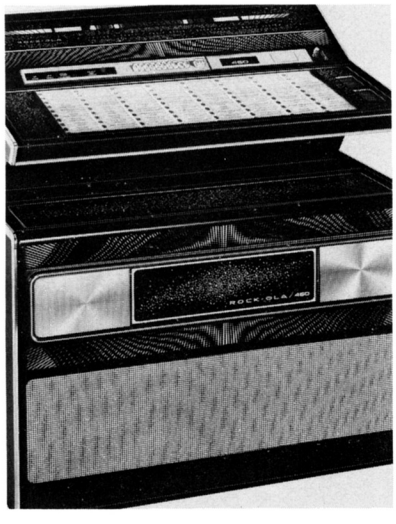


453
1973 SS

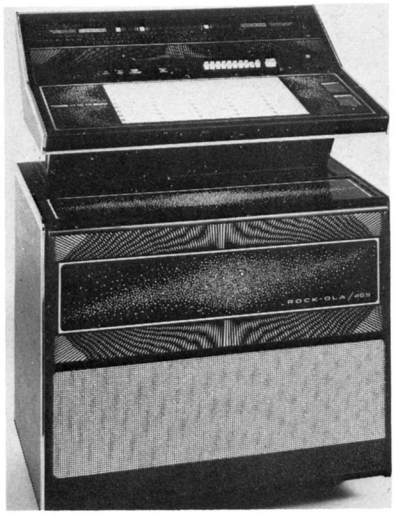
454
1973 SS



456 Console Deluxe
1974 SS



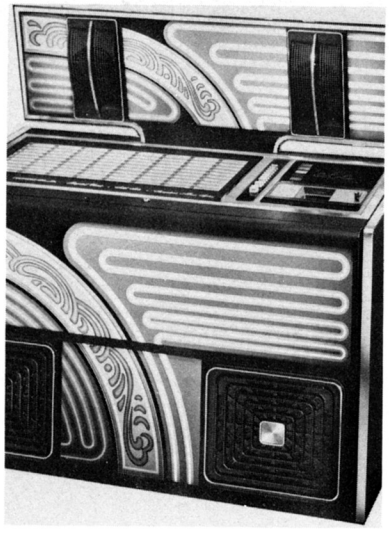
460
1974 SS



459
1975 SS

461 Princess Console
1975 SS

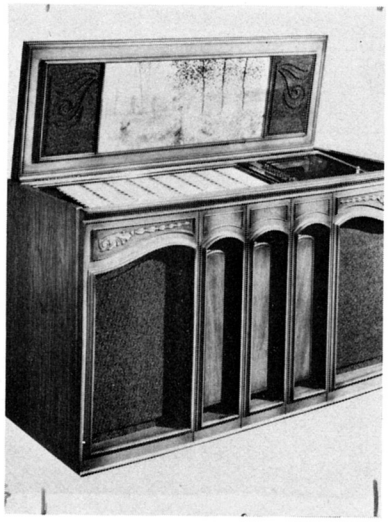
*454: twice the power of audio systems of previous Rock-Ola models and a sealed-cabinet cooling system were introduced. PRINCESS CONSOLE: the 100-selection phonograph with compact cabinet was a best-seller.*



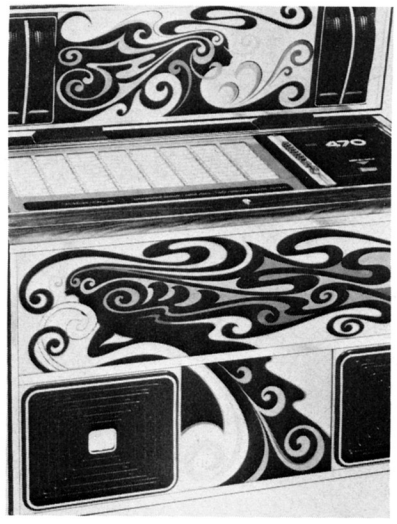
464
1975 SS

463
1976 SS

467 Princess
1977 SS



468 Grand Salon
1977 SS




470
1977 SS

474 Sybaris
1977 SS

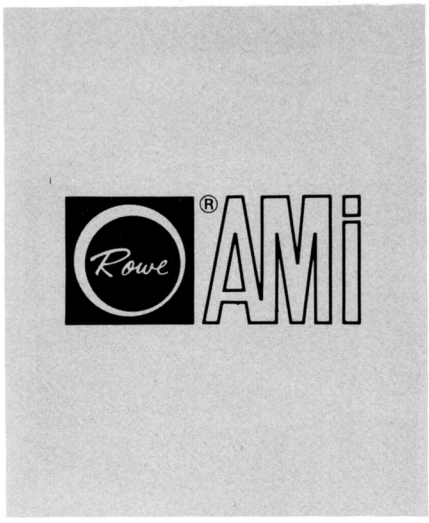
478 Mystic
1978 SS

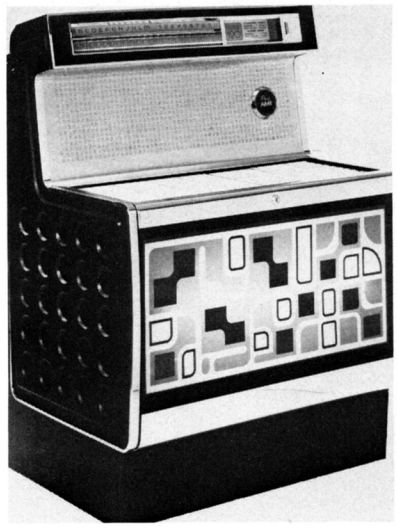
477 Max
1979 SS

480 Techna
1980 SS

*470: the 'disco' style was introduced in Rock-Ola machines, followed with 474—the '3-D' color display effects of which were popular in discoteques. Also, new 'instant' pricing changes were made possible with printed circuits.*

Grand Salon II
1980 SS

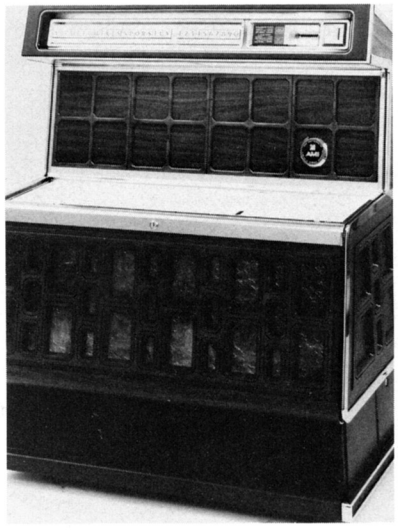


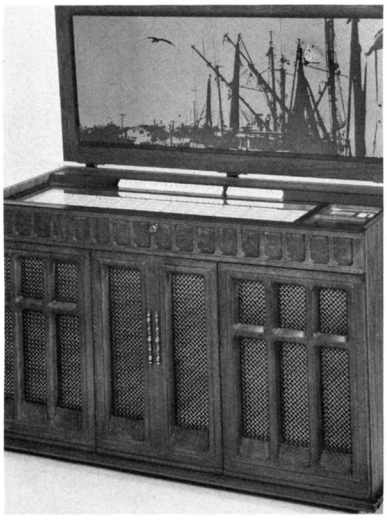
Heritage (RI-1)
1973 EM

Rhapsody (TI-2)
1973 EM

Caprice (TI-2)
1973 EM

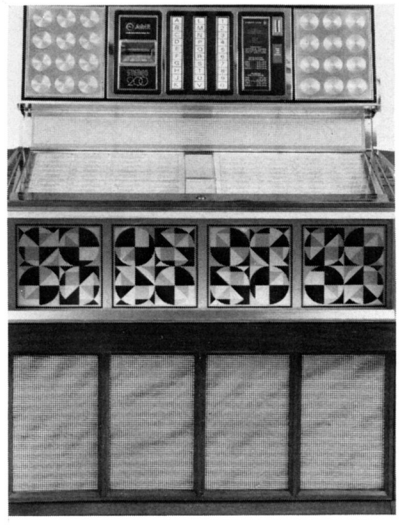


Woodbridge (TI-2)
1973 EM



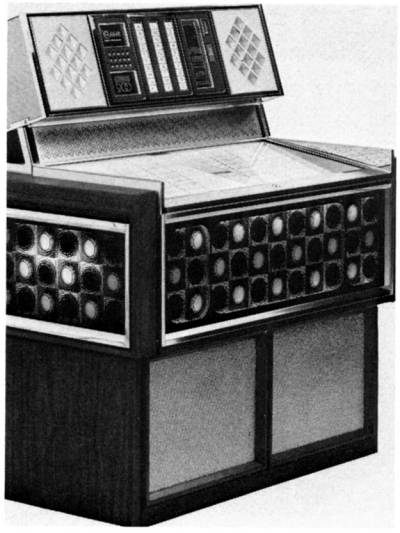
Crestwood
1973 EM

Classic (R-74)
1974 EM



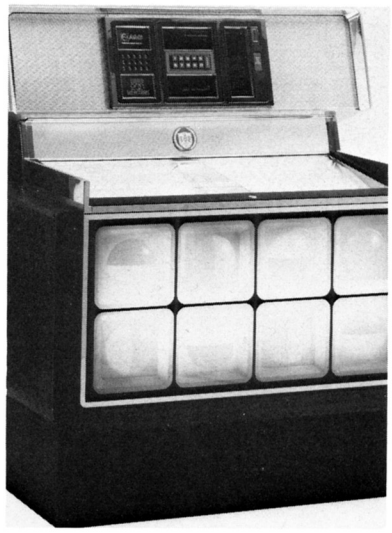
Arlington (R-74)
1974 EM

*HERITAGE, an exception to the 200-selection Rowe models here, offered 120 selections.*

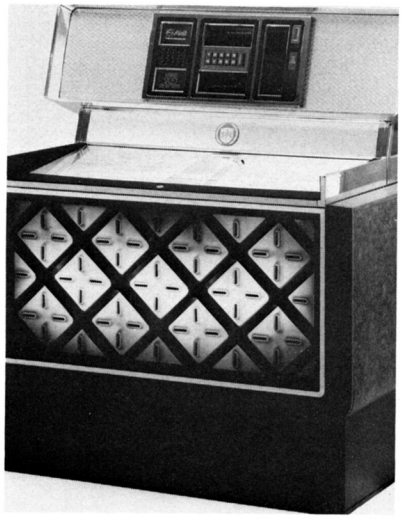


Imperial (R-80)
1975 SS

Fleetwood (R-80)
1975 SS



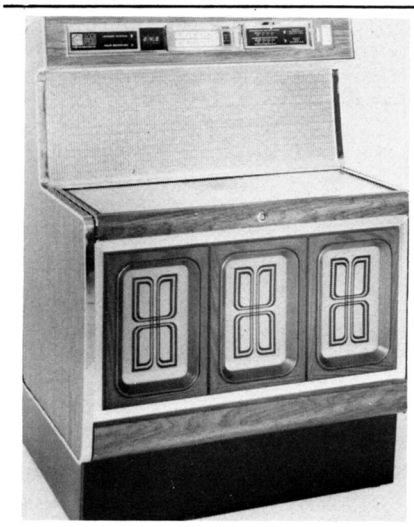
Pulsar Orange (R-81)
1976 SS



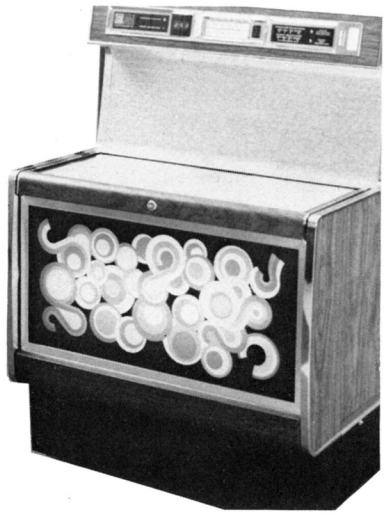
Laser Blue (R-81)
1976 SS

Blackmagic (R-82)
1977 SS

Woodhue (R-82)
1977 SS



Canterbury (RI-2)
1977 SS



Fantasia (RI-2)
1977 SS

Fiesta (R-83)
1978 SS

*IMPERIAL, FLEETWOOD: produced as electro-mechanicals as well as solid state, which Rowe began producing entirely in 1975.*

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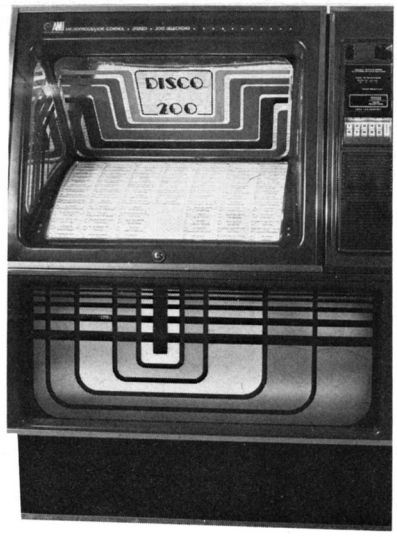
| 800-822-3788 | 800-523-3888 | 800-638-3818 |

Claremont (R-83)
1978 SS




Disco 200 (R-83)
1978 SS

R-84 Prelude
1979 SS

Tempo
1979 SS

Kentwood
1979 SS

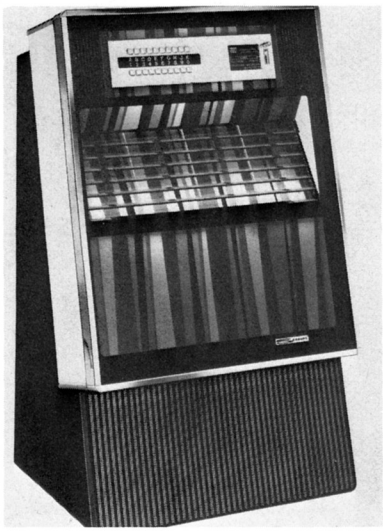
Jewel (RI-3)
1980 SS

SEEBURG

Carnival
1973 EM

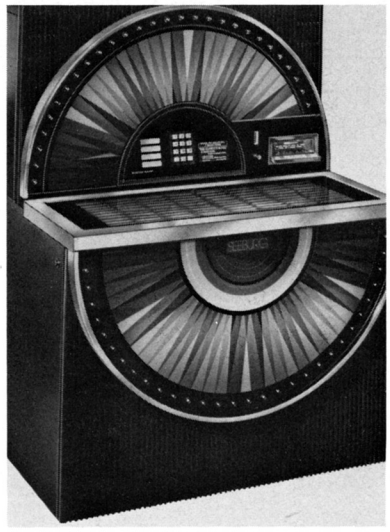
Vogue II
1974 SS

*R-84 series also included* Tempo Disco, *which has a cabinet design closely matching the* TEMPO's. *The R-84s are 200-play jukeboxes. JEWEL serves 120 plays; KENTWOOD, 200 tunes.*



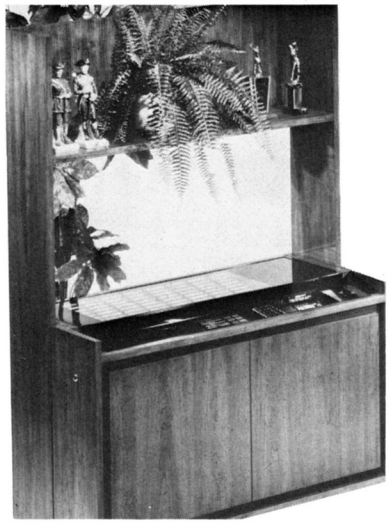
Magna Star
1975 SS

Entertainer
1975 SS

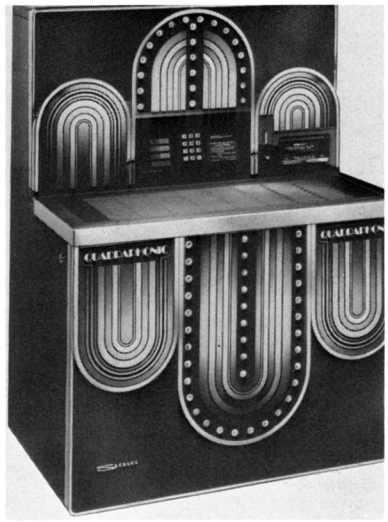


Sunstar
1976 SS

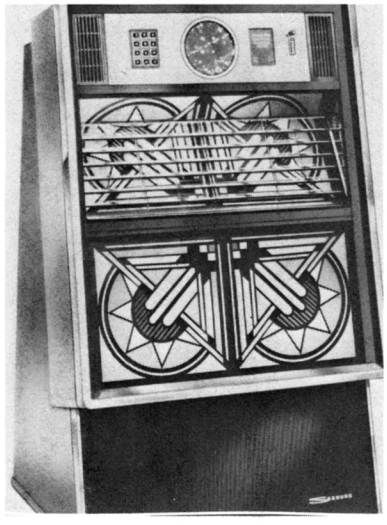
Topaz
1976 SS



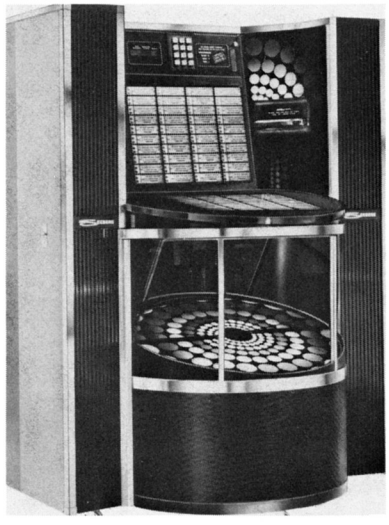
Hutch
1976 SS



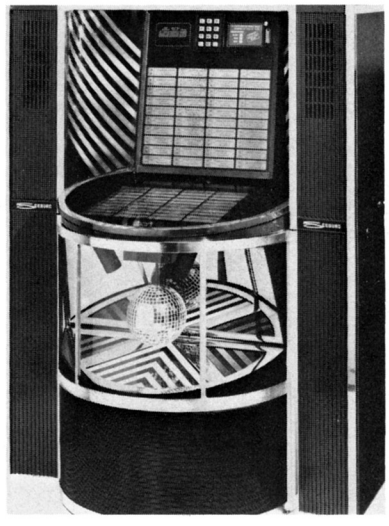
Seeburg-160
1977 SS



Celestia
1978 SS



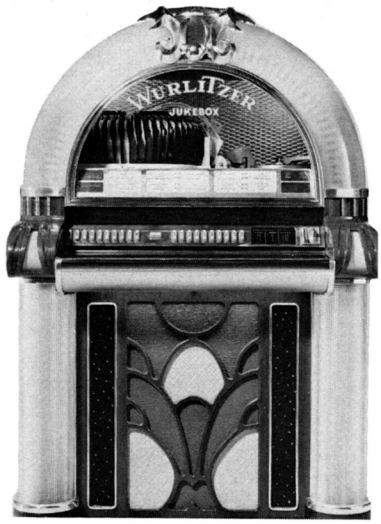
Disco-160
1978 SS



Phoenix
1979 SS

*PHOENIX: featured a 'Sue Buck' coin slot and a dollar-bill accessory.*

# WURLITZER




**1050 Nostalgic**
1972-'73 EM & SS

**Atlanta II**
1973 EM & SS

**Cabaret**
1973-'78 EM & SS

**Baltic**
1974 EM & SS

**Americana 1975**
1974 EM & SS

**Atalanta 3 D**
1974 EM & SS

**Lyric**
1974 EM & SS

**Tarock**
1974-'78 EM & SS

*BALTIC: 160- and 100-selection models. Other phonographs above: 160 selections, except Model 1050 NOSTALGIC, TAROCK, and LYRIC. NOSTALGIC was a limited edition.*

"X 2"
1975 EM & SS

Baltic 1976
1975 EM & SS

Niagara
1976 SS

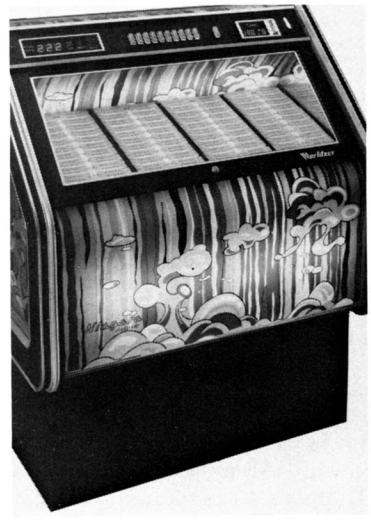
Baltic 3
1976 SS

"X 5"
1976 SS

"X 7"
1977 SS

Baltic 4
1977 SS

Cabarina
1977-'80 SS

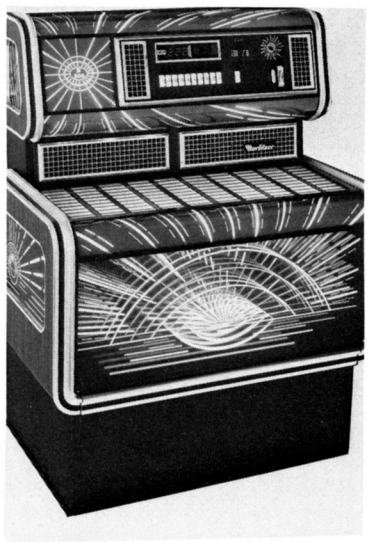


Niagara 1978
1977-'79 SS

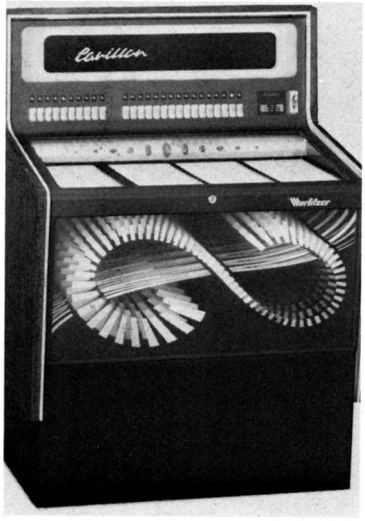
*NIAGARA: Wurlitzer's first all-electronic phonograph.*

**Tarock 1979**
**1978-'80** **SS**

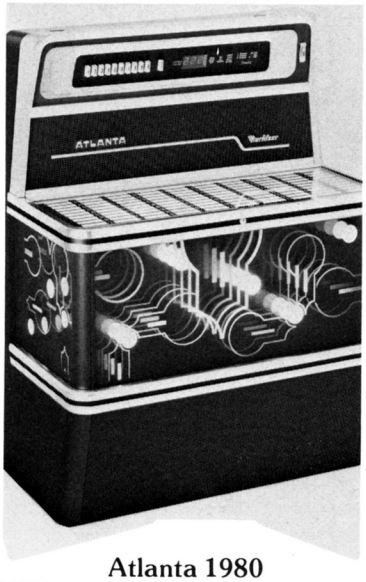
**Atlanta 1979**
**1978** **SS**



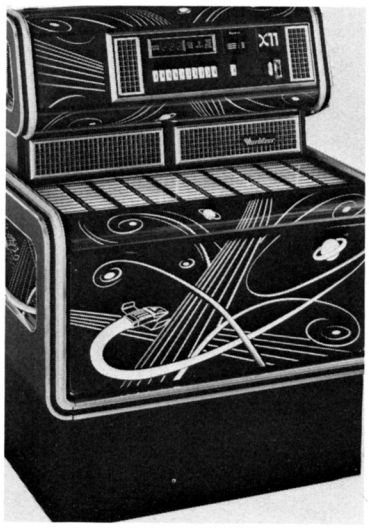
**"X 200"**
**1978-'79** **SS**




**Carillon**
**1979** **SS**




**Atlanta 1980**
**1979** **SS**




**"X 11"**
**1980** **SS**

## *On the Boardwalk*

Board walk gamblers lost their money at an average of $1.5 million a day during march 1980, the best month by far for Atlantic City, New Jersey's casinos so far, say state officials.

The three legal casinos won a record of $47.9 million in March, the state reported, and Bally's struggling Park Place casino hotel finally broke even with a $13.1 million month.

The New Jersey Casino Control Commission reported that the biggest winner was Resorts International Hotel Casino with $18 million, or an average of $582,327 per day. That was 14 percent more than February's take but 12 percent less than March 1979 when Resorts International had a monopoly on Atlantic City gambling.

Atlantic City's three legal casinos have taken in $587 million since Resorts International opened in May of 1978, the Associated Press reported.

## Vending: a $9 billion 'pie'

It's a pie worth $9,757,263,000, according to the 1979 Vending Industry Census conducted by *American Automatic Merchandiser*. Of the income, 26 percent was for cigarettes and cigars, 19.7 percent for cold beverages, 18.6 percent for all confections, 17.6 percent for hot beverages, 12.8 percent was the income slice for all foods, and milk, yogurt, and ice cream produced 5.3 percent. Bottle/can vending by soft drink bottlers and hot drinks sold via office coffee service operators were not inculded in the 1979 vending survey.

**QUOTED:**

The more you say, the less people remember.
—*Anatole France*

An acquaintance is a person whom we know well enough to borrow from, but not well enough to lend to.
—*Ambrose Bierce*

Bally® Pinball Classics
present
VIKING™
Viking

# LAND OF Bally VIKING

## Valhalla In-Line Passage

In-line drop targets advance and multiply bonus, increase lit memory value, and guard the valuable VALHALLA target.

## Peak of New Timed Spinner

The timed spinner value and increases after each tenth rev tion. A timer starts to reset th value unless a spinner is hit fore or during the warning si

LAND OF VIKING

## Bi-Directional Kicker Territory

The upper left saucer, when li collects the bonus and kicks the the top of the playfield. When n rebounds the ball to the center playfield.

N E W S

## Range of Sequenced Drop Targets

1-2-3 memory drop targets with increasing point value that multiplies ten times if dropped in sequence order.

BAY OF BALLY

# Navigate Swiftly to Large Bonus Points

Up to 295,000 bonus points are possible on one ball through the "A" and "B" rollovers, the center saucer, the right rollover or by either set of drop targets.

Right and left out lanes have bounce-back feature to send the ball back to the inter-lanes and flippers for extended play.

# Viking Conquers the Pinball World

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# Pingames

# 1975-1980

**Atari • Bally • Centuri**

**Game Plan • Gottlieb**

**Stern • Williams**

ATARI®

**Atarians**
Nov '76 4 PL (SS)

**Time 2000**
Jun '77 4 PL (SS)

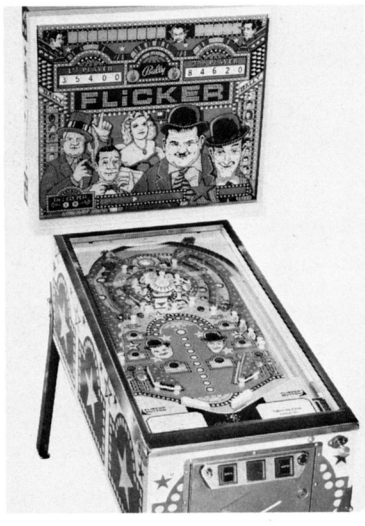
**Airborne Avenger**
Sep '77 4 PL (SS)

**Middle Earth**
Feb '78 4 PL (SS)

**Space Riders**
Sep '78 4 PL (SS)

**Superman**
Mar '79 4 PL (SS)

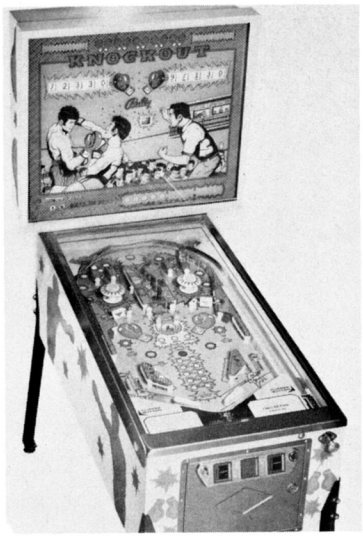
Bally®




**Flicker**
Jan '75 2 PL (EM)

*Bally Corporation's name was derived from its 1930's hit pingame,* Ballyhoo.

Air Aces
Feb '75 4 PL (EM)




Knockout
Apr '75 2 PL (EM)

Wizard
May '75 4 PL (EM)

Hi-Deal
Oct '75 1 PL (EM)

Bow and Arrow
Nov '75 4 PL (EM)

Flip Flop
Jan '76 4 PL (EM)

Hokus Pokus
Mar '76 2 PL (EM)

Old Chicago
Apr '76 4 PL (EM)

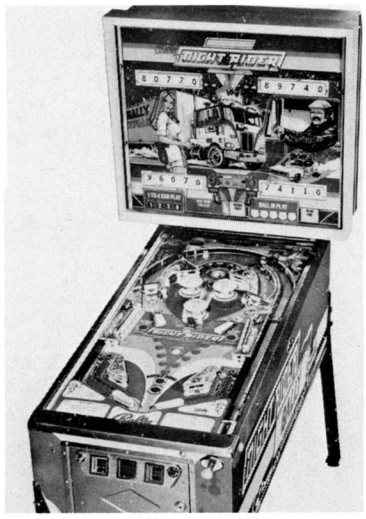
Capt. Fantastic
Jun '76 4 PL (EM)

*WIZARD and CAPT. FANTASTIC were the first of Bally's celebrity tie-in pins, with Ann-Margret and Elton John pictured on backglass and playfield.*

**Aladdin's Castle**
Jun '76 — 2 PL (EM)

**Freedom**
Jul '76 — 4 PL (EM)

**Quarterback**
Sep '76 — 2 PL (EM)

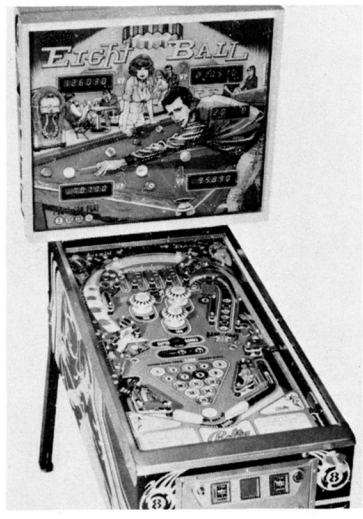



**Night Rider**
Nov '76 — 4 PL (EM)

**Hang Glider**
Dec '76 — 4 PL (EM)

**Kick Off**
Jun '77 — 4 PL (EM)

**Evel Knievel**
Jun '77 — 4 PL (SS)




**Eight Ball**
Sep '77 — 4 PL (SS)

**Power Play**
Jan '78 — 4 PL (SS)

*FREEDOM was Bally's first electronic pin, in Dec. '79 production. EVEL KNIEVAL had the first all-electronic production run.*

Mata Hari
Apr '78 4 PL (SS)

Black Jack
Jun '78 4 PL (SS)

Strikes and Spares
Jun '78 4 PL (SS)

Lost World
Aug '78 4 PL (SS)

Six Million Dollar Man
Oct '78 6 PL (SS)

Playboy
Dec '78 4 PL (SS)

Supersonic
Mar '79 4 PL (SS)

Star Trek
Apr '79 4 PL (SS)

Kiss
Jun '79 4 PL (SS)

*Also in EM versions were: MATA HARI in May '77 release; BLACK JACK in April '77; and EVEL KNIEVAL, Jan. '77 release.*

Paragon
Jun '79 4 PL (SS)

Harlem Globetrotters
Sep '79 4 PL (SS)

Dolly Parton
Nov '79 4 PL (SS)

Future Spa
Dec '79 4 PL (SS)

Groundshaker
Jan '80 4 PL (SS)

Silverball Mania
Feb '80 4 PL (SS)

Space Invaders
Mar '80 4 PL (SS)

Rolling Stones
May '80 4 PL (SS)

Mystic
Jun '80 4 PL (SS)

*PARAGON: Bally's first 'super-size' pin, followed by FUTURE SPA, and the record selling wide body, SPACE INVADERS—which introduced 'infinity lighting' on the back box.*

Hot Doggin'
Jul '80 4 PL (SS)

Viking
Jul '80 4 PL (SS)

## Game Plan, inc.

Sharpshooter
May '79 4 PL (SS)

Coney Island
Jan '80 4 PL (SS)

Pinball Lizard
Jul '80 4PL (SS)

## centuri

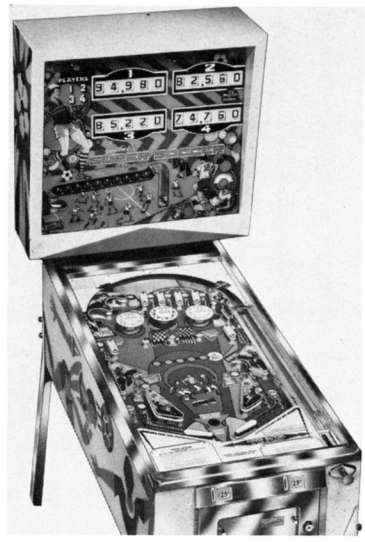
Dyn O'Mite
Mar '76 2 PL (SS)

Getaway
Nov '77 4 PL (SS)

*"CENTURI" is the new brand name for Allied Leisure Industries.*
*At Game Plan, SUPER NOVA was introduced in 1980, but no photos were available for inclusion here.*

D. Gottlieb & Co.

Fast Draw
Apr '75 4 PL (EM)



Super Soccer
Jun '75 4 PL (EM)

300
Aug '75 4 PL (EM)

Abra Ca Dabra
Nov '75 1 PL (EM)

Out Of Sight
Dec '75 2 PL (EM)

Royal Flush
Apr '76 4 PL (EM)

Volley
Oct '76 1 PL (EM)

Target Alpha
Nov '76 4 PL (EM)

*OUT OF SIGHT was released in Oct. '74 as 4-player FAR OUT. TARGET ALPHA's other identities were 2-player* Solar City *in Feb. '77 and 1-player* El Dorado *in Apr. '75. And* 300 *was out as 2-player* Top Score, *Oct. '75.*

**A new kind of pinball they'll fight to play...**

**'cause this one fights back!**

# Gottlieb's COUNTERFORCE

**The pinball that fights back.**

# For the first time it's really Man vs. Machine with Gottlieb's challenging new feature

## ACCELERATED ATTACK

**Alien attack rockets descend at increasing speed. Their mission... knock out the player's multiplier guns.**

**Your mission... arm your multiplier guns and destroy the alien attack rockets.**

The alien attack rockets can be destroyed by direct hits on drop targets, lit yellow spot targets and/or lit yellow rollovers. Destroy the rockets—and save the multipliers. If you destroy all the rockets—you score even more!

Destroying all the alien rockets in the first row of attack lights the "special" target.

Destroying the remaining alien rockets in the second row of attack lights the Extra Ball target.

Destroying the remaining alien rockets in the 3rd or 4th rows of attack will activate Score Bonus hole.

Any rocket reaching a lit multiplier gun will cancel those points and reset the bank of targets. It starts all over again—but this time at an ACCELERATED ATTACK rate! Who will be the winner—Man or Machine?

# Gottlieb's COUNTERFORCE

**The pinball that fights back.**

Gottlieb's COUNTERFORCE
1
293 220
2
327 410
3
624 130
4
788 750
SPECIAL
D. Gottlieb & Co.
STAR SERIES
80
COUNTERFORCE
25¢
$1
25¢
D. Gottlieb & Co.

# Gottlieb's COUNTERFORCE

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D. Gottlieb & Co.
A Columbia Pictures Industries Company
165 W. Lake Street • Northlake, Illinois 60164

Sprit of '76
Dec '76 4 PL (EM)

Jacks Open
Jan '77 1 PL (EM)

Bronco
Mar '77 4 PL (EM)

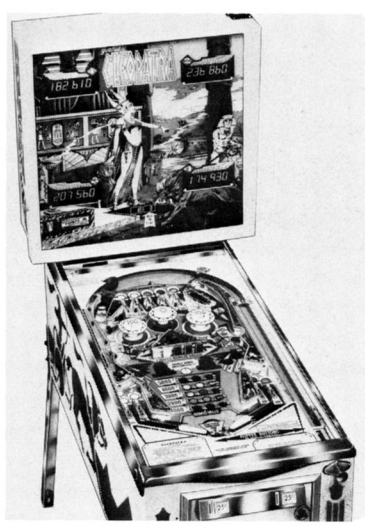
Jungle Queen
May '77 4 PL (EM)

Centigrade 37
Aug '77 1 PL (EM)

Jungle Princess
Aug '77 2 PL (EM)

Jet Spin
Aug '77 4 PL (EM)

Vulcan
Oct '77 4 PL (EM)



Cleopatra
Dec '77 4 PL (SS)

*CLEOPATRA, Gottlieb's first solid state pingame, had electro-mech versions, called* Pyramid *as a 2-player model, with backglass art somewhat changed on the several game versions. BRONCO as a 2-player was called* Mustang.

Sinbad
Feb '78 4 PL (SS)

Joker Poker
Jun '78 4 PL (SS)

Close Encounters
Aug '78 4 PL (SS)

Hit The Deck
Aug '78 1 PL (EM)

Dragon
Oct '78 4 PL (SS)

Gemini
Oct '78 2 PL (EM)

Charlie's Angles
Dec '78 4 PL (SS)

Solar Ride
Feb '79 4 PL (SS)

Count Down
Apr '79 4 PL (SS)

*SINBAD: Gottlieb's best-seller. CLOSE ENCOUNTERS, DRAGON, CHARLIE'S ANGELS, SOLAR RIDE: also electro-mechanical versions.*

Pinball Pool
June '79 4 PL (SS)

Totem
Aug '79 4 PL (SS)

Genie
Aug '79 4 PL (SS)

Incredible Hulk
Oct '79 4 PL (SS)

Buck Rogers
Dec '79 4 PL (SS)

Roller Disco
Feb '80 4 PL (SS)

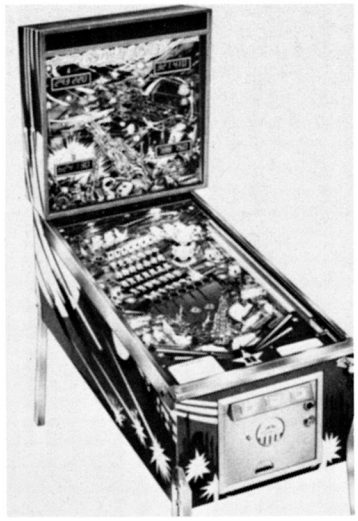
Torch
Feb '80 4 PL (SS)

Spider Man
Mar '80 4 PL (SS)

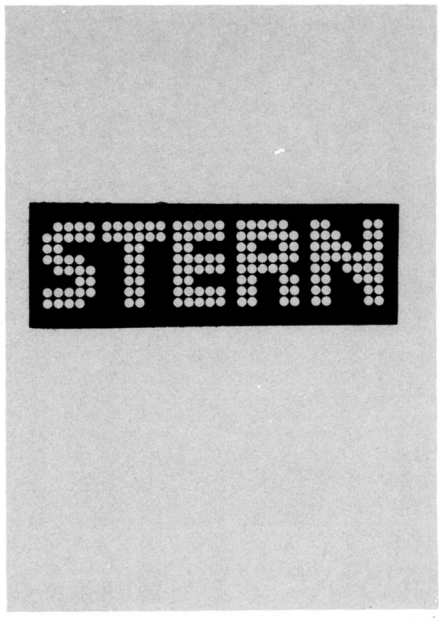
Panthera
May '80 4 PL (SS)

*GENIE bowed-in as Gottlieb's wide body. SPIDER-MAN came in as a new 30 percent larger intermediate size pingame.*

**Circus**
Jun '80 4 PL (SS)



**Counterforce**
Aug '80 4 PL (SS)



**Stampede**
Oct '76 2 PL (EM)

**Rawhide**
Nov '76 4 PL (EM)

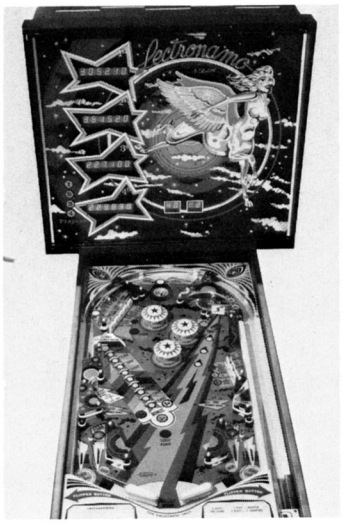
**Pinball**
Aug '77 4 PL (SS)

**Stingray**
Dec '77 4 PL (SS)

**Stars**
Mar '78 4 PL (SS)

**Memory Lane**
Jun '78 4 PL (SS)

*PINBALL was first released in an EM version.*




Lectronamo
Aug '78 4 PL (SS)

Wild Fyre
Oct '78 4 PL (SS)

t
Nov '78 4 PL (SS)

Dracula
Jan '79 4 PL (SS)

Trident
Mar '79 4 PL (SS)

Hot Hand
Jun '79 4 PL (SS)

Magic
Aug '79 4 PL (SS)

Meteor
Sep '79 4 PL (SS)

Galaxy
Jan '80 4 PL (SS)

*METEOR's special audio system featured part of the sound track from a movie released shortly after the pingame debuted.*

**Ali**
**Mar '80** **4 PL (SS)**

**Big Game**
**Mar '80** **4 PL (SS)**

**Seawitch**
**May '80** **4 PL (SS)**

**Cheetah**
**Jun '80** **4 PL (SS)**

**Quicksilver**
**Jun '80** **4 PL (SS)**

Williams® ELECTRONICS, INC.

**Triple Strike**
**Aug '75** **1 PL (EM)**

**Little Chief**
**Sep '75** **4 PL (EM)**

**Space Mission**
**Jan '76** **4 PL (EM)**

*BIG GAME: Stern's first wide-body pin.*

Blue Chip
Nov '76 1 PL (EM)

Grand Prix
Dec '76 4 PL (EM)

Liberty Bell
Apr '77 2 PL (EM)

Big Deal
May '77 4 PL (EM)

Wild Card
Oct '77 1 PL (EM)

Hot Tip
Nov '77 4 PL (SS)

Lucky Seven
Mar '78 4 PL (SS)

World Cup
May '78 4 PL (SS)

Contact
Jun '78 4 PL (SS)

*HOT TIP: first Williams solid state pin. WORLD CUP incorporated electronic sounds. CONTACT showed off Williams' wide body size.*

**Disco Fever**
**Jun '78** **4 PL (SS)**

**Pokerino**
**Dec '78** **4 PL (SS)**

**Phoenix**
**Dec '79** **4 PL (SS)**

**Flash**
**Jan '79** **4 PL (SS)**

**Stellar Wars**
**May '79** **4 PL (SS)**

**Tri Zone**
**Aug. '79** **4 PL (SS)**

**Time Warp**
**Sep '79** **4PL (SS)**

**Laser Ball**
**Dec '79** **4 PL (SS)**

**Gorgar**
**Dec '79** **4 PL (SS)**

*DISCO FEVER incorporated curved flippers. GORGAR introduced a talking pinball machine.*

*No light. No sound. No movement.*
*All life suspended in time and space.*
*And you are the force that controls it all!*

# BLACKOUT

Williams®

# *TOTAL "BLACKOUT"!*
# *MISSION CONTROL SPEAKS!*
# *"ORBIT" IN OUTER SPACE!*
# *EXCLUSIVE "LANE CHANGE™"!*

**"BLACKOUT"!**

Knock out all 3 banks of targets (5000 value when lit) and light "Blackout". Make eject hole, collect 30,000 points and mission control declares "Blackout", shutting down all sound, light and action systems! Or light "Blackout" by dropping yellow bank of targets 3 times. 1st time ignites yellow light. 2nd time lights both spinners for 1000 value.

**BLAST INTO "ORBIT"!**

Blast the 2 "Orbit" spinners, hear mission control confirm "Orbit completed", score from 5,000 to 20,000 points and increase "Orbit" value. Making green 5 bank increases "Orbit" value too! Blast into "Orbit" when value is 20,000 and light extra ball! Make eject hole and collect extra ball to the command "Resume mission"!

**EXCLUSIVE "LANE CHANGE™" CHALLENGE!**

Transfering the light and scoring from a lit to an unlit top lane by strategic powering of the right flipper gives extra control in making 3 top lanes for 2X, 3X, 4X, 5X Bonus Multiplier!

**CONDITION GREEN! CONDITION RED!**

Make the green bank of targets the 1st time and "Blackout" status indicators flash "condition green"! The 2nd time, light inside rollover lane for 3,000 points and 3 bonus advances! The 3rd time, light out-lanes for special! Activated green targets are carried over in memory from ball to ball!

Make each red drop target for high power scoring. Make all 3 for "condition red". Any of the spinners rotates the red bank lights, putting the player on alert for changing drop target scores!

SCORES 5000 W L
1000

SCORES 5000 W L

1
2
3
1000
1000
1000
1000

BLACKOUT
Williams
1
252380
2
055080
3
100000
4
026000
1234
BLACKOUT
SCORES 5000 W L
RIGHT FLIPPER
Advances Lites
INSTRUCTIONS

Williams®

*Puts total pinball control in the players' hands...*
*and total profit control in yours!*

# BLACKOUT

Height: 69½" • Depth: 52" • Width (cabinet): 22½" • Width (backbox): 30¼"
Weight: 260 lbs. • Instruction manual in game.

For the service back-up
that keeps you out-front, call Williams
toll-free at 800/621-4765.
In Illinois, call toll-free
at 800/972-7898.


Williams® ELECTRONICS, INC.

An XCOR International Inc., Company
3401 N. California Ave., Chicago, IL 60618
Cable Address: WILCOIN, CHICAGO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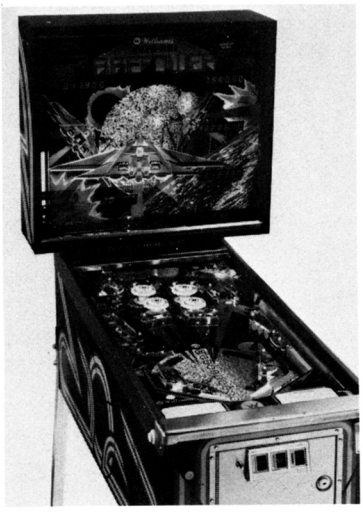
THROUGH YOUR WILLIAMS DISTRIBUTOR



**Firepower**
**Mar '80** **4 PL (SS)**

**Blackout**
**Oct '80** **4 PL (SS)**

**Scorpion**
**Oct '80** **4 PL (SS)**

*FIREPOWER: The first multi-ball, multi-player pin; it also talked and introduced the lane change. SCORPION: the first multi-ball with ball timer.*

# Five years ago in Play Meter's pages...

It was the time of year, and the time of coin-op....."MOA" was gearing up. The 1975 show was expected to be the biggest ever: 87 exhibitors were set up at the Conrad Hilton in Chicago. Among the games were to be the first solid state conventional pinball game, by Allied Leisure, the company's first venture into the flipper market. U.S. Billiards planned to show an "air Jai-Alai" game, a new air cushion game a bit larger than a pinball game. The company also showed its new *English Leather* pool game board series..

And Dynamo was planning a new line of pool tables.

Freddy Fender was looking good—and he was copping the 1975 MOA Artist and Record of the Year Award.

PLAY METER focused on Atari as a manufacturer that month...And our readers were introduced to the British game of pool...

New products coming down the line that month: Bally's *Hi-Deal*—a card game for one player, with improved flipper action.....

The Briarwood Division of Brunswick Corp. was introducting their *Professional coin-op table*.... Williams Electronics, Inc. produced a new single-player flipper with a bowling theme called *Triple Strike*.... ChiCoin showed off its new four-player flipper, *Blue Max*....Electra Games was high on *Avenger*, an electronic aerial combat game.....

Coinman of the month was Fred Collins Jr., MOA president. When asked if he thought the industry was severely affected by the down economy, he told us, "High unemployment naturally helps our industry, since there are more guys hanging around having more time on their hands. I do not feel that we have been as closely affected by the economy in this end of the operation. It is a shame to say it. I hate to see our industry capitalize on such an adverse situation. But it does exist and people derive an "out" through the playing of games, listening to music, etc. Inflation has taken its toll with us, though. We are paying more for services, labor, and materials. We can't escape that, but in the coin machine business, we make our money off the middle class by offering them an escape from their troubles. Another economic point for this industry is that we have been taking advantage of the lay-offs in other industries in which technicians would be working, therefore getting them at a lower pay scale than if they were in demand. We have picked up some pretty good people that way."

Play Meter Editor and Publisher Ralph C. Lally II that month told Florida operators "The coin-operated music and amusement industry entered the Space Age several years ago. That entry caused an upheaval that continues to affect our daily business lives and thinking, but it is only a beginning.

"Our industry is still an infant in the application of space technology, but I don't think it will be an infant for long, especially in view of the rapidity with which so many government technicians grow tired of developing more efficient methods of killing people and turn their talents toward developing better ways of relaxing and having fun.

"Today's operator who wants to be tomorrow's operator can no longer survive on milked memories of yesteryear and yesterday's methods. Only professionals dedicated to sound business principles and aware of the changes occuring in their industry and society will survive."

# Video/Arcade
# 1977-1980

**Atari • Centuri • Cinematronics**

**Data East • Elcon • Exidy**

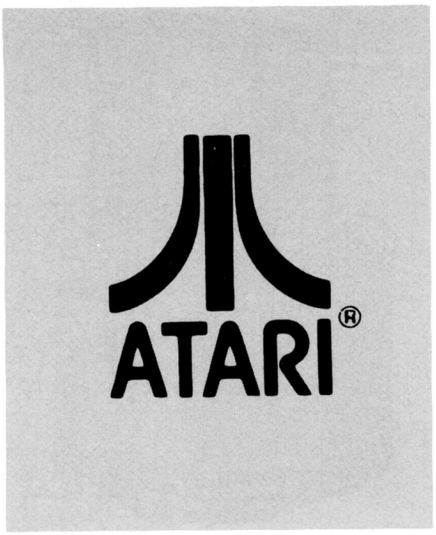
**Far East Video • Game-a-Tron**

**Gremlin/Sega • Meltec • Midway**

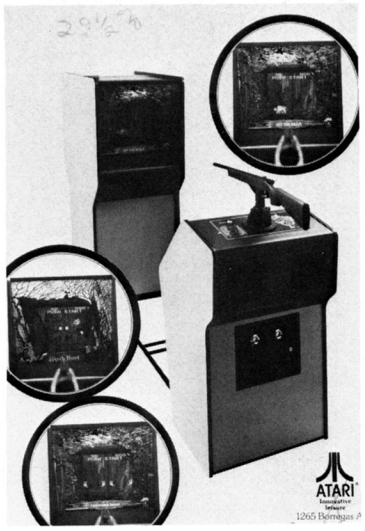
**Namco • Nichibutsu • Taito**

**Universal • U.S. Billiards**

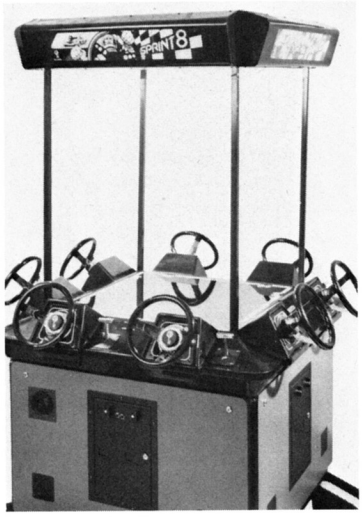
**Vectorbeam**



Sprint 2
Nov '76 2 PL




Hit The Bear
Apr '77 1 PL




Sprint 8
May '77 8 PL

Poolshark
Jun '77 2 PL

Drag Race
Jun '77 2 PL

Starship 1
Jul '77 1 PL

Super Bug
Sep '77 1 PL

Super Breakout
Sep '77 2 PL

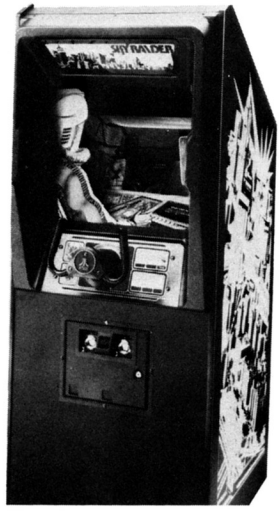
*STARSHIP 1: Atari's first space theme game, it set the pace for a flurry of similar game themes to come forth.*

**Destroyer**
Oct '77 — 1 PL

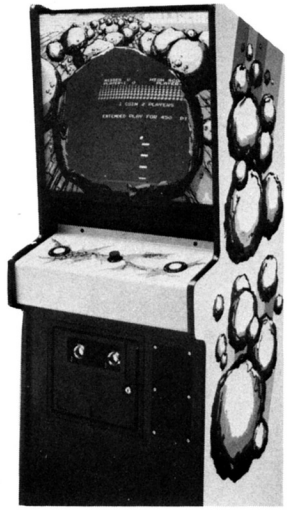
**Canyon Bomber**
Nov '77 — 2 PL

**Sprint 4**
Dec '77 — 4 PL

**Sprint One**
Jan '78 — 1 PL




**Sky Raider**
Mar '78 — 1 PL



**Avalanche**
Apr '78 — 2 PL

**Fire Truck**
Jun '78 — 2 PL

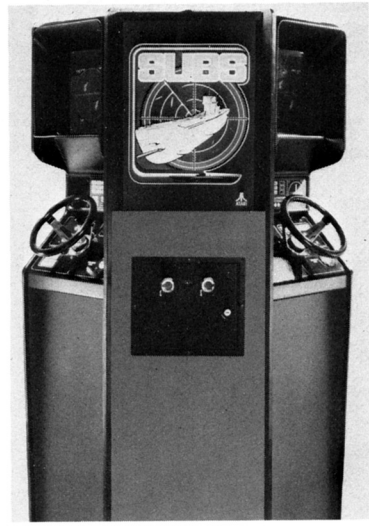
**Skydiver**
Jun '78 — 2 PL

**Smokey Joe**
Jul '78 — 1 PL

*The original* Sprint *game was* Sprint 2, *released by Atari in Nov. '76. Following pieces, Sprints 1, 4, and 8, were built to accomodate each number of players, respectively.*

**Hercules**
Apr '79 4 PL (SS)

**Basketball**
May '79 2 PL




**Subs**
May '79 2 PL

**Lunar Lander**
Sep '79 2 PL

**Asteroids**
Nov '79 2 PL

**Monte Carlo**
Apr '80 1 PL

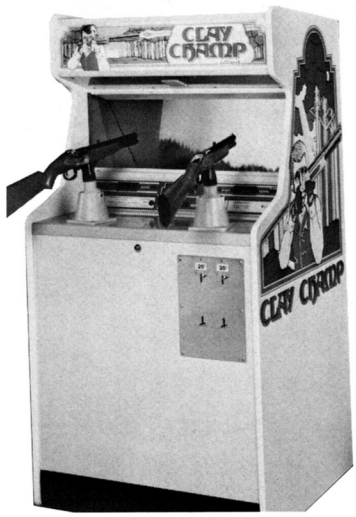
**Asteroids/Cabaret**
Jun '80 2 PL

**Missile Command**
Jul '80 2 PL

**Missile Command/Cabaret**
Sep '80 2 PL

*HERCULES: Record-holding pingame size; included here as an arcade piece. ASTEROIDS: three-dimensional space fighting; Cabaret models require a maximum of 4 feet of floor space.*

centuri




Clay Champ
Jun '79 2 PL

Rip Off
Jul '80 2 PL

CINEMATRONICS

Space Wars
Sep '78 2 PL

Sundance
Nov '79 2 PL

Rip Off
Mar '80 2 PL

DATA EAST

Astro Fighter
Jun '80 2 PL

*SPACE WARS: Manufactured as* Space War *by Vectorbeam—which merged for a period with Cinematronics.*

# Why?

## Why do you suppose more operators read Play Meter than any other industry-related trade publication?

We think it must have something to do with the fact that Play Meter is independently-owned and honest with its readers.

We are, after all, the only publication that evaluates pinball machines.

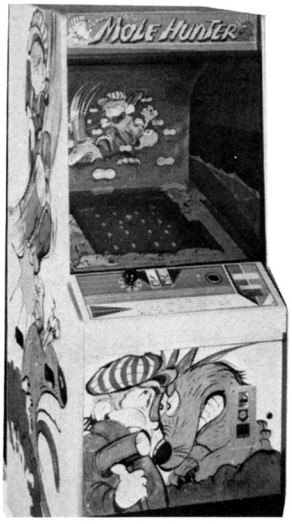
Not only that, our articles (such as the recent three-part series on business profitability) are thought provoking, useful, and written specifically for the operator.

And we cover more industry news than anyone else, month after month.

Then, of course, there's our "Technical Topics" section, which is written by independent technicans who have firsthand experience in the field.

There seem to be as many reasons for reading Play Meter as there are readers.

**PLAY METER**




Jul '80 2 PL

**Elcon Industries**

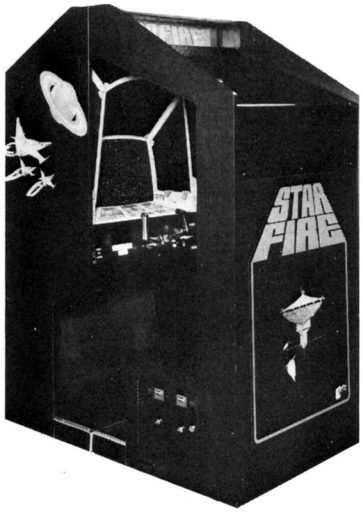
Cosmic Attackers
May '79 2 PL

**Exidy inc.**

Car Polo
Jan '77 4 PL

Robot Bowl
Jul '77 2 PL

Circus
Nov '77 2 PL




Star Fire
Dec '78 1 PL

Rip Cord
May '79 2 PL

*COSMIC ATTACKERS: Manufactured also in a cocktable table mode.*

CARNIVAL
SCORE 1
04980
RANK 01
SCORE
0000
RANK
BONUS
300
PIPES
470
60
40
20
SU
N

# It's a whole new game for old-fashioned fun!

## *Hurry, Hurry, Hurry!*

Step right up and see how Gremlin's new Carnival™ video game makes the old-time shooting gallery more fun than *ever.*

Players get lots of colorful moving targets to hit. But what's made Carnival an instant success are the revolutionary sound effects that attract players faster than the best barker on the midway.

Carnival is also on-target for replay profits. Because Gremlin's exclusive MultiPhase™ makes each new round more challenging than the one before.

## *Loaded with action!*

As Carnival begins, three rows of targets move in opposite directions across the screen, with a revolving pipe target at top center. And occasionally a Special Panel appears requiring quick player decisions.

Players win the first round by eliminating all targets. Extra points are scored for each bullet remaining at the end of a round.

But it's *not* easy. Because those pesky duck targets come alive on the bottom row, and unless they're shot, they'll flap down to the bullet supply and quickly eat ten bullets.

Another challenging feature of Carnival is the pipe wheel. The value of these targets decrease as play progresses. So players need to hit the pipes early in the game, when it's toughest.

As an additional incentive for players to strive for top score billing, bonus bullet boxes cross the screen at random intervals. And if a player hits all the target letters to spell BONUS, he may well be on his way to a record score.

After each round, a bear target comes on for a brief change of pace. Each hit brings 50 extra bonus points. As players complete additional rounds, two, three and four bears appear, offering more chances for bonus scoring.

Ask your Gremlin®/SEGA® distributor for more information on Carnival.

It's a sure-shot hit for your midway!

## Cabinets for every location.

**UPRIGHT**
25½"Wx67"Hx28"D
64.77cmWx170.18cmH
x71.12cmD
290 lbs./132 kg.

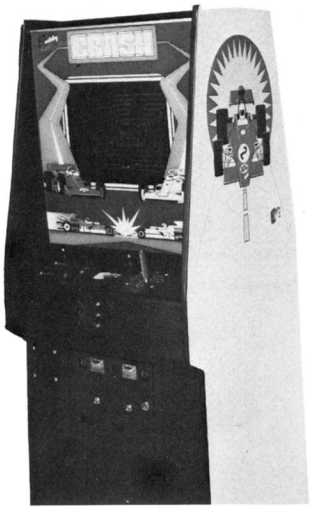
**SLIMLINE**
35"Hx19"W
x22½"D
89cmHx48cmW
x57cmD
120 lbs./54 kg.

**COCKTAIL** 22"Wx34"Lx24½"H
55.88cmWx86.36cmL
x62.23cmH
80 lbs./36 kg.

**Gremlin Industries, Inc.**
8401 Aero Drive San Diego, CA 92123
714-277-8700 TWX 910-335-1621

Gremlin®/SEGA®
The games people REALLY play.

© GREMLIN INDUSTRIES, INC. 1980




Crash

Jun '79 1 PL

Fire One

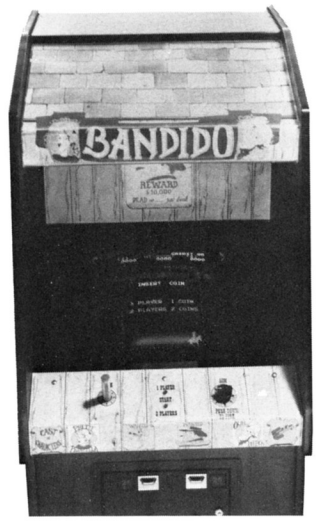
Nov '79 2 PL

Side Trak

Dec '79 2 PL

Star Fire

Jan '80 1 PL




Bandido

Jan '80 2 PL

Tailgunner 2

Jan '80 1 PL

Targ

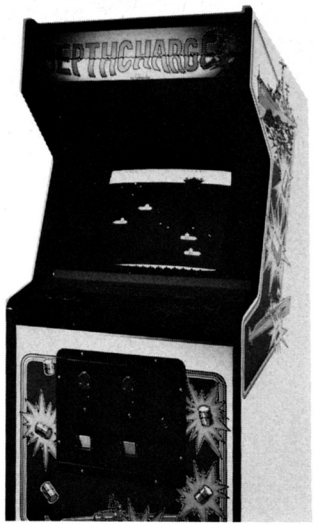
May '80 2 PL

Sheriff

Jan '80 2PL

*SHERIFF: Available in a cocktail model.*

Gremlin®
/SEGA®

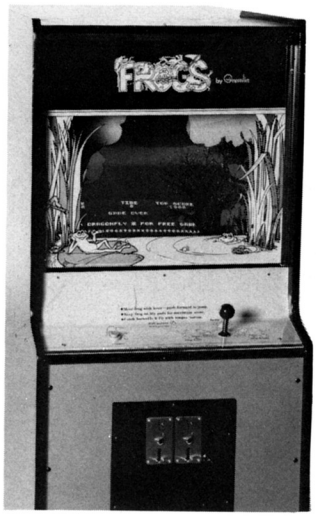



**Depth Charge**
Jun '77 2 PL

**Safari**
Nov '77 1 PL

**Blasto**
Apr '78 2 PL

**Gee Bee**
Jun '78 2 PL



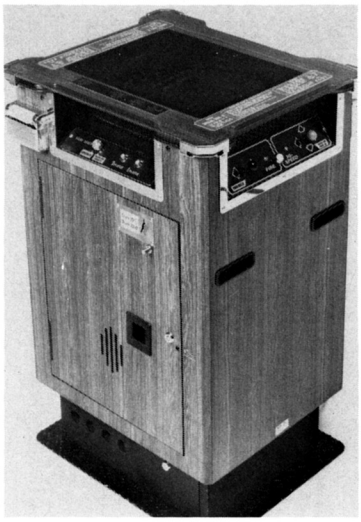

**Frogs**
Oct '78 1 PL

**Head-On**
May '79 2 PL

**Invinco/Head On 2**
Mar '80 2PL

**Deep Scan/Head On 2**
Mar '80 2 PL

*Gremlin's 'Dual' game concepts include an* Invinco/Deep Scan, *a model not shown above. All three Duals are made in cocktail and 'Slimline' modes also.*



**Slimline**
Mar '80 — 1 or 2 PL

**Monaco G.P.**
Mar '80 — 1 PL

**Astro Fighter**
Apr '80 — 2 PL

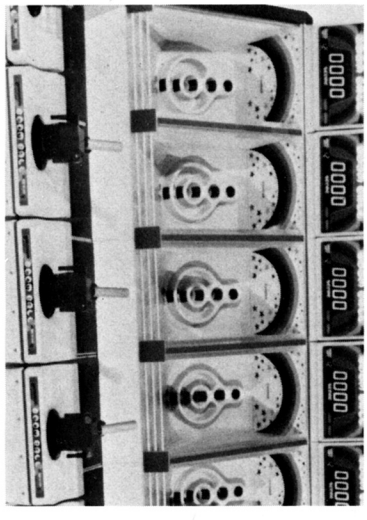
**Pro Monaco G.P.**
Jun '80 — 1 PL

**Carnival**
Jul '80 — 2 PL

**Digger**
Jul '80 — 2 PL

**Tranquilizer Gun**
Aug '80 — 1 PL

meltec



**Boom Ball**
Mar '78 — 3-20 PL

*SLIMLINE: mode available in Gremlin Gremlin/Sega games above except* Monaco G.P. *and* Pro Monaco G.P. *Meltec purchased interest in all Ramtek games in 1980. Only BOOM Ball is currently marketed.*

MIDWAY MFG. CO.

**Boot Hill**
Mar '77 2 PL

**Double Play**
Apr '77 2 PL

**Desert Gun**
Jun '77 1 PL

**Guided Missile**
Aug '77 2 PL

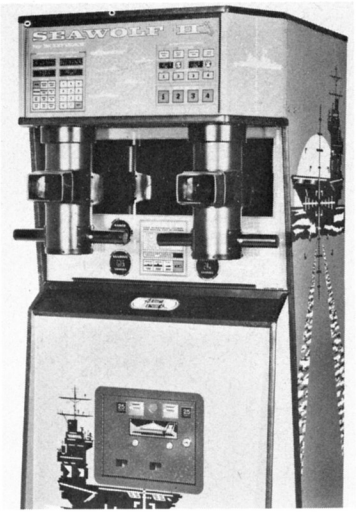
**Laguna Racer**
Sep '77 1 PL

**M 4**
Nov '77 2 PL

**Clowns**
Dec '77 2 PL

**Extra Inning**
Mar '78 2 PL

*CLOWNS: available as a cocktail table.*
*Midway is a subsidiary of Bally Manufacturing Corp.*




Seawolf II
Apr '78 2 PL

Space Walk
Jul '78 2 PL

Dog Patch
Aug '78 2 PL

Shuffleboard
Sep '78 2 PL

Space Invaders
Oct '78 2 PL

Blue Shark
Feb '79 1 PL

Bowling Alley
Apr '79 1—4 PL

18 Wheeler
Jul '79 1 PL

Submarine
Sep '79 2 PL

*SEAWOLF II: full-color screen. SHUFFLEBOARD: two games, regulation or deck. BOWLING ALLEY: regulation or flash games; also made in cocktail version. 18-WHEELER: electro-mechanical.*

Super Speed Racer
Oct '79 1 PL

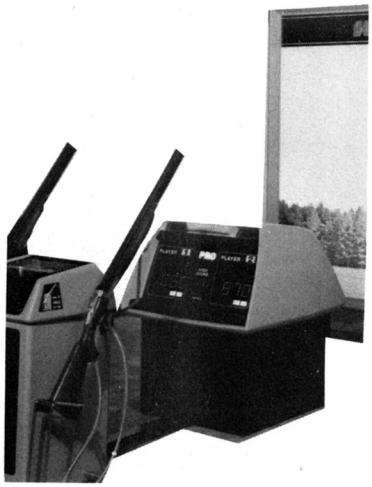
Phantom II
Oct '79 2 PL

Deluxe Space Invaders
Dec '79 2 PL

Galaxian
Dec '79 2 PL

Extra Bases
Apr '80 2 PL

**namco**



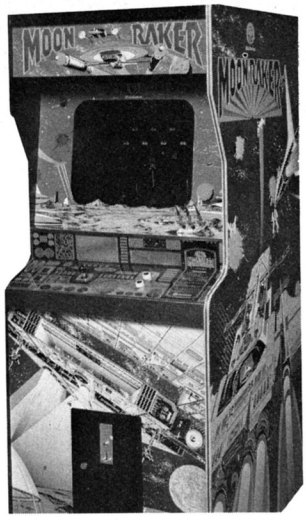
Shoot Away
1977 2 PL

Zero In
1979 1PL

Bomb Bee
1979 1 PL

*DELUXE SPACE INVADERS and GALAXIAN: also in cocktail table models from Midway.*
*NAMCO licenses various games to American manufacturers; those above are marketed under the Namco brand*

**Nichibutsu**



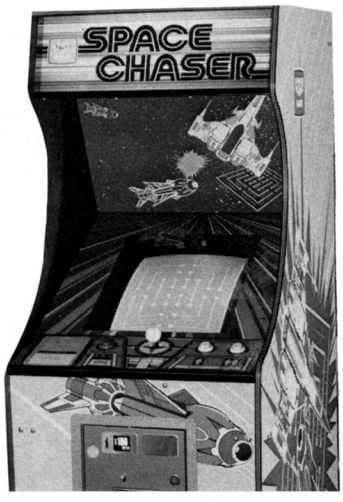

Moon Raker
Dec '79 2 PL

Rolling Crash
Dec '79 2 PL

Moon Cresta
May '80 2 PL

Moon Alien
Jun '80 2 PL

**TAITO**
**AMERICA**




Space Chaser
Feb '80 2 PL

Lunar Rescue
Mar '80 2 PL

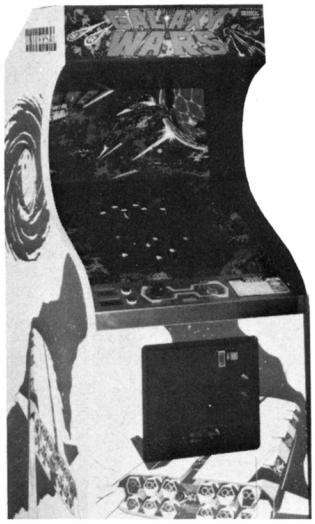
Stratovox
Aug '80 2 PL

*SPACE INVADERS PART II from Taito is also available in a cocktail model.*
*NICHIBUTSU is the brand name of Nihon Bussan Co., Ltd. of Osaka.*

**UNIVERSAL**

**Cosmic Monsters**
Jul '79 2 PL

**Get A Way**
Jul '79 1 PL



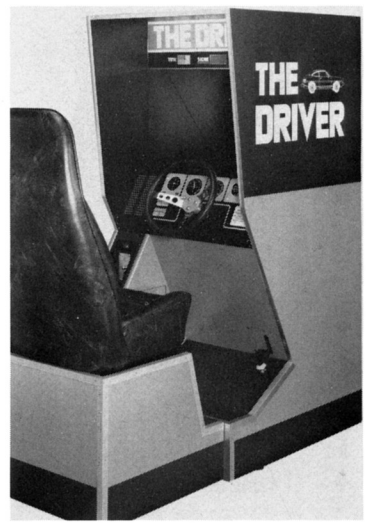

**Galaxy Wars**
Oct '79 2 PL

**Cosmic Guerilla**
Jan '80 2 PL

**Cosmic Alien**
Mar '80 2 PL

**Cheeky Mouse**
Jul '80 2PL

**U S**
**BILLIARDS**




**The Driver**
Jan '79 1 Pl

*All Universal games above also appear in cocktail sizes, except* Get A Way.

# The 1st talking video game!

**Cries of stranded astronauts, haunting the darkness, defying the forces of evil. Echoing throughout the vast galaxy . . . and throughout the video game industry!**

# These are the voices of "STRATOVOX"

T.M.

Score 50 or 100 points when you explode an alien ship into smithereens as you dodge lethal showers of enemy rockets! Score 100, 500 or 1000 points when you rescue a stranded astronaut from the clutches of the evil aliens and return him to his crew! The faster the ship tries to escape with its prisoner, the more points you tally when you destroy it!

As action continues and skill builds, the alien attack becomes progressively harder to repel! Several squads can now attack together and make off with more than one astronaut!

When your photon rocket is blasted by a direct alien hit, the planet surface ruptures into explosive booms and triggers a prism run of flashing colors throughout the galaxy!

The mission ends when all 10 astronauts are carried off or when all 3 (operator adjustable bonus rocket) of your photon rockets are destroyed!

1 or 2 player upright:

Dimensions:

| Height | Width | Depth |
|---|---|---|
| 171 c/m | 61 c/m | 87.5 c/m |
| 68″ | 24″ | 35″ |

**STRATOVOX speaks of unparalleled location earnings!**

For technical service,
call toll-free: (800) 323-0666

TAITO AMERICA CORPORATION
1256 Estes Ave.
Elk Grove Village, IL 60007
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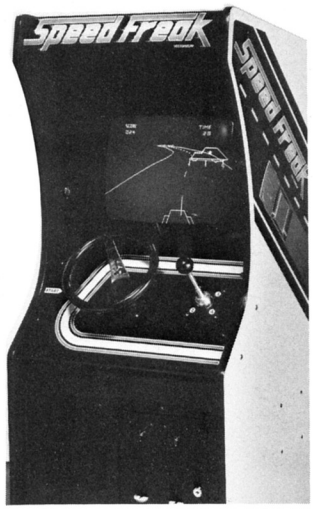
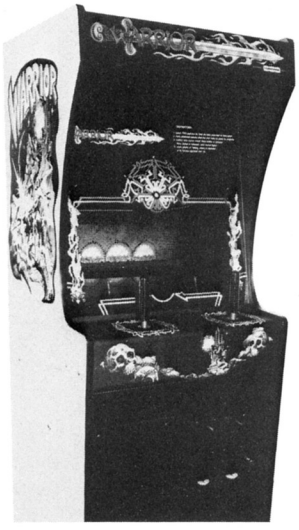
MADE IN U.S.A.
TAITO®

# Vectorbeam




**Speed Freak**
**Mar '79** **1 PL**

**Barrier**
**Aug '79** **2 PL**



**Warrior**
**Sep '79** **2 PL**

# Game-a-Tron

**Zap**
**Mar '80** **2 Pl**

*WARRIOR: Game play based on the swords-and-sorcery board-game, 'Dungeons and Dragons'.*

## *Coin-op not at fault*

An attorney in Madison, Wisconsin has been overruled in an attempt to bring charges of practicing medicine without a license against a coin-operated blood pressure machine.

The Wisconsin Medical Examining Board rejected the claim by attorney Ben Hur.

United Press International reported that Hur filed the complaint on behalf of Gladys England, 74, of Baraboo, Wisconsin, contending that she was injured by the machine, which is designed to measure blood pressure after a person inserts 50 cents and puts his arm through an inflatable cuff.

## 'The Magic World of Pinball'

When you shoot the ball up onto the board the machine becomes alive. When the ball lands in the hole, or when the ball goes up over the roll over lane, excitement roars and tension mounts.

It comes down through the spin out lane. You hit it with a flipper, you hit a flag, another flag.

You put it in the hole, it goes in the bonus lane... double bonus.

You lose the ball.

You go into a rage, but there's nothing you can do.

*—by Andy Licata (age 12)*

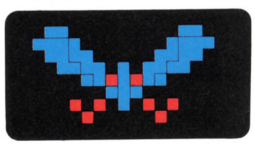
# Table Games
# 1975-1980

**A.D.I. • American Shuffleboard**
**Brunswick • Dynamo**
**Imperial Billiard**
**International Billiard • Irving Kaye**
**Stern • Tournament Soccer**
**U.B.I. • U.S. Billiards • Valley**
**Williams**

SPACE
FIREBIRD
Nintendo

**EMPEROR**

Destroyed by 4 shots
100 Points

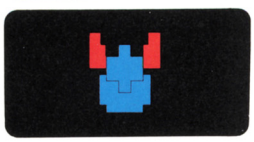


**EAGLE**

Destroyed by 2 Shots
50 Points

**GULL**

Destroyed by 1 Shot
20 Points



**BOMB**

Destroyed by 1 Shot
50 - 100 -
150 - 200 Points

**WARP**

Ram or Blast!
Tail flame on space ship indicates usable warp.

## GAME ACTION

While guiding your ship through deep space, distant planets suddenly change into giant FIREBIRDS and start attacking you in ever more complex tactical formations. As a Space Ship Commander your duty is to seek out and destroy these killer FIREBIRDS in three missions. Even with your powerful repeating laser blaster, it's not an easy job. Gulls, Eagles and the Mighty Emperor drive at you in swoops and loops. Shoot down the Gulls first — they look innocent, but they carry heavy weapons. Watch out for the exploding BOMB — the shrapnel will penetrate your ship, and destroy you and the crew.

Turning, twisting, moving up and down, the FIREBIRDS keep coming at you. It looks like you're going to get hit! You have one alternative; go to warp and make your escape while blasting and ramming. Be careful — warp consumes a lot of your ship's energy, and can only be used once for each mission.

## SPECIAL FEATURES OF SPACE FIREBIRD

- Rapid-fire laser blaster
- 1000 point bonus if all 50 attackers are destroyed
- Extra space ship awarded for every 5000 points
- One or two player selectability
- Full color monitor
- Ten highest scores stored and displayed
- Adjustable coinage

## DIMENSIONS

| **Cocktail Table** | **Upright** |
|---|---|
| Height: 22¾" to 28¾" | 67" |
| Width: 33¾" | 24¾" |
| Depth: 22" | 34¾" |
| Net Weight: 120 lbs. | 244 lbs. |

# SPACE FIREBIRD

**Nintendo**

Marketed in the U.S. and Canada by **FAR EAST VIDEO, INC.**
22410 72nd Ave. South, Kent, Washington 98031 U.S.A. (206) 575-0764

**Emerald**
Jun '76 6 PL (EM)

**Cherokee**
May '77 6 PL (EM)

**Nugget**
Nov '77 6 PL (EM)

**Topaz**
Apr '78 6 PL (SS)

**Aristocrat**
Aug '78 6 PL (SS)

**Pompeii**
Nov '78 6 PL (SS)

**Taurus**
Apr '79 6 PL (SS)

**King Tut**
Aug '79 6 PL (SS)

**Omni**
May '80 6 PL (SS)

*TOPAZ: First solid state shuffle alley. ARISTOCRAT: Firts shuffle alley with electronic sounds.*

# Other games

## Novelty 1975-1980
## Card Games 1977-1980
## Wall Games 1976-1980
## Cocktails 1977-1980
## Kiddie Rides 1976-1980

**A&A Co. • Amstar • Arachnid • Atari**
**B.C. Mfg. • Carousel • Centuri**
**Computer Kinetics • Elcon • Far East Video**
**Game-a-Tron • Game Plan • Gremlin**
**Intermark • Midway • Mike Munves**
**Sircoma • Sunbird • Taito • U.S. Billiards**
**Universal USA • Universal Visual • UTEC**
**Valley • Vending International • Venture Line**
**Waite Mfg. • Zamperla • Zila • Zytronics**

# A & A

Chicken Egg Vendor

# Arachnid

English Mark Darts
1975 4 PL

# B.C. Manufacturing

Big Chicken

# Amstar

Twenty One
Mar '80 2 PL

Hold & Draw
Mar '80 1 PL

*Amstar Electronics purchased the game manufacturing division of Mirco Company.*

Hi-Lo Jackpot
Mar '80 1 PL

## Elcon Industries

Royal Flush
Jun '80 1 PL

## Game-a-Tron

Black Jack
Sep '78 1 PL

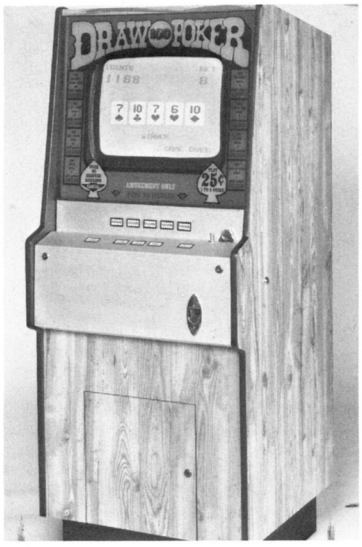
Draw Poker 81
Nov '79 1 PL

Thoroughbred Derby
Jan '80 1 PL

## Intermark

Poker Machine Model 20
Oct '79 1 PL

*POKER MODEL 10 is a variation of the Intermark game above, with all features of Model 20 except color overlay and selectable table scoring. Also Model 10 features a light-color cabinet and recessed monitor.*



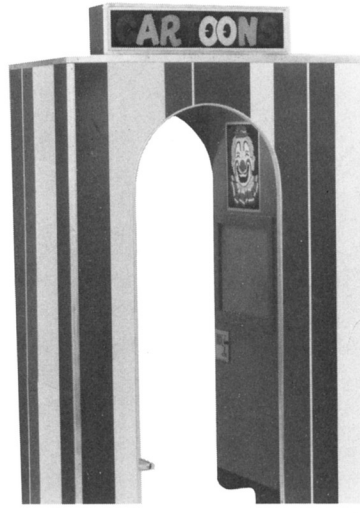

Draw 100 Poker
Jul '80 1 PL

MIKE MUNVES CO. P.

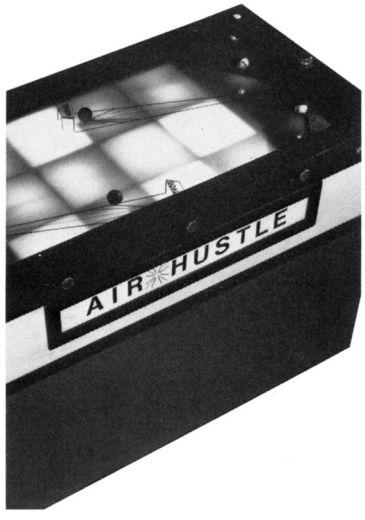
Love Tester
Jun '67

Mutoscope
May '76

Wheel of Love
Jun '76




Cartoon
Jun '78




Air Hustle
May '79

SIRCOMA

Bingo
1978 1 PL

Blackjack
1978 1 PL

Keno
1978 1 PL

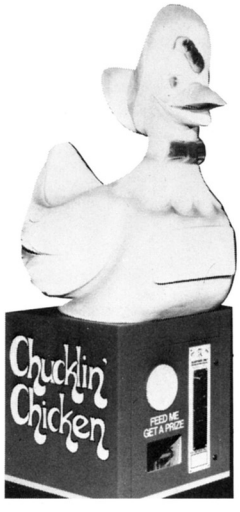
Draw 80 Poker
1979 1 PL

Dawg Race
1979 1 PL

## Vending International

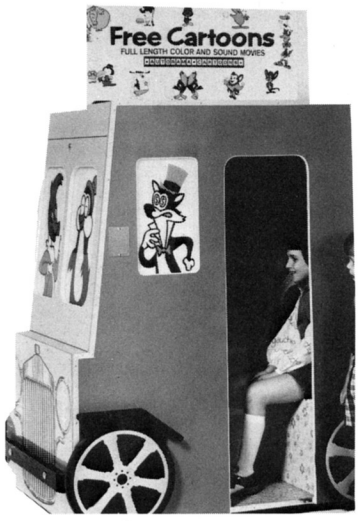
Fanky Maloon
1980

## Universal Visual




Chucklin' Chicken

Kiddierama Theatre

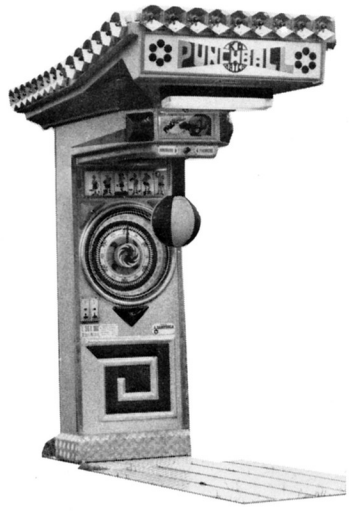



Autorama Cartoon Theatre

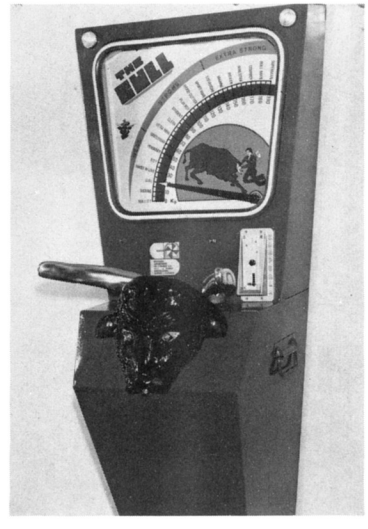
VENTURE LINE, INC.

Five Card Draw
Apr '79 1 PL

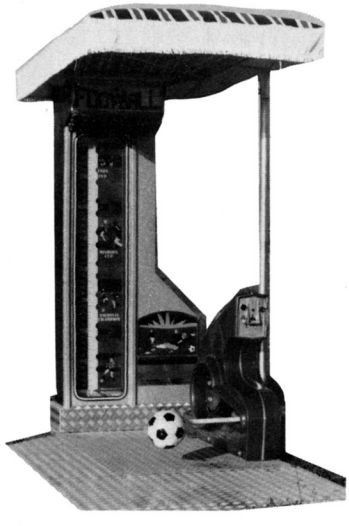
ZAMPERLA INC.




Punchball




Bull



Soccer Football

Zytronics

Color Scope

*FIVE CARD DRAW: Also marketed as a 2-player. The cabinet was also used for Venture Line's* Breakaway, Casino Royale, Cosmic Invader, *and* Smash *games.*

COMPUTER KINETICS

Chooz
1978 4 PL

In-Between
1978 4 PL

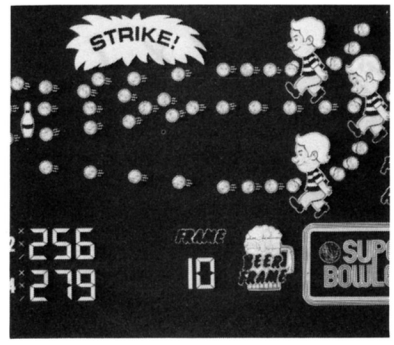
Draw 5
1979 2 PL

Gremlin®
/SEGA®

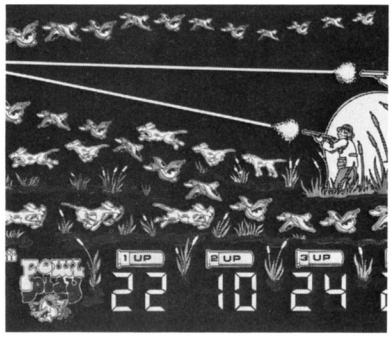
Tenpin
1976 2 PL

All Star
1978 4 PL

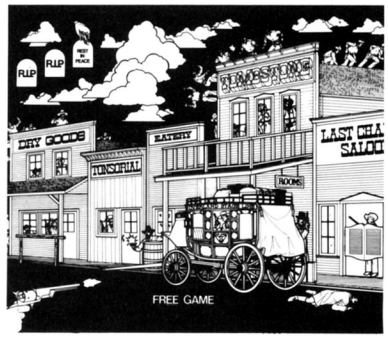
Sunbird



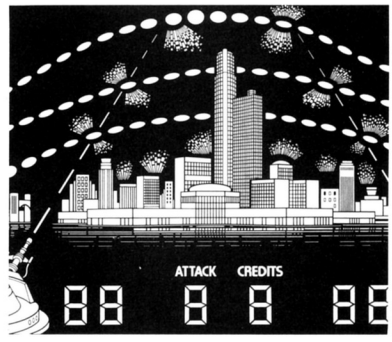

Super Bowler
1977 4 PL (SS)




Fowl Play
1978 4 PL (SS)




Tombstone
1978 2 PL (SS)




Counter Attack
1979 2 PL (SS)

*VEGA 21, countertop coin-op blackjack game, was marketed by Computer Kinetics earlier than the above three models.*

Fiendish space pirates attack from every direction...
You seek and destroy in your vectorized space machine...
RIP OFF
New Table Model
centuri™
WILKE
You zap the pirates out of the stratosphere...
If you miss, they steal the precious nuclear fuel cells and destroy you! It happens somewhere beyond the time warp in the great cosmological Rip Off by Centuri.

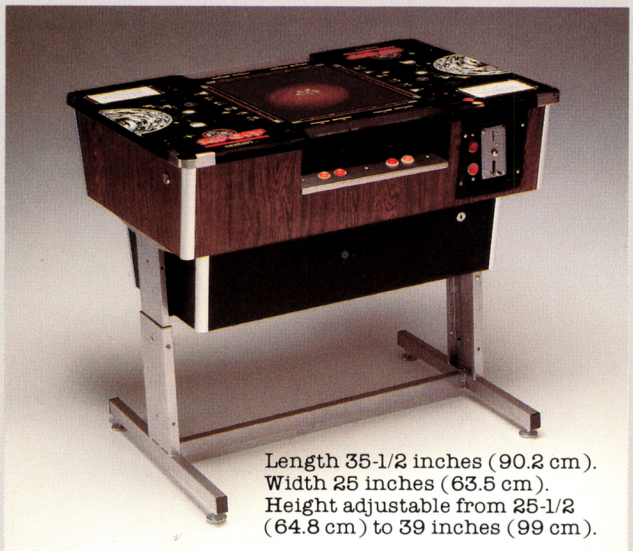
# Winners get a lot of use. We build them to take a lot of abuse.

Centuri is kind of the new kid on the block. So we have to prove ourselves. Note the innovations in our cocktail table model of Rip Off.

First off, it's adjustable to five heights, from sit-down to 39-inch bar height. So it can be placed in street locations. And those wide legs make for much stronger cabinet support.

It has a 19-inch screen, larger than most cocktail table games. With the newest XY type monitor, no scan lines, just a clearer, sharper picture. With vibrant color.

The monitor is hinged to easily expose the control adjustments. Service is simple.



Length 35-1/2 inches (90.2 cm).
Width 25 inches (63.5 cm).
Height adjustable from 25-1/2 (64.8 cm) to 39 inches (99 cm).

One player or two players. Playing against each other or as a team. And the better you play, the smarter and faster the enemy becomes. You play as long as your skill enables you to, with another special feature: extended play time at end of game instead of credits. All built into the most reliable electronic circuits the industry has yet achieved.

RIP OFF

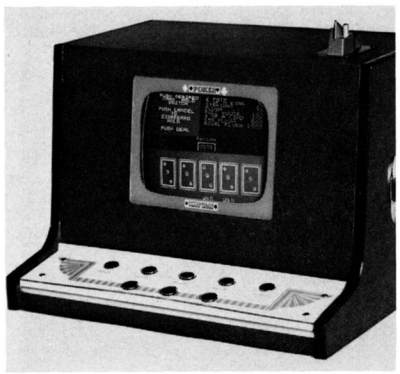
New Table Model centuri™

245 West 74th Place
Hialeah, Florida 33014
Telephone: (305) 558-5200.
Telex: 803649 Centuri HILH.

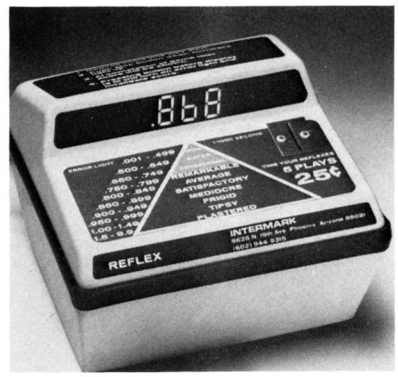
Rip Off is licensed from Cinematronics.

WE'RE INVENTING WHAT THE FUTURE WILL BRING.

# Intermark

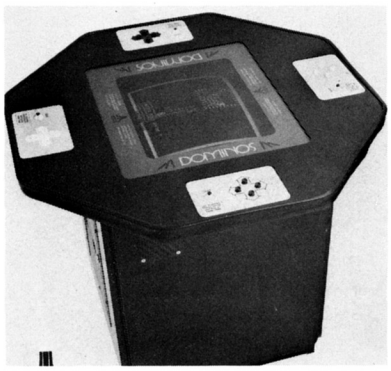


Poker Machine
Oct '79 1 PL (SS)




Reflex
Jul '80 1PL

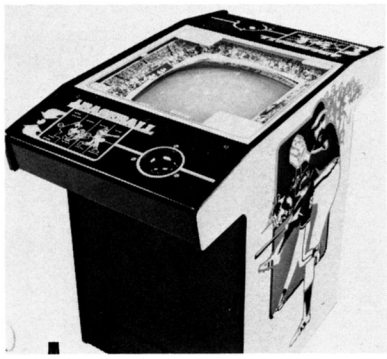
# Cocktail table games 1977-1980




Dominos
Atari Apr '77

Tournament Table
Atari Mar '78

Football
Atari Oct '78



Baseball
Atari Jun '79

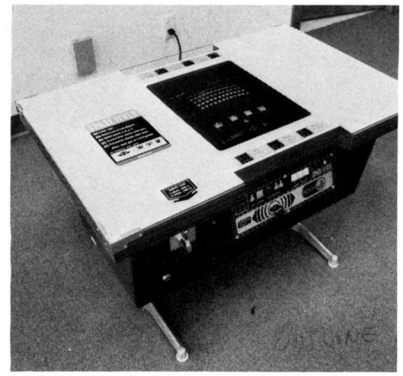
Soccer
Atari Oct '79

Disco
Centuri (Allied Leisure) Jun '79

*FOOTBALL: First introduced as a 2-player mode. 'Team play' is possible on the 4-player model, above.*

**Casino**
**Elcon** **1977**

**Collision**
**Elcon** **1979**



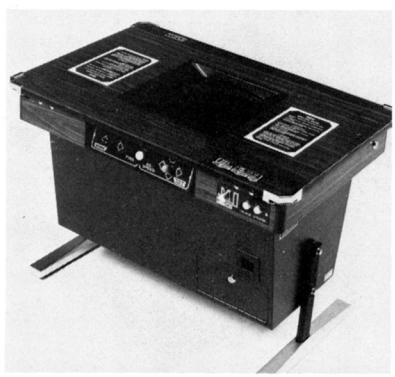
**Space Fever**
**Far East Video** **1979**

**Space Firebird**
**Far East Video** **1980**

**Star Trip**
**Game Plan** **1978**

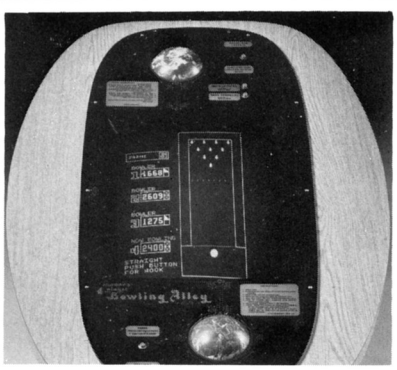
**Foxy Lady**
**Game Plan** **1978**

**Hustle**
**Gremlin** **1977**

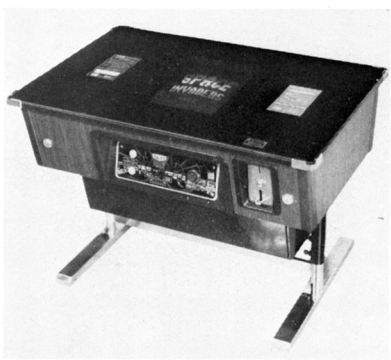


**Invinco/Head On 2**
**Gremlin** **1980**

**Rotation VIII**
**Midway** **1978**



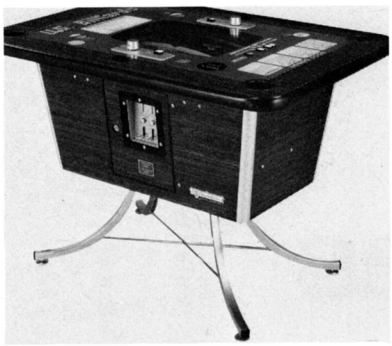
**Bowling Alley**
**Midway** **1979**



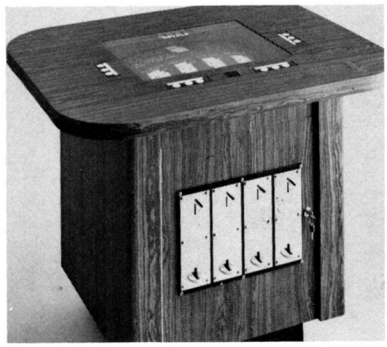
**Space Invaders Part II**
**Taito** **1980**

**Variety**
**U.S. Billiards** **1977**

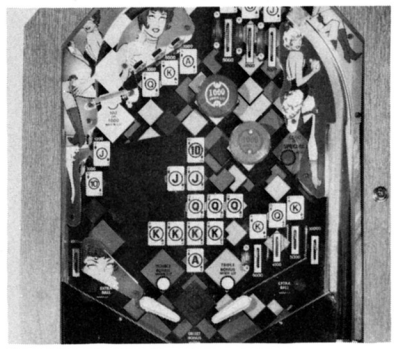
*SPACE FEVER: Offers three difficulty levels; also comes in the 'advanced version,'* S.F.-Hisplitter.
*INVINCO/HEAD ON 2: Cabinet also for other 'Dual' games, plus* Carnival, *and* Digger.



**Video Pool**
**U.S. Billiards** **1977**



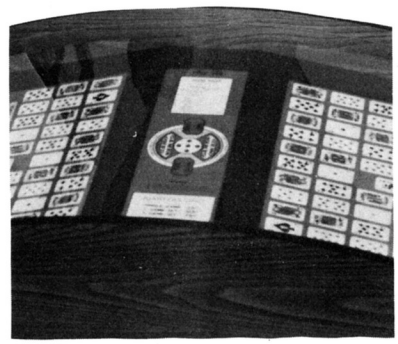
**Casino Royale "21"**
**Venture Line** **1978**



**Joker's Wild**
**Venture Line** **1979**

**Magical Spot**
**Universal** **1980**

**Spectra IV**
**Valley** **1979**



**Ace-Hi**
**Zila** **1979**

*ACE-HI: A non-video cocktail table game having special acoustic features.*

# Pinball in the earliest days

The game of pinball is in its 50th year in 1980. Pinball prototypes were first made in the Depression year of 1930, in pinball's home town, Chicago.

Seven balls for 1 cent was the common play price on counter-top games like "Bingo," "Ballyhoo," "Baffle Ball," "Rainbo," and "Wow." The initially successful "Bingo" by the company of Leo Berman sold for under $15. Its wooden case measured 24 X 16 inches, its front height 6½ inches, the rear, 9½ inches high. It weighed a hefty 23 pounds. No mechanical *or* digital scoring: Players added up the score after each ball had fallen into one of five pockets on the playfield dotted with one-inch baffles of pins—hence pinball!

Sales of these penny-play devices soared in 1931 despite economic hard times. Older coin operators at that time considered pinball might just be a passing fad—but it was a "fad" that attracted a flood of coins.

One of the busiest Chicago factories was Rockola Manufacturing Co., making pingames at a fast clip. A playfield gimmick on Rock-Ola pins was the moving target, a device soon imitated by other producers. David C. Rockola's game "Wings" was successful with this play feature.

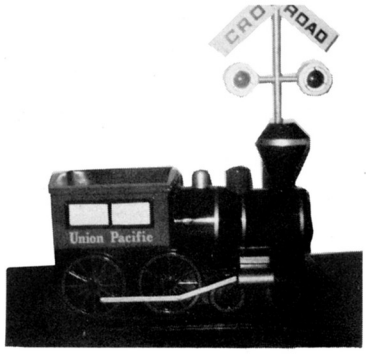
Mills Novelty Company, predominant in slot machines at that time, came into the pingame business with "Wow," a device much like "Ballyhoo."

"Ballyhoo" was produced by the firm of Raymond T. Moloney ( The Lion Manufacturing Company—a name Moloney and his partners retained for a time, industry veterans remember, because a large amount of stationery with the Lion name remained on hand when the partners bought the Chicago facility). With the success of "Ballyhoo"—the name of a humor magazine of that day—the game company took the name Bally. In 1979, the revenues of the diversified Bally Manufacturing group totaled more than $385 million.

In the pristine days of the pingame industry, the firm of D. Gottlieb & Co. was fast growing. "Baffle Ball" from Gottlieb was shipped around the world in the early Thirties.
From Gottlieb in this era came "Play-Boy," the first card game from the pioneer pinmaker.

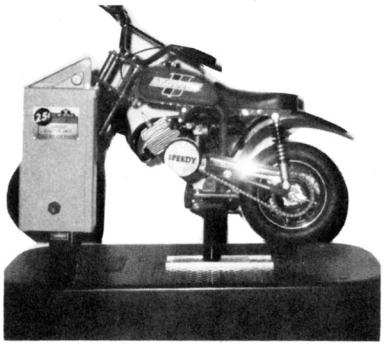
# Kiddie rides

## Carousel



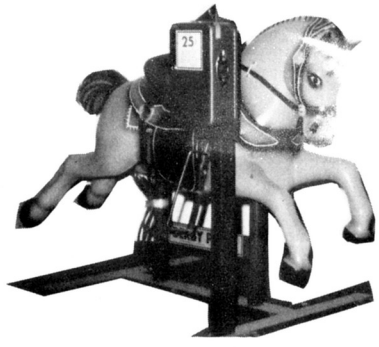

Union Pacific No. 61

Thunder Horse



Motorcycle

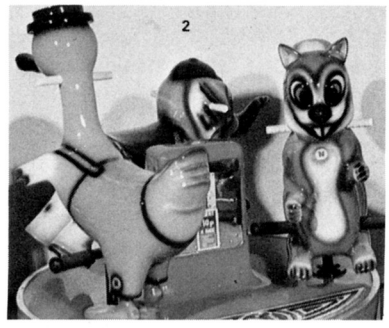
Jumbo



Derby Pony

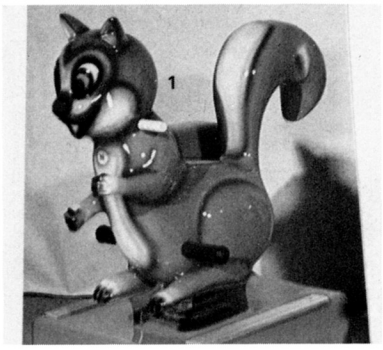
Junior Carousel

## Universal Visual

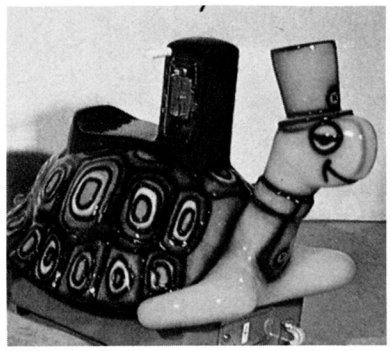


3-Toy Roundabout

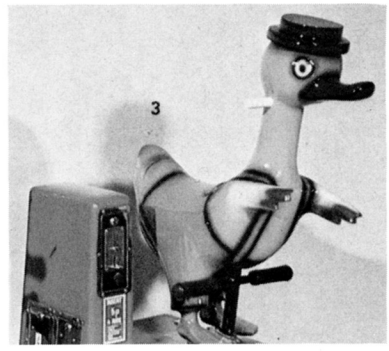
*CAROUSEL rides also include 'two-horse'* Kentucky Derby, Mustang ( *one-horse*), Ben Hur Chariot, Rodeo Pony, Leo the Lion, *and* Lotta Fun Animals—*duck and elephant rides, compact and with calliope music.*



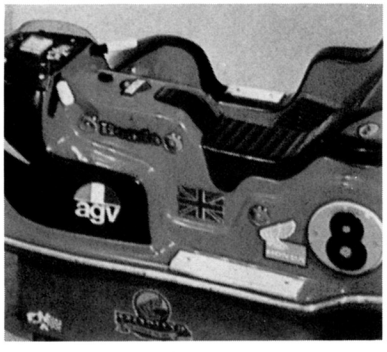

Squirrel



Tortoise

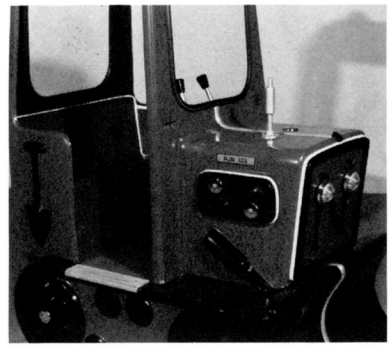



Duck

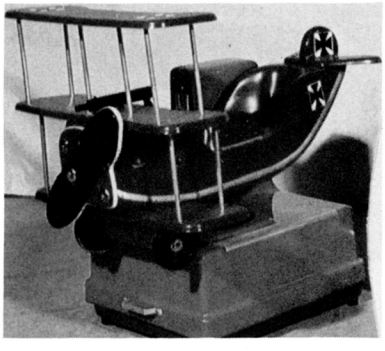



Motorcycle Sidecar Racer

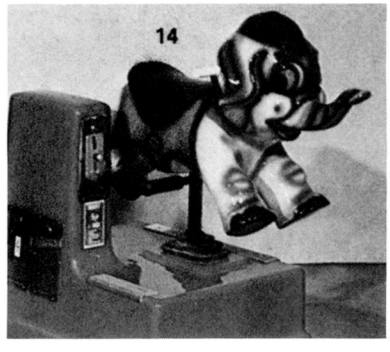
Hydraulic Helicopter



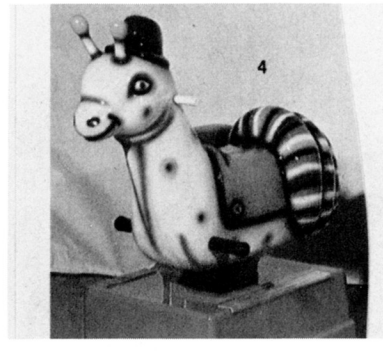
Bulldozer



Red Baron

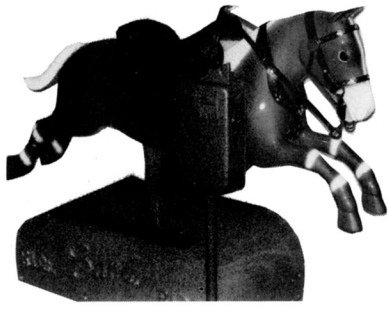



Elephant

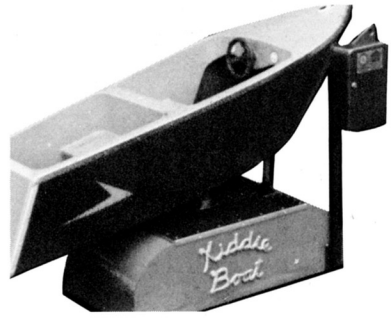



Snail

utec
UTEC INC.



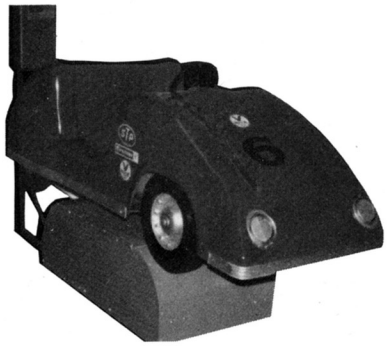
Sandy



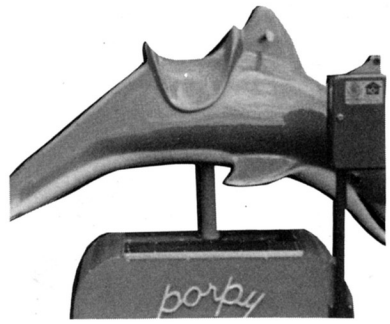

Kiddie Boat

*UNIVERSAL VISUAL: products also include the rides* Cartoon Horse, Horse and Chariot, Traditional Horse, Dolphin, *and* Car. *3-TOY ROUNDABOUT has 52" x 52" dimensions; ELEPHANT: 37" length, 42" width; SNAIL: 41" long, 48" high; SIDECAR: 51" long, 43" wide.*

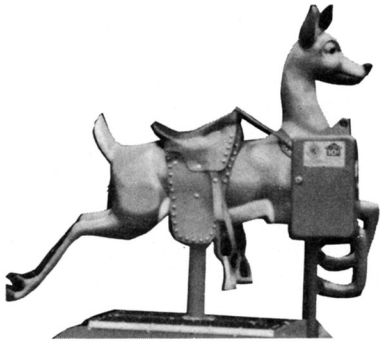
Porky the Pig



The Racer




Porpy the Porpoise

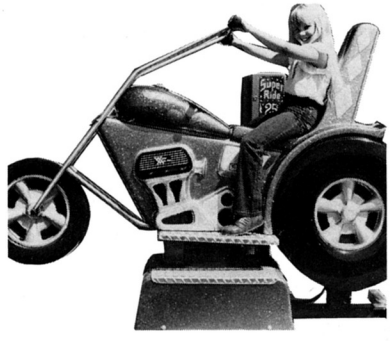


Rudy the Deer

Waite Mfg. Inc.

Indy Race Car

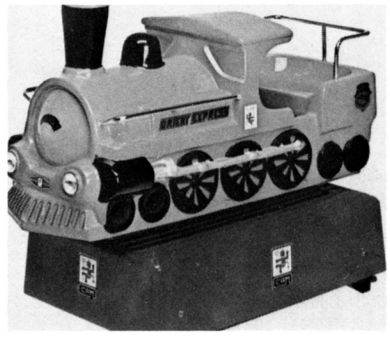
Hydroplane



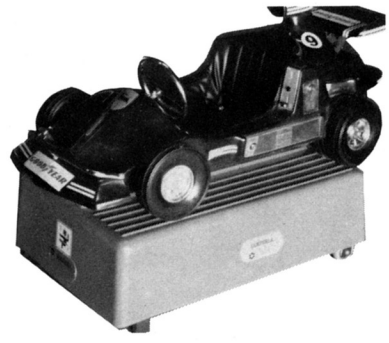

Big Wheelie

ZAMPERLA INC.

Helicopter




Little Train



Ferrari

*WAITE also manufactures a* Laser Ship *'rocket' ride.*
*HELICOPTER is a hydraulic ride.*

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**We spare our advertisers unimportant readers.**

# PLAY METER

**P.O. Box 24170, New Orleans, La. 70184**

# A review

## of new videos, Stern's Astro Invaders and Gremlin/Sega's Carnival

*Gremlin/Sega's CARNIVAL*

*Stern's ASTRO INVADERS*

**By Tony Licata**

At last year's AMOA Show I asked Harry Williams if he thought video games would ever replace pinball games. He laughed and said, "No." He pointed out that the crucial element was the *Ball* itself. He said the ball is the basis of all the greatest games and sports throughout history and that the video games could never do away with pinball games.

I respect his thinking and have to agree that my own fascination with pinball's silver ball hasn't died in over 30 years. However, at this point in the amusement machine industry, video games are definitely making severe inroads into the revenues of pinball.

Every time I see one of these new video games, I feel like I am seeing history in the making. With each new entry, the game designers and manufacturers take another slice of adventure, package it in a cathode ray tube and say to the public, "Come and get it."

And, with each passing month, the screens' graphics become more accurate, the simulations more life-like—and the action more gripping. It's no wonder the number of video game players continues to swell.

An operator in Chicago told me he put a *Space Invaders* video game in an X-rated theater and it has been doing super business. How can you argue with that?

* * *

Last month, PLAY METER reported that Williams Electronics was going after a chunk of the market with its own video games. And this month, Stern Electronics not only joins the movement but actually takes the first step with the release of its own video game—*Astro Invaders*.

As the name implies, *Astro Invaders* is the latest entry in the *Space Invaders* sweepstakes.

*Astro Invaders* has several striking similarities to *Space Invaders* besides its name. The player mans identical controls: left and right mobility buttons and a "Fire" button. He tries to shoot down as many as he can from an infinite supply of "invaders."

So much for the similarities; I found the differences between *Space Invaders* and *Astro Invaders* to be numerous and very relevant.

The most critical one was *time pressure*. In *Astro Invaders*, the layout includes three vertical channels. One along each of the right and left borders and the third in the center, down which the "UFOs" descend. While only one ever comes down at a time, the player *must* destroy it. If the UFO reaches the bottom, earth, it explodes and destroys the laser base.

Since these UFOs appear with unnerving frequency, they keep the player on his toes and force him to traverse the entire playfield, from left to right, throughout play.

Along the upper part of the playfield, there are five channels on each side, separated by the UFO channel in the center. At the start of the game, a giant mother ship enters at the upper right above the actual playfield. It travels to the center and opens a door on its underside for the invaders to begin dropping out. They exit the ship, drop briefly, then bounce into the channels along one side, then the other. They stack up and set there. Unlike space invaders, they do *not* shoot back.

But don't laugh in that superior way just yet. The little devils only *look like* sitting ducks. They turn out to be a bunch of kamikazes. As the mother ship continues to spew invaders out, at a rate of around two

a second, the channels fill up. After that, as each new invader drops into a channel, the bottom one falls out and plunges straight down.

While these falling invaders do not shoot, they explode on contact with the level of the player's laser base. If they hit the base, obviously, it explodes and the player loses it. However, the game designer has—ingeniously, I think—expanded the "kill area" to include the width of a channel on either side. This means if the player's base is within that area, he loses it in the explosion.

This definitely adds a level of difficulty to the game, I found, as time and again I lost lasers, either through moving away too slow, or moving *into* it trying for a quick shot.

On the other end of the spectrum, the designer incorporated an element that I considered very appealing and logical. The mother ship carries only 200 invaders each trip. As they exit the ship and enter play, a digital readout keeps track, in descending order from 200.

This allows the player to check at any time to see how many are left on the shipload. When the 200th invader exits, the mother ship travels back for another load.

At this point all play stops and the playfield freezes. Laser bullets halt in mid-air. I call this merciful because it gave me a chance to shake out my right hand, which had nearly turned rigid with the pressure of "firing."

This break also gives the player a chance to assess the game and alter his strategy if necessary. I found myself checking the channels of invaders so I could cut down the overflowing ones and make it easier to cross the field to be able to chase down fresh UFOs.

The game scored on the high side of *Space Invaders*. UFOs ranged from 100 through 400 in 100-point increments. The invaders themselves counted for 10 if shot while in the channel and 20 if "attacking." The game grants no replays, but gives a laser base when the player reaches 10,000.

On an overall scale of *10*, I give *Astro Invaders* an *8*.

**Playability**

I found no fault with the game in terms of playability. Action proved engrossing to me in a short time and I was hooked. I tested the game in the Stern plant where it was set up for its factory workers to play. They came up throughout the test and several played while I rested my hands and made notes. They also exhibited a real interest and no one gave up the machine after only one game.

The game controls were laid out very much like *Space Invaders'* and they functioned perfectly.

I would put the total realism of the game below *Galaxians*—which is superb—But *Astro Invaders* still can hold its own.

Other sounds include an electronic *ping* every time the player presses his fire button, and a different electronic whistle as the invaders are shot down. The UFOs descend with an eerie futuristic whine.

One of the fine points about the game's design that I think added to the realism of play came up in shooting at the invaders. It was very easy to miss. And this was true even when they were sitting motionless in the channels—an element of pressure on the player, raising the level of skill and concentration required.

So, with all those good points, why rate it as an 8 and not higher?

The answer is on the basis of originality. The concept isn't brand new. *Astro Invaders* is another variation on the space theme, which I think is getting a bit overworked.

Maybe a marketing man would argue that the past twelve months have spawned millions of "invaders" players just like there are avid pinball players. And they will play these different "invaders" games just like pinball fans play different pinball games.

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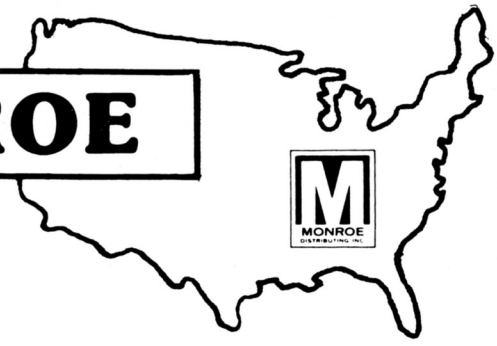


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Maybe the hypothetical marketing man is right, too.

I only think the industry would be better served with fresh concepts like the 360-degree action in *Asteroids*.

The bottom line on Stern's new game, in my opinion, is that it is a heck of a good playing machine. I really enjoyed playing on it and look forward to some more action.

‡ ‡ ‡

## CARNIVAL

*Carnival* by Gremlin/Sega fully lives up to all the suggestions of its name. This game must rank as one of the few that could play profitably in either an ice cream parlor or a singles bar. It attracts across age groups from players barely big enough to reach the controls to the urban cowboys showing off for their ladies, to the trucker who has just jumped out of his 18-wheeler and wants to get his mind off the road.

Through the genius of some superb programming, *Carnival* offers the player all the excitement and thrills of a magical shooting gallery.

Across the top of the screen glide three rows of targets which consist entirely of brightly colored animal shapes, including owls, ducks, and rabbits. There are also some smaller targets which add bonuses to the score.

All the way at the top center rotates a pinwheel of pipe shapes. Beneath the wheel is a box that tells the player how many points the pipes count. The pipes become one of the first examples of the magic of this game because the number of points keeps changing, presenting the shooter with a challenge immediately. Beneath the rotating pipes are the three rows of targets moving alternately from right to left and left to right, just like the shooting galleries you remember from your youth at the carnivals and fairs that traveled around.

The player controls a pistol at the bottom with about 70 bullets to shoot, pictured in a row just above the lower border. He controls the gun with two mobility buttons for left and right, and fires it with a single "Fire" button, *a la* space-theme games, although that's where the similarity begins and ends.

The second magical element in *Carnival* is that some of the duck targets spring to life when they reach the bottom row and come flying down toward the bullets.

The graphics here rank as excellent. The little duck silhouettes look real as they take wing and fly in a zig zag pattern. They manage to increase the excitement and pressure on the player because he *must* shoot them. If he doesn't, the little buggers eat 10 bullets each time!

**Play effects**

From the time the player puts his coin in, the machine plays a superb calliope recording that conjures up a carnival atmosphere. It also offers a single stationary target at the right with a musical note shown. The player may shoot this any time he wants to stop the music from playing.

In the upper left hand corner, a series of target changes takes place throughout play. They are above the three rows of moving targets and difficult to hit at the very beginning because so many obstacles are in the way. This element also adds to the action taking place before the player's eyes and guarantees repeat plays as he learns to deal with everything going on.

These targets include bonus points, minus bonus points, extra bullets, and minus bullets. In the case of the bonus points, the actual number appears, for example +650, then it changes to +550, then +450, down to zero, across a time span of about 10 seconds. The fact that some of the bonus points that come up, can reduce the player's score makes this element of the game even trickier.

Graphic displays of bullets in increments of about 10 also appear and if the player hits the target then, he gets that many extra bullets added to his ammunition. Like the bonus points, there are "minus bullets" which cost the player shots if he happens to shot one.

Targets on the top line that are moving count for 60 points, second line 40 and bottom line 20. Scoring takes place on a digital readout in the top left hand section. Gremlin/Sega has incorporated a very pice touch here as it shows the player's rank below the score. Top players have their scores recorded in the game's memory with their initials.

One of the most charming touches on this super game takes place when/if the player clears all the targets. At that time a bear target comes out from the left and the payer can get 50 points if he shoots it.

However, this is not just any bear. It is a graphic rendering of the bear in that arcade game of 20 to 25 years ago. ( Count 'em: If you are old enough to remember it, you probably don't want to admit it.) That game included a huge rifle that players aimed at a photoelectric cell in the center of the bear's stomach. In Chicago, players got 20 shots for a nickel. When you "hit" the bear, he stopped, stood up on two legs, growled, and turned around. One of the tricks to getting really good scores was to shoot the bear while he stood up to growl. At that point he stopped, so if you shot fast, you could keep him standing and nearly immobile and pile up a really high score.

Well, Gremlin/Sega has recreated that bear and immortalized it on their carnival game. After the player shoots the bear and he stands up and growls, he turns around and scampers off the screen.

Last but not least, it is necessary to mention the sound on *Carnival.* Despite the fact that we are in the last half of 1980, getting deeper and deeper into the space age by the second, the game doesn't have a single electronic beep or whine or whistle!

All the sounds on *Carnival* simulate real sounds—and expertly. The gun sounds like a *real* pistol. When targets are hit they make a *clang* sound which must be a recording of a projectile hitting a metal target. And the ducks sound like ducks when they fly down the screen.

Overall, I rank *Carnival 10* out of *10*—a Bo Derek of a video game!

It must be called superb on playability, integration of graphics and sound, as well as originality and integrity of concept. What a brilliant application of modern solid state electronics to the timeless attraction of a carnival! •


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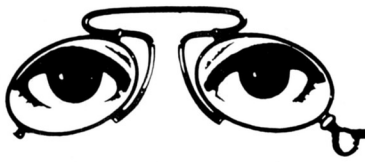


# Critic's Corner

**By Roger C. Sharpe**

# Still looking for blockbusters

As you're aware, the games keep coming, even with the shutdowns and vacations of summer, the manufacturers really haven't missed a beat. Even in times such as this, it's still difficult to keep up with everything as everyone poises for the AMOA. Will there be blockbusters, are there any now? Only the passage of time will supply the answer.

What may be more to the point is that things continue. The IRS ruling and legislative blocking of pinball tournaments has expired as of July 1st, and not so much as a word has appeared to clear up whether pinball now has a free hand to do what it wants. In Canada, Professional Pinball has begun the first stages of what they hope will eventually be a worldwide effort, and undoubtedly others will follow in the hopes that any endeavor might just garner the caliber and amount of publicity generated by Bally's Supershooter. And so it goes: business as usual.

Some of the pinball manufacturers have entered into the video wars and, interestingly enough plans call for some of the video game companies to also add pinball machines to their lines, with no less than three readying product for, if not the upcoming Chicago show, then at least in time for one of the many springtime extravaganzas. Finally clearing up the rumors of an early demise much as Mark Twain once said, that the "talk of their death was slightly premature," Game Plan has been given new substantial financing that insures its continuation and undying committment to the coin machine industry. And so the struggle goes on, with every succeeding game holding out the hope that it may be the answer to the problems besetting pinball.

Fortunately, the hue and cry over 50-cent play has subsided for the time being and attention is once again focused not so much on the cash box, but rather on the playfields and what they're offering.

This month we take a look at a whole range of games recently available and in the news: a sort of preview for next month and the exposition at the Conrad Hilton. There are efforts from each of the big four and in some ways the games reflect the current philosophy of the individual companies refining the art of making pinball machines.

### Gottlieb's COUNTERFORCE

Taking the drastic step of giving up on the conventional size pinball market because, supposedly, their designers feel there's nothing more to be done within that format (a measure not in keeping with their traditionally conservative approach to business), Gottlieb offers the next effort in the mid/big game size which has become their standard (at least for the time being; decisions don't have to be nonreversible).

PLAYFIELD: The action begins with a top featuring six lanes, with three at the right and three at the left separated by a post and rubber set up as well as an incline down to a left side kick-out hole. This incline tops a seven-drop-target bank and is offset by a right side of two thumper bumpers as well as a deep recessed target, right side roll-down lane, and two other targets on this portion of the playfield. Meanwhile, over at the left is a wire form at the top for leading back up to the top and a mid-field wire roll-down lane and post/target set up, as well as a flipper. Come down to the bottom of the playfield and there's a double split flipper at the right and a multi-lane on the left leading down to the flipper.

ANALYSIS: *Counterforce* features something *new* for contemporary pinball. It's a timer locked into the game that in many ways almost lends itself to a *Space Invaders* concept. Four rows of lights front the drop-target bank, and during the course of play, whatever targets are standing, a complementary light flashes in front of it, moving down to

## Roger's Ratings At-A-Glance

| | | | |
|---|---|---|---|
| *Gottlieb's COUNTERFORCE* | ##½ | *Stern's QUICKSILVER* | ### |
| *Bally's HOTDOGGIN'* | ## | *Williams' BLACKOUT* | ### |

each succeeding level.

The key to the game is to complete the drop target bank and build up bonus multiplier, which is a row of seven green lights in the middle of the field. All of the top lanes as well as the mid-field side lanes and various targets offer yellow lights: hit these and the corresponding drop target will fall, or hit the targets directly. Also, around the field and at the bottom, are green lights: get these and the bonus multiplier increases up to the maximum of 7X. However, the major feature of *Counterforce* is that players are trying to overcome the game's built-in "counterforce" or timer. After an interval of time, while the ball's in play, any targets left standing will take away from the bonus multiplier (for example, if the player has attained 4X, but has one target remaining when the light is at that last level of the four, and, in essence, time runs out, he will lose one of his four X values)—and the drop targets will all pop back up, relighting the yellow lights around the field as well as any appropriate green lights, and the sequence begins all over again.

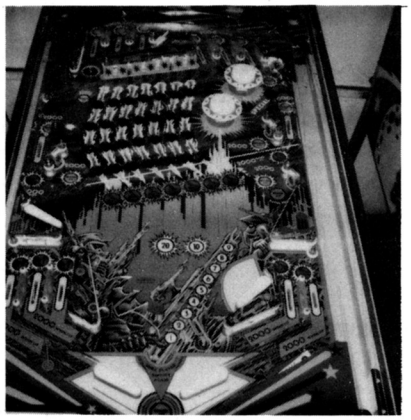
Imaginative and interesting, the play is really gun and run pinball with the two bottom right flippers offering some nice shots to the left and not terribly free access to the right, and the bottom left flipper having some decent access to the majority of the field, with the top left flipper being more for drop targets. The game, however, is wide open, which on the one hand is initially attractive for those long shots, but also takes away from much of the machine's inherent play, especially due to the placement of the thumper bumpers.

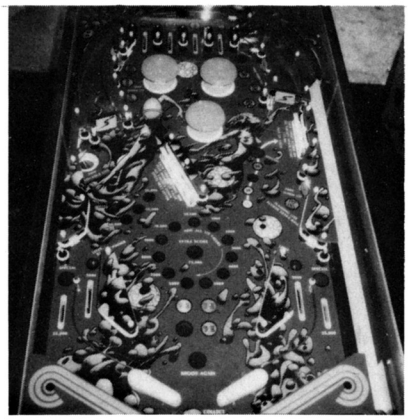
GRAPHICS: Some interesting artwork and use of color are shown—far more subdued and refined than recent Gottlieb efforts. It works here in a very attractive package that also offers some interesting sound effects modified from *Panthera*. It's outer space again, but then that's been the majority of games, anyway, and really doesn't hurt the overall impact.

PLAY: This is one of the big problems on the game only because of the lack of a seventh digit (which would have really helped this particular game) and the unpredictability of the scoring with the bonus multiplier values as well as the countdown in the kick-out hole, when lit, and a fairly easy to light extra ball target. You may even want to try only two limits on this game, if you're in the free game areas. However, some guidelines for extra ball places would be a 340,000 point start followed by 550,000 and 800,000 point limits. For free play you might want to raise these by about 100,000 points each depending upon how the players are hitting the game.

PROS & CONS: When I first played *Counterforce* I felt it was really a super game, with some nice shots and, of course, the long shots to the drop target bank. It almost reminded me of *Jacks Open*, although that machine really stands alone from the old one-player era. But the problem inherent with this game is its predictability of play and the fact that so much depends upon flipper skills and the method of just going back up to hit the targets over and over again. Not much action is really available on the right side only because it is off balance and the left side leaves something to be desired only because it's as dead as it is, although there is a lane and flipper set up.

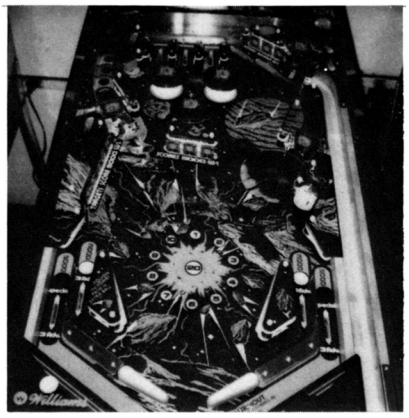
But one of the concerns continuing with Gottlieb games is the lack of power off the tips of the flippers and





*Gottlieb's COUNTERFORCE*

*Stern's QUICKSILVER*



*Bally's HOTDOGGIN'*

*Williams' BLACKOUT*

a full range of access shots from those flippers, expecially when going for the end targets on the bank. Still, even with these knocks, and the slowness of that roll down behind the drop target bank, the game offers some decent variety in play, and the inclusion of the timer resetting the drop targets builds up some suspense for the player trying to get down the last one or two targets. But whether it is enough to sustain business over a period of weeks, if not months, is a question you and your players will have to decide.

*RATING:* ##1/2

**Stern's QUICKSILVER**

If companies were viewed on the number of games they turn out, this one would be leading the pack because of the continual stream of models that seem to be surfacing weekly. Short runs of many models is probably not the long term answer for this or any other coin-machine company, but at least the flexibility is there for Stern, when it gets lucky and hits on something, as was the case with *Big Game*, *Meteor*, and *Seawitch*.

PLAYFIELD: There are four lanes at top (Q-U-I-C) as well as a top right rollover button to begin the action. Move down to a three thumper bumper area that's sided on the left (S-I-L) and on the right (V-E-R) by targets. Also on the right is a spinner leading into a bit of a loop that, rather than going back up to the top, leads into the bumper area. A bit further down on the right is a three-drop-target bank controlling bonus multiplier values as well as specials when lit. At the left is a spinner fronted lane for access back to the top, while the middle features a steeply angled four-drop-target bank. Over on the left of this is a kick-out hole, which builds up in value from 5,000 to 20,000 points and is also tied into the center drop target bank, increasing the values of these targets according to the value of the hole. For balance, one finds a last target at the right just below the drop targets (K), and the bottom, which is the conventional wire lane and flipper set up, finishes off the board.

ANALYSIS: *Quicksilver* seems to have it all, in terms of playfield, graphics, and sound, as well as special touches that combine to make it not only feature-packed but also a

very fast playing machine. The play is basically very simple: all that the player need do is get out the letters around the board, with Q-U-I-C-K lighting up the appropriate letter or lane for getting extra balls. And what's nice here, is that if the top lanes or side "K" aren't gotten out directly, they can be made by finishing off that center drop target bank. And with Stern's stacking ability of up to five extra balls on any one ball, the play can build up and be retained so the player is getting all that he shoots for.

And, there's plenty to shoot for. In fact, there are games within the game, in terms of what a player may want to focus on. There are the drops for bonus multiplier, the idea of building up the kick-out value so that the center drop targets are worth over 80,000 points as well a spotting a letter. And then there's the bouncing around by the bumpers for getting the S-I-L-V-E-R and along with Q-U-I-C-K, methods for gaining special values either in the loop or through the out-lanes. Play is balanced from left to right and right to left, although some of the best shots are reverses from the left flipper glancing off the center drop targets and then heading up through the spinner and back to the top. It is a shot, once made, that's very satisfying indeed. But, what may appear to be a basic shot, but really isn't, is the right flipper for those same center drop targets—the angle of those targets is such that they're better left for the left flipper instead.

The bouncing from side to side, due to the angle of the bottom kickers can be rather boring, but all in all there are some fine shots to be made and a good array of features around the board. And an added touch is the *bird call*, when the full complement of drop target bonus multiplier is attained (5X) along with a full amount of out-hole bonus, building up to a max of extra score held over 75,000 points.

Oh, fortunately, with all these points being offered around—this, as well as all Stern games now coming out, is another seven digit effort.

GRAPHICS: Taking the old maxim that green games never do well, Stern has made this color almost its trademark, considering how often it appears on each succeeding model (*Big Game*, *Cheetah*, and now *Quicksilver*). Here the color is mixed with some purples and some graphics that in spots may be just this side of X-rated. In addition there's some interesting backglass touches for the overall effect, especially with the spelling of the name in almost neon type style.

PLAY: The scoring on *Quicksilver* can really be affected by whether the game is set liberally or conservatively, depending upon extra ball stacking and the features themselves on the playfield. The best advice is to test it at a few different settings to get a feel for which blend is right for your location. As for the scoring limits themselves, since there can be a build-up of extra balls, the limits will take this factor into consideration and on extra ball play try something like 500,000 points to start and follow it with 990,000 and 1,500,000 points. For free play you might even want to increase the margin between the limits as well as what they're set at, but a decent range might increase those previous values by about 200,000 points each.

PROS & CONS: Once again, here's a game I was really high on when I first saw it—and also felt good about it because it's the first Stern effort from Joe. On repeated play, the initial feeling kind of fell off a bit; this

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might be attributed to the fact that the high at one location was over 9 million, which can be disheartening. One thing to be said is that at least the scoring hasn't been incremented by extra zeros as was the case on *Cheetah*.

But there are some soft parts on the game, such as the roll downs from the top "Q" lane as well as the right side spinner and off those side drop targets. In addition, the straight access points for the right flipper aren't all that they could be, compared to the left flipper which has a nice array of possibilities. All in all, however, this newest from Stern is a good, solid design further strengthened by sights and sounds in keeping with the direction the company has taken.

*RATING: ###*

### Bally's HOTDOGGIN'

A company that has come so far, beset by troubles many in the industry, as well as myself, are extremely sympathetic to, in terms of pinball design and what has been released as of late—the signs for consistency as well as a solidifying approach to what Bally wants to accomplish, are missing ingredients, causing an up and down reaction from one game to the next.

Here's a look at the follow-up to *Space Invaders* in the wide-body (which I prefer to call the squat body) format.

PLAYFIELD: The top begins with three lanes (S-K-I) in yet another pinball game that's a lesson in spelling. Move down to a three thumper bumper area that has two targets on the right (I-N) as well as a spinner that offers access back to the top, or back to the plunger. Over at the left, the field is loaded with three in-line drop targets for bonus multiplier (from 3X to 4X to 5X) and a loop around to a saucer kick-out hole for extra points as well as specials when lit. Entry here can also be from the front. Also at the left is a four-drop-target bank (D-O-G-G) as well as another thumper bumper at mid-left field. Move over to the middle of the field and there's a three-drop-target bank (F-U-N); while over on the right is a three target area (H-O-T) as well as a "special disappearing kicker" for collecting bonus when activated by going down the top center lane, or a roll-down to the bottom which offers a bit of a difference. The left side has the multi-lane set up leading down to the flipper and possibilities for spotting one of 15 letters when lit, while on the right there's also a multi-lane configuration as well as a double, separated flipper and rebounding rubber design.

ANALYSIS: *Hotdoggin'* has a little bit of everything and some nice shots, with the whole basis of the game being to spell out the H-O-T-D-O-G-G-I-N S-K-I F-U-N around the playfield. Maybe the best part of the game is that it's fairly well balanced and offers a full range of shots from all the flippers, although the major area for that top right flipper is probably the left side drop targets more than anything else. Super bonus points are made from getting out all the letters and retaining the 30,000 points in the memory, with the next completion leading to special value.

And, lastly, at least the wider body is not a detriment leading to circular action as was the case primarily in the past with this shape game. Here, the shots are fairly standard, as is the action.


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GRAPHICS: Well, shall we celebrate the end of space and interstellar hype which has plagued the industry? The freshness of something real-to-life and different from the masses is quite appealing, as is the use of some fresh bright colors long lacking on the majority of recent pinball machines. Of course, the timing of skiing for early fall may be questioned, but I'm sure the hope was that this game might make it into the winter on location as a viable pinball addition; time will tell. But it is nice to see a motif that the ordinary person can relate to if they haven't gotten totally wrapped up in the Star Wars phenomenon.

PLAY: With the point potentials on the board, *Hottdoggin'* should be able to sustain limits for extra ball areas of 200,000 points to start and 400,000 followed by 600,000 points. Levels for free play should be alright with an increase of about 100,000 points to each limit, depending upon the caliber of player at your location.

PROS & CONS: Basically, the only problem with *Hotdoggin'* is that in spite of the fresh visual approach, the playfield lacks any real excitement. It kind of falls into the same feeling as *Future Spa* and really doesn't stand out on its own merits as an interesting or particularly challenging game. True, it is basic pinball; but somehow at this juncture in time, one expects more from the old silver ball, and this machine really isn't the answer.

Hopefully, Bally has some heavyweights on the horizon that will make people forget some of their less than inspired efforts which—if change doesn't come soon—may prove to be the norm rather than the exception for a company that has advanced so much in terms of pinball, yet hasn't been able to sustain the drive to excellence in evolution and refinement of technology.

*RATING: ##*

**Williams BLACKOUT**

The "hot ones" continue to look for the imaginative and creative approach to designing and packaging pinball. Coming on like gangbusters in the last few years, Williams has really turned itself around, while not resting on its laurels or past achievements as a way to sell games. This follow-up to *Firepower* offers a bit of the basics one has come to expect from the company.

PLAYFIELD: The basic playfield has a feeling of being elongated with a top that features three right-side drop targets (orange) as well as a far right side spinner that has shades of *Flash*, and a major top portion of three lanes that also include the new Williams "lane-change" begun on *Firepower*. Move down and there's three thumper bumpers and a left side yellow target. Balance on the sides is provided by a short spinner at the right and a spinner on the left that offers access back to top as well as all the way around through the top right spinner and back down toward the flippers for completing orbit and increasing the value of this one shot up to extra ball value. Back at mid-field there's a three-drop-target bank (red), while the left side has five targets (green). At the right is a kick-out hole fairly close to the flippers which builds up in value along with the various drop target banks and the bottom is a basic wire form and flipper arrangement.

ANALYSIS: Targets are everywhere as well as the Williams sounds this company has become known for, and additionally the use of speech


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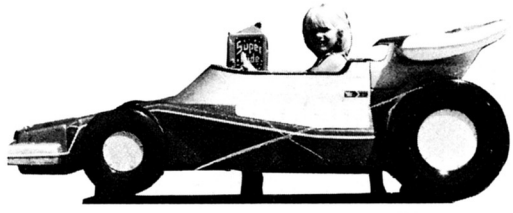

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once again for that extra touch. The three banks of targets (two drops and one stand up) all have colors associated with them and when any are completed, the "voice" lets the player and anybody standing nearby what the situation is: "Condition Red!" and so on.

The whole premise of the game is to get out all the banks, increasing the kick-out hole value up to extra ball and "blackout!" whereby the machine literally blacks out, flashes lights, and scores points. Add to this the completion of the orbit from left side spinner lane up and over and down from the top right for increased points and extra ball and tie it in with the top three lanes which control multiplier values up to 5X, and that's the game pure and simple. The shot s election offers s ome nice long-range efforts as well as some decent reverses from both sides and a degree of difficulty for that kick-out hole and you have an idea of what *Blackout* has to offer.

GRAPHICS: Colorful outer space is continued on *Blackout* with two people seemingly floating in a scene of colorful planets neatly offset by an exploding burst on the playfield which also carries across the colors and dominant theme. It's a nice looking, eye catching game with a super attract mode when not being played—in keeping with the Williams tradition of late.

PLAY: Point build ups on this game aren't the easiest in the world, nor are the totals going to astound anyone, as Williams keeps the million level within reach on an infrequent, rather than regular basis. For free play areas you might want to start with 300,000 points and go up to 550,000 and 750,000 limits. On extra ball play you should be alright dropping each level by about 100,000 points depending, once again, upon how easily the players are scoring on the machine.

PROS & CONS: Once again, here's a game that initially I was very impressed with, expecially the black-out sequence, which over time has paled only because of frequency (it doesn't happen all that often) and the feeling, "Okay, so what?" But the basic play of the game, although flawed by some brutal roll downs—especially from that top right spinner down through the middle of the flippers, depending upon velocity and how level the game is—offers the question that good design can be nicely balanced and helped by cosmetics—but that in the long run, the board itself and what it has to offer will be the ultimate determining factor as to whether the game can be a long-range success.

Here, the feeling is somewhere in the middle. Admittedly, there are some nice plays, but once you've mastered the limited shots to the targets, what's left? The game is almost predicatable in nature and that may be the drawback at this time, for this writer, who has played *Blackout* for the past few months.

*RATING: ###*

And those are the games of October, some of which undoubtedly will be on display at the AMOA show, others, which might already be forgotten. Next month, the probe continues as to what pinball is going to do to head off all the negative talk pervading the industry. Some hopes rest on names such as *Viking, Star Gazer, Star Race, Scorpion* and others. For a review of these machines and an overall preview of what to expect on the convention floor from everybody; check in next time around.


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# The Return of the 'Answer Man'

**Dick Welu poses some answers:** **next page**

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ANSWER MAN:

It's been a long time since you've appeared in this magazine. What have you been up to?

*A Faithful Reader*

Dear Faithful:

Sometimes the strain and tension of this crazy business requires I take a few months off to relax. So I usually pick up a job that's not so nerve-wracking. During my recent hiatus, I was employed for awhile as public relations director in Iran for the deposed Shah, and I also spent a few restful weeks catching the discus for Mac Wilkins at the Olympic trials. Now I'm relaxed and ready to go back to making a living one quarter at a time.

AM

Dear Answer Man:

What do you think of 50-cent pinball? My last couple of games came in priced this way.

*Curious*

Dear Curious:

What do you think of $16,000 automobiles? I mean, I honestly don't believe you can just flat out double the price of an object and expect people to accept it. We in the coin business are caught in an inflationary and monetary "size" trap—and I don't pretend to know the answer—but I doubt that 50-cent pinball will work. What this country needs is a good 35-cents coin.

AM

Answer Man,

Just for the record, how do you like the talking pinball machines?

*Annoyed by the Chatter*

Annoyed,

Sorry to hear the talking machines get on your nerves. They've been a novelty and a financial success for sure, but I will say this: The day I get in machines that talk to each other, I'm going to split.

AM

Hey, Answer Man,

This country is in the midst of a recession, so I'm thinking about cutting back on the number of machines I buy this year. Would this be wise? *Thrifty and Prudent*

Hey, T.&.P.,

In the stock market the smart money buys when stocks look bleakest and sells when everybody's going wild. I'm no Merrill Lynch, but I am bullish on this business to have continual financial growth. I can see the public, our customers, cutting back on big ticket items like powerboats and Acapulco vacations, but everybody needs entertainment and relaxation of some kind—and our offering still costs a quarter. Buy, man, buy. AM

Honorable Answer man:

I respectfully submit to you that I have never, ever, lusted after another woman in my heart.

Sincerely,
*Ronald Reagan*

Honorable Ronald:

Sir, I have to disappoint you, but this is *Play Meter* magazine, not Playboy. Sorry about the lack of lust but that's old age, I guess. Good luck in the race anyhow. AM

Dear A.M.,

Any industry has its inherent problems. What current dilemmas concern you most?

*An Average Operator*

Dear Average Operator,

I have already mentioned one: The denomination of American currency—or put another way—how can we re-price to keep pace with inflation when we are stuck on a quarter. And don't tell me about the Susan B. dollar. All it did was add to the price I have to pay for machines. Other problems are the overabundance of pinball games being produced by the manufacturers, which leads to sharp depreciation of older machines, the tendency of one company to "steal" game ideas from another, and quality control. Also, my wife spends money faster than I can make it. AM

Answer Man,

If you weren't in the coin machine business, what would you be doing? *Young Man with a Future*

Young Man,

I think I'd get into something less risky—like horse racing. AM

Dear Mistuh Ansuh Man:

Since Ah've promised nevah to lie to the American public, Ah must admit Ah have lusted in my heart over another woman. Just like Ah did in the last election.

Sincerely,
*Jimmy Carter*

Dear Jimmy,

It's like I told Ronnie. This is *Play Meter*, not Playboy. You can tell them apart because the centerfolds are a lot different. But while we're on

the subject of lust, I'm for it. As long as it's done in good taste. AM

Hey, Dope,
When you reviewed the AMOA Show in last December's issue of *Play Meter*, you dismissed Atari's *Asteroids* as a game which didn't "send you into orbit." How do you like the taste of crow?
*Sharpie from Pittsburgh*

Hey, Sharpie,
Munch, munch, munch. Crow isn't bad if prepared properly or if you've had a lot of practice eating it. I still don't like the game...but I'm obviously a cult of one. I do like the collections, though. AM

To the Answer Man,
Answer Man, whaddya think of the ratings that your fellowcolumnist, Roger Sharpe, gives. Do you agree or disagree? *Agitator*

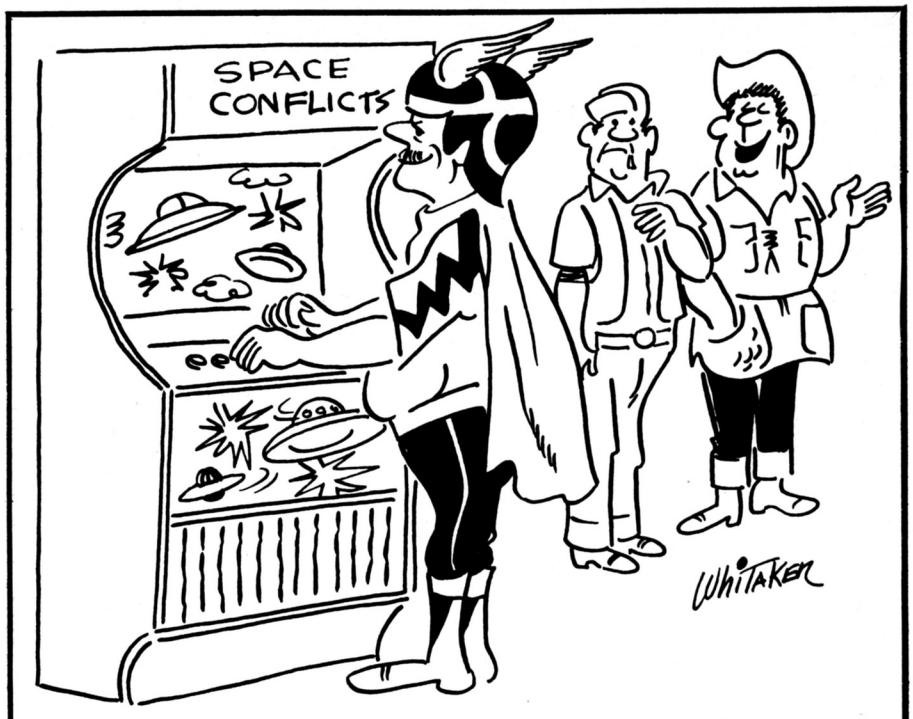
To the Agitator,
Let me say this about Roger. Anybody who gives a two star rating to *Silverball Mania* and a four star rating to *Space Invaders* because it looks flashier ain't perfect. But then Roger's a Cubs fan, so that may give you an indication of his judgemental ability. However I hear Roger loved *Asteroids*. I don't knock Roger just because I am a White Sox fan. I knock him because I'm a Cubs hater too. Both Roger and I, unforunately, have to make our predictions *before* the quarters start dropping. This viewpoint leads to a much lower success ratio than obtained with hindsight. Show me a guy who says he's never missed on picking a machine—and I'll show you a liar...or someone who has never made a prediction. AM

Respectfully to the Answer Man,
What is lust?
Respectfully,
*John Anderson, Independent*

Respectfully, John,
All I can say is, "If you haven't tried it, don't knock it." *AM*

That's about all the space we have for this session, fans. Remember, keep those cards and letters coming in. And if I didn't answer your question this time, chances are I won't answer it next time either.
**AM**

*Editor's Note: The opinions given by the Answer Man do not necessarily reflect those of this magazine—or anyone else we've seen lately either.*

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# The lion sleeps tonight

After successful location testing in California, Sega/Gremlin has announced the release of *Tranqulizer Gun* for distribution in the United States.

The age-old contest between the hunter and the hunted is mounted as the player attempts to earn bounty points for capturing big game with tranquilizing darts. The hunter ventures into a jungle, shooting the animals as they dodge in and out of the lush maze. When an animal is shot, the hunter must drag the animal to his jeep before it awakens and resumes its attack.

"Players are absolutely captivated by the thrill of the hunt! Our exclusive Multiphase feature, increasing game challenge with each round, combined with exciting game action assure replay profits for *Tranquilizer Gun*" said Gremlin president Frank Fogelman. "We are confident *Tranquilizer Gun* will enjoy the same success in the United States as it has in Japan."

# Star Race

The release of *Star Race*, Gottlieb's new wide body pinball game with its unique "space loop" has been announced by George R. Simkowski marketing vice president of the company.

"Gottlieb's *Star Race* is a colorful adventure in space on an exciting jumbo playfield," Said Simkowski. "Pinball buffs are literally dazzled by its clever design which is simple to understand but devilishly challenging to play."

As players manipulate the *Star Race* action with four multiple flippers, they can rifle the ball through a universe of scoring features including the space loop—a whirling comet's path dotted with star rollovers. The bonus multiplier advances according to which direction the ball runs around the loop, counterclockwise advancing the yellow multiplier and clockwise, the green. The space loop surrounds one of two drop target banks and is the key to scoring and extra ball features.

Players can spell S-T-A-R and R-A-C-E on respective vari-targets to score special. Centered above the galaxy of multiplier lights is the drop target bank waiting to be blasted for high scoring. These features plus additional star rollovers, a kick-out hole, and 1-2-3-4 rollovers, pack the *Star Race* playfield with action.

"*Star Race* is testing beautifully worldwide," continued Simkowski, "and our distributors will be receiving the game momentarily."

# The compact Targ

Exidy Inc. has introduced *Targ Classic*, its mini upright cabinet—a compact model offering the excitement of the original *Targ*, yet taking up only 3½ square feet of floor space.

Marketing Director Lila Zinter said, "*Targ* is a proven breakthrough in video games. Now, *Targ Classic* offers two more advantages: more return on the dollar per square foot and a handsome cabinet design.

"The aesthetic wood grain cabinet adds elegance to every location—restaurants, hotels, bars and pubs, airports, lobbies...the possibilities are endless," said Zinter.

*Targ Classic* dimensions are 55½ inches (141 cm) high, 20½ inches (52.1 cm) wide, and 23¾ in. (60.3 cm) deep.

Like the full-size style, the *Classic* develops skillful strategy in the player as he steers his green Wummel through the golden grid of the Crystal City, combatting the angry red Targs and a randomly appearing blue Spectar Smuggler.

Operator selectable options include: type of coins (foreign or domestic), number of turns per game, and extended play or extra credit.

# A pinball that fights back

*Counterforce*, the new Gottlieb Star Series 80 pinball game that "fights back" is now being shipped to U.S. distributors, according to an announcement by George R. Simkowski, marketing vice president of D. Gottlieb & Co.

"We think this is an exceptional new game," commented Simkowski, in describing the game's play action. "Even before play begins, the playfield tells the player that something unusual will go on here, and after the first coin is dropped and play starts, it is immediately apparent that although the basic elements of pinball remain intact, the game concept provides a startling new twist.

"It really does fight back," said Simkowski. "The player can either win or lose extra points depending on the speed of his attack and destroying the bank of seven drop targets as quickly as possible is paramount".

Alien attack rockets descend at ever-increasing speed, their mission being to knock out the player's multiplier guns. The player's mission is to arm his multiplier guns and destroy the attack rockets.

The rockets can be destroyed by direct hits on drop targets, lit yellow spot targets and/or lit yellow roll overs. Destroying the rockets saves the multiplier and activates other game features. When the player destroys all the rockets in the first row of attack the "special" is lit. Destroying the remaining rockets in the second row lights the extra ball target and in the third row, it activates the score bonus hole. Any rocket reaching a lit multiplier gun will cancel the bonus multiplier and reset the bank of targets. Then the process starts all over again but at an accelerated attack rate.

The accelerated pace of the game is enhanced by urgent "space sounds" that build up in tempo and intensity to increase the player's sense of exciting combat.

"*Counterforce* has had a highly successful test period," concluded the Gottlieb marketer, "and more than one player has commented that the game combines the hit power of pinball with the combat philosophy of video."

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# Stopping time

Williams Electronics has launched *Scorpion*, an innovative multiple diversion pinball game that challenges players to test their skill against the relentless rush of time.

"Time is definitely the name of the game in playing this action-packed Multi-Ball wide body," said the manufacturer. The key for entry into the time zone lies with the two eject holes. The player locks a ball in either eject hole to collect the first cumulative bonus channel, from 1,000 to 10,000 points.

For heightened play, the player can activate the challenge of the MultiBall Timer by capturing the *second* eject hole and collecting both cumulative bonus channels. Time momentarily stands still, the silence a warning of the onslaught to follow.

The backglass ball-in-play indicator is transformed into the Scorpion Multi-Ball Control Center. It times the dual bombardment and calculates, second by second, a player's skill when faced with the pressure of the time factor: keep both balls rolling for 15 seconds and light 50,000; 35 seconds of twin ball attack lights extra ball; 50 seconds of intense play earns Special. To collect accumulated bonus, a blast must be made through "Serpent's Cove." The time is location adjustable. *Scorpion*'s stopwatch timer will log 1,000 points a second for up to 99 seconds of action.

For further diversion, *Scorpion* offers a mini playfield at the top left of the field. Use the second set of flippers to advance and collect 10,000 to 50,000 point scoring and Special as both banks of targets are made. Hit all three side targets on the mini field to light the bumpers for fast 1,000 point scoring each time they are hit to advance cumulative bonus channels by 1,000.

Using Williams' exclusive Lane Change feature transfers the lights and scoring from a lit to an unlit top lane by strategic powering of the right flipper button—giving extra control in making the three top lanes.

# Aliens versus the earth again

Another sure-fire space battle attraction featuring challenging cosmic missions that requires extra skill, agility and concentration on the part of the player: *Space Encounters*. "It's our latest innovation in creative space games designed to continue in the winning tradition of our highly successful *Space Invaders* and *Galaxian* video coin-ops," says Stan Jarocki, Midway's vice president of marketing.

In *Space Encounters*, the player maneuvers the Assault Ship with the Mission Control wheel. The object is to evade alien missiles and destroy attackers using the push-button firing mechanism. Hits are accompanied by "crash" roars and flashing red bursts of light. Each rack introduces a new group of alien defenders with increasing point value.

If the Assault Ship is shot or hits the Space Channel walls, it is tossed into a galaxy void, must return to base and start again. Sonic beeping sounds announce the arrival of enemy space saucers which, when hit, score extra points and introduce the Time Lapse Target for additional scoring opportunities. Speed score points are earned by guiding the Assault Ship up the channel with the retractable column contained in the Mission Control wheel.

Game time is adjustable and bonus time is earned with additional Assault Ships that are awarded at 3 high-scoring levels ( also adjustable) for continued play after game time has expired.

*Space Encounters* features a live action screen with colorful backgrounds that are mechanically reproduced, electrifying sounds, and flashing lights. Cabinet dimensions are: height—73" ( 185.4 cm); width—26½" ( 67.3 cm); and depth—34" ( 86.4 cm).

# Bilingual pinball

Williams Electronics, Inc. announced in August "an original pinball happening...the experience of *Blackout*"—the first bilingual pinball game, featuring the novel *Blackout* eject hole and challenging Orbit Loop Shot.

Eerie, exotic special-effect sounds pulsate in increasing pitch and volume as the three spinners are activated again and again. Players can activate two of the spinners by attempting the expert Orbit Loop Shot by shooting the ball through both left and right spinners at the top of the playfield in one uninterrupted shot. Accomplishing this shot lights the Orbit Path for scoring which advances in value from 5,000 to 20,000 and points the way to extra ball.

"Blackout" can be effected in two ways: hitting all three banks of targets once, or by concentrating on making the three yellow drop targets, located at the top right of the playfield, three times—with points lit for each time, plus the "Blackout" blow, which energizes the eject hole. The next ball into the energized hole causes the total blackout.

After positive response to the Lane Change feature of *Firepower*, Williams continues to utilize it on *Blackout*, among the other game features.

Williams' patent-pendingbilingual sound system produces eight phrases that depend on special achievement, i.e., "Launch Mission" at the start of the game, "Condition Green," "Condition Red," "Condition Yellow," as each bank of targets is made, and "Orbit Completed" when the Orbit Loop Shot is accomplished. In addition, there are fifteen phrases occuring at random at the end of the game.

*Blackout* is the first pinball game to offer speech in a foreign language: 120,000 bits of digital information combine to produce a French-speaking game.

As well as speech, there are ten special-effect and scoring sounds, and a number of background sounds which can be selected from a chime mode or electronics sound mode and adjusted as to how often they will be heard.

The backglass and playfield depict in technicolor clarity man's quest for knowledge of unknown space.

# Talking video

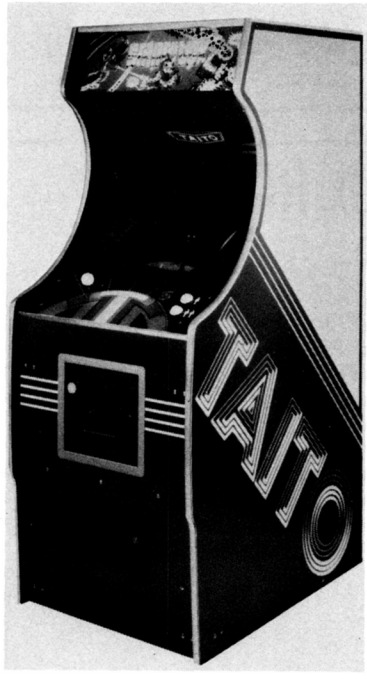
As the first talking video game ever created, Taito America's *Stratovox* speaks of player excitement and record-setting location earnings, said the Illinois manufacturer.

The voices of *Stratovox* are cries of stranded astronauts defying the forces of evil aliens. "The action is intense," said Jack Mittel, newly-appointed president and chief executive officer, in describing the game. "It becomes progressively more complex and challenging as player skill increases."

Exploding alien ships with a powerful photon rocket before they can carry off stranded astronauts, while dodging lethal showers of enemy rockets, is the critical mission. When a photon rocket is blasted by a direct alien hit, the planet surface erupts into explosive booms and triggers a prism run of flashing colors for sensational special effects.

Rising out of the action all the while are the voices of *Stratovox*," said Mittel, "urging play on and building both momentum and earnings."

*Stratovox* is manufactured by Taito America Corp. in their new Elk Grove Village, Illinois facility. It is currently available in a full color, one or two player upright and will be available in a cocktail table.



# Saving cheese

Universal's *Cheeky Mouse* video pits the player against a mouse—with an element of danger.

The player must destroy the mouse with a hammer when it comes out of his lair to get food, in the video-screen "house." A pest appears whenever 40 mice have been killed; if the player's man touches the flying pest, he collapses. When all the food is taken away by the cheeky mouse, he also collapses.

When all the men have collapsed, the game is over. Scoring 300 points by killing mice and pests awards another man.

The one- or two-player game from Universal registers high score.

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# Pinball by Odin

*Viking*, the latest conventional size pinball from Bally is loaded with new features and a warning signal that can freeze its current value. That is a 1-2-3 drop target feature that scores points and increases them tenfold if hit in the sequenced order, and a new bi-directional kicker that collects bonus and kicks up when lit and down when not.

*Viking* also contains the popular in-line drop targets and a high scoring bonus potential of 295,000 bonus points on one ball. Two ways to collect the bonus and the out-lane thumper bumpers that send the ball back to the in-lanes and flippers will keep players coming back for more action, Bally boasts.

*Viking's* artwork glows as it takes players on a journey to yesteryear. The fabulous sounds further compliment this historic pinball package. *Viking* was scheduled for distribution in late summer and early fall.

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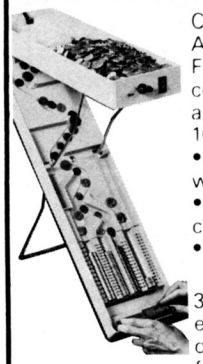

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| KISS | 995. |
| GROUND SHAKER | 1295. |
| FUTURE SPA | 1295. |
| SIX MILLION DOLLAR MAN | 995. |
| MAGIC | 1150. |
| TRIDENT | 995. |
| STAR | 695. |

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| HEAD-ON | 795. |
| SEA WOLF | 995. |
| STAR HAWK | 995. |
| LE MANS | 595. |
| CRASH | 850. |
| STAR FIRE | 1695. |
| SPACE WAR | 895. |
| SMOKEY JOE | 895. |
| LUNER LANDER | 1095. |
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| DRAG RACE | 725. |
| BREAKOUT (cocktail) | 400. |
| SILVER FALLS (new) | 1295. |
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|---|---|
| Middle Earth ( 2) | $450 |
| Space Rider ( 1) | 750. |
| Time 2000 ( 1) | 325. |
| Airborne Avenger ( 1) | 400. |

**ALLIED LEISURE**

| | |
|---|---|
| Take 5 ( 6) | 650. |
| Hearts & Spades ( 6) | 750. |

**BALLY**

| | |
|---|---|
| Eight Balls ( 2) | 595. |
| Mata Hari ( 2) | 675. |
| Star Trek ( 2) | 725. |
| Super Sonic ( 2) | 825. |
| Evel Knievel ( 1) | 500. |
| $6 Million Man ( 1) | 725. |

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| | |
|---|---|
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| Sting Ray | 525. |

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| | |
|---|---|
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| Phoenix ( l) | 825. |

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| Joker Poker ( 6) | 575. |
| Sinbad ( 3) | 550. |
| Torches ( 2) | 1200. |
| Solar Ride ( 1) | 625. |
| Charlie's Angeles ( 1) | 775. |
| Totem ( 1) | 925. |

## VIDEOS

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| Football-2 pl. ( 8) | $600. |
| Football-4 pl. ( 1) | 1450. |
| Basketball ( 1) | 1150. |
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| Destroyer ( 1) | 450. |
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| Grand Track 20's ( 2) | 225. |
| Drag Race ( 1) | 450. |
| Crash-N-Score ( 1) | 375. |

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|---|---|
| Crash ( 1) | 975. |
| Score ( 1) | 250. |
| Robot Bowl ( 1) | 425. |
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|---|---|
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| Wheels-2 pl. ( 1) | 400. |

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| Junkyard ( 2) | 250. |
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| **P.S.E.** Bazooka ( 2) | 375. |
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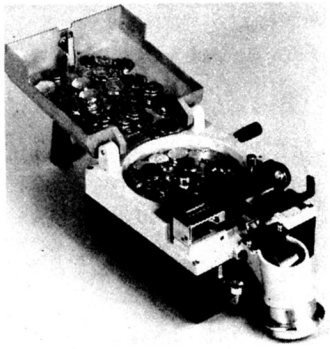

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| PLAYBOY | 800 |
| 8-BALL | 500 |
| EVEL KNIEVEL | 400 |
| SUPERSONIC | 750 |

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| | |
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| FLASH | 850 |
| STELLER WARS | 1050 |
| TRI-ZONE | 700 |

**STERN**

| | |
|---|---|
| TRIDENT | 650 |
| METEOR | 950 |

**GOTTLIEB**

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# NEWS BRIEFS

.....Stern Electronics' new jukebox division assembled distributors for Seeburg phonographs in a closed meeting August 21 in Chicago. The idled Seeburg jukebox production line was scheduled to gear up again in October 1980, one year after shutdown with Seeburg Corp.'s filing for bankruptcy proceedings. Stern completed a purchase arrangement for the jukebox line in July. Executive changes were made at Stern to head up its two separate divisions, jukebox and amusement games: see Manufacturing section inside this issue.... In addition to the executive lineup, Ben Rochetti joined Stern as director of sales at late August. Rochetti had held a similar position at Empire Distributing/Chicago. He will supervise Stern sales in the United States, Canada, and South America. .....

.....Elcon Industries, games makers of Royal Oak, Michigan, will introduce a new system in video games at the AMOA Show, Oct. 31. Andre Dubel, Elcon president, explained: "We are going to supply different logic boards that the operator can use to change one game to another by plugging in a 3-by-5-inch board ." See them at the Conrad Hilton, Chicago. .....

.....Belam Export Corporation announces that its corporate headquarters is being moved October 1 to One Delaware Drive, Lake Success on Long Island. The new facilities will boast a large showroom and expanded parts and service areas. Lake Success is located in Nassau County near New York City....R.H. Belam Co., Inc., the parent company, announced that it has taken over marketing responsibilities for the XY Overlay which is designed to spur extra income from XY games such as Asteroids, Rip Off, and Space Wars. The XY Overlay was designed by Belam's game testing division together with artists from Hy C Enterprises. The system, design, and materials were perfected, says Belam, after months of testing on Asteroids games. It is the original Asteroids color add-on and is fully copyrighted. Operators interested in obtaining the XY Overlay should contact R.H. Belam Co. at 51 Madison Avenue, New York 10010, or see their local distributor. .....

.....GSC/Six Flags Corporation announced it has acquired Funway Freeway from Inter-State Leisure, Inc. of Columbus, Ohio for an undisclosed price. Funway Freeway, formed in 1974, is one of the largest U.S. operators of arcade amusement centers, with facilities in 19 states. Each center features the latest electronic video games and pinball machines in attractively-themed space within a regional shopping center. GSC/Six Flags operates six themed amusement parks and two wax museums, with total attendance of more than 15 million persons a year....

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# The Pinball That Fights Back!

See pages 73-76

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